

# LAMPIRAN

## KUESIONER

No Responden :

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Dengan hormat,

Responden di tempat.

Baca dan pahami baik-baik setiap pernyataan. Kemudian Anda diminta untuk mengemukakan apakah pernyataan-pernyataan tersebut sesuai dengan diri Anda, dengan cara memberi tanda silang (x) pada salah satu pilihan jawaban yang tersedia.

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1. Jenis Kelamin
  - a. Pria
  - b. Wanita
  
2. Usia
  - a. 17 – 22 tahun
  - b. 23 – 28 tahun
  - c. 29 – 34 tahun
  - d. > 34 tahun
  
3. Pendidikan terakhir
  - a. SMU
  - b. Perguruan Tinggi (D3)
  - c. Perguruan Tinggi (S1)
  - d. Pasca Sarjana
  
4. Berapa biaya pembelian susu yang Anda konsumsi selama satu bulan ?
  - a. < Rp. 50.000,-
  - b. Rp. 50.001,- s/d Rp. 100.000,-
  - c. Rp. 100.001,- s/d 200.000,-
  - d. > Rp. 200.001,-
  
5. Sudah berapa lama Anda mengkonsumsi susu Dancow ?
  - a. < 1 tahun
  - b. 1 tahun
  - c. 2 tahun
  - d. > 2 tahun

Berikan tanda checklist (✓) untuk menjawab pertanyaan mengenai kepuasan dibawah ini sesuai pendapat anda.

Keterangan :

Skor 5 = SP (sangat puas)

Skor 4 = P (puas)

Skor 3 = CP (cukup puas)

Skor 2 = TP (tidak puas)

Skor 1 = STP (sangat tidak puas)

No	Pertanyaan	Alternatif Jawaban				
		SP	P	CP	TP	STP
01	Apakah anda puas dengan kandungan kalsium dan zat besi yang baik untuk membantu pembentukan tulang dan gigi ?					
02	Apakah anda puas dengan fungsi susu Dancow untuk membantu pembentukan sel darah merah ?					
03	Apakah anda puas dengan adanya situs “Sahabat Nestle” yang menjadi wadah interaksi antar Nestle dengan konsumen ?					
04	Apakah anda puas dengan atribut produk ilmu pengetahuan melalui VCD, kaset dan buku cerita serta resep masakan untuk bunda ?					
05	Apakah anda puas dengan tercantumnya label halal dari MUI ?					
06	Apakah anda puas dengan tercantumnya label BPOM sesuai standar kesehatan ?					
07	Apakah anda puas dengan petunjuk penggunaan susu yang tercantum pada kemasan ?					
08	Apakah anda puas dengan nilai gizi yang tercantum pada susu Dancow ?					

09	Apakah anda puas dengan terdapatnya tanggal, bulan dan tahun kadaluarsa yang terlihat jelas pada kemasan susu Dancow ?					
10	Apakah anda puas dengan daya tahan susu Dancow ?					
11	Apakah anda puas dengan layanan bebas pulsa untuk melayani keluhan pelanggan ?					
12	Apakah anda puas dengan layanan konsultasi dokter ahli gizi ?					
13	Nestle membuka web side dan alamat pos untuk menerima kritik dan saran pelanggan, apakah anda puas dengan adanya layanan tersebut ?					
14	Apakah anda puas dengan rasa gurih dan aroma susu Dancow yang khas ?					
15	Apakah anda puas dengan aneka ukuran kemasan susu Dancow ?					
16	Apakah anda puas dengan kualitas susu Dancow ?					
17	Apakah anda puas terhadap merek "Dancow" karena merupakan merk yang mudah diingat dan sudah terkenal ?					

Berikan tanda checklist (✓) untuk jawaban pertanyaan mengenai loyalitas konsumen dibawah ini sesuai dengan pendapat anda.

Keterangan :

Skor 5 =SS (sangat setuju)

Skor 4 = S (setuju)

Skor 3 = CS (cukup setuju)

Skor 2 = TS (tidak setuju)

Skor 1 = STS (sangat tidak setuju)

Keterangan :

Jika anda menjawab “**Sangat Setuju**” atau “**Setuju**”, maka anda tidak perlu menjawab pertanyaan selanjutnya.

NO.	PERNYATAAN	ALTERNATIF JAWABAN				
		SS	S	CS	TS	STS
01	Anda sering berpindah merek susu karena faktor harga.					
02	Anda membeli susu Dancow karena faktor kebiasaan.					
03	Anda membeli susu Dancow karena anda puas dengan susu Dancow.					
04	Anda membeli susu Dancow karena menyukai merek “Dancow”.					
05	Anda mempromosikan ke orang lain untuk membeli susu Dancow.					

## HASIL SEBARAN ANGKET KARAKTERISTIK RESPONDEN

NO.	PERTANYAAN					NO.	PERTANYAAN				
	1	2	3	4	5		1	2	3	4	5
1	B	B	A	A	A	51	A	B	A	A	C
2	A	A	C	B	C	52	A	B	B	D	D
3	B	A	C	C	B	53	A	D	B	C	C
4	B	B	B	A	C	54	A	C	A	B	B
5	A	B	C	B	C	55	A	B	A	D	C
6	A	B	A	B	C	56	A	D	A	C	D
7	B	A	B	C	A	57	A	D	B	B	D
8	A	C	B	A	C	58	A	C	C	C	D
9	A	A	A	C	B	59	B	D	C	C	B
10	B	C	C	A	C	60	B	C	C	D	C
11	B	A	A	C	B	61	A	C	B	B	D
12	B	C	A	B	C	62	B	B	B	A	D
13	A	A	A	C	C	63	B	C	B	C	D
14	B	A	B	C	A	64	B	D	D	D	B
15	A	C	A	C	C	65	A	C	B	B	D
16	B	B	A	A	B	66	B	D	D	C	C
17	B	A	C	D	C	67	B	B	C	C	D
18	A	D	B	D	A	68	B	D	D	C	B
19	B	C	B	A	C	69	B	C	C	B	C
20	B	B	C	C	C	70	A	D	B	C	D
21	A	A	C	B	B	71	B	C	D	A	D
22	B	D	C	D	C	72	A	C	C	C	B
23	A	C	A	C	A	73	B	D	D	C	C
24	A	A	C	A	C	74	A	D	D	B	C
25	A	D	B	C	B	75	B	C	C	A	D
26	B	B	B	C	A	76	B	D	B	C	B
27	A	B	A	C	C	77	B	C	B	C	C
28	A	A	C	A	A	78	B	C	B	B	D
29	A	D	C	C	C	79	B	C	C	C	D
30	A	D	A	D	D	80	B	D	C	C	C
31	A	C	A	B	B	81	B	C	C	B	D
32	B	B	A	A	C	82	B	C	C	C	D
33	A	D	A	C	D	83	B	D	C	B	C
34	A	C	C	A	B	84	B	D	C	C	D
35	B	B	B	D	D	85	B	C	C	C	C
36	A	C	C	A	D	86	B	D	C	B	D
37	A	D	C	C	C	87	B	C	C	C	D
38	B	B	B	D	B	88	B	C	C	C	C
39	A	C	A	C	D	89	B	D	C	B	C
40	A	D	B	B	B	90	B	C	C	C	D
41	A	B	C	C	C	91	B	D	C	C	C
42	A	B	A	A	D	92	B	C	C	C	D
43	A	D	B	D	B	93	B	D	C	C	D
44	A	C	A	B	D	94	B	D	C	C	D
45	B	B	C	C	C	95	B	D	C	C	D
46	B	D	A	B	C	96	B	D	C	C	C
47	A	C	C	C	D	97	B	D	C	C	D
48	B	D	B	D	C	98	B	D	C	C	C
49	A	B	A	C	D	99	B	D	C	C	D
50	A	D	C	B	B	100	B	D	C	C	D

Sumber : Hasil sebaran angket tahun 2011



37	3	3	3	4	4	4	5	3	4	3	4	4	3	3	4	3	3	60
38	3	4	5	4	5	3	4	4	3	4	4	5	3	4	3	4	3	65
39	4	3	5	4	4	4	4	4	4	4	3	3	4	3	3	4	4	64
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42	5	5	4	4	4	4	4	4	4	4	4	4	5	3	4	4	4	70
43	4	4	4	3	3	4	3	3	3	3	3	4	3	5	4	4	4	61
44	3	4	5	5	3	3	4	3	4	3	3	4	3	3	3	3	4	60
45	3	4	3	4	3	4	4	4	3	4	3	5	5	4	4	4	4	65
46	5	3	4	4	3	4	3	3	3	4	4	3	4	4	3	4	4	62
47	5	5	4	5	5	4	4	5	5	5	4	4	4	4	4	4	4	75
48	4	5	5	5	4	5	5	4	4	4	4	3	5	5	4	3	3	72
49	5	5	4	4	5	4	5	5	4	4	4	5	4	3	3	3	3	70
50	4	3	3	5	3	3	4	3	3	5	3	5	4	3	3	3	3	60
51	4	4	4	4	3	4	5	4	3	3	4	3	4	3	3	3	3	61
52	5	4	3	4	5	3	4	4	4	4	3	5	5	3	4	3	4	67
53	3	5	4	5	5	5	4	4	4	4	3	4	4	4	4	4	4	70
54	3	4	5	3	3	3	3	4	5	4	4	4	4	3	4	5	4	65
55	3	4	4	4	4	3	4	3	4	4	3	3	4	3	3	5	3	61
56	3	5	4	3	4	4	5	3	4	5	4	4	3	4	3	4	4	66
57	4	4	4	4	3	4	3	4	4	4	4	2	4	3	3	3	3	60
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62	4	4	5	5	5	4	4	5	5	3	5	3	4	4	4	5	4	73
63	3	4	3	4	5	5	5	4	4	4	3	3	3	4	5	3	3	65
64	4	4	5	4	4	3	4	3	4	4	4	4	5	4	4	4	3	67
65	3	4	2	3	3	3	4	3	3	3	4	4	4	4	4	4	5	60
66	4	3	5	5	3	4	4	4	5	4	4	4	5	4	4	4	5	71
67	4	4	4	2	4	4	3	2	3	3	2	5	4	5	4	3	4	60
68	2	4	3	4	5	5	3	5	3	5	4	4	3	4	5	4	3	66
69	4	5	5	3	3	3	3	4	3	3	5	5	4	3	4	3	4	64
70	4	5	4	4	3	4	3	4	4	5	5	4	4	4	4	4	5	70
71	3	3	3	3	3	4	4	3	4	3	5	5	4	4	3	3	3	60
72	3	4	5	3	5	3	4	4	4	3	3	4	4	3	4	4	3	63
73	4	3	3	3	4	3	3	3	4	4	3	5	3	4	4	4	3	60
74	5	5	5	5	5	5	5	5	3	5	5	3	5	3	5	4	3	76
75	4	4	5	4	5	5	5	4	5	5	5	5	5	4	5	5	5	80
76	4	3	4	4	5	3	4	5	5	4	4	5	4	5	3	3	3	68
77	4	4	3	5	4	5	4	4	4	4	4	5	3	4	5	4	4	70



78	5	5	5	5	5	5	5	3	5	5	5	4	4	5	5	5	4	<b>80</b>
79	5	5	4	4	5	4	4	4	4	4	4	5	5	5	4	5	4	<b>75</b>
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81	4	5	4	5	5	5	5	4	5	4	5	5	5	4	5	5	5	<b>80</b>
82	4	4	4	5	5	4	5	4	5	3	4	3	4	4	4	4	4	<b>70</b>
83	4	4	4	4	5	4	5	4	4	4	3	5	4	5	5	4	5	<b>73</b>
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86	5	5	5	5	5	4	5	5	4	5	4	5	3	5	5	5	4	<b>79</b>
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88	5	5	5	5	5	5	5	5	5	5	5	5	3	5	3	5	4	<b>80</b>
89	5	4	5	5	5	4	4	5	5	4	5	5	4	4	5	5	5	<b>79</b>
90	4	4	5	4	4	4	4	5	3	4	4	4	4	4	5	4	5	<b>71</b>
91	4	5	5	4	4	5	4	4	4	4	5	3	3	3	5	4	3	<b>69</b>
92	4	4	5	5	3	5	5	4	5	3	4	4	4	4	4	4	4	<b>71</b>
93	4	5	5	5	5	3	5	5	5	3	4	5	4	5	5	5	5	<b>78</b>
94	3	3	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	<b>80</b>
95	5	4	5	5	5	5	5	5	5	4	5	5	5	5	4	5	5	<b>82</b>
96	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	<b>85</b>
97	4	5	5	4	5	3	3	4	3	5	4	5	4	4	4	4	4	<b>70</b>
98	5	3	5	4	4	5	5	4	4	4	4	4	5	3	4	5	5	<b>73</b>
99	4	4	5	5	5	3	4	5	5	5	5	5	5	5	5	5	5	<b>80</b>
100	5	4	5	4	4	3	4	5	5	4	4	5	5	5	5	4	5	<b>76</b>

**SKOR**  
**VARIABEL LOYALITAS KONSUMEN (Y)**

NO.	PERNYATAAN					JUMLAH SKOR	NO.	PERNYATAAN					JUMLAH SKOR
	1	2	3	4	5			1	2	3	4	5	
1	4	-	-	-	-	<b>4</b>	51	3	2	2	5	-	<b>12</b>
2	4	-	-	-	-	<b>4</b>	52	2	3	3	5	-	<b>13</b>
3	5	-	-	-	-	<b>5</b>	53	3	2	3	4	-	<b>12</b>
4	4	-	-	-	-	<b>4</b>	54	1	2	2	4	-	<b>9</b>
5	4	-	-	-	-	<b>4</b>	55	3	2	2	4	-	<b>11</b>
6	4	-	-	-	-	<b>4</b>	56	2	3	2	4	-	<b>11</b>
7	4	-	-	-	-	<b>4</b>	57	2	3	3	4	-	<b>12</b>
8	5	-	-	-	-	<b>5</b>	58	3	3	1	4	-	<b>11</b>
9	5	-	-	-	-	<b>5</b>	59	1	3	2	4	-	<b>10</b>
10	2	5	-	-	-	<b>7</b>	60	2	2	3	4	-	<b>11</b>
11	3	4	-	-	-	<b>7</b>	61	3	3	3	4	-	<b>13</b>
12	3	5	-	-	-	<b>8</b>	62	2	3	3	5	-	<b>13</b>
13	2	4	-	-	-	<b>6</b>	63	3	2	3	4	-	<b>12</b>

14	3	4	-	-	-	<b>7</b>	64	2	2	3	4	-	<b>11</b>
15	3	5	-	-	-	<b>8</b>	65	2	3	3	4	-	<b>12</b>
16	2	4	-	-	-	<b>6</b>	66	3	2	2	4	-	<b>11</b>
17	3	4	-	-	-	<b>7</b>	67	2	2	3	4	-	<b>11</b>
18	2	4	-	-	-	<b>6</b>	68	2	2	1	5	-	<b>10</b>
19	2	4	-	-	-	<b>6</b>	69	3	3	3	4	-	<b>13</b>
20	3	4	-	-	-	<b>7</b>	70	2	2	2	4	-	<b>10</b>
21	2	3	5	-	-	<b>10</b>	71	2	3	2	4	-	<b>11</b>
22	3	3	4	-	-	<b>10</b>	72	3	3	3	4	-	<b>13</b>
23	2	2	5	-	-	<b>9</b>	73	2	2	1	3	4	<b>12</b>
24	3	2	4	-	-	<b>9</b>	74	3	3	2	3	4	<b>15</b>
25	2	3	4	-	-	<b>9</b>	75	3	3	3	3	4	<b>16</b>
26	3	3	5	-	-	<b>11</b>	76	3	2	1	3	4	<b>13</b>
27	2	2	4	-	-	<b>8</b>	77	2	3	2	3	4	<b>14</b>
28	3	3	4	-	-	<b>10</b>	78	3	3	3	3	4	<b>16</b>
29	2	1	4	-	-	<b>7</b>	79	1	3	3	3	5	<b>15</b>
30	3	3	4	-	-	<b>10</b>	80	3	3	3	2	4	<b>15</b>
31	1	3	5	-	-	<b>9</b>	81	2	3	2	3	4	<b>14</b>
32	2	3	4	-	-	<b>9</b>	82	2	2	3	2	4	<b>13</b>
33	3	2	4	-	-	<b>9</b>	83	2	2	3	3	4	<b>14</b>
34	2	2	4	-	-	<b>8</b>	84	2	3	1	3	4	<b>13</b>
35	3	2	4	-	-	<b>9</b>	85	3	2	2	3	4	<b>14</b>
36	1	3	4	-	-	<b>8</b>	86	3	2	3	3	4	<b>15</b>
37	2	2	5	-	-	<b>9</b>	87	2	2	1	2	5	<b>12</b>
38	2	3	5	-	-	<b>10</b>	88	2	2	3	3	4	<b>14</b>
39	2	1	4	-	-	<b>7</b>	89	2	2	3	3	4	<b>14</b>
40	3	2	4	-	-	<b>9</b>	90	2	2	1	3	4	<b>12</b>
41	3	3	4	-	-	<b>10</b>	91	2	3	3	3	4	<b>15</b>
42	3	3	3	4	-	<b>13</b>	92	3	2	1	3	5	<b>14</b>
43	3	2	1	4	-	<b>10</b>	93	2	3	3	3	4	<b>15</b>
44	2	1	3	4	-	<b>10</b>	94	2	3	2	3	5	<b>15</b>
45	2	2	3	4	-	<b>11</b>	95	3	3	3	3	4	<b>16</b>
46	2	2	3	4	-	<b>11</b>	96	3	3	3	3	4	<b>16</b>
47	2	3	1	4	-	<b>10</b>	97	2	2	3	3	4	<b>14</b>
48	3	3	3	4	-	<b>13</b>	98	2	3	2	3	4	<b>14</b>
49	3	2	3	4	-	<b>12</b>	99	2	3	3	3	4	<b>15</b>
50	3	3	1	4	-	<b>11</b>	100	2	2	3	3	4	<b>14</b>

### Uji Validitas dan Reliabilitas variable Kepuasan Konsumen (X)

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	Tot al
P1	Pearson Correlation Sig. (2-tailed) N	1 .000 30	.592** .001 30	.960** .000 30	.615** .000 30	.625** .000 30	.656** .000 30	.636** .000 30	.597** .000 30	.576** .001 30	.917** .000 30	.627** .000 30	.589** .001 30	.891** .000 30	.603** .000 30	.833** .000 30	.893** .000 30	.688** .000 30	.881** .000 30
P2	Pearson Correlation Sig. (2-tailed) N	.592** .001 30	1 .000 30	.570** .001 30	.979** .000 30	.554** .002 30	.501** .005 30	.619** .000 30	.453* .012 30	.628** .000 30	.664** .000 30	.481** .007 30	.524** .003 30	.623** .000 30	.929** .000 30	.694** .000 30	.614** .000 30	.481** .007 30	.752** .000 30
P3	Pearson Correlation Sig. (2-tailed) N	.960** .000 30	.570** .001 30	1 .000 30	.594** .001 30	.663** .000 30	.638** .000 30	.633** .000 30	.576** .001 30	.595** .001 30	.917** .000 30	.657** .000 30	.652** .000 30	.952** .000 30	.611** .000 30	.850** .000 30	.854** .000 30	.648** .000 30	.887** .000 30
P4	Pearson Correlation Sig. (2-tailed) N	.615** .000 30	.979** .000 30	.594** .001 30	1 .000 30	.563** .001 30	.494** .006 30	.650** .000 30	.452* .012 30	.630** .000 30	.689** .000 30	.477** .008 30	.537** .002 30	.648** .000 30	.914** .000 30	.714** .000 30	.606** .000 30	.514** .004 30	.766** .000 30
P5	Pearson Correlation Sig. (2-tailed) N	.625** .000 30	.554** .002 30	.663** .000 30	.563** .001 30	1 .000 30	.569** .001 30	.953** .000 30	.520** .003 30	.942** .000 30	.671** .001 30	.597** .000 30	.966** .000 30	.688** .000 30	.579** .001 30	.650** .000 30	.567** .001 30	.847** .000 30	.860** .000 30
P6	Pearson Correlation Sig. (2-tailed) N	.656** .000 30	.501** .005 30	.638** .000 30	.494** .006 30	.569** .001 30	1 .000 30	.556** .001 30	.952** .000 30	.541** .002 30	.623** .000 30	.937** .000 30	.550** .002 30	.616** .000 30	.469** .009 30	.599** .000 30	.624** .000 30	.582** .001 30	.764** .000 30
P7	Pearson Correlation Sig. (2-tailed) N	.636** .000 30	.619** .000 30	.633** .000 30	.650** .000 30	.953** .000 30	.556** .001 30	1 .000 30	.520** .003 30	.971** .000 30	.688** .001 30	.586** .001 30	.924** .000 30	.663** .000 30	.588** .000 30	.705** .000 30	.606** .000 30	.857** .000 30	.873** .000 30
P8	Pearson Correlation Sig. (2-tailed) N	.597** .000 30	.453* .012 30	.576** .001 30	.452* .012 30	.520** .003 30	.952** .000 30	.520** .003 30	1 .008 30	.476** .000 30	.608** .000 30	.952** .000 30	.496** .005 30	.572** .001 30	.456** .011 30	.582** .001 30	.533** .002 30	.475** .008 30	.713** .000 30
P9	Pearson Correlation Sig. (2-tailed) N	.576** .001 30	.628** .000 30	.595** .001 30	.630** .000 30	.942** .002 30	.541** .000 30	.971** .000 30	.476** .008 30	1 .000 30	.667** .001 30	.569** .000 30	.935** .000 30	.661** .000 30	.597** .000 30	.702** .000 30	.627** .000 30	.793** .000 30	.855** .000 30
P10	Pearson Correlation Sig. (2-tailed) N	.917** .000 30	.664** .000 30	.917** .000 30	.689** .000 30	.671** .000 30	.623** .000 30	.688** .000 30	.608** .000 30	.667** .000 30	1 .000 30	.641** .000 30	.634** .000 30	.969** .000 30	.674** .000 30	.944** .000 30	.848** .000 30	.540** .002 30	.906** .000 30
P11	Pearson Correlation Sig. (2-tailed) N	.627** .000 30	.481** .007 30	.657** .000 30	.477** .008 30	.597** .001 30	.937** .000 30	.586** .001 30	.952** .000 30	.569** .001 30	.641** .000 30	1 .001 30	.579** .000 30	.657** .000 30	.529** .003 30	.661** .000 30	.619** .000 30	.516** .004 30	.777** .000 30
P12	Pearson Correlation Sig. (2-tailed) N	.589** .001 30	.524** .003 30	.652** .000 30	.537** .002 30	.966** .000 30	.550** .002 30	.924** .000 30	.496** .005 30	.935** .000 30	.634** .000 30	.579** .001 30	1 .000 30	.675** .000 30	.547** .002 30	.616** .000 30	.574** .001 30	.839** .000 30	.838** .000 30
P13	Pearson Correlation Sig. (2-tailed) N	.891** .000 30	.623** .000 30	.952** .000 30	.648** .000 30	.688** .000 30	.616** .000 30	.663** .000 30	.572** .001 30	.661** .000 30	.969** .000 30	.657** .000 30	.675** .000 30	1 .000 30	.664** .000 30	.933** .000 30	.845** .000 30	.543** .002 30	.901** .000 30
P14	Pearson Correlation Sig. (2-tailed) N	.603** .000 30	.929** .000 30	.611** .000 30	.914** .000 30	.579** .001 30	.469** .009 30	.588** .001 30	.456** .011 30	.597** .000 30	.674** .000 30	.529** .003 30	.547** .002 30	.664** .000 30	1 .000 30	.674** .000 30	.624** .000 30	.447** .013 30	.753** .000 30
P15	Pearson Correlation Sig. (2-tailed) N	.833** .000 30	.694** .000 30	.850** .000 30	.714** .000 30	.650** .000 30	.599** .000 30	.705** .000 30	.582** .001 30	.702** .000 30	.944** .000 30	.661** .000 30	.616** .000 30	.933** .000 30	.674** .000 30	1 .000 30	.868** .000 30	.516** .003 30	.894** .000 30
P16	Pearson Correlation Sig. (2-tailed) N	.893** .000 30	.614** .000 30	.854** .000 30	.606** .001 30	.567** .000 30	.624** .000 30	.606** .000 30	.533** .002 30	.627** .000 30	.848** .000 30	.619** .000 30	.574** .001 30	.845** .000 30	.624** .000 30	.868** .000 30	1 .000 30	.621** .000 30	.853** .000 30
P17	Pearson Correlation Sig. (2-tailed) N	.688** .000 30	.481** .007 30	.648** .000 30	.514** .004 30	.847** .000 30	.582** .001 30	.857** .000 30	.475** .008 30	.793** .000 30	.540** .002 30	.516** .004 30	.839** .000 30	.543** .002 30	.447** .013 30	.516** .003 30	.621** .000 30	1 .000 30	.787** .000 30
Total	Pearson Correlation Sig. (2-tailed) N	.881** .000 30	.752** .000 30	.887** .000 30	.766** .000 30	.860** .000 30	.764** .000 30	.873** .000 30	.713** .000 30	.855** .000 30	.906** .000 30	.777** .000 30	.838** .000 30	.901** .000 30	.753** .000 30	.894** .000 30	.853** .000 30	.787** .000 30	1 .000 30

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

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

**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	N of Items
.971	17

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	52.7667	235.909	.862	.968
P2	52.7000	250.010	.728	.970
P3	52.8333	234.351	.868	.968
P4	52.6667	248.713	.742	.970
P5	53.2667	237.306	.838	.968
P6	52.5667	246.461	.737	.970
P7	53.1667	234.282	.851	.968
P8	52.6667	248.713	.682	.970
P9	53.2000	234.717	.830	.969
P10	52.9000	235.266	.891	.968
P11	52.6333	245.068	.750	.970
P12	53.3000	239.321	.815	.969
P13	52.9333	234.133	.885	.968
P14	52.7333	250.961	.730	.970
P15	52.9667	232.516	.876	.968
P16	52.8333	236.489	.830	.969
P17	53.0667	237.857	.753	.970

## Uji Validitas dan Reliabilitas variable Loyalitas Konsumen (Y)

### Correlations

		P1	P2	P3	P4	P5	TOTAL
P1	Pearson Correlation	1	.760**	.667**	.670**	.607**	.893**
	Sig. (2-tailed)	.	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
P2	Pearson Correlation	.760**	1	.588**	.661**	.604**	.860**
	Sig. (2-tailed)	.000	.	.001	.000	.000	.000
	N	30	30	30	30	30	30
P3	Pearson Correlation	.667**	.588**	1	.693**	.746**	.850**
	Sig. (2-tailed)	.000	.001	.	.000	.000	.000
	N	30	30	30	30	30	30
P4	Pearson Correlation	.670**	.661**	.693**	1	.745**	.853**
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000
	N	30	30	30	30	30	30
P5	Pearson Correlation	.607**	.604**	.746**	.745**	1	.829**
	Sig. (2-tailed)	.000	.000	.000	.000	.	.000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	.893**	.860**	.850**	.853**	.829**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.
	N	30	30	30	30	30	30

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

### Case Processing Summary

		N	%
Cases	Valid	30	30.0
	Excluded <sup>a</sup>	70	70.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.896	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	16.6000	13.352	.790	.874
P2	16.4333	15.289	.761	.870
P3	16.0667	16.271	.760	.869
P4	16.1667	17.937	.790	.872
P5	15.9333	18.478	.762	.879

### Nilai Korelasi Rank Spearman

#### Correlations

		Kepuasan Konsumen (X)	Loyalitas Konsumen (Y)
Spearman's rho	Kepuasan Konsumen (X)	1.000	.526**
	Correlation Coefficient		
	Sig. (2-tailed)	.	.000
	N	100	100
Loyalitas Konsumen (Y)	Correlation Coefficient	.526**	1.000
	Sig. (2-tailed)	.000	.
	N	100	100

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

**NILAI-NILAI  $r$  PRODUCT MOMENT**

N	Taraf Signifikan		N	Taraf Signifikan	
	5%	1%		5%	1%
3	0,997	0,999	41	0,308	0,398
4	0,950	0,990	42	0,304	0,393
5	0,878	0,958	43	0,301	0,389
6	0,811	0,917	44	0,297	0,384
7	0,754	0,874	45	0,294	0,380
8	0,707	0,834	46	0,291	0,376
9	0,666	0,798	47	0,288	0,372
10	0,632	0,765	48	0,284	0,368
11	0,602	0,735	49	0,281	0,364
12	0,576	0,708	50	0,179	0,361
13	0,553	0,684	55	0,266	0,345
14	0,532	0,661	60	0,254	0,330
15	0,514	0,641	65	0,244	0,317
16	0,479	0,623	70	0,236	0,306
17	0,482	0,606	75	0,227	0,296
18	0,468	0,590	80	0,220	0,286
19	0,456	0,575	85	0,213	0,278
20	0,444	0,561	90	0,207	0,270
21	0,433	0,549	95	0,202	0,063
22	0,423	0,537	100	0,195	0,256
23	0,413	0,526	125	0,176	0,230
24	0,404	0,515	150	0,159	0,210
25	0,396	0,505	175	0,149	0,194
26	0,388	0,496	200	0,138	0,181
27	0,381	0,487	300	0,113	0,148
28	0,374	0,478	400	0,098	0,128
29	0,367	0,470	500	0,088	0,115
<b>30</b>	<b>0,361</b>	0,463	600	0,080	0,105

Sumber : Sugiyono, Metode Penelitian Bisnis, ALFABETA, Bandung , 2003.