

LAMPIRAN

LEMBAR KUESIONER PENELITIAN

PETUNJUK PENGISIAN

Isilah pernyataan dibawah ini dengan sebenar-benarnya.

1. Nama (Inisial) :
2. Usia : ☐ 17-23 Tahun ☐ 24-33 Tahun
☐ 34-45 Tahun ☐ 45-54 Tahun
☐ >55 Tahun
3. Jenis Kelamin : ☐ Laki-laki ☐ Perempuan
4. Pekerjaan : ☐ Belum Bekerja
☐ Karyawan
☐ Profesional
☐ Ibu Rumah Tangga
☐ Lainnya

5.Frekuensi Kunjungan :

1-2 Kali

2-3 Kali

>3 Kali

6.Rata-rata Pengeluaran Per kunjungan:

< Rp.25.000

Rp.25.000 – 50.000

Rp.51.000 – 75.000

Rp.76.000 – 100.000

> Rp. 100.000

Berilah 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
Brand Awareness (X1)					
<i>Recognition</i>					
1	Saya mengenali produk Minbar dari logo				
2	Saya mengenali café Minbar memiliki interior yang baik				
<i>Recall</i>					
1	Ketika diminta menyebutkan café bernuansa rumah, saya langsung menyebutkan Minbar				
2	Café Minbar memiliki ciri khas tersendiri dibandingkan para pesaingnya.				
<i>Purchase</i>					
1	Saya mengunjungi café Minbar karena promosi				
2	Saya selalu puas ketika membeli produk makanan di café Minbar dibanding café lain				
3	Café Minbar menjadi pilihan saya ketika ingin mengkonsumsi roti bakar				
<i>Consumption</i>					
1	Variasi makanan di café Minbar memenuhi selera saya				
2	Variasi minuman di café Minbar memenuhi selera saya				
Pengalaman pelanggan (X2)					

<i>Feel</i>				
1	Saya merasa puas setiap kali menikmati menu di cafe Minbar			
2	Pelayanan di café Minbar sangat memuaskan			
<i>Think</i>				
1	Saya merasa kualitas makanan di kafe Minbar sangat baik.			
2	Menu minuman di cafe Minbar memiliki keunikan yang membedakannya dengan cafe lain.			
3	Saya merasa harga makanan di cafe Minbar sepadan dengan rasanya.			
<i>Act</i>				
1	Saya sering melakukan pembelian di kafe Minbar.			
2	Saya merekomendasikan cafe Minbar kepada teman dan keluarga.			
3	Saya sering membagikan Pengalaman di media sosial ketika menikmati minuman di kafe Minbar.			
<i>Relate</i>				
1	Saya merasa nyaman datang ke cafe Minbar karena pelayanannya yang ramah.			
Loyalitas Pelanggan (Y)				
<i>Repurchase</i>				
1	Saya melakukan pembelian lebih dari tiga kali			
2	Cafe Minbar menjadi pilihan saya setiap kali ingin mengonsumsi produk makanan yang saya sukai.			
<i>Buying Between Product Lines</i>				
1	Selain roti bakar mozzarella,saya juga sering membeli menu lain di cafe Minbar.			
2	Saya selalu tertarik mencoba menu baru yang ditawarkan di café Minbar.			
<i>Refers to Others</i>				
1	Saya Merekomendasikan produk café Minbar kepada orang lain			
2	Saya selalu membagikan di media sosial ketika mengunjungi café Minbar			

<i>Immunity Against Competitor</i>				
1	Saya selalu memilih café Minbar sebagai tempat untuk diskusi			
2	Café Minbar menjadi pilihan saya ketika ingin bersantai karena suasananya yang nyaman.			

Tabulasi Data Kuesioner X1

BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	TOTAL X1
3	4	4	4	3	3	4	4	4	33
4	4	4	4	4	3	4	4	3	34
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4	4	3	3	3	2	3	3	2	27
4	3	4	4	2	3	4	3	3	30
4	3	4	4	2	3	3	4	3	30
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2	3	3	3	3	2	2	2	2	22
3	3	2	3	3	1	2	3	3	23
4	2	2	4	3	2	4	4	3	28
2	3	3	3	3	2	4	2	2	24
4	4	4	4	4	4	4	4	4	36
3	2	3	4	3	2	3	2	2	24
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Tabulasi Data Kuesioner X2

CS1	CS2	CS3	CS4	CS5	CS6	CS7	CS8	CS9	TOTAL X2
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2	4	3	2	3	2	2	3	4	25
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4	4	3	3	3	2	4	4	4	31
4	4	4	4	4	3	2	3	4	32

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Tabulasi Data Kuesioner Y

LK1	LK2	LK3	LK4	LK5	LK6	LK7	LK8	TOTAL Y
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Tabel r Tabel

Tabel r untuk df = 51 - 100

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430

88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

Tabel t Tabel

df	One Tailed Test						
	0,25	0,10	0,05	0,025	0,01	0,005	0,001
	Two- Tailed Test						
	0,50	0,20	0,10	0,05	0,02	0,01	0,002
8	0,6775	1,2920	1,6638	1,98968	2,3732	2,63789	3,1939
1	31	91	84	6	70	7	22
8	0,6774	1,2919	1,6636	1,98931	2,3726	2,63712	3,1926
2	93	61	49	9	87	3	19
8	0,6774	1,2918	1,6634	1,98896	2,3721	2,63636	3,1913
3	57	35	20	0	19	9	49
8	0,6774	1,2917	1,6631	1,98861	2,3715	2,63563	3,1901
4	22	11	97	0	64	2	11
8	0,6773	1,2915	1,6629	1,98826	2,3710	2,63491	3,1889
5	87	91	78	8	22	4	02
8	0,6773	1,2914	1,6627	1,98793	2,3704	2,63421	3,1877
6	53	73	65	4	93	2	22
8	0,6773	1,2913	1,6625	1,98760	2,3699	2,63352	3,1865
7	20	58	57	8	77	7	69
8	0,6772	1,2912	1,6623	1,98729	2,3694	2,63285	3,1854
8	88	46	54	0	72	8	44
8	0,6772	1,2911	1,6621	1,98697	2,3689	2,6322	3,1843
9	56	36	55	9	79	04	45
9	0,6772	1,2910	1,6619	1,98667	2,3684	2,63156	3,1832
0	25	29	61	5	97	5	71
9	0,6771	1,2909	1,6617	1,98637	2,3680	2,63094	3,1822

1	95	24	71	7	26	0	21
9 2	0,6771 66	1,2908 21	1,6615 85	1,98608 6	2,3675 66	2,63033 0	3,1811 94
9 3	0,6771 37	1,2907 21	1,6614 04	1,98580 2	2,3671 15	2,62973 2	3,1801 91
9 4	0,6771 09	1,2906 23	1,6612 26	1,98552 3	2,3666 74	2,62914 8	3,1792 09
9 5	0,6770 81	1,2905 27	1,6610 52	1,98525 1	2,3662 43	2,62857 6	3,1782 48
9 6	0,6770 54	1,2904 32	1,6608 81	1,98498 4	2,3658 21	2,62801 6	3,1773 08
9 7	0,6770 27	1,2903 40	1,6607 15	1,98472 3	2,3654 07	2,62746 8	3,1763 87
9 8	0,6770 01	1,2902 50	1,6605 51	1,98446 7	2,3650 02	2,62693 1	3,1754 86
9 9	0,6769 76	1,2901 61	1,6603 91	1,98421 7	2,3646 06	2,62640 5	3,1746 04
1 0 0	0,6769 51	1,2900 75	1,6602 34	1,98397 2	2,3642 17	2,62589 1	3,1737 39
1 0 1	0,6769 27	1,2899 90	1,6600 81	1,98373 1	2,3638 37	2,62538 6	3,1728 93
1 0 2	0,6769 03	1,2899 07	1,6599 30	1,98349 5	2,3634 64	2,62489 1	3,1720 63
1 0 3	0,6768 79	1,2898 25	1,6597 82	1,98326 4	2,3630 98	2,62440 7	3,1712 50
1 0 4	0,6768 56	1,2897 45	1,6596 37	1,98303 8	2,3627 39	2,62393 2	3,1704 52
1 0 5	0,6768 33	1,2896 66	1,6594 95	1,98281 5	2,3623 88	2,62346 5	3,1696 70
1 0 6	0,6768 11	1,2895 89	1,6593 56	1,98259 7	2,3620 43	2,62300 8	3,1689 04
1 0 7	0,6767 90	1,2895 14	1,6592 19	1,98238 3	2,3617 04	2,62256 0	3,1681 52
1 0 8	0,6767 68	1,2894 39	1,6590 85	1,98217 3	2,3613 72	2,6221 20	3,1674 14

1 0 9	0,6767 47	1,2893 67	1,6589 53	1,98196 7	2,3610 46	2,62168 8	3,1666 90
1 1 0	0,6767 27	1,2892 95	1,6588 24	1,98176 5	2,3607 26	2,62126 5	3,1659 79
1 1 1	0,6767 06	1,2892 25	1,6586 97	1,98156 7	2,3604 12	2,62084 9	3,1652 82
1 1 2	0,6766 87	1,2891 56	1,6585 73	1,9813 72	2,3601 04	2,62044 0	3,1645 97
1 1 3	0,6766 67	1,2890 88	1,6584 50	1,98118 0	2,3598 01	2,62003 9	3,1639 25
1 1 4	0,6766 48	1,2890 22	1,6583 30	1,98099 2	2,3595 04	2,61964 5	3,1632 65
1 1 5	0,6766 29	1,2889 57	1,6582 12	1,98080 8	2,3592 12	2,61925 8	3,1626 16
1 1 6	0,6766 11	1,2888 92	1,6580 96	1,98062 6	2,3589 24	2,61887 8	3,1619 79
1 1 7	0,6765 92	1,2888 29	1,6579 82	1,98044 8	2,3586 42	2,61850 4	3,1613 53
1 1 8	0,6765 75	1,2887 67	1,6578 70	1,98027 2	2,3583 65	2,61813 7	3,1607 38
1 1 9	0,6765 57	1,2887 06	1,6577 59	1,98010 0	2,3580 93	2,61777 6	3,1601 33
1 2 0	0,6765 40	1,2886 46	1,6576 51	1,97993 0	2,3578 25	2,61742 1	3,1595 39

Tabel F

**Titik Persentase Distribusi F untuk
Probabilita = 0,05**

df untuk penye- but (N2)	df untuk pembilan g (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.9 5	3.1 0	2.7 0	2. 47	2.3 1	2.2 0	2.1 1	2.0 4	1.9 8	1.9 4	1.9 0	1.8 6	1.8 3	1. 80	1.7 8
92	3.9 4	3.1 0	2.7 0	2. 47	2.3 1	2.2 0	2.1 1	2.0 4	1.9 8	1.9 4	1.8 9	1.8 6	1.8 3	1. 80	1.7 8
93	3.9 4	3.0 9	2.7 0	2. 47	2.3 1	2.2 0	2.1 1	2.0 4	1.9 8	1.9 3	1.8 9	1.8 6	1.8 3	1. 80	1.7 8
94	3.9 4	3.0 9	2.7 0	2. 47	2.3 1	2.2 0	2.1 1	2.0 4	1.9 8	1.9 3	1.8 9	1.8 6	1.8 3	1. 80	1.7 7
95	3.9 4	3.0 9	2.7 0	2. 47	2.3 1	2.2 0	2.1 1	2.0 4	1.9 8	1.9 3	1.8 9	1.8 6	1.8 2	1. 80	1.7 7
96	3.9 4	3.0 9	2.7 0	2. 47	2.3 1	2.1 9	2.1 1	2.0 4	1.9 8	1.9 3	1.8 9	1.8 5	1.8 2	1. 80	1.7 7
97	3.9 4	3.0 9	2.7 0	2. 47	2.3 1	2.1 9	2.1 1	2.0 4	1.9 8	1.9 3	1.8 9	1.8 5	1.8 2	1. 80	1.7 7
98	3.9 4	3.0 9	2.7 0	2. 46	2.3 1	2.1 9	2.1 0	2.0 3	1.9 8	1.9 3	1.8 9	1.8 5	1.8 2	1. 79	1.7 7
99	3.9 4	3.0 9	2.7 0	2. 46	2.3 1	2.1 9	2.1 0	2.0 3	1.9 8	1.9 3	1.8 9	1.8 5	1.8 2	1. 79	1.7 7
100	3.9 4	3.0 9	2.7 0	2. 46	2.3 1	2.1 9	2.1 0	2.0 3	1.9 7	1.9 3	1.8 9	1.8 5	1.8 2	1. 79	1.7 7
101	3.9 4	3.0 9	2.6 9	2. 46	2.3 0	2.1 9	2.1 0	2.0 3	1.9 7	1.9 3	1.8 8	1.8 5	1.8 2	1. 79	1.7 7
102	3.9 3	3.0 9	2.6 9	2. 46	2.3 0	2.1 9	2.1 0	2.0 3	1.9 7	1.9 2	1.8 8	1.8 5	1.8 2	1. 79	1.7 7
103	3.9 3	3.0 8	2.6 9	2. 46	2.3 0	2.1 9	2.1 0	2.0 3	1.9 7	1.9 2	1.8 8	1.8 5	1.8 2	1. 79	1.7 6
104	3.9 3	3.0 8	2.6 9	2. 46	2.3 0	2.1 9	2.1 0	2.0 3	1.9 7	1.9 2	1.8 8	1.8 5	1.8 2	1. 79	1.7 6
105	3.9 3	3.0 8	2.6 9	2. 46	2.3 0	2.1 9	2.1 0	2.0 3	1.9 7	1.9 2	1.8 8	1.8 5	1.8 1	1. 79	1.7 6
106	3.9 3	3.0 8	2.6 9	2. 46	2.3 0	2.1 9	2.1 0	2.0 3	1.9 7	1.9 2	1.8 8	1.8 4	1.8 1	1. 79	1.7 6
107	3.9 3	3.0 8	2.6 9	2. 46	2.3 0	2.1 8	2.1 0	2.0 3	1.9 7	1.9 2	1.8 8	1.8 4	1.8 1	1. 79	1.7 6
108	3.9 3	3.0 8	2.6 9	2. 46	2.3 0	2.1 8	2.1 0	2.0 3	1.9 7	1.9 2	1.8 8	1.8 4	1.8 1	1. 78	1.7 6
109	3.9 3	3.0 8	2.6 9	2. 45	2.3 0	2.1 8	2.0 9	2.0 2	1.9 7	1.9 2	1.8 8	1.8 4	1.8 1	1. 78	1.7 6

110	3.9 3	3.0 8	2.6 9	2. 45	2.3 0	2.1 8	2.0 9	2.0 2	1.9 7	1.9 2	1.8 8	1.8 4	1.8 1	1. 78	1.7 6
111	3.9 3	3.0 8	2.6 9	2. 45	2.3 0	2.1 8	2.0 9	2.0 2	1.9 7	1.9 2	1.8 8	1.8 4	1.8 1	1. 78	1.7 6
112	3.9 3	3.0 8	2.6 9	2. 45	2.3 0	2.1 8	2.0 9	2.0 2	1.9 6	1.9 2	1.8 8	1.8 4	1.8 1	1. 78	1.7 6
113	3.9 3	3.0 8	2.6 8	2. 45	2.2 9	2.1 8	2.0 9	2.0 2	1.9 6	1.9 2	1.8 7	1.8 4	1.8 1	1. 78	1.7 6
114	3.9 2	3.0 8	2.6 8	2. 45	2.2 9	2.1 8	2.0 9	2.0 2	1.9 6	1.9 1	1.8 7	1.8 4	1.8 1	1. 78	1.7 5
115	3.9 2	3.0 8	2.6 8	2. 45	2.2 9	2.1 8	2.0 9	2.0 2	1.9 6	1.9 1	1.8 7	1.8 4	1.8 1	1. 78	1.7 5
116	3.9 2	3.0 7	2.6 8	2. 45	2.2 9	2.1 8	2.0 9	2.0 2	1.9 6	1.9 1	1.8 7	1.8 4	1.8 1	1. 78	1.7 5
117	3.9 2	3.0 7	2.6 8	2. 45	2.2 9	2.1 8	2.0 9	2.0 2	1.9 6	1.9 1	1.8 7	1.8 4	1.8 0	1. 78	1.7 5
118	3.9 2	3.0 7	2.6 8	2. 45	2.2 9	2.1 8	2.0 9	2.0 2	1.9 6	1.9 1	1.8 7	1.8 4	1.8 0	1. 78	1.7 5
119	3.9 2	3.0 7	2.6 8	2. 45	2.2 9	2.1 8	2.0 9	2.0 2	1.9 6	1.9 1	1.8 7	1.8 3	1.8 0	1. 78	1.7 5
120	3.9 2	3.0 7	2.6 8	2. 45	2.2 9	2.1 8	2.0 9	2.0 2	1.9 6	1.9 1	1.8 7	1.8 3	1.8 0	1. 78	1.7 5
121	3.9 2	3.0 7	2.6 8	2. 45	2.2 9	2.1 7	2.0 9	2.0 2	1.9 6	1.9 1	1.8 7	1.8 3	1.8 0	1. 77	1.7 5
122	3.9 2	3.0 7	2.6 8	2. 45	2.2 9	2.1 7	2.0 9	2.0 2	1.9 6	1.9 1	1.8 7	1.8 3	1.8 0	1. 77	1.7 5
123	3.9 2	3.0 7	2.6 8	2. 45	2.2 9	2.1 7	2.0 8	2.0 1	1.9 6	1.9 1	1.8 7	1.8 3	1.8 0	1. 77	1.7 5
124	3.9 2	3.0 7	2.6 8	2. 44	2.2 9	2.1 7	2.0 8	2.0 1	1.9 6	1.9 1	1.8 7	1.8 3	1.8 0	1. 77	1.7 5
125	3.9 2	3.0 7	2.6 8	2. 44	2.2 9	2.1 7	2.0 8	2.0 1	1.9 6	1.9 1	1.8 7	1.8 3	1.8 0	1. 77	1.7 5
126	3.9 2	3.0 7	2.6 8	2. 44	2.2 9	2.1 7	2.0 8	2.0 1	1.9 5	1.9 1	1.8 7	1.8 3	1.8 0	1. 77	1.7 5
127	3.9 2	3.0 7	2.6 8	2. 44	2.2 9	2.1 7	2.0 8	2.0 1	1.9 5	1.9 1	1.8 6	1.8 3	1.8 0	1. 77	1.7 5
128	3.9 2	3.0 7	2.6 8	2. 44	2.2 9	2.1 7	2.0 8	2.0 1	1.9 5	1.9 1	1.8 6	1.8 3	1.8 0	1. 77	1.7 5
129	3.9 1	3.0 7	2.6 7	2. 44	2.2 8	2.1 7	2.0 8	2.0 1	1.9 5	1.9 0	1.8 6	1.8 3	1.8 0	1. 77	1.7 4
130	3.9 1	3.0 7	2.6 7	2. 44	2.2 8	2.1 7	2.0 8	2.0 1	1.9 5	1.9 0	1.8 6	1.8 3	1.8 0	1. 77	1.7 4

Hasil Uji Validitas

**Hasil Uji Validitas
Brand Awareness (X1)**

Correlations											
		BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	TOTAL X1
BA1	Pearson Correlation	1	.271**	.348**	.266**	.048	.009	.215*	.351**	.331**	.533**
	Sig. (2-tailed)		.006	.000	.007	.635	.932	.032	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100	100
BA2	Pearson Correlation	.271**	1	.358**	.422**	.104	.221*	.237*	.228*	.283**	.560**
	Sig. (2-tailed)	.006		.000	.000	.305	.027	.018	.022	.004	.000
	N	100	100	100	100	100	100	100	100	100	100
BA3	Pearson Correlation	.348**	.358**	1	.370**	.221*	.154	.539**	.338**	.386**	.686**
	Sig. (2-tailed)	.000	.000		.000	.027	.127	.000	.001	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
BA4	Pearson Correlation	.266**	.422**	.370**	1	.081	.169	.296**	.158	.079	.486**
	Sig. (2-tailed)	.007	.000	.000		.421	.093	.003	.116	.432	.000
	N	100	100	100	100	100	100	100	100	100	100
BA5	Pearson Correlation	.048	.104	.221*	.081	1	.161	.261**	.165	.221*	.454**
	Sig. (2-tailed)	.635	.305	.027	.421		.111	.009	.101	.027	.000
	N	100	100	100	100	100	100	100	100	100	100
BA6	Pearson Correlation	.009	.221*	.154	.169	.161	1	.231*	.405**	.306**	.526**
	Sig. (2-tailed)	.932	.027	.127	.093	.111		.021	.000	.002	.000
	N	100	100	100	100	100	100	100	100	100	100
BA7	Pearson Correlation	.215*	.237*	.539**	.296**	.261**	.231*	1	.485**	.373**	.673**
	Sig. (2-tailed)	.032	.018	.000	.003	.009	.021		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
BA8	Pearson Correlation	.351**	.228*	.338**	.158	.165	.405**	.485**	1	.554**	.700**

	Sig. (2-tailed)	.000	.022	.001	.116	.101	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100
BA9	Pearson Correlation	.331**	.283**	.386**	.079	.221*	.306**	.373**	.554**	1	.686**
	Sig. (2-tailed)	.001	.004	.000	.432	.027	.002	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100
TOTAL X1	Pearson Correlation	.533**	.560**	.686**	.486**	.454**	.526**	.673**	.700**	.686**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).											
*. Correlation is significant at the 0.05 level (2-tailed).											

Hasil Uji Validitas
Pengalaman pelanggan (X2)

Correlations											
		CS1	CS2	CS3	CS4	CS5	CS6	CS7	CS8	CS9	TOTAL X2
CS1	Pearson Correlation	1	.363**	.510**	.377**	.463**	.091	.619**	.274**	.299**	.690**
	Sig. (2-tailed)		.000	.000	.000	.000	.365	.000	.006	.003	.000
	N	100	100	100	100	100	100	100	100	100	100
CS2	Pearson Correlation	.363**	1	.490**	.572**	.304**	.129	.254*	.255*	.465**	.659**
	Sig. (2-tailed)	.000		.000	.000	.002	.200	.011	.010	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
CS3	Pearson Correlation	.510**	.490**	1	.420**	.463**	.186	.410**	.102	.440**	.681**
	Sig. (2-tailed)	.000	.000		.000	.000	.063	.000	.311	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
CS4	Pearson Correlation	.377**	.572**	.420**	1	.284**	.312**	.152	.241*	.346**	.663**
	Sig. (2-tailed)	.000	.000	.000		.004	.002	.131	.016	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
CS5	Pearson Correlation	.463**	.304**	.463**	.284**	1	.424**	.433**	.107	.499**	.691**

	Sig. (2-tailed)	.000	.002	.000	.004		.000	.000	.289	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
CS6	Pearson Correlation	.091	.129	.186	.312**	.424**	1	.185	.166	.257**	.516**
	Sig. (2-tailed)	.365	.200	.063	.002	.000		.065	.099	.010	.000
	N	100	100	100	100	100	100	100	100	100	100
CS7	Pearson Correlation	.619**	.254*	.410**	.152	.433**	.185	1	.215*	.274**	.614**
	Sig. (2-tailed)	.000	.011	.000	.131	.000	.065		.032	.006	.000
	N	100	100	100	100	100	100	100	100	100	100
CS8	Pearson Correlation	.274**	.255*	.102	.241*	.107	.166	.215*	1	.204*	.494**
	Sig. (2-tailed)	.006	.010	.311	.016	.289	.099	.032		.042	.000
	N	100	100	100	100	100	100	100	100	100	100
CS9	Pearson Correlation	.299**	.465**	.440**	.346**	.499**	.257**	.274**	.204*	1	.652**
	Sig. (2-tailed)	.003	.000	.000	.000	.000	.010	.006	.042		.000
	N	100	100	100	100	100	100	100	100	100	100
TOTAL X2	Pearson Correlation	.690**	.659**	.681**	.663**	.691**	.516**	.614**	.494**	.652**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).											
*. Correlation is significant at the 0.05 level (2-tailed).											

**Hasil Uji Validitas
Loyalitas Pelanggan (Y)**

Correlations										
		LK1	LK2	LK3	LK4	LK5	LK6	LK7	LK8	TOTAL Y
LK1	Pearson Correlation	1	.309**	.374**	.197*	.078	.006	.393**	.196	.542**

	Sig. (2-tailed)		.002	.000	.050	.443	.950	.000	.051	.000
	N	100	100	100	100	100	100	100	100	100
LK2	Pearson Correlation	.309**	1	.456**	.373**	.315**	.298**	.240*	.357**	.673**
	Sig. (2-tailed)	.002		.000	.000	.001	.003	.016	.000	.000
	N	100	100	100	100	100	100	100	100	100
LK3	Pearson Correlation	.374**	.456**	1	.339**	.409**	.436**	.279**	.178	.705**
	Sig. (2-tailed)	.000	.000		.001	.000	.000	.005	.076	.000
	N	100	100	100	100	100	100	100	100	100
LK4	Pearson Correlation	.197*	.373**	.339**	1	.149	.204*	.362**	.136	.556**
	Sig. (2-tailed)	.050	.000	.001		.140	.042	.000	.179	.000
	N	100	100	100	100	100	100	100	100	100
LK5	Pearson Correlation	.078	.315**	.409**	.149	1	.399**	.356**	.204*	.595**
	Sig. (2-tailed)	.443	.001	.000	.140		.000	.000	.042	.000
	N	100	100	100	100	100	100	100	100	100
LK6	Pearson Correlation	.006	.298**	.436**	.204*	.399**	1	.082	.157	.554**
	Sig. (2-tailed)	.950	.003	.000	.042	.000		.418	.119	.000
	N	100	100	100	100	100	100	100	100	100
LK7	Pearson Correlation	.393**	.240*	.279**	.362**	.356**	.082	1	.407**	.661**
	Sig. (2-tailed)	.000	.016	.005	.000	.000	.418		.000	.000
	N	100	100	100	100	100	100	100	100	100
LK8	Pearson Correlation	.196	.357**	.178	.136	.204*	.157	.407**	1	.542**
	Sig. (2-tailed)	.051	.000	.076	.179	.042	.119	.000		.000
	N	100	100	100	100	100	100	100	100	100
TOTAL Y	Pearson Correlation	.542**	.673**	.705**	.556**	.595**	.554**	.661**	.542**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

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

Hasil Uji Reliabilitas Variabel

Brand Awareness (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.757	9

Pengalaman pelanggan (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.796	9

Loyalitas Pelanggan (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.741	8

Lampiran Uji Asumsi Klasik

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.13003203
Most Extreme Differences	Absolute	.082
	Positive	.069
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.095 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Hasil Uji Multikolinearitas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.964	2.259		1.312	.193		
	Brand Awareness	.124	.077	.136	1.616	.109	.653	1.532
	Pengalaman pelanggan	.645	.083	.654	7.768	.000	.653	1.532

a. Dependent Variable: *Loyalitas pelanggan*

Hasil Uji Heterokedastisitas

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.302	1.449		-.209	.835
	Brand Awareness	-.001	.049	-.001	-.012	.991
	Pengalaman pelanggan	.062	.053	.144	1.159	.249

a. Dependent Variable: ABS_RES

Lampiran Analisis Regresi Linear Berganda

Hasil Uji Linear Berganda

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.964	2.259		1.312	.193
	Brand Awareness	.124	.077	.136	1.616	.109
	Pengalaman pelanggan	.645	.083	.654	7.768	.000

a. Dependent Variable: *Loyalitas pelanggan*

Hasil Uji Koefisien Determinan (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 ^a	.711	.705	2.25112

a. Predictors: (Constant), *Pengalaman pelanggan*, *Brand Awareness*

b. Dependent Variable: *Loyalitas pelanggan*

Lampiran 10. Uji Hipotesis

Hasil Uji T

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.964	2.259		1.312	.193
	<i>Brand Awareness</i>	.124	.077	.136	1.616	.109
	<i>Pengalaman pelanggan</i>	.645	.083	.654	7.768	.000

a. Dependent Variable: *Loyalitas pelanggan*

Hasil Uji F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	551.343	2	275.672	59.533	.000 ^b
	Residual	449.167	97	4.631		
	Total	1000.510	99			

a. Dependent Variable: *Loyalitas pelanggan*
b. Predictors: (Constant), *Customer Experince*, *Brand Awareness*