



**LAMPIRAN-LAMPIRAN**

**LAMPIRAN****Lampiran 01. Kuesioner Penelitian**

**KUESIONER PENELITIAN**  
**UNIVERSITAS PENDIDIKAN GANESHA**  
**FAKULTAS EKONOMI**  
**JURUSAN MANAJEMEN**  
**PROGRAM STUDI S1 MANAJEMEN**

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Singaraja, 3 April 2023

Lampiran : 3 lembar

Perihal : Pengisian Kuesioner

Kepada Yth. Bapak/Ibu, Saudara/I Pelanggan Dodol Penglatan Tibet di  
Kecamatan Buleleng

Dengan Hormat,

Dengan rangka menyelesaikan studi di Undiksha pada Jurusan Manajemen, Saya  
yang bertanda tangan dibawah ini:

Nama : Kadek Cania Indah Pradnyanti

Program Studi : S1 Manajemen

Perguruan Tinggi : Universitas Pendidikan Ganesha

Memohon kesediaan dari Bapak/Ibu,Saudara/i untuk sekiranya dapat berpartisipasi dalam mengisi kuesioner penelitian ini, berkaitan dengan penyusunan skripsi yang saya lakukan. Topik yang diangkat dalam penelitian ini yaitu Pengaruh Harga dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan

pada Dodol Penglatan di Kecamatan Buleleng. Kesuksesan penelitian ini sangat bergantung dari pendapat Bapak/Ibu,Saudara/i. Oleh karena itu, mohon kesediannya untuk mengisi/menjawab kuesioner ini dengan jujur. Atas kerja sama yang baik dan kesungguhan Bapak/Ibu,Saudara/i dalam mengisi kuesioner ini, saya mengucapkan terimakasih.

Singaraja, 3 April 2024



Kadek Cania Indah Pradnyanti  
CP 08579262238

- Apakah Anda pelanggan dodol Penglatan Tibet di Kecamatan Buleleng?  
 IYA     TIDAK

#### A. Identitas Responden

(Beri tanda √ pada kotak jawaban)

1. Nama : .....
2. Alamat : .....
3. Usia : ..... tahun
4. Email : .....
5. No HP : .....
6. Jenis Kelamin :  Perempuan     Laki-laki
8. Pekerjaan :  PNS/TNI/POLRI     BUMN/BUMD     Swasta  
 Petani/Nelayan     Tidak Bekerja
9. Pendapatan :  < Rp. 2.500.000  
 Rp. 2.500.000 – Rp. 5.000.000  
 > Rp. 5.000.000

#### B. Petunjuk Pengisian Kuesioner

Silakan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (√) pada pilihan jawaban yang tersedia. Jawaban yang tersedia berupa Skala Likert yaitu 1 – 5 yang memiliki arti sebagai berikut:

| Kode | Jawaban Responden | Skor Positif |
|------|-------------------|--------------|
| SS   | Sangat Setuju     | 5            |
| S    | Setuju            | 4            |
| CS   | Cukup Setuju      | 3            |

| Kode | Jawaban Responden   | Skor Positif |
|------|---------------------|--------------|
| TS   | Tidak Setuju        | 2            |
| STS  | Sangat Tidak Setuju | 1            |

### Pernyataan

| NO | Pernyataanp                                                          | Tanggapan |   |    |    |     |
|----|----------------------------------------------------------------------|-----------|---|----|----|-----|
|    | Harga (X <sub>1</sub> )                                              | SS        | S | CS | TS | STS |
| 1  | Harga Dodol Penglatan Tibet terjangkau                               |           |   |    |    |     |
| 2  | Harga dodol Penglatan Tibet bervariasi sesuai jenis dan ukuran       |           |   |    |    |     |
| 3  | Harga Dodol Penglatan Tibet sesuai dengan kualitas                   |           |   |    |    |     |
| 4  | Harga Dodol Penglatan Tibet lebih murah dari produk dodol competitor |           |   |    |    |     |
| 5  | Harga Dodol Penglatan sesuai dengan manfaat yang dirasakan           |           |   |    |    |     |

| NO | Pernyataan                                                                   | Tanggapan |   |    |    |     |
|----|------------------------------------------------------------------------------|-----------|---|----|----|-----|
|    | Kepuasan Pelanggan (X <sub>2</sub> )                                         | SS        | S | CS | TS | STS |
| 1  | Saya merasa puas saat berbelanja dodol Penglatan Tibet di Kecamatan Buleleng |           |   |    |    |     |
| 2  | Saya akan membeli kembali dodol Penglatan Tibet di Kecamatan Buleleng        |           |   |    |    |     |
| 3  | Saya akan merekomendasikan dodol Penglatan Tibet di Kecamatan Buleleng.      |           |   |    |    |     |

|   |                                                                                   |  |  |  |  |  |
|---|-----------------------------------------------------------------------------------|--|--|--|--|--|
| 4 | Dodol Penglatan Tibet di Kecamatan Buleleng sesuai dengan apa yang saya harapkan. |  |  |  |  |  |
|---|-----------------------------------------------------------------------------------|--|--|--|--|--|

| NO | Pernyataan                                                                 | Tanggapan |   |    |    |     |
|----|----------------------------------------------------------------------------|-----------|---|----|----|-----|
|    | Loyalitas Pelanggan (Y)                                                    | SS        | S | CS | TS | STS |
| 1  | Saya selalu menyukai merek dodol Penglatan Tibet di Kecamatan Buleleng     |           |   |    |    |     |
| 2  | Tetap memilih merek dodol Penglatan Tibet di Kecamatan Buleleng            |           |   |    |    |     |
| 3  | Yakin bahwa merek dodol Penglatan Tibet di Kecamatan Buleleng yang terbaik |           |   |    |    |     |

**Terima kasih.**

UNDIKSHA

## Lampiran 02. Tabulasi Data Responden

### a. Tabulasi Data Sampel Kecil

| No | Harga X1 |      |      |      | Total |
|----|----------|------|------|------|-------|
|    | X1.1     | X1.2 | X1.3 | X1.4 |       |
| 1  | 4        | 4    | 4    | 2    | 14    |
| 2  | 5        | 4    | 3    | 4    | 16    |
| 3  | 5        | 5    | 5    | 5    | 20    |
| 4  | 5        | 5    | 5    | 1    | 16    |
| 5  | 5        | 5    | 5    | 5    | 20    |
| 6  | 4        | 4    | 3    | 4    | 15    |
| 7  | 4        | 4    | 3    | 4    | 15    |
| 8  | 5        | 4    | 4    | 5    | 18    |
| 9  | 5        | 3    | 3    | 4    | 15    |
| 10 | 5        | 4    | 5    | 5    | 19    |
| 11 | 5        | 5    | 3    | 5    | 18    |
| 12 | 5        | 5    | 4    | 5    | 19    |
| 13 | 5        | 5    | 4    | 5    | 19    |
| 14 | 5        | 4    | 4    | 5    | 18    |
| 15 | 5        | 4    | 4    | 4    | 17    |
| 16 | 5        | 5    | 5    | 5    | 20    |
| 17 | 5        | 4    | 3    | 4    | 16    |
| 18 | 3        | 3    | 3    | 3    | 12    |
| 19 | 5        | 5    | 5    | 5    | 20    |
| 20 | 5        | 4    | 4    | 5    | 18    |
| 21 | 5        | 4    | 3    | 3    | 15    |
| 22 | 4        | 4    | 4    | 4    | 16    |
| 23 | 3        | 4    | 3    | 4    | 14    |
| 24 | 5        | 5    | 4    | 5    | 19    |
| 25 | 5        | 4    | 3    | 4    | 16    |
| 26 | 4        | 4    | 3    | 4    | 15    |
| 27 | 5        | 4    | 3    | 5    | 17    |
| 28 | 5        | 4    | 4    | 5    | 18    |
| 29 | 5        | 4    | 4    | 5    | 18    |
| 30 | 4        | 4    | 4    | 4    | 16    |

| No | Kepuasan Pelanggan X <sub>2</sub> |      |      |      | Total |
|----|-----------------------------------|------|------|------|-------|
|    | X2.1                              | X2.2 | X2.3 | X2.4 |       |
| 1  | 3                                 | 3    | 3    | 3    | 12    |
| 2  | 4                                 | 4    | 4    | 4    | 16    |
| 3  | 5                                 | 5    | 5    | 3    | 18    |
| 4  | 3                                 | 3    | 3    | 3    | 12    |
| 5  | 5                                 | 5    | 5    | 5    | 20    |
| 6  | 3                                 | 5    | 5    | 4    | 17    |
| 7  | 4                                 | 4    | 4    | 4    | 16    |
| 8  | 5                                 | 5    | 5    | 5    | 20    |
| 9  | 5                                 | 5    | 5    | 5    | 20    |
| 10 | 5                                 | 5    | 5    | 5    | 20    |
| 11 | 5                                 | 5    | 5    | 5    | 20    |
| 12 | 5                                 | 5    | 5    | 5    | 20    |
| 13 | 5                                 | 5    | 5    | 5    | 20    |
| 14 | 4                                 | 4    | 4    | 4    | 16    |
| 15 | 5                                 | 5    | 5    | 5    | 20    |
| 16 | 5                                 | 5    | 5    | 5    | 20    |
| 17 | 5                                 | 5    | 5    | 5    | 20    |
| 18 | 4                                 | 4    | 3    | 3    | 14    |
| 19 | 5                                 | 5    | 5    | 5    | 20    |
| 20 | 5                                 | 5    | 4    | 3    | 17    |
| 21 | 4                                 | 4    | 3    | 2    | 13    |
| 22 | 4                                 | 4    | 4    | 4    | 16    |
| 23 | 3                                 | 4    | 4    | 4    | 15    |
| 24 | 5                                 | 5    | 5    | 5    | 20    |
| 25 | 4                                 | 4    | 4    | 3    | 15    |
| 26 | 5                                 | 5    | 4    | 4    | 18    |
| 27 | 5                                 | 5    | 5    | 5    | 20    |
| 28 | 5                                 | 5    | 5    | 5    | 20    |
| 29 | 5                                 | 5    | 5    | 5    | 20    |
| 30 | 3                                 | 3    | 3    | 3    | 12    |



| No | Loyalitas Pelanggan Y |     |     |       |
|----|-----------------------|-----|-----|-------|
|    | Y.1                   | Y.2 | Y.3 | Total |
| 1  | 3                     | 3   | 2   | 8     |
| 2  | 4                     | 4   | 4   | 12    |
| 3  | 4                     | 4   | 4   | 12    |
| 4  | 3                     | 3   | 3   | 9     |
| 5  | 5                     | 5   | 5   | 15    |
| 6  | 3                     | 4   | 4   | 11    |
| 7  | 3                     | 3   | 3   | 9     |
| 8  | 5                     | 5   | 4   | 14    |
| 9  | 5                     | 5   | 5   | 15    |
| 10 | 5                     | 5   | 4   | 14    |
| 11 | 5                     | 5   | 5   | 15    |
| 12 | 5                     | 5   | 5   | 15    |
| 13 | 5                     | 5   | 5   | 15    |
| 14 | 4                     | 4   | 4   | 12    |
| 15 | 5                     | 5   | 4   | 14    |
| 16 | 5                     | 5   | 5   | 15    |
| 17 | 5                     | 5   | 5   | 15    |
| 18 | 3                     | 4   | 3   | 10    |
| 19 | 5                     | 5   | 5   | 15    |
| 20 | 4                     | 3   | 4   | 11    |
| 21 | 4                     | 4   | 4   | 12    |
| 22 | 4                     | 4   | 4   | 12    |
| 23 | 3                     | 3   | 3   | 9     |
| 24 | 5                     | 5   | 5   | 15    |
| 25 | 3                     | 3   | 4   | 10    |
| 26 | 4                     | 5   | 3   | 12    |
| 27 | 5                     | 5   | 5   | 15    |
| 28 | 5                     | 5   | 5   | 15    |
| 29 | 5                     | 5   | 4   | 14    |
| 30 | 3                     | 3   | 3   | 9     |

## b. Tabulasi Data Besar

| NO | Harga X1 |      |      |      | Total |
|----|----------|------|------|------|-------|
|    | X1.1     | X1.2 | X1.3 | X1.4 |       |
| 1  | 3        | 2    | 1    | 2    | 8     |
| 2  | 2        | 3    | 2    | 2    | 9     |
| 3  | 3        | 3    | 2    | 3    | 11    |
| 4  | 3        | 2    | 1    | 2    | 8     |
| 5  | 3        | 3    | 2    | 1    | 9     |
| 6  | 3        | 3    | 1    | 2    | 9     |
| 7  | 2        | 2    | 2    | 1    | 7     |
| 8  | 2        | 3    | 1    | 2    | 8     |
| 9  | 3        | 3    | 1    | 4    | 11    |
| 10 | 2        | 3    | 1    | 2    | 8     |
| 11 | 3        | 3    | 1    | 2    | 9     |
| 12 | 1        | 3    | 2    | 3    | 9     |
| 13 | 4        | 3    | 4    | 4    | 15    |
| 14 | 2        | 3    | 1    | 3    | 9     |
| 15 | 1        | 3    | 1    | 3    | 8     |
| 16 | 1        | 4    | 5    | 5    | 15    |
| 17 | 1        | 2    | 3    | 3    | 9     |
| 18 | 1        | 2    | 2    | 3    | 8     |
| 19 | 3        | 2    | 4    | 2    | 11    |
| 20 | 1        | 3    | 2    | 2    | 8     |
| 21 | 2        | 3    | 2    | 2    | 9     |
| 22 | 2        | 5    | 1    | 3    | 11    |
| 23 | 2        | 3    | 3    | 2    | 10    |
| 24 | 1        | 2    | 2    | 3    | 8     |
| 25 | 2        | 3    | 1    | 4    | 10    |
| 26 | 1        | 3    | 2    | 3    | 9     |
| 27 | 2        | 2    | 3    | 2    | 9     |
| 28 | 1        | 2    | 3    | 3    | 9     |
| 29 | 2        | 2    | 3    | 4    | 11    |
| 30 | 1        | 2    | 2    | 3    | 8     |
| 31 | 3        | 3    | 3    | 2    | 11    |
| 32 | 2        | 2    | 2    | 2    | 8     |
| 33 | 4        | 3    | 2    | 2    | 11    |

| NO | Harga X1 |      |      |      | Total |
|----|----------|------|------|------|-------|
|    | X1.1     | X1.2 | X1.3 | X1.4 |       |
| 34 | 2        | 1    | 2    | 1    | 6     |
| 35 | 2        | 3    | 2    | 2    | 9     |
| 36 | 2        | 2    | 2    | 3    | 9     |
| 37 | 2        | 3    | 1    | 3    | 9     |
| 38 | 1        | 3    | 2    | 5    | 11    |
| 39 | 1        | 2    | 3    | 2    | 8     |
| 40 | 1        | 3    | 2    | 3    | 9     |
| 41 | 2        | 2    | 2    | 1    | 7     |
| 42 | 2        | 2    | 2    | 2    | 8     |
| 43 | 2        | 3    | 1    | 3    | 9     |
| 44 | 1        | 2    | 2    | 3    | 8     |
| 45 | 4        | 2    | 2    | 3    | 11    |
| 46 | 1        | 3    | 2    | 3    | 9     |
| 47 | 2        | 3    | 2    | 2    | 9     |
| 48 | 1        | 3    | 1    | 3    | 8     |
| 49 | 1        | 2    | 2    | 2    | 7     |
| 50 | 1        | 3    | 3    | 2    | 9     |
| 51 | 2        | 2    | 2    | 2    | 8     |
| 52 | 2        | 2    | 2    | 2    | 8     |
| 53 | 2        | 3    | 1    | 3    | 9     |
| 54 | 1        | 3    | 2    | 2    | 8     |
| 55 | 2        | 2    | 2    | 2    | 8     |
| 56 | 1        | 3    | 2    | 3    | 9     |
| 57 | 2        | 3    | 2    | 2    | 9     |
| 58 | 1        | 3    | 2    | 2    | 8     |
| 59 | 2        | 3    | 2    | 2    | 9     |
| 60 | 2        | 3    | 1    | 3    | 9     |
| 61 | 2        | 3    | 1    | 2    | 8     |
| 62 | 2        | 2    | 2    | 3    | 9     |
| 63 | 2        | 2    | 1    | 3    | 8     |
| 64 | 2        | 3    | 1    | 3    | 9     |
| 65 | 2        | 5    | 2    | 2    | 11    |
| 66 | 3        | 2    | 1    | 3    | 9     |
| 67 | 1        | 2    | 2    | 3    | 8     |

| NO  | Harga X1 |      |      |      | Total |
|-----|----------|------|------|------|-------|
|     | X1.1     | X1.2 | X1.3 | X1.4 |       |
| 68  | 2        | 5    | 2    | 2    | 11    |
| 69  | 2        | 3    | 1    | 3    | 9     |
| 70  | 1        | 2    | 2    | 2    | 7     |
| 71  | 2        | 2    | 1    | 2    | 7     |
| 72  | 2        | 2    | 2    | 3    | 9     |
| 73  | 2        | 4    | 1    | 4    | 11    |
| 74  | 1        | 3    | 2    | 2    | 8     |
| 75  | 1        | 3    | 2    | 3    | 9     |
| 76  | 2        | 2    | 1    | 2    | 7     |
| 77  | 1        | 2    | 2    | 3    | 8     |
| 78  | 4        | 4    | 4    | 1    | 13    |
| 79  | 3        | 1    | 1    | 3    | 8     |
| 80  | 2        | 3    | 1    | 3    | 9     |
| 81  | 2        | 3    | 1    | 2    | 8     |
| 82  | 4        | 2    | 2    | 3    | 11    |
| 83  | 3        | 2    | 1    | 3    | 9     |
| 84  | 3        | 2    | 2    | 2    | 9     |
| 85  | 5        | 3    | 3    | 2    | 13    |
| 86  | 1        | 2    | 3    | 2    | 8     |
| 87  | 2        | 2    | 2    | 1    | 7     |
| 88  | 2        | 5    | 1    | 3    | 11    |
| 89  | 2        | 2    | 2    | 3    | 9     |
| 90  | 4        | 3    | 4    | 3    | 14    |
| 91  | 2        | 2    | 2    | 2    | 8     |
| 92  | 2        | 1    | 2    | 3    | 8     |
| 93  | 1        | 3    | 2    | 3    | 9     |
| 94  | 1        | 3    | 1    | 3    | 8     |
| 95  | 1        | 2    | 1    | 3    | 7     |
| 96  | 5        | 5    | 1    | 4    | 15    |
| 97  | 1        | 3    | 1    | 3    | 8     |
| 98  | 1        | 2    | 3    | 2    | 8     |
| 99  | 2        | 2    | 2    | 3    | 9     |
| 100 | 2        | 3    | 2    | 1    | 8     |
| 101 | 2        | 2    | 2    | 1    | 7     |

| NO  | Harga X1 |      |      |      | Total |
|-----|----------|------|------|------|-------|
|     | X1.1     | X1.2 | X1.3 | X1.4 |       |
| 102 | 3        | 5    | 5    | 1    | 14    |
| 103 | 1        | 2    | 2    | 4    | 9     |
| 104 | 2        | 2    | 1    | 2    | 7     |
| 105 | 1        | 2    | 1    | 2    | 6     |
| 106 | 2        | 2    | 2    | 3    | 9     |
| 107 | 2        | 2    | 2    | 2    | 8     |
| 108 | 2        | 1    | 2    | 3    | 8     |
| 109 | 2        | 2    | 2    | 3    | 9     |
| 110 | 2        | 3    | 1    | 3    | 9     |



| No | Kepuasan Pelanggan X <sub>2</sub> |      |      |      | Total |
|----|-----------------------------------|------|------|------|-------|
|    | X2.1                              | X2.2 | X2.3 | X2.4 |       |
| 1  | 4                                 | 3    | 4    | 4    | 15    |
| 2  | 3                                 | 4    | 4    | 4    | 15    |
| 3  | 2                                 | 4    | 3    | 4    | 13    |
| 4  | 3                                 | 1    | 3    | 5    | 12    |
| 5  | 5                                 | 5    | 5    | 4    | 19    |
| 6  | 3                                 | 4    | 4    | 5    | 16    |
| 7  | 4                                 | 4    | 3    | 3    | 14    |
| 8  | 3                                 | 5    | 4    | 3    | 15    |
| 9  | 5                                 | 5    | 4    | 4    | 18    |
| 10 | 5                                 | 5    | 4    | 4    | 18    |
| 11 | 5                                 | 4    | 4    | 5    | 18    |
| 12 | 3                                 | 5    | 3    | 5    | 16    |
| 13 | 4                                 | 5    | 3    | 4    | 16    |
| 14 | 5                                 | 5    | 5    | 4    | 19    |
| 15 | 4                                 | 5    | 5    | 5    | 19    |
| 16 | 5                                 | 5    | 5    | 5    | 20    |
| 17 | 3                                 | 3    | 3    | 4    | 13    |
| 18 | 3                                 | 3    | 3    | 4    | 13    |
| 19 | 3                                 | 3    | 2    | 4    | 12    |
| 20 | 4                                 | 5    | 4    | 3    | 16    |
| 21 | 4                                 | 4    | 1    | 4    | 13    |
| 22 | 3                                 | 3    | 2    | 3    | 11    |
| 23 | 4                                 | 4    | 3    | 3    | 14    |
| 24 | 4                                 | 4    | 4    | 5    | 17    |
| 25 | 4                                 | 4    | 2    | 4    | 14    |
| 26 | 5                                 | 4    | 2    | 4    | 15    |
| 27 | 1                                 | 3    | 3    | 4    | 11    |
| 28 | 4                                 | 5    | 5    | 5    | 19    |
| 29 | 2                                 | 3    | 3    | 3    | 11    |
| 30 | 3                                 | 3    | 3    | 1    | 10    |
| 31 | 5                                 | 4    | 4    | 5    | 18    |
| 32 | 2                                 | 1    | 3    | 4    | 10    |
| 33 | 2                                 | 2    | 2    | 2    | 8     |
| 34 | 2                                 | 4    | 3    | 4    | 13    |

| No | Kepuasan Pelanggan X <sub>2</sub> |      |      |      | Total |
|----|-----------------------------------|------|------|------|-------|
|    | X2.1                              | X2.2 | X2.3 | X2.4 |       |
| 35 | 1                                 | 3    | 3    | 4    | 11    |
| 36 | 4                                 | 4    | 4    | 2    | 14    |
| 37 | 3                                 | 2    | 2    | 3    | 10    |
| 38 | 2                                 | 1    | 3    | 3    | 9     |
| 39 | 4                                 | 4    | 1    | 4    | 13    |
| 40 | 3                                 | 3    | 2    | 3    | 11    |
| 41 | 2                                 | 3    | 1    | 4    | 10    |
| 42 | 3                                 | 4    | 1    | 2    | 10    |
| 43 | 3                                 | 4    | 1    | 3    | 11    |
| 44 | 2                                 | 2    | 2    | 3    | 9     |
| 45 | 3                                 | 3    | 2    | 3    | 11    |
| 46 | 3                                 | 2    | 3    | 4    | 12    |
| 47 | 2                                 | 4    | 2    | 5    | 13    |
| 48 | 1                                 | 3    | 2    | 5    | 11    |
| 49 | 5                                 | 3    | 4    | 4    | 16    |
| 50 | 4                                 | 2    | 1    | 3    | 10    |
| 51 | 1                                 | 4    | 3    | 3    | 11    |
| 52 | 3                                 | 2    | 4    | 4    | 13    |
| 53 | 2                                 | 4    | 4    | 4    | 14    |
| 54 | 2                                 | 5    | 2    | 4    | 13    |
| 55 | 2                                 | 4    | 2    | 4    | 12    |
| 56 | 4                                 | 4    | 2    | 5    | 15    |
| 57 | 2                                 | 1    | 4    | 4    | 11    |
| 58 | 4                                 | 5    | 4    | 4    | 17    |
| 59 | 4                                 | 4    | 3    | 1    | 12    |
| 60 | 1                                 | 2    | 4    | 3    | 10    |
| 61 | 3                                 | 2    | 2    | 2    | 9     |
| 62 | 2                                 | 4    | 3    | 3    | 12    |
| 63 | 4                                 | 1    | 3    | 3    | 11    |
| 64 | 4                                 | 4    | 2    | 4    | 14    |
| 65 | 2                                 | 3    | 3    | 1    | 9     |
| 66 | 4                                 | 5    | 2    | 3    | 14    |
| 67 | 5                                 | 4    | 3    | 3    | 15    |
| 68 | 1                                 | 3    | 2    | 3    | 9     |
| 69 | 4                                 | 2    | 3    | 3    | 12    |

| No  | Kepuasan Pelanggan X <sub>2</sub> |      |      |      | Total |
|-----|-----------------------------------|------|------|------|-------|
|     | X2.1                              | X2.2 | X2.3 | X2.4 |       |
| 70  | 2                                 | 2    | 3    | 4    | 11    |
| 71  | 2                                 | 2    | 1    | 3    | 8     |
| 72  | 3                                 | 2    | 2    | 4    | 11    |
| 73  | 2                                 | 1    | 2    | 2    | 7     |
| 74  | 2                                 | 1    | 1    | 2    | 6     |
| 75  | 2                                 | 2    | 1    | 1    | 6     |
| 76  | 1                                 | 1    | 2    | 2    | 6     |
| 77  | 2                                 | 2    | 2    | 5    | 11    |
| 78  | 2                                 | 2    | 3    | 3    | 10    |
| 79  | 2                                 | 2    | 1    | 2    | 7     |
| 80  | 3                                 | 2    | 2    | 2    | 9     |
| 81  | 2                                 | 3    | 2    | 3    | 10    |
| 82  | 2                                 | 2    | 4    | 4    | 12    |
| 83  | 4                                 | 4    | 1    | 2    | 11    |
| 84  | 2                                 | 1    | 2    | 2    | 7     |
| 85  | 2                                 | 2    | 2    | 2    | 8     |
| 86  | 4                                 | 2    | 2    | 3    | 11    |
| 87  | 2                                 | 3    | 2    | 3    | 10    |
| 88  | 4                                 | 4    | 3    | 2    | 13    |
| 89  | 3                                 | 4    | 3    | 2    | 12    |
| 90  | 2                                 | 2    | 2    | 2    | 8     |
| 91  | 2                                 | 4    | 3    | 2    | 11    |
| 92  | 2                                 | 2    | 3    | 4    | 11    |
| 93  | 3                                 | 4    | 4    | 5    | 16    |
| 94  | 3                                 | 2    | 3    | 3    | 11    |
| 95  | 2                                 | 2    | 1    | 4    | 9     |
| 96  | 4                                 | 3    | 2    | 4    | 13    |
| 97  | 3                                 | 2    | 3    | 3    | 11    |
| 98  | 2                                 | 4    | 4    | 3    | 13    |
| 99  | 5                                 | 4    | 3    | 4    | 16    |
| 100 | 3                                 | 2    | 2    | 2    | 9     |
| 101 | 3                                 | 4    | 5    | 5    | 17    |
| 102 | 2                                 | 2    | 1    | 4    | 9     |
| 103 | 3                                 | 3    | 2    | 3    | 11    |
| 104 | 2                                 | 2    | 2    | 4    | 10    |



| No  | Kepuasan Pelanggan X <sub>2</sub> |      |      |      |       |
|-----|-----------------------------------|------|------|------|-------|
|     | X2.1                              | X2.2 | X2.3 | X2.4 | Total |
| 105 | 2                                 | 3    | 2    | 4    | 11    |
| 106 | 2                                 | 2    | 2    | 3    | 9     |
| 107 | 5                                 | 4    | 1    | 3    | 13    |
| 108 | 3                                 | 3    | 3    | 5    | 14    |
| 109 | 2                                 | 4    | 2    | 4    | 12    |
| 110 | 5                                 | 3    | 4    | 2    | 14    |



| No | Loyalitas Pelanggan Y |     |     |       |
|----|-----------------------|-----|-----|-------|
|    | Y.1                   | Y.2 | Y.3 | Total |
| 1  | 5                     | 5   | 5   | 15    |
| 2  | 5                     | 5   | 5   | 15    |
| 3  | 3                     | 2   | 3   | 8     |
| 4  | 3                     | 3   | 3   | 9     |
| 5  | 5                     | 5   | 4   | 14    |
| 6  | 5                     | 4   | 5   | 14    |
| 7  | 5                     | 3   | 4   | 12    |
| 8  | 4                     | 4   | 4   | 12    |
| 9  | 4                     | 4   | 4   | 12    |
| 10 | 5                     | 5   | 5   | 15    |
| 11 | 4                     | 4   | 5   | 13    |
| 12 | 5                     | 4   | 5   | 14    |
| 13 | 4                     | 4   | 3   | 11    |
| 14 | 5                     | 5   | 5   | 15    |
| 15 | 5                     | 5   | 5   | 15    |
| 16 | 4                     | 5   | 5   | 14    |
| 17 | 4                     | 4   | 4   | 12    |
| 18 | 4                     | 4   | 4   | 12    |
| 19 | 3                     | 3   | 2   | 8     |
| 20 | 4                     | 3   | 5   | 12    |
| 21 | 3                     | 3   | 3   | 9     |
| 22 | 3                     | 3   | 3   | 9     |
| 23 | 3                     | 3   | 3   | 9     |
| 24 | 5                     | 4   | 5   | 14    |
| 25 | 4                     | 4   | 5   | 13    |
| 26 | 5                     | 4   | 4   | 13    |
| 27 | 3                     | 3   | 2   | 8     |
| 28 | 5                     | 5   | 5   | 15    |
| 29 | 3                     | 3   | 2   | 8     |
| 30 | 4                     | 4   | 3   | 11    |
| 31 | 5                     | 5   | 5   | 15    |
| 32 | 3                     | 3   | 3   | 9     |
| 33 | 3                     | 3   | 2   | 8     |
| 34 | 3                     | 3   | 3   | 9     |
| 35 | 3                     | 3   | 2   | 8     |
| 36 | 4                     | 3   | 4   | 11    |
| 37 | 2                     | 2   | 2   | 6     |
| 38 | 2                     | 2   | 2   | 6     |
| 39 | 4                     | 4   | 3   | 11    |
| 40 | 3                     | 3   | 4   | 10    |
| 41 | 3                     | 3   | 2   | 8     |
| 42 | 3                     | 3   | 4   | 10    |
| 43 | 3                     | 3   | 3   | 9     |
| 44 | 3                     | 3   | 4   | 10    |

|    |   |   |   |    |
|----|---|---|---|----|
| 45 | 3 | 3 | 3 | 9  |
| 46 | 3 | 3 | 4 | 10 |
| 47 | 3 | 2 | 3 | 8  |
| 48 | 3 | 3 | 3 | 9  |
| 49 | 5 | 4 | 4 | 13 |
| 50 | 3 | 3 | 2 | 8  |
| 51 | 3 | 3 | 3 | 9  |
| 52 | 3 | 4 | 3 | 10 |
| 53 | 4 | 4 | 3 | 11 |
| 54 | 3 | 3 | 3 | 9  |
| 55 | 3 | 4 | 3 | 10 |
| 56 | 4 | 3 | 4 | 11 |
| 57 | 4 | 4 | 3 | 11 |
| 58 | 5 | 5 | 4 | 14 |
| 59 | 3 | 4 | 3 | 10 |
| 60 | 3 | 3 | 4 | 10 |
| 61 | 3 | 3 | 2 | 8  |
| 62 | 3 | 4 | 4 | 11 |
| 63 | 4 | 4 | 3 | 11 |
| 64 | 4 | 4 | 3 | 11 |
| 65 | 4 | 4 | 3 | 11 |
| 66 | 4 | 4 | 3 | 11 |
| 67 | 5 | 4 | 4 | 13 |
| 68 | 3 | 3 | 2 | 8  |
| 69 | 3 | 3 | 3 | 9  |
| 70 | 3 | 3 | 4 | 10 |
| 71 | 3 | 3 | 2 | 8  |
| 72 | 3 | 4 | 3 | 10 |
| 73 | 3 | 3 | 4 | 10 |
| 74 | 2 | 3 | 2 | 7  |
| 75 | 3 | 2 | 2 | 7  |
| 76 | 3 | 2 | 2 | 7  |
| 77 | 4 | 4 | 2 | 10 |
| 78 | 2 | 2 | 2 | 6  |
| 79 | 3 | 3 | 4 | 10 |
| 80 | 3 | 3 | 2 | 8  |
| 81 | 3 | 3 | 4 | 10 |
| 82 | 3 | 3 | 4 | 10 |
| 83 | 3 | 3 | 2 | 8  |
| 84 | 2 | 1 | 1 | 4  |
| 85 | 2 | 2 | 3 | 7  |
| 86 | 3 | 2 | 4 | 9  |
| 87 | 2 | 3 | 2 | 7  |
| 88 | 4 | 3 | 4 | 11 |
| 89 | 4 | 3 | 4 | 11 |
| 90 | 1 | 2 | 2 | 5  |

|     |   |   |   |    |
|-----|---|---|---|----|
| 91  | 5 | 4 | 4 | 13 |
| 92  | 2 | 2 | 3 | 7  |
| 93  | 4 | 4 | 4 | 12 |
| 94  | 2 | 2 | 3 | 7  |
| 95  | 3 | 3 | 2 | 8  |
| 96  | 4 | 4 | 3 | 11 |
| 97  | 3 | 2 | 2 | 7  |
| 98  | 2 | 3 | 2 | 7  |
| 99  | 3 | 3 | 3 | 9  |
| 100 | 2 | 1 | 2 | 5  |
| 101 | 4 | 4 | 3 | 11 |
| 102 | 2 | 2 | 3 | 7  |
| 103 | 3 | 3 | 2 | 8  |
| 104 | 4 | 4 | 5 | 13 |
| 105 | 4 | 4 | 3 | 11 |
| 106 | 2 | 2 | 3 | 7  |
| 107 | 4 | 4 | 4 | 12 |
| 108 | 5 | 4 | 4 | 13 |
| 109 | 4 | 4 | 3 | 11 |
| 110 | 5 | 4 | 5 | 14 |



**Lampiran 03: Hasil Uji Validitas, Uji Reliabilitas dan Uji Koefisien Determinasi**

**1) Uji Validitas Sampel Kecil (30 Responden)**

**a. Uji Validitas Loyalitas Pelanggan (Y)**

| <i>Correlations</i> |                            |      |      |      |       |
|---------------------|----------------------------|------|------|------|-------|
|                     |                            | Y.1  | Y.2  | Y.3  | TOTAL |
| <b>Y.1</b>          | <i>Pearson Correlation</i> | 1    | .907 | .823 | .970  |
|                     | <i>Sig. (2-tailed)</i>     |      | .000 | .000 | .000  |
|                     | <i>N</i>                   | 30   | 30   | 30   | 30    |
| <b>Y.2</b>          | <i>Pearson Correlation</i> | .907 | 1    | .737 | .938  |
|                     | <i>Sig. (2-tailed)</i>     | .000 |      | .000 | .000  |
|                     | <i>N</i>                   | 30   | 30   | 30   | 30    |
| <b>Y.3</b>          | <i>Pearson Correlation</i> | .823 | .737 | 1    | .909  |
|                     | <i>Sig. (2-tailed)</i>     | .000 | .000 |      | .000  |
|                     | <i>N</i>                   | 30   | 30   | 30   | 30    |
| <b>TOTAL</b>        | <i>Pearson Correlation</i> | .970 | .938 | .909 | 1     |
|                     | <i>Sig. (2-tailed)</i>     | .000 | .000 | .000 |       |
|                     | <i>N</i>                   | 30   | 30   | 30   | 30    |

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

**b. Uji Validitas Harga (X<sub>1</sub>)**

| <i>Correlations</i> |                            |      |      |      |      |       |
|---------------------|----------------------------|------|------|------|------|-------|
|                     |                            | X1.1 | X1.2 | X1.3 | X1.4 | TOTAL |
| <b>X1.1</b>         | <i>Pearson Correlation</i> | 1    | .434 | .374 | .387 | .725  |
|                     | <i>Sig. (2-tailed)</i>     |      | .017 | .042 | .035 | .000  |
|                     | <i>N</i>                   | 30   | 30   | 30   | 30   | 30    |
| <b>X1.2</b>         | <i>Pearson Correlation</i> | .434 | 1    | .590 | .256 | .732  |
|                     | <i>Sig. (2-tailed)</i>     | .017 |      | .001 | .172 | .000  |
|                     | <i>N</i>                   | 30   | 30   | 30   | 30   | 30    |
| <b>X1.3</b>         | <i>Pearson Correlation</i> | .374 | .590 | 1    | .166 | .710  |
|                     | <i>Sig. (2-tailed)</i>     | .042 | .001 |      | .380 | .000  |
|                     | <i>N</i>                   | 30   | 30   | 30   | 30   | 30    |
| <b>X1.4</b>         | <i>Pearson Correlation</i> | .387 | .256 | .166 | 1    | .711  |

|              |                            |      |      |      |      |      |
|--------------|----------------------------|------|------|------|------|------|
|              | <i>Sig. (2-tailed)</i>     | .035 | .172 | .380 |      | .000 |
|              | <i>N</i>                   | 30   | 30   | 30   | 30   | 30   |
| <b>TOTAL</b> | <i>Pearson Correlation</i> | .725 | .732 | .710 | .711 | 1    |
|              | <i>Sig. (2-tailed)</i>     | .000 | .000 | .000 | .000 |      |
|              | <i>N</i>                   | 30   | 30   | 30   | 30   | 30   |

**c. Uji Validitas Kepuasan Pelanggan (X<sub>2</sub>)**

|              |                            | <i>Correlations</i> |      |      |      |       |
|--------------|----------------------------|---------------------|------|------|------|-------|
|              |                            | X2.1                | X2.2 | X2.3 | X2.4 | TOTAL |
| <b>X2.1</b>  | <i>Pearson Correlation</i> | 1                   | .854 | .741 | .646 | .878  |
|              | <i>Sig. (2-tailed)</i>     |                     | .000 | .000 | .000 | .000  |
|              | <i>N</i>                   | 30                  | 30   | 30   | 30   | 30    |
| <b>X2.2</b>  | <i>Pearson Correlation</i> | .854                | 1    | .894 | .700 | .932  |
|              | <i>Sig. (2-tailed)</i>     | .000                |      | .000 | .000 | .000  |
|              | <i>N</i>                   | 30                  | 30   | 30   | 30   | 30    |
| <b>X2.3</b>  | <i>Pearson Correlation</i> | .741                | .894 | 1    | .852 | .954  |
|              | <i>Sig. (2-tailed)</i>     | .000                | .000 |      | .000 | .000  |
|              | <i>N</i>                   | 30                  | 30   | 30   | 30   | 30    |
| <b>X2.4</b>  | <i>Pearson Correlation</i> | .646                | .700 | .852 | 1    | .890  |
|              | <i>Sig. (2-tailed)</i>     | .000                | .000 | .000 |      | .000  |
|              | <i>N</i>                   | 30                  | 30   | 30   | 30   | 30    |
| <b>TOTAL</b> | <i>Pearson Correlation</i> | .878                | .932 | .954 | .890 | 1     |
|              | <i>Sig. (2-tailed)</i>     | .000                | .000 | .000 | .000 |       |
|              | <i>N</i>                   | 30                  | 30   | 30   | 30   | 30    |

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

## 2) Uji Reliabilitas Sampel Kecil (30 Responden)

### a. Uji Reliabilitas Loyalitas Pelanggan (Y)

| <i>Reliability Statistics</i> |                   |
|-------------------------------|-------------------|
| <i>Cronbach's Alpha</i>       | <i>N of Items</i> |
| .933                          | 3                 |

### b. Uji Reliabilitas Harga (X<sub>1</sub>)

| <i>Reliability Statistics</i> |                   |
|-------------------------------|-------------------|
| <i>Cronbach's Alpha</i>       | <i>N of Items</i> |
| .654                          | 4                 |

### c. Uji Reliabilitas Kepuasan Pelanggan (X<sub>2</sub>)

| <i>Reliability Statistics</i> |                   |
|-------------------------------|-------------------|
| <i>Cronbach's Alpha</i>       | <i>N of Items</i> |
| .928                          | 4                 |

### 3) Uji Koefisien Determinasi

#### Model Summary<sup>b</sup>

| <i>Model</i> | <i>R</i>          | <i>R Square</i> | <i>Adjusted R Square</i> | <i>Std. Error of the Estimate</i> |
|--------------|-------------------|-----------------|--------------------------|-----------------------------------|
| 1            | .784 <sup>a</sup> | .614            | .607                     | 1.609                             |

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

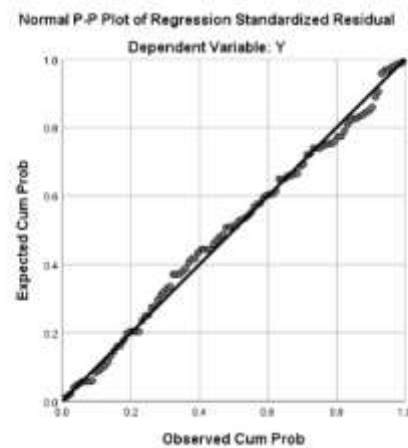




## Lampiran 04. Uji Asumsi Klasik dan Regresi Linear Berganda

### 1) Uji Normalitas

#### *P-P Plot*



#### *Uji Kolmogorov-Smirnov*

##### *One-Sample Kolmogorov-Smirnov Test*

|                                        |                       | <i>Unstandardized Residual</i> |
|----------------------------------------|-----------------------|--------------------------------|
| <i>N</i>                               |                       | 110                            |
| <i>Normal Parameters<sup>a,b</sup></i> | <i>Mean</i>           | .0000000                       |
|                                        | <i>Std. Deviation</i> | 1.59431211                     |
| <i>Most Extreme Differences</i>        | <i>Absolute</i>       | .051                           |
|                                        | <i>Positive</i>       | .049                           |
|                                        | <i>Negative</i>       | -.051                          |
| <i>Test Statistic</i>                  |                       | .051                           |
| <i>Asymp. Sig. (2-tailed)</i>          |                       | .200 <sup>c,d</sup>            |

*a. Test distribution is Normal.*

*b. Calculated from data.*

*c. Lilliefors Significance Correction.*

*d. This is a lower bound of the true significance.*

## 2) Uji Multikolonieritas

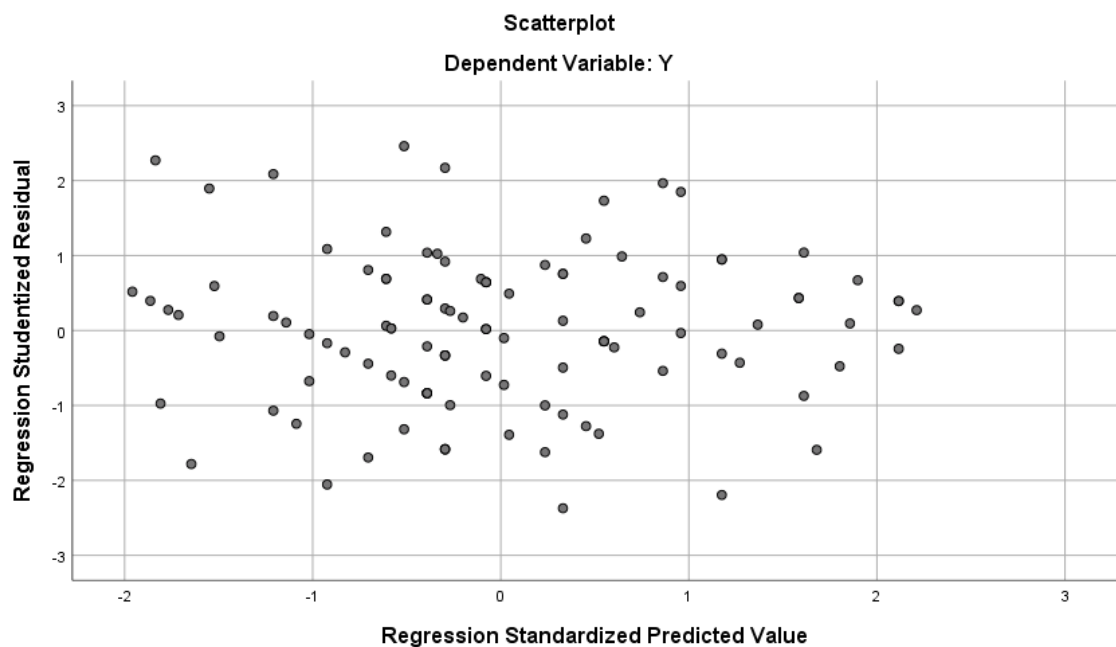
### *Coefficients<sup>a</sup>*

| Model |            | <i>Unstandardized Coefficients</i> |                   | <i>Standardized Coefficients</i> | <i>t</i> | <i>Sig.</i> | <i>Collinearity Statistics</i> |            |
|-------|------------|------------------------------------|-------------------|----------------------------------|----------|-------------|--------------------------------|------------|
|       |            | <i>B</i>                           | <i>Std. Error</i> | <i>Beta</i>                      |          |             | <i>Tolerance</i>               | <i>VIF</i> |
| 1     | (Constant) | 4.131                              | .987              |                                  | 4.184    | .000        |                                |            |
|       | X1         | -.192                              | .087              | -.132                            | -2.201   | .030        | .999                           | 1.001      |
|       | X2         | .631                               | .049              | .777                             | 12.927   | .000        | .999                           | 1.001      |

## 4) Uji Heteroskedastisitas



**Gambar Grafik Scatterplot**



### Uji Glasjer

| <b>Coefficients<sup>a</sup></b>    |                   |                                    |                   |                                  |          |             |
|------------------------------------|-------------------|------------------------------------|-------------------|----------------------------------|----------|-------------|
| <b>Model</b>                       |                   | <i>Unstandardized Coefficients</i> |                   | <i>Standardized Coefficients</i> | <b>t</b> | <b>Sig.</b> |
|                                    |                   | <b>B</b>                           | <i>Std. Error</i> | <b>Beta</b>                      |          |             |
| <b>1</b>                           | <i>(Constant)</i> | 2.077                              | .607              |                                  | 3.420    | .001        |
|                                    | X1                | -.043                              | .054              | -.076                            | -.794    | .429        |
|                                    | X2                | -.037                              | .030              | -.117                            | -1.217   | .226        |
| <b>a. Dependent Variable: RES2</b> |                   |                                    |                   |                                  |          |             |

### 5) Uji F (simultan)

| <b>ANOVA<sup>a</sup></b>                 |                   |                       |           |                    |          |                   |
|------------------------------------------|-------------------|-----------------------|-----------|--------------------|----------|-------------------|
| <b>Model</b>                             |                   | <i>Sum of Squares</i> | <i>df</i> | <i>Mean Square</i> | <b>F</b> | <b>Sig.</b>       |
| <b>1</b>                                 | <i>Regression</i> | 441.159               | 2         | 220.579            | 85.187   | .000 <sup>b</sup> |
|                                          | <i>Residual</i>   | 277.060               | 107       | 2.589              |          |                   |
|                                          | <b>Total</b>      | 718.218               | 109       |                    |          |                   |
| <b>a. Dependent Variable: Y</b>          |                   |                       |           |                    |          |                   |
| <b>b. Predictors: (Constant), X2, X1</b> |                   |                       |           |                    |          |                   |

### 6) Uji t, Analisis Regresi

| <b>Coefficients<sup>a</sup></b> |                   |                                    |                   |                                  |          |             |
|---------------------------------|-------------------|------------------------------------|-------------------|----------------------------------|----------|-------------|
| <b>Model</b>                    |                   | <i>Unstandardized Coefficients</i> |                   | <i>Standardized Coefficients</i> | <b>t</b> | <b>Sig.</b> |
|                                 |                   | <b>B</b>                           | <i>Std. Error</i> | <b>Beta</b>                      |          |             |
| <b>1</b>                        | <i>(Constant)</i> | 4.131                              | .987              |                                  | 4.184    | .000        |
|                                 | X1                | -.192                              | .087              | -.132                            | -2.201   | .030        |
|                                 | X2                | .631                               | .049              | .777                             | 12.927   | .000        |
| <b>a. Dependent Variable: Y</b> |                   |                                    |                   |                                  |          |             |

Lampiran 04. Dokumentasi



Gambar Usaha Dodol Penglatan  
Sumber: Dokumentasi Peneliti



Gambar Wawancara Data Penjualan ke Pemilik Usaha  
Sumber: Dokumentasi Peneliti



Gambar Observasi Awal Penelitian  
Sumber: Dokumentasi Peneliti



Gambar Penyebaran dan Pengisian Kuesioner Penelitian pada Pelanggan  
Sumber: Dokumentasi Peneliti

## RIWAYAT HIDUP



Kadek Cania Indah Pradnyanti lahir di Penglatan pada tanggal 23 Maret 2002. Penulis lahir dari pasangan suami istri Bapak Ketut Sukayasa dan Ibu Made Sudarmi. Penulis berkebangsaan Indonesia dan beragama Hindu. Kini penulis beralamat di Banjar Dinas Dauh Tukad, Desa Penglatan, Kecamatan Buleleng, Kabupaten Buleleng, Provinsi Bali.

Penulis menyelesaikan pendidikan dasar di SD Negeri 1 Penglatan dan lulus pada tahun 2014. Kemudian penulis melanjutkan di SMP Negeri 5 Singaraja dan lulus pada tahun 2017. Pada tahun 2020, penulis lulus dari SMA Negeri 1 Singaraja dan melanjutkan pendidikan ke Universitas Pendidikan Ganesha Jurusan Manajemen. Pada semester akhir tahun 2024 penulis menyelesaikan skripsi yang berjudul “Pengaruh Harga dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan pada Dodol Penglatan Tibet di Kecamatan Buleleng.

