LAMPIRAN 1.1

KUESIONER PRASURVEY

Responden Yth,

Saya Edo Maryanto mahasiswa Fakultas Ekonomi Universitas Esa Unggul Program Studi Manajemen hendak melakukan penelitian untuk memenuhi Tugas Akhir yang berjudul tentang : **"Pengaruh Kualitas Produk, Citra Merek Dan *Word Of Mouth* Terhadap Minat Beli Ulang Melalui Kepuasan Konsumen Pada Mahasiswa Esa Unggul Pengguna Iphone"**

Oleh karena itu, saya mohon kesediaan saudara/i untuk menjadi responden dengan mengisi lembar kuesioner ini. Atas partisipasi dan kesediaan saudara/i meluangkan waktu untuk mengisi kuesioner ini kami mengucapkan terima kasih.

PETUNJUK PENGISIAN:

1. Isi data responden terlebih dahulu
2. Pilih salah satu antara puas dan tidak puas dari setiap pernyataan
3. Jawab dengan jujur sesuai kondisi yang sebenarnya

DATA DIRI RESPONDEN

1. Nama : _____
2. Jurusan : _____
3. Pemakai handphone IPhone : a. Ya b. Tidak

PERNYATAAN

1. Apakah Kualitas Produk yang di miliki IPhone sudah sesuai dengan yang diharapkan ?
   a. Puas b. Tidak Puas

   Alasan : _____

2. Apakah Citra Merek yang dimiliki IPhone sudah baik di mata konsumen ?
   a. Puas b. Tidak Puas

   Alasan : _____

3. Apakah *Word of Mouth* (infomasi tentang produk) yang anda terima dari konsumen pengguna iPhone sudah sesuai dengan yang anda inginkan ?
   a. Puas b. Tidak Puas

   Alasan : _____

4. Apakah anda sudah merasa puas ketika menggunakan IPhone, karena merasa IPhone sudah sesuai dengan apa yang diinginkan ?
   a. Puas b. Tidak Puas

   Alasan : _____

LAMPIRAN 1.2
KUESIONER PENELITIAN

Responden Yth,

Saya Edo Maryanto mahasiswa Fakultas Ekonomi Universitas Esa Unggul Program Studi Manajemen hendak melakukan penelitian untuk memenuhi Tugas Akhir yang berjudul tentang : **"Pengaruh Kualitas Produk, Citra Merek Dan *Word Of Mouth* Terhadap Minat Beli Ulang Melalui Kepuasan Konsumen Pada Mahasiswa Esa Unggul Pengguna Iphone"**.

Oleh karena itu, saya mohon kesediaan saudara/i untuk menjadi responden dengan mengisi lembar kuesioner ini. Atas partisipasi dan kesediaan saudara/i meluangkan waktu untuk mengisi kuesioner ini kami mengucapkan terima kasih.

PETUNJUK PENGISIAN :

1. Sebelum mengisi pernyataan dibawah, bacalah petunjuk pengisian dengan baik dan isi data reponden terlebih dahulu.
2. Kuesioner penelitian ini terdiri dari 52 pernyataan. Berilah tanda silang (X) atau centang (√), pada kolom pernyataan Sangat Setuju (SS) (4), Setuju (S) (3), Tidak Setuju (TS) (2), Sangat Tidak Setuju (STS) (1) sesuai dengan keadaan yang sebenarnya.
3. Semua jawaban adalah benar dan tidak ada yang salah, oleh karena itu jawablah semua pernyataan sesuai dengan keadaan yang anda alami dengan JUJUR.

NO. RESPONDEN :

DATA RESPONDEN

1. Jenis Kelamin : a. Laki – Laki b. Perempuan
2. Usia : a. 17 – 23 tahun b. 24- 35 tahun c. >36 tahun
3. Domisili : a. Tangerang b. Luar Tangerang
4. Status : a. Menikah b. Belum Menikah
5. Jurusan : a. Manajemen b. Akutansi
6. Lama menggunakan IPhone : a. < 1 tahun b. 1 – 2 tahun c. >2 tahun

CARA PENGISIAN

Isilah pernyataan di bawah ini yang menyangkut pengalaman anda sebagai mahasiswa pengguna IPhone, dengan memberikan tanda (√) di kolom yang sesuai.

Keterangan :

Skor	Keterangan
1	Sangat Tidak Setuju (STS)
2	Tidak Setuju (TS)
3	Setuju (S)
4	Sangat Setuju (SS)

PERNYATAAN

No.	Pernyataan	STS	TS	S	SS
	Kualitas Produk (X1)	**1**	**2**	**3**	**4**
1.	Memberikan keamanan yang baik untuk pengguna IPhone				
2.	Kemudahaan dalam menjalankan aplikasi bagi pengguna IPhone				
3.	Terdapat ciri khas logo di belakang handphone				
4.	Smart lock iPhone menggunakan fingerprint				
5.	Handphone iPhone masih bisa menyala walaupun terkena hujan				
6.	Ketika handphone IPhone hilang bisa dicari melalui Apple ID				
7.	Handphone IPhone memiliki kapasitas memori yang besar				
8.	Kamera handphone iPhone memiliki hasil foto yang jernih				
9.	IPhone memiliki Kapasitas baterai yang besar				
10.	Pemakaian handphone iPhone dapat digunakan lebih dari 2 tahun				
11.	Tersedia call center untuk keluhan konsumen				
12.	Outlet IPhone tersedia di berbagai daerah di Indonesia				
13.	Banyak Varian warna handphone yang tersedia				
14.	Tampilan aplikasi yang bisa diubah ubah sesuai tema				
15.	Desain handphone yang elegan				
16.	Tingkat resolusi warna yang jernih				
No.	**Pernyataan**	**STS**	**TS**	**S**	**SS**
	Citra Merek (X2)	**1**	**2**	**3**	**4**
17.	Citra merek IPhone sesuai dengan kualitas produk				
18.	IPhone memiliki kelas handphone yang berkesan bagi pengguna				
19.	Desain handphone IPhone yang tipis				
20.	Warna handphone IPhone yang menarik				
21.	Dapat digunakan untuk keperluan sehari-hari				

22.	Semua kalangan masyarakat bisa menggunakannya				
23.	Pembaruhan software setiap saat agar kinerja handphone meningkat				
24.	IPhone memiliki logo yang mudah dikenali				
No.	**Pernyataan**	**STS**	**TS**	**S**	**SS**
	***Word of Mouth* (X3)**	**1**	**2**	**3**	**4**
25.	Pengguna IPhone dapat menyampaikan informasi dengan baik terhadap pengguna baru IPhone				
26.	Penguna IPhone Berbicara sesuai fakta mengenai produk IPhone				
27.	Pembicaraan yang menarik untuk didengar bagi pengguna baru IPhone				
28.	Topik yang dibahas sesuai dengan yang diinginkan				
29.	Pengguna IPhone memiliki akun media sosial				
30.	memiliki alat komunikasi seperti handphone untuk berbicara				
31	Keahlian dalam menerima informasi				
32	Daya tarik lawan bicara				
33	Informasi yang didapatkan dapat berpengaruh positif				
34	Objektivitas lawan bicara				

No.	**Pernyataan**	**STS**	**TS**	**S**	**SS**
	Kepuasan konsumen (Z)	**1**	**2**	**3**	**4**
35.	Mempunyai tipe handphone iPhone lebih dari 1				
36.	Membeli produk iPhone jika ada keluaran baru				
37.	Pendapat positif dari pengguna iPhone				
38.	Kualitas iPhone sudah terbukti baik				
39.	Tetap memakai karena produk disukai				
40.	Tetap membeli karena produk sesuai dengan keinginan				
41.	Membeli produk tipe IPhone terbaru				

42.	Membeli IPhone dengan warna berbeda				
43.	Memberikan informasi produk iPhone kepada orang lain				
44.	Pelanggan IPhone menawarkan orang lain untuk membeli produk iPhone				
No.	**Pernyataan**	**STS**	**TS**	**S**	**SS**
	Minat beli ulang (Y)	**1**	**2**	**3**	**4**
45.	Membeli produk karena kualitas produk baik				
46.	Membeli produk karena citra merek yang baik				
47.	Merekomendasikan produk kepada orang lain				
48.	Menawarkan produk kepada orang lain				
49.	Merasa puas karena menggunakan iPhone				
50.	Bangga bisa membeli iPhone				
51.	Mencari informasi sebelum membeli iPhone				
52.	Mendengarkan rekomendasi dari teman				

Lampiran 1.3
Tabel Tabulasi Data *Pre-test* 30 Responden

No Responden	Kualitas Produk (X1)																
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	Total
1	4	4	4	1	4	4	4	4	1	4	4	4	4	4	4	4	**58**
2	4	4	4	4	3	4	4	4	2	4	3	3	4	4	4	4	**59**
3	4	4	4	3	3	4	3	4	3	4	4	4	4	4	4	4	**60**
4	4	4	4	3	4	4	4	4	4	4	2	3	3	3	4	4	**58**
5	4	4	4	1	4	4	4	4	1	4	4	4	4	4	4	4	**58**
6	4	4	4	1	4	4	4	4	1	4	4	4	4	4	4	4	**58**
7	4	4	4	3	4	4	4	4	4	4	2	3	3	3	4	4	**58**
8	4	4	4	1	4	4	4	4	1	4	4	4	4	4	4	4	**58**
9	4	4	4	4	3	3	4	4	4	3	3	3	4	3	4	4	**58**
10	2	3	3	3	3	3	2	2	1	2	3	3	4	2	4	3	**43**
11	4	2	4	1	3	4	1	4	2	4	3	4	4	3	4	4	**51**
12	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	**64**
13	4	4	4	3	3	3	4	2	1	4	1	2	2	2	4	3	**46**
14	3	3	4	3	2	3	3	3	3	4	3	3	3	3	3	3	**49**
15	3	3	4	4	3	4	4	4	4	4	4	3	3	3	4	4	**58**
16	3	3	4	4	2	4	3	4	3	4	4	3	3	3	4	4	**55**
17	4	3	4	3	3	3	3	4	3	3	3	4	3	3	3	3	**52**
18	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	**61**
19	4	4	3	4	3	4	4	4	1	4	3	3	3	3	4	4	**55**
20	4	2	4	4	3	4	2	3	2	4	3	2	3	4	4	4	**52**
21	3	4	4	3	2	4	3	4	2	3	4	4	4	4	4	4	**56**
22	3	3	4	3	3	3	3	4	2	3	2	3	3	3	3	3	**48**
23	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	**61**
24	3	3	4	3	2	3	3	4	4	3	3	3	2	3	4	3	**50**
25	4	4	4	4	4	4	3	3	2	4	2	4	4	1	4	4	**55**
26	3	3	3	3	3	2	2	3	2	3	3	3	3	2	3	2	**43**
27	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	**61**
28	4	4	4	4	4	4	2	3	2	4	2	1	1	2	3	4	**48**
29	2	2	4	1	1	4	3	4	4	4	4	4	4	4	4	4	**53**
30	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	**62**
Total	**109**	**106**	**117**	**91**	**97**	**111**	**98**	**109**	**74**	**111**	**96**	**101**	**103**	**98**	**115**	**112**	**1648**

Sumber: Data diolah peneliti, 2021

No Responden	Citra Merek (X2)								
	P1	P2	P3	P4	P5	P6	P7	P8	Total
1	4	4	4	4	4	4	4	4	**32**
2	4	4	4	4	3	3	4	4	**30**
3	4	4	4	4	4	3	4	4	**31**
4	4	4	4	4	4	3	3	4	**30**
5	4	4	4	4	4	4	4	4	**32**
6	4	4	4	4	4	4	4	4	**32**
7	4	4	4	4	4	3	3	4	**30**
8	4	4	4	4	4	4	4	4	**32**
9	4	4	3	3	3	2	4	4	**27**
10	3	3	3	3	3	3	3	3	**24**
11	4	4	4	4	4	2	4	4	**30**
12	4	4	4	4	4	4	4	4	**32**
13	4	4	2	2	4	3	4	4	**27**
14	3	4	3	3	3	2	3	4	**25**
15	4	4	3	3	3	3	3	3	**26**
16	4	4	3	3	4	2	3	4	**27**
17	3	3	4	3	3	3	3	4	**26**
18	4	4	4	4	4	2	3	4	**29**
19	4	3	3	4	3	3	3	4	**27**
20	4	4	4	4	4	4	4	4	**32**
21	4	4	4	4	4	2	4	4	**30**
22	3	3	3	4	3	3	3	4	**26**
23	4	4	4	4	4	4	4	4	**32**
24	4	4	4	4	3	2	3	4	**28**
25	4	4	4	4	4	3	2	4	**29**
26	3	3	3	3	3	3	3	4	**25**
27	4	4	4	4	4	3	4	4	**31**
28	4	4	4	2	4	2	1	4	**25**
29	4	4	3	4	2	1	4	4	**26**
30	4	4	4	4	4	2	4	4	**30**
Total	**115**	**115**	**109**	**109**	**108**	**86**	**103**	**118**	**863**

Sumber: Data diolah peneliti, 2021

No Responden	*Word of Mouth* (X3)										
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Total
1	4	4	4	4	4	4	4	4	4	4	**40**
2	4	4	4	3	4	4	4	3	3	3	**36**
3	4	4	4	4	3	4	4	4	4	4	**39**
4	3	4	4	4	4	4	3	4	2	2	**34**
5	4	4	4	4	4	4	4	4	4	4	**40**
6	4	4	4	4	4	4	4	4	4	4	**40**
7	3	4	4	4	4	4	3	4	2	2	**34**
8	4	4	4	4	4	4	4	4	4	4	**40**
9	4	3	4	4	3	4	4	3	3	3	**35**
10	3	3	3	2	4	3	3	2	3	3	**29**
11	2	4	3	2	4	4	4	3	3	2	**31**
12	4	4	4	4	4	4	4	4	4	4	**40**
13	4	4	3	3	4	4	4	3	4	4	**37**
14	3	4	3	3	4	4	3	3	3	3	**33**
15	3	3	3	3	3	3	3	4	4	4	**33**
16	3	3	3	3	4	4	3	3	3	3	**32**
17	4	3	3	4	3	3	3	3	3	3	**32**
18	4	4	3	3	4	4	4	4	4	3	**37**
19	4	4	4	4	4	4	4	4	4	4	**40**
20	4	4	4	3	3	3	3	4	4	3	**35**
21	3	4	3	3	4	4	3	4	4	3	**35**
22	3	3	3	3	3	3	3	3	3	3	**30**
23	4	4	4	4	4	4	3	4	4	4	**39**
24	3	3	2	3	3	3	3	1	2	2	**25**
25	4	4	4	4	4	4	3	3	4	4	**38**
26	3	3	3	3	3	3	3	3	3	3	**30**
27	4	4	4	4	4	4	4	4	4	4	**40**
28	4	4	2	2	4	4	3	3	3	3	**32**
29	4	4	3	2	4	4	4	4	4	4	**37**
30	4	4	4	4	4	4	4	4	4	4	**40**
Total	**108**	**112**	**104**	**101**	**112**	**113**	**105**	**104**	**104**	**100**	**1063**

Sumber: Data diolah peneliti, 2021

No Responden	Kepuasan konsumen (Z)										
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Total
1	4	4	4	4	4	4	4	4	4	4	**40**
2	3	2	3	4	4	4	2	3	3	3	**31**
3	4	4	4	4	4	4	4	4	4	3	**39**
4	4	3	4	4	3	3	3	4	3	1	**32**
5	4	4	4	4	4	4	4	4	4	4	**40**
6	4	4	4	4	4	4	4	4	4	4	**40**
7	4	3	4	4	3	3	3	4	3	1	**32**
8	4	4	4	4	4	4	4	4	4	4	**40**
9	2	3	3	3	3	3	2	3	3	3	**28**
10	4	2	3	3	4	4	1	1	3	3	**28**
11	4	1	3	3	4	4	1	4	2	2	**28**
12	4	2	4	4	4	4	2	2	4	3	**33**
13	1	2	3	4	4	4	3	3	4	4	**32**
14	2	2	3	3	3	3	3	4	3	3	**29**
15	4	4	3	4	3	3	3	3	3	3	**33**
16	2	3	3	4	3	3	3	2	3	3	**29**
17	3	3	3	4	3	3	4	3	3	3	**32**
18	4	3	3	4	4	4	3	4	3	3	**35**
19	4	2	3	3	4	4	2	3	4	4	**33**
20	4	4	4	4	4	4	4	3	4	3	**38**
21	2	2	4	4	4	4	4	4	4	4	**36**
22	4	1	3	3	3	2	2	2	3	3	**26**
23	4	4	3	4	4	4	4	4	4	4	**39**
24	4	1	3	4	2	2	2	3	1	3	**25**
25	4	1	4	4	2	2	1	1	4	4	**27**
26	2	2	3	3	3	3	2	2	3	3	**26**
27	1	1	3	4	4	4	1	2	3	3	**26**
28	1	1	4	4	4	4	1	1	4	4	**28**
29	4	1	2	4	1	1	1	1	1	1	**17**
30	4	4	4	4	4	4	4	4	4	4	**40**
Total	**99**	**77**	**102**	**113**	**104**	**103**	**81**	**90**	**99**	**94**	**962**

Sumber: Data diolah peneliti, 2021

No Responden	Minat beli ulang (Y)								
	P1	P2	P3	P4	P5	P6	P7	P8	Total
1	4	4	4	4	4	4	4	4	**32**
2	4	4	3	3	4	3	4	3	**28**
3	4	4	3	3	4	3	4	4	**29**
4	4	4	3	2	4	4	3	1	**25**
5	4	4	4	4	4	4	4	4	**32**
6	4	4	4	4	4	4	4	4	**32**
7	4	4	3	2	4	4	3	1	**25**
8	4	4	4	4	4	4	4	4	**32**
9	3	3	4	4	4	4	3	4	**29**
10	3	3	3	3	2	2	4	2	**22**
11	4	4	2	2	3	4	4	2	**25**
12	4	4	4	4	4	3	4	4	**31**
13	4	4	4	4	4	4	3	3	**30**
14	4	3	3	3	3	2	4	4	**26**
15	3	3	3	3	3	3	3	4	**25**
16	4	4	3	3	3	3	4	3	**27**
17	3	3	4	3	4	3	3	2	**25**
18	3	3	3	3	3	3	3	3	**24**
19	4	4	3	3	3	2	4	3	**26**
20	3	4	4	4	4	4	4	4	**31**
21	4	4	4	4	4	4	4	4	**32**
22	3	3	3	3	3	3	3	3	**24**
23	3	3	3	4	4	4	4	4	**29**
24	4	3	2	2	2	1	3	2	**19**
25	4	1	3	4	4	4	4	4	**28**
26	3	3	3	3	3	3	3	3	**24**
27	4	4	4	3	4	4	4	3	**30**
28	4	4	4	4	4	4	4	4	**32**
29	4	4	1	1	2	1	1	2	**16**
30	4	4	4	4	4	4	4	4	**32**
Total	**111**	**107**	**99**	**97**	**106**	**99**	**107**	**96**	**822**

Sumber: Data diolah peneliti, 2021

Lampiran 1.4
Tabel Tabulasi Data Penelitian 119 Responden

No Responden	KUALITAS PRODUK (X1)														Total X1
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	
1	4	3	4	3	3	3	4	4	3	3	4	4	3	3	48
2	3	4	4	3	3	3	3	4	4	4	3	3	4	4	49
3	3	3	4	3	4	3	3	4	3	3	3	4	3	3	46
4	1	2	1	2	2	2	1	2	3	3	4	3	3	3	32
5	2	2	2	1	2	2	2	2	3	3	3	3	3	3	33
6	3	4	3	4	4	4	4	3	3	3	2	3	3	3	46
7	3	4	3	3	3	4	3	4	2	2	2	2	2	2	39
8	3	4	4	4	3	3	4	4	3	4	3	3	3	4	49
9	2	2	2	2	2	2	2	1	3	3	3	3	3	3	33
10	3	4	3	4	4	2	3	4	2	2	3	2	2	2	40
11	4	3	3	3	2	3	4	3	4	4	4	4	4	4	49
12	4	4	4	4	3	4	3	3	3	3	3	3	3	3	47
13	3	3	3	3	4	3	4	3	3	3	3	4	3	3	45
14	3	4	3	3	3	4	2	4	4	3	3	3	4	3	46
15	4	3	3	4	3	3	3	3	3	4	3	4	3	4	47
16	2	2	3	2	2	2	2	4	4	4	4	4	4	4	43
17	1	2	2	1	1	2	2	2	4	4	3	4	4	4	36
18	2	2	2	2	2	1	1	2	3	3	2	2	3	2	29
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Sumber: Data diolah peneliti, 2021

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Sumber: Data diolah peneliti, 2021

No Responden	*WORD OF MOUTH* (X3)										Total X3
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85	3	3	3	3	3	2	3	1	1	1	23
86	3	3	3	3	3	3	1	1	1	2	23
87	2	2	2	2	2	3	1	2	2	1	19
88	1	2	2	3	3	4	2	3	2	3	25
89	2	1	2	1	2	4	1	1	2	2	18
90	1	2	2	2	2	4	1	2	1	1	18
91	2	1	1	1	2	3	1	1	1	2	15
92	1	1	1	2	1	3	1	2	1	1	14
93	2	2	2	2	2	4	2	2	1	1	20

94	2	2	2	2	2	2	2	1	1	1	17
95	1	1	2	1	2	4	1	1	2	2	17
96	3	4	3	4	3	3	2	3	4	3	32
97	4	4	3	4	3	4	3	3	3	3	34
98	4	4	4	4	3	3	3	3	3	3	34
99	2	3	2	2	2	2	2	2	2	2	21
100	4	3	3	4	4	4	3	3	4	4	36
101	3	3	3	3	3	3	3	3	3	3	30
102	3	2	1	2	3	4	3	2	1	2	23
103	2	3	3	3	3	3	3	2	3	2	27
104	3	3	3	3	3	3	3	3	3	3	30
105	3	3	3	3	3	2	2	2	2	2	25
106	2	2	2	2	2	3	3	3	2	2	23
107	3	2	1	2	3	3	2	2	3	2	23
108	1	1	2	1	1	1	2	2	2	2	15
109	4	2	3	4	3	3	3	3	3	3	31
110	3	2	3	2	3	2	3	2	3	2	25
111	3	3	3	3	2	3	3	3	3	3	29
112	4	3	3	4	3	4	4	3	4	3	35
113	4	4	4	4	4	4	4	4	4	4	40
114	4	4	4	4	4	4	4	4	4	4	40
115	4	4	4	4	4	4	4	4	4	4	40
116	3	3	3	3	3	3	3	3	3	3	30
117	1	1	1	1	1	1	1	1	1	1	10
118	2	2	2	2	2	2	2	2	2	2	20
119	1	1	1	1	1	1	1	1	1	1	10

Sumber: Data diolah peneliti, 2021

No Responden	KEPUASAN KONSUMEN (Z)									Total Z
	P1	P2	P3	P4	P5	P6	P7	P8	P9	
1	3	3	3	3	1	2	2	3	3	23
2	4	3	3	3	3	2	2	3	3	26
3	3	4	3	4	3	3	3	3	3	29
4	2	2	1	2	3	2	2	2	2	18
5	1	2	1	2	1	1	2	2	2	14
6	3	3	3	3	2	2	2	2	1	21
7	3	1	2	4	2	2	2	2	2	20
8	3	3	2	3	2	2	2	2	2	21
9	2	2	2	1	2	2	3	2	2	18
10	4	3	4	3	4	4	4	3	4	33
11	4	3	2	2	4	4	4	4	4	31
12	3	3	3	3	2	2	2	2	2	22
13	4	4	3	3	4	4	4	4	4	34
14	3	2	1	2	4	4	4	4	4	28
15	3	4	4	4	3	3	4	2	2	29
16	3	2	4	4	4	4	4	4	4	33
17	2	2	2	1	3	3	3	3	3	22
18	2	2	1	2	3	3	3	3	3	22
19	4	3	3	4	3	4	3	3	3	30
20	2	1	1	2	2	1	3	3	2	17
21	2	2	2	2	3	3	3	3	3	23
22	4	3	3	4	2	2	2	2	2	24
23	3	2	1	1	3	3	3	3	3	22
24	2	2	2	2	3	2	3	2	2	20
25	2	2	2	2	2	2	2	2	2	18
26	2	3	4	3	2	2	2	2	2	22
27	2	2	2	2	2	2	2	3	3	20
28	3	3	1	3	3	3	3	3	3	25
29	2	2	1	2	3	2	2	3	3	20
30	2	3	1	3	4	4	4	4	4	29
31	1	3	1	3	1	1	2	2	2	16
32	3	2	2	3	4	4	4	4	2	28
33	3	2	2	3	3	3	3	3	3	25
34	2	2	1	2	2	2	2	2	3	18
35	3	3	3	3	2	2	2	2	2	22
36	2	3	3	2	2	2	2	3	2	21
37	2	2	2	2	2	2	2	2	2	18
38	2	3	2	2	3	3	3	3	3	24
39	2	3	1	2	1	2	3	4	4	22
40	1	2	1	2	3	1	1	2	2	15
41	1	2	1	2	2	1	1	2	2	14
42	2	2	3	2	3	3	3	3	2	23
43	2	3	2	2	2	2	2	2	2	19
44	2	1	1	2	2	2	2	2	2	16

45	3	3	3	2	2	2	2	2	3	22
46	4	3	3	4	3	3	3	3	3	29
47	3	4	3	2	2	2	2	2	2	22
48	4	3	3	4	4	3	3	4	3	31
49	3	4	2	3	3	4	3	4	3	29
50	3	2	3	2	3	2	3	3	2	23
51	3	2	3	4	2	3	2	2	3	24
52	4	3	2	4	2	2	2	3	3	25
53	3	4	3	4	3	4	2	1	1	25
54	4	3	3	4	2	2	2	3	3	26
55	3	4	3	3	1	2	3	2	2	23
56	4	3	3	2	3	3	4	3	4	29
57	3	4	4	4	4	3	3	4	4	33
58	3	2	3	3	2	3	3	3	2	24
59	3	2	2	3	3	3	3	3	3	25
60	2	3	1	2	3	3	4	3	3	24
61	3	4	3	4	2	2	1	2	3	24
62	4	3	3	4	4	4	4	4	4	34
63	2	1	3	3	2	1	3	3	2	20
64	2	3	3	2	2	2	3	3	3	23
65	3	4	3	3	2	3	2	2	2	24
66	4	3	3	4	3	3	4	3	3	30
67	3	4	4	4	2	3	3	2	3	28
68	3	2	3	3	4	4	3	3	4	29
69	2	3	1	3	2	3	3	2	2	21
70	1	3	1	3	3	3	2	2	3	21
71	4	4	4	4	1	1	2	2	2	24
72	4	4	3	3	3	2	3	2	2	26
73	4	3	3	4	2	2	2	2	2	24
74	2	1	1	2	2	2	2	3	2	17
75	2	2	2	2	2	3	1	1	4	19
76	4	3	3	4	2	2	2	2	3	25
77	4	4	3	4	2	2	3	2	2	26
78	4	4	3	3	3	2	2	3	2	26
79	3	2	1	2	2	2	2	2	4	20
80	3	3	4	2	2	3	3	3	3	26
81	4	3	3	3	3	2	1	1	3	23
82	4	3	3	4	2	2	2	2	3	25
83	2	3	1	3	2	2	2	2	2	19
84	1	3	1	3	2	2	2	2	2	18
85	3	3	4	2	2	2	2	3	3	24
86	4	4	3	4	2	1	1	2	3	24
87	3	4	4	3	2	2	3	2	2	25
88	3	4	3	3	3	3	2	2	2	25
89	4	3	3	4	2	3	2	2	2	25
90	3	4	4	4	2	2	2	2	2	25

91	3	2	3	3	3	2	2	2	1	21
92	3	4	1	3	2	2	2	2	2	21
93	4	3	4	3	3	2	3	2	2	26
94	3	2	3	4	3	2	2	2	1	22
95	4	3	2	4	2	2	2	2	1	22
96	3	2	3	2	3	2	2	2	1	20
97	2	2	1	2	2	2	2	2	1	16
98	2	1	1	2	3	3	3	3	3	21
99	3	3	4	3	3	3	3	3	3	28
100	4	3	3	4	3	2	3	2	2	26
101	4	3	3	4	3	3	3	2	3	28
102	3	4	3	4	3	2	2	2	2	25
103	4	3	3	3	3	2	3	3	3	27
104	4	4	4	4	3	3	3	3	2	30
105	3	3	3	3	2	2	2	2	2	22
106	3	4	3	3	2	2	2	2	2	23
107	4	3	3	4	2	2	2	2	3	25
108	2	1	1	2	2	3	3	3	1	18
109	2	2	2	2	3	4	3	3	3	24
110	4	3	3	4	3	2	2	3	3	27
111	3	4	2	3	3	3	3	3	2	26
112	3	3	4	4	3	3	3	3	3	29
113	3	4	3	4	4	4	4	4	4	34
114	4	3	3	3	4	4	4	4	4	33
115	4	3	4	4	4	4	4	4	4	35
116	3	4	4	3	3	3	3	3	3	29
117	4	3	4	4	1	1	1	1	1	20
118	3	3	4	2	2	2	2	2	2	22
119	4	4	3	4	1	1	1	1	1	20

Sumber: Data diolah peneliti, 2021

No Responden	MINAT BELI ULANG (Y)							Total Y
	P1	P2	P3	P4	P5	P6	P7	
1	3	3	3	3	4	4	4	24
2	3	3	3	4	3	3	3	22
3	3	4	3	4	1	2	4	21
4	2	2	2	2	2	4	2	16
5	2	1	1	2	2	3	4	15
6	4	3	4	3	2	2	2	20
7	4	3	3	3	2	2	2	19
8	4	3	3	4	2	2	2	20
9	2	2	2	2	2	2	2	14
10	4	3	3	4	2	4	4	24
11	3	4	2	3	4	4	4	24
12	3	3	4	3	2	2	2	19
13	4	4	3	4	4	4	4	27
14	3	4	4	3	4	4	4	26
15	4	4	3	4	3	3	3	24
16	3	3	4	2	4	4	4	24
17	2	2	1	2	3	3	3	16
18	2	2	2	2	3	4	4	19
19	2	4	3	2	3	3	4	21
20	2	2	1	1	1	3	3	13
21	2	2	2	1	2	3	2	14
22	3	2	2	4	3	3	3	20
23	2	3	1	1	3	3	3	16
24	2	2	2	2	2	2	2	14
25	3	2	2	2	2	2	4	17
26	3	2	2	2	2	3	3	17
27	2	2	2	2	2	2	2	14
28	3	3	2	2	3	3	3	19
29	3	2	2	2	2	2	2	15
30	2	2	2	2	4	4	4	20
31	3	1	2	2	2	2	2	14
32	2	3	2	3	2	4	3	19
33	2	3	2	3	2	3	4	19
34	2	1	1	2	1	3	2	12
35	3	3	2	2	2	1	1	14
36	2	2	2	2	2	2	1	13
37	2	2	2	2	2	2	4	16
38	2	2	2	2	2	4	3	17
39	2	2	2	2	2	4	4	18
40	2	1	1	2	1	4	4	15
41	2	1	2	2	2	3	3	15
42	2	2	1	2	1	3	3	14
43	3	2	2	2	2	3	3	17
44	3	2	1	2	1	3	3	15

45	3	3	2	2	2	3	3	18
46	4	4	2	3	2	3	3	21
47	3	2	3	4	3	3	3	21
48	4	3	4	3	4	3	3	24
49	3	4	3	4	3	4	4	25
50	2	3	2	2	2	3	4	18
51	4	4	3	4	3	2	2	22
52	3	3	4	2	2	3	2	19
53	4	3	3	3	3	3	2	21
54	3	4	4	4	3	3	2	23
55	3	4	3	4	3	2	3	22
56	2	4	3	2	3	2	3	19
57	3	4	4	4	3	3	3	24
58	3	4	4	3	3	3	3	23
59	3	2	2	3	2	4	4	20
60	2	2	3	2	3	3	4	19
61	3	4	4	4	2	3	3	23
62	3	2	3	3	4	4	4	23
63	3	4	3	4	3	2	3	22
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65	3	4	3	4	2	3	3	22
66	2	4	3	2	2	3	3	19
67	3	4	4	4	2	3	3	23
68	3	4	4	3	4	4	4	26
69	2	2	2	2	2	4	4	18
70	3	1	2	2	2	3	3	16
71	3	3	4	3	2	2	2	19
72	4	4	3	4	3	4	4	26
73	2	4	3	2	3	2	2	18
74	2	2	1	1	1	2	2	11
75	2	2	2	1	2	4	3	16
76	3	2	2	4	2	3	3	19
77	3	3	4	3	4	3	2	22
78	4	4	3	4	3	3	2	23
79	3	4	4	3	3	3	2	22
80	3	2	3	4	2	2	2	18
81	4	3	2	4	2	3	2	20
82	3	4	3	4	3	3	3	23
83	2	2	2	2	2	4	4	18
84	3	1	2	2	2	2	4	16
85	3	3	4	2	4	2	2	20
86	4	3	3	3	3	2	2	20
87	4	3	3	4	3	2	2	21
88	3	4	3	4	3	4	2	23
89	2	4	3	2	3	3	2	19
90	3	4	4	4	2	2	4	23

91	3	4	4	3	2	2	2	20
92	4	4	3	4	3	2	3	23
93	3	4	4	3	2	3	3	22
94	4	4	3	4	3	2	3	23
95	3	3	4	2	2	2	4	20
96	2	3	2	2	4	4	3	20
97	1	2	1	2	4	3	4	17
98	2	2	1	1	4	4	3	17
99	4	3	2	2	1	3	2	17
100	4	4	4	4	2	3	3	24
101	4	4	3	3	3	3	3	23
102	3	3	3	4	3	2	3	21
103	2	2	4	3	3	3	3	20
104	3	3	3	3	3	2	3	20
105	2	2	4	4	2	2	3	19
106	3	4	3	4	2	2	2	20
107	2	4	3	2	2	3	2	18
108	2	2	1	1	2	2	2	12
109	2	2	2	1	3	3	3	16
110	3	2	2	4	2	3	3	19
111	4	3	3	3	2	2	2	19
112	4	3	4	4	3	3	3	24
113	3	4	3	3	4	4	4	25
114	2	2	4	3	4	4	4	23
115	3	3	3	3	4	4	4	24
116	3	1	3	2	3	3	3	18
117	3	4	2	1	1	1	1	13
118	4	4	4	4	2	2	2	22
119	3	3	3	3	1	1	1	15

Sumber: Data diolah peneliti, 2021

Lampiran 1.5
Hasil Uji Validitas

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13
X1.1	Pearson	1	,565**	,349	,118	,725**	,388*	,334	,179	-,145	,493**	-,119	,076	,056
	Sig. (2-		,001	,059	,536	<,001	,034	,071	,343	,443	,006	,530	,691	,771
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.2	Pearson	,565**	1	,100	,200	,636**	,265	,656**	,071	-,159	,170	-,012	,141	,135
	Sig. (2-	,001		,601	,289	<,001	,157	<,001	,708	,402	,368	,950	,457	,476
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.3	Pearson	,349	,100	1	-,090	,097	,444*	,246	,349	,347	,444*	,080	,163	,044
	Sig. (2-	,059	,601		,636	,611	,014	,190	,059	,060	,014	,674	,391	,818
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correl	,118	,200	-,090	1	,066	-,040	,027	-,230	,346	-,097	-,224	-,374*	-,254
	Sig. (2-	,536	,289	,636		,729	,834	,887	,221	,061	,610	,235	,042	,176
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson	,725**	,636**	,097	,066	1	,323	,313	-,030	-,239	,245	-,070	,134	,162
	Sig. (2-	<,001	<,001	,611	,729		,081	,092	,876	,203	,193	,714	,479	,393
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.6	Pearson	,388*	,265	,444*	-,040	,323	1	,265	,388*	,012	,639**	,365*	,278	,325
	Sig. (2-	,034	,157	,014	,834	,081		,157	,034	,951	<,001	,047	,137	,080
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson	,334	,656**	,246	,027	,313	,265	1	,402*	,085	,265	,118	,222	,190
	Sig. (2-	,071	<,001	,190	,887	,092	,157		,028	,654	,157	,534	,239	,314
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson	,179	,071	,349	-,230	-,030	,388*	,402*	1	,311	,178	,411*	,442*	,273
	Sig. (2-	,343	,708	,059	,221	,876	,034	,028		,094	,346	,024	,014	,144
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson	-,145	-,159	,347	,346	-,239	,012	,085	,311	1	,012	,044	,035	-,083
	Sig. (2-	,443	,402	,060	,061	,203	,951	,654	,094		,951	,817	,853	,662
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.10	Pearson	,493**	,170	,444*	-,097	,245	,639**	,265	,178	,012	1	,137	,025	-,008
	Sig. (2-	,006	,368	,014	,610	,193	<,001	,157	,346	,951		,470	,895	,965
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.11	Pearson	-,119	-,012	,080	-,224	-,070	,365*	,118	,411*	,044	,137	1	,628**	,600**
	Sig. (2-	,530	,950	,674	,235	,714	,047	,534	,024	,817	,470		<,001	<,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.12	Pearson Correl	,076	,141	,163	-,374*	,134	,278	,222	,442*	,035	,025	,628**	1	,829**
	Sig. (2-	,691	,457	,391	,042	,479	,137	,239	,014	,853	,895	<,001		<,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.13	Pearson	,056	,135	,044	-,254	,162	,325	,190	,273	-,083	-,008	,600**	,829**	1
	Sig. (2-	,771	,476	,818	,176	,393	,080	,314	,144	,662	,965	<,001	<,001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.14	Pearson	,199	,106	,382*	-,231	,058	,498**	,346	,537**	,085	,265	,708**	,494**	,513**
	Sig. (2-	,292	,577	,037	,219	,762	,005	,061	,002	,654	,157	<,001	,006	,004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.15	Pearson	,173	,222	,149	-,067	,130	,595**	,366*	,173	,027	,255	,322	,337	,490**
	Sig. (2-	,362	,237	,432	,724	,494	<,001	,046	,362	,886	,174	,082	,069	,006
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.16	Pearson	,438*	,317	,477**	,016	,313	,941**	,331	,438*	,104	,569**	,360	,254	,382*
	Sig. (2-	,016	,087	,008	,935	,092	<,001	,074	,016	,585	,001	,051	,176	,037
	N										0	30	30	30
TOTAL	Pearson	,531	,531	,478	,120	,446	,715	,619	,571	,288	,463*	,531**	,559**	,553**
	Sig. (2-	,003	,003	,008	,528	,013	<,001	<,001	<,001	,123	,010	,003	,001	,002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

Correlations

		X1.14	X1.15	X1.16	TOTAL
X1.1	Pearson Correlation	,199	,173	,438*	,531**
	Sig. (2-tailed)	,292	,362	,016	,003
	N	30	30	30	30
X1.2	Pearson Correlation	,106	,222	,317	,531**
	Sig. (2-tailed)	,577	,237	,087	,003
	N	30	30	30	30
X1.3	Pearson Correlation	,382*	,149	,477**	,478**
	Sig. (2-tailed)	,037	,432	,008	,008
	N	30	30	30	30
X1.4	Pearson Correlation	-,231	-,067	,016	,120
	Sig. (2-tailed)	,219	,724	,935	,528
	N	30	30	30	30
X1.5	Pearson Correlation	,058	,130	,313	,446*
	Sig. (2-tailed)	,762	,494	,092	,013
	N	30	30	30	30
X1.6	Pearson Correlation	,498**	,595**	,941**	,715**
	Sig. (2-tailed)	,005	<,001	<,001	<,001
	N	30	30	30	30
X1.7	Pearson Correlation	,346	,366*	,331	,619**
	Sig. (2-tailed)	,061	,046	,074	<,001
	N	30	30	30	30
X1.8	Pearson Correlation	,537**	,173	,438*	,571**
	Sig. (2-tailed)	,002	,362	,016	<,001
	N	30	30	30	30
X1.9	Pearson Correlation	,085	,027	,104	,288
	Sig. (2-tailed)	,654	,886	,585	,123
	N	30	30	30	30
X1.10	Pearson Correlation	,265	,255	,569**	,463*
	Sig. (2-tailed)	,157	,174	,001	,010
	N	30	30	30	30
X1.11	Pearson Correlation	,708**	,322	,360	,531**
	Sig. (2-tailed)	<,001	,082	,051	,003

	N	30	30	30	30
X1.12	Pearson Correlation	,494**	,337	,254	,559**
	Sig. (2-tailed)	,006	,069	,176	,001
	N	30	30	30	30
X1.13	Pearson Correlation	,513**	,490**	,382*	,553**
	Sig. (2-tailed)	,004	,006	,037	,002
	N	30	30	30	30
X1.14	Pearson Correlation	1	,366*	,491**	,678**
	Sig. (2-tailed)		,046	,006	<,001
	N	30	30	30	30
X1.15	Pearson Correlation	,366*	1	,640**	,561**
	Sig. (2-tailed)	,046		<,001	,001
	N	30	30	30	30
X1.16	Pearson Correlation	,491**	,640**	1	,770**
	Sig. (2-tailed)	,006	<,001		<,001
	N	30	30	30	30
TOTAL	Pearson Correlation	,678**	,561**	,770**	1
	Sig. (2-tailed)	<,001	,001	<,001	
	N	30	30	30	30

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6
X2.1	Pearson Correlation	1	,760**	,354	,321	,485**	,037
	Sig. (2-tailed)		<,001	,055	,084	,007	,846
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	,760**	1	,354	,173	,485**	-,074
	Sig. (2-tailed)	<,001		,055	,362	,007	,697
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	,354	,354	1	,602**	,506**	,267
	Sig. (2-tailed)	,055	,055		<,001	,004	,153
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	,321	,173	,602**	1	,159	,242
	Sig. (2-tailed)	,084	,362	<,001		,400	,198
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	,485**	,485**	,506**	,159	1	,404*

	Sig. (2-tailed)	,007	,007	,004	,400		,027
	N	30	30	30	30	30	30
X2.6	Pearson Correlation	,037	-,074	,267	,242	,404*	1
	Sig. (2-tailed)	,846	,697	,153	,198	,027	
	N	30	30	30	30	30	30
X2.7	Pearson Correlation	,271	,271	,065	,444*	,101	,274
	Sig. (2-tailed)	,148	,148	,732	,014	,596	,143
	N	30	30	30	30	30	30
X2.8	Pearson Correlation	,239	,239	,310	,280	,290	-,044
	Sig. (2-tailed)	,203	,203	,096	,134	,121	,816
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	,616**	,547**	,693**	,690**	,678**	,576**
	Sig. (2-tailed)	<,001	,002	<,001	<,001	<,001	<,001
	N	30	30	30	30	30	30

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8
X3.1	Pearson Correlation	1	,381*	,448*	,460*	,109	,313	,482**	,386*
	Sig. (2-tailed)		,038	,013	,011	,567	,092	,007	,035
	N	30	30	30	30	30	30	30	30
X3.2	Pearson Correlation	,381*	1	,455*	,206	,659**	,737**	,452*	,602**
	Sig. (2-tailed)	,038		,011	,274	<,001	<,001	,012	<,001
	N	30	30	30	30	30	30	30	30
X3.3	Pearson Correlation	,448*	,455*	1	,753**	,211	,416*	,431*	,636**
	Sig. (2-tailed)	,013	,011		<,001	,262	,022	,017	<,001
	N	30	30	30	30	30	30	30	30
X3.4	Pearson Correlation	,460*	,206	,753**	1	-,007	,286	,236	,451*
	Sig. (2-tailed)	,011	,274	<,001		,970	,125	,209	,012
	N	30	30	30	30	30	30	30	30
X3.5	Pearson Correlation	,109	,659**	,211	-,007	1	,737**	,302	,287
	Sig. (2-tailed)	,567	<,001	,262	,970		<,001	,105	,124
	N	30	30	30	30	30	30	30	30
X3.6	Pearson Correlation	,313	,737**	,416*	,286	,737**	1	,552**	,468**
	Sig. (2-tailed)	,092	<,001	,022	,125	<,001		,002	,009
	N	30	30	30	30	30	30	30	30

X3.7	Pearson Correlation	,482**	,452*	,431*	,236	,302	,552**	1	,371*
	Sig. (2-tailed)	,007	,012	,017	,209	,105	,002		,043
	N	30	30	30	30	30	30	30	30
X3.8	Pearson Correlation	,386*	,602**	,636**	,451*	,287	,468**	,371*	1
	Sig. (2-tailed)	,035	<,001	<,001	,012	,124	,009	,043	
	N	30	30	30	30	30	30	30	30
X3.9	Pearson Correlation	,593**	,420*	,359	,202	,195	,267	,498**	,587**
	Sig. (2-tailed)	<,001	,021	,051	,285	,302	,154	,005	<,001
	N	30	30	30	30	30	30	30	30
X3.10	Pearson Correlation	,689**	,287	,411*	,360	,180	,263	,477**	,487**
	Sig. (2-tailed)	<,001	,123	,024	,051	,342	,160	,008	,006
	N	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,720**	,701**	,762**	,612**	,458*	,665**	,670**	,782**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	,011	<,001	<,001	<,001
	N	30	30	30	30	30	30	30	30

Correlations

		X3.9	X3.10	TOTAL
X3.1	Pearson Correlation	,593**	,689**	,720**
	Sig. (2-tailed)	<,001	<,001	<,001
	N	30	30	30
X3.2	Pearson Correlation	,420*	,287	,701**
	Sig. (2-tailed)	,021	,123	<,001
	N	30	30	30
X3.3	Pearson Correlation	,359	,411*	,762**
	Sig. (2-tailed)	,051	,024	<,001
	N	30	30	30
X3.4	Pearson Correlation	,202	,360	,612**
	Sig. (2-tailed)	,285	,051	<,001
	N	30	30	30
X3.5	Pearson Correlation	,195	,180	,458*
	Sig. (2-tailed)	,302	,342	,011
	N	30	30	30
X3.6	Pearson Correlation	,267	,263	,665**

	Sig. (2-tailed)	,154	,160	<,001
	N	30	30	30
X3.7	Pearson Correlation	,498**	,477**	,670**
	Sig. (2-tailed)	,005	,008	<,001
	N	30	30	30
X3.8	Pearson Correlation	,587**	,487**	,782**
	Sig. (2-tailed)	<,001	,006	<,001
	N	30	30	30
X3.9	Pearson Correlation	1	,878**	,752**
	Sig. (2-tailed)		<,001	<,001
	N	30	30	30
X3.10	Pearson Correlation	,878**	1	,765**
	Sig. (2-tailed)	<,001		<,001
	N	30	30	30
TOTAL	Pearson Correlation	,752**	,765**	1
	Sig. (2-tailed)	<,001	<,001	
	N	30	30	30

Correlations

		Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7	Z.8
Z.1	Pearson Correlation	1	,351	,191	,081	-,090	-,113	,212	,264
	Sig. (2-tailed)		,057	,311	,670	,637	,554	,260	,159
	N	30	30	30	30	30	30	30	30
Z.2	Pearson Correlation	,351	1	,431*	,342	,384*	,421*	,852**	,629**
	Sig. (2-tailed)	,057		,017	,065	,036	,020	<,001	<,001
	N	30	30	30	30	30	30	30	30
Z.3	Pearson Correlation	,191	,431*	1	,398*	,426*	,435*	,458*	,339
	Sig. (2-tailed)	,311	,017		,029	,019	,016	,011	,067
	N	30	30	30	30	30	30	30	30
Z.4	Pearson Correlation	,081	,342	,398*	1	,028	,101	,412*	,148
	Sig. (2-tailed)	,670	,065	,029		,885	,594	,024	,435
	N	30	30	30	30	30	30	30	30
Z.5	Pearson Correlation	-,090	,384*	,426*	,028	1	,975**	,356	,410*
	Sig. (2-tailed)	,637	,036	,019	,885		<,001	,054	,024
	N	30	30	30	30	30	30	30	30

Z.6	Pearson Correlation	-,113	,421*	,435*	,101	,975**	1	,364*	,429*
	Sig. (2-tailed)	,554	,020	,016	,594	<,001		,048	,018
	N	30	30	30	30	30	30	30	30
Z.7	Pearson Correlation	,212	,852**	,458*	,412*	,356	,364*	1	,748**
	Sig. (2-tailed)	,260	<,001	,011	,024	,054	,048		<,001
	N	30	30	30	30	30	30	30	30
Z.8	Pearson Correlation	,264	,629**	,339	,148	,410*	,429*	,748**	1
	Sig. (2-tailed)	,159	<,001	,067	,435	,024	,018	<,001	
	N	30	30	30	30	30	30	30	30
Z.9	Pearson Correlation	-,064	,492**	,688**	,201	,680**	,661**	,491**	,228
	Sig. (2-tailed)	,735	,006	<,001	,286	<,001	<,001	,006	,225
	N	30	30	30	30	30	30	30	30
Z.10	Pearson Correlation	-,183	,222	,299	,083	,501**	,482**	,307	,071
	Sig. (2-tailed)	,332	,239	,108	,662	,005	,007	,099	,710
	N	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,309	,838**	,668**	,366*	,699**	,708**	,843**	,715**
	Sig. (2-tailed)	,097	<,001	<,001	,046	<,001	<,001	<,001	<,001
	N	30	30	30	30	30	30	30	30

Correlations

		Z.9	Z.10	TOTAL
Z.1	Pearson Correlation	-,064	-,183	,309
	Sig. (2-tailed)	,735	,332	,097
	N	30	30	30
Z.2	Pearson Correlation	,492**	,222	,838**
	Sig. (2-tailed)	,006	,239	<,001
	N	30	30	30
Z.3	Pearson Correlation	,688**	,299	,668**
	Sig. (2-tailed)	<,001	,108	<,001
	N	30	30	30
Z.4	Pearson Correlation	,201	,083	,366*
	Sig. (2-tailed)	,286	,662	,046
	N	30	30	30
Z.5	Pearson Correlation	,680**	,501**	,699**

	Sig. (2-tailed)	<,001	,005	<,001
	N	30	30	30
Z.6	Pearson Correlation	,661**	,482**	,708**
	Sig. (2-tailed)	<,001	,007	<,001
	N	30	30	30
Z.7	Pearson Correlation	,491**	,307	,843**
	Sig. (2-tailed)	,006	,099	<,001
	N	30	30	30
Z.8	Pearson Correlation	,228	,071	,715**
	Sig. (2-tailed)	,225	,710	<,001
	N	30	30	30
Z.9	Pearson Correlation	1	,678**	,743**
	Sig. (2-tailed)		<,001	<,001
	N	30	30	30
Z.10	Pearson Correlation	,678**	1	,508**
	Sig. (2-tailed)	<,001		,004
	N	30	30	30
TOTAL	Pearson Correlation	,743**	,508**	1
	Sig. (2-tailed)	<,001	,004	
	N	30	30	30

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6
Y.1	Pearson Correlation	1	,518**	-,154	-,147	-,050	-,091
	Sig. (2-tailed)		,003	,415	,439	,793	,634
	N	30	30	30	30	30	30
Y.2	Pearson Correlation	,518**	1	,220	-,191	,329	,259
	Sig. (2-tailed)	,003		,243	,312	,076	,167
	N	30	30	30	30	30	30
Y.3	Pearson Correlation	-,154	,220	1	,742**	,802**	,710**
	Sig. (2-tailed)	,415	,243		<,001	<,001	<,001
	N	30	30	30	30	30	30
Y.4	Pearson Correlation	-,147	-,191	,742**	1	,459*	,471**
	Sig. (2-tailed)	,439	,312	<,001		,011	,009
	N	30	30	30	30	30	30
Y.5	Pearson Correlation	-,050	,329	,802**	,459*	1	,895**

	Sig. (2-tailed)	,793	,076	<,001	,011		<,001
	N	30	30	30	30	30	30
Y.6	Pearson Correlation	-,091	,259	,710**	,471**	,895**	1
	Sig. (2-tailed)	,634	,167	<,001	,009	<,001	
	N	30	30	30	30	30	30
Y.7	Pearson Correlation	,408*	,519**	,454*	,298	,465**	,442*
	Sig. (2-tailed)	,025	,003	,012	,110	,010	,014
	N	30	30	30	30	30	30
Y.8	Pearson Correlation	,205	,292	,502**	,589**	,444*	,363*
	Sig. (2-tailed)	,278	,117	,005	<,001	,014	,049
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	,103	,384*	,841**	,684**	,817**	,782**
	Sig. (2-tailed)	,586	,036	<,001	<,001	<,001	<,001
	N	30	30	30	30	30	30

Correlations

		Y.7	Y.8	TOTAL
Y.1	Pearson Correlation	,408*	,205	,103
	Sig. (2-tailed)	,025	,278	,586
	N	30	30	30
Y.2	Pearson Correlation	,519**	,292	,384*
	Sig. (2-tailed)	,003	,117	,036
	N	30	30	30
Y.3	Pearson Correlation	,454*	,502**	,841**
	Sig. (2-tailed)	,012	,005	<,001
	N	30	30	30
Y.4	Pearson Correlation	,298	,589**	,684**
	Sig. (2-tailed)	,110	<,001	<,001
	N	30	30	30
Y.5	Pearson Correlation	,465**	,444*	,817**
	Sig. (2-tailed)	,010	,014	<,001
	N	30	30	30

Y.6	Pearson Correlation	,442*	,363*	,782**
	Sig. (2-tailed)	,014	,049	<,001
	N	30	30	30
Y.7	Pearson Correlation	1	,664**	,628**
	Sig. (2-tailed)		<,001	<,001
	N	30	30	30
Y.8	Pearson Correlation	,664**	1	,665**
	Sig. (2-tailed)	<,001		<,001
	N	30	30	30
TOTAL	Pearson Correlation	,628**	,665**	1
	Sig. (2-tailed)	<,001	<,001	
	N	30	30	30

Lampiran 1.6
Hasil Uji Reliabilitas

X1

Case Processing Summary			
		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

Reliability Statistics	
Cronbach's Alpha	N of Items
,772	16

X2

Case Processing Summary			
		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

Reliability Statistics	
Cronbach's Alpha	N of Items
,722	8

X3

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

Reliability Statistics	
Cronbach's Alpha	N of Items
,874	10

Y

Case Processing Summary			
		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

Reliability Statistics	
Cronbach's Alpha	N of Items
,832	8

Z

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,835	10

Lampiran 1.7
Hasil Analisis Jalur

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,503	1,983		2,271	,025
	Kualitas Produk	,204	,059	,320	3,477	<,001
	Citra Merek	,178	,076	,215	2,349	,021
	Word of mouth	,317	,049	,439	6,405	<,001

a. Dependent Variable: Kepuasan Konsumen

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1174,179	3	391,393	34,036	<,001[b]
	Residual	1322,409	115	11,499		
	Total	2496,588	118			

a. Dependent Variable: Kepuasan Konsumen

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,686[a]	,470	,456	3,39105

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

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2,272	1,287		1,765	,080
	Kualitas Produk	,086	,039	,175	2,206	,029
	Citra Merek	,203	,049	,318	4,129	<,001
	Word of mouth	,087	,037	,155	2,367	,020
	Kepuasan Konsumen	,312	,059	,403	5,262	<,001

a. Dependent Variable: Minat beli ulang

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2,272	1,287		1,765	,080
	Kualitas Produk	,086	,039	,175	2,206	,029
	Citra Merek	,203	,049	,318	4,129	<,001
	Word of mouth	,087	,037	,155	2,367	,020
	Kepuasan Konsumen	,312	,059	,403	5,262	<,001

a. Dependent Variable: Minat beli ulang

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	964,701	4	241,175	51,994	<,001[b]
	Residual	528,795	114	4,639		
	Total	1493,496	118			

a. Dependent Variable: Minat beli ulang

b. Predictors: (Constant), Kepuasan Konsumen, Citra Merek, Word of mouth, Kualitas Produk

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,804[a]	,646	,634	2,15373

a. Predictors: (Constant), Kepuasan Konsumen, Citra Merek, Word of mouth, Kualitas Produk