

LAMPIRAN 1

Kuesioner Penelitian

Kepada Para Responden yang Terhormat,

Perkenalkan nama saya Tri Ulaika dari Fakultas Ekonomi dan Bisnis Jurusan Manajemen mahasiswa Universitas EsaUnggul yang sedang menyelesaikan skripsi dengan judul “**Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Member Melalui Citra Merek Pada Industri Jasa Kebugaran**” . Penelitian ini dilakukan dengan tujuan untuk memperoleh informasi dari Anda berkaitan dengan pengaruh Kualitas Pelayanan dan Harga terhadap Kepuasan Member Fitnes melalui Citra Merek.

Saya berharap partisipasi Bapak/ Ibu untuk dapat menyediakan waktu dan pendapatanya dalam pengisian kuisisioner penelitian ini. Atas kerjasama dan bantuannya yang diberikan tidak lupa saya mengucapkan terima kasih.

Hormat saya,

Peneliti
(Tri Ulaika 201411212)

IDENTITAS RESPONDEN

Bagian 1

Identitas Responden

Untuk keperluan data penelitian ini, saya mengharapkan kepada konsumen untuk mengisi dengan menulis dan member tanda silang (√) data-data serta pernyataan berikut:

Profil Responden

1. Nama :

2. Jenis Kelamin

Laki- Laki

Perempuan

3. Usia

20 – 25 Tahun

36 – 40 Tahun

26 – 30 Tahun

41 – 45 Tahun

31 – 35 Tahun

≥ 46 Tahun

4. Jenis Membership

1 Bulan

3 Bulan

6 Bulan

12 Bulan

Bagian II

Petunjuk Pengisian:

Isilah kuesioner dengan memberi tanda silang (\checkmark) pada kolom yang tersedia dan pilihan sesuai dengan keadaan yang sebenarnya.

Keterangan:

STS : Sangat Tidak Setuju

SS : Sangat Setuju

TS : Tidak Setuju

S : Setuju

No	Pernyataan	STS	TS	S	SS
		1	2	3	4
1	CHFC memiliki peralatan fitness yang lengkap				
2	CHFC memiliki ruangan yang bersih.				
3	CHFC memiliki peralatan fitness yang modern				
4	CHFC memiliki fasilitas yang sesuai dengan jenis layanan yang diberikan				
5	Instruktur fitness memberikan perhatian member saat latihan				
6	Customer Service menghandle compliant member CHFC dengan baik				
7	CHFC bisa diandalkan				
8	CHFC menyediakan layanannya sesuai dengan kesepakatan dari awal				
9	Karyawan CHFC berpenampilan rapi				
10	CHFC tidak memberi tahu member kapan masa member berakhir.(-)				
11	Member tidak menerima pelayanan yang cepat dari instruktur dan Customer Service CHFC (-)				
12	Instruktur tidak selalu bersedia membantu member (-)				
13	Karyawan CHFC tidak segera menanggapi permintaan member. (-)				
14	Member CHFC bisa mempercayai instruktur dan customer service				
15	Member merasa aman dalam berolahraga di CHFC				
16	Seluruh karyawan CHFC sopan dan ramah				
17	Seluruh member CHFC mendapatkan dukungan yang memadai dari CHFC untuk berolahraga dengan baik.				

No	Pernyataan	STS	TS	S	SS
		1	2	3	4
18	CHFC tidak memberikan perhatian member secara individu.(-)				
19	Instruktur tidak memberikan saya perhatian pribadi. (-)				
20	Instruktur tidak tahu apa kebutuhan saya. (-)				
21	CHFC tidak menjamin keamanan data member secara akurat.(-)				
22	CHFC tidak memiliki jam operasional yang nyaman bagi semua member.(-)				
23	Harga member CHFC sangat terjangkau.				
24	Harga member CHFC sesuai dengan yang saya inginkan.				
25	CHFC memberikan kemudahan dalam pembayaran				
26	Harga member CHFC bersaing dengan tempat fitness lain.				
27	Harga member CHFC sesuai dengan manfaat yang saya rasakan.				
28	Harga member CHFC sesuai dengan fasilitas yang diberikan.				
29	Saya merasa harga member sesuai dengan produk yang ditawarkan				
30	Merek CHFC mudah diingat.				
31	Merek CHFC memberikan kesan positif kepada member.				
32	Merek CHFC mampu bersaing dengan merek fitness lainnya.				
33	Merek CHFC sudah ada didalam benak member.				
34	Saya puas dengan harga yang diberikan CHFC sesuai fasilitas				
35	CHFC memberikan pelayanan yang memuaskan sesuai dengan harga yang di tawarkan				
36	Member dapat menggunakan fasilitas CHFC kembali karena pelayanan memuaskan.				
37	Member menggunakan fasilitas CHFC kembali karena dapat memenuhi kebutuhan .				
38	Member merkomendasikan CHFC kepada teman atau kerabat karena pelayanan memuaskan.				
39	Member merekomendasikan kepada teman atau kerabat karena dapat memenuhi kebutuhan jasa fitness yang baik.				

No	Pernyataan	STS	TS	S	SS
		1	2	3	4
40	CHFC memberikan pelayanan yang baik dan memuaskan				

LAMPIRAN 2

Data Tabulasi Karakteristik 90 Responden

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Laki-laki	36	90
	Perempuan	54	
Usia	20 - 30 tahun	43	90
	31 – 40 tahun	42	
	≥ 40 tahun	5	
Jenis Membership	1 Bulan	4	90
	3 Bulan	18	
	6 Bulan	27	
	12 Bulan	41	

LAMPIRAN 3
Data Pre Test 30 Responden

No. Responden	Kualitas Pelayanan (X1)																						
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	TOTAL
1	2	4	4	4	4	4	4	4	4	1	1	1	1	4	4	4	4	3	3	1	1	1	63
2	3	2	3	4	1	3	3	2	4	1	4	4	4	2	3	4	3	4	2	2	2	2	62
3	1	4	3	1	4	4	3	3	3	4	4	1	1	2	3	4	3	4	1	1	1	4	59
4	3	3	4	4	4	4	3	4	4	1	3	3	1	4	4	4	4	2	2	2	2	2	67
5	3	3	3	3	3	3	3	3	3	2	2	2	3	3	3	3	3	4	3	2	2	2	61
6	3	3	2	2	2	3	2	3	2	3	2	3	2	3	2	3	3	2	3	2	3	2	55
7	3	3	3	3	3	3	3	3	3	3	2	2	2	2	3	3	3	2	2	2	2	2	57
8	2	3	3	3	4	3	3	3	3	1	3	2	3	3	4	3	3	4	3	4	3	4	67
9	3	4	4	3	4	4	4	4	3	1	1	1	1	3	3	3	3	2	1	1	1	1	55
10	3	3	3	3	3	2	2	2	2	3	3	3	3	2	2	2	3	3	3	3	3	2	58
11	3	3	3	3	3	3	3	3	2	1	1	1	1	2	3	3	3	3	2	1	2	1	50
12	3	3	3	3	3	3	3	3	3	4	2	2	2	2	3	3	3	3	3	3	2	3	62
13	3	3	3	3	3	3	3	3	3	2	2	2	2	2	3	3	3	2	2	2	2	2	56
14	3	3	2	3	4	2	2	2	3	2	2	1	1	4	4	2	3	4	3	2	1	1	54
15	3	3	3	4	3	3	2	4	4	1	2	2	2	3	3	3	2	2	4	1	2	2	58
16	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	45
17	3	2	2	3	2	2	2	3	2	2	2	2	2	3	3	2	2	2	2	2	2	2	49
18	3	3	2	3	3	3	2	3	3	3	3	1	1	2	3	3	3	1	1	1	1	1	49
19	3	2	2	3	2	2	3	3	3	3	3	3	3	2	2	3	3	3	3	2	2	2	57

Data Pre Test 30 Responden

No. Responden	Kualitas Pelayanan (X1)																						TOTAL
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	
20	3	3	3	3	3	4	4	4	4	2	2	2	2	2	3	3	3	2	3	2	2	2	61
21	3	3	3	3	3	3	3	3	3	2	2	2	2	3	4	4	3	1	2	2	2	2	58
22	3	3	3	3	3	3	4	4	4	3	3	3	2	2	2	2	3	3	3	2	3	3	64
23	4	3	4	2	2	3	3	2	3	1	2	2	1	2	2	4	3	4	1	1	2	1	52
24	4	3	4	4	4	4	4	4	4	3	3	3	3	2	4	3	3	2	3	3	3	2	72
25	3	3	3	3	4	3	3	3	3	3	2	2	2	3	3	4	3	3	4	3	2	2	64
26	3	2	3	3	2	2	2	2	3	2	2	3	3	3	3	2	3	2	3	3	3	3	57
27	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	1	1	1	1	75
28	3	3	2	2	3	3	2	2	3	2	3	2	2	3	2	2	3	3	2	2	2	3	54
29	3	3	2	3	2	2	3	2	2	3	3	2	3	3	3	2	3	3	2	3	2	2	56
30	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	2	62

Data Pre Test 30 Responden

No. Responden	Harga (X2)								Citra Merek (Z)					Kepuasan Pelanggan (Y)							
	P23	P24	P25	P26	P27	P28	P29	TOTAL	P30	P31	P32	P33	TOTAL	P34	P35	P36	P37	P38	P39	P40	TOTAL
1	4	4	4	4	4	4	4	28	4	4	4	4	16	4	4	4	4	4	4	4	28
2	2	2	2	3	2	2	3	16	2	2	2	2	8	2	2	3	2	2	3	3	17
3	4	3	4	4	3	3	4	25	3	3	3	3	12	4	3	3	4	4	3	3	24
4	4	3	2	3	4	4	4	24	4	4	3	4	15	4	4	3	3	3	4	4	25
5	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	21
6	3	2	3	2	3	2	3	18	2	3	2	3	10	2	3	2	3	2	3	2	17
7	3	3	3	3	3	3	2	20	2	2	2	2	8	2	3	3	3	2	2	2	17
8	4	4	4	3	3	4	3	25	4	2	3	3	12	3	3	3	3	4	3	3	22
9	3	4	4	3	4	4	3	25	3	3	3	3	12	3	3	3	3	4	4	4	24
10	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	21
11	3	2	3	3	3	3	3	20	3	3	3	1	10	3	2	3	3	3	3	3	20
12	3	2	3	3	3	3	3	20	3	3	3	3	12	3	3	3	3	3	3	3	21
13	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	21
14	3	3	3	4	2	2	2	19	2	2	3	3	10	3	3	3	2	2	2	3	18
15	3	2	2	3	3	4	2	19	4	4	2	2	12	2	3	3	3	4	4	4	23
16	2	2	2	2	2	2	2	14	2	2	2	2	8	2	2	2	2	2	2	2	14
17	3	2	2	2	2	2	2	15	2	2	2	2	8	2	3	2	2	2	2	2	15
18	3	3	3	2	3	3	2	19	3	3	3	3	12	3	3	3	3	3	3	3	21
19	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	21
20	2	2	3	2	3	2	3	17	2	3	3	3	11	2	2	3	3	3	3	3	19

Data Pre Test 30 Responden

No. Responden	Harga (X2)								Citra Merek (Z)					Kepuasan Pelanggan (Y)							
	P23	P24	P25	P26	P27	P28	P29	TOTAL	P30	P31	P32	P33	TOTAL	P34	P35	P36	P37	P38	P39	P40	TOTAL
21	4	4	4	3	3	3	2	23	2	3	3	3	11	3	3	3	3	3	3	3	21
22	3	2	3	3	3	2	3	19	3	3	4	3	13	3	2	2	3	3	3	3	19
23	4	3	3	2	3	3	2	20	2	3	3	3	11	4	3	3	3	3	3	4	23
24	3	3	2	3	3	2	2	18	2	2	3	3	10	2	2	3	3	3	3	3	19
25	3	2	3	2	2	3	3	18	3	2	3	3	11	3	3	3	3	3	3	3	21
26	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	21
27	4	1	4	2	4	4	4	23	4	4	4	4	16	4	4	4	4	4	4	4	28
28	2	3	2	2	3	3	3	18	2	2	2	1	7	3	2	2	3	2	3	4	19
29	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	21
30	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	21

LAMPIRAN 4

Data Tabulasi 90 Responden

No. Responden	Kualitas Pelayanan (X1)																						TOTAL
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	
1	4	3	3	4	4	3	4	3	4	3	2	3	3	3	3	3	4	3	3	3	4	3	72
2	4	3	3	4	3	3	4	4	4	3	3	3	3	3	3	3	2	3	2	3	2	3	68
3	2	4	4	2	4	4	2	3	3	2	3	2	3	2	3	3	3	3	2	3	3	1	61
4	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	2	3	3	3	2	4	3	64
5	2	3	3	3	3	3	3	3	3	3	4	3	3	2	4	2	3	3	3	3	3	2	64
6	2	2	3	2	1	3	1	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	60
7	3	4	3	3	1	3	3	3	3	2	4	3	3	2	4	3	3	2	4	3	4	3	66
8	3	2	3	3	3	3	3	3	3	3	4	3	3	3	4	4	3	3	3	3	3	3	68
9	4	3	4	3	3	3	3	3	3	3	4	3	2	3	3	4	3	3	3	3	3	3	69
10	3	3	4	3	2	4	4	4	4	2	4	2	3	3	3	3	2	2	3	3	3	3	67
11	3	3	4	3	2	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	2	3	67
12	3	3	3	2	2	3	3	4	3	4	4	3	2	4	3	4	3	2	4	3	4	3	69
13	3	3	3	3	2	3	3	4	4	3	4	3	3	3	3	3	4	3	3	4	4	4	72
14	3	2	4	4	3	3	4	3	3	3	3	4	3	2	3	3	3	2	3	3	2	3	66
15	4	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	4	65
16	3	3	3	3	3	4	4	3	3	3	4	3	2	3	3	3	2	3	3	2	3	4	67
17	4	2	3	3	3	3	3	3	4	3	3	3	2	3	3	3	2	2	3	2	2	3	62

Data Tabulasi 90 Responden

No. Responden	Kualitas Pelayanan (X1)																						TOTAL
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	
18	4	3	3	4	3	4	4	3	3	3	3	3	3	4	3	4	3	3	4	3	4	4	75
19	3	2	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	64
20	4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	2	64
21	4	3	4	4	4	4	4	4	4	4	2	3	4	4	3	3	3	3	4	4	3	3	78
22	4	2	2	2	4	4	3	3	3	3	3	3	2	3	3	2	3	3	3	2	3	3	63
23	3	2	2	2	3	3	2	4	3	3	4	3	3	3	2	3	2	3	3	2	4	4	63
24	3	3	4	3	4	3	4	3	4	3	4	3	4	3	4	4	4	3	2	3	3	3	74
25	3	2	3	2	3	4	3	4	3	2	3	3	2	3	3	3	3	3	2	3	2	1	60
26	4	3	3	3	3	4	4	4	3	4	3	3	3	3	3	4	3	4	3	3	3	3	73
27	3	3	2	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	2	3	3	78
28	4	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	65
29	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66
30	4	3	2	2	3	4	4	4	3	3	3	4	3	3	3	4	3	4	4	3	3	3	72
31	4	3	4	3	3	4	3	3	4	3	3	2	3	3	3	3	3	3	4	4	2	2	69
32	4	4	4	4	3	3	3	4	4	4	4	3	3	4	4	3	3	3	4	4	2	3	77
33	4	3	3	3	3	4	4	3	4	4	4	4	3	4	3	3	4	4	4	3	3	3	77
34	4	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3	64
35	1	3	1	3	2	1	3	3	1	3	2	3	2	3	3	3	3	2	3	3	3	2	53
36	3	4	3	3	3	1	3	3	3	3	3	3	2	3	2	3	1	1	3	1	3	1	55
37	3	4	4	3	3	3	3	3	3	3	3	3	3	4	4	3	4	3	4	3	4	3	73

Data Tabulasi 90 Responden

No. Responden	Kualitas Pelayanan (X1)																					TOTAL	
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21		P22
38	3	3	3	3	3	4	3	3	2	4	3	3	3	3	3	3	3	3	4	4	4	3	70
39	2	3	4	3	3	3	2	3	3	3	3	3	2	1	3	3	3	3	3	4	2	4	63
40	3	3	4	3	2	3	3	4	3	4	3	3	3	1	3	3	3	4	3	3	3	3	67
41	2	3	3	2	2	3	2	3	3	3	3	3	3	3	3	3	2	3	3	2	2	2	58
42	3	4	4	3	2	3	3	3	4	3	3	3	3	4	3	3	3	3	4	2	2	2	67
43	3	3	3	2	2	3	4	3	4	3	2	3	3	3	2	3	3	3	2	3	3	4	64
44	3	3	3	3	3	3	2	3	4	3	2	3	2	3	3	4	3	3	4	2	3	2	64
45	4	3	3	3	3	3	2	3	3	2	2	2	2	3	2	3	3	3	2	3	4	3	61
46	3	3	3	3	3	3	3	3	3	3	2	3	2	3	3	3	3	3	3	2	3	3	63
47	2	4	4	4	3	3	3	4	4	4	3	2	2	3	4	3	4	4	4	3	3	3	73
48	3	3	4	4	4	3	3	4	3	3	2	3	3	3	2	3	4	3	2	4	3	3	69
49	3	4	4	3	3	4	3	4	3	3	3	3	3	3	2	3	3	3	3	4	3	3	70
50	3	2	3	4	2	3	2	3	3	3	3	3	3	3	3	3	1	4	3	3	3	2	62
51	3	3	3	3	3	3	3	3	3	4	3	4	3	3	3	4	2	3	4	4	4	3	71
52	2	4	3	3	4	3	4	2	4	3	3	4	4	3	3	4	2	4	3	2	3	2	69
53	3	2	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	63
54	3	4	2	2	2	2	2	1	2	3	1	3	4	3	1	2	3	2	3	3	3	4	55
55	3	2	2	3	3	3	3	3	3	4	3	4	3	3	2	3	2	2	3	3	3	3	63
56	4	3	3	3	3	3	4	4	2	3	2	3	3	3	3	4	2	3	3	4	3	3	68
57	3	3	3	4	3	3	3	3	3	3	2	3	2	3	2	3	2	3	4	3	3	3	64

Data Tabulasi 90 Responden

No. Responden	Kualitas Pelayanan (X1)																						TOTAL
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	
58	3	3	3	3	2	2	2	2	1	2	3	3	3	3	3	4	3	3	3	3	3	4	61
59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	2	3	1	3	64
60	3	3	3	3	3	3	3	4	3	3	3	3	3	3	4	3	3	3	3	4	2	3	68
61	3	2	2	3	2	2	3	3	3	2	2	2	2	2	3	3	3	2	3	2	3	2	54
62	4	3	3	4	3	3	4	4	4	3	3	3	3	4	4	3	3	4	3	3	3	3	74
63	3	2	2	2	2	3	2	3	2	3	3	3	3	3	2	2	2	2	2	2	4	3	55
64	3	2	3	3	4	3	2	4	2	3	3	3	4	3	2	3	3	3	2	3	3	3	64
65	4	3	3	3	1	3	4	3	3	4	2	3	4	4	3	2	2	2	3	3	3	3	65
66	2	3	3	4	3	4	3	4	4	3	3	3	3	3	2	3	3	3	3	2	3	3	67
67	2	4	4	3	3	3	2	4	3	3	3	3	4	3	3	3	3	3	3	3	2	3	67
68	2	3	3	4	3	4	3	4	3	4	4	4	4	4	3	4	4	4	4	4	4	3	79
69	2	2	2	4	2	3	3	3	3	3	3	3	3	3	2	3	3	3	2	3	4	4	63
70	4	4	3	4	3	4	3	3	3	4	4	3	3	3	3	3	2	3	3	3	2	3	70
71	4	3	3	3	3	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3	2	68
72	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	4	66
73	3	2	2	2	2	3	3	4	3	2	3	3	3	3	3	3	3	3	3	3	3	3	62
74	4	2	3	3	4	4	3	3	3	3	3	2	2	3	3	3	3	3	3	2	3	3	65
75	2	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	4	64
76	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	4	3	69
77	3	2	2	4	3	3	3	3	3	4	2	2	3	3	3	3	3	3	3	2	3	3	63

Data Tabulasi 90 Responden

No. Responden	Kualitas Pelayanan (X1)																						TOTAL
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	
78	4	3	2	3	4	4	4	3	3	2	3	3	4	4	3	3	3	3	3	2	3	3	69
79	4	3	3	3	3	4	3	3	3	4	3	2	2	2	3	3	3	3	3	3	3	3	66
80	4	2	3	3	4	4	3	3	3	3	3	4	3	3	3	3	3	3	3	2	3	4	69
81	3	3	3	3	4	3	3	3	3	3	3	4	3	3	3	3	4	4	2	4	2	4	70
82	3	2	3	3	3	3	3	3	2	2	3	3	3	2	3	3	3	3	3	3	3	3	62
83	4	3	4	3	4	3	4	3	4	3	3	3	3	3	4	3	3	4	3	3	3	3	73
84	4	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	4	3	4	4	3	3	68
85	2	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	69
86	3	3	3	3	3	3	3	4	3	3	3	4	4	3	4	4	3	3	3	4	4	4	74
87	2	3	2	2	2	2	3	2	3	3	2	2	4	3	4	3	3	4	4	4	3	4	64
88	2	2	2	2	3	2	2	2	2	2	2	2	2	3	3	3	3	3	3	3	3	3	54
89	3	4	4	3	4	4	3	3	3	4	3	4	3	4	4	3	4	4	4	3	3	3	77
90	3	2	2	3	2	2	3	2	3	2	2	2	2	4	4	4	4	3	3	4	4	3	63
Total	32	26	23	23	21	26	27	27	28	27	23	27	27	24	24	25	28	26	27	29	27	28	267.3
	1	7	9	6	9	8	7	1	3	2	9	7	5	4	9	9	4	8	6	5	3	9	18

Data Tabulasi 90 Responden

No. Responden	Harga (X2)								Citra Merek (Z)					Kepuasan Pelanggan (Y)							
	P23	P24	P25	P26	P27	P28	P29	TOTAL	P30	P31	P32	P33	TOTAL	P34	P35	P36	P37	P38	P39	P40	TOTAL
1	3	3	3	3	3	2	3	20	3	3	3	3	12	3	3	3	3	3	3	3	21
2	3	2	1	3	1	2	1	13	3	2	3	3	11	2	1	1	1	1	1	1	8
3	3	3	1	3	3	3	3	19	1	1	3	1	6	3	3	3	1	4	4	1	19
4	3	3	3	3	3	3	3	21	4	3	4	3	14	3	3	3	3	2	3	3	20
5	4	3	3	3	3	3	3	22	3	3	4	4	14	3	3	3	3	4	3	4	23
6	4	3	2	4	4	4	3	24	4	4	2	4	14	2	3	3	2	3	3	3	19
7	4	3	2	3	3	3	3	21	3	3	3	3	12	3	3	3	2	4	3	3	21
8	3	2	2	3	3	2	2	17	2	3	2	2	9	2	2	2	2	3	3	2	16
9	3	3	2	3	3	3	3	20	3	2	2	2	9	3	3	3	2	3	3	4	21
10	4	4	3	3	4	3	3	24	4	4	3	3	14	4	3	4	3	4	4	3	25
11	3	3	2	2	3	2	2	17	2	2	3	2	9	3	2	2	2	3	3	2	17
12	3	3	3	4	4	3	2	22	3	3	4	3	13	4	2	3	3	3	3	4	22
13	3	3	3	3	3	3	2	20	3	3	3	2	11	3	2	3	3	3	3	2	19
14	3	4	3	4	4	3	3	24	3	3	3	3	12	4	3	3	3	4	4	3	24
15	4	3	3	3	3	3	3	22	3	3	3	4	13	3	3	3	3	4	4	2	22
16	3	3	3	3	3	3	3	21	3	3	3	4	13	3	3	3	3	3	3	4	22
17	2	3	1	3	4	3	3	19	2	2	3	3	10	3	3	2	1	3	3	2	17
18	3	4	3	4	3	3	3	23	3	3	4	4	14	3	3	4	3	3	3	4	23

Data Tabulasi 90 Responden

No. Responden	Harga (X2)								Citra Merek (Z)					Kepuasan Pelanggan (Y)							
	P23	P24	P25	P26	P27	P28	P29	TOTAL	P30	P31	P32	P33	TOTAL	P34	P35	P36	P37	P38	P39	P40	TOTAL
19	2	3	2	3	3	3	4	20	3	2	3	2	10	2	4	2	2	2	2	2	16
20	3	3	2	3	2	3	2	18	3	2	3	2	10	3	2	3	2	3	3	2	18
21	3	3	2	3	3	3	3	20	4	3	4	3	14	3	3	3	2	3	3	2	19
22	3	3	3	3	3	3	3	21	3	3	2	3	11	3	3	3	3	3	3	3	21
23	3	3	3	4	4	3	3	23	4	4	2	4	14	2	3	3	3	3	3	4	21
24	4	3	3	3	3	3	3	22	3	3	2	3	11	3	3	3	3	3	3	2	20
25	3	2	2	2	2	1	2	14	2	2	2	1	7	3	2	2	2	3	3	1	16
26	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	21
27	3	3	1	2	4	2	2	17	4	4	4	3	15	3	2	2	1	4	3	4	19
28	3	3	1	2	4	2	2	17	3	4	2	3	12	3	2	2	1	4	3	3	18
29	2	3	2	3	3	3	2	18	3	3	3	3	12	3	2	2	2	3	3	2	17
30	4	3	2	3	3	2	3	20	3	3	4	3	13	4	3	3	2	4	3	4	23
31	3	3	3	3	3	2	3	20	2	3	3	2	10	3	3	3	3	3	3	3	21
32	3	2	1	3	1	2	1	13	3	2	2	3	10	2	1	1	1	1	1	1	8
33	3	3	1	3	3	3	3	19	3	3	4	4	14	3	3	3	1	4	4	1	19
34	3	3	3	3	3	3	3	21	3	3	4	4	14	3	3	3	3	2	3	3	20
35	4	3	3	3	3	3	3	22	3	3	3	3	12	3	3	3	3	4	3	4	23
36	4	3	2	4	4	4	3	24	2	1	3	3	9	2	3	3	2	3	3	3	19
37	4	3	2	3	3	3	3	21	4	3	3	3	13	3	3	3	2	4	3	3	21
38	3	2	2	3	3	2	2	17	2	2	2	2	8	2	2	2	2	3	3	2	16

Data Tabulasi 90 Responden

No. Responden	Harga (X2)								Citra Merek (Z)					Kepuasan Pelanggan (Y)							
	P23	P24	P25	P26	P27	P28	P29	TOTAL	P30	P31	P32	P33	TOTAL	P34	P35	P36	P37	P38	P39	P40	TOTAL
39	3	3	2	3	3	3	3	20	3	2	3	3	11	3	3	3	4	4	3	4	24
40	4	4	3	3	4	3	3	24	3	2	3	3	11	4	3	3	4	4	4	3	25
41	3	3	2	2	3	2	2	17	3	3	3	3	12	3	3	3	3	3	3	2	20
42	3	3	3	4	4	3	2	22	3	3	3	3	12	4	2	1	3	3	3	4	20
43	3	3	3	3	3	3	2	20	3	3	3	3	12	3	4	3	3	3	3	2	21
44	3	4	3	4	4	3	3	24	2	2	3	3	10	4	2	2	2	2	4	3	19
45	4	3	3	3	3	3	3	22	3	3	3	3	12	3	3	2	3	3	4	2	20
46	3	3	3	3	3	3	3	21	2	1	4	3	10	3	3	2	3	3	3	4	21
47	2	3	1	3	4	3	3	19	2	1	4	3	10	3	3	3	3	3	3	2	20
48	3	4	3	4	3	3	3	23	2	2	3	3	10	3	3	3	3	3	3	4	22
49	2	3	2	3	3	3	4	20	3	2	4	3	12	2	3	3	3	3	2	2	18
50	3	3	2	3	2	3	2	18	3	2	3	3	11	3	2	2	3	3	3	2	18
51	3	3	2	3	3	3	3	20	4	3	3	4	14	3	3	3	3	3	3	2	20
52	3	3	3	3	3	3	3	21	2	3	3	2	10	3	2	1	4	3	3	3	19
53	3	3	3	4	4	3	3	23	2	4	4	2	12	2	2	1	4	3	3	4	19
54	4	3	3	3	3	3	3	22	2	3	3	2	10	3	2	2	3	3	3	2	18
55	3	2	2	2	2	1	2	14	2	2	2	2	8	3	3	2	4	3	3	1	19
56	3	3	3	3	3	3	3	21	3	3	3	3	12	3	3	3	3	3	3	3	21
57	3	3	1	2	4	2	2	17	4	4	3	4	15	3	2	2	1	4	3	4	19
58	3	3	1	2	4	2	2	17	2	4	3	2	11	3	2	2	1	4	3	3	18

Data Tabulasi 90 Responden

No. Responden	Harga (X2)								Citra Merek (Z)					Kepuasan Pelanggan (Y)							
	P23	P24	P25	P26	P27	P28	P29	TOTAL	P30	P31	P32	P33	TOTAL	P34	P35	P36	P37	P38	P39	P40	TOTAL
59	2	3	2	3	3	3	2	18	3	3	3	3	12	3	2	2	2	3	3	2	17
60	4	3	2	3	3	2	3	20	4	3	2	4	13	4	3	3	2	4	3	4	23
61	3	3	3	3	3	2	3	20	2	3	3	2	10	3	3	3	3	3	3	3	21
62	3	2	3	3	3	3	2	19	3	2	2	3	10	2	1	1	1	1	1	1	8
63	3	2	2	3	3	3	2	18	3	1	1	3	8	3	3	3	1	4	4	1	19
64	4	4	4	4	4	4	3	27	4	3	3	4	14	3	3	3	3	2	3	3	20
65	4	4	2	4	3	3	2	22	4	3	3	4	14	3	3	3	3	4	3	4	23
66	3	2	3	3	3	3	2	19	2	4	4	2	12	2	3	3	2	3	3	3	19
67	3	2	3	3	2	3	3	19	3	3	3	3	12	3	3	3	2	4	3	3	21
68	3	3	3	3	3	3	3	21	2	3	2	2	9	2	2	2	2	3	3	2	16
69	3	3	2	4	4	3	2	21	2	2	2	2	8	3	3	3	2	3	3	4	21
70	3	3	2	2	3	3	3	19	3	4	4	3	14	4	3	4	3	4	4	3	25
71	2	2	3	2	4	3	3	19	3	2	2	3	10	3	2	2	2	3	3	2	17
72	4	4	3	3	4	4	4	26	4	3	3	4	14	4	2	3	3	3	3	4	22
73	3	4	2	2	3	3	2	19	3	3	3	3	12	3	2	3	3	3	3	2	19
74	3	2	2	3	3	3	2	18	3	3	3	3	12	4	3	3	3	4	4	3	24
75	4	4	4	4	4	4	4	28	3	3	3	3	12	3	3	3	3	4	4	2	22
76	3	4	3	4	3	3	3	23	3	3	3	3	12	3	3	3	3	3	3	4	22
77	3	2	2	3	3	3	2	18	3	2	2	3	10	3	3	2	1	3	3	2	17
78	4	4	4	3	4	2	4	25	4	3	3	4	14	3	3	4	3	3	3	4	23

Data Tabulasi 90 Responden

No. Responden	Harga (X2)								Citra Merek (Z)					Kepuasan Pelanggan (Y)							
	P23	P24	P25	P26	P27	P28	P29	TOTAL	P30	P31	P32	P33	TOTAL	P34	P35	P36	P37	P38	P39	P40	TOTAL
79	3	2	2	3	3	3	2	18	3	2	2	3	10	2	4	2	2	2	2	2	16
80	3	3	3	3	3	3	3	21	3	2	3	3	11	3	2	3	2	3	3	2	18
81	4	3	3	3	4	4	3	24	4	3	3	4	14	3	3	3	2	3	3	2	19
82	3	3	3	3	4	3	3	22	2	3	3	2	10	3	3	3	3	3	3	3	21
83	3	3	3	3	3	3	3	21	2	4	4	2	12	2	3	3	3	3	3	4	21
84	3	3	2	3	4	2	3	20	2	3	3	2	10	3	3	3	3	3	3	2	20
85	3	3	3	3	3	4	3	22	2	2	2	2	8	3	2	2	2	3	3	1	16
86	4	4	3	4	4	4	3	26	3	3	3	3	12	3	3	3	3	3	3	3	21
87	3	3	3	3	3	3	3	21	4	4	3	4	15	3	2	2	1	4	3	4	19
88	3	3	2	3	3	3	2	19	2	4	3	2	11	3	2	2	1	4	3	3	18
89	4	3	4	3	4	3	3	24	3	3	3	3	12	3	2	2	2	3	3	2	17
90	4	4	4	4	4	2	4	26	4	3	2	4	13	4	3	3	2	4	3	4	23
Total	32	26	23	23	21	26	24	255.4	28	26	27	29	280.7	26	23	23	21	28	27	24	252
	1	7	9	6	9	2	4	29	4	8	6	5	5	7	9	6	9	4	3	6	

LAMPIRAN 5

Uji Validitas 30 Responden

		Correlations																						
		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	Total
P1	Pearson Correlation	1	-.113	.245	.425	-.142	.000	.149	.080	.182	.032	-.010	.447	.280	.028	.000	.000	.130	-.241	-.019	.000	.184	-.507	.206
	Sig. (2-tailed)		.551	.192	.019	.453	1.000	.431	.676	.335	.866	.960	.013	.133	.884	1.000	1.000	.494	.200	.923	1.000	.331	.004	.274
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	-.113	1	.532	.000	.747	.714	.514	.501	.275	.143	-.043	-.351	-.335	.320	.357	.417	.545	.052	-.265	-.394	-.482	-.151	.378
	Sig. (2-tailed)	.551		.002	1.000	.000	.000	.004	.005	.141	.450	.821	.057	.070	.085	.053	.022	.002	.783	.157	.031	.007	.426	.040
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.245	.532	1	.431	.480	.718	.686	.537	.587	-.227	-.069	.141	-.041	.164	.431	.604	.548	.027	-.133	-.190	-.078	-.181	.615
	Sig. (2-tailed)	.192	.002		.018	.007	.000	.000	.002	.001	.227	.717	.456	.831	.388	.018	.000	.002	.888	.484	.315	.684	.339	.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
P4	Pearson Correlation	.425	.000	.431	1	.179	.214	.349	.468	.574	-.253	.000	.352	.331	.349	.571	.200	.327	-.229	.292	.063	.000	-.368	.543
	Sig. (2-tailed)	.019	1.000	.018		.343	.256	.059	.009	.001	.177	1.000	.057	.074	.059	.001	.288	.077	.224	.118	.741	1.000	.045	.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
P5	Pearson Correlation	-.142	.747	.480	.179	1	.598	.408	.559	.360	.085	-.051	-.343	-.323	.409	.598	.280	.456	.000	.049	-.053	-.323	.000	.504
	Sig. (2-tailed)																							
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

	Sig. (2-tailed)	.453	.000	.007	.343		.000	.025	.001	.050	.656	.790	.063	.082	.025	.000	.135	.011	1.000	.798	.782	.082	1.000	.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
P6	Pearson Correlation	.000	.714	.718	.214	.598	1	.697	.735	.646	-.051	.061	-.059	-.221	.140	.429	.668	.546	-.114	-.233	-.378	-.309	-.061	.565
	Sig. (2-tailed)	1.000	.000	.000	.256	.000		.000	.000	.000	.790	.750	.758	.241	.462	.018	.000	.002	.548	.214	.039	.097	.747	.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
P7	Pearson Correlation	.149	.514	.686	.349	.408	.697	1	.652	.574	.040	.018	.092	.075	.000	.349	.456	.532	.067	-.108	-.123	-.151	-.114	.631
	Sig. (2-tailed)	.431	.004	.000	.059	.025	.000		.000	.001	.836	.926	.631	.692	1.000	.059	.011	.002	.725	.569	.517	.427	.549	.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
P8	Pearson Correlation	.080	.501	.537	.468	.559	.735	.652	1	.604	.000	-.114	.000	-.155	.196	.401	.375	.306	-.374	.109	-.295	-.144	-.115	.536
	Sig. (2-tailed)	.676	.005	.002	.009	.001	.000	.000		.000	1.000	.550	1.000	.414	.300	.028	.041	.100	.042	.566	.114	.447	.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
P9	Pearson Correlation	.182	.275	.587	.574	.360	.646	.574	.604	1	-.129	.252	.271	.096	.187	.431	.470	.439	-.027	.133	-.190	-.155	-.004	.686
	Sig. (2-tailed)	.335	.141	.001	.001	.050	.000	.001	.000		.497	.179	.148	.613	.322	.018	.009	.015	.888	.484	.315	.413	.983	.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
P10	Pearson Correlation	.032	.143	-.227	-.253	.085	-.051	.040	.000	-.129	1	.453	.224	.271	-.214	-.152	-.095	.077	-.035	-.039	.179	.000	.249	.226
	Sig. (2-tailed)	.866	.450	.227	.177	.656	.790	.836	1.000	.497		.012	.233	.147	.255	.423	.619	.685	.854	.839	.345	1.000	.184	.229
	N	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	-.010	-.043	-.069	.000	-.051	.061	.018	-.114	.252	.453	1	.568	.528	-.099	.000	.114	.186	.266	-.237	.161	.066	.395	.429
	Sig. (2-tailed)	.960	.821	.717	1.000	.790	.750	.926	.550	.179	.012		.001	.003	.603	1.000	.550	.326	.156	.208	.396	.731	.031	.018
	N	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	.447	-.351	.141	.352	-.343	-.059	.092	.000	.271	.224	.568	1	.779	.000	-.117	.055	.179	.028	.134	.310	.506	.141	.514
	Sig. (2-tailed)	.013	.057	.456	.057	.063	.758	.631	1.000	.148	.233	.001		.000	1.000	.537	.774	.344	.883	.480	.095	.004	.457	.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
P13	Pearson Correlation	.280	-.335	-.041	.331	-.323	-.221	.075	-.155	.096	.271	.528	.779	1	-.036	.000	-.103	.000	.180	.204	.487	.417	.231	.462
	Sig. (2-tailed)	.133	.070	.831	.074	.082	.241	.692	.414	.613	.147	.003	.000		.850	1.000	.587	1.000	.342	.279	.006	.022	.220	.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
P14	Pearson Correlation	.028	.320	.164	.349	.409	.140	.000	.196	.187	-.214	-.099	.000	-.036	1	.558	.131	.426	.019	.095	-.062	-.302	-.220	.300
	Sig. (2-tailed)	.884	.085	.388	.059	.025	.462	1.000	.300	.322	.255	.603	1.000	.850		.001	.492	.019	.922	.617	.747	.105	.243	.107
	N	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	.000	.357	.431	.571	.598	.429	.349	.401	.431	-.152	.000	-.117	.000	.558	1	.401	.436	-.114	.000	.063	-.309	-.123	.528
	Sig. (2-tailed)	1.000	.053	.018	.001	.000	.018	.059	.028	.018	.423	1.000	.537	1.000	.001		.028	.016	.548	1.000	.741	.097	.518	.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
P16	Pearson Correlation	.000	.417	.604	.200	.280	.668	.456	.375	.470	-.095	.114	.055	-.103	.131	.401	1	.510	.053	-.218	-.354	-.361	-.172	.438

	Sig. (2-tailed)	1.000	.022	.000	.288	.135	.000	.011	.041	.009	.619	.550	.774	.587	.492	.028		.004	.779	.246	.055	.050	.363	.015
	N	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	.130	.545	.548	.327	.456	.546	.532	.306	.439	.077	.186	.179	.000	.426	.436	.510	1	.087	-.178	-.096	-.236	-.187	.602
	Sig. (2-tailed)	.494	.002	.002	.077	.011	.002	.002	.100	.015	.685	.326	.344	1.000	.019	.016	.004		.646	.346	.613	.210	.321	.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
P18	Pearson Correlation	-.241	.052	.027	-.229	.000	-.114	.067	-.374	-.027	-.035	.266	.028	.180	.019	-.114	.053	.087	1	.044	.101	-.062	.210	.137
	Sig. (2-tailed)	.200	.783	.888	.224	1.000	.548	.725	.042	.888	.854	.156	.883	.342	.922	.548	.779	.646		.819	.596	.746	.267	.469
	N	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	-.019	-.265	-.133	.292	.049	-.233	-.108	.109	.133	-.039	-.237	.134	.204	.095	.000	-.218	-.178	.044	1	.515	.504	.232	.243
	Sig. (2-tailed)	.923	.157	.484	.118	.798	.214	.569	.566	.484	.839	.208	.480	.279	.617	1.000	.246	.346	.819		.004	.004	.217	.195
	N	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	.000	-.394	-.190	.063	-.053	-.378	-.123	-.295	-.190	.179	.161	.310	.487	-.062	.063	-.354	-.096	.101	.515	1	.680	.541	.276
	Sig. (2-tailed)	1.000	.031	.315	.741	.782	.039	.517	.114	.315	.345	.396	.095	.006	.747	.741	.055	.613	.596	.004		.000	.002	.141
	N	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	.184	-.482	-.078	.000	-.323	-.309	-.151	-.144	-.155	.000	.066	.506	.417	-.302	-.309	-.361	-.236	-.062	.504	.680	1	.464	.145
	Sig. (2-tailed)	.331	.007	.684	1.000	.082	.097	.427	.447	.413	1.000	.731	.004	.022	.105	.097	.050	.210	.746	.004	.000		.010	.446
	N	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	-.507	-.151	-.181	-.368	.000	-.061	-.114	-.115	-.004	.249	.395	.141	.231	-.220	-.123	-.172	-.187	.210	.232	.541	.464	1	.207
	Sig. (2-tailed)	.004	.426	.339	.045	1.000	.747	.549	.546	.983	.184	.031	.457	.220	.243	.518	.363	.321	.267	.217	.002	.010		.273
	N	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	.206	.378	.615	.543	.504	.565	.631	.536	.686	.226	.429	.514	.462	.300	.528	.438	.602	.137	.243	.276	.145	.207	1
	Sig. (2-tailed)	.274	.040	.000	.002	.005	.001	.000	.002	.000	.229	.018	.004	.010	.107	.003	.015	.000	.469	.195	.141	.446	.273	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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Correlations

		P23	P24	P25	P26	P27	P28	P29	Total
P23	Pearson Correlation	1	.368*	.603**	.335	.521**	.591**	.307	.764**
	Sig. (2-tailed)		.045	.000	.070	.003	.001	.099	.000
	N	30	30	30	30	30	30	30	30
P24	Pearson Correlation	.368*	1	.400*	.489**	.313	.369*	-.024	.622**
	Sig. (2-tailed)	.045		.029	.006	.092	.045	.900	.000
	N	30	30	30	30	30	30	30	30
P25	Pearson Correlation	.603**	.400*	1	.321	.461*	.442*	.385*	.749**
	Sig. (2-tailed)	.000	.029		.084	.010	.014	.036	.000
	N	30	30	30	30	30	30	30	30
P26	Pearson Correlation	.335	.489**	.321	1	.183	.212	.262	.579**
	Sig. (2-tailed)	.070	.006	.084		.333	.260	.162	.001
	N	30	30	30	30	30	30	30	30
P27	Pearson Correlation	.521**	.313	.461*	.183	1	.711**	.558**	.761**
	Sig. (2-tailed)	.003	.092	.010	.333		.000	.001	.000
	N	30	30	30	30	30	30	30	30
P28	Pearson Correlation	.591**	.369*	.442*	.212	.711**	1	.436*	.777**
	Sig. (2-tailed)	.001	.045	.014	.260	.000		.016	.000
	N	30	30	30	30	30	30	30	30
P29	Pearson Correlation	.307	-.024	.385*	.262	.558**	.436*	1	.591**
	Sig. (2-tailed)	.099	.900	.036	.162	.001	.016		.001

N		30	30	30	30	30	30	30	30
Total	Pearson Correlation	.764**	.622**	.749**	.579**	.761**	.777**	.591**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.001	
	N	30	30	30	30	30	30	30	30

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

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

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Correlations

		P30	P31	P32	P33	Total
P30	Pearson Correlation	1	.671**	.524**	.459*	.819**
	Sig. (2-tailed)		.000	.003	.011	.000
	N	30	30	30	30	30
P31	Pearson Correlation	.671**	1	.497**	.522**	.823**
	Sig. (2-tailed)	.000		.005	.003	.000
	N	30	30	30	30	30
P32	Pearson Correlation	.524**	.497**	1	.693**	.813**
	Sig. (2-tailed)	.003	.005		.000	.000
	N	30	30	30	30	30
P33	Pearson Correlation	.459*	.522**	.693**	1	.819**
	Sig. (2-tailed)	.011	.003	.000		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.819**	.823**	.813**	.819**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

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Correlations

		P34	P35	P36	P37	P38	P39	P40	Total
P34	Pearson Correlation	1	.602**	.510**	.627**	.538**	.478**	.626**	.800**
	Sig. (2-tailed)		.000	.004	.000	.002	.008	.000	.000
	N	30	30	30	30	30	30	30	30
P35	Pearson Correlation	.602**	1	.578**	.476**	.439*	.449*	.338	.696**
	Sig. (2-tailed)	.000		.001	.008	.015	.013	.068	.000
	N	30	30	30	30	30	30	30	30
P36	Pearson Correlation	.510**	.578**	1	.571**	.633**	.529**	.508**	.766**
	Sig. (2-tailed)	.004	.001		.001	.000	.003	.004	.000
	N	30	30	30	30	30	30	30	30
P37	Pearson Correlation	.627**	.476**	.571**	1	.733**	.637**	.475**	.806**
	Sig. (2-tailed)	.000	.008	.001		.000	.000	.008	.000
	N	30	30	30	30	30	30	30	30
P38	Pearson Correlation	.538**	.439*	.633**	.733**	1	.745**	.603**	.849**
	Sig. (2-tailed)	.002	.015	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30
P39	Pearson Correlation	.478**	.449*	.529**	.637**	.745**	1	.807**	.837**
	Sig. (2-tailed)	.008	.013	.003	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30
P40	Pearson Correlation	.626**	.338	.508**	.475**	.603**	.807**	1	.794**

	Sig. (2-tailed)	.000	.068	.004	.008	.000	.000		.000
	N	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.800**	.696**	.766**	.806**	.849**	.837**	.794**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

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

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

Hasil Uji Reliabilitas

Cronbach's Alpha	N of Items
.902	40

LAMPIRAN 6

Hasil Analisis Jalur (*Path Analysis*)

Tahap 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,684 ^a	0.468	0.456	1.021

Predictors: (Constant), Harga, Kualitas pelayanan
 Sumber: Hasil olah data software statistic,2018

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.820	2	39.910	38.309	.000
	Residual	90.636	87	1.042		
	Total	170.456	89			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.394	1.703		.818	.415
	Kualitas Pelayanan	.281	.033	.848	8.619	.000
	Harga	.366	.057	.635	6.448	.000

a. Dependent Variable: Citra Merek

Hasil Analisis Jalur (*Path Analysis*)

Tahap 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,857 ^a	0.734	0.725	1.651

a. Predictors: (Constant), Citra merek, Kualitas pelayanan, Harga

Sumber : Hasil olah data software statistic, 2018

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.820	2	39.910	38.309	.000
	Residual	90.636	87	1.042		
	Total	170.456	89			

Model		Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
		B	Std. Error			
1	(Constant)	3.197	2.766		1.156	0.251
	Kualitas pelayanan	0.184	0.072	0.244	2.556	0.012
	Harga	0.871	0.112	0.664	7.804	0.000
	Citra merek	0.521	0.173	0.229	3.004	0.003

a. Dependent Variable: Kepuasan member

Sumber : Hasil olah data software statistic,2018

LAMPIRAN 7

Tabel r Product Moment

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432
100	0.1638	0.1946	0.2301	0.2540	0.3211
125	0.1466	0.1743	0.2062	0.2278	0.2886
150	0.1339	0.1593	0.1886	0.2083	0.2643
175	0.1240	0.1476	0.1747	0.1932	0.2453
200	0.1161	0.1381	0.1636	0.1809	0.2298