


### Lampiran 1: Kuesioner Penelitian

	<p style="text-align: center;"><b>KUESIONER PENGARUH KUALITAS PELAYANAN DAN KUALITAS PRODUK TERHADAP LOYALITAS PELANGGAN PADA PENJAHIT KRISNA DI SINGARAJA DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL <i>INTERVENING</i></b></p>
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Yth. Saudara/i pelanggan Penjahit Krisna

Hal : Pengisian Kuesioner

Dengan Hormat,

Sehubungan dengan penelitian yang berjudul “Pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Loyalitas Pelanggan pada Penjahit Krisna di Singaraja dengan Kepuasan Konsumen sebagai Variabel *Intervening*” yaitu dalam rangka menyelesaikan tugas akhir di Universitas Pendidikan Ganesha pada Program Studi S1 Manajemen.

Maka dari itu, saya memohon kesediaan Saudara/i untuk berkenan untuk mengisi angket ini. Atas kesediaan dan bantuannya yang turut mengisi angket penelitian ini saya ucapkan terima kasih.

Singaraja, 25 Februari 2021

Peneliti

Luh Putu Krisna Dewi  
Nim. 1717041108

**A. IDENTITAS RESPONDEN**

(Berilah tanda (√) pada kotak jawaban yang tepat)

Nama :

Usia :

Alamat :

Jenis Kelamin :  Laki- laki

Perempuan

Apakah Anda telah menggunakan jasa dari Penjahit Krisna lebih dari dua kali?

Iya  Tidak

Apakah Anda masih aktif menggunakan jasa dari Penjahit Krisna selama 6 bulan terakhir?

Iya  Tidak

**B. DAFTAR PERNYATAAN**

Petunjuk Pengisian

Berilah tanda (√) pada salah satu kriteria jawaban yang paling tepat pada kolom alternatif jawaban sebagai berikut.

- a) SS = Sangat Setuju
- b) S = Setuju
- c) N = Netral
- d) TS = Tidak Setuju
- e) STS = Sangat Tidak Setuju

### I. Kualitas Pelayanan (X<sub>1</sub>)

No.	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
<b>Keandalan Pelayanan</b>						
1.	Penjahit Krisna mampu memberikan pelayanan dengan cepat dan akurat.					
2.	Penjahit Krisna handal dalam melayani kebutuhan saya.					
<b>Daya Tanggap</b>						
3.	Penjahit Krisna menanggapi keinginan saya dengan baik.					
4.	Penjahit krisna menangani keluhan dengan baik.					
<b>Empati</b>						
5.	Penjahit Krisna mampu berkomunikasi dengan baik dan ramah.					
6.	Penjahit Krisna peduli akan keinginan dan harapan saya.					

### II. Kualitas Produk (X<sub>2</sub>)

No.	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
<b>Kualitas Kinerja</b>						
1.	Kualitas dari produk kebaya yang diberikan sesuai dengan harapan.					
2.	Kualitas jahitan yang diberikan rapi dan tahan lama.					
<b>Kesan akan Kualitas</b>						
3.	Saya percaya dengan kualitas jahitan kebaya dari Penjahit Krisna.					
4.	Jahitan kebaya dari Penjahit Krisna unggul secara menyeluruh.					
<b>Kemudahan Perbaikan</b>						
5.	Penjahit krisna memberikan garansi pada kualitas jahitan yang diberikan.					
6.	Penjahit Krisna memberikan servis gratis pada setiap perbaikan produk kebaya.					

### III. Kepuasan Konsumen (Z)

No.	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
<b>Kesesuaian Pelayanan dengan yang Diharapkan</b>						
1.	Pelayanan yang diberikan Penjahit Krisna sesuai dengan harapan saya.					

2.	Saya puas dengan fasilitas layanan yang diberikan oleh Penjahit Krisna.					
<b>Minat Berkunjung Kembali</b>						
3.	Saya ingin menggunakan kembali jasa pembuatan kebaya dari Penjahit Krisna karena kualitas produk yang diberikan.					
4.	Saya ingin menggunakan kembali jasa pembuatan kebaya dari Penjahit Krisna karena pelayanan ramah yang diberikan.					
<b>Kesediaan Merekomendasikan</b>						
5.	Saya dengan senang hati merekomendasikan Penjahit Krisna kepada kerabat dan rekan-rekan saya.					
6.	Saya mengatakan hal-hal baik mengenai Penjahit Krisna kepada kerabat dan rekan-rekan saya.					

#### IV. Loyalitas Pelanggan (Y)

No.	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
<b><i>Repeat Purchase</i></b>						
1.	Saya secara teratur menggunakan jasa pembuatan kebaya dari penjahit Krisna.					
2.	Saya dengan setia menggunakan jasa dari Penjahit Krisna.					
<b><i>Retention</i></b>						
3.	Saya tidak tertarik untuk menggunakan jasa pembuatan kebaya dari tempat lain.					
4.	Saya dengan merasa percaya diri pada saat menggunakan kebaya dari Penjahit Krisna dibandingkan dengan kebaya dari jasa penjahit lain.					
<b><i>Refferal</i></b>						
5.	Saya menjelaskan mengenai keunggulan dari Penjahit Krisna kepada kerabat dan rekan-rekan saya.					
6.	Saya mengajak orang terdekat saya untuk menggunakan jasa dari Penjahit Krisna.					

**Lampiran 2: Data Ordinal Pernyataan Responden Sampel Kecil**

**Variabel Kualitas Pelayanan (X<sub>1</sub>)**

NO	Kualitas Pelayanan						Total
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
1	4	5	5	5	5	5	29
2	4	4	4	4	5	5	26
3	5	5	5	5	5	5	30
4	4	4	5	5	5	4	27
5	5	5	5	5	5	5	30
6	4	4	4	4	4	4	24
7	5	5	5	5	5	5	30
8	5	5	5	5	4	4	28
9	4	4	4	4	4	4	24
10	5	5	5	5	5	5	30
11	5	5	4	4	4	4	26
12	4	4	4	4	4	4	24
13	5	5	5	5	5	5	30
14	4	5	5	5	5	5	29
15	5	5	5	4	4	4	27
16	5	5	5	5	5	5	30
17	4	4	5	5	5	4	27
18	5	5	4	4	5	5	28
19	5	5	5	5	5	5	30
20	4	4	5	5	4	5	27
21	5	5	5	5	5	4	29
22	5	4	5	5	5	5	29
23	4	4	5	5	5	4	27
24	5	5	5	5	5	5	30
25	4	4	5	5	5	4	27
26	5	5	4	4	4	4	26
27	4	5	5	4	5	4	27
28	5	5	5	5	5	5	30
29	4	4	4	4	4	4	24
30	5	5	5	5	5	5	30

**Variabel Kualitas Produk (X<sub>2</sub>)**

NO	Kualitas Produk						Total
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
1	4	4	4	3	4	5	24

2	5	5	5	5	5	5	30
3	4	5	4	4	5	4	26
4	5	5	5	4	5	5	29
5	4	4	4	4	4	5	25
6	4	4	4	3	4	4	23
7	5	4	5	3	4	4	25
8	5	5	5	4	4	5	28
9	4	3	4	3	3	5	22
10	5	5	5	5	5	5	30
11	5	5	5	4	5	5	29
12	5	5	5	5	5	5	30
13	5	5	5	5	5	5	30
14	4	4	5	5	5	4	27
15	5	5	5	5	5	5	30
16	4	4	5	5	5	4	27
17	5	5	5	5	5	5	30
18	4	5	4	5	5	5	28
19	5	5	5	5	5	5	30
20	4	4	4	4	4	4	24
21	4	4	4	4	5	5	26
22	5	4	5	5	4	5	28
23	5	5	5	5	5	5	30
24	4	5	4	5	5	5	28
25	5	5	5	5	5	5	30
26	4	4	5	4	5	5	27
27	5	5	5	5	5	5	30
28	4	4	4	3	4	4	23
29	5	5	5	5	5	5	30
30	4	4	4	4	5	4	25

### Variabel Kepuasan Konsumen (Z)

NO	Kepuasan Konsumen						Total
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
1	4	4	5	5	5	4	27
2	4	4	5	5	5	4	27
3	5	5	5	5	5	5	30
4	5	5	5	5	5	5	30
5	5	5	5	5	5	5	30
6	4	4	4	4	4	4	24
7	4	4	5	4	5	4	26

8	5	5	5	5	5	5	30
9	5	4	5	5	5	5	29
10	5	4	4	4	4	5	26
11	4	3	4	5	4	4	24
12	4	4	4	4	4	4	24
13	5	4	4	5	5	5	28
14	5	4	5	5	4	5	28
15	4	4	4	4	4	4	24
16	5	5	5	5	5	5	30
17	5	4	5	5	5	5	29
18	5	5	5	5	5	4	29
19	5	5	5	5	5	5	30
20	5	5	5	5	5	5	30
21	5	5	5	5	5	5	30
22	4	4	5	5	5	4	27
23	5	5	5	5	4	5	29
24	5	5	5	5	5	5	30
25	5	5	5	5	5	5	30
26	4	4	4	4	4	4	24
27	5	4	4	5	5	5	28
28	5	5	5	5	5	5	30
29	5	5	5	5	4	5	29
30	5	5	5	5	5	5	30

### Variabel Loyalitas Pelanggan (Y)

NO	Loyalitas Pelanggan						Total
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
1	4	4	4	4	4	4	24
2	5	5	5	5	5	5	30
3	4	5	5	5	5	5	29
4	5	5	5	5	5	5	30
5	4	4	4	4	4	4	24
6	5	4	5	4	5	4	27
7	4	4	5	4	4	4	25
8	3	4	3	5	4	5	24
9	4	3	4	4	4	4	23
10	5	5	5	5	5	5	30
11	5	5	5	5	5	5	30
12	4	5	5	5	5	5	29
13	5	5	5	5	5	5	30

<b>14</b>	4	5	4	4	4	4	<b>25</b>
<b>15</b>	5	5	5	4	5	4	<b>28</b>
<b>16</b>	4	5	4	4	4	4	<b>25</b>
<b>17</b>	5	5	4	5	5	5	<b>29</b>
<b>18</b>	5	5	5	5	5	5	<b>30</b>
<b>19</b>	4	5	5	5	5	5	<b>29</b>
<b>20</b>	5	4	5	5	4	5	<b>28</b>
<b>21</b>	4	5	4	5	4	5	<b>27</b>
<b>22</b>	5	4	5	5	5	5	<b>29</b>
<b>23</b>	4	5	4	4	4	4	<b>25</b>
<b>24</b>	5	5	4	5	5	5	<b>29</b>
<b>25</b>	4	5	5	5	5	5	<b>29</b>
<b>26</b>	4	5	5	5	5	5	<b>29</b>
<b>27</b>	5	5	5	5	5	5	<b>30</b>
<b>28</b>	5	4	5	5	5	5	<b>29</b>
<b>29</b>	5	5	5	5	5	5	<b>30</b>
<b>30</b>	5	5	4	4	4	4	<b>26</b>





**Lampiran 3: Data Ordinal Pernyataan Responden Sampel Besar**

**Variabel Kualitas Pelayanan (X<sub>1</sub>)**

NO	Kualitas Pelayanan						Total
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
1	5	5	5	5	5	5	30
2	4	5	5	5	5	5	29
3	4	5	5	5	5	5	29
4	4	4	4	4	4	4	24
5	5	5	5	5	5	5	30
6	5	5	5	5	5	4	29
7	3	5	5	5	5	4	27
8	5	5	5	5	5	5	30
9	5	5	4	5	5	5	29
10	5	5	5	5	5	5	30
11	5	5	3	4	4	5	26
12	4	4	5	5	4	4	26
13	5	5	4	5	4	5	28
14	5	5	4	5	5	5	29
15	5	5	4	4	4	5	27
16	4	4	3	4	5	4	24
17	4	4	4	4	4	4	24
18	5	5	4	4	3	5	26
19	5	5	5	5	5	5	30
20	5	5	4	4	4	5	27
21	5	5	4	5	5	5	29
22	5	5	5	5	5	5	30
23	4	4	5	5	5	4	27
24	5	4	5	5	5	5	29
25	5	5	4	5	5	5	29
26	5	5	5	5	5	5	30
27	5	4	5	5	5	5	29
28	5	4	5	5	5	5	29
29	5	5	5	5	5	5	30
30	5	5	5	4	5	3	27
31	4	4	5	5	5	4	27
32	5	5	3	4	3	5	25
33	5	5	4	4	4	5	27
34	5	5	5	5	5	5	30
35	5	5	5	5	5	5	30
36	5	5	5	4	5	4	28

<b>37</b>	5	5	5	5	5	5	<b>30</b>
<b>38</b>	4	4	4	4	4	4	<b>24</b>
<b>39</b>	4	5	4	4	4	5	<b>26</b>
<b>40</b>	4	4	4	5	5	4	<b>26</b>
<b>41</b>	5	4	5	5	4	3	<b>26</b>
<b>42</b>	4	4	5	4	4	4	<b>25</b>
<b>43</b>	5	5	5	5	5	4	<b>29</b>
<b>44</b>	5	5	5	4	5	5	<b>29</b>
<b>45</b>	5	5	5	5	5	5	<b>30</b>
<b>46</b>	5	5	5	5	5	5	<b>30</b>
<b>47</b>	5	5	4	5	5	4	<b>28</b>
<b>48</b>	5	5	5	5	5	5	<b>30</b>
<b>49</b>	4	4	4	4	4	4	<b>24</b>
<b>50</b>	5	5	4	5	5	5	<b>29</b>
<b>51</b>	5	5	5	5	5	5	<b>30</b>
<b>52</b>	3	4	5	5	5	4	<b>26</b>
<b>53</b>	4	4	5	5	4	5	<b>27</b>
<b>54</b>	4	4	5	5	5	4	<b>27</b>
<b>55</b>	4	5	5	5	5	4	<b>28</b>
<b>56</b>	4	5	4	4	4	4	<b>25</b>
<b>57</b>	5	5	5	5	5	5	<b>30</b>
<b>58</b>	4	4	5	5	5	3	<b>26</b>
<b>59</b>	4	4	5	5	5	4	<b>27</b>
<b>60</b>	5	5	5	5	5	5	<b>30</b>
<b>61</b>	3	4	5	5	5	4	<b>26</b>
<b>62</b>	5	5	5	5	5	5	<b>30</b>
<b>63</b>	5	5	4	4	4	5	<b>27</b>
<b>64</b>	4	5	5	4	5	5	<b>28</b>
<b>65</b>	4	4	4	4	4	4	<b>24</b>
<b>66</b>	5	5	5	5	5	5	<b>30</b>
<b>67</b>	5	5	4	4	4	5	<b>27</b>
<b>68</b>	4	5	4	5	4	5	<b>27</b>
<b>69</b>	5	5	4	5	5	5	<b>29</b>
<b>70</b>	5	5	4	3	5	5	<b>27</b>
<b>71</b>	5	5	5	5	5	5	<b>30</b>
<b>72</b>	5	5	5	5	5	5	<b>30</b>
<b>73</b>	4	5	5	5	5	5	<b>29</b>
<b>74</b>	4	5	4	4	4	4	<b>25</b>
<b>75</b>	5	5	4	4	3	5	<b>26</b>
<b>76</b>	5	5	4	4	4	5	<b>27</b>
<b>77</b>	4	4	3	3	3	4	<b>21</b>

78	4	4	4	4	4	4	24
79	5	4	5	5	5	5	29
80	5	5	5	5	5	5	30
81	4	4	5	5	5	5	28
82	5	5	5	5	5	5	30
83	4	4	4	4	4	4	24
84	4	4	5	5	5	4	27
85	5	5	5	5	5	5	30
86	4	4	4	5	5	4	26
87	4	4	5	5	5	4	27
88	5	5	5	5	5	5	30
89	4	4	5	5	4	5	27
90	4	5	5	5	5	5	29
91	5	5	5	5	5	5	30
92	5	5	4	4	4	5	27
93	5	5	5	5	5	5	30
94	4	4	4	4	4	4	24
95	4	5	5	5	5	5	29
96	5	5	5	5	5	5	30
97	4	4	4	4	4	4	24
98	5	4	5	5	5	4	28
99	5	4	5	5	5	4	28
100	5	5	5	5	5	5	30

### Variabel Kualitas Produk (X<sub>2</sub>)

No.	Kualitas Produk						Total
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
1	5	5	5	5	5	5	30
2	4	4	5	5	5	4	27
3	4	5	5	5	5	4	28
4	5	5	4	4	4	5	27
5	5	5	5	5	5	5	30
6	4	4	5	5	5	4	27
7	4	4	5	5	5	4	27
8	5	5	5	5	5	5	30
9	5	5	5	5	5	5	30
10	5	5	5	5	5	5	30
11	4	4	4	4	4	4	24
12	4	4	5	4	5	4	26
13	5	5	5	5	5	5	30

<b>14</b>	5	4	5	5	5	5	<b>29</b>
<b>15</b>	5	4	4	4	4	5	<b>26</b>
<b>16</b>	4	3	4	5	4	4	<b>24</b>
<b>17</b>	4	4	4	4	4	4	<b>24</b>
<b>18</b>	5	4	4	5	5	5	<b>28</b>
<b>19</b>	5	4	5	5	4	5	<b>28</b>
<b>20</b>	4	4	4	4	4	4	<b>24</b>
<b>21</b>	5	5	5	5	5	5	<b>30</b>
<b>22</b>	5	4	5	5	5	5	<b>29</b>
<b>23</b>	5	5	5	5	5	4	<b>29</b>
<b>24</b>	5	5	5	5	5	5	<b>30</b>
<b>25</b>	5	5	5	5	5	5	<b>30</b>
<b>26</b>	5	5	5	5	5	5	<b>30</b>
<b>27</b>	4	4	5	5	5	4	<b>27</b>
<b>28</b>	5	5	5	5	4	5	<b>29</b>
<b>29</b>	5	5	5	5	5	5	<b>30</b>
<b>30</b>	5	5	5	5	5	5	<b>30</b>
<b>31</b>	4	4	4	4	4	4	<b>24</b>
<b>32</b>	5	4	4	5	5	5	<b>28</b>
<b>33</b>	5	5	5	5	5	5	<b>30</b>
<b>34</b>	5	5	5	5	4	5	<b>29</b>
<b>35</b>	5	5	5	5	5	5	<b>30</b>
<b>36</b>	4	5	5	5	5	5	<b>29</b>
<b>37</b>	5	5	5	5	5	5	<b>30</b>
<b>38</b>	4	4	4	4	4	4	<b>24</b>
<b>39</b>	5	5	5	4	5	4	<b>28</b>
<b>40</b>	4	5	5	4	4	4	<b>26</b>
<b>41</b>	3	3	3	5	4	3	<b>21</b>
<b>42</b>	4	4	4	4	4	4	<b>24</b>
<b>43</b>	5	5	5	5	5	5	<b>30</b>
<b>44</b>	5	5	5	5	5	5	<b>30</b>
<b>45</b>	4	4	5	5	5	4	<b>27</b>
<b>46</b>	5	5	5	5	5	5	<b>30</b>
<b>47</b>	5	5	5	5	5	5	<b>30</b>
<b>48</b>	5	5	5	4	5	5	<b>29</b>
<b>49</b>	4	4	4	4	4	4	<b>24</b>
<b>50</b>	5	5	4	5	5	5	<b>29</b>
<b>51</b>	5	5	5	5	5	5	<b>30</b>
<b>52</b>	4	4	5	5	5	4	<b>27</b>
<b>53</b>	5	5	5	5	4	4	<b>28</b>
<b>54</b>	5	4	5	5	5	4	<b>28</b>

<b>55</b>	5	5	5	5	5	4	<b>29</b>
<b>56</b>	4	5	4	4	4	4	<b>25</b>
<b>57</b>	5	5	4	5	5	5	<b>29</b>
<b>58</b>	4	4	5	5	5	4	<b>27</b>
<b>59</b>	4	5	5	5	5	4	<b>28</b>
<b>60</b>	5	5	5	5	5	5	<b>30</b>
<b>61</b>	5	5	5	5	5	4	<b>29</b>
<b>62</b>	5	5	5	5	5	5	<b>30</b>
<b>63</b>	5	5	4	4	4	5	<b>27</b>
<b>64</b>	5	5	5	4	5	5	<b>29</b>
<b>65</b>	5	5	5	4	4	5	<b>28</b>
<b>66</b>	4	5	5	5	5	5	<b>29</b>
<b>67</b>	5	5	4	4	4	5	<b>27</b>
<b>68</b>	5	5	4	5	4	5	<b>28</b>
<b>69</b>	5	5	4	5	5	5	<b>29</b>
<b>70</b>	5	5	4	3	5	5	<b>27</b>
<b>71</b>	5	5	5	5	5	5	<b>30</b>
<b>72</b>	4	5	5	5	5	5	<b>29</b>
<b>73</b>	5	5	5	5	5	5	<b>30</b>
<b>74</b>	3	4	5	4	5	5	<b>26</b>
<b>75</b>	4	4	5	5	5	4	<b>27</b>
<b>76</b>	4	5	5	5	5	5	<b>29</b>
<b>77</b>	4	4	5	5	5	4	<b>27</b>
<b>78</b>	4	4	5	5	5	5	<b>28</b>
<b>79</b>	4	4	5	5	5	4	<b>27</b>
<b>80</b>	5	5	5	5	5	5	<b>30</b>
<b>81</b>	4	4	4	4	4	4	<b>24</b>
<b>82</b>	4	5	5	5	5	5	<b>29</b>
<b>83</b>	5	5	5	5	5	5	<b>30</b>
<b>84</b>	5	5	5	5	5	4	<b>29</b>
<b>85</b>	5	5	5	5	5	4	<b>29</b>
<b>86</b>	4	4	5	5	5	4	<b>27</b>
<b>87</b>	4	5	5	5	5	4	<b>28</b>
<b>88</b>	5	5	5	5	5	5	<b>30</b>
<b>89</b>	4	4	5	5	4	4	<b>26</b>
<b>90</b>	5	5	5	5	5	5	<b>30</b>
<b>91</b>	4	5	5	5	5	5	<b>29</b>
<b>92</b>	5	4	4	4	4	4	<b>25</b>
<b>93</b>	5	5	5	5	5	5	<b>30</b>
<b>94</b>	5	4	5	5	5	3	<b>27</b>
<b>95</b>	4	4	5	5	4	4	<b>26</b>

<b>96</b>	5	5	5	5	5	5	<b>30</b>
<b>97</b>	4	4	5	5	5	5	<b>28</b>
<b>98</b>	4	4	5	5	5	5	<b>28</b>
<b>99</b>	5	5	4	4	4	5	<b>27</b>
<b>100</b>	5	5	5	5	5	5	<b>30</b>

**Variabel Kepuasan Konsumen (Z)**

No.	Kepuasan Konsumen						Total
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
<b>1</b>	5	5	5	5	5	5	<b>30</b>
<b>2</b>	5	5	4	5	5	4	<b>28</b>
<b>3</b>	5	5	5	5	5	5	<b>30</b>
<b>4</b>	4	4	5	5	5	4	<b>27</b>
<b>5</b>	5	5	5	5	5	5	<b>30</b>
<b>6</b>	4	5	5	5	5	5	<b>29</b>
<b>7</b>	4	4	4	4	5	5	<b>26</b>
<b>8</b>	5	5	5	5	5	5	<b>30</b>
<b>9</b>	4	4	5	5	5	4	<b>27</b>
<b>10</b>	5	5	5	5	5	5	<b>30</b>
<b>11</b>	4	4	4	4	4	4	<b>24</b>
<b>12</b>	5	5	5	5	5	5	<b>30</b>
<b>13</b>	5	5	5	5	4	4	<b>28</b>
<b>14</b>	4	4	4	4	4	4	<b>24</b>
<b>15</b>	5	5	5	5	5	5	<b>30</b>
<b>16</b>	5	5	4	4	4	4	<b>26</b>
<b>17</b>	4	4	4	4	4	4	<b>24</b>
<b>18</b>	5	5	5	5	5	5	<b>30</b>
<b>19</b>	4	5	5	5	5	5	<b>29</b>
<b>20</b>	5	5	5	4	4	4	<b>27</b>
<b>21</b>	5	5	5	5	5	5	<b>30</b>
<b>22</b>	4	4	5	5	5	4	<b>27</b>
<b>23</b>	5	5	4	4	5	5	<b>28</b>
<b>24</b>	5	5	5	5	5	5	<b>30</b>
<b>25</b>	4	4	5	5	4	5	<b>27</b>
<b>26</b>	5	5	5	5	5	4	<b>29</b>
<b>27</b>	5	4	5	5	5	5	<b>29</b>
<b>28</b>	4	4	5	5	5	4	<b>27</b>
<b>29</b>	5	5	5	5	5	5	<b>30</b>
<b>30</b>	4	4	5	5	5	4	<b>27</b>
<b>31</b>	5	5	4	4	4	4	<b>26</b>

<b>32</b>	4	5	5	4	5	4	<b>27</b>
<b>33</b>	5	5	5	5	5	5	<b>30</b>
<b>34</b>	4	4	4	4	4	4	<b>24</b>
<b>35</b>	5	5	5	5	5	5	<b>30</b>
<b>36</b>	4	4	4	5	5	4	<b>26</b>
<b>37</b>	5	5	5	5	5	5	<b>30</b>
<b>38</b>	4	4	3	4	4	4	<b>23</b>
<b>39</b>	5	5	5	5	5	5	<b>30</b>
<b>40</b>	5	5	4	5	4	5	<b>28</b>
<b>41</b>	4	4	3	3	5	4	<b>23</b>
<b>42</b>	4	4	4	4	4	5	<b>25</b>
<b>43</b>	5	5	5	5	5	5	<b>30</b>
<b>44</b>	5	5	5	5	5	5	<b>30</b>
<b>45</b>	5	4	5	5	5	4	<b>28</b>
<b>46</b>	5	5	5	5	5	5	<b>30</b>
<b>47</b>	5	5	4	5	5	5	<b>29</b>
<b>48</b>	4	4	5	5	4	4	<b>26</b>
<b>49</b>	5	5	4	4	4	5	<b>27</b>
<b>50</b>	5	4	5	4	5	5	<b>28</b>
<b>51</b>	5	5	5	5	5	5	<b>30</b>
<b>52</b>	4	4	5	5	5	4	<b>27</b>
<b>53</b>	5	4	3	5	5	5	<b>27</b>
<b>54</b>	4	4	5	5	5	4	<b>27</b>
<b>55</b>	5	5	5	5	5	5	<b>30</b>
<b>56</b>	4	4	4	4	5	5	<b>26</b>
<b>57</b>	5	5	5	5	5	5	<b>30</b>
<b>58</b>	4	4	5	5	5	4	<b>27</b>
<b>59</b>	5	5	5	5	5	4	<b>29</b>
<b>60</b>	5	5	5	5	5	5	<b>30</b>
<b>61</b>	5	4	4	5	5	5	<b>28</b>
<b>62</b>	5	5	5	5	5	5	<b>30</b>
<b>63</b>	5	5	5	4	4	5	<b>28</b>
<b>64</b>	5	5	5	5	4	5	<b>29</b>
<b>65</b>	4	5	5	5	5	5	<b>29</b>
<b>66</b>	5	5	4	5	5	5	<b>29</b>
<b>67</b>	4	4	4	4	4	4	<b>24</b>
<b>68</b>	5	4	3	4	5	5	<b>26</b>
<b>69</b>	4	4	3	4	5	4	<b>24</b>
<b>70</b>	5	5	4	4	5	5	<b>28</b>
<b>71</b>	5	5	5	5	5	5	<b>30</b>
<b>72</b>	5	5	5	5	5	4	<b>29</b>

73	5	5	5	5	5	5	30
74	5	4	5	5	4	4	27
75	5	5	5	5	5	5	30
76	5	5	5	5	5	5	30
77	4	4	5	5	5	4	27
78	5	5	5	5	5	4	29
79	5	5	5	5	5	5	30
80	5	5	5	5	5	5	30
81	4	4	4	4	4	4	24
82	5	5	5	5	5	4	29
83	5	5	5	5	5	5	30
84	4	4	4	5	5	5	27
85	5	5	5	5	5	5	30
86	4	4	4	4	4	4	24
87	5	5	5	5	4	4	28
88	5	5	4	5	4	5	28
89	4	4	4	4	4	4	24
90	5	5	5	5	5	5	30
91	5	5	4	5	5	5	29
92	4	4	4	4	4	4	24
93	5	5	5	5	5	5	30
94	5	5	5	5	4	4	28
95	4	4	4	4	4	4	24
96	5	5	5	5	5	5	30
97	5	4	5	5	4	5	28
98	5	5	5	5	5	5	30
99	5	5	5	5	5	4	29
100	5	5	5	5	5	5	30

#### Variabel Loyalitas Pelanggan (Y)

No.	Loyalitas Pelanggan						Total
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
1	5	5	5	5	5	5	30
2	5	5	5	5	5	4	29
3	4	4	4	5	5	5	27
4	5	5	4	4	4	5	27
5	5	5	5	5	5	5	30
6	5	4	5	5	5	5	29
7	4	4	4	4	4	4	24
8	5	5	5	5	5	5	30





<b>50</b>	5	4	5	5	4	5	<b>28</b>
<b>51</b>	5	5	5	5	5	5	<b>30</b>
<b>52</b>	4	4	5	5	5	4	<b>27</b>
<b>53</b>	4	5	4	5	5	4	<b>27</b>
<b>54</b>	5	5	5	5	5	5	<b>30</b>
<b>55</b>	4	5	5	5	5	4	<b>28</b>
<b>56</b>	4	4	4	4	4	4	<b>24</b>
<b>57</b>	5	5	5	5	4	5	<b>29</b>
<b>58</b>	4	4	5	5	5	4	<b>27</b>
<b>59</b>	5	4	5	5	5	5	<b>29</b>
<b>60</b>	5	5	5	5	5	5	<b>30</b>
<b>61</b>	4	4	5	4	5	4	<b>26</b>
<b>62</b>	5	5	5	5	5	5	<b>30</b>
<b>63</b>	5	4	4	3	4	5	<b>25</b>
<b>64</b>	5	5	5	5	5	5	<b>30</b>
<b>65</b>	4	4	4	4	5	4	<b>25</b>
<b>66</b>	4	4	5	4	5	4	<b>26</b>
<b>67</b>	4	4	4	4	4	4	<b>24</b>
<b>68</b>	5	5	4	5	4	5	<b>28</b>
<b>69</b>	4	4	5	3	4	4	<b>24</b>
<b>70</b>	5	5	5	4	4	5	<b>28</b>
<b>71</b>	5	5	5	5	5	5	<b>30</b>
<b>72</b>	4	4	5	5	5	4	<b>27</b>
<b>73</b>	5	5	5	5	5	5	<b>30</b>
<b>74</b>	5	4	5	5	5	5	<b>29</b>
<b>75</b>	5	5	5	4	4	5	<b>28</b>
<b>76</b>	5	4	5	5	5	5	<b>29</b>
<b>77</b>	4	4	5	5	5	4	<b>27</b>
<b>78</b>	5	5	5	5	5	5	<b>30</b>
<b>79</b>	4	4	5	5	5	4	<b>27</b>
<b>80</b>	5	5	5	5	5	5	<b>30</b>
<b>81</b>	4	4	4	4	4	5	<b>25</b>
<b>82</b>	5	5	5	4	5	5	<b>29</b>
<b>83</b>	4	5	5	5	5	5	<b>29</b>
<b>84</b>	4	4	5	5	5	4	<b>27</b>
<b>85</b>	5	5	5	5	5	5	<b>30</b>
<b>86</b>	4	4	5	4	5	4	<b>26</b>
<b>87</b>	4	4	5	5	5	3	<b>26</b>
<b>88</b>	5	5	5	5	5	5	<b>30</b>
<b>89</b>	4	4	4	5	5	4	<b>26</b>
<b>90</b>	4	5	5	5	5	5	<b>29</b>

<b>91</b>	5	5	5	5	5	5	<b>30</b>
<b>92</b>	4	4	4	4	4	4	<b>24</b>
<b>93</b>	5	5	5	5	4	5	<b>29</b>
<b>94</b>	5	4	5	5	5	3	<b>27</b>
<b>95</b>	4	4	4	5	5	4	<b>26</b>
<b>96</b>	5	5	5	5	5	5	<b>30</b>
<b>97</b>	4	4	5	4	5	4	<b>26</b>
<b>98</b>	4	4	5	5	5	3	<b>26</b>
<b>99</b>	5	5	4	3	4	5	<b>26</b>
<b>100</b>	4	4	5	5	5	4	<b>27</b>



### Lampiran 4: Data Interval Pernyataan Responden Sampel Besar

#### Variabel Kualitas Pelayanan ( $X_1$ )

No.	Kualitas Pelayanan ( $X_1$ )						Total $X_1$
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
1	3.897	2.633	3.754	3.932	3.666	3.853	21.734
2	2.391	2.633	3.754	3.932	3.666	3.853	20.228
3	2.391	2.633	3.754	3.932	3.666	3.853	20.228
4	2.391	1.000	2.271	2.371	2.167	2.341	12.541
5	3.897	2.633	3.754	3.932	3.666	3.853	21.734
6	3.897	2.633	3.754	3.932	3.666	2.341	20.222
7	1.000	2.633	3.754	3.932	3.666	2.341	17.325
8	3.897	2.633	3.754	3.932	3.666	3.853	21.734
9	3.897	2.633	2.271	3.932	3.666	3.853	20.252
10	3.897	2.633	3.754	3.932	3.666	3.853	21.734
11	3.897	2.633	1.000	2.371	2.167	3.853	15.921
12	2.391	1.000	3.754	3.932	2.167	2.341	15.585
13	3.897	2.633	2.271	3.932	2.167	3.853	18.753
14	3.897	2.633	2.271	3.932	3.666	3.853	20.252
15	3.897	2.633	2.271	2.371	2.167	3.853	17.192
16	2.391	1.000	1.000	2.371	3.666	2.341	12.769
17	2.391	1.000	2.271	2.371	2.167	2.341	12.541
18	3.897	2.633	2.271	2.371	1.000	3.853	16.025
19	3.897	2.633	3.754	3.932	3.666	3.853	21.734
20	3.897	2.633	2.271	2.371	2.167	3.853	17.192
21	3.897	2.633	2.271	3.932	3.666	3.853	20.252
22	3.897	2.633	3.754	3.932	3.666	3.853	21.734
23	2.391	1.000	3.754	3.932	3.666	2.341	17.083
24	3.897	1.000	3.754	3.932	3.666	3.853	20.101
25	3.897	2.633	2.271	3.932	3.666	3.853	20.252
26	3.897	2.633	3.754	3.932	3.666	3.853	21.734
27	3.897	1.000	3.754	3.932	3.666	3.853	20.101
28	3.897	1.000	3.754	3.932	3.666	3.853	20.101
29	3.897	2.633	3.754	3.932	3.666	3.853	21.734
30	3.897	2.633	3.754	2.371	3.666	1.000	17.321
31	2.391	1.000	3.754	3.932	3.666	2.341	17.083
32	3.897	2.633	1.000	2.371	1.000	3.853	14.754
33	3.897	2.633	2.271	2.371	2.167	3.853	17.192
34	3.897	2.633	3.754	3.932	3.666	3.853	21.734
35	3.897	2.633	3.754	3.932	3.666	3.853	21.734
36	3.897	2.633	3.754	2.371	3.666	2.341	18.661
37	3.897	2.633	3.754	3.932	3.666	3.853	21.734
38	2.391	1.000	2.271	2.371	2.167	2.341	12.541
39	2.391	2.633	2.271	2.371	2.167	3.853	15.686
40	2.391	1.000	2.271	3.932	3.666	2.341	15.601
41	3.897	1.000	3.754	3.932	2.167	1.000	15.750
42	2.391	1.000	3.754	2.371	2.167	2.341	14.024

43	3.897	2.633	3.754	3.932	3.666	2.341	20.222
44	3.897	2.633	3.754	2.371	3.666	3.853	20.173
45	3.897	2.633	3.754	3.932	3.666	3.853	21.734
46	3.897	2.633	3.754	3.932	3.666	3.853	21.734
47	3.897	2.633	2.271	3.932	3.666	2.341	18.740
48	3.897	2.633	3.754	3.932	3.666	3.853	21.734
49	2.391	1.000	2.271	2.371	2.167	2.341	12.541
50	3.897	2.633	2.271	3.932	3.666	3.853	20.252
51	3.897	2.633	3.754	3.932	3.666	3.853	21.734
52	1.000	1.000	3.754	3.932	3.666	2.341	15.692
53	2.391	1.000	3.754	3.932	2.167	3.853	17.097
54	2.391	1.000	3.754	3.932	3.666	2.341	17.083
55	2.391	2.633	3.754	3.932	3.666	2.341	18.716
56	2.391	2.633	2.271	2.371	2.167	2.341	14.174
57	3.897	2.633	3.754	3.932	3.666	3.853	21.734
58	2.391	1.000	3.754	3.932	3.666	1.000	15.743
59	2.391	1.000	3.754	3.932	3.666	2.341	17.083
60	3.897	2.633	3.754	3.932	3.666	3.853	21.734
61	1.000	1.000	3.754	3.932	3.666	2.341	15.692
62	3.897	2.633	3.754	3.932	3.666	3.853	21.734
63	3.897	2.633	2.271	2.371	2.167	3.853	17.192
64	2.391	2.633	3.754	2.371	3.666	3.853	18.667
65	2.391	1.000	2.271	2.371	2.167	2.341	12.541
66	3.897	2.633	3.754	3.932	3.666	3.853	21.734
67	3.897	2.633	2.271	2.371	2.167	3.853	17.192
68	2.391	2.633	2.271	3.932	2.167	3.853	17.247
69	3.897	2.633	2.271	3.932	3.666	3.853	20.252
70	3.897	2.633	2.271	1.000	3.666	3.853	17.319
71	3.897	2.633	3.754	3.932	3.666	3.853	21.734
72	3.897	2.633	3.754	3.932	3.666	3.853	21.734
73	2.391	2.633	3.754	3.932	3.666	3.853	20.228
74	2.391	2.633	2.271	2.371	2.167	2.341	14.174
75	3.897	2.633	2.271	2.371	1.000	3.853	16.025
76	3.897	2.633	2.271	2.371	2.167	3.853	17.192
77	2.391	1.000	1.000	1.000	1.000	2.341	8.732
78	2.391	1.000	2.271	2.371	2.167	2.341	12.541
79	3.897	1.000	3.754	3.932	3.666	3.853	20.101
80	3.897	2.633	3.754	3.932	3.666	3.853	21.734
81	2.391	1.000	3.754	3.932	3.666	3.853	18.595
82	3.897	2.633	3.754	3.932	3.666	3.853	21.734
83	2.391	1.000	2.271	2.371	2.167	2.341	12.541
84	2.391	1.000	3.754	3.932	3.666	2.341	17.083
85	3.897	2.633	3.754	3.932	3.666	3.853	21.734
86	2.391	1.000	2.271	3.932	3.666	2.341	15.601
87	2.391	1.000	3.754	3.932	3.666	2.341	17.083
88	3.897	2.633	3.754	3.932	3.666	3.853	21.734
89	2.391	1.000	3.754	3.932	2.167	3.853	17.097

90	2.391	2.633	3.754	3.932	3.666	3.853	20.228
91	3.897	2.633	3.754	3.932	3.666	3.853	21.734
92	3.897	2.633	2.271	2.371	2.167	3.853	17.192
93	3.897	2.633	3.754	3.932	3.666	3.853	21.734
94	2.391	1.000	2.271	2.371	2.167	2.341	12.541
95	2.391	2.633	3.754	3.932	3.666	3.853	20.228
96	3.897	2.633	3.754	3.932	3.666	3.853	21.734
97	2.391	1.000	2.271	2.371	2.167	2.341	12.541
98	3.897	1.000	3.754	3.932	3.666	2.341	18.589
99	3.897	1.000	3.754	3.932	3.666	2.341	18.589
100	3.897	2.633	3.754	3.932	3.666	3.853	21.734

### Variabel Kualitas Produk (X<sub>2</sub>)

No.	Kualitas Produk (X <sub>2</sub> )						Total X <sub>2</sub>
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
1	4.050	4.020	4.074	4.060	2.686	4.050	22.940
2	2.515	2.480	4.074	4.060	2.686	2.515	18.330
3	2.515	4.020	4.074	4.060	2.686	2.515	19.870
4	4.050	4.020	2.429	2.406	1.000	4.050	17.956
5	4.050	4.020	4.074	4.060	2.686	4.050	22.940
6	2.515	2.480	4.074	4.060	2.686	2.515	18.330
7	2.515	2.480	4.074	4.060	2.686	2.515	18.330
8	4.050	4.020	4.074	4.060	2.686	4.050	22.940
9	4.050	4.020	4.074	4.060	2.686	4.050	22.940
10	4.050	4.020	4.074	4.060	2.686	4.050	22.940
11	2.515	2.480	2.429	2.406	1.000	2.515	13.346
12	2.515	2.480	4.074	2.406	2.686	2.515	16.676
13	4.050	4.020	4.074	4.060	2.686	4.050	22.940
14	4.050	2.480	4.074	4.060	2.686	4.050	21.400
15	4.050	2.480	2.429	2.406	1.000	4.050	16.416
16	2.515	1.000	2.429	4.060	1.000	2.515	13.519
17	2.515	2.480	2.429	2.406	1.000	2.515	13.346
18	4.050	2.480	2.429	4.060	2.686	4.050	19.755
19	4.050	2.480	4.074	4.060	1.000	4.050	19.714
20	2.515	2.480	2.429	2.406	1.000	2.515	13.346
21	4.050	4.020	4.074	4.060	2.686	4.050	22.940
22	4.050	2.480	4.074	4.060	2.686	4.050	21.400
23	4.050	4.020	4.074	4.060	2.686	2.515	21.405
24	4.050	4.020	4.074	4.060	2.686	4.050	22.940
25	4.050	4.020	4.074	4.060	2.686	4.050	22.940
26	4.050	4.020	4.074	4.060	2.686	4.050	22.940
27	2.515	2.480	4.074	4.060	2.686	2.515	18.330
28	4.050	4.020	4.074	4.060	1.000	4.050	21.254
29	4.050	4.020	4.074	4.060	2.686	4.050	22.940
30	4.050	4.020	4.074	4.060	2.686	4.050	22.940
31	2.515	2.480	2.429	2.406	1.000	2.515	13.346

32	4.050	2.480	2.429	4.060	2.686	4.050	19.755
33	4.050	4.020	4.074	4.060	2.686	4.050	22.940
34	4.050	4.020	4.074	4.060	1.000	4.050	21.254
35	4.050	4.020	4.074	4.060	2.686	4.050	22.940
36	2.515	4.020	4.074	4.060	2.686	4.050	21.405
37	4.050	4.020	4.074	4.060	2.686	4.050	22.940
38	2.515	2.480	2.429	2.406	1.000	2.515	13.346
39	4.050	4.020	4.074	2.406	2.686	2.515	19.751
40	2.515	4.020	4.074	2.406	1.000	2.515	16.530
41	1.000	1.000	1.000	4.060	1.000	1.000	9.060
42	2.515	2.480	2.429	2.406	1.000	2.515	13.346
43	4.050	4.020	4.074	4.060	2.686	4.050	22.940
44	4.050	4.020	4.074	4.060	2.686	4.050	22.940
45	2.515	2.480	4.074	4.060	2.686	2.515	18.330
46	4.050	4.020	4.074	4.060	2.686	4.050	22.940
47	4.050	4.020	4.074	4.060	2.686	4.050	22.940
48	4.050	4.020	4.074	2.406	2.686	4.050	21.286
49	2.515	2.480	2.429	2.406	1.000	2.515	13.346
50	4.050	4.020	2.429	4.060	2.686	4.050	21.295
51	4.050	4.020	4.074	4.060	2.686	4.050	22.940
52	2.515	2.480	4.074	4.060	2.686	2.515	18.330
53	4.050	4.020	4.074	4.060	1.000	2.515	19.719
54	4.050	2.480	4.074	4.060	2.686	2.515	19.865
55	4.050	4.020	4.074	4.060	2.686	2.515	21.405
56	2.515	4.020	2.429	2.406	1.000	2.515	14.885
57	4.050	4.020	2.429	4.060	2.686	4.050	21.295
58	2.515	2.480	4.074	4.060	2.686	2.515	18.330
59	2.515	4.020	4.074	4.060	2.686	2.515	19.870
60	4.050	4.020	4.074	4.060	2.686	4.050	22.940
61	4.050	4.020	4.074	4.060	2.686	2.515	21.405
62	4.050	4.020	4.074	4.060	2.686	4.050	22.940
63	4.050	4.020	2.429	2.406	1.000	4.050	17.956
64	4.050	4.020	4.074	2.406	2.686	4.050	21.286
65	4.050	4.020	4.074	2.406	1.000	4.050	19.600
66	2.515	4.020	4.074	4.060	2.686	4.050	21.405
67	4.050	4.020	2.429	2.406	1.000	4.050	17.956
68	4.050	4.020	2.429	4.060	1.000	4.050	19.609
69	4.050	4.020	2.429	4.060	2.686	4.050	21.295
70	4.050	4.020	2.429	1.000	2.686	4.050	18.235
71	4.050	4.020	4.074	4.060	2.686	4.050	22.940
72	2.515	4.020	4.074	4.060	2.686	4.050	21.405
73	4.050	4.020	4.074	4.060	2.686	4.050	22.940
74	1.000	2.480	4.074	2.406	2.686	4.050	16.697
75	2.515	2.480	4.074	4.060	2.686	2.515	18.330
76	2.515	4.020	4.074	4.060	2.686	4.050	21.405
77	2.515	2.480	4.074	4.060	2.686	2.515	18.330
78	2.515	2.480	4.074	4.060	2.686	4.050	19.865

79	2.515	2.480	4.074	4.060	2.686	2.515	18.330
80	4.050	4.020	4.074	4.060	2.686	4.050	22.940
81	2.515	2.480	2.429	2.406	1.000	2.515	13.346
82	2.515	4.020	4.074	4.060	2.686	4.050	21.405
83	4.050	4.020	4.074	4.060	2.686	4.050	22.940
84	4.050	4.020	4.074	4.060	2.686	2.515	21.405
85	4.050	4.020	4.074	4.060	2.686	2.515	21.405
86	2.515	2.480	4.074	4.060	2.686	2.515	18.330
87	2.515	4.020	4.074	4.060	2.686	2.515	19.870
88	4.050	4.020	4.074	4.060	2.686	4.050	22.940
89	2.515	2.480	4.074	4.060	1.000	2.515	16.644
90	4.050	4.020	4.074	4.060	2.686	4.050	22.940
91	2.515	4.020	4.074	4.060	2.686	4.050	21.405
92	4.050	2.480	2.429	2.406	1.000	2.515	14.881
93	4.050	4.020	4.074	4.060	2.686	4.050	22.940
94	4.050	2.480	4.074	4.060	2.686	1.000	18.350
95	2.515	2.480	4.074	4.060	1.000	2.515	16.644
96	4.050	4.020	4.074	4.060	2.686	4.050	22.940
97	2.515	2.480	4.074	4.060	2.686	4.050	19.865
98	2.515	2.480	4.074	4.060	2.686	4.050	19.865
99	4.050	4.020	2.429	2.406	1.000	4.050	17.956
100	4.050	4.020	4.074	4.060	2.686	4.050	22.940

### Variabel Kepuasan Konsumen (Z)

No.	Kepuasan Konsumen (Z)						Total z
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
1	2.638	2.620	3.589	4.104	2.678	2.610	18.237
2	2.638	2.620	2.120	4.104	2.678	1.000	15.159
3	2.638	2.620	3.589	4.104	2.678	2.610	18.237
4	1.000	1.000	3.589	4.104	2.678	1.000	13.370
5	2.638	2.620	3.589	4.104	2.678	2.610	18.237
6	1.000	2.620	3.589	4.104	2.678	2.610	16.599
7	1.000	1.000	2.120	2.474	2.678	2.610	11.882
8	2.638	2.620	3.589	4.104	2.678	2.610	18.237
9	1.000	1.000	3.589	4.104	2.678	1.000	13.370
10	2.638	2.620	3.589	4.104	2.678	2.610	18.237
11	1.000	1.000	2.120	2.474	1.000	1.000	8.595
12	2.638	2.620	3.589	4.104	2.678	2.610	18.237
13	2.638	2.620	3.589	4.104	1.000	1.000	14.950
14	1.000	1.000	2.120	2.474	1.000	1.000	8.595
15	2.638	2.620	3.589	4.104	2.678	2.610	18.237
16	2.638	2.620	2.120	2.474	1.000	1.000	11.852
17	1.000	1.000	2.120	2.474	1.000	1.000	8.595
18	2.638	2.620	3.589	4.104	2.678	2.610	18.237
19	1.000	2.620	3.589	4.104	2.678	2.610	16.599
20	2.638	2.620	3.589	2.474	1.000	1.000	13.321



21	2.638	2.620	3.589	4.104	2.678	2.610	18.237
22	1.000	1.000	3.589	4.104	2.678	1.000	13.370
23	2.638	2.620	2.120	2.474	2.678	2.610	15.140
24	2.638	2.620	3.589	4.104	2.678	2.610	18.237
25	1.000	1.000	3.589	4.104	1.000	2.610	13.302
26	2.638	2.620	3.589	4.104	2.678	1.000	16.627
27	2.638	1.000	3.589	4.104	2.678	2.610	16.617
28	1.000	1.000	3.589	4.104	2.678	1.000	13.370
29	2.638	2.620	3.589	4.104	2.678	2.610	18.237
30	1.000	1.000	3.589	4.104	2.678	1.000	13.370
31	2.638	2.620	2.120	2.474	1.000	1.000	11.852
32	1.000	2.620	3.589	2.474	2.678	1.000	13.360
33	2.638	2.620	3.589	4.104	2.678	2.610	18.237
34	1.000	1.000	2.120	2.474	1.000	1.000	8.595
35	2.638	2.620	3.589	4.104	2.678	2.610	18.237
36	1.000	1.000	2.120	4.104	2.678	1.000	11.901
37	2.638	2.620	3.589	4.104	2.678	2.610	18.237
38	1.000	1.000	1.000	2.474	1.000	1.000	7.474
39	2.638	2.620	3.589	4.104	2.678	2.610	18.237
40	2.638	2.620	2.120	4.104	1.000	2.610	15.091
41	1.000	1.000	1.000	1.000	2.678	1.000	7.678
42	1.000	1.000	2.120	2.474	1.000	2.610	10.204
43	2.638	2.620	3.589	4.104	2.678	2.610	18.237
44	2.638	2.620	3.589	4.104	2.678	2.610	18.237
45	2.638	1.000	3.589	4.104	2.678	1.000	15.008
46	2.638	2.620	3.589	4.104	2.678	2.610	18.237
47	2.638	2.620	2.120	4.104	2.678	2.610	16.769
48	1.000	1.000	3.589	4.104	1.000	1.000	11.692
49	2.638	2.620	2.120	2.474	1.000	2.610	13.462
50	2.638	1.000	3.589	2.474	2.678	2.610	14.988
51	2.638	2.620	3.589	4.104	2.678	2.610	18.237
52	1.000	1.000	3.589	4.104	2.678	1.000	13.370
53	2.638	1.000	1.000	4.104	2.678	2.610	14.029
54	1.000	1.000	3.589	4.104	2.678	1.000	13.370
55	2.638	2.620	3.589	4.104	2.678	2.610	18.237
56	1.000	1.000	2.120	2.474	2.678	2.610	11.882
57	2.638	2.620	3.589	4.104	2.678	2.610	18.237
58	1.000	1.000	3.589	4.104	2.678	1.000	13.370
59	2.638	2.620	3.589	4.104	2.678	1.000	16.627
60	2.638	2.620	3.589	4.104	2.678	2.610	18.237
61	2.638	1.000	2.120	4.104	2.678	2.610	15.149
62	2.638	2.620	3.589	4.104	2.678	2.610	18.237
63	2.638	2.620	3.589	2.474	1.000	2.610	14.930
64	2.638	2.620	3.589	4.104	1.000	2.610	16.560
65	1.000	2.620	3.589	4.104	2.678	2.610	16.599
66	2.638	2.620	2.120	4.104	2.678	2.610	16.769
67	1.000	1.000	2.120	2.474	1.000	1.000	8.595

68	2.638	1.000	1.000	2.474	2.678	2.610	12.400
69	1.000	1.000	1.000	2.474	2.678	1.000	9.152
70	2.638	2.620	2.120	2.474	2.678	2.610	15.140
71	2.638	2.620	3.589	4.104	2.678	2.610	18.237
72	2.638	2.620	3.589	4.104	2.678	1.000	16.627
73	2.638	2.620	3.589	4.104	2.678	2.610	18.237
74	2.638	1.000	3.589	4.104	1.000	1.000	13.330
75	2.638	2.620	3.589	4.104	2.678	2.610	18.237
76	2.638	2.620	3.589	4.104	2.678	2.610	18.237
77	1.000	1.000	3.589	4.104	2.678	1.000	13.370
78	2.638	2.620	3.589	4.104	2.678	1.000	16.627
79	2.638	2.620	3.589	4.104	2.678	2.610	18.237
80	2.638	2.620	3.589	4.104	2.678	2.610	18.237
81	1.000	1.000	2.120	2.474	1.000	1.000	8.595
82	2.638	2.620	3.589	4.104	2.678	1.000	16.627
83	2.638	2.620	3.589	4.104	2.678	2.610	18.237
84	1.000	1.000	2.120	4.104	2.678	2.610	13.511
85	2.638	2.620	3.589	4.104	2.678	2.610	18.237
86	1.000	1.000	2.120	2.474	1.000	1.000	8.595
87	2.638	2.620	3.589	4.104	1.000	1.000	14.950
88	2.638	2.620	2.120	4.104	1.000	2.610	15.091
89	1.000	1.000	2.120	2.474	1.000	1.000	8.595
90	2.638	2.620	3.589	4.104	2.678	2.610	18.237
91	2.638	2.620	2.120	4.104	2.678	2.610	16.769
92	1.000	1.000	2.120	2.474	1.000	1.000	8.595
93	2.638	2.620	3.589	4.104	2.678	2.610	18.237
94	2.638	2.620	3.589	4.104	1.000	1.000	14.950
95	1.000	1.000	2.120	2.474	1.000	1.000	8.595
96	2.638	2.620	3.589	4.104	2.678	2.610	18.237
97	2.638	1.000	3.589	4.104	1.000	2.610	14.940
98	2.638	2.620	3.589	4.104	2.678	2.610	18.237
99	2.638	2.620	3.589	4.104	2.678	1.000	16.627
100	2.638	2.620	3.589	4.104	2.678	2.610	18.237

### Variabel Loyalitas Pelanggan (Y)

No.	Loyalitas Pelanggan (Y)						Total Y
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
1	2.599	4.431	2.678	3.443	4.104	3.867	21.122
2	2.599	4.431	2.678	3.443	4.104	2.358	19.612
3	1.000	2.874	1.000	3.443	4.104	3.867	16.288
4	2.599	4.431	1.000	2.053	2.474	3.867	16.426
5	2.599	4.431	2.678	3.443	4.104	3.867	21.122
6	2.599	2.874	2.678	3.443	4.104	3.867	19.565
7	1.000	2.874	1.000	2.053	2.474	2.358	11.759
8	2.599	4.431	2.678	3.443	4.104	3.867	21.122
9	2.599	4.431	2.678	2.053	4.104	3.867	19.732

10	2.599	4.431	2.678	3.443	4.104	3.867	21.122
11	1.000	2.874	1.000	1.000	2.474	3.867	12.216
12	2.599	4.431	2.678	3.443	4.104	3.867	21.122
13	1.000	4.431	1.000	2.053	4.104	2.358	14.946
14	2.599	4.431	2.678	2.053	4.104	3.867	19.732
15	1.000	2.874	1.000	2.053	2.474	3.867	13.269
16	1.000	2.874	1.000	1.000	2.474	2.358	10.706
17	2.599	2.874	2.678	1.000	2.474	2.358	13.983
18	2.599	4.431	2.678	2.053	2.474	3.867	18.103
19	1.000	1.000	1.000	1.000	1.000	3.867	8.867
20	2.599	4.431	2.678	3.443	4.104	3.867	21.122
21	2.599	4.431	2.678	2.053	4.104	3.867	19.732
22	2.599	4.431	2.678	3.443	4.104	3.867	21.122
23	2.599	4.431	2.678	3.443	4.104	3.867	21.122
24	1.000	2.874	2.678	3.443	4.104	2.358	16.456
25	2.599	4.431	2.678	3.443	4.104	3.867	21.122
26	1.000	2.874	2.678	3.443	4.104	2.358	16.456
27	2.599	4.431	2.678	3.443	4.104	3.867	21.122
28	1.000	4.431	1.000	3.443	4.104	3.867	17.845
29	2.599	4.431	2.678	3.443	4.104	3.867	21.122
30	1.000	2.874	1.000	2.053	2.474	2.358	11.759
31	1.000	2.874	1.000	2.053	4.104	3.867	14.898
32	2.599	2.874	2.678	3.443	2.474	3.867	17.936
33	2.599	4.431	2.678	3.443	4.104	3.867	21.122
34	1.000	4.431	1.000	3.443	4.104	3.867	17.845
35	2.599	4.431	2.678	3.443	4.104	3.867	21.122
36	1.000	2.874	2.678	2.053	4.104	3.867	16.576
37	2.599	4.431	2.678	3.443	4.104	3.867	21.122
38	1.000	2.874	1.000	1.000	2.474	2.358	10.706
39	2.599	4.431	2.678	3.443	4.104	3.867	21.122
40	1.000	2.874	1.000	2.053	4.104	2.358	13.389
41	1.000	2.874	1.000	2.053	2.474	2.358	11.759
42	2.599	4.431	2.678	3.443	4.104	3.867	21.122
43	2.599	4.431	2.678	2.053	4.104	3.867	19.732
44	2.599	2.874	2.678	3.443	4.104	3.867	19.565
45	1.000	2.874	2.678	3.443	4.104	2.358	16.456
46	2.599	4.431	2.678	3.443	4.104	3.867	21.122
47	2.599	4.431	2.678	2.053	4.104	3.867	19.732
48	1.000	2.874	2.678	3.443	4.104	2.358	16.456
49	1.000	2.874	1.000	2.053	2.474	2.358	11.759
50	2.599	2.874	2.678	3.443	2.474	3.867	17.936
51	2.599	4.431	2.678	3.443	4.104	3.867	21.122
52	1.000	2.874	2.678	3.443	4.104	2.358	16.456
53	1.000	4.431	1.000	3.443	4.104	2.358	16.336
54	2.599	4.431	2.678	3.443	4.104	3.867	21.122
55	1.000	4.431	2.678	3.443	4.104	2.358	18.013
56	1.000	2.874	1.000	2.053	2.474	2.358	11.759

57	2.599	4.431	2.678	3.443	2.474	3.867	19.493
58	1.000	2.874	2.678	3.443	4.104	2.358	16.456
59	2.599	2.874	2.678	3.443	4.104	3.867	19.565
60	2.599	4.431	2.678	3.443	4.104	3.867	21.122
61	1.000	2.874	2.678	2.053	4.104	2.358	15.066
62	2.599	4.431	2.678	3.443	4.104	3.867	21.122
63	2.599	2.874	1.000	1.000	2.474	3.867	13.815
64	2.599	4.431	2.678	3.443	4.104	3.867	21.122
65	1.000	2.874	1.000	2.053	4.104	2.358	13.389
66	1.000	2.874	2.678	2.053	4.104	2.358	15.066
67	1.000	2.874	1.000	2.053	2.474	2.358	11.759
68	2.599	4.431	1.000	3.443	2.474	3.867	17.815
69	1.000	2.874	2.678	1.000	2.474	2.358	12.384
70	2.599	4.431	2.678	2.053	2.474	3.867	18.103
71	2.599	4.431	2.678	3.443	4.104	3.867	21.122
72	1.000	2.874	2.678	3.443	4.104	2.358	16.456
73	2.599	4.431	2.678	3.443	4.104	3.867	21.122
74	2.599	2.874	2.678	3.443	4.104	3.867	19.565
75	2.599	4.431	2.678	2.053	2.474	3.867	18.103
76	2.599	2.874	2.678	3.443	4.104	3.867	19.565
77	1.000	2.874	2.678	3.443	4.104	2.358	16.456
78	2.599	4.431	2.678	3.443	4.104	3.867	21.122
79	1.000	2.874	2.678	3.443	4.104	2.358	16.456
80	2.599	4.431	2.678	3.443	4.104	3.867	21.122
81	1.000	2.874	1.000	2.053	2.474	3.867	13.269
82	2.599	4.431	2.678	2.053	4.104	3.867	19.732
83	1.000	4.431	2.678	3.443	4.104	3.867	19.523
84	1.000	2.874	2.678	3.443	4.104	2.358	16.456
85	2.599	4.431	2.678	3.443	4.104	3.867	21.122
86	1.000	2.874	2.678	2.053	4.104	2.358	15.066
87	1.000	2.874	2.678	3.443	4.104	1.000	15.098
88	2.599	4.431	2.678	3.443	4.104	3.867	21.122
89	1.000	2.874	1.000	3.443	4.104	2.358	14.778
90	1.000	4.431	2.678	3.443	4.104	3.867	19.523
91	2.599	4.431	2.678	3.443	4.104	3.867	21.122
92	1.000	2.874	1.000	2.053	2.474	2.358	11.759
93	2.599	4.431	2.678	3.443	2.474	3.867	19.493
94	2.599	2.874	2.678	3.443	4.104	1.000	16.697
95	1.000	2.874	1.000	3.443	4.104	2.358	14.778
96	2.599	4.431	2.678	3.443	4.104	3.867	21.122
97	1.000	2.874	2.678	2.053	4.104	2.358	15.066
98	1.000	2.874	2.678	3.443	4.104	1.000	15.098
99	2.599	4.431	1.000	1.000	2.474	3.867	15.372
100	1.000	2.874	2.678	3.443	4.104	2.358	16.456

**Lampiran 5: Hasil Output Uji Validitas dan Reliabilitas Sampel Kecil Menggunakan SPSS 23.0 for Windows**

**Variabel Kualitas Pelayanan (X<sub>1</sub>)**

1) Hasil Uji Validitas

**Correlations**

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Loyalitas Pelanggan
X1.1 Pearson Correlation	1	,731**	,233	,238	,161	,396*	,651**
Sig. (2-tailed)		,000	,215	,206	,394	,031	,000
N	30	30	30	30	30	30	30
X1.2 Pearson Correlation	,731**	1	,323	,196	,257	,397*	,680**
Sig. (2-tailed)	,000		,081	,300	,171	,030	,000
N	30	30	30	30	30	30	30
X1.3 Pearson Correlation	,233	,323	1	,853**	,592**	,342	,760**
Sig. (2-tailed)	,215	,081		,000	,001	,064	,000
N	30	30	30	30	30	30	30
X1.4 Pearson Correlation	,238	,196	,853**	1	,617**	,472**	,770**
Sig. (2-tailed)	,206	,300	,000		,000	,008	,000
N	30	30	30	30	30	30	30
X1.5 Pearson Correlation	,161	,257	,592**	,617**	1	,554**	,727**
Sig. (2-tailed)	,394	,171	,001	,000		,001	,000
N	30	30	30	30	30	30	30
X1.6 Pearson Correlation	,396*	,397*	,342	,472**	,554**	1	,739**
Sig. (2-tailed)	,031	,030	,064	,008	,001		,000
N	30	30	30	30	30	30	30
Loyalitas Pelanggan Pearson Correlation	,651**	,680**	,760**	,770**	,727**	,739**	1
Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
N	30	30	30	30	30	30	30

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

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

## 2) Hasil Uji Reliabilitas

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,814	6

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	23,27	3,237	,474	,807
X1.2	23,20	3,200	,519	,797
X1.3	23,10	3,128	,642	,771
X1.4	23,17	3,040	,646	,768
X1.5	23,13	3,154	,592	,781
X1.6	23,30	3,045	,592	,780

**Variabel Kualitas Produk (X<sub>2</sub>)**

## 1) Hasil Uji Validitas

**Correlations**

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Kualitas Produk
X2.1	Pearson Correlation	1	,650**	,813**	,456*	,290	,494**	,777**
	Sig. (2-tailed)		,000	,000	,011	,120	,006	,000
	N	30	30	30	30	30	30	30
X2.2	Pearson Correlation	,650**	1	,476**	,642**	,699**	,438*	,854**
	Sig. (2-tailed)	,000		,008	,000	,000	,015	,000
	N	30	30	30	30	30	30	30
X2.3	Pearson Correlation	,813**	,476**	1	,555**	,429*	,323	,766**
	Sig. (2-tailed)	,000	,008		,001	,018	,081	,000

N		30	30	30	30	30	30	30
X2.4	Pearson Correlation	,456*	,642**	,555**	1	,715**	,394*	,853**
	Sig. (2-tailed)	,011	,000	,001		,000	,031	,000
	N	30	30	30	30	30	30	30
X2.5	Pearson Correlation	,290	,699**	,429*	,715**	1	,187	,749**
	Sig. (2-tailed)	,120	,000	,018	,000		,322	,000
	N	30	30	30	30	30	30	30
X2.6	Pearson Correlation	,494**	,438*	,323	,394*	,187	1	,586**
	Sig. (2-tailed)	,006	,015	,081	,031	,322		,001
	N	30	30	30	30	30	30	30
Kualitas Produk	Pearson Correlation	,777**	,854**	,766**	,853**	,749**	,586**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,001	
	N	30	30	30	30	30	30	30

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

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

## 2) Hasil Uji Reliabilitas

### 3) Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,856	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	22,93	4,892	,678	,828
X2.2	22,93	4,478	,772	,808
X2.3	22,83	4,971	,668	,830
X2.4	23,10	3,886	,730	,824

X2.5	22,80	4,855	,630	,835
X2.6	22,73	5,513	,453	,863

### Variabel Kepuasan Konsumen (Z)

#### 1) Hasil Uji Validitas

#### Correlations

		Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Kepuasan Konsumen
Z.1	Pearson Correlation	1	,673**	,428*	,582**	,365*	,926**	,850**
	Sig. (2-tailed)		,000	,018	,001	,047	,000	,000
	N	30	30	30	30	30	30	30
Z.2	Pearson Correlation	,673**	1	,635**	,415*	,414*	,587**	,815**
	Sig. (2-tailed)	,000		,000	,022	,023	,001	,000
	N	30	30	30	30	30	30	30
Z.3	Pearson Correlation	,428*	,635**	1	,641**	,592**	,373*	,776**
	Sig. (2-tailed)	,018	,000		,000	,001	,042	,000
	N	30	30	30	30	30	30	30
Z.4	Pearson Correlation	,582**	,415*	,641**	1	,582**	,530**	,776**
	Sig. (2-tailed)	,001	,022	,000		,001	,003	,000
	N	30	30	30	30	30	30	30
Z.5	Pearson Correlation	,365*	,414*	,592**	,582**	1	,309	,684**
	Sig. (2-tailed)	,047	,023	,001	,001		,097	,000
	N	30	30	30	30	30	30	30
Z.6	Pearson Correlation	,926**	,587**	,373*	,530**	,309	1	,796**
	Sig. (2-tailed)	,000	,001	,042	,003	,097		,000
	N	30	30	30	30	30	30	30
TOT.Z	Pearson Correlation	,850**	,815**	,776**	,776**	,684**	,796**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30

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

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



## 2) Hasil Uji Reliabilitas

## 3) Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

## Reliability Statistics

Cronbach's Alpha	N of Items
,871	6

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z.1	23,37	3,413	,773	,832
Z.2	23,60	3,214	,694	,849
Z.3	23,33	3,609	,673	,850
Z.4	23,27	3,720	,686	,849
Z.5	23,37	3,757	,546	,870
Z.6	23,40	3,490	,693	,846

## Variabel Loyalitas Pelanggan (Y)

## 1) Hasil Uji Validitas

## Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Loyalitas Pelanggan
Y.1	Pearson Correlation	1	,220	,535**	,251	,553**	,251	,654**
	Sig. (2-tailed)		,242	,002	,180	,002	,180	,000
	N	30	30	30	30	30	30	30
Y.2	Pearson Correlation	,220	1	,224	,351	,429*	,351	,584**
	Sig. (2-tailed)	,242		,234	,057	,018	,057	,001
	N	30	30	30	30	30	30	30
Y.3	Pearson Correlation	,535*	,224	1	,383*	,699**	,383*	,739**
	Sig. (2-tailed)	,002	,242		,057	,002	,057	,001
	N	30	30	30	30	30	30	30

	Sig. (2-tailed)	,002	,234		,037	,000	,037	,000
	N	30	30	30	30	30	30	30
Y.4	Pearson Correlation	,251	,351	,383*	1	,636**	1,000*	,791**
	Sig. (2-tailed)	,180	,057	,037		,000	,000	,000
	N	30	30	30	30	30	30	30
Y.5	Pearson Correlation	,553*	,429*	,699**	,636**	1	,636**	,888**
	Sig. (2-tailed)	,002	,018	,000	,000		,000	,000
	N	30	30	30	30	30	30	30
Y.6	Pearson Correlation	,251	,351	,383*	1,000*	,636**	1	,791**
	Sig. (2-tailed)	,180	,057	,037	,000	,000		,000
	N	30	30	30	30	30	30	30
Loyalitas Pelanggan	Pearson Correlation	,654*	,584**	,739**	,791**	,888**	,791**	1
	Sig. (2-tailed)	,000	,001	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30

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

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

## 2) Hasil Uji Reliabilitas

### 3) Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,828	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

Y.1	23,23	3,909	,472	,829
Y.2	23,07	4,133	,393	,843
Y.3	23,13	3,706	,592	,803
Y.4	23,07	3,789	,690	,784
Y.5	23,10	3,541	,826	,755
Y.6	23,07	3,789	,690	,784



**Lampiran 6: Hasil Output Uji Validitas dan Reliabilitas Sampel Besar Menggunakan SPSS 23.0 for Windows**

**Variabel Kualitas Pelayanan (X<sub>1</sub>)**

1) Hasil Uji Validitas

		Correlations						Kualitas Pelayanan
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
X1.1	Pearson Correlation	1	,564**	,057	,112	,141	,519**	,608**
	Sig. (2-tailed)		,000	,574	,269	,163	,000	,000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	,564**	1	,039	,074	,156	,609**	,605**
	Sig. (2-tailed)	,000		,697	,467	,121	,000	,000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	,057	,039	1	,672**	,656**	,065	,651**
	Sig. (2-tailed)	,574	,697		,000	,000	,521	,000
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	,112	,074	,672**	1	,686**	,184	,703**
	Sig. (2-tailed)	,269	,467	,000		,000	,067	,000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	,141	,156	,656**	,686**	1	,111	,713**
	Sig. (2-tailed)	,163	,121	,000	,000		,273	,000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	,519**	,609**	,065	,184	,111	1	,628**
	Sig. (2-tailed)	,000	,000	,521	,067	,273		,000
	N	100	100	100	100	100	100	100
Kualitas Pelayanan	Pearson Correlation	,608**	,605**	,651**	,703**	,713**	,628**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

2) Hasil Uji Reliabilitas

**Reliability Statistics**

Cronbach's	
Alpha	N of Items





Z.2	Pearson Correlation	,712**	1	,430**	,359**	,299**	,491**	,775**
	Sig. (2-tailed)	,000		,000	,000	,001	,000	,000
	N	118	118	118	118	118	118	118
Z.3	Pearson Correlation	,287**	,430**	1	,662**	,384**	,169	,703**
	Sig. (2-tailed)	,002	,000		,000	,000	,067	,000
	N	118	118	118	118	118	118	118
Z.4	Pearson Correlation	,380**	,359**	,662**	1	,507**	,297**	,747**
	Sig. (2-tailed)	,000	,000	,000		,000	,001	,000
	N	118	118	118	118	118	118	118
Z.5	Pearson Correlation	,235*	,299**	,384**	,507**	1	,349**	,633**
	Sig. (2-tailed)	,010	,001	,000	,000		,000	,000
	N	118	118	118	118	118	118	118
Z.6	Pearson Correlation	,591**	,491**	,169	,297**	,349**	1	,671**
	Sig. (2-tailed)	,000	,000	,067	,001	,000		,000
	N	118	118	118	118	118	118	118
Kepuasan Konsumen	Pearson Correlation	,747**	,775**	,703**	,747**	,633**	,671**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	118	118	118	118	118	118	118

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

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

## 2) Hasil Uji Reliabilitas

### Reliability Statistics

Cronbach's Alpha	N of Items
,805	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z.1	23,28	3,178	,616	,763
Z.2	23,34	3,047	,645	,755
Z.3	23,30	3,099	,522	,787
Z.4	23,20	3,206	,621	,762
Z.5	23,20	3,463	,478	,792
Z.6	23,34	3,303	,508	,787

### Variabel Loyalitas Pelanggan (Y)

#### 1) Hasil Uji Validitas

#### Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Loyalitas Pelanggan
Y.1	Pearson Correlation	1	,641**	,424**	,249**	,133	,707**	,752**
	Sig. (2-tailed)		,000	,000	,007	,150	,000	,000
	N	118	118	118	118	118	118	118
Y.2	Pearson Correlation	,641**	1	,362**	,312**	,334**	,577**	,773**
	Sig. (2-tailed)	,000		,000	,001	,000	,000	,000
	N	118	118	118	118	118	118	118
Y.3	Pearson Correlation	,424**	,362**	1	,500**	,573**	,160	,699**
	Sig. (2-tailed)	,000	,000		,000	,000	,084	,000
	N	118	118	118	118	118	118	118
Y.4	Pearson Correlation	,249**	,312**	,500**	1	,646**	,129	,693**
	Sig. (2-tailed)	,007	,001	,000		,000	,163	,000



	N	118	118	118	118	118	118	118
Y.5	Pearson Correlation	,133	,334**	,573**	,646**	1	,033	,638**
	Sig. (2-tailed)	,150	,000	,000	,000		,721	,000
	N	118	118	118	118	118	118	118
Y.6	Pearson Correlation	,707**	,577**	,160	,129	,033	1	,632**
	Sig. (2-tailed)	,000	,000	,084	,163	,721		,000
	N	118	118	118	118	118	118	118
Loyalitas Pelanggan	Pearson Correlation	,752**	,773**	,699**	,693**	,638**	,632**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	118	118	118	118	118	118	118

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

## 2) Hasil Uji Reliabilitas

### Reliability Statistics

Cronbach's Alpha	N of Items
,785	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	23,12	3,336	,621	,732
Y.2	23,18	3,207	,639	,726
Y.3	22,95	3,553	,567	,747
Y.4	23,08	3,241	,493	,768
Y.5	22,94	3,646	,482	,765
Y.6	23,08	3,524	,442	,776

**Lampiran 7: Hasil Output Analisis Jalur (*Path Analysis*) Menggunakan SPSS 23.0 for Windows**

**Hasil Uji Regresi 1 (Variabel Kualitas Pelayanan (X<sub>1</sub>) dan Variabel Kualitas Produk (X<sub>2</sub>) terhadap Kepuasan Konsumen (Z))**

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

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk, Kualitas Pelayanan <sup>b</sup>		Enter

a. Dependent Variable: Kepuasan Konsumen

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,945 <sup>a</sup>	,893	,891	1,678

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

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2618,555	2	1309,277	465,172	,000 <sup>b</sup>
	Residual	315,236	112	2,815		
	Total	2933,791	114			

a. Dependent Variable: Kepuasan Konsumen

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

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,341	,839		2,791	,006
	Kualitas Pelayanan	,122	,094	,120	1,304	,195
	Kualitas Produk	,791	,087	,831	9,062	,000

a. Dependent Variable: Kepuasan Konsumen

**Hasil Uji Regresi 2 (Variabel Kualitas Pelayanan (X<sub>1</sub>), Kualitas Produk (X<sub>2</sub>) dan Kepuasan Konsumen (Z) terhadap Loyalitas Pelanggan (Y)**

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

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Konsumen, Kualitas Pelayanan, Kualitas Produk <sup>b</sup>		Enter

a. Dependent Variable: Loyalitas Pelanggan

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,947 <sup>a</sup>	,897	,895	1,651

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

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2646,956	3	882,319	323,680	,000 <sup>b</sup>
	Residual	302,575	111	2,726		
	Total	2949,530	114			

a. Dependent Variable: Loyalitas Pelanggan

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

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,977	,854		1,144	,255
	Kualitas Pelayanan	,166	,093	,162	1,786	,077

Kualitas Produk	,402	,113	,421	3,551	,001
Kepuasan Konsumen	,385	,093	,384	4,145	,000

a. Dependent Variable: Loyalitas Pelanggan

