

**Lampiran 1**  
**KUESIONER**

**ANALISIS KEPUASAN KONSUMEN DAN KUALITAS**  
**PRODUK TERHADAP LOYALITAS PELANGGAN DI TOKO**  
**DUPA LOTUS DI PANTAILABU**

Dari kuesioner ini penulis berharap untuk mengetahui kesan anda sebagai konsumen mengenai analisiskepuasan konsumen dan kualitas produk terhadap loyalitas pelanggan di Toko Dupa Lotus di Pantailabu.

Tata cara pengisian kuesioner, yaitu:

1. Bacalah pernyataan terlebih dahulu.
2. Isilah nama dan jenis kelamin.
3. Pilih jawaban yang paling cocok menurut anda.
4. Harap jujur dalam pengisian kuesioner ini (Jawaban menurut anda sendiri).

Nama :

Jenis Kelamin :

Keterangan:

SS (Sangat Setuju)

S (Setuju)

RG (Ragu-Ragu)

TS (Tidak Setuju)

STS (Sangat Tidak Setuju)

### KEPUASAN KONSUMEN

No.	Pernyataan	SS	S	RG	TS	STS
1	Produk yang saya terima sesuai dengan yang saya harapkan.					
2	Pelayanan di toko membuat saya merasa puas.					
3	Saya berminat untuk berkunjung kembali ke Toko Dupa Lotus.					
4	Saya bersedia merekomendasikan Toko Dupa Lotus kepada orang lain.					
5	Produk yang saya beli memenuhi kebutuhan spiritual saya.					
6	Saya puas dengan variasi produk yang disediakan oleh Toko Dupa Lotus.					

## KUALITAS PRODUK

No.	Pernyataan	SS	S	RG	TS	STS
1	Produk yang saya beli memiliki peforma yang memuaskan.					
2	Produk dapat diandalkan selama penggunaan.					
3	Produk memiliki fitur tambahan yang sesuai kebutuhan saya.					
4	Produk sesuai dengan spesifikasi yang dijanjikan.					
5	Produk yang saya beli tahan lama dalam pemakaian sehari-hari.					
6	Petugas toko membantu saya dengan cepat dan ramah saat membutuhkan bantuan.					
7	Desain produk menarik dan sesuai dengan selera saya.					
8	Produk yang saya beli memiliki kualitas yang sesuai dengan harga.					

## LOYALITAS PELANGGAN

No.	Pernyataan	SS	S	RG	TS	STS
1	Saya sering melakukan pembelian ulang produk Toko Dupa Lotus					
2	Saya lebih memilih produk dari Toko Dupa Lotus dibandingkan merek lain.					
3	Saya menyukai merek Toko Dupa Lotus.					
4	Saya tetap menggunakan produk Toko Dupa Lotus meskipun ada pilihan lain di pasar.					
5	Saya percaya bahwa produk dari Toko Dupa Lotus adalah yang terbaik.					
6	Saya secara aktif merekomendasikan produk Toko Dupa Lotus kepada keluarga dan teman.					
7	Saya merasa terikat secara emosional dengan merek Toko Dupa Lotus.					
8	Saya memilih Toko Dupa Lotus sebagai pilihan utama dalam membeli produk sejenis.					
9	Saya merasa nyaman dan terus membeli produk dari Toko Dupa Lotus.					
10	Saya mempertimbangkan produk Toko Dupa Lotus terlebih dahulu sebelum mencoba produk lain.					

11	Saya merasa menjadi bagian dari komunitas pelanggan Toko Dupa Lotus.					
12	Saya tetap loyal walaupun ada penawaran produk dari pesaing.					

**Lampiran 2**  
**Pretest Variabel Kepuasan Konsumen (X<sub>1</sub>)**

Responden	Nilai Skor						Total
	Q1	Q2	Q3	Q4	Q5	Q6	
1	5	5	3	5	5	4	27
2	4	4	5	5	4	4	26
3	4	4	4	5	5	4	26
4	4	3	4	4	4	4	23
5	5	2	5	5	5	5	27
6	4	4	4	4	4	4	24
7	3	3	3	3	3	3	18
8	3	4	4	3	4	4	22
9	5	4	4	4	4	4	25
10	5	2	4	4	3	4	22
11	5	4	4	4	4	4	25
12	3	3	3	3	3	3	18
13	4	4	4	4	4	4	24
14	3	4	3	3	4	3	20
15	3	3	3	3	5	3	20
16	4	4	4	4	4	4	24
17	4	5	4	4	4	4	25
18	5	5	5	5	5	5	30
19	3	3	3	3	3	3	18
20	2	2	2	2	2	2	12
21	3	3	3	3	3	3	18
22	2	2	5	5	2	2	18
23	4	2	2	2	2	2	14
24	5	5	4	4	4	5	27
25	4	4	4	4	5	5	26
26	3	5	3	3	2	3	19
27	2	2	3	2	2	4	15
28	5	4	4	4	4	4	25
29	5	5	5	5	5	5	30
30	4	4	4	4	5	5	26

**Lampiran 3**  
**Pretest Variabel Kualitas Produk (X<sub>2</sub>)**

Responden	Nilai Skor								Total
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
1	4	5	5	4	4	3	3	3	31
2	3	4	5	4	4	4	4	4	32
3	4	5	4	3	4	4	4	4	32
4	4	4	4	4	4	4	4	4	32
5	3	3	5	3	4	4	4	4	30
6	5	4	5	4	4	4	4	4	34
7	4	4	3	3	4	2	4	4	28
8	3	4	4	4	3	4	4	4	30
9	3	5	4	4	3	4	4	4	31
10	5	3	5	2	5	3	4	3	30
11	5	5	4	3	4	4	4	4	33
12	5	5	2	4	2	4	4	4	30
13	5	4	4	4	4	3	4	3	31
14	4	3	4	4	4	3	2	3	27
15	5	4	4	4	4	4	4	4	33
16	5	5	5	4	5	4	2	4	34
17	3	4	3	4	3	3	4	3	27
18	4	2	4	4	4	4	3	4	29
19	3	2	3	3	3	4	4	4	26
20	2	5	1	4	2	2	2	2	20
21	3	4	2	4	3	2	2	2	22
22	2	4	2	4	2	4	4	4	26
23	2	4	5	4	2	4	4	4	29
24	4	4	4	4	5	4	4	4	33
25	5	5	4	3	4	4	4	4	33
26	2	5	3	4	4	4	4	4	30
27	2	4	2	4	5	4	4	4	29
28	4	4	4	2	4	4	4	4	30
29	2	3	1	4	1	2	4	2	19
30	5	3	4	4	4	3	4	3	30



**Lampiran 5**  
**Hasil Kuesioner Variabel Kepuasan Konsumen (X<sub>1</sub>)**

Responden	Nilai Skor						Total
	Q1	Q2	Q3	Q4	Q5	Q6	
1	5	5	5	5	4	4	28
2	3	3	5	3	4	4	22
3	4	5	4	5	4	4	26
4	4	4	5	4	5	3	25
5	3	3	2	3	4	4	19
6	2	3	3	2	3	3	16
7	2	2	5	3	3	3	18
8	4	4	4	3	4	4	23
9	5	4	4	5	4	4	26
10	5	4	5	4	5	5	28
11	4	3	4	4	2	5	22
12	4	4	3	4	4	4	23
13	3	3	3	3	2	5	19
14	2	3	3	3	2	3	16
15	5	4	4	4	4	4	25
16	4	4	5	4	5	4	26
17	4	5	4	4	4	3	24
18	4	4	4	4	4	5	25
19	3	3	5	3	3	5	22
20	3	3	3	3	2	2	16
21	4	5	5	5	4	4	27
22	3	4	4	4	5	5	25
23	4	4	4	4	4	5	25
24	4	4	4	4	4	5	25
25	3	3	3	3	5	4	21
26	4	4	4	4	4	5	25
27	4	4	4	4	4	4	24
28	4	4	4	4	3	4	23
29	4	4	4	4	3	3	22
30	3	3	3	3	3	3	18
31	3	3	3	3	4	4	20
32	3	3	3	3	5	5	22
33	4	4	4	4	4	5	25
34	4	4	4	4	4	4	24
35	4	4	3	4	4	5	24

36	3	3	5	3	5	5	24
37	3	3	3	3	4	5	21
38	3	4	3	3	3	3	19
39	3	3	3	3	4	4	20
40	3	3	3	3	3	2	17
41	3	2	3	3	4	3	18
42	3	3	4	3	3	3	19
43	3	2	3	3	2	3	16
44	3	5	3	3	2	5	21
45	4	3	4	4	2	3	20
46	3	3	5	5	4	4	24
47	3	3	3	5	4	5	23
48	4	4	4	3	4	5	24
49	5	4	4	5	3	5	26
50	5	4	5	4	2	2	22
51	4	3	4	4	4	4	23
52	4	4	3	4	5	5	25
53	3	3	3	3	4	5	21
54	2	3	3	3	3	5	19
55	5	4	4	4	4	4	25
56	4	4	5	4	5	5	27
57	4	5	4	4	4	4	25
58	4	4	4	4	3	4	23
59	3	3	5	3	3	3	20
60	3	3	3	3	3	3	18
61	4	5	5	5	4	4	27
62	3	4	4	4	5	5	25
63	4	4	4	4	4	5	25
64	4	4	4	4	4	4	24
65	3	3	3	3	4	5	21
66	4	4	4	4	5	5	26
67	4	4	4	4	4	5	25
68	4	4	4	4	3	3	22
69	5	5	5	5	4	5	29
70	5	5	5	4	5	4	28
71	4	3	4	4	3	4	22
72	3	3	5	3	4	3	21
73	4	4	4	4	3	4	23
74	3	5	5	5	3	4	25
75	5	4	5	5	3	3	25
76	3	4	5	5	4	4	25

77	4	4	4	4	5	4	25
78	3	4	4	4	4	4	23
79	3	3	4	4	4	3	21
80	4	3	3	3	5	2	20
81	4	3	4	4	4	4	23
82	5	5	5	4	4	5	28
83	4	4	4	5	5	5	27
84	4	3	4	4	5	2	22
85	5	4	4	4	4	4	25
86	3	3	5	3	2	5	21
87	3	5	4	3	2	3	20
88	5	5	4	4	4	4	26
89	4	4	5	4	5	5	27
90	5	4	5	5	5	4	28
91	4	4	5	4	4	4	25
92	4	4	4	3	3	3	21
93	3	3	3	3	2	2	16
94	4	4	5	4	4	4	25
95	4	5	5	5	5	5	29
96	4	4	4	4	4	4	24
97	3	3	4	4	4	3	21

**Lampiran 6**  
**Hasil Kuesioner Variabel Kualitas Produk (X<sub>2</sub>)**

Responden	Nilai Skor								Total
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
1	3	4	4	4	5	5	4	4	33
2	3	3	4	3	3	5	4	4	29
3	4	4	4	4	4	5	5	5	35
4	5	4	3	3	5	3	4	5	32
5	4	4	4	4	4	4	5	5	34
6	3	3	3	3	3	3	4	4	26
7	3	2	3	5	3	3	4	2	25
8	4	4	3	4	4	4	3	4	30
9	4	5	5	5	4	4	4	4	35
10	4	5	5	4	5	5	4	4	36
11	2	2	5	2	2	2	4	5	24
12	5	4	4	5	2	4	5	4	33
13	5	5	2	2	5	5	3	5	32
14	2	3	3	4	2	2	4	4	24
15	3	4	4	4	4	3	5	5	32
16	4	5	5	5	5	5	4	4	37
17	4	4	3	3	4	4	5	5	32
18	5	4	4	4	4	5	3	4	33
19	3	3	4	3	3	3	4	4	27
20	4	2	4	4	4	2	3	4	27
21	4	4	4	4	4	4	4	5	33
22	5	5	5	5	5	5	4	2	36
23	4	4	5	4	4	4	4	3	32
24	4	4	5	4	5	5	3	3	33
25	4	4	5	4	4	4	4	4	33
26	4	5	5	5	5	5	4	5	38
27	4	5	4	4	4	4	5	5	35
28	5	5	4	4	4	3	5	4	34
29	4	3	5	4	3	3	4	4	30
30	4	4	3	4	5	5	5	4	34
31	4	4	4	3	3	4	4	3	29
32	5	5	5	5	5	5	4	4	38
33	3	3	4	4	3	3	4	5	29
34	4	2	5	4	4	2	4	5	30
35	4	3	5	4	3	5	5	4	33

36	2	2	3	4	2	4	4	5	26
37	4	4	5	4	4	3	4	4	32
38	5	3	2	3	3	5	3	3	27
39	4	4	5	4	3	4	3	4	31
40	3	3	2	3	5	3	4	3	26
41	3	3	2	3	3	4	3	3	24
42	3	3	3	3	3	3	5	4	27
43	2	5	5	2	2	2	4	4	26
44	3	4	3	3	4	3	4	4	28
45	2	5	3	3	5	2	5	4	29
46	2	4	4	2	2	4	5	5	28
47	5	4	5	4	4	5	5	5	37
48	5	4	4	4	4	4	5	5	35
49	3	3	4	3	3	3	5	5	29
50	4	2	4	4	4	2	5	4	29
51	4	4	4	4	4	5	3	5	33
52	5	5	5	5	5	5	5	4	39
53	4	4	5	4	4	4	5	4	34
54	4	4	5	4	5	5	3	5	35
55	4	4	5	4	4	4	5	4	34
56	4	5	5	5	5	4	4	4	36
57	4	5	4	4	4	5	5	5	36
58	5	5	4	4	4	3	4	4	33
59	4	3	5	4	3	5	5	4	33
60	4	4	3	4	5	3	3	3	29
61	4	4	4	3	3	4	3	3	28
62	5	5	5	5	5	5	3	3	36
63	3	3	4	4	3	3	4	4	28
64	4	2	5	4	4	2	4	5	30
65	4	3	5	4	3	5	2	5	31
66	2	2	3	4	2	4	5	5	27
67	4	4	5	4	4	3	5	5	34
68	5	3	2	3	3	5	4	1	26
69	5	4	4	4	5	5	1	4	32
70	4	5	5	5	4	4	3	4	34
71	4	3	4	4	4	4	5	4	32
72	3	4	3	3	3	3	4	4	27
73	3	3	4	4	4	3	5	5	31
74	4	3	4	4	3	5	4	4	31
75	3	3	4	3	3	4	5	4	29
76	4	4	4	4	4	5	3	5	33

77	3	5	5	5	3	4	3	5	33
78	4	4	4	4	4	4	3	5	32
79	3	4	3	3	3	4	4	2	26
80	2	5	3	3	3	5	3	4	28
81	4	4	4	4	3	3	3	4	29
82	4	4	4	5	5	5	3	5	35
83	5	5	5	4	5	4	2	3	33
84	2	5	2	2	2	2	5	4	24
85	4	4	4	5	5	5	4	3	34
86	4	2	2	5	5	4	3	5	30
87	3	2	2	2	2	2	2	4	19
88	4	4	4	4	4	4	3	5	32
89	5	5	5	5	5	5	4	2	36
90	4	5	4	3	4	4	1	5	30
91	5	4	4	4	4	4	5	4	34
92	2	3	3	3	4	3	5	5	28
93	2	2	2	4	5	2	4	4	25
94	4	4	4	4	4	5	4	2	31
95	5	5	5	5	5	5	5	4	39
96	4	4	4	4	4	4	3	4	31
97	2	3	3	3	4	5	5	5	30

**Lampiran 7**  
**Hasil Kuesioner Variabel Loyalitas Pelanggan (Y)**

Responden	Nilai Skor												Total
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	
1	5	4	4	4	4	4	5	4	4	4	4	4	25
2	5	2	4	4	3	4	5	2	4	4	3	4	22
3	5	4	4	4	4	4	5	4	4	4	4	4	25
4	3	3	3	3	3	3	3	3	3	3	3	3	18
5	4	4	4	4	4	4	4	4	4	4	4	4	24
6	3	4	3	3	4	3	3	4	3	3	4	3	20
7	3	3	3	3	5	3	3	3	3	3	5	3	20
8	4	4	4	4	4	4	4	4	4	4	4	4	24
9	4	5	4	4	4	4	4	5	4	4	4	4	25
10	5	5	5	5	5	5	5	5	5	5	5	5	30
11	2	2	3	5	2	3	2	2	3	5	2	3	17
12	4	4	4	4	4	4	4	4	4	4	4	4	24
13	5	5	2	5	2	2	5	5	2	5	2	2	21
14	2	3	5	3	5	5	2	3	5	3	5	5	23
15	3	4	4	4	3	4	3	4	4	4	3	4	22
16	5	4	5	4	5	5	5	4	5	4	5	5	28
17	4	4	4	3	4	4	4	4	4	3	4	4	23
18	5	4	5	5	5	5	5	4	5	5	5	5	29
19	3	3	5	5	3	3	3	3	5	5	3	3	22
20	2	4	5	2	2	2	2	4	5	2	2	2	17
21	4	5	4	4	4	4	4	5	4	4	4	4	25
22	5	5	5	5	5	5	5	5	5	5	5	5	30
23	4	4	4	5	3	4	4	4	4	5	3	4	24
24	5	5	5	5	5	5	5	5	5	5	5	5	30
25	4	3	3	4	3	3	4	3	3	4	3	3	20
26	5	5	5	5	5	5	5	5	5	5	5	5	30
27	4	4	4	4	4	4	4	4	4	4	4	4	24
28	3	4	3	4	3	3	3	4	3	4	3	3	20
29	3	3	3	3	3	3	3	3	3	3	3	3	18
30	5	4	4	3	3	4	5	4	4	3	3	4	23
31	4	4	4	3	3	4	4	4	4	3	3	4	22
32	5	5	5	5	5	5	5	5	5	5	5	5	30
33	3	4	4	4	3	4	3	4	4	4	3	4	22
34	2	4	4	4	2	4	2	4	4	4	2	4	20
35	5	4	4	4	3	4	5	4	4	4	3	4	24

36	4	5	2	2	2	4	4	5	2	2	2	4	19
37	3	3	4	4	4	4	3	3	4	4	4	4	22
38	5	3	3	5	3	3	5	3	3	5	3	3	22
39	4	4	4	4	4	4	4	4	4	4	4	4	24
40	3	3	3	3	3	2	3	3	3	3	3	2	17
41	4	4	4	4	4	2	4	4	4	4	4	2	22
42	3	3	3	3	3	3	3	3	3	3	3	3	18
43	2	2	2	2	2	3	2	2	2	2	2	3	13
44	3	3	3	3	3	4	3	3	3	3	3	4	19
45	2	2	5	5	2	5	2	2	5	5	2	5	21
46	4	2	2	2	2	2	4	2	2	2	2	2	14
47	5	5	4	4	4	2	5	5	4	4	4	2	24
48	4	4	4	4	5	5	4	4	4	4	5	5	26
49	3	5	3	3	2	3	3	5	3	3	2	3	19
50	2	2	3	2	2	2	2	2	3	2	2	2	13
51	5	4	4	4	4	4	5	4	4	4	4	4	25
52	5	5	5	5	5	5	5	5	5	5	5	5	30
53	4	3	3	4	4	4	4	3	3	4	4	4	22
54	5	5	3	5	5	4	5	5	3	5	5	4	27
55	4	4	5	5	4	3	4	4	5	5	4	3	25
56	4	4	4	5	5	5	4	4	4	5	5	5	27
57	5	5	4	4	4	4	5	5	4	4	4	4	26
58	3	4	4	4	3	3	3	4	4	4	3	3	21
59	5	3	3	3	5	3	5	3	3	3	5	3	22
60	3	3	3	3	3	4	3	3	3	3	3	4	19
61	4	4	4	3	3	4	4	4	4	3	3	4	22
62	5	5	5	5	5	5	5	5	5	5	5	5	30
63	3	4	4	4	3	4	3	4	4	4	3	4	22
64	2	4	4	4	2	4	2	4	4	4	2	4	20
65	5	4	4	4	3	4	5	4	4	4	3	4	24
66	4	5	2	2	2	4	4	5	2	2	2	4	19
67	3	3	4	4	4	4	3	3	4	4	4	4	22
68	5	3	3	5	3	3	5	3	3	5	3	3	22
69	5	4	4	5	5	5	5	4	4	5	5	5	28
70	4	5	5	4	4	5	4	5	5	4	4	5	27
71	4	3	4	4	4	3	4	3	4	4	4	3	22
72	3	4	3	3	3	4	3	4	3	3	3	4	20
73	3	4	4	4	3	3	3	4	4	4	3	3	21
74	5	5	3	3	4	3	5	5	3	3	4	3	23
75	4	3	3	4	3	3	4	3	3	4	3	3	20
76	5	4	4	4	4	4	5	4	4	4	4	4	25

77	4	5	4	5	3	5	4	5	4	5	3	5	26
78	4	4	4	4	4	4	4	4	4	4	4	4	24
79	4	4	3	3	3	3	4	4	3	3	3	3	20
80	5	2	3	5	2	3	5	2	3	5	2	3	20
81	3	4	4	4	4	4	3	4	4	4	4	4	23
82	5	4	5	4	4	4	5	4	5	4	4	4	26
83	4	5	4	5	5	4	4	5	4	5	5	4	27
84	2	5	2	2	2	2	2	5	2	2	2	2	15
85	5	5	5	4	4	5	5	5	5	4	4	5	28
86	4	2	2	4	4	5	4	2	2	4	4	5	21
87	2	2	2	3	3	2	2	2	2	3	3	2	14
88	4	4	4	4	4	3	4	4	4	4	4	3	23
89	5	5	5	5	5	4	5	5	5	5	5	4	29
90	4	4	4	4	4	4	4	4	4	4	4	4	24
91	4	4	4	4	5	5	4	4	4	4	5	5	26
92	3	5	3	3	2	3	3	5	3	3	2	3	19
93	2	2	3	2	2	4	2	2	3	2	2	4	15
94	5	4	4	4	4	4	5	4	4	4	4	4	25
95	5	5	5	5	5	5	5	5	5	5	5	5	30
96	4	3	3	4	4	4	4	3	3	4	4	4	22
97	4	5	4	5	5	4	4	5	4	5	5	4	27



N	30	30	30	30	30	30	30
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\*\* . Correlation is significant at the 0.01 level (2-tailed).

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



	Sig. (2-tailed)	.461	.041	.009	.006	.106		.021	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.029	.181	.136	.160	.000	.421*	1	.503**	.352
	Sig. (2-tailed)	.880	.339	.474	.397	1.000	.021		.005	.056
	N	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.182	.441*	.456*	.477**	.367*	.868**	.503**	1	.693**
	Sig. (2-tailed)	.336	.015	.011	.008	.046	.000	.005		.000
	N	30	30	30	30	30	30	30	30	30
X2.Total	Pearson Correlation	.685**	.838**	.821**	.778**	.728**	.654**	.352	.693**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.056	.000	
	N	30	30	30	30	30	30	30	30	30

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

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





Y.1 0	Pears on Correl ation	.35 7	.44 7*	.2 36	.27 1	.62 9**	.45 7*	.32 1	.14 1	.27 9	1	.57 9**	.50 0**	.709 **
	Sig. (2- tailed)	.05 3	.01 3	.2 09	.14 8	.00 0	.01 1	.08 4	.45 8	.13 6		.00 1	.00 5	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.1 1	Pears on Correl ation	.19 8	.51 5**	- .2 87	.12 0	.45 8*	.73 2**	.13 0	.17 1	.24 2	.57 9**	1	.12 4	.502 **
	Sig. (2- tailed)	.29 4	.00 4	.1 24	.52 6	.01 1	.00 0	.49 3	.36 6	.19 8	.00 1		.51 3	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.1 2	Pears on Correl ation	.33 4	.46 1*	.3 29	.41 9*	.48 0**	.21 1	.44 7*	.30 6	.45 5*	.50 0**	.12 4	1	.715 **
	Sig. (2- tailed)	.07 1	.01 0	.0 76	.02 1	.00 7	.26 3	.01 3	.10 0	.01 2	.00 5	.51 3		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y.T otal	Pears on Correl ation	.65 0**	.78 3**	.4 36*	.65 9**	.82 1**	.38 2*	.46 7**	.48 6**	.68 9**	.70 9**	.50 2**	.71 5**	1
	Sig. (2- tailed)	.00 0	.00 0	.0 16	.00 0	.00 0	.03 7	.00 9	.00 6	.00 0	.00 0	.00 5	.00 0	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

**Lampiran 11**  
**Hasil Uji Reliabilitas Variabel Kepuasan Konsumen (X<sub>1</sub>)**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.891	6

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	18.63	14.930	.717	.871
X1.2	18.87	15.775	.547	.900
X1.3	18.73	16.133	.683	.877
X1.4	18.70	14.907	.773	.863
X1.5	18.70	14.217	.773	.862
X1.6	18.70	14.976	.803	.859

**Lampiran 12**  
**Hasil Uji Reliabilitas Variabel Kualitas Produk (X<sub>2</sub>)**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.850	8

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	25.13	23.085	.551	.838
X2.2	25.23	20.323	.746	.811
X2.3	25.17	20.971	.728	.814
X2.4	25.27	22.685	.688	.820
X2.5	25.20	23.269	.623	.828
X2.6	25.27	25.582	.567	.837
X2.7	25.13	28.051	.232	.865
X2.8	25.20	25.614	.620	.834

**Lampiran 13**  
**Hasil Uji Reliabilitas Variabel Loyalitas Pelanggan (Y)**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.849	12

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	42.00	33.655	.556	.834
Y.2	42.03	33.068	.728	.823
Y.3	41.67	36.299	.318	.851
Y.4	41.97	34.171	.577	.833
Y.5	42.07	31.237	.762	.817
Y.6	42.07	37.720	.298	.850
Y.7	41.83	35.868	.349	.849
Y.8	41.83	35.316	.360	.849
Y.9	42.03	33.413	.606	.831
Y.10	41.93	32.616	.621	.829
Y.11	42.10	36.231	.411	.844
Y.12	41.90	31.886	.619	.829

**Lampiran 14**  
**Hasil Uji Normalitas**

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardi zed Residual
N		97
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.52088710
	Most Extreme Differences	
	Absolute	.073
	Positive	.047
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

**Lampiran 15**  
**Hasil Uji Heteroskedastisitas**

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.361	1.475		2.956	.004
	X1	-.077	.063	-.149	-1.225	.223
	X2	-.023	.052	-.053	-.434	.665

a. Dependent Variable: ABS\_RES

**Lampiran 16**  
**Hasil Uji Multikolonieritas**

Model	Unstandardized Coefficients		Coefficients <sup>a</sup>			Collinearity Statistics	
	B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-4.470	2.271		-1.968	.052		
X1	.220	.097	.173	2.264	.026	.698	1.432
X2	.714	.080	.678	8.887	.000	.698	1.432

a. Dependent Variable: Y

**Lampiran 17**  
**Hasil Uji Koefisien Determinasi**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 <sup>a</sup>	.618	.610	2.548

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

**Lampiran 18**  
**Hasil Uji F**

		<b>ANOVA<sup>a</sup></b>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	986.943	2	493.471	76.035	.000 <sup>b</sup>
	Residual	610.068	94	6.490		
	Total	1597.010	96			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

**Lampiran 19**  
**Hasil Uji Regresi Linear Berganda**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B	Std. Error	Beta				
1	(Constant)	-4.470	2.271		-1.968	.052
	X1	.220	.097	.173	2.264	.026
	X2	.714	.080	.678	8.887	.000

a. Dependent Variable: Y

## Lampiran 20

### Hasil Uji t

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-4.470	2.271		-1.968	.052
	X1	.220	.097	.173	2.264	.026
	X2	.714	.080	.678	8.887	.000

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Medan, 24 Mei 2025

Peneliti



**Hendri**

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