

TABEL INDUK HASIL KUESIONER

Pengaruh Kualitas Produk dan Citra Merek Terhadap Kepuasan Pelanggan (Studi Kasus Pada Pengguna Kamera Mirrorless Sony Full-Frame di Komunitas Lensamannual.Net)

No.	KUALITAS PRODUK (X1)																				JML
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	X16	17	18	19	20	
1	4	5	5	5	5	5	4	3	4	4	5	4	4	3	5	5	5	3	3	4	85
2	5	5	5	5	5	5	5	4	5	4	5	3	5	3	5	5	5	5	4	5	93
3	5	4	5	5	5	5	5	5	5	4	5	5	2	4	3	4	5	5	4	3	88
4	4	5	4	5	4	5	4	3	3	5	5	3	3	4	3	3	4	4	3	4	78
5	4	4	3	4	3	3	3	3	3	4	4	3	4	3	3	4	4	4	3	4	70
6	5	5	4	5	5	5	3	4	5	5	5	5	5	5	4	5	5	5	3	5	93
7	5	5	4	5	5	4	3	4	5	5	5	3	5	4	4	4	4	4	4	4	86
8	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	5	4	5	97
9	5	5	5	5	5	5	4	4	4	5	5	3	5	4	5	5	5	5	4	5	93
10	5	4	3	5	5	5	4	4	4	5	3	5	3	5	4	3	5	4	5	3	84
11	4	4	5	4	5	4	3	3	4	4	5	4	4	4	4	4	3	4	4	3	79
12	5	4	5	5	5	5	4	4	4	4	5	4	5	4	3	4	4	5	4	4	87
13	4	4	3	5	5	5	4	4	5	4	5	5	5	4	3	5	5	5	3	5	88
14	5	4	5	5	5	5	4	4	5	4	4	4	5	4	4	5	4	5	4	4	89
15	4	5	5	5	5	3	3	3	5	5	5	3	4	3	5	5	4	5	3	5	85
16	5	4	5	5	5	5	3	4	5	5	5	5	4	4	5	5	5	5	5	5	94
17	5	5	5	4	4	3	4	4	3	3	5	3	3	4	4	4	4	4	4	4	79
18	5	5	5	5	5	5	4	4	4	4	5	4	4	4	5	5	5	5	5	4	92
19	4	4	5	5	5	5	4	3	4	4	5	3	3	3	4	4	4	5	4	4	82
20	5	4	5	5	5	5	3	3	4	5	5	4	4	4	3	4	4	5	5	5	87
21	5	5	5	5	5	4	5	4	4	3	5	3	5	3	5	4	5	5	5	5	90
22	5	4	5	5	5	5	4	4	4	5	4	5	3	4	5	5	5	5	3	5	91
23	5	4	5	4	5	5	4	4	5	5	5	4	4	5	5	4	3	5	4	4	89
24	4	4	4	5	4	3	4	4	5	5	5	4	4	4	4	4	3	5	4	4	83
25	4	4	4	5	5	5	5	4	4	4	5	5	5	3	4	4	5	4	3	5	87
26	4	4	4	4	4	5	5	4	5	5	4	3	4	3	4	4	3	4	5	4	82
27	4	4	5	4	5	4	3	3	4	3	4	3	4	3	3	3	3	3	4	4	73
28	4	4	4	5	5	4	4	4	4	4	5	4	4	4	4	5	4	4	4	4	84
29	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	5	5	98
30	4	4	4	5	5	5	3	3	4	4	5	3	4	4	3	4	4	5	4	4	81
31	5	5	4	5	5	3	5	5	5	5	5	3	3	3	3	4	4	4	4	4	84
32	4	3	4	4	4	4	4	3	4	4	5	3	3	3	4	4	4	4	3	4	75
33	5	5	4	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5	5	97
34	4	4	4	5	4	4	4	4	5	4	4	3	4	4	4	5	4	5	4	4	83
35	5	5	5	5	5	5	5	5	5	5	5	5	3	4	5	5	5	5	4	5	96
36	4	5	5	5	4	4	4	4	4	5	5	5	5	5	5	4	4	4	4	5	90
37	3	4	3	3	3	3	3	3	4	4	5	3	4	4	4	4	4	4	4	4	73
38	5	5	5	5	5	5	4	4	5	5	4	5	4	4	5	5	4	4	4	4	91
39	4	5	5	5	4	4	4	5	4	5	5	5	3	3	3	4	4	5	4	4	85
40	5	5	5	5	5	4	4	4	4	4	5	4	4	4	4	4	5	5	4	4	88
41	5	5	4	5	5	5	4	4	5	4	5	3	3	4	4	4	5	5	5	5	89
42	5	5	5	5	5	4	4	4	4	4	5	4	3	4	5	5	5	5	4	4	89
43	4	5	5	4	5	5	4	5	5	5	5	3	3	4	4	5	4	5	5	5	90
44	3	4	5	5	5	4	4	4	5	4	5	3	4	3	4	4	4	4	3	4	81
45	5	5	5	5	5	4	4	4	5	5	5	5	5	4	5	5	4	5	4	5	94
46	4	5	5	5	5	5	3	3	5	5	5	5	5	4	4	5	5	5	4	5	92
47	5	4	5	5	5	5	4	4	5	5	5	5	5	5	4	5	4	5	4	5	94
48	5	5	5	5	5	5	4	3	4	5	5	2	5	2	5	5	5	5	5	5	90
49	4	4	4	5	5	4	4	3	4	3	5	4	4	4	4	4	4	4	4	5	82
50	4	5	4	4	4	4	5	5	5	4	5	4	5	5	5	5	5	5	5	5	93
51	4	4	4	4	5	4	4	3	5	5	5	3	4	3	3	5	5	5	4	4	83
52	4	4	5	5	5	5	4	4	5	5	5	4	4	3	4	4	3	4	4	4	85

No.	KUALITAS PRODUK (X1)																				JML
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	X16	17	18	19	20	
53	5	5	5	5	5	3	4	4	4	4	5	5	4	4	5	5	5	5	3	5	90
54	4	4	4	5	4	4	5	4	4	4	4	3	3	3	3	4	5	4	4	4	79
55	4	4	4	5	5	4	5	4	5	5	5	4	4	3	4	4	4	4	5	5	87
56	5	5	4	5	5	5	5	4	4	5	5	4	4	4	5	5	4	4	4	5	91
57	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
58	5	5	4	5	5	5	3	4	5	5	5	5	4	5	5	5	5	5	4	5	94
59	4	3	4	5	5	5	4	4	4	4	5	4	4	4	4	4	5	4	3	4	83
60	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	98
61	5	5	5	5	5	5	4	4	4	4	5	5	5	4	5	5	5	5	5	5	95
62	4	5	5	4	5	4	4	4	5	5	5	4	5	4	4	5	5	5	4	5	91
63	3	5	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	82
64	5	5	5	4	5	4	5	5	5	4	5	3	4	4	4	4	4	5	4	5	89
65	4	4	4	4	5	4	4	4	5	4	5	4	5	4	4	5	5	5	5	5	89
66	5	5	5	5	5	5	4	4	5	5	5	4	4	4	4	5	4	5	5	5	93
67	5	4	4	5	5	5	4	5	5	5	5	5	5	5	4	5	5	5	5	5	96
68	5	5	5	5	5	4	4	4	5	5	5	4	5	4	4	5	5	5	5	5	94
69	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	4	4	94
70	5	5	5	5	5	5	4	3	4	5	5	4	4	4	5	5	4	5	4	4	90
71	4	5	5	4	5	5	5	5	5	5	5	4	5	4	4	5	4	5	5	5	94
72	4	4	5	5	5	5	5	3	4	4	4	3	4	4	4	4	4	4	4	5	84
73	4	4	5	5	5	4	4	4	5	4	5	4	4	4	3	4	5	4	4	4	85
74	4	5	5	5	4	4	5	5	5	5	4	4	5	4	4	5	5	5	5	5	93
75	5	5	5	5	5	5	4	4	4	4	5	4	4	5	5	4	4	5	5	5	92
76	4	5	5	5	5	5	5	4	5	5	5	3	3	4	4	5	4	5	4	5	90
77	4	4	4	5	5	5	3	4	4	4	5	3	4	3	4	4	4	3	4	5	81
78	5	3	5	5	5	5	5	4	5	3	5	5	4	4	5	5	5	5	4	5	92
79	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	4	5	94
80	4	4	5	5	5	5	4	4	5	5	5	4	5	3	4	5	4	5	3	4	88
81	5	4	5	5	5	5	4	5	5	5	5	4	5	5	5	5	4	5	4	5	95
82	4	5	5	5	5	4	4	4	5	5	5	4	4	4	4	5	3	4	4	4	87
83	5	5	4	4	5	4	4	4	5	5	5	3	4	4	4	5	3	4	4	5	86
84	4	4	4	4	5	4	4	4	4	4	5	4	4	4	4	4	3	4	4	5	82
85	4	5	5	5	4	4	4	3	4	5	5	4	4	5	5	4	4	4	4	5	87
86	4	5	5	5	5	4	4	4	4	4	5	4	3	4	5	5	4	4	4	5	87
87	5	4	4	4	4	4	4	4	5	4	5	3	4	4	4	4	4	4	4	4	82
88	4	5	5	4	5	4	5	5	5	4	5	4	3	4	4	4	4	5	4	5	88
89	4	4	4	5	5	5	4	4	5	5	5	4	5	3	4	5	4	5	3	4	87
90	4	5	5	4	5	4	4	4	5	3	5	3	3	4	4	4	4	5	4	5	84
91	5	5	5	4	5	4	4	5	5	4	5	2	4	4	4	4	4	5	4	5	87
92	5	4	5	4	5	4	4	4	5	5	5	4	4	3	4	5	4	5	4	5	88
93	5	5	5	5	5	4	4	4	4	4	5	4	3	4	5	5	5	5	4	4	89
94	5	5	5	5	5	4	4	4	5	4	4	3	3	3	4	4	4	4	4	4	83
95	4	5	5	5	5	5	5	4	4	4	5	5	5	4	5	5	5	5	5	5	95
96	5	4	5	4	5	4	4	4	5	5	5	4	5	5	5	4	5	5	4	5	92
97	4	5	5	4	4	5	4	3	4	4	4	4	3	4	4	4	4	4	4	5	82
98	4	5	4	5	5	5	5	3	4	4	4	3	4	4	4	4	4	4	4	5	84
99	4	4	5	5	5	4	5	4	4	5	4	4	4	4	3	4	5	4	4	4	85

No.	CITRA MEREK (X2)						JML
	1	2	3	4	5	6	
1	4	4	3	5	4	4	24
2	5	5	4	5	4	3	26
3	5	4	3	4	3	3	22
4	3	4	3	5	3	4	22
5	3	4	3	4	3	3	20
6	4	4	3	4	3	3	21
7	4	4	2	4	4	3	21
8	5	5	4	5	3	4	26
9	5	3	3	4	3	3	21
10	4	4	3	4	3	4	22
11	4	4	5	5	3	3	24
12	4	5	4	4	4	4	25
13	5	5	3	5	5	5	28
14	4	5	4	4	5	4	26
15	4	4	4	5	5	4	26
16	5	4	5	5	4	4	27
17	5	5	4	4	4	4	26
18	5	5	4	4	4	4	26
19	4	4	3	4	4	4	23
20	5	4	4	4	5	5	27
21	4	5	5	4	4	3	25
22	3	5	4	4	4	5	25
23	5	4	4	4	4	3	24
24	5	4	4	4	3	3	23
25	4	4	4	5	5	5	27
26	4	4	5	4	3	3	23
27	5	4	4	4	3	3	23
28	3	4	5	4	4	3	23
29	4	5	5	5	5	5	29
30	5	5	3	4	5	5	27
31	4	4	5	3	5	5	26
32	4	3	3	4	3	3	20
33	5	5	4	5	5	5	29
34	4	4	3	4	4	4	23
35	5	5	5	4	5	5	29
36	5	5	5	4	5	5	29
37	4	4	4	4	4	4	24
38	4	5	5	4	4	5	27
39	5	5	4	5	5	5	29
40	5	5	4	5	4	4	27
41	5	5	4	5	3	3	25
42	5	5	5	5	4	4	28
43	5	5	5	5	5	5	30
44	4	5	3	4	3	4	23
45	5	5	4	5	4	4	27
46	4	5	5	5	4	4	27
47	5	4	4	5	4	4	26
48	5	5	5	5	5	5	30
49	4	5	4	5	4	4	26
50	5	5	5	5	5	5	30
51	4	4	5	4	4	4	25
52	5	5	4	5	5	5	29

No.	KEPUASAN PELANGGAN (Y)										JML
	1	2	3	4	5	6	7	8	9	10	
1	5	4	4	5	3	3	3	3	4	4	38
2	4	4	5	4	4	3	4	3	3	3	37
3	4	4	2	3	4	3	2	2	3	4	31
4	5	4	4	4	3	3	3	3	4	3	36
5	5	4	3	3	4	4	3	3	3	3	35
6	5	5	4	3	5	5	4	4	5	5	45
7	4	4	3	3	4	4	2	3	3	3	33
8	5	5	5	5	5	5	5	5	4	4	48
9	3	3	3	3	5	3	3	3	4	4	34
10	3	2	3	5	4	4	3	4	5	3	36
11	2	2	3	2	3	3	3	3	4	4	29
12	5	4	4	4	4	4	3	2	4	4	38
13	5	3	3	3	4	4	3	3	4	5	37
14	5	5	4	4	4	4	3	3	4	4	40
15	4	3	3	3	4	4	3	3	3	3	33
16	5	4	3	4	4	4	3	3	4	4	38
17	4	4	3	3	3	3	3	3	4	4	34
18	4	3	3	3	4	4	3	3	3	3	33
19	4	3	3	3	4	4	4	3	3	3	34
20	4	4	3	4	4	4	3	3	3	3	35
21	5	5	5	4	5	4	3	3	5	5	44
22	5	5	4	3	3	3	4	4	3	3	37
23	5	4	4	4	4	4	4	3	4	4	40
24	5	5	4	4	3	3	4	3	5	5	41
25	4	3	4	3	3	3	4	4	5	5	38
26	5	3	4	5	4	4	4	4	4	4	41
27	4	4	4	3	3	3	4	3	4	4	36
28	3	3	3	3	5	5	5	5	5	5	42
29	5	5	4	3	4	5	4	4	4	4	42
30	5	4	4	4	5	5	4	4	4	4	43
31	5	3	5	5	4	4	5	5	4	4	44
32	3	3	4	3	3	3	3	5	3	3	33
33	5	3	4	3	4	4	3	3	4	4	37
34	4	4	4	4	4	4	4	4	4	4	40
35	5	5	3	4	5	5	1	2	5	5	40
36	5	4	4	4	5	5	5	5	4	4	45
37	4	4	3	4	4	4	4	2	4	4	37
38	5	4	4	4	5	5	4	4	4	4	43
39	4	4	3	3	5	5	4	4	4	4	40
40	4	3	3	3	4	4	4	4	5	5	39
41	4	4	4	4	3	3	4	4	4	4	38
42	4	3	3	4	5	4	4	4	4	4	39
43	5	5	4	4	4	4	4	4	4	4	42
44	3	3	3	3	4	4	3	2	4	3	32
45	4	4	4	4	4	4	4	4	4	4	40
46	4	3	3	5	5	3	4	3	5	3	38
47	4	4	4	4	4	4	4	4	4	4	40
48	4	3	5	3	4	4	4	3	4	4	38
49	4	4	4	5	4	4	4	4	4	4	41
50	4	4	5	4	4	5	5	5	5	5	46
51	5	3	4	4	4	4	3	3	3	4	37
52	5	5	4	4	5	5	5	5	5	5	48

No.	CITRA MEREK (X2)						JML
	1	2	3	4	5	6	
53	5	5	3	4	5	3	25
54	4	4	5	4	4	3	24
55	5	5	4	5	4	4	27
56	5	5	4	4	5	5	28
57	4	4	4	4	4	4	24
58	5	5	5	5	5	5	30
59	4	4	3	4	4	4	23
60	5	5	4	5	4	5	28
61	5	5	4	5	4	5	28
62	5	5	4	5	4	4	27
63	4	4	4	4	4	4	24
64	4	5	4	4	4	4	25
65	4	5	5	5	5	4	28
66	5	5	5	5	5	5	30
67	5	5	4	4	5	5	28
68	5	5	4	4	4	5	27
69	5	5	4	5	5	5	29
70	5	5	4	5	4	4	27
71	5	5	5	5	5	5	30
72	5	5	4	5	4	4	27
73	5	5	3	4	4	4	25
74	4	5	5	5	4	5	28
75	5	5	4	5	5	5	29
76	4	5	4	5	4	4	26
77	3	4	4	4	4	3	22
78	5	5	4	5	5	4	28
79	5	5	5	5	5	5	30
80	4	5	4	4	5	5	27
81	4	5	5	5	5	5	29
82	5	4	4	5	4	4	26
83	5	5	4	4	4	4	26
84	5	5	3	5	3	3	24
85	5	5	5	4	5	5	29
86	5	5	5	5	4	4	28
87	5	5	5	5	4	4	28
88	4	5	4	5	4	4	26
89	4	5	4	4	5	5	27
90	4	5	4	5	4	4	26
91	5	5	3	5	3	3	24
92	5	5	3	5	4	4	26
93	5	5	5	5	4	4	28
94	5	4	3	5	4	4	25
95	5	5	4	5	4	5	28
96	5	5	3	5	4	4	26
97	5	4	4	4	4	4	25
98	5	5	4	5	4	4	27
99	5	5	3	4	4	4	25

No.	KEPUASAN PELANGGAN (Y)										JML
	1	2	3	4	5	6	7	8	9	10	
53	5	3	3	3	4	4	4	3	5	5	39
54	4	3	3	4	4	4	3	3	4	4	36
55	4	4	3	4	4	4	3	3	4	4	37
56	4	4	3	4	4	4	3	3	5	5	39
57	4	4	4	4	4	4	3	3	4	4	38
58	5	5	5	5	5	5	3	3	4	4	44
59	3	3	3	3	4	3	2	2	4	4	31
60	4	3	3	5	5	4	3	5	4	5	41
61	5	4	4	4	4	4	5	5	4	4	43
62	4	3	4	4	4	4	4	4	4	4	39
63	4	3	3	3	3	3	3	3	3	3	31
64	4	4	4	4	4	4	4	4	4	4	40
65	5	5	4	3	5	5	4	3	3	3	40
66	5	4	4	4	5	5	4	4	4	4	43
67	4	4	5	5	4	4	4	4	5	4	43
68	4	4	5	5	5	5	4	4	4	4	44
69	5	5	5	5	4	4	4	4	5	5	46
70	5	5	5	5	4	4	5	5	5	5	48
71	4	4	4	5	5	5	5	5	5	5	47
72	4	3	4	4	4	4	4	4	4	4	39
73	5	5	4	5	4	4	4	4	4	4	43
74	5	4	4	4	4	4	4	2	4	5	40
75	5	4	5	5	5	5	5	5	5	5	49
76	4	4	4	4	3	4	4	4	5	5	41
77	5	3	2	2	4	4	3	3	4	4	34
78	5	3	4	4	4	4	3	3	4	3	37
79	5	5	5	5	5	5	4	2	4	4	44
80	4	4	4	3	5	4	3	2	4	3	36
81	5	4	5	4	5	4	4	5	4	5	45
82	4	4	5	3	4	4	4	4	4	4	40
83	4	3	4	4	5	5	5	5	4	4	43
84	4	3	3	2	4	4	3	3	4	4	34
85	5	4	4	4	5	5	5	5	4	4	45
86	4	3	4	4	5	4	4	4	4	4	40
87	4	5	5	4	3	3	4	4	4	5	41
88	4	5	5	4	4	4	4	4	5	5	44
89	4	4	4	5	3	4	3	2	4	4	37
90	4	4	4	4	3	4	4	4	4	5	40
91	4	3	4	4	4	5	4	4	4	4	40
92	5	4	5	5	4	4	4	3	4	4	42
93	4	3	3	5	4	4	4	4	4	4	39
94	4	4	4	4	4	4	3	3	3	5	38
95	5	4	4	4	4	4	5	5	4	4	43
96	4	4	4	4	4	4	4	3	4	4	39
97	3	4	4	3	4	3	3	3	3	3	33
98	5	3	4	5	3	4	4	4	4	4	40
99	5	5	4	5	4	5	4	3	4	4	43

DATA KARAKTERISTIK RESPONDEN

No.	Nama	Jenis Kelamin	Usia	Pekerjaan	Biaya yang dikeluarkan	Sony yang digunakan
1	Akram	Laki-laki	38	Pengusaha / Wiraswasta	20.000.000 - 24.999.999	Sony A7R II
2	Jhoni lim	Laki-laki	50	Pegawai Swasta	25.000.000>	Sony A7 III
3	Candra yaasin	Laki-laki	30	Pegawai Swasta	5.000.000 - 9.999.999	Sony A7 II
4	Herry Winoto	Laki-laki	54	Pengusaha / Wiraswasta	5.000.000 - 9.999.999	Sony A7 II
5	Philips	Laki-laki	27	Pegawai Swasta	10.000.000 - 14.999.999	Sony A7 II
6	Leonaldy gunawan	Laki-laki	34	Pengusaha / Wiraswasta	5.000.000 - 9.999.999	Sony A7R II
7	Andreas Sapto Edi	Laki-laki	36	Pendeta	5.000.000 - 9.999.999	Sony A7 II
8	Thomas	Laki-laki	55		25.000.000>	Sony A7R II
9	Imam Nur Ichsan	Laki-laki		Pengusaha / Wiraswasta	25.000.000>	Sony A7 II
10	Dimas	Laki-laki	32	Pengusaha / Wiraswasta	5.000.000 - 9.999.999	Sony A7S II
11	Dico	Laki-laki	25	Pegawai Swasta	1.000.000 - 4.999.999	Sony A7
12	Fauzan	Laki-laki	39	Pegawai Swasta	25.000.000>	Sony A7R II
13	Jamal akbar	Laki-laki	30	Pengusaha / Wiraswasta	5.000.000 - 9.999.999	Sony A7
14	Ditya Aditriyono	Laki-laki	31	Pegawai Swasta	20.000.000 - 24.999.999	Sony A7 II
15	Muhamad Heri Susanto	Laki-laki	40	Pengusaha / Wiraswasta	1.000.000 - 4.999.999	Sony A7R
16	Didik Sudarmaji	Laki-laki	46	Pegawai Swasta	25.000.000>	Sony A7R II
17	August	Laki-laki	33	Pegawai Swasta	10.000.000 - 14.999.999	Sony A7 II
18	Rizky Firdaus	Laki-laki	32	Pengusaha / Wiraswasta	15.000.000 - 19.999.999	Sony A7R
19	Adrian	Laki-laki	29	Pegawai Swasta	5.000.000 - 9.999.999	Sony A7
20	Suwarjono	Laki-laki	38	Pegawai Swasta	25.000.000>	Sony A7R
21	Harry A (blackorchid99)	Laki-laki	37	Pengusaha / Wiraswasta	5.000.000 - 9.999.999	Sony A7
22	I Wayan Marlon Managi	Laki-laki	31	Pengusaha / Wiraswasta	10.000.000 - 14.999.999	Sony A7
23	Andi puja	Laki-laki	36	Pengusaha / Wiraswasta	10.000.000 - 14.999.999	Sony A7
24	Imam Santoso	Laki-laki	39	Pengusaha / Wiraswasta	5.000.000 - 9.999.999	Sony A7R
25	Syefri Luwis	Laki-laki	35	Pengusaha / Wiraswasta	1.000.000 - 4.999.999	Sony A7 II
26	Dwi Hendro Nugroho	Laki-laki	48	Freelancer	1.000.000 - 4.999.999	Sony A7R
27	Budiman fernando	Laki-laki	30	Pegawai Swasta	5.000.000 - 9.999.999	Sony A7 II
28	Taufik D	Laki-laki	40	Pegawai Negeri	25.000.000>	Sony A7
29	Arie cyril	Laki-laki	30	Fotografer	25.000.000>	Sony A7 III
30	Dedi	Laki-laki	29	Pegawai Swasta	10.000.000 - 14.999.999	Sony A7 II
31	Ande Pangeran	Laki-laki	37	Pengusaha / Wiraswasta	25.000.000>	Sony A7S II
32	Yanis Arnold D.	Laki-laki	39		1.000.000 - 4.999.999	Sony A7 II
33	Oboth	Laki-laki	48	Pengusaha / Wiraswasta	10.000.000 - 14.999.999	Sony A7 II
34	Bimo N.C	Laki-laki	30	Pegawai Swasta	20.000.000 - 24.999.999	Sony A7R
35	Sigit Hartono	Laki-laki	45	Pengusaha / Wiraswasta	15.000.000 - 19.999.999	Sony A7 II
36	Rendy Mangunsong	Laki-laki	28	Pengusaha / Wiraswasta	20.000.000 - 24.999.999	Sony A7S
37	Fahri	Laki-laki	26	Pegawai Swasta	15.000.000 - 19.999.999	Sony A7
38	Sa Putra	Laki-laki	29	Pegawai Swasta	15.000.000 - 19.999.999	Sony A7
39	Wendi	Laki-laki	33	Pegawai Negeri	10.000.000 - 14.999.999	Sony A7
40	Agoes	Laki-laki	39	Pegawai Swasta	10.000.000 - 14.999.999	Sony A7 II
41	Edwin	Laki-laki	30	Pengusaha / Wiraswasta	10.000.000 - 14.999.999	Sony A7R II
42	Ronald Yudiono	Laki-laki	49	Pegawai Swasta	25.000.000>	Sony A7S II
43	Achmad Qadri	Laki-laki	27	Pegawai Swasta	5.000.000 - 9.999.999	Sony A7 II
44	Henry Simatupang	Laki-laki	43	Pengusaha / Wiraswasta	15.000.000 - 19.999.999	Sony A7 II
45	Arifin	Laki-laki	29	Pengusaha / Wiraswasta	15.000.000 - 19.999.999	Sony A7R
46	Secka	Laki-laki	35	Pengusaha / Wiraswasta	1.000.000 - 4.999.999	Sony A7 II
47	Jecky Marshal	Laki-laki	36	Pengusaha / Wiraswasta	15.000.000 - 19.999.999	Sony A7
48	Herdinal	Laki-laki	39	Pengusaha / Wiraswasta	5.000.000 - 9.999.999	Sony A7 II
49	Ivan Rhiady Sastranegara	Laki-laki	29	Pegawai Swasta	10.000.000 - 14.999.999	Sony A7 III
50	Ibrahim	Laki-laki	28	Pengusaha / Wiraswasta	25.000.000>	Sony A7R II

51	Reza Ernanda	Laki-laki	33	Pengusaha / Wiraswasta	1.000.000 - 4.999.999	Sony A7 II
52	Ronnie	Laki-laki	32	Pengusaha / Wiraswasta	25.000.000>	Sony A7 II
53	ernest	Laki-laki	41	Pegawai Swasta	25.000.000>	Sony A7R III
54	Gumilang Almas	Laki-laki	32	Pengusaha / Wiraswasta	20.000.000 - 24.999.999	Sony A7S
55	Adityo Agung	Laki-laki	31	Pegawai Swasta	5.000.000 - 9.999.999	Sony A7
56	Fadjar H	Laki-laki	45	Pegawai Swasta	10.000.000 - 14.999.999	Sony A7
57	Benny Sjafrudin	Laki-laki	68	Pegawai Swasta	25.000.000>	Sony A7R III
58	Amon Sumantri	Laki-laki	51	Pengusaha / Wiraswasta	25.000.000>	Sony A7R II
59	Mukti	Laki-laki	39	Pegawai Swasta	1.000.000 - 4.999.999	Sony A7 II
60	David pasaribu	Laki-laki	36	Pegawai Swasta	25.000.000>	Sony A7 II
61	Eko	Laki-laki	49	Pengusaha / Wiraswasta	5.000.000 - 9.999.999	Sony A7 II
62	Ferdi Vesa	Laki-laki	42	Pegawai Swasta	15.000.000 - 19.999.999	Sony A7R II
63	Robert Fly	Laki-laki	38	Pengusaha / Wiraswasta	10.000.000 - 14.999.999	Sony A7
64	Bagus Hermawan	Laki-laki	33	Pegawai Swasta	5.000.000 - 9.999.999	Sony A7
65	Heriyanto	Laki-laki	33	Contruction & engineer	15.000.000 - 19.999.999	Sony A7
66	Bob	Laki-laki	22	Pegawai Swasta	5.000.000 - 9.999.999	Sony A7
67	Gugus gumilar	Laki-laki	37	Freelancer art director	15.000.000 - 19.999.999	Sony A7
68	Muhammad Aldi	Laki-laki	24	Pengusaha / Wiraswasta	1.000.000 - 4.999.999	Sony A7
69	Rudi	Laki-laki	42	Pengusaha / Wiraswasta	25.000.000>	Sony A7R III
70	Simon Sappu	Laki-laki	37	Pegawai Swasta	20.000.000 - 24.999.999	Sony A7 III
71	Aquardes Pakpahan	Laki-laki	34	Producer Bali Motion	25.000.000>	Sony A7S II
72	Silo Sandro	Laki-laki	31	Pengusaha / Wiraswasta	25.000.000>	Sony A7R III
73	Rhizky kiiky	Laki-laki	28	Pengusaha / Wiraswasta	10.000.000 - 14.999.999	Sony A7
74	Ferhat	Laki-laki		Pegawai Swasta	5.000.000 - 9.999.999	Sony A7R
75	Yuriko	Laki-laki	35	Pengusaha / Wiraswasta	25.000.000>	Sony A9
76	Bramantya Wardana	Laki-laki	41	Pegawai Negeri	25.000.000>	Sony A7R III
77	Eko pH	Laki-laki	36	Pegawai Negeri	1.000.000 - 4.999.999	Sony A7
78	AYAT HERDIYAT	Laki-laki	41	Pengusaha / Wiraswasta	10.000.000 - 14.999.999	Sony A7
79	Sellography Sandy	Laki-laki	29	Pegawai Swasta	15.000.000 - 19.999.999	Sony A7
80	Rizal	Laki-laki	32	Freelance photographer	20.000.000 - 24.999.999	Sony A7
81	dzikri	Laki-laki	28	Pengusaha / Wiraswasta	15.000.000 - 19.999.999	Sony A7 III
82	Andi Januar	Laki-laki	49	Pengusaha / Wiraswasta	25.000.000>	Sony A7 III
83	Stevenxid	Laki-laki	38	Photographer	25.000.000>	Sony A7R II
84	Iwa Ridwan Firdaus	Laki-laki	39	Pengusaha / Wiraswasta	20.000.000 - 24.999.999	Sony A7S II
85	Hasta Yustika Adi	Laki-laki	32	Pegawai Swasta	25.000.000>	Sony A7 II
86	Glenn	Laki-laki	60	Pengusaha / Wiraswasta	25.000.000>	Sony A7R II
87	Nugroho dwi saputra	Laki-laki	23	Mahasiswa / Pelajar	15.000.000 - 19.999.999	Sony A7 III
88	Teguh Setiawan	Laki-laki	34	Pengusaha / Wiraswasta	25.000.000>	Sony A7 III
89	Hero eureka	Laki-laki	34	Pengusaha / Wiraswasta	10.000.000 - 14.999.999	Sony A7 II
90	Anjar	Laki-laki	30	Pengusaha / Wiraswasta	25.000.000>	Sony A7
91	Dady Atmadja	Laki-laki	53	Photographer	5.000.000 - 9.999.999	Sony A7 II
92	Heri Kurniawan	Laki-laki	40	Pegawai Swasta	10.000.000 - 14.999.999	Sony A7 II
93	PUPUT ARI SETIAWAN	Laki-laki	31	Pegawai Swasta	10.000.000 - 14.999.999	Sony A7
94	leo	Laki-laki	33	Pegawai Swasta	15.000.000 - 19.999.999	Sony A7R II
95	Yulius Nunung Jayuda	Laki-laki	36	Pengusaha / Wiraswasta	25.000.000>	Sony A7R III
96	Gilang Fikriano	Laki-laki	27	Pegawai Swasta	15.000.000 - 19.999.999	Sony A7
97	Abdul Salam	Laki-laki	28	Pegawai Swasta	25.000.000>	Sony A7R
98	Fajar P	Laki-laki	28	Pengusaha / Wiraswasta	15.000.000 - 19.999.999	Sony A7
99	Wirawan Sanjaya wi2	Laki-laki	36	Pengusaha / Wiraswasta	15.000.000 - 19.999.999	Sony A7 II

Validitas Kualitas Produk

Correlations

		item_1	item_2	item_3	item_4	item_5	item_6	item_7	item_8	item_9	item_10	item_11	item_12	item_13	item_14	item_15	item_16	item_17	item_18	item_19	item_20	skor_total
item_1	Pearson Correlation	1	.048	.251	.509	.716*	.375	.282	.842**	.873**	-.034	.509	.267	.413	.509	.244	.488	.356	.813**	.655*	.307	.766**
	Sig. (2-tailed)		.896	.483	.133	.020	.286	.430	.002	.001	.926	.133	.456	.236	.133	.497	.153	.312	.004	.040	.389	.009
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_2	Pearson Correlation	.048	1	.531	.509	.375	.375	.000	-.094	.055	.648*	.509	.024	.413	.145	.732*	.163	.356	-.163	.218	.648*	.513
	Sig. (2-tailed)	.896		.114	.133	.286	.286	1.000	.797	.881	.043	.133	.947	.236	.688	.016	.653	.312	.653	.545	.043	.129
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_3	Pearson Correlation	.251	.531	1	.555	.580	.580	.661*	.421	.288	.220	.555	.413	-.115	-.085	.716*	.286	.836**	.095	.640*	.220	.697*
	Sig. (2-tailed)	.483	.114		.096	.079	.079	.037	.226	.420	.541	.096	.236	.752	.815	.020	.423	.003	.793	.046	.541	.025
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_4	Pearson Correlation	.509	.509	.555	1	.885**	.885**	.430	.429	.583	.156	1.000**	.259	1.000	.444	.373	.248	.408	.248	.333	.156	.723*
	Sig. (2-tailed)	.133	.133	.096		.001	.001	.214	.217	.077	.667	.000	.469	.784	.198	.289	.489	.242	.489	.347	.667	.018
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_5	Pearson Correlation	.716*	.375	.580	.885**	1	.756*	.403	.602	.820**	-.024	.885**	.364	.295	.364	.524	.582	.574	.349	.469	.220	.854**
	Sig. (2-tailed)	.020	.286	.079	.001		.011	.248	.065	.004	.947	.001	.301	.408	.301	.120	.078	.083	.323	.172	.542	.002
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_6	Pearson Correlation	.375	.375	.580	.885**	.756*	1	.605	.379	.429	-.024	.885**	.364	-.016	.364	.349	.349	.574	.349	.156	.220	.692*
	Sig. (2-tailed)	.286	.286	.079	.001	.011		.064	.280	.215	.947	.001	.301	.966	.301	.323	.323	.083	.323	.667	.542	.027
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_7	Pearson Correlation	.282	.000	.661*	.430	.403	.605	1	.553	.323	-.403	.430	.287	-.257	-.215	.289	.192	.527	.385	.516	.000	.487
	Sig. (2-tailed)	.430	1.000	.037	.214	.248	.064		.097	.363	.248	.214	.422	.474	.551	.419	.594	.117	.272	.126	1.000	.154
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_8	Pearson Correlation	.842**	-.094	.421	.429	.602	.379	.553	1	.786**	-.156	.429	.587	.043	.429	.160	.319	.467	.745*	.714*	.067	.718*
	Sig. (2-tailed)	.002	.797	.226	.217	.065	.280	.097		.007	.667	.217	.074	.907	.217	.659	.368	.174	.013	.020	.854	.019
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_9	Pearson Correlation	.873**	.055	.288	.583	.820**	.429	.323	.786**	1	-.234	.583	.444	.348	.375	.280	.559	.408	.559	.500	.156	.751*
	Sig. (2-tailed)	.001	.881	.420	.077	.004	.215	.363	.007		.515	.077	.198	.324	.286	.434	.093	.242	.093	.141	.667	.012
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_10	Pearson Correlation	-.034	.648*	.220	.156	-.024	-.024	-.403	-.156	-.234	1	.156	-.017	.016	.416	.175	-.349	.064	-.116	.156	.268	.120
	Sig. (2-tailed)	.926	.043	.541	.667	.947	.947	.248	.667	.515		.667	.962	.966	.231	.629	.323	.861	.749	.667	.454	.742
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_11	Pearson Correlation	.509	.509	.555	1.000**	.885**	.885**	.430	.429	.583	.156	1	.259	1.000	.444	.373	.248	.408	.248	.333	.156	.723*
	Sig. (2-tailed)	.133	.133	.096	.000	.001	.001	.214	.217	.077	.667		.469	.784	.198	.289	.489	.242	.489	.347	.667	.018
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_12	Pearson Correlation	.267	.024	.413	.259	.364	.364	.287	.587	.444	-.017	.259	1	-.232	.444	.124	.248	.635*	.248	.111	-.017	.492
	Sig. (2-tailed)	.456	.947	.236	.469	.301	.301	.422	.074	.198	.962	.469		.519	.198	.732	.489	.049	.489	.760	.962	.148
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_13	Pearson Correlation	.413	.413	-.115	.100	.295	-.016	-.257	.043	.348	.016	.100	-.232	1	.100	.556	.667*	.041	.222	.100	.793**	.413
	Sig. (2-tailed)	.236	.236	.752	.784	.408	.966	.474	.907	.324	.966	.784	.519		.784	.095	.035	.911	.537	.784	.006	.236
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_14	Pearson Correlation	.509	.145	-.085	.444	.364	.364	-.215	.429	.375	.416	.444	.444	1.000	1	-.186	.000	.068	.497	.000	.156	.399
	Sig. (2-tailed)	.133	.688	.815	.198	.301	.301	.551	.217	.286	.231	.198	.198	.784		.606	1.000	.852	.144	1.000	.667	.254
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_15	Pearson Correlation	.244	.732*	.716*	.373	.524	.349	.289	.160	.280	.175	.373	.124	.556	-.186	1	.667*	.685*	.000	.447	.698*	.697*
	Sig. (2-tailed)	.497	.016	.020	.289	.120	.323	.419	.659	.434	.629	.289	.732	.095	.606		.035	.029	1.000	.195	.025	.025
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_16	Pearson Correlation	.488	.163	.286	.248	.582	.349	.192	.319	.559	-.349	.248	.248	.667*	.000	.667*	1	.609	.333	.149	.582	.649*
	Sig. (2-tailed)	.153	.653	.423	.489	.078	.323	.594	.368	.093	.323	.489	.489	.035	1.000	.035		.062	.347	.681	.078	.042
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_17	Pearson Correlation	.356	.356	.836**	.408	.574	.574	.527	.467	.408	.064	.408	.635*	.041	.068	.685*	.609	1	.304	.408	.383	.764*
	Sig. (2-tailed)	.312	.312	.003	.242	.083	.083	.117	.174	.242	.861	.242	.049	.911	.852	.029	.062		.393	.242	.275	.010
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_18	Pearson Correlation	.813**	-.163	.095	.248	.349	.349	.385	.745*	.559	-.116	.248	.248	.222	.497	.000	.333	.304	1	.447	.349	.572
	Sig. (2-tailed)	.004	.653	.793	.489	.323	.323	.272	.013	.093	.749	.489	.489	.537	.144	1.000	.347	.393		.195	.323	.084
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_19	Pearson Correlation	.655*	.218	.640*	.333	.469	.156	.516	.714*	.500	.156	.333	.111	1.000	.000	.447	.149	.408	.447	1	.156	.611
	Sig. (2-tailed)	.040	.545	.046	.347	.172	.667	.126	.020	.141	.667	.347	.760	.784	1.000	.195	.681	.242	.195		.667	.061
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
item_20	Pearson Correlation	.307	.648*	.220	.156	.220	.220	.000	.067	.156	.268	.156	-.017	.793**	.156	.698*	.582	.383	.349	.156	1	.566
	Sig. (2-tailed)	.389	.043	.541	.667	.542	.542	1.000	.854	.667	.454	.667	.962	.006	.667	.0						

Validitas Citra Merek

Correlations

		item_1	item_2	item_3	item_4	item_5	item_6	skor_total
item_1	Pearson Correlation	1	.199	.447	.055	.117	-.218	.531
	Sig. (2-tailed)		.582	.196	.881	.748	.545	.114
	N	10	10	10	10	10	10	10
item_2	Pearson Correlation	.199	1	.655*	.606	.284	.227	.784**
	Sig. (2-tailed)	.582		.040	.063	.427	.527	.007
	N	10	10	10	10	10	10	10
item_3	Pearson Correlation	.447	.655*	1	.606	-.122	.227	.784**
	Sig. (2-tailed)	.196	.040		.063	.738	.527	.007
	N	10	10	10	10	10	10	10
item_4	Pearson Correlation	.055	.606	.606	1	.356	.583	.811**
	Sig. (2-tailed)	.881	.063	.063		.312	.077	.004
	N	10	10	10	10	10	10	10
item_5	Pearson Correlation	.117	.284	-.122	.356	1	-.089	.380
	Sig. (2-tailed)	.748	.427	.738	.312		.807	.279
	N	10	10	10	10	10	10	10
item_6	Pearson Correlation	-.218	.227	.227	.583	-.089	1	.406
	Sig. (2-tailed)	.545	.527	.527	.077	.807		.245
	N	10	10	10	10	10	10	10
skor_total	Pearson Correlation	.531	.784**	.784**	.811**	.380	.406	1
	Sig. (2-tailed)	.114	.007	.007	.004	.279	.245	
	N	10	10	10	10	10	10	10

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

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

Validitas Kepuasan Pelanggan

		Correlations										
		item_1	item_2	item_3	item_4	item_5	item_6	item_7	item_8	item_9	item_10	skor_total
item_1	Pearson Correlation	1	.817**	.447	.088	-.238	.311	.352	.180	-.068	.232	.513
	Sig. (2-tailed)		.004	.195	.809	.508	.381	.318	.618	.851	.520	.130
	N	10	10	10	10	10	10	10	10	10	10	10
item_2	Pearson Correlation	.817**	1	.473	-.166	.189	.416	.442	.200	-.193	.472	.583
	Sig. (2-tailed)	.004		.168	.647	.601	.232	.201	.579	.593	.169	.077
	N	10	10	10	10	10	10	10	10	10	10	10
item_3	Pearson Correlation	.447	.473	1	.526	.062	.251	.851**	.587	.175	.066	.743*
	Sig. (2-tailed)	.195	.168		.119	.864	.483	.002	.075	.629	.857	.014
	N	10	10	10	10	10	10	10	10	10	10	10
item_4	Pearson Correlation	.088	-.166	.526	1	-.295	.059	.447	.529	.399	-.138	.425
	Sig. (2-tailed)	.809	.647	.119		.408	.872	.195	.116	.254	.703	.221
	N	10	10	10	10	10	10	10	10	10	10	10
item_5	Pearson Correlation	-.238	.189	.062	-.295	1	.604	.459	.494	.229	.517	.447
	Sig. (2-tailed)	.508	.601	.864	.408		.065	.182	.147	.524	.126	.196
	N	10	10	10	10	10	10	10	10	10	10	10
item_6	Pearson Correlation	.311	.416	.251	.059	.604	1	.529	.803**	.411	.347	.737*
	Sig. (2-tailed)	.381	.232	.483	.872	.065		.116	.005	.238	.325	.015
	N	10	10	10	10	10	10	10	10	10	10	10
item_7	Pearson Correlation	.352	.442	.851**	.447	.459	.529	1	.793**	.368	.311	.900**
	Sig. (2-tailed)	.318	.201	.002	.195	.182	.116		.006	.296	.381	.000
	N	10	10	10	10	10	10	10	10	10	10	10
item_8	Pearson Correlation	.180	.200	.587	.529	.494	.803**	.793**	1	.616	.232	.870**
	Sig. (2-tailed)	.618	.579	.075	.116	.147	.005	.006		.058	.520	.001
	N	10	10	10	10	10	10	10	10	10	10	10
item_9	Pearson Correlation	-.068	-.193	.175	.399	.229	.411	.368	.616	1	.443	.522
	Sig. (2-tailed)	.851	.593	.629	.254	.524	.238	.296	.058		.200	.122
	N	10	10	10	10	10	10	10	10	10	10	10
item_10	Pearson Correlation	.232	.472	.066	-.138	.517	.347	.311	.232	.443	1	.516
	Sig. (2-tailed)	.520	.169	.857	.703	.126	.325	.381	.520	.200		.126
	N	10	10	10	10	10	10	10	10	10	10	10
skor_total	Pearson Correlation	.513	.583	.743*	.425	.447	.737*	.900**	.870**	.522	.516	1
	Sig. (2-tailed)	.130	.077	.014	.221	.196	.015	.000	.001	.122	.126	
	N	10	10	10	10	10	10	10	10	10	10	10

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

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

RUMUS PERHITUNGAN KATEGORISASI

Kualitas Produk	
Rendah	$X < M - 1SD$ $X < 87,56 - 5,75$ $X < 81,81$
Sedang	$M - 1SD < X < M + 1SD$ $87,56 - 5,75 < X < 87,56 + 5,75$ $81,81 < X < 93,31$
Tinggi	$M + 1SD < X$ $87,56 + 5,75 < X$ $93,31 < X$

Citra Merek	
Rendah	$X < M - 1SD$ $X < 26,04 - 2,47$ $X < 23,57$
Sedang	$M - 1SD < X < M + 1SD$ $26,04 - 2,47 < X < 26,04 + 2,47$ $23,57 \leq X \leq 28,51$
Tinggi	$M + 1SD < X$ $26,04 + 2,47 < X$ $28,51 < X$

Kepuasan Pelanggan	
Rendah	$X < M - 1SD$ $X < 39,42 - 4,24$ $X < 35.18$
Sedang	$M - 1SD < X < M + 1SD$ $39,42 - 4,24 < X < 39,42 + 4,24$ $35.18 \leq X \leq 43,66$
Tinggi	$M + 1SD < X$ $39,42 + 4,24 < X$ $43,66 < X$

Hasil Descriptive Nilai Min, Max, Mean Dan Std. Deviasi

Descriptive Statistics

	N	Minimu m	Maximu m	Mean	Std. Deviation
Kualitas Produk	99	70.00	98.00	87.5657	5.75727
Citra Merek	99	20.00	30.00	26.0404	2.47403
Kepuasan Pelanggan	99	29.00	49.00	39.4242	4.24767
Valid N (listwise)	99				

HASIL UJI KATEGORISASI

Kategorisasi Kualitas Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	12	12.1	12.1	12.1
	Sedang	70	70.7	70.7	82.8
	Tinggi	17	17.2	17.2	100.0
	Total	99	100.0	100.0	

Kategorisasi Citra Merek

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	17	17.2	17.2	17.2
	Sedang	65	65.7	65.7	82.8
	Tinggi	17	17.2	17.2	100.0
	Total	99	100.0	100.0	

Kategorisasi Kepuasan Pelanggan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	17	17.2	17.2	17.2
	Sedang	65	65.7	65.7	82.8
	Tinggi	17	17.2	17.2	100.0
	Total	99	100.0	100.0	

HASIL UJI REGRESI BERGANDA

Descriptive Statistics

	Mean	Std. Deviation	N
Kepuasan Pelanggan	39.4242	4.24767	99
Kualitas Produk	87.5657	5.75727	99
Citra Merek	26.0404	2.47403	99

Correlations

		Kepuasan Pelanggan	Kualitas Produk	Citra Merek
Pearson Correlation	Kepuasan Pelanggan	1.000	.477	.548
	Kualitas Produk	.477	1.000	.611
	Citra Merek	.548	.611	1.000
Sig. (1-tailed)	Kepuasan Pelanggan	.	.000	.000
	Kualitas Produk	.000	.	.000
	Citra Merek	.000	.000	.
N	Kepuasan Pelanggan	99	99	99
	Kualitas Produk	99	99	99
	Citra Merek	99	99	99

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.577 ^a	.333	.319	3.50573	1.924

a. Predictors: (Constant), Citra Merek, Kualitas Produk

b. Dependent Variable: Kepuasan Pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	588.327	2	294.163	23.935	.000 ^b
	Residual	1179.855	96	12.290		
	Total	1768.182	98			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Citra Merek, Kualitas Produk

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.436	5.426		1.186	.239		
	Kualitas Produk	.168	.078	.228	2.162	.033	.627	1.595
	Citra Merek	.702	.181	.409	3.883	.000	.627	1.595

a. Dependent Variable: Kepuasan Pelanggan

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	32.2334	43.2845	39.4242	2.45017	99
Std. Predicted Value	-2.935	1.576	.000	1.000	99
Standard Error of Predicted Value	.354	1.266	.582	.186	99
Adjusted Predicted Value	31.8897	43.3278	39.4134	2.46654	99
Residual	-7.55310	8.20101	.00000	3.46978	99
Std. Residual	-2.154	2.339	.000	.990	99
Stud. Residual	-2.191	2.509	.001	1.008	99
Deleted Residual	-7.80927	9.43108	.01082	3.59739	99
Stud. Deleted Residual	-2.236	2.582	.002	1.016	99
Mahal. Distance	.012	11.792	1.980	2.201	99
Cook's Distance	.000	.315	.013	.034	99
Centered Leverage Value	.000	.120	.020	.022	99

a. Dependent Variable: Kepuasan Pelanggan