

Lampiran

KUESIONER PENELITIAN

A. DATA RESPONDEN

Nama Responden :
Usia Responden :
Jenis Kelamin :
Berdagang :

B. PETUNJUK PENGISIAN RESPONDEN

Berikan tanda checklist (√) pada kolom jawaban yang telah disediakan dibawah ini sesuai pilihan anda.

SS	: Sangat Setuju	Nilai 5
S	: Setuju	Nilai 4
N	: Netral	Nilai 3
KS	: Kurang Setuju	Nilai 2
TS	: Tidak Setuju	Nilai 1

Kualitas Produk (X1)

No	Pernyataan	SS	S	N	KS	TS
1.	Kualitas produk sangat sesuai dengan kebutuhan					
2.	Kualitas produk yang di dapati sangat beragam					
3.	Produk yang dihasilkan berkualitas sangat baik					
4.	Kualitas memilik tahap peningkatan					
5.	Kualitas produk bisa memberikan kualitas keawetan					

Promosi (X2)

No	Pernyataan	SS	S	N	KS	TS
1.	Pesan promosi berpengaruh terhadap peningkatan pengunjung					
2.	Pedagang mengalami peningkatan setelah melakukan promosi penjualan di berbagai media					
3.	Waktu tertentu sangat berperan dalam melakukan promosi					
4.	Berkomunikasi dengan baik adalah sebagai bentuk promosi					
5.	Pedagang melakukan periklanan melalui media social sebagai promosi penjualan					

Harga (X3)

No	Pernyataan	SS	S	N	KS	TS
1.	Harga terjangkau					
2.	Harga bervariasi sesuai dengan kualitas produk					
3.	Harga lebih ekonomis dan memiliki manfaat					
4.	Harga bersaing dengan pedagang lain					
5.	Jarak dapat mempengaruhi akan pengunjung dan pembeli					

Loyalitas Pelanggan (Y)

No	Pernyataan	SS	S	N	KS	TS
1.	Pelayanan sesuai dengan harapan dan dapat berulang pembelian oleh pengunjung					
2.	Pedagang cepat tanggap dalam mengatasi masalah yang diinginkan pelanggan					
3.	Merek dagang yang disukai pengunjung sudah dihadirkan pedagang					
4.	Pedagang memiliki toko yang bersih sehingga tidak berpaling					
5.	Merasa sesuai saat berbelanja dengan kebutuhan					

Hasil Kuesioner

No. Respond	Kualitas Produk (X1)					Total	Promosi (X2)					Total	Harga (X3)					Total	Loyalitas Pelanggan (Y)					Total
	X1.1	X1.2	X1.3	X1.4	X1.5		X2.1	X2.2	X2.3	X2.4	X2.5		Y1	Y2	Y3	Y4	Y5		Y1	Y2	Y3	Y4	Y5	
1	4	4	3	5	4	20	4	3	3	3	3	16	3	4	5	4	3	19	3	4	4	4	3	18
2	4	4	4	4	4	20	3	3	3	4	4	17	3	4	3	5	4	19	3	4	4	5	4	20
3	5	5	4	5	5	24	5	4	5	5	5	24	5	4	4	5	5	23	5	4	4	5	5	23
4	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
5	4	2	2	2	2	12	4	4	3	4	5	20	3	4	4	4	4	19	3	4	4	4	4	19
6	4	4	4	4	3	19	4	4	4	4	4	20	5	4	4	4	5	22	5	4	4	4	5	22
7	4	4	4	5	4	21	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
8	4	3	3	3	3	16	4	4	3	3	4	18	3	4	4	4	4	19	3	4	4	4	4	19
9	1	1	1	3	2	8	3	4	4	4	4	19	3	3	4	4	4	18	3	3	3	4	4	17
10	4	4	4	4	4	20	4	4	4	4	4	20	4	4	5	4	4	21	4	4	4	4	4	20
11	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
12	4	4	4	4	4	20	4	4	4	4	4	20	3	4	4	4	4	19	3	4	4	4	4	19
13	5	5	5	4	5	24	5	4	5	5	5	24	5	4	5	5	5	24	5	4	4	5	5	23
14	5	4	5	5	5	24	5	5	4	5	5	24	5	5	5	4	5	24	5	5	5	5	5	25
15	4	4	3	4	4	19	4	4	4	4	4	20	3	4	4	3	4	18	3	4	4	3	4	18
16	3	4	4	4	4	19	3	3	4	4	4	18	4	4	4	4	4	20	4	4	4	4	4	20
17	3	4	4	4	4	19	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
18	4	3	4	4	4	19	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
19	3	4	4	4	4	19	4	4	3	4	4	19	4	4	4	4	4	20	4	4	4	4	4	20
20	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
21	4	4	4	4	5	21	4	3	3	4	3	17	4	4	4	4	4	20	4	4	4	4	4	20
22	5	5	5	4	4	23	4	4	5	3	4	20	4	4	4	4	4	20	4	4	4	4	4	20
23	4	4	4	3	3	18	3	3	3	4	3	16	4	3	4	3	3	17	4	3	3	3	3	16
24	5	5	5	5	5	25	5	4	4	5	5	23	5	5	5	4	4	23	5	5	5	4	4	23
25	3	4	4	4	4	19	4	4	5	3	4	20	4	4	4	4	4	20	4	4	4	4	4	20
26	4	4	4	5	4	21	4	4	3	4	5	20	5	5	5	5	5	25	5	5	5	5	5	25
27	3	3	3	3	2	14	3	3	2	2	3	13	4	4	5	4	4	21	4	4	4	4	4	20
28	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
29	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
30	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20

Tabel r untuk df = 1 - 50

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432

Titik Persentase Distribusi t (df = 1 – 40)

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	161	199	216	225	230	234	237	239	241	242	243	244	245	245	246
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40	19.40	19.41	19.42	19.42	19.43
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79	8.76	8.74	8.73	8.71	8.70
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96	5.94	5.91	5.89	5.87	5.86
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74	4.70	4.68	4.66	4.64	4.62
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06	4.03	4.00	3.98	3.96	3.94
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64	3.60	3.57	3.55	3.53	3.51
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35	3.31	3.28	3.26	3.24	3.22
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14	3.10	3.07	3.05	3.03	3.01
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98	2.94	2.91	2.89	2.86	2.85
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85	2.82	2.79	2.76	2.74	2.72
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75	2.72	2.69	2.66	2.64	2.62
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67	2.63	2.60	2.58	2.55	2.53
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60	2.57	2.53	2.51	2.48	2.46
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54	2.51	2.48	2.45	2.42	2.40
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49	2.46	2.42	2.40	2.37	2.35
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49	2.45	2.41	2.38	2.35	2.33	2.31
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41	2.37	2.34	2.31	2.29	2.27
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38	2.34	2.31	2.28	2.26	2.23
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35	2.31	2.28	2.25	2.22	2.20
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32	2.28	2.25	2.22	2.20	2.18
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30	2.26	2.23	2.20	2.17	2.15
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27	2.24	2.20	2.18	2.15	2.13
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25	2.22	2.18	2.15	2.13	2.11
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24	2.20	2.16	2.14	2.11	2.09
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22	2.18	2.15	2.12	2.09	2.07
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20	2.17	2.13	2.10	2.08	2.06
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19	2.15	2.12	2.09	2.06	2.04
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22	2.18	2.14	2.10	2.08	2.05	2.03
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16	2.13	2.09	2.06	2.04	2.01
31	4.16	3.30	2.91	2.68	2.52	2.41	2.32	2.25	2.20	2.15	2.11	2.08	2.05	2.03	2.00
32	4.15	3.29	2.90	2.67	2.51	2.40	2.31	2.24	2.19	2.14	2.10	2.07	2.04	2.01	1.99
33	4.14	3.28	2.89	2.66	2.50	2.39	2.30	2.23	2.18	2.13	2.09	2.06	2.03	2.00	1.98
34	4.13	3.28	2.88	2.65	2.49	2.38	2.29	2.23	2.17	2.12	2.08	2.05	2.02	1.99	1.97
35	4.12	3.27	2.87	2.64	2.49	2.37	2.29	2.22	2.16	2.11	2.07	2.04	2.01	1.99	1.96
36	4.11	3.26	2.87	2.63	2.48	2.36	2.28	2.21	2.15	2.11	2.07	2.03	2.00	1.98	1.95
37	4.11	3.25	2.86	2.63	2.47	2.36	2.27	2.20	2.14	2.10	2.06	2.02	2.00	1.97	1.95
38	4.10	3.24	2.85	2.62	2.46	2.35	2.26	2.19	2.14	2.09	2.05	2.02	1.99	1.96	1.94
39	4.09	3.24	2.85	2.61	2.46	2.34	2.26	2.19	2.13	2.08	2.04	2.01	1.98	1.95	1.93
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08	2.04	2.00	1.97	1.95	1.92
41	4.08	3.23	2.83	2.60	2.44	2.33	2.24	2.17	2.12	2.07	2.03	2.00	1.97	1.94	1.92
42	4.07	3.22	2.83	2.59	2.44	2.32	2.24	2.17	2.11	2.06	2.03	1.99	1.96	1.94	1.91
43	4.07	3.21	2.82	2.59	2.43	2.32	2.23	2.16	2.11	2.06	2.02	1.99	1.96	1.93	1.91
44	4.06	3.21	2.82	2.58	2.43	2.31	2.23	2.16	2.10	2.05	2.01	1.98	1.95	1.92	1.90
45	4.06	3.20	2.81	2.58	2.42	2.31	2.22	2.15	2.10	2.05	2.01	1.97	1.94	1.92	1.89

Dokumentasi







Data SPSS

Hasil Uji Validitas X1

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL
X1.1	Pearson Correlation	1	.713**	.695**	.433*	.608**	.799**
	Sig. (2-tailed)		.000	.000	.017	.000	.000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.713**	1	.875**	.666**	.795**	.935**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.695**	.875**	1	.595**	.774**	.912**
	Sig. (2-tailed)	.000	.000		.001	.000	.000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.433*	.666**	.595**	1	.787**	.789**
	Sig. (2-tailed)	.017	.000	.001		.000	.000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.608**	.795**	.774**	.787**	1	.910**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	.799**	.935**	.912**	.789**	.910**	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).

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

Hasil Uji Validitas X2

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL
X2.1	Pearson Correlation	1	.650**	.503**	.575**	.645**	.831**
	Sig. (2-tailed)		.000	.005	.001	.000	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.650**	1	.523**	.429*	.684**	.793**
	Sig. (2-tailed)	.000		.003	.018	.000	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.503**	.523**	1	.423*	.447*	.749**
	Sig. (2-tailed)	.005	.003		.020	.013	.000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.575**	.429*	.423*	1	.659**	.782**
	Sig. (2-tailed)	.001	.018	.020		.000	.000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.645**	.684**	.447*	.659**	1	.848**
	Sig. (2-tailed)	.000	.000	.013	.000		.000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	.831**	.793**	.749**	.782**	.848**	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).

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

Hasil Uji Validitas X3

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	TOTAL
X3.1	Pearson Correlation	1	.503**	.447*	.352	.654**	.848**
	Sig. (2-tailed)		.005	.013	.057	.000	.000
	N	30	30	30	30	30	30
X3.2	Pearson Correlation	.503**	1	.482**	.358	.503**	.750**
	Sig. (2-tailed)	.005		.007	.052	.005	.000
	N	30	30	30	30	30	30
X3.3	Pearson Correlation	.447*	.482**	1	.095	.207	.609**
	Sig. (2-tailed)	.013	.007		.618	.271	.000
	N	30	30	30	30	30	30
X3.4	Pearson Correlation	.352	.358	.095	1	.606**	.634**
	Sig. (2-tailed)	.057	.052	.618		.000	.000
	N	30	30	30	30	30	30
X3.5	Pearson Correlation	.654**	.503**	.207	.606**	1	.812**
	Sig. (2-tailed)	.000	.005	.271	.000		.000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	.848**	.750**	.609**	.634**	.812**	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).

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

Hasil Uji Validitas Y

Correlations

		Y1	Y2	Y3	Y4	Y5	TOTAL
Y1	Pearson Correlation	1	.503*	.503**	.440*	.654**	.808**
	Sig. (2-tailed)		.005	.005	.015	.000	.000
	N	30	30	30	30	30	30
Y2	Pearson Correlation	.503**	1	1.000*	.503**	.503**	.826**
	Sig. (2-tailed)	.005		.000	.005	.005	.000
	N	30	30	30	30	30	30
Y3	Pearson Correlation	.503**	1.000**	1	.503**	.503**	.826**
	Sig. (2-tailed)	.005	.000		.005	.005	.000
	N	30	30	30	30	30	30
Y4	Pearson Correlation	.440*	.503*	.503**	1	.701**	.766**
	Sig. (2-tailed)	.015	.005	.005		.000	.000
	N	30	30	30	30	30	30
Y5	Pearson Correlation	.654**	.503*	.503**	.701**	1	.838**
	Sig. (2-tailed)	.000	.005	.005	.000		.000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	.808**	.826*	.826**	.766**	.838**	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).

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

Hasil Uji Reliabilitas X1

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.920	5

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	15.57	8.185	.686	.923
X1.2	15.60	7.352	.891	.881
X1.3	15.63	7.413	.853	.889
X1.4	15.47	8.671	.691	.921
X1.5	15.60	7.490	.852	.889

Hasil Uji Reliabilitas X2

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.849	5

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	15.63	3.689	.731	.801
X2.2	15.77	4.047	.700	.816
X2.3	15.80	3.545	.559	.855
X2.4	15.67	3.609	.634	.826
X2.5	15.53	3.568	.749	.795

Hasil Uji Reliabilitas X3

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.779	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	16.40	1.766	.675	.700
X3.2	16.33	2.437	.623	.723
X3.3	16.17	2.557	.401	.785
X3.4	16.30	2.562	.450	.769
X3.5	16.27	2.202	.686	.695

Hasil Uji Reliabilitas Y

Case Processing Summary

		N	%
Cases	Valid	30	100.0

Excluded ^a	0	.0
Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.857	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	16.27	2.271	.625	.861
Y2	16.20	2.786	.739	.816
Y3	16.20	2.786	.739	.816
Y4	16.13	2.740	.633	.837
Y5	16.13	2.602	.738	.810

Hasil Deskriptif Variabel X1

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	3.3	3.3	3.3
	N	5	16.7	16.7	20.0
	S	19	63.3	63.3	83.3
	SS	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	3.3	3.3	3.3
	TS	1	3.3	3.3	6.7
	N	3	10.0	10.0	16.7
	S	21	70.0	70.0	86.7
	SS	4	13.3	13.3	100.0
	Total	30	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	3.3	3.3	3.3
	TS	1	3.3	3.3	6.7
	N	4	13.3	13.3	20.0
	S	20	66.7	66.7	86.7
	SS	4	13.3	13.3	100.0
	Total		30	100.0	100.0

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	3.3	3.3	3.3
	N	4	13.3	13.3	16.7
	S	19	63.3	63.3	80.0
	SS	6	20.0	20.0	100.0
	Total		30	100.0	100.0

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	10.0	10.0	10.0
	N	3	10.0	10.0	20.0
	S	19	63.3	63.3	83.3
	SS	5	16.7	16.7	100.0
	Total		30	100.0	100.0

Hasil Deskriptif Variabel X2

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	5	16.7	16.7	16.7
	S	21	70.0	70.0	86.7
	SS	4	13.3	13.3	100.0
	Total		30	100.0	100.0

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	6	20.0	20.0	20.0
	S	23	76.7	76.7	96.7
	SS	1	3.3	3.3	100.0
	Total	30	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	3.3	3.3	3.3
	N	8	26.7	26.7	30.0
	S	17	56.7	56.7	86.7
	SS	4	13.3	13.3	100.0
	Total	30	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	3.3	3.3	3.3
	N	4	13.3	13.3	16.7
	S	21	70.0	70.0	86.7
	SS	4	13.3	13.3	100.0
	Total	30	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	4	13.3	13.3	13.3
	S	20	66.7	66.7	80.0
	SS	6	20.0	20.0	100.0
	Total	30	100.0	100.0	

Hasil Deskriptif Variabel X3

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	7	23.3	23.3	23.3
	S	17	56.7	56.7	80.0
	SS	6	20.0	20.0	100.0
	Total	30	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	6.7	6.7	6.7
	S	25	83.3	83.3	90.0
	SS	3	10.0	10.0	100.0
	Total	30	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	1	3.3	3.3	3.3
	S	22	73.3	73.3	76.7
	SS	7	23.3	23.3	100.0
	Total	30	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	6.7	6.7	6.7
	S	24	80.0	80.0	86.7
	SS	4	13.3	13.3	100.0
	Total	30	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	6.7	6.7	6.7
	S	23	76.7	76.7	83.3
	SS	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

Hasil Deskriptif Variabel Y

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	7	23.3	23.3	23.3
	S	17	56.7	56.7	80.0
	SS	6	20.0	20.0	100.0
	Total	30	100.0	100.0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	6.7	6.7	6.7
	S	25	83.3	83.3	90.0
	SS	3	10.0	10.0	100.0
	Total	30	100.0	100.0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	6.7	6.7	6.7
	S	25	83.3	83.3	90.0
	SS	3	10.0	10.0	100.0
	Total	30	100.0	100.0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	6.7	6.7	6.7
	S	23	76.7	76.7	83.3
	SS	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

Y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	6.7	6.7	6.7
	S	23	76.7	76.7	83.3
	SS	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

W1

Your temporary usage period for IBM SPSS Statistics will expire in 4676 days.

```

GET
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DATASET NAME DataSet1 WINDOW=FRONT.
REGRESSION
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  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2 X3
  /SCATTERPLOT=(*SRESID ,*ZPRED)
  /RESIDUALS NORMPROB(ZRESID) .

```

Regression

Notes		
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Comments		
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	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X1 X2 X3 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS NORMPROB(ZRESID).
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	Memory Required	3472 bytes
	Additional Memory Required for Residual Plots	304 bytes

[DataSet1] C:\Users\ACER\Pictures\ULB RANI\data rani mau diolah.sav

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Harga (X3), Kualitas Produk (X1), Promosi (X2) ^b	.	Enter

a. Dependent Variable: Loyalitas Pelanggan (Y)

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.973 ^a	.946	.940	.490

a. Predictors: (Constant), Harga (X3), Kualitas Produk (X1), Promosi (X2)

b. Dependent Variable: Loyalitas Pelanggan (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.134	3	36.378	151.753	.000 ^b
	Residual	6.233	26	.240		
	Total	115.367	29			

a. Dependent Variable: Loyalitas Pelanggan (Y)

b. Predictors: (Constant), Harga (X3), Kualitas Produk (X1), Promosi (X2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.200	1.039		-1.155	.259		
	Kualitas Produk (X1)	.044	.034	.077	1.323	.197	.612	1.635
	Promosi (X2)	.056	.050	.066	1.121	.273	.601	1.664
	Harga (X3)	.956	.065	.886	14.638	.000	.568	1.762

a. Dependent Variable: Loyalitas Pelanggan (Y)

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions		
					Kualitas Produk (X1)	Promosi (X2)	Harga (X3)
1	1	3.974	1.000	.00	.00	.00	.00
	2	.016	15.645	.12	.77	.01	.01
	3	.006	24.901	.27	.11	.91	.02
	4	.003	35.452	.61	.11	.08	.97

a. Dependent Variable: Loyalitas Pelanggan (Y)

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	16.75	24.75	20.23	1.940	30
Std. Predicted Value	-1.797	2.331	.000	1.000	30
Standard Error of Predicted Value	.093	.362	.162	.076	30
Adjusted Predicted Value	16.93	24.62	20.26	1.913	30
Residual	-1.154	1.195	.000	.464	30
Std. Residual	-2.358	2.440	.000	.947	30
Stud. Residual	-2.626	2.587	-.019	1.043	30
Deleted Residual	-1.432	1.343	-.023	.570	30
Stud. Deleted Residual	-3.005	2.944	-.026	1.127	30
Mahal. Distance	.069	14.889	2.900	3.910	30
Cook's Distance	.000	.437	.065	.119	30
Centered Leverage Value	.002	.513	.100	.135	30

a. Dependent Variable: Loyalitas Pelanggan (Y)

Charts



