

Lampiran 1. Kuesioner Penelitian

KUESIONER

Surat Permohonan Pengisian Kuesioner



**UNIVERSITAS ESA UNGGUL
FAKULTAS EKONOMI DAN BISNIS**

Responden Yth,

Saya, Mahasiswa Program Studi Ilmu Manajemen, Fakultas Ekonomi dan Bisnis
Universitas Esa Unggul.

Nama : Mochamad Iqbal

NIM : 2015-11-109

Saat ini, saya sedang melakukan penelitian tentang Pengaruh *Brand Image* dan *Product Assortment* terhadap Loyalitas Pelanggan melalui Kepuasan Konsumen (Studi Kasus Pada Pelanggan Pizza Hut di Wilayah Jakarta Barat) untuk menyelesaikan Tugas Akhir. Maka dari itu, saya mengharapkan kesediaan saudara/i untuk mengisi kuesioner ini.

Atas kesediaan saudara/i menjawab dengan sejujurnya dan sebaik-baiknya saya mengucapkan terima kasih.

No. Responden :
Hari/Tanggal :

I. KARAKTERISTIK RESPONDEN

Petunjuk Pengisian:

Isilah data responden dibawah ini dengan menyilang (X) salah satu jawaban yang tersedia.

1. Jenis Kelamin
 - a. Laki-laki
 - b. Perempuan
2. Usia
 - a. 17-23 tahun
 - b. 24-35 tahun
 - c. 36-45 tahun
 - d. \geq 45 tahun
3. Jenis Pekerjaan
 - a. Pelajar / Mahasiswa
 - b. Karyawan Swasta
 - c. Pegawai Negeri Sipil
 - d. Wirausaha
 - e. Lainnya, sebutkan

II. SCREENING QUESTIONS

Petunjuk Pengisian:

Isilah data responden dibawah ini dengan menyilang (X) salah satu jawaban yang tersedia.

1. Frekuensi pembelian produk Pizza Hut selama 6 bulan terakhir
 - a. 2 – 4 kali
 - b. 5 – 7 kali
 - c. 8 – 10 kali
 - d. \geq 10 kali
2. Besar pengeluaran setiap makan di Pizza Hut wilayah Jakarta Barat
 - a. \leq Rp. 100.000
 - b. Rp. 100.000 - Rp. 200.000
 - c. \geq Rp. 200.000

III. PERNYATAAN

Petunjuk Pengisian:

1. Sebelum mengisi pernyataan di bawah, bacalah petunjuk pengisian dengan baik dan isi data responden terlebih dahulu.
2. Kuesioner penelitian ini terdiri dari 23 pernyataan.
3. Berilah tanda silang (X) atau centang (√), pada kolom pernyataan **Sangat Setuju (SS)**, **Setuju (S)**, **Tidak Setuju (TS)**, **Sangat Tidak Setuju (STS)** sesuai dengan keadaan yang sebenarnya.
4. Semua jawaban adalah benar dan tidak ada yang salah, oleh karena itu jawablah semua pernyataan sesuai dengan keadaan yang anda alami dengan JUJUR.

No.	Pernyataan	Kategori			
		SS	S	TS	STS
1.	Saya bersedia melakukan pembelian produk Pizza Hut secara berulang-ulang				
2.	Saya menolak untuk mengonsumsi pizza selain yang ditawarkan Pizza Hut				
3.	Saya bersedia untuk merekomendasikan Pizza Hut kepada orang lain				
4.	Saya akan menyampaikan hal positif mengenai Pizza Hut kepada orang lain				
5.	Selalu merasa bangga saat mengonsumsi Pizza Hut				
6.	Selalu merasa percaya diri saat mengonsumsi Pizza Hut				
7.	Saya selalu memilih Pizza Hut saat ingin melakukan pembelian terhadap produk pizza				
8.	Pizza Hut memiliki popularitas yang tinggi dikalangan masyarakat				
9.	Pizza Hut memiliki jaringan yang luas				
10.	Pizza Hut memiliki kualitas pelayanan yang baik				
11.	Menurut saya orang yang mengonsumsi produk Pizza Hut terlihat lebih modern				
12.	Menurut saya orang yang mengonsumsi produk Pizza Hut terlihat lebih berkelas				
13.	Produk Pizza Hut memiliki kualitas yang tinggi				
14.	Produk Pizza Hut memiliki cita rasa yang lezat				
15.	Menurut saya pizza yang ditawarkan Pizza Hut berbeda dengan pizza yang ditawarkan perusahaan lain				

No.	Pernyataan	Kategori			
		SS	S	TS	STS
16.	Menurut saya pizza yang ditawarkan Pizza Hut sesuai dengan yang terlihat di brosur				
17.	Pizza Hut selalu menawarkan pizza dengan menu baru				
18.	Pizza Hut selalu menawarkan minuman dengan menu baru				
19.	Pizza Hut menyediakan pizza dengan ukuran yang beranekaragam				
20.	Pizza Hut menyediakan pizza dengan <i>crust</i> (jenis roti) yang beranekaragam				
21.	Pizza Hut menyediakan pizza dengan <i>topping</i> yang beraneka ragam				
22.	Pizza Hut menyediakan minuman dengan rasa yang beraneka ragam				
23.	Pizza Hut menawarkan produk lain selain Pizza				

Lampiran 2. Data karakteristik 30 dan 115 Responden

KETERANGAN		JUMLAH RESPONDEN	TOTAL
Jenis Kelamin	Laki-laki	13	30
	Perempuan	17	
Usia	17-23 tahun	21	30
	24-35 tahun	9	
	36-45 tahun	-	
	≥ 45 tahun	-	
Jenis Pekerjaan	Pelajar / Mahasiswa	19	30
	Karyawan Swasta	7	
	Pegawai Negeri Sipil	-	
	Wirausaha	4	
	Lainnya	-	
Screening Questions			
Frekuensi pembelian produk Pizza Hut selama 6 bulan terakhir	2-4 kali	18	30
	5-7 kali	11	
	8-10 kali	1	
	≥ 10 kali	-	
Besarnya pengeluaran setiap makan di Pizza Hut wilayah Jakarta Barat	≤ Rp. 100.000	8	30
	Rp. 100.000 - Rp. 200.000	16	
	≥ Rp. 200.000	6	

Sumber : Data diolah, 2019

KETERANGAN		JUMLAH RESPONDEN	TOTAL
Jenis Kelamin	Laki-laki	52	115
	Perempuan	63	
Usia	17-23 tahun	100	115
	24-35 tahun	15	
	36-45 tahun	-	
	≥ 45 tahun	-	
Jenis Pekerjaan	Pelajar / Mahasiswa	88	115
	Karyawan Swasta	21	
	Pegawai Negeri Sipil	0	
	Wirausaha	5	
	Lainnya	1	
<i>Screening Questions</i>			
Frekuensi pembelian produk Pizza Hut selama 6 bulan terakhir	2-4 kali	85	115
	5-7 kali	26	
	8-10 kali	1	
	≥ 10 kali	3	
Besarnya pengeluaran setiap makan di Pizza Hut wilayah Jakarta Barat	≤ Rp. 100.000	16	115
	Rp. 100.000 - Rp. 200.000	75	
	≥ Rp. 200.000	24	

Sumber : Data diolah, 2019

Lampiran 3. Data *Pre-Test* (30 Responden)

No.	Loyalitas Pelanggan			
	p1	p2	p3	SKOR
1	1	3	3	7
2	4	4	4	12
3	3	3	3	9
4	3	3	3	9
5	4	4	3	11
6	3	3	3	9
7	3	3	3	9
8	4	4	3	11
9	4	3	4	11
10	3	3	3	9
11	3	3	3	9
12	3	3	4	10
13	3	3	4	10
14	3	3	3	9
15	3	3	3	9
16	4	4	4	12
17	3	2	3	8
18	2	3	3	8
19	2	3	3	8
20	3	3	3	9
21	2	4	4	10
22	3	3	3	9
23	3	2	2	7
24	2	3	2	7
25	4	3	4	11
26	4	4	3	11
27	3	4	3	10
28	4	4	4	12
29	3	4	3	10
30	3	2	3	8

Sumber : Data diolah, 2019

No.	Kepuasan Konsumen				SKOR
	p4	p5	p6	p7	
1	3	2	2	3	10
2	4	4	3	3	14
3	3	2	3	3	11
4	3	3	3	3	12
5	4	4	2	3	13
6	4	3	4	3	14
7	3	4	3	3	13
8	4	4	4	4	16
9	3	4	3	3	13
10	3	3	3	3	12
11	3	3	3	3	12
12	4	4	3	4	15
13	3	3	3	2	11
14	2	4	2	3	11
15	3	2	3	4	12
16	4	4	4	4	16
17	2	3	1	2	8
18	3	3	3	2	11
19	2	3	2	3	10
20	3	3	2	2	10
21	4	3	2	3	12
22	2	3	2	3	10
23	3	1	2	3	9
24	4	4	2	4	14
25	4	4	3	3	14
26	4	4	3	4	15
27	4	4	3	3	14
28	4	4	2	4	14
29	4	4	3	3	14
30	2	3	1	2	8

Sumber : Data diolah, 2019

No.	Brand Image									
	p8	p9	p10	p11	p12	p13	p14	p15	p16	SKOR
1	2	2	3	3	3	3	3	3	3	25
2	4	4	3	2	2	3	3	3	4	28
3	3	3	2	3	3	3	3	3	3	26
4	3	3	3	3	3	3	3	3	3	27
5	3	4	4	4	3	2	4	2	3	29
6	4	4	3	3	2	3	4	3	3	29
7	4	3	3	2	2	3	3	3	3	26
8	3	4	4	2	2	4	4	3	2	28
9	4	3	4	3	3	3	4	4	3	31
10	3	3	3	3	3	3	3	3	3	27
11	3	3	3	2	2	3	3	3	3	25
12	3	3	4	4	3	4	3	4	4	32
13	4	4	4	3	1	4	4	4	4	32
14	3	3	3	3	2	3	3	3	3	26
15	3	3	4	2	2	3	4	4	3	28
16	4	4	4	4	4	4	4	4	4	36
17	2	2	2	2	2	2	3	2	3	20
18	4	3	3	2	1	3	3	2	3	24
19	3	3	3	2	2	3	3	3	3	25
20	4	4	3	2	2	3	4	4	3	29
21	4	1	1	2	2	3	4	4	3	24
22	3	4	3	2	1	3	3	3	3	25
23	1	4	4	1	3	4	4	3	1	25
24	3	4	3	2	2	3	3	4	3	27
25	4	3	4	3	3	4	4	4	4	33
26	3	4	3	4	4	3	3	3	4	31
27	4	4	4	3	3	4	4	4	4	34
28	4	4	4	2	2	4	4	2	4	30
29	4	4	4	3	3	3	3	3	3	30
30	2	2	2	2	2	2	3	2	3	20

Sumber : Data diolah, 2019

No.	<i>Product Assortment</i>							SKOR
	p17	p18	p19	p20	p21	p22	p23	
1	3	3	3	2	3	2	3	19
2	4	4	4	4	4	4	4	28
3	3	3	3	2	3	3	3	20
4	3	3	3	3	3	3	3	21
5	4	4	4	4	4	4	4	28
6	3	3	3	3	3	4	4	23
7	3	3	3	4	4	4	3	24
8	4	4	4	4	4	4	4	28
9	3	3	4	4	4	3	3	24
10	3	3	3	3	3	3	3	21
11	3	3	3	3	3	3	3	21
12	3	3	4	4	4	4	4	26
13	4	3	3	3	4	3	3	23
14	3	3	4	4	4	4	2	24
15	3	3	4	2	4	3	3	22
16	4	4	4	4	4	4	4	28
17	2	2	4	3	3	3	2	19
18	3	3	3	3	3	3	3	21
19	3	3	3	3	3	3	2	20
20	3	3	4	3	3	3	3	22
21	4	4	2	3	2	3	4	22
22	4	3	3	3	3	3	2	21
23	3	2	2	1	4	3	3	18
24	3	3	4	4	4	4	4	26
25	4	3	4	4	4	4	4	27
26	4	4	4	4	4	3	4	27
27	4	4	4	4	4	4	4	28
28	4	4	4	4	4	4	4	28
29	4	4	4	4	4	4	4	28
30	2	2	4	3	3	3	2	19

Sumber : Data diolah, 2019

Lampiran 4. Tabulasi 115 Responden

No.	Loyalitas Pelanggan			Kepuasan Konsumen				Brand Image								Product Assortment						BUTUT	TOTAL X1	TOTAL X2	TOTAL Z	TOTAL Y				
	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18	p19	p20	p21						p22	p23		
1	4	3	4	4	4	3	3	4	3	4	3	4	3	4	4	4	4	4	4	3	4	4	4	4	4	85	33	27	14	11
2	4	4	3	4	4	3	4	3	4	3	4	4	3	3	3	4	4	4	4	4	4	4	3	4	44	31	27	15	11	
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7	4	4	4	4	4	3	3	4	4	3	2	2	3	3	3	4	4	4	4	4	4	4	4	4	82	28	28	14	12	
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14	3	3	3	2	4	2	3	3	3	3	3	2	3	3	3	3	3	3	4	4	4	4	2	2	70	26	24	11	9	
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3	7	3	2	3	3	3	3	2	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	6	2	2	1	8			
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4																					9	3	2	1	1
3	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	0	6	8	5	1
4																					6	2	2	1	
4	3	3	3	3	3	3	3	3	3	3	3	3	3	1	3	1	3	3	3	3	3	3	3	4	9
4																					6	2	2	1	
5	3	3	2	4	2	4	3	2	2	3	2	3	4	4	1	1	3	4	3	2	4	3	2	8	
4																					6	2	2		
6	3	1	3	1	1	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	7	
4																					8	3	2	1	
7	3	2	3	3	3	3	4	4	4	4	4	3	4	4	4	4	4	3	4	4	4	4	4	8	
4																					7	3	2	1	1
8	4	3	3	4	3	3	3	4	4	3	3	3	3	4	3	3	3	3	3	4	4	4	4	0	
4																					8	3	2	1	1
9	4	4	3	4	3	4	3	4	3	4	3	4	3	4	4	3	4	3	4	3	4	3	4	2	
5																					6	2	2	1	
0	3	2	3	2	4	2	2	2	3	3	3	2	2	2	2	2	3	3	3	3	3	3	4	3	
5																					6	2	2		
1	4	2	2	2	2	2	2	3	4	3	1	1	3	3	3	3	3	3	3	4	4	4	2	2	
5																					8	3	2	1	1
2	4	4	3	4	4	3	4	4	3	4	4	3	4	4	3	4	4	3	4	4	3	4	4	5	
5																					9	3	2	1	1
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	
5																					8	3	2	1	1
4	4	3	3	3	3	3	4	4	3	4	4	3	3	4	4	3	4	4	4	4	4	4	4	3	
5																					6	2	2	1	
5	3	2	3	3	3	3	3	4	3	2	1	3	4	4	3	2	2	4	3	4	2	3	7		
5																					6	2	2	1	
6	3	2	4	2	3	3	4	4	4	3	2	1	2	4	4	2	3	3	3	3	3	3	3	8	
5																					6	2	2	1	
7	3	2	3	3	3	3	3	3	3	2	2	3	3	4	3	3	3	3	3	3	3	3	2	6	
5																					7	3	2	1	
8	2	1	2	2	3	3	2	4	4	3	3	3	3	4	4	4	4	3	4	3	3	3	3	0	
5																					3	1	1		
9	1	4	2	2	1	1	1	2	2	2	1	1	1	2	2	2	1	1	2	2	2	1	2	8	
6																					9	3	2	1	1
0	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	
6																					8	3	2	1	1
1	3	4	3	3	3	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	6	
6																					5	2	1	1	
2	3	4	1	2	4	3	1	2	4	1	3	2	4	1	3	2	1	4	3	2	3	1	4	8	
6																					7	3	2	1	
3	3	2	3	3	3	3	3	4	4	3	3	2	3	4	4	3	4	3	3	3	4	3	4	4	
6																					5	2	2		
4	3	1	3	2	1	1	4	4	4	3	1	1	2	3	3	2	2	2	4	2	4	3	4	9	
6																					7	2	2	1	
5	3	2	4	4	3	3	4	4	3	4	1	1	3	3	3	3	3	3	4	3	4	4	3	2	

Lampiran 5. Pernyataan tertinggi dan terendah

No	Variabel	Pernyataan	Nilai Tertinggi
1	Brand Image	Pizza Hut memiliki popularitas yang tinggi dikalangan masyarakat	382
2	Product Assortment	Pizza Hut menyediakan Pizza dengan <i>topping</i> yang beraneka ragam	378
3	Loyalitas Pelanggan	Bersedia melakukan pembelian produk Pizza Hut secara berulang-ulang	351
4	Kepuasan Konsumen	Menyampaikan hal positif mengenai Pizza Hut kepada orang lain	356

No	Variabel	Pernyataan	Nilai Terendah
1	Brand Image	Orang yang mengonsumsi produk Pizza Hut terlihat lebih berkelas	288
2	Product Assortment	Pizza Hut sering kali menawarkan minuman dengan menu baru	338
3	Loyalitas Pelanggan	Menolak untuk mengonsumsi pizza selain yang ditawarkan Pizza Hut	307
4	Kepuasan Konsumen	Selalu merasa percaya diri saat mengonsumsi Pizza Hut	308

Lampiran 6. Hasil Uji Validitas

		p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	p23	but ot
p1	Pearson Correlation	1	.351	.389*	.345	.493*	.349	.282	.265	.493**	.454*	.291	.315	.210	.382*	-.022	.264	.410*	.351	.518**	.493*	.566**	.513**	.345	.632**
	Sig. (2-tailed)		.057	.033	.062	.006	.058	.131	.157	.006	.012	.119	.090	.265	.037	.907	.159	.024	.057	.003	.006	.001	.004	.062	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p2	Pearson Correlation	.351	1	.390*	.718*	.583*	.458*	.495**	.605**	.370*	.263	.396*	.264	.286	.269	.162	.436*	.839**	1.000**	.269	.583*	.277	.461*	.718*	.778**
	Sig. (2-tailed)	.057		.033	.000	.001	.011	.005	.000	.044	.160	.030	.158	.125	.150	.393	.016	.000	.000	.150	.001	.138	.010	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p3	Pearson Correlation	.389*	.390*	1	.288	.410*	.262	.059	.590**	-.142	.129	.358	.049	.317	.298	.269	.677**	.413*	.390*	.199	.410*	.088	.178	.288	.498**
	Sig. (2-tailed)	.033	.033		.123	.025	.162	.758	.001	.455	.495	.052	.798	.088	.110	.151	.000	.023	.033	.292	.025	.645	.347	.123	.005

	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p4	Pearson Correlation	.345	.718*	.288	1	.446*	.544**	.544**	.467**	.387*	.369*	.375*	.412*	.446**	.419*	.311	.336	.641**	.718*	.222	.446*	.386*	.563**	1.000**	.794**
	Sig. (2-tailed)	.062	.000	.123		.013	.002	.002	.009	.034	.044	.041	.024	.013	.021	.094	.070	.000	.000	.238	.013	.035	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p5	Pearson Correlation	.493**	.583*	.410*	.446*	1	.244	.299	.586**	.290	.275	.428*	.135	.110	.009	.093	.570**	.429*	.583*	.655**	1.000**	.471**	.724**	.446*	.726**
	Sig. (2-tailed)	.006	.001	.025	.013		.194	.109	.001	.121	.142	.018	.476	.563	.964	.624	.001	.018	.001	.000	.000	.009	.000	.013	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p6	Pearson Correlation	.349	.458*	.262	.544*	.244	1	.404*	.513**	.414*	.441*	.386*	.258	.520**	.247	.376*	.197	.421*	.458*	.036	.244	.305	.352	.544*	.634**
	Sig. (2-tailed)	.058	.011	.162	.002	.194		.027	.004	.023	.015	.035	.169	.003	.187	.040	.296	.020	.011	.851	.194	.101	.056	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

p7	Pearson Correlation	.282	.495*	.059	.544*	.299	.404	1	.032	.299	.385	.266	.434	.425	.121	.283	.139	.385	.495*	.257	.299	.465	.402	.544*	.577
	Sig. (2-tailed)	.131	.005	.758	.002	.109	.027		.866	.109	.035	.155	.017	.019	.523	.130	.465	.036	.005	.171	.109	.010	.028	.002	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	.265	.605*	.590**	.467*	.586*	.513	.032	1	.254	.178	.240	-.125	.272	.308	.356	.588	.531	.605*	.209	.586*	.133	.452	.467*	.636
	Sig. (2-tailed)	.157	.000	.001	.009	.001	.004	.866		.175	.347	.202	.509	.146	.098	.053	.001	.003	.000	.267	.001	.483	.012	.009	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p9	Pearson Correlation	.493	.370*	-.142	.387*	.290	.414	.299	.254	1	.668	.147	.079	.403	.267	.093	.101	.501	.370*	.310	.290	.623	.493	.387*	.571
	Sig. (2-tailed)	.006	.044	.455	.034	.121	.023	.109	.175		.000	.440	.679	.027	.154	.624	.597	.005	.044	.095	.121	.000	.006	.034	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

p10	Pearson Correlation	.454*	.263	.129	.369*	.275	.441*	.385*	.178	.668**	1	.278	.243	.590**	.439*	.244	.126	.416*	.263	.389*	.275	.801**	.411*	.369*	.627**
	Sig. (2-tailed)	.012	.160	.495	.044	.142	.015	.035	.347	.000		.137	.196	.001	.015	.193	.507	.022	.160	.034	.142	.000	.024	.044	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p11	Pearson Correlation	.291	.396*	.358	.375*	.428*	.386*	.266	.240	.147	.278	1	.628**	.076	.018	.192	.553**	.295	.396*	.356	.428*	.266	.223	.375*	.571**
	Sig. (2-tailed)	.119	.030	.052	.041	.018	.035	.155	.202	.440	.137		.000	.691	.926	.309	.002	.113	.030	.054	.018	.155	.237	.041	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p12	Pearson Correlation	.315	.264	.049	.412*	.135	.258	.434*	-.125	.079	.243	.628**	1	.151	.071	.192	.138	.148	.264	.213	.135	.282	.095	.412*	.415*
	Sig. (2-tailed)	.090	.158	.798	.024	.476	.169	.017	.509	.679	.196	.000		.425	.709	.309	.466	.436	.158	.258	.476	.131	.616	.024	.022
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

p1 3	Pearson Correlation	.210	.286	.317	.446*	.110	.520**	.425*	.272	.403*	.590**	.076	.151	1	.443*	.514**	.195	.512**	.286	-.046	.110	.442*	.310	.446*	.546**
	Sig. (2-tailed)	.265	.125	.088	.013	.563	.003	.019	.146	.027	.001	.691	.425		.014	.004	.302	.004	.125	.808	.563	.015	.095	.013	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p1 4	Pearson Correlation	.382*	.269	.298	.419*	.009	.247	.121	.308	.267	.439*	.018	.071	.443*	1	.375*	-.018	.414*	.269	.054	.009	.247	.219	.419*	.419*
	Sig. (2-tailed)	.037	.150	.110	.021	.964	.187	.523	.098	.154	.015	.926	.709	.014		.041	.926	.023	.150	.776	.964	.187	.246	.021	.021
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p1 5	Pearson Correlation	-.022	.162	.269	.311	.093	.376*	.283	.356	.093	.244	.192	.192	.514**	.375*	1	.241	.271	.162	.039	.093	.201	.088	.311	.402*
	Sig. (2-tailed)	.907	.393	.151	.094	.624	.040	.130	.053	.624	.193	.309	.309	.004	.041		.199	.147	.393	.837	.624	.286	.645	.094	.027
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

p1 6	Pearson Correlation	.264	.436*	.677**	.336	.570*	.197	.139	.588**	.101	.126	.553**	.138	.195	-.018	.241	.1	.380*	.436*	.465**	.570*	.217	.284	.336	.575**
	Sig. (2-tailed)	.159	.016	.000	.070	.001	.296	.465	.001	.597	.507	.002	.466	.302	.926	.199		.038	.016	.010	.001	.248	.129	.070	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p1 7	Pearson Correlation	.410*	.839*	.413*	.641*	.429*	.421*	.385*	.531**	.501**	.416*	.295	.148	.512**	.414*	.271	.380*	.1	.839*	.090	.429*	.365*	.404*	.641*	.742**
	Sig. (2-tailed)	.024	.000	.023	.000	.018	.020	.036	.003	.005	.022	.113	.436	.004	.023	.147	.038		.000	.635	.018	.047	.027	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p1 8	Pearson Correlation	.351	1.000**	.390*	.718*	.583*	.458*	.495**	.605**	.370*	.263	.396*	.264	.286	.269	.162	.436*	.839**	.1	.269	.583*	.277	.461*	.718*	.778**
	Sig. (2-tailed)	.057	.000	.033	.000	.001	.011	.005	.000	.044	.160	.030	.158	.125	.150	.393	.016	.000		.150	.001	.138	.010	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

p1 9	Pearson Correlation	.518**	.269	.199	.222	.655*	.036	.257	.209	.310	.389*	.356	.213	-.046	.054	.039	.465**	.090	.269	1	.655*	.575**	.486**	.222	.525**
	Sig. (2-tailed)	.003	.150	.292	.238	.000	.851	.171	.267	.095	.034	.054	.258	.808	.776	.837	.010	.635	.150		.000	.001	.006	.238	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p2 0	Pearson Correlation	.493**	.583*	.410*	.446*	1.000**	.244	.299	.586**	.290	.275	.428*	.135	.110	.009	.093	.570**	.429*	.583*	.655**	1	.471**	.724**	.446*	.726**
	Sig. (2-tailed)	.006	.001	.025	.013	.000	.194	.109	.001	.121	.142	.018	.476	.563	.964	.624	.001	.018	.001	.000		.009	.000	.013	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p2 1	Pearson Correlation	.566**	.277	.088	.386*	.471*	.305	.465**	.133	.623**	.801**	.266	.282	.442*	.247	.201	.217	.365*	.277	.575**	.471*	1	.600**	.386*	.658**
	Sig. (2-tailed)	.001	.138	.645	.035	.009	.101	.010	.483	.000	.000	.155	.131	.015	.187	.286	.248	.047	.138	.001	.009		.000	.035	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

p2 2	Pearson Correlation	.513**	.461*	.178	.563*	.724*	.352	.402*	.452*	.493**	.411*	.223	.095	.310	.219	.088	.284	.404*	.461*	.486**	.724*	.600**	1	.563*	.699**
	Sig. (2-tailed)	.004	.010	.347	.001	.000	.056	.028	.012	.006	.024	.237	.616	.095	.246	.645	.129	.027	.010	.006	.000	.000		.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p2 3	Pearson Correlation	.345	.718*	.288	1.000**	.446*	.544**	.544**	.467**	.387*	.369*	.375*	.412*	.446*	.419*	.311	.336	.641**	.718*	.222	.446*	.386*	.563**	1	.794**
	Sig. (2-tailed)	.062	.000	.123	.000	.013	.002	.002	.009	.034	.044	.041	.024	.013	.021	.094	.070	.000	.000	.238	.013	.035	.001		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
but ot	Pearson Correlation	.632**	.778*	.498**	.794*	.726*	.634**	.577**	.636**	.571**	.627**	.571**	.415*	.546**	.419*	.402*	.575**	.742**	.778*	.525**	.726*	.658**	.699**	.794*	1
	Sig. (2-tailed)	.000	.000	.005	.000	.000	.000	.001	.000	.001	.000	.001	.022	.002	.021	.027	.001	.000	.000	.003	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Lampiran 7. Hasil Uji Reliabilitas

Cronbach's Alpha	N of Items
.927	23

Lampiran 8. Analisis Jalur Tahap 1
Hasil Uji Brand Image dan Product Assortment terhadap
Kepuasan Konsumen

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.044	.961		-.045	.964
	x1	.163	.055	.302	2.975	.004
	x2	.326	.067	.495	4.882	.000

Nilai Koefisien Determinasi Brand Image dan
Product Assortment terhadap Kepuasan
Konsumen

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 ^a	.572	.565	1.49887

Lampiran 9. Analisis Jalur Tahap 2
Hasil Uji Brand Image, Product Assortment dan Kepuasan
Konsumen terhadap Loyalitas Pelanggan

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.151	.786		2.739	.007
	x1	.050	.047	.129	1.073	.286
	x2	.069	.060	.147	1.147	.254
	z	.319	.077	.447	4.129	.000

Hasil Uji Kepuasan Konsumen terhadap Loyalitas Pelanggan

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.394	.605		5.614	.000
	Z	.460	.051	.644	8.952	.000

Nilai Koefisien Determinasi Kepuasan
Konsumen terhadap Loyalitas Pelanggan

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.644 ^a	.415	.410	1.24622