

Lampiran 01. Data Penjualan Sepeda Motor

Merk	2018	2019
Honda	74,56 %	75,7%
Yamaha	22,8%	22,11%



Lampiran. 02 Kuesioner

PENGARUH KUALITAS PRODUK DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN PADA MOTOR METIC YAMAHA NMAX DI KECAMATAN MENDOYO

Petunjuk Pengisian Kuesioner :

1. Pernyataan dibawah ini hanya semata-mata untuk data penelitian dalam rangka menyusun skripsi
2. Pilihlah salah satu jawaban yang memenuhi persepsi daudara dengan cara memberi tanda centang (☐).
3. Isilah data responden berikut berdasarkan kreteria yang Saudara-I miliki.
 STS : apabila Anda merasa Sangat Tidak Setuju
 TS : apabila Anda merasa Tidak Setuju
 R : apabila Anda merasa Ragu-ragu
 S : apabila Anda merasa Setuju
 SS : apabila Anda merasa Sangat Setuju
4. Skor yang diberikan tidak mengandung nilai jawaban benar ataupun salah, melainkan menunjukkan kesesuaian.

Data Responden :

Nama :

Umur :

Jenis Kelamin :

1. Anda adalah konsumen pembelian sepeda motor metic yamaha NMAX di Kecamatan Mendoyo

Ya

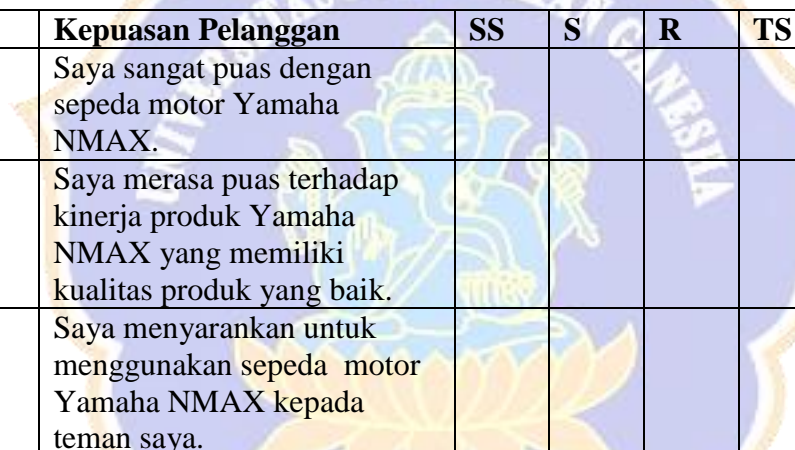
Tidak

2. Pernah melakukan pembelian sepeda motor metic yamaha NMAX

Ya

Tidak

No	Kualitas Produk	SS	S	R	TS	STS
1	Sepeda motor Yamaha NMAX memiliki kinerja yang baik.					
2	Sepeda motor Yamaha NMAX nyaman saat dikendarakan.					
3	Sepeda motor Yamaha NMAX daya tahan mesin yang tangguh.					
4	Sepeda motor Yamaha NMAX memiliki desain yang inovatif.					



No	Kepuasan Pelanggan	SS	S	R	TS	STS
1	Saya sangat puas dengan sepeda motor Yamaha NMAX.					
2	Saya merasa puas terhadap kinerja produk Yamaha NMAX yang memiliki kualitas produk yang baik.					
3	Saya menyarankan untuk menggunakan sepeda motor Yamaha NMAX kepada teman saya.					

No	Loyalitas Pelanggan	SS	S	R	TS	STS
1	Ketika saya mendapatkan manfaat setelah menggunakan sepeda motor Yamaha NMAX saya akan merekomendasikan kepada orang terdekat saya untuk membeli sepeda motor Yamaha NMAX.					
2	Ketika saya ingin membeli sepeda motor, saya akan					

	langsung akan membeli sepeda motor Yamaha NMAX.					
3	Setelah saya menggunakan sepeda motor Yamaha NMAX saya tidak akan menggunakan produk lainnya.					
4	Saya akan loyal menggunakan sepeda motor Yamaha NMAX.					



Lampiran 03. Gambaran Umum Responden

No	Nama	Umur	Jenis Kelamin
1	I Kadek Adi Sudarmika	23	Laki-laki
2	I Ketut Yasa Negara	23	Laki-laki
3	I Ketut Tridana	22	Laki-laki
4	I Putu Jaya Utama	24	Laki-laki
5	I Ketut Ada Arsana	22	Laki-laki
6	I Putu Hendra Pradnyana	22	Laki-laki
7	I Ketut Sudiana	49	Laki-laki
8	Ni Made Suarni	45	Perempuan
9	I Putu saka Widia Pratama	20	Laki-laki
10	Putu Nova Handiyana, S.Pd	24	Laki-laki
11	I Made Bagus Nova Kurniawan	26	Laki-laki
12	I Nyoman Surya Yoga Nirtawan	22	Laki-laki
13	I Putu Agus Sucipta Negara	27	Laki-laki
14	I Putu Oka Suardika	20	Laki-laki
15	Luh Ayu Siwi Pradnyawati	23	Perempuan
16	I Made Dana Putra	25	Laki-laki
17	Putu Ayu Listya Pratiwi	17	Perempuan
18	Gusti Ayu Putu Sudarini	37	Perempuan
19	Ni Komang Astri Dewi	21	Perempuan
20	Ni Ketut Ayu Yudiani, S.E	23	Perempuan
21	I Komang Merta Yasa	25	Laki-laki
22	Ni Luh Putu Ardiani	21	Perempuan
23	I Putu Aditya Mahendra	21	Laki-laki
24	Rudi Gunawan	21	Laki-laki
25	Dewa Ayu Wulan Maha Dewi	21	Perempuan
26	I Komang Rai Sujana	21	Laki-laki
27	I Made Ani Dwi Wahyuni	20	Perempuan
28	Ni Putu Ayu Winda Hendrayanti	23	Perempuan
29	Ni Putu Dessy Pratiwi	22	Perempuan
30	I putu Rena Wahyudi	21	Laki-laki
31	I Gede Martika	41	Laki-laki
32	Ni Ketut Wastri	50	Perempuan
33	Ni Kadek Yumi Astini	19	Perempuan
34	I Made Ari Suci Wardani Asih	17	Perempuan
35	I Komang Sujana	42	Laki-laki
36	Ni Putu Nova Dewi	17	Perempuan
37	Ni Ketut Derni	50	Perempuan
38	I Gusti Putu Suada	42	Laki-laki
39	Ni Komang Sekar	40	Perempuan
40	Ni Putu Wiastini	26	Perempuan
41	I Made Sartika	50	Laki-laki
42	Ni Luh Wiardani	46	Perempuan
43	I Made Sarjana	50	Laki-laki
44	Ni Ketut Widayati	50	Perempuan

45	I Kadek Wahyu Satriawan	18	Laki-laki
46	I Gede Weda Sastrawan	27	Laki-laki
47	I Gusti Ayu Anom Pradnyawati	25	Perempuan
48	Ni Luh Parwati	50	Perempuan
49	I Putu Budiantara	27	Laki-laki
50	I Gede Yogi Sukawiadnyana, S.Sn	24	Laki-laki
51	Ni Luh Suri Antarini	28	Perempuan
52	I Putu Suadnyana	34	Laki-laki
53	Ni Made Wahyuni Sri Lestari	22	Perempuan
54	Ni Putu Widayanti	23	Perempuan
55	Ni Made Ayu Tuti Artini	40	Perempuan
56	I Putu Andika Perdana	21	Laki-laki
57	I Putu Erik Swadana	19	Laki-laki
58	I komang Ari Perdana	21	Laki-laki
59	I Kadek Dwipayana	20	Laki-laki
60	I Ketut Anton Wiraguna	18	Laki-laki
61	Ni Kadek Ayu Sri Puspayani	21	Perempuan
62	I Wayan Witika	48	Laki-laki
63	Ni Luh Sukreni	47	Perempuan
64	Ni Luh Astoni	50	Perempuan
65	Ni Luh Nopayanti	28	Perempuan
66	I Made Ardana	31	Laki-laki
67	I Wayan Juni Setyasih	50	Perempuan
68	I Wayan Wiarta	34	Laki-laki
69	Ni Nyoman Roni	48	Perempuan
70	I Nyoman Pariasa	36	Laki-laki
71	I Wayan Satub	50	Laki-laki
72	Ni Wayan Simpen	49	Perempuan
73	I Nyoman Mariana	47	Laki-laki
74	Juhairiyah	39	Perempuan
75	Ni Putu Suiyantari	30	Perempuan
76	I Gede Wardiana	30	Laki-laki
77	Ni Luh Indah Wati	28	Perempuan
78	I Made Suitra	42	Laki-laki
79	Ni Ketut Kenten	50	Perempuan
80	I Ketut Wadiana	39	Laki-laki
81	Ani Sulistyorini	47	Perempuan
82	I Ketut Griya	40	Laki-laki
83	I Ketut Netra	50	Laki-laki
84	Ni Ketut Retni	49	Perempuan
85	I Wayan Widnyana	47	Laki-laki
86	Ni Nyoman Anggreni	50	Perempuan
87	Ni Ketut Mariani	50	Perempuan
88	I Nyoman Suyasa	29	Laki-laki
89	I Made Budiarta	37	Laki-laki
90	Ni Wayan Wastini	50	Perempuan

Lampiran 04. Data Penelitian

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

Data Ordinal Kualitas Produk

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

Data Interval Kualitas Produk

No.	1	2	3	4	Total
1	2.400	3.811	2.497	3.658	12.366
2	2.400	3.811	2.497	3.658	12.366
3	1.000	1.000	2.497	1.000	5.497
4	1.000	2.406	1.000	1.000	5.406
5	2.400	2.406	2.497	2.342	9.645
6	2.400	2.406	2.497	2.342	9.645
7	2.400	1.000	2.497	2.342	8.239
8	1.000	2.406	1.000	1.000	5.406
9	3.800	2.406	4.014	2.342	12.562
10	2.400	1.000	2.497	2.342	8.239
11	3.800	3.811	4.014	3.658	15.283
12	3.800	3.811	2.497	3.658	13.765
13	2.400	2.406	1.000	1.000	6.805
14	3.800	2.406	4.014	2.342	12.562
15	2.400	1.000	2.497	1.000	6.897
16	2.400	1.000	2.497	1.000	6.897
17	3.800	2.406	4.014	3.658	13.878
18	2.400	2.406	1.000	2.342	8.148
19	1.000	1.000	2.497	2.342	6.839
20	2.400	3.811	2.497	2.342	11.050
21	1.000	2.406	2.497	2.342	8.245
22	2.400	2.406	1.000	1.000	6.805
23	2.400	2.406	2.497	2.342	9.645
24	2.400	2.406	2.497	2.342	9.645
25	2.400	2.406	2.497	1.000	8.302
26	2.400	2.406	2.497	2.342	9.645
27	2.400	2.406	2.497	2.342	9.645
28	3.800	2.406	2.497	2.342	11.044
29	2.400	1.000	1.000	1.000	5.400
30	1.000	2.406	2.497	2.342	8.245

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

Data Ordinal Kepuasan Pelanggan

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

Data Interval Kepuasan Pelanggan

No.	1	2	3	Total
1	4.014	4.014	2.499	10.528
2	4.014	4.014	3.998	12.027
3	4.014	2.518	2.499	9.031
4	2.518	1.000	2.499	6.017
5	4.014	4.014	3.998	12.027
6	2.518	2.518	2.499	7.534
7	4.014	4.014	3.998	12.027
8	2.518	1.000	2.499	6.017
9	1.000	2.518	1.000	4.518
10	2.518	2.518	2.499	7.534
11	2.518	2.518	1.000	6.035
12	4.014	4.014	3.998	12.027
13	1.000	2.518	1.000	4.518
14	2.518	2.518	2.499	7.534
15	2.518	2.518	2.499	7.534
16	2.518	2.518	2.499	7.534
17	2.518	2.518	2.499	7.534
18	2.518	1.000	2.499	6.017
19	2.518	2.518	2.499	7.534
20	2.518	2.518	3.998	9.033
21	1.000	2.518	2.499	6.017
22	1.000	2.518	1.000	4.518
23	2.518	2.518	2.499	7.534
24	2.518	2.518	2.499	7.534
25	2.518	1.000	2.499	6.017
26	2.518	2.518	2.499	7.534
27	2.518	2.518	1.000	6.035
28	2.518	2.518	2.499	7.534
29	2.518	4.014	2.499	9.031
30	2.518	2.518	2.499	7.534

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

Data Ordinal Loyalitas Pelanggan

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

Data Interval Loyalitas Pelanggan

No.	1	2	3	4	Total
1	2.499	4.114	4.014	2.499	13.126
2	2.499	1.000	1.000	2.499	6.998
3	1.000	2.549	2.518	1.000	7.066
4	2.499	1.000	1.000	2.499	6.998
5	2.499	2.549	2.518	2.499	10.064
6	3.998	4.114	2.518	3.998	14.628
7	2.499	2.549	2.518	2.499	10.064
8	1.000	2.549	2.518	1.000	7.066
9	2.499	2.549	2.518	2.499	10.064
10	2.499	1.000	1.000	2.499	6.998
11	3.998	4.114	4.014	3.998	16.124
12	2.499	1.000	1.000	2.499	6.998
13	1.000	2.549	2.518	1.000	7.066
14	3.998	2.549	4.014	3.998	14.559
15	2.499	2.549	2.518	2.499	10.064
16	1.000	2.549	2.518	1.000	7.066
17	2.499	2.549	2.518	2.499	10.064
18	3.998	2.549	4.014	3.998	14.559
19	2.499	2.549	2.518	2.499	10.064
20	2.499	2.549	2.518	2.499	10.064
21	2.499	2.549	2.518	2.499	10.064
22	2.499	1.000	2.518	2.499	8.516
23	2.499	4.114	4.014	3.998	14.625
24	2.499	2.549	2.518	2.499	10.064
25	3.998	2.549	4.014	2.499	13.060
26	1.000	2.549	2.518	1.000	7.066
27	2.499	2.549	2.518	2.499	10.064
28	2.499	2.549	2.518	2.499	10.064
29	2.499	2.549	2.518	2.499	10.064
30	2.499	2.549	2.518	2.499	10.064

**4. Hasil Kuesioner Untuk Analisis Jalur Variabel Kualitas Produk
Data Ordinal Kualitas Produk**

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

45	5	4	5	5	19
46	5	5	5	5	20
47	5	5	5	4	19
48	4	4	5	4	17
49	5	4	5	5	19
50	5	5	4	5	19
51	5	5	5	4	19
52	5	5	4	5	19
53	4	4	4	3	15
54	3	4	4	4	15
55	4	3	3	4	14
56	4	4	4	4	16
57	3	4	4	4	15
58	4	3	3	4	14
59	4	4	4	4	16
60	4	4	4	3	15
61	4	4	4	3	15
62	3	4	4	3	14
63	4	3	3	4	14
64	4	4	4	4	16
65	4	3	3	4	14
66	5	5	5	5	20
67	4	4	4	4	16
68	4	4	4	4	16
69	3	4	4	3	14
70	4	4	4	4	16
71	4	3	3	4	14
72	4	4	4	3	15
73	4	4	3	4	15
74	3	4	4	3	14
75	4	3	3	4	14
76	4	4	4	4	16
77	5	4	4	5	18
78	4	4	4	4	16
79	4	3	3	3	13
80	5	5	4	5	19
81	5	5	5	5	20
82	5	5	5	5	20
83	4	4	4	3	15
84	5	5	5	5	20
85	5	5	4	5	19
86	4	5	4	5	18
87	4	3	3	4	14
88	4	3	3	4	14
89	5	4	5	5	19
90	5	5	4	5	19

Data Interval Kualitas Produk

No.	1	2	3	4	Total
1	2.361	3.568	3.623	3.682	13.235
2	3.752	3.568	3.623	2.330	13.274
3	3.752	3.568	3.623	2.330	13.274
4	3.752	3.568	2.297	2.330	11.948
5	3.752	2.257	3.623	2.330	11.963
6	3.752	3.568	3.623	3.682	14.626
7	3.752	2.257	2.297	3.682	11.988
8	2.361	2.257	3.623	2.330	10.572
9	3.752	3.568	3.623	2.330	13.274
10	2.361	3.568	3.623	3.682	13.235
11	3.752	3.568	3.623	3.682	14.626
12	2.361	3.568	3.623	3.682	13.235
13	1.000	2.257	2.297	2.330	7.885
14	3.752	3.568	3.623	2.330	13.274
15	2.361	1.000	1.000	2.330	6.692
16	2.361	2.257	2.297	2.330	9.246
17	2.361	2.257	2.297	1.000	7.915
18	2.361	1.000	1.000	2.330	6.692
19	3.752	3.568	3.623	3.682	14.626
20	2.361	2.257	2.297	1.000	7.915
21	2.361	2.257	2.297	1.000	7.915
22	2.361	2.257	2.297	2.330	9.246
23	1.000	2.257	2.297	1.000	6.554
24	2.361	2.257	2.297	3.682	10.597
25	2.361	2.257	2.297	2.330	9.246
26	3.752	3.568	3.623	2.330	13.274
27	3.752	2.257	2.297	2.330	10.637
28	2.361	3.568	2.297	2.330	10.557
29	2.361	1.000	1.000	2.330	6.692
30	2.361	2.257	2.297	2.330	9.246
31	1.000	2.257	2.297	1.000	6.554
32	1.000	2.257	2.297	2.330	7.885
33	2.361	2.257	2.297	1.000	7.915
34	2.361	1.000	1.000	2.330	6.692
35	2.361	1.000	1.000	2.330	6.692
36	2.361	2.257	2.297	2.330	9.246
37	3.752	3.568	2.297	2.330	11.948
38	2.361	2.257	2.297	2.330	9.246
39	2.361	1.000	1.000	2.330	6.692
40	3.752	3.568	2.297	3.682	13.299
41	3.752	3.568	3.623	3.682	14.626
42	3.752	3.568	3.623	3.682	14.626
43	1.000	2.257	2.297	2.330	7.885
44	2.361	3.568	3.623	2.330	11.883

45	3.752	2.257	3.623	3.682	13.315
46	3.752	3.568	3.623	3.682	14.626
47	3.752	3.568	3.623	2.330	13.274
48	2.361	2.257	3.623	2.330	10.572
49	3.752	2.257	3.623	3.682	13.315
50	3.752	3.568	2.297	3.682	13.299
51	3.752	3.568	3.623	2.330	13.274
52	3.752	3.568	2.297	3.682	13.299
53	2.361	2.257	2.297	1.000	7.915
54	1.000	2.257	2.297	2.330	7.885
55	2.361	1.000	1.000	2.330	6.692
56	2.361	2.257	2.297	2.330	9.246
57	1.000	2.257	2.297	2.330	7.885
58	2.361	1.000	1.000	2.330	6.692
59	2.361	2.257	2.297	2.330	9.246
60	2.361	2.257	2.297	1.000	7.915
61	2.361	2.257	2.297	1.000	7.915
62	1.000	2.257	2.297	1.000	6.554
63	2.361	1.000	1.000	2.330	6.692
64	2.361	2.257	2.297	2.330	9.246
65	2.361	1.000	1.000	2.330	6.692
66	3.752	3.568	3.623	3.682	14.626
67	2.361	2.257	2.297	2.330	9.246
68	2.361	2.257	2.297	2.330	9.246
69	1.000	2.257	2.297	1.000	6.554
70	2.361	2.257	2.297	2.330	9.246
71	2.361	1.000	1.000	2.330	6.692
72	2.361	2.257	2.297	1.000	7.915
73	2.361	2.257	1.000	2.330	7.949
74	1.000	2.257	2.297	1.000	6.554
75	2.361	1.000	1.000	2.330	6.692
76	2.361	2.257	2.297	2.330	9.246
77	3.752	2.257	2.297	3.682	11.988
78	2.361	2.257	2.297	2.330	9.246
79	2.361	1.000	1.000	1.000	5.361
80	3.752	3.568	2.297	3.682	13.299
81	3.752	3.568	3.623	3.682	14.626
82	3.752	3.568	3.623	3.682	14.626
83	2.361	2.257	2.297	1.000	7.915
84	3.752	3.568	3.623	3.682	14.626
85	3.752	3.568	2.297	3.682	13.299
86	2.361	3.568	2.297	3.682	11.908
87	2.361	1.000	1.000	2.330	6.692
88	2.361	1.000	1.000	2.330	6.692
89	3.752	2.257	3.623	3.682	13.315
90	3.752	3.568	2.297	3.682	13.299

**5. Hasil Kuesioner Untuk Analisis Jalur Variabel Kepuasan Pelanggan
Data Ordinal Kepuasan Pelanggan**

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

45	5	5	5	15
46	5	5	5	15
47	4	4	3	11
48	4	4	4	12
49	5	5	5	15
50	5	4	5	14
51	5	5	4	14
52	4	4	4	12
53	3	4	4	11
54	4	3	4	11
55	4	4	3	11
56	4	4	4	12
57	3	4	4	11
58	4	3	3	10
59	4	4	4	12
60	4	3	4	11
61	3	4	3	10
62	4	4	3	11
63	3	4	4	11
64	4	3	4	11
65	3	4	4	11
66	5	5	5	15
67	4	3	4	11
68	4	4	4	12
69	3	3	3	9
70	4	4	4	12
71	4	3	4	11
72	3	3	3	9
73	3	4	3	10
74	4	3	3	10
75	4	4	4	12
76	4	4	4	12
77	4	4	4	12
78	4	4	3	11
79	3	3	3	9
80	4	4	5	13
81	5	5	5	15
82	4	5	5	14
83	4	4	4	12
84	5	5	5	15
85	5	5	5	15
86	4	4	4	12
87	4	3	4	11
88	4	4	4	12
89	5	5	5	15
90	5	4	4	13

Data Interval Kepuasan Pelanggan

No.	1	2	3	Total
1	3.743	2.309	3.757	9.808
2	3.743	3.627	3.757	11.127
3	2.365	2.309	2.375	7.049
4	3.743	3.627	3.757	11.127
5	3.743	3.627	3.757	11.127
6	3.743	3.627	2.375	9.745
7	2.365	1.000	2.375	5.740
8	3.743	3.627	3.757	11.127
9	3.743	3.627	3.757	11.127
10	3.743	2.309	3.757	9.808
11	3.743	3.627	2.375	9.745
12	2.365	2.309	2.375	7.049
13	2.365	2.309	1.000	5.674
14	1.000	2.309	2.375	5.684
15	2.365	2.309	2.375	7.049
16	2.365	2.309	2.375	7.049
17	2.365	1.000	2.375	5.740
18	2.365	2.309	2.375	7.049
19	3.743	3.627	3.757	11.127
20	2.365	2.309	1.000	5.674
21	1.000	2.309	2.375	5.684
22	2.365	1.000	2.375	5.740
23	2.365	2.309	1.000	5.674
24	1.000	2.309	2.375	5.684
25	2.365	1.000	2.375	5.740
26	3.743	3.627	3.757	11.127
27	1.000	2.309	2.375	5.684
28	2.365	2.309	2.375	7.049
29	2.365	1.000	2.375	5.740
30	2.365	2.309	2.375	7.049
31	2.365	1.000	2.375	5.740
32	2.365	1.000	2.375	5.740
33	2.365	2.309	2.375	7.049
34	2.365	2.309	1.000	5.674
35	3.743	2.309	2.375	8.426
36	2.365	2.309	2.375	7.049
37	2.365	2.309	2.375	7.049
38	1.000	2.309	2.375	5.684
39	2.365	1.000	2.375	5.740
40	2.365	3.627	2.375	8.368
41	3.743	3.627	3.757	11.127
42	2.365	3.627	3.757	9.750
43	2.365	2.309	2.375	7.049
44	3.743	3.627	3.757	11.127

45	3.743	3.627	3.757	11.127
46	3.743	3.627	3.757	11.127
47	2.365	2.309	1.000	5.674
48	2.365	2.309	2.375	7.049
49	3.743	3.627	3.757	11.127
50	3.743	2.309	3.757	9.808
51	3.743	3.627	2.375	9.745
52	2.365	2.309	2.375	7.049
53	1.000	2.309	2.375	5.684
54	2.365	1.000	2.375	5.740
55	2.365	2.309	1.000	5.674
56	2.365	2.309	2.375	7.049
57	1.000	2.309	2.375	5.684
58	2.365	1.000	1.000	4.365
59	2.365	2.309	2.375	7.049
60	2.365	1.000	2.375	5.740
61	1.000	2.309	1.000	4.309
62	2.365	2.309	1.000	5.674
63	1.000	2.309	2.375	5.684
64	2.365	1.000	2.375	5.740
65	1.000	2.309	2.375	5.684
66	3.743	3.627	3.757	11.127
67	2.365	1.000	2.375	5.740
68	2.365	2.309	2.375	7.049
69	1.000	1.000	1.000	3.000
70	2.365	2.309	2.375	7.049
71	2.365	1.000	2.375	5.740
72	1.000	1.000	1.000	3.000
73	1.000	2.309	1.000	4.309
74	2.365	1.000	1.000	4.365
75	2.365	2.309	2.375	7.049
76	2.365	2.309	2.375	7.049
77	2.365	2.309	2.375	7.049
78	2.365	2.309	1.000	5.674
79	1.000	1.000	1.000	3.000
80	2.365	2.309	3.757	8.431
81	3.743	3.627	3.757	11.127
82	2.365	3.627	3.757	9.750
83	2.365	2.309	2.375	7.049
84	3.743	3.627	3.757	11.127
85	3.743	3.627	3.757	11.127
86	2.365	2.309	2.375	7.049
87	2.365	1.000	2.375	5.740
88	2.365	2.309	2.375	7.049
89	3.743	3.627	3.757	11.127
90	3.743	2.309	2.375	8.426



**6. Hasil Kuesioner Untuk Analisis Jalur Variabel Loyalitas Pelanggan
Data Ordinal Loyalitas Pelanggan**

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

45	5	5	4	5	19
46	5	4	4	5	18
47	4	5	4	3	16
48	4	4	4	4	16
49	4	4	5	4	17
50	5	4	4	5	18
51	5	4	4	5	18
52	4	5	4	4	17
53	4	3	3	4	14
54	4	4	4	4	16
55	3	3	4	4	14
56	4	4	4	3	15
57	4	4	3	3	14
58	4	3	4	3	14
59	4	3	5	4	16
60	4	3	4	4	15
61	3	4	3	4	14
62	4	3	3	4	14
63	3	4	3	4	14
64	4	4	4	4	16
65	3	4	4	3	14
66	4	5	5	4	18
67	4	4	4	4	16
68	4	4	4	4	16
69	4	3	4	3	14
70	4	4	3	4	15
71	3	4	4	4	15
72	4	3	4	3	14
73	4	3	3	3	13
74	3	4	3	3	13
75	4	3	4	4	15
76	4	4	3	4	15
77	4	5	4	4	17
78	4	4	4	4	16
79	3	4	3	3	13
80	4	4	5	4	17
81	5	4	5	4	18
82	5	5	4	4	18
83	4	4	4	4	16
84	5	5	5	4	19
85	5	5	4	5	19
86	5	4	4	5	18
87	4	5	4	3	16
88	4	4	4	4	16
89	4	4	5	4	17
90	5	4	4	5	18

Data Interval Loyalitas Pelanggan

No.	1	2	3	4	Total
1	3.876	2.371	3.834	2.465	12.546
2	3.876	3.740	2.416	2.465	12.497
3	2.441	2.371	2.416	2.465	9.693
4	3.876	3.740	3.834	3.943	15.393
5	3.876	3.740	3.834	3.943	15.393
6	3.876	2.371	2.416	3.943	12.606
7	2.441	3.740	2.416	1.000	9.597
8	2.441	2.371	2.416	2.465	9.693
9	2.441	2.371	3.834	2.465	11.111
10	3.876	2.371	2.416	3.943	12.606
11	3.876	2.371	2.416	3.943	12.606
12	2.441	3.740	2.416	2.465	11.062
13	2.441	1.000	1.000	2.465	6.906
14	2.441	2.371	2.416	2.465	9.693
15	1.000	1.000	2.416	2.465	6.882
16	2.441	2.371	2.416	1.000	8.228
17	2.441	2.371	1.000	1.000	6.812
18	2.441	1.000	2.416	1.000	6.857
19	2.441	1.000	3.834	2.465	9.740
20	2.441	1.000	2.416	2.465	8.322
21	1.000	2.371	1.000	2.465	6.836
22	2.441	1.000	1.000	2.465	6.906
23	1.000	2.371	1.000	2.465	6.836
24	2.441	2.371	2.416	2.465	9.693
25	1.000	2.371	2.416	1.000	6.787
26	2.441	3.740	3.834	2.465	12.480
27	2.441	2.371	2.416	2.465	9.693
28	2.441	2.371	2.416	2.465	9.693
29	2.441	1.000	2.416	1.000	6.857
30	2.441	2.371	1.000	2.465	8.277
31	1.000	2.371	2.416	2.465	8.253
32	2.441	1.000	2.416	1.000	6.857
33	2.441	1.000	1.000	2.465	6.906
34	1.000	2.371	1.000	2.465	6.836
35	2.441	1.000	2.416	2.465	8.322
36	2.441	2.371	1.000	2.465	8.277
37	2.441	3.740	2.416	2.465	11.062
38	2.441	2.371	2.416	2.465	9.693
39	1.000	2.371	2.416	1.000	6.787
40	2.441	2.371	3.834	2.465	11.111
41	3.876	2.371	3.834	2.465	12.546
42	3.876	3.740	2.416	2.465	12.497
43	2.441	2.371	2.416	2.465	9.693
44	3.876	3.740	3.834	3.943	15.393

45	3.876	3.740	2.416	3.943	13.975
46	3.876	2.371	2.416	3.943	12.606
47	2.441	3.740	2.416	1.000	9.597
48	2.441	2.371	2.416	2.465	9.693
49	2.441	2.371	3.834	2.465	11.111
50	3.876	2.371	2.416	3.943	12.606
51	3.876	2.371	2.416	3.943	12.606
52	2.441	3.740	2.416	2.465	11.062
53	2.441	1.000	1.000	2.465	6.906
54	2.441	2.371	2.416	2.465	9.693
55	1.000	1.000	2.416	2.465	6.882
56	2.441	2.371	2.416	1.000	8.228
57	2.441	2.371	1.000	1.000	6.812
58	2.441	1.000	2.416	1.000	6.857
59	2.441	1.000	3.834	2.465	9.740
60	2.441	1.000	2.416	2.465	8.322
61	1.000	2.371	1.000	2.465	6.836
62	2.441	1.000	1.000	2.465	6.906
63	1.000	2.371	1.000	2.465	6.836
64	2.441	2.371	2.416	2.465	9.693
65	1.000	2.371	2.416	1.000	6.787
66	2.441	3.740	3.834	2.465	12.480
67	2.441	2.371	2.416	2.465	9.693
68	2.441	2.371	2.416	2.465	9.693
69	2.441	1.000	2.416	1.000	6.857
70	2.441	2.371	1.000	2.465	8.277
71	1.000	2.371	2.416	2.465	8.253
72	2.441	1.000	2.416	1.000	6.857
73	2.441	1.000	1.000	1.000	5.441
74	1.000	2.371	1.000	1.000	5.371
75	2.441	1.000	2.416	2.465	8.322
76	2.441	2.371	1.000	2.465	8.277
77	2.441	3.740	2.416	2.465	11.062
78	2.441	2.371	2.416	2.465	9.693
79	1.000	2.371	1.000	1.000	5.371
80	2.441	2.371	3.834	2.465	11.111
81	3.876	2.371	3.834	2.465	12.546
82	3.876	3.740	2.416	2.465	12.497
83	2.441	2.371	2.416	2.465	9.693
84	3.876	3.740	3.834	2.465	13.915
85	3.876	3.740	2.416	3.943	13.975
86	3.876	2.371	2.416	3.943	12.606
87	2.441	3.740	2.416	1.000	9.597
88	2.441	2.371	2.416	2.465	9.693
89	2.441	2.371	3.834	2.465	11.111
90	3.876	2.371	2.416	3.943	12.606

7. Tabulasi Data Analisis Jalur

No.	X ₁	X ₂	Y
1	13.235	9.808	12.546
2	13.274	11.127	12.497
3	13.274	7.049	9.693
4	11.948	11.127	15.393
5	11.963	11.127	15.393
6	14.626	9.745	12.606
7	11.988	5.740	9.597
8	10.572	11.127	9.693
9	13.274	11.127	11.111
10	13.235	9.808	12.606
11	14.626	9.745	12.606
12	13.235	7.049	11.062
13	7.885	5.674	6.906
14	13.274	5.684	9.693
15	6.692	7.049	6.882
16	9.246	7.049	8.228
17	7.915	5.740	6.812
18	6.692	7.049	6.857
19	14.626	11.127	9.740
20	7.915	5.674	8.322
21	7.915	5.684	6.836
22	9.246	5.740	6.906
23	6.554	5.674	6.836
24	10.597	5.684	9.693
25	9.246	5.740	6.787
26	13.274	11.127	12.480
27	10.637	5.684	9.693
28	10.557	7.049	9.693
29	6.692	5.740	6.857
30	9.246	7.049	8.277
31	6.554	5.740	8.253
32	7.885	5.740	6.857
33	7.915	7.049	6.906
34	6.692	5.674	6.836
35	6.692	8.426	8.322
36	9.246	7.049	8.277
37	11.948	7.049	11.062
38	9.246	5.684	9.693
39	6.692	5.740	6.787
40	13.299	8.368	11.111
41	14.626	11.127	12.546
42	14.626	9.750	12.497
43	7.885	7.049	9.693
44	11.883	11.127	15.393

45	13.315	11.127	13.975
46	14.626	11.127	12.606
47	13.274	5.674	9.597
48	10.572	7.049	9.693
49	13.315	11.127	11.111
50	13.299	9.808	12.606
51	13.274	9.745	12.606
52	13.299	7.049	11.062
53	7.915	5.684	6.906
54	7.885	5.740	9.693
55	6.692	5.674	6.882
56	9.246	7.049	8.228
57	7.885	5.684	6.812
58	6.692	4.365	6.857
59	9.246	7.049	9.740
60	7.915	5.740	8.322
61	7.915	4.309	6.836
62	6.554	5.674	6.906
63	6.692	5.684	6.836
64	9.246	5.740	9.693
65	6.692	5.684	6.787
66	14.626	11.127	12.480
67	9.246	5.740	9.693
68	9.246	7.049	9.693
69	6.554	3.000	6.857
70	9.246	7.049	8.277
71	6.692	5.740	8.253
72	7.915	3.000	6.857
73	7.949	4.309	5.441
74	6.554	4.365	5.371
75	6.692	7.049	8.322
76	9.246	7.049	8.277
77	11.988	7.049	11.062
78	9.246	5.674	9.693
79	5.361	3.000	5.371
80	13.299	8.431	11.111
81	14.626	11.127	12.546
82	14.626	9.750	12.497
83	7.915	7.049	9.693
84	14.626	11.127	13.915
85	13.299	11.127	13.975
86	11.908	7.049	12.606
87	6.692	5.740	9.597
88	6.692	7.049	9.693
89	13.315	11.127	11.111
90	13.299	8.426	12.606

Lampiran 05. Hasil Output SPSS

1. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kualitas Produk

Output SPSS Uji Validitas Kuesioner Kualitas Produk

		Correlations				
		Item1	Item2	Item3	Item4	Total
Item1	Pearson	1	.335	.553**	.471**	.767**
	Correlation					
	Sig. (2-tailed)		.070	.002	.009	.000
	N	30	30	30	30	30
Item2	Pearson	.335	1	.173	.610**	.691**
	Correlation					
	Sig. (2-tailed)	.070		.360	.000	.000
	N	30	30	30	30	30
Item3	Pearson	.553**	.173	1	.585**	.748**
	Correlation					
	Sig. (2-tailed)	.002	.360		.001	.000
	N	30	30	30	30	30
Item4	Pearson	.471**	.610**	.585**	1	.868**
	Correlation					
	Sig. (2-tailed)	.009	.000	.001		.000
	N	30	30	30	30	30
Total	Pearson	.767**	.691**	.748**	.868**	1
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Output SPSS Uji Reliabilitas Kuesioner Kualitas Produk

Reliability Statistics

Cronbach's	
Alpha	N of Items
.770	4

2. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kepuasan Pelanggan

Output SPSS Uji Validitas Kuesioner Kepuasan Pelanggan

		Correlations			
		Item1	Item2	Item3	Total
Item1	Pearson Correlation	1	.488**	.705**	.882**
	Sig. (2-tailed)		.006	.000	.000
	N	30	30	30	30
Item2	Pearson Correlation	.488**	1	.400*	.759**
	Sig. (2-tailed)	.006		.028	.000
	N	30	30	30	30
Item3	Pearson Correlation	.705**	.400*	1	.847**
	Sig. (2-tailed)	.000	.028		.000
	N	30	30	30	30
Total	Pearson Correlation	.882**	.759**	.847**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

Output SPSS Uji Reliabilitas Kuesioner Kepuasan Pelanggan

Reliability Statistics	
Cronbach's Alpha	N of Items
.772	3

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	.212	.400*	.900**	.798**
	Sig. (2-tailed)		.260	.028	.000	.000
	N	30	30	30	30	30
Item2	Pearson Correlation	.212	1	.752**	.319	.720**
	Sig. (2-tailed)	.260		.000	.086	.000
	N	30	30	30	30	30
Item3	Pearson Correlation	.400*	.752**	1	.400*	.807**
	Sig. (2-tailed)	.028	.000		.028	.000
	N	30	30	30	30	30
Item4	Pearson Correlation	.900**	.319	.400*	1	.831**
	Sig. (2-tailed)	.000	.086	.028		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.798**	.720**	.807**	.831**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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 Loyalitas Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.799	4

4. Output SPSS Analisis Deskriptif

	N	Minimum	Maximum	Sum
X1_ORDINAL	90	13	20	1500
X2_ORDINAL	90	9	15	1103
Y_ORDINAL	90	13	20	1435
Valid N (listwise)	90			



5. Output SPSS Uji Asumsi Klasik

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.18649525
	Most Extreme Differences	
	Absolute	.091
	Positive	.091
	Negative	-.059
Test Statistic		.091
Asymp. Sig. (2-tailed)		.062 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

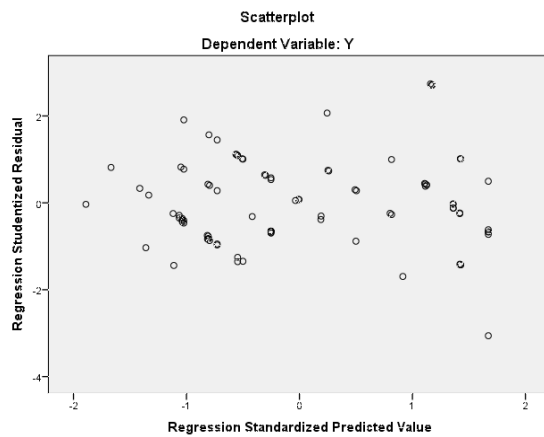
Uji Multikolinieritas

Coefficients^a

		Collinearity Statistics	
Model		Tolerance	VIF
1	X1	.480	2.081
	X2	.480	2.081

a. Dependent Variable: Y

Uji Heteroskedastisitas



6. Output SPSS Analisis Jalur

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df 1	df 2	
1	.882 ^a	.778	.773	1.200056	.778	152.828	2	87	.000

a. Predictors: (Constant), X2, X1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	440.187	2	220.093	152.828	.000 ^b
	Residual	125.292	87	1.440		
	Total	565.478	89			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

		Coefficients ^a							
		Unstandardized Coefficients		Standardized Coefficients			Correlations		
Model		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part
1	(Constant)	1.681	.474		3.549	.001			
	X1	.415	.069	.479	6.021	.000	.833	.542	.304
	X2	.502	.087	.458	5.767	.000	.828	.526	.291

a. Dependent Variable: Y

		Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df 1	df 2	Sig. F Change
1	.773 ^a	.597	.592	1.470997	.597	130.380	1	88	.000

a. Predictors: (Constant), X1

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	282.121	1	282.121	130.380	.000 ^b
	Residual	190.417	88	2.164		
	Total	472.538	89			

a. Dependent Variable: X2

b. Predictors: (Constant), X1

Model		Coefficients ^a							
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error				Beta	Zero-order	Partial
1	(Constant)	1.177	.567		2.076	.041			
	X1	.612	.054	.773	11.418	.000	.773	.773	.773

a. Dependent Variable: X2

