

LAMPIRAN 1

Kuisisioner

Surat permohonan pengisian Kuesioner



UNIVERSITAS ESA UNGGUL
FAKULTAS EKONOMI DAN BISNIS
LAMPIRAN LEMBAR KUISISIONER

Responden Yth,

Saya Mahasiswa Program studi Manajemen, Fakultas Ekonomi dan bisnis Universitas Esa Unggul.

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Nim : 201511085

Dengan adanya penelitian saya yang berjudul “Pengaruh Citra Merek dan Kualitas produk terhadap Niat beli ulang melalui Kepuasan Pelanggan produk *smartphone* Xiaomi

untuk menyelesaikan tugas akhir perkuliahan saya. Maka dari itu, saya mengharapkan kesediaan saudara untuk mengisi kuesioner ini. Atas kesediaan saudara menjawab dengan sejujurnya dan sebaik-baiknya saya mengucapkan terima kasih.

I. DATA UMUM RESPONDEN

Petunjuk pengisian :

Pilihlah jawaban dari pertanyaan dibawah ini dengan cara memberikan centang (seluruh data ini dirahasiakan dan akan dipergunakan untuk kepentingan penyusunan skripsi.

1. Nama :
2. Jenis kelamin
 - a. laki-laki
 - b. perempuan
3. Usia
 - a. 17-22 tahun
 - b. 23-28 tahun
 - c. 29-34 tahun
 - d. > 34 tahun
 - e. lainnya
4. Pendidikan
 - a. SMA
 - b. S1
 - c. S2
 - d. S3
 - e. lainnya
5. Jenis pekerjaan
 - a. Pelajar/mahasiswa
 - b. Wirausaha
 - c. Karyawan swasta
 - d. PNS
 - e. lainnya
6. Pendapatan
 - a. < 1.000.000
 - b. 1.000.000-2.000.000
 - c. 2.000.000-3.000.000
 - d. 3.000.000-5.000.000
 - e. > 5.000.000

Keterangan:

Keterangan	Skor
Sangat tidak setuju (STS)	1
Tidak setuju (TS)	2
Setuju (S)	3
Sangat Setuju (SS)	4

Sumber: Sugiyono, 2016

II PERNYATAAN

No	PERNYATAAN	KETERANGAN			
		STS	TS	S	SS
		1	2	3	4
Pernyataan tentang variabel Citra Merek (X1)					
1	Produk <i>smartphone</i> Xiaomi memiliki fisik yang kuat				
2	Produk <i>smartphone</i> Xiaomi memiliki desain yang unik				
3	Produk <i>smartphone</i> Xiaomi memiliki daya tahan yang sangat kuat				
4	Produk <i>smartphone</i> Xiaomi memiliki battery yang tahan lama				
5	Produk <i>smartphone</i> Xiaomi sudah terpercaya				
6	Produk <i>smartphone</i> Xiaomi telah menerima penghargaan Top Brand				
7	Produk <i>smartphone</i> Xiaomi telah dikenal masyarakat				
Pernyataan tentang Variabel Kualitas Produk (X2)					
8	Produk <i>smartphone</i> Xiaomi memiliki produk yang berkualitas				
9	produk <i>smartphone</i> Xiaomi spesifikasi yang bagus				
10	Produk <i>smartphone</i> Xiaomi fitur yang bagus				
11	Produk <i>smartphone</i> Xiaomi memiliki kelengkapan fitur				
12	Produk <i>smartphone</i> Xiaomi tidak mudah rusak				
13	Produk <i>smartphone</i> Xiaomi memiliki masa pakai yang lama				

14	Produk <i>smartphone</i> Xiaomi memiliki banyak tipe				
15	Produk <i>smartphone</i> Xiaomi memiliki kenyamanan dalam pemakaian				
16	Produk <i>smartphone</i> Xiaomi memiliki warna dan model yang menarik				
Pernyataan tentang Variabel Kepuasan Pelanggan (Z)					
17	Saya akan membeli lagi produk <i>smartphone</i> Xiaomi				
18	Saya merekomendasikan <i>smartphone</i> Xiaomi ke keluarga dan orang terdekat saya				
19	Saya tidak akan memperhatikan merek selain Xiaomi				
20	Saya akan membeli varian lain produk <i>smartphone</i> Xiaomi				
21	Saya menawarkan ide tentang produk <i>smartphone</i> Xiaomi ke perusahaan				
22	Saya selalu puas ketika membeli <i>smartphone</i> Xiaomi				
23	Produk <i>smartphone</i> Xiaomi jarang mengalami kerusakan				
24	Produk <i>smartphone</i> Xiaomi selalu memberikan pelayanan yang terbaik				
Pernyataan tentang Variabel Minat Beli ulang (Y)					
25	Saya akan membeli lagi <i>smartphone</i> merek Xiaomi				
26	Saya mereferensikan merek <i>handphone</i> Xiaomi ke orang lain				
27	Produk <i>smartphone</i> Xiaomi merupakan Preferensi utama ketika saya membeli <i>smartphone</i> Xiaomi				
28	Saya selalu mencari informasi tentang produk <i>smartphone</i> Xiaomi				
29	Saya tertarik dengan produk <i>smartphone</i> Xiaomi				
30	Saya ingin membeli produk <i>smartphone</i> Xiaomi				

LAMPIRAN 2 HASIL TABULASI 30 RESPONDEN

Hasil Tabulasi 30 Responden Citra Merek

Responde n	Citra Merek (X1)							TOTAL
	1	2	3	4	5	6	7	
1	2	3	3	3	3	2	4	20
2	3	3	4	4	3	4	4	25
3	4	2	3	3	3	3	4	22
4	3	3	3	3	2	3	3	20
5	4	3	4	3	3	3	3	23
6	3	3	4	3	3	3	4	23
7	2	3	2	3	3	2	4	19
8	3	2	2	2	2	2	2	15
9	3	3	3	3	3	3	4	22
10	3	2	3	3	3	3	3	20
11	4	3	4	3	3	3	3	23
12	3	3	3	3	3	3	3	21
13	4	4	3	4	3	3	3	24
14	1	3	2	2	3	2	4	17
15	3	2	2	3	3	2	4	19
16	2	2	2	2	3	2	3	16
17	3	1	3	3	3	3	4	20
18	2	3	2	3	3	3	4	20
19	3	2	3	3	3	3	3	20
20	2	2	3	2	3	3	3	18
21	2	2	1	3	3	2	4	17
22	3	2	4	4	4	3	4	24
23	2	3	2	3	3	3	3	19
24	3	2	3	3	3	3	3	20
25	3	2	4	3	3	3	4	22
26	3	3	3	4	3	2	3	21
27	3	4	3	2	2	3	3	20
28	2	2	1	2	3	1	1	12
29	3	3	3	4	3	4	4	24
30	3	2	2	3	2	2	1	15

Hasil Tabulasi 30 Responden Kualitas Produk

Responden	Kualitas Produk (X2)									TOTAL
	8	9	10	11	12	13	14	15	16	
1	4	3	3	3	2	2	4	2	3	26
2	4	4	4	4	3	4	4	3	3	33
3	4	4	3	3	4	4	4	4	2	32
4	2	3	3	3	4	3	4	3	3	28
5	4	4	3	3	4	4	4	4	4	34
6	3	2	3	3	4	4	4	3	2	28
7	3	3	2	2	2	3	4	3	3	25
8	2	4	4	4	2	2	3	3	3	27
9	3	4	3	3	3	3	3	3	3	28
10	3	3	3	2	2	2	3	2	2	22
11	3	3	3	3	3	3	3	3	3	27
12	3	3	3	3	3	3	3	3	3	27
13	3	4	4	4	3	4	4	4	3	33
14	3	3	3	2	2	1	3	1	3	21
15	3	3	3	2	2	2	4	1	1	21
16	3	3	3	3	1	1	4	3	2	23
17	3	3	3	3	3	2	3	2	2	24
18	3	3	3	3	1	1	3	2	3	22
19	3	3	3	3	3	3	3	3	3	27
20	3	3	3	3	2	2	4	3	3	26
21	2	3	2	3	2	2	4	3	3	24
22	3	3	3	3	3	3	3	3	2	26
23	3	3	3	3	3	3	3	3	3	27
24	3	4	3	3	3	3	3	3	2	27
25	3	3	3	3	3	2	3	3	3	26
26	3	3	3	3	3	3	3	3	3	27
27	2	3	3	3	4	2	3	3	4	27
28	1	4	3	3	1	1	1	3	1	18
29	3	3	3	3	3	3	3	3	3	27
30	1	3	2	2	3	3	3	3	2	22

Hasil Tabulasi 30 Responden Kepuasan Pelanggan

Responden	Kepuasan Pelanggan (Z)								TOTAL
	17	18	19	20	21	22	23	24	
1	2	2	2	3	2	2	2	3	18
2	3	3	4	3	3	3	4	4	27
3	4	4	2	3	3	4	3	3	26
4	2	3	3	3	3	2	2	2	20
5	4	3	2	3	3	3	3	3	24
6	1	3	1	3	2	3	3	3	19
7	2	2	2	2	2	2	2	3	17
8	3	3	1	4	3	3	2	2	21
9	3	3	3	3	3	3	3	3	24
10	2	2	2	2	2	2	2	2	16
11	3	3	1	3	2	3	3	3	21
12	2	3	2	4	2	2	2	3	20
13	3	4	1	3	3	3	3	3	23
14	1	1	1	1	1	1	1	1	8
15	2	2	1	2	3	2	2	2	16
16	2	3	1	3	1	2	1	1	14
17	2	3	1	3	3	3	2	3	20
18	2	1	1	4	3	2	1	2	16
19	2	2	2	2	2	2	2	3	17
20	3	3	3	3	3	3	2	3	23
21	1	1	1	4	2	1	2	2	14
22	3	3	2	3	2	3	3	3	22
23	3	3	3	3	3	3	3	3	24
24	4	4	2	3	2	3	2	3	23
25	3	3	2	3	2	3	3	3	22
26	2	3	1	2	2	3	2	3	18
27	3	4	2	2	3	3	2	3	22
28	1	3	1	2	1	2	1	1	12
29	2	3	2	3	2	3	3	3	21
30	2	2	1	2	2	2	4	3	18

Hasil Tabulasi 30 Responden Kepuasan Niat Beli Ulang

Responden	Niat Beli Ulang (Y)						TOTAL
	25	26	27	28	29	30	
1	3	3	2	2	2	3	15
2	4	4	3	3	4	4	22
3	4	4	4	2	3	4	21
4	2	2	2	2	2	2	12
5	4	3	3	3	4	4	21
6	2	3	2	2	3	2	14
7	2	2	2	2	2	2	12
8	3	3	3	3	3	3	18
9	3	3	3	3	3	3	18
10	2	2	2	2	2	2	12
11	3	3	3	3	3	3	18
12	2	3	2	2	2	2	13
13	3	4	3	4	4	3	21
14	1	1	1	1	1	1	6
15	2	2	1	1	1	2	9
16	2	3	1	2	2	2	12
17	2	3	3	3	3	2	16
18	1	1	2	2	2	2	10
19	3	2	2	1	2	2	12
20	3	3	3	2	3	3	17
21	1	1	1	1	1	1	6
22	3	3	3	3	3	3	18
23	3	3	3	3	3	3	18
24	4	4	3	3	4	4	22
25	3	3	3	2	3	3	17
26	2	2	2	2	2	2	12
27	3	3	3	3	4	3	19
28	2	3	1	3	1	2	12
29	3	3	2	2	3	2	15
30	2	2	2	2	2	2	12

LAMPIRAN 3 Hasil Tabulasi 150 Responden

Tabulasi 150 Responden Citra Merek

responden	Citra Merek (X1)							TOTAL
	1	2	3	4	5	6	7	
1	2	3	3	3	3	2	4	20
2	3	3	4	4	3	4	4	25
3	4	2	3	3	3	3	4	22
4	3	3	3	3	2	3	4	21
5	4	3	4	3	3	3	3	23
6	3	3	4	3	3	3	4	23
7	2	3	2	3	3	2	4	19
8	3	2	2	2	2	2	2	15
9	3	3	3	3	3	3	4	22
10	3	2	3	3	3	3	3	20
11	4	3	4	3	3	3	3	23
12	3	3	3	3	3	3	3	21
13	4	4	3	4	3	3	3	24
14	1	3	2	2	3	2	4	17
15	3	2	2	3	3	2	4	19
16	3	1	3	3	3	3	4	20
17	3	1	3	3	3	3	4	20
18	3	3	3	4	4	3	4	24
19	3	3	3	3	3	3	3	21
20	4	3	3	4	3	3	4	24
21	2	2	3	3	3	3	4	20
22	4	4	3	4	4	4	4	27
23	4	4	3	4	4	4	4	27
24	3	3	3	4	3	3	3	22
25	2	2	4	1	3	2	4	18
26	2	2	2	4	3	2	3	18
27	2	3	2	3	1	2	3	16
28	3	3	3	3	3	3	3	21
29	2	2	1	2	1	2	2	12
30	3	3	3	3	3	3	3	21
31	1	2	2	3	2	2	2	14
32	2	2	3	3	3	3	3	19

33	3	3	3	3	2	2	3	19
34	3	3	3	3	3	3	3	21
35	4	4	4	4	4	4	4	28
36	3	3	3	3	3	3	3	21
37	3	3	3	3	3	3	3	21
38	2	2	2	3	3	2	4	18
39	3	3	3	3	3	3	3	21
40	4	4	4	3	3	4	4	26
41	2	2	1	3	4	4	4	20
42	4	3	3	2	3	3	4	22
43	4	4	3	4	4	4	4	27
44	4	4	4	4	4	4	4	28
45	4	3	4	4	4	4	4	27
46	4	4	4	4	4	4	4	28
47	4	4	4	3	3	3	4	25
48	2	2	2	3	3	3	3	18
49	4	4	4	4	4	4	4	28
50	4	4	4	4	4	4	4	28
51	4	4	4	3	4	4	4	27
52	4	4	4	4	4	4	4	28
53	4	4	4	4	4	4	4	28
54	4	4	4	4	4	4	4	28
55	3	4	3	4	3	4	4	25
56	2	3	2	2	3	2	2	16
57	4	3	4	4	4	3	4	26
58	2	3	3	4	3	2	4	21
59	4	4	4	4	4	4	4	28
60	3	2	3	3	3	3	3	20
61	4	3	4	3	3	3	3	23
62	1	3	2	3	3	2	4	18
63	4	4	2	4	3	4	4	25
64	2	2	3	2	3	4	4	20
65	3	3	2	3	3	3	2	19
66	3	4	3	3	4	3	4	24
67	3	3	3	4	3	4	3	23
68	3	3	4	4	4	4	4	26
69	3	4	3	4	4	4	3	25

70	3	3	3	3	3	3	4	22
71	3	3	3	4	4	4	4	25
72	3	3	4	3	4	3	4	24
73	3	3	3	4	3	4	3	23
74	3	4	4	4	4	4	4	27
75	3	4	4	4	4	3	4	26
76	3	3	4	3	4	3	4	24
77	3	3	3	3	4	4	4	24
78	4	4	4	4	4	3	4	27
79	3	4	4	4	4	3	4	26
80	4	3	4	3	4	4	3	25
81	3	4	4	4	4	3	4	26
82	2	3	2	4	3	4	3	21
83	3	4	4	4	3	4	3	25
84	2	2	2	2	2	2	3	15
85	4	4	4	4	4	4	4	28
86	4	4	4	4	4	4	4	28
87	4	4	4	4	4	4	4	28
88	4	4	4	4	4	4	4	28
89	4	4	3	4	4	4	4	27
90	4	4	4	4	4	4	4	28
91	4	4	4	4	4	4	4	28
92	4	4	4	4	4	4	4	28
93	4	4	4	4	4	4	4	28
94	3	3	4	3	4	3	4	24
95	3	4	3	4	4	4	3	25
96	3	3	4	3	4	3	4	24
97	4	4	4	4	4	3	4	27
98	3	4	3	4	4	3	4	25
99	4	4	4	4	4	4	4	28
100	3	3	3	4	4	3	3	23
101	4	4	4	4	4	4	4	28
102	3	3	4	3	4	3	4	24
103	4	4	4	4	4	4	4	28
104	4	4	4	4	4	4	4	28
105	3	3	4	3	4	3	4	24
106	4	4	4	4	4	4	4	28

107	3	4	3	4	4	3	3	24
108	4	4	4	4	4	4	4	28
109	3	3	4	3	4	3	4	24
110	4	4	4	4	4	4	4	28
111	3	3	3	4	3	4	3	23
112	4	4	4	4	4	4	4	28
113	3	4	3	1	3	1	3	18
114	4	4	4	4	4	4	4	28
115	3	4	3	4	3	3	4	24
116	4	4	4	4	4	4	4	28
117	3	3	4	3	4	3	3	23
118	4	4	4	4	4	4	4	28
119	3	3	3	4	3	4	3	23
120	4	4	4	4	4	4	4	28
121	3	3	4	3	3	4	3	23
122	4	4	4	4	4	4	4	28
123	3	3	3	3	2	2	2	18
124	4	4	4	4	4	4	4	28
125	3	3	3	3	3	3	3	21
126	3	4	4	3	4	4	4	26
127	4	4	4	4	4	4	4	28
128	3	4	4	3	4	3	4	25
129	4	4	4	4	4	3	4	27
130	3	3	4	3	3	4	4	24
131	3	4	4	3	4	3	4	25
132	4	4	4	4	4	4	4	28
133	4	4	4	4	4	4	4	28
134	3	4	3	4	4	4	4	26
135	4	3	4	3	4	3	4	25
136	4	4	4	4	4	4	4	28
137	3	4	4	4	3	4	4	26
138	4	4	4	4	4	4	4	28
139	3	3	3	4	3	4	3	23
140	4	4	4	4	4	4	4	28
141	3	3	4	3	4	3	4	24
142	4	4	4	4	4	4	4	28
143	3	4	3	4	3	4	3	24

144	4	4	4	4	4	4	4	28
145	3	3	4	3	4	3	4	24
146	3	3	3	4	4	4	4	25
147	4	4	4	4	4	4	4	28
148	3	4	4	4	4	4	4	27
149	4	4	4	4	4	4	4	28
150	3	3	4	3	4	3	4	24

Tabulasi 150 Responden Kualitas Produk

Responden	Kualitas Produk (X2)									TOTAL
	8	9	10	11	12	13	14	15	16	
1	4	3	3	3	2	2	4	2	3	26
2	4	4	4	4	3	4	4	3	3	33
3	4	4	3	3	4	4	4	4	2	32
4	2	3	3	3	4	3	4	3	3	28
5	4	4	3	3	4	4	4	4	4	34
6	3	2	3	3	4	4	4	3	2	28
7	3	3	2	2	2	3	4	3	3	25
8	2	4	4	4	2	2	3	3	3	27
9	3	4	3	3	3	3	3	3	3	28
10	3	3	3	2	2	2	3	2	2	22
11	3	3	3	3	3	3	3	3	3	27
12	3	3	3	3	3	3	3	3	3	27
13	3	4	4	4	3	4	4	4	3	33
14	3	3	3	2	2	1	3	1	3	21
15	3	3	3	2	2	2	4	1	1	21
16	3	3	3	3	3	2	3	2	2	24
17	3	3	3	3	3	2	3	2	2	24
18	3	3	4	4	3	3	3	3	3	29
19	3	3	3	3	3	3	3	3	3	27
20	3	4	4	3	3	3	4	3	4	31
21	3	2	3	2	3	3	3	3	3	25
22	4	4	4	3	3	4	4	3	4	33
23	4	4	4	3	3	4	4	3	4	33
24	3	3	3	3	3	3	3	3	3	27
25	2	2	2	2	2	2	2	2	2	18
26	2	2	3	3	2	1	2	2	3	20

27	2	3	3	3	2	2	3	2	3	23
28	3	3	3	3	3	3	3	3	3	27
29	2	2	2	2	1	1	2	2	2	16
30	3	3	3	3	3	3	3	3	3	27
31	2	2	2	2	2	2	2	2	2	18
32	3	3	3	3	3	3	3	3	3	27
33	3	3	2	3	3	4	3	3	2	26
34	2	2	2	3	2	2	2	3	3	21
35	4	4	4	4	4	4	4	4	4	36
36	3	3	3	3	3	3	3	3	3	27
37	3	3	3	3	3	3	3	3	3	27
38	3	3	3	3	3	3	4	3	2	27
39	3	3	3	3	3	3	3	3	4	28
40	4	4	4	3	3	4	4	4	4	34
41	3	4	3	3	1	3	4	3	3	27
42	3	3	3	4	2	3	4	3	4	29
43	4	4	4	4	2	2	4	4	4	32
44	4	4	4	4	4	2	2	2	2	28
45	4	4	4	4	4	4	4	4	4	36
46	4	4	4	4	4	4	4	4	4	36
47	4	4	3	3	3	3	4	4	4	32
48	3	3	3	3	2	2	3	3	2	24
49	4	3	4	3	3	3	4	4	4	32
50	4	4	4	4	3	4	4	4	3	34
51	4	3	4	4	4	4	4	4	4	35
52	3	4	4	4	4	4	4	4	4	35
53	3	3	4	3	4	4	4	4	3	32
54	3	4	4	3	3	3	4	4	4	32
55	4	4	4	4	4	4	3	4	3	34
56	2	3	3	3	4	3	2	2	2	24
57	4	4	4	4	4	4	4	4	4	36
58	3	3	3	3	3	3	3	3	3	27
59	4	4	4	4	4	4	4	4	4	36
60	3	3	3	3	4	4	3	3	3	29
61	3	3	3	3	3	3	3	3	3	27
62	2	2	2	2	2	2	3	3	3	21
63	4	4	4	4	4	1	2	2	4	29

64	1	4	3	3	3	4	4	3	3	28
65	3	3	3	3	3	3	4	4	4	30
66	4	3	4	3	3	3	4	4	4	32
67	4	3	4	4	3	4	3	4	3	32
68	3	4	4	4	3	3	4	4	4	33
69	3	4	3	3	4	4	4	4	4	33
70	4	3	4	4	4	4	3	4	3	33
71	4	4	3	4	3	4	3	4	4	33
72	3	3	4	4	4	3	4	3	3	31
73	4	4	4	3	4	4	4	4	3	34
74	3	4	4	4	4	3	4	3	4	33
75	4	3	3	4	3	4	4	4	4	33
76	3	4	4	4	3	4	4	4	3	33
77	4	3	4	4	4	3	4	3	4	33
78	4	3	4	4	4	4	4	3	4	34
79	4	3	4	4	4	4	3	3	4	33
80	3	4	4	3	2	1	4	3	1	25
81	4	4	3	2	1	4	4	4	3	29
82	3	3	2	3	4	3	2	3	1	24
83	4	3	4	3	4	3	4	3	4	32
84	2	2	2	2	2	2	2	2	2	18
85	4	4	4	4	4	4	4	4	4	36
86	4	4	4	4	4	4	4	4	4	36
87	3	4	3	4	4	4	4	4	4	34
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89	4	3	3	4	3	3	3	4	4	31
90	4	3	3	4	4	4	4	4	4	34
91	4	4	4	4	4	4	4	4	4	36
92	4	3	4	4	4	4	4	4	4	35
93	4	4	4	4	4	4	4	4	4	36
94	4	3	4	4	1	1	4	4	4	29
95	4	4	4	4	4	4	3	4	4	35
96	4	3	4	3	4	4	3	3	4	32
97	4	3	4	4	4	4	4	4	4	35
98	3	4	3	4	4	3	4	4	3	32
99	4	4	4	4	4	4	4	4	4	36
100	3	4	3	4	3	4	3	3	4	31

101	3	3	4	4	4	4	4	4	4	34
102	3	4	3	4	3	4	3	3	4	31
103	4	4	4	3	4	4	4	4	4	35
104	4	4	4	3	4	4	4	4	4	35
105	3	3	4	3	4	3	4	4	4	32
106	3	3	3	3	4	4	4	4	4	32
107	3	4	3	4	3	4	3	4	3	31
108	4	4	4	4	4	4	4	4	4	36
109	3	3	4	3	3	4	3	4	3	30
110	4	3	4	4	4	4	4	4	4	35
111	3	4	3	3	4	3	4	3	3	30
112	4	4	4	3	4	4	4	4	4	35
113	3	4	4	4	4	4	4	4	3	34
114	4	4	4	4	4	4	4	4	4	36
115	3	4	4	3	3	4	3	4	3	31
116	4	3	4	3	4	4	4	4	4	34
117	3	3	3	4	3	3	3	4	3	29
118	4	3	4	4	4	4	4	4	3	34
119	3	4	4	3	4	3	4	3	3	31
120	4	4	4	4	4	4	4	4	4	36
121	4	3	4	3	4	3	4	3	4	32
122	4	4	4	4	4	4	4	4	4	36
123	4	4	4	4	4	4	3	4	4	35
124	4	4	4	4	4	4	4	4	4	36
125	4	4	4	4	4	4	4	4	4	36
126	3	4	4	3	4	4	3	4	4	33
127	4	4	4	4	4	4	4	4	3	35
128	3	3	4	4	3	3	4	3	4	31
129	4	4	4	4	4	3	4	4	3	34
130	4	4	3	4	3	3	4	3	4	32
131	3	4	3	4	3	4	3	4	1	29
132	3	3	4	4	4	4	4	4	4	34
133	4	4	4	4	4	4	4	4	4	36
134	1	4	4	4	4	4	2	2	2	27
135	4	4	4	4	4	4	4	4	4	36
136	4	4	4	4	4	4	4	4	4	36
137	4	4	3	4	4	4	4	4	4	35

138	4	4	4	4	4	4	4	4	4	36
139	4	4	4	3	4	4	3	4	3	33
140	4	3	4	3	4	4	4	4	4	34
141	3	4	4	3	4	3	4	4	4	33
142	4	4	4	4	4	4	4	4	4	36
143	4	3	4	3	4	4	3	4	3	32
144	4	4	4	4	4	3	4	4	4	35
145	4	4	4	3	4	4	3	4	3	33
146	4	4	4	4	4	3	4	4	4	35
147	4	3	4	4	4	4	4	4	4	35
148	4	4	4	4	4	4	4	4	4	36
149	4	4	4	4	4	4	4	4	4	36
150	3	3	4	4	4	4	4	4	4	34

Tabulasi 150 Responden Kepuasan Pelanggan

Responden	Kepuasan Pelanggan (Z)								TOTAL
	17	18	19	20	21	22	23	24	
1	2	2	2	3	2	2	2	3	18
2	3	3	4	3	3	3	4	4	27
3	4	4	2	3	3	4	3	3	26
4	2	3	3	3	3	2	2	2	20
5	4	3	2	3	3	3	3	3	24
6	1	3	1	3	2	3	3	3	19
7	2	2	2	2	2	2	2	3	17
8	3	3	1	4	3	3	2	2	21
9	3	3	3	3	3	3	3	3	24
10	2	2	2	2	2	2	2	2	16
11	3	3	1	3	2	3	3	1	19
12	2	3	2	4	2	2	2	3	20
13	3	4	1	3	3	3	3	3	23
14	1	1	1	1	1	1	1	1	8
15	2	2	1	2	3	2	2	2	16
16	2	3	1	3	3	3	2	3	20
17	2	3	1	3	3	3	2	3	20
18	3	4	2	2	3	3	3	3	23
19	3	3	3	3	3	3	3	3	24
20	4	3	1	3	1	3	3	3	21

21	3	2	2	2	2	2	2	2	17
22	4	3	3	4	3	3	4	4	28
23	4	3	3	4	3	3	4	4	28
24	2	3	2	2	3	3	3	3	21
25	2	2	2	2	2	2	2	2	16
26	1	2	2	2	2	2	2	2	15
27	1	2	1	1	1	1	1	1	9
28	3	2	2	2	2	2	3	3	19
29	1	2	3	2	2	1	2	1	14
30	3	3	3	3	3	3	3	3	24
31	2	2	2	2	2	2	2	2	16
32	2	3	2	2	3	3	3	3	21
33	2	2	2	2	2	2	3	3	18
34	2	2	2	2	2	2	2	2	16
35	4	4	4	4	4	4	4	4	32
36	3	3	2	3	3	2	3	2	21
37	3	3	2	3	2	3	3	3	22
38	2	2	1	2	2	2	2	3	16
39	3	3	2	2	2	3	3	3	21
40	3	3	3	3	3	3	4	3	25
41	3	3	1	3	2	3	2	1	18
42	2	2	2	2	2	2	2	3	17
43	4	3	3	4	4	4	4	4	30
44	4	4	4	4	4	4	4	4	32
45	4	4	4	4	4	4	4	4	32
46	4	4	4	4	4	4	4	4	32
47	4	4	4	4	3	3	3	3	28
48	2	3	2	2	2	2	2	2	17
49	4	4	4	4	4	4	4	4	32
50	3	4	3	3	4	4	4	4	29
51	4	4	4	3	4	4	4	4	31
52	4	4	3	4	4	4	4	4	31
53	4	3	4	4	4	4	3	4	30
54	4	4	4	4	4	4	4	3	31
55	4	4	4	4	4	4	4	4	32
56	2	3	2	1	1	2	3	2	16
57	4	4	3	4	3	4	4	4	30

58	4	3	2	3	2	3	2	3	22
59	4	4	4	4	4	4	4	4	32
60	3	3	2	3	2	2	2	2	19
61	3	3	2	3	2	3	3	3	22
62	2	2	2	2	2	2	2	2	16
63	4	4	4	3	4	4	3	4	30
64	3	3	3	4	1	4	2	3	23
65	3	4	4	3	4	4	4	4	30
66	3	4	3	4	4	4	3	4	29
67	4	4	4	3	4	4	4	3	30
68	4	4	4	4	4	3	4	4	31
69	3	4	4	4	3	4	4	4	30
70	4	4	4	4	4	4	4	4	32
71	4	4	4	3	4	4	4	4	31
72	4	3	4	4	4	4	4	3	30
73	4	4	4	4	4	4	3	4	31
74	3	4	4	4	4	4	4	4	31
75	4	4	4	4	4	4	4	4	32
76	4	3	4	3	4	3	4	3	28
77	4	3	4	3	4	4	3	4	29
78	4	3	4	4	4	3	4	4	30
79	4	4	4	4	3	3	4	4	30
80	4	4	4	4	4	4	4	4	32
81	4	4	2	1	2	3	4	4	24
82	2	3	4	4	4	3	4	3	27
83	4	3	3	3	4	3	4	3	27
84	1	1	2	2	2	2	2	2	14
85	4	4	4	3	3	3	3	4	28
86	4	4	4	4	4	4	4	4	32
87	4	4	4	4	4	4	4	4	32
88	4	4	4	4	4	4	4	4	32
89	4	4	3	4	4	4	4	4	31
90	4	4	4	4	4	4	4	4	32
91	4	4	4	4	4	4	4	4	32
92	4	4	4	4	4	4	4	4	32
93	4	4	4	4	4	4	4	4	32
94	3	4	3	4	4	4	4	4	30

95	4	4	4	4	4	4	4	4	32
96	3	4	4	3	4	3	3	4	28
97	4	4	4	4	4	4	4	4	32
98	4	4	4	3	4	3	4	4	30
99	4	4	4	4	4	4	4	4	32
100	3	4	3	3	3	4	3	4	27
101	4	4	4	4	4	4	4	4	32
102	3	4	1	4	4	3	4	3	26
103	4	4	4	4	4	4	4	4	32
104	4	3	4	4	4	4	4	4	31
105	3	4	4	4	3	3	4	3	28
106	4	3	4	4	4	4	4	4	31
107	3	4	4	3	3	3	4	3	27
108	4	4	4	4	4	4	4	4	32
109	3	4	4	3	3	4	3	4	28
110	4	4	4	4	4	4	4	4	32
111	4	3	3	4	4	3	3	4	28
112	4	4	4	3	4	4	4	4	31
113	3	4	4	4	4	4	4	4	31
114	4	4	3	4	4	4	4	4	31
115	4	4	3	4	3	4	3	4	29
116	4	4	4	4	4	4	4	4	32
117	4	3	4	3	3	4	3	3	27
118	4	4	4	4	4	4	4	3	31
119	3	3	4	3	2	4	2	4	25
120	4	4	4	4	4	4	4	4	32
121	3	4	3	3	3	3	4	3	26
122	4	4	4	4	4	4	4	4	32
123	4	4	4	4	4	4	4	4	32
124	4	4	4	4	4	4	4	4	32
125	4	4	4	4	4	4	4	4	32
126	4	4	4	4	4	4	4	4	32
127	4	4	4	4	4	4	4	4	32
128	4	4	4	4	4	2	2	2	26
129	4	4	4	4	4	4	4	4	32
130	3	4	4	4	3	4	3	4	29
131	4	4	4	4	4	4	3	3	30

132	4	3	4	4	4	4	4	4	31
133	4	4	4	3	3	4	4	4	30
134	2	2	4	4	4	4	4	4	28
135	3	4	4	4	4	4	4	4	31
136	4	4	4	4	4	4	4	4	32
137	3	4	4	4	4	3	4	3	29
138	4	4	4	4	4	4	4	4	32
139	4	3	4	3	4	4	4	4	30
140	3	4	4	3	4	4	4	4	30
141	3	4	3	1	1	1	4	4	21
142	4	4	4	4	4	4	4	4	32
143	3	4	4	4	4	3	4	4	30
144	4	4	4	4	4	4	4	4	32
145	3	4	4	3	4	4	4	4	30
146	4	4	4	3	3	4	4	4	30
147	4	4	4	4	4	4	4	4	32
148	3	4	4	4	4	4	4	4	31
149	4	4	4	4	4	4	4	4	32
150	4	4	3	4	4	3	4	4	30

Tabulasi 150 Responden Niat Beli Ulang

Responden	Niat Beli Ulang (Y)						TOTAL
	25	26	27	28	29	30	
1	3	3	2	2	2	3	15
2	4	4	3	3	4	4	22
3	4	4	4	2	3	4	21
4	2	2	2	2	2	2	12
5	4	3	3	3	4	4	21
6	2	3	2	2	3	2	14
7	2	2	2	2	2	2	12
8	3	3	3	3	3	3	18
9	3	3	3	3	3	3	18
10	2	2	2	2	2	2	12
11	3	3	3	3	3	3	18
12	2	3	2	2	2	2	13
13	3	4	3	4	4	3	21
14	1	1	1	1	1	1	6

15	2	2	1	1	1	2	9
16	2	3	3	3	3	2	16
17	2	3	3	3	3	2	16
18	3	3	3	3	3	3	18
19	3	3	3	3	3	3	18
20	4	3	4	4	4	4	23
21	3	3	3	3	3	3	18
22	4	4	3	3	3	3	20
23	4	4	3	3	3	3	20
24	3	3	3	3	3	3	18
25	1	1	2	2	2	2	10
26	1	2	2	1	2	1	9
27	1	1	1	1	1	1	6
28	2	2	1	1	2	2	10
29	1	2	2	3	2	2	12
30	3	3	3	3	3	3	18
31	2	2	2	2	2	2	12
32	3	3	2	2	2	2	14
33	2	2	2	2	2	2	12
34	2	2	2	2	2	2	12
35	4	4	4	4	4	4	24
36	3	3	3	3	3	3	18
37	3	3	3	3	3	3	18
38	2	2	2	1	2	1	10
39	3	3	3	2	3	3	17
40	4	4	3	3	3	4	21
41	4	3	3	3	4	4	21
42	2	3	3	2	3	2	15
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	4	4	4	4	4	24
47	4	4	4	4	4	4	24
48	2	2	2	2	2	2	12
49	3	3	4	4	4	4	22
50	4	4	4	4	4	4	24
51	4	3	4	4	4	4	23

52	4	3	4	4	4	4	23
53	4	4	4	4	4	4	24
54	4	4	4	4	4	4	24
55	4	4	4	3	4	4	23
56	3	2	3	2	2	3	15
57	4	4	4	4	4	4	24
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59	4	4	4	4	4	4	24
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66	3	4	3	4	4	3	21
67	4	4	3	3	4	4	22
68	3	3	4	4	4	4	22
69	3	4	4	3	4	4	22
70	4	4	4	3	4	4	23
71	4	3	4	4	3	4	22
72	3	4	4	4	4	4	23
73	4	4	3	4	4	3	22
74	4	3	4	4	4	4	23
75	3	4	4	4	4	4	23
76	4	4	3	4	3	4	22
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79	3	4	4	4	4	3	22
80	4	3	3	2	2	1	15
81	4	3	3	3	4	3	20
82	4	3	3	3	3	3	19
83	4	3	4	4	1	3	19
84	1	1	1	1	1	1	6
85	4	4	4	3	4	4	23
86	4	4	4	4	4	4	24
87	4	4	4	4	4	4	24
88	4	4	4	4	4	4	24

89	4	3	4	4	3	4	22
90	3	4	4	3	4	4	22
91	4	4	4	4	4	4	24
92	4	4	4	4	4	4	24
93	4	4	4	4	4	4	24
94	4	4	3	4	3	4	22
95	4	4	4	4	4	4	24
96	3	4	3	4	4	3	21
97	4	3	3	4	4	4	22
98	3	4	4	3	4	3	21
99	4	4	4	4	4	4	24
100	4	3	3	4	3	4	21
101	4	4	4	4	4	4	24
102	3	4	3	4	4	3	21
103	4	4	4	4	4	4	24
104	4	4	4	4	4	4	24
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116	4	4	4	4	3	4	23
117	3	3	3	3	3	3	18
118	4	4	4	4	4	3	23
119	4	4	4	4	4	3	23
120	4	4	4	4	4	4	24
121	3	3	4	3	4	3	20
122	4	4	4	4	4	4	24
123	4	4	3	4	4	3	22
124	4	4	4	4	4	4	24
125	4	4	4	4	4	4	24

126	3	4	3	4	3	3	20
127	4	4	4	4	4	4	24
128	4	4	4	4	4	4	24
129	4	3	4	4	4	4	23
130	3	3	3	4	3	4	20
131	4	4	4	4	4	3	23
132	4	4	4	4	4	4	24
133	4	4	4	4	4	4	24
134	2	2	3	3	3	3	16
135	4	4	4	4	4	4	24
136	4	4	4	4	4	4	24
137	4	4	4	4	4	4	24
138	4	4	4	4	4	4	24
139	4	4	4	3	4	4	23
140	4	4	4	4	4	4	24
141	3	4	4	3	4	4	22
142	3	4	4	3	4	3	21
143	4	3	4	3	4	4	22
144	4	4	4	3	4	4	23
145	4	3	4	4	4	4	23
146	4	4	3	3	4	3	21
147	4	4	4	4	4	4	24
148	4	4	4	4	4	4	24
149	4	4	4	4	4	3	23
150	4	4	4	4	4	3	23

LAMPIRAN 4

**Uji validitas 30 responden
Citra Merek**

Correlatio ns	P1	P2	P3	P4	P5	P6	P7	sumx	
P1	Pearson Correlati on	1	.100	.616* *	.455* *	-.072	.460* *	-.069	.590* *
	Sig. (2- tailed)		.601	.000	.011	.706	.011	.716	.001
	N	30	30	30	30	30	30	30	30
P2	Pearson Correlati on	.100	1	.204	.212	-.164	.242	.115	.407* *
	Sig. (2- tailed)	.601		.280	.261	.386	.198	.544	.025
	N	30	30	30	30	30	30	30	30
P3	Pearson Correlati on	.616* *	.204	1	.450* *	.243	.700* *	.331	.832* *
	Sig. (2- tailed)	.000	.280		.013	.196	.000	.074	.000
	N	30	30	30	30	30	30	30	30
P4	Pearson Correlati on	.455* *	.212	.450* *	1	.404* *	.491* *	.355	.737* *
	Sig. (2- tailed)	.011	.261	.013		.027	.006	.054	.000
	N	30	30	30	30	30	30	30	30

P5	Pearson Correlation	-.072	-.164	.243	.404*	1	.145	.502*	.397*
	Sig. (2-tailed)	.706	.386	.196	.027		.446	.005	.030
	N	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.460*	.242	.700*	.491*	.145	1	.424*	.805*
	Sig. (2-tailed)	.011	.198	.000	.006	.446		.020	.000
	N	30	30	30	30	30	30	30	30
P7	Pearson Correlation	-.069	.115	.331	.355	.502*	.424*	1	.605*
	Sig. (2-tailed)	.716	.544	.074	.054	.005	.020		.000
	N	30	30	30	30	30	30	30	30
sumx	Pearson Correlation	.590*	.407*	.832*	.737*	.397*	.805*	.605*	1
	Sig. (2-tailed)	.001	.025	.000	.000	.030	.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).

**Uji validitas 30 responden
Kualitas Produk**

Correlations		P8	P9	P10	P11	P12	P13	P14	P15	P16	sum x
P8	Pearson Correlation	1	.087	.311	.157	.205	.375 *	.666 **	.023	.243	.589 **
	Sig. (2-tailed)		.646	.094	.407	.278	.041	.000	.906	.195	.001
	N	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	.087	1	.451 *	.455 *	.008	.206	- .076	.408 *	.032	.384 *
	Sig. (2-tailed)	.646		.012	.011	.967	.276	.692	.025	.866	.036
	N	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.311	.451 *	1	.728 **	.086	.163	.193	.108	.107	.479 **
	Sig. (2-tailed)	.094	.012		.000	.650	.390	.306	.568	.575	.007
	N	30	30	30	30	30	30	30	30	30	30
P11	Pearson Correlation	.157	.455 *	.728 **	1	.181	.298	.214	.537 **	.310	.631 **
	Sig. (2-tailed)	.407	.011	.000		.338	.109	.257	.002	.095	.000
	N	30	30	30	30	30	30	30	30	30	30
P12	Pearson Correlation	.205	.008	.086	.181	1	.776 **	.170	.478 **	.332	.682 **
	Sig. (2-tailed)	.278	.967	.650	.338		.000	.368	.008	.073	.000
	N	30	30	30	30	30	30	30	30	30	30
P13	Pearson Correlation	.375 *	.206	.163	.298	.776 **	1	.292	.635 **	.208	.800 **

	Sig. (2-tailed)	.041	.276	.390	.109	.000		.117	.000	.270	.000
	N	30	30	30	30	30	30	30	30	30	30
P14	Pearson Correlation	.666**	-.076	.193	.214	.170	.292	1	.084	.288	.557**
	Sig. (2-tailed)	.000	.692	.306	.257	.368	.117		.660	.122	.001
	N	30	30	30	30	30	30	30	30	30	30
P15	Pearson Correlation	.023	.408*	.108	.537**	.478**	.635**	.084	1	.301	.669**
	Sig. (2-tailed)	.906	.025	.568	.002	.008	.000	.660		.106	.000
	N	30	30	30	30	30	30	30	30	30	30
P16	Pearson Correlation	.243	.032	.107	.310	.332	.208	.288	.301	1	.536**
	Sig. (2-tailed)	.195	.866	.575	.095	.073	.270	.122	.106		.002
	N	30	30	30	30	30	30	30	30	30	30
sumx	Pearson Correlation	.589**	.384*	.479**	.631**	.682**	.800**	.557**	.669**	.536**	1
	Sig. (2-tailed)	.001	.036	.007	.000	.000	.000	.001	.000	.002	
	N	30	30	30	30	30	30	30	30	30	30
<p>* Correlation is significant at the 0.05 level (2-tailed). ** Correlation is significant at the 0.01 level (2-tailed).</p>											

**Uji validitas 30 responden
Kepuasan Pelanggan**

Correlations		P17	P18	P19	P20	P21	P22	P23	P24	sum x
P17	Pearson Correlati on	1	.643 **	.434 *	.248	.549 **	.746 **	.452 *	.528 **	.828 **
	Sig. (2- tailed)		.000	.016	.186	.002	.000	.012	.003	.000
	N	30	30	30	30	30	30	30	30	30
P18	Pearson Correlati on	.643 **	1	.262	.140	.294	.811 **	.346	.410 *	.706 **
	Sig. (2- tailed)	.000		.162	.461	.115	.000	.061	.025	.000
	N	30	30	30	30	30	30	30	30	30
P19	Pearson Correlati on	.434 *	.262	1	.095	.404 *	.293	.386 *	.495 **	.611 **
	Sig. (2- tailed)	.016	.162		.619	.027	.116	.035	.005	.000
	N	30	30	30	30	30	30	30	30	30
P20	Pearson Correlati on	.248	.140	.095	1	.365 *	.227	.120	.188	.410 *
	Sig. (2- tailed)	.186	.461	.619		.047	.228	.526	.319	.025
	N	30	30	30	30	30	30	30	30	30
P21	Pearson Correlati on	.549 **	.294	.404 *	.365 *	1	.510 **	.369 *	.484 **	.693 **

	Sig. (2-tailed)	.002	.115	.027	.047		.004	.045	.007	.000
	N	30	30	30	30	30	30	30	30	30
P22	Pearson Correlation	.746**	.811**	.293	.227	.510**	1	.547**	.625**	.848**
	Sig. (2-tailed)	.000	.000	.116	.228	.004		.002	.000	.000
	N	30	30	30	30	30	30	30	30	30
P23	Pearson Correlation	.452*	.346	.386*	.120	.369*	.547**	1	.758**	.712**
	Sig. (2-tailed)	.012	.061	.035	.526	.045	.002		.000	.000
	N	30	30	30	30	30	30	30	30	30
P24	Pearson Correlation	.528**	.410*	.495**	.188	.484**	.625**	.758**	1	.798**
	Sig. (2-tailed)	.003	.025	.005	.319	.007	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
Su mx	Pearson Correlation	.828**	.706**	.611**	.410*	.693**	.848**	.712**	.798**	1
	Sig. (2-tailed)	.000	.000	.000	.025	.000	.000	.000	.000	
	N	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).

Uji validitas 30 responden
Niat Beli ulang

Correlations		P17	P18	P19	P20	P21	P22	sumx
P25	Pearson Correlation	1	.821*	.768*	.530*	.789*	.928*	.910*
	Sig. (2-tailed)		.000	.000	.003	.000	.000	.000
	N	30	30	30	30	30	30	30
P26	Pearson Correlation	.821*	1	.668*	.698*	.754*	.795*	.888*
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
P27	Pearson Correlation	.768*	.668*	1	.631*	.843*	.822*	.887*
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
P28	Pearson Correlation	.530*	.698*	.631*	1	.733*	.629*	.784*
	Sig. (2-tailed)	.003	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
P29	Pearson Correlation	.789*	.754*	.843*	.733*	1	.807*	.927*
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
P30	Pearson Correlation	.928*	.795*	.822*	.629*	.807*	1	.935*
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
sumx	Pearson Correlation	.910*	.888*	.887*	.784*	.927*	.935*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

LAMPIRAN 5

Hasil Uji Reliabilitas

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

- a. Listwise deletion based on all variables in the procedure.

Sumber: Hasil output statistik, 2020

Reliability Statistics

Cronbach's	
Alpha	N of Items
.945	30

Sumber: Hasil output statistik, 2020

Lampiran 6

Analisis Jalur Tahap 1

Uji T

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.602	1.598		5.382	,000
1 Citra merek	,581	,106	,365	5.474	,000
Kualitas produk	,692	,,083	,557	8.347	,000

Nilai Koefisien Determenasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,880 ^a	,774	,771	2.781

Uji F

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3888.980	2	1944.490	251.394	,000 ^b
	Residual	1137.020	147	7.735		
	Total	5026.000	149			

Lampiran 7

Analisis Jalur Tahap 2

Uji T

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.720	1.245		2.185	.030
1 citramerek	,181	,083	,150	2.188	,030
Kualitasproduk	,259	,072	,274	3.616	,000
kepuasanpelanggan	,394	,059	,519	6.718	,000

Nilai Koefisien Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 ^a	.803	.799	1.980

Uji F

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2334.611	3	778.204	198.555	,000 ^b
Residual	572.223	146	3.919		
Total	2906.833	149			