

**KUESIONER**

Responden Yth,

Saya, mahasiswa program studi Ilmu Manajemen, Fakultas Ekonomi dan Bisnis Universitas Esa Unggul.

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Saya sedang melakukan penelitian Pengaruh *Service quality, Trust, Brand Image dan customer satisfaction* terhadap *Customer loyalty* Edwin Jeans Indonesia pada *E-Commerce* Shopee, untuk menyelesaikan Tugas Akhir. Maka dari itu saya mengharapkan saudara atau saudari untuk mengisi kuisisioner ini. Atas kesediaan saudara/i menjawab dengan sejujurnya dan sebaik-baiknya saya mengucapkan terima kasih.

**Data Responden**

**Petunjuk :**

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

1. Jenis Kelamin
  - a. Perempuan
  - b. Laki - laki
  
2. Usia
  - a. 17 - 23 Tahun
  - b. 24 - 35 Tahun
  - c. 36 - 50
  - d.  $\geq 50$
  
3. Berapa kali anda sudah melakukan pembelian produk Edwin Jeans ?
  - a. 2 Kali
  - b.  $\geq 3$  Kali

Petunjuk pengisian :

Berilah tanda centang pada jawaban yang sesuai dengan pendapat Anda.

Keterangan :

- SS : Sangat Setuju  
S : Setuju  
TS : Tidak Setuju  
STS : Sangat Tidak Setuju

No	Pertanyaan	Keterangan			
		STS	TS	S	SS
<b>LOYALITAS</b>					
1	Saya mempunyai keinginan untuk mengunjungi kembali toko Edwin Jeans di martket place shopee				
2	Saya berniat untuk berbelanja lagi di toko Edwin Jeans melalui marketplace shopee				
3	Saya lebih memilih produk-produk Edwin Jeans dibandingkan produk lainnya.				
4	Saya akan menceritakan pengalaman positif saat berbelanja di Edwin Jeans kepada orang lain				
5	Saya memberikan ulasan positif terhadap produk-produk Edwin Jeans				
6	Saya akan menjadikan toko Edwin Jeans sebagai pilihan utama untuk membeli celana jeans				
7	Saya merekomendasikan Edwin Jeans ini kepada orang di sekitar saya				
8	Saya mempengaruhi orang lain untuk berbelanja celana jeans di Edwin Jeans				
9	Saya membagikan informasi promosi mengenai produk Edwin Jeans pada orang lain				

No	Pertanyaan	Keterangan			
		STS	TS	S	SS
<b>SERVICE QUALITY</b>					
1	Edwin Jeans menyediakan akses yang mudah dicari				
2	Saya tertarik membeli produk Edwin Jeans karena informasi produknya mudah didapatkan				
3	Saya merasa prosedur pemesanan produk pada Edwin Jeans mudah Dimengerti				
4	Edwin Jeans menyediakan struktur katalog yang lengkap				
5	Di platform shopee Edwin Jeans tersedia informasi kontak penting yang berhubungan dengan Edwin Jeans				
6	Akun pada situs Edwin Jeans di aplikasi shopee memiliki secara visual terlihat menarik				
7	Deskripsi produk yang lengkap pada web Edwin Jeans membantu saya mendapatkan informasi yang akurat				
8	Saya merasa dibantu pada saat pengembalian barang karena rusak atau tidak sesuai dengan pesanan				
9	Saya merasa customer service edwin memberikan respon pelayanan yang cepat				
10	Edwin Jeans memberikan pelayanan dalam ketepatan waktu saat memproses pesanan				
11	Saya merasa Edwin Jeans mampu menjalin hubungan yang baik dengan saya				
12	Edwin Jeans memberikan pesan terima kasih secara pribadi setelah saya melakukan transaksi				
13	Saya merasa aman mengenai data privasi saya di Edwin Jeans				
14	Saya yakin Edwin Jeans tidak akan menyalahgunakan data saya.				
15	Saya merasa terlindungi data keuangan saya (misal nomer rekening, e -money, dan kartu kredit)				

No	Pertanyaan	Keterangan			
		STS	TS	S	SS
<b>KEPERCAYAAN</b>					
1	Edwin Jeans memberikan pelayanan yang konsisten kepada konsumen				
2	Saya merasa Edwin Jeans sudah memberikan informasi yang tepat dengan cepat				
3	Saya merasa bahwa Edwin Jeans akan selalu menjaga reputasinya.				
4	Saya percaya Edwin Jeans memberikan informasi size chart produk dengan benar				
5	Saya percaya pihak penjual pada Edwin Jeans selalu mengutamakan kejujuran dalam menjual barang dagangannya.				
6	Saya merasa bahwa Edwin Jeans tidak akan menyembunyikan informasi yang penting bagi pelanggannya.				
7	Edwin Jeans dengan terbuka menerima keluhan-keluhan konsumen				
8	Edwin Jeans selalu menerima semua saran yang diberikan oleh konsumen				
9	Edwin Jeans menangani masalah pembelian saya dengan segera				
10	Saya percaya bahwa Edwin Jeans selalu dapat melayani konsumen dengan baik				
11	Saya percaya janji-janji yang diberikan Edwin Jeans dapat dipenuhi dengan tepat				
12	Saya melihat Edwin Jeans yakin akan produk-produk mereka				

No	Pertanyaan	Keterangan			
		STS	TS	S	SS
<b>BRAND IMAGE</b>					
1	Saya merasa produk Edwin Jeans memiliki kualitas yang baik				
2	Saya merasa produk Edwin Jeans memiliki penilaian yang baik dari konsumen				
3	Saya merasa produk Edwin Jeans memiliki kualitas yang tidak diragukan lagi				
4	Saya merasa produk Edwin Jeans mudah dikenal masyarakat				
5	Produk Edwin Jeans memiliki logo yang unik				
6	Saya merasa produk Edwin Jeans memiliki desain yang berbeda dari yang lain				
7	Saya merasa memiliki hubungan secara emosional dengan produk Edwin Jeans				
8	Saya merasa tertarik dengan produk Edwin Jeans				
9	Saya merasa produk Edwin Jeans selalu menawarkan pilihan produk				

No	Pertanyaan	Keterangan			
		STS	TS	S	SS
<b>KEPUASAAN</b>					
1	Saya puas terhadap harga barang yang ditawarkan oleh Edwin Jeans				
2	Saya merasa puas terhadap pelayanan <i>online</i> secara keseluruhan				
3	Saya merasa puas karena Edwin Jeans memiliki kesesuaian produk yang ditawarkan pada gambar yang tertera				
4	Saya senang karena Edwin Jeans memberikan layanan dengan baik dan cepat				
5	Saya merasa puas dengan variasi produk yang diberikan pada platform shopee				
6	Edwin Jeans menyediakan celana jeans dengan memberikan kualitas berbeda dengan jeans lainnya				



### Lampiran 3

### Uji Validitas

#### - Uji Validitas Service Quality (X1)

		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	X1.14	X1.15	X1_Total
X1.1	Pearson Correlation	1	,463*	,433*	1,000**	,433*	1,000**	,433*	,463*	1,000**	,433*	1,000**	,463*	1,000**	1,000**	,463*	,857**
	Sig. (2-tailed)		,010	,017	,000	,017	,000	,017	,010	,000	,017	,000	,010	,000	,000	,010	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	,463*	1	,591**	,463*	,591**	,463*	,591**	1,000**	,463*	,591**	,463*	1,000**	,463*	,463*	1,000**	,801**
	Sig. (2-tailed)	,010		,001	,010	,001	,010	,001	,000	,010	,001	,010	,000	,010	,010	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	,433*	,591**	1	,433*	1,000**	,433*	1,000**	,591**	,433*	1,000**	,433*	,591**	,433*	,433*	,591**	,761**
	Sig. (2-tailed)	,017	,001		,017	,000	,017	,000	,001	,017	,000	,017	,001	,017	,017	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	1,000**	,463*	,433*	1	,433*	1,000**	,433*	,463*	1,000**	,433*	1,000**	,463*	1,000**	1,000**	,463*	,857**
	Sig. (2-tailed)	,000	,010	,017		,017	,000	,017	,010	,000	,017	,000	,010	,000	,000	,010	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	,433*	,591**	1,000**	,433*	1	,433*	1,000**	,591**	,433*	1,000**	,433*	,591**	,433*	,433*	,591**	,761**
	Sig. (2-tailed)	,017	,001	,000	,017		,017	,000	,001	,017	,000	,017	,001	,017	,017	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	1,000**	,463*	,433*	1,000**	,433*	1	,433*	,463*	1,000**	,433*	1,000**	,463*	1,000**	1,000**	,463*	,857**
	Sig. (2-tailed)	,000	,010	,017	,000	,017		,017	,010	,000	,017	,000	,010	,000	,000	,010	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	,433*	,591**	1,000**	,433*	1,000**	,433*	1	,591**	,433*	1,000**	,433*	,591**	,433*	,433*	,591**	,761**
	Sig. (2-tailed)	,017	,001	,000	,017	,000	,017		,001	,017	,000	,017	,001	,017	,017	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30



	Sig. (2-tailed)	,017	,001	,000	,017	,000	,017		,001	,017	,000	,017	,001	,017	,017	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	,463*	1,000**	,591**	,463*	,591**	,463*	,591**	1	,463*	,591**	,463*	1,000**	,463*	,463*	1,000**	,801**
	Sig. (2-tailed)	,010	,000	,001	,010	,001	,010	,001		,010	,001	,010	,000	,010	,010	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	1,000**	,463*	,433*	1,000**	,433*	1,000**	,433*	,463*	1	,433*	1,000**	,463*	1,000**	1,000**	,463*	,857**
	Sig. (2-tailed)	,000	,010	,017	,000	,017	,000	,017	,010		,017	,000	,010	,000	,000	,010	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.10	Pearson Correlation	,433*	,591**	1,000**	,433*	1,000**	,433*	1,000**	,591**	,433*	1	,433*	,591**	,433*	,433*	,591**	,761**
	Sig. (2-tailed)	,017	,001	,000	,017	,000	,017	,000	,001	,017		,017	,001	,017	,017	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.11	Pearson Correlation	1,000**	,463*	,433*	1,000**	,433*	1,000**	,433*	,463*	1,000**	,433*	1	,463*	1,000**	1,000**	,463*	,857**
	Sig. (2-tailed)	,000	,010	,017	,000	,017	,000	,017	,010	,000	,017		,010	,000	,000	,010	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.12	Pearson Correlation	,463*	1,000**	,591**	,463*	,591**	,463*	,591**	1,000**	,463*	,591**	,463*	1	,463*	,463*	1,000**	,801**
	Sig. (2-tailed)	,010	,000	,001	,010	,001	,010	,001	,000	,010	,001	,010		,010	,010	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1..13	Pearson Correlation	1,000**	,463*	,433*	1,000**	,433*	1,000**	,433*	,463*	1,000**	,433*	1,000**	,463*	1	1,000**	,463*	,857**
	Sig. (2-tailed)	,000	,010	,017	,000	,017	,000	,017	,010	,000	,017	,000	,010		,000	,010	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.14	Pearson Correlation	1,000**	,463*	,433*	1,000**	,433*	1,000**	,433*	,463*	1,000**	,433*	1,000**	,463*	1,000**	1	,463*	,857**
	Sig. (2-tailed)	,000	,010	,017	,000	,017	,000	,017	,010	,000	,017	,000	,010	,000		,010	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.15	Pearson Correlation	,463*	1,000**	,591**	,463*	,591**	,463*	,591**	1,000**	,463*	,591**	,463*	1,000**	,463*	,463*	1	,801**
	Sig. (2-tailed)	,010	,000	,001	,010	,001	,010	,001	,000	,010	,001	,010	,000	,010	,010		,000

N		30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1_Total	Pearson Correlation	,857**	,801**	,761**	,857**	,761**	,857**	,761**	,801**	,857**	,761**	,857**	,801**	,857**	,857**	,801**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,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).

## - Uji Validitas Trust (X2)

### Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2_Total
X2.1	Pearson Correlation	1	,208	,463**	,356	,463**	,013	-,089	,309	,059	,143	,059	,059	,375*
	Sig. (2-tailed)		,270	,010	,053	,010	,946	,640	,097	,755	,450	,755	,755	,041
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	,208	1	,144	,444*	,289	,219	,583**	,144	,444*	,341	,444*	,444*	,603**
	Sig. (2-tailed)	,270		,447	,014	,122	,245	,001	,447	,014	,065	,014	,014	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	,463**	,144	1	,144	,400*	,211	,144	,400*	,289	,211	,289	,289	,501**
	Sig. (2-tailed)	,010	,447		,447	,029	,263	,447	,029	,122	,263	,122	,122	,005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	,356	,444*	,144	1	,289	,097	,306	,144	,444*	,097	,444*	,444*	,532**
	Sig. (2-tailed)	,053	,014	,447		,122	,609	,101	,447	,014	,609	,014	,014	,002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

X2.5	Pearson Correlation	,463**	,289	,400*	,289	1	,211	,433*	,550**	,433*	,464**	,433*	,433*	,684**
	Sig. (2-tailed)	,010	,122	,029	,122		,263	,017	,002	,017	,010	,017	,017	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	,013	,219	,211	,097	,211	1	,341	,464**	,341	,786**	,341	,341	,581**
	Sig. (2-tailed)	,946	,245	,263	,609	,263		,065	,010	,065	,000	,065	,065	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	-,089	,583**	,144	,306	,433*	,341	1	,289	,583**	,341	,583**	,583**	,655**
	Sig. (2-tailed)	,640	,001	,447	,101	,017	,065		,122	,001	,065	,001	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	,309	,144	,400*	,144	,550**	,464**	,289	1	,433*	,591**	,433*	,433*	,665**
	Sig. (2-tailed)	,097	,447	,029	,447	,002	,010	,122		,017	,001	,017	,017	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	,059	,444*	,289	,444*	,433*	,341	,583**	,433*	1	,463*	1,000**	1,000**	,832**
	Sig. (2-tailed)	,755	,014	,122	,014	,017	,065	,001	,017		,010	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.10	Pearson Correlation	,143	,341	,211	,097	,464**	,786**	,341	,591**	,463*	1	,463*	,463*	,705**
	Sig. (2-tailed)	,450	,065	,263	,609	,010	,000	,065	,001	,010		,010	,010	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.11	Pearson Correlation	,059	,444*	,289	,444*	,433*	,341	,583**	,433*	1,000**	,463*	1	1,000**	,832**
	Sig. (2-tailed)	,755	,014	,122	,014	,017	,065	,001	,017	,000	,010		,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.12	Pearson Correlation	,059	,444*	,289	,444*	,433*	,341	,583**	,433*	1,000**	,463*	1,000**	1	,832**
	Sig. (2-tailed)	,755	,014	,122	,014	,017	,065	,001	,017	,000	,010	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2_Total	Pearson Correlation	,375*	,603**	,501**	,532**	,684**	,581**	,655**	,665**	,832**	,705**	,832**	,832**	1

Sig. (2-tailed)	,041	,000	,005	,002	,000	,001	,000	,000	,000	,000	,000	,000	,000
N	30	30	30	30	30	30	30	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).

**- Uji Validitas Brand Image (X3)**

**Correlations**

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3_Total
X3.1	Pearson Correlation	1	,583**	,444*	,289	,219	,583**	,144	,444*	,341	,619**
	Sig. (2-tailed)		,001	,014	,122	,245	,001	,447	,014	,065	,000
	N	30	30	30	30	30	30	30	30	30	30
X3.2	Pearson Correlation	,583**	1	,583**	,433*	,341	1,000**	,289	,583**	,341	,786**
	Sig. (2-tailed)	,001		,001	,017	,065	,000	,122	,001	,065	,000
	N	30	30	30	30	30	30	30	30	30	30
X3.3	Pearson Correlation	,444*	,583**	1	,433*	,341	,583**	,433*	1,000**	,463*	,807**
	Sig. (2-tailed)	,014	,001		,017	,065	,001	,017	,000	,010	,000
	N	30	30	30	30	30	30	30	30	30	30
X3.4	Pearson Correlation	,289	,433*	,433*	1	,211	,433*	,550**	,433*	,464**	,645**
	Sig. (2-tailed)	,122	,017	,017		,263	,017	,002	,017	,010	,000
	N	30	30	30	30	30	30	30	30	30	30
X3.5	Pearson Correlation	,219	,341	,341	,211	1	,341	,464**	,341	,786**	,643**
	Sig. (2-tailed)	,245	,065	,065	,263		,065	,010	,065	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
X3.6	Pearson Correlation	,583**	1,000**	,583**	,433*	,341	1	,289	,583**	,341	,786**
	Sig. (2-tailed)										
	N	30	30	30	30	30	30	30	30	30	30

	Sig. (2-tailed)	,001	,000	,001	,017	,065		,122	,001	,065	,000
	N	30	30	30	30	30	30	30	30	30	30
X3.7	Pearson Correlation	,144	,289	,433*	,550**	,464**	,289	1	,433*	,591**	,645**
	Sig. (2-tailed)	,447	,122	,017	,002	,010	,122		,017	,001	,000
	N	30	30	30	30	30	30	30	30	30	30
X3.8	Pearson Correlation	,444*	,583**	1,000**	,433*	,341	,583**	,433*	1	,463*	,807**
	Sig. (2-tailed)	,014	,001	,000	,017	,065	,001	,017		,010	,000
	N	30	30	30	30	30	30	30	30	30	30
X3.9	Pearson Correlation	,341	,341	,463*	,464**	,786**	,341	,591**	,463*	1	,753**
	Sig. (2-tailed)	,065	,065	,010	,010	,000	,065	,001	,010		,000
	N	30	30	30	30	30	30	30	30	30	30
X3_Total	Pearson Correlation	,619**	,786**	,807**	,645**	,643**	,786**	,645**	,807**	,753**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	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).

- Uji Validitas Satisfaction (X4)

**Correlations**

		X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X4_Total
X4.1	Pearson Correlation	1	,433*	1,000**	,433*	1,000**	,591**	,892**
	Sig. (2-tailed)		,017	,000	,017	,000	,001	,000
	N	30	30	30	30	30	30	30
X4.2	Pearson Correlation	,433*	1	,433*	1,000**	,433*	,463*	,761**
	Sig. (2-tailed)	,017		,017	,000	,017	,010	,000
	N	30	30	30	30	30	30	30
X4.3	Pearson Correlation	1,000**	,433*	1	,433*	1,000**	,591**	,892**
	Sig. (2-tailed)	,000	,017		,017	,000	,001	,000
	N	30	30	30	30	30	30	30
X4.4	Pearson Correlation	,433*	1,000**	,433*	1	,433*	,463*	,761**
	Sig. (2-tailed)	,017	,000	,017		,017	,010	,000
	N	30	30	30	30	30	30	30
X4.5	Pearson Correlation	1,000**	,433*	1,000**	,433*	1	,591**	,892**
	Sig. (2-tailed)	,000	,017	,000	,017		,001	,000
	N	30	30	30	30	30	30	30
X4.6	Pearson Correlation	,591**	,463*	,591**	,463*	,591**	1	,760**
	Sig. (2-tailed)	,001	,010	,001	,010	,001		,000
	N	30	30	30	30	30	30	30
X4_Total	Pearson Correlation	,892**	,761**	,892**	,761**	,892**	,760**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	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).

- Uji Validitas Loyalitas (Y)

**Correlations**

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y_Total
Y1.1	Pearson Correlation	1	,550**	,550**	,400*	,400*	,400*	,463**	,400*	,400*	,633**
	Sig. (2-tailed)		,002	,002	,029	,029	,029	,010	,029	,029	,000
	N	30	30	30	30	30	30	30	30	30	30
Y1.2	Pearson Correlation	,550**	1	1,000**	,400*	,400*	,400*	,309	,400*	,400*	,674**
	Sig. (2-tailed)	,002		,000	,029	,029	,029	,097	,029	,029	,000
	N	30	30	30	30	30	30	30	30	30	30
Y1.3	Pearson Correlation	,550**	1,000**	1	,400*	,400*	,400*	,309	,400*	,400*	,674**
	Sig. (2-tailed)	,002	,000		,029	,029	,029	,097	,029	,029	,000
	N	30	30	30	30	30	30	30	30	30	30
Y1.4	Pearson Correlation	,400*	,400*	,400*	1	1,000**	1,000**	,463**	1,000**	1,000**	,924**
	Sig. (2-tailed)	,029	,029	,029		,000	,000	,010	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
Y1.5	Pearson Correlation	,400*	,400*	,400*	1,000**	1	1,000**	,463**	1,000**	1,000**	,924**
	Sig. (2-tailed)	,029	,029	,029	,000		,000	,010	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
Y1.6	Pearson Correlation	,400*	,400*	,400*	1,000**	1,000**	1	,463**	1,000**	1,000**	,924**
	Sig. (2-tailed)	,029	,029	,029	,000	,000		,010	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
Y1.7	Pearson Correlation	,463**	,309	,309	,463**	,463**	,463**	1	,463**	,463**	,607**
	Sig. (2-tailed)	,010	,097	,097	,010	,010	,010		,010	,010	,000
	N	30	30	30	30	30	30	30	30	30	30
Y1.8	Pearson Correlation	,400*	,400*	,400*	1,000**	1,000**	1,000**	,463**	1	1,000**	,924**
	Sig. (2-tailed)	,029	,029	,029	,000	,000	,000	,010		,000	,000
	N	30	30	30	30	30	30	30	30	30	30
Y1.9	Pearson Correlation	,400*	,400*	,400*	1,000**	1,000**	1,000**	,463**	1,000**	1	,924**
	Sig. (2-tailed)	,029	,029	,029	,000	,000	,000	,010	,000		,000
	N	30	30	30	30	30	30	30	30	30	30
Y_To tal	Pearson Correlation	,633**	,674**	,674**	,924**	,924**	,924**	,607**	,924**	,924**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	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).

Uji Reliabilitas

- Uji Reliabilitas Service Quality (X1)

**Reliability Statistics**

Cronbach's Alpha	N of Items
,964	15

- Uji Reliabilitas Trust (X2)

**Reliability Statistics**

Cronbach's Alpha	N of Items
,876	12

- Uji Reliabilitas Brand Image (X3)

**Reliability Statistics**

Cronbach's Alpha	N of Items
,884	9

- Uji Reliabilitas Satisfaction (X4)

**Reliability Statistics**

Cronbach's Alpha	N of Items
,904	6

- Uji Reliabilitas Loyalitas (Y)

**Reliability Statistics**

Cronbach's Alpha	N of Items
,931	9



Lampiran 5

Data Karakteristik 100 Responden

<b>Demografi</b>	<b>Klasifikasi</b>	<b>Jumlah Responden</b>	<b>Presentase</b>
Jenis Kelamin	Laki-laki	62	62%
	Perempuan	38	38%
<b>Total</b>		<b>100</b>	<b>100%</b>
Usia	17-23 tahun	52	52%
	24-35 tahun	42	42%
	36-50 tahun	4	4%
	>50 tahun	2	2%
<b>Total</b>		<b>100</b>	<b>100%</b>
Pembelian produk Edwin Jeans	2 Kali	56	56%
	> 3 Kali	44	44%
<b>Total</b>		<b>100</b>	<b>100%</b>





**Lampiran 7**

**Uji Asumsi Klasik**

- **Uji Normalitas**

**Hasil Uji Kolmogorov-Smirnov (K-S)  
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		100	
Normal Parameters <sup>a,b</sup>	Mean	,0000000	
	Std. Deviation	1,76075950	
Most Extreme Differences	Absolute	,140	
	Positive	,082	
	Negative	-,140	
Test Statistic		,140	
Asymp. Sig. (2-tailed)		,000 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	,035 <sup>d</sup>	
	99% Confidence Interval	Lower Bound	,030
		Upper Bound	,040

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 299883525.

- **Uji Multikolinearitas**

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	1,707	1,604		1,064	,290		
	Service Quality	,466	,078	,743	5,952	,000	,131	7,629
	Trust	-,036	,090	-,046	-,397	,692	,151	6,629
	Brand Image	,287	,096	,289	2,994	,004	,219	4,557
	Customer Satisfaction	-,123	,127	-,078	-,970	,335	,313	3,194

a. Dependent Variabel: Customer Loyalty

- Uji Autokorelasi

**Model Summary<sup>b</sup>**

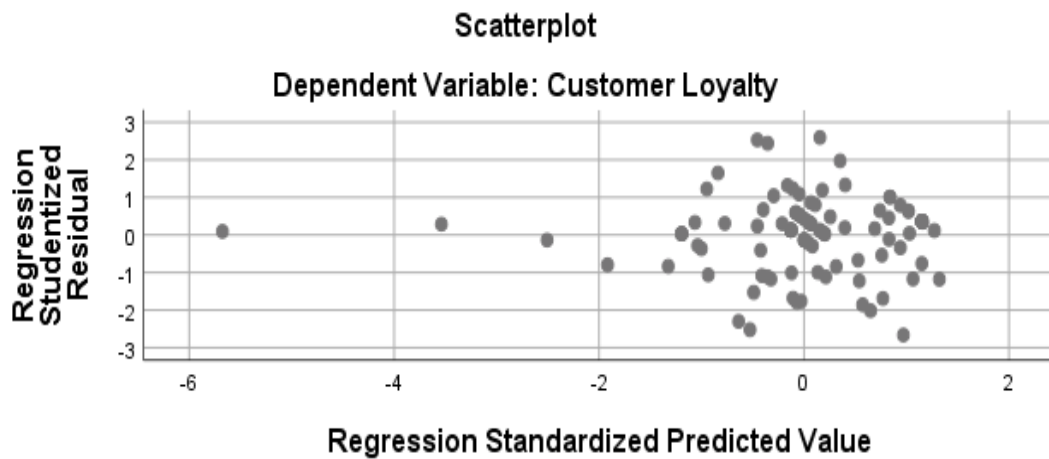
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,898 <sup>a</sup>	,806	,798	1,79745	1,797

a. Predictors: (Constant), Customer Satisfaction, Brand Image, Trust, Service Quality

b. Dependent Variabel: Customer Loyalty

- Uji Heteroskedastisitas

**Hasil Uji heteroskedastisitas *scatter plot***



- Uji Analisis Regresi Linear Berganda

**Hasil Uji Regresi Linear Berganda**

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	1,707	1,604
	Service Quality	,466	,078
	Trust	-,036	,090
	Brand Image	,287	,096
	Customer Satisfaction	-,123	,127

a. Dependent Variabel: Customer Loyalti

- Uji F

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1274,783	4	318,696	98,643	,000 <sup>b</sup>
	Residual	306,927	95	3,231		
	Total	1581,710	99			

a. Dependent Variabel: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction, Brand Image, Trust, Service Quality

- Uji t

**Hasil Uji Signifikansi Parsial (Uji Statistik t)**

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

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1,707	1,604		1,064	,290
	Service Quality	,466	,078	,743	5,952	,000
	Trust	-,036	,090	-,046	-,397	,692
	Brand Image	,287	,096	,289	2,994	,004
	Customer Satisfaction	-,123	,127	-,078	-,970	,335

a. Dependent Variabel: Customer Loyalty

- Uji Koefisien Determinan ( $R^2$ )

**Hasil Uji Koefisien Determinasi**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,898 <sup>a</sup>	,806	,798	1,79745

a. Predictors: (Constant), Customer Satisfaction, Brand Image, Trust, Service Quality

**Lampiran 9**  
**Hasil Analisis Deskriptif Responden**

Tabel Frekuensi Responden Variabel Service Quality

**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	1	1,0	1,0	3,0
	3,00	41	41,0	41,0	44,0
	4,00	56	56,0	56,0	100,0
	Total	100	100,0	100,0	

**X1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	3	3,0	3,0	5,0
	3,00	39	39,0	39,0	44,0
	4,00	56	56,0	56,0	100,0
	Total	100	100,0	100,0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0
	3,00	36	36,0	36,0	38,0
	4,00	62	62,0	62,0	100,0
	Total	100	100,0	100,0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	2	2,0	2,0	3,0



	3,00	44	44,0	44,0	47,0
	4,00	53	53,0	53,0	100,0
	Total	100	100,0	100,0	

### X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0
	3,00	41	41,0	41,0	43,0
	4,00	57	57,0	57,0	100,0
	Total	100	100,0	100,0	

### X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	5	5,0	5,0	5,0
	3,00	41	41,0	41,0	46,0
	4,00	54	54,0	54,0	100,0
	Total	100	100,0	100,0	

### X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	2	2,0	2,0	4,0
	3,00	41	41,0	41,0	45,0
	4,00	55	55,0	55,0	100,0
	Total	100	100,0	100,0	

### X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0

	3,00	44	44,0	44,0	46,0
	4,00	54	54,0	54,0	100,0
	Total	100	100,0	100,0	

### X1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,0	3,0	3,0
	3,00	43	43,0	43,0	46,0
	4,00	54	54,0	54,0	100,0
	Total	100	100,0	100,0	

### X1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0
	3,00	39	39,0	39,0	41,0
	4,00	59	59,0	59,0	100,0
	Total	100	100,0	100,0	

### X1.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	3	3,0	3,0	4,0
	3,00	43	43,0	43,0	47,0
	4,00	53	53,0	53,0	100,0
	Total	100	100,0	100,0	

### X1.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0

	3,00	40	40,0	40,0	42,0
	4,00	58	58,0	58,0	100,0
	Total	100	100,0	100,0	

**X1.13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	2	2,0	2,0	4,0
	3,00	42	42,0	42,0	46,0
	4,00	54	54,0	54,0	100,0
	Total	100	100,0	100,0	

**X1.14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	1	1,0	1,0	3,0
	3,00	39	39,0	39,0	42,0
	4,00	58	58,0	58,0	100,0
	Total	100	100,0	100,0	

**X1.15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	2	2,0	2,0	4,0
	3,00	42	42,0	42,0	46,0
	4,00	54	54,0	54,0	100,0
	Total	100	100,0	100,0	

**Tabel Frekuensi Responden Variabel Trust**

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0
	3,00	45	45,0	45,0	47,0
	4,00	53	53,0	53,0	100,0
	Total	100	100,0	100,0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	2	2,0	2,0	4,0
	3,00	30	30,0	30,0	34,0
	4,00	66	66,0	66,0	100,0
	Total	100	100,0	100,0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	2	2,0	2,0	3,0
	3,00	44	44,0	44,0	47,0
	4,00	53	53,0	53,0	100,0
	Total	100	100,0	100,0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	1	1,0	1,0	3,0
	3,00	38	38,0	38,0	41,0
	4,00	59	59,0	59,0	100,0
	Total	100	100,0	100,0	

**X2.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	3	3,0	3,0	4,0
	3,00	45	45,0	45,0	49,0
	4,00	51	51,0	51,0	100,0
	Total	100	100,0	100,0	

**X2.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	41	41,0	41,0	45,0
	4,00	55	55,0	55,0	100,0
	Total	100	100,0	100,0	

**X2.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	1	1,0	1,0	3,0
	3,00	46	46,0	46,0	49,0
	4,00	51	51,0	51,0	100,0
	Total	100	100,0	100,0	

**X2.8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	1	1,0	1,0	3,0
	3,00	31	31,0	31,0	34,0
	4,00	66	66,0	66,0	100,0
	Total	100	100,0	100,0	

**X2.9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	47	47,0	47,0	49,0
	4,00	51	51,0	51,0	100,0
	Total	100	100,0	100,0	

**X2.10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	1	1,0	1,0	3,0
	3,00	33	33,0	33,0	36,0
	4,00	64	64,0	64,0	100,0
	Total	100	100,0	100,0	

**X2.11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	43	43,0	43,0	45,0
	4,00	55	55,0	55,0	100,0
	Total	100	100,0	100,0	

**X2.12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	1	1,0	1,0	3,0
	3,00	30	30,0	30,0	33,0
	4,00	67	67,0	67,0	100,0
	Total	100	100,0	100,0	

**Tabel Frekuensi Responden Variabel Brand Image**

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0
	3,00	44	44,0	44,0	46,0
	4,00	54	54,0	54,0	100,0
	Total	100	100,0	100,0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0
	3,00	34	34,0	34,0	36,0
	4,00	64	64,0	64,0	100,0
	Total	100	100,0	100,0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	2	2,0	2,0	3,0
	3,00	43	43,0	43,0	46,0
	4,00	54	54,0	54,0	100,0
	Total	100	100,0	100,0	

**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	3	3,0	3,0	4,0
	3,00	39	39,0	39,0	43,0
	4,00	57	57,0	57,0	100,0
	Total	100	100,0	100,0	

**X3.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	2	2,0	2,0	4,0
	3,00	47	47,0	47,0	51,0
	4,00	49	49,0	49,0	100,0
	Total	100	100,0	100,0	

**X3.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,0	3,0	3,0
	3,00	36	36,0	36,0	39,0
	4,00	61	61,0	61,0	100,0
	Total	100	100,0	100,0	

**X3.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	3	3,0	3,0	5,0
	3,00	46	46,0	46,0	51,0
	4,00	49	49,0	49,0	100,0
	Total	100	100,0	100,0	

**X3.8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	2	2,0	2,0	3,0
	3,00	33	33,0	33,0	36,0
	4,00	64	64,0	64,0	100,0
	Total	100	100,0	100,0	



**X3.9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	1	1,0	1,0	3,0
	3,00	43	43,0	43,0	46,0
	4,00	54	54,0	54,0	100,0
	Total	100	100,0	100,0	

**Tabel Frekuensi Responden Variabel Customer Satisfaction**

**X4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	1	1,0	1,0	3,0
	3,00	41	41,0	41,0	44,0
	4,00	56	56,0	56,0	100,0
	Total	100	100,0	100,0	

**X4.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0
	3,00	33	33,0	33,0	35,0
	4,00	65	65,0	65,0	100,0
	Total	100	100,0	100,0	

**X4.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0

	3,00	42	42,0	42,0	44,0
	4,00	56	56,0	56,0	100,0
	Total	100	100,0	100,0	

#### X4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	1	1,0	1,0	3,0
	3,00	32	32,0	32,0	35,0
	4,00	65	65,0	65,0	100,0
	Total	100	100,0	100,0	

#### X4.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	45	45,0	45,0	47,0
	4,00	53	53,0	53,0	100,0
	Total	100	100,0	100,0	

#### X4.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	3	3,0	3,0	4,0
	3,00	34	34,0	34,0	38,0
	4,00	62	62,0	62,0	100,0
	Total	100	100,0	100,0	

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**Y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0
	3,00	36	36,0	36,0	38,0
	4,00	62	62,0	62,0	100,0
	Total	100	100,0	100,0	

**Y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	37	37,0	37,0	39,0
	4,00	61	61,0	61,0	100,0
	Total	100	100,0	100,0	

**Y1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	5	5,0	5,0	6,0
	3,00	48	48,0	48,0	54,0
	4,00	46	46,0	46,0	100,0
	Total	100	100,0	100,0	

**Y1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	3,00	49	49,0	49,0	51,0
	4,00	49	49,0	49,0	100,0
	Total	100	100,0	100,0	

**Y1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0
	3,00	47	47,0	47,0	49,0
	4,00	51	51,0	51,0	100,0
	Total	100	100,0	100,0	

**Y1.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	8	8,0	8,0	9,0
	3,00	37	37,0	37,0	46,0
	4,00	54	54,0	54,0	100,0
	Total	100	100,0	100,0	

**Y1.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	4	4,0	4,0	5,0
	3,00	44	44,0	44,0	49,0
	4,00	51	51,0	51,0	100,0
	Total	100	100,0	100,0	

**Y1.8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	4,0	4,0	4,0
	2,00	4	4,0	4,0	8,0
	3,00	37	37,0	37,0	45,0
	4,00	55	55,0	55,0	100,0
	Total	100	100,0	100,0	

**Y1.9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	6	6,0	6,0	7,0
	3,00	44	44,0	44,0	51,0
	4,00	49	49,0	49,0	100,0
Total		100	100,0	100,0	

