

LAMPIRAN 2

Kuesioner Penelitian

Pengaruh Kualitas Produk, Harga, Dan Citra Merek Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening *Roll* Plastik Tutup Gelas Air Minum Dalam Kemasan 240ml

(Studi Kasus Pada PT Century Mitra Sukses Sejati)

Kepada Yth,

Saudara/I Responden

Di – Tempat

Dengan hormat,

Saya bertanda tangan di bawah ini :

Nama : Dieny Annisaa Rosyiedu

NIM : 2015-11-468

Adalah Mahasiswa S-1 Jurusan Manajemen Universitas Esa Unggul Citra Raya Tangerang

Dengan ini saya memohon kepada Saudara/I untuk dapat berpartisipasi dalam mengisi kuesioner penelitian ini. Saya menyadari permohonan ini sedikit banyak akan mengganggu aktivitas atau ketenangan Saudara/I. Penelitian ini digunakan hanya untuk kepentingan penyelesaian skripsi saya.

Atas kesediaan Saudara/I dalam mengisi kuesioner ini saya ucapkan terima kasih.

Hormat saya,

DIENY ANNISAA ROSYIED

PETUNJUK PENGISIAN

Jawablah pertanyaan sesuai dengan pendapat Anda

Pilihlah jawaban dengan memberi tanda silang (X) pada salah satu jawaban yang paling sesuai menurut Anda

Data responden :

Nomor responden : _____ (diisi oleh peneliti)

Silahkan beri tanda (X) pada jawaban yang paling tepat dan sesuai

Jenis kelamin anda :

- a. Laki-laki
- b. Perempuan

Usia :

- a. 17 – 25 tahun
- b. 26 – 30 tahun
- c. ≥ 31 tahun

Pendidikan terakhir :

- a. SLTA
- b. D3
- c. S1
- d. S2

Pendapatan per/bulan :

- a. Rp. 3.500.000/bulan
- b. Rp. $\geq 3.500.001$ /bulan – Rp. 4.000.000/bulan
- c. Rp. $\geq 4.000.001$ /bulan

Kuantiti order dalam sekali pesan :

- a. 100 Roll
- b. ≥ 101 Roll – 500 Roll
- c. ≥ 501 Roll – 1000 Roll
- d. ≥ 1001 Roll

Berapa lama sudah menjadi pelanggan *roll* tutup gelas air minum dalam kemasan 240ml di PT Century Mitra Sukses Sejati

- a. 1 tahun
- b. 2 tahun – 5 tahun
- c. ≥ 5 tahun

Pernyataan

Berilah tanda check list (√) pada jawaban yang sesuai dengan pendapat anda

Keterangan :

STS = Sangat Tidak Setuju

TS = Tidak Setuju

S = Setuju

SS = Sangat Setuju

CARA PENGISIAN

Isilah pernyataan dibawah ini yang menyangkut pengalaman anda menjadi pelanggan *roll* tutup gelas *Lidcup* air minum dalam kemasan 240ml di PT Century Mitra Sukses Sejati, dengan memberikan tanda (√) di kolom yang sesuai.

Keterangan :

Skor	Keterangan
1	Sangat Tidak Setuju
2	Tidak Setuju
3	Setuju
4	Sangat Setuju

PERNYATAAN

No	Pernyataan	Jawaban			
		STS	TS	S	SS
Kualitas Produk (X1)					
1.	Daya simpan produk dapat mencapai maksimal 1tahun				
2.	Tahan terhadap bocor saat penyimpanan dalam waktu yang lama				
3.	Spesifikasi selalu sesuai dengan standar yang ditentukan oleh pelanggan				
4.	Ketebalan plastik sesuai standarisasi kemasan				
5.	Plastik tidak mudah sobek				

No	Pernyataan	Jawaban			
		STS	STS	STS	STS
6.	Plastik tidak mudah bocor				
7.	Selalu memberikan informasi terbaru mengenai barang				
8.	Cermat dalam menanggapi permintaan barang				
Harga (X2)					
9.	Sesuai dengan ketebalan plastik diorder				
10.	Plastik tebal 52micron lebih murah dibanding pesaing				
11.	Harga mahal sebanding dengan hasil barang yang ditawarkan				
12.	Harga mahal sebanding dengan hasil barang yang ditawarkan				
13.	Sesuai dengan kuantiti order				
14.	Kuantiti order banyak lebih murah dibanding pesaing				
15.	Sesuai menyesuaikan jarak tempuh pengiriman				
16.	Pengiriman cepat harga murah				
Citra Merek (X3)					
17.	Logo perusahaan mudah dikenal				
18.	Lambang perusahaan mudah diingat				
19.	Tempat pabrik yang strategis di daerah Cikupa Tangerang				
20.	Akses pabrik mudah dijangkau pelanggan				
21.	Perusahaan selalu memberikan informasi kepada pelanggan				
22.	Akses dalam informasi dan komunikasi yang mudah				
23.	Mempunyai logo unik setiap cetakan plastik kemasan				
24.	Ukuran logo sesuai dengan standar				
25.	Tanggap dalam menerima Keluhan				

No	Pernyataan	Jawaban			
		STS	STS	STS	STS
Kepuasan Pelanggan (Z)					
26.	Penyampaian tanggapan keluhan mudah dipahami				
27.	Respon keluhan yang cepat				
28.	Perbaikan keluhan yang cepat				
29.	Tidak akan beralih ke pesaing lain				
30.	Akan selalu pesan produk yang sama				
31.	Produk dihasilkan sesuai dengan permintaan				
32.	Kualitas produk sesuai dengan harapan				
Loyalitas Pelanggan (Y)					
33.	Saya akan melakukan pemesanan kembali				
34.	Saya akan menambahkan jumlah pesanan				
35.	Saya akan memilih produk yang sama				
36.	Saya akan membeli kembali produk yang sama				
37.	Saya akan informasikan positif mengenai produk				
38.	Saya akan merekomendasikan produk ini ke orang lain				
39.	Saya akan menginformasikan keunggulan produk ke orang lain				
40.	Saya akan informasikan bahwa pengiriman lebih cepat dari pesaing				

LAMPIRAN B
UJI VALIDITAS
DAN
RELIABILITAS

1. Uji Validitas Kualitas Produk (X1)

Correlations										
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TOTAL _X1
X1.1	Pearson Correlation	1	.447**	.510**	.357**	.131	-.004	.034	-.129	.516**
	Sig. (2-tailed)		.000	.000	.000	.193	.970	.740	.203	.000
	N	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.447**	1	.290**	.188	.210*	-.054	.166	-.184	.430**
	Sig. (2-tailed)	.000		.003	.061	.036	.597	.099	.067	.000
	N	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.510**	.290**	1	.560**	.083	.027	.105	-.038	.499**
	Sig. (2-tailed)	.000	.003		.000	.410	.791	.299	.710	.000
	N	100	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.357**	.188	.560**	1	.139	.148	.253*	.047	.574**
	Sig. (2-tailed)	.000	.061	.000		.168	.143	.011	.646	.000
	N	100	100	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.131	.210*	.083	.139	1	.409**	.587**	.395**	.676**
	Sig. (2-tailed)	.193	.036	.410	.168		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.6	Pearson Correlation	-.004	-.054	.027	.148	.409**	1	.683**	.625**	.640**
	Sig. (2-tailed)	.970	.597	.791	.143	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	.034	.166	.105	.253*	.587**	.683**	1	.388**	.713**
	Sig. (2-tailed)	.740	.099	.299	.011	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TOTAL_X1
X1.8	Pearson Correlation	-.129	-.184	-.038	.047	.395**	.625**	.388**	1	.491**
	Sig. (2-tailed)	.203	.067	.710	.646	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
TOTAL_X1	Pearson Correlation	.516**	.430**	.499**	.574**	.676**	.640**	.713**	.491**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

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

2. Uji Validitas Harga (X2)

Correlations										
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTAL_X2
X2.1	Pearson Correlation	1	.386**	.265**	.438**	.244*	.430**	.377**	.232*	.708**
	Sig. (2-tailed)		.000	.008	.000	.014	.000	.000	.020	.000
	N	100	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.386**	1	.452**	.448**	.312**	.174	.353**	.199*	.608**
	Sig. (2-tailed)	.000		.000	.000	.002	.083	.000	.047	.000
	N	100	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	.265**	.452**	1	.369**	.173	.204*	.278**	.249*	.558**
	Sig. (2-tailed)	.008	.000		.000	.085	.041	.005	.012	.000
	N	100	100	100	100	100	100	100	100	100

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTAL_X2
X2.4	Pearson Correlation	.438**	.448**	.369**	1	.586**	.374**	.334**	.059	.682**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.001	.560	.000
	N	100	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.244*	.312**	.173	.586**	1	.218*	.263**	.073	.545**
	Sig. (2-tailed)	.014	.002	.085	.000		.030	.008	.473	.000
	N	100	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.430**	.174	.204*	.374**	.218*	1	.592**	.315**	.710**
	Sig. (2-tailed)	.000	.083	.041	.000	.030		.000	.001	.000
	N	100	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	.377**	.353**	.278**	.334**	.263**	.592**	1	.395**	.725**
	Sig. (2-tailed)	.000	.000	.005	.001	.008	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.8	Pearson Correlation	.232*	.199*	.249*	.059	.073	.315**	.395**	1	.492**
	Sig. (2-tailed)	.020	.047	.012	.560	.473	.001	.000		.000
	N	100	100	100	100	100	100	100	100	100
TOTAL_X2	Pearson Correlation	.708**	.608**	.558**	.682**	.545**	.710**	.725**	.492**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

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

3. Uji Validitas Citra Merek (X3)

Correlations										
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TOTAL _X3
X3.1	Pearson Correlation	1	.449**	.510**	.357**	.134	.021	.042	-.075	.528**
	Sig. (2-tailed)		.000	.000	.000	.185	.839	.680	.459	.000
	N	100	100	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.449**	1	.290**	.188	.210*	-.046	.166	-.160	.429**
	Sig. (2-tailed)	.000		.003	.061	.036	.653	.099	.111	.000
	N	100	100	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.510**	.290**	1	.560**	.083	.032	.105	-.025	.495**
	Sig. (2-tailed)	.000	.003		.000	.410	.751	.299	.803	.000
	N	100	100	100	100	100	100	100	100	100
X3.4	Pearson Correlation	.357**	.188	.560**	1	.139	.148	.253*	.050	.567**
	Sig. (2-tailed)	.000	.061	.000		.168	.140	.011	.622	.000
	N	100	100	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.134	.210*	.083	.139	1	.406**	.587**	.379**	.668**
	Sig. (2-tailed)	.185	.036	.410	.168		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.021	-.046	.032	.148	.406**	1	.681**	.640**	.653**
	Sig. (2-tailed)	.839	.653	.751	.140	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.7	Pearson Correlation	.042	.166	.105	.253*	.587**	.681**	1	.383**	.708**
	Sig. (2-tailed)	.680	.099	.299	.011	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TOTAL_X3
X3.8	Pearson Correlation	-.075	-.160	-.025	.050	.379**	.640**	.383**	1	.518**
	Sig. (2-tailed)	.459	.111	.803	.622	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
TOTAL_X3	Pearson Correlation	.528**	.429**	.495**	.567**	.668**	.653**	.708**	.518**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

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

4. Uji Validitas Kepuasan Pelanggan

Correlations										
		Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7	Z.8	TOTAL_Z
Z.1	Pearson Correlation	1	.678**	.065	.084	-.092	.065	1.000**	1.000**	.739**
	Sig. (2-tailed)		.000	.518	.405	.364	.518	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Z.2	Pearson Correlation	.678**	1	.242*	.177	-.082	.242*	.678**	.678**	.703**
	Sig. (2-tailed)	.000		.015	.078	.416	.015	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Z.3	Pearson Correlation	.065	.242*	1	.702**	.317**	1.000**	.065	.065	.664**
	Sig. (2-tailed)	.518	.015		.000	.001	.000	.518	.518	.000
	N	100	100	100	100	100	100	100	100	100

		Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7	Z.8	TOTAL_ Z
Z.4	Pearson Correlation	.084	.177	.702**	1	.276**	.702**	.084	.084	.607**
	Sig. (2-tailed)	.405	.078	.000		.005	.000	.405	.405	.000
	N	100	100	100	100	100	100	100	100	100
Z.5	Pearson Correlation	-.092	-.082	.317**	.276**	1	.317**	-.092	-.092	.300**
	Sig. (2-tailed)	.364	.416	.001	.005		.001	.364	.364	.002
	N	100	100	100	100	100	100	100	100	100
Z.6	Pearson Correlation	.065	.242*	1.000**	.702**	.317**	1	.065	.065	.664**
	Sig. (2-tailed)	.518	.015	.000	.000	.001		.518	.518	.000
	N	100	100	100	100	100	100	100	100	100
Z.7	Pearson Correlation	1.000**	.678**	.065	.084	-.092	.065	1	1.000**	.739**
	Sig. (2-tailed)	.000	.000	.518	.405	.364	.518		.000	.000
	N	100	100	100	100	100	100	100	100	100
Z.8	Pearson Correlation	1.000**	.678**	.065	.084	-.092	.065	1.000**	1	.739**
	Sig. (2-tailed)	.000	.000	.518	.405	.364	.518	.000		.000
	N	100	100	100	100	100	100	100	100	100
TOTAL_ Z	Pearson Correlation	.739**	.703**	.664**	.607**	.300**	.664**	.739**	.739**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

5. Uji Validitas Loyalitas Pelanggan

Correlations										
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	TOTAL_Y
Y.1	Pearson Correlation	1	.498**	.318**	-.192	-.248*	-.209*	.149	-.113	.353**
	Sig. (2-tailed)		.000	.001	.055	.013	.037	.138	.262	.000
	N	100	100	100	100	100	100	100	100	100
Y.2	Pearson Correlation	.498**	1	.115	-.283**	-.190	-.185	.060	-.096	.230*
	Sig. (2-tailed)	.000		.255	.004	.058	.066	.550	.344	.021
	N	100	100	100	100	100	100	100	100	100
Y.3	Pearson Correlation	.318**	.115	1	-.132	-.190	-.324**	-.133	-.287**	.117
	Sig. (2-tailed)	.001	.255		.191	.058	.001	.188	.004	.246
	N	100	100	100	100	100	100	100	100	100
Y.4	Pearson Correlation	-.192	-.283**	-.132	1	.538**	.387**	-.005	.020	.448**
	Sig. (2-tailed)	.055	.004	.191		.000	.000	.961	.844	.000
	N	100	100	100	100	100	100	100	100	100
Y.5	Pearson Correlation	-.248*	-.190	-.190	.538**	1	.484**	.389**	.007	.614**
	Sig. (2-tailed)	.013	.058	.058	.000		.000	.000	.947	.000
	N	100	100	100	100	100	100	100	100	100
Y.6	Pearson Correlation	-.209*	-.185	-.324**	.387**	.484**	1	.185	.225*	.520**
	Sig. (2-tailed)	.037	.066	.001	.000	.000		.065	.024	.000
	N	100	100	100	100	100	100	100	100	100

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	TOTAL_ Y
Y.7	Pearson Correlation	.149	.060	-.133	-.005	.389**	.185	1	.081	.586**
	Sig. (2-tailed)	.138	.550	.188	.961	.000	.065		.422	.000
	N	100	100	100	100	100	100	100	100	100
Y.8	Pearson Correlation	-.113	-.096	-.287**	.020	.007	.225*	.081	1	.242*
	Sig. (2-tailed)	.262	.344	.004	.844	.947	.024	.422		.015
	N	100	100	100	100	100	100	100	100	100
TOTAL_ Y	Pearson Correlation	.353**	.230*	.117	.448**	.614**	.520**	.586**	.242*	1
	Sig. (2-tailed)	.000	.021	.246	.000	.000	.000	.000	.015	
	N	100	100	100	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).										
*. Correlation is significant at the 0.05 level (2-tailed).										

1. Reability Kualitas Produk

Reliability Statistics	
Cronbach's Alpha	N of Items
.729	8

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	21.57	5.564	.662	.673
X1.2	21.33	5.816	.279	.730
X1.3	21.57	5.564	.662	.673
X1.4	21.67	4.782	.540	.674
X1.5	21.73	5.375	.215	.774
X1.6	21.90	5.886	.228	.741
X1.7	21.67	5.402	.799	.656
X1.8	21.70	5.459	.521	.684

2. Reability Harga

Reliability Statistics	
Cronbach's Alpha	N of Items
.773	8

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	21.48	6.050	.533	.741
X2.2	21.45	7.321	.501	.749
X2.3	21.33	7.213	.412	.759
X2.4	21.49	7.202	.595	.739
X2.5	21.44	7.158	.383	.764
X2.6	21.45	6.028	.533	.741
X2.7	21.46	6.534	.608	.726
X2.8	21.26	7.487	.346	.768

3. Reability Citra Merek

Reliability Statistics	
Cronbach's Alpha	N of Items
.697	8

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	21.73	6.202	.701	.693
X3.2	21.53	6.878	.201	.765
X3.3	21.77	6.530	.576	.713
X3.4	21.83	5.385	.574	.695
X3.5	21.90	5.955	.268	.782
X3.6	22.07	6.409	.309	.750
X3.7	21.83	6.006	.821	.677
X3.8	21.87	6.051	.572	.701

3. Reability Kepuasan Pelanggan

Reliability Statistics	
Cronbach's Alpha	N of Items
.814	8

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z.1	21.23	8.461	.695	.768
Z.2	20.97	8.930	.561	.789
Z.3	21.03	9.620	.554	.792
Z.4	21.07	9.444	.389	.816
Z.5	20.90	10.438	.186	.841
Z.6	21.03	9.620	.554	.792
Z.7	21.23	8.461	.695	.768
Z.8	21.23	8.461	.695	.768

4. Reability Loyalitas Pelanggan

Reliability Statistics	
Cronbach's Alpha	N of Items
.345	8

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	23.53	5.223	.045	.370
Y2	23.47	5.568	.041	.358
Y3	23.57	5.909	-.149	.484
Y4	23.33	4.230	.403	.160
Y5	23.27	4.478	.300	.222
Y6	23.20	4.579	.258	.247
Y7	22.87	5.016	.432	.230
Y8	23.20	5.407	.029	.373

Data Penelitian

No	KULITAS PRODUK										HARGA								CITRA MEREK								KEPUASAN PELANGGAN								LOYALITAS PELANGGAN										
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No	KULITAS PRODUK									HARGA								CITRA MEREK								KEPUASAN PELANGGAN								LOYALITAS PELANGGAN											
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No	KULITAS PRODUK									HARGA								CITRA MEREK								KEPUASAN PELANGGAN								LOYALITAS PELANGGAN										
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81	2	2	4	4	3	3	3	4	25	2	2	2	4	4	4	3	3	24	2	3	3	3	3	4	3	24	2	2	4	4	4	4	2	2	24	2	2	4	4	4	2	3	24	
82	2	3	3	3	3	3	4	3	24	4	3	3	3	3	3	3	25	4	4	3	3	4	4	4	30	3	3	3	3	3	3	3	24	3	3	3	3	4	4	4	28			
83	4	4	3	3	4	4	4	4	30	3	3	3	3	3	4	3	25	2	3	3	3	3	4	3	24	3	3	3	3	3	3	3	24	3	3	3	3	3	3	4	25			
84	2	3	3	3	3	3	4	3	24	4	3	3	3	3	3	3	25	3	3	3	3	3	3	4	25	3	3	3	3	3	3	3	24	3	3	3	3	2	4	1	4	23		
85	3	3	3	3	3	3	3	4	25	3	3	3	3	3	4	3	25	3	4	3	3	4	4	4	29	3	3	3	3	3	3	3	24	3	3	3	3	4	4	4	27			
86	3	4	3	3	4	4	4	4	29	2	3	4	3	2	3	3	23	3	3	3	3	3	4	3	25	2	2	4	4	4	4	2	2	24	3	3	3	3	3	4	4	27		
87	3	3	3	3	3	3	4	3	25	3	2	3	3	3	2	2	2	20	3	3	3	3	3	3	4	25	3	3	3	3	3	3	24	4	3	3	4	4	4	4	30			
88	3	3	3	3	3	3	3	4	25	3	3	3	3	3	4	3	25	3	3	3	2	4	4	4	27	3	3	3	3	3	3	3	24	2	4	1	4	4	4	4	27			
89	3	3	3	2	4	4	4	4	27	3	3	3	3	2	3	3	23	3	3	3	3	4	4	4	28	3	3	1	2	4	1	3	3	20	2	2	1	4	4	4	4	25		
90	3	3	3	3	4	4	4	4	28	3	3	3	3	3	4	3	25	3	3	3	3	3	4	3	25	3	3	3	3	3	3	3	24	4	3	4	4	4	4	4	31			
91	3	3	3	3	3	3	4	3	25	4	3	3	3	3	3	3	25	3	3	3	3	3	4	3	25	3	3	3	3	3	3	3	24	3	3	3	2	2	3	4	24			
92	3	3	3	3	3	3	4	3	25	3	3	3	3	3	3	4	25	3	3	3	4	3	3	4	26	3	3	3	3	4	3	3	25	1	2	4	4	4	4	3	25			
93	3	3	3	4	3	3	3	4	26	3	3	3	3	4	3	3	25	4	3	3	3	4	4	4	29	3	3	3	4	3	3	3	25	3	3	3	3	3	3	3	24			
94	4	3	3	3	4	4	4	4	29	4	4	3	3	3	3	3	26	3	3	3	3	4	4	4	28	4	3	3	3	3	3	4	27	3	3	3	2	3	3	4	25			
95	3	3	3	3	4	4	4	4	28	3	3	3	3	3	2	3	23	4	4	4	4	3	3	4	29	3	1	3	3	4	3	3	23	3	4	3	2	3	3	3	24			
96	4	4	4	4	3	3	4	3	29	2	2	3	3	3	2	2	20	3	3	3	3	3	3	3	24	2	2	4	4	4	4	2	2	24	2	2	1	4	4	4	4	25		
97	3	3	3	3	3	3	3	3	24	4	3	3	3	3	2	3	24	2	3	3	3	3	3	3	23	3	3	3	3	3	3	3	24	3	3	3	2	2	3	4	24			
98	2	3	3	3	3	3	3	3	23	3	3	3	3	3	4	3	25	3	3	3	2	3	3	3	23	3	3	3	3	3	3	3	24	1	2	4	4	4	4	3	25			
99	3	3	3	2	3	3	3	3	23	3	3	3	3	2	3	3	23	2	3	3	3	3	3	3	23	4	4	4	4	4	4	4	32	3	3	4	4	3	3	3	26			
100	2	3	3	3	3	3	3	3	23	4	4	3	3	3	3	3	26	2	3	3	3	3	2	3	20	3	3	3	3	3	3	3	24	3	3	3	2	3	3	4	25			

LAMPIRAN C

UJI PATH ANALYSIS

Uji Path Analysis

1. Jalur Analisis 1

Uji r^2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.413 ^a	.171	.134	1.63760
a. Predictors: (Constant), Citra Merek X3, Kualitas Produk X1, Harga X2				

Uji t

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.979	4.010		3.736	.000
	Kualitas Produk X1	.022	.087	.028	.252	.802
	Harga X2	.333	.090	.414	3.712	.000
	Citra Merek X3	.029	.095	.034	.308	.759
a. Dependent Variable: Kepuasan Pelanggan Z						

2. Jalur Analisis 2

Uji r²

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.286 ^a	.082	.026	2.364
a. Predictors: (Constant), Kepuasan Pelanggan Z, Citra Merek X3, Kualitas Produk X1, Harga X2				
b. Dependent Variable: Loyalitas Pelanggan Y				

Uji t

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.667	6.362		3.249	.002
	Kualitas Produk X1	-.043	.125	-.041	-.344	.732
	Harga X2	-.144	.142	-.131	-1.012	.315
	Citra Merek X3	-.030	.137	-.026	-.217	.829
	Kepuasan Pelanggan Z	.424	.176	.312	2.407	.019
a. Dependent Variable: Loyalitas Pelanggan Y						

Jalur Gabungan 1 dan 2

Variabel	Direct Effect	Indirect Effect	Total Effect
X1 → Z	0,28	-	1,3
X2 → Z	0,414	-	0,82
X3 → Z	0,34	-	1,33
X1 → Y	-0,041	-	0,94
X2 → Y	-0,131	-	0,85
X3 → Y	-0,26	-	0,72
Z → Y	0,312	-	0,312

Data Responden Berdasarkan Jenis Kelamin

Wanita	40
Pria	60

Data Responden Berdasarkan Usia

17-25 tahun	10
26-30 tahun	30
≥ 31 tahun	60

Data Responden Berdasarkan Pendidikan

SMA	30
D3	7
S1	60
S2	3

Data Responden Berdasarkan Pendapatan

Rp. 3.500.000/bulan	30
≥Rp. 3.500.001-Rp.4.000.000/bulan	60
≥Rp. 4.000.001	10

Data Responden Berdasarkan Kuantiti Order

100 Roll	35
≥101 – 500 Roll	50
≥501 – 1000 Roll	10
≥1001	5

Data Responden Berdasarkan Lamanya Menjadi Pelanggan

1 Tahun	30
2 – 5 Tahun	60
≥ 5 Tahun	10