

## Lampiran 1 Surat Izin Penelitian



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.fe.unipasby.ac.id>


Nomor : 230923/01/FEB/VII/2023  
Lampiran : -  
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:  
Bapak/Ibu Pimpinan Owner  
COFFEE SHOP AMPM SIDOARJO  
Jl. Kav DPR IV No. H-15, Nggrekmas, Pagerwojo.  
di-  
Sidoarjo

Sesuai Kurikulum Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya, maka mahasiswa wajib menulis Skripsi/Tugas Akhir dalam bentuk Laporan Penelitian dan Artikel Ilmiah. Berkaitan dengan hal tersebut mohon perkenan Bapak/Ibu untuk memberikan ijin penelitian kepada mahasiswa kami yang tersebut dibawah ini :

Nama : DINDA PUTRI SISWANTI  
NIM : 191500032  
Prodi : MANAJEMEN  
Judul : Pengaruh Kualitas Produk, Kualitas Pelayanan dan Strategi Promosi Terhadap Loyalitas Pelanggan di Coffee Shop AMPM Sidoarjo

Demikian atas perkenan serta kebijaksanaan Bapak/Ibu kami sampaikan terima kasih.

Sidarjo, 04 Juli 2023  
Denda n,  
  
Irena Susilo Wibowo, SE., M.Pd., M.SM  
NPP : 0709494/DY

## Lampiran 2 Surat Balasan Izin Penelitian



CAFFEE SHOP AMPM.SDA  
JL.KAV DPR IV H-17KOTA SIDOARJO  
JAWA TIMUR  
Telp: (+62) 812-3377-7411  
Email: [am.pm.sda@gmail.com](mailto:am.pm.sda@gmail.com)

---

Hal: Penerimaan Izin Penelitian

Kepada Yth.  
Dekan Fakultas Ekonomi  
UNIVERSITAS PGRI ADI BUANA  
SURABAYA

Dengan Hormat,

Sehubungan dengan surat No. **230923/01/FEB/VII/2023** untuk pengajuan permohonan izin penelitian yang akan dilaksanakan di Perusahaan kami. Kami akan berpartisipasi untuk membantunya. Adapun mahasiswa yang akan melakukan penelitian di AMPM Cafe Sidoarjo adalah:

|                   |   |
|-------------------|---|
| Nama              | : Dinda Putri Siswanti  |
| NIM               | : 191500032   |
| Fakultas          | : Ekonomi   |
| Program Studi     | : Manajemen   |
| Waktu Pelaksanaan | :   |
| Judul Skripsi     | : Pengaruh Kualitas Produk, Kualitas Pelayanan dan Strategi Promosi Terhadap Loyalitas Pelanggan di Coffee Shop AMPM Sidoarjo |

Demikian atas pemberitahuan kami dan atas kerjasamanya kami ucapkan terimakasih.

Sidoarjo, 6 Juli 2023

Hormat Saya

**Sindi Mayangari**

Manager

## Lampiran 3 Berita Acara Ujian Seminar Proposal



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

Kampus : Jl. Dukuh Meranggal XII/4, Telp- Fax. 031-8281183 Surabaya  
60234 Website: <http://www.fe.unipasby.ac.id>

#### BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Kami 9 Februari 2023 bertempat di Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil/Genap\*) Tahun Akademik 20/20

|                |  |
|----------------|--|
| Nama Mahasiswa | : Dinda Putri Siswanti   |
| NIM            | : 191500032  |
| Program Studi  | : Manajemen  |
| Judul Proposal | : Pengaruh Kualitas Produk, Kualitas Pelayanan dan Strategi Promosi Terhadap Loyalitas Pelanggan di Coffee Shopp AMPM Sidoarjo |

Dihadiri oleh:

| No. | NIM       | Nama Mahasiswa        | Tanda Tangan |
|-----|-----------|-----------------------|--------------|
| 1.  | 191500096 | Imania Saeiti         | 1.           |
| 2.  | 191500060 | Riris Purpitari       | 2.           |
| 3.  | 191500049 | Anggita Aulia s.      | 3.           |
| 4.  | 191500115 | Zenar hira Ramadani   | 4.           |
| 5.  | 191500112 | Achmad Dina Hutab L.F | 5.           |
| 6.  | 191500178 | Annolungs Gion        | 6.           |
| 7.  | 191500161 | Romardus Ramur        | 7.           |
| 8.  | 191500143 | Silanes Fr. Sibur     | 8.           |
| 9.  | 191500183 | Indira Angon          | 9.           |
| 10. | 191500123 | Riris Wahyuni         | 10.          |
| 11. | 191500172 | Jauca Martha K        | 11.          |
| 12. | 191500052 | Reza Ayu Wulandari    | 12.          |
| 13. | 191500061 | Nur Julia Rahmawati   | 13.          |
| 14. | 191500088 | Dita Dwi Kurniawati   | 14.          |
| 15. |           |                       | 15.          |

Surabaya, 13-Maret-2023

Penguji : Dr. Fachrudiy Asjari, S.Psi., M.M.

Pembimbing : Ferry Hariawan

## Lampiran 4 Kartu Bimbingan Skripsi



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

Kampus : Jl. DukuhMenanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.unipasby.ac.id>

#### KARTU BIMBINGAN SKRIPSI

|                        |   |
|------------------------|---|
| Nama                   | : Dinda Putri Siswanti  |
| Prodi / NIM            | : Manajemen / 191500032   |
| Judul Skripsi          | : Pengaruh kualitas produk, kualitas Pelayanan dan Strategi PROMOSI terhadap loyalitas pelanggan di coffee shop AMPM Sidoarjo |
| Dosen Pembimbing       | : Ferry Hariawan, S.E., M.M.  |
| Periode Kepembimbingan | : 17 September 2022 s/d 17 Maret 2023   |

#### URAIAN KEGIATAN KEPEMBIMBINGAN :

| NO  | TANGGAL       | MATERI BIMBINGAN         | KET. | TANDA TANGAN |
|-----|---------------|--------------------------|------|--------------|
| 1.  | 30-SEP-2022   | Pengajuan Judul          | ACC  | <i>fh</i>    |
| 2.  | 13-OKT-2022   | Bab I                    | ACC  | <i>fh</i>    |
| 3.  | 29-OKT-2022   | Revisi Bab I             | ACC  | <i>fh</i>    |
| 4.  | 17-NOV-2022   | Bab II                   | ACC  | <i>fh</i>    |
| 5.  | 15-DES-2022   | Revisi Bab II            | ACC  | <i>fh</i>    |
| 6.  | 5-Jan-2023    | Bab III                  | ACC  | <i>fh</i>    |
| 7.  | 30-Jan-2023   | Revisi Bab III           | ACC  | <i>fh</i>    |
| 8.  | 27-Feb-2023   | Kuesioner                | ACC  | <i>fh</i>    |
| 9.  | 29-Feb-2023   | Revisi Kuesioner         | ACC  | <i>fh</i>    |
| 10. | 13-Maret-2023 | Persiapan ujian proposal | ACC  | <i>fh</i>    |
|     |               |                          |      |              |

Bimbingan selesai pada tanggal :  
Dosen Pembimbing,

Ferry Hariawan, S.E., M.M.



Mahasiswa,

Dinda Putri Siswanti

## Lampiran 5 Kartu Perpanjangan Bimbingan Skripsi



**UNIVERSITAS PGRI ADI BUANA SURABAYA  
FAKULTAS EKONOMI DAN BISNIS**

Kampus : Jl. DukuhMenanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.unipasby.ac.id>

### KARTU PERPANJANGAN BIMBINGAN SKRIPSI

|                        |   |   |
|------------------------|---|---|
| Nama                   | : | Dinda Putri Siswanti  |
| Prodi / NIM            | : | Manajemen   |
| Judul Skripsi          | : | Pengaruh Kualitas Produk, Kualitas Pelayanan dan Strategi Promosi terhadap Loyalitas pelanggan di COFFEE SHOP AMPM Sidoarjo |
| Dosen Pembimbing       | : | Ferry Hariawan, S.E., M.M.  |
| Periode Kepembimbingan | : | 20 Maret 2023 s/d 20 Juni 2023  |

### URAIAN KEGIATAN KEPEMBIMBINGAN :

| NO | TANGGAL           | MATERI BIMBINGAN | KET. | TANDA TANGAN |
|----|-------------------|------------------|------|--------------|
| 1. | 15 - April - 2023 | Bab IV           | ACC  |              |
| 2. | 10 - Mei - 2023   | Revisi Bab IV    | ACC  |              |
| 3. | 20 - Mei - 2023   | Bab V            | ACC  |              |
| 4. | 5 - Juni - 2023   | Artikel          | ACC  |              |
| 5. | 26 - Juni - 2023  | Revisi Artikel   | ACC  |              |
|    |                   |                  |      |              |
|    |                   |                  |      |              |
|    |                   |                  |      |              |
|    |                   |                  |      |              |
|    |                   |                  |      |              |

Bimbingan selesai pada tanggal :  
Dosen Pembimbing,

Ferry Hariawan, S.E., M.M.



Mahasiswa,

Dinda Putri Siswanti

## Lampiran 6 Berita Acara Bimbingan Revisi Skripsi I



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI dan BISNIS

Kampus : Jl. DukuhMenanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.unipasby.ac.id>

#### BERITA ACARA BIMBINGAN REVISI SKRIPSI

Nama : Dinda Putri Siswanti  
 NIM/Program Studi : 191500032 / Manajemen  
 Judul Skripsi : Pengaruh Kualitas Produk, Kualitas Pelayanan dan Strategi Promosi terhadap Loyalitas Pelanggan di Coffee Shop AMPM Sidoarjo  
 Tanggal Ujian Skripsi : 17 Juli 2023  
 Penguji : 1. Dra. Ch. Menuk Srihandayani, S.E., M.M.  
2. Tri Ariprabowo, S.E., M.Si.

| No | Tanggal   | Materi Konsultasi  | Paraf Penguji |
|----|-----------|--|---------------|
| 1  | 18/7/2023 | bab I & II (P. pendahuluan)                                  |               |
| 2  |           | - bab II (T. p. umum)  |               |
| 3  |           | - bab IV (Analisis Deskriptif & Pembahasan)                  |               |
| 4  | 18/7/2023 | Bab II (P. pendahuluan - all lengkap, Bab III (pendahuluan)) |               |
| 5  |           | Bab IV uji hipotesis & pembahasan                            |               |
| 6  | 21/8/2023 | Seluruh isi skripsi  |               |
| 7  |           |  |               |
| 8  |           |  |               |

Penguji I,

Dra. Menuk S.

Surabaya, 22-Agustus-2023.  
Penguji II,

Tri Ariprabowo, S.E., M.Si.

## Lampiran 7 Berita Acara Bimbingan Revisi Skripsi II



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI dan BISNIS

Kampus : Jl. DukuhMenanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.unipasby.ac.id>

#### BERITA ACARA BIMBINGAN REVISI SKRIPSI

Nama : Dinda Putri S.  
 NIM/Program Studi : 191500032/Manajemen  
 Judul Skripsi : Pengaruh Kualitas Produk, Kualitas Pelayanan dan Strategi promosi terhadap Loyalitas Pelanggan di Coffee Shop AMPM Sidoarjo  
 Tanggal Ujian Skripsi : 17 Juli 2023  
 Penguji : 1. Dra. Ch Menus Srihandayani, S.E., M.M.  
2. Tri Ariprahowo, S.E., M.Si.

| No | Tanggal | Materi Konsultasi        | Paraf Penguji |
|----|---------|--------------------------|---------------|
| 1  | -       | Penyerta kerabat         | ✓             |
| 2  | -       | Saran & ganti persaman   | ✓             |
| 3  | -       |                          | ✓             |
| 4  | -       | harus lebih detail       | ✓             |
| 5  | -       |                          | ✓             |
| 6  | -       | lft. hal 87 & tambag.    | ✓             |
| 7  | -       | (Hasil Analisis Regresi) | ✓             |
| 8  | -       |                          |               |

Penguji I,

Surabaya, 22-Agustus-2023  
Penguji II,

  
 Dra. Christina Menus Srihandayani S.E., M.M.   
 Tri Ariprahowo, S.E., M.Si

## Lampiran 8 Kuesioner Penelitian

### KUESIONER PENELITIAN

Bapak/Ibu/Saudara/I pelanggan yang terhormat, dalam rangka memenuhi tugas akhir atau skripsi sebagai salah satu syarat untuk menyelesaikan Program S-1 di perguruan tinggi yang berkaitan dengan penelitian ini, saya mahasiswa prodi Manajemen Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya bersama ini memohon kesediaan Bapak/Ibu/Saudara/I untuk memberikan dukungan kepada saya dengan mengisi kuesioner penelitian dengan judul "Pengaruh Kualitas Produk, Kualitas Pelayanan dan strategi promosi terhadap Loyalitas Pelanggan di *Coffee Shop* AMPM Sidoarjo".

Kuesioner ini hanya dipergunakan untuk kepentingan akademis, bersifat rahasia. Saya mohon kesediaannya menjawab dan mengisi beberapa pertanyaan dari kuesioner yang diberikan dibawah ini.

#### A. Identitas Responden

1. Nama :
2. Jenis kelamin : (pilih salah satu dan *checklist* atau centang jawaban dibawah ini)
  - e. Laki-Laki
  - f. Perempuan
3. Usia : (pilih salah satu dan *checklist* atau centang jawaban dibawah ini)
  - a. < 20 tahun
  - b. 21 s/d 30 tahun
  - c. 31 s/d 40 tahun
  - d. 41 s/d 50 tahun



- e. > 50 tahun
- 4. Pekerjaan : (pilih salah satu dan *checklist* atau centang jawaban dibawah ini)
  - a. Pelajar / Mahasiswa
  - b. Pegawai Negri
  - c. Pegawai Swasta
  - d. Wiraswasta
  - e. Lainnya

**B. Petunjuk Pengisian**

Pada pertanyaan dibawah ini, Bapak/Ibu/Saudara/I dimohon untuk mengisi pertanyaan tersebut dengan keadaan atau kondisi yang sebenarnya. Silahkan pilih jawaban yang menurut Bapak/Ibu/Saudara/I pelanggan paling sesuai dengan kondisi yang di alami dan dirasakan, dengan cara memberikan tanda checklist ( $\checkmark$ ) pada salah satu pilihan jawaban yang tersedia. Pada masing-masing pernyataan terdapat lima alternatif jawaban yang mengacu pada teknik Skala Likert dan tidak ada jawaban benar dan salah, dengan keterangan sebagai berikut :

|     |                       |                  |
|-----|-----------------------|------------------|
| SS  | : Sangat Setuju       | (diberi nilai 5) |
| S   | : Setuju              | (diberi nilai 4) |
| KS  | : Kurang Setuju       | (diberi nilai 3) |
| TS  | : Tidak Setuju        | (diberi nilai 2) |
| STS | : Sangat Tidak Setuju | (diberi nilai 1) |

### C. Daftar Pernyataan

Kualitas Produk ( $X_1$ )

| NO                             | PERNYATAAN   | Pilihan Jawaban |   |    |    |     |
|--------------------------------|--|-----------------|---|----|----|-----|
|                                |  | SS              | S | KS | TS | STS |
| <i>Performance (kinerja)</i>   |  |                 |   |    |    |     |
| 1                              | Produk yang ditawarkan Coffee Shop AMPM Sidoarjo sesuai keinginan pelanggan      |                 |   |    |    |     |
| 2                              | Menu kopi, frappe, makanan dan cemilan yang dijual bervariasi                    |                 |   |    |    |     |
| 3                              | Selalu menjaga kebersihan/higienis dari makanan dan minuman yang disajikan       |                 |   |    |    |     |
| <i>Feature (tampilan)</i>      |  |                 |   |    |    |     |
| 4                              | Tampilan produk yang disajikan sesuai gambar pada menu Coffee Shop AMPM Sidoarjo |                 |   |    |    |     |
| 5                              | Banyak pilihan makanan dan minuman yang tersedia di Coffee Shop AMPM Sidoarjo    |                 |   |    |    |     |
| 6                              | Tampilan produk yang disajikan menarik dan unik bagi pelanggan                   |                 |   |    |    |     |
| <i>Durability (daya tahan)</i> |  |                 |   |    |    |     |
| 7                              | Kopi yang ada di Coffee Shop AMPM Sidoarjo memiliki daya tahan yang baik         |                 |   |    |    |     |
| 8                              | Coffee Shop AMPM Sidoarjo memiliki rasa yang enak dibandingkan dengan merk lain  |                 |   |    |    |     |
| 9                              | Saya tidak pernah ada keluhan selama minum produk Coffee Shop AMPM Sidoarjo      |                 |   |    |    |     |

| <i>Serviceability</i> (kemampuan melayani) |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
| 10   | Coffee Shop AMPM Sidoarjo memiliki kemampuan komunikasi dan customer service yang baik             |  |  |  |  |  |
| 11   | Karyawan selalu menyajikan pesanan sesuai dengan apa yang saya pesan tanpa ada satupun yang kurang |  |  |  |  |  |
| 12   | Coffee Shop AMPM Sidoarjo mengutamakan kepentingan pelanggan                                       |  |  |  |  |  |
| <i>Aeshthetic</i> (estetika)               |  |  |  |  |  |  |
| 13   | Rasa kopi/frappe di Coffee Shop AMPM Sidoarjo memiliki ciri khas tersendiri                        |  |  |  |  |  |
| 14   | Produk di Coffee Shop AMPM Sidoarjo menggugah selera   |  |  |  |  |  |
| 15   | Produk di Coffee Shop AMPM Sidoarjo terlihat lebih baik dari pada di tempat lain                   |  |  |  |  |  |
| <i>Perceivid Quality</i> (Kesan kualitas)  |  |  |  |  |  |  |
| 16   | Coffee Shop AMPM Sidoarjo selalu menggunakan bahan-bahan yang masih fresh                          |  |  |  |  |  |
| 17   | Apa yang saya pikirkan tentang produk di Coffee Shop AMPM Sidoarjo sesuai dengan aslinya           |  |  |  |  |  |
| 18   | Produk yang disajikan Coffee Shop AMPM Sidoarjo aman di konsumsi                                   |  |  |  |  |  |

Kualitas Pelayanan ( $X_2$ )

| NO                             | PERNYATAAN | Pilihan Jawaban |   |    |    |     |
|--------------------------------|------------|-----------------|---|----|----|-----|
|                                |            | SS              | S | KS | TS | STS |
| <i>Reliability</i> (Keandalan) |            |                 |   |    |    |     |

|                                     |  |  |  |  |  |  |
|-------------------------------------|--|--|--|--|--|--|
| 1                                   | Karyawan di Coffee Shop AMPM Sidoarjo memiliki kemampuan yang baik dalam melayani pelanggan/menyajikan pesanan |  |  |  |  |  |
| 2                                   | Penyampaian informasi yang sesuai kepada pelanggan mudah dimengerti  |  |  |  |  |  |
| 3                                   | Karyawan di Coffee Shop AMPM Sidoarjo sigap, cekatan dan konsisten dalam melayani pelanggan                    |  |  |  |  |  |
| <i>Responsiveness (Ketanggapan)</i> |  |  |  |  |  |  |
| 4                                   | Bersedia membantu pelanggan ketika kesulitan memilih produk yang akan dibeli                                   |  |  |  |  |  |
| 5                                   | Karyawan di Coffee Shop AMPM Sidoarjo cekap tanggap dalam melayani keluhan pelanggan                           |  |  |  |  |  |
| 6                                   | Menerima kritik dan saran dari pelanggan Coffee Shop AMPM Sidoarjo   |  |  |  |  |  |
| <i>Assurance (Jaminan)</i>          |  |  |  |  |  |  |
| 7                                   | Perasaan aman dan terjamin ketika berada di Coffee Shop AMPM Sidoarjo  |  |  |  |  |  |
| 8                                   | Coffee Shop AMPM Sidoarjo memberikan kenyamanan bagi pelanggan   |  |  |  |  |  |
| 9                                   | Karyawan Coffee Shop AMPM Sidoarjo memiliki pengetahuan yang dapat meyakinkan pelanggan                        |  |  |  |  |  |
| <i>Empathy (Empati)</i>             |  |  |  |  |  |  |
| 10                                  | Karyawan Coffee Shop AMPM Sidoarjo memberikan pelayanan yang ramah dan dengan senang hati                      |  |  |  |  |  |

|                                |  |  |  |  |  |  |
|--------------------------------|--|--|--|--|--|--|
| 11                             | Karyawan Coffee Shop AMPM Sidoarjo melayani dan menghargai setiap pelanggan tanpa membedakan |  |  |  |  |  |
| 12                             | Karyawan Coffee Shop AMPM Sidoarjo menjaga hubungan baik dengan konsumen                     |  |  |  |  |  |
| <i>Tangibles (Bukti fisik)</i> |  |  |  |  |  |  |
| 13                             | Lokasi Coffee Shop AMPM Sidoarjo mudah ditemukan   |  |  |  |  |  |
| 14                             | Karyawan Coffee Shop AMPM Sidoarjo berpenampilan rapi  |  |  |  |  |  |
| 15                             | Tempat parkir Coffee Shop AMPM Sidoarjo yang luas dan aman                                   |  |  |  |  |  |

### Strategi Promosi (X<sub>3</sub>)

| NO                   | PERNYATAAN   | Pilihan Jawaban |   |    |    |     |
|----------------------|--|-----------------|---|----|----|-----|
|                      |  | SS              | S | KS | TS | STS |
| <b>Pesan Promosi</b> |  |                 |   |    |    |     |
| 1                    | Promosi yang dilakukan Coffee Shop AMPM Sidoarjo mudah untuk mendapatkan perhatian dari konsumen |                 |   |    |    |     |
| 2                    | Promosi yang dilakukan Coffee Shop AMPM Sidoarjo tidak setiap hari                               |                 |   |    |    |     |
| 3                    | Promosi yang dilakukan Coffee Shop AMPM Sidoarjo memberikan potongan harga yang menarik          |                 |   |    |    |     |
| <b>Media Promosi</b> |  |                 |   |    |    |     |
| 4                    | Promosi yang ditampilkan di sosial media sangat lengkap dan membuat penasaran konsumen           |                 |   |    |    |     |

|                   |   |  |  |  |  |  |
|-------------------|---|--|--|--|--|--|
| 5                 | Konten yang di posting Coffee Shop AMPM Sidoarjo selalu menarik perhatian followers                       |  |  |  |  |  |
| 6                 | Saya membeli produk dari Coffee Shop AMPM Sidoarjo karena menari ada live music setiap minggu nya         |  |  |  |  |  |
| Waktu Promosi     |   |  |  |  |  |  |
| 7                 | Promosi yang dilakukan Coffee Shop AMPM Sidoarjo mengadakan live music setiap minggu nya                  |  |  |  |  |  |
| 8                 | Saya sering melihat promosi produk yang dilakukan Coffee Shop AMPM Sidoarjo di social media               |  |  |  |  |  |
| 9                 | Saya mengikuti akun Coffee Shop AMPM Sidoarjo agar tidak ketinggalan promo                                |  |  |  |  |  |
| Frekuensi Promosi |   |  |  |  |  |  |
| 10                | Coffee Shop AMPM Sidoarjo melakukan promosi sebagai strategi untuk meningkatkan penjualan                 |  |  |  |  |  |
| 11                | Saya mengetahui Coffee Shop AMPM Sidoarjo karena melihat iklan di medial social                           |  |  |  |  |  |
| 12                | Akun Coffee Shop AMPM Sidoarjo selalu me-replay respon dari pelanggan di instagram setelah membeli produk |  |  |  |  |  |

Loyalitas Pelanggan (Y)

| NO   | PERNYATAAN   | Pilihan Jawaban |   |    |    |     |
|--|--|-----------------|---|----|----|-----|
|  |  | SS              | S | KS | TS | STS |
| <i>Purchase Intention</i> (keinginan pelanggan)              |  |                 |   |    |    |     |
| 1  | Coffee Shop AMPM Sidoarjo memiliki kebersihan dan kenyamanan yang baik                           |                 |   |    |    |     |
| 2  | Coffee Shop AMPM Sidoarjo memberikan harga yang sangat terjangkau                                |                 |   |    |    |     |
| 3  | Saya datang ke Coffee Shop AMPM Sidoarjo karna ingin menonton live music ambyar                  |                 |   |    |    |     |
| <i>Word-Of-Mouth</i> (pengukuran persepsi)                   |  |                 |   |    |    |     |
| 4  | Saya berkunjung ke Coffee Shop AMPM Sidoarjo setelah melihat ikhlas di instagram                 |                 |   |    |    |     |
| 5  | Saya merekomendasikan Coffee Shop AMPM Sidoarjo kepada orang lain                                |                 |   |    |    |     |
| 6  | Saya selalu mengajak teman di Coffee Shop AMPM Sidoarjo untuk mengerjakan tugas                  |                 |   |    |    |     |
| <i>Price Sensivity</i> (pelanggan tidak berpengaruh tawaran) |  |                 |   |    |    |     |
| 7  | Saya nongkrong/berkunjung di Coffee Shop AMPM Sidoarjo secara rutin                              |                 |   |    |    |     |
| 8  | Saya tetap nongkrong/berkunjung dan melakukan pembelian walaupun terdapat banyak café di kav DPR |                 |   |    |    |     |
| 9  | Saya nongkrong/berkunjung dan melakukan pembelian  |                 |   |    |    |     |
| <i>Complaining Behavior</i> (perilaku pelanggan)             |  |                 |   |    |    |     |

|    |   |  |  |  |  |  |
|----|---|--|--|--|--|--|
| 10 | Segala hal yang saya alami di Coffee Shop AMPM Sidoarjo tidak membuat saya beralih ke coffee shop lainnya |  |  |  |  |  |
| 11 | Secara keseluruhan saya puas dengan Coffee Shop AMPM Sidoarjo   |  |  |  |  |  |
| 12 | Saya sangat menikmati berada di Coffee Shop AMPM Sidoarjo, sehingga saya kadang lupa waktu                |  |  |  |  |  |



## Lampiran 9 Karakteristik Responden

---

| <b>KARAKTERISTIK BERDASARKAN JENIS KELAMIN</b> |                      |               |                   |
|--|----------------------|---------------|-------------------|
| <b>NO</b>                                      | <b>Jenis Kelamin</b> | <b>Jumlah</b> | <b>Presentase</b> |
| 1  | Laki-Laki            | <b>71</b>     | <b>49%</b>        |
| 2  | Perempuan            | <b>73</b>     | <b>51%</b>        |
| <b>Jumlah</b>                                  |                      | <b>144</b>    | <b>100%</b>       |

---

---

| <b>KARAKTERISTIK BERDASARKAN USIA</b> |                 |               |                   |
|---------------------------------------|-----------------|---------------|-------------------|
| <b>NO</b>                             | <b>Usia</b>     | <b>Jumlah</b> | <b>Presentase</b> |
| 1                                     | < 20 tahun      | <b>22</b>     | <b>15%</b>        |
| 2                                     | 21 s/d 30 tahun | <b>88</b>     | <b>61%</b>        |
| 3                                     | 31 s/d 40 tahun | <b>21</b>     | <b>15%</b>        |
| 4                                     | 41 sd/50 tahun  | <b>13</b>     | <b>9%</b>         |
| 5                                     | >50 tahun       | <b>0</b>      | <b>0%</b>         |
| <b>Jumlah</b>                         |                 | <b>144</b>    | <b>100%</b>       |

---

---

| <b>KARAKTERISTIK BERDASARKAN PEKERJAAN</b> |                   |               |                   |
|--|-------------------|---------------|-------------------|
| <b>NO</b>                                  | <b>Pekerjaan</b>  | <b>Jumlah</b> | <b>Presentase</b> |
| 1  | Pelajar/Mahasiswa | <b>78</b>     | <b>54%</b>        |
| 2  | Pegawai Negri     | <b>19</b>     | <b>13%</b>        |
| 3  | Pegawai Swasta    | <b>17</b>     | <b>12%</b>        |
| 4  | Wirausaha         | <b>17</b>     | <b>12%</b>        |
| 5  | Lainnya           | <b>13</b>     | <b>9%</b>         |
| <b>Jumlah</b>                              |                   | <b>144</b>    | <b>100%</b>       |

---









| Responden | JAWABAN RESPONDEN KUALITAS PELAYANAN X2 |      |      |      |      |      |      |      |      |       |       |       |       |       |       | TOTAL X2 |
|-----------|---|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|----------|
|           | X2_1                                    | X2_2 | X2_3 | X2_4 | X2_5 | X2_6 | X2_7 | X2_8 | X2_9 | X2_10 | X2_11 | X2_12 | X2_13 | X2_14 | X2_15 |          |
| Resp_1    | 5                                       | 5    | 5    | 4    | 5    | 5    | 4    | 4    | 5    | 4     | 5     | 5     | 5     | 4     | 5     | 70       |
| Resp_2    | 4                                       | 4    | 4    | 5    | 5    | 5    | 4    | 5    | 5    | 4     | 5     | 4     | 5     | 5     | 5     | 70       |
| Resp_3    | 5                                       | 4    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 5     | 5     | 4     | 4     | 4     | 71       |
| Resp_4    | 5                                       | 5    | 5    | 4    | 4    | 5    | 4    | 5    | 5    | 5     | 5     | 5     | 5     | 5     | 5     | 71       |
| Resp_5    | 4                                       | 4    | 5    | 5    | 5    | 4    | 4    | 5    | 4    | 5     | 4     | 5     | 5     | 4     | 4     | 67       |
| Resp_6    | 5                                       | 5    | 4    | 4    | 5    | 5    | 4    | 4    | 5    | 5     | 5     | 4     | 5     | 5     | 5     | 70       |
| Resp_7    | 4                                       | 4    | 5    | 5    | 5    | 4    | 5    | 5    | 4    | 5     | 4     | 5     | 5     | 4     | 4     | 68       |
| Resp_8    | 5                                       | 5    | 4    | 4    | 5    | 4    | 4    | 4    | 5    | 5     | 5     | 4     | 4     | 5     | 5     | 69       |
| Resp_9    | 4                                       | 4    | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 4     | 5     | 5     | 5     | 5     | 4     | 67       |
| Resp_10   | 5                                       | 5    | 4    | 4    | 5    | 5    | 5    | 5    | 5    | 5     | 4     | 4     | 4     | 5     | 5     | 70       |
| Resp_11   | 4                                       | 4    | 4    | 5    | 5    | 4    | 4    | 4    | 5    | 4     | 5     | 5     | 5     | 5     | 4     | 67       |
| Resp_12   | 5                                       | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 4     | 4     | 4     | 4     | 5     | 5     | 71       |
| Resp_13   | 4                                       | 4    | 4    | 5    | 4    | 4    | 4    | 4    | 5    | 5     | 5     | 5     | 5     | 4     | 4     | 66       |
| Resp_14   | 5                                       | 5    | 5    | 4    | 4    | 5    | 5    | 4    | 4    | 5     | 4     | 4     | 4     | 4     | 5     | 67       |
| Resp_15   | 4                                       | 4    | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 4     | 5     | 5     | 5     | 4     | 4     | 64       |
| Resp_16   | 5                                       | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4     | 5     | 4     | 4     | 4     | 5     | 69       |
| Resp_17   | 4                                       | 5    | 4    | 4    | 5    | 5    | 4    | 5    | 5    | 5     | 5     | 5     | 4     | 4     | 4     | 68       |
| Resp_18   | 4                                       | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 5    | 5     | 4     | 5     | 4     | 5     | 4     | 68       |
| Resp_19   | 4                                       | 5    | 5    | 5    | 4    | 4    | 4    | 4    | 4    | 4     | 5     | 5     | 5     | 5     | 4     | 67       |
| Resp_20   | 4                                       | 5    | 4    | 4    | 5    | 5    | 5    | 5    | 5    | 5     | 5     | 5     | 5     | 5     | 5     | 72       |
| Resp_21   | 4                                       | 5    | 4    | 5    | 4    | 4    | 5    | 5    | 4    | 4     | 5     | 5     | 4     | 4     | 5     | 67       |
| Resp_22   | 4                                       | 5    | 5    | 5    | 5    | 4    | 5    | 4    | 5    | 5     | 5     | 5     | 4     | 5     | 4     | 70       |
| Resp_23   | 4                                       | 5    | 4    | 4    | 5    | 4    | 5    | 4    | 5    | 5     | 5     | 5     | 5     | 4     | 5     | 69       |
| Resp_24   | 4                                       | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 4    | 5     | 5     | 5     | 4     | 4     | 4     | 66       |
| Resp_25   | 4                                       | 4    | 5    | 5    | 4    | 4    | 4    | 4    | 5    | 5     | 5     | 5     | 5     | 5     | 5     | 69       |
| Resp_26   | 4                                       | 5    | 4    | 4    | 5    | 4    | 4    | 5    | 5    | 4     | 5     | 5     | 5     | 4     | 4     | 67       |
| Resp_27   | 5                                       | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 2     | 5     | 5     | 4     | 4     | 5     | 70       |
| Resp_28   | 4                                       | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 5    | 5     | 5     | 5     | 5     | 5     | 5     | 71       |
| Resp_29   | 5                                       | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 4     | 4     | 4     | 4     | 4     | 70       |
| Resp_30   | 4                                       | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5     | 5     | 4     | 4     | 5     | 5     | 68       |
| Resp_31   | 4                                       | 4    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 5     | 4     | 4     | 4     | 4     | 69       |
| Resp_32   | 4                                       | 4    | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 5     | 5     | 5     | 5     | 5     | 5     | 70       |
| Resp_33   | 4                                       | 5    | 5    | 5    | 5    | 4    | 4    | 5    | 5    | 5     | 4     | 4     | 4     | 4     | 4     | 69       |
| Resp_34   | 5                                       | 5    | 5    | 4    | 4    | 4    | 4    | 5    | 5    | 5     | 5     | 5     | 5     | 4     | 4     | 69       |
| Resp_35   | 4                                       | 4    | 5    | 4    | 5    | 5    | 5    | 4    | 4    | 4     | 4     | 4     | 4     | 4     | 4     | 64       |
| Resp_36   | 4                                       | 5    | 4    | 5    | 5    | 4    | 4    | 5    | 5    | 5     | 4     | 4     | 4     | 5     | 4     | 67       |









| Responden | JAWABAN RESPONDEN STRATEGI PROMOSI X3 |      |      |      |      |      |      |      |      |       |       |       | TOTAL |
|-----------|---------------------------------------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|           | X3_1                                  | X3_2 | X3_3 | X3_4 | X3_5 | X3_6 | X3_7 | X3_8 | X3_9 | X3_10 | X3_11 | X3_12 |       |
| Resp_1    | 5                                     | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 4     | 4     | 5     | 58    |
| Resp_2    | 5                                     | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 5     | 5     | 5     | 57    |
| Resp_3    | 4                                     | 5    | 4    | 4    | 4    | 4    | 5    | 5    | 4    | 4     | 4     | 6     | 54    |
| Resp_4    | 5                                     | 4    | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 5     | 5     | 5     | 57    |
| Resp_5    | 4                                     | 5    | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 4     | 4     | 6     | 53    |
| Resp_6    | 5                                     | 4    | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 5     | 5     | 5     | 57    |
| Resp_7    | 4                                     | 5    | 4    | 4    | 4    | 4    | 5    | 5    | 4    | 4     | 4     | 6     | 54    |
| Resp_8    | 5                                     | 4    | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 5     | 5     | 5     | 57    |
| Resp_9    | 4                                     | 5    | 4    | 4    | 4    | 4    | 5    | 5    | 4    | 4     | 5     | 6     | 55    |
| Resp_10   | 5                                     | 4    | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 5     | 4     | 5     | 55    |
| Resp_11   | 4                                     | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 4     | 4     | 6     | 51    |
| Resp_12   | 5                                     | 5    | 5    | 5    | 5    | 5    | 3    | 4    | 5    | 5     | 4     | 5     | 56    |
| Resp_13   | 4                                     | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 5    | 4     | 5     | 6     | 53    |
| Resp_14   | 5                                     | 4    | 5    | 5    | 5    | 4    | 4    | 4    | 5    | 4     | 5     | 5     | 57    |
| Resp_15   | 4                                     | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 4     | 5     | 6     | 52    |
| Resp_16   | 5                                     | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 5     | 5     | 5     | 59    |
| Resp_17   | 5                                     | 4    | 4    | 4    | 4    | 5    | 5    | 5    | 4    | 4     | 5     | 5     | 54    |
| Resp_18   | 5                                     | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 5     | 5     | 60    |
| Resp_19   | 4                                     | 4    | 5    | 4    | 5    | 5    | 4    | 4    | 5    | 5     | 5     | 4     | 55    |
| Resp_20   | 5                                     | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4     | 4     | 4     | 55    |
| Resp_21   | 5                                     | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 4     | 4     | 4     | 56    |
| Resp_22   | 4                                     | 5    | 5    | 4    | 4    | 5    | 5    | 5    | 5    | 5     | 5     | 5     | 57    |
| Resp_23   | 5                                     | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 5     | 5     | 60    |
| Resp_24   | 5                                     | 5    | 5    | 4    | 4    | 4    | 4    | 5    | 5    | 4     | 4     | 4     | 53    |
| Resp_25   | 5                                     | 5    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 5     | 5     | 5     | 54    |
| Resp_26   | 5                                     | 5    | 5    | 4    | 4    | 4    | 4    | 4    | 5    | 4     | 4     | 4     | 53    |
| Resp_27   | 5                                     | 5    | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 5     | 5     | 5     | 58    |
| Resp_28   | 5                                     | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4     | 4     | 4     | 55    |
| Resp_29   | 5                                     | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 4     | 4     | 4     | 54    |
| Resp_30   | 4                                     | 4    | 4    | 5    | 4    | 5    | 4    | 4    | 5    | 5     | 4     | 4     | 53    |
| Resp_31   | 5                                     | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 4     | 4     | 4     | 54    |
| Resp_32   | 5                                     | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 4     | 4     | 5     | 55    |



|          |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Resp_73  | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 53 |
| Resp_74  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 54 |
| Resp_75  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 54 |
| Resp_76  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 57 |
| Resp_77  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 56 |
| Resp_78  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Resp_79  | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 54 |
| Resp_80  | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 57 |
| Resp_81  | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 50 |
| Resp_82  | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 52 |
| Resp_83  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 50 |
| Resp_84  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 51 |
| Resp_85  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 52 |
| Resp_86  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 2 | 53 |
| Resp_87  | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 56 |
| Resp_88  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 54 |
| Resp_89  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 54 |
| Resp_90  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Resp_91  | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 56 |
| Resp_92  | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 55 |
| Resp_93  | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 53 |
| Resp_94  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Resp_95  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 59 |
| Resp_96  | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| Resp_97  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 57 |
| Resp_98  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 55 |
| Resp_99  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 55 |
| Resp_100 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 56 |
| Resp_101 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 56 |
| Resp_102 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 54 |
| Resp_103 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 53 |
| Resp_104 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 53 |
| Resp_105 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 51 |
| Resp_106 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Resp_107 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| Resp_108 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |



| Responden | JAWABAN RESPONDEN LOYALITAS PELANGGAN Y |     |     |     |     |     |     |     |     |      |      |      | TOTAL |    |
|-----------|---|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|-------|----|
|           | Y_1                                     | Y_2 | Y_3 | Y_4 | Y_5 | Y_6 | Y_7 | Y_8 | Y_9 | Y_10 | Y_11 | Y_12 |       |    |
| Resp_1    | 5                                       | 5   | 5   | 5   | 5   | 4   | 4   | 4   | 4   | 5    | 5    | 5    | 5     | 57 |
| Resp_2    | 5                                       | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5    | 5    | 5    | 5     | 57 |
| Resp_3    | 4                                       | 5   | 5   | 4   | 5   | 4   | 4   | 5   | 5   | 4    | 4    | 4    | 4     | 53 |
| Resp_4    | 5                                       | 5   | 4   | 4   | 4   | 5   | 5   | 4   | 4   | 5    | 5    | 5    | 5     | 55 |
| Resp_5    | 4                                       | 4   | 5   | 4   | 5   | 4   | 4   | 5   | 4   | 4    | 4    | 5    | 5     | 52 |
| Resp_6    | 5                                       | 5   | 4   | 4   | 4   | 5   | 5   | 4   | 4   | 5    | 5    | 5    | 5     | 56 |
| Resp_7    | 4                                       | 4   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5    | 4    | 4    | 4     | 55 |
| Resp_8    | 5                                       | 5   | 4   | 4   | 4   | 5   | 4   | 5   | 5   | 4    | 4    | 4    | 4     | 53 |
| Resp_9    | 4                                       | 4   | 5   | 5   | 5   | 4   | 4   | 4   | 5   | 5    | 5    | 4    | 4     | 54 |
| Resp_10   | 5                                       | 5   | 4   | 4   | 4   | 5   | 5   | 4   | 5   | 5    | 5    | 5    | 5     | 56 |
| Resp_11   | 5                                       | 4   | 5   | 5   | 5   | 4   | 5   | 4   | 5   | 5    | 4    | 4    | 4     | 55 |
| Resp_12   | 5                                       | 5   | 4   | 4   | 4   | 5   | 4   | 5   | 4   | 5    | 4    | 5    | 5     | 55 |
| Resp_13   | 4                                       | 4   | 5   | 5   | 5   | 4   | 5   | 4   | 4   | 4    | 4    | 4    | 4     | 53 |
| Resp_14   | 4                                       | 5   | 4   | 4   | 4   | 5   | 4   | 4   | 5   | 4    | 4    | 4    | 4     | 52 |
| Resp_15   | 4                                       | 4   | 4   | 5   | 5   | 4   | 4   | 4   | 4   | 4    | 4    | 4    | 5     | 51 |
| Resp_16   | 5                                       | 5   | 5   | 4   | 4   | 5   | 4   | 5   | 4   | 4    | 4    | 4    | 4     | 53 |
| Resp_17   | 5                                       | 4   | 5   | 5   | 5   | 4   | 5   | 4   | 4   | 4    | 4    | 4    | 4     | 53 |
| Resp_18   | 5                                       | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    | 5    | 5    | 5     | 60 |
| Resp_19   | 4                                       | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5    | 5    | 5    | 5     | 58 |
| Resp_20   | 5                                       | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    | 5    | 5    | 5     | 60 |
| Resp_21   | 5                                       | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    | 5    | 5    | 5     | 60 |
| Resp_22   | 5                                       | 5   | 5   | 5   | 5   | 4   | 4   | 4   | 4   | 4    | 5    | 4    | 4     | 54 |
| Resp_23   | 5                                       | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    | 4    | 4    | 4     | 58 |
| Resp_24   | 5                                       | 5   | 4   | 4   | 4   | 4   | 3   | 5   | 5   | 3    | 5    | 5    | 5     | 52 |
| Resp_25   | 4                                       | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5    | 5    | 4    | 4     | 57 |
| Resp_26   | 4                                       | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    | 5    | 5    | 5     | 58 |
| Resp_27   | 5                                       | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5    | 5    | 5    | 5     | 59 |
| Resp_28   | 5                                       | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    | 5    | 5    | 5     | 60 |
| Resp_29   | 5                                       | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 4   | 4    | 5    | 5    | 5     | 58 |
| Resp_30   | 5                                       | 5   | 5   | 5   | 4   | 5   | 4   | 5   | 5   | 4    | 4    | 4    | 5     | 56 |
| Resp_31   | 5                                       | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 4   | 5    | 4    | 4    | 4     | 56 |
| Resp_32   | 5                                       | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5    | 4    | 5    | 5     | 58 |









## Lampiran 14 Hasil Distribusi Frekuensi

### Kualitas Produk X1

| Uraian | Frekuensi   |    |    |    |     | Persentase |            |           |           |           |
|--------|-------------|----|----|----|-----|------------|------------|-----------|-----------|-----------|
|        | SS          | S  | KS | TS | STS | SS         | S          | KS        | TS        | STS       |
| X1_1   | 63          | 78 | 3  | 0  | 0   | 44%        | 54%        | 2%        | 0%        | 0%        |
| X1_2   | 70          | 74 | 0  | 0  | 0   | 49%        | 51%        | 0%        | 0%        | 0%        |
| X1_3   | 77          | 64 | 3  | 0  | 0   | 53%        | 44%        | 2%        | 0%        | 0%        |
| X1_4   | 64          | 80 | 0  | 0  | 0   | 44%        | 56%        | 0%        | 0%        | 0%        |
| X1_5   | 68          | 72 | 4  | 0  | 0   | 47%        | 50%        | 3%        | 0%        | 0%        |
| X1_6   | 63          | 78 | 3  | 0  | 0   | 44%        | 54%        | 2%        | 0%        | 0%        |
| X1_7   | 60          | 80 | 4  | 0  | 0   | 42%        | 56%        | 3%        | 0%        | 0%        |
| X1_8   | 63          | 80 | 1  | 0  | 0   | 44%        | 56%        | 1%        | 0%        | 0%        |
| X1_9   | 63          | 80 | 1  | 0  | 0   | 44%        | 56%        | 1%        | 0%        | 0%        |
| X1_10  | 64          | 76 | 4  | 0  | 0   | 44%        | 53%        | 3%        | 0%        | 0%        |
| X1_11  | 66          | 75 | 3  | 0  | 0   | 46%        | 52%        | 2%        | 0%        | 0%        |
| X1_12  | 77          | 64 | 3  | 0  | 0   | 53%        | 44%        | 2%        | 0%        | 0%        |
| X1_13  | 63          | 77 | 4  | 0  | 0   | 44%        | 53%        | 3%        | 0%        | 0%        |
| X1_14  | 70          | 71 | 3  | 0  | 0   | 49%        | 49%        | 2%        | 0%        | 0%        |
| X1_15  | 70          | 71 | 3  | 0  | 0   | 49%        | 49%        | 2%        | 0%        | 0%        |
| X1_16  | 67          | 77 | 0  | 0  | 0   | 47%        | 53%        | 0%        | 0%        | 0%        |
| X1_17  | 71          | 73 | 0  | 0  | 0   | 49%        | 51%        | 0%        | 0%        | 0%        |
| X1_18  | 74          | 67 | 2  | 1  | 0   | 51%        | 67%        | 1%        | 1%        | 0%        |
|        | <b>MEAN</b> |    |    |    |     | <b>47%</b> | <b>53%</b> | <b>2%</b> | <b>0%</b> | <b>0%</b> |

## Lampiran 15 Hasil Distribusi Frekuensi

### Kualitas Pelayanan X2

| Uraian       | Frekuensi   |    |    |    |     | Persentase |            |           |           |           |
|--------------|-------------|----|----|----|-----|------------|------------|-----------|-----------|-----------|
|              | SS          | S  | KS | TS | STS | SS         | S          | KS        | TS        | STS       |
| <b>X2_1</b>  | 62          | 80 | 1  | 0  | 0   | 43%        | 56%        | 1%        | 0%        | 0%        |
| <b>X2_2</b>  | 80          | 61 | 2  | 0  | 0   | 56%        | 42%        | 1%        | 0%        | 0%        |
| <b>X2_3</b>  | 78          | 64 | 1  | 0  | 0   | 54%        | 44%        | 1%        | 0%        | 0%        |
| <b>X2_4</b>  | 88          | 53 | 2  | 0  | 0   | 61%        | 37%        | 1%        | 0%        | 0%        |
| <b>X2_5</b>  | 94          | 48 | 1  | 0  | 0   | 65%        | 33%        | 1%        | 0%        | 0%        |
| <b>X2_6</b>  | 86          | 56 | 1  | 0  | 0   | 60%        | 39%        | 1%        | 0%        | 0%        |
| <b>X2_7</b>  | 88          | 54 | 1  | 0  | 0   | 61%        | 38%        | 1%        | 0%        | 0%        |
| <b>X2_8</b>  | 84          | 57 | 2  | 0  | 0   | 58%        | 40%        | 1%        | 0%        | 0%        |
| <b>X2_9</b>  | 88          | 52 | 3  | 0  | 0   | 61%        | 36%        | 2%        | 0%        | 0%        |
| <b>X2_10</b> | 82          | 56 | 4  | 1  | 0   | 57%        | 39%        | 3%        | 1%        | 0%        |
| <b>X2_11</b> | 85          | 57 | 1  | 0  | 0   | 59%        | 40%        | 1%        | 0%        | 0%        |
| <b>X2_12</b> | 87          | 56 | 0  | 0  | 0   | 60%        | 39%        | 0%        | 0%        | 0%        |
| <b>X2_13</b> | 81          | 60 | 2  | 0  | 0   | 56%        | 42%        | 1%        | 0%        | 0%        |
| <b>X2_14</b> | 73          | 69 | 1  | 0  | 0   | 51%        | 48%        | 1%        | 0%        | 0%        |
| <b>X2_15</b> | 64          | 77 | 2  | 0  | 0   | 44%        | 53%        | 1%        | 0%        | 0%        |
|              | <b>MEAN</b> |    |    |    |     | <b>56%</b> | <b>42%</b> | <b>1%</b> | <b>0%</b> | <b>0%</b> |

## Lampiran 16 Hasil Distribusi Frekuensi

| Uraian       | Frekuensi   |    |    |    |     | Persentase |            |           |           |           |
|--------------|-------------|----|----|----|-----|------------|------------|-----------|-----------|-----------|
|              | SS          | S  | KS | TS | STS | SS         | S          | KS        | TS        | STS       |
| <b>X3_1</b>  | 91          | 52 | 0  | 0  | 0   | 63%        | 36%        | 0%        | 0%        | 0%        |
| <b>X3_2</b>  | 93          | 50 | 0  | 0  | 0   | 65%        | 35%        | 0%        | 0%        | 0%        |
| <b>X3_3</b>  | 83          | 60 | 0  | 0  | 0   | 58%        | 42%        | 0%        | 0%        | 0%        |
| <b>X3_4</b>  | 82          | 59 | 2  | 0  | 0   | 57%        | 41%        | 1%        | 0%        | 0%        |
| <b>X3_5</b>  | 82          | 60 | 1  | 0  | 0   | 57%        | 42%        | 1%        | 0%        | 0%        |
| <b>X3_6</b>  | 87          | 56 | 0  | 0  | 0   | 60%        | 39%        | 0%        | 0%        | 0%        |
| <b>X3_7</b>  | 82          | 58 | 3  | 0  | 0   | 57%        | 40%        | 2%        | 0%        | 0%        |
| <b>X3_8</b>  | 90          | 52 | 1  | 0  | 0   | 63%        | 36%        | 1%        | 0%        | 0%        |
| <b>X3_9</b>  | 88          | 53 | 2  | 0  | 0   | 61%        | 37%        | 1%        | 0%        | 0%        |
| <b>X3_10</b> | 89          | 54 | 0  | 0  | 0   | 62%        | 38%        | 0%        | 0%        | 0%        |
| <b>X3_11</b> | 77          | 63 | 3  | 0  | 0   | 53%        | 44%        | 2%        | 0%        | 0%        |
| <b>X3_12</b> | 71          | 62 | 2  | 1  | 0   | 49%        | 43%        | 1%        | 1%        | 0%        |
|              | <b>MEAN</b> |    |    |    |     | <b>59%</b> | <b>39%</b> | <b>1%</b> | <b>0%</b> | <b>0%</b> |

## Lampiran 17 Hasil Distribusi Frekuensi

### Loyalitas Pelanggan Y

| Uraian | Frekuensi   |    |    |    |     | Persentase |            |           |           |           |
|--------|-------------|----|----|----|-----|------------|------------|-----------|-----------|-----------|
|        | SS          | S  | KS | TS | STS | SS         | S          | KS        | TS        | STS       |
| Y_1    | 81          | 62 | 0  | 0  | 0   | 56%        | 43%        | 0%        | 0%        | 0%        |
| Y_2    | 87          | 56 | 0  | 0  | 0   | 60%        | 39%        | 0%        | 0%        | 0%        |
| Y_3    | 86          | 56 | 1  | 0  | 0   | 60%        | 39%        | 1%        | 0%        | 0%        |
| Y_4    | 88          | 55 | 0  | 0  | 0   | 61%        | 38%        | 0%        | 0%        | 0%        |
| Y_5    | 91          | 52 | 0  | 0  | 0   | 63%        | 36%        | 0%        | 0%        | 0%        |
| Y_6    | 91          | 51 | 1  | 0  | 0   | 63%        | 35%        | 1%        | 0%        | 0%        |
| Y_7    | 90          | 52 | 1  | 0  | 0   | 63%        | 36%        | 1%        | 0%        | 0%        |
| Y_8    | 88          | 54 | 1  | 0  | 0   | 61%        | 38%        | 1%        | 0%        | 0%        |
| Y_9    | 92          | 51 | 0  | 0  | 0   | 64%        | 35%        | 0%        | 0%        | 0%        |
| Y_10   | 84          | 57 | 2  | 0  | 0   | 58%        | 40%        | 1%        | 0%        | 0%        |
| Y_11   | 78          | 63 | 2  | 0  | 0   | 54%        | 44%        | 1%        | 0%        | 0%        |
| Y_12   | 81          | 62 | 0  | 0  | 0   | 56%        | 43%        | 0%        | 0%        | 0%        |
|        | <b>MEAN</b> |    |    |    |     | <b>60%</b> | <b>38%</b> | <b>1%</b> | <b>0%</b> | <b>0%</b> |

## Lampiran 18 Hasil Uji Validitas Kualitas Produk X1

|       | Correlations                                      |                    |                     |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |
|-------|---|--------------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|       | X1_1  | X1_2               | X1_3                | X1_4               | X1_5               | X1_6               | X1_7               | X1_8               | X1_9               | X1_10              | X1_11              | X1_12              | X1_13              | X1_14              | X1_15              | X1_16              | X1_17              | X1_18              | TOTAL              |
| X1_1  | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | 1                  | .381 <sup>**</sup>  | .293 <sup>**</sup> | .025               | -.081              | -.056              | .029               | -.057              | .165 <sup>**</sup> | .078               | -.017              | .104               | .049               | .089               | .047               | .132               | -.028              | .234 <sup>**</sup> |
| X1_2  | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .000               | .001                | .766 <sup>**</sup> | .469               | .505               | .519               | .731               | .495               | .049               | .355               | .838               | .214               | .561               | .289               | .575               | .115               | .742               | .005               |
| X1_3  | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .144               | .144                | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               |
| X1_4  | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .391 <sup>**</sup> | 1                   | .488 <sup>**</sup> | .288 <sup>**</sup> | .240 <sup>**</sup> | .074               | .040               | -.036              | .130               | .033               | -.009              | .090               | -.015              | -.080              | .072               | .029               | .029               | .320 <sup>**</sup> |
| X1_5  | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .000               | .000                | .000               | .001               | .004               | .378               | .497               | .637               | .665               | .120               | .693               | .919               | .860               | .343               | .389               | .730               | .733               | .000               |
| X1_6  | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .144               | .144                | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               |
| X1_7  | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .263 <sup>**</sup> | .488 <sup>**</sup>  | 1                  | .309 <sup>**</sup> | .090               | .071               | -.088              | -.132              | .106               | .062               | -.039              | -.044              | -.092              | .001               | .039               | .025               | .030               | .241 <sup>**</sup> |
| X1_8  | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .001               | .000                | .000               | .000               | .283               | .397               | .296               | .115               | .773               | .206               | .458               | .647               | .600               | .272               | .988               | .639               | .754               | .722               |
| X1_9  | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .144               | .144                | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               |
| X1_10 | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .025               | .268 <sup>**</sup>  | .309 <sup>**</sup> | 1                  | .447 <sup>**</sup> | .290 <sup>**</sup> | .132               | .046               | .165 <sup>**</sup> | .147 <sup>**</sup> | .174 <sup>**</sup> | .164 <sup>**</sup> | .173 <sup>**</sup> | .194 <sup>**</sup> | .174 <sup>**</sup> | .219 <sup>**</sup> | .110               | .489 <sup>**</sup> |
| X1_11 | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .469               | .004                | .283               | .000               | .000               | .000               | .003               | .003               | .117               | .123               | .753               | .429               | .258               | .046               | .222               | .655               | .019               | .075               |
| X1_12 | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .144               | .144                | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               |
| X1_13 | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .074               | .071                | .290 <sup>**</sup> | .566 <sup>**</sup> | 1                  | .159               | .205 <sup>**</sup> | .216 <sup>**</sup> | .011               | .100               | .165 <sup>**</sup> | .080               | .153               | .153               | -.025              | .113               | .152               | .439 <sup>**</sup> |
| X1_14 | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .519               | .497                | .296               | .116               | .003               | .057               | .014               | .009               | .893               | .231               | .048               | .338               | .066               | .056               | .762               | .178               | .068               | .000               |
| X1_15 | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .144               | .144                | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               |
| X1_16 | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .054               | -.057 <sup>**</sup> | -.088              | .132               | .246 <sup>**</sup> | .159               | 1                  | .375 <sup>**</sup> | .302 <sup>**</sup> | .274 <sup>**</sup> | .227 <sup>**</sup> | .100               | .112               | .118               | .073               | .072               | .167 <sup>**</sup> | .163               |
| X1_17 | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .029               | .040                | -.132              | .046               | .131               | .205 <sup>**</sup> | .376 <sup>**</sup> | 1                  | .447 <sup>**</sup> | .257 <sup>**</sup> | .152               | .118               | .124               | .177 <sup>**</sup> | .156               | -.018              | .159               | .112               |
| X1_18 | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .731               | .637                | .115               | .567               | .117               | .014               | .000               | .000               | .002               | .069               | .159               | .140               | .034               | .062               | .826               | .057               | .181               | .000               |
| X1_19 | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .144               | .144                | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               | .144               |
| TOTAL | Person Correlatio<br>n<br>Sig./2-<br>tailed)<br>N | .485               | .665                | .773               | .047               | .123               | .039               | .000               | .000               | .000               | .000               | .000               | .009               | .007               | .000               | .179               | .006               | .002               | .000               |

|       |             |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|-------|-------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| K1_10 | Person      | .165* | .130  | .106  | .035  | .026  | .011  | .274* | .257* | .357* | 1     | .563* | .428* | .234* | .168* | .168* | .773* | .172* | .190* | .529* |
|       | Correlation |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| K1_11 | Person      | .049  | .120  | .206  | .679  | .753  | .893  | .001  | .002  | .000  | .000  | .000  | .005  | .044  | .044  | .039  | .039  | .023  | .000  | .000  |
|       | Correlation |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| K1_12 | Person      | .078  | .033  | .062  | .147  | .066  | .100  | .227* | .152  | .385* | .563* | 1     | .471* | .398* | .211* | .301* | .313* | .285* | .230* | .571* |
|       | Correlation |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| K1_13 | Person      | .355  | .693  | .458  | .079  | .429  | .231  | .006  | .069  | .000  | .000  | .000  | .000  | .000  | .011  | .000  | .000  | .001  | .006  | .000  |
|       | Correlation |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| K1_14 | Person      | .144  | .144  | .144  | .144  | .144  | .144  | .144  | .144  | .144  | .144  | .144  | .144  | .144  | .144  | .144  | .144  | .144  | .144  | .144  |
|       | Correlation |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| K1_15 | Person      | .049  | -.015 | -.092 | .773* | .102  | .153  | .118  | .177* | .223* | .168* | .211* | .374* | .456* | 1     | .576* | .289* | .307* | .099  | .502* |
|       | Correlation |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| K1_16 | Person      | .289  | .343  | .998  | .020  | .655  | .066  | .382  | .062  | .000  | .044  | .000  | .009  | .000  | .000  | .000  | .000  | .000  | .160  | .000  |
|       | Correlation |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| K1_17 | Person      | .047  | .072  | .039  | .744* | .195* | -.025 | .072  | -.018 | .113  | .773* | .313* | .252* | .382* | .289* | .356* | 1     | .387* | .159  | .449* |
|       | Correlation |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| K1_18 | Person      | .575  | .389  | .639  | .037  | .019  | .762  | .392  | .826  | .179  | .038  | .000  | .002  | .000  | .000  | .000  | .000  | .000  | .058  | .000  |
|       | Correlation |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| K1_19 | Person      | .132  | .029  | .025  | .219* | .149  | .113  | .167* | .159  | .228* | .172* | .285* | .245* | .220* | .307* | .307* | .387* | 1     | .389* | .524* |
|       | Correlation |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| K1_20 | Person      | .115  | .730  | .764  | .008  | .075  | .178  | .046  | .057  | .006  | .039  | .001  | .003  | .008  | .000  | .000  | .000  | .000  | .000  | .000  |
|       | Correlation |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| K1_21 | Person      | .742  | .733  | .722  | .189  | .006  | .068  | .051  | .181  | .002  | .023  | .006  | .000  | .848  | .238  | .160  | .058  | .044  | .000  | .000  |
|       | Correlation |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| TOTAL | Person      | .234* | .320* | .241* | .489* | .440* | .439* | .371* | .409* | .536* | .529* | .571* | .569* | .535* | .502* | .494* | .449* | .524* | .419* | 1     |
|       | Correlation |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| TOTAL | Person      | .005  | .000  | .004  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  |
|       | Correlation |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |

\* Correlations significant at the 0.05 level (2-tailed).  
 \*\* Correlation is significant at the 0.01 level (2-tailed).

## Lampiran 19 Uji Validitas Kualitas Pelayanan x2

|                     | Correlations       |                    |                    |                    |                    |                    |                    |                    |                    |                    |                     |                     |                     |       |                    |                    |
|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|---------------------|---------------------|-------|--------------------|--------------------|
|                     | X2_1               | X2_2               | X2_3               | X2_4               | X2_5               | X2_6               | X2_7               | X2_8               | X2_9               | X2_10              | X2_11               | X2_12               | X2_13               | X2_14 | X2_15              | TOTAL              |
| <b>X2_1</b>         |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                     |                     |                     |       |                    |                    |
| Pearson Correlation | 1                  | .431 <sup>**</sup> | .330 <sup>**</sup> | -.049              | .045               | .178               | .074               | .101               | .092               | .009               | .119                | .020                | .066                | .108  | .265 <sup>**</sup> | .431 <sup>**</sup> |
| Sig. (2-tailed)     |                    | .000               | .000               | .599               | .996               | .033               | .377               | .230               | .274               | .916               | .155                | .810                | .432                | .196  | .002               | .000               |
| N                   | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                 | 144                 | 144                 | 144   | 144                | 144                |
| <b>X2_2</b>         |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                     |                     |                     |       |                    |                    |
| Pearson Correlation | .431 <sup>**</sup> | 1                  | .292 <sup>**</sup> | .135               | -.001              | .100               | -.080              | .164 <sup>**</sup> | .070               | .107               | .076                | -.008               | -.059               | .102  | .152               | .387 <sup>**</sup> |
| Sig. (2-tailed)     | .000               |                    | .002               | .002               | .995               | .232               | .474               | .049               | .403               | .202               | .364                | .929                | .482                | .225  | .070               | .000               |
| N                   | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                 | 144                 | 144                 | 144   | 144                | 144                |
| <b>X2_3</b>         |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                     |                     |                     |       |                    |                    |
| Pearson Correlation | .330 <sup>**</sup> | .292 <sup>**</sup> | 1                  | .222 <sup>**</sup> | .145               | .215 <sup>**</sup> | .188 <sup>**</sup> | .146               | .077               | -.073              | .109                | .054                | -.006               | -.027 | .100               | .420 <sup>**</sup> |
| Sig. (2-tailed)     | .000               | .002               |                    | .007               | .083               | .010               | .024               | .081               | .360               | .384               | .193                | .520                | .940                | .745  | .234               | .000               |
| N                   | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                 | 144                 | 144                 | 144   | 144                | 144                |
| <b>X2_4</b>         |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                     |                     |                     |       |                    |                    |
| Pearson Correlation | -.049              | .135               | .222 <sup>**</sup> | 1                  | .213 <sup>**</sup> | .241 <sup>**</sup> | .196               | .125               | .102               | .171 <sup>**</sup> | .007                | .051                | -.198 <sup>**</sup> | .023  | -.089              | .329 <sup>**</sup> |
| Sig. (2-tailed)     | .599               | .107               | .007               |                    | .010               | .004               | .061               | .135               | .223               | .041               | .937                | .547                | .017                | .790  | .289               | .000               |
| N                   | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                 | 144                 | 144                 | 144   | 144                | 144                |
| <b>X2_5</b>         |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                     |                     |                     |       |                    |                    |
| Pearson Correlation | .045               | -.001              | .145               | .213 <sup>**</sup> | 1                  | .264 <sup>**</sup> | .173 <sup>**</sup> | .227 <sup>**</sup> | .224 <sup>**</sup> | -.017              | .076                | -.053               | -.001               | .133  | .026               | .376 <sup>**</sup> |
| Sig. (2-tailed)     | .596               | .995               | .083               | .010               |                    | .001               | .038               | .006               | .007               | .835               | .362                | .528                | .996                | .111  | .788               | .000               |
| N                   | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                 | 144                 | 144                 | 144   | 144                | 144                |
| <b>X2_6</b>         |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                     |                     |                     |       |                    |                    |
| Pearson Correlation | .178 <sup>**</sup> | .100               | .215 <sup>**</sup> | .241 <sup>**</sup> | .264 <sup>**</sup> | 1                  | .369 <sup>**</sup> | .276 <sup>**</sup> | .260 <sup>**</sup> | -.023              | -.167 <sup>**</sup> | -.157 <sup>**</sup> | -.093               | .064  | .210 <sup>**</sup> | .422 <sup>**</sup> |
| Sig. (2-tailed)     | .033               | .232               | .010               | .004               | .001               |                    | .000               | .001               | .003               | .784               | .045                | .060                | .320                | .443  | .011               | .000               |
| N                   | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                 | 144                 | 144                 | 144   | 144                | 144                |
| <b>X2_7</b>         |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                     |                     |                     |       |                    |                    |
| Pearson Correlation | .074               | -.060              | .188 <sup>**</sup> | .196               | .173 <sup>**</sup> | .369 <sup>**</sup> | 1                  | .353 <sup>**</sup> | .188 <sup>**</sup> | -.001              | -.036               | .006                | -.060               | -.070 | .109               | .363 <sup>**</sup> |
| Sig. (2-tailed)     | .377               | .474               | .024               | .061               | .038               | .000               |                    | .000               | .044               | .988               | .665                | .940                | .474                | .402  | .194               | .000               |
| N                   | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                 | 144                 | 144                 | 144   | 144                | 144                |
| <b>X2_8</b>         |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                     |                     |                     |       |                    |                    |
| Pearson Correlation | .101               | .164 <sup>**</sup> | .146               | .125               | .227 <sup>**</sup> | .276 <sup>**</sup> | .353 <sup>**</sup> | 1                  | .412 <sup>**</sup> | .240 <sup>**</sup> | .042                | .090                | .037                | .154  | .032               | .533 <sup>**</sup> |
| Sig. (2-tailed)     | .230               | .049               | .081               | .135               | .006               | .001               | .000               |                    | .000               | .004               | .621                | .286                | .658                | .066  | .701               | .000               |
| N                   | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                | 144                 | 144                 | 144                 | 144   | 144                | 144                |



|       |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X2_9  | Pearson Correlation | .092   | .070   | .077   | .102   | .224** | .250** | .168   | .412** | 1      | .366** | .202   | .146   | .020   | .112   | .049   | .519** |
|       | Sig. (2-tailed)     | .274   | .403   | .360   | .223   | .007   | .003   | .044   | .000   | .000   | .000   | .015   | .081   | .808   | .181   | .557   | .000   |
|       | N                   | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2_10 | Pearson Correlation | .009   | .107   | -.073  | .171*  | -.017  | -.023  | -.001  | .240** | .356** | 1      | .305** | .192   | .130   | .229** | .042   | .437** |
|       | Sig. (2-tailed)     | .916   | .202   | .384   | .041   | .835   | .784   | .988   | .004   | .000   | .000   | .000   | .021   | .122   | .005   | .519   | .000   |
|       | N                   | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2_11 | Pearson Correlation | .119   | .076   | .109   | .007   | .076   | -.167* | -.036  | .042   | .202   | .305** | 1      | .468** | .285** | .171*  | .179*  | .443** |
|       | Sig. (2-tailed)     | .155   | .364   | .193   | .937   | .352   | .045   | .665   | .621   | .015   | .000   | .000   | .000   | .001   | .040   | .032   | .000   |
|       | N                   | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2_12 | Pearson Correlation | .020   | -.008  | .054   | .051   | -.053  | -.157* | .006   | .090   | .146   | .192*  | .468** | 1      | .372** | .233** | .055   | .386** |
|       | Sig. (2-tailed)     | .810   | .929   | .520   | .547   | .528   | .060   | .940   | .286   | .081   | .021   | .000   | .000   | .000   | .005   | .312   | .000   |
|       | N                   | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2_13 | Pearson Correlation | .056   | -.059  | -.006  | -.198* | -.001  | -.083  | -.060  | .037   | .020   | .130   | .285** | .372** | 1      | .488** | .456** | .383** |
|       | Sig. (2-tailed)     | .432   | .482   | .940   | .017   | .995   | .320   | .474   | .658   | .808   | .122   | .001   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2_14 | Pearson Correlation | .108   | .102   | -.027  | .023   | .133   | .064   | -.070  | .154   | .112   | .229** | .171*  | .233** | .488** | 1      | .429** | .484** |
|       | Sig. (2-tailed)     | .196   | .225   | .745   | .780   | .111   | .443   | .402   | .086   | .181   | .006   | .040   | .005   | .000   | .000   | .000   | .000   |
|       | N                   | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2_15 | Pearson Correlation | .255** | .152   | .100   | -.099  | .025   | .210*  | .109   | .032   | .049   | .042   | .179*  | .085   | .456** | .429** | 1      | .474** |
|       | Sig. (2-tailed)     | .002   | .070   | .234   | .289   | .758   | .011   | .194   | .701   | .587   | .619   | .032   | .312   | .000   | .000   | .000   | .000   |
|       | N                   | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| TOTAL | Pearson Correlation | .431** | .387** | .420** | .329** | .375** | .422** | .363** | .533** | .519** | .437** | .443** | .386** | .383** | .454** | .474** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |

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

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

## Lampiran 20 Uji Validitas Strategi Promosi X3

|      |                     | Correlations |        |        |        |        |        |        |        |       |        |       |        |        |
|------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|-------|--------|-------|--------|--------|
|      |                     | X3_1         | X3_2   | X3_3   | X3_4   | X3_5   | X3_6   | X3_7   | X3_8   | X3_9  | X3_10  | X3_11 | X3_12  | TOTAL  |
| X3_1 | Pearson Correlation | 1            | .644** | .463** | .385** | .296** | .140   | -.063  | .066   | -.083 | -.062  | .059  | .254** | .561** |
|      | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .094   | .452   | .430   | .321  | .540   | .480  | .002   | .000   |
| X3_2 | Pearson Correlation | .644**       | 1      | .576** | .506** | .346** | .153   | -.019  | .082   | -.011 | -.169  | -.064 | .160   | .561** |
|      | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   | .068   | .824   | .328   | .897  | .043   | .444  | .055   | .000   |
| X3_3 | Pearson Correlation | .463**       | .576** | 1      | .568** | .432** | .171*  | .019   | -.057  | -.133 | -.086  | .051  | .073   | .528** |
|      | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   | .040   | .820   | .498   | .112  | .308   | .545  | .386   | .000   |
| X3_4 | Pearson Correlation | .385**       | .506** | .568** | 1      | .566** | .217** | -.046  | .005   | -.019 | -.074  | .054  | .187*  | .580** |
|      | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   | .009   | .581   | .957   | .821  | .381   | .523  | .024   | .000   |
| X3_5 | Pearson Correlation | .296**       | .346** | .432** | .566** | 1      | .301** | .009   | .041   | -.018 | -.075  | .136  | .092   | .537** |
|      | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        | .000   | .914   | .627   | .835  | .372   | .105  | .273   | .000   |
| X3_6 | Pearson Correlation | .140         | .153   | .171*  | .217** | .301** | 1      | .482** | .132   | -.008 | .297** | .047  | -.127  | .480** |
|      | Sig. (2-tailed)     | .094         | .068   | .040   | .009   | .000   |        | .000   | .114   | .920  | .000   | .575  | .129   | .000   |
| X3_7 | Pearson Correlation | -.063        | -.019  | .019   | -.046  | .009   | .482** | 1      | .322** | .132  | .287** | .054  | -.030  | .353** |
|      | Sig. (2-tailed)     | .452         | .824   | .820   | .581   | .914   | .000   |        | .000   | .115  | .000   | .519  | .720   | .000   |
|      |                     | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144   | 144    | 144   | 144    | 144    |

|       |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X3_8  | Pearson Correlation | .066   | .082   | -.057  | .005   | .041   | .132   | .322** | 1      | .303** | .050   | .115   | .164*  | .390** |
|       | Sig. (2-tailed)     | .430   | .328   | .498   | .957   | .627   | .114   | .000   |        | .000   | .548   | .170   | .049   | .000   |
| X3_9  | Pearson Correlation |        |        |        |        |        |        |        |        |        |        |        |        |        |
|       | Sig. (2-tailed)     | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   |
| X3_10 | Pearson Correlation |        |        |        |        |        |        |        |        |        |        |        |        |        |
|       | Sig. (2-tailed)     | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   |
| X3_11 | Pearson Correlation |        |        |        |        |        |        |        |        |        |        |        |        |        |
|       | Sig. (2-tailed)     | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   |
| X3_12 | Pearson Correlation |        |        |        |        |        |        |        |        |        |        |        |        |        |
|       | Sig. (2-tailed)     | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   | .144   |
| TOTAL | Pearson Correlation | .561** | .561** | .528** | .580** | .537** | .460** | .353** | .390** | .404** | .366** | .480** | .486** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       |                     | N      | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
\* . Correlation is significant at the 0.05 level (2-tailed).

## Lampiran 21 Uji Validitas Loyalitas Pelayanan Y

|     |   | Correlations |        |        |        |        |        |        |        |         |        |       |        |        |
|-----|---|--------------|--------|--------|--------|--------|--------|--------|--------|---------|--------|-------|--------|--------|
|     |   | Y_1          | Y_2    | Y_3    | Y_4    | Y_5    | Y_6    | Y_7    | Y_8    | Y_9     | Y_10   | Y_11  | Y_12   | TOTAL  |
| Y_1 | Pearson Correlation<br>Sig. (2-tailed)<br>N | 1            | .596** | .428** | .357** | .281** | .188** | -.031  | .066   | -.082   | -.052  | .064  | .261** | .564** |
|     |   |              | .000   | .000   | .000   | .001   | .044   | .710   | .430   | .330    | .538   | .449  | .002   | .000   |
|     |   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144     | 144    | 144   | 144    | 144    |
| Y_2 | Pearson Correlation<br>Sig. (2-tailed)<br>N | .596**       | 1      | .557** | .454** | .289** | .114   | -.046  | .040   | .016    | -.108  | -.110 | .114   | .518** |
|     |   | .000         | .000   | .000   | .000   | .001   | .173   | .585   | .633   | .854    | .196   | .187  | .175   | .000   |
|     |   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144     | 144    | 144   | 144    | 144    |
| Y_3 | Pearson Correlation<br>Sig. (2-tailed)<br>N | .428**       | .557** | 1      | .518** | .379** | .167** | .019   | -.126  | -.166** | -.086  | -.015 | .038   | .473** |
|     |   | .000         | .000   | .000   | .000   | .000   | .046   | .821   | .132   | .046    | .306   | .860  | .650   | .000   |
|     |   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144     | 144    | 144   | 144    | 144    |
| Y_4 | Pearson Correlation<br>Sig. (2-tailed)<br>N | .357**       | .454** | .518** | 1      | .566** | .217** | -.046  | .005   | -.019   | -.074  | .054  | .193*  | .569** |
|     |   | .000         | .000   | .000   | .000   | .000   | .009   | .581   | .957   | .821    | .381   | .523  | .020   | .000   |
|     |   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144     | 144    | 144   | 144    | 144    |
| Y_5 | Pearson Correlation<br>Sig. (2-tailed)<br>N | .281**       | .289** | .379** | .566** | 1      | .301** | .009   | .041   | -.018   | -.075  | .138  | .104   | .524** |
|     |   | .001         | .001   | .000   | .000   | .000   | .000   | .914   | .627   | .835    | .372   | .105  | .214   | .000   |
|     |   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144     | 144    | 144   | 144    | 144    |
| Y_6 | Pearson Correlation<br>Sig. (2-tailed)<br>N | .188**       | .114   | .167** | .217** | .301** | 1      | .482** | .132   | -.008   | .297** | .047  | -.139  | .482** |
|     |   | .044         | .173   | .046   | .009   | .000   | .000   | .000   | .114   | .920    | .000   | .575  | .086   | .000   |
|     |   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144     | 144    | 144   | 144    | 144    |
| Y_7 | Pearson Correlation<br>Sig. (2-tailed)<br>N | -.031        | -.046  | .019   | -.046  | .009   | .482** | 1      | .322** | .132    | .287** | .054  | -.037  | .357** |
|     |   | .710         | .585   | .821   | .581   | .914   | .000   | .000   | .000   | .115    | .000   | .519  | .658   | .000   |
|     |   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144     | 144    | 144   | 144    | 144    |

|       |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Y_8   | Pearson Correlation | .066   | .040   | -.126  | .005   | .041   | .132   | .322** | 1      | .303** | .050   | .115   | .185   | .382** |
|       | Sig. (2-tailed)     | .430   | .633   | .132   | .957   | .627   | .114   | .000   |        | .000   | .548   | .170   | .027   | .000   |
|       | N                   | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| Y_9   | Pearson Correlation | -.082  | .016   | -.166* | -.019  | -.018  | -.008  | .132   | .303** | 1      | .418** | .387** | .299** | .412** |
|       | Sig. (2-tailed)     | .330   | .854   | .046   | .821   | .835   | .920   | .115   | .000   |        | .000   | .000   | .000   | .000   |
|       | N                   | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| Y_10  | Pearson Correlation | -.052  | -.108  | -.086  | -.074  | -.075  | .297** | .287** | .050   | .418** | 1      | .423** | .093   | .381** |
|       | Sig. (2-tailed)     | .538   | .196   | .306   | .381   | .372   | .000   | .000   | .548   | .000   |        | .000   | .270   | .000   |
|       | N                   | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| Y_11  | Pearson Correlation | .064   | -.110  | -.015  | .054   | .136   | .047   | .054   | .115   | .387** | .423** | 1      | .397** | .466** |
|       | Sig. (2-tailed)     | .449   | .187   | .860   | .523   | .105   | .575   | .519   | .170   | .000   | .000   |        | .000   | .000   |
|       | N                   | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| Y_12  | Pearson Correlation | .261** | .114   | .038   | .193*  | .104   | -.139  | -.037  | .185*  | .299** | .093   | .387** | 1      | .488** |
|       | Sig. (2-tailed)     | .002   | .175   | .650   | .020   | .214   | .096   | .658   | .027   | .000   | .270   | .000   |        | .000   |
|       | N                   | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| TOTAL | Pearson Correlation | .564** | .518** | .473** | .569** | .524** | .462** | .357** | .392** | .412** | .381** | .466** | .488** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |

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

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

## Lampiran 22 Hasil Uji Reliabilitas

### Kualitas Produk X1

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .781             | 18         |

### Kualitas Pelayanan X2

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .680             | 15         |

### Strategi Promosi X3

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .688             | 12         |

### Loyalitas Pelanggan Y

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .673             | 12         |

## Lampiran 22 Hasil Uji Asumsi Klasik

### Hasil Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 144                     |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | 2.30972368              |
| Most Extreme Differences         | Absolute       | .070                    |
|                                  | Positive       | .070                    |
|                                  | Negative       | -.034                   |
| Test Statistic                   |                | .070                    |
| Asymp. Sig. (2-tailed)           |                | .083 <sup>c</sup>       |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

### Hasil Uji Multikolinieritas

| Coefficients <sup>a</sup> |                    |                             |            |                           |       |      |                         |       |
|---------------------------|--------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model                     |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|                           |                    | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1                         | (Constant)         | 19,234                      | 4,832      |                           | 3,981 | ,000 |                         |       |
|                           | Kualitas Produk    | ,044                        | ,053       | ,067                      | ,828  | ,409 | ,727                    | 1,375 |
|                           | Kualitas Pelanggan | ,173                        | ,077       | ,185                      | 2,245 | ,026 | ,696                    | 1,437 |
|                           | Strategi Promosi   | ,372                        | ,064       | ,443                      | 5,766 | ,000 | ,804                    | 1,244 |

a. Dependent Variable: Loyalitas Pelanggan

## Lampiran 23 Hasil Uji Autokorelasi

### Model Summary<sup>b</sup>

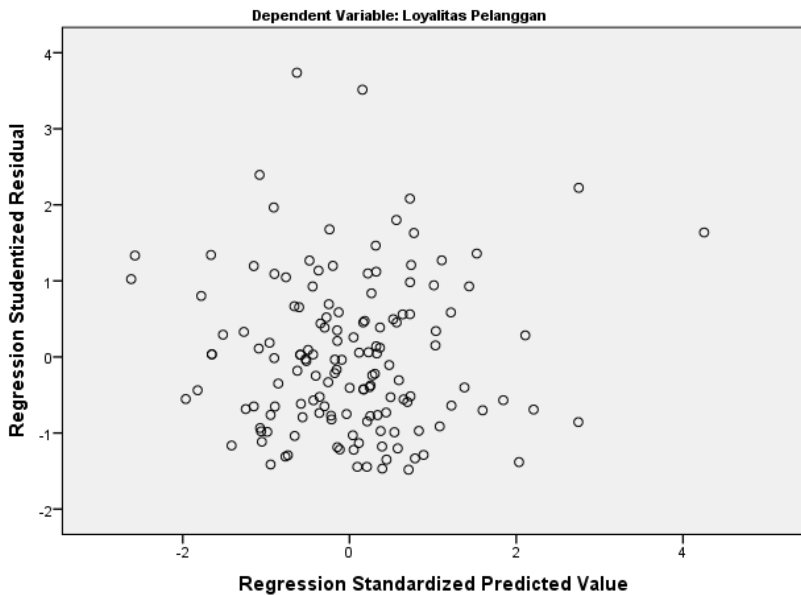
| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .579 <sup>a</sup> | .335     | .321              | 2,558                      | 1,882         |

a. Predictors: (Constant), Strategi Promosi, Kualitas Produk, Kualitas Pelayanan

b. Dependent Variable: Loyalitas Pelanggan

## Hasil Uji Heterokodesitas

### Scatterplot





## Lampiran 24 Analisis Linier Berganda

|       |                    | <b>Coefficients</b>         |            |
|-------|--------------------|-----------------------------|------------|
| Model |                    | Unstandardized Coefficients |            |
|       |                    | B                           | Std. Error |
| 1     | (Constant)         | 19,234                      | 4,832      |
|       | Kualitas           | ,044                        | ,053       |
|       | Kualitas Pelayanan | ,173                        | ,077       |
|       | Strategi Promosi   | ,372                        | ,064       |

a. Dependent Variable: Loyalitas Pelanggan

## Hasil Uji Koefisien Determinasi

| <b>Model Summary<sup>b</sup></b> |                   |          |                   |                            |
|----------------------------------|-------------------|----------|-------------------|----------------------------|
| Model                            | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                                | .579 <sup>a</sup> | .335     | .321              | 2,558                      |

a. Predictors: (Constant), Strategi Promosi, Kualitas Produk

b. Dependent Variable: Loyalitas Pelanggan

## Lampiran 24 Hasil Uji Hipotesis

### Uji t

| Coefficients <sup>a</sup> |                    |                             |            |                           |       |      |
|---------------------------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |                    | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant)         | 19,234                      | 4,832      |                           | 3,981 | ,000 |
|                           | Kualitas           | ,044                        | ,053       | ,067                      | ,828  | ,409 |
|                           | Kualitas Pelayanan | ,173                        | ,077       | ,185                      | 2,245 | ,026 |
|                           | Strategi Promosi   | ,372                        | ,064       | ,443                      | 5,766 | ,000 |

a. Dependent Variable: Loyalitas Pelanggan

### Hasil Uji F

| ANOVA <sup>a</sup> |            |                |     |             |        |                   |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1                  | Regression | 461,675        | 3   | 153,892     | 23,521 | ,000 <sup>b</sup> |
|                    | Residual   | 915,985        | 140 | 6,543       |        |                   |
|                    | Total      | 1377,660       | 143 |             |        |                   |

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Strategi Promosi, Kualitas Produk, Kualitas Pelayanan