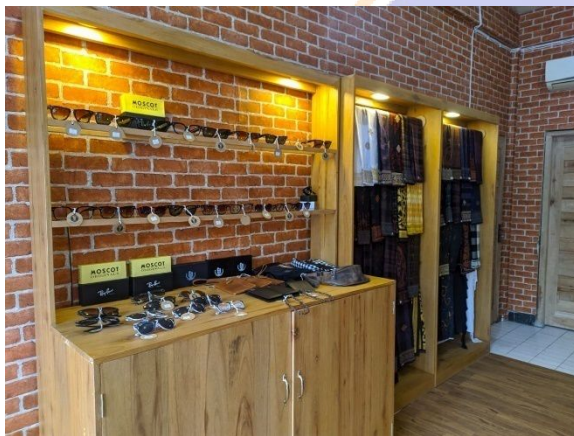
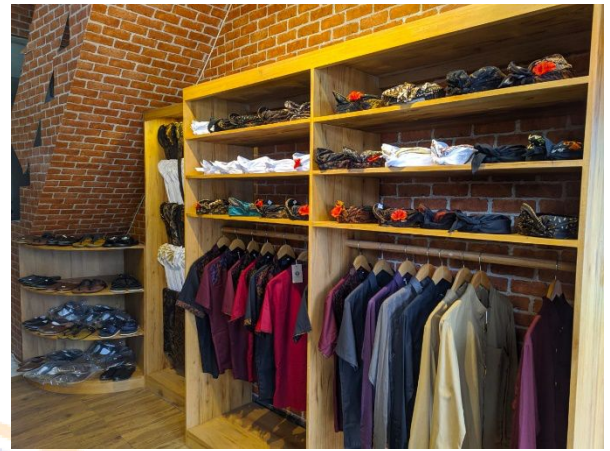




# LAMPIRAN-LAMPIRAN



**Lampiran 01 Data Penjual Per-Item Busana Adat Bali Di Toko Busana Adat  
Bali Yasa Indah Collection Cabang Pekutatan**

| <b>BULAN MARET</b> |                    |                              |                      |
|--------------------|--------------------|------------------------------|----------------------|
| <b>No</b>          | <b>Kode Barang</b> | <b>Nama Barang</b>           | <b>Jumlah Barang</b> |
| 1                  | 3000               | UDENG PUTIH SIBAK            | 22                   |
| 2                  | 1000               | BAJU SAFARI                  | 9                    |
| 3                  | 2058               | SAPUT ENDEK BORDIR           | 12                   |
| 4                  | 2074               | SAPUT KATUN BORDIR           | 4                    |
| 5                  | 3019               | UDENG KATUN BORDIR           | 2                    |
| 6                  | 3059               | UDENG BATIK SEMI TULIS SIBAK | 8                    |
| 7                  | 2103               | SAPUT ENDEK LURIK            | 5                    |
|                    |                    | Total                        | 62                   |

| <b>BULAN APRIL</b> |                    |                              |                      |
|--------------------|--------------------|------------------------------|----------------------|
| <b>No</b>          | <b>Kode Barang</b> | <b>Nama Barang</b>           | <b>Jumlah Barang</b> |
| 1                  | 3000               | UDENG PUTIH SIBAK            | 4                    |
| 2                  | 1000               | BAJU SAFARI                  | 3                    |
| 3                  | 2058               | SAPUT ENDEK BORDIR           | 1                    |
| 4                  | 2074               | SAPUT KATUN BORDIR           | 1                    |
| 5                  | 3019               | UDENG KATUN BORDIR           | 2                    |
| 6                  | 3059               | UDENG BATIK SEMI TULIS SIBAK | 1                    |
| 7                  | 2103               | SAPUT ENDEK LURIK            | 0                    |
|                    |                    | Total                        | 12                   |

| <b>BULAN MEI</b> |                    |                              |                      |
|------------------|--------------------|------------------------------|----------------------|
| <b>No</b>        | <b>Kode Barang</b> | <b>Nama Barang</b>           | <b>Jumlah Barang</b> |
| 1                | 3000               | UDENG PUTIH SIBAK            | 1                    |
| 2                | 1000               | BAJU SAFARI                  | 2                    |
| 3                | 2058               | SAPUT ENDEK BORDIR           | 1                    |
| 4                | 2074               | SAPUT KATUN BORDIR           | 1                    |
| 5                | 3019               | UDENG KATUN BORDIR           | 2                    |
| 6                | 3059               | UDENG BATIK SEMI TULIS SIBAK | 1                    |
| 7                | 2103               | SAPUT ENDEK LURIK            | 1                    |
|                  |                    | Total                        | 9                    |



**Lampiran 02 Kuesioner Penelitian**

**KUESIONER**  
**PENGARUH KUALITAS PRODUK DAN NILAI PELANGGAN**  
**TERHADAP LOYALITAS PELANGGAN DI TOKO BUSANA**  
**ADAT BALI YASA INDAH COLLECTION**  
**CABANG PEKUTATAN**

No Responden :

**I. Identitas Responden**

Nama :  
 Jenis Kelamin :  
 Umur :  
 Pekerjaan :

**II. Petunjuk Pengisian**

Terima kasih atas partisipasi Ibu/Bapak dalam mengisi kuesioner ini. Berilah tanda ( ) check list sesuai dengan pilihan jawaban yang ada pada kolom isian yang tersedia.

Penelitian ini dilakukan hanya semata-mata untuk ilmu pengetahuan dan kepentingan skripsi peneliti.

Penelitian ini dapat dilakukan berdasarkan skala berikut ini :

| No | Pernyataan                | Skor |
|----|---------------------------|------|
| 1  | Sangat Setuju (SS)        | 5    |
| 2  | Setuju (S)                | 4    |
| 3  | Kurang Setuju (KS)        | 3    |
| 4  | Tidak Setuju (TS)         | 2    |
| 5  | Sangat Tidak Setuju (STS) | 1    |

**BUTIR PERNYATAAN**

**III. Kualitas Produk**

| No | Pernyataan   | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1  | Yasa Indah Collection menawarkan kualitas produk yang baik |    |   |    |    |     |
| 2  | Yasa Indah Collection memiliki banyak pilihan produk       |    |   |    |    |     |
| 3  | Kain dari setiap produk yang digunakan berkualitas         |    |   |    |    |     |
| 4  | Produk yang ditawarkan sesuai dengan keinginan pelanggan   |    |   |    |    |     |
| 5  | Daya tahan pada kain sangat baik                           |    |   |    |    |     |

**IV. Nilai Pelanggan**

| No | Pernyataan   | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1  | Saya sangat merasa bangga menggunakan produk dari Yasa Indah Collection      |    |   |    |    |     |
| 2  | Menggunakan produk dari Yasa Indah Collection merupakan produk yang terkenal |    |   |    |    |     |
| 3  | Yasa Indah Collection memiliki kualitas yang selalu konsisten                |    |   |    |    |     |

**V. Loyalitas Pelanggan**

| No | Pernyataan   | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1  | Pelanggan selalu berbelanja di Yasa Indah Collection                           |    |   |    |    |     |
| 2  | Pelanggan merekomendasikan produk dari Yasa Indah Collection kepada orang lain |    |   |    |    |     |
| 3  | Tidak berpaling meski ada tawaran produk yang sama dari toko yang berbeda      |    |   |    |    |     |



**Lampiran 03 : Gambaran Umum Responden**

**HASIL DATA GAMBARAN UMUM RESPONDEN**

| No | Nama Responden             | Jenis Kelamin | Umur | Pekerjaan       |
|----|----------------------------|---------------|------|-----------------|
| 1  | I Kadek Mudita             | Laki-laki     | 26   | Karyawan Swasta |
| 2  | I Kadek Andika Wiryadana P | Laki-laki     | 17   | Pelajar         |
| 3  | I Putu Armita              | Laki-laki     | 26   | Pegawai Swasta  |
| 4  | I Gede Septian Prasetya    | Laki-laki     | 24   | Barista         |
| 5  | Kadek Nirwan Kirtananda    | Laki-laki     | 18   | Pelajar         |
| 6  | I Wayan Ariawan            | Laki-laki     | 21   | Mahasiswa       |
| 7  | Kadek Vano Lilipaly        | Laki-laki     | 22   | Wiraswasta      |
| 8  | Hendra                     | Laki-laki     | 33   | Karyawan Swasta |
| 9  | Gede Dharma Sila Supriadi  | Laki-laki     | 25   | Wirausaha       |
| 10 | Putu Ardana                | Laki-laki     | 25   | Waiter          |
| 11 | Kadek Ageng Nalika         | Laki-laki     | 27   | Swasta          |
| 12 | Agung Putra S              | Laki-laki     | 26   | Engineer        |
| 13 | Komang Eka Dana Yasa       | Laki-laki     | 37   | Wirausaha       |
| 14 | Gede Sumesari              | Laki-laki     | 34   | Swasta          |
| 15 | Arcana                     | Laki-laki     | 21   | Pengusaha       |
| 16 | Komang Surya Darmawan      | Laki-laki     | 32   | Guru            |
| 17 | Gusti Surya                | Laki-laki     | 31   | Pegawai Swasta  |
| 18 | Kadek widiya Permana       | Laki-laki     | 32   | Karyawan Swasta |
| 19 | Adi Dwipayana              | Laki-laki     | 30   | Buruh Bangunan  |
| 20 | Gus Satria                 | Laki-laki     | 25   | Mahasiswa       |
| 21 | Ananda                     | Laki-laki     | 25   | BUMN            |
| 22 | I Putu Adiyana             | Laki-laki     | 28   | Kontraktor      |
| 23 | Angga                      | Laki-laki     | 20   | Freelance       |
| 24 | I Putu Adi Wiranata        | Laki-laki     | 26   | Karyawan Swasta |
| 25 | A.A. Bagus Arisetiawan     | Laki-laki     | 24   | Staf IT         |
| 26 | I Made Wirtayasa           | Laki-laki     | 29   | PNS             |
| 27 | I Made Wirtayasa           | Laki-laki     | 26   | Guru            |
| 28 | I Made Sutama              | Laki-laki     | 30   | Karyawan Swasta |
| 29 | I Made Gede Wijana         | Laki-laki     | 23   | Mahasiswa       |
| 30 | Komang Anggarayana         | Laki-laki     | 20   | Mahasiswa       |
| 31 | Ngurah Kade Ariana         | Laki-laki     | 33   | Swasta          |
| 32 | Ketut Kristawan            | Laki-laki     | 18   | Pelajar         |
| 33 | I Wayan Santika            | Laki-laki     | 22   | Mahasiswa       |
| 34 | Nyoman Karyasa             | Laki-laki     | 27   | Karyawan Swasta |
| 35 | I Gede Agus Saputra        | Laki-laki     | 15   | Pelajar         |
| 36 | I Gede Agus Sutiawan       | Laki-laki     | 21   | Mahasiswa       |
| 37 | I Dewa Nyoman Arimbawa     | Laki-laki     | 30   | Pengusaha       |
| 38 | I Wayan Suryawan           | Laki-laki     | 18   | Pelajar         |
| 39 | I Wayan Eka Putra          | Laki-laki     | 25   | Swasta          |
| 40 | Nyoman Darmawan            | Laki-laki     | 17   | Pelajar         |
| 41 | Kadek Sartika              | Laki-laki     | 16   | Pelajar         |

|    |                          |           |    |                 |
|----|--------------------------|-----------|----|-----------------|
| 42 | Putu Nurkana Yasa        | Laki-laki | 22 | Pengusaha       |
| 43 | I Wayan Adinarta         | Laki-laki | 17 | Pelajar         |
| 44 | I Wayan Adinarta         | Laki-laki | 15 | Pelajar         |
| 45 | Made Putra Antara        | Laki-Laki | 17 | Pelajar         |
| 46 | Made Setiawan            | Laki-Laki | 20 | Mahasiswa       |
| 47 | Made Yadnya Putra        | Laki-Laki | 22 | Karyawan        |
| 48 | A.A. Putu Adi Putra      | Laki-Laki | 16 | Pelajar         |
| 49 | Putu Hari Saputra A      | Laki-Laki | 22 | Mahasiswa       |
| 50 | Kadek Agus Ariawan       | Laki-Laki | 17 | Pelajar         |
| 51 | Putu Dika Angga Arizta   | Laki-Laki | 18 | Pelajar         |
| 52 | Kadek Pardika            | Laki-Laki | 25 | Karyawan Swasta |
| 53 | Kadek Hendra Saputra     | Laki-Laki | 18 | Pelajar         |
| 54 | Kadek Guna Yada Adi P    | Laki-Laki | 18 | Pelajar         |
| 55 | Wayan Yona Yaga P        | Laki-Laki | 20 | Mahasiswa       |
| 56 | Putu Gede Sindu          | Laki-Laki | 20 | Mahasiswa       |
| 57 | I Wayan Yudiarta         | Laki-Laki | 22 | Karyawan Swasta |
| 58 | Gede Widyadnyana         | Laki-Laki | 22 | Mahasiswa       |
| 59 | Kadek Bayu Putra Dayana  | Laki-Laki | 21 | Mahasiswa       |
| 60 | Kadek Agus Hendrayana    | Laki-Laki | 21 | Mahasiswa       |
| 61 | Kadek Dwi Darmadi        | Laki-Laki | 18 | Pelajar         |
| 62 | Kadek Wira Rananggana    | Laki-Laki | 21 | Mahasiswa       |
| 63 | Made Yudiantara          | Laki-Laki | 21 | Swasta          |
| 64 | Putu Ardika Yasa         | Laki-Laki | 21 | Mahasiswa       |
| 65 | Ketut Mahardika Adnyana  | Laki-Laki | 32 | Karyawan Swasta |
| 66 | Kadek Septiawan          | Laki-Laki | 25 | Pengusaha       |
| 67 | Wayan Widiana            | Laki-Laki | 30 | Karyawan Swasta |
| 68 | Made Gede Wijana         | Laki-Laki | 18 | Pelajar         |
| 69 | Komang Saputra Yasa      | Laki-Laki | 22 | Mahasiswa       |
| 70 | I Wayan Ariatha          | Laki-Laki | 22 | Mahasiswa       |
| 71 | Wayan Sudarca            | Laki-Laki | 26 | Karyawan Swasta |
| 72 | Putu Indra Bayu Art Seta | Laki-Laki | 21 | Mahasiswa       |
| 73 | Made Wirjana             | Laki-Laki | 25 | Karyawan Swasta |
| 74 | Wayan Edi Suryana        | Laki-Laki | 22 | Mahasiswa       |
| 75 | I Wayan Giri Buana       | Laki-Laki | 27 | Karyawan Swasta |
| 76 | I Wayan Serna            | Laki-Laki | 37 | Wirusaha        |
| 77 | Komang Suarsa            | Laki-Laki | 23 | Karyawan Swasta |
| 78 | Kadek Bang Nusa Permadi  | Laki-Laki | 21 | Mahasiswa       |
| 79 | Made Arcayasa            | Laki-Laki | 32 | Pengusaha       |
| 80 | Kadek Hartawa            | Laki-Laki | 29 | Karyawan Swasta |



## Lampiran 04. Data Penelitian

### 1. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Kualitas Produk

#### Data Ordinal

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

**Data Interval**

| <b>No.</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>Total</b> |
|------------|----------|----------|----------|----------|----------|--------------|
| 1          | 4.439    | 3.001    | 2.782    | 2.810    | 2.755    | 15.787       |
| 2          | 2.782    | 3.001    | 2.782    | 2.810    | 2.755    | 14.131       |
| 3          | 2.782    | 3.001    | 2.782    | 1.000    | 2.755    | 12.321       |
| 4          | 1.000    | 3.001    | 2.782    | 2.810    | 1.000    | 10.594       |
| 5          | 2.782    | 3.001    | 2.782    | 2.810    | 2.755    | 14.131       |
| 6          | 2.782    | 3.001    | 4.439    | 2.810    | 2.755    | 15.787       |
| 7          | 2.782    | 3.001    | 2.782    | 2.810    | 2.755    | 14.131       |
| 8          | 2.782    | 3.001    | 2.782    | 2.810    | 2.755    | 14.131       |
| 9          | 2.782    | 3.001    | 2.782    | 2.810    | 2.755    | 14.131       |
| 10         | 2.782    | 3.001    | 2.782    | 2.810    | 2.755    | 14.131       |
| 11         | 4.439    | 3.001    | 4.439    | 2.810    | 4.510    | 19.199       |
| 12         | 2.782    | 3.001    | 2.782    | 2.810    | 2.755    | 14.131       |
| 13         | 2.782    | 1.000    | 2.782    | 2.810    | 2.755    | 12.130       |
| 14         | 2.782    | 3.001    | 1.000    | 2.810    | 2.755    | 12.349       |
| 15         | 1.000    | 3.001    | 2.782    | 2.810    | 1.000    | 10.594       |
| 16         | 4.439    | 3.001    | 4.439    | 2.810    | 4.510    | 19.199       |
| 17         | 2.782    | 3.001    | 2.782    | 2.810    | 2.755    | 14.131       |
| 18         | 2.782    | 3.001    | 2.782    | 2.810    | 2.755    | 14.131       |
| 19         | 4.439    | 3.001    | 2.782    | 2.810    | 2.755    | 15.787       |
| 20         | 2.782    | 3.001    | 2.782    | 2.810    | 2.755    | 14.131       |
| 21         | 2.782    | 3.001    | 2.782    | 2.810    | 2.755    | 14.131       |
| 22         | 2.782    | 3.001    | 4.439    | 2.810    | 2.755    | 15.787       |
| 23         | 4.439    | 3.001    | 4.439    | 2.810    | 4.510    | 19.199       |
| 24         | 2.782    | 1.000    | 1.000    | 1.000    | 1.000    | 6.782        |
| 25         | 2.782    | 3.001    | 2.782    | 1.000    | 2.755    | 12.321       |
| 26         | 2.782    | 3.001    | 2.782    | 2.810    | 2.755    | 14.131       |
| 27         | 2.782    | 3.001    | 2.782    | 2.810    | 2.755    | 14.131       |
| 28         | 2.782    | 5.167    | 2.782    | 4.695    | 2.755    | 18.181       |
| 29         | 2.782    | 3.001    | 2.782    | 2.810    | 2.755    | 14.131       |
| 30         | 2.782    | 3.001    | 2.782    | 4.695    | 2.755    | 16.015       |

## 2. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Nilai Pelanggan

### Data Ordinal

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

**Data Interval**

| <b>No.</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>Total</b> |
|------------|----------|----------|----------|--------------|
| 1          | 4.229    | 2.455    | 2.615    | 9.299        |
| 2          | 2.615    | 3.926    | 2.615    | 9.155        |
| 3          | 4.229    | 2.455    | 4.229    | 10.913       |
| 4          | 2.615    | 1.000    | 2.615    | 6.229        |
| 5          | 1.000    | 2.455    | 2.615    | 6.070        |
| 6          | 2.615    | 1.000    | 1.000    | 4.615        |
| 7          | 2.615    | 3.926    | 4.229    | 10.770       |
| 8          | 1.000    | 1.000    | 1.000    | 3.000        |
| 9          | 2.615    | 2.455    | 4.229    | 9.299        |
| 10         | 2.615    | 2.455    | 2.615    | 7.684        |
| 11         | 2.615    | 2.455    | 2.615    | 7.684        |
| 12         | 4.229    | 3.926    | 4.229    | 12.385       |
| 13         | 2.615    | 1.000    | 2.615    | 6.229        |
| 14         | 2.615    | 2.455    | 2.615    | 7.684        |
| 15         | 4.229    | 3.926    | 2.615    | 10.770       |
| 16         | 2.615    | 2.455    | 2.615    | 7.684        |
| 17         | 2.615    | 2.455    | 2.615    | 7.684        |
| 18         | 2.615    | 2.455    | 2.615    | 7.684        |
| 19         | 2.615    | 2.455    | 2.615    | 7.684        |
| 20         | 2.615    | 2.455    | 2.615    | 7.684        |
| 21         | 2.615    | 1.000    | 1.000    | 4.615        |
| 22         | 2.615    | 2.455    | 2.615    | 7.684        |
| 23         | 2.615    | 2.455    | 2.615    | 7.684        |
| 24         | 2.615    | 2.455    | 2.615    | 7.684        |
| 25         | 2.615    | 1.000    | 2.615    | 6.229        |
| 26         | 1.000    | 1.000    | 2.615    | 4.615        |
| 27         | 2.615    | 2.455    | 2.615    | 7.684        |
| 28         | 2.615    | 2.455    | 2.615    | 7.684        |
| 29         | 1.000    | 2.455    | 1.000    | 4.455        |
| 30         | 2.615    | 2.455    | 2.615    | 7.684        |



### 3. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Loyalitas Pelanggan

#### Data Ordinal

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

**Data Interval**

| <b>No.</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>Total</b> |
|------------|----------|----------|----------|--------------|
| 1          | 4.155    | 2.499    | 4.014    | 10.668       |
| 2          | 4.155    | 2.499    | 4.014    | 10.668       |
| 3          | 2.606    | 3.998    | 2.518    | 9.121        |
| 4          | 4.155    | 3.998    | 4.014    | 12.167       |
| 5          | 4.155    | 2.499    | 4.014    | 10.668       |
| 6          | 2.606    | 2.499    | 2.518    | 7.622        |
| 7          | 2.606    | 2.499    | 1.000    | 6.105        |
| 8          | 2.606    | 2.499    | 2.518    | 7.622        |
| 9          | 2.606    | 2.499    | 2.518    | 7.622        |
| 10         | 2.606    | 1.000    | 1.000    | 4.606        |
| 11         | 2.606    | 2.499    | 2.518    | 7.622        |
| 12         | 2.606    | 2.499    | 2.518    | 7.622        |
| 13         | 2.606    | 2.499    | 2.518    | 7.622        |
| 14         | 2.606    | 2.499    | 2.518    | 7.622        |
| 15         | 1.000    | 1.000    | 2.518    | 4.518        |
| 16         | 2.606    | 1.000    | 2.518    | 6.123        |
| 17         | 2.606    | 2.499    | 2.518    | 7.622        |
| 18         | 4.155    | 3.998    | 2.518    | 10.671       |
| 19         | 4.155    | 3.998    | 4.014    | 12.167       |
| 20         | 2.606    | 2.499    | 1.000    | 6.105        |
| 21         | 2.606    | 1.000    | 2.518    | 6.123        |
| 22         | 2.606    | 2.499    | 2.518    | 7.622        |
| 23         | 1.000    | 2.499    | 2.518    | 6.017        |
| 24         | 2.606    | 2.499    | 2.518    | 7.622        |
| 25         | 2.606    | 2.499    | 1.000    | 6.105        |
| 26         | 1.000    | 1.000    | 2.518    | 4.518        |
| 27         | 2.606    | 2.499    | 2.518    | 7.622        |
| 28         | 2.606    | 2.499    | 2.518    | 7.622        |
| 29         | 2.606    | 3.998    | 4.014    | 10.618       |
| 30         | 2.606    | 2.499    | 2.518    | 7.622        |

**4. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel  
Kualitas Produk**

**Data Ordinal**

| No. | 1 | 2 | 3 | 4 | 5 | X1 |
|-----|---|---|---|---|---|----|
| 1   | 5 | 5 | 5 | 5 | 4 | 24 |
| 2   | 4 | 5 | 4 | 5 | 4 | 22 |
| 3   | 4 | 2 | 4 | 5 | 5 | 20 |
| 4   | 5 | 5 | 4 | 5 | 5 | 24 |
| 5   | 4 | 5 | 5 | 5 | 5 | 24 |
| 6   | 5 | 4 | 5 | 5 | 5 | 24 |
| 7   | 2 | 3 | 2 | 3 | 3 | 13 |
| 8   | 5 | 4 | 4 | 5 | 5 | 23 |
| 9   | 5 | 5 | 5 | 5 | 4 | 24 |
| 10  | 1 | 5 | 5 | 4 | 3 | 18 |
| 11  | 5 | 4 | 4 | 5 | 5 | 23 |
| 12  | 4 | 5 | 5 | 5 | 5 | 24 |
| 13  | 2 | 2 | 2 | 2 | 5 | 13 |
| 14  | 5 | 5 | 3 | 5 | 5 | 23 |
| 15  | 4 | 4 | 4 | 4 | 4 | 20 |
| 16  | 4 | 4 | 4 | 4 | 4 | 20 |
| 17  | 5 | 4 | 5 | 4 | 5 | 23 |
| 18  | 5 | 3 | 5 | 5 | 5 | 23 |
| 19  | 4 | 4 | 4 | 4 | 4 | 20 |
| 20  | 5 | 5 | 5 | 5 | 4 | 24 |
| 21  | 4 | 4 | 4 | 4 | 4 | 20 |
| 22  | 4 | 4 | 5 | 4 | 4 | 21 |
| 23  | 4 | 4 | 4 | 4 | 4 | 20 |
| 24  | 3 | 3 | 3 | 3 | 3 | 15 |
| 25  | 5 | 5 | 5 | 5 | 5 | 25 |
| 26  | 5 | 5 | 5 | 5 | 5 | 25 |
| 27  | 5 | 2 | 5 | 5 | 5 | 22 |
| 28  | 5 | 5 | 5 | 5 | 5 | 25 |
| 29  | 5 | 4 | 5 | 5 | 5 | 24 |
| 30  | 5 | 5 | 4 | 5 | 5 | 24 |
| 31  | 5 | 5 | 5 | 5 | 5 | 25 |
| 32  | 5 | 5 | 5 | 5 | 5 | 25 |
| 33  | 5 | 5 | 2 | 5 | 4 | 21 |
| 34  | 3 | 2 | 2 | 3 | 3 | 13 |
| 35  | 5 | 5 | 5 | 5 | 5 | 25 |
| 36  | 4 | 4 | 5 | 4 | 4 | 21 |
| 37  | 3 | 3 | 3 | 3 | 3 | 15 |
| 38  | 4 | 4 | 4 | 4 | 4 | 20 |
| 39  | 3 | 2 | 2 | 3 | 3 | 13 |

| No.   | 1 | 2 | 3 | 4 | 5 | X1   |
|-------|---|---|---|---|---|------|
| 40    | 5 | 5 | 4 | 5 | 5 | 24   |
| 41    | 5 | 5 | 5 | 5 | 5 | 25   |
| 42    | 5 | 5 | 5 | 5 | 5 | 25   |
| 43    | 5 | 5 | 5 | 4 | 4 | 23   |
| 44    | 3 | 3 | 2 | 4 | 3 | 15   |
| 45    | 4 | 5 | 5 | 5 | 4 | 23   |
| 46    | 4 | 5 | 5 | 5 | 5 | 24   |
| 47    | 5 | 5 | 5 | 4 | 5 | 24   |
| 48    | 3 | 2 | 2 | 3 | 3 | 13   |
| 49    | 5 | 5 | 4 | 5 | 4 | 23   |
| 50    | 5 | 5 | 4 | 4 | 4 | 22   |
| 51    | 5 | 5 | 5 | 4 | 5 | 24   |
| 52    | 5 | 5 | 5 | 4 | 5 | 24   |
| 53    | 5 | 5 | 5 | 5 | 5 | 25   |
| 54    | 5 | 5 | 4 | 5 | 4 | 23   |
| 55    | 2 | 2 | 2 | 2 | 5 | 13   |
| 56    | 5 | 5 | 4 | 5 | 4 | 23   |
| 57    | 4 | 4 | 2 | 4 | 4 | 18   |
| 58    | 4 | 5 | 4 | 4 | 4 | 21   |
| 59    | 5 | 5 | 5 | 5 | 5 | 25   |
| 60    | 4 | 4 | 4 | 4 | 4 | 20   |
| 61    | 1 | 5 | 5 | 4 | 3 | 18   |
| 62    | 5 | 5 | 4 | 5 | 4 | 23   |
| 63    | 5 | 5 | 5 | 4 | 5 | 24   |
| 64    | 2 | 2 | 2 | 2 | 5 | 13   |
| 65    | 5 | 5 | 5 | 4 | 5 | 24   |
| 66    | 3 | 3 | 2 | 3 | 3 | 14   |
| 67    | 5 | 4 | 4 | 4 | 4 | 21   |
| 68    | 4 | 2 | 4 | 5 | 5 | 20   |
| 69    | 4 | 4 | 4 | 4 | 4 | 20   |
| 70    | 4 | 5 | 5 | 5 | 5 | 24   |
| 71    | 3 | 3 | 3 | 3 | 3 | 15   |
| 72    | 5 | 5 | 3 | 2 | 5 | 20   |
| 73    | 3 | 3 | 2 | 3 | 2 | 13   |
| 74    | 4 | 4 | 3 | 4 | 4 | 19   |
| 75    | 4 | 2 | 4 | 5 | 5 | 20   |
| 76    | 3 | 3 | 2 | 3 | 2 | 13   |
| 77    | 5 | 5 | 4 | 4 | 5 | 23   |
| 78    | 5 | 5 | 5 | 4 | 5 | 24   |
| 79    | 3 | 4 | 5 | 4 | 4 | 20   |
| 80    | 5 | 5 | 5 | 4 | 5 | 24   |
| Total |   |   |   |   |   | 1677 |



**Data Interval**

| No. | 1     | 2     | 3     | 4     | 5     | X1     |
|-----|-------|-------|-------|-------|-------|--------|
| 1   | 4.116 | 3.405 | 3.392 | 3.921 | 2.884 | 17.719 |
| 2   | 2.943 | 3.405 | 2.235 | 3.921 | 2.884 | 15.389 |
| 3   | 2.943 | 1.000 | 2.235 | 3.921 | 4.136 | 14.235 |
| 4   | 4.116 | 3.405 | 2.235 | 3.921 | 4.136 | 17.813 |
| 5   | 2.943 | 3.405 | 3.392 | 3.921 | 4.136 | 17.798 |
| 6   | 4.116 | 2.272 | 3.392 | 3.921 | 4.136 | 17.837 |
| 7   | 1.676 | 1.729 | 1.000 | 1.826 | 1.975 | 8.206  |
| 8   | 4.116 | 2.272 | 2.235 | 3.921 | 4.136 | 16.680 |
| 9   | 4.116 | 3.405 | 3.392 | 3.921 | 2.884 | 17.719 |
| 10  | 1.000 | 3.405 | 3.392 | 2.678 | 1.975 | 12.451 |
| 11  | 4.116 | 2.272 | 2.235 | 3.921 | 4.136 | 16.680 |
| 12  | 2.943 | 3.405 | 3.392 | 3.921 | 4.136 | 17.798 |
| 13  | 1.676 | 1.000 | 1.000 | 1.000 | 4.136 | 8.811  |
| 14  | 4.116 | 3.405 | 1.668 | 3.921 | 4.136 | 17.247 |
| 15  | 2.943 | 2.272 | 2.235 | 2.678 | 2.884 | 13.012 |
| 16  | 2.943 | 2.272 | 2.235 | 2.678 | 2.884 | 13.012 |
| 17  | 4.116 | 2.272 | 3.392 | 2.678 | 4.136 | 16.594 |
| 18  | 4.116 | 1.729 | 3.392 | 3.921 | 4.136 | 17.294 |
| 19  | 2.943 | 2.272 | 2.235 | 2.678 | 2.884 | 13.012 |
| 20  | 4.116 | 3.405 | 3.392 | 3.921 | 2.884 | 17.719 |
| 21  | 2.943 | 2.272 | 2.235 | 2.678 | 2.884 | 13.012 |
| 22  | 2.943 | 2.272 | 3.392 | 2.678 | 2.884 | 14.169 |
| 23  | 2.943 | 2.272 | 2.235 | 2.678 | 2.884 | 13.012 |
| 24  | 2.257 | 1.729 | 1.668 | 1.826 | 1.975 | 9.455  |
| 25  | 4.116 | 3.405 | 3.392 | 3.921 | 4.136 | 18.970 |
| 26  | 4.116 | 3.405 | 3.392 | 3.921 | 4.136 | 18.970 |
| 27  | 4.116 | 1.000 | 3.392 | 3.921 | 4.136 | 16.565 |
| 28  | 4.116 | 3.405 | 3.392 | 3.921 | 4.136 | 18.970 |
| 29  | 4.116 | 2.272 | 3.392 | 3.921 | 4.136 | 17.837 |
| 30  | 4.116 | 3.405 | 2.235 | 3.921 | 4.136 | 17.813 |
| 31  | 4.116 | 3.405 | 3.392 | 3.921 | 4.136 | 18.970 |
| 32  | 4.116 | 3.405 | 3.392 | 3.921 | 4.136 | 18.970 |
| 33  | 4.116 | 3.405 | 1.000 | 3.921 | 2.884 | 15.327 |
| 34  | 2.257 | 1.000 | 1.000 | 1.826 | 1.975 | 8.058  |
| 35  | 4.116 | 3.405 | 3.392 | 3.921 | 4.136 | 18.970 |
| 36  | 2.943 | 2.272 | 3.392 | 2.678 | 2.884 | 14.169 |
| 37  | 2.257 | 1.729 | 1.668 | 1.826 | 1.975 | 9.455  |
| 38  | 2.943 | 2.272 | 2.235 | 2.678 | 2.884 | 13.012 |
| 39  | 2.257 | 1.000 | 1.000 | 1.826 | 1.975 | 8.058  |
| 40  | 4.116 | 3.405 | 2.235 | 3.921 | 4.136 | 17.813 |
| 41  | 4.116 | 3.405 | 3.392 | 3.921 | 4.136 | 18.970 |

| No. | 1     | 2     | 3     | 4     | 5     | X1     |
|-----|-------|-------|-------|-------|-------|--------|
| 42  | 4.116 | 3.405 | 3.392 | 3.921 | 4.136 | 18.970 |
| 43  | 4.116 | 3.405 | 3.392 | 2.678 | 2.884 | 16.475 |
| 44  | 2.257 | 1.729 | 1.000 | 2.678 | 1.975 | 9.639  |
| 45  | 2.943 | 3.405 | 3.392 | 3.921 | 2.884 | 16.546 |
| 46  | 2.943 | 3.405 | 3.392 | 3.921 | 4.136 | 17.798 |
| 47  | 4.116 | 3.405 | 3.392 | 2.678 | 4.136 | 17.727 |
| 48  | 2.257 | 1.000 | 1.000 | 1.826 | 1.975 | 8.058  |
| 49  | 4.116 | 3.405 | 2.235 | 3.921 | 2.884 | 16.562 |
| 50  | 4.116 | 3.405 | 2.235 | 2.678 | 2.884 | 15.318 |
| 51  | 4.116 | 3.405 | 3.392 | 2.678 | 4.136 | 17.727 |
| 52  | 4.116 | 3.405 | 3.392 | 2.678 | 4.136 | 17.727 |
| 53  | 4.116 | 3.405 | 3.392 | 3.921 | 4.136 | 18.970 |
| 54  | 4.116 | 3.405 | 2.235 | 3.921 | 2.884 | 16.562 |
| 55  | 1.676 | 1.000 | 1.000 | 1.000 | 4.136 | 8.811  |
| 56  | 4.116 | 3.405 | 2.235 | 3.921 | 2.884 | 16.562 |
| 57  | 2.943 | 2.272 | 1.000 | 2.678 | 2.884 | 11.777 |
| 58  | 2.943 | 3.405 | 2.235 | 2.678 | 2.884 | 14.146 |
| 59  | 4.116 | 3.405 | 3.392 | 3.921 | 4.136 | 18.970 |
| 60  | 2.943 | 2.272 | 2.235 | 2.678 | 2.884 | 13.012 |
| 61  | 1.000 | 3.405 | 3.392 | 2.678 | 1.975 | 12.451 |
| 62  | 4.116 | 3.405 | 2.235 | 3.921 | 2.884 | 16.562 |
| 63  | 4.116 | 3.405 | 3.392 | 2.678 | 4.136 | 17.727 |
| 64  | 1.676 | 1.000 | 1.000 | 1.000 | 4.136 | 8.811  |
| 65  | 4.116 | 3.405 | 3.392 | 2.678 | 4.136 | 17.727 |
| 66  | 2.257 | 1.729 | 1.000 | 1.826 | 1.975 | 8.787  |
| 67  | 4.116 | 2.272 | 2.235 | 2.678 | 2.884 | 14.185 |
| 68  | 2.943 | 1.000 | 2.235 | 3.921 | 4.136 | 14.235 |
| 69  | 2.943 | 2.272 | 2.235 | 2.678 | 2.884 | 13.012 |
| 70  | 2.943 | 3.405 | 3.392 | 3.921 | 4.136 | 17.798 |
| 71  | 2.257 | 1.729 | 1.668 | 1.826 | 1.975 | 9.455  |
| 72  | 4.116 | 3.405 | 1.668 | 1.000 | 4.136 | 14.325 |
| 73  | 2.257 | 1.729 | 1.000 | 1.826 | 1.000 | 7.811  |
| 74  | 2.943 | 2.272 | 1.668 | 2.678 | 2.884 | 12.445 |
| 75  | 2.943 | 1.000 | 2.235 | 3.921 | 4.136 | 14.235 |
| 76  | 2.257 | 1.729 | 1.000 | 1.826 | 1.000 | 7.811  |
| 77  | 4.116 | 3.405 | 2.235 | 2.678 | 4.136 | 16.570 |
| 78  | 4.116 | 3.405 | 3.392 | 2.678 | 4.136 | 17.727 |
| 79  | 2.257 | 2.272 | 3.392 | 2.678 | 2.884 | 13.483 |
| 80  | 4.116 | 3.405 | 3.392 | 2.678 | 4.136 | 17.727 |

**5. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Nilai Pelanggan**

**Data Ordinal**

| No. | 1 | 2 | 3 | X2 |
|-----|---|---|---|----|
| 1   | 5 | 4 | 4 | 13 |
| 2   | 4 | 5 | 4 | 13 |
| 3   | 4 | 5 | 4 | 13 |
| 4   | 5 | 4 | 4 | 13 |
| 5   | 4 | 4 | 5 | 13 |
| 6   | 4 | 5 | 4 | 13 |
| 7   | 3 | 3 | 2 | 8  |
| 8   | 4 | 5 | 4 | 13 |
| 9   | 4 | 5 | 5 | 14 |
| 10  | 2 | 5 | 4 | 11 |
| 11  | 5 | 4 | 4 | 13 |
| 12  | 4 | 4 | 5 | 13 |
| 13  | 3 | 3 | 2 | 8  |
| 14  | 4 | 4 | 5 | 13 |
| 15  | 4 | 4 | 3 | 11 |
| 16  | 4 | 3 | 3 | 10 |
| 17  | 4 | 3 | 4 | 11 |
| 18  | 4 | 4 | 5 | 13 |
| 19  | 3 | 4 | 3 | 10 |
| 20  | 4 | 5 | 4 | 13 |
| 21  | 4 | 4 | 4 | 12 |
| 22  | 4 | 3 | 4 | 11 |
| 23  | 4 | 5 | 4 | 13 |
| 24  | 3 | 2 | 3 | 8  |
| 25  | 5 | 4 | 5 | 14 |
| 26  | 5 | 5 | 4 | 14 |
| 27  | 4 | 5 | 5 | 14 |
| 28  | 4 | 5 | 4 | 13 |
| 29  | 5 | 4 | 5 | 14 |
| 30  | 4 | 5 | 5 | 14 |
| 31  | 5 | 4 | 5 | 14 |
| 32  | 5 | 5 | 4 | 14 |
| 33  | 4 | 5 | 5 | 14 |
| 34  | 3 | 2 | 3 | 8  |
| 35  | 5 | 5 | 4 | 14 |
| 36  | 3 | 3 | 2 | 8  |
| 37  | 3 | 2 | 3 | 8  |
| 38  | 4 | 5 | 5 | 14 |
| 39  | 3 | 2 | 3 | 8  |

| No.   | 1 | 2 | 3 | X2  |
|-------|---|---|---|-----|
| 40    | 5 | 5 | 4 | 14  |
| 41    | 4 | 5 | 5 | 14  |
| 42    | 5 | 4 | 5 | 14  |
| 43    | 4 | 5 | 4 | 13  |
| 44    | 3 | 3 | 2 | 8   |
| 45    | 4 | 5 | 5 | 14  |
| 46    | 4 | 4 | 4 | 12  |
| 47    | 5 | 5 | 4 | 14  |
| 48    | 3 | 2 | 3 | 8   |
| 49    | 5 | 5 | 4 | 14  |
| 50    | 4 | 4 | 4 | 12  |
| 51    | 5 | 4 | 5 | 14  |
| 52    | 5 | 5 | 4 | 14  |
| 53    | 4 | 5 | 5 | 14  |
| 54    | 4 | 4 | 3 | 11  |
| 55    | 3 | 3 | 2 | 8   |
| 56    | 5 | 4 | 4 | 13  |
| 57    | 3 | 3 | 3 | 9   |
| 58    | 4 | 3 | 4 | 11  |
| 59    | 4 | 4 | 3 | 11  |
| 60    | 4 | 3 | 3 | 10  |
| 61    | 4 | 4 | 3 | 11  |
| 62    | 4 | 5 | 4 | 13  |
| 63    | 5 | 4 | 5 | 14  |
| 64    | 3 | 2 | 3 | 8   |
| 65    | 4 | 4 | 4 | 12  |
| 66    | 4 | 4 | 3 | 11  |
| 67    | 4 | 5 | 5 | 14  |
| 68    | 4 | 4 | 4 | 12  |
| 69    | 5 | 4 | 4 | 13  |
| 70    | 4 | 5 | 5 | 14  |
| 71    | 3 | 2 | 3 | 8   |
| 72    | 4 | 4 | 3 | 11  |
| 73    | 3 | 3 | 2 | 8   |
| 74    | 4 | 4 | 3 | 11  |
| 75    | 4 | 5 | 4 | 13  |
| 76    | 3 | 2 | 3 | 8   |
| 77    | 4 | 5 | 4 | 13  |
| 78    | 5 | 4 | 5 | 14  |
| 79    | 4 | 4 | 4 | 12  |
| 80    | 4 | 4 | 5 | 13  |
| Total |   |   |   | 953 |



**Data Interval**

| No. | 1     | 2     | 3     | Y      |
|-----|-------|-------|-------|--------|
| 1   | 4.890 | 2.607 | 2.937 | 10.434 |
| 2   | 3.554 | 3.789 | 2.937 | 10.281 |
| 3   | 3.554 | 3.789 | 2.937 | 10.281 |
| 4   | 4.890 | 2.607 | 2.937 | 10.434 |
| 5   | 3.554 | 2.607 | 4.101 | 10.262 |
| 6   | 3.554 | 3.789 | 2.937 | 10.281 |
| 7   | 2.299 | 1.806 | 1.000 | 5.106  |
| 8   | 3.554 | 3.789 | 2.937 | 10.281 |
| 9   | 3.554 | 3.789 | 4.101 | 11.445 |
| 10  | 1.000 | 3.789 | 2.937 | 7.726  |
| 11  | 4.890 | 2.607 | 2.937 | 10.434 |
| 12  | 3.554 | 2.607 | 4.101 | 10.262 |
| 13  | 2.299 | 1.806 | 1.000 | 5.106  |
| 14  | 3.554 | 2.607 | 4.101 | 10.262 |
| 15  | 3.554 | 2.607 | 1.993 | 8.154  |
| 16  | 3.554 | 1.806 | 1.993 | 7.354  |
| 17  | 3.554 | 1.806 | 2.937 | 8.298  |
| 18  | 3.554 | 2.607 | 4.101 | 10.262 |
| 19  | 2.299 | 2.607 | 1.993 | 6.900  |
| 20  | 3.554 | 3.789 | 2.937 | 10.281 |
| 21  | 3.554 | 2.607 | 2.937 | 9.098  |
| 22  | 3.554 | 1.806 | 2.937 | 8.298  |
| 23  | 3.554 | 3.789 | 2.937 | 10.281 |
| 24  | 2.299 | 1.000 | 1.993 | 5.292  |
| 25  | 4.890 | 2.607 | 4.101 | 11.598 |
| 26  | 4.890 | 3.789 | 2.937 | 11.616 |
| 27  | 3.554 | 3.789 | 4.101 | 11.445 |
| 28  | 3.554 | 3.789 | 2.937 | 10.281 |
| 29  | 4.890 | 2.607 | 4.101 | 11.598 |
| 30  | 3.554 | 3.789 | 4.101 | 11.445 |
| 31  | 4.890 | 2.607 | 4.101 | 11.598 |
| 32  | 4.890 | 3.789 | 2.937 | 11.616 |
| 33  | 3.554 | 3.789 | 4.101 | 11.445 |
| 34  | 2.299 | 1.000 | 1.993 | 5.292  |
| 35  | 4.890 | 3.789 | 2.937 | 11.616 |
| 36  | 2.299 | 1.806 | 1.000 | 5.106  |
| 37  | 2.299 | 1.000 | 1.993 | 5.292  |
| 38  | 3.554 | 3.789 | 4.101 | 11.445 |
| 39  | 2.299 | 1.000 | 1.993 | 5.292  |
| 40  | 4.890 | 3.789 | 2.937 | 11.616 |
| 41  | 3.554 | 3.789 | 4.101 | 11.445 |

| No. | 1     | 2     | 3     | Y      |
|-----|-------|-------|-------|--------|
| 42  | 4.890 | 2.607 | 4.101 | 11.598 |
| 43  | 3.554 | 3.789 | 2.937 | 10.281 |
| 44  | 2.299 | 1.806 | 1.000 | 5.106  |
| 45  | 3.554 | 3.789 | 4.101 | 11.445 |
| 46  | 3.554 | 2.607 | 2.937 | 9.098  |
| 47  | 4.890 | 3.789 | 2.937 | 11.616 |
| 48  | 2.299 | 1.000 | 1.993 | 5.292  |
| 49  | 4.890 | 3.789 | 2.937 | 11.616 |
| 50  | 3.554 | 2.607 | 2.937 | 9.098  |
| 51  | 4.890 | 2.607 | 4.101 | 11.598 |
| 52  | 4.890 | 3.789 | 2.937 | 11.616 |
| 53  | 3.554 | 3.789 | 4.101 | 11.445 |
| 54  | 3.554 | 2.607 | 1.993 | 8.154  |
| 55  | 2.299 | 1.806 | 1.000 | 5.106  |
| 56  | 4.890 | 2.607 | 2.937 | 10.434 |
| 57  | 2.299 | 1.806 | 1.993 | 6.099  |
| 58  | 3.554 | 1.806 | 2.937 | 8.298  |
| 59  | 3.554 | 2.607 | 1.993 | 8.154  |
| 60  | 3.554 | 1.806 | 1.993 | 7.354  |
| 61  | 3.554 | 2.607 | 1.993 | 8.154  |
| 62  | 3.554 | 3.789 | 2.937 | 10.281 |
| 63  | 4.890 | 2.607 | 4.101 | 11.598 |
| 64  | 2.299 | 1.000 | 1.993 | 5.292  |
| 65  | 3.554 | 2.607 | 2.937 | 9.098  |
| 66  | 3.554 | 2.607 | 1.993 | 8.154  |
| 67  | 3.554 | 3.789 | 4.101 | 11.445 |
| 68  | 3.554 | 2.607 | 2.937 | 9.098  |
| 69  | 4.890 | 2.607 | 2.937 | 10.434 |
| 70  | 3.554 | 3.789 | 4.101 | 11.445 |
| 71  | 2.299 | 1.000 | 1.993 | 5.292  |
| 72  | 3.554 | 2.607 | 1.993 | 8.154  |
| 73  | 2.299 | 1.806 | 1.000 | 5.106  |
| 74  | 3.554 | 2.607 | 1.993 | 8.154  |
| 75  | 3.554 | 3.789 | 2.937 | 10.281 |
| 76  | 2.299 | 1.000 | 1.993 | 5.292  |
| 77  | 3.554 | 3.789 | 2.937 | 10.281 |
| 78  | 4.890 | 2.607 | 4.101 | 11.598 |
| 79  | 3.554 | 2.607 | 2.937 | 9.098  |
| 80  | 3.554 | 2.607 | 4.101 | 10.262 |

**6. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel  
Loyalitas Pelanggan.**

**Data Ordinal**

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

| No.   | 1 | 2 | 3 | Y   |
|-------|---|---|---|-----|
| 40    | 5 | 5 | 5 | 15  |
| 41    | 2 | 5 | 4 | 11  |
| 42    | 5 | 5 | 4 | 14  |
| 43    | 4 | 4 | 4 | 12  |
| 44    | 3 | 3 | 3 | 9   |
| 45    | 5 | 5 | 2 | 12  |
| 46    | 2 | 5 | 4 | 11  |
| 47    | 5 | 5 | 5 | 15  |
| 48    | 4 | 3 | 3 | 10  |
| 49    | 4 | 4 | 4 | 12  |
| 50    | 5 | 4 | 2 | 11  |
| 51    | 5 | 5 | 5 | 15  |
| 52    | 4 | 4 | 5 | 13  |
| 53    | 5 | 5 | 4 | 14  |
| 54    | 5 | 4 | 2 | 11  |
| 55    | 4 | 4 | 2 | 10  |
| 56    | 4 | 4 | 4 | 12  |
| 57    | 4 | 2 | 4 | 10  |
| 58    | 4 | 4 | 4 | 12  |
| 59    | 5 | 4 | 2 | 11  |
| 60    | 5 | 4 | 2 | 11  |
| 61    | 4 | 5 | 2 | 11  |
| 62    | 4 | 4 | 4 | 12  |
| 63    | 5 | 4 | 4 | 13  |
| 64    | 4 | 4 | 2 | 10  |
| 65    | 4 | 4 | 4 | 12  |
| 66    | 4 | 2 | 4 | 10  |
| 67    | 4 | 4 | 4 | 12  |
| 68    | 5 | 2 | 4 | 11  |
| 69    | 5 | 5 | 2 | 12  |
| 70    | 5 | 5 | 4 | 14  |
| 71    | 3 | 2 | 4 | 9   |
| 72    | 2 | 4 | 5 | 11  |
| 73    | 2 | 2 | 5 | 9   |
| 74    | 3 | 4 | 4 | 11  |
| 75    | 4 | 4 | 4 | 12  |
| 76    | 3 | 3 | 3 | 9   |
| 77    | 4 | 5 | 4 | 13  |
| 78    | 5 | 5 | 4 | 14  |
| 79    | 4 | 2 | 5 | 11  |
| 80    | 5 | 5 | 4 | 14  |
| Total |   |   |   | 955 |

**Data Interval**

| No. | 1     | 2     | 3     | Y      |
|-----|-------|-------|-------|--------|
| 1   | 3.743 | 2.455 | 3.990 | 10.188 |
| 2   | 2.469 | 3.699 | 2.593 | 8.761  |
| 3   | 2.469 | 3.699 | 2.593 | 8.761  |
| 4   | 3.743 | 2.455 | 3.990 | 10.188 |
| 5   | 3.743 | 2.455 | 2.593 | 8.791  |
| 6   | 3.743 | 3.699 | 2.593 | 10.036 |
| 7   | 2.469 | 1.000 | 1.678 | 5.147  |
| 8   | 3.743 | 2.455 | 2.593 | 8.791  |
| 9   | 2.469 | 3.699 | 2.593 | 8.761  |
| 10  | 1.000 | 3.699 | 2.593 | 7.292  |
| 11  | 2.469 | 3.699 | 2.593 | 8.761  |
| 12  | 3.743 | 2.455 | 2.593 | 8.791  |
| 13  | 1.658 | 1.685 | 1.678 | 5.021  |
| 14  | 3.743 | 2.455 | 2.593 | 8.791  |
| 15  | 2.469 | 2.455 | 2.593 | 7.517  |
| 16  | 2.469 | 2.455 | 2.593 | 7.517  |
| 17  | 2.469 | 3.699 | 2.593 | 8.761  |
| 18  | 3.743 | 2.455 | 2.593 | 8.791  |
| 19  | 1.000 | 3.699 | 2.593 | 7.292  |
| 20  | 2.469 | 3.699 | 2.593 | 8.761  |
| 21  | 3.743 | 2.455 | 1.000 | 7.198  |
| 22  | 2.469 | 3.699 | 1.000 | 7.168  |
| 23  | 3.743 | 3.699 | 1.000 | 8.442  |
| 24  | 2.469 | 1.685 | 1.000 | 5.153  |
| 25  | 2.469 | 2.455 | 3.990 | 8.913  |
| 26  | 3.743 | 1.000 | 2.593 | 7.337  |
| 27  | 1.000 | 3.699 | 2.593 | 7.292  |
| 28  | 3.743 | 3.699 | 3.990 | 11.432 |
| 29  | 3.743 | 3.699 | 3.990 | 11.432 |
| 30  | 2.469 | 3.699 | 2.593 | 8.761  |
| 31  | 2.469 | 3.699 | 2.593 | 8.761  |
| 32  | 3.743 | 3.699 | 2.593 | 10.036 |
| 33  | 2.469 | 3.699 | 2.593 | 8.761  |
| 34  | 2.469 | 1.685 | 1.000 | 5.153  |
| 35  | 3.743 | 3.699 | 2.593 | 10.036 |
| 36  | 1.000 | 2.455 | 2.593 | 6.048  |
| 37  | 1.658 | 2.455 | 1.000 | 5.113  |
| 38  | 2.469 | 2.455 | 2.593 | 7.517  |
| 39  | 2.469 | 1.685 | 1.678 | 5.832  |
| 40  | 3.743 | 3.699 | 3.990 | 11.432 |
| 41  | 1.000 | 3.699 | 2.593 | 7.292  |



| No. | 1     | 2     | 3     | Y      |
|-----|-------|-------|-------|--------|
| 42  | 3.743 | 3.699 | 2.593 | 10.036 |
| 43  | 2.469 | 2.455 | 2.593 | 7.517  |
| 44  | 1.658 | 1.685 | 1.678 | 5.021  |
| 45  | 3.743 | 3.699 | 1.000 | 8.442  |
| 46  | 1.000 | 3.699 | 2.593 | 7.292  |
| 47  | 3.743 | 3.699 | 3.990 | 11.432 |
| 48  | 2.469 | 1.685 | 1.678 | 5.832  |
| 49  | 2.469 | 2.455 | 2.593 | 7.517  |
| 50  | 3.743 | 2.455 | 1.000 | 7.198  |
| 51  | 3.743 | 3.699 | 3.990 | 11.432 |
| 52  | 2.469 | 2.455 | 3.990 | 8.913  |
| 53  | 3.743 | 3.699 | 2.593 | 10.036 |
| 54  | 3.743 | 2.455 | 1.000 | 7.198  |
| 55  | 2.469 | 2.455 | 1.000 | 5.923  |
| 56  | 2.469 | 2.455 | 2.593 | 7.517  |
| 57  | 2.469 | 1.000 | 2.593 | 6.062  |
| 58  | 2.469 | 2.455 | 2.593 | 7.517  |
| 59  | 3.743 | 2.455 | 1.000 | 7.198  |
| 60  | 3.743 | 2.455 | 1.000 | 7.198  |
| 61  | 2.469 | 3.699 | 1.000 | 7.168  |
| 62  | 2.469 | 2.455 | 2.593 | 7.517  |
| 63  | 3.743 | 2.455 | 2.593 | 8.791  |
| 64  | 2.469 | 2.455 | 1.000 | 5.923  |
| 65  | 2.469 | 2.455 | 2.593 | 7.517  |
| 66  | 2.469 | 1.000 | 2.593 | 6.062  |
| 67  | 2.469 | 2.455 | 2.593 | 7.517  |
| 68  | 3.743 | 1.000 | 2.593 | 7.337  |
| 69  | 3.743 | 3.699 | 1.000 | 8.442  |
| 70  | 3.743 | 3.699 | 2.593 | 10.036 |
| 71  | 1.658 | 1.000 | 2.593 | 5.251  |
| 72  | 1.000 | 2.455 | 3.990 | 7.445  |
| 73  | 1.000 | 1.000 | 3.990 | 5.990  |
| 74  | 1.658 | 2.455 | 2.593 | 6.706  |
| 75  | 2.469 | 2.455 | 2.593 | 7.517  |
| 76  | 1.658 | 1.685 | 1.678 | 5.021  |
| 77  | 2.469 | 3.699 | 2.593 | 8.761  |
| 78  | 3.743 | 3.699 | 2.593 | 10.036 |
| 79  | 2.469 | 1.000 | 3.990 | 7.459  |
| 80  | 3.743 | 3.699 | 2.593 | 10.036 |

## 7. Tabulasi Data Analisis Regresi Linier Berganda

| No. | X <sub>1</sub> | X <sub>2</sub> | Y      |
|-----|----------------|----------------|--------|
| 1   | 17.719         | 10.434         | 10.188 |
| 2   | 15.389         | 10.281         | 8.761  |
| 3   | 14.235         | 10.281         | 8.761  |
| 4   | 17.813         | 10.434         | 10.188 |
| 5   | 17.798         | 10.262         | 8.791  |
| 6   | 17.837         | 10.281         | 10.036 |
| 7   | 8.206          | 5.106          | 5.147  |
| 8   | 16.680         | 10.281         | 8.791  |
| 9   | 17.719         | 11.445         | 8.761  |
| 10  | 12.451         | 7.726          | 7.292  |
| 11  | 16.680         | 10.434         | 8.761  |
| 12  | 17.798         | 10.262         | 8.791  |
| 13  | 8.811          | 5.106          | 5.021  |
| 14  | 17.247         | 10.262         | 8.791  |
| 15  | 13.012         | 8.154          | 7.517  |
| 16  | 13.012         | 7.354          | 7.517  |
| 17  | 16.594         | 8.298          | 8.761  |
| 18  | 17.294         | 10.262         | 8.791  |
| 19  | 13.012         | 6.900          | 7.292  |
| 20  | 17.719         | 10.281         | 8.761  |
| 21  | 13.012         | 9.098          | 7.198  |
| 22  | 14.169         | 8.298          | 7.168  |
| 23  | 13.012         | 10.281         | 8.442  |
| 24  | 9.455          | 5.292          | 5.153  |
| 25  | 18.970         | 11.598         | 8.913  |
| 26  | 18.970         | 11.616         | 7.337  |
| 27  | 16.565         | 11.445         | 7.292  |
| 28  | 18.970         | 10.281         | 11.432 |
| 29  | 17.837         | 11.598         | 11.432 |
| 30  | 17.813         | 11.445         | 8.761  |
| 31  | 18.970         | 11.598         | 8.761  |
| 32  | 18.970         | 11.616         | 10.036 |
| 33  | 15.327         | 11.445         | 8.761  |
| 34  | 8.058          | 5.292          | 5.153  |
| 35  | 18.970         | 11.616         | 10.036 |
| 36  | 14.169         | 5.106          | 6.048  |
| 37  | 9.455          | 5.292          | 5.113  |
| 38  | 13.012         | 11.445         | 7.517  |
| 39  | 8.058          | 5.292          | 5.832  |
| 40  | 17.813         | 11.616         | 11.432 |
| 41  | 18.970         | 11.445         | 7.292  |
| 42  | 18.970         | 11.598         | 10.036 |
| 43  | 16.475         | 10.281         | 7.517  |
| 44  | 9.639          | 5.106          | 5.021  |

| No. | X <sub>1</sub> | X <sub>2</sub> | Y      |
|-----|----------------|----------------|--------|
| 45  | 16.546         | 11.445         | 8.442  |
| 46  | 17.798         | 9.098          | 7.292  |
| 47  | 17.727         | 11.616         | 11.432 |
| 48  | 8.058          | 5.292          | 5.832  |
| 49  | 16.562         | 11.616         | 7.517  |
| 50  | 15.318         | 9.098          | 7.198  |
| 51  | 17.727         | 11.598         | 11.432 |
| 52  | 17.727         | 11.616         | 8.913  |
| 53  | 18.970         | 11.445         | 10.036 |
| 54  | 16.562         | 8.154          | 7.198  |
| 55  | 8.811          | 5.106          | 5.923  |
| 56  | 16.562         | 10.434         | 7.517  |
| 57  | 11.777         | 6.099          | 6.062  |
| 58  | 14.146         | 8.298          | 7.517  |
| 59  | 18.970         | 8.154          | 7.198  |
| 60  | 13.012         | 7.354          | 7.198  |
| 61  | 12.451         | 8.154          | 7.168  |
| 62  | 16.562         | 10.281         | 7.517  |
| 63  | 17.727         | 11.598         | 8.791  |
| 64  | 8.811          | 5.292          | 5.923  |
| 65  | 17.727         | 9.098          | 7.517  |
| 66  | 8.787          | 8.154          | 6.062  |
| 67  | 14.185         | 11.445         | 7.517  |
| 68  | 14.235         | 9.098          | 7.337  |
| 69  | 13.012         | 10.434         | 8.442  |
| 70  | 17.798         | 11.445         | 10.036 |
| 71  | 9.455          | 5.292          | 5.251  |
| 72  | 14.325         | 8.154          | 7.445  |
| 73  | 7.811          | 5.106          | 5.990  |
| 74  | 12.445         | 8.154          | 6.706  |
| 75  | 14.235         | 10.281         | 7.517  |
| 76  | 7.811          | 5.292          | 5.021  |
| 77  | 16.570         | 10.281         | 8.761  |
| 78  | 17.727         | 11.598         | 10.036 |
| 79  | 13.483         | 9.098          | 7.459  |
| 80  | 17.727         | 10.262         | 10.036 |

**Lampiran 05: Daftar Nilai  $R_{tabel}$  Signifikasi 5% dan 1%**

| N  | The Level of Significance |       | N    | The Level of Significance |       |
|----|---------------------------|-------|------|---------------------------|-------|
|    | 5%                        | 1%    |      | 5%                        | 1%    |
| 3  | 0.997                     | 0.999 | 38   | 0.320                     | 0.413 |
| 4  | 0.950                     | 0.990 | 39   | 0.316                     | 0.408 |
| 5  | 0.878                     | 0.959 | 40   | 0.312                     | 0.312 |
| 6  | 0.811                     | 0.917 | 41   | 0.308                     | 0.398 |
| 7  | 0.754                     | 0.874 | 42   | 0.304                     | 0.393 |
| 8  | 0.707                     | 0.834 | 43   | 0.301                     | 0.389 |
| 9  | 0.666                     | 0.798 | 44   | 0.297                     | 0.384 |
| 10 | 0.632                     | 0.765 | 45   | 0.294                     | 0.380 |
| 11 | 0.602                     | 0.735 | 46   | 0.291                     | 0.376 |
| 12 | 0.576                     | 0.708 | 47   | 0.288                     | 0.372 |
| 13 | 0.553                     | 0.684 | 48   | 0.284                     | 0.368 |
| 14 | 0.532                     | 0.661 | 49   | 0.281                     | 0.364 |
| 15 | 0.514                     | 0.641 | 50   | 0.279                     | 0.361 |
| 16 | 0.497                     | 0.623 | 55   | 0.266                     | 0.345 |
| 17 | 0.482                     | 0.606 | 60   | 0.254                     | 0.330 |
| 18 | 0.468                     | 0.590 | 65   | 0.244                     | 0.317 |
| 19 | 0.456                     | 0.575 | 70   | 0.235                     | 0.306 |
| 20 | 0.444                     | 0.561 | 75   | 0.227                     | 0.296 |
| 21 | 0.433                     | 0.549 | 80   | 0.220                     | 0.286 |
| 22 | 0.432                     | 0.537 | 85   | 0.213                     | 0.278 |
| 23 | 0.413                     | 0.526 | 90   | 0.207                     | 0.267 |
| 24 | 0.404                     | 0.515 | 95   | 0.202                     | 0.263 |
| 25 | 0.396                     | 0.505 | 100  | 0.195                     | 0.256 |
| 26 | 0.388                     | 0.496 | 125  | 0.176                     | 0.230 |
| 27 | 0.381                     | 0.487 | 150  | 0.159                     | 0.210 |
| 28 | 0.374                     | 0.478 | 175  | 0.148                     | 0.194 |
| 29 | 0.367                     | 0.470 | 200  | 0.138                     | 0.181 |
| 30 | 0.361                     | 0.463 | 300  | 0.113                     | 0.148 |
| 31 | 0.355                     | 0.456 | 400  | 0.098                     | 0.128 |
| 32 | 0.349                     | 0.449 | 500  | 0.088                     | 0.115 |
| 33 | 0.344                     | 0.442 | 600  | 0.080                     | 0.105 |
| 34 | 0.339                     | 0.436 | 700  | 0.074                     | 0.097 |
| 35 | 0.334                     | 0.430 | 800  | 0.070                     | 0.091 |
| 36 | 0.329                     | 0.424 | 900  | 0.065                     | 0.086 |
| 37 | 0.325                     | 0.418 | 1000 | 0.062                     | 0.081 |

(Sumber : [http://repository.upi.edu/14867/16/S\\_PEA\\_1005771\\_Appendix7.pdf](http://repository.upi.edu/14867/16/S_PEA_1005771_Appendix7.pdf))

## Lampiran 06. Hasil *Output* SPSS

### 1. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kualitas Produk

#### Output SPSS Uji Validitas Kuesioner Kualitas Produk

|       |                     | Item1  | Item2  | Item3  | Item4  | Item5  | Total  |
|-------|---------------------|--------|--------|--------|--------|--------|--------|
| Item1 | Pearson Correlation | 1      | .019   | .388*  | .014   | .792** | .682** |
|       | Sig. (2-tailed)     |        | .923   | .034   | .939   | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Item2 | Pearson Correlation | .019   | 1      | .247   | .522** | .230   | .556** |
|       | Sig. (2-tailed)     | .923   |        | .188   | .003   | .221   | .001   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Item3 | Pearson Correlation | .388*  | .247   | 1      | .193   | .627** | .741** |
|       | Sig. (2-tailed)     | .034   | .188   |        | .306   | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Item4 | Pearson Correlation | .014   | .522** | .193   | 1      | .180   | .541** |
|       | Sig. (2-tailed)     | .939   | .003   | .306   |        | .341   | .002   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Item5 | Pearson Correlation | .792** | .230   | .627** | .180   | 1      | .856** |
|       | Sig. (2-tailed)     | .000   | .221   | .000   | .341   |        | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Total | Pearson Correlation | .682** | .556** | .741** | .541** | .856** | 1      |
|       | Sig. (2-tailed)     | .000   | .001   | .000   | .002   | .000   |        |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |

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

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

#### Output SPSS Uji Reliabilitas Kuesioner Kualitas Produk

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .708             | 5          |



## 2. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Nilai Pelanggan

### Output SPSS Uji Validitas Kuesioner Nilai Pelanggan

#### Correlations

|       |                     | Item1  | Item2  | Item3  | Total  |
|-------|---------------------|--------|--------|--------|--------|
| Item1 | Pearson Correlation | 1      | .433*  | .500** | .789** |
|       | Sig. (2-tailed)     |        | .017   | .005   | .000   |
|       | N                   | 30     | 30     | 30     | 30     |
| Item2 | Pearson Correlation | .433*  | 1      | .540** | .816** |
|       | Sig. (2-tailed)     | .017   |        | .002   | .000   |
|       | N                   | 30     | 30     | 30     | 30     |
| Item3 | Pearson Correlation | .500** | .540** | 1      | .834** |
|       | Sig. (2-tailed)     | .005   | .002   |        | .000   |
|       | N                   | 30     | 30     | 30     | 30     |
| Total | Pearson Correlation | .789** | .816** | .834** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|       | N                   | 30     | 30     | 30     | 30     |

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

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

### Output SPSS Uji Reliabilitas Kuesioner Nilai Pelanggan

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .743             | 3          |

### 3. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Loyalitas Pelanggan

#### Output SPSS Uji Validitas Kuesioner Loyalitas Pelanggan

**Correlations**

|       |                     | Item1  | Item2  | Item3  | Total  |
|-------|---------------------|--------|--------|--------|--------|
| Item1 | Pearson Correlation | 1      | .536** | .509** | .840** |
|       | Sig. (2-tailed)     |        | .002   | .004   | .000   |
|       | N                   | 30     | 30     | 30     | 30     |
| Item2 | Pearson Correlation | .536** | 1      | .402*  | .800** |
|       | Sig. (2-tailed)     | .002   |        | .028   | .000   |
|       | N                   | 30     | 30     | 30     | 30     |
| Item3 | Pearson Correlation | .509** | .402*  | 1      | .788** |
|       | Sig. (2-tailed)     | .004   | .028   |        | .000   |
|       | N                   | 30     | 30     | 30     | 30     |
| Total | Pearson Correlation | .840** | .800** | .788** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|       | N                   | 30     | 30     | 30     | 30     |

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

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

#### Output SPSS Uji Reliabilitas Kuesioner Loyalitas Pelanggan

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .736             | 3          |



#### 4. Output SPSS Uji Asumsi Klasik

##### Hasil Uji Normalitas

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

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 80                      |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | .91248956               |
| Most Extreme Differences         | Absolute       | .095                    |
|                                  | Positive       | .095                    |
|                                  | Negative       | -.059                   |
| Test Statistic                   |                | .095                    |
| Asymp. Sig. (2-tailed)           |                | .071 <sup>c</sup>       |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

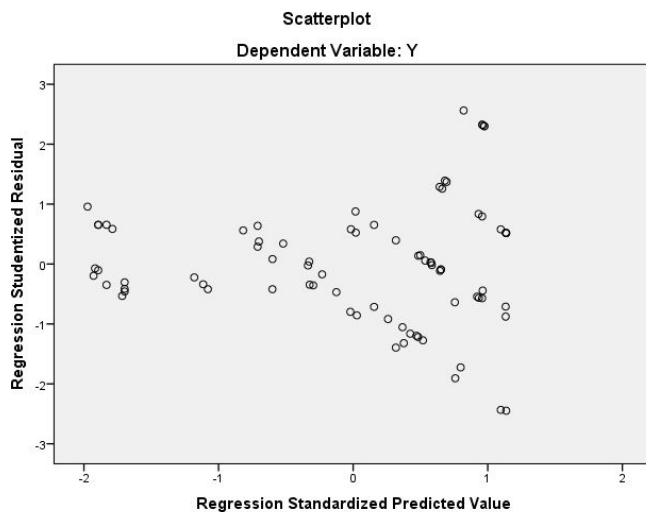
##### Hasil Uji Multikolinieritas

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

| Model |    | Collinearity Statistics |       |
|-------|----|-------------------------|-------|
|       |    | Tolerance               | VIF   |
| 1     | X1 | .259                    | 3.859 |
|       | X2 | .259                    | 3.859 |

a. Dependent Variable: Y

##### Hasil Uji Heteroskedastisitas



## 5. Output SPSS Analisis Regresi Linier Berganda

| <b>Model Summary</b> |                   |          |                   |                            |                   |          |     |     |               |
|----------------------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| Model                | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               |
|                      |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |
| 1                    | .842 <sup>a</sup> | .709     | .702              | .924264                    | .709              | 93.938   | 2   | 77  | .000          |

a. Predictors: (Constant), X2, X1

| <b>ANOVA<sup>a</sup></b> |            |                |    |             |        |                   |
|--------------------------|------------|----------------|----|-------------|--------|-------------------|
| Model                    |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1                        | Regression | 160.496        | 2  | 80.248      | 93.938 | .000 <sup>b</sup> |
|                          | Residual   | 65.778         | 77 | .854        |        |                   |
|                          | Total      | 226.274        | 79 |             |        |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

| <b>Coefficients<sup>a</sup></b> |            |                             |            |                           |       |      |              |         |      |
|---------------------------------|------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|
| Model                           |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      |
|                                 |            | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part |
| 1                               | (Constant) | 1.846                       | .459       |                           | 4.020 | .000 |              |         |      |
|                                 | X1         | .200                        | .058       | .416                      | 3.450 | .001 | .809         | .366    | .212 |
|                                 | X2         | .337                        | .089       | .457                      | 3.783 | .000 | .815         | .396    | .232 |

a. Dependent Variable: Y

## RIWAYAT HIDUP



Ni Putu Manik Nataliani lahir di Pekutatan pada tanggal 25 Desember 1999. Penulis lahir dari pasangan Bapak I Made Arnata dan Ibu Ni Kadek Astini. Penulis berkebangsaan Indonesia serta beragama Hindu. Penulis beralamat di Desa Pekutatan, Kecamatan Pekutatan, Kabupaten Jembarana. Penulis menyelesaikan pendidikan dari dasar di SDN 5 Pekutatan lulus pada tahun 2011. Kemudian penulis melanjutkan di SMP 1 Pekutatan dan lulus 2014. Pada tahun 2017, penulis lulus dari SMAN 1 Pekutatan dan melanjutkan S1 Manajemen di Universitas Pendidikan Ganesha. Pada semester akhir ini di tahun 2021, penulis telah menyelesaikan skripsi yang berjudul “ Pengaruh Kualitas Produk dan Nilai Pelanggan terhadap Loyalitas Pelanggan di Toko Busana Adat Bali Yasa Indah Collection Cabang Pekutatan “.

