

KUESIONER PENELITIAN

Judul : Pengaruh Kualitas Produk, Citra Merek Dan Lokasi Terhadap Loyalitas Pelanggan Melalui Kepuasan Sebagai Variabel Moderasi (Studi Pada Konsumen Cafe Pendopo Rakyat Di Desa Sei Rakyat Kecamatan Panai Tengah Kabupaten Labuhanbatu)

Perihal : Permohonan Pengisian Kuesioner Penelitian

Lampiran : Kuesioner Penelitian

Kepada : Yth. Pengunjung Café Pandopo Rakyat

Dengan hormat,

Sehubungan dengan kegiatan penelitian yang saya lakukan dengan judul “Pengaruh Kualitas Produk, Citra Merek Dan Lokasi Terhadap Loyalitas Pelanggan Melalui Kepuasan Sebagai Variabel Intervening (Studi Pada Konsumen Cafe Pendopo Rakyat Di Desa Sei Rakyat Kecamatan Panai Tengah Kabupaten Labuhanbatu)”. Saya bermaksud mengajukan permohonan pengisian kuesioner. Tujuan dari kuesioner ini adalah sebagai bahan masukan yang digunakan untuk memperoleh data yang akurat dalam penyusunan skripsi. Maka dari itu, mohon kiranya pengunjung berkenan dalam kuesioner dengan sebenarnya.

Demikian surat permohonan ini saya ajukan, atas waktu dan kesediaan saudara/saudari saya ucapkan terima kasih, semoga penelitian ini bermanfaat untuk kita semua.

Hormat Saya,

Buah Hati Harahap
NPM. 19.013.00.361

IDENTITAS RESPONDEN

Isilah pernyataan di bawah ini dengan memberikan tanda () sesuai dengan jawaban yang saudara/saudari pilih.

Jenis Kelamin : Laki-laki Perempuan

Usia : 19 Tahun 20 Tahun

21 Tahun 22 Tahun

23 Tahun

Anda pernah berkunjung Cafe Pendopo Rakyat sebanyak : 1 kali lebih dari 1 kali

Tingkat Pendidikan : SD SMA Lainnya

SLTP Universitas

II. PETUNJUK PENGISIAN

Berilah tanda () pada salah satu jawaban yang paling sesuai menurut pendapat saudara/saudari. Adapun pendapat yang saudara/saudari berikan mempunyai skor atau nilai sebagai berikut:

Jawaban	Skor
Sangat Setuju (SS)	5
Setuju (S)	4
Netral (N)	3
Tidak Setuju (TS)	2
Sangat Tidak Setuju (STS)	1

Kualitas Produk (X1)

No	Pernyataan	SS	S	N	TS	STS
1	Menu di Cafe Pendopo Rakyat sesuai harga yang ditawarkan dengan kualitas produk					
2	Harga di Cafe Pendopo Rakyat bersaing dengan café lainnya					
3	Produk yang diberikan Cafe Pendopo Rakyat sangat cepat sajiannya tanpa melupakan kwalita					
4	Produk yang di pesan di cafe Pandopo Rakyat cepat siapnya dan tepat waktu					
5	Produk di Cafe Pendopo Rakyat masih bisa di makan esok harinya					
6	Produk makanan dan miniuman di cafe Pendopo Rakyat bahan bakunya masih segar-segar					
7	Produk makanan dan minuman di café Pendopo Rakyat tidak memakai bahan pengawat					
8	Produk Cafe Pendopo Rakyat di konsumsi merasa aman di semua kalangan					
9	Cafe Pendopo Rakyat memiliki rasa yang lezat dan penuh dengan cita rasa					
10	Rasa makanan pada Cafe Pendopo Rakyat sudah sesuai dengan citra rasa anda					

Citra Merek (X₂)

No	Pernyataan	SS	S	N	TS	STS
1	Semakin unik nama dari merek semakin membuat saya tertarik untuk berkunjung					
2	Slogan yang memiliki arti yang dapat membuat konsumen tertarik					
3	Merek dari Kafe Pendopo Rakyat memberikan ketertarikan kepada konsumennya					
4	Merek Kafe Pendopo Rakyat memberikan kesenangan tersendiri pada diri konsumen yang datang.					
5	Kafe Pendopo Rakyat menampilkan berbagai hiburan yang disukai oleh setiap kalangan					
6	Kafe Pendopo Rakyat memiliki keunikan tersendiri yang disukai konsumen					
7	Konsumen menyukai produk yang ditawarkan pada merek Kafe Pendopo Rakyat tersebut					
8	Menurut saya merek yang terbaik yang menjadikan Kafe Pendopo Rakyat menjadi suatu pilihan konsumen					
9	Saya percaya bahwa Kafe Pendopo Rakyat dengan merek yang baik akan menampilkan kualitas produk dan layanan terbaik juga					
10	Penilaian konsumen tentang Kafe Pendopo Rakyat menjadi hal yang penting dan harus diperhatikan					

Lokasi (X₃)

No	Pernyataan	SS	S	N	TS	STS
1	Lokasi menuju Cafe Pendopo Rakyat sangat mudah dijangkau					
2	Tersedianya angkutan umum ke Cafe Pendopo Rakyat					
3	Cafe Pendopo Rakyat dapat dilihat dengan jelas dari kejauhan					
4	Cafe Pendopo Rakyat sering di lewati kendaraan umum					
5	Cafe Pendopo Rakyat menyediakan lahan parkir yang cukup luas					
6	Tempat parkir pada Cafe Pendopo Rakyat sangat aman					
7	Cafe Pendopo Rakyat mempunyai ukuran bangunan yang cukup luas					
8	Keleluasaan bergerak didalam Cafe Pendopo Rakyat					
9	Cafe Pendopo Rakyat berada didekat pusat keramaian					
10	Lingkungan disekitar Cafe Pendopo Rakyat sangat aman					

Loyalitas Pelanggan (Y)

No	Pernyataan	SS	S	N	TS	STS
1	Saya akan melakukan pembelian secara berulang pada Cafe Pendopo Rakyat					
2	Saya selalu membeli di Cafe Pondok Rakyat, agar saya menjadi pelanggan tetap .					
3	Saya menggunakan Cafe Pondok Rakyat sebagai tempat membeli saya karena kelengkapan menu makanan yang dijual atau disediakan .					

4	Saya membeli bermacam-macam produk sesuai dengan kesukaan saya di Cafe Pondok Rakyat .					
5	Saya bersedia merekomendasikan Cafe Pendopo Rakyat kepada orang lain					
6	Saya akan mengatakan hal-hal positif mengenai Rili Swalayan Sutomo Padang kepada temanteman					
7	Saya tidak tertarik untuk pindah ke Cafe Pendopo Rakyat walaupun cafe lain menawarkan beragam promosi.					
8	Saya menolak tawaran dari cafe lain					
9	Harga produk pada Cafe Pendopo Rakyat sama dengan harga cafe lainnya.					
10	Cafe Pendopo Rakyat memberikan kenyamanan kepada pelanggan saat melakukan transaksi pada kasir.					

Kepuasan Pelanggan (Z)

No	Pernyataan	SS	S	N	TS	STS
1	Saya merasa puas dengan pelayanan pegawai cekatan dan tanggap di Cafe Pendopo Rakyat					
2	Saya merasa puas dengan kebersihan dan kerapian pegawai Cafe Pendopo Rakyat					
3	Saya merasa puas dengan berbagai macam menu yang tersedia di Cafe Pendopo Rakyat					
4	Saya merasa puas dengan kualitas menu yang tersedia di Cafe Pendopo Rakyat					
5	Saya merasa puas dengan harga menu yang ditawarkan di Cafe Pendopo Rakyat					
6	Saya merasa puas dengan adanya promo pembelian produk di Cafe Pendopo Rakyat					
7	Saya merasa lebih bergengsi membeli di Cafe Pendopo Rakyat					
8	Saya menyukai membeli di Cafe Pendopo Rakyat karena sangat kondusif dan lengkap					
9	Saya merakan Informasi mengenai menu yang disajikan sangat lengkap					
10	Saya merasa puas dengan perhatian dengan keinginan pelanggan					

Lokasi Usaha

N	Pernyataan (P)										TTL
	1	2	3	4	5	6	7	8	9	10	
1	5	4	4	3	3	2	3	3	3	3	33
2	4	4	4	3	3	4	3	4	4	4	37
3	5	4	4	5	4	4	5	4	4	4	43
4	5	4	3	4	3	2	3	4	3	3	34
5	5	3	4	4	4	3	4	4	4	4	39
6	5	5	4	4	4	5	4	4	3	4	42
7	4	4	4	4	3	4	3	5	3	3	37
8	4	4	4	3	3	4	4	4	4	4	38
9	5	4	5	4	4	3	4	4	5	4	42
10	5	3	4	4	4	3	4	4	5	4	40
11	5	5	5	4	4	5	4	4	5	5	46
12	4	4	4	4	3	4	3	4	4	2	36
13	4	2	4	3	3	2	4	4	3	4	33
14	5	2	4	4	3	2	3	4	4	4	35
15	5	4	3	4	4	4	4	5	5	3	41
16	4	4	4	4	4	4	4	4	3	4	39
17	5	3	4	4	4	3	4	4	3	4	38
18	4	2	3	2	2	2	2	3	4	3	27
19	5	3	4	5	5	3	5	4	5	4	43
20	4	3	3	4	4	3	4	3	4	3	35
21	4	2	3	4	4	2	4	3	3	3	32
22	4	2	4	4	4	2	4	4	4	4	36
23	5	4	3	2	2	4	2	3	4	3	32
24	4	3	4	4	4	3	4	4	4	4	38
25	4	3	3	4	4	3	4	3	3	3	34
26	4	2	4	3	3	2	3	4	4	4	33
27	5	4	3	3	3	4	3	3	5	3	36
28	5	4	5	4	4	4	4	5	5	5	45
29	5	2	3	3	3	2	3	3	5	3	32
30	5	4	4	4	4	4	4	4	3	4	40

Loyalitas Konsumen (Y)

N	Pernyataan (P)										TTL
	1	2	3	4	5	6	7	8	9	10	
1	5	4	3	4	3	3	4	4	3	2	35
2	4	3	3	3	4	3	3	4	4	4	35
3	5	4	4	4	4	4	4	4	4	4	41
4	5	4	5	4	5	4	4	2	5	2	40
5	5	3	3	3	3	3	3	4	3	3	33
6	5	5	5	5	5	4	4	5	4	5	47
7	4	5	4	4	4	4	3	4	4	4	40
8	4	4	3	4	3	4	3	4	3	4	36
9	5	5	3	3	4	4	4	4	3	3	38
10	5	5	3	3	4	5	5	3	3	3	39
11	5	4	4	5	4	5	5	5	4	5	46
12	4	4	4	4	4	5	5	4	3	4	41
13	4	5	4	2	4	4	4	2	4	2	35
14	5	4	3	3	4	3	3	2	2	2	31
15	5	4	4	4	4	4	4	4	4	4	41
16	4	4	4	4	4	5	5	4	4	4	42
17	5	3	3	3	3	3	3	4	3	3	33
18	4	2	2	2	2	3	3	4	2	2	26
19	5	3	3	3	3	4	4	4	3	3	35
20	4	3	3	3	3	5	5	3	4	3	36
21	4	2	2	2	2	4	4	2	4	2	28
22	4	2	2	2	2	3	3	2	4	2	26
23	5	4	4	4	4	4	4	4	4	4	41
24	4	3	3	3	3	4	4	4	3	3	34
25	4	3	3	3	3	4	4	4	3	3	34
26	4	2	2	2	2	3	3	3	2	2	25
27	5	4	4	4	4	4	4	4	4	4	41
28	5	4	4	4	4	5	5	4	4	4	43
29	5	2	2	2	2	5	5	3	2	2	30
30	5	4	4	4	4	5	5	3	4	4	42

Kepuasan Konsumen (Z)

Resp	item										Total
	1	2	3	4	5	6	7	8	9	10	
1	5	3	4	4	3	3	3	3	4	4	36
2	5	4	4	4	4	4	4	3	4	4	40
3	5	4	4	4	4	4	5	4	2	2	38
4	5	3	4	3	4	3	3	3	4	3	35
5	5	5	3	4	4	4	5	5	5	5	45
6	4	5	5	4	4	3	4	4	4	4	41
7	4	4	4	4	5	3	3	4	4	4	39
8	5	5	4	4	4	4	3	3	4	3	39
9	5	5	4	5	4	5	3	3	3	3	40
10	5	4	3	4	4	5	4	5	5	5	44
11	4	4	5	5	4	5	4	3	4	4	42
12	4	5	4	4	4	4	4	2	2	2	35
13	5	4	2	4	4	3	3	3	2	2	32
14	5	4	2	4	4	4	4	4	4	4	39
15	5	4	4	3	5	5	4	4	4	4	42
16	5	3	4	4	4	3	3	3	4	3	36
17	4	2	3	4	4	3	2	2	4	2	30
18	5	3	2	3	3	4	3	3	4	3	33
19	4	3	3	4	4	5	3	3	3	3	35
20	4	2	3	3	3	4	2	2	2	2	27
21	4	2	2	3	3	3	2	2	2	2	25
22	5	4	2	4	4	4	4	4	4	4	39
23	4	3	4	3	3	4	3	3	4	3	34
24	4	3	3	4	4	4	3	3	4	3	35
25	4	2	3	3	3	3	2	2	3	2	27
26	5	4	2	4	4	4	4	4	4	4	39
27	5	4	4	3	3	5	4	4	4	4	40
28	5	2	4	5	5	5	2	2	3	2	35
29	5	4	2	3	3	5	4	4	3	4	37
30	5	4	4	4	4	3	4	4	3	4	39

P10	Pearson Correlation	.437*	.659*	.748*	.184	.831*	.652*	.159	.724*	.788*	1	.857*
	Sig. (2-tailed)	.016	.000	.000	.331	.000	.000	.400	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.443*	.829*	.863*	.517*	.805*	.783*	.475*	.751*	.838*	.857*	1
	Sig. (2-tailed)	.014	.000	.000	.003	.000	.000	.008	.000	.000	.000	
	N	30	30	30	30	30	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).

Hasil Uji Validitas Citra Merek (X₂)

		Correlations										
		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Total
P1	Pearson Correlation	1	.227	.250	.271	.303	.239	.319	.341	.213	.347	.426*
	Sig. (2-tailed)		.228	.183	.147	.103	.203	.085	.065	.259	.060	.019
	N	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.227	1	.841*	.390*	.805*	.782*	.184	.844*	.933*	.844*	.890*
	Sig. (2-tailed)	.228		.000	.033	.000	.000	.332	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.250	.841*	1	.526*	.728*	.717*	.295	.769*	.723*	.829*	.868*
	Sig. (2-tailed)	.183	.000		.003	.000	.000	.114	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.271	.390*	.526*	1	.555*	.534*	.285	.500*	.337	.558*	.626*
	Sig. (2-tailed)	.147	.033	.003		.001	.002	.127	.005	.069	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.303	.805*	.728*	.555*	1	.873*	.384*	.800*	.756*	.752*	.904*
	Sig. (2-tailed)	.103	.000	.000	.001		.000	.036	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.239	.782*	.717*	.534*	.873*	1	.214	.761*	.713*	.750*	.853*
	Sig. (2-tailed)	.203	.000	.000	.002	.000		.257	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.319	.184	.295	.285	.384*	.214	1	.358	.160	.262	.469*

P5	Sig. (2-tailed)	.023	.000	.000		.000	.046	.082	.000	.006	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.403	.853*	.918*	.740*	1	.324	.286	.237	.566*	.592*	.857*
P6	Sig. (2-tailed)	.027	.000	.000	.000		.081	.125	.208	.001	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.092	.336	.385*	.368*	.324	1	.910*	.108	.300	.435*	.598*
P7	Sig. (2-tailed)	.628	.070	.036	.046	.081		.000	.569	.107	.016	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.230	.261	.338	.323	.286	.910*	1	.082	.258	.291	.546*
P8	Sig. (2-tailed)	.222	.164	.068	.082	.125	.000		.666	.168	.119	.002
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.189	.241	.301	.606*	.237	.108	.082	1	-.019	.735*	.518*
P9	Sig. (2-tailed)	.318	.200	.106	.000	.208	.569	.666		.920	.000	.003
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.056	.377*	.669*	.487*	.566*	.300	.258	-.019	1	.436*	.597*
P10	Sig. (2-tailed)	.769	.040	.000	.006	.001	.107	.168	.920		.016	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.185	.496*	.637*	.811*	.592*	.435*	.291	.735*	.436*	1	.827*
Total	Sig. (2-tailed)	.328	.005	.000	.000	.001	.016	.119	.000	.016		.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.424	.775*	.894*	.901*	.857*	.598*	.546*	.518*	.597*	.827*	1
Total	Sig. (2-tailed)	.019	.000	.000	.000	.000	.000	.002	.003	.000	.000	
	N	30	30	30	30	30	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).

Kepuasan Konsumen (Z)

Correlations

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Total	
P1	Pearson Correlation	1	.334	-.149	.092	.139	.203	.416*	.481**	.234	.368*	.470**
	Sig. (2-tailed)		.071	.432	.628	.465	.282	.022	.007	.212	.046	.009
	N	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.334	1	.246	.327	.301	.236	.770**	.623**	.223	.535**	.782**

P3	Sig. (2-tailed)	.071		.191	.078	.106	.210	.000	.000	.235	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	-.149	.246	1	.317	.303	.035	.130	-.040	.135	.081	.399
P4	Sig. (2-tailed)	.432	.191		.088	.103	.855	.495	.834	.476	.669	.050
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.092	.327	.317	1	.573**	.187	.146	.039	.079	.096	.424*
P5	Sig. (2-tailed)	.628	.078	.088		.001	.322	.441	.838	.679	.615	.020
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.139	.301	.303	.573**	1	.124	.194	.224	.181	.144	.477**
P6	Sig. (2-tailed)	.465	.106	.103	.001		.515	.304	.235	.340	.448	.008
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.203	.236	.035	.187	.124	1	.296	.229	.106	.257	.434*
P7	Sig. (2-tailed)	.282	.210	.855	.322	.515		.112	.223	.579	.170	.017
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.416*	.770**	.130	.146	.194	.296	1	.797**	.289	.647**	.801**
P8	Sig. (2-tailed)	.022	.000	.495	.441	.304	.112		.000	.121	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.481**	.623**	.040	.039	.224	.229	.797**	1	.542**	.835**	.807**
P9	Sig. (2-tailed)	.007	.000	.834	.838	.235	.223	.000		.002	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.234	.223	.135	.079	.181	.106	.289	.542**	1	.753**	.611**
P10	Sig. (2-tailed)	.212	.235	.476	.679	.340	.579	.121	.002		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.368*	.535**	.081	.096	.144	.257	.647**	.835**	.753**	1	.817**
Total	Sig. (2-tailed)	.046	.002	.669	.615	.448	.170	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.470**	.782**	.361	.424*	.477**	.434*	.801**	.807**	.611**	.817**	1

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

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

Lampiran 4 : Tabulasi Data Hasil Penelitian

NO	VARIABEL KUALITAS PRODUK										JLH
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	
1	5	4	4	4	5	3	4	4	4	5	42
2	4	4	4	4	5	4	4	4	4	5	42
3	4	5	4	4	4	4	4	4	4	3	40
4	5	5	5	5	4	4	3	4	5	4	44
5	4	4	3	4	4	3	3	4	4	4	37
6	4	4	4	5	4	3	4	4	3	3	38
7	3	3	2	2	4	2	2	4	1	3	26
8	5	3	4	5	5	5	5	5	5	5	47
9	4	3	4	4	4	3	3	4	4	4	37
10	4	4	4	4	4	4	4	4	4	4	40
11	4	5	5	4	4	3	4	4	3	4	40
12	3	2	4	3	4	2	3	4	3	2	30
13	4	3	4	4	4	4	4	4	3	4	38
14	4	4	1	3	4	3	1	3	1	1	25
15	4	3	3	3	4	3	4	4	3	3	34
16	4	4	5	5	3	3	4	4	3	3	38
17	4	2	1	5	5	4	5	4	1	1	32
18	4	4	4	4	4	4	4	4	4	4	40
19	5	5	5	4	5	5	5	4	5	5	48
20	4	2	3	4	4	3	2	4	2	2	30
21	4	3	3	3	4	3	3	4	3	3	33
22	4	5	5	4	5	4	4	4	4	4	43
23	4	3	4	4	4	4	4	5	4	4	40
24	4	5	4	4	4	3	3	4	3	4	38
25	5	3	4	4	4	4	4	4	5	4	41
26	5	5	4	4	5	4	5	4	4	4	44
27	4	2	1	3	4	1	3	2	1	1	22
28	4	4	4	4	4	4	4	4	3	3	38
29	5	4	5	4	4	4	4	4	5	4	43
30	3	4	4	4	4	4	4	4	4	4	39
31	3	4	3	4	4	3	3	3	3	3	33
32	4	3	4	5	3	4	4	4	4	4	39
33	4	4	4	4	5	4	4	4	4	4	41
34	4	4	4	4	4	4	4	3	3	4	38
35	4	4	3	4	4	4	3	4	4	4	38
36	5	5	5	5	5	4	4	5	5	5	48
37	4	4	4	4	4	4	4	4	4	4	40
38	4	4	5	5	5	5	5	5	5	5	48
39	3	4	2	4	4	3	4	4	3	4	35
40	4	3	4	4	4	3	4	4	3	4	37
41	4	4	4	5	4	4	5	4	4	4	42

42	5	4	3	4	4	3	4	4	3	3	37
43	4	4	4	5	4	3	4	4	4	4	40
44	4	4	5	5	5	4	5	5	4	4	45
45	3	3	3	4	3	3	3	4	3	3	32
46	4	4	4	4	4	3	2	3	3	3	34
47	4	4	4	4	4	4	4	4	4	4	40
48	4	3	3	4	4	4	4	3	4	3	36
49	5	4	4	4	4	4	4	4	4	4	41
50	4	4	4	4	4	4	4	4	4	4	40
51	4	3	4	4	4	3	4	4	4	4	38
52	4	4	4	4	4	4	4	4	4	4	40
53	4	4	4	4	4	4	4	4	4	4	40
54	4	4	3	4	4	3	3	3	4	3	35
55	4	5	5	5	5	5	5	5	4	5	48
56	4	3	3	4	4	3	4	4	4	4	37
57	5	4	5	5	4	4	5	5	4	4	45
58	5	4	3	4	5	3	4	5	4	4	41
59	4	3	3	4	4	2	4	4	3	3	34
60	5	5	4	4	3	3	4	4	4	4	40
61	4	3	4	4	5	3	4	4	5	3	39
62	4	4	4	3	4	3	4	5	4	3	38
63	4	3	4	4	4	2	4	4	3	3	35
64	4	4	3	3	4	3	3	4	3	3	34
65	4	4	3	4	4	4	4	4	4	3	38
66	5	5	4	4	5	4	4	5	4	4	44
67	5	5	4	4	5	4	4	5	4	4	44
68	5	2	4	4	5	4	4	5	4	4	41
69	4	4	4	4	4	3	4	4	4	4	39
70	4	5	4	4	4	2	4	4	3	3	37
71	4	3	2	3	3	3	3	4	3	3	31
72	4	4	4	5	4	4	4	5	5	5	44
73	4	3	3	3	4	3	4	4	3	3	34
74	4	5	4	4	4	3	4	4	3	3	38
75	4	5	4	4	4	4	4	4	4	4	41
76	4	4	5	5	4	4	4	5	5	4	44
77	4	4	4	4	4	4	4	4	4	4	40
78	4	5	4	4	4	3	4	3	4	3	38
79	4	5	5	4	4	4	3	4	4	3	40
80	5	4	4	4	4	5	4	4	4	4	42
81	5	4	4	4	4	5	4	4	4	3	41
82	4	4	3	4	4	4	4	4	4	4	39
83	5	5	3	5	5	4	3	4	4	4	42
84	4	4	4	4	4	3	4	4	4	3	38
85	4	3	2	3	4	3	1	2	1	2	25

86	5	4	4	5	4	3	4	4	4	5	42
87	5	4	4	5	3	4	4	5	4	4	42
88	4	4	4	4	5	4	4	4	5	3	41
89	4	4	4	5	4	4	4	5	4	4	42
90	4	4	4	4	4	4	4	4	4	4	40
91	5	4	4	5	4	4	5	4	5	4	44
92	4	4	3	4	4	4	5	4	5	5	42
93	4	4	4	3	4	4	3	4	4	4	38
94	4	4	5	4	4	4	4	4	5	4	42
95	4	3	4	3	4	3	3	3	3	3	33
96	4	3	3	4	4	4	4	3	3	4	36
97	4	4	4	5	5	4	4	5	4	4	43
98	3	3	4	4	4	3	3	4	3	4	35
99	4	5	5	5	4	4	4	5	4	4	44
100	4	4	4	4	5	4	4	4	4	4	41

NO	VARIABEL CITRA MEREK										JLH
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	
1	4	5	5	5	4	5	4	4	4	4	44
2	4	4	4	4	4	4	4	4	4	4	40
3	4	5	4	4	4	4	4	4	4	4	41
4	5	5	5	5	4	3	4	5	4	5	45
5	4	4	3	4	3	3	4	4	4	3	36
6	4	4	4	5	3	4	4	3	3	4	38
7	3	3	2	2	2	2	4	1	3	2	24
8	5	3	4	5	5	5	5	5	5	5	47
9	4	3	4	4	3	3	4	4	4	4	37
10	4	4	4	4	4	4	4	4	4	4	40
11	4	5	5	4	3	4	4	3	4	4	40
12	3	2	4	3	2	3	4	3	2	2	28
13	4	3	4	4	4	4	4	3	4	3	37
14	4	4	1	3	3	1	3	1	1	1	22
15	4	3	3	3	3	4	4	3	3	3	33
16	4	4	5	5	3	4	4	3	3	4	39
17	4	2	1	5	4	5	4	1	1	1	28
18	4	4	4	4	4	4	4	4	4	4	40
19	5	5	5	4	5	5	4	5	5	5	48
20	4	2	3	4	3	2	4	2	2	3	29
21	4	3	3	3	3	3	4	3	3	4	33
22	4	5	5	4	4	4	4	4	4	4	42
23	4	3	4	4	4	4	5	4	4	4	40
24	4	5	4	4	3	3	4	3	4	3	37
25	5	3	4	4	4	4	4	5	4	4	41
26	5	5	4	4	4	5	4	4	4	3	42

27	4	2	1	3	1	3	2	1	1	3	21
28	4	4	4	4	4	4	4	3	3	4	38
29	5	4	5	4	4	4	4	5	4	4	43
30	3	4	4	4	4	4	4	4	4	3	38
31	3	4	3	4	3	3	3	3	3	3	32
32	4	3	4	5	4	4	4	4	4	5	41
33	4	4	4	4	4	4	4	4	4	4	40
34	4	4	4	4	4	4	3	3	4	3	37
35	4	4	3	4	4	3	4	4	4	4	38
36	5	5	5	5	4	4	5	5	5	5	48
37	4	4	4	4	4	4	4	4	4	4	40
38	4	4	5	5	5	5	5	5	5	5	48
39	3	4	2	4	3	4	4	3	4	4	35
40	4	3	4	4	3	4	4	3	4	5	38
41	4	4	4	5	4	5	4	4	4	4	42
42	5	4	3	4	3	4	4	3	3	4	37
43	4	4	4	5	3	4	4	4	4	4	40
44	4	4	5	5	4	5	5	4	4	4	44
45	3	3	3	4	3	3	4	3	3	3	32
46	4	4	4	4	3	2	3	3	3	3	33
47	4	4	4	4	4	4	4	4	4	4	40
48	4	3	3	4	4	4	3	4	3	3	35
49	5	4	4	4	4	4	4	4	4	4	41
50	4	4	4	4	4	4	4	4	4	4	40
51	4	3	4	4	3	4	4	4	4	4	38
52	4	4	4	4	4	4	4	4	4	4	40
53	4	4	4	4	4	4	4	4	4	4	40
54	4	4	3	4	3	3	3	4	3	4	35
55	4	5	5	5	5	5	5	4	5	5	48
56	4	3	3	4	3	4	4	4	4	4	37
57	5	4	5	5	4	5	5	4	4	5	46
58	5	4	3	4	3	4	5	4	4	4	40
59	4	3	3	4	2	4	4	3	3	3	33
60	5	5	4	4	3	4	4	4	4	4	41
61	4	3	4	4	3	4	4	5	3	4	38
62	4	4	4	3	3	4	5	4	3	4	38
63	4	3	4	4	2	4	4	3	3	4	35
64	4	4	3	3	3	3	4	3	3	3	33
65	4	4	3	4	4	4	4	4	3	4	38
66	5	5	4	4	4	4	5	4	4	4	43
67	5	5	4	4	4	4	5	4	4	4	43
68	5	2	4	4	4	4	5	4	4	3	39
69	4	4	4	4	3	4	4	4	4	4	39
70	4	5	4	4	2	4	4	3	3	3	36
71	4	3	2	3	3	3	4	3	3	3	31
72	4	4	4	5	4	4	5	5	5	4	44

73	4	3	3	3	3	4	4	3	3	3	33
74	4	5	4	4	3	4	4	3	3	3	37
75	4	5	4	4	4	4	4	4	4	4	41
76	4	4	5	5	4	4	5	5	4	4	44
77	4	4	4	4	4	4	4	4	4	4	40
78	4	5	4	4	3	4	3	4	3	3	37
79	4	5	5	4	4	3	4	4	3	4	40
80	5	4	4	4	5	4	4	4	4	4	42
81	5	4	4	4	5	4	4	4	3	4	41
82	4	4	3	4	4	4	4	4	4	4	39
83	5	5	3	5	4	3	4	4	4	4	41
84	4	4	4	4	3	4	4	4	3	4	38
85	4	3	2	3	3	1	2	1	2	2	23
86	5	4	4	5	3	4	4	4	5	4	42
87	5	4	4	5	4	4	5	4	4	5	44
88	4	4	4	4	4	4	4	5	3	3	39
89	4	4	4	5	4	4	5	4	4	4	42
90	4	4	4	4	4	4	4	4	4	4	40
91	5	4	4	5	4	5	4	5	4	3	43
92	4	4	3	4	4	5	4	5	5	4	42
93	4	4	4	3	4	3	4	4	4	3	37
94	4	4	5	4	4	4	4	5	4	4	42
95	4	3	4	3	3	3	3	3	3	5	34
96	4	3	3	4	4	4	3	3	4	3	35
97	4	4	4	5	4	4	5	4	4	5	43
98	3	3	4	4	3	3	4	3	4	4	35
99	4	5	5	5	4	4	5	4	4	4	44
100	4	4	4	4	4	4	4	4	4	4	40

NO	VARIABEL LOKASI										JLH
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	
1	3	3	3	3	3	3	3	4	4	4	33
2	4	4	4	4	4	4	4	4	4	4	40
3	5	4	4	4	4	4	4	4	4	4	41
4	5	5	5	4	3	4	5	4	5	4	44
5	4	3	4	3	3	4	4	4	3	4	36
6	4	4	5	3	4	4	3	3	4	4	38
7	3	2	2	2	2	4	1	3	2	3	24
8	3	4	5	5	5	5	5	5	5	5	47
9	3	4	4	3	3	4	4	4	4	4	37
10	4	4	4	4	4	4	4	4	4	4	40
11	5	5	4	3	4	4	3	4	4	4	40
12	2	4	3	2	3	4	3	2	2	3	28
13	3	4	4	4	4	4	3	4	3	4	37
14	4	1	3	3	1	3	1	1	1	3	21
15	3	3	3	3	4	4	3	3	3	4	33

16	4	5	5	3	4	4	3	3	4	4	39
17	2	1	5	4	5	4	1	1	1	5	29
18	4	4	4	4	4	4	4	4	4	4	40
19	5	5	4	5	5	4	5	5	5	4	47
20	2	3	4	3	2	4	2	2	3	4	29
21	3	3	3	3	3	4	3	3	4	4	33
22	5	5	4	4	4	4	4	4	4	4	42
23	3	4	4	4	4	5	4	4	4	4	40
24	5	4	4	3	3	4	3	4	3	4	37
25	3	4	4	4	4	4	5	4	4	4	40
26	5	4	4	4	5	4	4	4	3	4	41
27	2	1	3	1	3	2	1	1	3	3	20
28	4	4	4	4	4	4	3	3	4	4	38
29	4	5	4	4	4	4	5	4	4	4	42
30	4	4	4	4	4	4	4	4	3	4	39
31	4	3	4	3	3	3	3	3	3	4	33
32	3	4	5	4	4	4	4	4	5	4	41
33	4	4	4	4	4	4	4	4	4	4	40
34	4	4	4	4	4	3	3	4	3	3	36
35	4	3	4	4	3	4	4	4	4	3	37
36	5	5	5	4	4	5	5	5	5	5	48
37	4	4	4	4	4	4	4	4	4	4	40
38	4	5	5	5	5	5	5	5	5	5	49
39	4	2	4	3	4	4	3	4	4	4	36
40	3	4	4	3	4	4	3	4	5	4	38
41	4	4	5	4	5	4	4	4	4	4	42
42	4	3	4	3	4	4	3	3	4	4	36
43	4	4	5	3	4	4	4	4	4	4	40
44	4	5	5	4	5	5	4	4	4	4	44
45	3	3	4	3	3	4	3	3	3	3	32
46	4	4	4	3	2	3	3	3	3	3	32
47	4	4	4	4	4	4	4	4	4	4	40
48	3	3	4	4	4	3	4	3	3	3	34
49	4	4	4	4	4	4	4	4	4	4	40
50	4	4	4	4	4	4	4	4	4	4	40
51	3	4	4	3	4	4	4	4	4	4	38
52	4	4	4	4	4	4	4	4	4	4	40
53	4	4	4	4	4	4	4	4	4	4	40
54	4	3	4	3	3	3	4	3	4	4	35
55	5	5	5	5	5	5	4	5	5	3	47
56	3	3	4	3	4	4	4	4	4	4	37
57	4	5	5	4	5	5	4	4	5	5	46
58	4	3	4	3	4	5	4	4	4	4	39
59	3	3	4	2	4	4	3	3	3	4	33
60	5	4	4	3	4	4	4	4	4	4	40
61	3	4	4	3	4	4	5	3	4	5	39
62	4	4	3	3	4	5	4	3	4	4	38

63	3	4	4	2	4	4	3	3	4	4	35
64	4	3	3	3	3	4	3	3	3	4	33
65	4	3	4	4	4	4	4	3	4	4	38
66	5	4	4	4	4	5	4	4	4	4	42
67	5	4	4	4	4	5	4	4	4	4	42
68	2	4	4	4	4	5	4	4	3	4	38
69	4	4	4	3	4	4	4	4	4	4	39
70	5	4	4	2	4	4	3	3	3	4	36
71	3	2	3	3	3	4	3	3	3	4	31
72	4	4	5	4	4	5	5	5	4	5	45
73	3	3	3	3	4	4	3	3	3	3	32
74	5	4	4	3	4	4	3	3	3	4	37
75	5	4	4	4	4	4	4	4	4	4	41
76	4	5	5	4	4	5	5	4	4	5	45
77	4	4	4	4	4	4	4	4	4	4	40
78	5	4	4	3	4	3	4	3	3	4	37
79	5	5	4	4	3	4	4	3	4	4	40
80	4	4	4	5	4	4	4	4	4	4	41
81	4	4	4	5	4	4	4	3	4	5	41
82	4	3	4	4	4	4	4	4	4	4	39
83	5	3	5	4	3	4	4	4	4	5	41
84	4	4	4	3	4	4	4	3	4	4	38
85	3	2	3	3	1	2	1	2	2	3	22
86	4	4	5	3	4	4	4	5	4	4	41
87	4	4	5	4	4	5	4	4	5	3	42
88	4	4	4	4	4	4	5	3	3	4	39
89	4	4	5	4	4	5	4	4	4	4	42
90	4	4	4	4	4	4	4	4	4	4	40
91	4	4	5	4	5	4	5	4	3	4	42
92	4	3	4	4	5	4	5	5	4	3	41
93	4	4	3	4	3	4	4	4	3	4	37
94	4	5	4	4	4	4	5	4	4	5	43
95	3	4	3	3	3	3	3	3	5	4	34
96	3	3	4	4	4	3	3	4	3	3	34
97	4	4	5	4	4	5	4	4	5	4	43
98	3	4	4	3	3	4	3	4	4	4	36
99	5	5	5	4	4	5	4	4	4	4	44
100	4	4	4	4	4	4	4	4	4	4	40

NO	VARIABEL KEPUASAAN										JLH
	Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7	Z.8	Z.9	Z.10	
1	5	5	3	3	3	4	5	5	5	4	42
2	4	4	4	4	4	4	4	4	4	4	40
3	4	4	4	4	4	4	4	4	4	4	40
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5	3	4	3	3	4	4	4	3	4	4	36
6	4	5	3	4	4	3	3	4	4	3	37
7	2	2	2	2	4	1	3	2	3	5	26

8	4	5	5	5	5	5	5	5	5	5	49
9	4	4	3	3	4	4	4	4	4	4	38
10	4	4	4	4	4	4	4	4	4	4	40
11	5	4	3	4	4	3	4	4	4	4	39
12	4	3	2	3	4	3	2	2	3	2	28
13	4	4	4	4	4	3	4	3	4	4	38
14	1	3	3	1	3	1	1	1	3	3	20
15	3	3	3	4	4	3	3	3	4	4	34
16	5	5	3	4	4	3	3	4	4	4	39
17	1	5	4	5	4	1	1	1	5	5	32
18	4	4	4	4	4	4	4	4	4	4	40
19	5	4	5	5	4	5	5	5	4	5	47
20	3	4	3	2	4	2	2	3	4	5	32
21	3	3	3	3	4	3	3	4	4	4	34
22	5	4	4	4	4	4	4	4	4	4	41
23	4	4	4	4	5	4	4	4	4	5	42
24	4	4	3	3	4	3	4	3	4	4	36
25	4	4	4	4	4	5	4	4	4	4	41
26	4	4	4	5	4	4	4	3	4	5	41
27	1	3	1	3	2	1	1	3	3	4	22
28	4	4	4	4	4	3	3	4	4	5	39
29	5	4	4	4	4	5	4	4	4	5	43
30	4	4	4	4	4	4	4	3	4	4	39
31	3	4	3	3	3	3	3	3	4	3	32
32	4	5	4	4	4	4	4	5	4	3	41
33	4	4	4	4	4	4	4	4	4	5	41
34	4	4	4	4	3	3	4	3	3	5	37
35	3	4	4	3	4	4	4	4	3	4	37
36	5	5	4	4	5	5	5	5	5	5	48
37	4	4	4	4	4	4	4	4	4	4	40
38	5	5	5	5	5	5	5	5	5	5	50
39	2	4	3	4	4	3	4	4	4	3	35
40	4	4	3	4	4	3	4	5	4	5	40
41	4	5	4	5	4	4	4	4	4	4	42
42	3	4	3	4	4	3	3	4	4	4	36
43	4	5	3	4	4	4	4	4	4	3	39
44	5	5	4	5	5	4	4	4	4	5	45
45	3	4	3	3	4	3	3	3	3	4	33
46	4	4	3	2	3	3	3	3	3	4	32
47	4	4	4	4	4	4	4	4	4	4	40
48	3	4	4	4	3	4	3	3	3	3	34
49	4	4	4	4	4	4	4	4	4	5	41
50	4	4	4	4	4	4	4	4	4	4	40
51	4	4	3	4	4	4	4	4	4	4	39
52	4	4	4	4	4	4	4	4	4	4	40
53	4	4	4	4	4	4	4	4	4	4	40
54	3	4	3	3	3	4	3	4	4	4	35
55	5	5	5	5	5	4	5	5	3	5	47
56	3	4	3	4	4	4	4	4	4	4	38
57	5	5	4	5	5	4	4	5	5	5	47
58	3	4	3	4	5	4	4	4	4	4	39
59	3	4	2	4	4	3	3	3	4	5	35
60	4	4	3	4	4	4	4	4	4	4	39

64	3	4	4	4	4	4	4	3	4	3	37
65	4	4	4	4	4	4	4	4	4	4	40
66	4	4	4	5	4	4	4	4	4	5	42
67	4	4	4	5	4	4	4	4	4	5	42
68	3	4	5	5	5	5	4	4	4	4	43
69	4	4	4	4	4	4	4	4	4	4	40
70	3	4	5	4	4	4	4	4	4	4	40
71	3	4	4	4	4	5	5	5	4	3	41
72	4	5	5	5	4	5	4	5	5	5	47
73	3	3	4	3	3	4	4	3	4	4	35
74	3	4	4	4	3	3	3	4	3	1	32
75	4	4	4	4	4	4	4	4	4	4	40
76	4	5	4	5	4	4	4	5	4	4	43
77	4	4	4	4	4	4	4	4	4	3	39
78	3	4	4	3	4	4	3	4	4	3	36
79	4	4	4	4	4	4	4	4	4	4	40
80	4	4	4	4	5	5	4	5	4	4	43
81	4	5	5	5	4	4	4	4	4	4	43
82	4	4	4	4	3	5	4	3	4	4	39
83	4	5	5	4	5	4	4	4	4	4	43
84	4	4	5	5	4	5	4	5	4	4	44
85	2	3	4	3	2	4	3	2	4	3	30
86	4	4	5	4	4	5	5	5	4	4	44
87	5	3	4	5	5	4	3	4	5	4	42
88	3	4	5	4	4	4	4	4	5	4	41
89	4	4	5	5	4	5	5	5	4	4	45
90	4	4	4	4	4	4	4	4	4	3	39
91	3	4	4	4	4	4	4	4	4	3	38
92	4	3	3	4	3	3	4	4	3	3	34
93	3	4	4	4	4	3	3	4	4	4	37
94	4	5	5	4	5	4	5	4	5	4	45
95	5	4	4	3	4	3	3	3	3	4	36
96	3	3	4	3	4	3	3	3	4	3	33
97	5	4	4	5	5	5	4	4	4	4	44
98	4	4	4	3	3	4	4	3	4	4	37
99	4	4	4	4	5	4	4	5	4	5	43
100	4	4	5	4	4	5	5	4	5	4	44

Lampiran 5 : Hasil Uji Deskriptif

Kualitas Produk (X_1)

P1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
3	21	21.0	21.0	24.0
4	53	53.0	53.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	20	20.0	20.0	20.0
3	29	29.0	29.0	49.0
4	42	42.0	42.0	91.0
5	9	9.0	9.0	100.0
Total	100	100.0	100.0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	16	16.0	16.0	19.0
3	45	45.0	45.0	64.0
4	29	29.0	29.0	93.0
5	7	7.0	7.0	100.0
Total	100	100.0	100.0	

P4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	41	41.0	41.0	43.0
3	35	35.0	35.0	78.0
4	16	16.0	16.0	94.0
5	6	6.0	6.0	100.0
Total	100	100.0	100.0	

P5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	6.0	6.0	6.0
2	33	33.0	33.0	39.0
3	37	37.0	37.0	76.0
4	20	20.0	20.0	96.0
5	4	4.0	4.0	100.0
Total	100	100.0	100.0	

P6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	6.0	6.0	6.0
2	39	39.0	39.0	45.0
3	37	37.0	37.0	82.0
4	15	15.0	15.0	97.0
5	3	3.0	3.0	100.0
Total	100	100.0	100.0	

P7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	39	39.0	39.0	39.0
3	33	33.0	33.0	72.0
4	21	21.0	21.0	93.0
5	7	7.0	7.0	100.0
Total	100	100.0	100.0	

P8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	33	33.0	33.0	37.0
3	37	37.0	37.0	74.0
4	23	23.0	23.0	97.0
5	3	3.0	3.0	100.0
Total	100	100.0	100.0	

P9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	5.0	5.0	5.0
2	29	29.0	29.0	34.0
3	40	40.0	40.0	74.0
4	24	24.0	24.0	98.0
5	2	2.0	2.0	100.0
Total	100	100.0	100.0	

P10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	5.0	5.0	5.0
2	33	33.0	33.0	38.0
3	40	40.0	40.0	78.0
4	20	20.0	20.0	98.0
5	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Citra Merek (X₂)**P1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	11	11.0	11.0	13.0
4	55	55.0	55.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	25	25.0	25.0	32.0
Valid 4	51	51.0	51.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	12.0	12.0	12.0
3	36	36.0	36.0	48.0
Valid 4	32	32.0	32.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

P4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11.0	11.0	11.0
3	34	34.0	34.0	45.0
Valid 4	34	34.0	34.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

P5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	16	16.0	16.0	16.0
3	28	28.0	28.0	44.0
Valid 4	42	42.0	42.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

P6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	14	14.0	14.0	15.0
Valid 3	36	36.0	36.0	51.0
4	41	41.0	41.0	92.0
5	8	8.0	8.0	100.0
Total	100	100.0	100.0	

P7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11.0	11.0	11.0
3	38	38.0	38.0	49.0
Valid 4	35	35.0	35.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

P8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	14	14.0	14.0	14.0
3	36	36.0	36.0	50.0
Valid 4	34	34.0	34.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

P9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	16	16.0	16.0	18.0
Valid 3	35	35.0	35.0	53.0
4	36	36.0	36.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

P10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	23	23.0	23.0	24.0
Valid 3	35	35.0	35.0	59.0
4	35	35.0	35.0	94.0
5	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Lokasi Usaha (X_3)**P1**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	7	7.0	7.0	7.0
Valid 4	51	51.0	51.0	58.0
5	42	42.0	42.0	100.0
Total	100	100.0	100.0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	32	32.0	32.0	37.0
Valid 4	47	47.0	47.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	18	18.0	18.0	18.0
3	31	31.0	31.0	49.0
Valid 4	35	35.0	35.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

P4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9.0	9.0	9.0
3	45	45.0	45.0	54.0
Valid 4	40	40.0	40.0	94.0
5	6	6.0	6.0	100.0
Total	100	100.0	100.0	

P5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	18	18.0	18.0	20.0
Valid 3	31	31.0	31.0	51.0
4	35	35.0	35.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

P6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	7	7.0	7.0	8.0
Valid 3	30	30.0	30.0	38.0
4	49	49.0	49.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

P7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	12	12.0	12.0	12.0
3	32	32.0	32.0	44.0
4	50	50.0	50.0	94.0
5	6	6.0	6.0	100.0
Total	100	100.0	100.0	

P8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	12	12.0	12.0	14.0
3	40	40.0	40.0	54.0
4	45	45.0	45.0	99.0
5	1	1.0	1.0	100.0
Total	100	100.0	100.0	

P9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	8.0	8.0	8.0
3	35	35.0	35.0	43.0
4	54	54.0	54.0	97.0
5	3	3.0	3.0	100.0
Total	100	100.0	100.0	

P10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	11	11.0	11.0	12.0
3	25	25.0	25.0	37.0
4	60	60.0	60.0	97.0
5	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Loyalitas Konsumen (Y)

P1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	3	3.0	3.0	3.0
4	51	51.0	51.0	54.0
5	46	46.0	46.0	100.0
Total	100	100.0	100.0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	27	27.0	27.0	32.0
Valid 4	51	51.0	51.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10.0	10.0	10.0
3	21	21.0	21.0	31.0
Valid 4	52	52.0	52.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

P4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	36	36.0	36.0	43.0
Valid 4	51	51.0	51.0	94.0
5	6	6.0	6.0	100.0
Total	100	100.0	100.0	

P5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	15	15.0	15.0	15.0
3	29	29.0	29.0	44.0
Valid 4	31	31.0	31.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

P6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	7	7.0	7.0	8.0
Valid 3	29	29.0	29.0	37.0
4	49	49.0	49.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

P7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	12	12.0	12.0	12.0
3	31	31.0	31.0	43.0
4	51	51.0	51.0	94.0
5	6	6.0	6.0	100.0
Total	100	100.0	100.0	

P8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	10	10.0	10.0	11.0
3	39	39.0	39.0	50.0
4	49	49.0	49.0	99.0
5	1	1.0	1.0	100.0
Total	100	100.0	100.0	

P9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	18	18.0	18.0	18.0
4	81	81.0	81.0	99.0
5	1	1.0	1.0	100.0
Total	100	100.0	100.0	

P10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3.0	3.0	3.0
3	24	24.0	24.0	27.0
4	73	73.0	73.0	100.0
Total	100	100.0	100.0	

Kepuasan Konsumen (Y)

P1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	2	2.0	2.0	2.0
4	31	31.0	31.0	33.0
5	67	67.0	67.0	100.0
Total	100	100.0	100.0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10.0	10.0	10.0
3	13	13.0	13.0	23.0
Valid 4	50	50.0	50.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8.0	8.0	8.0
3	26	26.0	26.0	34.0
Valid 4	60	60.0	60.0	94.0
5	6	6.0	6.0	100.0
Total	100	100.0	100.0	

P4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	25	25.0	25.0	27.0
Valid 3	28	28.0	28.0	55.0
4	34	34.0	34.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

P5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	13	13.0	13.0	15.0
Valid 3	20	20.0	20.0	35.0
4	61	61.0	61.0	96.0
5	4	4.0	4.0	100.0
Total	100	100.0	100.0	

P6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	23	23.0	23.0	27.0
Valid 3	35	35.0	35.0	62.0
4	35	35.0	35.0	97.0
5	3	3.0	3.0	100.0
Total	100	100.0	100.0	

P7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	29	29.0	29.0	29.0
3	26	26.0	26.0	55.0
Valid 4	38	38.0	38.0	93.0
5	7	7.0	7.0	100.0
Total	100	100.0	100.0	

P8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	21	21.0	21.0	24.0
Valid 3	25	25.0	25.0	49.0
4	47	47.0	47.0	96.0
5	4	4.0	4.0	100.0
Total	100	100.0	100.0	

P9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	28	28.0	28.0	32.0
Valid 3	36	36.0	36.0	68.0
4	30	30.0	30.0	98.0
5	2	2.0	2.0	100.0
Total	100	100.0	100.0	

P10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	25	25.0	25.0	28.0
Valid 3	27	27.0	27.0	55.0
4	45	45.0	45.0	100.0
Total	100	100.0	100.0	

Lampiran 5 : Hasil Uji Asumsi Klasik

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1.62549623
Most Extreme Differences	Absolute	.114
	Positive	.114
	Negative	-.064
Kolmogorov-Smirnov Z		1.137
Asymp. Sig. (2-tailed)		.751

a. Test distribution is Normal.

b. Calculated from data.

Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.556	1.503		.370	.712		
Kualitas Produk	-.066	.065	-.085	-1.012	.314	.177	5.654
Citra Merek	.172	.072	.180	2.385	.019	.221	4.531
Lokasi Usaha	.626	.077	.579	8.142	.000	.248	4.039
Kepuasan Konsumen	.282	.067	.318	4.213	.000	.220	4.546

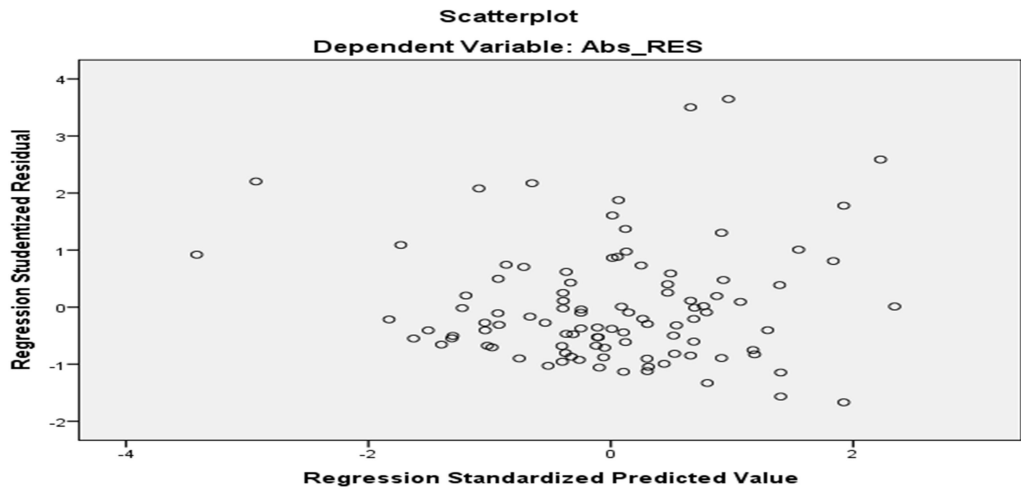
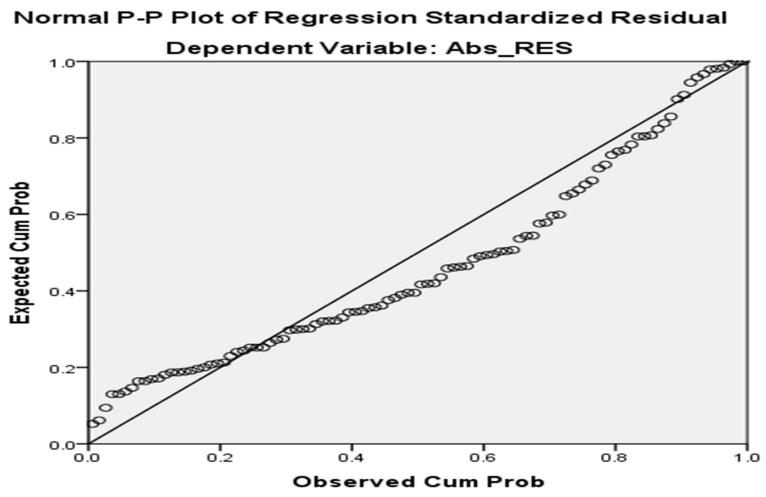
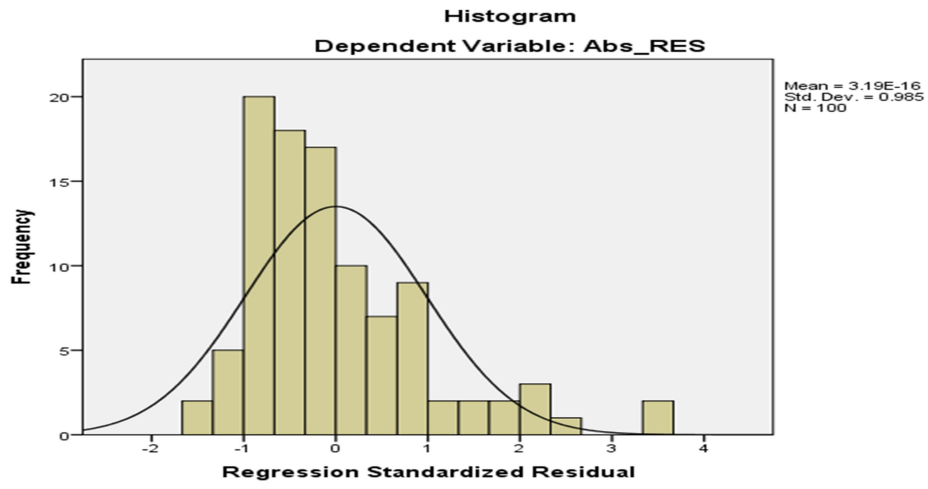
a. Dependent Variable: Loyalitas Konsumen

Uji Heterokedastisitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.432	.927		1.545	.126
Kualitas Produk	.033	.034	.189	.970	.335
Citra Merek	.081	.045	.373	1.791	.076
Lokasi Usaha	.117	.046	.475	2.554	.412

a. Dependent Variable: Abs_RES



Lampiran 7 : Hasil Uji Hipotesis

Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.556	1.503		.370	.712
1 Kualitas Produk	-.066	.065	-.085	-1.012	.314
Citra Merek	.172	.072	.180	2.385	.019
Lokasi Usaha	.626	.077	.579	8.142	.000
Kepuasan Konsumen	.282	.067	.318	4.213	.000

a. Dependent Variable: Loyalitas Konsumen

Uji F

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1938.128	4	484.532	175.970	.000 ^b
Residual	261.582	95	2.753		
Total	2199.710	99			

a. Dependent Variable: Loyalitas Konsumen

b. Predictors: (Constant), Kepuasan Konsumen, Citra Merek, Lokasi Usaha, Kualitas Produk

Uji Koefisien Determinasi (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939 ^a	.881	.876	1.659

a. Predictors: (Constant), Kepuasan Konsumen, Citra Merek, Lokasi Usaha, Kualitas Produk

b. Dependent Variable: Loyalitas Konsumen

Uji MRA Mode 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927 ^a	.859	.854	1.798

a. Predictors: (Constant), Lokasi Usaha, Kualitas Produk, Citra Merek

Uji MRA Model 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939 ^a	.881	.876	1.659

a. Predictors: (Constant), Kepuasan Konsumen, Citra Merek, Lokasi Usaha, Kualitas Produk