

**LAMPIRAN 3**  
**Tabulasi Data Karakteristik 30 dan 200 Responden**

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Laki-laki	19	30
	Perempuan	11	
Usia	17-25 Tahun	8	30
	26-35 Tahun	12	
	>35 Tahun	10	
Pendidikan Terakhir	SMA	7	30
	S1	10	
	Lainnya	13	
Berapa Kali penggunaan	2 Kali	10	30
	4 Kali	7	
	>4 kali	13	

Sumber: Data primer diolah,2020

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Laki-laki	120	200
	Perempuan	80	
Usia	17-25 Tahun	60	200
	26-35 Tahun	100	
	>35 Tahun	40	
Pendidikan Terakhir	SMA	25	200
	S1	75	
	Lainnya	100	
Berapa Kali penggunaan	2 Kali	30	200
	4 Kali	60	
	>4 kali	110	

Sumber: Data primer diolah,2020

**Lampiran 4**  
**Tabulasi Data Pre-Test (30) Responden**

No Responden	BRAND IMAGE (X1)						TOTAL X1
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
1	3	2	3	2	2	2	14
2	3	3	3	3	4	3	19
3	3	3	3	3	3	3	18
4	4	4	4	4	2	3	21
5	3	3	3	3	3	3	18
6	3	3	3	3	3	3	18
7	3	3	3	3	4	3	19
8	3	3	3	3	4	3	19
9	3	3	3	3	3	3	18
10	2	2	3	4	2	2	15
11	2	2	4	4	2	2	16
12	4	3	4	4	4	3	22
13	3	3	4	4	3	4	21
14	3	3	3	4	3	3	19
15	4	4	4	3	3	3	21
16	4	4	4	4	3	4	23
17	3	3	3	3	3	3	18
18	3	3	3	3	3	3	18
19	3	3	3	4	3	3	19
20	4	4	4	4	4	4	24
21	3	2	3	2	2	2	14
22	2	2	4	4	2	2	16
23	3	3	3	3	3	3	18
24	3	2	3	3	3	2	16
25	3	2	4	2	2	2	15
26	3	3	3	3	2	2	16
27	4	4	4	4	3	3	22
28	3	3	4	4	4	3	21
29	4	4	4	4	4	4	24
30	4	4	4	4	4	4	24

Sumber : Data primer diolah, 2019

No Responden	KUALITAS PELAYANAN (X2)										Total X2
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	
1	2	3	3	3	3	3	2	3	3	3	28
2	3	3	4	3	4	3	2	3	3	3	31
3	3	3	3	3	3	3	3	3	3	3	30
4	4	4	4	4	4	4	4	4	4	4	40
5	3	4	3	3	3	3	2	3	3	3	30
6	3	3	3	3	3	3	3	3	3	3	30
7	3	3	3	3	3	3	3	3	3	3	30
8	3	3	3	3	3	3	3	3	3	3	30
9	3	3	3	3	3	3	3	3	2	3	29
10	3	3	3	3	3	3	3	3	3	4	31
11	3	3	3	3	3	3	3	3	3	4	31
12	3	3	4	3	3	3	3	4	3	4	33
13	3	4	4	4	4	4	4	3	3	4	37
14	3	3	3	3	3	4	4	3	4	3	33
15	3	3	4	3	3	4	4	4	3	4	35
16	3	3	4	4	3	3	3	3	3	3	32
17	3	3	3	3	3	3	3	3	3	3	30
18	2	3	3	3	3	3	3	3	3	3	29
19	3	3	4	3	2	2	2	3	3	3	28
20	4	4	4	4	4	4	4	4	4	4	40
21	2	3	3	3	3	3	2	3	3	3	28
22	3	3	3	3	3	3	3	3	3	4	31
23	3	3	3	3	3	3	3	3	3	3	30
24	3	3	2	2	2	2	3	2	3	3	25
25	2	2	4	3	3	1	3	2	3	1	24
26	3	3	3	3	3	3	3	3	3	3	30
27	3	3	4	4	4	4	3	3	3	3	34
28	4	4	4	4	4	3	3	3	4	4	37
29	3	3	3	3	3	3	3	3	3	3	30
30	4	4	3	3	3	3	3	3	3	3	32

Sumber : Data primer diolah, 2019

No Responden	Harga (X3)						TOTAL X3
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	
1	3	2	3	3	3	3	17
2	3	2	3	3	3	3	17
3	3	3	3	3	3	3	18
4	4	4	4	4	4	4	24
5	3	2	3	3	3	3	17
6	3	3	3	3	3	3	18
7	3	3	3	3	3	3	18
8	3	3	3	3	3	3	18
9	3	3	3	2	3	3	17
10	3	3	3	3	4	3	19
11	3	3	3	3	4	4	20
12	3	3	4	3	4	4	21
13	4	4	3	3	4	4	22
14	4	4	3	4	3	3	21
15	4	4	4	3	4	4	23
16	3	3	3	3	3	3	18
17	3	3	3	3	3	3	18
18	3	3	3	3	3	3	18
19	2	2	3	3	3	3	16
20	4	4	4	4	4	4	24
21	3	2	3	3	3	3	17
22	3	3	3	3	4	3	19
23	3	3	3	3	3	3	18
24	2	3	2	3	3	3	16
25	1	3	2	3	1	3	13
26	3	3	3	3	3	3	18
27	4	3	3	3	3	3	19
28	3	3	3	4	4	4	21
29	3	3	3	3	3	3	18
30	3	3	3	3	3	3	18

Sumber: Data primer diolah, 2019

No Responden	KEPUASAN PELANGGAN (Z)										TOTAL Z
	Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7	Z.8	Z.9	Z.10	
1	2	2	3	2	2	3	2	3	2	2	23
2	4	3	4	2	2	3	3	4	2	2	29
3	3	3	3	3	3	3	3	3	3	3	30
4	2	3	4	4	4	4	3	4	4	4	36
5	3	3	3	3	3	3	3	3	3	3	30
6	3	3	3	3	3	3	3	3	3	3	30
7	4	3	4	3	3	3	3	4	3	3	33
8	4	3	4	3	3	3	3	4	3	3	33
9	3	3	3	3	3	3	3	3	3	3	30
10	2	2	2	2	2	3	2	2	2	2	21
11	2	2	2	2	2	3	2	2	2	2	21
12	4	3	3	4	4	4	3	3	4	4	36
13	3	4	3	4	4	4	4	3	4	4	37
14	3	3	4	4	4	3	3	4	4	4	36
15	3	3	4	3	3	4	3	4	3	3	33
16	3	4	3	3	4	3	4	3	3	4	34
17	3	3	3	3	3	3	3	3	3	3	30
18	3	3	2	2	3	3	3	2	2	3	26
19	3	3	2	3	3	3	3	2	3	3	28
20	4	4	4	4	4	4	4	4	4	4	40
21	2	2	2	3	2	2	2	2	3	2	22
22	2	2	2	2	2	3	2	2	2	2	21
23	3	3	3	3	3	3	3	3	3	3	30
24	3	2	3	2	2	3	2	3	2	2	24
25	2	2	2	2	2	2	2	2	2	2	20
26	2	2	2	3	3	3	2	2	3	3	25
27	3	3	4	3	3	3	3	4	3	3	32
28	4	3	1	3	3	4	3	1	3	3	28
29	4	4	4	4	4	4	4	4	4	4	40
30	4	4	4	4	4	4	4	4	4	4	

Sumber: Data primer diolah, 2019

No Responden	LOYALITAS PENUMPANG (Y)								TOTAL Y
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	
1	3	3	3	3	3	3	3	3	24
2	4	4	4	4	4	4	4	3	31
3	3	3	3	3	3	3	3	3	24
4	4	3	4	4	3	4	3	3	28
5	3	3	3	3	3	3	3	3	24
6	3	3	3	3	3	3	3	3	24
7	3	3	3	3	3	3	3	3	24
8	3	3	3	3	3	3	3	3	24
9	3	3	3	3	3	3	3	3	24
10	4	3	3	3	4	4	4	3	28
11	4	3	3	3	3	4	4	4	28
12	3	4	4	4	3	3	4	3	28
13	3	3	3	4	3	4	3	3	26
14	3	3	3	4	3	4	4	3	27
15	4	4	3	4	3	4	4	3	29
16	3	3	4	3	4	4	4	3	28
17	3	3	3	3	3	3	3	3	24
18	3	3	3	3	3	2	2	3	22
19	4	4	4	4	3	3	3	3	28
20	4	4	4	4	4	4	4	4	32
21	3	3	3	3	3	3	3	3	24
22	4	3	3	3	4	4	4	3	28
23	2	2	2	3	3	3	3	3	21
24	4	4	4	3	3	4	3	2	27
25	4	4	4	4	4	4	4	4	32
26	3	3	3	3	3	3	3	3	24
27	4	4	4	4	4	4	4	4	32
28	4	3	3	3	3	3	4	3	26
29	4	4	4	4	3	4	3	2	28
30	4	4	4	4	4	4	4	3	31

Sumber: Data primer diolah, 2019

**LAMPIRAN 5**  
**Tabulasi Data Test 200 (Dua Ratus) Reseponden**

No Responden	BRAND IMAGE (X1)						TOTAL X1
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
1	3	3	3	3	3	2	17
2	3	3	3	3	3	2	17
3	3	3	3	3	3	3	18
4	4	4	4	4	4	4	24
5	3	3	3	3	3	2	17
6	3	3	3	3	3	3	18
7	3	3	3	3	3	3	18
8	3	3	3	3	3	3	18
9	3	2	3	3	3	3	17
10	3	3	3	4	3	3	19
11	2	3	4	4	3	3	19
12	4	3	4	4	3	3	21
13	3	3	4	4	4	4	22
14	3	4	3	4	4	4	22
15	4	3	4	3	4	4	22
16	4	3	3	4	3	3	20
17	3	3	3	3	3	3	18
18	3	3	3	3	3	3	18
19	3	3	3	4	2	2	17
20	4	4	4	4	4	4	24
21	3	3	3	2	3	2	16
22	2	3	3	4	3	3	18
23	3	3	3	3	3	3	18
24	3	3	3	3	2	3	17
25	3	3	3	4	1	3	17
26	3	3	3	3	3	3	18
27	4	3	3	4	4	3	21
28	3	4	4	4	3	3	21
29	4	3	3	4	3	3	20
30	4	3	3	4	3	3	20
31	3	2	3	2	3	3	16
32	3	3	3	3	3	3	18
33	3	3	3	3	3	3	18
34	3	3	3	3	3	3	18
35	3	2	3	2	3	3	16
36	4	2	3	2	4	3	18
37	4	2	3	2	4	3	18

38	3	2	2	3	3	2	15
39	3	2	2	2	3	2	14
40	3	3	3	3	3	3	18
41	4	2	4	2	4	2	18
42	3	2	3	2	3	2	15
43	4	2	3	2	4	2	17
44	3	3	3	3	3	3	18
45	4	2	3	2	4	2	17
46	3	3	3	3	3	3	18
47	3	3	3	3	3	3	18
48	4	3	4	3	4	3	21
49	3	1	3	1	3	2	13
50	4	4	3	4	4	4	23
51	4	3	3	3	4	3	20
52	4	3	3	3	4	3	20
53	4	3	3	3	4	3	20
54	4	2	3	2	4	3	18
55	4	3	4	3	4	3	21
56	4	3	2	3	4	4	20
57	4	3	4	3	4	3	21
58	4	3	2	3	4	3	19
59	4	3	4	3	4	3	21
60	4	3	4	3	4	3	21
61	4	3	3	3	4	3	20
62	4	4	4	4	4	4	24
63	4	3	4	3	4	3	21
64	4	2	4	2	4	4	20
65	4	2	3	2	4	3	18
66	4	3	4	3	4	4	22
67	4	3	4	3	4	4	22
68	4	4	4	4	4	4	24
69	3	3	3	3	3	1	16
70	3	3	4	3	3	1	17
71	3	3	3	3	3	3	18
72	3	3	3	3	3	3	18
73	3	3	3	3	3	3	18
74	4	4	4	4	4	2	22
75	4	4	4	4	4	2	22
76	3	3	3	3	3	2	17
77	4	3	4	3	4	2	20
78	4	4	3	4	4	3	22



79	4	3	3	3	4	2	19
80	4	3	4	3	4	2	20
81	3	3	3	3	3	2	17
82	3	3	3	3	3	2	17
83	4	3	3	3	4	4	21
84	3	2	3	2	3	3	16
85	4	3	3	3	4	3	20
86	3	3	3	3	3	2	17
87	3	3	4	3	3	3	19
88	3	2	3	2	3	2	15
89	3	2	3	2	3	2	15
90	4	3	4	3	4	3	21
91	4	3	4	3	4	3	21
92	3	3	3	3	3	3	18
93	3	3	3	3	3	3	18
94	3	3	3	3	3	3	18
95	3	3	3	3	3	3	18
96	3	3	3	3	3	3	18
97	4	4	4	4	4	3	23
98	4	4	3	4	4	3	22
99	4	2	4	2	4	3	19
100	4	4	4	4	4	3	23
101	4	2	4	2	4	4	20
102	4	4	4	4	4	3	23
103	4	3	4	3	4	3	21
104	4	3	3	3	4	3	20
105	4	3	3	3	4	3	20
106	4	3	3	3	4	3	20
107	4	3	3	3	4	4	21
108	3	3	3	3	3	2	17
109	4	4	4	4	4	3	23
110	3	3	3	3	3	3	18
111	4	3	3	4	3	3	20
112	3	3	4	3	4	2	19
113	3	3	3	3	3	3	18
114	3	3	3	3	4	2	18
115	3	3	3	3	3	2	17
116	3	4	4	3	4	2	20
117	4	3	3	4	4	4	22
118	4	4	3	4	4	3	22
119	3	4	3	3	4	3	20

120	4	3	3	3	4	2	19
121	4	3	4	4	4	3	22
122	4	3	4	3	4	3	21
123	4	3	4	3	4	2	20
124	3	3	4	3	4	2	19
125	3	3	4	3	3	3	19
126	4	3	3	3	4	3	20
127	3	3	3	2	4	3	18
128	4	3	3	3	4	3	20
129	3	3	3	3	3	3	18
130	3	3	3	3	3	3	18
131	3	3	3	2	4	3	18
132	3	3	3	2	3	1	15
133	4	3	3	3	3	1	17
134	4	3	3	3	3	3	19
135	3	3	3	3	3	3	18
136	3	3	4	3	4	4	21
137	3	3	4	3	4	4	21
138	3	3	4	3	4	4	21
139	3	4	3	3	3	4	20
140	4	3	4	4	4	4	23
141	4	4	4	4	4	4	24
142	4	4	4	2	4	4	22
143	4	3	4	4	4	4	23
144	4	3	3	2	3	2	17
145	4	3	3	4	4	3	21
146	4	3	3	3	4	3	20
147	4	4	4	3	4	3	22
148	4	4	4	3	4	3	22
149	4	4	4	3	4	3	22
150	4	3	3	3	4	3	20
151	3	3	3	3	3	3	18
152	4	3	3	4	3	3	20
153	3	3	3	3	3	3	18
154	3	3	3	3	3	3	18
155	4	3	3	3	3	3	19
156	3	3	3	3	3	3	18
157	4	3	3	3	4	3	20
158	3	3	3	3	4	3	19
159	4	3	2	4	3	2	18
160	4	3	2	3	3	2	17

161	4	3	3	4	3	3	20
162	4	4	4	4	4	3	23
163	4	3	3	3	3	2	18
164	4	3	3	3	4	2	19
165	4	3	3	3	3	3	19
166	4	3	3	3	4	2	19
167	4	3	3	3	3	3	19
168	3	3	3	3	3	3	18
169	4	4	4	3	4	3	22
170	4	3	3	3	3	2	18
171	4	4	3	3	4	4	22
172	3	3	3	3	4	3	19
173	3	4	3	3	4	3	20
174	4	3	3	3	4	3	20
175	3	3	4	3	4	2	19
176	3	3	3	3	3	2	17
177	3	3	3	3	4	2	18
178	3	3	3	3	3	3	18
179	4	3	3	3	4	2	19
180	4	3	3	3	3	3	19
181	4	3	3	3	3	3	19
182	3	4	4	4	4	3	22
183	4	3	3	3	3	2	18
184	4	4	3	4	4	4	23
185	4	3	3	4	4	3	21
186	4	4	3	3	4	3	21
187	3	3	3	3	4	3	19
188	4	3	3	3	4	3	20
189	4	4	4	3	4	3	22
190	4	4	2	4	4	4	22
191	4	4	4	4	4	3	23
192	4	4	2	4	4	3	21
193	4	4	4	3	4	3	22
194	3	4	4	3	4	3	21
195	3	3	3	3	4	3	19
196	4	3	3	3	3	3	19
197	3	3	3	3	3	3	18
198	3	3	3	3	3	3	18
199	3	3	3	3	3	3	18
200	3	3	3	3	3	3	18

Sumber : Data primer diolah, 2019

No Responden	KUALITAS PELAYANAN (X2)										Total X2
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	
1	2	3	3	3	3	3	2	3	3	3	28
2	3	3	4	3	4	3	2	3	3	3	31
3	3	3	3	3	3	3	3	3	3	3	30
4	4	4	4	4	4	4	4	4	4	4	40
5	3	4	3	3	3	3	2	3	3	3	30
6	3	3	3	3	3	3	3	3	3	3	30
7	3	3	3	3	3	3	3	3	3	3	30
8	3	3	3	3	3	3	3	3	3	3	30
9	3	3	3	3	3	3	3	3	2	3	29
10	3	3	3	3	3	3	3	3	3	4	31
11	3	3	3	3	3	3	3	3	3	4	31
12	3	3	4	3	3	3	3	4	3	4	33
13	3	4	4	4	4	4	4	3	3	4	37
14	3	3	3	3	3	4	4	3	4	3	33
15	3	3	4	3	3	4	4	4	3	4	35
16	3	3	4	4	3	3	3	3	3	3	32
17	3	3	3	3	3	3	3	3	3	3	30
18	2	3	3	3	3	3	3	3	3	3	29
19	3	3	4	3	2	2	2	3	3	3	28
20	4	4	4	4	4	4	4	4	4	4	40
21	2	3	3	3	3	3	2	3	3	3	28
22	3	3	3	3	3	3	3	3	3	4	31
23	3	3	3	3	3	3	3	3	3	3	30
24	3	3	2	2	2	2	3	2	3	3	25
25	2	2	4	3	3	1	3	2	3	1	24
26	3	3	3	3	3	3	3	3	3	3	30
27	3	3	4	4	4	4	3	3	3	3	34
28	4	4	4	4	4	3	3	3	4	4	37
29	3	3	3	3	3	3	3	3	3	3	30
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Sumber : Data primer diolah, 2019



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Sumber: Data primer diolah, 2019

No Responden	KEPUASAN PELANGGAN (Z)										TOTAL Z
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8	4	3	4	3	3	3	3	4	3	3	33
9	3	3	3	3	3	3	3	3	3	3	30
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Sumber: Data primer diolah, 2019

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159	3	2	3	2	3	3	3	3	22
160	3	2	3	2	3	3	3	3	22
161	4	4	3	4	4	4	4	3	30
162	4	4	3	4	4	4	4	3	30
163	3	3	3	3	3	3	3	3	24
164	4	4	4	4	4	4	4	4	32
165	4	4	3	3	3	4	4	3	28
166	3	4	3	4	4	3	3	3	27
167	4	4	4	3	3	3	3	3	27
168	3	4	4	3	3	3	3	3	26
169	4	3	3	4	4	3	3	4	28
170	3	3	3	4	4	4	3	3	27
171	3	3	4	4	4	4	4	4	30
172	4	3	3	4	4	4	4	4	30
173	4	3	3	4	4	4	3	3	28
174	3	3	3	3	3	3	3	4	25

175	4	4	4	4	4	4	4	4	32
176	4	4	3	3	3	4	4	3	28
177	3	4	3	4	4	3	3	3	27
178	4	4	4	3	3	3	3	3	27
179	3	4	4	3	3	3	3	3	26
180	4	3	3	4	4	3	3	4	28
181	3	3	3	4	4	4	3	3	27
182	3	3	4	4	4	4	4	4	30
183	4	3	3	4	4	4	4	4	30
184	4	3	3	4	4	4	3	3	28
185	3	3	3	3	3	3	3	4	25
186	3	3	3	3	3	3	3	3	24
187	4	3	3	4	4	3	3	4	28
188	4	4	4	4	4	4	3	4	31
189	3	3	3	4	4	2	4	3	26
190	4	4	4	4	4	4	3	3	30
191	3	4	3	4	4	3	3	3	27
192	4	3	3	4	4	3	3	4	28
193	4	4	4	4	4	4	4	4	32
194	4	4	4	4	4	4	4	4	32
195	4	4	4	4	4	4	4	4	32
196	4	3	3	4	4	3	3	4	28
197	3	3	3	4	4	4	3	3	27
198	3	3	4	4	4	4	4	4	30
199	4	3	3	4	4	4	4	4	30
200	4	3	3	4	4	4	3	3	28

Sumber: Data primer diolah, 2019

**LAMPIRAN 6**  
**HASIL UJI VALIDITAS 30 (TIGA PULUH) RESPONDEN**

**Correlations**

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL_X1
X1.1	Pearson Correlation	1	,838**	,443*	,189	,470**	,660**	,788**
	Sig. (2-tailed)		,000	,014	,318	,009	,000	,000
	N	30	30	30	30	30	30	30
X1.2	Pearson Correlation	,838**	1	,394*	,445*	,535**	,825**	,897**
	Sig. (2-tailed)	,000		,031	,014	,002	,000	,000
	N	30	30	30	30	30	30	30
X1.3	Pearson Correlation	,443*	,394*	1	,535**	,092	,341	,577**
	Sig. (2-tailed)	,014	,031		,002	,628	,065	,001
	N	30	30	30	30	30	30	30
X1.4	Pearson Correlation	,189	,445*	,535**	1	,278	,475**	,641**
	Sig. (2-tailed)	,318	,014	,002		,137	,008	,000
	N	30	30	30	30	30	30	30
X1.5	Pearson Correlation	,470**	,535**	,092	,278	1	,702**	,712**
	Sig. (2-tailed)	,009	,002	,628	,137		,000	,000
	N	30	30	30	30	30	30	30
X1.6	Pearson Correlation	,660**	,825**	,341	,475**	,702**	1	,899**
	Sig. (2-tailed)	,000	,000	,065	,008	,000		,000
	N	30	30	30	30	30	30	30
TOTAL_X1	Pearson Correlation	,788**	,897**	,577**	,641**	,712**	,899**	1
	Sig. (2-tailed)	,000	,000	,001	,000	,000	,000	
	N	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).



**Correlations**

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	TOTAL _X2
X2.1 Pearson Correlation	1	,712**	,240	,427*	,388*	,411*	,447*	,438*	,489**	,524**	,711**
Sig. (2-tailed)		,000	,201	,019	,034	,024	,013	,016	,006	,003	,000
N	30	30	30	30	30	30	30	30	30	30	30
X2.2 Pearson Correlation	,712**	1	,182	,514**	,491**	,546**	,255	,443*	,464**	,577**	,722**
Sig. (2-tailed)	,000		,335	,004	,006	,002	,174	,014	,010	,001	,000
N	30	30	30	30	30	30	30	30	30	30	30
X2.3 Pearson Correlation	,240	,182	1	,730**	,580**	,230	,215	,467**	,313	,168	,569**
Sig. (2-tailed)	,201	,335		,000	,001	,221	,254	,009	,092	,375	,001
N	30	30	30	30	30	30	30	30	30	30	30
X2.4 Pearson Correlation	,427*	,514**	,730**	1	,786**	,546**	,382*	,443*	,464**	,338	,783**
Sig. (2-tailed)	,019	,004	,000		,000	,002	,037	,014	,010	,067	,000
N	30	30	30	30	30	30	30	30	30	30	30
X2.5 Pearson Correlation	,388*	,491**	,580**	,786**	1	,609**	,347	,413*	,439*	,333	,753**
Sig. (2-tailed)	,034	,006	,001	,000		,000	,060	,023	,015	,072	,000
N	30	30	30	30	30	30	30	30	30	30	30
X2.6 Pearson Correlation	,411*	,546**	,230	,546**	,609**	1	,551**	,703**	,375*	,649**	,809**
Sig. (2-tailed)	,024	,002	,221	,002	,000		,002	,000	,041	,000	,000
N	30	30	30	30	30	30	30	30	30	30	30
X2.7 Pearson Correlation	,447*	,255	,215	,382*	,347	,551**	1	,392*	,438*	,375*	,636**
Sig. (2-tailed)	,013	,174	,254	,037	,060	,002		,032	,016	,041	,000
N	30	30	30	30	30	30	30	30	30	30	30
X2.8 Pearson Correlation	,438*	,443*	,467**	,443*	,413*	,703**	,392*	1	,343	,678**	,757**

	Sig. (2-tailed)	,016	,014	,009	,014	,023	,000	,032		,064	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	,489**	,464**	,313	,464**	,439*	,375*	,438*	,343	1	,315	,631**
	Sig. (2-tailed)	,006	,010	,092	,010	,015	,041	,016	,064		,090	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.10	Pearson Correlation	,524**	,577**	,168	,338	,333	,649**	,375*	,678**	,315	1	,718**
	Sig. (2-tailed)	,003	,001	,375	,067	,072	,000	,041	,000	,090		,000
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL_X2	Pearson Correlation	,711**	,722**	,569**	,783**	,753**	,809**	,636**	,757**	,631**	,718**	1
	Sig. (2-tailed)	,000	,000	,001	,000	,000	,000	,000	,000	,000	,000	
	N	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).

**Correlations**

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	TOTAL_X 3
X3.1	Pearson Correlation	1	,551**	,703**	,375*	,649**	,443*	,836**
	Sig. (2-tailed)		,002	,000	,041	,000	,014	,000
	N	30	30	30	30	30	30	30
X3.2	Pearson Correlation	,551**	1	,392*	,438*	,375*	,546**	,727**
	Sig. (2-tailed)	,002		,032	,016	,041	,002	,000
	N	30	30	30	30	30	30	30
X3.3	Pearson Correlation	,703**	,392*	1	,343	,678**	,630**	,810**
	Sig. (2-tailed)	,000	,032		,064	,000	,000	,000
	N	30	30	30	30	30	30	30
X3.4	Pearson Correlation	,375*	,438*	,343	1	,315	,458*	,597**
	Sig. (2-tailed)	,041	,016	,064		,090	,011	,000
	N	30	30	30	30	30	30	30
X3.5	Pearson Correlation	,649**	,375*	,678**	,315	1	,687**	,821**
	Sig. (2-tailed)	,000	,041	,000	,090		,000	,000
	N	30	30	30	30	30	30	30
X3.6	Pearson Correlation	,443*	,546**	,630**	,458*	,687**	1	,797**
	Sig. (2-tailed)	,014	,002	,000	,011	,000		,000
	N	30	30	30	30	30	30	30
TOTAL_X 3	Pearson Correlation	,836**	,727**	,810**	,597**	,821**	,797**	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).

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

**Correlations**

		Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7	Z.8	Z.9	Z.10	TOTAL_Z
Z.1	Pearson Correlation	1	,702**	,480**	,452*	,500**	,506**	,702**	,480**	,452*	,500**	,696**
	Sig. (2-tailed)		,000	,007	,012	,005	,004	,000	,007	,012	,005	,000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.2	Pearson Correlation	,702**	1	,538**	,718**	,842**	,624**	1,000**	,538**	,718**	,842**	,901**
	Sig. (2-tailed)	,000		,002	,000	,000	,000	,000	,002	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.3	Pearson Correlation	,480**	,538**	1	,496**	,480**	,359	,538**	1,000**	,496**	,480**	,738**
	Sig. (2-tailed)	,007	,002		,005	,007	,051	,002	,000	,005	,007	,000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.4	Pearson Correlation	,452*	,718**	,496**	1	,905**	,627**	,718**	,496**	1,000**	,905**	,879**
	Sig. (2-tailed)	,012	,000	,005		,000	,000	,000	,005	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.5	Pearson Correlation	,500**	,842**	,480**	,905**	1	,674**	,842**	,480**	,905**	1,000**	,912**
	Sig. (2-tailed)	,005	,000	,007	,000		,000	,000	,007	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.6	Pearson Correlation	,506**	,624**	,359	,627**	,674**	1	,624**	,359	,627**	,674**	,713**
	Sig. (2-tailed)	,004	,000	,051	,000	,000		,000	,051	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.7	Pearson Correlation	,702**	1,000**	,538**	,718**	,842**	,624**	1	,538**	,718**	,842**	,901**
	Sig. (2-tailed)	,000	,000	,002	,000	,000	,000		,002	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.8	Pearson Correlation	,480**	,538**	1,000**	,496**	,480**	,359	,538**	1	,496**	,480**	,738**
	Sig. (2-tailed)	,007	,002	,000	,005	,007	,051	,002		,005	,007	,000
	N	30	30	30	30	30	30	30	30	30	30	30
Z.9	Pearson Correlation	,452*	,718**	,496**	1,000**	,905**	,627**	,718**	,496**	1	,905**	,879**
	Sig. (2-tailed)	,012	,000	,005	,000	,000	,000	,000	,005		,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30

Z.10	Pearson Correlation	,500**	,842**	,480**	,905**	1,000**	,674**	,842**	,480**	,905**	1	,912**
	Sig. (2-tailed)	,005	,000	,007	,000	,000	,000	,000	,007	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL_Z	Pearson Correlation	,696**	,901**	,738**	,879**	,912**	,713**	,901**	,738**	,879**	,912**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	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).

**Correlations**

	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	TOTAL_Y
Y.1 Pearson Correlation	1	,692**	,629**	,463*	,477**	,630**	,517**	,153	,804**
Sig. (2- tailed)		,000	,000	,010	,008	,000	,003	,420	,000
N	30	30	30	30	30	30	30	30	30
Y.2 Pearson Correlation	,692**	1	,825**	,699**	,373*	,429*	,389*	,057	,784**
Sig. (2- tailed)	,000		,000	,000	,043	,018	,034	,764	,000
N	30	30	30	30	30	30	30	30	30
Y.3 Pearson Correlation	,629**	,825**	1	,633**	,467**	,478**	,336	,047	,774**
Sig. (2- tailed)	,000	,000		,000	,009	,007	,069	,806	,000
N	30	30	30	30	30	30	30	30	30
Y.4 Pearson Correlation	,463*	,699**	,633**	1	,277	,533**	,393*	,185	,728**
Sig. (2- tailed)	,010	,000	,000		,138	,002	,032	,329	,000
N	30	30	30	30	30	30	30	30	30
Y.5 Pearson Correlation	,477**	,373*	,467**	,277	1	,573**	,653**	,420*	,722**
Sig. (2- tailed)	,008	,043	,009	,138		,001	,000	,021	,000
N	30	30	30	30	30	30	30	30	30
Y.6 Pearson Correlation	,630**	,429*	,478**	,533**	,573**	1	,686**	,143	,787**
Sig. (2- tailed)	,000	,018	,007	,002	,001		,000	,451	,000
N	30	30	30	30	30	30	30	30	30
Y.7 Pearson Correlation	,517**	,389*	,336	,393*	,653**	,686**	1	,436*	,764**
Sig. (2- tailed)	,003	,034	,069	,032	,000	,000		,016	,000
N	30	30	30	30	30	30	30	30	30

Y.8	Pearson Correlation	,153	,057	,047	,185	,420*	,143	,436*	1	,395*
	Sig. (2-tailed)	,420	,764	,806	,329	,021	,451	,016		,031
	N	30	30	30	30	30	30	30	30	30
TOTAL_Y	Pearson Correlation	,804**	,784**	,774**	,728**	,722**	,787**	,764**	,395*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,031	
	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).

**LAMPIRAN 7**  
**HASIL UJI RELIABILITAS 30 (TIGA PULUH) RESPONDEN**

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,954	,954	40



## LAMPIRAN 8 HASIL ANALISIS JALUR

### Analisis Jalur Path Tahap 1

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Harga, Kualitas Pelayanan, Brand Image <sup>b</sup>		Enter

a. Dependent Variable: Kepuasan Pelanggan

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,673 <sup>a</sup>	,453	,444	2,69989

a. Predictors: (Constant), Harga, Kualitas Pelayanan, Brand Image

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1181,470	3	393,823	54,027	,000 <sup>b</sup>
	Residual	1428,725	196	7,289		
	Total	2610,195	199			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Harga, Kualitas Pelayanan, Brand Image

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,443	2,666		,166	,868
	Brand Image	,473	,106	,278	4,465	,000
	Kualitas Pelayanan	,266	,061	,270	4,355	,000
	Harga	,717	,155	,295	4,616	,000

a. Dependent Variable: Kepuasan Pelanggan

## Analisis Jalur Path Tahap 2

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Pelanggan, Kualitas Pelayanan, Brand Image, Harga <sup>b</sup>		Enter

a. Dependent Variable: Loyalitas

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,669 <sup>a</sup>	,447	,436	2,24834

a. Predictors: (Constant), Kepuasan Pelanggan, Kualitas Pelayanan, Brand Image, Harga

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	796,626	4	199,156	39,398	,000 <sup>b</sup>
	Residual	985,729	195	5,055		
	Total	1782,355	199			

a. Dependent Variable: Loyalitas

b. Predictors: (Constant), Kepuasan Pelanggan, Kualitas Pelayanan, Brand Image, Harga

**Coefficients<sup>a</sup>**

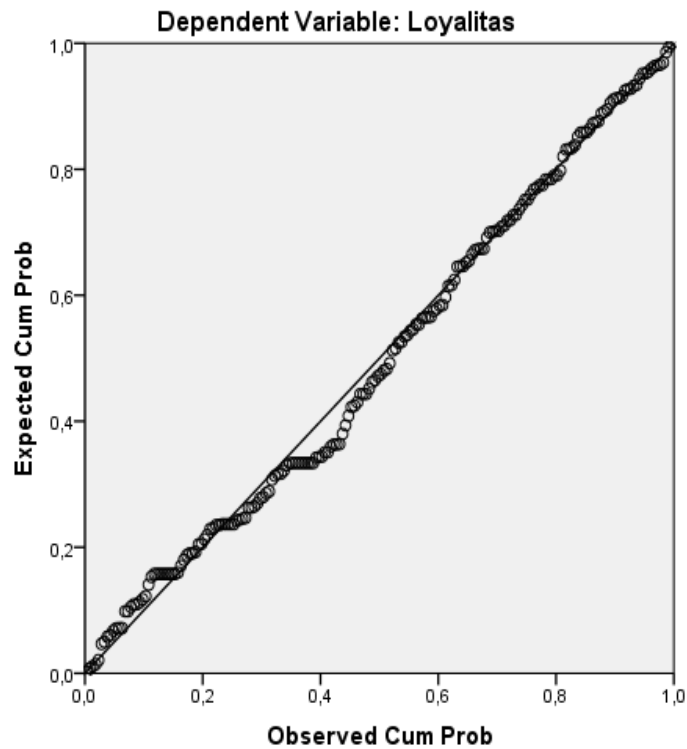
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,923	2,220		,416	,678
	Brand Image	,226	,093	,161	2,444	,015
	Kualitas Pelayanan	,200	,053	,246	3,762	,000
	Harga	,556	,136	,277	4,084	,000
	Kepuasan Pelanggan	,133	,059	,161	2,234	,027

a. Dependent Variable: Loyalitas

## LAMPIRAN 9 HASIL UJI ASUMSI KLASIK

### Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



### Uji Multikolinieritas

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,982	2,243		,438	,662		
	Brand Image	,289	,089	,205	3,245	,001	,723	1,383
	Kualitas Pelayanan	,235	,051	,289	4,589	,000	,729	1,371
	Harga	,652	,131	,324	4,986	,000	,683	1,463

a. Dependent Variable: Loyalitas

Uji Heteroskedastisitas

