

**LAMPIRAN**

## Lampiran 1

### Kuisisioner

Dengan ini, peneliti mohon maaf kesediaan waktu dari responden untuk mengisi kuisisioner ini guna membantu peneliti mengolah data dalam penelitian ini.

#### Nama Responden :

#### A. Data Responden untuk Operator Seluler IM3

Silakan beri tanda silang (X) untuk menjawab yang sesuai :

1. Jenis Kelamin :
  - a. Pria            b. Wanita
  
2. Usia :
  - a.  $\leq 18$  tahun            c.  $>22$  tahun
  - b. 19-22 tahun
  
3. Lama Menggunakan IM3
  - a.  $\leq 1$  tahun (min 6 bulan)            d. 3-4 tahun
  - b. 1-2 tahun            e.  $> 4$  tahun
  - c. 2-3 tahun
  
4. Biaya Pulsa Selama Sebulan
  - a.  $\leq$  Rp. 20.000            c. Rp. 50.001 – Rp. 100.000
  - b. Rp. 20.001-Rp.50.000            d.  $>$  Rp. 100.000

- B. Berikan tanda shecklist ( $\checkmark$ ) untuk menjawab atas pertanyaan mengenai bauran pemasaran yang sesuai dengan pendapat anda.

Keterangan :

SB = Sangat Baik

B = Baikn

KB = Kurang Baik

TB = Tidak Baik

STB = Sangat Tidak Baik

NO	PERTANYAAN	SB	B	N	TB	STB
	<b>Product</b>					
1	Kualitas Kinerja IM3					
2	Kelengkapan Fitur IM3					
3	Kualitas sinyal IM3					
4	Kemudahan pemakaian Fitur IM3					
5	Merek IM3 mudah di ingat dan di ucapkan					
6	Kemasan IM3 memiliki daya tarik					
	<b>Price</b>					
7	Kesesuaian antara kualitas IM3 dengan harga					
8	Harga IM3 bila dibandingkan dengan pesaing					
9	Keterjangkauan harga IM3					
	<b>Place</b>					
10	Kemudahan konsumen dalam memperoleh IM3					
11	Ketersediaan IM3					
12	Penyaluran IM3 kepada konsumen dengan					

	Baik					
	<b>Promotion</b>					
13	Pendapat anda tentang iklan IM3					
14	Kreatifitas iklan IM3 dibandingkan dengan iklan produk pesaing					
15	Promosi penjualan IM3 yang disertai bonus-bonus menarik					

C. Berikan tanda checklist ( $\checkmark$ ) untuk menjawab atas pertanyaan mengenai tingkatan loyalitas dibawah ini yang sesuai pendapat anda.

Keterangan :

SS = Sangat Setuju

S = Setuju

N = Netral

TS = Tidak Setuju

STS = Sangat Tidak Setuju

No.	Pernyataan	SS	S	N	TS	STS
1	Sering berpindah provider karena factor harga					
2	Pembeli yang puas dengan produk yang dikonsumsi					
3	Menemukan kepuasan dalam memakai produk IM3					
4	Benar-benar menyukai produk IM3					
5	Menyarankan atau mempromosikan keorang lain untuk membeli produk IM3					

## Lampiran 2

### Tabulasi Bauran Pemasaran 30 Responden

no. resp	p1	p2	p3	p4	p5	p6		p7	p8	p9		p10	p11	p12		p13	p14	p15	
1	4	4	5	4	4	4	4.17	5	5	5	5	5	4	4	4.33	4	5	5	4.67
2	4	5	5	4	5	3	4.33	4	5	5	4.67	4	4	4	4	5	5	5	5
3	5	5	5	4	5	4	4.67	4	5	5	4.67	5	4	5	4.67	5	4	4	4.33
4	5	4	4	5	5	5	4.67	5	4	4	4.33	4	5	5	4.67	4	4	5	4.33
5	5	4	4	3	5	4	4.17	5	5	5	5	5	4	4	4.33	4	4	5	4.33
6	5	5	4	5	5	5	4.83	5	4	5	4.67	3	2	4	3	5	3	5	4.33
7	5	5	5	4	3	4	4.33	5	4	5	4.67	5	4	5	4.67	5	4	4	4.33
8	5	4	4	5	5	5	4.67	5	4	4	4.33	4	5	5	4.67	4	4	5	4.33
9	4	4	5	5	5	4	4.5	5	5	5	5	5	4	4	4.33	4	4	5	4.33
10	5	5	5	4	3	5	4.5	4	5	5	4.67	5	2	4	3.67	5	4	5	4.67
11	4	5	4	4	4	5	4.33	4	5	5	4.67	5	4	5	4.67	5	4	4	4.33
12	5	5	5	4	4	5	4.67	4	4	4	4	4	5	5	4.67	4	4	5	4.33
13	4	4	5	4	4	5	4.33	5	5	5	5	5	4	4	4.33	4	4	5	4.33
14	4	5	3	4	5	5	4.33	4	5	5	4.67	5	5	4	4.67	4	5	5	4.67
15	4	5	5	4	4	4	4.33	4	4	5	4.33	5	4	5	4.67	5	4	4	4.33
16	5	4	5	4	5	5	4.67	5	5	4	4.67	4	5	3	4	4	4	5	4.33
17	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4.33	4	4	4	4
18	5	5	4	5	4	5	4.67	5	4	5	4.67	5	5	4	4.67	5	3	5	4.33
19	4	5	5	5	4	4	4.5	4	4	5	4.33	5	4	5	4.67	5	4	4	4.33
20	5	4	4	5	4	5	4.5	5	4	4	4.33	4	5	3	4	4	4	5	4.33
21	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4.33	4	4	5	4.33
22	4	5	5	4	4	5	4.5	5	5	5	5	5	5	4	4.67	5	5	5	5
23	5	4	5	5	4	4	4.5	4	5	5	4.67	5	4	5	4.67	5	4	4	4.33
24	5	4	5	5	5	5	4.83	5	5	4	4.67	4	5	5	4.67	4	5	5	4.67
25	4	4	4	5	5	4	4.33	4	4	5	4.33	5	4	4	4.33	4	5	5	4.67
26	5	5	5	5	5	5	5	4	5	5	4.67	3	5	4	4	5	5	3	4.33
27	4	5	5	5	5	4	4.67	4	4	4	4	5	4	5	4.67	5	5	4	4.67
28	5	5	5	5	5	5	5	5	4	4	4.33	4	5	5	4.67	4	5	4	4.33
29	5	5	5	5	3	4	4.5	5	5	5	5	5	4	4	4.33	4	4	5	4.33
30	5	5	4	5	4	5	4.67	5	5	5	5	5	4	4	4.33	5	4	5	4.67

### Lampiran 3

#### Tabulasi Loyalitas pelanggan (30 responden)

no. Resp	p1	P2	P3	P4	P5	
1	4	4	3	4	5	4
2	5	4	5	5	5	4.8
3	5	5	5	5	5	5
4	3	4	4	4	5	4
5	2	3	4	4	4	3.4
6	4	3	4	4	4	3.8
7	3	3	4	4	3	3.4
8	4	4	4	4	3	3.8
9	4	3	5	5	3	4
10	2	2	2	2	2	2
11	3	3	3	3	3	3
12	4	4	3	4	4	3.8
13	5	5	5	5	5	5
14	4	4	5	4	4	4.2
15	4	3	3	5	4	3.8
16	3	3	3	3	3	3
17	5	4	5	4	4	4.4
18	3	2	3	4	5	3.4
19	4	5	5	4	4	4.4
20	2	3	4	4	4	3.4
21	2	4	4	4	4	3.6
22	2	4	5	5	5	4.2
23	4	3	4	3	4	3.6
24	3	3	3	3	3	3
25	3	4	5	5	5	4.4
26	4	3	3	4	4	3.6
27	2	3	4	5	3	3.4
28	4	4	3	4	5	4
29	5	5	5	5	5	5
30	5	5	5	5	5	5

Lampiran 4

Hasil Uji validitas Bauran Pemasaran

Correlations

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16
01 Pearson Correlation	1															
Sig. (2-tailed)	.000															
N	30															
02 Pearson Correlation	.657*	1														
Sig. (2-tailed)	.000	.021														
N	30	30														
03 Pearson Correlation	.603*	.419*	1													
Sig. (2-tailed)	.000	.021	.000													
N	30	30	30													
04 Pearson Correlation	.549*	.485*	.192*	1												
Sig. (2-tailed)	.000	.009	.000	.000												
N	30	30	30	30												
05 Pearson Correlation	.447*	.385*	.658*	.619*	1											
Sig. (2-tailed)	.013	.041	.000	.000	.000											
N	30	30	30	30	30											
06 Pearson Correlation	.811*	.412*	.800*	.860*	.911*	1										
Sig. (2-tailed)	.000	.002	.000	.000	.001	.000										
N	30	30	30	30	30	30										
07 Pearson Correlation	.491*	.585*	.554*	.605*	.519*	.519*	1									
Sig. (2-tailed)	.008	.001	.001	.000	.000	.001	.000									
N	30	30	30	30	30	30	30									
08 Pearson Correlation	.388*	.420*	.465*	.464*	.332*	.619*	.332*	1								
Sig. (2-tailed)	.024	.014	.010	.000	.073	.000	.073	.000								
N	30	30	30	30	30	30	30	30								
09 Pearson Correlation	.540*	.581*	.128*	.681*	.615*	.548*	.611*	.128*	1							
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000							
N	30	30	30	30	30	30	30	30	30							
10 Pearson Correlation	.385*	.554*	.281*	.339*	.446*	.283*	.645*	.311*	.421*	1						
Sig. (2-tailed)	.028	.000	.002	.110	.007	.013	.000	.044	.014	.000						
N	30	30	30	30	30	30	30	30	30	30						
11 Pearson Correlation	.628*	.582*	.628*	.602*	.689*	.624*	.315*	.582*	.614*	.514*	1					
Sig. (2-tailed)	.000	.001	.000	.000	.000	.001	.000	.001	.000	.001	.000					
N	30	30	30	30	30	30	30	30	30	30	30					
12 Pearson Correlation	.414*	.285*	.642*	.600*	.169*	.502*	.611*	.546*	.287*	.588*	.179*	1				
Sig. (2-tailed)	.000	.027	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000				
N	30	30	30	30	30	30	30	30	30	30	30	30				
13 Pearson Correlation	.421*	.241*	.460*	.522*	.601*	.380*	.584*	.421*	.282*	.418*	.159*	.159*	1			
Sig. (2-tailed)	.008	.098	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000			
N	30	30	30	30	30	30	30	30	30	30	30	30	30			
14 Pearson Correlation	.412*	.271*	.514*	.632*	.651*	.428*	.632*	.612*	.585*	.454*	.651*	.454*	.651*	1		
Sig. (2-tailed)	.021	.141	.004	.000	.000	.019	.000	.000	.000	.012	.000	.000	.000	.000		
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30		
15 Pearson Correlation	.337*	.323*	.505*	.537*	.641*	.588*	.688*	.431*	.311*	.512*	.681*	.681*	.512*	.681*	1	
Sig. (2-tailed)	.000	.000	.001	.001	.000	.000	.000	.000	.004	.000	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Total Pearson Correlation	.628*	.628*	.712*	.624*	.624*	.315*	.582*	.315*	.582*	.582*	.681*	.681*	.582*	.681*	.681*	1
Sig. (2-tailed)	.000	.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 0.01 level (2-tailed).  
 \*. Correlation is significant at the 0.05 level (2-tailed).

## Lampiran 5

### Hasil Uji Reliabilitas Bauran Pemasaran

#### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.948	.949	15

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
p1	54.73	73.099	.652	.749	.946
p2	54.90	72.576	.576	.802	.948
p3	54.53	70.602	.745	.860	.944
p4	54.53	71.154	.794	.861	.943
p5	54.80	70.166	.799	.794	.942
p6	55.00	71.931	.663	.774	.946
p7	54.77	69.564	.821	.808	.942
p8	54.77	72.737	.708	.817	.945
p9	54.97	70.654	.820	.859	.942
p10	55.13	73.430	.530	.692	.949
p11	54.87	71.568	.795	.760	.943
p12	54.80	71.545	.735	.835	.944
p13	54.73	73.099	.702	.865	.945
p14	54.87	71.844	.721	.872	.944
p15	54.87	70.533	.779	.776	.943



## Lampiran 5

### Hasil Uji Validitas Loyalitas Pelanggan

Correlations

	L1	L2	L3	L4	L5	total
L1 Pearson Correlation	1	.594**	.401*	.373*	.415*	.731**
Sig. (2-tailed)		.001	.028	.042	.023	.000
N	30	30	30	30	30	30
L2 Pearson Correlation	.594**	1	.669**	.547**	.595**	.862**
Sig. (2-tailed)	.001		.000	.002	.001	.000
N	30	30	30	30	30	30
L3 Pearson Correlation	.401*	.669**	1	.684**	.437*	.801**
Sig. (2-tailed)	.028	.000		.000	.016	.000
N	30	30	30	30	30	30
L4 Pearson Correlation	.373*	.547**	.684**	1	.600**	.792**
Sig. (2-tailed)	.042	.002	.000		.000	.000
N	30	30	30	30	30	30
L5 Pearson Correlation	.415*	.595**	.437*	.600**	1	.763**
Sig. (2-tailed)	.023	.001	.016	.000		.000
N	30	30	30	30	30	30
total Pearson Correlation	.731**	.862**	.801**	.792**	.763**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30

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

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

## Lampiran 6

### Hasil Uji Reabilitas Loyalitas Pelanggan

#### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.843	.850	5

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
L1	15.83	8.006	.537	.360	.849
L2	15.77	7.840	.774	.635	.778
L3	15.40	7.972	.671	.605	.805
L4	15.27	8.547	.683	.582	.805
L5	15.33	8.368	.622	.482	.818

## Lampiran 7

### Tabulasi Bauran Pemasaran 100 responden

no. Resp	p1	p2	p3	p4	p5	p6		p7	p8	p9		p10	p11	p12		p13	p14	p15	
1	3	3	3	4	4	5	3.67	4	3	4	3.67	3	4	3	3.33	4	5	4	
2	2	3	2	4	4	4	3.17	4	5	4	4.33	5	4	5	4.67	3	4	5	4
3	5	4	5	5	5	4	4.67	4	3	3	3.33	5	4	4	4.33	5	3	3	3.67
4	4	4	5	5	5	4	4.5	5	5	4	4.67	5	4	5	4.67	5	4	4	4.33
5	4	4	5	5	3	3	4	3	4	3	3.33	4	4	3	3.67	5	3	4	4
6	4	4	4	4	4	3	3.83	4	4	4	4	4	4	4	4	4	3	3	3.33
7	4	3	4	4	5	4	4	5	5	5	5	4	5	5	4.67	4	3	3	3.33
8	5	5	5	5	5	5	5	5	5	4	4.67	4	4	4	4	4	3	4	3.67
9	4	3	4	4	2	4	3.5	3	4	4	3.67	4	4	3	3.67	3	4	2	3
10	3	2	3	2	2	2	2.33	2	2	2	2	1	2	1	1.33	1	1	1	1
11	4	3	3	3	4	3	3.33	4	4	3	3.67	3	4	4	3.67	3	3	3	3
12	4	4	5	4	3	4	4	3	3	3	3	5	4	3	4	3	4	4	3.67
13	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
14	4	4	3	4	4	5	4	4	4	4	4	4	4	5	4.33	4	4	5	4.33
15	5	4	4	4	5	4	4.33	4	5	5	4.67	5	4	3	4	3	2	4	3
16	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
17	3	4	3	5	5	3	3.83	4	5	4	4.33	5	4	4	4.33	4	4	3	3.67
18	3	3	4	4	3	5	3.67	4	4	4	4	4	4	3	3.67	4	3	4	3.67
19	3	5	4	4	4	5	4.17	5	4	4	4.33	4	5	4	4.33	5	5	5	5
20	5	5	5	5	3	3	4.33	4	4	5	4.33	5	5	5	5	5	4	4	4.33
21	4	4	4	4	5	4	4.17	5	5	5	5	5	5	5	5	5	5	5	5
22	5	4	5	5	4	3	4.33	5	5	3	4.33	5	3	4	4	4	4	3	3.67
23	3	4	3	4	4	4	3.67	5	4	3	4	4	4	4	4	3	4	4	3.67
24	3	3	3	3	3	4	3.17	4	4	3	3.67	3	3	3	3	3	3	3	3
25	4	4	4	5	5	4	4.33	4	4	4	4	5	5	4	4.67	4	4	5	4.33
26	4	3	4	4	4	4	3.83	4	3	3	3.33	3	4	3	3.33	4	4	4	4
27	4	3	4	5	5	5	4.33	5	5	3	4.33	4	4	3	3.67	3	4	3	3.33
28	3	4	4	4	3	4	3.67	4	4	4	4	4	4	3	3.67	4	3	4	3.67
29	2	3	2	1	2	2	2	2	2	2	2	1	2	2	1.67	2	2	2	2
30	4	4	4	4	4	4	4	4	5	4	4.33	4	5	4	4.33	4	3	3	3.33
31	3	3	2	2	2	2	2.33	2	2	3	2.33	2	2	2	2	2	2	2	2
32	3	2	4	4	4	3	3.33	4	3	3	3.33	4	4	4	4	4	3	3	3.33

33	5	4	5	5	4	4	4.5	5	4	5	4.67	4	4	4	4	5	4	5	4.67
34	4	5	5	5	4	5	4.67	5	5	4	4.67	4	4	4	4	5	4	5	4.67
35	3	2	4	4	4	3	3.33	4	3	2	3	4	4	4	4	4	3	4	3.67
36	5	5	5	5	5	4	4.83	5	5	4	4.67	4	4	4	4	5	4	4	4.33
37	4	4	4	4	3	3	3.67	3	3	4	3.33	3	4	4	3.67	3	3	4	3.33
38	4	4	4	4	3	3	3.67	3	3	3	3	3	3	3	3	3	3	3	3
39	5	4	5	5	4	5	4.67	4	4	2	3.33	5	5	4	4.67	4	2	3	3
40	3	3	2	3	2	3	2.67	3	2	3	2.67	2	3	2	2.33	2	2	2	2
41	5	5	5	5	4	4	4.67	5	4	3	4	4	4	4	4	3	4	3	3.33
42	5	4	5	5	5	5	4.83	4	4	4	4	5	5	5	5	5	3	3	3.67
43	5	4	4	4	5	5	4.5	4	4	4	4	4	4	4	4	4	4	5	4.33
44	5	5	4	4	4	4	4.33	4	4	4	4	4	5	5	4.67	4	5	5	4.67
45	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3.67
46	4	5	5	5	5	3	4.5	5	5	5	5	4	5	5	4.67	4	4	5	4.33
47	4	4	5	5	4	4	4.33	4	4	4	4	4	4	4	4	4	4	4	4
48	4	4	5	5	5	5	4.67	4	5	4	4.33	5	5	5	5	5	4	3	4
49	3	3	4	4	4	4	3.67	4	4	4	4	4	4	4	4	4	4	4	4
50	3	2	4	4	4	3	3.33	4	4	3	3.67	4	4	4	4	4	3	3	3.33
51	5	4	5	4	5	4	4.5	4	4	5	4.33	5	4	4	4.33	4	3	4	3.67
52	4	3	4	4	3	3	3.5	4	4	2	3.33	4	4	4	4	3	3	3	3
53	4	5	3	4	4	3	3.83	5	4	5	4.67	5	5	4	4.67	5	5	4	4.67
54	3	4	4	4	5	3	3.83	4	3	3	3.33	5	4	3	4	3	4	4	3.67
55	4	4	5	3	3	3	3.67	3	4	3	3.33	4	4	3	3.67	4	3	4	3.67
56	4	4	5	5	4	5	4.5	3	3	4	3.33	4	3	3	3.33	4	4	3	3.67
57	4	4	4	4	4	4	4	4	4	3	3.67	3	3	3	3	3	3	3	3
58	3	3	3	3	3	3	3	4	3	3	3.33	3	4	4	3.67	4	4	4	4
59	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
60	4	4	4	5	4	4	4.17	4	4	4	4	4	4	5	4.33	4	4	4	4
61	4	4	4	4	5	5	4.33	4	4	5	4.33	5	4	4	4.33	4	5	5	4.67
62	2	3	3	3	3	2	2.67	4	4	3	3.67	4	4	4	4	4	3	3	3.33
63	4	4	5	4	3	4	4	3	3	4	3.33	3	5	5	4.33	4	2	3	3
64	4	4	5	5	5	4	4.5	4	5	3	4	3	5	4	4	4	5	5	4.67
65	4	4	4	4	3	3	3.67	4	4	3	3.67	4	5	4	4.33	4	3	4	3.67
66	4	4	4	4	3	4	3.83	5	4	4	4.33	3	4	4	3.67	3	4	4	3.67
67	2	3	3	3	3	3	2.83	3	3	3	3	3	3	3	3	3	3	3	3
68	2	3	3	4	4	4	3.33	4	3	4	3.67	4	4	4	4	4	3	3	3.33
69	4	4	4	3	4	3	3.67	4	4	4	4	4	4	4	4	4	4	4	4
70	4	4	4	5	4	4	4.17	4	5	4	4.33	4	4	3	3.67	4	4	5	4.33

71	2	5	5	5	4	5	4.33	4	4	4	4	4	4	4	4	5	4	4	4.33
72	5	5	5	4	4	5	4.67	4	4	5	4.33	5	5	4	4.67	4	3	4	3.67
73	4	4	4	5	5	5	4.5	4	5	4	4.33	4	4	4	4	4	4	4	4
74	2	3	4	4	3	3	3.17	1	2	5	2.67	1	5	5	3.67	4	2	2	2.67
75	5	4	5	4	4	5	4.5	3	4	4	3.67	4	5	5	4.67	4	5	4	4.33
76	4	4	4	4	4	4	4	3	3	3	3	4	4	4	4	4	1	3	2.67
77	4	3	4	4	3	4	3.67	3	3	4	3.33	3	4	4	3.67	4	3	2	3
78	4	3	2	4	4	3	3.33	4	4	4	4	3	4	4	3.67	1	1	3	1.67
79	5	5	5	5	4	5	4.83	5	5	5	5	5	5	5	5	5	5	4	4.67
80	3	3	3	3	4	3	3.17	2	2	4	2.67	4	4	4	4	4	3	3	3.33
81	4	4	4	4	4	5	4.17	5	5	4	4.67	5	5	5	5	5	4	4	4.33
82	3	3	4	4	3	3	3.33	4	4	4	4	4	4	4	4	3	3	3	3
83	4	3	4	4	4	4	3.83	4	5	4	4.33	4	4	4	4	5	3	5	4.33
84	4	4	5	4	4	4	4.17	5	5	5	5	5	4	4	4.33	4	4	4	4
85	4	4	4	4	4	3	3.83	3	3	4	3.33	4	4	4	4	4	4	4	4
86	5	5	5	4	5	4	4.67	5	5	4	4.67	5	5	5	5	4	5	4	4.33
87	5	4	5	4	4	3	4.17	4	4	4	4	5	5	5	5	4	4	4	4
88	4	4	4	4	3	3	3.67	3	3	3	3	3	4	4	3.67	3	2	3	2.67
89	4	4	4	4	3	3	3.67	2	1	2	1.67	4	4	4	4	4	3	3	3.33
90	4	4	4	4	3	4	3.83	3	3	3	3	3	3	3	3	3	3	3	3
91	4	3	4	4	4	4	3.83	4	4	4	4	3	3	4	3.33	4	4	3	3.67
92	5	5	5	4	4	3	4.33	2	1	4	2.33	1	5	5	3.67	5	4	5	4.67
93	5	5	5	5	5	5	5	4	4	5	4.33	5	5	5	5	4	3	4	3.67
94	4	3	4	4	4	4	3.83	4	4	4	4	4	4	4	4	4	4	4	4
95	5	5	5	5	4	5	4.83	4	4	5	4.33	4	4	4	4	4	4	4	4
96	4	4	4	4	4	4	4	3	3	4	3.33	4	4	4	4	5	4	4	4.33
97	3	4	4	4	4	4	3.83	4	4	4	4	4	4	4	4	4	4	4	4
98	4	4	5	5	5	4	4.5	4	5	4	4.33	5	5	5	5	5	4	4	4.33
99	3	3	2	3	4	3	3	4	3	3	3.33	3	4	4	3.67	4	3	4	3.67
100	4	4	4	4	5	4	4.17	4	4	5	4.33	4	4	4	4	5	4	4	4.33

## Lampiran 8

### Tabulasi Tingkat Loyalitas pelanggan 100 responden

no. Resp	P1	P2	P3	P4	P5	Total
1	4	4	3	4	5	4
2	5	4	5	5	5	4.8
3	5	5	5	5	5	5
4	3	4	4	4	5	4
5	2	3	4	4	4	3.4
6	4	3	4	4	4	3.8
7	3	3	4	4	3	3.4
8	4	4	4	4	3	3.8
9	4	3	5	5	3	4
10	2	2	2	2	2	2
11	3	3	3	3	3	3
12	4	4	3	4	4	3.8
13	5	5	5	5	5	5
14	4	4	5	4	4	4.2
15	4	3	3	5	4	3.8
16	3	3	3	3	3	3
17	5	4	5	4	4	4.4
18	3	2	3	4	5	3.4
19	4	5	5	4	4	4.4
20	2	3	4	4	4	3.4
21	2	4	4	4	4	3.6
22	2	4	5	5	5	4.2
23	4	3	4	3	4	3.6
24	3	3	3	3	3	3
25	3	4	5	5	5	4.4
26	4	3	3	4	4	3.6
27	2	3	4	5	3	3.4
28	4	4	3	4	5	4
29	5	5	5	5	5	5
30	5	5	5	5	5	5
31	2	2	3	2	2	2.2
32	3	4	3	4	3	3.4

33	5	4	4	4	4	4.2
34	4	4	4	5	5	4.4
35	3	3	4	4	4	3.6
36	4	4	4	5	4	4.2
37	3	3	3	3	4	3.2
38	3	3	3	3	3	3
39	5	5	5	5	5	5
40	3	3	2	2	2	2.4
41	4	4	4	4	4	4
42	3	4	4	5	4	4
43	5	5	5	4	4	4.6
44	5	4	4	4	4	4.2
45	3	5	5	5	5	4.6
46	3	4	4	4	4	3.8
47	3	5	5	4	4	4.2
48	2	4	4	4	3	3.4
49	3	3	4	4	4	3.6
50	3	4	4	4	3	3.6
51	4	5	4	4	4	4.2
52	3	4	4	4	4	3.8
53	4	5	3	5	5	4.4
54	2	3	5	4	4	3.6
55	2	3	4	4	4	3.4
56	4	4	5	5	4	4.4
57	3	3	3	3	3	3
58	2	3	3	3	3	2.8
59	2	4	4	4	3	3.4
60	5	5	5	5	5	5
61	5	4	5	4	4	4.4
62	2	3	3	3	3	2.8
63	5	5	5	5	5	5
64	4	4	5	5	4	4.4
65	4	5	4	4	3	4
66	4	4	3	4	4	3.8
67	5	3	3	3	3	3.4
68	3	4	5	5	5	4.4
69	4	4	4	4	3	3.8
70	4	4	4	5	4	4.2

71	3	4	4	4	3	3.6
72	2	5	5	5	4	4.2
73	5	5	5	4	4	4.6
74	4	4	4	5	5	4.4
75	2	3	4	4	3	3.2
76	5	4	5	4	4	4.4
77	4	4	4	4	4	4
78	4	3	4	4	3	3.6
79	4	3	2	4	4	3.4
80	5	5	5	5	4	4.8
81	3	3	3	3	4	3.2
82	4	4	4	4	4	4
83	3	3	4	4	3	3.4
84	4	3	4	4	4	3.8
85	4	4	5	4	4	4.2
86	4	4	4	4	4	4
87	5	5	5	4	5	4.8
88	5	4	5	4	4	4.4
89	4	4	4	4	3	3.8
90	4	4	4	4	3	3.8
91	4	4	4	4	3	3.8
92	4	3	4	4	4	3.8
93	5	5	5	4	4	4.6
94	5	5	5	5	5	5
95	4	3	4	4	4	3.8
96	5	5	5	5	4	4.8
97	4	4	4	4	4	4
98	3	4	4	4	4	3.8
99	4	4	5	5	5	4.6
100	3	3	2	3	4	3



## Lampiran 9

### Hasil Uji Regresi Berganda

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	PROMOSI, PRODUK, HARGA, DITRIBUSI <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: LOYALITAS

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.463 <sup>a</sup>	.214	.181	.70172	.214	6.473	4	95	.000

a. Predictors: (Constant), PROMOSI, PRODUK, HARGA, DITRIBUSI

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.749	4	3.187	6.473	.000 <sup>a</sup>
	Residual	46.779	95	.492		
	Total	59.528	99			

a. Predictors: (Constant), PROMOSI, PRODUK, HARGA, DITRIBUSI

b. Dependent Variable: LOYALITAS

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	1.393	.656		2.123	.036	.090	2.696						
	PRODUK	.040	.121	.030	.328	.744	-.201	.281	.056	.034	.030	.974	1.027	
	HARGA	.015	.170	.012	.086	.931	-.323	.353	.340	.009	.008	.456	2.195	
	DITRIBUSI	.313	.161	.265	1.944	.055	-.007	.632	.418	.196	.177	.445	2.249	
	PROMOSI	.254	.123	.243	2.073	.041	.011	.498	.403	.208	.189	.603	1.658	

a. Dependent Variable: LOYALITAS