



# LAMPIRAN

**Lampiran 01 Data Penjualan Minyak Pak Oles Tokcer**

| <b>BULAN JANUARI</b> |                    |                      |
|----------------------|--------------------|----------------------|
| <b>No</b>            | <b>Nama barang</b> | <b>Jumlah Barang</b> |
| 1                    | MOB 12 ml          | 19,740               |
| 2                    | MOB 35 ml          | 10,834               |
| 3                    | MOB Maxi 65 ml     | 4,763                |
| 4                    | MOB Jumbo 140 ml   | 3,136                |
| <b>Total</b>         |                    | <b>38,473</b>        |

| <b>BULAN FEBRUARI</b> |                    |                      |
|-----------------------|--------------------|----------------------|
| <b>No</b>             | <b>Nama barang</b> | <b>Jumlah Barang</b> |
| 1                     | MOB 12 ml          | 19,521               |
| 2                     | MOB 35 ml          | 13,364               |
| 3                     | MOB Maxi 65 ml     | 2,738                |
| 4                     | MOB Jumbo 140 ml   | 4,869                |
| <b>Total</b>          |                    | <b>40,492</b>        |

| <b>BULAN MARET</b> |                    |                      |
|--------------------|--------------------|----------------------|
| <b>No</b>          | <b>Nama barang</b> | <b>Jumlah Barang</b> |
| 1                  | MOB 12 ml          | 16,757               |
| 2                  | MOB 35 ml          | 12,753               |
| 3                  | MOB Maxi 65 ml     | 2,948                |
| 4                  | MOB Jumbo 140 ml   | 1,883                |
| <b>Total</b>       |                    | <b>34,341</b>        |

| <b>BULAN APRIL</b> |                    |                      |
|--------------------|--------------------|----------------------|
| <b>No</b>          | <b>Nama barang</b> | <b>Jumlah Barang</b> |
| 1                  | MOB 12 ml          | 17,081               |
| 2                  | MOB 35 ml          | 13,184               |
| 3                  | MOB Maxi 65 ml     | 3,321                |
| 4                  | MOB Jumbo 140 ml   | 4,138                |
| <b>Total</b>       |                    | <b>37,724</b>        |

| <b>BULAN MEI</b> |                    |                      |
|------------------|--------------------|----------------------|
| <b>No</b>        | <b>Nama barang</b> | <b>Jumlah Barang</b> |
| 1                | MOB 12 ml          | 16,271               |
| 2                | MOB 35 ml          | 11,765               |
| 3                | MOB Maxi 65 ml     | 1,971                |
| 4                | MOB Jumbo 140 ml   | 2,839                |

|              |               |
|--------------|---------------|
| <b>Total</b> | <b>32,846</b> |
|--------------|---------------|

**Lampiran 02 Kuesioner Penelitian**

**KUESIONER**

**PENGARUH CITRA MEREK DAN KEPUASAN PELANGAN  
TERHADAP LOYALITAS PELANGGAN MINYAK PAK OLES TOKCER  
DAUH PURI DENPASAR BARAT**

**I. Identitas Responden**

Nama Responden : .....

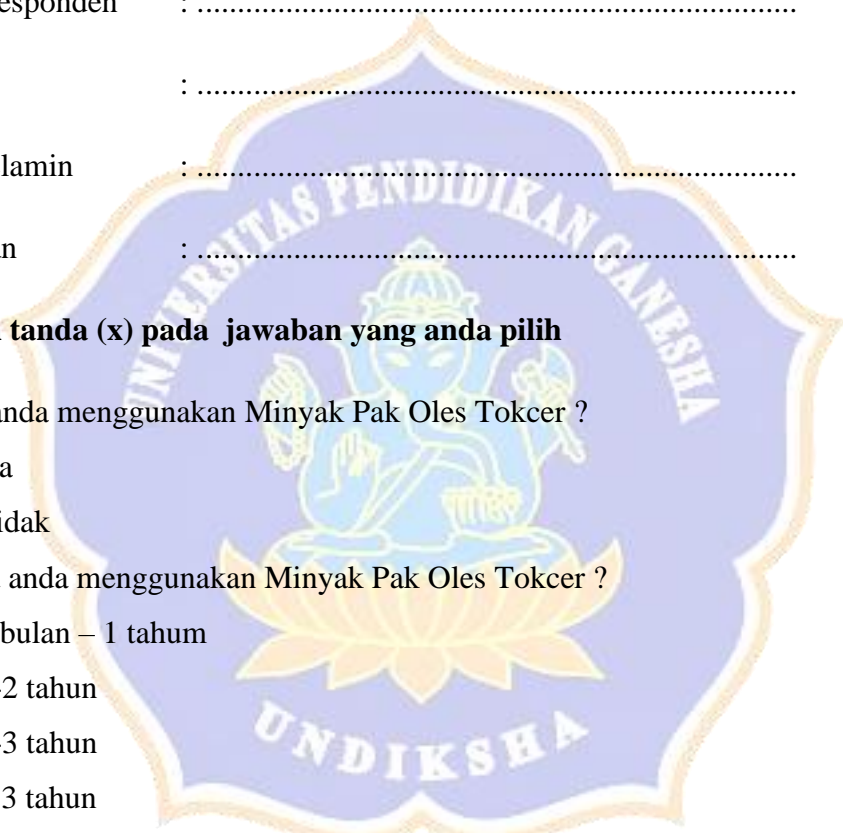
Umur : .....

Jenis Kelamin : .....

Pekerjaan : .....

**Berikan tanda (x) pada jawaban yang anda pilih**

1. Apa anda menggunakan Minyak Pak Oles Tokcer ?
  1. Ya
  2. Tidak
2. Lama anda menggunakan Minyak Pak Oles Tokcer ?
  1. 6 bulan – 1 tahun
  2. 1-2 tahun
  3. 2-3 tahun
  4. > 3 tahun
3. Frekuensi anda menggunakan minyak pak oles tokcer dalam kurun waktu 1 tahun terakhir?
  1. 2 kali
  2. 3 kali
  3. >3 kali
4. Apa yang membuat anda menggunakan kembali produk Minyak Pak Oles Tokcer ?
  1. Kualitas baik
  2. Harga terjangkau



3. Ajakan dari orang lain

## II. Petunjuk Pengisian Kuesioner

Dalam mengisi kuesioner ini, diharapkan Bapak/ibu, Saudara/i mengisi secara lengkap dan benar daftar isian pada identitas responden dan daftar pernyataan yang tersusun secara sistematis. Untuk menjawab kuesioner tersebut Bapak/Ibu, Saudara/i mencantumkan tanda rumput ( $\surd$ ) pada pilihan jawaban pada kolom isian yang tersedia. Penelitian ini dilakukan hanya semata-mata untuk ilmu pengetahuan dan kepentingan skripsi penelitian.

Keterangan :

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

## III. Daftar Pernyataan

1. Variabel Citra Merek

| No | Pernyataan  | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
|    | Citra Merek   | 5  | 4 | 3 | 2  | 1   |
| 1  | Minyak merek Pak Oles tokcer yang sudah dikenal banyak orang.           |    |   |   |    |     |
| 2  | Merek dan kemasan Minyak Pak Oles Tokcer mudah diingat.                 |    |   |   |    |     |
| 3  | Minyak Pak Oles Tokcer memberikan kesan positif kepada konsumen.        |    |   |   |    |     |
| 4  | Minyak Pak Oles Tokcer dikembangkan di pabrik yang berteknologi tinggi. |    |   |   |    |     |
| 5  | Minyak Pak Oles Tokcer aman digunakan dan memiliki kualitas yang baik.  |    |   |   |    |     |

## 2. Variabel Kepuasan Pelanggan

| No | Pernyataan  | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
|    | Kepuasan Pelanggan  | 5  | 4 | 3 | 2  | 1   |
| 1  | Saya tidak memiliki keluhan terhadap produk dari Minyak Pak Oles Tokcer Dauh Puri Denpasar Barat.                                 |    |   |   |    |     |
| 2  | Saya merasa puas ketika menggunakan produk dari Minyak Pak Oles Tokcer Dauh Puri Denpasar Barat.                                  |    |   |   |    |     |
| 3  | Rasa puas ketika menggunakan Minyak Pak Oles Tokcer Dauh Puri Denpasar Barat mempengaruhi loyalitas saya untuk membeli produknya. |    |   |   |    |     |
| 4  | Keseuaian dengan expektasi membuat saya puas dengan produk Minyak Pak Oles Tokcer Dauh Puri Denpasar Barat.                       |    |   |   |    |     |
| 5  | Saya merasa produk Minyak Pak Oles Tokcer Dauh Puri Denpasar Bara yang saya beli sesuai dengan keinginan.                         |    |   |   |    |     |

## 3. Variabel Loyalitas Pelanggan

| No | Pernyataan   | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
|    | Loyalitas Pelanggan  | 5  | 4 | 3 | 2  | 1   |
| 1  | Saya selalu berlangganan dengan Minyak Pak Oles Tokcer Dauh Puri Denpasar Brat.                |    |   |   |    |     |
| 2  | Saya melakukan pembelian ulang secara teratur Minyak Pak Oles tokcer dauh Puri Denpasar Barat. |    |   |   |    |     |
| 3  | Saya tetap memilih Minyak Pak Oles Tokcer meski ada tawaran dari produk yang sejenis.          |    |   |   |    |     |
| 4  | Saya akan merekomendasikan/ menyarankan kepada orang lain untuk                                |    |   |   |    |     |

|  |   |  |  |  |  |  |
|--|---|--|--|--|--|--|
|  | membeli Minyak Pak Oles Tokcer<br>Dauh Puri Denpasar Barat. |  |  |  |  |  |
|--|---|--|--|--|--|--|

**Lampiran 03 Data Penelitian**

**1. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Citra Merek**

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



### Data Interval

| No. | 1     | 2     | 3     | 4     | 5     | Total  |
|-----|-------|-------|-------|-------|-------|--------|
| 1   | 4.014 | 2.497 | 2.615 | 2.497 | 2.703 | 14.326 |
| 2   | 2.497 | 2.497 | 2.615 | 2.497 | 2.703 | 12.808 |
| 3   | 2.497 | 2.497 | 2.615 | 2.497 | 2.703 | 12.808 |
| 4   | 2.497 | 2.497 | 2.615 | 2.497 | 2.703 | 12.808 |
| 5   | 2.497 | 4.014 | 4.229 | 4.014 | 4.370 | 19.124 |
| 6   | 2.497 | 2.497 | 2.615 | 2.497 | 2.703 | 12.808 |
| 7   | 2.497 | 2.497 | 2.615 | 2.497 | 2.703 | 12.808 |
| 8   | 2.497 | 2.497 | 2.615 | 2.497 | 2.703 | 12.808 |
| 9   | 2.497 | 4.014 | 4.229 | 2.497 | 4.370 | 17.607 |
| 10  | 2.497 | 2.497 | 2.615 | 2.497 | 2.703 | 12.808 |
| 11  | 2.497 | 2.497 | 2.615 | 2.497 | 2.703 | 12.808 |
| 12  | 1.000 | 2.497 | 2.615 | 1.000 | 2.703 | 9.814  |
| 13  | 2.497 | 1.000 | 1.000 | 1.000 | 2.703 | 8.200  |
| 14  | 2.497 | 1.000 | 1.000 | 2.497 | 2.703 | 9.697  |
| 15  | 4.014 | 2.497 | 4.229 | 4.014 | 4.370 | 19.124 |
| 16  | 1.000 | 1.000 | 2.615 | 1.000 | 2.703 | 8.318  |
| 17  | 2.497 | 2.497 | 2.615 | 2.497 | 2.703 | 12.808 |
| 18  | 1.000 | 2.497 | 2.615 | 2.497 | 2.703 | 11.311 |
| 19  | 2.497 | 2.497 | 2.615 | 2.497 | 2.703 | 12.808 |
| 20  | 2.497 | 1.000 | 1.000 | 2.497 | 1.000 | 7.994  |
| 21  | 4.014 | 4.014 | 2.615 | 4.014 | 4.370 | 19.027 |
| 22  | 1.000 | 2.497 | 1.000 | 1.000 | 2.703 | 8.200  |
| 23  | 2.497 | 2.497 | 2.615 | 2.497 | 2.703 | 12.808 |
| 24  | 2.497 | 2.497 | 2.615 | 2.497 | 2.703 | 12.808 |
| 25  | 2.497 | 2.497 | 2.615 | 2.497 | 2.703 | 12.808 |
| 26  | 2.497 | 4.014 | 4.229 | 2.497 | 2.703 | 15.940 |
| 27  | 2.497 | 2.497 | 2.615 | 2.497 | 2.703 | 12.808 |
| 28  | 1.000 | 1.000 | 2.615 | 1.000 | 1.000 | 6.615  |
| 29  | 4.014 | 2.497 | 2.615 | 4.014 | 2.703 | 15.843 |
| 30  | 1.000 | 1.000 | 2.615 | 1.000 | 1.000 | 6.615  |

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

### Data Ordinal

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



### Data Interval

| No. | 1     | 2     | 3     | 4     | 5     | Total  |
|-----|-------|-------|-------|-------|-------|--------|
| 1   | 2.832 | 2.666 | 4.114 | 2.832 | 2.615 | 15.059 |
| 2   | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 3   | 4.554 | 4.370 | 4.114 | 4.554 | 4.229 | 21.821 |
| 4   | 2.832 | 2.666 | 1.000 | 1.000 | 2.615 | 10.113 |
| 5   | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 6   | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 7   | 4.554 | 2.666 | 2.565 | 4.554 | 2.615 | 16.954 |
| 8   | 1.000 | 2.666 | 1.000 | 1.000 | 2.615 | 8.281  |
| 9   | 4.554 | 2.666 | 4.114 | 4.554 | 4.229 | 20.118 |
| 10  | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 11  | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 12  | 2.832 | 2.666 | 2.565 | 2.832 | 1.000 | 11.896 |
| 13  | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 14  | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 15  | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 16  | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 17  | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 18  | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 19  | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 20  | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 21  | 2.832 | 1.000 | 2.565 | 2.832 | 2.615 | 11.844 |
| 22  | 4.554 | 4.370 | 2.565 | 2.832 | 4.229 | 18.550 |
| 23  | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 24  | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 25  | 2.832 | 2.666 | 2.565 | 2.832 | 2.615 | 13.510 |
| 26  | 1.000 | 1.000 | 1.000 | 2.832 | 1.000 | 6.832  |
| 27  | 2.832 | 4.370 | 4.114 | 2.832 | 4.229 | 18.377 |
| 28  | 2.832 | 1.000 | 2.565 | 2.832 | 1.000 | 10.229 |
| 29  | 2.832 | 1.000 | 1.000 | 2.832 | 1.000 | 8.664  |
| 30  | 2.832 | 2.666 | 4.114 | 4.554 | 2.615 | 16.781 |

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

#### Data Ordinal

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

**Data Interval**

| <b>No.</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>Total</b> |
|------------|----------|----------|----------|----------|--------------|
| 1          | 4.114    | 4.254    | 2.447    | 3.998    | 14.813       |
| 2          | 2.565    | 2.654    | 2.447    | 2.499    | 10.165       |
| 3          | 2.565    | 2.654    | 1.000    | 2.499    | 8.718        |
| 4          | 2.565    | 2.654    | 3.899    | 2.499    | 11.617       |
| 5          | 2.565    | 2.654    | 2.447    | 2.499    | 10.165       |
| 6          | 2.565    | 2.654    | 3.899    | 2.499    | 11.617       |
| 7          | 2.565    | 1.000    | 2.447    | 1.000    | 7.013        |
| 8          | 1.000    | 1.000    | 2.447    | 1.000    | 5.447        |
| 9          | 2.565    | 2.654    | 1.000    | 1.000    | 7.219        |
| 10         | 4.114    | 4.254    | 2.447    | 3.998    | 14.813       |
| 11         | 2.565    | 2.654    | 2.447    | 2.499    | 10.165       |
| 12         | 4.114    | 4.254    | 3.899    | 3.998    | 16.265       |
| 13         | 2.565    | 2.654    | 2.447    | 2.499    | 10.165       |
| 14         | 1.000    | 2.654    | 1.000    | 2.499    | 7.153        |
| 15         | 1.000    | 2.654    | 1.000    | 2.499    | 7.153        |
| 16         | 2.565    | 2.654    | 2.447    | 2.499    | 10.165       |
| 17         | 2.565    | 2.654    | 2.447    | 2.499    | 10.165       |
| 18         | 1.000    | 1.000    | 1.000    | 2.499    | 5.499        |
| 19         | 2.565    | 2.654    | 2.447    | 2.499    | 10.165       |
| 20         | 2.565    | 2.654    | 2.447    | 2.499    | 10.165       |
| 21         | 2.565    | 2.654    | 2.447    | 2.499    | 10.165       |
| 22         | 4.114    | 4.254    | 3.899    | 3.998    | 16.265       |
| 23         | 2.565    | 2.654    | 1.000    | 1.000    | 7.219        |
| 24         | 2.565    | 2.654    | 2.447    | 2.499    | 10.165       |
| 25         | 2.565    | 2.654    | 2.447    | 2.499    | 10.165       |
| 26         | 2.565    | 2.654    | 2.447    | 2.499    | 10.165       |
| 27         | 4.114    | 4.254    | 3.899    | 3.998    | 16.265       |
| 28         | 2.565    | 2.654    | 2.447    | 2.499    | 10.165       |
| 29         | 2.565    | 2.654    | 2.447    | 2.499    | 10.165       |
| 30         | 2.565    | 2.654    | 2.447    | 1.000    | 8.666        |

**4. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Citra Merek**

**Data Ordinal**

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

| No. | 1 | 2 | 3 | 4 | 5 | X1 |
|-----|---|---|---|---|---|----|
| 39  | 5 | 5 | 5 | 5 | 5 | 25 |
| 40  | 4 | 4 | 5 | 4 | 4 | 21 |
| 41  | 4 | 5 | 5 | 4 | 5 | 23 |
| 42  | 4 | 4 | 3 | 4 | 4 | 19 |
| 43  | 5 | 4 | 5 | 5 | 4 | 23 |
| 44  | 4 | 5 | 4 | 5 | 5 | 23 |
| 45  | 5 | 5 | 5 | 5 | 5 | 25 |
| 46  | 5 | 4 | 5 | 5 | 4 | 23 |
| 47  | 4 | 4 | 4 | 4 | 4 | 20 |
| 48  | 4 | 4 | 4 | 4 | 4 | 20 |
| 49  | 4 | 4 | 4 | 4 | 4 | 20 |
| 50  | 5 | 5 | 5 | 5 | 5 | 25 |
| 51  | 4 | 4 | 3 | 4 | 4 | 19 |
| 52  | 4 | 4 | 4 | 4 | 4 | 20 |
| 53  | 5 | 4 | 4 | 5 | 4 | 22 |
| 54  | 3 | 3 | 4 | 3 | 3 | 16 |
| 55  | 4 | 4 | 3 | 4 | 4 | 19 |
| 56  | 4 | 4 | 4 | 4 | 4 | 20 |
| 57  | 4 | 4 | 3 | 4 | 4 | 19 |
| 58  | 4 | 4 | 4 | 4 | 4 | 20 |
| 59  | 4 | 4 | 3 | 4 | 4 | 19 |
| 60  | 3 | 3 | 4 | 3 | 3 | 16 |
| 61  | 4 | 4 | 4 | 4 | 4 | 20 |
| 62  | 4 | 4 | 4 | 4 | 4 | 20 |
| 63  | 4 | 4 | 3 | 4 | 4 | 19 |
| 64  | 5 | 5 | 4 | 5 | 5 | 24 |
| 65  | 5 | 4 | 5 | 5 | 4 | 23 |
| 66  | 3 | 3 | 4 | 3 | 3 | 16 |
| 67  | 5 | 4 | 4 | 5 | 5 | 23 |
| 68  | 4 | 4 | 4 | 4 | 4 | 20 |
| 69  | 4 | 4 | 3 | 4 | 4 | 19 |
| 70  | 3 | 3 | 4 | 3 | 3 | 16 |
| 71  | 4 | 4 | 3 | 4 | 4 | 19 |
| 72  | 4 | 4 | 3 | 4 | 4 | 19 |
| 73  | 3 | 3 | 4 | 3 | 3 | 16 |
| 74  | 4 | 4 | 4 | 4 | 4 | 20 |
| 75  | 4 | 4 | 4 | 4 | 4 | 20 |

**Data Interval**

| No. | 1     | 2     | 3     | 4     | 5     | X1     |
|-----|-------|-------|-------|-------|-------|--------|
| 1   | 1.000 | 1.000 | 2.309 | 1.000 | 1.000 | 6.309  |
| 2   | 2.328 | 3.763 | 2.309 | 2.310 | 3.728 | 14.438 |
| 3   | 3.670 | 3.763 | 3.632 | 3.640 | 3.728 | 18.434 |
| 4   | 3.670 | 3.763 | 3.632 | 3.640 | 3.728 | 18.434 |
| 5   | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 6   | 3.670 | 3.763 | 3.632 | 3.640 | 3.728 | 18.434 |
| 7   | 1.000 | 1.000 | 2.309 | 1.000 | 1.000 | 6.309  |
| 8   | 1.000 | 1.000 | 2.309 | 1.000 | 1.000 | 6.309  |
| 9   | 2.328 | 3.763 | 3.632 | 2.310 | 3.728 | 15.762 |
| 10  | 3.670 | 3.763 | 3.632 | 3.640 | 3.728 | 18.434 |
| 11  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 12  | 3.670 | 2.381 | 3.632 | 3.640 | 2.363 | 15.686 |
| 13  | 3.670 | 3.763 | 3.632 | 3.640 | 3.728 | 18.434 |
| 14  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 15  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 16  | 3.670 | 2.381 | 2.309 | 3.640 | 2.363 | 14.363 |
| 17  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 18  | 1.000 | 1.000 | 2.309 | 1.000 | 1.000 | 6.309  |
| 19  | 2.328 | 2.381 | 1.000 | 2.310 | 2.363 | 10.382 |
| 20  | 1.000 | 1.000 | 2.309 | 1.000 | 1.000 | 6.309  |
| 21  | 1.000 | 1.000 | 2.309 | 1.000 | 1.000 | 6.309  |
| 22  | 2.328 | 2.381 | 1.000 | 2.310 | 2.363 | 10.382 |
| 23  | 1.000 | 1.000 | 2.309 | 1.000 | 1.000 | 6.309  |
| 24  | 2.328 | 2.381 | 1.000 | 2.310 | 2.363 | 10.382 |
| 25  | 3.670 | 2.381 | 3.632 | 3.640 | 2.363 | 15.686 |
| 26  | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 5.000  |
| 27  | 3.670 | 3.763 | 2.309 | 3.640 | 3.728 | 17.111 |
| 28  | 2.328 | 2.381 | 3.632 | 2.310 | 2.363 | 13.014 |
| 29  | 2.328 | 1.000 | 2.309 | 2.310 | 1.000 | 8.947  |
| 30  | 2.328 | 3.763 | 3.632 | 2.310 | 3.728 | 15.762 |
| 31  | 3.670 | 3.763 | 2.309 | 3.640 | 3.728 | 17.111 |
| 32  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 33  | 2.328 | 2.381 | 3.632 | 2.310 | 2.363 | 13.014 |
| 34  | 2.328 | 2.381 | 1.000 | 2.310 | 2.363 | 10.382 |
| 35  | 2.328 | 2.381 | 1.000 | 2.310 | 2.363 | 10.382 |
| 36  | 3.670 | 2.381 | 3.632 | 3.640 | 2.363 | 15.686 |
| 37  | 1.000 | 1.000 | 2.309 | 1.000 | 1.000 | 6.309  |
| 38  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 39  | 3.670 | 3.763 | 3.632 | 3.640 | 3.728 | 18.434 |
| 40  | 2.328 | 2.381 | 3.632 | 2.310 | 2.363 | 13.014 |
| 41  | 2.328 | 3.763 | 3.632 | 2.310 | 3.728 | 15.762 |



| No. | 1     | 2     | 3     | 4     | 5     | X1     |
|-----|-------|-------|-------|-------|-------|--------|
| 42  | 2.328 | 2.381 | 1.000 | 2.310 | 2.363 | 10.382 |
| 43  | 3.670 | 2.381 | 3.632 | 3.640 | 2.363 | 15.686 |
| 44  | 2.328 | 3.763 | 2.309 | 3.640 | 3.728 | 15.768 |
| 45  | 3.670 | 3.763 | 3.632 | 3.640 | 3.728 | 18.434 |
| 46  | 3.670 | 2.381 | 3.632 | 3.640 | 2.363 | 15.686 |
| 47  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 48  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 49  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 50  | 3.670 | 3.763 | 3.632 | 3.640 | 3.728 | 18.434 |
| 51  | 2.328 | 2.381 | 1.000 | 2.310 | 2.363 | 10.382 |
| 52  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 53  | 3.670 | 2.381 | 2.309 | 3.640 | 2.363 | 14.363 |
| 54  | 1.000 | 1.000 | 2.309 | 1.000 | 1.000 | 6.309  |
| 55  | 2.328 | 2.381 | 1.000 | 2.310 | 2.363 | 10.382 |
| 56  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 57  | 2.328 | 2.381 | 1.000 | 2.310 | 2.363 | 10.382 |
| 58  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 59  | 2.328 | 2.381 | 1.000 | 2.310 | 2.363 | 10.382 |
| 60  | 1.000 | 1.000 | 2.309 | 1.000 | 1.000 | 6.309  |
| 61  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 62  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 63  | 2.328 | 2.381 | 1.000 | 2.310 | 2.363 | 10.382 |
| 64  | 3.670 | 3.763 | 2.309 | 3.640 | 3.728 | 17.111 |
| 65  | 3.670 | 2.381 | 3.632 | 3.640 | 2.363 | 15.686 |
| 66  | 1.000 | 1.000 | 2.309 | 1.000 | 1.000 | 6.309  |
| 67  | 3.670 | 2.381 | 2.309 | 3.640 | 3.728 | 15.729 |
| 68  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 69  | 2.328 | 2.381 | 1.000 | 2.310 | 2.363 | 10.382 |
| 70  | 1.000 | 1.000 | 2.309 | 1.000 | 1.000 | 6.309  |
| 71  | 2.328 | 2.381 | 1.000 | 2.310 | 2.363 | 10.382 |
| 72  | 2.328 | 2.381 | 1.000 | 2.310 | 2.363 | 10.382 |
| 73  | 1.000 | 1.000 | 2.309 | 1.000 | 1.000 | 6.309  |
| 74  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |
| 75  | 2.328 | 2.381 | 2.309 | 2.310 | 2.363 | 11.691 |

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

**Data Ordinal**

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

| No. | 1 | 2 | 3 | 4 | 5 | X2 |
|-----|---|---|---|---|---|----|
| 39  | 5 | 5 | 5 | 5 | 5 | 25 |
| 40  | 4 | 4 | 3 | 4 | 3 | 18 |
| 41  | 4 | 4 | 4 | 4 | 4 | 20 |
| 42  | 3 | 4 | 4 | 4 | 4 | 19 |
| 43  | 4 | 4 | 4 | 4 | 4 | 20 |
| 44  | 4 | 4 | 4 | 4 | 4 | 20 |
| 45  | 4 | 4 | 4 | 4 | 4 | 20 |
| 46  | 4 | 4 | 4 | 4 | 4 | 20 |
| 47  | 3 | 4 | 4 | 4 | 4 | 19 |
| 48  | 4 | 4 | 3 | 4 | 3 | 18 |
| 49  | 4 | 4 | 4 | 4 | 4 | 20 |
| 50  | 4 | 4 | 4 | 4 | 4 | 20 |
| 51  | 4 | 3 | 4 | 3 | 4 | 18 |
| 52  | 4 | 3 | 4 | 3 | 4 | 18 |
| 53  | 4 | 4 | 4 | 4 | 4 | 20 |
| 54  | 4 | 3 | 4 | 3 | 4 | 18 |
| 55  | 4 | 3 | 3 | 3 | 3 | 16 |
| 56  | 4 | 4 | 4 | 4 | 4 | 20 |
| 57  | 4 | 4 | 3 | 4 | 3 | 18 |
| 58  | 4 | 4 | 4 | 4 | 4 | 20 |
| 59  | 4 | 3 | 4 | 3 | 4 | 18 |
| 60  | 4 | 4 | 3 | 4 | 3 | 18 |
| 61  | 4 | 3 | 4 | 3 | 4 | 18 |
| 62  | 4 | 3 | 4 | 3 | 4 | 18 |
| 63  | 3 | 4 | 4 | 4 | 4 | 19 |
| 64  | 4 | 4 | 4 | 4 | 4 | 20 |
| 65  | 3 | 4 | 3 | 4 | 3 | 17 |
| 66  | 3 | 3 | 4 | 3 | 4 | 17 |
| 67  | 4 | 4 | 4 | 4 | 4 | 20 |
| 68  | 4 | 4 | 4 | 4 | 4 | 20 |
| 69  | 3 | 4 | 3 | 4 | 3 | 17 |
| 70  | 3 | 3 | 4 | 3 | 4 | 17 |
| 71  | 4 | 5 | 4 | 5 | 4 | 22 |
| 72  | 3 | 3 | 4 | 3 | 4 | 17 |
| 73  | 3 | 4 | 3 | 4 | 3 | 17 |
| 74  | 4 | 3 | 4 | 3 | 4 | 18 |
| 75  | 3 | 3 | 4 | 3 | 4 | 17 |

## Data Interval

| No. | 1     | 2     | 3     | 4     | 5     | X2     |
|-----|-------|-------|-------|-------|-------|--------|
| 1   | 2.497 | 2.442 | 1.000 | 2.442 | 1.000 | 9.380  |
| 2   | 4.014 | 3.899 | 3.978 | 3.899 | 3.978 | 19.769 |
| 3   | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 4   | 4.014 | 3.899 | 3.978 | 3.899 | 3.978 | 19.769 |
| 5   | 1.000 | 1.000 | 2.479 | 1.000 | 2.479 | 7.958  |
| 6   | 4.014 | 3.899 | 3.978 | 3.899 | 3.978 | 19.769 |
| 7   | 2.497 | 1.000 | 2.479 | 1.000 | 2.479 | 9.455  |
| 8   | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 9   | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 5.000  |
| 10  | 4.014 | 3.899 | 3.978 | 3.899 | 3.978 | 19.769 |
| 11  | 2.497 | 1.000 | 2.479 | 1.000 | 2.479 | 9.455  |
| 12  | 4.014 | 2.442 | 3.978 | 2.442 | 3.978 | 16.854 |
| 13  | 4.014 | 3.899 | 3.978 | 3.899 | 3.978 | 19.769 |
| 14  | 2.497 | 2.442 | 3.978 | 2.442 | 3.978 | 15.336 |
| 15  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 16  | 4.014 | 2.442 | 2.479 | 2.442 | 2.479 | 13.856 |
| 17  | 2.497 | 1.000 | 1.000 | 1.000 | 1.000 | 6.497  |
| 18  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 19  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 20  | 2.497 | 1.000 | 2.479 | 1.000 | 2.479 | 9.455  |
| 21  | 2.497 | 1.000 | 1.000 | 1.000 | 1.000 | 6.497  |
| 22  | 1.000 | 2.442 | 1.000 | 2.442 | 1.000 | 7.884  |
| 23  | 1.000 | 2.442 | 1.000 | 2.442 | 1.000 | 7.884  |
| 24  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 25  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 26  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 27  | 4.014 | 3.899 | 3.978 | 3.899 | 3.978 | 19.769 |
| 28  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 29  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 30  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 31  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 32  | 1.000 | 2.442 | 1.000 | 2.442 | 1.000 | 7.884  |
| 33  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 34  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 35  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 36  | 4.014 | 3.899 | 3.978 | 3.899 | 3.978 | 19.769 |
| 37  | 2.497 | 1.000 | 1.000 | 1.000 | 1.000 | 6.497  |
| 38  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 39  | 4.014 | 3.899 | 3.978 | 3.899 | 3.978 | 19.769 |
| 40  | 2.497 | 2.442 | 1.000 | 2.442 | 1.000 | 9.380  |

| No. | 1     | 2     | 3     | 4     | 5     | X2     |
|-----|-------|-------|-------|-------|-------|--------|
| 41  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 42  | 1.000 | 2.442 | 2.479 | 2.442 | 2.479 | 10.842 |
| 43  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 44  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 45  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 46  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 47  | 1.000 | 2.442 | 2.479 | 2.442 | 2.479 | 10.842 |
| 48  | 2.497 | 2.442 | 1.000 | 2.442 | 1.000 | 9.380  |
| 49  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 50  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 51  | 2.497 | 1.000 | 2.479 | 1.000 | 2.479 | 9.455  |
| 52  | 2.497 | 1.000 | 2.479 | 1.000 | 2.479 | 9.455  |
| 53  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 54  | 2.497 | 1.000 | 2.479 | 1.000 | 2.479 | 9.455  |
| 55  | 2.497 | 1.000 | 1.000 | 1.000 | 1.000 | 6.497  |
| 56  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 57  | 2.497 | 2.442 | 1.000 | 2.442 | 1.000 | 9.380  |
| 58  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 59  | 2.497 | 1.000 | 2.479 | 1.000 | 2.479 | 9.455  |
| 60  | 2.497 | 2.442 | 1.000 | 2.442 | 1.000 | 9.380  |
| 61  | 2.497 | 1.000 | 2.479 | 1.000 | 2.479 | 9.455  |
| 62  | 2.497 | 1.000 | 2.479 | 1.000 | 2.479 | 9.455  |
| 63  | 1.000 | 2.442 | 2.479 | 2.442 | 2.479 | 10.842 |
| 64  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 65  | 1.000 | 2.442 | 1.000 | 2.442 | 1.000 | 7.884  |
| 66  | 1.000 | 1.000 | 2.479 | 1.000 | 2.479 | 7.958  |
| 67  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 68  | 2.497 | 2.442 | 2.479 | 2.442 | 2.479 | 12.339 |
| 69  | 1.000 | 2.442 | 1.000 | 2.442 | 1.000 | 7.884  |
| 70  | 1.000 | 1.000 | 2.479 | 1.000 | 2.479 | 7.958  |
| 71  | 2.497 | 3.899 | 2.479 | 3.899 | 2.479 | 15.254 |
| 72  | 1.000 | 1.000 | 2.479 | 1.000 | 2.479 | 7.958  |
| 73  | 1.000 | 2.442 | 1.000 | 2.442 | 1.000 | 7.884  |
| 74  | 2.497 | 1.000 | 2.479 | 1.000 | 2.479 | 9.455  |
| 75  | 1.000 | 1.000 | 2.479 | 1.000 | 2.479 | 7.958  |

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

**Data Ordinal**

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



| No. | 1 | 2 | 3 | 4 | Y  |
|-----|---|---|---|---|----|
| 39  | 5 | 4 | 4 | 4 | 17 |
| 40  | 4 | 4 | 3 | 4 | 15 |
| 41  | 5 | 4 | 5 | 5 | 19 |
| 42  | 4 | 3 | 4 | 4 | 15 |
| 43  | 5 | 4 | 4 | 4 | 17 |
| 44  | 4 | 5 | 4 | 4 | 17 |
| 45  | 5 | 4 | 4 | 4 | 17 |
| 46  | 5 | 4 | 4 | 4 | 17 |
| 47  | 4 | 4 | 4 | 4 | 16 |
| 48  | 3 | 4 | 4 | 3 | 14 |
| 49  | 5 | 4 | 4 | 4 | 17 |
| 50  | 5 | 5 | 5 | 4 | 19 |
| 51  | 4 | 4 | 4 | 4 | 16 |
| 52  | 4 | 4 | 4 | 4 | 16 |
| 53  | 4 | 4 | 4 | 4 | 16 |
| 54  | 4 | 3 | 3 | 4 | 14 |
| 55  | 3 | 4 | 3 | 3 | 13 |
| 56  | 4 | 3 | 4 | 3 | 14 |
| 57  | 4 | 4 | 4 | 4 | 16 |
| 58  | 4 | 3 | 4 | 4 | 15 |
| 59  | 4 | 3 | 4 | 4 | 15 |
| 60  | 4 | 4 | 3 | 4 | 15 |
| 61  | 4 | 4 | 4 | 3 | 15 |
| 62  | 4 | 3 | 4 | 4 | 15 |
| 63  | 3 | 4 | 3 | 4 | 14 |
| 64  | 4 | 4 | 4 | 4 | 16 |
| 65  | 4 | 4 | 4 | 4 | 16 |
| 66  | 4 | 4 | 3 | 4 | 15 |
| 67  | 5 | 5 | 5 | 4 | 19 |
| 68  | 4 | 4 | 4 | 4 | 16 |
| 69  | 3 | 4 | 4 | 3 | 14 |
| 70  | 4 | 4 | 3 | 3 | 14 |
| 71  | 4 | 4 | 4 | 4 | 16 |
| 72  | 4 | 3 | 3 | 4 | 14 |
| 73  | 3 | 3 | 4 | 4 | 14 |
| 74  | 3 | 4 | 4 | 4 | 15 |
| 75  | 4 | 4 | 4 | 4 | 16 |

**Data Interval**

| No. | 1     | 2     | 3     | 4     | Y      |
|-----|-------|-------|-------|-------|--------|
| 1   | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 2   | 4.067 | 2.457 | 3.807 | 4.188 | 14.518 |
| 3   | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 4   | 2.549 | 3.921 | 3.807 | 4.188 | 14.465 |
| 5   | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 6   | 4.067 | 3.921 | 2.404 | 4.188 | 14.579 |
| 7   | 2.549 | 1.000 | 2.404 | 2.581 | 8.534  |
| 8   | 2.549 | 2.457 | 1.000 | 2.581 | 8.587  |
| 9   | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 10  | 2.549 | 3.921 | 3.807 | 4.188 | 14.465 |
| 11  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 12  | 4.067 | 2.457 | 3.807 | 4.188 | 14.518 |
| 13  | 4.067 | 3.921 | 3.807 | 4.188 | 15.982 |
| 14  | 2.549 | 3.921 | 3.807 | 2.581 | 12.858 |
| 15  | 2.549 | 2.457 | 1.000 | 1.000 | 7.007  |
| 16  | 2.549 | 2.457 | 3.807 | 4.188 | 13.001 |
| 17  | 2.549 | 2.457 | 1.000 | 2.581 | 8.587  |
| 18  | 2.549 | 1.000 | 2.404 | 1.000 | 6.953  |
| 19  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 20  | 2.549 | 1.000 | 2.404 | 1.000 | 6.953  |
| 21  | 2.549 | 1.000 | 2.404 | 2.581 | 8.534  |
| 22  | 1.000 | 2.457 | 1.000 | 2.581 | 7.038  |
| 23  | 2.549 | 2.457 | 1.000 | 1.000 | 7.007  |
| 24  | 2.549 | 1.000 | 2.404 | 1.000 | 6.953  |
| 25  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 26  | 1.000 | 2.457 | 1.000 | 2.581 | 7.038  |
| 27  | 2.549 | 3.921 | 3.807 | 2.581 | 12.858 |
| 28  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 29  | 2.549 | 2.457 | 2.404 | 1.000 | 8.410  |
| 30  | 4.067 | 3.921 | 3.807 | 2.581 | 14.375 |
| 31  | 2.549 | 2.457 | 3.807 | 4.188 | 13.001 |
| 32  | 2.549 | 1.000 | 1.000 | 2.581 | 7.130  |
| 33  | 4.067 | 3.921 | 2.404 | 2.581 | 12.972 |
| 34  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 35  | 2.549 | 1.000 | 1.000 | 2.581 | 7.130  |
| 36  | 4.067 | 3.921 | 2.404 | 2.581 | 12.972 |
| 37  | 1.000 | 2.457 | 1.000 | 2.581 | 7.038  |
| 38  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 39  | 4.067 | 2.457 | 2.404 | 2.581 | 11.508 |
| 40  | 2.549 | 2.457 | 1.000 | 2.581 | 8.587  |
| 41  | 4.067 | 2.457 | 3.807 | 4.188 | 14.518 |

| No. | 1     | 2     | 3     | 4     | Y      |
|-----|-------|-------|-------|-------|--------|
| 42  | 2.549 | 1.000 | 2.404 | 2.581 | 8.534  |
| 43  | 4.067 | 2.457 | 2.404 | 2.581 | 11.508 |
| 44  | 2.549 | 3.921 | 2.404 | 2.581 | 11.454 |
| 45  | 4.067 | 2.457 | 2.404 | 2.581 | 11.508 |
| 46  | 4.067 | 2.457 | 2.404 | 2.581 | 11.508 |
| 47  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 48  | 1.000 | 2.457 | 2.404 | 1.000 | 6.861  |
| 49  | 4.067 | 2.457 | 2.404 | 2.581 | 11.508 |
| 50  | 4.067 | 3.921 | 3.807 | 2.581 | 14.375 |
| 51  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 52  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 53  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 54  | 2.549 | 1.000 | 1.000 | 2.581 | 7.130  |
| 55  | 1.000 | 2.457 | 1.000 | 1.000 | 5.457  |
| 56  | 2.549 | 1.000 | 2.404 | 1.000 | 6.953  |
| 57  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 58  | 2.549 | 1.000 | 2.404 | 2.581 | 8.534  |
| 59  | 2.549 | 1.000 | 2.404 | 2.581 | 8.534  |
| 60  | 2.549 | 2.457 | 1.000 | 2.581 | 8.587  |
| 61  | 2.549 | 2.457 | 2.404 | 1.000 | 8.410  |
| 62  | 2.549 | 1.000 | 2.404 | 2.581 | 8.534  |
| 63  | 1.000 | 2.457 | 1.000 | 2.581 | 7.038  |
| 64  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 65  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 66  | 2.549 | 2.457 | 1.000 | 2.581 | 8.587  |
| 67  | 4.067 | 3.921 | 3.807 | 2.581 | 14.375 |
| 68  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 69  | 1.000 | 2.457 | 2.404 | 1.000 | 6.861  |
| 70  | 2.549 | 2.457 | 1.000 | 1.000 | 7.007  |
| 71  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |
| 72  | 2.549 | 1.000 | 1.000 | 2.581 | 7.130  |
| 73  | 1.000 | 1.000 | 2.404 | 2.581 | 6.984  |
| 74  | 1.000 | 2.457 | 2.404 | 2.581 | 8.441  |
| 75  | 2.549 | 2.457 | 2.404 | 2.581 | 9.991  |

## 7. Tabulasi Data Analisis Regresi Linier Berganda

| No. | X <sub>1</sub> | X <sub>2</sub> | Y      |
|-----|----------------|----------------|--------|
| 1   | 6.309          | 9.380          | 9.991  |
| 2   | 14.438         | 19.769         | 14.518 |
| 3   | 18.434         | 12.339         | 9.991  |
| 4   | 18.434         | 19.769         | 14.465 |
| 5   | 11.691         | 7.958          | 9.991  |
| 6   | 18.434         | 19.769         | 14.579 |
| 7   | 6.309          | 9.455          | 8.534  |
| 8   | 6.309          | 12.339         | 8.587  |
| 9   | 15.762         | 5.000          | 9.991  |
| 10  | 18.434         | 19.769         | 14.465 |
| 11  | 11.691         | 9.455          | 9.991  |
| 12  | 15.686         | 16.854         | 14.518 |
| 13  | 18.434         | 19.769         | 15.982 |
| 14  | 11.691         | 15.336         | 12.858 |
| 15  | 11.691         | 12.339         | 7.007  |
| 16  | 14.363         | 13.856         | 13.001 |
| 17  | 11.691         | 6.497          | 8.587  |
| 18  | 6.309          | 12.339         | 6.953  |
| 19  | 10.382         | 12.339         | 9.991  |
| 20  | 6.309          | 9.455          | 6.953  |
| 21  | 6.309          | 6.497          | 8.534  |
| 22  | 10.382         | 7.884          | 7.038  |
| 23  | 6.309          | 7.884          | 7.007  |
| 24  | 10.382         | 12.339         | 6.953  |
| 25  | 15.686         | 12.339         | 9.991  |
| 26  | 5.000          | 12.339         | 7.038  |
| 27  | 17.111         | 19.769         | 12.858 |
| 28  | 13.014         | 12.339         | 9.991  |
| 29  | 8.947          | 12.339         | 8.410  |
| 30  | 15.762         | 12.339         | 14.375 |
| 31  | 17.111         | 12.339         | 13.001 |
| 32  | 11.691         | 7.884          | 7.130  |
| 33  | 13.014         | 12.339         | 12.972 |
| 34  | 10.382         | 12.339         | 9.991  |
| 35  | 10.382         | 12.339         | 7.130  |
| 36  | 15.686         | 19.769         | 12.972 |
| 37  | 6.309          | 6.497          | 7.038  |
| 38  | 11.691         | 12.339         | 9.991  |
| 39  | 18.434         | 19.769         | 11.508 |
| 40  | 13.014         | 9.380          | 8.587  |
| 41  | 15.762         | 12.339         | 14.518 |
| 42  | 10.382         | 10.842         | 8.534  |
| 43  | 15.686         | 12.339         | 11.508 |
| 44  | 15.768         | 12.339         | 11.454 |

| No. | X <sub>1</sub> | X <sub>2</sub> | Y      |
|-----|----------------|----------------|--------|
| 45  | 18.434         | 12.339         | 11.508 |
| 46  | 15.686         | 12.339         | 11.508 |
| 47  | 11.691         | 10.842         | 9.991  |
| 48  | 11.691         | 9.380          | 6.861  |
| 49  | 11.691         | 12.339         | 11.508 |
| 50  | 18.434         | 12.339         | 14.375 |
| 51  | 10.382         | 9.455          | 9.991  |
| 52  | 11.691         | 9.455          | 9.991  |
| 53  | 14.363         | 12.339         | 9.991  |
| 54  | 6.309          | 9.455          | 7.130  |
| 55  | 10.382         | 6.497          | 5.457  |
| 56  | 11.691         | 12.339         | 6.953  |
| 57  | 10.382         | 9.380          | 9.991  |
| 58  | 11.691         | 12.339         | 8.534  |
| 59  | 10.382         | 9.455          | 8.534  |
| 60  | 6.309          | 9.380          | 8.587  |
| 61  | 11.691         | 9.455          | 8.410  |
| 62  | 11.691         | 9.455          | 8.534  |
| 63  | 10.382         | 10.842         | 7.038  |
| 64  | 17.111         | 12.339         | 9.991  |
| 65  | 15.686         | 7.884          | 9.991  |
| 66  | 6.309          | 7.958          | 8.587  |
| 67  | 15.729         | 12.339         | 14.375 |
| 68  | 11.691         | 12.339         | 9.991  |
| 69  | 10.382         | 7.884          | 6.861  |
| 70  | 6.309          | 7.958          | 7.007  |
| 71  | 10.382         | 15.254         | 9.991  |
| 72  | 10.382         | 7.958          | 7.130  |
| 73  | 6.309          | 7.884          | 6.984  |
| 74  | 11.691         | 9.455          | 8.441  |
| 75  | 11.691         | 7.958          | 9.991  |

**Lampiran 04 Hasil Output Spss**

**1. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Citra Merek**

**Output SPSS Uji Validitas Kuesioner Citra Merek**

| Correlations |                     |        |        |        |        |        |        |
|--------------|---------------------|--------|--------|--------|--------|--------|--------|
|              |                     | Item1  | Item2  | Item3  | Item4  | Item5  | Total  |
| Item 1       | Pearson Correlation | 1      | .391*  | .225   | .797** | .491** | .730** |
|              | Sig. (2-tailed)     |        | .033   | .231   | .000   | .006   | .000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Item 2       | Pearson Correlation | .391*  | 1      | .676** | .594** | .732** | .847** |
|              | Sig. (2-tailed)     | .033   |        | .000   | .001   | .000   | .000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Item 3       | Pearson Correlation | .225   | .676** | 1      | .451*  | .533** | .718** |
|              | Sig. (2-tailed)     | .231   | .000   |        | .012   | .002   | .000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Item 4       | Pearson Correlation | .797** | .594** | .451*  | 1      | .611** | .866** |
|              | Sig. (2-tailed)     | .000   | .001   | .012   |        | .000   | .000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Item 5       | Pearson Correlation | .491** | .732** | .533** | .611** | 1      | .838** |
|              | Sig. (2-tailed)     | .006   | .000   | .002   | .000   |        | .000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Total        | Pearson Correlation | .730** | .847** | .718** | .866** | .838** | 1      |
|              | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .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 Citra Merek**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .859             | 5          |



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

### Output SPSS Uji Validitas Kuesioner Kepuasan Pelanggan

| Correlations |                     |        |        |        |        |        |        |
|--------------|---------------------|--------|--------|--------|--------|--------|--------|
|              |                     | Item1  | Item2  | Item3  | Item4  | Item5  | Total  |
| Item 1       | Pearson Correlation | 1      | .479** | .548** | .653** | .579** | .819** |
|              | Sig. (2-tailed)     |        | .007   | .002   | .000   | .001   | .000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Item 2       | Pearson Correlation | .479** | 1      | .511** | .164   | .805** | .754** |
|              | Sig. (2-tailed)     | .007   |        | .004   | .388   | .000   | .000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Item 3       | Pearson Correlation | .548** | .511** | 1      | .682** | .590** | .847** |
|              | Sig. (2-tailed)     | .002   | .004   |        | .000   | .001   | .000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Item 4       | Pearson Correlation | .653** | .164   | .682** | 1      | .285   | .698** |
|              | Sig. (2-tailed)     | .000   | .388   | .000   |        | .127   | .000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Item 5       | Pearson Correlation | .579** | .805** | .590** | .285   | 1      | .830** |
|              | Sig. (2-tailed)     | .001   | .000   | .001   | .127   |        | .000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Total        | Pearson Correlation | .819** | .754** | .847** | .698** | .830** | 1      |
|              | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30     |

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

### Output SPSS Uji Reliabilitas Kuesioner Kepuasan Pelanggan

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .850             | 5          |

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

#### Output SPSS Uji Validitas Kuesioner Loyalitas Pelanggan

| Correlations |                     |        |        |        |        |        |
|--------------|---------------------|--------|--------|--------|--------|--------|
|              |                     | Item1  | Item2  | Item3  | Item4  | Total  |
| Item1        | Pearson Correlation | 1      | .821** | .608** | .632** | .901** |
|              | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     |
| Item2        | Pearson Correlation | .821** | 1      | .435*  | .786** | .893** |
|              | Sig. (2-tailed)     | .000   |        | .016   | .000   | .000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     |
| Item3        | Pearson Correlation | .608** | .435*  | 1      | .478** | .748** |
|              | Sig. (2-tailed)     | .000   | .016   |        | .008   | .000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     |
| Item4        | Pearson Correlation | .632** | .786** | .478** | 1      | .853** |
|              | Sig. (2-tailed)     | .000   | .000   | .008   |        | .000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     |
| Total        | Pearson Correlation | .901** | .893** | .748** | .853** | 1      |
|              | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|              | N                   | 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).

#### Output SPSS Uji Reliabilitas Kuesioner Loyalitas Pelanggan

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .869             | 4          |

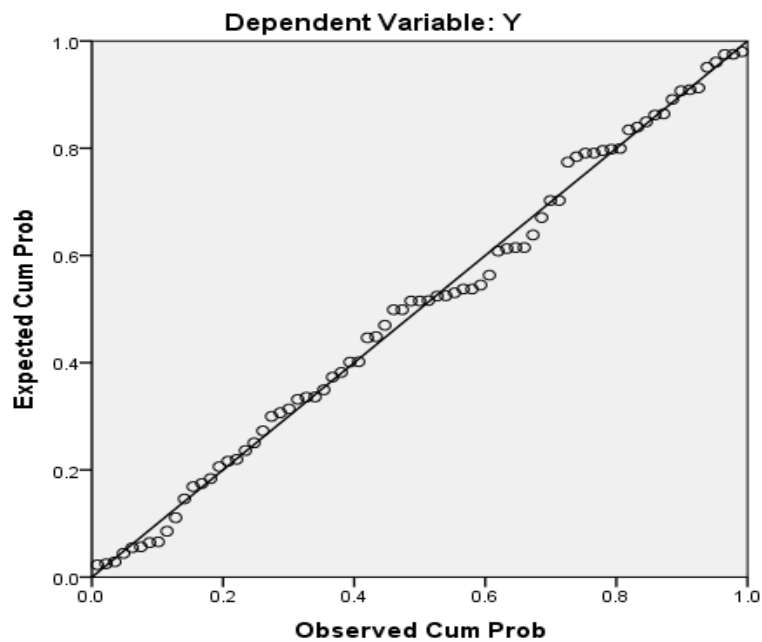
#### 4. Output SPSS Analisis Deskriptif

| Descriptive Statistics |    |         |         |      |       |                |
|------------------------|----|---------|---------|------|-------|----------------|
|                        | N  | Minimum | Maximum | Sum  | Mean  | Std. Deviation |
| X1_ORDINAL             | 75 | 15      | 25      | 1521 | 20.28 | 2.864          |
| X2_ORDINAL             | 75 | 15      | 25      | 1461 | 19.48 | 2.462          |
| Y_ORDINAL              | 75 | 13      | 20      | 1196 | 15.95 | 1.731          |
| Valid N (listwise)     | 75 |         |         |      |       |                |

#### 5. Output SPSS Uji Asumsi Klasik

##### Hasil Uji Normalitas

Normal P-P Plot of Regression Standardized Residual

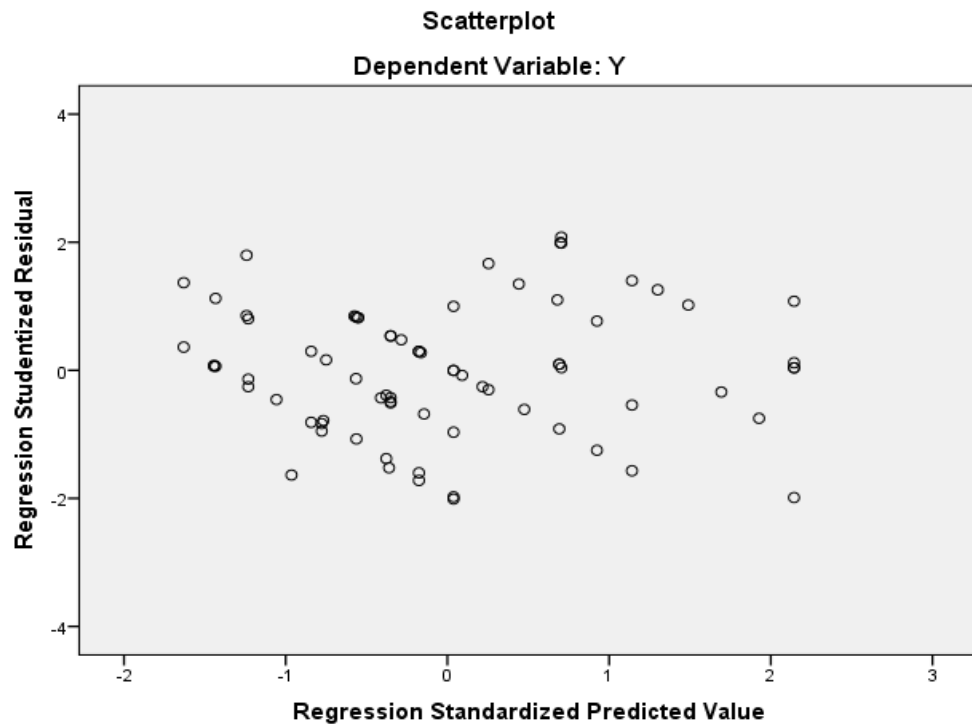


##### Hasil Uji Multikolinieritas

| Coefficients <sup>a</sup> |    |                         |       |
|---------------------------|----|-------------------------|-------|
| Model                     |    | Collinearity Statistics |       |
|                           |    | Tolerance               | VIF   |
| 1                         | X1 | .659                    | 1.518 |
|                           | X2 | .659                    | 1.518 |

a. Dependent Variable: Y

## Hasil Uji Heteroskedastisitas



## 6. Output SPSS Analisis Regresi Linier Berganda

| Model Summary |                   |          |                   |                            |                   |          |     |     |               |
|---------------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| 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             | .812 <sup>a</sup> | .660     | .651              | 1.524229                   | .660              | 69.910   | 2   | 72  | .000          |

a. Predictors: (Constant), X2, X1

| ANOVA <sup>a</sup> |            |                |    |             |        |                   |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1                  | Regression | 324.839        | 2  | 162.419     | 69.910 | .000 <sup>b</sup> |
|                    | Residual   | 167.276        | 72 | 2.323       |        |                   |
|                    | Total      | 492.115        | 74 |             |        |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

| Coefficients <sup>a</sup> |            |                             |            |                           |       |      |              |         |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      |
|                           |            | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part |
| 1                         | (Constant) | 2.500                       | .653       |                           | 3.826 | .000 |              |         |      |
|                           | X1         | .343                        | .057       | .512                      | 6.054 | .000 | .745         | .581    | .416 |
|                           | X2         | .283                        | .060       | .399                      | 4.708 | .000 | .698         | .485    | .324 |

a. Dependent Variable: Y

