

Kuisisioner Penelitian

Pengaruh private label terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening

(Studi kasus pada konsumen yang membeli produk *private label* di Indomaret)



Bersama ini saya meminta kesediaan saudara/i untuk mengisi daftar pertanyaan dalam kuisisioner yang diberikan. Atas bantuan dan partisipasinya penulis mengucapkan terima kasih.

A. Data Responden

Petunjuk

Isi data responden sesuai dengan data yang tersedia dengan tanda silang (X)

1. Usia

- | | |
|------------------|------------------|
| a. 17 – 25 tahun | c. 36 – 45 tahun |
| b. 26 – 35 tahun | d. > 45 tahun |

2. Pendidikan terakhir

- | | |
|------------------|---------------------------------------|
| a. SMP Sederajat | c. S1/S2/S3* (coret yang tidak perlu) |
| b. SMA Sederajat | d. Lainnya *: |

3. Pekerjaan

- a. Mahasiswa
b. Karyawan / Karyawati
c. Ibu rumah tangga
d. Lainnya *:

4. Pengeluaran 1 bulan terakhir untuk membeli *Private label* Indomaret

- a. < Rp 300.000
b. Rp 300.000
c. Rp 500.000 – Rp 1.000.000
d. > Rp 1.000.000

5. Berapa kali anda membeli private label Indomaret dalam 1 (satu) bulan ?

- a. 1x
b. 2 x
c. 3 x
d. > 3x

B. Daftar isian

Isilah semua pertanyaan dalam kuesioner sesuai dengan kenyataan, memberikan tanda (✓) pada kotak pilihan yang sudah tersedia.

Keterangan :

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

Daftar Pertanyaan

No	Pernyataan	Skala			
		SS	S	TS	STS
Private Label					
1	Saya tertarik untuk membeli jenis produk private label				
2	Indomaret menawarkan berbagai macam jenis produk private label				
3	Jenis produk yang ditawarkan private label				
4	Produk private label baik untuk digunakan				
5	Private labl menawarkan produk yang baik				
6	Saya merasa produk private label lebih baik daripada pesaing				

7	Indomaret menawarkan discount 1 minggu sekali				
8	Saya senang untuk discount yang di berikan indomaret				
9	Saya merasa hemat untuk discount yang ditawarkan di Indomaret				
10	Produk private label memiliki standar kualitas dengan merek lain				
11	Saya merasa produk Indomaret lebih bagus dari private label lain.				
12	Harga yang ditawarkan Indomaret sesuai dengan kemampuan pembeli.				
13	Produk private label yang dijual di Indomaret memiliki harga yang murah.				
14	Saya tidak mempertimbangkan bentuk kemasan pada produk private label				
15	Kemasan produk private label di Indomaret sederhana.				
16	Desain dan kemasan produk pada produk private label Indomaret menyerupai kemasan produk lain.				
17	Kemasan produk dan desain produk kurang menarik konsumen.				
18	Kurangnya ketertarikan kemasan produk Indomaret.				
19	Konsumen tidak mempertimbangkan kualitas kemasan yang rendah dalam melakukan pembelian.				
20	Merek private label yang di Indomaret meniru dengan merek lain				
21	Saya merasa pemilihan warna pada kemasan produk sangat bagus				
22	Warna pada logo Indomaret mudah diingat.				
23	Logo Indomaret mudah diingat.				

No	Pernyataan	Skala			
		SS	S	TS	STS
Kepuasan Pelanggan					
1	Saya merasa puas berbelanja di Indomaret.				
2	Saya berbelanja di Indomaret atas kemauan saya sendiri.				
3	Saya tidak pernah complain pada produk Indomaret.				
4	Secara keseluruhan, saya memiliki sikap positif terhadap Indomaret.				
5	Saya bersedia untuk kembali membeli produk private label di Indomaret.				
6	Saya selalu membeli produk private label di Indomaret.				
7	Harga yang ditawarkan sesuai dengan kualitas produk.				
8	Saya merasa harga private label Indomaret sangat murah dan memiliki kualitas yang cukup baik.				
9	Saya merasa kemasan produk mudah dibawa.				
10	Saya merasa kemasan produk terlihat simple.				
11	Saya merasa indomaret menyediakan berbagai jenis produk private label untuk kebutuhan konsumen.				
12	Saya merasa private label memiliki imege yang rendah.				
13	Saya merasa kurangnya respon dari pelanggan pada produk private				

	lalel.				
14	Saya merasa kurang ketertarikan pelanggan pada produk private label.				
15	Kurangnya promosi yang dilakukan Indomaret terhadap produk private label.				
16	Saya merasa pelanggan kurang minat terhadap minat yang diberikan.				
17	Kualitas produk Indomaret cukup baik.				
18	Kualitas produk private label halal digunakan				

No	Pernyataan	Skala			
		SS	S	TS	STS
Loyalitas pelanggan					
1	Saya selalu berbelanja di Indomaret untuk membeli produk private label.				
2	Saya selalu menggunakan produk private label di indomaret.				
3	Saya lebih sering berniat untuk membeli produk private label.				
4	Saya lebih sering berencana untuk membeli produk private label Indomaret.				
5	Saya merasa puas menggunakan produk private label.				
6	Saya merasa cukup puas menggunakan produk private label.				
7	Saya merasa suka pada merek private label Indomaret.				
8	Saya tetap memeli walaupun kualitas produk private label standar.				
9	Saya tidak tergoda dengan promosi yang ditawarkan pesaing.				
10	Saya tidak berminat untuk membeli produk private label selain Indomaret.				
11	Saya yakin bahwa produk private label di Indomaret memiliki kualitas yang baik.				

Lampiran 2 Tabulasi data pre-test karakteristik 30 responden

No	Private label																								
	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12	P 13	P 14	P 15	P 16	P 17	P 18	P 19	P 20	P 21	P 22	P 23	Total	
1	3	3	3	4	3	3	4	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	73
2	4	3	4	3	4	4	3	4	4	3	4	3	3	3	3	4	4	4	3	3	3	3	3	4	79
3	3	2	2	2	2	3	3	2	2	1	2	3	2	3	2	2	3	3	4	3	2	2	2	2	55
4	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3	3	71
5	3	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	3	3	3	64
6	3	2	4	3	4	4	4	4	4	3	4	3	3	4	3	4	3	4	4	3	2	3	4	4	78
7	3	3	3	3	3	2	2	3	3	3	3	3	4	2	3	3	3	2	3	3	3	3	3	3	66
8	3	3	3	3	3	2	3	3	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3	3	70
9	3	3	2	3	2	3	3	2	2	3	2	3	3	3	3	2	2	3	3	3	3	3	3	2	60
10	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	2	3	2	3	3	3	67
11	2	2	3	2	3	3	1	3	3	2	3	4	2	1	2	3	3	2	1	4	2	3	3	3	57
12	3	3	2	4	2	3	1	2	2	3	2	3	4	1	4	2	1	3	3	3	3	2	2	2	59
13	3	2	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	3	65
14	2	2	3	1	3	3	3	3	3	3	3	1	1	3	1	3	3	3	2	1	2	2	2	3	53
15	3	3	3	3	3	3	2	3	3	3	3	3	3	2	3	3	3	2	3	3	3	3	3	3	66

No	Loyalitas Pelanggan											Total
	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9	P 10	P 11	
1	3	3	3	3	3	4	3	4	3	3	3	34
2	4	3	4	4	4	3	4	3	4	3	4	38
3	3	2	2	2	2	2	3	2	3	2	3	24
4	3	3	3	3	3	3	3	3	3	3	3	33
5	3	3	3	3	3	3	3	3	3	3	3	33
6	3	4	4	4	4	3	4	3	3	3	4	38
7	3	3	3	3	3	3	2	3	3	3	3	33
8	3	3	3	3	3	3	3	3	3	3	2	32
9	2	3	2	2	2	3	3	3	2	3	3	29
10	3	2	3	3	3	3	4	3	3	3	3	32
11	3	2	3	3	3	2	2	2	3	3	3	29
12	1	3	2	2	2	4	3	4	1	2	3	29
13	3	2	3	3	3	3	2	3	3	3	4	34
14	3	2	3	3	3	1	3	1	3	2	3	27
15	3	3	3	3	3	3	2	3	3	3	3	34
16	4	3	3	3	3	3	3	3	4	3	3	35
17	2	2	2	2	2	1	1	1	2	2	2	21
18	3	3	3	3	3	2	3	2	3	3	3	31
19	3	2	3	3	3	2	2	2	3	3	3	30
20	3	3	3	3	3	3	1	3	3	3	3	34
21	2	2	3	3	3	3	3	3	2	3	3	32
22	3	3	3	3	3	1	2	3	3	3	3	31
23	4	3	3	3	3	3	3	3	4	3	3	34
24	3	3	3	3	3	2	2	2	3	3	3	30
25	3	3	3	3	3	3	3	3	3	3	3	34
26	3	2	3	3	3	3	3	3	3	3	3	33
27	2	3	3	3	3	3	2	3	2	3	3	31
28	3	3	3	3	3	3	3	3	3	4	3	35
29	3	3	3	3	3	3	3	3	3	3	3	33
30	4	4	4	3	4	3	4	4	4	3	4	41

Lampiran 3 Hasil Uji Validas Karakteristik 30 responden

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Private Label

[illegible]

p4	Pearson Correlati on Sig. (2- tailed) N	.575** .001 30	.530** .003 30	.196 .299 30	1 .140 30	.276 .140 30	.276 .140 30	.104 .583 30	.141 .459 30	.276 .140 30	.386* .035 30	.288 .123 30	.260 .165 30	.902** .000 30	.150 .428 30	.131 .489 30	.276 .140 30	.045 .812 30	.394* .031 30	.212 .262 30	.130 .494 30	.530* .003 30	.408* .025 30	.172 .364 30	.627** .000 30
p5	Pearson Correlati on Sig. (2- tailed) N	.359 .051 30	.214 .255 30	.433* .017 30	.276 .140 30	1 .001 30	.569* .001 30	.374* .042 30	.424* .019 30	1.00 0** 30	.459* .011 30	.332 .073 30	.095 .619 30	.267 .153 30	.323 .081 30	.090 .637 30	1.00 0** 30	.653* .000 30	.424* .019 30	.083 .661 30	.189 .316 30	.214 .255 30	.507* .004 30	.928* .000 30	.758** .000 30
p6	Pearson Correlati on Sig. (2- tailed) N	.359 .051 30	.214 .255 30	.103 .589 30	.276 .140 30	.569* .001 30	1 .135 30	.279 .137 30	.278 .137 30	.569* .001 30	.146 .441 30	-.017 .927 30	.000 1.00 0 30	.171 .367 30	.167 .378 30	-.171 .366 30	.569* .001 30	.323 .082 30	.604* .000 30	.180 .342 30	.095 .619 30	.214 .255 30	.157 .407 30	.459* .011 30	.498** .005 30
p7	Pearson Correlati on	.159	.199	.063	.104	.374*	.279	1	.175	.374*	.297	.208	-.063	-.030	.117	.350	.374*	.355	.265	.366*	-.063	.199	.208	.297	.450*

p1	Pearson																									
1	Correlati on	.146	.313	.241	.288	.332	-.017	.208	.303	.332	.914 ⁺ _*	1	-.115	.271	.038	.434 ⁺ _*	.332	-.027	.022	-.047	-.115	.313	.362 ⁺ _*	.343	.416 ⁺ _*	
	Sig. (2- tailed)	.442	.092	.199	.123	.073	.927	.269	.104	.073	.000		.544	.148	.842	.016	.073	.888	.909	.806	.544	.092	.050	.064	.022	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
p1	Pearson																									
2	Correlati on	.000	.255	.145	.260	.095	.000	-.063	.193	.095	.000	-.115	1	.255	.103	.057	.095	.073	.237	.445 ⁺ _*	.750 ⁺ _*	.255	.231	.000	.400 ⁺ _*	
	Sig. (2- tailed)	1.000	.174	.444	.165	.619	1.00 0	.742	.306	.619	1.00 0	.544		.174	.587	.763	.619	.703	.208	.014	.000	.174	.220	1.00 0	.029	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
p1	Pearson																									
3	Correlati on	.565 ^{**}	.491 ^{**}	.188	.902 ^{**}	.267	.171	-.030	.128	.267	.372 ⁺ _*	.271	.255	1	.260	.189	.267	.114	.370 ⁺ _*	.199	.128	.491 ⁺ _*	.388 ⁺ _*	.161	.608 ^{**}	
	Sig. (2- tailed)	.001	.006	.321	.000	.153	.367	.875	.500	.153	.043	.148	.174		.166	.316	.153	.550	.044	.292	.502	.006	.034	.394	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
p1	Pearson																									
4	Correlati on	.131	.374 ⁺ _*	.136	.150	.323	.167	.117	.351	.323	.193	.038	.103	.260	1	.468 ⁺ _*	.323	.376 ⁺ _*	.247	.133	.206	.374 ⁺ _*	.038	.193	.475 ^{**}	

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p1	Pearson																								
8	Correlati on	.299	.107	-.105	.394*	.424*	.604* _	.265	.201	.424*	.143	.022	.237	.370*	.247	-.094	.424*	.307	1	.357	.296	.107	.131	.339	.538**
	Sig. (2- tailed)	.108	.573	.580	.031	.019	.000	.157	.287	.019	.450	.909	.208	.044	.187	.621	.019	.099	.053	.113	.573	.490	.067	.002	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
p1	Pearson																								
9	Correlati on	.241	.230	-.020	.212	.083	.180	.366*	.157	.083	.077	-.047	.445*	.199	.133	.241	.083	.054	.357	1	.445*	.230	-.047	-.028	.435*
	Sig. (2- tailed)	.199	.221	.918	.262	.661	.342	.047	.407	.661	.686	.806	.014	.292	.484	.199	.661	.776	.053	.014	.221	.806	.883	.016	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
p2	Pearson																								
0	Correlati on	.000	.085	.000	.130	.189	.095	-.063	.386*	.189	.000	-.115	.750**	.128	.206	.057	.189	.073	.296	.445*	1	.085	.115	.103	.387*
	Sig. (2- tailed)	1.000	.655	1.000	.494	.316	.619	.742	.035	.316	1.00 0	.544	.000	.502	.274	.763	.316	.703	.113	.014	.655	.544	.587	.035	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
p2	Pearson																								
1	Correlati on	.430*	1.000**	.427*	.530**	.214	.214	.199	.262	.214	.467* _	.313	.255	.491**	.374*	.260	.214	.230	.107	.230	.085	1	.313	.047	.624**

[illegible]

Kepuasan Pelanggan Correlations

[illegible]

[illegible]

[illegible]

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

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

Loyalitas pelanggan
Correlations

		p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	Total
p1	Pearson Correlation	1	-.006	.239	.209	.239	-.059	.325	-.015	.154	.191	.211	.499**
	Sig. (2-tailed)		.973	.204	.268	.204	.759	.080	.936	.415	.313	.262	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30
p2	Pearson Correlation	-.006	1	.466**	.347	.466**	.397*	-.030	.561**	.477**	.347	.333	.558**
	Sig. (2-tailed)	.973		.009	.061	.009	.030	.875	.001	.008	.061	.072	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
p3	Pearson Correlation	.239	.466**	1	.938**	1.000**	.160	.127	.276	.459*	.507**	.636**	.507**
	Sig. (2-tailed)	.204	.009		.000	.000	.400	.502	.140	.011	.004	.000	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30
p4	Pearson Correlation	.209	.347	.938**	1	.938**	.175	.108	.276	.438*	.489**	.584**	.472**

[illegible]

p11	Pearson Correlation	.211	.333	.636**	.584**	.636**	.266	.227	.365*	.193	.229	1	.486**
	Sig. (2-tailed)	.262	.072	.000	.001	.000	.156	.227	.047	.306	.224		.006
	N	30	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.499**	.558**	.507**	.472**	.507**	.640**	.407*	.777**	.510**	.476**	.486**	1
	Sig. (2-tailed)	.005	.001	.004	.008	.004	.000	.026	.000	.004	.008	.006	
	N	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).

Lampiran 4 Tabulasi data karakteristik 200 responden

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No	Private label																							
	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12	P 13	P 14	P 15	P 16	P 17	P 18	P 19	P 20	P 21	P 22	P 23	Total
1	3	3	3	4	3	3	4	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	73
2	4	3	4	3	4	4	3	4	4	3	4	3	3	3	3	4	4	4	3	3	3	3	4	79
3	3	2	2	2	2	3	3	2	2	1	2	3	2	3	2	2	3	3	4	3	2	2	2	55
4	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3	71
5	3	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	3	3	64
6	3	2	4	3	4	4	4	4	4	3	4	3	3	4	3	4	3	4	4	3	2	3	4	78
7	3	3	3	3	3	2	2	3	3	3	3	3	4	2	3	3	3	2	3	3	3	3	3	66
8	3	3	3	3	3	2	3	3	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3	70
9	3	3	2	3	2	3	3	2	2	3	2	3	3	3	3	2	2	3	3	3	3	3	2	60
10	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	2	3	2	3	3	67
11	2	2	3	2	3	3	1	3	3	2	3	4	2	1	2	3	3	2	1	4	2	3	3	57
12	3	3	2	4	2	3	1	2	2	3	2	3	4	1	4	2	1	3	3	3	3	2	2	59
13	3	2	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	65
14	2	2	3	1	3	3	3	3	3	3	3	1	1	3	1	3	3	3	2	1	2	2	3	53
15	3	3	3	3	3	3	2	3	3	3	3	3	3	2	3	3	3	2	3	3	3	3	3	66

16	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	4	3	2	2	3	3	3	67
17	2	2	2	1	2	2	3	2	2	3	2	3	1	3	1	2	2	1	3	3	2	2	2	49
18	3	3	3	2	3	3	3	3	3	3	3	3	2	3	2	3	3	3	3	3	3	3	3	67
19	3	2	3	2	3	3	2	3	3	3	3	3	2	2	2	3	3	2	3	3	2	3	3	61
20	4	3	3	3	3	3	3	3	3	3	3	1	3	3	3	3	3	1	1	1	3	3	3	63
21	4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	2	3	3	67
22	3	3	3	3	3	3	4	3	3	3	3	3	3	4	3	3	3	2	3	3	3	3	3	70
23	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	4	3	4	4	3	3	3	73
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29	3	3	3	3	3	3	3	3	3	3	3	33
30	4	4	4	3	4	3	4	4	4	3	4	41
31	3	3	3	3	3	3	3	3	3	3	3	34
32	4	3	4	2	2	4	4	4	4	3	3	36
33	3	4	3	3	3	3	3	4	3	3	4	35
34	3	3	4	3	3	3	4	3	3	3	3	34
35	3	4	3	3	3	3	3	3	3	4	3	36
36	3	2	3	3	3	4	3	3	3	3	3	35
37	3	3	4	3	3	2	4	4	3	3	4	35
38	3	3	3	3	3	2	3	3	3	3	3	32
39	4	3	3	3	3	4	3	3	4	3	4	37

86	4	3	3	3	3	4	3	4	4	3	3	37
87	3	4	4	3	3	3	4	3	3	3	4	36
88	3	3	3	3	3	3	3	3	3	3	3	33
89	3	4	4	4	4	4	4	3	3	4	3	38
90	3	2	4	4	4	4	4	3	3	3	3	37
91	4	3	3	3	3	2	3	3	4	3	4	34
92	3	3	4	2	2	2	4	3	3	3	4	32
93	3	3	3	3	3	3	3	4	3	4	3	35
94	3	2	4	3	3	3	4	3	3	3	3	33
95	3	3	3	3	3	3	3	3	3	2	4	33
96	4	3	3	3	3	3	3	3	4	3	3	33
97	3	2	4	3	3	4	4	3	3	4	3	36
98	4	3	3	3	3	3	3	3	4	3	3	34
99	3	3	3	3	3	3	3	4	3	3	4	35
100	3	4	3	3	3	4	3	4	3	3	3	38
101	4	4	2	3	1	3	2	3	4	4	3	32
102	3	3	3	3	3	3	3	3	3	3	4	35
103	3	3	3	3	2	3	3	2	3	3	2	30
104	3	3	3	3	1	3	3	3	3	3	4	33
105	4	3	3	3	3	3	3	4	4	3	3	34
106	3	3	3	3	2	3	3	3	3	4	3	33
107	3	4	3	3	3	3	3	4	3	3	4	37
108	3	3	3	3	2	3	3	3	3	3	3	32
109	4	3	3	3	3	4	3	4	4	4	3	37
110	3	3	3	3	3	3	3	3	3	3	4	34
111	3	3	3	3	2	3	3	3	3	3	4	32
112	3	3	3	3	3	3	3	2	3	3	3	32
113	3	4	3	3	3	3	3	3	3	4	3	37
114	3	3	4	4	4	3	4	2	3	3	3	34
115	3	4	3	3	3	3	3	3	3	4	3	35
116	3	3	4	3	4	4	4	3	3	3	3	36
117	3	3	2	1	3	3	2	2	3	3	4	32
118	3	3	3	3	3	3	3	3	3	3	3	33
119	3	3	3	3	3	3	3	3	3	3	3	33
120	3	4	4	3	4	4	4	4	3	3	4	40
121	3	3	3	3	2	3	3	3	3	3	3	32
122	3	3	3	3	3	4	3	4	3	4	3	35
123	3	3	2	3	3	3	2	3	3	3	3	32
124	3	4	3	3	4	3	3	3	3	2	3	34
125	3	2	3	2	2	3	3	3	3	3	2	30
126	3	3	2	3	3	4	2	4	3	3	2	32
127	3	3	3	3	2	3	3	2	3	3	3	31
128	3	4	3	3	3	3	3	3	3	4	3	35
129	3	3	3	3	2	2	3	3	3	3	3	30
130	3	3	3	3	3	3	3	4	3	3	2	33
131	4	4	2	3	1	3	2	2	4	4	2	31

132	3	3	3	3	3	2	3	3	3	3	3	30
133	3	3	3	3	2	3	3	2	3	3	2	30
134	3	1	3	3	1	3	3	3	3	3	3	30
135	3	3	3	3	3	3	3	2	3	3	4	32
136	3	2	3	3	2	3	3	3	3	3	3	31
137	3	3	3	3	3	3	3	4	3	3	4	35
138	3	3	3	3	2	3	3	3	3	3	3	32
139	3	3	3	3	3	3	3	2	3	3	4	34
140	3	4	3	3	3	4	3	3	3	4	3	36
141	4	3	3	3	2	3	3	3	4	3	3	32
142	3	3	3	3	3	3	3	2	3	3	3	32
143	3	4	3	3	3	3	3	3	3	4	3	37
144	3	3	4	4	4	3	4	2	3	3	3	35
145	3	4	3	3	3	3	3	3	3	4	3	35
146	3	3	3	3	3	3	3	3	3	3	4	34
147	4	3	2	1	3	3	2	3	4	3	4	33
148	3	3	3	3	3	3	3	3	3	3	3	33
149	3	3	3	3	3	3	3	3	3	3	3	33
150	3	3	4	3	4	4	4	4	3	3	2	37
151	3	3	3	3	2	3	3	3	3	3	3	32
152	3	3	3	3	3	3	3	3	3	2	3	33
153	4	3	2	3	3	2	2	3	4	3	2	31
154	3	4	3	3	4	3	3	3	3	2	3	34
155	3	3	3	2	2	4	3	4	3	3	4	35
156	3	3	2	3	3	4	2	4	3	3	2	32
157	3	3	3	3	2	3	3	2	3	3	3	31
158	3	4	3	3	3	3	3	3	3	4	3	35
159	4	3	3	3	2	3	3	3	4	3	4	35
160	3	3	3	3	3	3	3	4	3	3	2	33
161	4	4	2	3	1	3	2	3	4	4	4	33
162	3	3	3	3	3	2	3	3	3	3	3	30
163	3	3	3	3	2	3	3	2	3	3	2	30
164	3	4	3	3	1	4	3	4	3	3	4	34
165	4	3	3	3	3	3	3	3	4	4	3	34
166	3	2	3	3	2	3	3	3	3	3	3	31
167	3	4	3	3	3	4	3	3	3	3	4	37
168	3	3	3	3	2	3	3	3	3	3	3	32
169	3	3	3	3	3	3	3	2	3	3	2	31
170	4	3	3	3	3	4	3	3	4	3	4	37
171	3	3	3	3	2	3	3	3	3	4	2	31
172	3	3	3	3	3	3	3	2	3	3	3	32
173	3	4	3	3	3	3	3	3	3	4	3	37
174	3	3	4	4	3	3	4	2	3	3	3	33
175	3	4	3	3	3	3	3	3	3	4	3	35
176	3	3	3	3	3	3	3	3	3	3	2	32
177	4	3	2	3	3	4	2	3	4	3	4	35

178	3	4	3	3	3	3	3	3	3	3	3	35
179	3	3	3	3	3	3	3	3	3	3	3	33
180	3	4	4	3	4	4	4	3	3	3	1	36
181	3	3	3	3	2	3	3	3	3	3	3	32
182	3	3	3	3	3	3	3	3	3	3	3	34
183	1	4	2	3	3	2	2	3	1	3	2	29
184	3	4	3	3	2	3	3	3	3	2	3	32
185	3	2	3	3	3	3	3	3	3	3	2	31
186	3	3	2	3	2	4	2	4	3	3	2	34
187	3	3	2	1	3	3	2	2	3	3	3	32
188	3	4	3	3	3	3	3	3	3	4	3	35
189	4	3	3	3	3	2	3	3	4	3	4	35
190	3	4	4	3	4	3	4	3	3	4	3	37
191	3	3	3	3	2	3	3	3	3	3	3	32
192	3	3	3	3	3	2	3	2	3	3	3	32
193	4	3	2	3	3	2	2	3	4	3	4	34
194	3	4	3	3	4	3	3	3	3	2	3	34
195	3	3	3	2	2	4	3	4	3	3	4	35
196	3	3	2	3	3	4	2	4	3	3	2	32
197	3	3	3	3	2	3	3	2	3	3	3	31
198	3	4	3	3	3	3	3	3	3	4	3	35
199	3	3	3	3	2	2	3	3	3	3	3	30
200	3	4	3	3	3	3	2	3	3	4	3	35

Lampiran 5 Hasil Uji Validitas 200 responden

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Private label
Correlations

	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12	P 13	P 14	P 15	P 16	P 17	P 18	P 19	P 20	P 21	P 22	P 23	Total
p1 Pearson Correlation	1	.331 [*]	.107	.498 [*]	.310 [*]	.372 [*]	.159 [*]	.323 [*]	.286 [*]	.225 [*]	.107	-.069	.434 [*]	.159 [*]	.498 [*]	.262 [*]	.039	.201 [*]	.206 [*]	-.069	.301 [*]	.377 [*]	.107	.560 [*]
Sig. (2-tailed)		.000	.132	.000	.000	.000	.024	.000	.000	.001	.132	.329	.000	.024	.000	.000	.584	.004	.003	.329	.000	.000	.132	.000
N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p2 Pearson Correlation	.331 [*]	1	-.010	.383 [*]	-.042	.127	.051	.183 [*]	-.099	.199 [*]	-.010	.224 [*]	.333 [*]	.051	.383 [*]	-.114	.132	-.003	.192 [*]	.224 [*]	.736 [*]	.116	-.010	.422 [*]
Sig. (2-tailed)	.000		.885	.000	.552	.073	.474	.010	.161	.005	.885	.001	.000	.474	.000	.107	.062	.966	.007	.001	.000	.101	.885	.000
N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p3 Pearson Correlation	.107	-.010	1	.032	.508 [*]	.300 [*]	.354 [*]	.104	.598 [*]	-.018	1.00 0 ^{**}	.030	.025	.354 [*]	.032	.610 [*]	.471 [*]	.303 [*]	.147 [*]	.030	- .148 [*]	.288 [*]	1.00 0 ^{**}	.521 [*]
Sig. (2-tailed)	.132	.885		.652	.000	.000	.000	.143	.000	.796	.000	.673	.730	.000	.652	.000	.000	.000	.037	.673	.037	.000	.000	.000
N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p4 Pearson Correlation	.498 [*]	.383 [*]	.032	1	.163 [*]	.201 [*]	.006	.496 [*]	.126	.319 [*]	.032	.201 [*]	.807 [*]	.006	1.00 0 ^{**}	.170 [*]	-.088	.355 [*]	.147 [*]	.201 [*]	.382 [*]	.339 [*]	.032	.631 [*]

	Sig. (2-tailed)	.000	.000	.652		.021	.004	.932	.000	.076	.000	.652	.004	.000	.932	.000	.016	.215	.000	.038	.004	.000	.000	.652	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p5	Pearson Correlation	.310*	-.042	.508*	.163*	1	.464*	.357*	.227*	.845*	.381*	.508*	.000	.122	.357*	.163*	.906*	.456*	.305*	.017	.000	-.033	.541*	.508*	.646*
	Sig. (2-tailed)	.000	.552	.000	.021		.000	.000	.001	.000	.000	.000	1.000	.086	.000	.021	.000	.000	.000	.813	1.000	.647	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p6	Pearson Correlation	.372*	.127	.300*	.201*	.464*	1	.234*	.142*	.390*	.084	.300*	-.055	.037	.234*	.201*	.398*	.190*	.518*	.170*	-.055	-.043	.081	.300*	.456*
	Sig. (2-tailed)	.000	.073	.000	.004	.000		.001	.046	.000	.236	.000	.443	.603	.001	.004	.000	.007	.000	.016	.443	.549	.254	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p7	Pearson Correlation	.159*	.051	.354*	.006	.357*	.234*	1	.044	.358*	.198*	.354*	-.108	-	1.000	.006	.364*	.345*	.234*	.317*	-.108	.038	.244*	.354*	.474*
	Sig. (2-tailed)	.024	.474	.000	.932	.000	.001		.537	.000	.005	.000	.127	.036	.000	.932	.000	.000	.001	.000	.127	.598	.001	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p8	Pearson Correlation	.323*	.183*	.104	.496*	.227*	.142*	.044	1	.184*	.234*	.104	.098	.447*	.044	.496*	.246*	.066	.184*	.081	.098	.188*	.271*	.104	.470*

	Sig. (2-tailed)	.000	.010	.143	.000	.001	.046	.537		.009	.001	.143	.168	.000	.537	.000	.000	.354	.009	.253	.168	.008	.000	.143	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p9	Pearson Correlation	.286*	-.099	.598*	.126	.845*	.390*	.358*	.184*	1	.158*	.598*	-.015	.070	.358*	.126	.850*	.441*	.311*	-.003	-.015	.004	.488*	.598*	.595*
	Sig. (2-tailed)	.000	.161	.000	.076	.000	.000	.000	.009		.026	.000	.838	.321	.000	.076	.000	.000	.000	.967	.838	.955	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p10	Pearson Correlation	.225*	.199*	-.018	.319*	.381*	.084	.198*	.234*	.158*	1	-.018	-.068	.243*	.198*	.319*	.362*	-.005	.071	.008	-.068	.142*	.322*	-.018	.367*
	Sig. (2-tailed)	.001	.005	.796	.000	.000	.236	.005	.001	.026		.796	.336	.001	.005	.000	.000	.949	.317	.914	.336	.044	.000	.796	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p11	Pearson Correlation	.107	-.010	1.000**	.032	.508*	.300*	.354*	.104	.598*	-.018	1	.030	.025	.354*	.032	.610*	.471*	.303*	.147*	.030	-.148*	.288*	1.000**	.521*
	Sig. (2-tailed)	.132	.885	.000	.652	.000	.000	.000	.143	.000	.796		.673	.730	.000	.652	.000	.000	.000	.037	.673	.037	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p12	Pearson Correlation	-.069	.224*	.030	.201*	.000	-.055	-.108	.098	-.015	-.068	.030	1	.180*	-.108	.201*	.000	.034	.184*	.406*	1.000**	.151*	.178*	.030	.364*

	Sig. (2-tailed)	.329	.001	.673	.004	1.000	.443	.127	.168	.838	.336	.673		.011	.127	.004	1.000	.636	.009	.000	.000	.033	.012	.673	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p13	Pearson Correlation	.434*	.333*	.025	.807*	.122	.037	-.149*	.447*	.070	.243*	.025	.180*	1	-.149*	.807*	.125	-.023	.269*	.191*	.180*	.284*	.308*	.025	.523*
	Sig. (2-tailed)	.000	.000	.730	.000	.086	.603	.036	.000	.321	.001	.730	.011		.036	.000	.077	.742	.000	.007	.011	.000	.000	.730	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p14	Pearson Correlation	.159*	.051	.354*	.006	.357*	.234*	1.000	.044	.358*	.198*	.354*	-.108	-.149*	1	.006	.364*	.345*	.234*	.317*	-.108	.038	.244*	.354*	.474*
	Sig. (2-tailed)	.024	.474	.000	.932	.000	.001	.000	.537	.000	.005	.000	.127	.036		.932	.000	.000	.001	.000	.127	.598	.001	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p15	Pearson Correlation	.498*	.383*	.032	1.000	.163*	.201*	.006	.496*	.126	.319*	.032	.201*	.807*	.006	1	.170*	-.088	.355*	.147*	.201*	.382*	.339*	.032	.631*
	Sig. (2-tailed)	.000	.000	.652	.000	.021	.004	.932	.000	.076	.000	.652	.004	.000	.932		.016	.215	.000	.038	.004	.000	.000	.652	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p16	Pearson Correlation	.262*	-.114	.610*	.170*	.906*	.398*	.364*	.246*	.850*	.362*	.610*	.000	.125	.364*	.170*	1	.398*	.354*	.008	.000	-.073	.547*	.610*	.643*

	Sig. (2-tailed)	.000	.107	.000	.016	.000	.000	.000	.000	.000	.000	.000	1.000	.077	.000	.016		.000	.000	.906	1.000	.307	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p17	Pearson Correlation	.039	.132	.471*	-.088	.456*	.190*	.345*	.066	.441*	-.005	.471*	.034	-.023	.345*	-.088	.398*	1	.126	.020	.034	.058	.338*	.471*	.411*
	Sig. (2-tailed)	.584	.062	.000	.215	.000	.007	.000	.354	.000	.949	.000	.636	.742	.000	.215	.000		.075	.783	.636	.412	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p18	Pearson Correlation	.201*	-.003	.303*	.355*	.305*	.518*	.234*	.184*	.311*	.071	.303*	.184*	.269*	.234*	.355*	.354*	.126	1	.316*	.184*	-.062	.099	.303*	.527*
	Sig. (2-tailed)	.004	.966	.000	.000	.000	.000	.001	.009	.000	.317	.000	.009	.000	.001	.000	.000	.075		.000	.009	.384	.164	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p19	Pearson Correlation	.206*	.192*	.147*	.147*	.017	.170*	.317*	.081	-.003	.008	.147*	.406*	.191*	.317*	.147*	.008	.020	.316*	1	.406*	.054	-.084	.147*	.420*
	Sig. (2-tailed)	.003	.007	.037	.038	.813	.016	.000	.253	.967	.914	.037	.000	.007	.000	.038	.906	.783	.000		.000	.447	.238	.037	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p20	Pearson Correlation	-.069	.224*	.030	.201*	.000	-.055	-.108	.098	-.015	-.068	.030	1.000	.180*	-.108	.201*	.000	.034	.184*	.406*	1	.151*	.178*	.030	.364*

	Sig. (2-tailed)	.329	.001	.673	.004	1.000	.443	.127	.168	.838	.336	.673	.000	.011	.127	.004	1.000	.636	.009	.000		.033	.012	.673	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p21	Pearson Correlation	.301*	.736*	-.148*	.382*	-.033	-.043	.038	.188*	.004	.142*	-.148*	.151*	.284*	.038	.382*	-.073	.058	-.062	.054	.151*	1	.235*	-.148*	.355*
	Sig. (2-tailed)	.000	.000	.037	.000	.647	.549	.598	.008	.955	.044	.037	.033	.000	.598	.000	.307	.412	.384	.447	.033		.001	.037	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p22	Pearson Correlation	.377*	.116	.288*	.339*	.541*	.081	.244*	.271*	.488*	.322*	.288*	.178*	.308*	.244*	.339*	.547*	.338*	.099	-.084	.178*	.235*	1	.288*	.588*
	Sig. (2-tailed)	.000	.101	.000	.000	.000	.254	.001	.000	.000	.000	.000	.012	.000	.001	.000	.000	.000	.164	.238	.012	.001		.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
p23	Pearson Correlation	.107	-.010	1.000**	.032	.508*	.300*	.354*	.104	.598*	-.018	1.000**	.030	.025	.354*	.032	.610*	.471*	.303*	.147*	.030	-.148*	.288*	1	.521*
	Sig. (2-tailed)	.132	.885	.000	.652	.000	.000	.000	.143	.000	.796	.000	.673	.730	.000	.652	.000	.000	.000	.037	.673	.037	.000		.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
Total	Pearson Correlation	.560*	.422*	.521*	.631*	.646*	.456*	.474*	.470*	.595*	.367*	.521*	.364*	.523*	.474*	.631*	.643*	.411*	.527*	.420*	.364*	.355*	.588*	.521*	1

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

Correlations

[illegible]

[illegible]

[illegible]

[illegible]

p2	Pearson Correlation	-.011	1	.066	.174*	.207**	.162*	.082	.205**	-.011	.276**	.148*	.479**
	Sig. (2-tailed)	.880		.352	.014	.003	.022	.246	.004	.880	.000	.036	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
p3	Pearson Correlation	.115	.066	1	.381**	.394**	.135	.867**	.080	.115	.093	.125	.506**
	Sig. (2-tailed)	.106	.352		.000	.000	.056	.000	.257	.106	.189	.078	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
p4	Pearson Correlation	.065	.174*	.381**	1	.557**	.070	.294**	.018	.065	.139*	-.024	.371**
	Sig. (2-tailed)	.359	.014	.000		.000	.324	.000	.798	.359	.049	.732	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
p5	Pearson Correlation	.030	.207**	.394**	.557**	1	.109	.305**	.079	.030	.009	.040	.524**
	Sig. (2-tailed)	.669	.003	.000	.000		.124	.000	.265	.669	.895	.571	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
p6	Pearson Correlation	.136	.162*	.135	.070	.109	1	.229**	.476**	.136	.251**	.008	.577**

p11	Pearson												
	Correlation	.222**	.148*	.125	-.024	.040	.008	.125	.103	.222**	-.058	1	.384**
	Sig. (2-tailed)	.002	.036	.078	.732	.571	.907	.077	.148	.002	.412		.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
Total	Pearson												
	Correlation	.393**	.479**	.506**	.371**	.524**	.577**	.472**	.503**	.393**	.399**	.384**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200

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

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

Lampiran 6 Hasil Uji Reliabilitas 200 responden

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.908	52

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	149.11	151.248	.466	.905
VAR00002	149.54	154.632	.279	.907
VAR00003	149.27	153.738	.401	.906
VAR00004	149.40	148.221	.611	.904
VAR00005	149.25	152.945	.446	.906
VAR00006	149.25	154.761	.280	.907
VAR00007	149.31	153.353	.268	.908
VAR00008	149.31	150.458	.638	.904
VAR00009	149.27	153.304	.423	.906
VAR00010	149.28	154.979	.340	.907
VAR00011	149.27	153.738	.401	.906
VAR00012	149.22	155.057	.175	.909
VAR00013	149.43	149.363	.508	.905
VAR00014	149.31	153.353	.268	.908
VAR00015	149.40	148.221	.611	.904
VAR00016	149.28	152.454	.507	.905
VAR00017	149.31	154.679	.228	.908
VAR00018	149.50	151.035	.393	.906
VAR00019	149.34	153.693	.258	.908
VAR00020	149.22	155.057	.175	.909

VAR00021	149.60	155.457	.227	.908
VAR00022	149.33	154.112	.443	.906
VAR00023	149.27	153.738	.401	.906
VAR00024	149.24	154.163	.308	.907
VAR00025	149.31	152.687	.382	.906
VAR00026	149.36	151.349	.481	.905
VAR00027	149.47	151.878	.415	.906
VAR00028	149.26	152.407	.492	.905
VAR00029	149.30	154.382	.344	.907
VAR00030	149.32	154.341	.267	.908
VAR00031	149.35	149.746	.605	.904
VAR00032	149.32	150.683	.575	.904
VAR00033	149.32	150.341	.625	.904
VAR00034	149.31	150.458	.638	.904
VAR00035	149.24	154.163	.308	.907
VAR00036	149.31	152.687	.382	.906
VAR00037	149.21	154.069	.361	.907
VAR00038	149.40	148.221	.611	.904
VAR00039	149.20	152.345	.404	.906
VAR00040	149.32	154.492	.286	.907
VAR00041	149.46	148.350	.572	.904
VAR00042	149.05	156.404	.156	.908
VAR00043	149.14	154.523	.259	.908
VAR00044	149.16	152.792	.424	.906
VAR00045	149.32	150.341	.625	.904
VAR00046	149.43	149.141	.546	.904
VAR00047	149.16	155.210	.214	.908
VAR00048	149.20	152.345	.404	.906
VAR00049	149.21	154.933	.234	.908
VAR00050	149.05	156.404	.156	.908
VAR00051	149.09	157.107	.115	.909
VAR00052	149.10	156.553	.121	.909

Lampiran 7 Hasil Uji Statistik *Path analysis private label* terhadap kepuasan pelanggan

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Private label ^b	.	Enter

a. Dependent Variable: kepuasan pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.469 ^a	.220	.216	5.068

a. Predictors: (Constant), private label

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1434.348	1	1434.348	55.848	.000 ^b
	Residual	5085.207	198	25.683		
	Total	6519.555	199			

a. Dependent Variable: kepuasan pelanggan

b. Predictors: (Constant), privatelabel

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25.068	3.644		6.880	.000
	Private label	.407	.055	.469	7.473	.000

a. Dependent Variable: kepuasan pelanggan

Lampiran 8 Hasil Uji Statistik *Path analysis* kepuasan pelanggan terhadap loyalitas pelanggan

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan pelanggan ^b	.	Enter

a. Dependent Variable: loyalitas pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.507 ^a	.257	.253	2.270

a. Predictors: (Constant), kepuasan pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	353.225	1	353.225	68.563	.000 ^b
	Residual	1020.055	198	5.152		
	Total	1373.280	199			

a. Dependent Variable: loyalitas pelanggan

b. Predictors: (Constant), kepuasan pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.418	1.475		14.519	.000
	kepuasanpelanggan	.233	.028	.507	8.280	.000

a. Dependent Variable: loyalitaspelanggan

Lampiran 9 Hasil Uji Statistik *Path analysis private label* terhadap loyalitas pelanggan melalui kepuasan pelanggan

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Kepuasan pelanggan, private label ^b		Enter

a. Dependent Variable: loyalitas pelanggan

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.520 ^a	.270	.263	2.255

a. Predictors: (Constant), kepuasan pelanggan, private label

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	371.302	2	185.651	36.501	.000 ^b
	Residual	1001.978	197	5.086		
	Total	1373.280	199			

a. Dependent Variable: loyalitas pelanggan

b. Predictors: (Constant), kepuasan pelanggan, private label

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.432	1.805		10.766	.000
	Private label	.052	.027	.130	1.885	.061
	Kepuasan pelanggan	.205	.032	.446	6.476	.000

a. Dependent Variable: loyalitas pelanggan