

III. Daftar Pernyataan Kuesioner

a. Distribusi Jawaban Responden Kualitas Produk (X_1)

Pernyataan	STS	TS	S	SS
1. Produk kemasan PT.Intikemas Putra Makmur berfungsi untuk membungkus barang dengan aman				
2. Produk yang di keluarkan PT.Intikemas Putra Makmur dapat bersaing dengan produk yang sejenis				
3. Produk kemasan PT.Intikemas Putra Makmur berbeda dengan produk lainnya				
4. Produk kemasan PT.Intikemas Putra Makmur sangat banyak				
5. Produk kemasan PT.Intikemas Putra Makmur telah memperoleh ISO 9001				

b. Distribusi Jawaban Responden Variabel Harga (X_2)

Pernyataan	STS	TS	S	SS
6. Harga kemasan PT.Intikemas Putra Makmur sangat terjangkau				
7. Harga kemasan PT.Intikemas Putra Makmur sesuai dengan kualitas produknya				
8. Harga Produk PT.Intikemas Putra Makmur sesuai dengan hasil yang di inginkan				
9. Harga kemasan PT.Intikemas Putra Makmur lebih murah dari kemasan lain				
10. Kemasan PT.Intikemas Putra Makmur memiliki harga yang dapat bersaing dengan kemasan lain				

c. Distribusi Jawaban Responden Variabel Citra Merek (Y)

Pernyataan	STS	TS	S	SS
11. Merek PT.Intikemas Putra Makmur sudah di kenal di kalangan masyarakat Indonesia				
12. Merek PT.Intikemas Putra Makmur mudah di ingat				
13. PT.Intikemas Putra Makmur memberikan kesan yang positif terhadap konsumen				
14. Produk PT.Intikemas Putra Makmur mudah di peroleh di mana saja				
15. Memiliki varian yang berbeda dengan kompetitor				
16. Kualitas merek PT.Intikemas Putra Makmur sesuai dengan fungsinya				
17. Keterangan dalam kemasan meyakinkan dan informatif dalam memberikan informasi produk				

d. Distribusi Jawaban Responden Variabel Kepuasan pelanggan (Z)

Pernyataan	STS	TS	S	SS
18. Produk yang diperoleh Pelanggan sesuai dengan yang diharapkan				
19. Pelayanan karyawan PT.Intikemas Putra Makmur yang diperoleh sesuai yang di harapkan				
20. PT.Intikemas Putra Makmur menangani langsung keluhan				
21. PT.Intikemas Putra Makmur menghubungi pelanggan yang tidak melakukan pemesanan order lagi				
22. PT. Intikemas Putra Makmur menghubungi pelanggan jika ada program diskon				
23. PT. Intikemas Putra Makmur bertindak cepat terhadap komplain				
24. PT. Intikemas Putra Makmur selalu berusaha agar para pelanggannya puas				

37	4	3	4	4	4	19	37	4	3	4	4	4	19	37	4	3	4	4	4	3	25	37	4	3	4	4	4	3	3	25
38	4	4	4	4	4	20	38	4	4	4	4	4	20	38	4	4	4	4	4	4	28	38	4	4	4	4	4	4	4	28
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96	4	4	4	4	4	20	96	4	4	4	4	4	20	96	4	4	3	4	4	4	27	96	4	4	4	4	4	4	4	27
97	4	3	4	4	4	19	97	4	3	4	4	4	19	97	4	3	4	4	4	3	25	97	4	3	4	4	4	3	3	25
98	4	4	4	4	4	20	98	4	4	4	4	4	20	98	4	4	4	4	4	4	28	98	4	4	4	4	4	4	4	28
99	4	4	4	4																										

KUALITAS		KEPUJASAN			KUALITAS		KEPUJASAN			CITRA
NO	PRODUK	HARGA	PELANGGAN	CITRA MEREK	NO	PRODUK	HARGA	PELANGGAN	PELANGGAN	MEREK
1	20	20	28	28	61	20	20	28	28	28
2	13	17	22	20	62	13	17	22	20	20
3	18	18	27	27	63	18	18	27	27	27
4	19	19	25	25	64	19	19	25	25	25
5	20	20	28	28	65	20	20	28	28	28
6	20	20	27	28	66	20	20	27	28	28
7	19	19	25	25	67	19	19	25	25	25
8	20	20	28	28	68	20	20	28	28	28
9	20	20	28	28	69	20	20	28	28	28
10	19	19	25	25	70	19	19	25	25	25
11	20	20	28	28	71	20	20	28	28	28
12	20	20	28	28	72	20	20	28	28	28
13	13	17	20	20	73	13	17	20	20	20
14	20	20	28	28	74	20	20	28	28	28
15	20	20	27	28	75	20	20	27	28	28
16	19	19	25	25	76	19	19	25	25	25
17	20	20	28	28	77	20	20	28	28	28
18	20	20	28	28	78	20	20	28	28	28
19	20	20	28	28	79	20	20	28	28	28
20	20	20	28	28	80	20	20	28	28	28
21	20	20	28	28	81	20	20	28	28	28
22	13	17	22	20	82	13	17	22	20	20
23	18	18	27	27	83	18	18	27	27	27
24	19	19	25	25	84	19	19	25	25	25
25	20	20	28	28	85	20	20	28	28	28
26	20	20	28	28	86	20	20	28	28	28
27	19	19	25	25	87	19	19	25	25	25
28	20	20	28	28	88	20	20	28	28	28
29	20	16	27	28	89	20	20	27	28	28
30	19	19	25	25	90	19	19	25	25	25
31	20	20	28	28	91	20	20	28	28	28
32	13	13	22	20	92	13	17	22	20	20
33	18	18	27	27	93	18	18	27	27	27
34	19	19	25	25	94	19	19	25	25	25
35	20	20	28	28	95	20	20	28	28	28
36	20	20	27	28	96	20	20	27	28	28
37	19	19	25	25	97	19	19	25	25	25
38	20	20	28	28	98	20	20	28	28	28
39	20	20	28	28	99	20	20	28	28	28
40	19	19	25	25	100	19	19	25	25	25
41	20	20	28	28	101	20	20	28	28	28
42	20	20	28	28	102	13	17	22	20	20
43	13	13	20	20	103	18	18	27	27	27
44	20	20	28	28	104	19	19	25	25	25
45	20	20	27	28	105	20	20	28	28	28
46	19	19	25	25	106	20	20	27	28	28
47	20	20	28	28	107	19	19	25	25	25
48	20	20	28	28	108	20	20	28	28	28
49	20	20	28	28	109	20	20	28	28	28
50	20	20	28	28	110	19	19	25	25	25
51	20	20	28	28	111	20	20	28	28	28
52	13	17	22	20	112	20	20	28	28	28

53	18	18	27	27	113	13	17	20	20
54	19	19	25	25	114	20	20	28	28
55	20	20	28	28	115	20	20	27	28
56	20	20	28	28	116	19	19	25	25
57	19	19	25	25	117	20	20	28	28
58	20	20	28	28	118	20	20	28	28
59	20	20	27	28	119	20	20	28	28
60	19	19	25	25	120	20	20	28	28

LAMPIRAN 5

KARAKTERISTIK RESPONDEN

KETERANGAN	JUMAH RESPONDEN	TOTAL
FREKUENSI ORDER	10	120
	23	
	87	
WAKTU JADI PELANGGAN	11	120
	51	
	39	
	19	
MINIMAL MAKSIMAL ORDER	89	120
	31	

LAMPIRAN 6

UJI VALIDITAS & RELIABILITAS

Validitas Kualitas Produk

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	14.88	3.940	.948	.	.883
VAR00002	15.08	4.167	.472	.	.945
VAR00003	14.88	3.940	.948	.	.883
VAR00004	15.08	2.688	.932	.	.861
VAR00005	15.08	2.688	.932	.	.861

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.911	.940	5

Validitas HARGA**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	15.27	1.922	.765	.	.787
VAR00002	15.45	1.974	.439	.	.871
VAR00003	15.27	1.922	.765	.	.787
VAR00004	15.27	1.732	.682	.	.800
VAR00005	15.27	1.732	.682	.	.800

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.842	.857	5

Validitas CITRA MEREK**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	22.42	5.819	.867	.	.908
VAR00002	22.63	5.375	.779	.	.910
VAR00003	22.42	5.819	.867	.	.908
VAR00004	22.63	4.679	.716	.	.934

VAR00005	22.42	5.819	.867	.	.908
VAR00006	22.63	5.375	.779	.	.910
VAR00007	22.63	5.375	.779	.	.910

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.924	.944	7

Validitas KEPUASAN PELANGGAN**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	22.50	4.087	.796	.	.844
VAR00002	22.71	3.607	.792	.	.835
VAR00003	22.58	4.254	.504	.	.874
VAR00004	22.54	4.520	.262	.	.909
VAR00005	22.50	4.087	.796	.	.844
VAR00006	22.71	3.607	.792	.	.835
VAR00007	22.71	3.607	.792	.	.835

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.874	.885	7

LAMPIRAN 7**DESKRIPSI INDEKS****TABEL INDEKS KUALITAS PRODUK**

VAR00001

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	12	10.0	10.0	10.0
Valid 4	108	90.0	90.0	100.0
Total	120	100.0	100.0	

VAR00002

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	40	33.3	33.3	33.3
Valid 4	80	66.7	66.7	100.0
Total	120	100.0	100.0	

VAR00003

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	12	10.0	10.0	10.0
Valid 4	108	90.0	90.0	100.0
Total	120	100.0	100.0	

VAR00004

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	12	10.0	10.0	10.0
Valid 3	8	6.7	6.7	16.7
Valid 4	100	83.3	83.3	100.0
Total	120	100.0	100.0	

VAR00005

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	12	10.0	10.0	10.0
Valid 3	8	6.7	6.7	16.7
Valid 4	100	83.3	83.3	100.0
Total	120	100.0	100.0	

TABEL INDEKS HARGA**VAR00001**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	12	10.0	10.0	10.0
Valid 4	108	90.0	90.0	100.0
Total	120	100.0	100.0	

VAR00002

	Frequency	Percent	Valid Percent	Cumulative Percent
3	40	33.3	33.3	33.3
Valid 4	80	66.7	66.7	100.0
Total	120	100.0	100.0	

VAR00003

	Frequency	Percent	Valid Percent	Cumulative Percent
3	12	10.0	10.1	10.1
Valid 4	107	89.2	89.9	100.0
Total	119	99.2	100.0	
Missing System	1	.8		
Total	120	100.0		

VAR00004

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.7	1.7	1.7
Valid 3	8	6.7	6.7	8.3
4	110	91.7	91.7	100.0
Total	120	100.0	100.0	

VAR00005

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.7	1.7	1.7
3	8	6.7	6.7	8.3

4	110	91.7	91.7	100.0
Total	120	100.0	100.0	

TABEL INDEKS CITRA MEREK**VAR00001**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	12	10.0	10.0	10.0
Valid 4	108	90.0	90.0	100.0
Total	120	100.0	100.0	

VAR00002

	Frequency	Percent	Valid Percent	Cumulative Percent
3	40	33.3	33.3	33.3
Valid 4	80	66.7	66.7	100.0
Total	120	100.0	100.0	

VAR00003

	Frequency	Percent	Valid Percent	Cumulative Percent
3	12	10.0	10.0	10.0
Valid 4	108	90.0	90.0	100.0
Total	120	100.0	100.0	

VAR00004

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	10.0	10.0	10.0
Valid 3	8	6.7	6.7	16.7
4	100	83.3	83.3	100.0
Total	120	100.0	100.0	

VAR00005

	Frequency	Percent	Valid Percent	Cumulative Percent
3	12	10.0	10.0	10.0
Valid 4	108	90.0	90.0	100.0
Total	120	100.0	100.0	

VAR00006

	Frequency	Percent	Valid Percent	Cumulative Percent
3	40	33.3	33.3	33.3
Valid 4	80	66.7	66.7	100.0
Total	120	100.0	100.0	

VAR00007

	Frequency	Percent	Valid Percent	Cumulative Percent
3	40	33.3	33.3	33.3
Valid 4	80	66.7	66.7	100.0
Total	120	100.0	100.0	

TABEL INDEKS KEPUASAN PELANGGAN

VAR00001

	Frequency	Percent	Valid Percent	Cumulative Percent
3	12	10.0	10.0	10.0
Valid 4	108	90.0	90.0	100.0
Total	120	100.0	100.0	

VAR00002

	Frequency	Percent	Valid Percent	Cumulative Percent
3	40	33.3	33.3	33.3
Valid 4	80	66.7	66.7	100.0
Total	120	100.0	100.0	

VAR00003

	Frequency	Percent	Valid Percent	Cumulative Percent
3	21	17.5	17.5	17.5
Valid 4	99	82.5	82.5	100.0
Total	120	100.0	100.0	

VAR00004

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	3.3	3.3	3.3
Valid 3	11	9.2	9.2	12.5
4	105	87.5	87.5	100.0
Total	120	100.0	100.0	

VAR00005

	Frequency	Percent	Valid Percent	Cumulative Percent
3	12	10.0	10.0	10.0
Valid 4	108	90.0	90.0	100.0
Total	120	100.0	100.0	

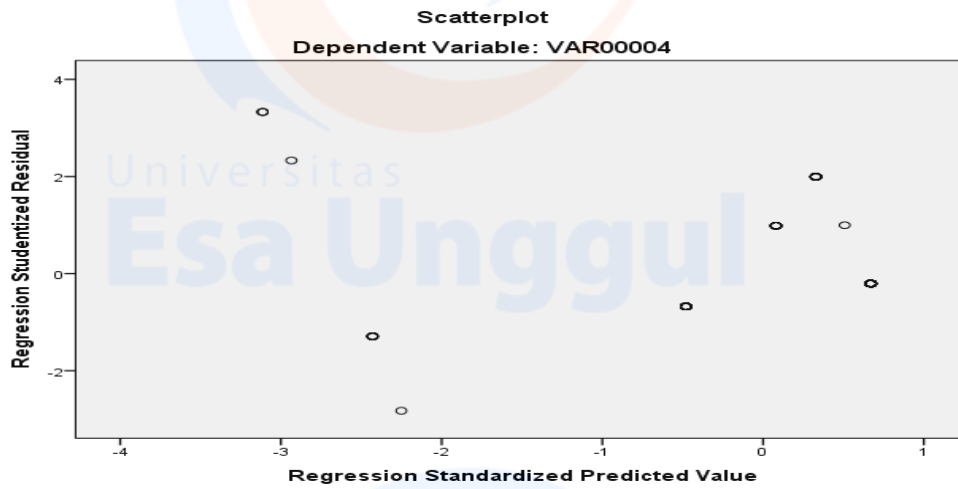
VAR00006

	Frequency	Percent	Valid Percent	Cumulative Percent
3	40	33.3	33.3	33.3
Valid 4	80	66.7	66.7	100.0
Total	120	100.0	100.0	

VAR00007

	Frequency	Percent	Valid Percent	Cumulative Percent
3	40	33.3	33.3	33.3
Valid 4	80	66.7	66.7	100.0
Total	120	100.0	100.0	

LAMPIRAN 8
UJI ASUMSI KLASIK



LAMPIRAN 9
JALUR SATU (X1 X2 terhadap Z)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	6.721	1.493		4.503	.000
	VAR00001	.759	.083	.743	9.125	.000
	VAR00002	.279	.135	.168	2.062	.041

a. Dependent Variable: VAR00003

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.892 ^a	.795	.792	.967	2.442

a. Predictors: (Constant), VAR00002, VAR00001

b. Dependent Variable: VAR00003

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	424.432	2	212.216	226.886	.000 ^b

Residual	109.435	117	.935		
Total	533.867	119			

- a. Dependent Variable: VAR00003
- b. Predictors: (Constant), VAR00002, VAR00001

LAMPIRAN 10

JALUR II (X1X2 Z TERHADAP Y)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.509	.642		-2.349	.021
VAR00001	.415	.043	.346	9.585	.000
VAR00002	-.110	.055	-.056	-2.010	.047
VAR00003	.839	.037	.716	22.852	.000

- a. Dependent Variable: VAR00004

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.988 ^a	.977	.976	.384	2.548

- a. Predictors: (Constant), VAR00003, VAR00002, VAR00001
- b. Dependent Variable: VAR00004

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	716.350	3	238.783	1618.218	.000 ^b
	Residual	17.117	116	.148		
	Total	733.467	119			

- a. Dependent Variable: VAR00004
- b. Predictors: (Constant), VAR00003, VAR00002, VAR00001