LAMPIRAN

LAMPIRAN 1

KUESIONER PENELITIAN

PENGARUH KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP LOYALITAS KONSUMEN DI KEDAI 99 KABUPATEN BANDUNG

Petunjuk pengisian kuesioner:

1. Dimohon kepada setiap responden, sebelum mengisi kuesioner ini responden diharapkan membaca dengan cermat setiap pertanyaan yang diajukan serta isilah pertanyaan sesuai dengan jawaban yang telah disediakan.
2. Berilah tanda (✓) untuk jawaban yang anda pilih sesuai pada tempat jawaban yang telah disediakan.
3. Responden hanya diperkenankan memilih salah satu alternatif jawaban.
4. Jawablah semua pertanyaan sesuai dengan keadaan yang sebenarnya.
5. Terima kasih atas kerjasama dan bantuannya.

I. Karakteristik Identitas Responden

1. Jenis kelamin
   ☐ Laki-laki ☐ Perempuan
2. Usia anda
   ☐ <20 tahun ☐ 21-30 tahun ☐ 31–40 tahun
   ☐ 41- 50 tahun ☐ >50 tahun
3. Status
   ☐ Pelajar ☐ Mahasiswa
   ☐ Karyawan ☐ Lainnya
4. Pendapatan perbulan
   ☐ ≤ Rp. 1.000.000 Rp☐00.000 – Rp. 2.999.000
   ☐ Rp. 3.000.000 – Rp. 4.999.000 ≥ ☐000.0000

II. Karakteristik Pengalaman Responden

1. Sumber informasi
   ☐ Teman In☐
   ☐ Brosur ☐ Lainnya
2. Frekuensi kunjungan
   ☐ Seminggu sekali ☐ Sebulan sekali

Tanggapan Responden Mengenai Kualitas Produk

No	Pernyataan	Alternatif Jawaban								
			7	6	5	4	3	2	1	
A	**Penampakan (*appereance*)**									
1	Tingkat keragaman warna makanan	Sangat beragam								Sangat tidak beragam
2	Tingkat keserasian warna pada makanan	Sangat serasi								Sangat tidak serasi
3	Tingkat penampilan pada makanan menarik	Sangat menarik								Sangat tidak menarik
4	Tingkat kerapihan penataan (*plating*) pada makanan	Sangat rapih								Sangat tidak rapih
5	Tingkat kesegaran pada makanan	Sangat segar								Sangat tidak segar
6	Tingkat kebesihan pada makanan	Sangat bersih								Sangat tidak bersih
7	Tingkat bentuk potongan pada makanan menarik	Sangat menarik								Sangat tidak menarik
8	Tingkat bentuk potongan pada makanan mudah dikonsumsi	Sangat mudah								Sangat sulit
9	Tingkat kesesuaian jumlah porsi	Sangat sesuai								Sangat tidak sesuai
10	Tingkat kepuasan terhadap jumlah porsi	Sangat puas								Sangat tidak puas
B	**Karakteristik sensori**									
11	Tingkat kesesuaian aroma pada makanan	Sangat sesuai								Sangat tidak sesuai
12	Tingkat aroma pada makanan menggugah selera	Sangat menggugah selera								Sangat tidak menggugah selera
13	Tingkat kualitas rasa makanan	Sangat enak								Sangat tidak enak
14	Tingkat kenikmatan rasa makanan	Sangat nikmat								Sangat tidak nikmat
15	Tingkat kesesuaian tekstur pada makanan	Sangat sesuai								Sangat tidak sesuai
16	Tingkat tekstur pada makanan mudah dikonsumsi	Sangat mudah								Sangat sulit
17	Tingkat kesesuaian suhu pada makanan	Sangat sesuai								Sangat tidak sesuai
18	Tingkat penjagaan suhu pada hidangan	Sangat dilakukan								Sangat tidak dilakukan
19	Tingkat kematangan pada makanan sesuai standar	Sangat sesuai								Sangat tidak sesuai
20	Tingkat kematangan pada makanan sesuai pesanan	Sangat sesuai								Sangat tidak sesuai

Tanggapan Responden Mengenai Kualitas Pelayanan

No	Pernyataan	Alternatif Jawaban								
			7	6	5	4	3	2	1	
A	***Tangible* (bukti fisik)**									
21	Tingkat kemenarikan ruangan restoran	Sangat menarik								Sangat tidak menarik
22	Tingkat kebersihan ruangan restoran	Sangat bersih								Sangat tidak bersih
23	Tingkat kebersihan peralatan	Sangat bersih								Sangat tidak bersih
24	Tingkat kerapihan pakaian karyawan	Sangat rapih								Sangat tidak rapih
25	Tingkat penerangan ruangan restoran	Sangat baik								Sangat tidak baik
26	Tingkat kelengkapan fasilitas	Sangat lengkap								Sangat tidak lengkap
B	***Emphaty* (kemudahan)**									
27	Tingkat kemudahan melakukan pemesanan	Sangat mudah								Sangat sulit
28	Tingkat kemudahan mendapatkan informasi harga, menu dll	Sangat mudah								Sangat sulit
29	Tingkat kemudahan melakukan pembayaran	Sangat mudah								Sangat sulit
30	Tingkat kemudahan memperoleh fasilitas	Sangat mudah								Sangat sulit
31	Tingkat kemudahan dalam memberikan saran dan keluhan	Sangat mudah								Sangat sulit
C	***Reliability* (keandalan)**									
32	Tingkat kecepatan karyawan memberikan pelayanan	Sangat cepat								Sangat lambat
33	Tingkat kemampuan karyawan berkomunikasi dengan konsumen	Sangat baik								Sangat tidak baik
34	Tingkat kemampuan karyawan menjelaskan menu	Sangat baik								Sangat tidak baik
35	Tingkat pemahaman karyawan terhadap kebutuhan dan keinginan konsumen	Sangat baik								Sangat tidak baik
36	Tingkat kemampuan karyawan menyajikan makanan dengan baik	Sangat baik								Sangat tidak baik
D	***Responsiveness* (daya tanggap)**									
37	Tingkat respon karyawan terhadap keluhan konsumen	Sangat baik								Sangat tidak baik
38	Tingkat kecepatan menangani kebutuhan konsumen	Sangat baik								Sangat tidak baik
E	***Assurance* (jaminan)**									
39	Tingkat jaminan atas kualitas produk makanan yang baik	Sangat baik								Sangat tidak baik

40	Tingkat jaminan atas keamanan makanan	Sangat baik								Sangat tidak baik
41	Tingkat jaminan atas kesesuaian produk dengan gambar	Sangat baik								Sangat tidak baik

Tanggapan Responden Mengenai Loyalitas Konsumen

No	Pernyataan	Alternatif Jawaban								
			7	6	5	4	3	2	1	
A	**Pembelian ulang**									
42	Tingkat pembelian produk	Sangat sering								Sangat jarang
43	Tingkat merencanakan akan kembali ke Kedai 99	Sangat akan lakukan								Sangat tidak akan lakukan
B	**Penolakan terhadap produk pesaing**									
44	Tingkat menjadikan Kedai 99 pilihan utama dibandingkan restoran lain	Sangat setuju								Sangat tidak setuju
45	Tingkat kekebalan untuk tidak berkunjung ke restoran lain	Sangat kebal								Sangat tidak kebal
C	**Penciptaan prospek/ menarik konsumen baru**									
46	Tingkat merekomendasikan Kedai 99 kepada orang lain	Sangat akan lakukan								Sangat tidak akan lakukan
47	Tingkat mengajak orang lain untuk mengkonsumsi produk makanan Kedai 99	Sangat akan lakukan								Sangat tidak akan lakukan

LAMPIRAN 2

Koding Karakteristik Identitas dan Pengalaman Responden

No	Identitas Responden				Pengalaman Responden	
	Jenis Kelamin	Usia	Status	Pendapatan Perbulan	Sumber Informasi	Frekuensi Kunjungan
1	1	1	1	1	1	2
2	2	2	2	2	1	2
3	1	1	1	1	4	2
4	1	1	1	1	1	1
5	1	2	2	2	1	2
6	1	1	1	1	1	2
7	2	2	3	2	4	2
8	1	5	4	3	1	1
9	2	1	1	1	1	2
10	1	3	4	3	1	2
11	1	2	2	2	2	1
12	2	5	4	4	4	2
13	2	1	1	1	1	1
14	2	3	4	4	1	1
15	2	4	4	2	2	1
16	1	5	4	2	4	2
17	1	1	1	1	1	2
18	2	3	4	2	1	1
19	1	4	4	2	2	2
20	2	2	2	3	1	2
21	2	1	1	1	1	2
22	2	3	4	3	4	2
23	1	4	4	3	1	1
24	2	2	2	1	1	2
25	2	1	2	2	1	2
26	1	3	4	4	1	2
27	2	2	2	1	1	1
28	2	3	4	2	4	2
29	1	4	4	2	4	2
30	2	2	2	1	1	2
31	1	2	2	2	4	1
32	1	2	3	2	1	2
33	2	2	2	1	1	2
34	1	3	4	2	1	2
35	2	3	4	2	1	2

36	2	2	2	3	1	1
37	1	2	2	1	1	2
38	1	2	3	3	1	2
39	2	2	2	1	4	2
40	2	1	2	2	1	1
41	1	2	3	2	4	1
42	1	2	2	1	1	1
43	2	2	3	2	2	2
44	2	1	2	1	4	2
45	2	2	3	3	1	2
46	1	2	2	1	1	2
47	1	1	2	1	1	2
48	2	2	2	1	1	1
49	2	2	3	2	4	2
50	2	1	1	1	1	2
51	2	2	3	2	1	1
52	2	2	2	1	1	2
53	2	2	3	3	4	1
54	2	1	2	1	1	1
55	1	2	2	1	4	2
56	2	2	2	1	1	2
57	2	2	2	2	2	2
58	2	2	3	2	1	1
59	2	2	3	2	4	2
60	2	1	1	1	1	1
61	1	2	2	1	1	2
62	2	2	2	1	1	1
63	2	2	3	3	1	1
64	2	2	2	1	4	2
65	1	1	2	1	4	2
66	2	2	2	1	4	2
67	2	2	3	2	1	2
68	1	2	3	3	1	2
69	2	2	2	1	1	2
70	2	2	2	1	1	1
71	1	1	1	1	1	1
72	1	2	3	2	2	1
73	2	2	2	1	1	2
74	2	2	2	1	1	2
75	1	2	3	2	1	2

76	2	1	2	1	1	2
77	2	2	2	1	4	2
78	2	2	4	1	1	1
79	2	2	2	1	1	1
80	2	1	1	1	1	2
81	1	1	1	1	4	2
82	2	2	2	1	1	1
83	2	2	3	2	1	2
84	1	1	2	1	1	1
85	2	2	2	1	1	2
86	2	1	3	2	1	2
87	1	1	2	1	1	1
88	2	2	2	1	1	2
89	1	1	2	1	1	2
90	2	2	3	2	1	1
91	2	1	2	1	1	2
92	1	2	4	1	1	2
93	2	1	2	1	4	1
94	1	1	2	1	1	2
95	2	2	3	2	1	1
96	2	1	3	2	4	2
97	1	2	2	1	1	2
98	1	1	2	1	1	2
99	1	2	2	1	4	1
100	2	2	2	1	1	2

Keterangan:

Identitas Responden			
Jenis Kelamin	**Usia**	**Status**	**Pendapatan Perbulan**
1 = Laki-Laki 2 = Perempuan	1 = <20 tahun 2 = 21-30 tahun 3 = 31- 40 tahun 4 = 41- 50 tahun 5 = >50 tahun	1 = Pelajar 2 = Mahasiswa 3 = Karyawan 4 = Lainnya	1 = ≤ Rp. 1.000.000 2 = Rp. 1.000.000 - Rp. 2.999.000 3 = Rp. 3.000.000 – Rp. 4.999.000 4 = ≥ Rp. 5.000.000

Pengalaman Responden	
Sumber Informasi	**Frekuensi Kunjungan**
1 = Teman 2 = Internet 3 = Brosur 4 = Lainnya	1 = Seminggu sekali 2 = Sebulan sekali

LAMPIRAN 3

Koding Hasil Responden Pada Variabel X_1 (Kualitas Produk) Kepada 30 Responden

No	Pernyataan																				Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
1	3	3	3	2	2	3	3	3	4	4	3	3	4	2	3	3	3	4	3	4	62
2	5	3	4	3	4	3	3	4	3	3	2	3	3	3	4	4	4	5	4	5	72
3	6	5	5	6	5	5	4	5	6	6	6	7	6	5	5	6	6	5	6	7	112
4	5	4	4	3	5	6	5	4	5	6	3	5	4	5	6	6	7	5	5	7	100
5	4	5	5	4	4	5	5	5	5	5	4	4	5	5	4	4	4	5	5	5	92
6	5	5	4	5	5	5	5	6	6	7	6	5	7	4	5	4	5	5	5	5	104
7	6	3	5	6	5	4	5	6	6	6	6	5	6	5	6	6	5	6	6	6	109
8	6	5	7	7	7	6	6	7	6	7	6	6	6	7	6	6	7	6	7	6	127
9	5	6	6	6	6	6	5	7	6	6	5	6	7	6	6	6	7	6	6	5	119
10	6	4	6	6	5	5	6	5	6	7	6	4	3	6	5	6	6	6	5	7	110
11	6	6	7	7	4	4	6	6	7	6	5	6	7	7	6	7	6	7	7	6	123
12	4	2	3	3	5	5	5	4	4	4	3	4	4	3	4	3	4	3	3	4	74
13	5	3	7	6	7	7	4	7	6	5	5	5	5	7	5	5	6	6	6	5	112
14	5	3	4	3	6	5	5	5	4	5	4	3	5	4	3	3	5	5	4	4	85
15	6	5	5	5	6	6	7	5	5	4	4	5	4	4	4	5	6	5	5	6	102
16	6	5	5	6	7	7	6	6	7	6	6	5	6	5	5	6	5	6	5	6	116
17	5	6	6	4	3	3	6	6	6	7	7	6	6	5	6	6	7	6	6	5	112
18	6	6	7	6	7	7	7	6	6	7	6	6	7	6	5	6	5	6	7	7	126
19	5	4	5	2	4	4	4	4	7	3	3	4	4	3	4	5	5	4	5	5	84
20	4	4	5	3	3	3	6	5	3	3	2	2	3	4	4	3	4	4	3	4	72
21	4	4	3	3	4	3	4	4	7	5	4	5	4	3	4	5	4	4	3	4	81

22	3	3	3	3	3	2	2	4	4	2	3	2	3	3	2	2	3	3	4	2	56
23	6	5	5	4	5	6	5	6	5	7	6	7	7	5	5	4	5	6	6	6	111
24	6	5	5	5	6	5	6	6	5	6	5	5	6	5	6	5	6	6	5	6	110
25	7	6	6	5	7	6	7	6	6	5	7	6	5	6	6	7	6	7	6	6	123
26	4	4	5	4	4	5	4	5	5	6	5	4	4	4	3	4	5	5	5	4	89
27	3	2	4	3	3	3	4	5	4	5	4	3	4	3	3	4	4	3	4	3	71
28	4	3	3	4	3	3	3	4	4	5	2	4	4	2	3	5	5	5	4	5	75
29	6	3	4	5	6	6	6	7	6	5	5	4	5	4	5	6	7	6	5	5	106
30	5	4	5	6	5	4	5	4	5	5	4	5	4	4	5	5	6	5	5	5	96

Koding Hasil Responden Pada Variabel X_2 (Kualitas Pelayanan) Kepada 30 Responden

No	**Pernyataan**																					**Total**
	21	**22**	**23**	**24**	**25**	**26**	**27**	**28**	**29**	**30**	**31**	**32**	**33**	**34**	**35**	**36**	**37**	**38**	**39**	**40**	**41**	
1	4	3	2	2	2	2	2	2	3	3	4	3	3	5	3	3	2	4	2	4	2	60
2	3	4	2	2	3	3	4	5	4	4	5	5	4	6	5	4	5	4	3	3	2	80
3	4	5	5	5	3	4	5	4	4	5	5	5	6	6	7	6	7	6	5	5	7	109
4	4	4	3	4	4	5	6	6	5	5	5	6	5	6	6	7	6	5	5	5	5	107
5	2	1	2	2	2	3	3	3	4	3	2	3	4	4	3	2	3	2	4	4	5	61
6	3	3	4	4	3	2	4	4	3	4	5	6	5	5	5	6	6	7	6	5	4	94
7	4	5	5	5	4	5	5	5	6	6	7	6	6	7	6	6	5	6	7	7	6	119
8	4	2	3	3	4	4	5	4	5	5	6	7	7	6	6	7	6	5	4	6	5	104
9	4	5	5	4	5	6	5	7	5	5	6	5	6	7	7	6	5	6	7	6	6	118
10	3	4	4	4	5	4	5	5	4	5	5	4	6	6	6	5	6	7	6	6	7	107

11	5	4	5	5	4	5	5	6	5	4	4	5	5	6	7	6	5	6	6	7	7	112
12	4	5	5	6	5	5	4	4	5	5	5	4	4	5	6	4	5	6	5	6	5	103
13	3	4	4	3	4	5	5	4	4	5	4	5	4	3	4	4	5	2	5	5	5	87
14	6	7	6	6	7	6	5	7	6	6	7	6	6	6	5	6	6	6	7	6	6	129
15	3	4	3	2	3	3	2	3	3	3	4	5	4	4	5	6	5	4	5	4	4	79
16	2	3	4	3	2	2	3	2	5	5	2	4	5	4	6	5	4	5	4	5	2	77
17	4	5	3	3	3	4	5	4	4	5	5	5	6	5	5	7	7	6	5	5	6	102
18	5	5	6	6	5	5	4	4	5	6	7	7	6	6	6	6	6	5	4	7	3	114
19	4	5	5	4	5	4	3	4	4	5	4	5	4	6	6	5	4	4	5	3	4	93
20	6	4	4	5	4	5	6	7	6	7	6	7	7	6	6	7	7	6	5	6	6	123
21	5	4	4	5	4	5	6	5	4	5	5	6	5	6	7	7	6	6	5	6	5	111
22	3	4	4	4	3	4	5	5	5	4	4	5	6	5	6	5	4	5	6	5	2	94
23	2	3	1	2	3	4	3	4	3	4	4	5	4	3	3	4	5	3	4	4	3	71
24	4	5	5	4	5	5	4	5	5	4	5	6	7	5	5	5	5	6	5	6	5	106
25	6	5	5	6	5	4	5	6	5	4	5	5	6	6	5	5	6	7	7	6	6	115
26	3	4	4	5	5	6	5	4	6	5	4	5	6	5	5	4	5	5	6	6	5	103
27	4	5	4	5	5	6	5	5	6	6	4	5	6	5	5	7	5	6	5	5	6	110
28	6	5	6	5	6	5	6	7	6	5	6	7	6	7	6	6	7	5	6	6	7	126
29	4	5	3	3	4	3	4	5	6	5	5	6	7	6	6	5	5	6	5	5	6	104
30	3	2	4	5	4	3	4	3	4	4	5	4	5	4	3	4	3	3	2	2	2	73

Koding Hasil Responden Pada Variabel Y (Loyalitas Konsumen) Kepada 30 Responden

No	42	43	44	45	46	47	Total
1	4	5	6	6	5	6	32
2	3	2	5	3	3	4	20
3	4	6	6	5	5	6	32
4	4	2	3	4	4	6	23
5	5	6	5	6	5	6	33
6	3	4	4	4	4	5	24
7	4	5	5	2	5	6	27
8	3	2	2	3	2	2	14
9	2	2	3	1	1	3	12
10	3	5	6	5	5	2	26
11	3	4	4	3	2	4	20
12	3	4	5	5	5	6	28
13	5	7	6	6	3	7	34
14	6	7	7	5	5	5	35
15	5	6	6	5	3	6	31
16	6	3	5	3	7	6	30
17	3	6	6	5	4	5	29
18	6	6	5	4	6	6	33
19	5	5	5	3	2	3	23
20	2	3	4	1	1	2	13
21	4	5	5	2	4	5	25
22	4	5	6	4	3	5	27
23	3	5	5	3	4	4	24

24	3	4	7	7	3	4	28
25	4	5	4	4	5	5	27
26	3	4	5	2	2	3	19
27	3	4	5	1	1	2	16
28	4	5	5	4	4	5	27
29	3	6	5	2	2	3	21
30	3	4	4	2	2	2	17

Koding Hasil Responden Pada Variabel X_1 (Kualitas Produk) Kepada 100 Responden

No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Total
1	4	5	5	5	6	5	5	4	5	6	4	6	6	5	6	5	5	4	7	2	100
2	6	6	5	6	6	5	5	4	5	5	4	6	4	5	7	5	5	4	5	3	101
3	6	4	5	5	5	6	4	4	5	6	4	6	4	5	6	5	5	4	5	1	95
4	5	6	6	4	5	6	6	7	6	5	6	5	6	6	6	7	5	6	6	6	115
5	5	6	6	5	6	6	5	4	5	4	5	5	4	5	5	5	5	4	5	4	99
6	5	4	5	5	4	4	4	5	6	6	6	6	6	5	4	5	6	6	6	5	103
7	3	5	5	5	5	6	5	6	4	5	5	5	3	3	4	5	4	3	4	4	89
8	5	4	4	4	3	3	3	6	6	4	3	5	5	5	4	4	4	6	6	5	89
9	5	5	5	4	5	4	5	4	5	5	5	6	5	5	5	4	5	4	5	4	95
10	5	5	5	4	5	5	5	5	6	5	5	6	5	5	5	4	4	3	6	5	98
11	6	5	4	4	5	5	5	5	4	4	5	5	4	6	5	4	6	5	4	3	94
12	4	5	4	4	6	4	4	5	4	4	5	6	4	4	6	4	6	5	4	5	93
13	5	4	6	5	6	6	5	6	4	5	4	6	5	5	6	5	6	5	4	5	103

14	7	5	5	5	5	4	6	5	5	6	6	5	6	6	4	5	5	6	5	7	108
15	4	6	6	4	5	5	6	5	6	5	6	5	5	5	6	4	6	5	6	5	105
16	1	4	5	5	4	5	6	4	5	4	4	4	4	3	4	5	4	4	5	4	84
17	2	5	3	4	4	5	4	5	4	4	4	4	4	5	4	4	4	5	4	4	82
18	1	3	5	6	5	5	3	4	3	4	6	5	4	7	6	6	5	5	4	5	92
19	3	4	5	4	4	5	3	4	6	5	4	4	5	5	4	4	5	4	5	4	87
20	2	7	5	7	6	6	4	5	4	5	7	6	5	6	7	7	6	5	5	2	107
21	6	5	5	5	5	6	6	5	6	4	5	5	4	4	5	5	6	6	4	5	102
22	6	5	5	6	5	5	5	5	5	5	6	5	5	6	6	6	6	5	6	4	107
23	5	5	5	5	6	5	5	6	5	5	6	6	5	6	6	6	5	5	5	3	105
24	6	6	5	5	6	6	5	5	6	6	6	6	6	5	6	5	5	4	6	6	111
25	6	5	6	7	5	6	5	6	7	5	4	5	5	6	4	4	6	7	6	5	110
26	5	6	7	6	3	5	5	3	4	5	5	3	5	5	5	4	4	5	5	5	95
27	6	6	6	5	3	5	4	6	5	4	5	3	4	5	5	7	4	6	5	4	98
28	5	6	5	4	5	5	6	4	5	4	5	3	4	3	5	4	5	3	4	4	89
29	4	4	6	5	4	5	4	5	4	6	3	4	3	5	3	5	7	4	5	5	91
30	3	5	6	7	5	6	5	6	7	5	4	5	4	6	4	4	6	7	6	5	106
31	5	4	5	6	5	3	2	5	4	5	6	5	3	1	2	2	5	4	3	4	79
32	5	4	5	6	3	4	5	6	1	5	6	2	4	2	6	7	4	2	2	4	83
33	4	5	7	5	4	5	2	3	1	1	3	5	2	6	1	5	6	5	6	5	81
34	4	5	6	5	4	2	6	5	4	5	3	7	4	5	4	5	3	3	4	4	88
35	5	4	3	2	5	4	4	3	6	2	7	4	5	7	7	3	4	6	2	3	86
36	7	6	7	5	6	1	6	2	4	5	4	4	7	6	5	6	3	6	6	5	101
37	6	6	5	5	2	7	4	6	5	6	4	1	6	7	6	1	2	7	2	6	94
38	2	6	5	2	6	5	1	4	2	3	3	6	2	4	2	1	5	4	5	5	73
39	5	4	3	2	4	1	5	4	5	4	6	5	5	1	6	5	4	6	3	4	82

40	4	4	4	3	1	4	3	5	4	4	1	2	3	4	4	5	1	5	5	7	73
41	2	4	4	5	4	3	5	1	4	7	4	5	3	5	3	4	4	2	1	6	76
42	4	3	4	5	3	4	1	2	2	6	4	1	4	2	1	3	5	7	4	5	70
43	3	3	5	4	5	2	5	4	5	1	5	4	5	5	5	4	3	3	1	5	77
44	4	4	3	4	1	7	4	7	3	2	3	3	3	4	1	5	4	3	4	6	75
45	1	5	4	3	4	2	4	5	4	4	4	3	4	5	6	3	6	4	7	5	83
46	3	5	6	5	7	4	4	3	3	5	4	2	4	6	6	4	5	6	4	6	92
47	7	4	5	5	5	7	3	2	3	2	5	3	5	2	4	6	1	1	7	6	83
48	6	5	1	1	2	4	5	5	5	7	3	4	4	6	6	3	7	5	5	6	90
49	4	5	6	1	6	1	3	6	5	5	4	6	3	4	4	5	2	2	6	5	83
50	2	6	2	4	3	3	4	3	7	3	5	5	5	3	4	3	2	6	5	5	80
51	5	5	5	6	4	2	7	1	5	5	2	6	1	3	4	5	3	1	1	5	76
52	5	6	5	2	7	5	2	5	1	4	4	5	5	5	5	5	6	3	4	5	89
53	5	5	4	5	5	5	5	5	5	6	5	2	5	4	3	2	3	6	3	6	89
54	5	5	7	6	7	5	5	5	5	5	4	1	4	4	5	1	1	6	5	6	92
55	5	5	6	6	6	5	6	6	5	5	5	7	5	4	5	5	6	4	6	4	106
56	6	6	4	7	5	5	4	6	7	6	6	5	5	6	6	3	4	4	5	4	104
57	5	5	6	6	7	5	7	6	5	6	5	5	6	7	6	5	5	5	5	5	112
58	5	6	4	3	3	4	5	5	4	3	3	6	5	5	4	6	4	4	6	7	92
59	3	4	3	3	3	4	4	3	4	3	5	5	5	3	4	5	5	6	4	5	81
60	7	6	5	5	5	7	6	7	6	5	5	3	4	6	5	5	4	5	5	2	103
61	5	5	5	6	5	6	6	5	5	6	5	2	5	5	5	5	5	4	6	4	100
62	5	6	5	5	6	5	5	6	4	4	7	3	4	3	5	4	5	5	2	3	92
63	6	5	7	4	3	4	5	5	4	5	5	1	2	5	4	4	6	7	1	6	89
64	5	6	5	6	5	5	7	6	5	4	7	3	5	5	5	5	6	4	4	6	104
65	4	5	6	4	5	6	6	4	5	4	4	5	4	6	5	5	4	1	6	4	93

66	6	4	5	5	4	6	4	6	4	5	5	6	3	5	6	4	3	2	6	3	92
67	4	5	6	5	4	6	5	5	4	5	4	5	6	3	3	4	5	1	3	4	87
68	4	3	3	4	5	5	6	5	5	5	6	4	5	5	2	5	4	3	5	3	87
69	4	7	5	5	5	6	6	5	4	6	5	4	5	5	1	4	4	2	5	6	94
70	7	6	5	5	5	3	3	4	5	5	3	6	5	6	5	3	6	6	4	3	95
71	6	4	3	3	4	5	5	6	5	7	5	6	5	2	5	5	6	6	6	5	99
72	6	6	4	7	5	5	3	3	4	5	4	5	4	1	4	6	5	5	5	6	93
73	6	5	5	6	6	3	4	4	3	4	3	2	5	4	4	5	7	6	1	5	88
74	3	3	3	4	4	3	4	7	5	5	5	4	2	6	5	4	7	6	6	4	90
75	7	5	5	5	6	6	5	5	4	3	4	1	5	5	5	7	5	5	4	5	97
76	5	5	6	6	7	5	4	5	5	6	5	6	4	2	4	6	5	6	4	5	101
77	4	3	3	4	5	5	6	6	3	4	3	4	5	4	7	5	5	6	5	6	93
78	5	6	6	4	5	6	7	6	5	5	5	4	5	4	6	5	4	5	1	2	96
79	5	5	6	5	6	5	5	4	6	4	6	4	5	6	4	6	4	4	5	5	100
80	4	5	5	5	5	5	3	4	5	5	5	4	6	4	5	5	4	4	6	5	94
81	3	3	4	4	3	4	6	5	5	4	5	4	6	4	5	6	5	5	5	4	90
82	7	6	5	5	5	3	7	4	6	7	6	5	5	2	4	6	4	1	5	6	99
83	5	4	6	4	5	6	5	6	4	5	6	7	5	5	4	6	5	1	4	6	99
84	4	5	6	2	4	3	4	5	5	2	4	4	5	4	3	5	3	4	6	5	83
85	6	4	5	4	6	5	6	5	6	4	5	1	2	4	5	5	3	5	5	5	91
86	6	5	4	3	5	6	6	5	2	3	4	2	3	5	6	4	3	1	3	6	82
87	1	1	4	5	1	5	5	4	1	6	5	1	1	1	2	4	5	6	5	4	67
88	4	5	5	6	6	4	2	5	4	6	2	5	6	1	1	3	4	6	5	5	85
89	5	4	1	2	4	5	4	2	6	4	5	3	4	4	5	4	4	4	5	1	76
90	1	4	5	6	4	5	4	5	4	6	1	5	5	5	4	6	6	5	6	6	93
91	6	6	5	5	4	5	6	2	4	2	6	6	4	1	4	6	6	1	2	4	85

92	5	4	1	5	5	2	4	6	1	1	4	5	5	6	6	6	5	5	6	4	86
93	6	4	5	6	2	5	4	5	4	5	6	5	4	6	4	7	7	5	5	4	99
94	2	6	2	1	4	3	2	1	5	6	7	6	7	6	4	7	7	5	5	4	90
95	7	2	3	4	5	3	6	5	3	2	5	4	5	5	5	3	5	5	5	4	86
96	5	5	4	3	4	4	6	7	5	3	4	5	2	5	5	5	5	4	5	5	91
97	3	5	1	4	3	5	3	3	5	1	2	3	5	6	4	5	4	6	6	7	81
98	6	6	5	5	5	3	3	3	6	3	5	6	4	5	5	4	4	6	6	4	94
99	7	4	4	3	5	5	7	5	2	5	4	6	4	5	6	5	5	5	4	1	92
100	5	1	6	2	3	4	6	5	1	6	3	5	2	4	6	4	1	5	3	2	74

Koding Hasil Responden Pada Variabel X_2 (Kualitas Pelayanan) Kepada 100 Responden

No	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	Total
1	5	5	4	5	5	5	5	5	5	6	5	4	5	5	5	6	4	2	7	2	6	101
2	5	5	7	6	7	5	5	5	5	5	4	4	5	6	5	2	7	5	2	6	5	106
3	5	5	6	6	6	5	6	6	5	5	5	5	2	2	5	6	4	5	6	1	1	97
4	6	6	4	7	5	5	4	6	7	6	6	4	3	4	1	5	1	6	1	3	4	94
5	5	5	6	6	7	5	7	6	5	6	5	6	5	1	6	5	4	2	5	6	5	108
6	5	6	4	3	3	4	5	5	4	3	3	5	7	3	3	4	3	6	6	3	3	88
7	3	4	3	3	3	4	4	3	4	3	5	5	7	5	5	7	2	7	7	4	5	93
8	7	6	5	5	5	7	6	7	6	5	5	6	5	3	7	4	4	6	5	5	5	114
9	5	5	5	6	5	6	6	5	5	6	5	6	5	4	4	4	6	4	4	5	6	107
10	5	6	5	5	6	5	5	6	4	4	7	5	1	6	1	3	2	1	5	5	4	91
11	6	5	7	4	3	4	5	5	4	5	5	3	6	6	2	2	6	5	2	5	3	93
12	5	6	5	6	5	5	7	6	5	4	7	3	6	7	1	6	6	5	6	5	3	109

13	4	5	6	4	5	6	6	4	5	4	4	3	4	2	3	5	5	3	1	6	4	89
14	6	4	5	5	4	6	4	6	4	5	5	4	2	5	5	2	4	5	6	6	6	99
15	4	5	6	5	4	6	5	5	4	5	4	5	6	5	4	5	6	4	5	4	4	101
16	4	3	3	4	5	5	6	5	5	5	6	5	4	7	4	2	7	1	4	4	4	93
17	4	7	5	5	5	6	6	5	4	6	5	2	5	6	6	4	5	6	7	5	4	108
18	7	6	5	5	5	3	3	4	5	5	3	5	5	5	6	5	6	5	5	4	5	102
19	6	4	3	3	4	5	5	6	5	7	5	7	4	5	5	5	5	5	3	6	5	103
20	6	6	4	7	5	5	3	3	4	5	4	4	3	3	4	4	3	4	6	5	4	92
21	6	5	5	6	6	3	4	4	3	4	3	4	7	6	5	5	5	3	7	5	5	101
22	3	3	3	4	4	3	4	7	5	5	5	1	5	4	6	4	5	6	5	6	5	93
23	7	5	5	5	6	6	5	5	4	3	4	6	4	5	6	2	4	3	4	6	6	101
24	5	5	6	6	7	5	4	5	5	6	5	5	6	4	5	4	6	5	6	5	5	110
25	4	3	3	4	5	5	6	6	3	4	3	2	6	5	4	3	5	6	6	3	5	91
26	5	6	6	4	5	6	7	6	5	5	5	5	1	1	4	5	1	5	5	3	4	94
27	5	5	6	5	6	5	5	4	6	4	6	1	4	5	5	6	6	4	2	3	4	97
28	4	5	5	5	5	5	3	4	5	5	5	4	5	4	1	2	4	5	4	4	3	87
29	3	3	4	4	3	4	6	5	5	4	5	1	4	5	5	4	5	6	4	5	4	89
30	7	6	5	5	5	3	7	4	6	7	6	2	5	3	4	4	5	4	5	5	3	101
31	5	4	6	4	5	6	5	6	4	5	6	1	3	5	6	5	5	3	4	2	4	94
32	4	5	6	2	4	3	4	5	5	2	4	3	4	5	4	4	5	3	4	5	2	83
33	6	4	5	4	6	5	6	5	6	4	5	2	7	5	7	6	6	4	5	1	5	104
34	6	5	4	3	5	6	6	5	2	3	4	6	5	5	5	5	6	6	5	7	7	106
35	1	1	4	5	1	5	5	4	1	6	5	6	5	5	6	5	5	5	5	5	6	91
36	4	5	5	6	6	4	2	5	4	6	2	5	5	5	5	6	5	5	6	1	4	96
37	5	4	1	2	4	5	4	2	6	4	5	6	6	5	5	6	6	5	5	5	3	94
38	1	4	5	6	4	5	4	5	4	6	1	6	5	6	7	5	6	5	6	4	5	100

39	6	6	5	5	4	5	6	2	4	2	1	5	6	7	6	3	5	5	3	6	5	97
40	5	4	1	5	5	2	4	6	1	1	5	6	6	6	5	3	5	4	6	3	6	89
41	6	4	5	6	2	5	4	5	4	5	6	5	6	5	4	5	5	6	4	5	5	102
42	2	6	2	1	4	3	2	1	5	6	2	4	4	6	5	4	5	4	5	5	1	77
43	7	2	3	4	5	3	6	5	3	2	3	3	5	6	7	5	6	5	6	4	4	94
44	5	5	4	3	4	4	6	7	5	3	1	5	4	5	6	5	3	2	5	2	3	87
45	6	5	1	4	6	5	3	3	5	1	3	5	4	5	6	3	4	5	6	5	4	89
46	1	6	5	5	1	3	3	3	6	3	4	4	5	7	5	4	5	2	3	3	6	84
47	4	4	4	3	4	5	7	5	2	5	3	4	5	6	5	4	2	6	5	4	5	92
48	3	1	6	2	3	4	6	5	1	6	4	5	4	3	2	5	4	4	3	4	5	80
49	4	5	7	6	4	7	4	6	6	3	3	7	6	7	5	6	1	6	2	4	5	104
50	6	5	3	5	6	6	5	6	5	2	4	6	6	5	5	2	7	4	6	7	6	107
51	5	4	3	4	4	5	1	4	7	1	5	2	6	5	2	6	5	1	4	4	5	83
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53	5	5	6	5	6	5	5	4	6	4	6	4	4	4	3	1	4	3	5	6	4	95
54	4	5	5	5	5	5	3	4	5	5	5	2	4	4	5	4	3	5	1	6	6	91
55	3	3	4	4	3	4	6	5	5	4	5	4	3	4	5	3	4	1	2	4	5	81
56	7	6	5	5	5	3	7	4	6	7	6	3	3	5	4	5	2	5	4	5	6	103
57	5	4	6	4	5	6	5	6	4	5	6	4	4	3	4	1	7	4	7	3	4	97
58	4	5	6	2	4	3	4	5	5	2	4	1	5	4	3	4	2	4	5	6	5	83
59	6	4	5	4	6	5	6	5	6	4	5	3	5	6	5	7	4	4	3	5	4	102
60	6	5	4	3	5	6	6	5	2	3	4	7	4	5	5	5	7	3	2	5	4	96
61	1	1	4	5	1	5	5	4	1	6	5	6	5	1	1	2	4	5	5	6	5	78
62	4	5	5	6	6	4	2	5	4	6	2	4	5	6	1	6	1	3	6	7	5	93
63	5	4	1	2	4	5	4	2	6	4	5	2	6	2	4	3	3	4	3	4	5	78
64	1	4	5	6	4	5	4	5	4	6	1	5	5	5	6	4	2	7	1	5	6	91

65	6	6	5	5	4	5	6	2	4	2	6	5	6	5	2	7	5	2	5	5	5	98
66	5	4	1	5	5	2	4	6	1	1	4	2	2	5	6	4	5	6	4	4	6	82
67	6	4	5	6	2	5	4	5	4	5	6	3	4	1	5	1	6	1	1	7	3	84
68	2	6	2	1	4	3	2	1	5	6	7	5	1	6	5	4	2	5	7	4	5	83
69	7	2	3	4	5	3	6	5	3	2	5	7	3	3	4	3	6	6	5	1	5	88
70	5	5	4	3	4	4	6	7	5	3	4	7	5	5	7	2	7	7	1	1	1	93
71	3	5	1	4	3	5	3	3	5	1	2	4	5	5	4	4	5	4	5	4	5	80
72	6	6	5	5	5	3	3	3	6	3	5	6	5	6	7	7	6	5	5	3	6	106
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75	4	5	7	6	5	7	4	6	6	3	6	6	4	5	7	5	5	4	5	4	4	108
76	6	5	3	5	6	6	5	6	5	2	2	6	4	5	6	5	5	4	5	6	5	102
77	5	4	3	4	4	5	1	4	7	1	5	5	6	6	6	7	5	6	6	1	2	93
78	4	5	4	5	4	4	5	6	7	6	3	5	4	5	5	5	5	4	5	6	5	102
79	5	4	5	5	4	4	4	5	6	6	6	6	6	5	4	5	6	6	6	5	2	105
80	3	5	5	5	5	6	5	6	4	5	5	5	3	3	4	5	4	3	4	6	4	95
81	5	4	4	4	3	3	3	6	6	4	3	5	5	5	4	4	4	6	6	5	6	95
82	5	5	5	4	5	4	5	4	5	5	5	6	5	5	5	4	5	4	5	4	5	100
83	5	5	5	4	5	5	5	5	6	5	5	6	5	5	5	4	4	3	6	6	6	105
84	6	5	4	4	5	5	5	5	4	4	5	5	4	6	5	4	6	5	4	5	5	101
85	4	5	4	4	6	4	4	5	4	4	5	6	4	4	6	4	6	5	4	4	3	95
86	5	4	6	5	6	6	5	6	4	5	4	6	5	5	6	5	6	5	4	5	5	108
87	7	5	5	5	5	4	6	5	5	6	6	5	6	6	4	5	5	6	5	5	5	111
88	4	6	6	4	5	5	6	5	6	5	6	5	5	5	6	4	6	5	6	4	5	109
89	6	6	5	5	2	7	4	6	5	6	4	1	6	7	6	1	2	7	2	4	5	97
90	2	6	5	2	6	5	1	4	2	3	3	6	2	4	2	1	5	4	5	5	4	77

91	5	4	3	2	4	1	5	4	5	4	6	5	5	1	6	5	4	6	3	6	6	90
92	4	4	4	3	1	4	3	5	4	4	1	2	3	4	4	5	1	5	5	5	6	77
93	2	4	4	5	4	3	5	1	4	7	4	5	3	5	3	4	4	2	1	3	6	79
94	4	3	4	5	3	4	1	2	2	6	4	1	4	2	1	3	5	7	4	2	4	71
95	3	3	5	4	5	2	5	4	5	1	5	4	5	5	5	4	3	3	1	6	5	83
96	4	4	3	4	1	7	4	7	3	2	3	3	3	4	1	5	4	3	4	4	2	75
97	1	5	4	3	4	2	4	5	4	4	4	3	4	5	6	3	6	4	7	4	5	87
98	3	5	6	5	7	4	4	3	3	5	4	2	4	6	6	4	5	6	4	5	4	95
99	7	4	5	5	5	7	3	2	3	2	5	3	5	2	4	6	1	1	7	1	4	82
100	6	5	1	1	2	4	5	5	5	7	3	4	4	6	6	3	7	5	5	2	2	88

Koding Hasil Responden Pada Variabel Y (Loyalitas Konsumen) Kepada 100 Responden

No	42	43	44	45	46	47	Total
1	5	5	4	5	5	5	29
2	5	5	7	6	7	5	35
3	5	5	6	6	6	5	33
4	6	6	4	7	5	5	33
5	5	5	6	6	7	5	34
6	5	6	4	3	3	4	25
7	3	4	3	3	3	4	20
8	7	6	5	5	5	7	35
9	5	5	5	6	5	6	32
10	5	6	5	5	6	5	32

11	6	5	7	4	3	4	29
12	5	6	5	6	5	5	32
13	4	5	6	4	5	6	30
14	6	4	5	5	4	6	30
15	4	5	6	5	4	6	30
16	4	3	3	4	5	5	24
17	4	7	5	5	5	6	32
18	7	6	5	5	5	3	31
19	6	4	3	3	4	5	25
20	6	6	4	7	5	5	33
21	6	5	5	6	6	3	31
22	3	3	3	4	4	3	20
23	7	5	5	5	6	6	34
24	5	5	6	6	7	5	34
25	4	3	3	4	5	5	24
26	5	6	6	4	5	6	32
27	5	5	6	5	6	5	32
28	4	5	5	5	5	5	29
29	3	3	4	4	3	4	21
30	7	6	5	5	5	3	31
31	5	4	6	4	5	6	30
32	4	5	6	2	4	3	24
33	6	4	5	4	6	5	30
34	6	5	4	3	5	6	29
35	1	1	4	5	1	5	17
36	4	5	5	6	6	4	30

37	5	4	1	2	4	5	21
38	1	4	5	6	4	5	25
39	6	6	5	5	4	5	31
40	5	4	1	5	5	2	22
41	6	4	5	6	2	5	28
42	2	6	2	1	4	3	18
43	7	2	3	4	5	3	24
44	5	5	4	3	4	4	25
45	6	5	1	4	6	5	27
46	1	6	5	5	1	3	21
47	4	4	4	3	4	5	24
48	3	1	6	2	3	4	19
49	4	5	7	6	4	7	33
50	6	5	3	5	6	6	31
51	5	4	3	4	4	5	25
52	4	5	4	5	4	4	26
53	5	5	5	5	5	5	30
54	7	5	5	5	5	5	32
55	6	5	6	6	5	5	33
56	5	5	4	6	7	5	32
57	7	5	7	6	5	5	35
58	3	4	5	5	4	4	25
59	3	4	4	3	4	4	22
60	5	7	6	7	6	7	38
61	5	6	6	5	5	6	33
62	6	5	5	6	4	5	31

63	3	4	5	5	4	4	25
64	5	5	7	6	5	5	33
65	5	6	6	4	5	6	32
66	4	6	4	6	4	6	30
67	4	6	5	5	4	6	30
68	5	5	6	5	5	5	31
69	5	6	6	5	4	6	32
70	5	3	3	4	5	3	23
71	4	5	5	6	5	5	30
72	5	5	3	3	4	5	25
73	6	3	4	4	3	3	23
74	4	3	4	7	5	3	26
75	6	6	5	5	4	6	32
76	7	5	4	5	5	5	31
77	5	5	6	6	3	5	30
78	5	6	7	6	5	6	35
79	6	5	5	4	6	5	31
80	5	5	3	4	5	5	27
81	3	4	6	5	5	4	27
82	5	3	7	4	6	3	28
83	5	6	5	6	4	6	32
84	4	3	4	5	5	3	24
85	6	5	6	5	6	5	33
86	5	6	6	5	2	6	30
87	1	5	5	4	1	5	21
88	6	4	2	5	4	4	25

89	4	5	4	2	6	5	26
90	4	5	4	5	4	5	27
91	4	5	6	2	4	5	26
92	5	2	4	6	1	2	20
93	2	5	4	5	4	5	25
94	4	3	2	1	5	3	18
95	5	3	6	5	3	3	25
96	4	4	6	7	5	4	30
97	6	5	3	3	5	5	27
98	1	3	3	3	6	3	19
99	4	5	7	5	2	5	28
100	3	4	6	5	1	4	23

LAMPIRAN 4

Uji Validitas dan Reliabilitas Variabel Kualitas Produk

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
.969	20

Correlations

		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012	VAR00013	VAR00014	VAR00015	VAR00016	VAR00017	VAR00018	VAR00019	VAR00020	Total
VAR00001	Pearson Correlation	1	.580**	.623**	.688**	.748**	.647**	.712**	.608**	.554**	.516**	.666**	.692**	.534**	.678**	.762**	.751**	.682**	.829**	.716**	.827**	.859**
	Sig. (2-tailed)		.001	.000	.000	.000	.000	.000	.000	.001	.004	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00002	Pearson Correlation	.580**	1	.653**	.518**	.353	.394*	.607**	.478**	.548**	.529**	.607**	.711**	.645**	.625**	.620**	.583**	.494**	.654**	.677**	.565**	.737**
	Sig. (2-tailed)	.001		.000	.003	.056	.031	.000	.008	.002	.003	.000	.000	.000	.000	.000	.001	.006	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

VAR00003	Pearson Correlation	.623**	.653**	1	.726**	.528**	.525**	.603**	.697**	.508**	.507**	.620**	.572**	.509**	.900**	.649**	.629**	.589**	.727**	.844**	.563**	.810**
	Sig. (2-tailed)	.000	.000		.000	.003	.003	.000	.000	.004	.004	.000	.001	.004	.000	.000	.000	.001	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00004	Pearson Correlation	.688**	.518**	.726**	1	.635**	.544**	.522**	.707**	.558**	.616**	.670**	.642**	.592**	.786**	.661**	.692**	.616**	.741**	.774**	.609**	.834**
	Sig. (2-tailed)	.000	.003	.000		.000	.002	.003	.000	.001	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00005	Pearson Correlation	.748**	.353	.528**	.635**	1	.885**	.603**	.653**	.444*	.408*	.542**	.518**	.463**	.650**	.547**	.494**	.556**	.592**	.554**	.553**	.738**
	Sig. (2-tailed)	.000	.056	.003	.000		.000	.000	.000	.014	.025	.002	.003	.010	.000	.002	.005	.001	.001	.002	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00006	Pearson Correlation	.647**	.394*	.525**	.544**	.885**	1	.590**	.616**	.433*	.504**	.521**	.554**	.501**	.641**	.500**	.456*	.544**	.570**	.561**	.614**	.731**

	Sig. (2-tailed)	.000	.031	.003	.002	.000		.001	.000	.017	.005	.003	.002	.005	.000	.005	.011	.002	.001	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00007	Pearson Correlation	.712**	.607**	.603**	.522**	.603**	.590**	1	.570**	.384*	.482**	.560**	.463*	.424*	.606**	.643**	.562**	.561**	.603**	.485**	.588**	.722**
	Sig. (2-tailed)	.000	.000	.000	.003	.000	.001		.001	.036	.007	.001	.010	.019	.000	.000	.001	.001	.000	.007	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00008	Pearson Correlation	.608**	.478**	.697**	.707**	.653**	.616**	.570**	1	.486**	.576**	.719**	.532**	.711**	.765**	.639**	.523**	.616**	.714**	.718**	.358	.794**
	Sig. (2-tailed)	.000	.008	.000	.000	.000	.000	.001		.006	.001	.000	.003	.000	.000	.000	.003	.000	.000	.000	.052	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00009	Pearson Correlation	.554**	.548**	.508**	.558**	.444*	.433*	.384*	.486**	1	.520**	.668**	.663**	.552**	.543**	.583**	.739**	.502**	.539**	.613**	.485**	.706**
	Sig. (2-tailed)	.001	.002	.004	.001	.014	.017	.036	.006		.003	.000	.000	.002	.002	.001	.000	.005	.002	.000	.007	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

VAR00010	Pearson Correlation	.516**	.529**	.507**	.616**	.408*	.504**	.482**	.576**	.520**	1	.778**	.724**	.710**	.611**	.635**	.582**	.580**	.645**	.646**	.622**	.766**
	Sig. (2-tailed)	.004	.003	.004	.000	.025	.005	.007	.001	.003		.000	.000	.000	.000	.000	.001	.001	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00011	Pearson Correlation	.666**	.607**	.620**	.670**	.542**	.521**	.560**	.719**	.668**	.778**	1	.726**	.700**	.688**	.638**	.607**	.527**	.691**	.735**	.506**	.827**
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.003	.001	.000	.000	.000		.000	.000	.000	.000	.000	.003	.000	.000	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00012	Pearson Correlation	.692**	.711**	.572**	.642**	.518**	.554**	.463*	.532**	.663**	.724**	.726**	1	.764**	.637**	.752**	.721**	.642**	.667**	.775**	.708**	.842**
	Sig. (2-tailed)	.000	.000	.001	.000	.003	.002	.010	.003	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00013	Pearson Correlation	.534**	.645**	.509**	.592**	.463**	.501**	.424*	.711**	.552**	.710**	.700**	.764**	1	.586**	.625**	.474**	.430*	.626**	.725**	.456*	.754**

	Sig. (2-tailed)	.002	.000	.004	.001	.010	.005	.019	.000	.002	.000	.000	.000		.001	.000	.008	.018	.000	.000	.011	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00014	Pearson Correlation	.678**	.625**	.900**	.786**	.650**	.641**	.606**	.765**	.543**	.611**	.688**	.637**	.586**	1	.758**	.652**	.647**	.778**	.834**	.619**	.877**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	.000	.000	.001		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00015	Pearson Correlation	.762**	.620**	.649**	.661**	.547**	.500**	.643**	.639**	.583**	.635**	.638**	.752**	.625**	.758**	1	.796**	.764**	.765**	.707**	.738**	.857**
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.005	.000	.000	.001	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00016	Pearson Correlation	.751**	.583**	.629**	.692**	.494**	.456*	.562**	.523**	.739**	.582**	.607**	.721**	.474**	.652**	.796**	1	.767**	.772**	.725**	.761**	.825**
	Sig. (2-tailed)	.000	.001	.000	.000	.005	.011	.001	.003	.000	.001	.000	.000	.008	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

VAR00017	Pearson Correlation	.682**	.494**	.589**	.616**	.556**	.544**	.561**	.616**	.502**	.580**	.527**	.642**	.430*	.647**	.764**	.767**	1	.695**	.676**	.626**	.777**
	Sig. (2-tailed)	.000	.006	.001	.000	.001	.002	.001	.000	.005	.001	.003	.000	.018	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00018	Pearson Correlation	.829**	.654**	.727**	.741**	.592**	.570**	.603**	.714**	.539**	.645**	.691**	.667**	.626**	.778**	.765**	.772**	.695**	1	.784**	.716**	.877**
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.001	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00019	Pearson Correlation	.716**	.677**	.844**	.774**	.554**	.561**	.485**	.718**	.613**	.646**	.735**	.775**	.725**	.834**	.707**	.725**	.676**	.784**	1	.657**	.887**
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.001	.007	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00020	Pearson Correlation	.827**	.565**	.563**	.609**	.553**	.614**	.588**	.358	.485**	.622**	.506**	.708**	.456*	.619**	.738**	.761**	.626**	.716**	.657**	1	.783**

	Sig. (2-tailed)	.000	.001	.001	.000	.002	.000	.001	.052	.007	.000	.004	.000	.011	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.859**	.737**	.810**	.834**	.738**	.731**	.722**	.794**	.706**	.766**	.827**	.842**	.754**	.877**	.857**	.825**	.777**	.877**	.887**	.783**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	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).

Uji Validitas dan Reliabilitas Variabel Kualitas Pelayanan

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
.956	21

Correlations

		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012	VAR00013	VAR00014	VAR00015	VAR00016	VAR00017	VAR00018	VAR00019	VAR00020	VAR00021	Total
VAR00001	Pearson Correlation	1	.609**	.616**	.665**	.630**	.492**	.549**	.692**	.510**	.480**	.656**	.576**	.438*	.675**	.429*	.530**	.531**	.514**	.393*	.531**	.514**	.778**
	Sig. (2-tailed)		.000	.000	.000	.000	.006	.002	.000	.004	.007	.000	.001	.016	.000	.018	.003	.003	.004	.032	.003	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00002	Pearson Correlation	.609**	1	.641**	.544**	.676**	.581**	.346	.575**	.474**	.521**	.542**	.378*	.355	.501**	.474**	.416*	.479**	.541**	.596**	.432*	.451*	.722**
	Sig. (2-tailed)	.000		.000	.002	.000	.001	.061	.001	.008	.003	.002	.039	.054	.005	.008	.022	.007	.002	.001	.017	.012	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

VAR00003	Pearson Correlation	.616**	.641**	1	.835**	.714**	.527**	.421*	.457*	.523**	.493**	.500**	.383*	.424*	.514**	.553**	.359	.361	.484**	.569**	.563**	.415*	.735**
	Sig. (2-tailed)	.000	.000		.000	.000	.003	.020	.011	.003	.006	.005	.037	.020	.004	.002	.051	.050	.007	.001	.001	.022	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00004	Pearson Correlation	.665**	.544**	.835**	1	.707**	.606**	.575**	.492**	.573**	.572**	.531**	.356	.437*	.475**	.448*	.372*	.403*	.556**	.484**	.554**	.405*	.749**
	Sig. (2-tailed)	.000	.002	.000		.000	.000	.001	.006	.001	.001	.003	.053	.016	.008	.013	.043	.027	.001	.007	.001	.026	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00005	Pearson Correlation	.630**	.676**	.714**	.707**	1	.747**	.488**	.661**	.593**	.530**	.606**	.453*	.439*	.480**	.308	.306	.401*	.382*	.535**	.449*	.496**	.750**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.006	.000	.001	.003	.000	.012	.015	.007	.097	.100	.028	.037	.002	.013	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

VAR00006	Pearson Correlation	.492**	.581**	.527**	.606**	.747**	1	.653**	.662**	.620**	.607**	.459*	.414*	.406*	.364*	.375*	.394*	.418*	.257	.550**	.585**	.550**	.728**
	Sig. (2-tailed)	.006	.001	.003	.000	.000		.000	.000	.000	.000	.011	.023	.026	.048	.041	.031	.021	.171	.002	.001	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00007	Pearson Correlation	.549**	.346	.421*	.575**	.488**	.653**	1	.743**	.576**	.611**	.496**	.552**	.604**	.534**	.532**	.595**	.679**	.466**	.518**	.550**	.599**	.780**
	Sig. (2-tailed)	.002	.061	.020	.001	.006	.000		.000	.001	.000	.005	.002	.000	.002	.003	.001	.000	.009	.003	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00008	Pearson Correlation	.692**	.575**	.457*	.492**	.661**	.662**	.743**	1	.588**	.479**	.585**	.574**	.525**	.659**	.485**	.496**	.581**	.488**	.662**	.499**	.605**	.812**
	Sig. (2-tailed)	.000	.001	.011	.006	.000	.000	.000		.001	.007	.001	.001	.003	.000	.007	.005	.001	.006	.000	.005	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

VAR00009	Pearson Correlation	.510**	.474**	.523**	.573**	.593**	.620**	.576**	.588**	1	.673**	.384*	.463**	.684**	.510**	.428*	.330	.285	.392*	.463*	.571**	.442*	.705**
	Sig. (2-tailed)	.004	.008	.003	.001	.001	.000	.001	.001		.000	.036	.010	.000	.004	.018	.075	.126	.032	.010	.001	.015	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00010	Pearson Correlation	.480**	.521**	.493**	.572**	.530**	.607**	.611**	.479**	.673**	1	.565**	.574**	.563**	.443*	.489**	.582**	.559**	.405*	.345	.499**	.408*	.724**
	Sig. (2-tailed)	.007	.003	.006	.001	.003	.000	.000	.007	.000		.001	.001	.001	.014	.006	.001	.001	.026	.062	.005	.025	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00011	Pearson Correlation	.656**	.542**	.500**	.531**	.606**	.459*	.496**	.585**	.384*	.565**	1	.698**	.517**	.666**	.357	.522**	.565**	.456*	.334	.471**	.330	.720**
	Sig. (2-tailed)	.000	.002	.005	.003	.000	.011	.005	.001	.036	.001		.000	.003	.000	.053	.003	.001	.011	.071	.009	.075	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

VAR00012	Pearson Correlation	.576**	.378*	.383*	.356	.453*	.414*	.552**	.574**	.463**	.574**	.698**	1	.627**	.495**	.472**	.711**	.704**	.357	.341	.492**	.300	.695**
	Sig. (2-tailed)	.001	.039	.037	.053	.012	.023	.002	.001	.010	.001	.000		.000	.005	.009	.000	.000	.053	.066	.006	.107	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00013	Pearson Correlation	.438*	.355	.424*	.437*	.439*	.406*	.604**	.525**	.684**	.563**	.517**	.627**	1	.500**	.475**	.566**	.564**	.614**	.450*	.564**	.499**	.721**
	Sig. (2-tailed)	.016	.054	.020	.016	.015	.026	.000	.003	.000	.001	.003	.000		.005	.008	.001	.001	.000	.013	.001	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00014	Pearson Correlation	.675**	.501**	.514**	.475**	.480**	.364*	.534**	.659**	.510**	.443*	.666**	.495**	.500**	1	.707**	.508**	.447*	.632**	.464**	.500**	.494**	.746**
	Sig. (2-tailed)	.000	.005	.004	.008	.007	.048	.002	.000	.004	.014	.000	.005	.005		.000	.004	.013	.000	.010	.005	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

VAR00015	Pearson Correlation	.429*	.474**	.553**	.448*	.308	.375*	.532**	.485**	.428*	.489**	.357	.472**	.475**	.707**	1	.657**	.544**	.652**	.528**	.592**	.461*	.710**
	Sig. (2-tailed)	.018	.008	.002	.013	.097	.041	.003	.007	.018	.006	.053	.009	.008	.000		.000	.002	.000	.003	.001	.010	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00016	Pearson Correlation	.530**	.416*	.359	.372*	.306	.394*	.595**	.496**	.330	.582**	.522**	.711**	.566**	.508**	.657**	1	.723**	.601**	.403*	.460*	.436*	.708**
	Sig. (2-tailed)	.003	.022	.051	.043	.100	.031	.001	.005	.075	.001	.003	.000	.001	.004	.000		.000	.000	.027	.011	.016	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00017	Pearson Correlation	.531**	.479**	.361	.403*	.401*	.418*	.679**	.581**	.285	.559**	.565**	.704**	.564**	.447*	.544**	.723**	1	.569**	.498**	.533**	.623**	.745**
	Sig. (2-tailed)	.003	.007	.050	.027	.028	.021	.000	.001	.126	.001	.001	.000	.001	.013	.002	.000		.001	.005	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

VAR00018	Pearson Correlation	.514**	.541**	.484**	.556**	.382*	.257	.466**	.488**	.392*	.405*	.456*	.357	.614**	.632**	.652**	.601**	.569**	1	.603**	.631**	.521**	.727**
	Sig. (2-tailed)	.004	.002	.007	.001	.037	.171	.009	.006	.032	.026	.011	.053	.000	.000	.000	.000	.001		.000	.000	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00019	Pearson Correlation	.393*	.596**	.569**	.484**	.535**	.550**	.518**	.662**	.463*	.345	.334	.341	.450*	.464**	.528**	.403*	.498**	.603**	1	.651**	.663**	.727**
	Sig. (2-tailed)	.032	.001	.001	.007	.002	.002	.003	.000	.010	.062	.071	.066	.013	.010	.003	.027	.005	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00020	Pearson Correlation	.531**	.432*	.563**	.554**	.449*	.585**	.550**	.499**	.571**	.499**	.471**	.492**	.564**	.500**	.592**	.460*	.533**	.631**	.651**	1	.589**	.760**
	Sig. (2-tailed)	.003	.017	.001	.001	.013	.001	.002	.005	.001	.005	.009	.006	.001	.005	.001	.011	.002	.000	.000		.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

VAR00021	Pearson Correlation	.514**	.451*	.415*	.405*	.496**	.550**	.599**	.605**	.442*	.408*	.330	.300	.499**	.494**	.461*	.436*	.623**	.521**	.663**	.589**	1	.714**
	Sig. (2-tailed)	.004	.012	.022	.026	.005	.002	.000	.000	.015	.025	.075	.107	.005	.005	.010	.016	.000	.003	.000	.001		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.778**	.722**	.735**	.749**	.750**	.728**	.780**	.812**	.705**	.724**	.720**	.695**	.721**	.746**	.710**	.708**	.745**	.727**	.727**	.760**	.714**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	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).

Uji Validitas dan Reliabilitas Variabel Loyalitas Konsumen

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
.854	6

Correlations

		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	Total
VAR00001	Pearson Correlation	1	.523**	.381*	.397*	.616**	.631**	.754**
	Sig. (2-tailed)		.003	.038	.030	.000	.000	.000
	N	30	30	30	30	30	30	30
VAR00002	Pearson Correlation	.523**	1	.695**	.469**	.344	.421*	.735**
	Sig. (2-tailed)	.003		.000	.009	.063	.020	.000
	N	30	30	30	30	30	30	30
VAR00003	Pearson Correlation	.381*	.695**	1	.576**	.342	.345	.705**
	Sig. (2-tailed)	.038	.000		.001	.064	.062	.000
	N	30	30	30	30	30	30	30
VAR00004	Pearson Correlation	.397*	.469**	.576**	1	.523**	.585**	.791**
	Sig. (2-tailed)	.030	.009	.001		.003	.001	.000
	N	30	30	30	30	30	30	30
VAR00005	Pearson Correlation	.616**	.344	.342	.523**	1	.697**	.783**
	Sig. (2-tailed)	.000	.063	.064	.003		.000	.000

	N	30	30	30	30	30	30	30
VAR00006	Pearson Correlation	.631**	.421*	.345	.585**	.697**	1	.817**
	Sig. (2-tailed)	.000	.020	.062	.001	.000		.000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.754**	.735**	.705**	.791**	.783**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	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 5

Perhitungan Uji Manual Validitas

Uji validitas dilakukan pada 30 orang untuk mengetahui ketepatan kuesioner yang akan digunakan. Perhitungan manual ini menggunakan item pernyataan nomor 1 pada variabel kompetensi. Misal kualitas produk = X dengan rumus:

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{\{n(\sum X^2) - (\sum X)^2\}\{n(\sum Y^2)(\sum Y)^2\}}}$$

No	X	Y	X2	Y2	XY
1	3	62	9	3844	186
2	5	72	25	5184	360
3	6	112	36	12544	672
4	5	100	25	10000	500
5	4	92	16	8464	368
6	5	104	25	10816	520
7	6	109	36	11881	654
8	6	127	36	16129	762
9	5	119	25	14161	595
10	6	110	36	12100	660
11	6	123	36	15129	738
12	4	74	16	5476	296
13	5	112	25	12544	560
14	5	85	25	7225	425
15	6	102	36	10404	612
16	6	116	36	13456	696
17	5	112	25	12544	560
18	6	126	36	15876	756
19	5	84	25	7056	420
20	4	72	16	5184	288
21	4	81	16	6561	324
22	3	56	9	3136	168
23	6	111	36	12321	666
24	6	110	36	12100	660
25	7	123	49	15129	861
26	4	89	16	7921	356
27	3	71	9	5041	213
28	4	75	16	5625	300

29	6	106	36	11236	636
30	5	96	25	9216	480
Total	**151**	**2931**	**793**	**298303**	**15292**

$\sum X$ = 151 $\sum Y$ = 2931 $\sum XY$ = 15292

$\sum X^2$ = 793 $\sum Y^2$ = 298303 n = 30

$(\sum X)^2$ = 22801 $(\sum Y)^2$ = 8590761

Perhitungan validitas yakni sebagai berikut:

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{\{n(\sum X^2) - (\sum X)^2\}\{n(\sum Y^2)(\sum Y)^2\}}}$$

$$r = \frac{30(15292) - (151)(2931)}{\sqrt{\{(30(793) - (22801)\}\{30(298303) - (8590761)\}}}$$

$$r = \frac{458760 - 442581}{\sqrt{\{989\}\{358329\}}}$$

$$r = \frac{16179}{18825{,}17944}$$

r = **0,859**

LAMPIRAN 6

Nilai-Nilai r *Product Moment*

N	Taraf Signifikansi		N	Taraf Signifikansi		N	Taraf Signifikansi	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	**0,374**	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

LAMPIRAN 7

Nilai-Nilai Dalam Distribusi t

Untuk uji dua pihak (*two tail test*)						
	0,50	**0,20**	**0,10**	**0,05**	**0,02**	**0,01**
Untuk uji satu pihak (*one tail test*)						
dk	**0,25**	**0,10**	**0,05**	**0,025**	**0,01**	**0,005**
1	1,000	3,078	6,314	12,706	31,821	63,657
2	0,816	1,886	2,920	4,303	6,965	9,925
3	0,765	1,638	2,353	3,182	4,541	5,841
4	0,741	1,533	2,132	2,776	3,747	4,604
5	0,727	1,486	2,015	2,571	3,365	4,032
6	0,718	1,440	1,943	2,447	3,143	3,707
7	0,711	1,415	1,895	2,365	2,998	3,499
8	0,706	1,397	1,860	2,306	2,896	3,355
9	0,703	1,383	1,833	2,262	2,821	3,250
10	0,700	1,372	1,812	2,228	2,764	3,165
11	0,697	1,363	1,796	2,201	2,718	3,106
12	0,695	1,356	1,782	2,178	2,681	3,055
13	0,692	1,350	1,771	2,160	2,650	3,012
14	0,691	1,345	1,761	2,145	2,624	2,977
15	0,690	1,341	1,753	2,132	2,623	2,947
16	0,689	1,337	1,746	2,120	2,583	2,921
17	0,688	1,333	1,740	2,110	2,567	2,898
18	0,688	1,330	1,733	2,101	2,552	2,878
19	0,687	1,328	1,729	2,093	2,539	2,861
20	0,687	1,325	1,725	2,086	2,528	2,845
21	0,686	1,323	1,721	2,080	2,518	2,831
22	0,686	1,321	1,717	2,074	2,508	2,819
23	0,685	1,319	1,714	2,069	2,500	2,807
24	0,685	1,318	1,711	2,064	2,492	2,797
25	0,684	1,316	1,708	2,060	2,485	2,787
26	0,684	1,315	1,706	2,056	2,479	2,779
27	0,684	1,314	1,703	2,052	2,473	2,771
28	0,683	1,313	**1,701**	2,048	2,467	2,763
29	0,683	1,311	1,699	2,045	2,462	2,756
30	0,683	1,310	1,697	2,042	2,457	2,750
40	0,681	1,303	1,684	2,021	2,423	2,704
50	0,679	1,299	1,676	2,009	2,403	2,678
75	0,677	1,292	1,665	1,992	2,377	2,642
98	0,677	1,290	**1,660**	1,984	2,365	2,626
100	0,676	1,290	1,660	1,984	2,365	2,625

LAMPIRAN 8

Nilai-Nilai Dalam Distribusi f

df untuk penyebut (N2)	df untuk pembilang (N1)			
	1	2	3	4
1	161	199	216	225
2	18.51	19.0	19.16	19.25
3	10,13	9.55	9.28	9.12
4	7.71	6.94	6.59	6.39
5	6.61	5.79	5.41	5.19
6	5.99	5.14	4.76	4.53
7	5.59	4.74	4.35	4.12
8	5.32	4.46	4.07	3.84
9	5.12	4.26	3.86	3.63
10	4.96	4.10	3.71	3.48
15	4.54	3.68	3.29	3.06
16	4.49	3.63	3.24	3.01
17	4.45	3.59	3.20	2.96
18	4.41	3.55	3.16	2.93
19	4.39	3.52	3.13	2.90
20	4.35	3.49	3.10	2.87
25	4.24	3.39	2.99	2.76
30	4.17	3.32	2.92	2.69
35	4.12	3.27	2.87	2.64
40	4.08	3.23	2.84	2.61
45	4.06	3.20	2.81	2.58
50	4.03	3.18	2.79	2.56
60	4.00	3.15	2.76	2.53
70	3.98	3.13	2.74	2.50
80	3.96	3.11	2.72	2.49
90	3.95	3.10	2.71	2.47
96	3.94	3.09	2.70	2.47
97	3.94	3.09	2.70	2.47
98	3.94	3.09	2.70	2.46
99	3.94	3.09	2.70	2.46
100	3.94	3.09	2.70	2.46

LAMPIRAN 9

Menghitung Validitas Item Menggunakan Taraf Signifikansi t_{hitung} Pada Loyalitas Konsumen (Y)

No	Pernyataan	t_{hitung}
1	Tingkat pembelian produk	6,072
2	Tingkat merencanakan akan kembali ke Kedai 99	5,735
3	Tingkat menjadikan Kedai 99 pilihan utama dibandingkan restoran lain	5,261
4	Tingkat kekebalan untuk tidak berkunjung ke restoran lain	6,838
5	Tingkat merekomendasikan Kedai 99 kepada orang lain	6,660
6	Tingkat mengajak orang lain untuk mengkonsumsi produk makanan Kedai 99	7,491

Item soal nomor 1 dengan 30 responden:

t $= \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$

n = (30 – 2) = 28

r = 0,754

r^2 = 0,568

r $\sqrt{n-2}$ = 0,754 $\sqrt{28}$

= 0,754 . 5,291

= 3,989

$\sqrt{1-r^2}$ = $\sqrt{1-0{,}568}$

= $\sqrt{0{,}432}$

= 0,657

t $= \frac{3.989}{0{,}657}$ = **6, 072**

LAMPIRAN 10

Perhitungan *Path Analysis*

Descriptive Statistics

	Mean	Std. Deviation	N
Y	28.03	4.678	100
X1	91.73	10.008	100
X2	94.17	9.501	100

Correlations

		Y	X1	X2
Pearson Correlation	Y	1.000	.467	.387
	X1	.467	1.000	.072
	X2	.387	.072	1.000
Sig. (1-tailed)	Y	.	.000	.000
	X1	.000	.	.237
	X2	.000	.237	.
N	Y	100	100	100
	X1	100	100	100
	X2	100	100	100

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.586[a]	.343	.330	3.831	1.884

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	743.428	2	371.714	25.330	.000[b]
	Residual	1423.482	97	14.675		
	Total	2166.910	99			

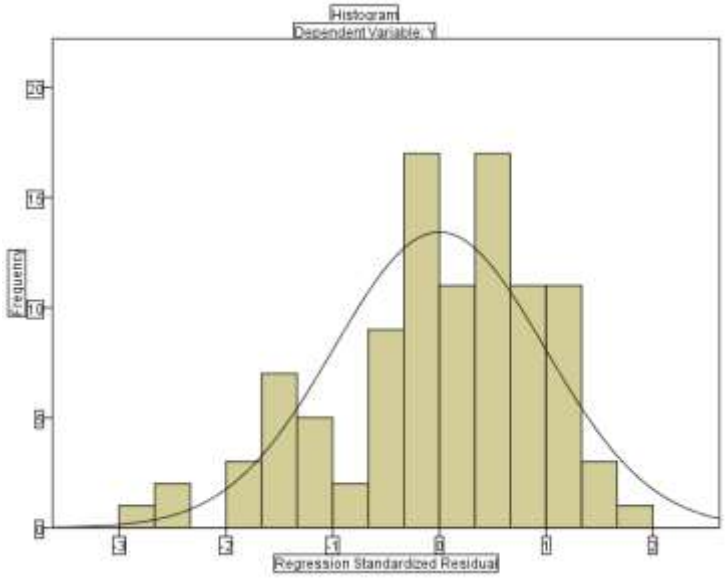
a. Dependent Variable: Y

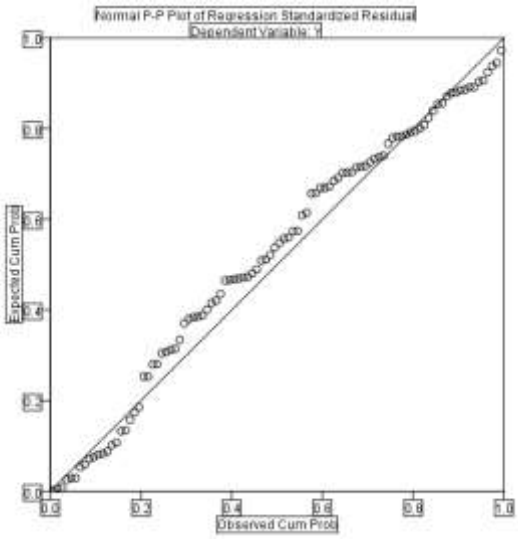
b. Predictors: (Constant), X2, X1

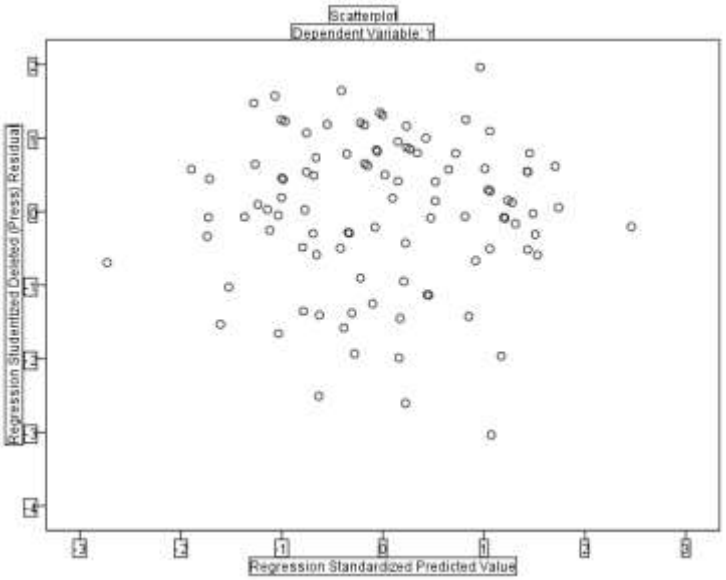
Coefficients[a]

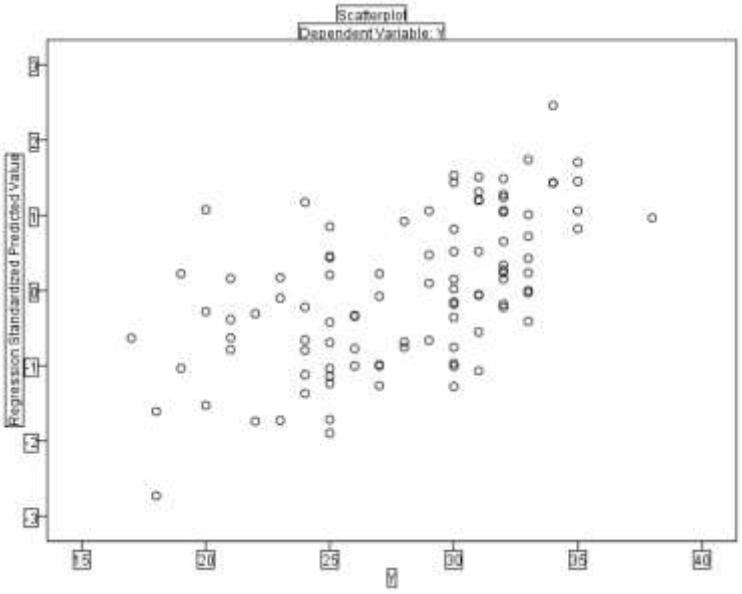
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7.340	5.035		-1.458	.148
	X1	.206	.039	.441	5.344	.000
	X2	.175	.041	.355	4.303	.000

a. Dependent Variable: Y






Scatterplot
Dependent Variable: Y
Regression Studentized Deleted (Press) Residual
Regression Standardized Predicted Value


Scatterplot
Dependent Variable: Y
Regression Standardized Predicted Value
Y

Menguji pengaruh langsung maupun tidak langsung dari setiap variabel

a. Pengaruh (X_1) terhadap Y

Pengaruh langsung	= $\rho_{YX_1} \cdot \rho_{YX_1}$	(0,467).(0,467)	**(0,218)**
Pengaruh tidak langsung melalui (X_2)	= $\rho_{YX_1} \cdot r_{X_1X_2} \cdot \rho_{YX_2}$	(0,467).(0,072).(0,387)	**(0,013)**
	+	+	
Pengaruh total (X_1) terhadap Y = ……			**0,231**

b. Pengaruh (X_2) terhadap Y

Pengaruh langsung	= $\rho_{YX_2} \cdot \rho_{YX_2}$	(0,387).(0,387)	**(0,149)**
Pengaruh tidak langsung melalui (X_1)	= $\rho_{YX_2} \cdot r_{X_2X_1} \cdot \rho_{YX_1}$	(0,387).(0,072).(0,467)	**(0,013)**
	+	+	
Pengaruh total (X_2) terhadap Y	= …….		**0,162**

Total pengaruh langsung X_1 dan X_2 terhadap Y = 0,218 + 0,149 = **0,367**

$\rho Y\varepsilon \quad = \sqrt{1 - R^2{}_Y \quad (X_1X_2)}$

$\rho Y\varepsilon \quad = \sqrt{1 - 0{,}367}$

$\rho Y\varepsilon \quad = \mathbf{0,795}$ (pengaruh tidak langsung)

RIWAYAT HIDUP

DATA DIRI

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PENDIDIKAN FORMAL

- SD Negeri KORPRI II : 1998 - 2004
- SMP Negeri 13 Bandung : 2004 - 2007
- SMA Negeri 11 Bandung : 2007 - 2010