

Lampiran 01 : Data Target Penjualan Air Minum Udara di Kabupaten Klungkung Per Bulan Tahun 2018

Bulan	Pendapatan Omzet per bulan	Target Bulan (Rupiah)	Pencapaian (%)
Januari	125.352.000	150.000.000	83,56
Pebruari	123.345.000	150.000.000	82,23
Maret	119.865.000	150.000.000	79,91
April	121.579.000	150.000.000	81,05
Mei	120.492.000	150.000.000	80,32
Juni	119.698.000	150.000.000	79,79
Juli	120.450.000	150.000.000	80,30
Agustus	125.275.000	150.000.000	83,51
September	122.988.000	150.000.000	81,99
Oktober	120.676.000	150.000.000	80,45
Nopember	120.000.000	150.000.000	80,00
Desember	121.890.000	150.000.000	81,26

Sumber: *BUM Desa Kerta Laba Dawan Kaler, 2018*

Lampiran 02 : Data Target Penjualan PT Tirta Investama (Aqua) di Kabupaten Klungkung Per Bulan Tahun 2018

Bulan	Pendapatan Omzet per bulan	Target	Pencapaian (%)
Januari	182.354.000	200.000.000	91,18
Februari	179.832.000	200.000.000	89,92
Maret	180.745.000	200.000.000	90,37
April	182.981.000	200.000.000	91,49
Mei	184.150.000	200.000.000	92,07
Juni	184.243.000	200.000.000	92,12
Juli	179.950.000	200.000.000	89,97
Agustus	177.875.000	200.000.000	88,93
September	183.839.000	200.000.000	91,91
Oktober	181.250.000	200.000.000	90,62
November	179.840.000	200.000.000	89,92
Desember	180.250.000	200.000.000	90,12

Sumber: PT Tirta Investama Mambal Bali, 2018

Lampiran 03: Kuisisioner Penelitian



UNIVERSITAS PENDIDIKAN GANESHA FAKULTAS EKONOMI JURUSAN MANAJEMEN

Kepada

Yth. Bapak/Ibu/Saudara/i Konsumen Air Minum Udaka

Di tempat

Hal : Pengisian Kuisisioner

Dengan Hormat,

Bapak/Ibu/Saudara/i Konsumen Air Minum Udaka, sehubungan dengan penelitian yang saya lakukan dalam menyelesaikan studi di Universitas Pendidikan Ganesha, saya mohon dengan hormat kesediaannya meluangkan sedikit waktu untuk mengisi kuisisioner ini secara sukarela. Kuisisioner ini bertujuan untuk memperoleh data yang digunakan untuk mengetahui pengaruh harga dan promosi terhadap loyalitas pelanggan produk air minum Udaka di Kabupaten Klungkung. Data yang diperoleh hanya akan digunakan untuk tujuan akademik dan akan diperlakukan secara konfidensial. Diharapkan agar Bapak/Ibu/Saudara/i berkenan untuk menjawab seluruh pernyataan yang ada dengan jujur. Atas kerjasama dan partisipasi yang diberikan saya ucapkan terima kasih.

Hormat Saya,

Ni Kadek Aris Widianjari
NIM. 1617041037

KUESIONER PENELITIAN

Pengaruh Harga dan Promosi Terhadap Loyalitas Pelanggan Produk Air Minum

Udaka di Kabupaten Klungkung

Petunjuk Pengisian

1. Pernyataan di bawah ini hanya semata-mata untuk data penelitian dalam rangka menyusun TAS (Tugas Akhir Skripsi).
2. Isilah data pribadi anda terlebih dahulu.
3. Bacalah dengan teliti setiap pernyataan dan jawablah yang paling sesuai dengan keadaan dan pendapat anda.
4. Berilah tanda centang (✓) pada pilihan jawaban yang anda kehendaki pada kolom yang telah tersedia.

Keterangan

Keterangan	Arti	Angka
SS	Sangat Setuju	5
S	Setuju	4
N	Netral	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

Identitas Responden

Nama :
 Jenis Kelamin :
 Umur :
 Pekerjaan :
 Jumlah Pembelian dalam kurun waktu 1 Bulan :Pcs



Butir Pernyataan

A. Harga

No	Pernyataan	SS	S	N	TD	STS
1.	Harga air minum Udaka relative murah, dibandingkan produk air minum lainnya.					

2.	Saya mengkonsumsi air minum Udaka karena harga yang ditawarkan sesuai dengan kualitas yang diberikan.					
3.	Harga air minum Udaka tidak terjangkau bagi saya.					
4.	Air minum Udaka menawarkan harga yang sesuai dengan harga pasar.					
5.	Saya membeli air minum Udaka karena harga yang ditawarkan lebih murah dari air minum jenis lain.					

B. Promosi

No	Pernyataan	SS	S	N	TD	STS
1.	Promosi penjualan produk air minum Udaka tersebar luas sehingga saya dengan mudah mengetahui tentang produk air minum Udaka.					
2.	Iklan seperti baliho yang digunakan air minum Udaka membuat saya tertarik untuk membeli produk air minum Udaka.					
3.	Berita mengenai produk air minum Udaka sulit ditemukan di berbagai media.					
4.	Air minum Udaka sering menawarkan produk secara langsung kepada saya.					
5.	Air Minum Udaka memberikan potongan harga/diskon dalam jumlah tertentu secara berkala.					

C. Loyalitas Pelanggan

No	Pernyataan	SS	S	N	TD	STS
1.	Saya berkeinginan untuk melakukan pembelian ulang terhadap produk air minum Udaka.					
2.	Saya akan merekomendasikan produk air minum Udaka kepada teman-teman saya.					
3.	Saya tidak berkeinginan untuk mengkonsumsi Air Minum Udaka setiap hari.					

4	Saya berkomitmen untuk tetap mengonsumsi produk air minum Udaka dan tidak akan berpindah ke produk lain.					
5	Apabila persediaan air minum saya habis, saya akan tetap membeli air minum Udaka dan tidak berpindah ke produk lain.					



Lampiran 04: Data Hasil Kuesioner Sampel Kecil Ordinal

NO	HARGA					X1	PROMOSI					X2	LOYALITAS PELANGGAN					Y
1	5	5	4	5	5	24	5	5	5	4	4	23	5	5	5	4	5	24
2	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
3	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
4	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
5	5	5	4	5	5	24	5	5	5	5	5	25	5	5	5	4	5	24
6	4	5	5	5	4	23	5	4	5	4	4	22	5	4	5	5	5	24
7	4	4	5	5	5	23	4	4	3	4	3	18	5	5	5	4	4	23
8	5	5	5	4	4	23	4	4	4	4	4	20	4	4	4	4	4	20
9	5	5	5	5	4	24	4	5	5	5	5	24	5	5	5	4	5	24
10	5	5	5	5	5	25	5	5	5	5	4	24	5	5	5	5	5	25

11	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
12	5	4	5	5	5	24	5	5	5	5	5	25	5	5	5	5	5	25
13	5	5	5	5	5	25	5	5	5	5	5	25	5	5	4	5	5	24
14	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
15	5	5	4	5	5	24	5	4	5	4	5	23	5	5	5	4	5	24
16	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
17	4	4	3	4	4	19	3	4	3	3	4	17	4	4	4	3	4	19
18	4	5	5	5	4	23	4	4	4	5	5	22	5	4	5	5	5	24
19	4	4	4	5	4	21	4	5	5	4	5	23	5	4	4	4	5	22
20	5	5	4	5	5	24	4	5	3	4	5	21	5	5	5	4	5	24
21	4	4	4	4	4	20	4	3	4	4	4	19	4	4	4	4	4	20
22	5	4	3	4	5	21	4	4	4	3	4	19	4	5	4	3	4	20
23	5	5	3	4	5	22	4	5	4	3	4	20	4	5	5	3	4	21
24	3	5	4	4	3	19	4	4	4	4	4	20	4	3	5	4	4	20
25	4	4	3	5	5	21	5	5	4	5	5	24	5	5	4	5	5	24
26	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
27	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
28	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
29	5	5	5	4	5	24	4	5	5	4	4	22	4	5	5	5	4	23
30	5	5	5	5	5	25	5	5	5	4	4	23	5	5	5	5	5	25



Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	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
.752	.769	5

Item Statistics

	Mean	Std. Deviation	N
HRG1	4.6667	.54667	30
HRG2	4.7333	.44978	30
HRG3	4.4667	.73030	30
HRG4	4.7333	.44978	30
HRG5	4.6667	.54667	30

Inter-Item Correlation Matrix

	HRG1	HRG2	HRG3	HRG4	HRG5
HRG1	1.000	.467	.317	.327	.769
HRG2	.467	1.000	.497	.318	.187
HRG3	.317	.497	1.000	.497	.144
HRG4	.327	.318	.497	1.000	.467
HRG5	.769	.187	.144	.467	1.000

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
HRG1	18.6000	2.455	.644	.732	.662
HRG2	18.5333	2.878	.509	.417	.716
HRG3	18.8000	2.303	.460	.421	.753
HRG4	18.5333	2.809	.561	.465	.700
HRG5	18.6000	2.662	.503	.726	.714

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.2667	3.857	1.96404	5

CORRELATIONS

/VARIABLES=HRG1 HRG2 HRG3 HRG4 HRG5
 THRG /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

Correlations**Correlations**

		HRG1	HRG2	HRG3	HRG4	HRG5	THRG
HRG1	Pearson Correlation	1	.467**	.317	.327	.769**	.792**
	Sig. (2-tailed)		.009	.088	.078	.000	.000
	N	30	30	30	30	30	30
HRG2	Pearson Correlation	.467**	1	.497**	.318	.187	.669**
	Sig. (2-tailed)	.009		.005	.087	.322	.000
	N	30	30	30	30	30	30
HRG3	Pearson Correlation	.317	.497**	1	.497**	.144	.728**
	Sig. (2-tailed)	.088	.005		.005	.448	.000
	N	30	30	30	30	30	30
HRG4	Pearson Correlation	.327	.318	.497**	1	.467**	.708**
	Sig. (2-tailed)	.078	.087	.005		.009	.000
	N	30	30	30	30	30	30
HRG5	Pearson Correlation	.769**	.187	.144	.467**	1	.696**
	Sig. (2-tailed)	.000	.322	.448	.009		.000
	N	30	30	30	30	30	30

THRG	Pearson Correlation	.792**	.669**	.728**	.708**	.696**	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).

RELIABILITY

```

/VARIABLES=PRM1 PRM2 PRM3 PRM4 PRM5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	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
.869	.870	5

Item Statistics

	Mean	Std. Deviation	N
PRM1	4.5333	.57135	30
PRM2	4.6333	.55605	30
PRM3	4.5333	.68145	30
PRM4	4.4000	.67466	30
PRM5	4.5333	.57135	30

Inter-Item Correlation Matrix

	PRM1	PRM2	PRM3	PRM4	PRM5
PRM1	1.000	.528	.750	.680	.472
PRM2	.528	1.000	.534	.496	.528
PRM3	.750	.534	1.000	.570	.484
PRM4	.680	.496	.570	1.000	.680
PRM5	.472	.528	.484	.680	1.000

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
PRM1	18.1000	4.093	.758	.668	.827
PRM2	18.0000	4.414	.620	.399	.858
PRM3	18.1000	3.817	.710	.598	.838
PRM4	18.2333	3.771	.742	.628	.829
PRM5	18.1000	4.300	.652	.521	.851

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.6333	6.171	2.48420	5

CORRELATIONS

/VARIABLES=PRM1 PRM2 PRM3 PRM4 PRM5

TPRM /PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

		Correlations					
		PRM1	PRM2	PRM3	PRM4	PRM5	TPRM
PRM1	Pearson Correlation	1	.528**	.750**	.680**	.472**	.847**
	Sig. (2-tailed)		.003	.000	.000	.008	.000
	N	30	30	30	30	30	30
PRM2	Pearson Correlation	.528**	1	.534**	.496**	.528**	.748**
	Sig. (2-tailed)	.003		.002	.005	.003	.000
	N	30	30	30	30	30	30
PRM3	Pearson Correlation	.750**	.534**	1	.570**	.484**	.832**
	Sig. (2-tailed)	.000	.002		.001	.007	.000
	N	30	30	30	30	30	30
PRM4	Pearson Correlation	.680**	.496**	.570**	1	.680**	.852**
	Sig. (2-tailed)	.000	.005	.001		.000	.000
	N	30	30	30	30	30	30
PRM5	Pearson Correlation	.472**	.528**	.484**	.680**	1	.774**
	Sig. (2-tailed)	.008	.003	.007	.000		.000
	N	30	30	30	30	30	30
TPRM	Pearson Correlation	.847**	.748**	.832**	.852**	.774**	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).

RELIABILITY

```

/VARIABLES=LOY1 LOY2 LOY3 LOY4 LOY5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	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
.823	.839	5

Item Statistics

	Mean	Std. Deviation	N
LOY1	4.7333	.44978	30
LOY2	4.7000	.53498	30
LOY3	4.7333	.44978	30
LOY4	4.4333	.67891	30
LOY5	4.7000	.46609	30

Inter-Item Correlation Matrix

	LOY1	LOY2	LOY3	LOY4	LOY5
LOY1	1.000	.516	.489	.617	.921
LOY2	.516	1.000	.373	.275	.456
LOY3	.489	.373	1.000	.391	.428
LOY4	.617	.275	.391	1.000	.643
LOY5	.921	.456	.428	.643	1.000

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
LOY1	18.5667	2.599	.834	.867	.735
LOY2	18.6000	2.869	.472	.291	.830
LOY3	18.5667	3.013	.509	.280	.817
LOY4	18.8667	2.326	.591	.434	.813
LOY5	18.6000	2.593	.799	.859	.741

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.3000	4.010	2.00258	5

CORRELATIONS

```

/VARIABLES=LOY1 LOY2 LOY3 LOY4 LOY5
TLOY /PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

		Correlations					
		LOY1	LOY2	LOY3	LOY4	LOY5	TLOY
LOY1	Pearson Correlation	1	.516**	.489**	.617**	.921**	.896**
	Sig. (2-tailed)		.004	.006	.000	.000	.000
	N	30	30	30	30	30	30
LOY2	Pearson Correlation	.516**	1	.373*	.275	.456*	.666**
	Sig. (2-tailed)	.004		.043	.141	.011	.000
	N	30	30	30	30	30	30
LOY3	Pearson Correlation	.489**	.373*	1	.391*	.428*	.666**
	Sig. (2-tailed)	.006	.043		.032	.018	.000
	N	30	30	30	30	30	30
LOY4	Pearson Correlation	.617**	.275	.391*	1	.643**	.789**
	Sig. (2-tailed)	.000	.141	.032		.000	.000
	N	30	30	30	30	30	30
LOY5	Pearson Correlation	.921**	.456*	.428*	.643**	1	.876**
	Sig. (2-tailed)	.000	.011	.018	.000		.000
	N	30	30	30	30	30	30
TLOY	Pearson Correlation	.896**	.666**	.666**	.789**	.876**	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).

REGRESSION

```

/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
ZPP /CRITERIA=PIN(.05) POUT(.10)

```



```

/NOORIGIN
/DEPENDENT TLOY
/METHOD=ENTER THRG TPRM
/SCATTERPLOT=(*SRESID ,*ZPRED)
/RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) .

```

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
TLOY	23.3000	2.00258	30
THRG	23.2667	1.96404	30
TPRM	22.6333	2.48420	30

Correlations

		TLOY	THRG	TPRM
Pearson Correlation	TLOY	1.000	.882	.862
	THRG	.882	1.000	.770
	TPRM	.862	.770	1.000
Sig. (1-tailed)	TLOY	.	.000	.000
	THRG	.000	.	.000
	TPRM	.000	.000	.
N	TLOY	30	30	30
	THRG	30	30	30
	TPRM	30	30	30

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TPRM, THRG ^b		Enter

a. Dependent Variable: TLOY

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927 ^a	.860	.849	.77734

a. Predictors: (Constant), TPRM, THRG

b. Dependent Variable: TLOY

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99.985	2	49.992	82.733	.000 ^b
	Residual	16.315	27	.604		
	Total	116.300	29			

a. Dependent Variable: TLOY

b. Predictors: (Constant), TPRM, THRG

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	2.385	1.716		1.390	.176					
1 THRG	.547	.115	.537	4.753	.000	.882	.675	.343	.407	2.455
TPRM	.361	.091	.448	3.969	.000	.862	.607	.286	.407	2.455

a. Dependent Variable: TLOY

Coefficient Correlations^a

Model		TPRM	THRG
1	Correlations	TPRM	1.000
		THRG	-.770
	Covariances	TPRM	.008
		THRG	-.008

a. Dependent Variable: TLOY

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	THRG	TPRM
1	1	2.992	1.000	.00	.00	.00
	2	.006	22.577	.68	.01	.32
	3	.002	40.483	.32	.99	.68

a. Dependent Variable: TLOY

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	18.9288	25.1040	23.3000	1.85681	30
Std. Predicted Value	-2.354	.972	.000	1.000	30
Standard Error of Predicted Value	.147	.423	.235	.074	30
Adjusted Predicted Value	18.9080	25.1827	23.2776	1.87968	30
Residual	-2.20250	1.52018	.00000	.75006	30
Std. Residual	-2.833	1.956	.000	.965	30
Stud. Residual	-3.006	2.331	.013	1.045	30
Deleted Residual	-2.47824	2.16059	.02239	.88597	30
Stud. Deleted Residual	-3.615	2.560	.008	1.142	30
Mahal. Distance	.074	7.629	1.933	1.983	30
Cook's Distance	.000	.763	.067	.175	30
Centered Leverage Value	.003	.263	.067	.068	30

a. Dependent Variable: TLOY

Lampiran 05: Data Hasil Kuesioner Sampel Besar Ordinal

NO	HARGA					X1	PROMOSI					X2	LOYALITAS PELANGGAN					Y
1	5	5	5	4	5	24	4	4	4	4	5	21	4	4	4	4	4	20
2	4	4	4	4	4	20	5	4	5	5	5	24	4	5	5	5	4	23
3	4	5	4	3	4	20	5	5	5	5	5	25	5	5	5	5	5	25
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RELIABILITY

```

/VARIABLES=HRG1 HRG2 HRG3 HRG4 HRG5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.

```

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	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
.762	.768	5

Item Statistics

	Mean	Std. Deviation	N
HRG1	4.6400	.54160	100
HRG2	4.7000	.48200	100
HRG3	4.4900	.67412	100
HRG4	4.5700	.60728	100
HRG5	4.5900	.55222	100

Inter-Item Correlation Matrix

	HRG1	HRG2	HRG3	HRG4	HRG5
HRG1	1.000	.433	.267	.385	.751
HRG2	.433	1.000	.457	.349	.254
HRG3	.267	.457	1.000	.495	.165
HRG4	.385	.349	.495	1.000	.433
HRG5	.751	.254	.165	.433	1.000

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
HRG1	18.3500	2.816	.618	.629	.689
HRG2	18.2900	3.137	.505	.327	.729
HRG3	18.5000	2.758	.456	.349	.753
HRG4	18.4200	2.711	.576	.377	.701
HRG5	18.4000	2.929	.528	.609	.719

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.9900	4.232	2.05724	5

CORRELATIONS

/VARIABLES=HRG1 HRG2 HRG3 HRG4 HRG5
 THRG /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

Correlations**Correlations**

		HRG1	HRG2	HRG3	HRG4	HRG5	THRG
HRG1	Pearson Correlation	1	.433**	.267**	.385**	.751**	.767**
	Sig. (2-tailed)		.000	.007	.000	.000	.000
	N	100	100	100	100	100	100
HRG2	Pearson Correlation	.433**	1	.457**	.349**	.254*	.669**
	Sig. (2-tailed)	.000		.000	.000	.011	.000
	N	100	100	100	100	100	100

HRG3	Pearson Correlation	.267**	.457**	1	.495**	.165	.696**
	Sig. (2-tailed)	.007	.000		.000	.100	.000
	N	100	100	100	100	100	100
HRG4	Pearson Correlation	.385**	.349**	.495**	1	.433**	.757**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
HRG5	Pearson Correlation	.751**	.254*	.165	.433**	1	.708**
	Sig. (2-tailed)	.000	.011	.100	.000		.000
	N	100	100	100	100	100	100
THRG	Pearson Correlation	.767**	.669**	.696**	.757**	.708**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

RELIABILITY

```

/VARIABLES=PRM1 PRM2 PRM3 PRM4 PRM5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	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
.817	.817	5

Item Statistics

	Mean	Std. Deviation	N
PRM1	4.5000	.65905	100
PRM2	4.6100	.56667	100
PRM3	4.6100	.60126	100
PRM4	4.5200	.61101	100
PRM5	4.4500	.64157	100

Inter-Item Correlation Matrix

	PRM1	PRM2	PRM3	PRM4	PRM5
PRM1	1.000	.554	.574	.477	.466
PRM2	.554	1.000	.498	.417	.376
PRM3	.574	.498	1.000	.475	.329
PRM4	.477	.417	.475	1.000	.557
PRM5	.466	.376	.329	.557	1.000

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
PRM1	18.1900	3.408	.677	.479	.759
PRM2	18.0800	3.852	.591	.374	.786
PRM3	18.0800	3.731	.601	.413	.783
PRM4	18.1700	3.658	.624	.421	.776
PRM5	18.2400	3.720	.549	.368	.799

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.6900	5.489	2.34282	5

CORRELATIONS

```

/VARIABLES=PRM1 PRM2 PRM3 PRM4 PRM5 TPRM
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

		Correlations					
		PRM1	PRM2	PRM3	PRM4	PRM5	TPRM
PRM1	Pearson Correlation	1	.554**	.574**	.477**	.466**	.814**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
PRM2	Pearson Correlation	.554**	1	.498**	.417**	.376**	.737**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
PRM3	Pearson Correlation	.574**	.498**	1	.475**	.329**	.752**
	Sig. (2-tailed)	.000	.000		.000	.001	.000
	N	100	100	100	100	100	100
PRM4	Pearson Correlation	.477**	.417**	.475**	1	.557**	.770**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
PRM5	Pearson Correlation	.466**	.376**	.329**	.557**	1	.725**
	Sig. (2-tailed)	.000	.000	.001	.000		.000
	N	100	100	100	100	100	100
TPRM	Pearson Correlation	.814**	.737**	.752**	.770**	.725**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

RELIABILITY

```

/VARIABLES=LOY1 LOY2 LOY3 LOY4 LOY5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	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
.830	.836	5

Item Statistics

	Mean	Std. Deviation	N
LOY1	4.6100	.56667	100
LOY2	4.6600	.53598	100
LOY3	4.6900	.48607	100
LOY4	4.4200	.71322	100
LOY5	4.6000	.55048	100

Inter-Item Correlation Matrix

	LOY1	LOY2	LOY3	LOY4	LOY5
LOY1	1.000	.357	.620	.559	.920
LOY2	.357	1.000	.444	.245	.288
LOY3	.620	.444	1.000	.496	.513
LOY4	.559	.245	.496	1.000	.612
LOY5	.920	.288	.513	.612	1.000

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
LOY1	18.3700	3.023	.804	.880	.744
LOY2	18.3200	3.836	.384	.211	.857
LOY3	18.2900	3.501	.655	.501	.792
LOY4	18.5600	2.956	.597	.433	.816
LOY5	18.3800	3.127	.770	.871	.756

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.9800	4.929	2.22011	5

CORRELATIONS

/VARIABLES=LOY1 LOY2 LOY3 LOY4 LOY5
TLOY /PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

Correlations**Correlations**

		LOY1	LOY2	LOY3	LOY4	LOY5	TLOY
LOY1	Pearson Correlation	1	.357**	.620**	.559**	.920**	.885**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
LOY2	Pearson Correlation	.357**	1	.444**	.245*	.288**	.580**
	Sig. (2-tailed)	.000		.000	.014	.004	.000
	N	100	100	100	100	100	100
LOY3	Pearson Correlation	.620**	.444**	1	.496**	.513**	.771**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
LOY4	Pearson Correlation	.559**	.245*	.496**	1	.612**	.784**
	Sig. (2-tailed)	.000	.014	.000		.000	.000
	N	100	100	100	100	100	100
LOY5	Pearson Correlation	.920**	.288**	.513**	.612**	1	.861**
	Sig. (2-tailed)	.000	.004	.000	.000		.000
	N	100	100	100	100	100	100

	Pearson Correlation	.885**	.580**	.771**	.784**	.861**	1
TLOY	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

REGRESSION

```

/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL
ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN

```

```

/DEPENDENT TLOY
/METHOD=ENTER THRG TPRM
/SCATTERPLOT=(*SRESID ,*ZPRED)
/RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) .

```

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
TLOY	22.9800	2.22011	100
THRG	22.9900	2.05724	100
TPRM	22.6900	2.34282	100

Correlations

		TLOY	THRG	TPRM
Pearson Correlation	TLOY	1.000	.593	.651
	THRG	.593	1.000	.337
	TPRM	.651	.337	1.000
Sig. (1-tailed)	TLOY	.	.000	.000
	THRG	.000	.	.000
	TPRM	.000	.000	.
N	TLOY	100	100	100
	THRG	100	100	100
	TPRM	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TPRM, THRG ^b		Enter

a. Dependent Variable: TLOY

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 ^a	.581	.573	1.45112

a. Predictors: (Constant), TPRM, THRG

b. Dependent Variable: TLOY

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	283.703	2	141.851	67.364	.000 ^b
	Residual	204.257	97	2.106		
	Total	487.960	99			

a. Dependent Variable: TLOY

b. Predictors: (Constant), TPRM, THRG

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.578	1.876		.841	.402					
	THRG	.454	.075	.421	6.035	.000	.593	.523	.396	.887	1.128
	TPRM	.483	.066	.510	7.303	.000	.651	.596	.480	.887	1.128

a. Dependent Variable: TLOY

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	THRG	TPRM
1	1	2.990	1.000	.00	.00	.00
	2	.006	21.699	.06	.32	.93
	3	.004	27.918	.94	.67	.07

a. Dependent Variable: TLOY

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	18.4196	25.0087	22.9800	1.69283	100
Std. Predicted Value	-2.694	1.198	.000	1.000	100
Standard Error of Predicted Value	.152	.595	.241	.072	100
Adjusted Predicted Value	18.3665	25.0341	22.9688	1.71568	100
Residual	-4.19103	4.81952	.00000	1.43639	100
Std. Residual	-2.888	3.321	.000	.990	100
Stud. Residual	-2.946	3.642	.004	1.021	100
Deleted Residual	-4.37863	5.79432	.01118	1.53022	100
Stud. Deleted Residual	-3.072	3.899	.004	1.045	100
Mahal. Distance	.099	15.665	1.980	2.097	100
Cook's Distance	.000	.894	.023	.095	100
Centered Leverage	.001	.158	.020	.021	100
Value					

a. Dependent Variable: TLOY

Lampiran 06: Tabel Data Hasil Kuesioner dan Output SPSS Sampel Kecil Interval

NO	HARGA						PROMOSI					LOYALITAS						
	HRG1	HRG2	HRG3	HRG4	HRG5	THRG	PRM1	PRM2	PRM3	PRM4	PRM5	TPRM	LOY1	LOY2	LOY3	LOY4	LOY5	TLOY
1	3.724	2.680	1.973	2.680	3.724	14.781	3.921	3.772	3.349	2.196	2.429	15.668	2.680	3.675	2.680	2.149	2.656	13.841
2	3.724	2.680	3.258	2.680	3.724	16.066	3.921	3.772	3.349	3.553	3.921	18.517	2.680	3.675	2.680	3.500	2.656	15.192
3	3.724	2.680	3.258	2.680	3.724	16.066	3.921	3.772	3.349	3.553	3.921	18.517	2.680	3.675	2.680	3.500	2.656	15.192
4	3.724	2.680	3.258	2.680	3.724	16.066	3.921	3.772	3.349	3.553	3.921	18.517	2.680	3.675	2.680	3.500	2.656	15.192
5	3.724	2.680	1.973	2.680	3.724	14.781	3.921	3.772	3.349	3.553	3.921	18.517	2.680	3.675	2.680	2.149	2.656	13.841
6	2.201	2.680	3.258	2.680	2.201	13.022	3.921	2.262	3.349	2.196	2.429	14.158	2.680	2.137	2.680	3.500	2.656	13.653
7	2.201	1.000	3.258	2.680	3.724	12.864	2.429	2.262	1.000	2.196	1.000	8.888	2.680	3.675	2.680	2.149	1.000	12.185
8	3.724	2.680	3.258	1.000	2.201	12.864	2.429	2.262	2.001	2.196	2.429	11.318	1.000	2.137	1.000	2.149	1.000	7.286
9	3.724	2.680	3.258	2.680	2.201	14.544	2.429	3.772	3.349	3.553	3.921	17.025	2.680	3.675	2.680	2.149	2.656	13.841
10	3.724	2.680	3.258	2.680	3.724	16.066	3.921	3.772	3.349	3.553	2.429	17.025	2.680	3.675	2.680	3.500	2.656	15.192
11	3.724	2.680	3.258	2.680	3.724	16.066	3.921	3.772	3.349	3.553	3.921	18.517	2.680	3.675	2.680	3.500	2.656	15.192
12	3.724	1.000	3.258	2.680	3.724	14.386	3.921	3.772	3.349	3.553	3.921	18.517	2.680	3.675	2.680	3.500	2.656	15.192
13	3.724	2.680	3.258	2.680	3.724	16.066	3.921	3.772	3.349	3.553	3.921	18.517	2.680	3.675	1.000	3.500	2.656	13.511
14	3.724	2.680	3.258	2.680	3.724	16.066	3.921	3.772	3.349	3.553	3.921	18.517	2.680	3.675	2.680	3.500	2.656	15.192
15	3.724	2.680	1.973	2.680	3.724	14.781	3.921	2.262	3.349	2.196	3.921	15.650	2.680	3.675	2.680	2.149	2.656	13.841
16	3.724	2.680	3.258	2.680	3.724	16.066	3.921	3.772	3.349	3.553	3.921	18.517	2.680	3.675	2.680	3.500	2.656	15.192
17	2.201	1.000	1.000	1.000	2.201	7.403	1.000	2.262	1.000	1.000	2.429	7.692	1.000	2.137	1.000	1.000	1.000	6.137
18	2.201	2.680	3.258	2.680	2.201	13.022	2.429	2.262	2.001	3.553	3.921	14.167	2.680	2.137	2.680	3.500	2.656	13.653
19	2.201	1.000	1.973	2.680	2.201	10.056	2.429	3.772	3.349	2.196	3.921	15.668	2.680	2.137	1.000	2.149	2.656	10.622
20	3.724	2.680	1.973	2.680	3.724	14.781	2.429	3.772	1.000	2.196	3.921	13.319	2.680	3.675	2.680	2.149	2.656	13.841
21	2.201	1.000	1.973	1.000	2.201	8.376	2.429	1.000	2.001	2.196	2.429	10.056	1.000	2.137	1.000	2.149	1.000	7.286
22	3.724	1.000	1.000	1.000	3.724	10.447	2.429	2.262	2.001	1.000	2.429	10.122	1.000	3.675	1.000	1.000	1.000	7.675
23	3.724	2.680	1.000	1.000	3.724	12.128	2.429	3.772	2.001	1.000	2.429	11.632	1.000	3.675	2.680	1.000	1.000	9.355
24	1.000	2.680	1.973	1.000	1.000	7.653	2.429	2.262	2.001	2.196	2.429	11.318	1.000	1.000	2.680	2.149	1.000	7.830
25	2.201	1.000	1.000	2.680	3.724	10.605	3.921	3.772	2.001	3.553	3.921	17.169	2.680	3.675	1.000	3.500	2.656	13.511

26	3.724	2.680	3.258	2.680	3.724	16.066	3.921	3.772	3.349	3.553	3.921	18.517	2.680	3.675	2.680	3.500	2.656	15.192
27	3.724	2.680	3.258	2.680	3.724	16.066	3.921	3.772	3.349	3.553	3.921	18.517	2.680	3.675	2.680	3.500	2.656	15.192
28	2.201	1.000	1.973	1.000	2.201	8.376	2.429	2.262	2.001	2.196	2.429	11.318	1.000	2.137	1.000	2.149	1.000	7.286
29	3.724	2.680	3.258	1.000	3.724	14.386	2.429	3.772	3.349	2.196	2.429	14.176	1.000	3.675	2.680	3.500	1.000	11.856
30	3.724	2.680	3.258	2.680	3.724	16.066	3.921	3.772	3.349	2.196	2.429	15.668	2.680	3.675	2.680	3.500	2.656	15.192



RELIABILITY

```

/VARIABLES=HRG1 HRG2 HRG3 HRG4 HRG5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.

```

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	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
.770	.771	5

Item Statistics

	Mean	Std. Deviation	N
HRG1	3.2271	.80018	30
HRG2	2.2320	.75562	30
HRG3	2.6143	.85445	30
HRG4	2.2320	.75562	30
HRG5	3.2271	.80018	30

Inter-Item Correlation Matrix

	HRG1	HRG2	HRG3	HRG4	HRG5
HRG1	1.000	.495	.336	.318	.750
HRG2	.495	1.000	.492	.318	.203
HRG3	.336	.492	1.000	.492	.162
HRG4	.318	.318	.492	1.000	.464
HRG5	.750	.203	.162	.464	1.000

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
HRG1	10.3053	5.173	.660	.717	.686
HRG2	11.3004	5.803	.506	.426	.740
HRG3	10.9181	5.535	.485	.408	.750
HRG4	11.3004	5.701	.539	.449	.730
HRG5	10.3053	5.587	.526	.699	.734

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.5324	8.215	2.86622	5

CORRELATIONS

/VARIABLES=HRG1 HRG2 HRG3 HRG4 HRG5
 THRG /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

Correlations**Correlations**

		HRG1	HRG2	HRG3	HRG4	HRG5	THRG
HRG1	Pearson Correlation	1	.495**	.336	.318	.750**	.803**
	Sig. (2-tailed)		.005	.070	.087	.000	.000
	N	30	30	30	30	30	30
HRG2	Pearson Correlation	.495**	1	.492**	.318	.203	.689**
	Sig. (2-tailed)	.005		.006	.087	.282	.000
	N	30	30	30	30	30	30

HRG3	Pearson Correlation	.336	.492**	1	.492**	.162	.696**
	Sig. (2-tailed)	.070	.006		.006	.392	.000
	N	30	30	30	30	30	30
HRG4	Pearson Correlation	.318	.318	.492**	1	.464**	.712**
	Sig. (2-tailed)	.087	.087	.006		.010	.000
	N	30	30	30	30	30	30
HRG5	Pearson Correlation	.750**	.203	.162	.464**	1	.713**
	Sig. (2-tailed)	.000	.282	.392	.010		.000
	N	30	30	30	30	30	30
THRG	Pearson Correlation	.803**	.689**	.696**	.712**	.713**	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).

RELIABILITY

```

/VARIABLES=PRM1 PRM2 PRM3 PRM4 PRM5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	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
.874	.874	5

Item Statistics

	Mean	Std. Deviation	N
PRM1	3.2268	.84668	30
PRM2	3.2266	.81539	30
PRM3	2.7546	.84061	30
PRM4	2.7549	.88165	30
PRM5	3.2268	.84668	30

Inter-Item Correlation Matrix

	PRM1	PRM2	PRM3	PRM4	PRM5
PRM1	1.000	.535	.754	.677	.473
PRM2	.535	1.000	.568	.514	.535
PRM3	.754	.568	1.000	.574	.487
PRM4	.677	.514	.574	1.000	.691
PRM5	.473	.535	.487	.691	1.000

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
PRM1	11.9630	7.697	.745	.666	.837
PRM2	11.9632	8.258	.639	.422	.862
PRM3	12.4352	7.813	.723	.613	.843
PRM4	12.4349	7.506	.752	.636	.835
PRM5	11.9630	8.056	.654	.531	.859

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.1898	11.916	3.45194	5

CORRELATIONS

```

/VARIABLES=PRM1 PRM2 PRM3 PRM4 PRM5
TPRM /PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

		Correlations					
		PRM1	PRM2	PRM3	PRM4	PRM5	TPRM
PRM1	Pearson Correlation	1	.535**	.754**	.677**	.473**	.844**
	Sig. (2-tailed)		.002	.000	.000	.008	.000
	N	30	30	30	30	30	30
PRM2	Pearson Correlation	.535**	1	.568**	.514**	.535**	.768**
	Sig. (2-tailed)	.002		.001	.004	.002	.000
	N	30	30	30	30	30	30
PRM3	Pearson Correlation	.754**	.568**	1	.574**	.487**	.829**
	Sig. (2-tailed)	.000	.001		.001	.006	.000
	N	30	30	30	30	30	30
PRM4	Pearson Correlation	.677**	.514**	.574**	1	.691**	.852**
	Sig. (2-tailed)	.000	.004	.001		.000	.000
	N	30	30	30	30	30	30
PRM5	Pearson Correlation	.473**	.535**	.487**	.691**	1	.783**
	Sig. (2-tailed)	.008	.002	.006	.000		.000
	N	30	30	30	30	30	30
TPRM	Pearson Correlation	.844**	.768**	.829**	.852**	.783**	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).

RELIABILITY

```

/VARIABLES=LOY1 LOY2 LOY3 LOY4 LOY5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	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
.838	.841	5

Item Statistics

	Mean	Std. Deviation	N
LOY1	2.2320	.75562	30
LOY2	3.2270	.78106	30
LOY3	2.2320	.75562	30
LOY4	2.7546	.87415	30
LOY5	2.1592	.77185	30

Inter-Item Correlation Matrix

	LOY1	LOY2	LOY3	LOY4	LOY5
LOY1	1.000	.515	.489	.609	.921
LOY2	.515	1.000	.403	.290	.454
LOY3	.489	.403	1.000	.389	.428
LOY4	.609	.290	.389	1.000	.639
LOY5	.921	.454	.428	.639	1.000

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
LOY1	10.3728	5.836	.834	.867	.753
LOY2	9.3778	6.814	.497	.298	.844
LOY3	10.3728	6.833	.518	.291	.838
LOY4	9.8502	6.110	.596	.426	.821
LOY5	10.4456	5.873	.797	.860	.762

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.6048	9.451	3.07429	5

CORRELATIONS

/VARIABLES=LOY1 LOY2 LOY3 LOY4 LOY5
TLOY /PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

Correlations**Correlations**

		LOY1	LOY2	LOY3	LOY4	LOY5	TLOY
LOY1	Pearson Correlation	1	.515**	.489**	.609**	.921**	.901**
	Sig. (2-tailed)		.004	.006	.000	.000	.000
	N	30	30	30	30	30	30
LOY2	Pearson Correlation	.515**	1	.403*	.290	.454*	.676**
	Sig. (2-tailed)	.004		.027	.119	.012	.000
	N	30	30	30	30	30	30
LOY3	Pearson Correlation	.489**	.403*	1	.389*	.428*	.686**
	Sig. (2-tailed)	.006	.027		.033	.018	.000
	N	30	30	30	30	30	30
LOY4	Pearson Correlation	.609**	.290	.389*	1	.639**	.764**
	Sig. (2-tailed)	.000	.119	.033		.000	.000
	N	30	30	30	30	30	30
LOY5	Pearson Correlation	.921**	.454*	.428*	.639**	1	.880**
	Sig. (2-tailed)	.000	.012	.018	.000		.000

	N	30	30	30	30	30	30
	Pearson Correlation	.901**	.676**	.686**	.764**	.880**	1
TLOY	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).

REGRESSION

```

/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN

/DEPENDENT TLOY
/METHOD=ENTER THRG TPRM
/SCATTERPLOT=(*SRESID ,*ZPRED)
/RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) .

```

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
TLOY	12.6054	3.07461	30
THRG	13.5327	2.86599	30
TPRM	15.1908	3.45194	30

Correlations

		TLOY	THRG	TPRM
Pearson Correlation	TLOY	1.000	.885	.864
	THRG	.885	1.000	.783
	TPRM	.864	.783	1.000
Sig. (1-tailed)	TLOY	.	.000	.000
	THRG	.000	.	.000
	TPRM	.000	.000	.
N	TLOY	30	30	30
	THRG	30	30	30
	TPRM	30	30	30

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TPRM, THRG ^b		Enter

a. Dependent Variable: TLOY

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927 ^a	.859	.848	1.19855

a. Predictors: (Constant), TPRM, THRG

b. Dependent Variable: TLOY

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	235.357	2	117.679	81.919	.000 ^b
	Residual	38.786	27	1.437		
	Total	274.143	29			

a. Dependent Variable: TLOY

b. Predictors: (Constant), TPRM, THRG

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-1.196	1.102		-1.085	.288					
	THRG	.579	.125	.540	4.636	.000	.885	.666	.336	.386	2.588
	TPRM	.393	.104	.441	3.785	.001	.864	.589	.274	.386	2.588

a. Dependent Variable: TLOY

Coefficient Correlations^a

Model		TPRM	THRG
1	Correlations	TPRM	1.000
		THRG	-.783
	Covariances	TPRM	-.011
		THRG	-.010

a. Dependent Variable: TLOY

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	THRG	TPRM
1	1	2.963	1.000	.00	.00	.00
	2	.027	10.484	.97	.07	.16
	3	.010	17.612	.03	.93	.84

a. Dependent Variable: TLOY

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6.1114	15.3784	12.6054	2.84882	30
Std. Predicted Value	-2.280	.973	.000	1.000	30
Standard Error of Predicted Value	.229	.630	.364	.109	30
Adjusted Predicted Value	6.1044	15.5122	12.5794	2.87463	30
Residual	-3.41181	2.44110	.00000	1.15648	30
Std. Residual	-2.847	2.037	.000	.965	30
Stud. Residual	-3.024	2.394	.010	1.039	30
Deleted Residual	-3.85043	3.37226	.02606	1.34672	30
Stud. Deleted Residual	-3.649	2.647	.001	1.134	30
Mahal. Distance	.096	7.041	1.933	1.848	30
Cook's Distance	.000	.729	.059	.154	30
Centered Leverage Value	.003	.243	.067	.064	30

Lampiran 07: Data Hasil Kuesioner Sampel Besar Interval

NO	HARGA						PROMOSI						LOYALITAS					
	HRG1	HRG2	HRG3	HRG4	HRG5	THRG	PRM1	PRM2	PRM3	PRM4	PRM5	TPRM	LOY1	LOY2	LOY3	LOY4	LOY5	TLOY
1	3.809	4.147	3.414	2.152	3.882	17.404	2.097	2.237	2.085	2.230	3.609	12.259	2.237	2.251	2.558	2.051	2.358	11.456
2	2.288	2.538	2.067	2.152	2.375	11.419	3.463	2.237	3.526	3.659	3.609	16.495	2.237	3.779	4.162	3.347	2.358	15.883
3	2.288	4.147	2.067	1.000	2.375	11.877	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
4	2.288	4.147	3.414	1.000	2.375	13.224	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
5	2.288	1.000	3.414	2.152	2.375	11.228	3.463	3.724	3.526	2.230	2.219	15.163	3.724	2.251	2.558	1.000	3.867	13.401
6	1.000	4.147	2.067	1.000	1.000	9.214	3.463	3.724	3.526	3.659	2.219	16.592	3.724	3.779	4.162	3.347	3.867	18.880
7	2.288	2.538	2.067	2.152	2.375	11.419	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
8	3.809	4.147	3.414	3.585	3.882	18.837	2.097	2.237	2.085	2.230	3.609	12.259	2.237	2.251	2.558	2.051	2.358	11.456
9	3.809	4.147	3.414	3.585	3.882	18.837	3.463	2.237	3.526	3.659	2.219	15.105	2.237	3.779	4.162	3.347	2.358	15.883
10	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	2.219	16.592	3.724	3.779	4.162	3.347	3.867	18.880
11	2.288	4.147	3.414	3.585	2.375	15.808	3.463	3.724	3.526	3.659	2.219	16.592	3.724	3.779	4.162	3.347	3.867	18.880
12	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	2.219	16.592	3.724	3.779	4.162	3.347	3.867	18.880
13	3.809	4.147	3.414	3.585	3.882	18.837	2.097	3.724	3.526	3.659	3.609	16.615	3.724	3.779	4.162	2.051	3.867	17.584
14	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
15	3.809	4.147	3.414	2.152	3.882	17.404	1.000	2.237	2.085	2.230	2.219	9.773	2.237	2.251	2.558	1.000	2.358	10.404
16	2.288	4.147	3.414	3.585	3.882	17.316	3.463	3.724	2.085	3.659	2.219	15.152	3.724	2.251	4.162	3.347	3.867	17.351
17	2.288	4.147	3.414	3.585	2.375	15.808	2.097	3.724	2.085	2.230	3.609	13.746	3.724	2.251	2.558	2.051	3.867	14.452
18	3.809	4.147	3.414	2.152	2.375	15.896	2.097	3.724	3.526	3.659	1.000	14.006	3.724	3.779	4.162	2.051	3.867	17.584
19	3.809	4.147	3.414	3.585	2.375	17.329	2.097	2.237	2.085	2.230	2.219	10.870	2.237	2.251	2.558	2.051	2.358	11.456
20	2.288	2.538	2.067	2.152	2.375	11.419	1.000	2.237	3.526	2.230	1.000	9.994	2.237	3.779	2.558	1.000	2.358	11.933
21	2.288	2.538	2.067	2.152	2.375	11.419	1.000	2.237	3.526	3.659	1.000	11.423	2.237	3.779	4.162	1.000	2.358	13.536
22	3.809	4.147	3.414	3.585	3.882	18.837	2.097	2.237	1.000	3.659	2.219	11.213	2.237	1.000	4.162	2.051	2.358	11.809
23	3.809	4.147	3.414	3.585	3.882	18.837	1.000	1.000	3.526	2.230	2.219	9.976	1.000	3.779	2.558	1.000	1.000	9.338
24	3.809	4.147	3.414	2.152	2.375	15.896	2.097	2.237	2.085	2.230	2.219	10.870	2.237	2.251	2.558	2.051	2.358	11.456
25	3.809	4.147	3.414	3.585	2.375	17.329	2.097	3.724	3.526	3.659	3.609	16.615	3.724	3.779	4.162	2.051	3.867	17.584
26	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	2.219	16.592	3.724	3.779	4.162	3.347	3.867	18.880

27	2.288	2.538	2.067	2.152	3.882	12.927	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
28	3.809	2.538	3.414	3.585	2.375	15.720	3.463	3.724	3.526	3.659	2.219	16.592	3.724	3.779	4.162	3.347	3.867	18.880
29	3.809	4.147	3.414	3.585	2.375	17.329	2.097	3.724	3.526	3.659	3.609	16.615	3.724	3.779	4.162	2.051	3.867	17.584
30	3.809	4.147	3.414	3.585	2.375	17.329	3.463	3.724	2.085	3.659	3.609	16.541	3.724	2.251	4.162	3.347	3.867	17.351
31	2.288	2.538	2.067	2.152	2.375	11.419	3.463	3.724	3.526	2.230	2.219	15.163	2.237	2.251	2.558	2.051	2.358	11.456
32	3.809	4.147	3.414	2.152	3.882	17.404	3.463	3.724	3.526	3.659	2.219	16.592	2.237	3.779	4.162	3.347	2.358	15.883
33	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
34	3.809	2.538	3.414	3.585	3.882	17.227	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
35	3.809	2.538	3.414	3.585	3.882	17.227	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	2.558	3.347	3.867	17.276
36	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
37	3.809	4.147	1.000	3.585	3.882	16.423	3.463	2.237	3.526	3.659	3.609	16.495	3.724	3.779	4.162	3.347	3.867	18.880
38	2.288	2.538	2.067	2.152	2.375	11.419	3.463	3.724	3.526	2.230	2.219	15.163	2.237	2.251	2.558	2.051	2.358	11.456
39	3.809	4.147	3.414	2.152	3.882	17.404	1.000	2.237	1.000	3.659	2.219	10.116	2.237	3.779	4.162	3.347	2.358	15.883
40	3.809	4.147	3.414	3.585	3.882	18.837	2.097	2.237	2.085	3.659	3.609	13.688	3.724	3.779	4.162	3.347	3.867	18.880
41	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	2.558	3.347	3.867	17.276
42	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
43	3.809	4.147	2.067	3.585	3.882	17.490	3.463	2.237	3.526	2.230	3.609	15.066	3.724	3.779	4.162	2.051	3.867	17.584
44	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
45	2.288	2.538	1.000	2.152	2.375	10.352	1.000	2.237	1.000	1.000	2.219	7.457	2.237	2.251	2.558	1.000	2.358	10.404
46	2.288	4.147	3.414	3.585	2.375	15.808	2.097	2.237	2.085	3.659	3.609	13.688	3.724	2.251	4.162	3.347	3.867	17.351
47	2.288	2.538	2.067	3.585	2.375	12.852	2.097	3.724	3.526	2.230	3.609	15.186	3.724	2.251	2.558	2.051	3.867	14.452
48	3.809	4.147	2.067	3.585	3.882	17.490	2.097	3.724	1.000	2.230	3.609	12.661	3.724	3.779	4.162	2.051	3.867	17.584
49	2.288	2.538	2.067	2.152	2.375	11.419	2.097	1.000	2.085	2.230	2.219	9.632	2.237	2.251	2.558	2.051	2.358	11.456
50	3.809	2.538	1.000	2.152	3.882	13.380	2.097	2.237	2.085	1.000	2.219	9.639	2.237	3.779	2.558	1.000	2.358	11.933
51	3.809	4.147	1.000	2.152	3.882	14.990	2.097	3.724	2.085	1.000	2.219	11.126	2.237	3.779	4.162	1.000	2.358	13.536
52	1.000	4.147	2.067	2.152	1.000	10.366	2.097	2.237	2.085	2.230	2.219	10.870	2.237	1.000	4.162	2.051	2.358	11.809
53	3.809	2.538	1.000	1.000	3.882	12.229	3.463	3.724	2.085	1.000	1.000	11.273	1.000	3.779	2.558	1.000	1.000	9.338
54	2.288	2.538	2.067	2.152	2.375	11.419	3.463	2.237	2.085	2.230	2.219	12.236	2.237	2.251	2.558	2.051	2.358	11.456
55	3.809	4.147	2.067	3.585	3.882	17.490	3.463	3.724	3.526	2.230	3.609	16.553	3.724	3.779	4.162	2.051	3.867	17.584
56	3.809	4.147	3.414	3.585	3.882	18.837	3.463	2.237	3.526	3.659	3.609	16.495	3.724	3.779	4.162	3.347	3.867	18.880
57	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
58	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880

59	3.809	4.147	2.067	3.585	3.882	17.490	2.097	3.724	3.526	2.230	3.609	15.186	3.724	3.779	4.162	2.051	3.867	17.584
60	2.288	4.147	3.414	3.585	2.375	15.808	3.463	3.724	3.526	3.659	3.609	17.982	3.724	2.251	4.162	3.347	3.867	17.351
61	2.288	2.538	2.067	2.152	2.375	11.419	2.097	2.237	2.085	1.000	1.000	8.420	2.237	2.251	2.558	2.051	2.358	11.456
62	3.809	4.147	3.414	2.152	3.882	17.404	2.097	3.724	3.526	3.659	3.609	16.615	2.237	3.779	4.162	3.347	2.358	15.883
63	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
64	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
65	2.288	2.538	1.000	3.585	3.882	13.292	3.463	3.724	2.085	3.659	3.609	16.541	3.724	3.779	2.558	3.347	3.867	17.276
66	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
67	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
68	2.288	2.538	2.067	2.152	2.375	11.419	2.097	2.237	2.085	2.230	2.219	10.870	2.237	2.251	2.558	2.051	2.358	11.456
69	3.809	4.147	3.414	2.152	3.882	17.404	2.097	3.724	3.526	2.230	2.219	13.797	2.237	3.779	4.162	3.347	2.358	15.883
70	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	2.230	2.219	15.163	3.724	3.779	4.162	3.347	3.867	18.880
71	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
72	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
73	3.809	4.147	2.067	3.585	3.882	17.490	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	2.051	3.867	17.584
74	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	2.230	2.219	15.163	3.724	3.779	4.162	3.347	3.867	18.880
75	2.288	2.538	1.000	2.152	2.375	10.352	2.097	2.237	2.085	2.230	2.219	10.870	2.237	2.251	2.558	1.000	2.358	10.404
76	2.288	4.147	3.414	3.585	2.375	15.808	3.463	2.237	3.526	2.230	2.219	13.677	3.724	2.251	4.162	3.347	3.867	17.351
77	2.288	2.538	2.067	3.585	2.375	12.852	3.463	2.237	2.085	3.659	3.609	15.054	3.724	2.251	2.558	2.051	3.867	14.452
78	3.809	4.147	2.067	3.585	3.882	17.490	3.463	3.724	3.526	2.230	2.219	15.163	3.724	3.779	4.162	2.051	3.867	17.584
79	2.288	2.538	2.067	2.152	2.375	11.419	2.097	2.237	2.085	2.230	2.219	10.870	2.237	2.251	2.558	2.051	2.358	11.456
80	3.809	2.538	1.000	2.152	3.882	13.380	2.097	3.724	2.085	2.230	2.219	12.356	2.237	3.779	2.558	1.000	2.358	11.933
81	3.809	4.147	1.000	2.152	3.882	14.990	2.097	3.724	3.526	2.230	2.219	13.797	2.237	3.779	4.162	1.000	2.358	13.536
82	1.000	4.147	2.067	2.152	1.000	10.366	2.097	1.000	3.526	2.230	2.219	11.073	2.237	1.000	4.162	2.051	2.358	11.809
83	3.809	2.538	1.000	1.000	3.882	12.229	1.000	3.724	2.085	2.230	2.219	11.259	1.000	3.779	2.558	1.000	1.000	9.338
84	2.288	2.538	2.067	2.152	2.375	11.419	2.097	2.237	2.085	3.659	3.609	13.688	2.237	2.251	2.558	2.051	2.358	11.456
85	3.809	4.147	2.067	3.585	3.882	17.490	3.463	3.724	3.526	2.230	2.219	15.163	3.724	3.779	4.162	2.051	3.867	17.584
86	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
87	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
88	3.809	4.147	3.414	3.585	3.882	18.837	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
89	3.809	4.147	2.067	3.585	3.882	17.490	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	2.051	3.867	17.584
90	2.288	4.147	3.414	3.585	2.375	15.808	3.463	2.237	3.526	2.230	2.219	13.677	3.724	2.251	4.162	3.347	3.867	17.351

91	2.288	2.538	3.414	3.585	3.882	15.706	2.097	2.237	1.000	2.230	1.000	8.565	3.724	3.779	4.162	2.051	2.358	16.075
92	3.809	4.147	3.414	3.585	3.882	18.837	2.097	2.237	2.085	2.230	3.609	12.259	3.724	3.779	4.162	3.347	2.358	17.370
93	3.809	4.147	3.414	3.585	3.882	18.837	1.000	1.000	1.000	1.000	1.000	5.000	3.724	3.779	4.162	3.347	3.867	18.880
94	3.809	4.147	3.414	3.585	3.882	18.837	1.000	2.237	2.085	2.230	1.000	8.553	3.724	3.779	4.162	3.347	3.867	18.880
95	3.809	2.538	2.067	3.585	3.882	15.880	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
96	3.809	4.147	2.067	3.585	3.882	17.490	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	3.347	3.867	18.880
97	3.809	4.147	3.414	3.585	2.375	17.329	2.097	3.724	3.526	3.659	2.219	15.226	3.724	2.251	4.162	3.347	3.867	17.351
98	2.288	2.538	3.414	3.585	3.882	15.706	3.463	3.724	3.526	3.659	3.609	17.982	3.724	3.779	4.162	2.051	2.358	16.075
99	3.809	4.147	2.067	1.000	2.375	13.398	3.463	3.724	3.526	3.659	3.609	17.982	1.000	2.251	1.000	3.347	2.358	9.956
100	3.809	4.147	2.067	2.152	2.375	14.549	3.463	3.724	3.526	3.659	3.609	17.982	2.237	2.251	2.558	3.347	3.867	14.261



RELIABILITY

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/VARIABLES=HRG1 HRG2 HRG3 HRG4 HRG5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.

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Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	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
.775	.776	5

Item Statistics

	Mean	Std. Deviation	N
HRG1	3.2684	.80311	100
HRG2	3.6650	.77304	100
HRG3	2.7550	.84744	100
HRG4	2.9857	.82775	100
HRG5	3.2681	.82091	100

Inter-Item Correlation Matrix

	HRG1	HRG2	HRG3	HRG4	HRG5
HRG1	1.000	.450	.290	.390	.742
HRG2	.450	1.000	.464	.365	.261
HRG3	.290	.464	1.000	.505	.188
HRG4	.390	.365	.505	1.000	.438
HRG5	.742	.261	.188	.438	1.000

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
HRG1	12.6738	5.647	.642	.623	.702
HRG2	12.2772	6.179	.511	.341	.746
HRG3	13.1872	6.050	.473	.354	.760
HRG4	12.9566	5.767	.576	.384	.724
HRG5	12.6741	5.902	.543	.597	.736

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.9422	8.742	2.95667	5

CORRELATIONS

/VARIABLES=HRG1 HRG2 HRG3 HRG4 HRG5
 THRG /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

Correlations**Correlations**

		HRG1	HRG2	HRG3	HRG4	HRG5	THRG
HRG1	Pearson Correlation	1	.450**	.290**	.390**	.742**	.787**
	Sig. (2-tailed)		.000	.003	.000	.000	.000
	N	100	100	100	100	100	100
HRG2	Pearson Correlation	.450**	1	.464**	.365**	.261**	.691**
	Sig. (2-tailed)	.000		.000	.000	.009	.000
	N	100	100	100	100	100	100

HRG3	Pearson Correlation	.290**	.464**	1	.505**	.188	.680**
	Sig. (2-tailed)	.003	.000		.000	.060	.000
	N	100	100	100	100	100	100
HRG4	Pearson Correlation	.390**	.365**	.505**	1	.438**	.748**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
HRG5	Pearson Correlation	.742**	.261**	.188	.438**	1	.724**
	Sig. (2-tailed)	.000	.009	.060	.000		.000
	N	100	100	100	100	100	100
THRG	Pearson Correlation	.787**	.691**	.680**	.748**	.724**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

RELIABILITY

```

/VARIABLES=PRM1 PRM2 PRM3 PRM4 PRM5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	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
.818	.818	5

Item Statistics

	Mean	Std. Deviation	N
PRM1	2.8042	.84631	100
PRM2	3.1541	.81492	100
PRM3	2.9854	.81104	100
PRM4	2.9850	.84393	100
PRM5	2.8582	.86125	100

Inter-Item Correlation Matrix

	PRM1	PRM2	PRM3	PRM4	PRM5
PRM1	1.000	.553	.581	.485	.451
PRM2	.553	1.000	.513	.419	.375
PRM3	.581	.513	1.000	.479	.325
PRM4	.485	.419	.479	1.000	.558
PRM5	.451	.375	.325	.558	1.000

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
PRM1	11.9826	6.478	.676	.477	.762
PRM2	11.6328	6.896	.594	.381	.787
PRM3	11.8015	6.861	.609	.426	.783
PRM4	11.8018	6.657	.628	.428	.777
PRM5	11.9287	6.914	.541	.362	.803

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.7868	10.105	3.17878	5

CORRELATIONS

```

/VARIABLES=PRM1 PRM2 PRM3 PRM4 PRM5
TPRM /PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

		Correlations					
		PRM1	PRM2	PRM3	PRM4	PRM5	TPRM
PRM1	Pearson Correlation	1	.553**	.581**	.485**	.451**	.807**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
PRM2	Pearson Correlation	.553**	1	.513**	.419**	.375**	.747**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
PRM3	Pearson Correlation	.581**	.513**	1	.479**	.325**	.757**
	Sig. (2-tailed)	.000	.000		.000	.001	.000
	N	100	100	100	100	100	100
PRM4	Pearson Correlation	.485**	.419**	.479**	1	.558**	.775**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
PRM5	Pearson Correlation	.451**	.375**	.325**	.558**	1	.718**
	Sig. (2-tailed)	.000	.000	.001	.000		.000
	N	100	100	100	100	100	100
TPRM	Pearson Correlation	.807**	.747**	.757**	.775**	.718**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

RELIABILITY

```

/VARIABLES=LOY1 LOY2 LOY3 LOY4 LOY5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.

```


Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	100	100.0
Cases Excluded ^a	0	.0
Total	100	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
.839	.839	5

Item Statistics

	Mean	Std. Deviation	N
LOY1	3.1541	.81492	100
LOY2	3.2678	.79397	100
LOY3	3.6652	.77805	100
LOY4	2.6272	.86188	100
LOY5	3.2679	.81768	100

Inter-Item Correlation Matrix

	LOY1	LOY2	LOY3	LOY4	LOY5
LOY1	1.000	.371	.617	.553	.920
LOY2	.371	1.000	.465	.267	.293
LOY3	.617	.465	1.000	.498	.514
LOY4	.553	.267	.498	1.000	.605
LOY5	.920	.293	.514	.605	1.000

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
LOY1	12.8281	6.142	.809	.880	.759
LOY2	12.7144	7.641	.410	.234	.866
LOY3	12.3170	6.788	.661	.501	.802
LOY4	13.3550	6.667	.598	.427	.820
LOY5	12.7142	6.290	.759	.871	.773

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.9822	10.072	3.17370	5

CORRELATIONS

/VARIABLES=LOY1 LOY2 LOY3 LOY4 LOY5
TLOY /PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

Correlations**Correlations**

		LOY1	LOY2	LOY3	LOY4	LOY5	TLOY
LOY1	Pearson Correlation	1	.371**	.617**	.553**	.920**	.888**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
LOY2	Pearson Correlation	.371**	1	.465**	.267**	.293**	.607**
	Sig. (2-tailed)	.000		.000	.007	.003	.000
	N	100	100	100	100	100	100
LOY3	Pearson Correlation	.617**	.465**	1	.498**	.514**	.788**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
LOY4	Pearson Correlation	.553**	.267**	.498**	1	.605**	.758**
	Sig. (2-tailed)	.000	.007	.000		.000	.000
	N	100	100	100	100	100	100
LOY5	Pearson Correlation	.920**	.293**	.514**	.605**	1	.858**
	Sig. (2-tailed)	.000	.003	.000	.000		.000
	N	100	100	100	100	100	100

TLOY	Pearson Correlation	.888**	.607**	.788**	.758**	.858**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

REGRESSION

```

/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
ZPP /CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT TLOY
/METHOD=ENTER THRG TPRM
/SCATTERPLOT=(*SRESID ,*ZPRED)
/RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) .

```

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
TLOY	15.9830	3.17376	100
THRG	15.9418	2.95694	100
TPRM	14.7879	3.17869	100

Correlations

		TLOY	THRG	TPRM
Pearson Correlation	TLOY	1.000	.589	.657
	THRG	.589	1.000	.343
	TPRM	.657	.343	1.000
Sig. (1-tailed)	TLOY	.	.000	.000
	THRG	.000	.	.000
	TPRM	.000	.000	.
N	TLOY	100	100	100
	THRG	100	100	100
	TPRM	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TPRM, THRG ^b		Enter

a. Dependent Variable: TLOY

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 ^a	.582	.573	2.07323

a. Predictors: (Constant), TPRM, THRG

b. Dependent Variable: TLOY

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	580.269	2	290.134	67.500	.000 ^b
	Residual	416.935	97	4.298		
	Total	997.203	99			

a. Dependent Variable: TLOY

b. Predictors: (Constant), TPRM, THRG

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.311	1.301		1.008	.316					
	THRG	.443	.075	.413	5.903	.000	.589	.514	.388	.882	1.133
	TPRM	.515	.070	.516	7.377	.000	.657	.599	.484	.882	1.133

a. Dependent Variable: TLOY

