

Lampiran

Lampiran 1: Angket Penelitian

LEMBAR KUESIONER PENELITIAN

PETUNJUK PENGISIAN

Salam Bapak/Ibu yang saya hormati. Saya Wita Valenea Napitupulu dalam proses penyelesaian studi di Program Studi Manajemen Pemasaran Internasional Politeknik Wilmar Bisnis Indonesia Sumatera Utara. Untuk menyelesaikan studi ini saya melakukan penelitian sebagai tugas akhir (skripsi) sebagai salah satu syarat akademik untuk memperoleh Sarjana Terapan Manajemen Pemasaran Internasional. Oleh karena itu, saya memohon bapak ibu kiranya berkenan untuk mengisi kuesioner ini. Atas berkenannya bapak ibu mengisi kuesioner ini dengan baik, saya menghaturkan banyak terima kasih.

Kerahasiaan identitas bapak ibu tetap terjaga.

Isilah pernyataan dibawah ini dengan sebenar – benarnya.

1. Usia

☐

:
15 – 24

Tahun

☐

24 – 34

Tahun

☐

35 – 44

Tahun

☐

Tahun			45 – 55
2. Jenis Kelamin	☐	☐	: Pria Wanita
3. Pekerjaan	☐		: Pegawa
i Swasta	☐		
		Pegawai Negeri	
	☐		
asta			Wirasw
	☐	Ibu Rumah Tangga	
	☐		
Bekerja			Belum

Berikan
tanda centang (✓) dibawah pada salah satu alternatif jawaban yang paling
tepat dengan kriteria jawaban:

1. : Sangat
Tidak Setuju
2. : Tidak
Setuju
3. : Setuju
4. : Sangat
Setuju

No	Pernyataan	1	2	3	4
Kualitas Produk(X₁)					
Freshness (Kesegaran)					
1	Aroma Kriskong Keripik Sibolga menggugah selera				
2	Produk Kriskong Keripik Sibolga renyah				
Presentation (Penyajian)					
1	Desain kemasan Kriskong Keripik Sibolga menarik				
2	Warna Kriskong Keripik Sibolga yang matang sempurna				
Taste (Rasa)					
1	Produk Kriskong Keripik Sibolga memiliki rasa khas				
2	Produk Kriskong Keripik Sibolga rasa yang konsisten				
Innovative Food (Inovasi Makanan)					
1	Produk Kriskong Keripik Sibolga bervariasi				
2	Proses pengolahan Kriskong Keripik Sibolga menggunakan teknologi modern				
Harga (X₂)					
Keterjangkauan Harga					
1	Harga produk Kriskong Keripik Sibolga yang ditawarkan terjangkau dengan daya beli konsumen				
2	Kriskong Keripik Sibolga menyediakan ukuran kemasan dengan harga yang lebih hemat				
Kesesuaian Harga Dengan Kualitas Produk					
1	Harga produk Kriskong Keripik Sibolga yang ditawarkan sesuai dengan kualitas produk yang didapat				
2	Kemasan produk Kriskong Keripik Sibolga tidak mudah rusak				
Daya Saing Harga					

No	Pernyataan	1	2	3	4
1	Harga produk Kriskong Keripik Sibolga mampu bersaing dengan kompetitor produk sejenis				
2	Harga produk Kriskong Keripik Sibolga yang ditawarkan sesuai dengan kualitas				
Promosi					
Pesan Promosi					
1	Pesan mengenai produk Kriskong Keripik Sibolga melalui media sosial mudah didapat				
2	Pesan promosi Kriskong Keripik Sibolga yang disampaikan mengenai produk mudah dipahami				
Media Promosi					
1	Informasi melalui brosur membantu pelanggan mendapatkan informasi produk Kriskong Keripik Sibolga				
2	Promosi Kriskong Keripik Sibolga dilakukan di media sosial				
Waktu Promosi					
1	Kriskong Keripik Sibolga membuat promosi potongan harga saat tahun baru dengan minimal pembelian				
2	Kriskong Keripik Sibolga melakukan promosi melalui media sosial setiap hari				
Frekuensi Promosi					
1	Promosi Kriskong Keripik Sibolga dilakukan rutin sepanjang tahun				
2	Kriskong Keripik Sibolga memberikan penawaran khusus setiap harinya				
Loyalitas Pelanggan					
Repeat Purchase (Pembelian ulang)					
1	Akan membeli lagi Kriskong Keripik Sibolga sebelum habis				
2	Tertarik melakukan pembelian Kriskong Keripik Sibolga secara berulang				
Brand Preference (Preferensi Terhadap Merek)					
1	Kualitas Kriskong Keripik Sibolga lebih baik dibandingkan produk lainnya				
2	Produk Kriskong Keripik Sibolga tersedia di pasar				
Positive Referrals (Rujukan Positif)					
1	Memberikan rekomendasi kepada orang lain				
2	Mengatakan hal positif kepada teman-teman tentang kualitas yang diberikan Kriskong Keripik Sibolga				
Resistance to Competitors (Ketahanan Terhadap Pesaing)					
1	Merasa puas dengan kualitas Kriskong Keripik Sibolga				
2	Akan memilih produk Kriskong Keripik Sibolga daripada produk lain				

Lampiran 2: Tabulasi Data Kuesioner
Variabel Kualitas Produk (X1)

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Total X1
1	3	4	3	4	4	3	4	3	28
2	3	4	4	4	4	3	4	4	30
3	3	4	3	4	4	4	3	3	28
4	3	3	3	3	3	3	3	3	24
5	3	4	3	4	4	3	3	3	27
6	3	4	3	4	4	4	4	3	29
7	3	3	3	3	3	3	3	3	24
8	3	4	3	4	3	4	4	4	29
9	3	3	3	3	3	3	3	3	24
10	3	4	3	3	3	3	3	2	24
11	3	3	3	3	3	3	3	3	24
12	3	3	3	3	3	3	2	3	23
13	3	3	3	3	3	3	2	2	22
14	4	4	2	3	4	4	1	3	25
15	3	3	3	4	3	2	3	2	23
16	3	3	3	3	4	3	4	3	26
17	4	4	3	3	3	4	4	4	29
18	3	3	3	3	3	3	3	3	24
19	3	3	3	4	4	3	3	3	26
20	3	4	3	3	4	3	2	3	25
21	3	3	3	4	3	4	3	3	26
22	3	4	3	4	4	4	4	4	30
23	3	3	3	3	3	3	3	3	24
24	3	3	2	4	3	3	2	2	22
25	4	4	4	4	4	4	4	4	32
26	3	3	2	2	1	4	2	3	20
27	4	4	4	4	3	3	3	4	29
28	3	3	4	3	4	3	3	3	26
29	3	3	3	3	3	4	4	4	27
30	4	4	3	4	4	4	3	3	29
31	4	4	4	4	4	4	4	4	32
32	4	4	4	4	4	4	4	4	32
33	3	3	3	3	3	3	3	3	24
34	3	4	3	3	3	3	3	4	26
35	3	3	3	3	3	3	3	3	24
36	4	4	4	4	4	3	4	4	31
37	3	3	3	4	4	3	3	3	26

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Total X1
38	4	3	4	4	4	3	4	4	30
39	3	4	4	4	3	4	4	4	30
40	4	3	4	4	3	4	3	3	28
41	3	3	3	3	3	3	3	3	24
42	4	3	4	4	3	4	4	3	29
43	3	4	4	3	3	4	3	4	28
44	4	3	4	4	3	3	4	4	29
45	4	3	4	3	3	4	4	4	29
46	3	4	4	3	3	4	4	4	29
47	4	4	3	3	4	4	4	4	30
48	4	3	4	4	3	4	3	4	29
49	3	4	4	3	3	4	4	3	28
50	4	4	3	3	4	4	3	3	28
51	3	4	3	3	4	4	3	3	27
52	3	3	4	3	3	4	3	4	27
53	3	4	4	3	4	4	4	3	29
54	3	4	4	4	4	4	2	4	29
55	3	4	4	4	3	3	4	3	28
56	4	4	3	4	4	3	4	4	30
57	3	3	3	3	3	3	3	3	24
58	4	4	3	4	4	3	4	3	29
59	3	4	3	4	3	4	3	3	27
60	4	3	4	3	4	4	3	4	29
61	3	3	3	4	3	3	4	4	27
62	4	3	4	3	4	4	4	3	29
63	4	4	3	3	4	4	3	4	29
64	3	4	3	3	3	2	2	3	23
65	4	2	3	2	2	4	4	1	22
66	3	4	4	4	4	3	3	3	28
67	4	4	4	3	3	3	4	4	29
68	4	3	4	3	4	2	4	1	25
69	2	3	1	2	2	3	1	2	16
70	4	4	3	3	4	4	3	4	29
71	3	3	4	4	3	4	4	3	28
72	4	4	4	3	3	3	4	3	28
73	3	3	3	3	3	3	3	3	24
74	3	4	4	4	3	4	3	3	28
75	4	3	4	3	4	4	3	4	29

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Total X1
76	4	4	4	4	4	4	4	4	32
77	4	4	4	4	4	4	4	4	32
78	3	4	3	4	3	4	3	4	28
79	3	4	3	4	3	4	3	4	28
80	3	4	3	4	3	4	3	4	28
81	3	4	4	3	4	3	4	3	28
82	3	4	3	4	3	4	3	4	28
83	3	3	3	3	3	3	3	3	24
84	3	3	3	3	3	3	3	3	24
85	3	3	3	3	3	3	3	4	25
86	3	3	3	3	3	3	3	3	24
87	4	4	4	4	4	4	4	4	32
88	4	4	4	4	4	4	3	3	30
89	4	3	4	3	4	4	4	4	30
90	3	3	3	3	3	3	3	3	24
91	3	3	1	3	3	3	3	2	21
92	3	3	3	3	3	3	3	3	24
93	3	3	3	3	3	3	3	3	24
94	4	4	4	4	4	4	4	3	31
95	3	3	3	3	3	3	3	3	24
96	4	3	4	3	3	4	3	3	27
97	3	3	3	3	3	3	3	3	24
98	3	3	3	3	3	3	3	3	24
99	3	3	3	3	3	3	3	3	24
100	3	3	3	3	3	3	3	3	24
101	4	4	4	4	3	1	2	1	23
102	3	3	3	3	3	3	3	3	24
103	3	3	3	3	3	3	3	3	24
104	3	3	3	3	3	3	3	3	24
105	3	3	3	3	3	3	3	3	24
106	4	3	4	3	4	3	3	4	28
107	3	4	3	4	4	4	4	4	30
108	3	3	3	3	3	3	3	3	24
109	3	4	4	1	4	3	3	3	25
110	3	3	4	4	3	3	4	3	27
111	2	2	1	2	2	3	2	2	16
112	3	4	4	4	3	3	2	3	26
113	3	3	4	3	3	3	3	3	25

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Total X1
114	4	3	4	2	1	4	4	1	23
115	3	4	4	4	4	3	4	4	30
116	3	3	3	3	3	3	3	3	24
117	4	4	3	3	4	3	4	4	29
118	3	4	4	4	3	3	3	3	27
119	2	1	3	3	3	3	3	3	21
120	3	3	3	3	3	3	3	3	24
121	3	4	3	4	4	3	4	4	29
122	4	4	4	3	3	3	4	4	29
123	3	3	3	3	3	4	4	3	26
124	3	3	3	3	3	3	3	3	24
125	4	4	3	2	4	4	4	4	29
126	3	4	3	3	3	3	3	3	25
127	3	3	3	3	3	3	3	3	24
128	3	3	3	3	3	3	3	3	24
129	3	4	4	3	3	4	4	4	29
130	3	3	3	3	3	3	3	3	24
131	4	4	4	2	1	1	1	1	18
132	3	3	3	3	3	3	3	3	24
133	3	4	3	3	3	3	3	3	25
134	3	4	3	4	4	3	4	4	29
135	4	2	4	4	3	4	4	4	29
136	4	3	3	3	4	3	3	3	26
137	1	1	1	1	1	1	1	1	8
138	4	3	4	4	3	4	4	3	29
139	3	4	3	4	4	4	3	3	28
140	3	3	3	3	3	3	3	3	24
141	3	3	3	3	3	3	3	3	24
142	3	3	3	3	3	3	3	4	25
143	4	3	4	4	3	4	3	4	29
144	3	3	3	3	3	3	3	3	24
145	3	3	3	3	3	3	3	3	24
146	4	3	4	3	4	3	4	4	29
147	3	4	3	4	3	3	4	3	27
148	1	3	1	3	3	3	3	3	20
149	3	4	3	4	3	4	3	3	27
150	3	3	3	3	3	3	3	3	24

Variabel Harga X2

No.	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
1	3	4	3	4	3	4	21
2	4	4	4	4	3	4	23
3	3	4	3	3	4	3	20
4	3	3	3	3	3	3	18
5	3	3	3	3	3	3	18
6	3	4	3	4	4	3	21
7	3	3	3	3	3	3	18
8	4	3	4	4	3	3	21
9	3	3	4	3	3	3	19
10	4	3	4	3	3	3	20
11	3	3	3	3	3	3	18
12	3	3	3	3	3	3	18
13	3	3	3	3	3	3	18
14	4	4	4	4	4	4	24
15	3	3	3	2	3	3	17
16	3	3	3	3	3	3	18
17	4	3	4	4	3	3	21
18	3	3	4	3	3	3	19
19	3	3	3	3	3	3	18
20	2	2	2	3	3	2	14
21	3	3	3	3	3	3	18
22	3	3	3	3	3	3	18
23	3	3	3	3	3	3	18
24	3	3	3	3	3	3	18
25	4	4	4	4	4	4	24
26	1	3	2	4	1	4	15
27	3	4	4	4	3	3	21
28	3	4	4	3	4	3	21
29	4	4	4	4	4	4	24
30	4	4	4	4	4	4	24
31	4	4	4	4	4	4	24
32	4	4	4	3	4	4	23
33	3	3	3	3	3	3	18
34	3	4	3	3	3	3	19
35	3	4	3	3	3	3	19
36	4	4	3	4	4	4	23
37	3	3	3	3	3	3	18

No.	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
38	3	4	4	4	4	4	23
39	3	4	4	3	4	4	22
40	4	3	4	4	3	4	22
41	3	4	4	4	3	4	22
42	4	4	3	4	3	4	22
43	3	4	3	4	4	3	21
44	4	3	4	4	4	3	22
45	4	4	3	3	3	4	21
46	4	3	4	3	4	3	21
47	4	3	4	4	3	3	21
48	4	4	4	3	4	4	23
49	3	4	4	3	3	3	20
50	4	4	4	3	4	3	22
51	4	3	4	3	4	4	22
52	4	4	3	3	4	4	22
53	3	4	3	4	3	4	21
54	4	3	4	4	4	4	23
55	3	3	4	3	4	3	20
56	4	4	3	4	3	4	22
57	3	3	3	3	3	3	18
58	4	4	3	4	4	4	23
59	4	3	4	3	3	3	20
60	4	4	3	4	3	4	22
61	3	3	4	4	3	3	20
62	3	4	4	3	4	4	22
63	3	3	4	4	4	3	21
64	3	3	3	3	3	3	18
65	3	4	3	3	4	3	20
66	4	3	4	4	3	3	21
67	3	4	4	4	4	4	23
68	3	3	3	2	2	2	15
69	3	3	2	3	2	3	16
70	4	4	3	3	4	4	22
71	4	3	4	3	3	3	20
72	4	4	4	3	3	3	21
73	3	3	3	3	3	3	18
74	4	3	4	4	3	4	22
75	4	3	4	4	4	4	23

No.	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
76	4	4	4	4	4	4	24
77	4	4	4	4	4	4	24
78	3	4	3	4	3	4	21
79	3	4	3	4	3	4	21
80	3	4	3	4	3	4	21
81	3	4	3	4	3	4	21
82	3	4	3	4	3	4	21
83	4	4	3	4	2	3	20
84	4	4	4	4	4	4	24
85	3	3	3	3	3	3	18
86	3	3	3	3	3	3	18
87	4	4	4	3	4	4	23
88	4	4	4	3	4	4	23
89	3	3	3	3	3	3	18
90	3	3	3	3	3	3	18
91	3	3	3	3	3	3	18
92	4	4	4	4	4	4	24
93	3	3	3	3	3	3	18
94	4	4	4	3	3	3	21
95	3	3	3	3	3	3	18
96	3	3	3	3	3	3	18
97	3	3	3	3	3	3	18
98	3	3	3	3	3	3	18
99	3	3	3	3	3	3	18
100	3	3	3	3	3	3	18
101	3	4	4	4	4	3	22
102	3	3	3	3	3	3	18
103	3	3	3	3	3	3	18
104	3	3	3	3	3	3	18
105	3	3	3	3	3	3	18
106	3	3	3	4	4	4	21
107	3	3	3	4	4	4	21
108	3	3	3	3	3	3	18
109	3	3	4	4	4	4	22
110	4	3	3	3	4	4	21
111	3	2	3	3	3	3	17
112	2	4	4	4	4	4	22
113	3	3	3	3	3	3	18

No.	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
114	1	2	4	4	4	1	16
115	3	3	3	3	3	3	18
116	3	3	3	3	3	3	18
117	4	4	3	4	3	3	21
118	4	3	4	3	4	4	22
119	4	4	4	4	4	4	24
120	3	4	4	3	3	3	20
121	3	4	4	3	3	4	21
122	4	4	4	4	4	4	24
123	3	3	3	3	4	3	19
124	3	3	3	3	3	3	18
125	4	4	4	4	4	4	24
126	3	3	3	4	4	3	20
127	3	3	3	3	3	3	18
128	3	3	3	3	3	4	19
129	3	4	3	4	4	4	22
130	3	3	3	4	4	3	20
131	2	4	3	3	4	4	20
132	3	3	3	3	3	3	18
133	3	3	3	3	3	3	18
134	3	4	3	3	4	3	20
135	4	4	4	4	4	4	24
136	3	3	3	3	3	3	18
137	1	1	1	1	1	1	6
138	4	3	4	3	4	4	22
139	4	3	3	4	3	4	21
140	3	3	3	3	3	3	18
141	3	3	3	3	3	3	18
142	3	3	3	3	3	3	18
143	4	3	4	3	4	3	21
144	3	3	3	3	3	3	18
145	3	3	3	3	3	3	18
146	4	3	4	3	4	3	21
147	4	3	4	3	4	3	21
148	3	3	3	3	3	3	18
149	3	4	4	3	4	3	21
150	3	3	3	3	3	3	18

Variabel Promosi X3

No.	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total X3
1	3	4	4	4	3	4	3	4	29
2	4	3	4	4	4	3	4	3	29
3	3	3	3	3	3	2	3	2	22
4	3	3	2	3	2	3	2	2	20
5	4	3	4	4	2	3	3	3	26
6	3	4	4	3	3	3	3	3	26
7	3	3	3	3	3	3	3	3	24
8	4	3	3	4	4	4	4	3	29
9	3	3	3	3	2	2	3	3	22
10	3	3	3	3	3	3	3	3	24
11	3	3	3	3	3	3	4	4	26
12	3	3	3	3	3	3	3	3	24
13	2	2	3	2	2	2	2	2	17
14	4	4	4	4	2	2	3	4	27
15	2	3	2	3	3	3	3	2	21
16	3	3	3	3	3	3	3	3	24
17	4	4	4	4	3	4	3	4	30
18	3	3	3	3	3	3	3	3	24
19	2	2	2	3	2	2	2	2	17
20	3	3	3	3	3	3	2	2	22
21	3	3	3	3	3	2	3	2	22
22	3	3	3	3	3	3	3	3	24
23	3	3	3	3	3	3	3	3	24
24	2	3	3	3	2	2	3	2	20
25	4	4	4	4	4	4	4	4	32
26	2	3	1	4	3	3	1	1	18
27	4	4	4	4	4	4	4	4	32
28	4	4	4	4	4	4	4	4	32
29	4	4	4	3	4	4	4	4	31
30	3	4	4	3	3	3	3	3	26
31	4	4	4	4	4	4	4	4	32
32	3	4	4	4	4	4	4	4	31
33	3	3	3	3	3	3	3	3	24
34	3	3	4	4	3	3	3	4	27
35	3	3	3	3	3	3	3	3	24
36	4	3	4	4	4	4	4	3	30
37	4	4	4	4	4	3	3	3	29

No.	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total X3
38	4	4	3	3	4	4	3	4	29
39	3	3	4	4	4	4	3	3	28
40	4	3	4	3	4	4	3	3	28
41	3	3	3	4	4	3	3	4	27
42	4	3	3	4	4	4	4	3	29
43	3	3	4	4	3	3	3	4	27
44	4	4	3	4	3	4	4	3	29
45	4	4	3	4	3	3	4	3	28
46	3	4	4	3	3	3	4	4	28
47	4	3	4	3	4	4	3	4	29
48	3	4	3	4	3	4	4	4	29
49	4	3	3	3	4	3	4	4	28
50	4	3	4	3	4	4	3	3	28
51	3	3	3	3	4	4	4	4	28
52	3	3	4	3	4	3	3	4	27
53	3	4	3	4	3	4	3	4	28
54	4	3	4	3	4	4	4	4	30
55	3	4	4	3	3	4	3	4	28
56	3	4	4	3	4	3	4	4	29
57	3	3	3	3	3	3	3	3	24
58	4	3	4	4	3	4	3	4	29
59	3	4	3	3	3	4	4	3	27
60	4	4	3	4	4	3	4	3	29
61	2	3	3	4	4	3	3	3	25
62	4	3	4	4	4	4	4	4	31
63	4	4	3	3	4	4	4	3	29
64	3	3	3	3	3	3	3	3	24
65	2	1	2	2	1	2	1	4	15
66	4	3	4	3	4	4	4	4	30
67	4	4	3	4	4	3	3	3	28
68	2	2	3	3	3	4	3	3	23
69	2	2	2	2	1	1	1	1	12
70	4	3	3	4	4	3	3	4	28
71	4	4	4	3	3	4	4	3	29
72	4	4	3	3	3	4	4	3	28
73	3	3	3	4	4	3	4	4	28
74	4	3	3	4	2	4	3	2	25
75	3	4	4	3	4	4	4	3	29
76	4	4	4	4	4	4	4	4	32

No.	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total X3
77	4	4	4	4	4	4	4	4	32
78	4	3	4	3	4	3	4	3	28
79	3	4	3	4	3	4	3	4	28
80	3	4	3	4	3	4	3	4	28
81	3	4	3	4	3	4	3	4	28
82	3	4	3	4	3	4	3	4	28
83	2	3	3	3	2	3	3	2	21
84	4	3	4	3	4	3	4	3	28
85	4	3	3	3	3	3	3	3	25
86	3	3	3	3	3	3	3	3	24
87	2	2	2	2	2	2	2	2	16
88	4	4	4	4	3	4	3	3	29
89	4	4	3	3	4	4	4	4	30
90	3	3	3	3	3	3	3	3	24
91	2	1	1	2	2	1	2	2	13
92	4	4	4	4	4	4	4	4	32
93	3	3	3	3	3	3	3	3	24
94	3	3	3	3	3	4	4	4	27
95	3	3	3	3	3	3	3	3	24
96	3	3	3	3	3	3	3	3	24
97	3	3	3	3	3	3	3	3	24
98	3	3	3	3	3	3	3	3	24
99	3	3	3	3	3	3	3	3	24
100	3	3	3	3	3	3	3	3	24
101	4	4	4	4	4	4	4	4	32
102	3	3	3	3	3	3	3	3	24
103	3	3	3	3	3	3	3	3	24
104	3	3	3	3	3	3	3	3	24
105	3	3	3	3	3	3	3	3	24
106	3	4	3	3	4	4	3	3	27
107	4	4	4	4	4	4	4	4	32
108	3	3	3	3	3	3	3	3	24
109	4	4	4	4	4	3	3	2	28
110	3	3	4	4	3	4	4	4	29
111	1	1	2	2	2	3	3	3	17
112	4	4	4	4	4	4	4	4	32
113	3	3	3	3	3	3	3	3	24
114	3	4	4	4	4	4	4	4	31
115	3	4	3	3	3	3	3	3	25

No.	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total X3
116	3	3	4	3	3	3	3	3	25
117	3	3	4	4	4	4	3	3	28
118	3	3	3	3	3	3	3	4	25
119	4	4	4	4	4	3	3	4	30
120	3	3	3	3	3	3	3	3	24
121	4	4	3	3	4	4	4	4	30
122	3	3	3	4	4	1	4	4	26
123	3	3	3	4	3	3	3	3	25
124	3	3	3	3	3	3	3	3	24
125	3	3	3	3	3	4	4	3	26
126	3	3	3	3	3	3	3	3	24
127	3	3	3	3	3	3	3	3	24
128	3	3	4	4	3	3	3	3	26
129	4	3	3	3	4	4	4	4	29
130	3	3	3	3	4	4	4	4	28
131	1	1	4	4	4	4	4	4	26
132	3	3	3	3	3	3	3	3	24
133	3	3	3	3	3	4	4	4	27
134	3	3	3	3	3	3	3	3	24
135	4	4	4	4	4	3	3	3	29
136	3	3	3	3	3	3	3	3	24
137	1	1	1	1	1	1	1	1	8
138	4	3	4	4	3	3	3	4	28
139	4	3	4	3	4	3	4	3	28
140	3	3	3	3	3	3	3	3	24
141	3	4	3	3	3	3	3	3	25
142	3	3	3	3	3	3	3	3	24
143	4	3	4	3	4	3	3	4	28
144	3	3	3	3	3	3	3	3	24
145	3	4	3	3	3	3	3	3	25
146	3	4	3	4	3	4	3	4	28
147	4	3	4	4	3	4	3	4	29
148	3	3	3	3	3	3	3	3	24
149	4	3	4	3	4	3	3	4	28
150	3	3	3	3	3	3	3	3	24

Variabel Loyalitas Pelanggan Y

No.	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total Y
1	4	3	4	3	4	3	4	3	28
2	3	3	4	4	3	4	3	3	27
3	3	3	3	4	3	3	3	3	25
4	3	3	3	3	3	3	3	3	24
5	3	3	3	4	3	3	3	3	25
6	4	4	4	3	4	4	4	4	31
7	3	3	3	3	3	3	3	3	24
8	4	3	4	3	4	4	3	4	29
9	3	3	3	3	3	3	3	3	24
10	3	3	3	3	3	3	3	3	24
11	3	3	3	3	3	3	3	3	24
12	3	3	3	3	3	3	3	3	24
13	3	2	2	3	3	3	3	2	21
14	4	4	4	4	4	4	4	4	32
15	3	3	3	3	3	3	3	2	23
16	3	3	3	3	3	3	3	3	24
17	4	3	4	3	3	4	4	4	29
18	3	3	4	2	3	4	4	4	27
19	3	3	3	2	3	1	3	3	21
20	1	1	2	2	2	3	2	2	15
21	2	3	2	3	3	3	3	3	22
22	3	3	3	3	3	3	4	3	25
23	3	3	3	3	3	3	3	3	24
24	2	3	2	3	3	3	3	3	22
25	4	4	4	4	4	4	4	4	32
26	1	1	2	4	3	2	4	3	20
27	4	4	4	4	4	4	4	4	32
28	4	4	3	4	4	3	4	4	30
29	4	3	3	3	3	4	3	4	27
30	3	4	4	3	4	4	4	4	30
31	4	4	4	4	4	4	4	4	32
32	3	4	4	4	4	4	4	4	31
33	3	3	3	3	3	3	3	3	24
34	3	3	4	4	4	4	4	4	30
35	3	3	3	3	3	3	3	3	24
36	4	3	4	4	4	4	4	4	31
37	3	4	4	4	4	3	3	3	28

No.	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total Y
38	4	4	3	4	3	4	4	4	30
39	3	4	4	4	4	3	4	4	30
40	4	4	3	3	4	3	4	4	29
41	3	3	3	4	4	3	3	3	26
42	4	3	4	3	4	4	4	3	29
43	4	3	4	4	4	4	4	4	31
44	4	3	4	4	3	3	2	4	27
45	4	3	4	3	4	4	3	3	28
46	3	4	4	3	3	3	4	3	27
47	4	3	4	3	4	4	3	4	29
48	4	4	3	4	3	4	4	4	30
49	3	4	3	4	3	3	4	4	28
50	4	4	3	4	4	4	3	3	29
51	4	3	4	4	4	4	3	4	30
52	3	3	4	4	3	4	4	3	28
53	4	3	3	4	4	3	3	4	28
54	4	4	4	4	3	4	4	4	31
55	3	3	4	4	3	3	3	3	26
56	4	4	3	4	3	4	3	4	29
57	3	3	3	3	3	3	3	3	24
58	4	4	3	3	4	4	3	4	29
59	3	4	4	3	3	4	3	4	28
60	4	3	4	3	4	4	4	4	30
61	4	3	4	4	4	3	4	4	30
62	3	4	3	4	4	3	4	4	29
63	4	4	3	3	4	3	3	4	28
64	4	4	4	4	4	4	4	4	32
65	4	3	4	3	4	3	4	3	28
66	4	4	3	4	3	4	3	2	27
67	4	3	4	3	4	4	4	4	30
68	4	3	4	3	3	2	3	3	25
69	1	1	1	2	2	3	3	3	16
70	4	3	4	4	3	4	4	3	29
71	4	3	4	3	3	3	4	3	27
72	3	4	4	4	3	4	4	3	29
73	3	3	3	3	3	3	3	3	24
74	4	3	3	4	3	4	4	3	28
75	4	3	4	3	4	4	3	4	29
76	4	4	4	4	4	4	4	4	32

No.	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total Y
77	4	4	4	4	4	4	4	4	32
78	3	4	3	4	3	4	4	3	28
79	3	4	3	4	3	4	3	4	28
80	3	4	3	4	3	4	3	4	28
81	3	4	4	3	4	3	3	4	28
82	3	4	3	4	3	4	3	4	28
83	3	3	3	4	3	3	3	3	25
84	3	3	3	3	4	4	3	3	26
85	3	3	3	3	3	3	3	3	24
86	3	3	3	3	3	3	3	3	24
87	4	3	4	4	4	4	4	4	31
88	4	4	4	4	4	4	4	3	31
89	4	4	3	4	4	4	3	4	30
90	3	3	3	3	3	3	3	3	24
91	2	2	3	4	3	3	3	3	23
92	4	3	4	4	3	3	3	3	27
93	3	3	3	3	3	3	3	3	24
94	3	3	3	3	3	3	3	3	24
95	3	4	3	3	3	3	3	3	25
96	3	3	3	3	3	3	3	3	24
97	3	3	3	3	3	3	3	3	24
98	3	4	3	3	3	3	3	3	25
99	3	3	3	3	3	3	3	3	24
100	3	3	3	3	3	3	3	3	24
101	3	4	4	4	3	3	4	4	29
102	3	3	3	3	3	3	3	3	24
103	3	3	3	3	3	3	3	3	24
104	3	3	3	3	3	3	3	3	24
105	3	3	3	3	3	3	3	3	24
106	3	4	3	4	3	3	3	4	27
107	4	3	3	3	3	4	3	4	27
108	3	3	3	3	3	3	3	3	24
109	4	4	4	4	4	4	4	4	32
110	4	4	4	3	3	3	3	4	28
111	3	3	3	3	3	3	3	3	24
112	4	3	3	3	3	3	3	3	25
113	3	3	3	3	3	3	3	3	24
114	2	3	3	4	4	4	4	4	28
115	4	4	3	4	4	4	4	4	31

No.	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total Y
116	3	3	3	3	3	3	3	3	24
117	4	3	4	4	4	3	3	4	29
118	4	4	4	4	3	4	3	4	30
119	4	4	4	4	4	4	4	4	32
120	3	3	3	3	3	3	3	3	24
121	3	4	3	3	3	3	3	3	25
122	1	4	4	4	4	4	4	4	29
123	4	3	3	3	3	3	3	3	25
124	3	3	3	3	3	3	3	3	24
125	4	4	1	4	4	4	4	4	29
126	3	3	3	3	3	3	3	4	25
127	3	2	3	3	3	3	3	3	23
128	3	3	3	3	3	3	3	3	24
129	4	3	4	3	4	4	4	4	30
130	3	3	4	4	4	3	4	4	29
131	4	4	4	4	4	4	4	4	32
132	2	3	2	3	3	3	3	3	22
133	3	3	3	3	3	3	3	3	24
134	3	3	3	3	3	3	3	3	24
135	4	4	4	4	4	4	4	3	31
136	3	3	3	3	4	4	4	4	28
137	1	1	1	1	1	1	1	1	8
138	4	3	4	3	4	3	4	3	28
139	4	3	3	4	3	4	3	2	26
140	3	3	3	3	3	3	3	3	24
141	3	3	3	3	3	3	3	3	24
142	3	3	3	3	3	3	3	3	24
143	4	3	4	4	3	4	3	4	29
144	3	3	3	3	3	3	3	3	24
145	3	3	3	3	3	3	3	3	24
146	3	4	3	4	4	3	3	4	28
147	4	3	4	3	4	3	3	4	28
148	3	3	3	3	3	3	3	3	24
149	4	3	3	4	4	3	4	3	28
150	3	3	3	3	3	3	3	3	24

Lampiran 3 : r-tabel, t-tabel, f-tabel

1. r-tabel

DF = n-2	Tingkat Signifikasi untuk uji satu arah				
	0,5	0,025	0,01	0,005	0,0005
	Tingkat Signifikasi untuk uji dua arah				
	0,1	0,05	0,02	0,01	0,001
121	0,1490	0,1771	0,2096	0,2315	0,2931
122	0,1484	0,1764	0,2087	0,2305	0,2920
123	0,1478	0,1757	0,2079	0,2296	0,2908
124	0,1472	0,1750	0,2071	0,2287	0,2897
125	0,1466	0,1743	0,2062	0,2278	0,2886
126	0,1460	0,1736	0,2054	0,2269	0,2875
127	0,1455	0,1729	0,2046	0,2260	0,2864
128	0,1449	0,1723	0,2039	0,2252	0,2853
129	0,1443	0,1716	0,2031	0,2243	0,2843
130	0,1438	0,1710	0,2023	0,2235	0,2832
131	0,1432	0,1703	0,2015	0,2226	0,2822
132	0,1427	0,1697	0,2008	0,2218	0,2811
133	0,1422	0,1690	0,2001	0,2210	0,2801
134	0,1416	0,1684	0,1993	0,2202	0,2791
135	0,1411	0,1678	0,1986	0,2194	0,2781
136	0,1406	0,1672	0,1979	0,2186	0,2771
137	0,1401	0,1666	0,1972	0,2178	0,2761
138	0,1396	0,1660	0,1965	0,2170	0,2752
139	0,1391	0,1654	0,1958	0,2163	0,2742
140	0,1386	0,1648	0,1951	0,2155	0,2733
141	0,1381	0,1642	0,1944	0,2148	0,2723
142	0,1376	0,1637	0,1937	0,2140	0,2714
143	0,1371	0,1631	0,1930	0,2133	0,2705
144	0,1367	0,1625	0,1924	0,2126	0,2696
145	0,1362	0,1620	0,1917	0,2118	0,2687
146	0,1357	0,1614	0,1911	0,2111	0,2678
147	0,1353	0,1609	0,1904	0,2104	0,2669
148	0,1348	0,1603	0,1898	0,2097	0,2660
149	0,1344	0,1598	0,1892	0,2090	0,2652
150	0,1339	0,1593	0,1886	0,2083	0,2643
151	0,1335	0,1587	0,1879	0,2077	0,2635
152	0,1330	0,1582	0,1873	0,2070	0,2626
153	0,1326	0,1577	0,1867	0,2063	0,2618
154	0,1322	0,1572	0,1861	0,2057	0,2610
155	0,1318	0,1567	0,1855	0,2050	0,2602
156	0,1313	0,1562	0,1849	0,2044	0,2593

157	0,1309	0,1557	0,1844	0,2037	0,2585
158	0,1305	0,1552	0,1838	0,2031	0,2578

2. t-tabel

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
121	0.67652	1.28859	1.65754	1.97976	2.35756	2.61707	3.15895
122	0.67651	1.28853	1.65744	1.97960	2.35730	2.61673	3.15838
123	0.67649	1.28847	1.65734	1.97944	2.35705	2.61639	3.15781
124	0.67647	1.28842	1.65723	1.97928	2.35680	2.61606	3.15726
125	0.67646	1.28836	1.65714	1.97912	2.35655	2.61573	3.15671
126	0.67644	1.28831	1.65704	1.97897	2.35631	2.61541	3.15617
127	0.67643	1.28825	1.65694	1.97882	2.35607	2.61510	3.15565
128	0.67641	1.28820	1.65685	1.97867	2.35583	2.61478	3.15512
129	0.67640	1.28815	1.65675	1.97852	2.35560	2.61448	3.15461
130	0.67638	1.28810	1.65666	1.97838	2.35537	2.61418	3.15411
131	0.67637	1.28805	1.65657	1.97824	2.35515	2.61388	3.15361
132	0.67635	1.28800	1.65648	1.97810	2.35493	2.61359	3.15312
133	0.67634	1.28795	1.65639	1.97796	2.35471	2.61330	3.15264
134	0.67633	1.28790	1.65630	1.97783	2.35450	2.61302	3.15217
135	0.67631	1.28785	1.65622	1.97769	2.35429	2.61274	3.15170
136	0.67630	1.28781	1.65613	1.97756	2.35408	2.61246	3.15124
137	0.67628	1.28776	1.65605	1.97743	2.35387	2.61219	3.15079
138	0.67627	1.28772	1.65597	1.97730	2.35367	2.61193	3.15034
139	0.67626	1.28767	1.65589	1.97718	2.35347	2.61166	3.14990
140	0.67625	1.28763	1.65581	1.97705	2.35328	2.61140	3.14947
141	0.67623	1.28758	1.65573	1.97693	2.35309	2.61115	3.14904
142	0.67622	1.28754	1.65566	1.97681	2.35289	2.61090	3.14862
143	0.67621	1.28750	1.65558	1.97669	2.35271	2.61065	3.14820
144	0.67620	1.28746	1.65550	1.97658	2.35252	2.61040	3.14779
145	0.67619	1.28742	1.65543	1.97646	2.35234	2.61016	3.14739
146	0.67617	1.28738	1.65536	1.97635	2.35216	2.60992	3.14699
147	0.67616	1.28734	1.65529	1.97623	2.35198	2.60969	3.14660
148	0.67615	1.28730	1.65521	1.97612	2.35181	2.60946	3.14621
149	0.67614	1.28726	1.65514	1.97601	2.35163	2.60923	3.14583
150	0.67613	1.28722	1.65508	1.97591	2.35146	2.60900	3.14545
151	0.67612	1.28718	1.65501	1.97580	2.35130	2.60878	3.14508
152	0.67611	1.28715	1.65494	1.97569	2.35113	2.60856	3.14471
153	0.67610	1.28711	1.65487	1.97559	2.35097	2.60834	3.14435
154	0.67609	1.28707	1.65481	1.97549	2.35081	2.60813	3.14400
155	0.67608	1.28704	1.65474	1.97539	2.35065	2.60792	3.14364
156	0.67607	1.28700	1.65468	1.97529	2.35049	2.60771	3.14330
157	0.67606	1.28697	1.65462	1.97519	2.35033	2.60751	3.14295
158	0.67605	1.28693	1.65455	1.97509	2.35018	2.60730	3.14261
159	0.67604	1.28690	1.65449	1.97500	2.35003	2.60710	3.14228
160	0.67603	1.28687	1.65443	1.97490	2.34988	2.60691	3.14195

3. f-tabel

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
136	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74
137	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.76	1.74
138	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.76	1.74
139	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.76	1.74
140	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.76	1.74
141	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.00	1.95	1.90	1.86	1.82	1.79	1.76	1.74
142	3.91	3.06	2.67	2.44	2.28	2.16	2.07	2.00	1.95	1.90	1.86	1.82	1.79	1.76	1.74
143	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.95	1.90	1.86	1.82	1.79	1.76	1.74
144	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.95	1.90	1.86	1.82	1.79	1.76	1.74
145	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.94	1.90	1.86	1.82	1.79	1.76	1.74
146	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.94	1.90	1.85	1.82	1.79	1.76	1.74
147	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.94	1.90	1.85	1.82	1.79	1.76	1.73
148	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.94	1.90	1.85	1.82	1.79	1.76	1.73
149	3.90	3.06	2.67	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.79	1.76	1.73
150	3.90	3.06	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.79	1.76	1.73
151	3.90	3.06	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.79	1.76	1.73
152	3.90	3.06	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.79	1.76	1.73
153	3.90	3.06	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.78	1.76	1.73
154	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.78	1.76	1.73
155	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.78	1.76	1.73
156	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.76	1.73
157	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.76	1.73
158	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.75	1.73
159	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.75	1.73
160	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.75	1.73
161	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.75	1.73
162	3.90	3.05	2.66	2.43	2.27	2.15	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.75	1.73
163	3.90	3.05	2.66	2.43	2.27	2.15	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.75	1.73
164	3.90	3.05	2.66	2.43	2.27	2.15	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.75	1.73
165	3.90	3.05	2.66	2.43	2.27	2.15	2.07	1.99	1.94	1.89	1.85	1.81	1.78	1.75	1.73
166	3.90	3.05	2.66	2.43	2.27	2.15	2.07	1.99	1.94	1.89	1.85	1.81	1.78	1.75	1.73
167	3.90	3.05	2.66	2.43	2.27	2.15	2.06	1.99	1.94	1.89	1.85	1.81	1.78	1.75	1.73
168	3.90	3.05	2.66	2.43	2.27	2.15	2.06	1.99	1.94	1.89	1.85	1.81	1.78	1.75	1.73
169	3.90	3.05	2.66	2.43	2.27	2.15	2.06	1.99	1.94	1.89	1.85	1.81	1.78	1.75	1.73
170	3.90	3.05	2.66	2.42	2.27	2.15	2.06	1.99	1.94	1.89	1.85	1.81	1.78	1.75	1.73
171	3.90	3.05	2.66	2.42	2.27	2.15	2.06	1.99	1.93	1.89	1.85	1.81	1.78	1.75	1.73
172	3.90	3.05	2.66	2.42	2.27	2.15	2.06	1.99	1.93	1.89	1.84	1.81	1.78	1.75	1.72

173	3.90	3.05	2.66	2.42	2.27	2.15	2.06	1.99	1.93	1.89	1.84	1.81	1.78	1.75	1.72
174	3.90	3.05	2.66	2.42	2.27	2.15	2.06	1.99	1.93	1.89	1.84	1.81	1.78	1.75	1.72
175	3.90	3.05	2.66	2.42	2.27	2.15	2.06	1.99	1.93	1.89	1.84	1.81	1.78	1.75	1.72
176	3.89	3.05	2.66	2.42	2.27	2.15	2.06	1.99	1.93	1.88	1.84	1.81	1.78	1.75	1.72

Lampiran 4 : Hasil Analisis Deskriptif

1. Kualitas Produk

Descriptive Statistics

	N	Mean	Std. Deviation
X1.1	150	3.26	.561
X1.2	150	3.39	.601
X1.3	150	3.27	.665
X1.4	150	3.30	.621
X1.5	150	3.26	.629
X1.6	150	3.32	.617
X1.7	150	3.23	.687
X1.8	150	3.21	.708
TX1	150	26.24	3.411
Valid N (listwise)	150		

2. Harga

Descriptive Statistics

	N	Mean	Std. Deviation
X2.1	150	3.29	.606
X2.2	150	3.37	.561
X2.3	150	3.37	.561
X2.4	150	3.35	.543
X2.5	150	3.33	.587
X2.6	150	3.33	.575
TX2	150	20.03	2.521
Valid N (listwise)	150		

3. Promosi

Descriptive Statistics

	N	Mean	Std. Deviation
X3.1	150	3.23	.677
X3.2	150	3.23	.667
X3.3	150	3.27	.644
X3.4	150	3.31	.581
X3.5	150	3.24	.682
X3.6	150	3.27	.692
X3.7	150	3.23	.647
X3.8	150	3.25	.697
TX3	150	26.03	4.048
Valid N (listwise)	150		

4. Loyalitas Pelanggan

Descriptive Statistics

	N	Mean	Std. Deviation
Y1	150	3.31	.695
Y2	150	3.25	.626
Y3	150	3.30	.642
Y4	150	3.38	.575
Y5	150	3.34	.541
Y6	150	3.35	.581
Y7	150	3.33	.539
Y8	150	3.37	.586
TY	150	26.64	3.545
Valid N (listwise)	150		

Lampiran 5 : Uji Validitas

1. Uji Validitas Kualitas Produk

		Correlations								Kualitas Produk
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	
X1.1	Pearson Correlation	1	.312**	.600**	.237**	.359**	.321**	.386**	.270**	.637**
	Sig. (2-tailed)		.000	.000	.004	.000	.000	.000	.001	.000
	N	150	150	150	150	150	150	150	150	150
X1.2	Pearson Correlation	.312**	1	.317**	.419**	.456**	.274**	.238**	.360**	.622**
	Sig. (2-tailed)	.000		.000	.000	.000	.001	.003	.000	.000
	N	150	150	150	150	150	150	150	150	150
X1.3	Pearson Correlation	.600**	.317**	1	.353**	.311**	.244**	.481**	.336**	.682**
	Sig. (2-tailed)	.000	.000		.000	.000	.003	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
X1.4	Pearson Correlation	.237**	.419**	.353**	1	.452**	.291**	.359**	.392**	.653**
	Sig. (2-tailed)	.004	.000	.000		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
X1.5	Pearson Correlation	.359**	.456**	.311**	.452**	1	.286**	.407**	.482**	.700**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
X1.6	Pearson Correlation	.321**	.274**	.244**	.291**	.286**	1	.398**	.509**	.621**
	Sig. (2-tailed)	.000	.001	.003	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
X1.7	Pearson Correlation	.386**	.238**	.481**	.359**	.407**	.398**	1	.455**	.707**
	Sig. (2-tailed)	.000	.003	.000	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150	150	150	150
X1.8	Pearson Correlation	.270**	.360**	.336**	.392**	.482**	.509**	.455**	1	.725**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150	150	150	150

Kualitas Produk	Pearson Correlation	.637**	.622**	.682**	.653**	.700**	.621**	.707**	.725**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150

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

2. Uji Validitas Harga (X2)

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Harga
X2.1	Pearson Correlation	1	.400**	.558**	.308**	.409**	.494**	.728**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150
X2.2	Pearson Correlation	.400**	1	.381**	.461**	.421**	.638**	.746**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150
X2.3	Pearson Correlation	.558**	.381**	1	.373**	.585**	.347**	.737**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	150
X2.4	Pearson Correlation	.308**	.461**	.373**	1	.351**	.551**	.683**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150	150
X2.5	Pearson Correlation	.409**	.421**	.585**	.351**	1	.424**	.727**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150	150
X2.6	Pearson Correlation	.494**	.638**	.347**	.551**	.424**	1	.783**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150	150
harga	Pearson Correlation	.728**	.746**	.737**	.683**	.727**	.783**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150

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

3. Uji Validitas Promosi (X3)

		Correlations								
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Promosi
X3.1	Pearson Correlation	1	.614**	.611**	.484**	.593**	.472**	.541**	.432**	.776**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
X3.2	Pearson Correlation	.614**	1	.495**	.543**	.470**	.523**	.487**	.395**	.738**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
X3.3	Pearson Correlation	.611**	.495**	1	.523**	.583**	.498**	.559**	.562**	.788**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
X3.4	Pearson Correlation	.484**	.543**	.523**	1	.486**	.492**	.417**	.449**	.707**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
X3.5	Pearson Correlation	.593**	.470**	.583**	.486**	1	.560**	.682**	.521**	.802**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
X3.6	Pearson Correlation	.472**	.523**	.498**	.492**	.560**	1	.599**	.555**	.771**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
X3.7	Pearson Correlation	.541**	.487**	.559**	.417**	.682**	.599**	1	.587**	.798**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150	150	150	150
X3.8	Pearson Correlation	.432**	.395**	.562**	.449**	.521**	.555**	.587**	1	.740**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150	150	150	150
promosi	Pearson Correlation	.776**	.738**	.788**	.707**	.802**	.771**	.798**	.740**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150

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

4. Uji Validitas Loyalitas Pelanggan (Y)

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Loyalitas Pelanggan
Y1	Pearson Correlation	1	.484**	.574**	.361**	.542**	.478**	.370**	.443**	.735**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
Y2	Pearson Correlation	.484**	1	.427**	.514**	.477**	.472**	.424**	.546**	.737**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
Y3	Pearson Correlation	.574**	.427**	1	.379**	.554**	.451**	.484**	.485**	.743**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
Y4	Pearson Correlation	.361**	.514**	.379**	1	.466**	.499**	.476**	.453**	.693**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
Y5	Pearson Correlation	.542**	.477**	.554**	.466**	1	.491**	.598**	.613**	.792**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
Y6	Pearson Correlation	.478**	.472**	.451**	.499**	.491**	1	.500**	.537**	.743**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150	150	150	150
Y7	Pearson Correlation	.370**	.424**	.484**	.476**	.598**	.500**	1	.496**	.720**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150	150	150	150
Y8	Pearson Correlation	.443**	.546**	.485**	.453**	.613**	.537**	.496**	1	.767**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150	150	150	150

Loyalitas Pelanggan	Pearson	.735**	.737**	.743**	.693**	.792**	.743**	.720**	.767**	1
	Correlation									
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150

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

Lampiran 6 : Uji Reabilitas

1.Uji Reabilitas Kualitas Produk

Reliability Statistics

Cronbach's Alpha	N of Items
.824	8

2. Uji Reabilitas Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.829	6

3.Uji Reabilitas Promosi

Reliability Statistics

Cronbach's Alpha	N of Items
.899	8

4.Uji Reabilitas Loyalitas Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.881	8

Lampiran 7 : Uji Asumsi Klasik

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.00160394
Most Extreme Differences	Absolute	.104
	Positive	.104
	Negative	-.078
Test Statistic		.104
Asymp. Sig. (2-tailed)		.000 ^c
Monte Carlo Sig. (2-tailed) Sig.		.071 ^d
	99% Confidence Interval Lower Bound	.064
	Upper Bound	.078

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

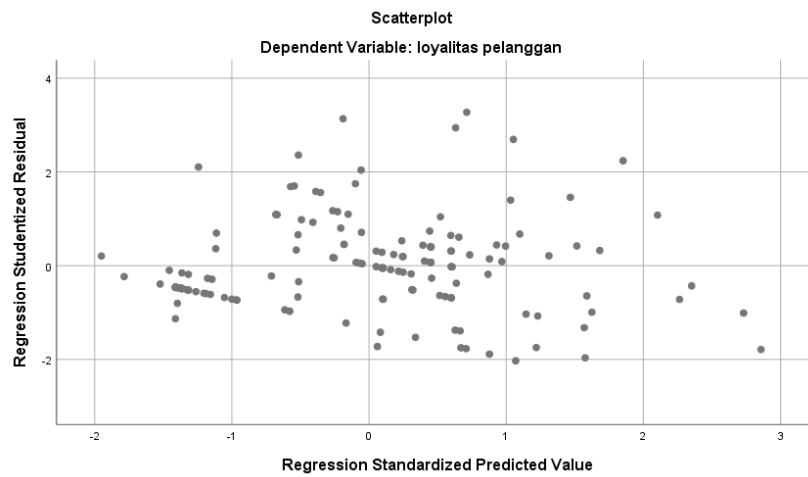
d. Based on 10000 sampled tables with starting seed 926214481.

2. Uji Multikolinearitas

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	9.986	2.926		3.413	.001		
Kualitas produk	.274	.080	.260	3.424	.001	.868	1.153
harga	-.009	.038	-.017	-.225	.823	.918	1.089
promosi	.381	.071	.392	5.346	.000	.929	1.077

a. Dependent Variable: loyalitas pelanggan

3. Uji Heteroskedastisitas



Lampiran 8 : Uji Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.233	1.371		1.629	.105
Kualitas produk	.134	.073	.129	1.835	.069
harga	.768	.099	.546	7.722	.000
promosi	.212	.059	.242	3.565	.000

a. Dependent Variable: loyalitas pelanggan

Lampiran 9 : Uji Hipotesis

1. Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.233	1.371		1.629	.105
Kualitas produk	.134	.073	.129	1.835	.069
harga	.768	.099	.546	7.722	.000
promosi	.212	.059	.242	3.565	.000

a. Dependent Variable: loyalitas pelanggan

2. Uji F

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1308.354	3	436.118	112.854	.000 ^b
Residual	564.206	146	3.864		
Total	1872.560	149			

a. Dependent Variable: loyalitas pelanggan

b. Predictors: (Constant), promosi, Kualitas produk, harga

3. Uji Determinasi (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836 ^a	.699	.693	1.966

a. Predictors: (Constant), promosi, Kualitas produk, harga

b. Dependent Variable: loyalitas pelanggan