

Lampiran 1
PRA SURVEY

Kepada Responden yang terhormat,

Perkenalkan Saya Jonathan Agustinus Silalahi, mahasiswa Fakultas Ekonomi dan Bisnis Program Studi Manajemen Universitas Esa Unggul Jakarta yang sedang melakukan pra survey dalam penulisan skripsi dan mendapatkan gelar sarjana S1 Manajemen. Terima kasih atas partisipasi anda untuk meluangkan waktu dalam mengisi daftar pertanyaan pra survey ini, dengan tujuan sebagai data penelitian saya mengenai pengaruh citra merek dan kualitas pelayanan terhadap loyalitas dimediasi kepuasan pelanggan pada pelanggan Grab (Studi kasus di wilayah Poris - Tangerang).

Saya berharap responden dapat menjawab dengan sebaik – baiknya

DATA RESPONDEN

PETUNJUK

Isilah data responden di bawah ini kemudian pilihlah jawaban dengan tanda (X) di pertanyaan yang tersedia.

1. Nama :
2. Jenis Kelamin :
 - a. Laki-Laki
 - b. Perempuan
3. Usia :
 - a. 18 - 25 tahun
 - b. 26 - 31 tahun
 - c. 32 - 37 tahun
 - d. > 37 tahun

4. Pendidikan Terakhir :

a. SMA / SMK c. S1

b. Diploma (D1 - D3) d. S2

5. Pekerjaan :

a. Pelajar / Mahasiswa c. Wirausaha

b. Pegawai Swasta d. Pegawai Negeri Sipil

6. Pendapatan Per Bulan :

a. Rp 1.500.000 - Rp 3.000.000 c. Rp 4.500.001 - Rp 6.000.000

b. Rp 3.000.001 - Rp 4.500.000 d. > Rp 6.000.000

7. Rata-rata Menggunakan Grab dalam 1 bulan :

a. 4 - 6 kali c. 10 - 12 kali

b. 7 - 9 kali d. > 12 kali

Pertanyaan mengenai citra merek, kualitas pelayanan, kepuasan pelanggan, dan loyalitas

1. Apakah citra merek Grab sudah baik dimata konsumen

- a. Setuju
- b. Tidak Setuju

Alasan:

.....
.....
.....

2. Bagaimana Kualitas Layanan yang diberikan Grab kepada konsumen

- a. Baik
- b. Tidak Baik

Alasan:

.....
.....
.....

3. Saya senang menggunakan Grab karena dari proses pemesanan, penjemputan, hingga pengantaran ke lokasi tujuan selalu sesuai dengan yang diharapkan

- a. Puas
- b. Tidak Puas

Alasan:

.....
.....
.....

4. Apakah konsumen menjadi loyalitas setelah menggunakan Grab

- a. Setuju
- b. Tidak Setuju

Alasan:

.....
.....
.....

Lampiran 2

UNIVERSITAS ESA UNGGUL

Program S-1 Fakultas Ekonomi dan Bisnis Program Studi Manajemen

KUESIONER PENELITIAN SKRIPSI

Kepada Responden yang terhormat,

Saya, mahasiswa Fakultas Ekonomi dan Bisnis Program Studi Manajemen

Universitas Esa Unggul Jakarta.

Nama : Jonathan Agustinus Silalahi

NIM : 2016-0101-375

Bersama ini saya sampaikan daftar pernyataan kepada pengguna jasa GrabBike. Pernyataan dalam kuesioner ini berkenaan dengan penelitian saya yang berjudul Pengaruh Citra Merek dan Kualitas Pelayanan terhadap Loyalitas Dimediasi Kepuasan Pelanggan di wilayah Tangerang Kota, maka dari itu saya meminta kesediaan saudara/i untuk mengisi kuesioner ini.

Atas ketersediaan dan partisipasi saudara/i, saya ucapkan terima kasih.

DATA RESPONDEN

PETUNJUK

Isilah data responden di bawah ini kemudian pilihlah jawaban dengan tanda (X) dipertanyaan yang tersedia.

1. Nama :

2. Jenis Kelamin :

a. Laki-Laki

b. Perempuan

3. Usia :
- a. 18 - 25 tahun
 - b. 26 - 31 tahun
 - c. 32 - 37 tahun
 - d. > 37 tahun
4. Pendidikan Terakhir :
- a. SMA / SMK
 - b. Diploma (D1 - D3)
 - c. S1
 - d. S2
5. Pekerjaan :
- a. Pelajar / Mahasiswa
 - b. Pegawai Swasta
 - c. Wirausaha
 - d. Pegawai Negeri Sipil
 - e. Lainnya
6. Pendapatan Per Bulan :
- a. Rp 1.500.000 - Rp 3.000.000
 - b. Rp 3.000.001 - Rp 4.500.000
 - c. Rp 4.500.001 - Rp 6.000.000
 - d. > Rp 6.000.000
7. Rata-rata Menggunakan Grab dalam 1 bulan :
- a. 4 - 6 kali
 - b. 7 - 9 kali
 - c. 10 - 12 kali
 - d. > 12 kali

TANGGAPAN RESPONDEN

PETUNJUK :

Isilah semua pertanyaan dalam kuesioner sesuai dengan kenyataan yang anda rasakan dan alami, dengan cara memberikan tanda (X) pada kotak yang telah tersedia.

KETERANGAN :

| No. | Pernyataan | Skor |
|-----|---------------------------|------|
| 1 | Sangat Tidak Setuju (STS) | 1 |
| 2 | Tidak Setuju (TS) | 2 |
| 3 | Setuju (S) | 3 |
| 4 | Sangat Setuju (SS) | 4 |

| No. | Pernyataan | STS | TS | S | SS |
|-----|--|-----|----|---|----|
| | | 1 | 2 | 3 | 4 |
| | Citra Merek (Kotler dan Keller 2016) | | | | |
| 1 | Saya lebih mengenal merek GrabBike dibanding merek lainnya | | | | |
| 2 | Saya percaya dengan merek GrabBike | | | | |
| 3 | Merek GrabBike sangat mudah diingat | | | | |
| 4 | Grab selalu memberikan inovasi yang menarik | | | | |
| 5 | Grab menjadi merek yang paling diminati | | | | |
| | Kualitas Pelayanan (Parasuraman 1988) | | | | |
| 6 | <i>Driver</i> Grabbike selalu menawarkan masker dan mobcap sebelum memulai perjalanan | | | | |
| 7 | <i>Driver</i> Grabbike menggunakan atribut lengkap | | | | |
| 8 | Aplikasi pemesanan Grabbike sangat mudah digunakan | | | | |
| 9 | Tersedianya layanan komunikasi antara <i>driver</i> Grabbike dan penumpang | | | | |
| 10 | <i>Driver</i> Grabbike peduli dengan keselamatan penumpangnya | | | | |
| 11 | <i>Driver</i> Grabbike memberikan perhatian secara pribadi tentang kenyamanan penumpangnya | | | | |
| 12 | <i>Driver</i> Grabbike menjalankan pesanan sesuai permintaan penumpangnya | | | | |

| No. | Pernyataan | STS | TS | S | SS |
|-----|--|-----|----|---|----|
| | | 1 | 2 | 3 | 4 |
| 13 | <i>Driver</i> Grabbike sangat cepat merespon keluhan saya | | | | |
| 14 | <i>Driver</i> Grabbike menyediakan perlengkapan yang dibutuhkan penumpang dalam berkendara | | | | |
| 15 | Saya merasa Grabbike adalah solusi dari masalah transportasi saat ini | | | | |
| 16 | Saya merasa <i>driver</i> Grabbike mempunyai pengetahuan tentang rute jalan | | | | |
| 17 | <i>Driver</i> Grabbike Sopan dalam berperilaku | | | | |
| 18 | <i>Driver</i> Grabbike santun dalam berbicara | | | | |
| | Kepuasan Pelanggan (Kotler dan Keller 2016) | | | | |
| 19 | Saya akan kembali menggunakan GrabBike | | | | |
| 20 | Saya selalu mendapatkan pelayanan yang baik jika menggunakan GrabBike | | | | |
| 21 | Saya puas menggunakan layanan dari GrabBike | | | | |
| 22 | Saya merekomendasikan GrabBike ke orang lain | | | | |
| 23 | Saya tidak pernah menghiraukan tawaran selain dari GrabBike | | | | |
| 24 | Saya selalu menggunakan layanan lain yang disediakan GrabBike | | | | |
| 25 | Saya suka memberikan pendapat saya terhadap layanan yang diberikan oleh GrabBike | | | | |
| | Loyalitas (Griffin 2010) | | | | |
| 26 | GrabBike sudah menjadi transportasi sehari-hari saya | | | | |
| 27 | Saya selalu menggunakan GrabBike | | | | |
| 28 | Saya menggunakan layanan lainnya di GrabBike | | | | |
| 29 | Saya selalu menggunakan layanan lain yang ditawarkan oleh GrabBike | | | | |
| 30 | Saya merekomendasikan orang lain untuk menggunakan GrabBike | | | | |
| 31 | Saya berbicara kepada orang lain bahwa GrabBike itu bagus | | | | |
| 32 | Pengalaman yang baik membuat saya puas dan menceritakan kepada orang lain | | | | |
| 33 | Saya tidak peduli dengan tawaran lain selain GrabBike | | | | |
| 34 | Saya tidak tertarik menggunakan Ojek online selain GrabBike | | | | |

Lampiran 3

Tabulasi Data Pre-test 30 Responden

| Responden | CITRA MEREK | | | | | Total |
|-----------|-------------|----|----|----|----|-------|
| | P1 | P2 | P3 | P4 | P5 | |
| 1 | 3 | 3 | 3 | 4 | 3 | 16 |
| 2 | 4 | 3 | 4 | 3 | 4 | 18 |
| 3 | 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 2 | 4 | 4 | 3 | 4 | 17 |
| 5 | 2 | 3 | 3 | 3 | 2 | 13 |
| 6 | 2 | 3 | 3 | 3 | 3 | 14 |
| 7 | 4 | 3 | 4 | 3 | 3 | 17 |
| 8 | 3 | 3 | 4 | 3 | 3 | 16 |
| 9 | 2 | 3 | 3 | 3 | 2 | 13 |
| 10 | 4 | 4 | 4 | 4 | 4 | 20 |
| 11 | 3 | 3 | 3 | 3 | 3 | 15 |
| 12 | 4 | 4 | 4 | 3 | 4 | 19 |
| 13 | 4 | 3 | 4 | 3 | 3 | 17 |
| 14 | 1 | 3 | 3 | 3 | 2 | 12 |
| 15 | 3 | 3 | 3 | 3 | 3 | 15 |
| 16 | 2 | 2 | 3 | 3 | 2 | 12 |
| 17 | 3 | 3 | 3 | 4 | 4 | 17 |
| 18 | 2 | 3 | 4 | 4 | 4 | 17 |
| 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 21 | 2 | 3 | 4 | 3 | 2 | 14 |
| 22 | 3 | 3 | 3 | 3 | 3 | 15 |
| 23 | 4 | 4 | 4 | 4 | 3 | 19 |
| 24 | 4 | 3 | 4 | 4 | 3 | 18 |
| 25 | 1 | 3 | 4 | 3 | 3 | 14 |
| 26 | 4 | 4 | 3 | 3 | 3 | 17 |
| 27 | 3 | 4 | 4 | 3 | 4 | 18 |
| 28 | 3 | 3 | 3 | 3 | 2 | 14 |
| 29 | 3 | 3 | 3 | 4 | 3 | 16 |
| 30 | 2 | 3 | 3 | 3 | 2 | 13 |

Lampiran 3

Tabulasi Data Pre-test 30 Responden (Lanjutan)

| Responden | KUALITAS PELAYANAN | | | | | | | | | | | | | Total |
|-----------|--------------------|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | |
| 1 | 1 | 2 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 2 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 46 |
| 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 34 |
| 4 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 45 |
| 5 | 2 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 39 |
| 6 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 43 |
| 7 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 43 |
| 8 | 1 | 4 | 4 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 36 |
| 9 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 38 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 11 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 40 |
| 12 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 42 |
| 13 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 1 | 2 | 2 | 36 |
| 14 | 1 | 2 | 3 | 2 | 3 | 3 | 4 | 2 | 1 | 3 | 3 | 3 | 4 | 34 |
| 15 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 38 |
| 16 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 40 |
| 17 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 41 |
| 18 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 47 |
| 19 | 2 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 43 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 21 | 1 | 3 | 3 | 4 | 2 | 2 | 3 | 2 | 2 | 3 | 1 | 3 | 2 | 31 |
| 22 | 1 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 33 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 24 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 41 |
| 25 | 1 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 4 | 3 | 3 | 3 | 35 |
| 26 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 40 |
| 27 | 1 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 42 |
| 28 | 1 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 40 |
| 29 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 40 |
| 30 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 2 | 37 |

Lampiran 3

Tabulasi Data Pre-test 30 Responden (Lanjutan)

| Responden | KEPUASAN PELANGGAN | | | | | | | Total |
|-----------|--------------------|-----|-----|-----|-----|-----|-----|-------|
| | P19 | P20 | P21 | P22 | P23 | P24 | P25 | |
| 1 | 4 | 3 | 3 | 2 | 2 | 3 | 4 | 21 |
| 2 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 26 |
| 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 19 |
| 4 | 3 | 4 | 4 | 3 | 1 | 3 | 3 | 21 |
| 5 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 18 |
| 6 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 21 |
| 7 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 25 |
| 8 | 3 | 4 | 3 | 1 | 1 | 2 | 2 | 16 |
| 9 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 19 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 11 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 22 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 13 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 17 |
| 14 | 3 | 2 | 3 | 1 | 1 | 1 | 4 | 15 |
| 15 | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 20 |
| 16 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 16 |
| 17 | 4 | 3 | 4 | 4 | 2 | 3 | 3 | 23 |
| 18 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 26 |
| 19 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 24 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 21 | 3 | 2 | 3 | 3 | 1 | 3 | 3 | 18 |
| 22 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 20 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 24 | 4 | 3 | 4 | 4 | 2 | 2 | 3 | 22 |
| 25 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 26 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 20 |
| 27 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 23 |
| 28 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 21 |
| 29 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 30 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 18 |

Lampiran 3

Tabulasi Data Pre-test 30 Responden (Lanjutan)

| Responden | LOYALITAS | | | | | | | | | Total |
|-----------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | P34 | |
| 1 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 23 |
| 2 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 32 |
| 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 22 |
| 4 | 2 | 2 | 3 | 2 | 3 | 2 | 4 | 1 | 1 | 20 |
| 5 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 1 | 21 |
| 6 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 4 | 30 |
| 7 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 31 |
| 8 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 3 | 1 | 15 |
| 9 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 22 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 11 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 24 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 13 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 23 |
| 14 | 1 | 1 | 2 | 2 | 1 | 3 | 4 | 1 | 1 | 16 |
| 15 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 22 |
| 16 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 20 |
| 17 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 29 |
| 18 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 32 |
| 19 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 29 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 21 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 1 | 1 | 21 |
| 22 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 22 |
| 23 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 24 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 28 |
| 25 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 26 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 2 | 3 | 26 |
| 27 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 28 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 29 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 29 |
| 30 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 24 |

Lampiran 4
Hasil Output Uji Validitas
Citra Merek

| Correlations | | | | | | | |
|---|---------------------|--------|--------|--------|--------|--------|---------|
| | | P1 | P2 | P3 | P4 | P5 | JUMLAH1 |
| P1 | Pearson Correlation | 1 | .468** | .359 | .360 | .500** | .802** |
| | Sig. (2-tailed) | | .009 | .051 | .050 | .005 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| P2 | Pearson Correlation | .468** | 1 | .471** | .279 | .604** | .744** |
| | Sig. (2-tailed) | .009 | | .009 | .136 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| P3 | Pearson Correlation | .359 | .471** | 1 | .218 | .550** | .672** |
| | Sig. (2-tailed) | .051 | .009 | | .247 | .002 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| P4 | Pearson Correlation | .360 | .279 | .218 | 1 | .440* | .584** |
| | Sig. (2-tailed) | .050 | .136 | .247 | | .015 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| P5 | Pearson Correlation | .500** | .604** | .550** | .440* | 1 | .844** |
| | Sig. (2-tailed) | .005 | .000 | .002 | .015 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| JUM | Pearson Correlation | .802** | .744** | .672** | .584** | .844** | 1 |
| LAH | Sig. (2-tailed) | .000 | .000 | .000 | .001 | .000 | |
| 1 | N | 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 4
Hasil Output Uji Validitas
Kualitas Pelayanan

| | | Correlations | | | | | | | | | | | | | |
|----|---------------------|---------------------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|-------|---------|
| | | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | JUMLAH2 |
| P6 | Pearson Correlation | 1 | .284 | .186 | .403* | .386* | .650** | .214 | .539* | .662* | .295 | .398* | .480* | .423* | .773** |
| | Sig. (2-tailed) | | .128 | .325 | .027 | .035 | .000 | .255 | .002 | .000 | .114 | .029 | .007 | .020 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P7 | Pearson Correlation | .284 | 1 | .401* | .053 | .357 | .458* | .139 | .362* | .292 | .320 | .403* | .327 | .340 | .559** |
| | Sig. (2-tailed) | .128 | | .028 | .780 | .053 | .011 | .465 | .049 | .117 | .085 | .027 | .077 | .066 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P8 | Pearson Correlation | .186 | .401* | 1 | .093 | .379* | .276 | .484* | .316 | .371* | .559* | .248 | .202 | .119 | .522** |
| | Sig. (2-tailed) | .325 | .028 | | .626 | .039 | .140 | .007 | .089 | .043 | .001 | .186 | .285 | .532 | .003 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P9 | Pearson Correlation | .403* | .053 | .093 | 1 | .282 | .195 | -.013 | .147 | .444* | .104 | .280 | .350 | .176 | .463** |
| | Sig. (2-tailed) | .027 | .780 | .626 | | .132 | .303 | .946 | .439 | .014 | .585 | .133 | .058 | .351 | .010 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

| | | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | JUMLAH2 |
|-----|---------------------|--------|-------|--------|-------|-------|--------|-------|-------|-------|------|-------|-------|--------|---------|
| P10 | Pearson Correlation | .386* | .357 | .379* | .282 | 1 | .427* | .273 | .257 | .372* | .242 | .533* | .477* | .585** | .669** |
| | Sig. (2-tailed) | .035 | .053 | .039 | .132 | | .019 | .144 | .171 | .043 | .197 | .002 | .008 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P11 | Pearson Correlation | .650** | .458* | .276 | .195 | .427* | 1 | .416* | .523* | .548* | .154 | .488* | .530* | .674** | .776** |
| | Sig. (2-tailed) | .000 | .011 | .140 | .303 | .019 | | .022 | .003 | .002 | .416 | .006 | .003 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P12 | Pearson Correlation | .214 | .139 | .484** | -.013 | .273 | .416* | 1 | .437* | .141 | .271 | .212 | .200 | .189 | .440* |
| | Sig. (2-tailed) | .255 | .465 | .007 | .946 | .144 | .022 | | .016 | .456 | .148 | .261 | .289 | .318 | .015 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P13 | Pearson Correlation | .539** | .362* | .316 | .147 | .257 | .523** | .437* | 1 | .661* | .177 | .262 | .425* | .188 | .648** |
| | Sig. (2-tailed) | .002 | .049 | .089 | .439 | .171 | .003 | .016 | | .000 | .350 | .162 | .019 | .321 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P14 | Pearson Correlation | .662** | .292 | .371* | .444* | .372* | .548** | .141 | .661* | 1 | .182 | .200 | .462* | .292 | .711** |
| | Sig. (2-tailed) | .000 | .117 | .043 | .014 | .043 | .002 | .456 | .000 | | .337 | .290 | .010 | .117 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P15 | Pearson Correlation | .295 | .320 | .559** | .104 | .242 | .154 | .271 | .177 | .182 | 1 | .578* | .301 | .166 | .518** |
| | Sig. (2-tailed) | .114 | .085 | .001 | .585 | .197 | .416 | .148 | .350 | .337 | | .001 | .106 | .381 | .003 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

| | | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | JUMLAH2 |
|-----------|---------------------|--------|--------|--------|-------|-------|--------|-------|-------|-------|-------|-------|-------|--------|---------|
| P16 | Pearson Correlation | .398* | .403* | .248 | .280 | .533* | .488** | .212 | .262 | .200 | .578* | 1 | .579* | .629** | .711** |
| | Sig. (2-tailed) | .029 | .027 | .186 | .133 | .002 | .006 | .261 | .162 | .290 | .001 | | .001 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P17 | Pearson Correlation | .480** | .327 | .202 | .350 | .477* | .530** | .200 | .425* | .462* | .301 | .579* | 1 | .607** | .718** |
| | Sig. (2-tailed) | .007 | .077 | .285 | .058 | .008 | .003 | .289 | .019 | .010 | .106 | .001 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P18 | Pearson Correlation | .423* | .340 | .119 | .176 | .585* | .674** | .189 | .188 | .292 | .166 | .629* | .607* | 1 | .651** |
| | Sig. (2-tailed) | .020 | .066 | .532 | .351 | .001 | .000 | .318 | .321 | .117 | .381 | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JUM LAH 2 | Pearson Correlation | .773** | .559** | .522** | .463* | .669* | .776** | .440* | .648* | .711* | .518* | .711* | .718* | .651** | 1 |
| | Sig. (2-tailed) | .000 | .001 | .003 | .010 | .000 | .000 | .015 | .000 | .000 | .003 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 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).

Lampiran 4
Hasil Output Uji Validitas
Kepuasan Pelanggan

| | | Correlations | | | | | | | |
|-----------------|---------------------|---------------------|--------|--------|--------|--------|--------|-------|---------|
| | | P19 | P20 | P21 | P22 | P23 | P24 | P25 | JUMLAH3 |
| P19 | Pearson Correlation | 1 | .487** | .661** | .544** | .530** | .481** | .240 | .749** |
| | Sig. (2-tailed) | | .006 | .000 | .002 | .003 | .007 | .201 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P20 | Pearson Correlation | .487** | 1 | .695** | .289 | .387* | .593** | .039 | .655** |
| | Sig. (2-tailed) | .006 | | .000 | .121 | .034 | .001 | .837 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P21 | Pearson Correlation | .661** | .695** | 1 | .549** | .353 | .472** | .215 | .742** |
| | Sig. (2-tailed) | .000 | .000 | | .002 | .055 | .008 | .253 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P22 | Pearson Correlation | .544** | .289 | .549** | 1 | .625** | .572** | .384* | .804** |
| | Sig. (2-tailed) | .002 | .121 | .002 | | .000 | .001 | .036 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P23 | Pearson Correlation | .530** | .387* | .353 | .625** | 1 | .670** | .443* | .821** |
| | Sig. (2-tailed) | .003 | .034 | .055 | .000 | | .000 | .014 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P24 | Pearson Correlation | .481** | .593** | .472** | .572** | .670** | 1 | .258 | .804** |
| | Sig. (2-tailed) | .007 | .001 | .008 | .001 | .000 | | .170 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P25 | Pearson Correlation | .240 | .039 | .215 | .384* | .443* | .258 | 1 | .506** |
| | Sig. (2-tailed) | .201 | .837 | .253 | .036 | .014 | .170 | | .004 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JUM LAH 3 | Pearson Correlation | .749** | .655** | .742** | .804** | .821** | .804** | .506* | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .004 | |
| | 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).

Lampiran 4
Hasil Output Uji Validitas
Loyalitas

| Correlations | | | | | | | | | | | |
|---------------------|---------------------|--------|--------|--------|--------|--------|--------|-------|--------|--------|---------|
| | | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | P34 | JUMLAH4 |
| P26 | Pearson Correlation | 1 | .818** | .629** | .612** | .707** | .557** | .183 | .409* | .578** | .805** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .001 | .333 | .025 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P27 | Pearson Correlation | .818** | 1 | .695** | .671** | .719** | .575** | .341 | .459* | .688** | .868** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .001 | .065 | .011 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P28 | Pearson Correlation | .629** | .695** | 1 | .646** | .674** | .286 | .398* | .486** | .574** | .769** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .125 | .029 | .007 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P29 | Pearson Correlation | .612** | .671** | .646** | 1 | .614** | .600** | .262 | .646** | .762** | .838** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .162 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P30 | Pearson Correlation | .707** | .719** | .674** | .614** | 1 | .509** | .358 | .570** | .634** | .836** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .004 | .052 | .001 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P31 | Pearson Correlation | .557** | .575** | .286 | .600** | .509** | 1 | .303 | .474** | .625** | .703** |
| | Sig. (2-tailed) | .001 | .001 | .125 | .000 | .004 | | .104 | .008 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

| | | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | P34 | JUMLAH4 |
|---|---------------------|--------|--------|--------|--------|--------|--------|-------|--------|--------|---------|
| P32 | Pearson Correlation | .183 | .341 | .398* | .262 | .358 | .303 | 1 | .217 | .437* | .464** |
| | Sig. (2-tailed) | .333 | .065 | .029 | .162 | .052 | .104 | | .250 | .016 | .010 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P33 | Pearson Correlation | .409* | .459* | .486** | .646** | .570** | .474** | .217 | 1 | .778** | .746** |
| | Sig. (2-tailed) | .025 | .011 | .007 | .000 | .001 | .008 | .250 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P34 | Pearson Correlation | .578** | .688** | .574** | .762** | .634** | .625** | .437* | .778** | 1 | .886** |
| | Sig. (2-tailed) | .001 | .000 | .001 | .000 | .000 | .000 | .016 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JUM LAH 4 | Pearson Correlation | .805** | .868** | .769** | .838** | .836** | .703** | .464* | .746** | .886** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .010 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| **. Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | |

Lampiran 5**Hasil Uji Reliabilitas****Citra Merek**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .768 | 5 |

Kualitas Pelayanan

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .868 | 13 |

Kepuasan Pelanggan

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .849 | 7 |

Loyalitas

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .914 | 9 |

Lampiran 6
Tabulasi Data 170 Responden

| No | Citra Merek | | | | | | Kualitas Pelayanan | | | | | | | | | | | | | | |
|----|-------------|----|----|----|----|--------|--------------------|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|----|
| | P1 | P2 | P3 | P4 | P5 | Jumlah | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | Jumlah | |
| 1 | 2 | 3 | 4 | 3 | 3 | 15 | 1 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 38 |
| 2 | 3 | 3 | 4 | 3 | 3 | 16 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 37 |
| 3 | 3 | 4 | 4 | 3 | 3 | 17 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 41 |
| 4 | 3 | 2 | 3 | 2 | 3 | 13 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 35 |
| 5 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 4 | 4 | 3 | 3 | 3 | 40 |
| 6 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 39 |
| 7 | 4 | 4 | 4 | 4 | 4 | 20 | 1 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 40 |
| 8 | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 40 |
| 9 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 35 |
| 10 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 37 |
| 11 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 40 |
| 12 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 48 |
| 13 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 38 |
| 14 | 3 | 3 | 4 | 3 | 3 | 16 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 40 |
| 15 | 2 | 4 | 4 | 4 | 3 | 17 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 44 |
| 16 | 3 | 3 | 3 | 3 | 3 | 15 | 1 | 2 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 36 |
| 17 | 2 | 2 | 2 | 2 | 2 | 10 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 25 |
| 18 | 4 | 3 | 3 | 4 | 3 | 17 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 46 |
| 19 | 2 | 4 | 3 | 3 | 3 | 15 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 48 |
| 20 | 3 | 3 | 2 | 3 | 3 | 14 | 1 | 2 | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 35 |

| No | Citra Merek | | | | | | Kualitas Pelayanan | | | | | | | | | | | | | | |
|----|-------------|----|----|----|----|--------|--------------------|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|----|
| | P1 | P2 | P3 | P4 | P5 | Jumlah | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | Jumlah | |
| 21 | 3 | 4 | 3 | 4 | 4 | 18 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 38 |
| 22 | 3 | 3 | 4 | 3 | 2 | 15 | 3 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 44 |
| 23 | 3 | 3 | 3 | 3 | 4 | 16 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| 24 | 3 | 3 | 4 | 4 | 4 | 18 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 40 |
| 25 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 26 | 3 | 3 | 3 | 3 | 3 | 15 | 1 | 2 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 37 |
| 27 | 2 | 3 | 4 | 4 | 1 | 14 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 2 | 3 | 3 | 3 | 42 |
| 28 | 3 | 3 | 3 | 3 | 3 | 15 | 1 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 1 | 3 | 2 | 3 | 3 | 3 | 32 |
| 29 | 3 | 3 | 3 | 3 | 3 | 15 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 35 |
| 30 | 2 | 2 | 2 | 2 | 2 | 10 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 32 |
| 31 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 32 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| 33 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 38 |
| 34 | 2 | 3 | 3 | 3 | 3 | 14 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 35 |
| 35 | 3 | 2 | 2 | 2 | 3 | 12 | 2 | 2 | 3 | 4 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 1 | 1 | 1 | 30 |
| 36 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 27 |
| 37 | 2 | 2 | 2 | 4 | 1 | 11 | 2 | 1 | 4 | 2 | 1 | 2 | 2 | 1 | 4 | 1 | 3 | 1 | 2 | 2 | 26 |
| 38 | 1 | 3 | 2 | 3 | 2 | 11 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 33 |
| 39 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 36 |
| 40 | 4 | 4 | 4 | 3 | 3 | 18 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 42 |
| 41 | 3 | 3 | 3 | 2 | 3 | 14 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 35 |
| 42 | 3 | 3 | 4 | 3 | 3 | 16 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 43 | 4 | 4 | 4 | 3 | 3 | 18 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 42 |
| 44 | 1 | 2 | 4 | 3 | 2 | 12 | 1 | 3 | 4 | 4 | 2 | 2 | 4 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 32 |

| No | Citra Merek | | | | | | Kualitas Pelayanan | | | | | | | | | | | | | |
|----|-------------|----|----|----|----|--------|--------------------|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P1 | P2 | P3 | P4 | P5 | Jumlah | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | Jumlah |
| 45 | 3 | 3 | 3 | 2 | 2 | 13 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 37 |
| 46 | 3 | 2 | 4 | 2 | 2 | 13 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 40 |
| 47 | 3 | 4 | 3 | 3 | 3 | 16 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 3 | 42 |
| 48 | 1 | 4 | 4 | 3 | 4 | 16 | 1 | 3 | 4 | 4 | 2 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 4 | 40 |
| 49 | 3 | 4 | 4 | 3 | 3 | 17 | 1 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 43 |
| 50 | 4 | 4 | 4 | 4 | 3 | 19 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 41 |
| 51 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 52 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 39 |
| 53 | 4 | 3 | 3 | 2 | 3 | 15 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 4 | 3 | 2 | 2 | 32 |
| 54 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 41 |
| 55 | 2 | 3 | 2 | 2 | 3 | 12 | 1 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 4 | 4 | 3 | 38 |
| 56 | 3 | 3 | 3 | 2 | 3 | 14 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 39 |
| 57 | 2 | 3 | 4 | 3 | 3 | 15 | 1 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 37 |
| 58 | 2 | 3 | 4 | 4 | 4 | 17 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 47 |
| 59 | 2 | 2 | 2 | 3 | 4 | 13 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 40 |
| 60 | 3 | 3 | 3 | 2 | 3 | 14 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 34 |
| 61 | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 39 |
| 62 | 4 | 4 | 4 | 3 | 3 | 18 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 40 |
| 63 | 4 | 4 | 4 | 4 | 4 | 20 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 47 |
| 64 | 2 | 2 | 3 | 3 | 2 | 12 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 33 |
| 65 | 3 | 3 | 3 | 4 | 3 | 16 | 1 | 2 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 66 | 4 | 3 | 4 | 3 | 4 | 18 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 46 |
| 67 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 34 |
| 68 | 2 | 4 | 4 | 3 | 4 | 17 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 45 |

| No | Citra Merek | | | | | | Kualitas Pelayanan | | | | | | | | | | | | | | |
|----|-------------|----|----|----|----|--------|--------------------|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|----|
| | P1 | P2 | P3 | P4 | P5 | Jumlah | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | Jumlah | |
| 69 | 2 | 3 | 3 | 3 | 2 | 13 | 2 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 39 |
| 70 | 2 | 3 | 3 | 3 | 3 | 14 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 43 |
| 71 | 4 | 3 | 4 | 3 | 3 | 17 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 43 |
| 72 | 3 | 3 | 4 | 3 | 3 | 16 | 1 | 4 | 4 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 36 |
| 73 | 2 | 3 | 3 | 3 | 2 | 13 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 38 |
| 74 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 75 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 40 |
| 76 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 42 |
| 77 | 4 | 3 | 4 | 3 | 3 | 17 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 1 | 2 | 2 | 2 | 36 |
| 78 | 1 | 3 | 3 | 3 | 2 | 12 | 1 | 2 | 3 | 2 | 3 | 3 | 4 | 2 | 1 | 3 | 3 | 3 | 4 | 3 | 34 |
| 79 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 38 |
| 80 | 2 | 2 | 3 | 3 | 2 | 12 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 40 |
| 81 | 3 | 3 | 3 | 4 | 4 | 17 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 41 |
| 82 | 2 | 3 | 4 | 4 | 4 | 17 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 47 |
| 83 | 4 | 4 | 4 | 4 | 4 | 20 | 2 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 43 |
| 84 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 85 | 2 | 3 | 4 | 3 | 2 | 14 | 1 | 3 | 3 | 4 | 2 | 2 | 3 | 2 | 2 | 3 | 1 | 3 | 2 | 2 | 31 |
| 86 | 3 | 3 | 3 | 3 | 3 | 15 | 1 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 33 |
| 87 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 88 | 4 | 3 | 4 | 4 | 3 | 18 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 41 |
| 89 | 1 | 3 | 4 | 3 | 3 | 14 | 1 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 35 |
| 90 | 4 | 4 | 3 | 3 | 3 | 17 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 40 |
| 91 | 3 | 4 | 4 | 3 | 4 | 18 | 1 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 42 |
| 92 | 3 | 3 | 3 | 3 | 2 | 14 | 1 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 40 |

| No | Citra Merek | | | | | | Kualitas Pelayanan | | | | | | | | | | | | | | |
|-----|-------------|----|----|----|----|--------|--------------------|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|----|
| | P1 | P2 | P3 | P4 | P5 | Jumlah | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | Jumlah | |
| 93 | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 40 |
| 94 | 2 | 3 | 3 | 3 | 2 | 13 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 37 |
| 95 | 2 | 3 | 4 | 3 | 3 | 15 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 44 |
| 96 | 3 | 3 | 4 | 3 | 4 | 17 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 41 |
| 97 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 38 |
| 98 | 3 | 3 | 3 | 4 | 4 | 17 | 2 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 40 |
| 99 | 3 | 3 | 3 | 3 | 2 | 14 | 1 | 4 | 4 | 4 | 3 | 2 | 3 | 1 | 4 | 3 | 3 | 4 | 4 | 4 | 40 |
| 100 | 3 | 3 | 3 | 4 | 2 | 15 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 31 |
| 101 | 2 | 3 | 2 | 2 | 1 | 10 | 2 | 2 | 4 | 3 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 3 | 3 | 3 | 31 |
| 102 | 3 | 3 | 3 | 4 | 3 | 16 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 50 |
| 103 | 4 | 3 | 4 | 2 | 3 | 16 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 38 |
| 104 | 2 | 3 | 3 | 3 | 3 | 14 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 37 |
| 105 | 3 | 4 | 3 | 4 | 3 | 17 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 45 |
| 106 | 4 | 3 | 3 | 4 | 3 | 17 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 45 |
| 107 | 4 | 4 | 3 | 4 | 4 | 19 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 40 |
| 108 | 3 | 4 | 3 | 3 | 3 | 16 | 2 | 2 | 4 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 38 |
| 109 | 3 | 4 | 3 | 3 | 2 | 15 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 2 | 4 | 4 | 2 | 3 | 3 | 3 | 42 |
| 110 | 3 | 4 | 3 | 3 | 3 | 16 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 1 | 3 | 4 | 3 | 3 | 3 | 3 | 39 |
| 111 | 2 | 3 | 3 | 3 | 3 | 14 | 1 | 2 | 4 | 3 | 3 | 2 | 3 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 35 |
| 112 | 2 | 3 | 3 | 3 | 2 | 13 | 2 | 2 | 4 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 35 |
| 113 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 4 | 3 | 3 | 3 | 4 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 38 |
| 114 | 2 | 3 | 2 | 2 | 2 | 11 | 1 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 33 |
| 115 | 4 | 3 | 3 | 4 | 3 | 17 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 39 |
| 116 | 2 | 3 | 3 | 3 | 3 | 14 | 2 | 3 | 4 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 34 |

| No | Citra Merek | | | | | | Kualitas Pelayanan | | | | | | | | | | | | | |
|-----|-------------|----|----|----|----|--------|--------------------|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P1 | P2 | P3 | P4 | P5 | Jumlah | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | Jumlah |
| 117 | 4 | 4 | 4 | 4 | 3 | 19 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 46 |
| 118 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 36 |
| 119 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 35 |
| 120 | 4 | 3 | 3 | 3 | 4 | 17 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 44 |
| 121 | 2 | 3 | 4 | 4 | 4 | 17 | 2 | 3 | 3 | 4 | 2 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 4 | 40 |
| 122 | 3 | 3 | 4 | 4 | 3 | 17 | 2 | 2 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 35 |
| 123 | 2 | 3 | 3 | 3 | 2 | 13 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 1 | 2 | 2 | 30 |
| 124 | 3 | 4 | 3 | 3 | 3 | 16 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 39 |
| 125 | 2 | 3 | 3 | 3 | 2 | 13 | 1 | 2 | 4 | 3 | 3 | 1 | 3 | 1 | 1 | 4 | 2 | 3 | 3 | 31 |
| 126 | 2 | 3 | 4 | 4 | 4 | 17 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 41 |
| 127 | 3 | 3 | 4 | 3 | 3 | 16 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 36 |
| 128 | 3 | 4 | 4 | 3 | 3 | 17 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 43 |
| 129 | 3 | 3 | 3 | 2 | 2 | 13 | 2 | 2 | 3 | 3 | 3 | 2 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 35 |
| 130 | 3 | 3 | 4 | 3 | 3 | 16 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 2 | 2 | 2 | 3 | 3 | 3 | 36 |
| 131 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 38 |
| 132 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 38 |
| 133 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 3 | 4 | 45 |
| 134 | 2 | 3 | 3 | 3 | 3 | 14 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 46 |
| 135 | 4 | 3 | 3 | 3 | 3 | 16 | 2 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 38 |
| 136 | 2 | 2 | 3 | 3 | 3 | 13 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 37 |
| 137 | 3 | 3 | 4 | 3 | 3 | 16 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 44 |
| 138 | 4 | 3 | 3 | 3 | 2 | 15 | 2 | 2 | 3 | 3 | 3 | 4 | 4 | 2 | 2 | 3 | 2 | 3 | 3 | 36 |
| 139 | 1 | 3 | 2 | 2 | 2 | 10 | 2 | 3 | 2 | 3 | 4 | 2 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 38 |
| 140 | 4 | 3 | 4 | 3 | 3 | 17 | 1 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 36 |

| No | Citra Merek | | | | | | Kualitas Pelayanan | | | | | | | | | | | | | |
|-----|-------------|----|----|----|----|--------|--------------------|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P1 | P2 | P3 | P4 | P5 | Jumlah | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | Jumlah |
| 141 | 3 | 2 | 3 | 4 | 2 | 14 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 44 |
| 142 | 4 | 3 | 3 | 3 | 3 | 16 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 143 | 1 | 1 | 1 | 1 | 1 | 5 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 3 | 4 | 3 | 2 | 22 |
| 144 | 3 | 1 | 3 | 4 | 4 | 15 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 46 |
| 145 | 2 | 4 | 4 | 3 | 2 | 15 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 2 | 3 | 4 | 3 | 3 | 3 | 40 |
| 146 | 4 | 3 | 3 | 3 | 2 | 15 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | 41 |
| 147 | 3 | 4 | 3 | 3 | 3 | 16 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 41 |
| 148 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 43 |
| 149 | 3 | 4 | 4 | 3 | 3 | 17 | 2 | 3 | 3 | 4 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 40 |
| 150 | 3 | 3 | 3 | 2 | 2 | 13 | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 42 |
| 151 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 43 |
| 152 | 3 | 3 | 3 | 2 | 3 | 14 | 2 | 3 | 3 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 39 |
| 153 | 2 | 3 | 3 | 3 | 3 | 14 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 42 |
| 154 | 3 | 4 | 4 | 3 | 3 | 17 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 44 |
| 155 | 3 | 3 | 3 | 2 | 2 | 13 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 39 |
| 156 | 2 | 3 | 3 | 2 | 2 | 12 | 2 | 3 | 4 | 4 | 3 | 2 | 3 | 1 | 3 | 3 | 2 | 3 | 3 | 36 |
| 157 | 1 | 3 | 3 | 2 | 2 | 11 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 38 |
| 158 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 38 |
| 159 | 3 | 4 | 3 | 4 | 3 | 17 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 44 |
| 160 | 3 | 3 | 3 | 4 | 3 | 16 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 40 |
| 161 | 3 | 4 | 4 | 3 | 3 | 17 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 46 |
| 162 | 2 | 4 | 4 | 3 | 3 | 16 | 3 | 3 | 4 | 3 | 2 | 2 | 4 | 2 | 3 | 4 | 3 | 3 | 3 | 39 |
| 163 | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 43 |
| 164 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 39 |

| No | Citra Merek | | | | | | Kualitas Pelayanan | | | | | | | | | | | | | | |
|-----|-------------|----|----|----|----|--------|--------------------|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|----|
| | P1 | P2 | P3 | P4 | P5 | Jumlah | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | Jumlah | |
| 165 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 42 |
| 166 | 2 | 3 | 2 | 2 | 3 | 12 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 41 |
| 167 | 2 | 3 | 4 | 3 | 3 | 15 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 43 |
| 168 | 3 | 3 | 4 | 4 | 3 | 17 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 42 |
| 169 | 2 | 3 | 3 | 3 | 2 | 13 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 39 |
| 170 | 3 | 3 | 4 | 4 | 3 | 17 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 39 |

Lampiran 6
 Tabulasi Data 170 Responden

| No | Kepuasan Pelanggan | | | | | | | | Loyalitas | | | | | | | | | |
|----|--------------------|-----|-----|-----|-----|-----|-----|--------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P19 | P20 | P21 | P22 | P23 | P24 | P25 | Jumlah | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | P34 | Jumlah |
| 1 | 3 | 3 | 3 | 3 | 1 | 3 | 2 | 18 | 2 | 1 | 3 | 2 | 3 | 3 | 3 | 1 | 1 | 19 |
| 2 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 21 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 1 | 2 | 26 |
| 3 | 4 | 3 | 3 | 4 | 2 | 4 | 4 | 24 | 4 | 4 | 2 | 4 | 4 | 4 | 3 | 2 | 2 | 29 |
| 4 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 17 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 23 |
| 5 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 33 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 8 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 19 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 1 | 2 | 21 |
| 9 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 25 |
| 10 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 23 |
| 11 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 24 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 29 |
| 12 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 24 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 13 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 20 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 26 |
| 14 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 19 | 3 | 2 | 4 | 3 | 3 | 2 | 3 | 2 | 1 | 23 |
| 15 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 34 |
| 16 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 1 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 20 |
| 17 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 14 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 18 |
| 18 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 21 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 24 |
| 19 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 23 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 22 |
| 20 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 18 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 26 |

| No | Kepuasan Pelanggan | | | | | | | | Loyalitas | | | | | | | | | |
|----|--------------------|-----|-----|-----|-----|-----|-----|--------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P19 | P20 | P21 | P22 | P23 | P24 | P25 | Jumlah | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | P34 | Jumlah |
| 21 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 20 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 30 |
| 22 | 3 | 3 | 3 | 4 | 2 | 3 | 4 | 22 | 4 | 4 | 2 | 3 | 4 | 3 | 3 | 2 | 2 | 27 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 32 |
| 26 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 19 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 23 |
| 27 | 3 | 3 | 4 | 4 | 2 | 1 | 3 | 20 | 2 | 2 | 3 | 2 | 3 | 4 | 4 | 1 | 1 | 22 |
| 28 | 3 | 3 | 3 | 3 | 1 | 3 | 1 | 17 | 1 | 1 | 3 | 3 | 3 | 1 | 1 | 1 | 1 | 15 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 19 |
| 30 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 14 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 33 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 | 1 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 23 |
| 34 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 24 |
| 35 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 13 | 1 | 1 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 13 |
| 36 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 14 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 19 |
| 37 | 1 | 3 | 2 | 1 | 2 | 2 | 2 | 13 | 3 | 1 | 4 | 1 | 2 | 2 | 1 | 4 | 1 | 19 |
| 38 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 17 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 1 | 19 |
| 39 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 19 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 40 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 21 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 41 | 3 | 2 | 3 | 3 | 1 | 3 | 3 | 18 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 1 | 1 | 18 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 32 |
| 43 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 21 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 44 | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 14 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 14 |

| No | Kepuasan Pelanggan | | | | | | | | Loyalitas | | | | | | | | | |
|----|--------------------|-----|-----|-----|-----|-----|-----|--------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P19 | P20 | P21 | P22 | P23 | P24 | P25 | Jumlah | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | P34 | Jumlah |
| 45 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 16 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 19 |
| 46 | 4 | 3 | 3 | 2 | 1 | 2 | 2 | 17 | 1 | 1 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 19 |
| 47 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 22 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 25 |
| 48 | 4 | 3 | 4 | 4 | 1 | 3 | 4 | 23 | 1 | 2 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 28 |
| 49 | 4 | 3 | 4 | 4 | 1 | 3 | 4 | 23 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 1 | 1 | 24 |
| 50 | 4 | 3 | 4 | 4 | 1 | 3 | 4 | 23 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 1 | 1 | 26 |
| 51 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 32 |
| 52 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 33 |
| 53 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 16 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 19 |
| 54 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 21 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 55 | 3 | 3 | 4 | 4 | 1 | 3 | 1 | 19 | 2 | 2 | 3 | 3 | 3 | 3 | 1 | 2 | 1 | 20 |
| 56 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 23 | 2 | 2 | 1 | 3 | 3 | 3 | 4 | 2 | 3 | 23 |
| 57 | 3 | 3 | 3 | 3 | 1 | 2 | 3 | 18 | 2 | 2 | 3 | 1 | 3 | 3 | 2 | 1 | 1 | 18 |
| 58 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 | 2 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 31 |
| 59 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 60 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 20 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 24 |
| 61 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 62 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 64 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 15 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 21 |
| 65 | 4 | 3 | 3 | 2 | 2 | 3 | 4 | 21 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 23 |
| 66 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 26 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 32 |
| 67 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 19 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 22 |
| 68 | 3 | 4 | 4 | 3 | 1 | 3 | 3 | 21 | 2 | 2 | 3 | 2 | 3 | 2 | 4 | 1 | 1 | 20 |

| No | Kepuasan Pelanggan | | | | | | | | Loyalitas | | | | | | | | | |
|----|--------------------|-----|-----|-----|-----|-----|-----|--------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P19 | P20 | P21 | P22 | P23 | P24 | P25 | Jumlah | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | P34 | Jumlah |
| 69 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 18 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 1 | 21 |
| 70 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 21 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 4 | 30 |
| 71 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 25 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 31 |
| 72 | 3 | 4 | 3 | 1 | 1 | 2 | 2 | 16 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 3 | 1 | 15 |
| 73 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 19 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 22 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 75 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 22 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 24 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 77 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 17 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 23 |
| 78 | 3 | 2 | 3 | 1 | 1 | 1 | 4 | 15 | 1 | 1 | 2 | 2 | 1 | 3 | 4 | 1 | 1 | 16 |
| 79 | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 20 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 22 |
| 80 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 16 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 20 |
| 81 | 4 | 3 | 4 | 4 | 2 | 3 | 3 | 23 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 29 |
| 82 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 26 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 32 |
| 83 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 24 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 29 |
| 84 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 33 |
| 85 | 3 | 2 | 3 | 3 | 1 | 3 | 3 | 18 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 1 | 1 | 21 |
| 86 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 20 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 22 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 88 | 4 | 3 | 4 | 4 | 2 | 2 | 3 | 22 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 28 |
| 89 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 90 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 20 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 2 | 3 | 26 |
| 91 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 23 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 92 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 21 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |

| No | Kepuasan Pelanggan | | | | | | | | Loyalitas | | | | | | | | | |
|-----|--------------------|-----|-----|-----|-----|-----|-----|--------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P19 | P20 | P21 | P22 | P23 | P24 | P25 | Jumlah | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | P34 | Jumlah |
| 93 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 29 |
| 94 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 18 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 24 |
| 95 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 20 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 27 |
| 96 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 97 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 98 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 25 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 31 |
| 99 | 3 | 3 | 3 | 2 | 2 | 1 | 3 | 17 | 1 | 1 | 3 | 3 | 2 | 3 | 3 | 2 | 1 | 19 |
| 100 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 15 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 15 |
| 101 | 3 | 3 | 3 | 2 | 1 | 2 | 2 | 16 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 18 |
| 102 | 4 | 3 | 4 | 4 | 2 | 3 | 2 | 22 | 2 | 2 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 24 |
| 103 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 16 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 18 |
| 104 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 20 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 25 |
| 105 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 24 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 1 | 28 |
| 106 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 107 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 30 |
| 108 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 19 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 25 |
| 109 | 3 | 3 | 3 | 4 | 1 | 3 | 3 | 20 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 26 |
| 110 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 21 | 3 | 2 | 3 | 2 | 3 | 4 | 3 | 2 | 1 | 23 |
| 111 | 4 | 3 | 3 | 4 | 1 | 3 | 2 | 20 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 24 |
| 112 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 20 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 24 |
| 113 | 4 | 3 | 4 | 3 | 2 | 2 | 3 | 21 | 4 | 4 | 2 | 2 | 3 | 3 | 3 | 1 | 1 | 23 |
| 114 | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 15 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 11 |
| 115 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 20 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 26 |
| 116 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 20 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 22 |

| No | Kepuasan Pelanggan | | | | | | | | Loyalitas | | | | | | | | | |
|-----|--------------------|-----|-----|-----|-----|-----|-----|--------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P19 | P20 | P21 | P22 | P23 | P24 | P25 | Jumlah | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | P34 | Jumlah |
| 117 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 26 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 33 |
| 118 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 20 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 23 |
| 119 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 19 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 23 |
| 120 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 25 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 30 |
| 121 | 4 | 3 | 4 | 4 | 4 | 2 | 3 | 24 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 33 |
| 122 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 23 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 30 |
| 123 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 18 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 24 |
| 124 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 22 | 2 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 4 | 27 |
| 125 | 2 | 3 | 3 | 2 | 1 | 4 | 3 | 18 | 1 | 2 | 3 | 3 | 2 | 4 | 3 | 1 | 1 | 20 |
| 126 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 26 | 2 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 29 |
| 127 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 27 |
| 128 | 3 | 3 | 3 | 4 | 4 | 2 | 2 | 21 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 4 | 24 |
| 129 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 17 | 1 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 18 |
| 130 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 17 | 2 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 28 |
| 131 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 19 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 25 |
| 132 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 19 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 25 |
| 133 | 3 | 4 | 4 | 4 | 2 | 3 | 4 | 24 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 1 | 2 | 27 |
| 134 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 23 | 2 | 2 | 4 | 4 | 4 | 3 | 4 | 1 | 2 | 26 |
| 135 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 19 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 26 |
| 136 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 21 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 137 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 25 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 26 |
| 138 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 17 | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 2 | 3 | 23 |
| 139 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 23 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 29 |
| 140 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 20 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |

| No | Kepuasan Pelanggan | | | | | | | | Loyalitas | | | | | | | | | |
|-----|--------------------|-----|-----|-----|-----|-----|-----|--------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P19 | P20 | P21 | P22 | P23 | P24 | P25 | Jumlah | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | P34 | Jumlah |
| 141 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 19 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 142 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 24 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 29 |
| 143 | 2 | 3 | 4 | 3 | 2 | 1 | 2 | 17 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 3 | 2 | 24 |
| 144 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 24 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 28 |
| 145 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 19 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 1 | 2 | 23 |
| 146 | 3 | 4 | 3 | 4 | 2 | 3 | 4 | 23 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 25 |
| 147 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 23 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 2 | 27 |
| 148 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 22 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 27 |
| 149 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 24 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 30 |
| 150 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 24 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 2 | 27 |
| 151 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 25 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 26 |
| 152 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 24 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 1 | 1 | 25 |
| 153 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 22 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 28 |
| 154 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 23 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 2 | 2 | 27 |
| 155 | 3 | 3 | 3 | 3 | 1 | 3 | 4 | 20 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 28 |
| 156 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 21 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 24 |
| 157 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 22 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 1 | 1 | 21 |
| 158 | 3 | 3 | 4 | 3 | 1 | 3 | 3 | 20 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 29 |
| 159 | 3 | 3 | 4 | 3 | 2 | 3 | 4 | 22 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 1 | 1 | 25 |
| 160 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 21 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 3 | 29 |
| 161 | 3 | 3 | 3 | 4 | 2 | 3 | 4 | 22 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 1 | 3 | 28 |
| 162 | 3 | 3 | 3 | 4 | 2 | 3 | 4 | 22 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 30 |
| 163 | 3 | 4 | 4 | 3 | 2 | 3 | 4 | 23 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 28 |
| 164 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 21 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 1 | 1 | 26 |

| No | Kepuasan Pelanggan | | | | | | | | Loyalitas | | | | | | | | | |
|-----|--------------------|-----|-----|-----|-----|-----|-----|--------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P19 | P20 | P21 | P22 | P23 | P24 | P25 | Jumlah | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | P34 | Jumlah |
| 165 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 24 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 31 |
| 166 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 20 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 2 | 1 | 26 |
| 167 | 3 | 3 | 3 | 4 | 1 | 3 | 3 | 20 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 26 |
| 168 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 23 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 2 | 29 |
| 169 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 21 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 2 | 27 |
| 170 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 24 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 1 | 26 |

Lampiran 7

Hasil Jalur Path Analysis Substruktural I

Regression

| Variables Entered/Removed ^a | | | |
|--|---|-------------------|--------|
| Model | Variables Entered | Variables Removed | Method |
| 1 | KualitasPelayanan, CitraMerek ^b | . | Enter |

a. Dependent Variable: KepuasanPelanggan
b. All requested variables entered.

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .795 ^a | .633 | .628 | .30311 |

a. Predictors: (Constant), KualitasPelayanan, CitraMerek

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 26.407 | 2 | 13.203 | 143.712 | .000 ^b |
| | Residual | 15.343 | 167 | .092 | | |
| | Total | 41.749 | 169 | | | |

a. Dependent Variable: KepuasanPelanggan
b. Predictors: (Constant), KualitasPelayanan, CitraMerek

| Coefficients ^a | | | | | | |
|---------------------------|-------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.022 | .181 | | -.119 | .905 |
| | CitraMerek | .261 | .067 | .245 | 3.868 | .000 |
| | KualitasPelayanan | .737 | .077 | .609 | 9.596 | .000 |

a. Dependent Variable: KepuasanPelanggan

Lampiran 7

Hasil Jalur Path Analysis Substruktural II

Regression

| Variables Entered/Removed ^a | | | |
|--|---|-------------------|--------|
| Model | Variables Entered | Variables Removed | Method |
| 1 | KepuasanPelanggan, CitraMerek, KualitasPelayanan ^b | . | 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 | .838 ^a | .702 | .697 | .30598 |

a. Predictors: (Constant), KepuasanPelanggan, CitraMerek, KualitasPelayanan

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 36.603 | 3 | 12.201 | 130.321 | .000 ^b |
| | Residual | 15.541 | 166 | .094 | | |
| | Total | 52.144 | 169 | | | |

a. Dependent Variable: Loyalitas
b. Predictors: (Constant), KepuasanPelanggan, CitraMerek, KualitasPelayanan

| Coefficients ^a | | | | | | |
|---------------------------|-------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.107 | .183 | | -.583 | .560 |
| | CitraMerek | .133 | .071 | .112 | 1.875 | .063 |
| | KualitasPelayanan | -.019 | .097 | -.014 | -.198 | .844 |
| | KepuasanPelanggan | .862 | .078 | .771 | 11.033 | .000 |

a. Dependent Variable: Loyalitas