

## Lampiran 1

### Pengisian Kuesioner Pra-Survey

Saya yang bertanda tangan dibawah ini:

Nama : Shifa Nurul Ifadha  
NIM : 2016-01-01-189  
Jurusan : Manajemen  
Fakultas : Ekonomi & Bisnis Universitas Esa Unggul

Sehubungan dengan penyusunan skripsi yang sedang saya lakukan, saya ingin membuat suatu penelitian dengan judul “PENGARUH HARGA, KUALITAS PELAYANAN DAN CITRA MEREK TERHADAP LOYALITAS PELANGGAN SATE TAICHAN GORENG TEBET”

Maka dengan ini saya meminta ketersediaan Bapak/Ibu/Saudara/Saudari untuk berpartisipasi dalam pengisian kuesioner *pra-survey* dengan menjawab beberapa pertanyaan yang ada dibawah ini. Penelitian ini sama sekali tidak akan menimbulkan kerugian bagi responden. Semua informasi dari hasil penelitian hanya akan digunakan untuk kepentingan penelitian dan akan dijaga kerahasiaannya.

Atas perhatian dan kesediaan waktunya menjadi responden saya ucapkan terima kasih.

Hormat Saya

Shifa Nurul Ifadha

## Data Responden

1. NAMA :
2. JENIS KELAMIN: a. Laki-Laki

b. Perempuan

## DAFTAR PERNYATAAN

Berikan tanda (X) pada salah satu jawaban yang menurut anda sesuai dengan keadaan saudara/i dan tuliskan pula alasannya.

### A. Harga

1. Apakah harga yang diberikan Sate Taichan Goreng Tebet lebih mahal dibanding para pesaingnya?

Ya

Tidak Alasannya :

---

---

---

---

### B.

### Kualitas Pelayanan

1. Apakah kualitas pelayanan yang diberikan Sate Taichan Goreng Tebet memuaskan?

Ya

Tidak Alasannya :

---

---

---

---

**C. Citra Merek**

1. Apakah Apakah menurut anda selama ini Sate Taichan Goreng Tebet memiliki reputasi yang baik?

Ya

Tidak Alasannya :

---

---

---

**D.**

**Loyalitas Pelanggan**

1. Apakah anda akan membeli sate taichan goreng tebet kembali?

Ya

Tidak Alasannya :

---

---

---

## Lampiran 2

### *Pengisian Kuesioner Penelitian*

#### **PENGARUH HARGA, KUALITAS PELAYANAN DAN CITRA MEREK TERHADAP LOYALITAS PELANGGAN SATE TAICHAN GORENG TEBET**

Sehubungan dengan penyusunan skripsi dengan judul yang telah disebutkan di atas, maka dengan hormat, saya:

Nama : Shifa Nurul Ifadha

NIM : 2016-01-01-189

Program Studi : Manajemen

Fakultas : Ekonomi & Bisnis Universitas Esa Unggul

Memohon kesediaan Ibu/bapak, Saudara/i untuk mengisi kuesioner (daftar pertanyaan) yang saya ajukan ini secara jujur dan terbuka.

Daftar pertanyaan ini saya ajukan semata-mata untuk keperluan penelitian sebagai salah satu syarat dalam menyelesaikan jenjang Strata satu (S1), Jurusan Manajemen, Fakultas Ekonomi, Universitas Esa Unggul Jakarta. Karenanya, kebenaran dan kelengkapan jawaban yang anda berikan akan sangat membantu bagi penulis, untuk selanjutnya akan menjadi masukan yang bermanfaat bagi hasil penelitian yang penulis lakukan.

Atas partisipasi Ibu/bapak, Saudara/i dalam mengisi pertanyaan/kuesioner ini, saya mengucapkan terima kasih.

Hormat Saya

Shifa Nurul Ifadha

**Petunjuk :**

Isilah data dibawah ini dengan menyilang (X) pada salah satu jawaban yang tersedia:

1. Nama:
2. Apakah anda konsumen Sate Taichan Goreng Tebet?
  - a. Ya
  - b. Tidak
3. Jenis Kelamin:
  - a. Laki-Laki
  - b. Perempuan
4. Usia:
  - a. 15-20 tahun
  - b. 21-25 tahun
  - c. 26-30 tahun
  - d. 31 tahun
5. Pekerjaan saat ini:
  - a. Pelajar
  - b. Mahasiswa
  - c. Wiraswasta
  - d. Dan lain-lain
6. Pendapatan perbulan:
  - a. belum memiliki pendapatan
  - b. <Rp 1.000.000
  - c. Rp 1.000.000 - Rp 2.000.000
  - d. Rp 2.000.001 - Rp 3.000.000
  - e. >Rp 3.000.001

**CARA PENGISIAN PETUNJUK****PENGISIAN**

Peneliti telah menyediakan berbagai pernyataan untuk anda jawab. Setiap butir pernyataan hanya boleh dijawab satu kali dengan mencentang salah satu kotak dari empat pilihan kotak yang disediakan. Anda akan melihat empat kotak dengan kode SS, S, TS, STS. Adapun maknanya adalah:

- SS (SANGAT SETUJU)
- S (SETUJU)
- TS (TIDAK SETUJU)
- STS (SANGAT TIDAK SETUJU)

**Keterangan**

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

**VARIABEL Harga**

| No                    | PERNYATAAN   | STS | TS | S | SS |
|-----------------------|--|-----|----|---|----|
|                       |  | 1   | 2  | 3 | 4  |
| <b>Variabel Harga</b> |  |     |    |   |    |
| 1.                    | Saya merasa harga Sate Taichan Goreng Tebet sesuai dengan harapan                |     |    |   |    |
| 2.                    | Saya merasa harga Sate Taichan Goreng Tebet sesuai dengan kualitas pelayanan     |     |    |   |    |
| 3.                    | Menurut saya harga Sate Taichan Goreng Tebet sesuai dengan kenikmatan produk     |     |    |   |    |
| 4.                    | Menurut saya harga Sate Taichan Goreng Tebet sebanding dengan kualitas pelayanan |     |    |   |    |
| 5.                    | Sate Taichan Goreng Tebet harganya dapat bersaing dengan sate taichan lainnya    |     |    |   |    |

**VARIABEL Kualitas Pelayanan**

| No                                 | PERNYATAAN  | STS | TS | S | SS |
|------------------------------------|---|-----|----|---|----|
|                                    |   | 1   | 2  | 3 | 4  |
| <b>Variabel Kualitas Pelayanan</b> |   |     |    |   |    |
| 1.                                 | Saya merasa penampilan petugas Sate Taichan Goreng Tebet dalam melayani sudah sesuai syarat |     |    |   |    |
| 2.                                 | Menurut saya tempat dan pelayanan di Sate Taichan Goreng Tebet membuat saya terasa nyaman   |     |    |   |    |
| 3.                                 | Menurut saya Sate Taichan Goreng Tebet mudah diproses pelayanannya                          |     |    |   |    |
| 4.                                 | Menurut saya petugas Sate Taichan Goreng Tebet disiplin dalam melakukan pelayanan           |     |    |   |    |
| 5.                                 | Menurut saya petugas Sate Taichan Goreng Tebet mendahulukan kepentingan pelanggan           |     |    |   |    |
| 6.                                 | Menurut saya petugas Sate Taichan Goreng Tebet melayani pelanggan dengan sikap ramah        |     |    |   |    |

|     |  |  |  |  |  |
|-----|--|--|--|--|--|
| 7.  | Menurut saya petugas Sate Taichan Goreng Tebet melayani dengan tidak diskriminatif (membedakan)            |  |  |  |  |
| 8.  | Menurut saya petugas Sate Taichan Goreng Tebet cukup handal dalam melayani pelanggan                       |  |  |  |  |
| 9.  | Menurut Saya petugas Sate Taichan Goreng Tebet memiliki standar pelayanan yang jelas                       |  |  |  |  |
| 10. | Menurut saya petugas Sate Taichan Goreng Tebet menggunakan alat bantu dalam proses pelayanan               |  |  |  |  |
| 11. | Menurut saya petugas Sate Taichan Goreng Tebet melakukan pelayanan dengan cepat                            |  |  |  |  |
| 12. | Menurut saya petugas Sate Taichan Goreng Tebet melakukan pelayanan dengan cermat                           |  |  |  |  |
| 13. | Petugas Sate Taichan Goreng Tebet memberikan jaminan tepat waktu dalam pelayanan                           |  |  |  |  |
| 14. | Petugas Sate Taichan Goreng Tebet memberikan jaminan legalitas dalam proses pelayanan terhadap pelangganya |  |  |  |  |
| 15. | Petugas Sate Taichan Goreng Tebet memberikan jaminan kepastian biaya dalam pelayanan terhadap pelangganya  |  |  |  |  |



**Variabel Citra Merek**

| No                          | PERNYATAAN   | STS | TS | S | SS |
|-----------------------------|--|-----|----|---|----|
|                             |  | 1   | 2  | 3 | 4  |
| <b>Variabel Citra Merek</b> |  |     |    |   |    |
| 1.                          | Menurut saya Sate Taichan Goreng Tebet sudah dikenal oleh banyak orang                               |     |    |   |    |
| 2.                          | Menurut saya Sate Taichan Goreng Tebet memiliki citra merek yang baik dimata konsumen                |     |    |   |    |
| 3.                          | Menurut saya merek Sate Taichan Goreng Tebet memberikan kesan yang positif setelah anda mengkonsumsi |     |    |   |    |
| 4.                          | Menurut saya Sate Taichan Goreng Tebet memiliki menu dengan berbagai variasi                         |     |    |   |    |
| 5.                          | Menurut saya Sate Taichan Goreng Tebet Desain dan logonya mudah diingat                              |     |    |   |    |

| No                                  | PERNYATAAN   | STS | TS | S | SS |
|-------------------------------------|--|-----|----|---|----|
|                                     |  | 1   | 2  | 3 | 4  |
| <b>Variabel Loyalitas Pelanggan</b> |  |     |    |   |    |
| 1.                                  | Saya merasa selalu membeli produk makanan dan minuman Sate Taichan Goreng Tebet                        |     |    |   |    |
| 2.                                  | Saya merasa Sate Taichan Goreng Tebet selalu menjadi pilihan utama                                     |     |    |   |    |
| 3.                                  | Saya merasa selalu memberi rekomendasi Sate Taichan Goreng Tebet kepada pihak lain atau teman saya     |     |    |   |    |
| 4.                                  | Menurut saya pelanggan cukup mengatakan hal positif terhadap Sate Taichan Goreng Tebet                 |     |    |   |    |
| 5.                                  | Saya akan tetap membeli Sate Taichan Goreng Tebet walaupun tidak ada potongan harga atau promo lainnya |     |    |   |    |

## LAMPIRAN 3

## Data Karakteristik 30 Responden

| Keterangan    |                             | Jumlah Responden | Total |
|---------------|-----------------------------|------------------|-------|
| Jenis Kelamin | Laki – Laki                 | 13               | 30    |
|               | Perempuan                   | 17               |       |
| Usia          | 15 – 20 Tahun               | 8                | 30    |
|               | 21 – 25 Tahun               | 18               |       |
|               | 26 – 30 Tahun               | 3                |       |
|               | 31 Tahun                    | 1                |       |
| Pekerjaan     | Pelajar                     | 7                | 30    |
|               | Mahasiswa                   | 13               |       |
|               | Wiraswasta                  | 4                |       |
|               | Dan lain-lain               | 6                |       |
| Pendapatan    | Belum memiliki pendapatan   | 12               | 30    |
|               | <Rp.1.000.000               | 5                |       |
|               | Rp.1.000.000 - Rp.2.000.000 | 4                |       |
|               | Rp.2.000.001 - Rp.3.000.000 | 2                |       |
|               | >Rp.3.000.001               | 7                |       |

## LAMPIRAN 4

## Uji validitas

## Correlations

|          |                     | p1     | p2     | p3     | p4     | p5     | Total_x1 |
|----------|---------------------|--------|--------|--------|--------|--------|----------|
| p1       | Pearson Correlation | 1      | ,583** | ,053   | ,321   | ,053   | ,613**   |
|          | Sig. (2-tailed)     |        | ,001   | ,782   | ,084   | ,781   | ,000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| p2       | Pearson Correlation | ,583** | 1      | ,159   | ,452*  | ,068   | ,689**   |
|          | Sig. (2-tailed)     | ,001   |        | ,401   | ,012   | ,723   | ,000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| p3       | Pearson Correlation | ,053   | ,159   | 1      | ,321   | ,371*  | ,581**   |
|          | Sig. (2-tailed)     | ,782   | ,401   |        | ,084   | ,044   | ,001     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| p4       | Pearson Correlation | ,321   | ,452*  | ,321   | 1      | ,517** | ,793**   |
|          | Sig. (2-tailed)     | ,084   | ,012   | ,084   |        | ,003   | ,000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| p5       | Pearson Correlation | ,053   | ,068   | ,371*  | ,517** | 1      | ,611**   |
|          | Sig. (2-tailed)     | ,781   | ,723   | ,044   | ,003   |        | ,000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| Total_x1 | Pearson Correlation | ,613** | ,689** | ,581** | ,793** | ,611** | 1        |
|          | Sig. (2-tailed)     | ,000   | ,000   | ,001   | ,000   | ,000   |          |
|          | 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).

Correlations

|    |                                | p6    | p7    | p8    | p9    | p10  | p11   | p12  | p13   | p14  | p15   | p16   | p17   | p18   | p19   | Tot<br>al_x<br>2 |
|----|--------------------------------|-------|-------|-------|-------|------|-------|------|-------|------|-------|-------|-------|-------|-------|------------------|
| p6 | Pears<br>on<br>Corre<br>lation | 1,000 | ,378  | -,215 | -,070 | ,769 | ,135  | ,065 | ,548  | ,693 | ,410  | ,677  | ,652  | ,524  | ,760  | ,707**           |
|    | Sig.<br>(2-<br>tailed<br>)     | 1,000 | ,039  | ,254  | ,714  | ,000 | ,476  | ,731 | ,002  | ,000 | ,024  | ,000  | ,000  | ,000  | ,003  | ,000             |
|    | N                              | 30    | 30    | 30    | 30    | 30   | 30    | 30   | 30    | 30   | 30    | 30    | 30    | 30    | 30    | 30               |
| p7 | Pears<br>on<br>Corre<br>lation | ,000  | 1,078 | ,477  | ,577  | ,155 | ,610  | ,462 | -,050 | ,388 | ,193  | -,119 | ,174  | ,086  | ,223  | ,430*            |
|    | Sig.<br>(2-<br>tailed<br>)     | 1,000 | ,684  | ,008  | ,001  | ,412 | ,000  | ,010 | ,979  | ,034 | ,308  | ,923  | ,358  | ,651  | ,235  | ,018             |
|    | N                              | 30    | 30    | 30    | 30    | 30   | 30    | 30   | 30    | 30   | 30    | 30    | 30    | 30    | 30    | 30               |
| p8 | Pears<br>on<br>Corre<br>lation | ,378  | ,078  | 1,081 | -,000 | ,537 | ,000  | ,074 | ,622  | ,500 | ,731  | ,256  | ,493  | ,668  | ,574  | ,625**           |
|    | Sig.<br>(2-<br>tailed<br>)     | ,039  | ,684  | ,669  | 1,000 | ,002 | 1,000 | ,697 | ,000  | ,005 | ,000  | ,172  | ,006  | ,000  | ,001  | ,000             |
|    | N                              | 30    | 30    | 30    | 30    | 30   | 30    | 30   | 30    | 30   | 30    | 30    | 30    | 30    | 30    | 30               |
| p9 | Pears<br>on<br>Corre<br>lation | -,215 | ,477  | -,081 | 1,096 | ,510 | -,436 | ,321 | -,142 | ,244 | -,076 | -,058 | -,056 | -,017 | -,033 | ,223             |
|    | Sig.<br>(2-<br>tailed<br>)     | ,254  | ,008  | ,669  | ,001  | ,574 | ,016  | ,084 | ,455  | ,194 | ,691  | ,760  | ,768  | ,929  | ,864  | ,237             |

|     |                                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |            |
|-----|--------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------|
|     | N                              | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30         |
| p10 | Pears<br>on<br>Corre<br>lation | ,0<br>70       | ,5<br>57<br>** | ,0<br>00       | ,5<br>96<br>** | 1<br>14        | ,1<br>51<br>** | ,7<br>30<br>** | ,5<br>0        | -<br>0<br>59   | ,4<br>76<br>** | ,1<br>60       | ,1<br>37       | ,2<br>33       | ,1<br>46       | ,2<br>76       | ,492<br>** |
|     | Sig.<br>(2-<br>tailed<br>)     | ,7<br>14       | ,0<br>01       | 1,<br>00<br>0  | ,0<br>01       | ,5<br>48       | ,0<br>00       | ,0<br>03       | ,7<br>58       | ,0<br>08       | ,3<br>99       | ,4<br>70       | ,2<br>16       | ,4<br>43       | ,1<br>40       | ,006           |            |
|     | N                              | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30         |
| p11 | Pears<br>on<br>Corre<br>lation | ,7<br>69<br>** | ,1<br>55<br>** | ,5<br>37<br>** | -<br>1<br>07   | ,1<br>14       | 1<br>92        | ,1<br>28       | ,2<br>53<br>** | ,6<br>71<br>** | ,6<br>45<br>** | ,6<br>57<br>** | ,5<br>18<br>** | ,7<br>83<br>** | ,4<br>18<br>** | ,8<br>18<br>** | ,803<br>** |
|     | Sig.<br>(2-<br>tailed<br>)     | ,0<br>00       | ,4<br>12       | ,0<br>02       | ,5<br>74<br>48 | ,5<br>48       | ,3<br>10       | ,2<br>26       | ,0<br>00       | ,0<br>00       | ,0<br>00       | ,0<br>01       | ,0<br>00       | ,0<br>07       | ,0<br>00       | ,000           |            |
|     | N                              | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30         |
| p12 | Pears<br>on<br>Corre<br>lation | ,1<br>35       | ,6<br>10<br>** | ,0<br>00       | ,4<br>36<br>*  | ,7<br>51<br>** | ,1<br>92       | 1<br>30<br>**  | ,7<br>0<br>62  | -<br>0<br>62   | ,4<br>60<br>*  | ,1<br>31       | ,1<br>83       | ,2<br>64       | ,1<br>46       | ,2<br>57       | ,521<br>** |
|     | Sig.<br>(2-<br>tailed<br>)     | ,4<br>76       | ,0<br>00       | 1,<br>00<br>0  | ,0<br>16<br>00 | ,0<br>00<br>10 | ,3<br>10       | ,0<br>00       | ,7<br>46       | ,0<br>11       | ,4<br>91       | ,3<br>33       | ,1<br>58       | ,4<br>42       | ,1<br>71       | ,003           |            |
|     | N                              | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30         |
| p13 | Pears<br>on<br>Corre<br>lation | ,0<br>65       | ,4<br>62<br>*  | ,0<br>74       | ,3<br>21       | ,5<br>30<br>** | ,2<br>28<br>** | ,7<br>30<br>** | 1<br>0         | ,0<br>26<br>*  | ,3<br>71<br>*  | ,1<br>96       | ,2<br>30       | ,2<br>69       | ,2<br>03       | ,2<br>04       | ,494<br>** |
|     | Sig.<br>(2-<br>tailed<br>)     | ,7<br>31       | ,0<br>10       | ,6<br>97       | ,0<br>84       | ,0<br>03       | ,2<br>26<br>00 | ,0<br>00       | ,8<br>90       | ,0<br>43       | ,3<br>00       | ,2<br>21       | ,1<br>51       | ,2<br>82       | ,2<br>80       | ,006           |            |
|     | N                              | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30             | 30         |

|     |                     |        |          |        |       |        |        |       |       |        |         |         |        |        |        |        |
|-----|---------------------|--------|----------|--------|-------|--------|--------|-------|-------|--------|---------|---------|--------|--------|--------|--------|
| p14 | Pearson Correlation | ,548** | -,6025** | -,142  | -,059 | ,653** | -,062  | ,026  | 1,345 | ,375*  | ,363*   | ,346    | ,361*  | ,759** | ,558** |        |
|     | Sig. (2-tailed)     | ,002   | ,079     | ,000   | ,455  | ,758   | ,000   | ,746  | ,890  | ,062   | ,041    | ,049    | ,061   | ,050   | ,000   | ,001   |
|     | N                   | 30     | 30       | 30     | 30    | 30     | 30     | 30    | 30    | 30     | 30      | 30      | 30     | 30     | 30     | 30     |
| p15 | Pearson Correlation | ,693** | ,388*    | ,500** | ,244  | ,476** | ,671** | ,460* | ,371* | ,345   | 1,598** | ,639**  | ,801** | ,668** | ,718** | ,905** |
|     | Sig. (2-tailed)     | ,000   | ,034     | ,005   | ,194  | ,008   | ,000   | ,011  | ,043  | ,062   | ,000    | ,000    | ,000   | ,000   | ,000   | ,000   |
|     | N                   | 30     | 30       | 30     | 30    | 30     | 30     | 30    | 30    | 30     | 30      | 30      | 30     | 30     | 30     | 30     |
| p16 | Pearson Correlation | ,410*  | ,193     | ,731** | -,076 | ,160   | ,645** | ,131  | ,196  | ,375*  | ,598**  | 1,436*  | ,746** | ,702** | ,512** | ,726** |
|     | Sig. (2-tailed)     | ,024   | ,308     | ,000   | ,691  | ,399   | ,000   | ,491  | ,300  | ,041   | ,000    | ,016    | ,000   | ,000   | ,004   | ,000   |
|     | N                   | 30     | 30       | 30     | 30    | 30     | 30     | 30    | 30    | 30     | 30      | 30      | 30     | 30     | 30     | 30     |
| p17 | Pearson Correlation | ,677** | -,20519  | ,058   | ,137  | ,557** | ,183   | ,230  | ,363* | ,639** | ,436*   | 1,673** | ,474** | ,561** | ,676** |        |
|     | Sig. (2-tailed)     | ,000   | ,923     | ,172   | ,760  | ,070   | ,301   | ,333  | ,221  | ,049   | ,000    | ,016    | ,000   | ,008   | ,001   | ,000   |
|     | N                   | 30     | 30       | 30     | 30    | 30     | 30     | 30    | 30    | 30     | 30      | 30      | 30     | 30     | 30     | 30     |

|          |                     |        |       |        |       |        |        |        |        |        |        |        |        |        |        |        |        |
|----------|---------------------|--------|-------|--------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| p18      | Pearson Correlation | ,652** | ,174  | ,493** | -,056 | ,233   | ,718** | ,264   | ,269   | ,346   | ,801** | ,746** | ,673** | 1      | ,589** | ,595** | ,809** |
|          | Sig. (2-tailed)     | ,000   | ,358  | ,006   | ,768  | ,216   | ,000   | ,158   | ,151   | ,061   | ,000   | ,000   | ,000   |        | ,001   | ,001   | ,000   |
|          | N                   | 30     | 30    | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| p19      | Pearson Correlation | ,524** | ,086  | ,668** | -,017 | ,146   | ,483** | ,146   | ,203   | ,361*  | ,668** | ,702** | ,474** | ,589** | 1      | ,378*  | ,685** |
|          | Sig. (2-tailed)     | ,003   | ,651  | ,000   | ,929  | ,443   | ,007   | ,442   | ,282   | ,050   | ,000   | ,000   | ,008   | ,001   |        | ,040   | ,000   |
|          | N                   | 30     | 30    | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| p20      | Pearson Correlation | ,760** | ,223  | ,574** | ,033  | ,276   | ,818** | ,257   | ,204   | ,759** | ,718** | ,512** | ,561** | ,595** | ,378*  | 1      | ,819** |
|          | Sig. (2-tailed)     | ,000   | ,235  | ,001   | ,864  | ,140   | ,000   | ,171   | ,280   | ,000   | ,000   | ,004   | ,001   | ,001   | ,040   |        | ,000   |
|          | N                   | 30     | 30    | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Total_x2 | Pearson Correlation | ,707** | ,430* | ,625** | ,223  | ,492** | ,803** | ,521** | ,494** | ,558** | ,905** | ,726** | ,676** | ,809** | ,685** | ,819** | 1      |
|          | Sig. (2-tailed)     | ,000   | ,018  | ,000   | ,237  | ,006   | ,000   | ,003   | ,006   | ,001   | ,000   | ,000   | ,000   | ,000   | ,000   | ,000   |        |
|          | N                   | 30     | 30    | 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).

## Correlations

|          |                     | p21    | p22    | p23    | p24    | p25    | Total_x3 |
|----------|---------------------|--------|--------|--------|--------|--------|----------|
| p21      | Pearson Correlation | 1      | ,617** | ,458*  | ,544** | ,500** | ,794**   |
|          | Sig. (2-tailed)     |        | ,000   | ,011   | ,002   | ,005   | ,000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| p22      | Pearson Correlation | ,617** | 1      | ,350   | ,514** | ,463** | ,745**   |
|          | Sig. (2-tailed)     | ,000   |        | ,058   | ,004   | ,010   | ,000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| p23      | Pearson Correlation | ,458*  | ,350   | 1      | ,333   | ,398*  | ,676**   |
|          | Sig. (2-tailed)     | ,011   | ,058   |        | ,072   | ,029   | ,000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| p24      | Pearson Correlation | ,544** | ,514** | ,333   | 1      | ,704** | ,815**   |
|          | Sig. (2-tailed)     | ,002   | ,004   | ,072   |        | ,000   | ,000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| p25      | Pearson Correlation | ,500** | ,463** | ,398*  | ,704** | 1      | ,808**   |
|          | Sig. (2-tailed)     | ,005   | ,010   | ,029   | ,000   |        | ,000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| Total_x3 | Pearson Correlation | ,794** | ,745** | ,676** | ,815** | ,808** | 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).

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

## Correlations

|     |                     | p26    | p27    | p28    | p29    | p30    | Total_y |
|-----|---------------------|--------|--------|--------|--------|--------|---------|
| p26 | Pearson Correlation | 1      | ,765** | ,669** | ,498** | ,455*  | ,839**  |
|     | Sig. (2-tailed)     |        | ,000   | ,000   | ,005   | ,011   | ,000    |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30      |
| p27 | Pearson Correlation | ,765** | 1      | ,596** | ,542** | ,681** | ,888**  |
|     | Sig. (2-tailed)     |        |        |        |        |        |         |



|         |                     |        |        |        |        |        |        |
|---------|---------------------|--------|--------|--------|--------|--------|--------|
|         | Sig. (2-tailed)     | ,000   |        | ,001   | ,002   | ,000   | ,000   |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| p28     | Pearson Correlation | ,669** | ,596** | 1      | ,307   | ,481** | ,760** |
|         | Sig. (2-tailed)     | ,000   | ,001   |        | ,099   | ,007   | ,000   |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| p29     | Pearson Correlation | ,498** | ,542** | ,307   | 1      | ,702** | ,747** |
|         | Sig. (2-tailed)     | ,005   | ,002   | ,099   |        | ,000   | ,000   |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| p30     | Pearson Correlation | ,455*  | ,681** | ,481** | ,702** | 1      | ,814** |
|         | Sig. (2-tailed)     | ,011   | ,000   | ,007   | ,000   |        | ,000   |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Total_y | Pearson Correlation | ,839** | ,888** | ,760** | ,747** | ,814** | 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).

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

## LAMPIRAN 5

## Uji realibilitas

Harga (X1)

**Reliability Statistics**

| Cronbach's<br>Alpha | N of Items |
|---------------------|------------|
| ,670                | 5          |

Kualitas pelayanan

**Reliability Statistics**

| Cronbach's<br>Alpha | N of Items |
|---------------------|------------|
| ,904                | 14         |

Citra merek(X3)

**Reliability Statistics**

| Cronbach's<br>Alpha | N of Items |
|---------------------|------------|
| ,821                | 5          |

Loyalitas pelanggan (Y)

**Reliability Statistics**

| Cronbach's<br>Alpha | N of Items |
|---------------------|------------|
| ,868                | 5          |

LAMPIRAN 6

Harga (X)

| 1 | 2 | 3 | 4 | 5 |    |
|---|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 3 | 4 | 3 | 3 | 16 |
| 4 | 4 | 2 | 2 | 2 | 14 |
| 4 | 3 | 3 | 3 | 3 | 16 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 4 | 4 | 3 | 18 |
| 4 | 4 | 4 | 4 | 3 | 19 |
| 3 | 4 | 3 | 3 | 3 | 16 |
| 4 | 4 | 4 | 4 | 3 | 19 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 4 | 3 | 4 | 4 | 19 |
| 3 | 4 | 3 | 4 | 3 | 17 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 4 | 4 | 3 | 3 | 18 |
| 3 | 3 | 3 | 3 | 4 | 16 |
| 2 | 3 | 4 | 3 | 4 | 16 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 3 | 4 | 3 | 3 | 16 |
| 4 | 4 | 3 | 4 | 4 | 19 |
| 3 | 3 | 4 | 3 | 4 | 17 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 2 | 3 | 3 | 3 | 14 |
| 4 | 4 | 4 | 3 | 3 | 18 |
| 3 | 3 | 3 | 4 | 4 | 17 |
| 4 | 3 | 4 | 3 | 4 | 18 |
| 3 | 4 | 4 | 3 | 4 | 18 |
| 4 | 4 | 3 | 4 | 4 | 19 |
| 4 | 4 | 3 | 3 | 3 | 17 |
| 3 | 2 | 4 | 1 | 1 | 11 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 2 | 3 | 4 | 3 | 2 | 14 |

Universitas Esa

|   |   |   |   |   |    |
|---|---|---|---|---|----|
| 4 | 4 | 4 | 3 | 4 | 19 |
| 4 | 4 | 4 | 3 | 4 | 19 |
| 3 | 4 | 4 | 3 | 3 | 17 |
| 4 | 4 | 3 | 2 | 3 | 16 |
| 3 | 4 | 3 | 2 | 3 | 15 |
| 2 | 3 | 2 | 2 | 4 | 13 |
| 2 | 3 | 3 | 3 | 4 | 15 |
| 4 | 4 | 2 | 1 | 2 | 13 |
| 1 | 3 | 2 | 4 | 3 | 13 |
| 4 | 1 | 3 | 2 | 4 | 14 |
| 3 | 2 | 4 | 4 | 2 | 15 |
| 1 | 3 | 4 | 3 | 2 | 13 |
| 2 | 3 | 1 | 4 | 4 | 14 |
| 2 | 3 | 4 | 1 | 3 | 13 |
| 3 | 2 | 4 | 1 | 3 | 13 |
| 3 | 4 | 1 | 3 | 2 | 13 |
| 3 | 2 | 4 | 2 | 4 | 15 |
| 2 | 4 | 3 | 2 | 3 | 14 |
| 3 | 2 | 3 | 3 | 3 | 14 |
| 1 | 3 | 1 | 1 | 2 | 8  |
| 3 | 4 | 4 | 1 | 4 | 16 |
| 4 | 2 | 4 | 2 | 3 | 15 |
| 3 | 2 | 4 | 3 | 2 | 14 |
| 1 | 2 | 4 | 3 | 2 | 12 |
| 4 | 1 | 1 | 3 | 2 | 11 |
| 3 | 2 | 3 | 4 | 1 | 13 |
| 3 | 2 | 4 | 2 | 1 | 12 |
| 2 | 3 | 4 | 2 | 3 | 14 |
| 3 | 4 | 3 | 3 | 4 | 17 |
| 3 | 2 | 3 | 2 | 1 | 11 |
| 4 | 4 | 2 | 2 | 4 | 16 |
| 2 | 4 | 2 | 3 | 2 | 13 |
| 3 | 4 | 2 | 1 | 3 | 13 |
| 4 | 2 | 1 | 4 | 4 | 15 |
| 2 | 4 | 2 | 3 | 2 | 13 |
| 3 | 2 | 4 | 1 | 3 | 13 |
| 3 | 3 | 3 | 2 | 4 | 15 |
| 2 | 2 | 3 | 2 | 4 | 13 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 2 | 3 | 2 | 4 | 15 |

Universitas Esa

|   |   |   |   |   |    |
|---|---|---|---|---|----|
| 2 | 4 | 2 | 3 | 2 | 13 |
| 4 | 4 | 3 | 4 | 4 | 19 |
| 3 | 2 | 4 | 4 | 2 | 15 |
| 1 | 4 | 3 | 2 | 3 | 13 |
| 3 | 3 | 2 | 4 | 4 | 16 |
| 2 | 3 | 2 | 4 | 3 | 14 |
| 1 | 3 | 3 | 2 | 3 | 12 |
| 2 | 3 | 4 | 3 | 3 | 15 |
| 3 | 3 | 2 | 3 | 3 | 14 |
| 3 | 3 | 3 | 4 | 3 | 16 |
| 4 | 2 | 2 | 3 | 3 | 14 |
| 4 | 4 | 3 | 3 | 4 | 18 |
| 4 | 3 | 3 | 4 | 3 | 17 |
| 3 | 4 | 4 | 3 | 2 | 16 |
| 2 | 1 | 4 | 2 | 3 | 12 |
| 4 | 3 | 3 | 2 | 3 | 15 |
| 3 | 1 | 2 | 4 | 3 | 13 |
| 3 | 4 | 4 | 3 | 3 | 17 |
| 3 | 3 | 2 | 4 | 2 | 14 |
| 4 | 2 | 3 | 2 | 4 | 15 |
| 2 | 4 | 3 | 2 | 3 | 14 |
| 4 | 3 | 2 | 4 | 2 | 15 |
| 3 | 4 | 2 | 3 | 4 | 16 |
| 1 | 1 | 2 | 2 | 2 | 8  |
| 3 | 2 | 4 | 2 | 3 | 14 |
| 3 | 3 | 3 | 2 | 3 | 14 |
| 3 | 2 | 4 | 4 | 3 | 16 |
| 4 | 3 | 3 | 4 | 3 | 17 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 3 | 2 | 2 | 15 |
| 1 | 1 | 1 | 2 | 2 | 7  |
| 3 | 2 | 2 | 2 | 3 | 12 |
| 1 | 2 | 4 | 3 | 2 | 12 |
| 2 | 4 | 3 | 4 | 1 | 14 |
| 3 | 1 | 3 | 2 | 4 | 13 |
| 3 | 3 | 3 | 3 | 4 | 16 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 2 | 1 | 4 | 3 | 2 | 12 |
| 3 | 3 | 3 | 3 | 3 | 15 |

Universitas Esa

|   |   |   |   |   |    |
|---|---|---|---|---|----|
| 3 | 2 | 4 | 2 | 4 | 15 |
| 2 | 3 | 2 | 4 | 2 | 13 |
| 4 | 3 | 3 | 4 | 3 | 17 |
| 2 | 3 | 3 | 4 | 4 | 16 |
| 2 | 3 | 4 | 2 | 4 | 15 |
| 1 | 1 | 1 | 1 | 2 | 6  |
| 2 | 2 | 1 | 1 | 1 | 7  |
| 1 | 1 | 3 | 3 | 4 | 12 |
| 3 | 2 | 3 | 4 | 4 | 16 |
| 1 | 2 | 1 | 1 | 2 | 7  |
| 4 | 3 | 3 | 4 | 2 | 16 |
| 3 | 3 | 2 | 1 | 1 | 10 |
| 2 | 1 | 2 | 2 | 1 | 8  |
| 3 | 1 | 1 | 1 | 1 | 7  |
| 2 | 2 | 2 | 2 | 2 | 10 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 3 | 2 | 3 | 3 | 3 | 14 |
| 1 | 2 | 1 | 4 | 3 | 11 |
| 3 | 4 | 4 | 2 | 2 | 15 |
| 2 | 3 | 1 | 3 | 2 | 11 |
| 2 | 3 | 4 | 2 | 1 | 12 |
| 2 | 3 | 4 | 2 | 3 | 14 |
| 4 | 4 | 3 | 3 | 4 | 18 |
| 3 | 1 | 2 | 4 | 2 | 12 |
| 1 | 2 | 4 | 2 | 1 | 10 |
| 2 | 3 | 3 | 2 | 2 | 12 |
| 3 | 4 | 2 | 3 | 3 | 15 |
| 2 | 3 | 2 | 3 | 2 | 12 |
| 3 | 3 | 4 | 3 | 4 | 17 |
| 3 | 2 | 3 | 4 | 4 | 16 |
| 3 | 2 | 2 | 3 | 3 | 13 |
| 4 | 4 | 3 | 3 | 4 | 18 |

Kualitas Pelayanan (X)

| 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |    |
|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|
| 3 | 2 | 3 | 2 | 4  | 2  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 41 |
| 3 | 4 | 4 | 3 | 3  | 3  | 3  | 4  | 3  | 3  | 2  | 2  | 3  | 4  | 44 |
| 1 | 2 | 1 | 3 | 1  | 2  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 19 |
| 3 | 3 | 4 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 43 |
| 4 | 3 | 3 | 3 | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 46 |
| 2 | 4 | 2 | 4 | 3  | 4  | 4  | 3  | 3  | 2  | 2  | 2  | 2  | 3  | 40 |
| 3 | 3 | 3 | 4 | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 45 |
| 3 | 3 | 3 | 4 | 3  | 4  | 4  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 44 |
| 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 42 |
| 3 | 3 | 3 | 4 | 3  | 4  | 4  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 43 |
| 3 | 3 | 3 | 3 | 3  | 3  | 4  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 40 |
| 2 | 4 | 3 | 4 | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 44 |
| 3 | 3 | 3 | 3 | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 43 |
| 4 | 2 | 4 | 3 | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 51 |
| 3 | 2 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 41 |
| 4 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 4  | 2  | 3  | 4  | 3  | 3  | 44 |
| 4 | 2 | 2 | 2 | 3  | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 2  | 3  | 34 |
| 3 | 4 | 2 | 4 | 2  | 4  | 4  | 1  | 4  | 3  | 4  | 3  | 4  | 2  | 44 |
| 3 | 3 | 3 | 3 | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 41 |
| 3 | 2 | 3 | 3 | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 42 |
| 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 40 |
| 4 | 3 | 3 | 3 | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 46 |
| 3 | 3 | 2 | 4 | 3  | 4  | 4  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 43 |
| 3 | 3 | 3 | 3 | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 44 |
| 4 | 3 | 4 | 4 | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 53 |
| 2 | 3 | 4 | 3 | 3  | 3  | 3  | 2  | 3  | 4  | 1  | 3  | 4  | 2  | 40 |
| 4 | 3 | 4 | 4 | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 54 |
| 3 | 3 | 3 | 4 | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 41 |
| 3 | 4 | 3 | 3 | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 47 |
| 1 | 2 | 3 | 2 | 1  | 2  | 3  | 3  | 1  | 2  | 2  | 1  | 3  | 1  | 27 |
| 3 | 4 | 2 | 3 | 3  | 4  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 41 |
| 2 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 41 |
| 3 | 2 | 2 | 3 | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 4  | 4  | 3  | 42 |
| 2 | 3 | 3 | 1 | 2  | 4  | 4  | 4  | 3  | 2  | 3  | 2  | 3  | 3  | 39 |

Universitas Esa

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 4 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 4 | 2 | 3 | 1 | 2 | 3 | 37 |
| 2 | 1 | 1 | 4 | 3 | 1 | 3 | 3 | 3 | 2 | 1 | 3 | 2 | 4 | 33 |
| 1 | 2 | 2 | 3 | 4 | 3 | 3 | 1 | 4 | 3 | 1 | 3 | 2 | 4 | 36 |
| 1 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 2 | 1 | 2 | 4 | 3 | 39 |
| 3 | 1 | 1 | 2 | 2 | 3 | 2 | 2 | 1 | 4 | 3 | 4 | 3 | 4 | 35 |
| 4 | 2 | 1 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 2 | 4 | 3 | 4 | 40 |
| 2 | 4 | 3 | 3 | 3 | 4 | 4 | 2 | 4 | 3 | 1 | 2 | 3 | 4 | 42 |
| 3 | 2 | 1 | 3 | 2 | 4 | 2 | 1 | 2 | 3 | 4 | 2 | 2 | 1 | 32 |
| 1 | 3 | 3 | 2 | 1 | 3 | 4 | 4 | 2 | 3 | 1 | 4 | 1 | 2 | 34 |
| 3 | 1 | 2 | 3 | 2 | 2 | 3 | 4 | 2 | 3 | 1 | 2 | 3 | 4 | 35 |
| 2 | 2 | 2 | 4 | 4 | 1 | 3 | 2 | 1 | 3 | 2 | 4 | 2 | 1 | 33 |
| 2 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 2 | 1 | 3 | 2 | 4 | 2 | 38 |
| 4 | 4 | 2 | 4 | 2 | 3 | 1 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 36 |
| 3 | 3 | 1 | 4 | 4 | 1 | 4 | 4 | 2 | 2 | 3 | 4 | 1 | 2 | 38 |
| 2 | 4 | 4 | 1 | 3 | 3 | 2 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 38 |
| 1 | 1 | 4 | 3 | 2 | 2 | 3 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 32 |
| 2 | 2 | 4 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 37 |
| 4 | 3 | 2 | 3 | 1 | 3 | 4 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 37 |
| 2 | 2 | 2 | 2 | 4 | 3 | 1 | 4 | 2 | 2 | 3 | 4 | 1 | 2 | 34 |
| 2 | 1 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 37 |
| 2 | 2 | 4 | 1 | 2 | 1 | 2 | 3 | 4 | 2 | 3 | 4 | 2 | 3 | 35 |
| 2 | 2 | 4 | 1 | 3 | 2 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 36 |
| 2 | 1 | 4 | 1 | 3 | 4 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 37 |
| 2 | 3 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 40 |
| 2 | 3 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 4 | 2 | 3 | 4 | 3 | 42 |
| 2 | 3 | 4 | 4 | 3 | 1 | 3 | 3 | 4 | 2 | 3 | 4 | 4 | 2 | 42 |
| 2 | 3 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 40 |
| 2 | 2 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 38 |
| 1 | 1 | 3 | 2 | 2 | 3 | 1 | 1 | 2 | 3 | 4 | 3 | 4 | 1 | 31 |
| 3 | 2 | 1 | 4 | 1 | 4 | 4 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 36 |
| 2 | 2 | 4 | 3 | 3 | 1 | 4 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 38 |
| 2 | 3 | 4 | 1 | 4 | 3 | 2 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 38 |
| 2 | 4 | 4 | 1 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 2 | 1 | 37 |
| 2 | 1 | 4 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 4 | 1 | 33 |
| 3 | 3 | 3 | 1 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 33 |
| 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 1 | 2 | 3 | 4 | 40 |
| 2 | 1 | 4 | 3 | 4 | 3 | 2 | 2 | 2 | 1 | 4 | 2 | 3 | 4 | 37 |
| 2 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 43 |
| 2 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 39 |
| 2 | 4 | 4 | 3 | 2 | 2 | 4 | 2 | 3 | 4 | 1 | 2 | 4 | 3 | 40 |



Universitas Esa

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 2 | 4 | 4 | 3 | 2 | 2 | 4 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 40 |
| 3 | 4 | 1 | 4 | 4 | 3 | 1 | 2 | 3 | 3 | 4 | 2 | 3 | 4 | 41 |
| 2 | 4 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 40 |
| 2 | 2 | 4 | 2 | 3 | 3 | 2 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 37 |
| 2 | 1 | 4 | 2 | 3 | 3 | 4 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 38 |
| 2 | 3 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 39 |
| 3 | 3 | 1 | 3 | 4 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 37 |
| 1 | 3 | 3 | 4 | 2 | 4 | 2 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 35 |
| 2 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 1 | 3 | 2 | 4 | 40 |
| 2 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 39 |
| 2 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 40 |
| 3 | 4 | 1 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 42 |
| 2 | 3 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 4 | 2 | 3 | 4 | 1 | 40 |
| 2 | 1 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 38 |
| 2 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 42 |
| 4 | 2 | 4 | 2 | 4 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 35 |
| 1 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 4 | 43 |
| 2 | 3 | 4 | 4 | 3 | 1 | 3 | 3 | 2 | 4 | 1 | 2 | 3 | 4 | 39 |
| 4 | 3 | 2 | 2 | 2 | 3 | 1 | 2 | 1 | 2 | 3 | 4 | 4 | 1 | 34 |
| 2 | 1 | 4 | 3 | 3 | 2 | 4 | 2 | 3 | 4 | 1 | 3 | 2 | 4 | 38 |
| 2 | 2 | 4 | 4 | 2 | 3 | 2 | 2 | 3 | 4 | 1 | 2 | 2 | 3 | 36 |
| 2 | 2 | 3 | 2 | 1 | 3 | 4 | 3 | 4 | 1 | 3 | 3 | 3 | 2 | 36 |
| 1 | 2 | 2 | 2 | 4 | 1 | 1 | 1 | 2 | 1 | 2 | 3 | 4 | 1 | 27 |
| 3 | 4 | 2 | 2 | 4 | 3 | 4 | 3 | 4 | 1 | 2 | 3 | 1 | 2 | 38 |
| 1 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 28 |
| 2 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 41 |
| 2 | 3 | 4 | 3 | 4 | 3 | 2 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 40 |
| 3 | 2 | 2 | 4 | 1 | 4 | 4 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 37 |
| 2 | 3 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 41 |
| 2 | 3 | 1 | 3 | 2 | 3 | 1 | 4 | 3 | 3 | 3 | 4 | 2 | 2 | 36 |
| 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 4 | 3 | 3 | 4 | 2 | 37 |
| 2 | 4 | 2 | 3 | 3 | 4 | 1 | 4 | 2 | 4 | 2 | 3 | 4 | 2 | 40 |
| 2 | 2 | 4 | 2 | 3 | 1 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 36 |
| 3 | 2 | 4 | 2 | 2 | 4 | 1 | 3 | 4 | 4 | 1 | 1 | 2 | 2 | 35 |
| 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 3 | 4 | 3 | 45 |
| 3 | 1 | 1 | 2 | 3 | 2 | 3 | 4 | 2 | 2 | 2 | 3 | 3 | 3 | 34 |
| 3 | 3 | 2 | 3 | 1 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 1 | 1 | 37 |
| 4 | 2 | 3 | 2 | 4 | 3 | 2 | 2 | 4 | 2 | 3 | 4 | 4 | 4 | 43 |
| 4 | 2 | 3 | 2 | 4 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 45 |
| 2 | 1 | 2 | 2 | 1 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 20 |

Universitas Esa

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 2 | 2 | 2 | 2 | 40 |
| 2 | 1 | 1 | 2 | 3 | 3 | 2 | 4 | 4 | 2 | 2 | 3 | 3 | 3 | 35 |
| 4 | 4 | 3 | 2 | 2 | 3 | 4 | 1 | 1 | 1 | 1 | 1 | 4 | 4 | 35 |
| 3 | 3 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 40 |
| 3 | 2 | 3 | 1 | 4 | 1 | 1 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 38 |
| 3 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 48 |
| 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 49 |
| 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 47 |
| 3 | 2 | 4 | 1 | 4 | 1 | 1 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 40 |
| 3 | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 46 |
| 3 | 2 | 4 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 3 | 2 | 4 | 1 | 4 | 1 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 42 |
| 4 | 3 | 3 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 45 |
| 3 | 1 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 46 |
| 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 46 |
| 3 | 2 | 3 | 4 | 4 | 2 | 2 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 44 |
| 2 | 4 | 2 | 1 | 4 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 43 |
| 4 | 4 | 2 | 1 | 1 | 1 | 2 | 4 | 1 | 2 | 3 | 4 | 4 | 4 | 37 |
| 3 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 46 |
| 3 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 44 |
| 2 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 3 | 1 | 4 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 44 |
| 4 | 4 | 3 | 1 | 4 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 45 |
| 4 | 2 | 3 | 4 | 4 | 3 | 2 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 47 |
| 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 50 |
| 4 | 2 | 4 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 46 |
| 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 1 | 4 | 4 | 40 |
| 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 49 |
| 2 | 4 | 1 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 4 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 47 |

citra merek (x3)

| 20 | 21 | 22 | 23 | 24 |    |
|----|----|----|----|----|----|
| 3  | 3  | 2  | 2  | 2  | 12 |
| 4  | 4  | 3  | 3  | 3  | 17 |
| 3  | 3  | 3  | 2  | 2  | 13 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 4  | 4  | 4  | 4  | 4  | 20 |
| 4  | 4  | 4  | 3  | 4  | 19 |
| 4  | 4  | 4  | 3  | 4  | 19 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 4  | 4  | 4  | 4  | 4  | 20 |
| 3  | 4  | 3  | 3  | 3  | 16 |
| 4  | 4  | 1  | 4  | 4  | 17 |
| 4  | 3  | 4  | 3  | 3  | 17 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 3  | 3  | 3  | 2  | 3  | 14 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 2  | 2  | 2  | 2  | 3  | 11 |
| 4  | 4  | 4  | 4  | 4  | 20 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 3  | 4  | 3  | 3  | 4  | 17 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 4  | 3  | 4  | 4  | 4  | 19 |
| 4  | 4  | 4  | 4  | 4  | 20 |
| 3  | 3  | 3  | 3  | 2  | 14 |
| 3  | 4  | 4  | 4  | 4  | 19 |
| 4  | 4  | 3  | 4  | 3  | 18 |
| 3  | 4  | 3  | 4  | 3  | 17 |
| 3  | 3  | 3  | 4  | 4  | 17 |
| 3  | 3  | 3  | 4  | 4  | 17 |
| 4  | 3  | 3  | 4  | 4  | 18 |
| 4  | 4  | 3  | 3  | 4  | 18 |
| 4  | 4  | 3  | 4  | 4  | 19 |
| 4  | 4  | 2  | 4  | 4  | 18 |
| 4  | 3  | 3  | 4  | 4  | 18 |

|   |   |   |   |   |    |
|---|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 3 | 3 | 4 | 4 | 18 |
| 4 | 3 | 3 | 3 | 3 | 16 |
| 4 | 3 | 3 | 4 | 3 | 17 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 3 | 4 | 4 | 19 |
| 4 | 3 | 1 | 3 | 2 | 13 |
| 4 | 3 | 2 | 3 | 4 | 16 |
| 4 | 2 | 3 | 1 | 2 | 12 |
| 3 | 2 | 3 | 4 | 3 | 15 |
| 3 | 2 | 4 | 1 | 4 | 14 |
| 4 | 2 | 3 | 3 | 4 | 16 |
| 3 | 2 | 4 | 4 | 2 | 15 |
| 3 | 2 | 1 | 4 | 4 | 14 |
| 4 | 1 | 3 | 2 | 4 | 14 |
| 3 | 1 | 2 | 4 | 2 | 12 |
| 4 | 2 | 3 | 1 | 3 | 13 |
| 4 | 3 | 3 | 4 | 3 | 17 |
| 1 | 2 | 4 | 2 | 1 | 10 |
| 4 | 4 | 3 | 4 | 2 | 17 |
| 2 | 3 | 1 | 3 | 1 | 10 |
| 2 | 2 | 3 | 4 | 1 | 12 |
| 2 | 3 | 4 | 1 | 3 | 13 |
| 4 | 3 | 2 | 4 | 3 | 16 |
| 1 | 4 | 3 | 2 | 4 | 14 |
| 1 | 2 | 3 | 2 | 4 | 12 |
| 2 | 3 | 2 | 1 | 4 | 12 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 2 | 3 | 2 | 4 | 1 | 12 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 2 | 3 | 4 | 1 | 14 |
| 2 | 3 | 4 | 2 | 3 | 14 |
| 3 | 1 | 4 | 1 | 3 | 12 |
| 1 | 3 | 2 | 4 | 2 | 12 |
| 3 | 2 | 1 | 4 | 3 | 13 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 3 | 3 | 2 | 4 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 1 | 2 | 3 | 4 | 2 | 12 |
| 2 | 3 | 1 | 4 | 2 | 12 |

|   |   |   |   |   |    |
|---|---|---|---|---|----|
| 3 | 4 | 3 | 2 | 3 | 15 |
| 3 | 2 | 4 | 1 | 3 | 13 |
| 3 | 2 | 4 | 1 | 2 | 12 |
| 2 | 3 | 1 | 4 | 1 | 11 |
| 2 | 3 | 4 | 2 | 3 | 14 |
| 2 | 2 | 3 | 3 | 3 | 13 |
| 3 | 4 | 3 | 2 | 2 | 14 |
| 3 | 3 | 2 | 4 | 3 | 15 |
| 3 | 4 | 3 | 3 | 3 | 16 |
| 3 | 4 | 3 | 3 | 3 | 16 |
| 3 | 4 | 4 | 3 | 3 | 17 |
| 3 | 4 | 3 | 3 | 3 | 16 |
| 2 | 3 | 4 | 2 | 4 | 15 |
| 3 | 2 | 4 | 1 | 2 | 12 |
| 2 | 3 | 3 | 4 | 4 | 16 |
| 3 | 2 | 4 | 1 | 3 | 13 |
| 3 | 4 | 3 | 3 | 4 | 17 |
| 2 | 3 | 1 | 4 | 2 | 12 |
| 4 | 3 | 2 | 1 | 3 | 13 |
| 1 | 2 | 3 | 4 | 3 | 13 |
| 3 | 2 | 3 | 4 | 1 | 13 |
| 1 | 2 | 3 | 4 | 2 | 12 |
| 1 | 2 | 4 | 3 | 3 | 13 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 4 | 4 | 4 | 4 | 3 | 19 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 2 | 2 | 1 | 2 | 2 | 9  |
| 4 | 4 | 3 | 4 | 4 | 19 |
| 1 | 2 | 2 | 2 | 3 | 10 |
| 2 | 3 | 2 | 1 | 2 | 10 |
| 2 | 1 | 2 | 3 | 3 | 11 |
| 3 | 2 | 4 | 1 | 3 | 13 |
| 4 | 3 | 2 | 4 | 1 | 14 |
| 4 | 1 | 3 | 2 | 1 | 11 |
| 3 | 2 | 2 | 3 | 3 | 13 |
| 3 | 3 | 3 | 3 | 2 | 14 |
| 3 | 3 | 4 | 4 | 3 | 17 |
| 2 | 3 | 1 | 4 | 1 | 11 |
| 2 | 3 | 3 | 3 | 3 | 14 |
| 1 | 2 | 3 | 4 | 3 | 13 |

|   |   |   |   |   |    |
|---|---|---|---|---|----|
| 3 | 3 | 4 | 4 | 3 | 17 |
| 3 | 2 | 4 | 2 | 2 | 13 |
| 2 | 3 | 2 | 4 | 2 | 13 |
| 1 | 3 | 2 | 2 | 4 | 12 |
| 1 | 2 | 3 | 2 | 2 | 10 |
| 2 | 2 | 3 | 1 | 1 | 9  |
| 3 | 4 | 4 | 3 | 3 | 17 |
| 3 | 4 | 3 | 3 | 2 | 15 |
| 2 | 3 | 2 | 2 | 3 | 12 |
| 3 | 4 | 3 | 4 | 4 | 18 |
| 2 | 3 | 2 | 4 | 4 | 15 |
| 2 | 2 | 1 | 3 | 3 | 11 |
| 4 | 3 | 2 | 2 | 3 | 14 |
| 3 | 2 | 2 | 1 | 1 | 9  |
| 3 | 3 | 3 | 2 | 3 | 14 |
| 3 | 3 | 3 | 3 | 4 | 16 |
| 2 | 2 | 3 | 3 | 4 | 14 |
| 2 | 3 | 4 | 3 | 2 | 14 |
| 2 | 3 | 2 | 4 | 3 | 14 |
| 1 | 2 | 2 | 1 | 3 | 9  |
| 1 | 2 | 4 | 2 | 4 | 13 |
| 3 | 3 | 4 | 4 | 3 | 17 |
| 1 | 3 | 2 | 3 | 2 | 11 |
| 1 | 1 | 3 | 2 | 3 | 10 |
| 1 | 1 | 3 | 2 | 4 | 11 |
| 3 | 4 | 2 | 2 | 3 | 14 |
| 2 | 3 | 2 | 4 | 3 | 14 |
| 3 | 3 | 4 | 4 | 3 | 17 |
| 3 | 4 | 4 | 3 | 3 | 17 |
| 1 | 1 | 2 | 2 | 3 | 9  |
| 3 | 3 | 4 | 3 | 4 | 17 |

loyalitas pelanggan (y)

| 25 | 26 | 27 | 28 | 29 |    |
|----|----|----|----|----|----|
| 3  | 3  | 3  | 3  | 3  | 15 |
| 3  | 2  | 3  | 2  | 3  | 13 |
| 1  | 1  | 1  | 1  | 1  | 5  |
| 4  | 4  | 4  | 4  | 4  | 20 |
| 3  | 3  | 4  | 2  | 4  | 16 |
| 2  | 1  | 1  | 2  | 1  | 7  |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 1  | 2  | 2  | 3  | 3  | 11 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 3  | 2  | 2  | 2  | 2  | 11 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 1  | 1  | 1  | 4  | 4  | 11 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 2  | 2  | 3  | 2  | 3  | 12 |
| 2  | 4  | 2  | 2  | 4  | 14 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 3  | 2  | 3  | 2  | 3  | 13 |
| 3  | 2  | 3  | 3  | 3  | 14 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 2  | 2  | 2  | 3  | 3  | 12 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 4  | 4  | 1  | 4  | 4  | 17 |
| 4  | 4  | 4  | 4  | 4  | 20 |
| 4  | 4  | 4  | 4  | 4  | 20 |
| 3  | 3  | 3  | 3  | 3  | 15 |
| 3  | 3  | 3  | 4  | 4  | 17 |
| 2  | 2  | 2  | 1  | 2  | 9  |
| 2  | 3  | 2  | 3  | 3  | 13 |
| 3  | 4  | 3  | 4  | 3  | 17 |
| 3  | 3  | 3  | 2  | 3  | 14 |
| 3  | 4  | 3  | 3  | 2  | 15 |

|   |   |   |   |   |    |
|---|---|---|---|---|----|
| 3 | 4 | 3 | 4 | 4 | 18 |
| 2 | 1 | 3 | 4 | 4 | 14 |
| 3 | 3 | 4 | 4 | 3 | 17 |
| 2 | 4 | 1 | 2 | 4 | 13 |
| 3 | 2 | 3 | 4 | 2 | 14 |
| 4 | 3 | 4 | 3 | 2 | 16 |
| 2 | 4 | 1 | 3 | 4 | 14 |
| 1 | 3 | 2 | 3 | 4 | 13 |
| 2 | 3 | 1 | 3 | 4 | 13 |
| 3 | 2 | 1 | 2 | 3 | 11 |
| 2 | 3 | 4 | 4 | 2 | 15 |
| 3 | 2 | 4 | 2 | 3 | 14 |
| 1 | 2 | 3 | 4 | 1 | 11 |
| 2 | 3 | 1 | 3 | 2 | 11 |
| 2 | 3 | 3 | 4 | 1 | 13 |
| 1 | 2 | 3 | 4 | 1 | 11 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 4 | 1 | 2 | 3 | 4 | 14 |
| 1 | 2 | 3 | 4 | 1 | 11 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 3 | 2 | 4 | 1 | 3 | 13 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 2 | 3 | 2 | 4 | 1 | 12 |
| 1 | 4 | 2 | 2 | 3 | 12 |
| 2 | 3 | 1 | 2 | 3 | 11 |
| 2 | 3 | 4 | 1 | 3 | 13 |
| 3 | 4 | 1 | 2 | 3 | 13 |
| 4 | 1 | 2 | 3 | 4 | 14 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 3 | 4 | 2 | 4 | 1 | 14 |
| 3 | 4 | 1 | 2 | 3 | 13 |
| 4 | 1 | 3 | 2 | 4 | 14 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 1 | 2 | 3 | 4 | 1 | 11 |
| 2 | 3 | 4 | 4 | 3 | 16 |
| 3 | 4 | 2 | 4 | 4 | 17 |
| 2 | 3 | 4 | 4 | 1 | 14 |



|   |   |   |   |   |    |
|---|---|---|---|---|----|
| 2 | 3 | 4 | 1 | 2 | 12 |
| 2 | 3 | 4 | 2 | 4 | 15 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 1 | 2 | 3 | 4 | 3 | 13 |
| 2 | 3 | 4 | 3 | 1 | 13 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 1 | 2 | 3 | 4 | 1 | 11 |
| 3 | 4 | 1 | 2 | 3 | 13 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 1 | 2 | 3 | 4 | 4 | 14 |
| 2 | 3 | 4 | 2 | 4 | 15 |
| 2 | 3 | 4 | 4 | 3 | 16 |
| 2 | 3 | 2 | 1 | 4 | 12 |
| 2 | 3 | 4 | 1 | 3 | 13 |
| 3 | 4 | 2 | 1 | 2 | 12 |
| 2 | 4 | 2 | 1 | 4 | 13 |
| 2 | 3 | 4 | 1 | 4 | 14 |
| 1 | 3 | 4 | 4 | 2 | 14 |
| 2 | 2 | 1 | 1 | 3 | 9  |
| 1 | 2 | 3 | 3 | 4 | 13 |
| 1 | 2 | 3 | 4 | 1 | 11 |
| 2 | 4 | 2 | 4 | 1 | 13 |
| 1 | 3 | 2 | 4 | 1 | 11 |
| 4 | 1 | 3 | 2 | 1 | 11 |
| 1 | 3 | 4 | 1 | 2 | 11 |
| 3 | 4 | 2 | 4 | 2 | 15 |
| 1 | 2 | 3 | 4 | 1 | 11 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 1 | 1 | 1 | 1 | 1 | 5  |
| 2 | 2 | 2 | 2 | 2 | 10 |
| 3 | 2 | 2 | 2 | 1 | 10 |
| 2 | 3 | 4 | 1 | 2 | 12 |
| 1 | 2 | 2 | 3 | 3 | 11 |
| 3 | 3 | 1 | 1 | 1 | 9  |
| 3 | 3 | 4 | 4 | 2 | 16 |
| 1 | 1 | 2 | 2 | 3 | 9  |
| 4 | 4 | 3 | 3 | 3 | 17 |
| 4 | 4 | 4 | 4 | 3 | 19 |
| 2 | 2 | 2 | 2 | 2 | 10 |

|   |   |   |   |   |    |
|---|---|---|---|---|----|
| 2 | 2 | 3 | 3 | 4 | 14 |
| 2 | 1 | 1 | 1 | 1 | 6  |
| 3 | 3 | 4 | 4 | 4 | 18 |
| 3 | 3 | 4 | 4 | 4 | 18 |
| 3 | 3 | 3 | 3 | 4 | 16 |
| 4 | 4 | 4 | 4 | 3 | 19 |
| 4 | 4 | 3 | 3 | 3 | 17 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 3 | 3 | 3 | 3 | 4 | 16 |
| 4 | 4 | 3 | 3 | 3 | 17 |
| 3 | 3 | 4 | 4 | 4 | 18 |
| 3 | 3 | 4 | 4 | 4 | 18 |
| 4 | 4 | 4 | 4 | 3 | 19 |
| 3 | 3 | 4 | 4 | 3 | 17 |
| 3 | 4 | 4 | 4 | 4 | 19 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 3 | 3 | 4 | 4 | 3 | 17 |
| 3 | 4 | 4 | 4 | 4 | 19 |
| 3 | 3 | 3 | 3 | 4 | 16 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 3 | 3 | 4 | 4 | 17 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 4 | 3 | 3 | 4 | 18 |
| 4 | 4 | 4 | 4 | 3 | 19 |
| 3 | 4 | 4 | 3 | 3 | 17 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 4 | 4 | 4 | 19 |
| 3 | 4 | 4 | 4 | 3 | 18 |
| 3 | 3 | 3 | 4 | 4 | 17 |

## LAMPIRAN 7

## Uji Regresi Linier Berganda

**Coefficients<sup>a</sup>**

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                    | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)         | 1.995                       | 1.824      |                           | 1.094 | .276 |
|       | Harga              | -.067                       | .089       | -.065                     | -.754 | .452 |
|       | Kualitas Pelayanan | .323                        | .039       | .577                      | 8.250 | .000 |
|       | Citra Merek        | .005                        | .089       | .005                      | .055  | .956 |

a. Dependent Variable: Loyalitas Pelanggan

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 442.103        | 3   | 147.368     | 22.862 | .000 <sup>b</sup> |
|       | Residual   | 908.890        | 141 | 6.446       |        |                   |
|       | Total      | 1350.993       | 144 |             |        |                   |

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Citra Merek, Kualitas Pelayanan, Harga

**Coefficients<sup>a</sup>**

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                    | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)         | 1.995                       | 1.824      |                           | 1.094 | .276 |
|       | Harga              | -.067                       | .089       | -.065                     | -.754 | .452 |
|       | Kualitas Pelayanan | .323                        | .039       | .577                      | 8.250 | .000 |
|       | Citra Merek        | .005                        | .089       | .005                      | .055  | .956 |

a. Dependent Variable: Loyalitas Pelanggan

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .572 <sup>a</sup> | .327     | .313              | 2.53890                    |

a. Predictors: (Constant), Citra Merek, Kualitas Pelayanan, Harga)