Lampiran 01. Hasil Kuesioner

KUESIONER

PENGARUH CITRA PERUSAHAAN DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN DI RESTORAN KOBER MIE SETAN CABANG SINGARAJA

No Responden :

I. Identitas Responden

Nama :

Jenis Kelamin :

Umur :

Pekerjaan :

II. Petunjuk Pengisian

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

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

Penelitian ini dapat dilakukan berdasarkan skala berikut ini:

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

BUTIR PERNYATAAN

A. Citra Perusahaan

No	Pernyataan	SS	S	KS	TS	STS
1	Pelayanan di Restoran Kober Mie Setan Cabang Singaraja terkesan cepat karena tidak memerlukan waktu yang lama menunggu datangnya makanan					
2	Saya percaya makanan Restoran Kober Mie Setan tanpa bahan pengawet dan penyajiannya higienis					
3	Saya merasakan cita rasa yang khas pada setiap menu makanan Restoran Kober Mie Setan					

B. Kepuasan Pelanggan

No	Pernyataan	SS	S	KS	TS	STS
1	Kesesuaian dengan ekspektasi membuat saya puas dengan menu makanan yang disajikan Restoran Kober Mie Setan					
2	Saya ingin berkunjung kembali ke Restoran Kober Mie Setan					
3	Saya akan merekomendasikan menu makanan Restoran Kober Mie Setan kepada orang lain dan akan menciptakan pelanggan baru					

C. Loyalitas Pelanggan

No	Pernyataan	SS	S	KS	TS	STS
1	Saya ingin melakukan pembelian kembali terhadap menu makanan Restoran Kober Mie Setan					
2	Saya melakukan pembelian terhadap seluruh menu makanan yang disajikan Restoran Kober Mie Setan					
3	Menu makanan di Restoran Kober Mie Setan Cabang Singaraja sangat nikmat, sehingga saya akan merekomendasikan ke orang lain					
4	Saya tidak terpengaruh oleh produk restoran makanan lain yang sejenis dengan Restoran Kober Mie Setan					

Lampiran 02. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Citra Perusahaan

Data Ordinal

No.	X1	X2	X3	Total X1
1	5	5	4	14
2	4	3	4	11
3	4	4	3	11
4	4	5	4	13
5	4	4	4	12
6	4	4	4	12
7	4	4	4	12
8	4	4	4	12
9	4	4	4	12
10	4	3	3	10
11	4	4	4	12
12	4	4	4	12
13	4	4	4	12
14	4	4	4	12
15	3	3	4	10
16	4	4	4	12
17	4	4	4	12
18	3	4	3	10
19	4	3	3	10
20	5	5	4	14
21	5	4	5	14
22	5	4	5	14
23	3	4	4	11
24	4	4	4	12
25	3	3	3	9
26	4	5	5	14
27	3	3	3	9
28	5	4	5	14
29	4	4	4	12
30	4	4	4	12

Data Interval

No.	X1	X2	X3	Total X1
1	3.998	4.014	2.497	10.509
2	2.499	1.000	2.497	5.996
3	2.499	2.497	1.000	5.996
4	2.499	4.014	2.497	9.010
5	2.499	2.497	2.497	7.493
6	2.499	2.497	2.497	7.493
7	2.499	2.497	2.497	7.493
8	2.499	2.497	2.497	7.493
9	2.499	2.497	2.497	7.493
10	2.499	1.000	1.000	4.499
11	2.499	2.497	2.497	7.493
12	2.499	2.497	2.497	7.493
13	2.499	2.497	2.497	7.493
14	2.499	2.497	2.497	7.493
15	1.000	1.000	2.497	4.497
16	2.499	2.497	2.497	7.493
17	2.499	2.497	2.497	7.493
18	1.000	2.497	1.000	4.497
19	2.499	1.000	1.000	4.499
20	3.998	4.014	2.497	10.509
21	3.998	2.497	4.014	10.509
22	3.998	2.497	4.014	10.509
23	1.000	2.497	2.497	5.994
24	2.499	2.497	2.497	7.493
25	1.000	1.000	1.000	3.000
26	2.499	4.014	4.014	10.528
27	1.000	1.000	1.000	3.000
28	3.998	2.497	4.014	10.509
29	2.499	2.497	2.497	7.493
30	2.499	2.497	2.497	7.493

Lampiran 03. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Kepuasan Pelanggan

Data Ordinal

No.	X2.1	X2.2	X2.3	Total X2
1	5	5	4	14
2	5	5	5	15
3	3	4	3	10
4	4	3	4	11
5	4	4	4	12
6	3	4	4	11
7	4	4	4	12
8	4	4	3	11
9	3	3	4	10
10	4	4	4	12
11	4	4	3	11
12	4	5	5	14
13	4	3	4	11
14	5	5	5	15
15	5	5	5	15
16	4	4	4	12
17	5	5	5	15
18	5	5	5	15
19	4	4	4	12
20	3	4	3	10
21	4	4	4	12
22	4	4	4	12
23	4	3	3	10
24	4	4	4	12
25	3	4	4	11
26	4	3	4	11
27	4	4	3	11
28	3	3	4	10
29	4	3	4	11
30	4	4	4	12

Data Interval

No.	X2.1	X2.2	X2.3	Total X2
1	3.800	3.624	2.400	9.823
2	3.800	3.624	3.800	11.223
3	1.000	2.312	1.000	4.312
4	2.400	1.000	2.400	5.800
5	2.400	2.312	2.400	7.111
6	1.000	2.312	2.400	5.712
7	2.400	2.312	2.400	7.111
8	2.400	2.312	1.000	5.712
9	1.000	1.000	2.400	4.400
10	2.400	2.312	2.400	7.111
11	2.400	2.312	1.000	5.712
12	2.400	3.624	3.800	9.823
13	2.400	1.000	2.400	5.800
14	3.800	3.624	3.800	11.223
15	3.800	3.624	3.800	11.223
16	2.400	2.312	2.400	7.111
17	3.800	3.624	3.800	11.223
18	3.800	3.624	3.800	11.223
19	2.400	2.312	2.400	7.111
20	1.000	2.312	1.000	4.312
21	2.400	2.312	2.400	7.111
22	2.400	2.312	2.400	7.111
23	2.400	1.000	1.000	4.400
24	2.400	2.312	2.400	7.111
25	1.000	2.312	2.400	5.712
26	2.400	1.000	2.400	5.800
27	2.400	2.312	1.000	5.712
28	1.000	1.000	2.400	4.400
29	2.400	1.000	2.400	5.800
30	2.400	2.312	2.400	7.111

Lampiran 04. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Loyalitas Pelanggan

Data Ordinal

No.	Y1	Y2	Y3	Y4	Total Y
1	5	5	5	4	19
2	4	5	4	5	18
3	4	4	4	4	16
4	4	4	4	4	16
5	4	4	4	4	16
6	4	4	4	4	16
7	5	4	5	5	19
8	5	5	4	5	19
9	3	3	3	3	12
10	4	4	3	4	15
11	4	3	4	3	14
12	4	4	3	4	15
13	5	5	5	4	19
14	3	3	4	4	14
15	4	5	5	5	19
16	4	4	5	4	17
17	4	4	4	4	16
18	3	4	3	4	14
19	4	4	4	3	15
20	4	4	4	4	16
21	4	5	5	4	18
22	4	4	4	4	16
23	4	4	4	4	16
24	4	4	3	4	15
25	4	4	4	3	15
26	5	4	5	5	19
27	4	4	3	4	15
28	3	4	4	4	15
29	4	4	4	4	16
30	4	4	4	3	15

Data Interval

No.	Y1	Y2	Y3	Y4	Total Y
1	4.114	4.155	3.712	2.499	14.479
2	2.565	4.155	2.354	3.998	13.072
3	2.565	2.606	2.354	2.499	10.024
4	2.565	2.606	2.354	2.499	10.024
5	2.565	2.606	2.354	2.499	10.024
6	2.565	2.606	2.354	2.499	10.024
7	4.114	2.606	3.712	3.998	14.429
8	4.114	4.155	2.354	3.998	14.620
9	1.000	1.000	1.000	1.000	4.000
10	2.565	2.606	1.000	2.499	8.670
11	2.565	1.000	2.354	1.000	6.919
12	2.565	2.606	1.000	2.499	8.670
13	4.114	4.155	3.712	2.499	14.479
14	1.000	1.000	2.354	2.499	6.853
15	2.565	4.155	3.712	3.998	14.430
16	2.565	2.606	3.712	2.499	11.382
17	2.565	2.606	2.354	2.499	10.024
18	1.000	2.606	1.000	2.499	7.105
19	2.565	2.606	2.354	1.000	8.525
20	2.565	2.606	2.354	2.499	10.024
21	2.565	4.155	3.712	2.499	12.931
22	2.565	2.606	2.354	2.499	10.024
23	2.565	2.606	2.354	2.499	10.024
24	2.565	2.606	1.000	2.499	8.670
25	2.565	2.606	2.354	1.000	8.525
26	4.114	2.606	3.712	3.998	14.429
27	2.565	2.606	1.000	2.499	8.670
28	1.000	2.606	2.354	2.499	8.459
29	2.565	2.606	2.354	2.499	10.024
30	2.565	2.606	2.354	1.000	8.525

Lampiran 05. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Citra Perusahaan

Data Ordinal

No.	X1	X2	X3	Total X1
1	5	5	5	15
2	4	4	5	13
3	4	5	4	13
4	4	5	5	14
5	5	4	5	14
6	5	5	4	14
7	4	5	4	13
8	5	5	5	15
9	4	5	5	14
10	3	5	5	13
11	5	5	5	15
12	4	5	5	14
13	5	4	5	14
14	4	5	4	13
15	5	5	4	14
16	4	4	4	12
17	5	5	4	14
18	4	5	5	14
19	2	3	3	8
20	5	5	5	15
21	3	3	4	10
22	4	5	4	13
23	4	4	4	12
24	3	4	3	10
25	3	4	3	10
26	3	4	4	11
27	4	3	4	11
28	3	4	3	10
29	5	5	5	15
30	5	5	5	15
31	4	4	3	11
32	3	4	4	11
33	3	2	3	8
34	3	3	2	8
35	4	5	5	14

No.	X1	X2	X3	Total X1
36	5	5	4	14
37	5	5	5	15
38	5	4	5	14
39	4	4	4	12
40	2	2	3	7
41	5	4	4	13
42	5	4	4	13
43	5	4	4	13
44	4	4	4	12
45	5	4	4	13
46	4	3	3	10
47	5	4	5	14
48	5	4	5	14
49	2	3	3	8
50	4	4	4	12
Skor	205	211	208	624

Data Interval

No.	X1	X2	X3	Total X1
1	3.951	4.085	4.423	12.459
2	2.776	2.803	4.423	10.002
3	2.776	4.085	3.181	10.042
4	2.776	4.085	4.423	11.284
5	3.951	2.803	4.423	11.177
6	3.951	4.085	3.181	11.217
7	2.776	4.085	3.181	10.042
8	3.951	4.085	4.423	12.459
9	2.776	4.085	4.423	11.284
10	1.920	4.085	4.423	10.428
11	3.951	4.085	4.423	12.459
12	2.776	4.085	4.423	11.284
13	3.951	2.803	4.423	11.177
14	2.776	4.085	3.181	10.042
15	3.951	4.085	3.181	11.217
16	2.776	2.803	3.181	8.760
17	3.951	4.085	3.181	11.217
18	2.776	4.085	4.423	11.284
19	1.000	1.845	2.135	4.979

No.	X1	X2	X3	Total X1
20	3.951	4.085	4.423	12.459
21	1.920	1.845	3.181	6.946
22	2.776	4.085	3.181	10.042
23	2.776	2.803	3.181	8.760
24	1.920	2.803	2.135	6.858
25	1.920	2.803	2.135	6.858
26	1.920	2.803	3.181	7.904
27	2.776	1.845	3.181	7.802
28	1.920	2.803	2.135	6.858
29	3.951	4.085	4.423	12.459
30	3.951	4.085	4.423	12.459
31	2.776	2.803	2.135	7.713
32	1.920	2.803	3.181	7.904
33	1.920	1.000	2.135	5.055
34	1.920	1.845	1.000	4.765
35	2.776	4.085	4.423	11.284
36	3.951	4.085	3.181	11.217
37	3.951	4.085	4.423	12.459
38	3.951	2.803	4.423	11.177
39	2.776	2.803	3.181	8.760
40	1.000	1.000	2.135	4.135
41	3.951	2.803	3.181	9.935
42	3.951	2.803	3.181	9.935
43	3.951	2.803	3.181	9.935
44	2.776	2.803	3.181	8.760
45	3.951	2.803	3.181	9.935
46	2.776	1.845	2.135	6.755
47	3.951	2.803	4.423	11.177
48	3.951	2.803	4.423	11.177
49	1.000	1.845	2.135	4.979
50	2.776	2.803	3.181	8.760

Lampiran 06. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Kepuasan Pelanggan

Data Ordinal

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

No.	X2.1	X2.2	X2.3	Total X2
36	4	5	4	13
37	4	4	5	13
38	4	5	4	13
39	4	5	4	13
40	3	3	3	9
41	5	4	4	13
42	4	3	3	10
43	4	4	5	13
44	4	4	4	12
45	4	4	3	11
46	4	4	5	13
47	5	4	4	13
48	5	5	4	14
49	3	3	3	9
50	4	3	4	11
Skor	205	208	200	613

Data Interval

No.	X2.1	X2.2	X2.3	Total X2
1	3.885	3.439	3.318	10.642
2	2.447	3.439	2.159	8.045
3	2.447	3.439	3.318	9.204
4	2.447	2.186	3.318	7.951
5	2.447	2.186	2.159	6.792
6	2.447	3.439	3.318	9.204
7	2.447	1.000	2.159	5.606
8	3.885	3.439	2.159	9.483
9	3.885	3.439	2.159	9.483
10	3.885	2.186	3.318	9.389
11	3.885	3.439	2.159	9.483
12	2.447	2.186	2.159	6.792
13	2.447	3.439	3.318	9.204
14	2.447	2.186	2.159	6.792
15	3.885	3.439	3.318	10.642
16	2.447	2.186	1.000	5.633
17	3.885	2.186	3.318	9.389
18	2.447	3.439	3.318	9.204
19	1.000	1.000	1.000	3.000
20	2.447	3.439	3.318	9.204

No.	X2.1	X2.2	X2.3	Total X2
21	2.447	2.186	1.000	5.633
22	3.885	2.186	3.318	9.389
23	1.000	2.186	1.000	4.186
24	2.447	2.186	1.000	5.633
25	2.447	1.000	1.000	4.447
26	2.447	2.186	2.159	6.792
27	2.447	2.186	1.000	5.633
28	1.000	1.000	1.000	3.000
29	2.447	3.439	3.318	9.204
30	3.885	3.439	2.159	9.483
31	2.447	2.186	1.000	5.633
32	1.000	3.439	2.159	6.598
33	1.000	1.000	1.000	3.000
34	2.447	2.186	1.000	5.633
35	2.447	1.000	2.159	5.606
36	2.447	3.439	2.159	8.045
37	2.447	2.186	3.318	7.951
38	2.447	3.439	2.159	8.045
39	2.447	3.439	2.159	8.045
40	1.000	1.000	1.000	3.000
41	3.885	2.186	2.159	8.230
42	2.447	1.000	1.000	4.447
43	2.447	2.186	3.318	7.951
44	2.447	2.186	2.159	6.792
45	2.447	2.186	1.000	5.633
46	2.447	2.186	3.318	7.951
47	3.885	2.186	2.159	8.230
48	3.885	3.439	2.159	9.483
49	1.000	1.000	1.000	3.000
50	2.447	1.000	2.159	5.606

Lampiran 07. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Loyalitas Pelanggan

Data Ordinal

No.	Y1	Y2	Y3	Y4	Total Y
1	4	4	5	4	17
2	4	4	4	4	16
3	4	4	4	4	16
4	4	4	4	4	16
5	4	4	4	4	16
6	4	4	5	4	17
7	4	4	4	4	16
8	4	4	4	4	16
9	4	5	4	4	17
10	4	4	4	4	16
11	4	4	4	4	16
12	4	4	4	4	16
13	5	5	5	4	19
14	4	4	4	4	16
15	5	5	5	4	19
16	3	4	4	4	15
17	4	4	5	4	17
18	5	5	5	4	19
19	4	3	4	3	14
20	5	5	5	4	19
21	4	3	4	4	15
22	4	4	4	5	17
23	4	4	3	4	15
24	4	3	4	3	14
25	3	4	3	4	14
26	4	3	4	3	14
27	3	4	3	4	14
28	3	3	4	3	13
29	5	5	5	4	19
30	5	4	5	4	18
31	4	3	4	3	14
32	3	4	3	4	14
33	4	3	3	3	13
34	4	3	4	4	15
35	5	4	5	4	18

No.	Y1	Y2	Y3	Y4	Total Y
36	5	4	4	4	17
37	4	5	4	4	17
38	4	4	5	5	18
39	4	4	4	4	16
40	4	3	4	3	14
41	4	4	5	4	17
42	3	4	3	3	13
43	4	4	4	4	16
44	4	4	4	4	16
45	4	4	4	4	16
46	4	4	4	4	16
47	4	4	4	5	17
48	5	4	4	4	17
49	4	3	3	3	13
50	4	4	4	4	16
Skor	203	197	205	194	799

Data Interval

No.	Y1	Y2	Y3	Y4	Total Y
1	2.578	2.487	3.885	2.646	11.596
2	2.578	2.487	2.447	2.646	10.158
3	2.578	2.487	2.447	2.646	10.158
4	2.578	2.487	2.447	2.646	10.158
5	2.578	2.487	2.447	2.646	10.158
6	2.578	2.487	3.885	2.646	11.596
7	2.578	2.487	2.447	2.646	10.158
8	2.578	2.487	2.447	2.646	10.158
9	2.578	3.990	2.447	2.646	11.661
10	2.578	2.487	2.447	2.646	10.158
11	2.578	2.487	2.447	2.646	10.158
12	2.578	2.487	2.447	2.646	10.158
13	4.125	3.990	3.885	2.646	14.646
14	2.578	2.487	2.447	2.646	10.158
15	4.125	3.990	3.885	2.646	14.646
16	1.000	2.487	2.447	2.646	8.580
17	2.578	2.487	3.885	2.646	11.596
18	4.125	3.990	3.885	2.646	14.646
19	2.578	1.000	2.447	1.000	7.025
20	4.125	3.990	3.885	2.646	14.646

No.	Y1	Y2	Y3	Y4	Total Y
21	2.578	1.000	2.447	2.646	8.672
22	2.578	2.487	2.447	4.443	11.955
23	2.578	2.487	1.000	2.646	8.711
24	2.578	1.000	2.447	1.000	7.025
25	1.000	2.487	1.000	2.646	7.133
26	2.578	1.000	2.447	1.000	7.025
27	1.000	2.487	1.000	2.646	7.133
28	1.000	1.000	2.447	1.000	5.447
29	4.125	3.990	3.885	2.646	14.646
30	4.125	2.487	3.885	2.646	13.143
31	2.578	1.000	2.447	1.000	7.025
32	1.000	2.487	1.000	2.646	7.133
33	2.578	1.000	1.000	1.000	5.578
34	2.578	1.000	2.447	2.646	8.672
35	4.125	2.487	3.885	2.646	13.143
36	4.125	2.487	2.447	2.646	11.705
37	2.578	3.990	2.447	2.646	11.661
38	2.578	2.487	3.885	4.443	13.393
39	2.578	2.487	2.447	2.646	10.158
40	2.578	1.000	2.447	1.000	7.025
41	2.578	2.487	3.885	2.646	11.596
42	1.000	2.487	1.000	1.000	5.487
43	2.578	2.487	2.447	2.646	10.158
44	2.578	2.487	2.447	2.646	10.158
45	2.578	2.487	2.447	2.646	10.158
46	2.578	2.487	2.447	2.646	10.158
47	2.578	2.487	2.447	4.443	11.955
48	4.125	2.487	2.447	2.646	11.705
49	2.578	1.000	1.000	1.000	5.578
50	2.578	2.487	2.447	2.646	10.158

Lampiran 08. Ketentuan Skor Tertinggi, Skor Terendah dari Keseluruhan Alternatif Jawaban Kuesioner Citra Perusahaan dan Kepuasaan Pelanggan

1) Apabila jawaban SS diberikan skor 5
2) Apabila jawaban S diberikan skor 4
3) Apabila jawaban N diberikan skor 3
4) Apabila jawaban TS diberikan skor 2
5) Apabila jawaban STS diberikan skor 1

Skor tertinggi = 5

Skor terendah = 1

Jumlah responden = 50

Jumlah Pertanyaan = 3

Kategori Total

Skor tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden

Skor terendah = nilai terendah x jumlah pertanyaan x jumlah responden

Skor tertinggi = 5 x 3 x 50 = 750

Skor terendah = 1 x 3 x 50 = 150

Kategori Total

Interval = $\frac{750 - 150}{5} = 120$

Kategori (Total):

Sangat Tinggi : 630 - 750

Tinggi : 510 - 629

Cukup Tinggi : 390 - 509

Rendah : 270 - 389

Sangat Rendah : 150 - 269

Lampiran 09. Ketentuan Skor Tertinggi, Skor Terendah dari Keseluruhan Alternatif Jawaban Kuesioner Keputusan Pembelian

1) Apabila jawaban SS diberikan skor 5
2) Apabila jawaban S diberikan skor 4
3) Apabila jawaban N diberikan skor 3
4) Apabila jawaban TS diberikan skor 2
5) Apabila jawaban STS diberikan skor 1

Skor tertinggi = 5

Skor terendah = 1

Jumlah responden = 50

Jumlah Pertanyaan = 4

Kategori Total

Skor tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden

Skor terendah = nilai terendah x jumlah pertanyaan x jumlah responden

Skor tertinggi = 5 x 4 x 50 = 1000

Skor terendah = 1 x 4 x 50 = 200

Kategori Total

Interval = $\frac{1000 - 200}{5} = 160$

Kategori (Total):

Sangat Tinggi : 840 - 1000

Tinggi : 680 - 839

Cukup Tinggi : 520 - 679

Rendah : 360 - 519

Sangat Rendah : 200 – 359

Lampiran 10. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Citra Perusahaan

Output SPSS Uji Validitas Kuesioner Citra Perusahaan

Correlations

		X1.1	X1.2	X1.3	Total
X1.1	Pearson Correlation	1	.503**	.605**	.847**
	Sig. (2-tailed)		.005	.000	.000
	N	30	30	30	30
X1.2	Pearson Correlation	.503**	1	.491**	.801**
	Sig. (2-tailed)	.005		.006	.000
	N	30	30	30	30
X1.3	Pearson Correlation	.605**	.491**	1	.842**
	Sig. (2-tailed)	.000	.006		.000
	N	30	30	30	30
Total	Pearson Correlation	.847**	.801**	.842**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Output SPSS Uji Reliabilitas Kuesioner Citra Perusahaan

Reliability Statistics

Cronbach's Alpha	N of Items
.774	3

Lampiran 11. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kepuasan Pelanggan

Output SPSS Uji Validitas Kuesioner Kepuasan Pelanggan

Correlations

		X2.1	X2.2	X2.3	Total
X2.1	Pearson Correlation	1	.617**	.583**	.864**
	Sig. (2-tailed)		.000	.001	.000
	N	30	30	30	30
X2.2	Pearson Correlation	.617**	1	.540**	.849**
	Sig. (2-tailed)	.000		.002	.000
	N	30	30	30	30
X2.3	Pearson Correlation	.583**	.540**	1	.833**
	Sig. (2-tailed)	.001	.002		.000
	N	30	30	30	30
Total	Pearson Correlation	.864**	.849**	.833**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	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
.806	3

Lampiran 12. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Loyalitas Pelanggan

Output SPSS Uji Validitas Kuesioner Loyalitas Pelanggan

Correlations

		Y.1	Y.2	Y.3	Y.4	Total
Y.1	Pearson Correlation	1	.556**	.553**	.421*	.808**
	Sig. (2-tailed)		.001	.002	.020	.000
	N	30	30	30	30	30
Y.2	Pearson Correlation	.556**	1	.459*	.536**	.813**
	Sig. (2-tailed)	.001		.011	.002	.000
	N	30	30	30	30	30
Y.3	Pearson Correlation	.553**	.459*	1	.352	.762**
	Sig. (2-tailed)	.002	.011		.057	.000
	N	30	30	30	30	30
Y.4	Pearson Correlation	.421*	.536**	.352	1	.739**
	Sig. (2-tailed)	.020	.002	.057		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.808**	.813**	.762**	.739**	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
.786	4

Lampiran 13. Output SPSS Uji Asumsi Klasik

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.44245224
Most Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.065
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Hasil Uji Multikolinieritas

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.363	2.752
	X2	.363	2.752

a. Dependent Variable: Y

Hasil Uji Heteroskedastisitas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.456	.518		.879	.384
	X1	.094	.087	.254	1.071	.290

	X2	-.029	.093	-.073	-.306	.761

a. Dependent Variable: ABS

Lampiran 14. 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	.828[a]	.686	.672	1.472823	.686	51.281	2	47	.000

a. Predictors: (Constant), X2, X1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	222.477	2	111.239	51.281	.000[b]
	Residual	101.953	47	2.169		
	Total	324.430	49			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.935	.887		2.181	.034			
	X1	.431	.150	.390	2.878	.006	.775	.387	.235
	X2	.568	.160	.483	3.557	.001	.794	.461	.291

a. Dependent Variable: Y