

LAMPIRAN 1. KUESIONER

Saya mahasiswa Universitas Esa Unggul sedang meneliti pengaruh kualitas produk dan kualitas pelayanan terhadap loyalitas melalui kepuasan pelanggan pada rumah makan Mie Abang Adek. Maka dengan itu, saya meminta kesetiaan saudara/I untuk pengisian kuesioner ini dengan jujur dan jelas. Terima kasih atas bantuan dan kerjasamanya.

(Putri Pujianti)

BAGIAN 1 : DATA RESPONDEN

No Responden :

Jenis Kelamin :

Umur :

Pilihlah salah satu jawaban pada setiap pertanyaan berikut ini dengan memberikan tanda silang (X).

1. Pekerjaan anda ?
 - a. Pegawai
 - b. Pelajar/Mahasiswa
 - c. Wiraswasta
 - d. Lainnya
2. Kunjungan:
 - a. <3kali dalam 3 bulan
 - b. >3kali dalam 3 bulan

BAGIAN 2 : Pernyataan Penelitian

Beri tanda silang (X) Pada kolom jawaban yang saudara/i anggap paling sesuai.

No.	Pernyataan Penelitian	Skor
1	Sangat Setuju	5
2	Setuju	4
3	Ragu	3
4	Tidak Setuju	2
5	Sangat Tidak Setuju	1

No.	Pernyataan	Pilihan jawaban				
		SS	S	R	TS	STS
		5	4	3	2	1
1.	Memiliki produk ciri khasnya yaitu mie rasa pedas dengan berbagai level.					
2.	Memiliki kualitas produk yang terjamin enak.					
3.	Menu mie rasa pedas yang membedakan dengan produk pesaing.					
4.	Porsinya pas					
5.	Makanan memiliki cita rasa yang enak dan lezat.					
6.	Mie dengan pedas berbagai level menjadi daya tarik bagi konsumen untuk dinikmati					
7.	Memiliki citra produk perusahaan yang baik					
8.	Memiliki daya saing produk yang tinggi					
9.	Makanan memenuhi standar yang sesuai.					
10.	Penampilan karyawan di rumah makan Mie Abang Adek rapi dan enak dilihat					
11.	Seluruh karyawan memakai seragam yang sama dari rumah makan Mie Abang Adek.					
12.	Memiliki peralatan makan yang lengkap.					
13.	Saya menerima pelayanan yang segera dari karyawan.					
14.	Memberikan pelayanan yang cepat dan tepat waktu.					
15.	Lama waktu tunggu dari mulai pemesanan hingga makanan datang.					
16.	Cepat tanggap dalam memenuhi kebutuhan dan keinginan saya.					
17.	Karyawan dengan senang hati memenuhi permintaan saya.					
18.	Permintaan dan pelayanan kepada saya menjadi prioritas karyawan.					
19.	Memberikan jaminan kepada saya terhadap menu yang ditawarkan.					
20.	Bila saya kecewa/ tidak puas/ketidaksesuaian pesanan maka menu dapat ditukar.					
21.	Karyawan di rumah makan Mie Abang Adek sangat sopan					

No.	Pernyataan	Pilihan jawaban				
		SS	S	R	TS	STS
		5	4	3	2	1
22.	Karyawan tidak pandang bulu saat memberikan pelayanan yang baik kepada saya.					
23.	Saya puas dengan pelayanan yang diberikan di rumah makan Mie Abang Adek.					
24.	Karayanan selalu mengutamakan kepuasan saya terlebih dahulu.					
25.	Puas dengan kenyamanan yang diberikan kawayawan di rumah makan Mie Abang Adek.					
26.	Saya merasa puas saat makan di rumah makan Mie Abang Adek.					
27.	Saya merasa puas dengan keseluruhan jasa yang diberikan.					
28.	Saya akan kembali makan di rumah makan Mie Abang Adek.					
29.	Saya akan berlangganan di rumah makan Mie Abang Adek.					
30.	Saya tidak akan pindah walaupun ada tempat makan lain yang lebih murah.					
31.	Saya akan merekomendasikan kepada teman saya.					
32.	Saya senang apabila teman-teman saya berlangganan juga di perusahaan langganan saya					
33.	Saya akan menceritakan hal-hal yang positif tentang rumah makan Mie Abang Adek.					
34.	Saya akan bercerita bahwa kualitas produk atau jasa yang diberikan sangat baik dan memuaskan.					
35.	Saya yakin bahwa kualitas cita rasa pedas dari makanan di rumah makan Mie Abang Adek tetap konsisten/tidak akan berubah					
36.	Saya akan bercerita bahwa kualitas produk atau jasa di rumah makan Mie Abang Adek tidak akan menurun					

LAMPIRAN 2. TABULASI DATA PRETEST 30 RESPONDEN

No.	Kualitas Produk (X ₁)								
	p1	p2	p3	p4	p5	p6	p7	p8	p9
1.	4	4	4	4	3	4	4	4	5
2.	4	4	4	3	4	4	4	4	4
3.	4	4	4	4	4	3	4	4	3
4.	4	4	4	4	4	3	4	4	3
5.	4	5	5	4	5	4	4	4	4
6.	4	5	5	5	4	4	4	5	5
7.	5	5	5	5	5	5	5	5	5
8.	5	5	5	5	5	5	5	5	5
9.	4	3	3	3	3	3	3	4	4
10.	4	4	4	3	4	4	4	4	3
11.	4	3	4	4	4	3	3	4	4
12.	4	3	4	4	4	3	3	3	4
13.	4	4	4	4	4	4	4	4	4
14.	4	3	4	4	4	3	3	3	4
15.	4	4	4	4	4	4	4	4	4
16.	4	4	4	4	4	4	4	4	4
17.	4	3	4	4	4	3	3	4	4
18.	4	4	4	3	4	4	4	4	4
19.	4	4	4	4	4	3	4	4	4
20.	5	4	4	2	4	4	4	4	4
21.	5	5	4	4	4	4	4	5	5
22.	5	5	4	4	4	4	4	5	5
23.	3	4	3	3	3	4	4	3	3
24.	4	3	3	4	2	2	2	3	3
25.	4	4	4	5	5	4	4	4	4
26.	4	4	4	4	5	4	3	4	4
27.	4	4	3	4	4	4	4	3	4
28.	4	4	4	4	4	4	4	4	4
29.	4	4	3	3	4	4	3	4	3
30.	4	4	4	4	3	3	3	4	4

No.	Kualitas Pelayanan (X ₂)															
	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	P11	p12	p13	p14	p15	p16
1.	4	4	5	3	4	3	4	4	4	4	3	3	4	4	4	5
2.	5	5	5	5	4	4	5	4	3	4	3	3	3	3	4	5
3.	4	4	4	4	4	4	4	4	4	4	3	3	4	3	4	4
4.	4	4	4	4	4	4	4	4	3	4	3	3	4	3	4	4
5.	5	5	3	4	5	5	5	5	4	4	4	4	4	5	5	4
6.	5	5	5	4	5	5	5	4	4	5	5	5	5	5	4	5
7.	5	5	5	4	5	5	5	5	5	5	5	4	5	5	5	5
8.	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5
9.	4	4	4	4	4	4	3	3	3	3	3	3	3	3	4	4
10.	4	4	5	5	4	4	5	4	4	4	3	4	4	3	4	4
11.	4	4	4	4	4	4	4	3	4	4	4	4	4	3	4	4
12.	4	4	4	4	4	4	4	3	3	4	3	3	4	3	4	4
13.	4	4	4	4	4	4	4	3	4	4	4	4	4	3	4	4
14.	4	4	4	4	4	4	4	3	3	4	3	3	4	3	4	4
15.	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4
16.	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
17.	4	4	4	4	4	4	4	3	4	4	4	4	4	3	4	4
18.	4	4	4	4	4	4	4	3	3	4	4	4	3	3	4	4
19.	5	4	5	5	4	4	4	3	4	4	4	4	4	3	4	4
20.	5	4	4	4	4	4	4	4	5	4	4	4	2	2	4	4
21.	5	4	4	4	5	4	4	4	2	4	4	4	4	3	5	4
22.	5	4	4	4	5	4	4	4	2	4	4	4	4	3	5	4
23.	3	3	3	3	4	4	3	3	3	4	3	4	3	3	3	3
24.	4	3	3	3	3	3	5	4	4	4	4	4	4	4	3	2
25.	5	5	5	5	4	4	4	4	4	4	4	4	5	3	4	4
26.	4	5	5	4	4	4	5	4	4	4	5	4	4	4	4	4
27.	4	3	3	3	3	4	3	4	4	4	4	4	4	4	3	4
28.	4	5	5	4	5	4	4	4	5	4	3	4	4	4	3	4
29.	4	3	3	4	3	4	4	4	3	4	4	4	3	3	4	4
30.	4	4	4	5	4	3	4	4	4	4	3	3	4	4	4	5

LAMPIRAN 3. Uji Validitas Kualitas Produk dengan Analisis Faktor (Factor Analysis)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.773
Bartlett's Test of Sphericity	Approx. Chi-Square	166.502
	df	36
	Sig.	.000

Anti-image Matrices										
		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009
Anti-image Covariance	VAR00001	.445	-.025	.080	.072	-.100	.041	-.013	-.145	-.161
	VAR00002	-.025	.242	-.058	-.064	.066	-.075	-.072	-.094	.058
	VAR00003	.080	-.058	.271	.114	-.191	.092	-.069	-.075	-.155
	VAR00004	.072	-.064	.114	.428	-.149	-.027	.017	-.073	-.126
	VAR00005	-.100	.066	-.191	-.149	.315	-.111	.018	.038	.142
	VAR00006	.041	-.075	.092	-.027	-.111	.216	-.128	.007	-.095
	VAR00007	-.013	-.072	-.069	.017	.018	-.128	.278	.012	.043
	VAR00008	-.145	-.094	-.075	-.073	.038	.007	.012	.276	-.025
	VAR00009	-.161	.058	-.155	-.126	.142	-.095	.043	-.025	.353
Anti-image Correlation	VAR00001	.784 ^a	-.075	.230	.166	-.267	.132	-.038	-.414	-.407
	VAR00002	-.075	.857 ^a	-.226	-.199	.237	-.329	-.276	-.364	.198
	VAR00003	.230	-.226	.665 ^a	.335	-.652	.378	-.252	-.274	-.502
	VAR00004	.166	-.199	.335	.807 ^a	-.407	-.089	.049	-.211	-.324
	VAR00005	-.267	.237	-.652	-.407	.650 ^a	-.426	.061	.127	.427
	VAR00006	.132	-.329	.378	-.089	-.426	.769 ^a	-.523	.029	-.343
	VAR00007	-.038	-.276	-.252	.049	.061	-.523	.858 ^a	.043	.138
	VAR00008	-.414	-.364	-.274	-.211	.127	.029	.043	.866 ^a	-.080
	VAR00009	-.407	.198	-.502	-.324	.427	-.343	.138	-.080	.708 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix ^a	
	Component
	1
VAR00001	.677
VAR00002	.858
VAR00003	.756
VAR00004	.727
VAR00005	.710
VAR00006	.823
VAR00007	.803
VAR00008	.835
VAR00009	.726

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Uji Validitas Kualitas Pelayanan dengan Analisis Faktor (*Factor Analysis*)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.655
Bartlett's Test of Sphericity	Approx. Chi-Square	280.628
	df	120
	Sig.	.000

Anti-image Matrices																	
		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP15	KP16
Anti-image Covariance	KP1	.308	-.018	-.001	-.072	-.067	.013	.007	-.148	.027	-.009	-.069	.000	.014	.042	-.046	-.003
	KP2	-.018	.114	-.070	-.045	-.106	-.101	-.052	-.027	-.052	.054	-.034	.042	-.013	-.028	.035	-.018
	KP3	-.001	-.070	.195	.012	-.004	.081	-.050	.042	-.040	.000	.012	-.046	-.093	.094	.046	-.091
	KP4	-.072	-.045	.012	.283	.143	-.007	-.083	.070	-.036	.056	.100	-.099	-.090	.092	-.054	-.076
	KP5	-.067	-.106	-.004	.143	.378	.029	.044	.083	.086	-.030	.115	-.076	.010	-.006	-.110	.030
	KP6	.013	-.101	.081	-.007	.029	.288	.077	.028	.028	-.091	.022	-.070	.042	-.002	-.077	.020
	KP7	.007	-.052	-.050	-.083	.044	.077	.230	-.047	.051	-.120	-.016	.043	.119	-.092	-.073	.131
	KP8	-.148	-.027	.042	.070	.083	.028	-.047	.436	-.074	-.033	.082	-.023	.014	-.054	-.061	-.002
	KP9	.027	-.052	-.040	-.036	.086	.028	.051	-.074	.485	-.053	-.026	-.010	.067	-.065	.080	.028
	KP10	-.009	.054	.000	.056	-.030	-.091	-.120	-.033	-.053	.174	-.009	-.047	-.115	.043	.051	-.103
	KP11	-.069	-.034	.012	.100	.115	.022	-.016	.082	-.026	-.009	.177	-.123	-.015	-.004	-.086	-.004
	KP12	.000	.042	-.046	-.099	-.076	-.070	.043	-.023	-.010	-.047	-.123	.192	.053	-.050	.050	.071
	KP13	.014	-.013	-.093	-.090	.010	.042	.119	.014	.067	-.115	-.015	.053	.286	-.152	-.070	.127
	KP14	.042	-.028	.094	.092	-.006	-.002	-.092	-.054	-.065	.043	-.004	-.050	-.152	.195	.043	-.105
	KP15	-.046	.035	.046	-.054	-.110	-.077	-.073	-.061	.080	.051	-.086	.050	-.070	.043	.252	-.086
	KP16	-.003	-.018	-.091	-.076	.030	.020	.131	-.002	.028	-.103	-.004	.071	.127	-.105	-.086	.184
Anti-image Correlation	KP1	.872 ^a	-.094	-.005	-.243	-.197	.045	.026	-.405	.070	-.039	-.297	.001	.047	.172	-.166	-.012
	KP2	-.094	.722 ^a	-.470	-.250	-.510	-.557	-.322	-.119	-.219	.383	-.238	.286	-.071	-.186	.208	-.124
	KP3	-.005	-.470	.663 ^a	.052	-.014	.341	-.236	.144	-.129	.001	.063	-.240	-.395	.483	.206	-.478
	KP4	-.243	-.250	.052	.537 ^a	.436	-.024	-.327	.198	-.097	.253	.447	-.423	-.316	.393	-.202	-.334
	KP5	-.197	-.510	-.014	.436	.504 ^a	.088	.147	.205	.200	-.116	.446	-.281	.030	-.021	-.357	.112
	KP6	.045	-.557	.341	-.024	.088	.737 ^a	.299	.078	.075	-.406	.096	-.296	.148	-.006	-.284	.085
	KP7	.026	-.322	-.236	-.327	.147	.299	.609 ^a	-.148	.152	-.598	-.077	.207	.465	-.432	-.302	.635
	KP8	-.405	-.119	.144	.198	.205	.078	-.148	.792 ^a	-.160	-.121	.296	-.078	.041	-.186	-.184	-.007
	KP09	.070	-.219	-.129	-.097	.200	.075	.152	-.160	.782 ^a	-.183	-.088	-.033	.180	-.213	.229	.094
	KP10	-.039	.383	.001	.253	-.116	-.406	-.598	-.121	-.183	.679 ^a	-.050	-.256	-.516	.232	.242	-.577
	KP11	-.297	-.238	.063	.447	.446	.096	-.077	.296	-.088	-.050	.674 ^a	-.668	-.067	-.021	-.409	-.021
	KP12	.001	.286	-.240	-.423	-.281	-.296	.207	-.078	-.033	-.256	-.668	.591 ^a	.225	-.257	.229	.379
	KP13	.047	-.071	-.395	-.316	.030	.148	.465	.041	.180	-.516	-.067	.225	.568 ^a	-.646	-.260	.555
	KP14	.172	-.186	.483	.393	-.021	-.006	-.432	-.186	-.213	.232	-.021	-.257	-.646	.607 ^a	.192	-.556
	KP15	-.166	.208	.206	-.202	-.357	-.284	-.302	-.184	.229	.242	-.409	.229	-.260	.192	.681 ^a	-.400
	KP16	-.012	-.124	-.478	-.334	.112	.085	.635	-.007	.094	-.577	-.021	.379	.555	-.556	-.400	.515 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix ^a		
	Component	
	1	2
VAR00001	.733	.260
VAR00002	.810	.367
VAR00003	.607	.445
VAR00004	.462	.573
VAR00005	.396	.396
VAR00006	.695	-.113
VAR00007	.722	-.048
VAR00008	.611	-.118
VAR00009	.441	-.360
VAR00010	.782	-.354
VAR00011	.660	-.502
VAR00012	.529	-.601
VAR00013	.643	-.183
VAR00014	.647	-.445
VAR00015	.626	.359
VAR00016	.608	.447

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Component Matrix ^a	
	Component
	1
VAR00001	.724
VAR00002	.769
VAR00003	.559
VAR00006	.704
VAR00007	.724
VAR00008	.628
VAR00010	.808
VAR00011	.700
VAR00012	.557
VAR00013	.655
VAR00014	.675
VAR00015	.630
VAR00016	.584

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Uji Validitas Kepuasan Konsumen dengan Analisis Faktor (*Factor Analysis*)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.664
Bartlett's Test of Sphericity	Approx. Chi-Square	42.933
	df	15
	Sig.	.000

Anti-image Matrices							
		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006
Anti-image Covariance	VAR00001	.577	.211	-.299	-.036	.033	-.106
	VAR00002	.211	.755	.047	-.130	.193	-.028
	VAR00003	-.299	.047	.656	-.092	.018	.034
	VAR00004	-.036	-.130	-.092	.514	-.261	-.190
	VAR00005	.033	.193	.018	-.261	.553	-.125
	VAR00006	-.106	-.028	.034	-.190	-.125	.655
Anti-image Correlation	VAR00001	.644 ^a	.320	-.486	-.066	.059	-.173
	VAR00002	.320	.570 ^a	.066	-.208	.299	-.040
	VAR00003	-.486	.066	.664 ^a	-.159	.030	.051
	VAR00004	-.066	-.208	-.159	.653 ^a	-.490	-.328
	VAR00005	.059	.299	.030	-.490	.660 ^a	-.208
	VAR00006	-.173	-.040	.051	-.328	-.208	.774 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix ^a		
	Component	
	1	2
VAR00001	.678	-.525
VAR00002	-.466	.526
VAR00003	.608	-.499
VAR00004	.736	.468
VAR00005	.724	.385
VAR00006	.687	.410

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Component Matrix ^a	
	Component
	1
VAR00001	.678
VAR00002	-.466
VAR00003	.608
VAR00004	.736
VAR00005	.724
VAR00006	.687

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Uji Validitas Loyalitas Konsumen dengan Analisis Faktor (*Factor Analysis*)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.799
Bartlett's Test of Sphericity	Approx. Chi-Square	133.756
	df	36
	Sig.	.000

Anti-image Matrices										
		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009
Anti-image Covariance	VAR00001	.282	-.159	.072	-.135	.088	-.095	-.056	-.014	.132
	VAR00002	-.159	.276	-.017	.016	-.112	-.026	.073	.030	-.142
	VAR00003	.072	-.017	.645	-.026	.098	.091	-.022	-.045	.051
	VAR00004	-.135	.016	-.026	.437	-.078	.107	-.141	-.079	-.070
	VAR00005	.088	-.112	.098	-.078	.423	-.086	-.011	-.090	-.011
	VAR00006	-.095	-.026	.091	.107	-.086	.297	-.068	-.168	-.016
	VAR00007	-.056	.073	-.022	-.141	-.011	-.068	.388	.059	-.189
	VAR00008	-.014	.030	-.045	-.079	-.090	-.168	.059	.538	-.017
	VAR00009	.132	-.142	.051	-.070	-.011	-.016	-.189	-.017	.355
Anti-image Correlation	VAR00001	.711 ^a	-.570	.168	-.385	.254	-.328	-.170	-.035	.417
	VAR00002	-.570	.783 ^a	-.039	.045	-.327	-.092	.222	.079	-.453
	VAR00003	.168	-.039	.913 ^a	-.048	.188	.207	-.045	-.076	.106
	VAR00004	-.385	.045	-.048	.798 ^a	-.183	.299	-.343	-.164	-.177
	VAR00005	.254	-.327	.188	-.183	.866 ^a	-.244	-.026	-.188	-.029
	VAR00006	-.328	-.092	.207	.299	-.244	.828 ^a	-.200	-.421	-.050
	VAR00007	-.170	.222	-.045	-.343	-.026	-.200	.785 ^a	.130	-.509
	VAR00008	-.035	.079	-.076	-.164	-.188	-.421	.130	.851 ^a	-.040
	VAR00009	.417	-.453	.106	-.177	-.029	-.050	-.509	-.040	.733 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix ^a	
	Component
	1
VAR00001	.766
VAR00002	.832
VAR00003	-.626
VAR00004	.699
VAR00005	.779
VAR00006	.827
VAR00007	.711
VAR00008	.662
VAR00009	.715

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

LAMPIRAN 4. Uji Reliabilitas

Kualitas Produk

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	0.0
	Total	30	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.912	9

Kualitas Pelayanan

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	0.0
	Total	30	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.888	16

Kepuasan Konsumen

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	0.0
	Total	30	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.511	6

Loyalitas Konsumen

Case Processing Summary				Reliability Statistics	
		N	%	Cronbach's Alpha	N of Items
Cases	Valid	30	100.0	.789	9
	Excluded ^a	0	0.0		
	Total	30	100.0		

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

[illegible]

No.	Kualitas Pelayanan (X ₂)												
	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13
1.	4	3	4	5	4	4	4	3	4	3	5	4	4
2.	5	5	5	5	3	4	5	5	5	4	5	4	3
3.	4	4	4	4	4	4	4	4	4	4	4	4	4
4.	4	4	4	4	4	4	4	4	4	4	4	4	3
5.	5	4	5	4	4	4	5	4	5	5	3	5	4
6.	5	4	5	5	5	5	5	4	5	5	5	4	4
7.	5	4	5	5	5	5	5	4	5	5	5	5	5
8.	5	5	5	5	5	5	5	5	5	5	5	5	5
9.	4	4	3	4	3	3	3	4	4	4	4	4	3
10.	4	5	5	4	4	4	5	5	4	4	5	4	4
11.	4	4	4	4	4	4	4	4	4	4	4	4	4
12.	4	4	4	4	4	4	4	4	4	4	4	4	3
13.	4	4	4	4	4	4	4	4	4	4	4	4	4
14.	4	4	4	4	4	4	4	4	4	4	4	4	3
15.	4	4	4	4	4	4	4	4	4	4	4	4	4
16.	4	4	4	4	4	4	4	4	4	4	4	4	4
17.	4	4	4	4	4	4	4	4	4	4	4	4	4
18.	4	4	4	4	3	4	4	4	4	4	4	4	3
19.	5	5	4	4	4	4	4	5	5	4	5	4	4
20.	5	4	4	4	2	4	4	4	5	4	4	4	5
21.	5	4	4	4	4	4	4	4	5	4	4	5	2
22.	5	4	4	4	4	4	4	4	5	4	4	5	2
23.	3	3	3	3	3	4	3	3	3	4	3	3	3
24.	4	3	5	2	4	4	5	3	4	3	3	3	4
25.	5	5	4	4	5	4	4	5	5	4	5	4	4
26.	4	4	5	4	4	4	5	4	4	4	5	4	4
27.	4	3	3	4	4	4	3	3	4	4	3	3	4
28.	4	4	4	4	4	4	4	4	4	4	5	3	5
29.	4	4	4	4	3	4	4	4	4	4	3	4	3
30.	4	5	4	5	4	4	4	5	4	3	4	4	4
31.	4	4	4	4	3	4	3	5	5	3	4	4	4
32.	5	4	4	4	3	3	4	5	5	5	4	3	5
33.	4	4	4	4	3	4	4	4	4	4	4	4	4
34.	4	4	4	4	3	3	4	4	4	4	4	4	4
35.	5	5	5	5	4	4	5	3	4	4	5	4	5
36.	5	5	4	4	5	4	5	5	5	4	4	5	5
37.	5	5	5	5	4	5	5	5	5	4	5	5	5
38.	5	3	5	5	5	5	5	5	5	5	5	5	5
39.	4	4	3	4	3	3	4	4	4	4	3	3	4
40.	4	4	4	4	4	4	4	5	4	5	4	4	4
41.	4	4	3	4	4	4	4	4	4	4	3	4	4
42.	4	4	3	4	3	3	4	4	4	4	3	4	4
43.	4	4	3	4	4	4	4	4	4	4	3	4	4
44.	4	4	3	4	3	3	4	4	4	4	3	4	4

No.	Kualitas Pelayanan (X ₂)												
	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13
45.	4	4	2	4	4	4	4	4	4	4	2	4	4
46.	4	4	4	4	4	4	4	4	4	4	4	4	4
47.	4	4	3	4	4	4	4	4	4	4	3	4	4
48.	4	4	3	4	4	3	4	4	4	4	3	3	4
49.	4	4	3	4	4	4	4	5	4	5	3	4	5
50.	4	4	4	4	4	5	4	4	4	4	4	2	5
51.	4	5	4	5	4	2	4	4	4	4	4	4	5
52.	4	5	4	5	4	2	4	4	4	4	4	4	5
53.	3	4	3	3	4	3	4	3	3	3	3	3	3
54.	3	3	4	3	4	4	3	3	2	3	4	4	4
55.	5	4	4	4	4	4	4	5	4	5	4	5	5
56.	5	4	4	4	4	4	4	5	4	4	4	4	4
57.	3	3	4	3	4	4	4	3	4	3	4	4	4
58.	5	5	4	3	4	5	4	5	4	4	4	4	4
59.	3	3	4	4	4	3	4	3	4	4	4	3	4
60.	4	4	4	4	3	4	3	4	5	5	4	4	4
61.	5	3	4	4	3	4	4	4	4	4	4	3	4
62.	5	4	3	3	3	4	4	5	4	4	3	4	5
63.	4	4	4	3	3	4	4	4	4	4	4	4	4
64.	4	4	3	3	3	4	4	4	4	4	3	4	4
65.	3	5	4	5	4	5	5	5	5	5	4	5	5
66.	5	5	4	5	5	4	5	5	4	5	4	5	5
67.	5	5	5	5	5	5	5	5	5	5	5	5	5
68.	5	5	5	5	5	5	3	5	5	3	5	5	5
69.	4	4	3	3	3	3	4	4	4	4	3	4	4
70.	5	4	4	3	3	4	4	4	4	4	4	4	4
71.	4	4	4	3	4	3	4	4	4	4	4	4	4
72.	4	4	3	3	3	3	4	4	4	4	3	4	4
73.	4	4	4	3	4	3	4	4	4	4	4	4	4
74.	4	4	3	3	3	3	4	4	4	4	3	4	4
75.	4	4	4	4	4	2	4	4	4	4	4	4	4
76.	4	4	4	4	4	4	4	4	4	4	4	4	4
77.	4	4	4	3	4	3	4	4	4	4	4	4	4
78.	4	4	3	3	4	3	4	4	4	4	3	4	4
79.	5	4	4	3	4	3	4	4	4	4	4	4	4
80.	4	4	5	2	4	4	4	4	4	4	5	4	4
81.	4	4	2	3	4	4	5	4	5	5	2	4	4
82.	4	4	2	3	4	4	5	4	5	5	2	4	4
83.	3	4	3	3	3	3	4	3	3	4	3	4	3
84.	3	3	4	4	4	4	3	3	3	3	4	3	3
85.	5	4	4	3	4	4	4	5	4	4	4	4	5
86.	5	4	4	4	5	4	4	5	4	4	4	4	5
87.	3	4	4	4	4	4	3	3	3	3	4	4	3
88.	5	4	5	4	3	4	5	5	3	5	5	4	5

No.	Kualitas Pelayanan (X ₂)												
	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13
89.	3	4	3	3	4	4	3	3	4	3	3	4	3
90.	4	3	4	4	3	4	4	4	4	4	4	3	4
91.	4	4	4	5	4	4	3	4	4	5	4	4	3
92.	4	4	4	4	5	4	4	4	5	4	4	4	4
93.	4	4	5	3	4	3	4	4	4	4	3	3	4
94.	5	5	5	5	4	4	5	4	3	4	3	3	3
95.	4	4	4	4	4	4	4	4	4	4	3	3	4
96.	4	4	4	4	4	4	4	4	3	4	3	3	4
97.	5	5	3	4	5	5	5	5	4	4	4	4	4
98.	5	5	5	4	5	5	5	4	4	5	5	5	5
99.	5	5	5	4	5	5	5	5	5	5	5	4	5
100.	5	5	5	5	3	5	5	5	5	5	5	5	5

No.	Kepuasan Konsumen (Y)					Loyalitas Konsumen (Z)								
	p1	p2	p3	p4	p5	p1	p2	p3	p4	p5	p6	p7	p8	p9
1.	4	4	3	4	4	4	4	3	4	4	4	3	4	4
2.	5	4	4	5	4	5	4	3	5	5	4	4	5	4
3.	3	4	3	4	4	4	4	4	4	3	4	3	4	4
4.	3	4	3	4	4	4	4	4	4	3	4	3	4	4
5.	5	4	4	4	4	5	4	5	4	5	4	4	4	4
6.	4	5	5	5	4	4	4	5	5	4	5	5	5	4
7.	5	5	5	5	5	5	5	5	5	5	5	5	5	5
8.	5	5	5	4	5	5	5	5	5	5	5	5	4	5
9.	3	4	3	3	3	3	4	3	3	3	4	3	3	3
10.	4	4	3	4	4	4	4	3	4	4	4	3	4	4
11.	3	4	2	4	4	3	4	4	4	3	4	2	4	4
12.	3	4	2	3	4	3	4	3	4	3	4	2	3	4
13.	3	4	2	4	4	3	4	4	4	3	4	2	4	4
14.	3	4	3	3	4	3	4	3	4	3	4	3	3	4
15.	4	4	3	4	4	4	4	4	4	4	4	3	4	4
16.	4	4	2	4	4	4	4	4	4	4	4	2	4	4
17.	3	4	3	4	4	3	4	4	4	3	4	3	4	4
18.	4	4	3	4	4	4	4	4	4	4	4	3	4	4
19.	5	4	3	4	4	4	4	4	4	5	4	3	4	4
20.	4	4	3	4	4	4	4	3	4	4	4	3	4	4
21.	4	4	3	4	4	4	5	4	5	4	4	3	4	4
22.	4	4	3	4	4	4	5	4	5	4	4	3	4	4
23.	4	4	3	3	3	4	3	2	4	4	4	3	3	3
24.	3	4	2	3	3	3	2	3	2	3	4	2	3	3
25.	5	4	5	4	4	3	5	4	4	5	4	5	4	4
26.	5	5	5	4	4	4	5	3	4	5	5	5	4	4
27.	3	4	4	3	3	4	4	3	4	3	4	4	3	3
28.	5	4	3	3	4	4	4	4	4	5	4	3	3	4
29.	4	4	3	4	4	4	4	3	4	4	4	3	4	4
30.	4	4	3	4	4	4	4	3	4	4	4	3	4	4
31.	4	3	4	4	4	3	4	4	4	4	3	4	4	4
32.	4	4	5	4	5	3	5	5	4	4	4	5	4	5
33.	4	3	4	4	4	4	4	3	4	4	3	4	4	4
34.	4	3	4	4	4	4	4	3	4	4	3	4	4	4
35.	4	4	4	4	4	5	4	5	4	4	4	4	4	4
36.	4	5	5	4	5	5	5	4	5	4	5	5	4	5
37.	5	5	5	5	5	5	5	5	5	5	5	5	5	5
38.	5	5	4	5	4	5	5	5	5	5	5	4	5	4
39.	3	3	3	3	3	3	3	3	4	3	3	3	3	3
40.	4	3	4	4	4	3	4	4	4	4	3	4	4	4
41.	4	2	4	4	4	4	4	3	4	4	2	4	4	4
42.	4	2	3	4	3	3	4	3	4	4	2	3	4	3
43.	4	2	4	4	4	4	4	3	4	4	2	4	4	4
44.	4	3	3	4	3	3	4	3	4	4	3	3	4	3
45.	4	3	4	4	4	4	4	4	4	4	3	4	4	4
46.	4	2	4	4	4	4	4	4	4	4	2	4	4	4
47.	4	3	4	4	4	4	4	3	4	4	3	4	4	4

No.	Kepuasan Konsumen (Y)					Loyalitas Konsumen (Z)								
	p1	p2	p3	p4	p5	p1	p2	p3	p4	p5	p6	p7	p8	p9
48.	4	3	4	4	4	4	4	4	4	4	3	4	4	4
49.	4	3	4	4	4	4	4	5	4	4	3	4	4	4
50.	4	3	4	4	4	3	4	4	4	4	3	4	4	4
51.	4	3	4	4	4	4	5	4	4	4	3	4	4	4
52.	4	3	4	4	4	4	5	4	4	4	3	4	4	4
53.	3	3	3	3	3	2	4	4	4	3	3	3	3	3
54.	3	2	3	3	3	3	2	3	4	3	2	3	3	3
55.	4	5	4	4	4	4	4	5	4	4	5	4	4	4
56.	4	5	4	4	4	3	4	5	5	4	5	4	4	4
57.	3	4	3	3	3	3	4	3	4	3	4	3	3	3
58.	4	3	3	4	3	4	4	5	4	4	3	3	4	3
59.	4	3	4	4	4	3	4	4	4	4	3	4	4	4
60.	4	3	4	4	4	3	4	4	4	4	3	4	4	4
61.	4	4	4	4	4	4	4	4	3	4	4	4	4	4
62.	5	5	4	5	5	5	4	4	4	5	5	4	5	5
63.	4	4	4	3	4	3	4	4	3	4	4	4	3	4
64.	4	4	4	3	4	3	4	4	3	4	4	4	3	4
65.	4	4	4	5	4	5	4	4	4	4	4	4	5	4
66.	5	5	4	4	5	4	5	4	5	5	5	4	4	5
67.	5	5	5	5	5	5	5	5	5	5	5	5	5	5
68.	4	4	5	5	4	5	5	5	5	4	4	5	5	4
69.	3	3	3	3	3	3	4	3	3	3	3	3	3	3
70.	4	4	4	4	4	4	4	4	3	4	4	4	4	4
71.	4	4	4	3	4	3	4	4	2	4	4	4	3	4
72.	3	3	4	3	3	3	4	4	2	3	3	4	3	3
73.	4	4	4	3	4	3	4	4	2	4	4	4	3	4
74.	3	3	4	3	3	3	4	4	3	3	3	4	3	3
75.	4	4	4	4	4	4	4	4	3	4	4	4	4	4
76.	4	4	4	4	4	4	4	4	2	4	4	4	4	4
77.	4	4	4	3	4	3	4	4	3	4	4	4	3	4
78.	4	4	4	4	4	4	4	4	3	4	4	4	4	4
79.	4	4	4	5	4	5	4	4	3	4	4	4	5	4
80.	4	4	4	4	4	4	4	4	3	4	4	4	4	4
81.	4	4	4	4	4	4	4	4	3	4	4	4	4	4
82.	4	4	4	4	4	4	4	4	3	4	4	4	4	4
83.	3	3	3	4	3	4	4	3	3	3	3	3	4	3
84.	3	3	3	3	3	3	4	3	2	3	3	3	3	3
85.	4	4	4	5	4	5	4	4	5	4	4	4	5	4
86.	4	4	4	5	4	5	5	4	5	4	4	4	5	4
87.	3	3	3	3	3	3	4	3	4	3	3	3	3	3
88.	3	3	4	5	3	5	4	4	3	3	3	4	5	3
89.	4	4	4	4	4	4	4	4	3	4	4	4	4	4
90.	4	4	4	4	4	4	4	4	3	4	4	4	4	4
91.	4	4	4	4	4	4	4	5	4	4	4	4	4	4
92.	4	5	4	3	4	4	4	4	4	4	5	4	3	4
93.	4	4	3	4	3	4	4	4	4	4	4	3	4	3
94.	4	5	3	5	4	4	5	4	5	4	5	3	5	4

No.	Kepuasan Konsumen (Y)					Loyalitas Konsumen (Z)								
	p1	p2	p3	p4	p5	p1	p2	p3	p4	p5	p6	p7	p8	p9
95.	4	3	4	4	3	4	4	4	4	4	3	4	4	3
96.	4	3	4	4	3	4	4	4	4	4	3	4	4	3
97.	4	5	5	5	3	4	4	4	4	4	5	5	5	3
98.	4	4	5	4	3	4	5	5	5	4	4	5	4	3
99.	5	5	5	5	4	5	5	5	5	5	5	5	5	4
100.	5	5	5	5	4	5	5	5	4	5	5	5	5	4

LAMPIRAN 6. Analisis Jalur

Persamaan Substruktur 1

Pengaruh Kualitas dan Kualitas Pelayanan terhadap Kepuasan Konsumen

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.828 ^a	.685	.679	.278
a. Predictors: (Constant), Kualitas Pelayanan, Kualitas Produk				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.302	2	8.151	105.679	.000 ^b
	Residual	7.482	97	.077		
	Total	23.784	99			
a. Dependent Variable: Kepuasan Konsumen						
b. Predictors: (Constant), Kualitas Pelayanan, Kualitas Produk						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.072	.282		-.255	.799
	Kualitas Produk	.395	.102	.386	3.863	.000
	Kualitas Pelayanan	.587	.122	.481	4.804	.000

a. Dependent Variable: Kepuasan Konsumen

Persamaan Substruktur 2

Pengaruh Kualitas dan Kualitas Pelayanan terhadap Loyalitas Melalui Kepuasan Konsumen

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.978 ^a	.957	.955	.099

a. Predictors: (Constant), Kepuasan Konsumen, Kualitas Produk, Kualitas Pelayanan

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.885	3	6.962	704.352	.000 ^b
	Residual	.949	96	.010		
	Total	21.833	99			

a. Dependent Variable: Loyalitas Konsumen

b. Predictors: (Constant), Kepuasan Konsumen, Kualitas Produk, Kualitas Pelayanan

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.105	.101		-1.044	.299
	Kualitas Produk	.217	.039	.222	5.527	.000
	Kualitas Pelayanan	.158	.049	.135	3.248	.002
	Kepuasan Konsumen	.649	.036	.677	17.858	.000

a. Dependent Variable: Loyalitas Konsumen