**DAFTAR PUSTAKA**

Bahri, Syaiful, 2018, *Metodologi Penelitian Bisnis, Lengkap Dengan Teknik Pengolahan data SPSS*, Andi Offset, Yogyakarta.

Buchari, Alma, 2018, *Manajemen Pemasaran dan Pemasaran Jasa*. Edisi Revisi. Alfabeta, Bandung.

Efendi, 2015, ‘Pengaruh Merk, Kemasan dan Desain Produk Terhadap Loyalitas Pelanggan Produk Susu PT. Ultra Jay’, Universitas Nusantara PGRI Kediri. <http://Simki.unpkediri.ac.id>.

Erliyana, 2019, ‘Pengaruh Desain Kemasan Produk Lokal Terhadap Minat Beli Menggunakan Model *View* Studi Kasus Keripik Maichi, Universitas Bunda Mulia’, *Prosiding Seminar Nasional Desain dan Arsitektur (SENADA)* Vol. 2.

Indriyanti, 2018. ‘Pengaruh Sponsorship Terhadap Loyalitas Konsumen Pada Produk Makanan PT. Jakarta Tama Medan*’,* Universitas Muslim Nusantara Al-Washliyah.

Malau, Harman, 2018, *Manajemen Pemasaran Teori dan Aplikasi Pemasaran Era Tradisional Sampai Era Modernisasi Global*. Alfabeta. Bandung.

Novita, 2017, ‘Analisis Faktor-faktor Yang Mempengaruhi Loyalitas Konsumen Dalam Pembelian Pembalut Wanita’ Universitas Lampung. <http://digilib.unila.ac.id>.

Priansa, Joni, Donni, 2017, *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*. Alfabeta. Bandung.

Sari, Setiawan, 2017, ‘Pengaruh *Green Marketing* dan *Packaging* Terhadap *Brand Image* dan Loyalitas Pelanggan Pada Konsumen Starbucks Coffee’, *E-Jurnal Manajemen Unud*, Vol. 6, No. 7.

Sugiama, Pambudy, 2017, ‘Pengaruh Kemasan, Kewajaran Harga dan *Brand Awareness* Terhadap *Brand Loyalty* (Studi Kasus Pada Wisatawan Nusantara di Kartika Sari Bandung)’. *Jurnal Manajemen Maranatha*, Vol 17 No 1, hal 1-14.

Sugiyono, 2016, *Metode Penelitian Manajemen*, Cetakan Kelima, Alfabeta, Bandung.

Sugiyono, 2018, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Cetakan ke 20. Alfabeta, Bandung.

Suparyanto, dkk, 2015*, Manajemen Pemasaran, Dilengkapi 45 Judul Penelitian dan Kasus Sehari-hari di Indinesia*, In Media, Bogor.

Yunaida, 2017, ‘Pengaruh *Brand Image* (Citra Merek) Terhadap Loyalitas Konsumen Produk Oli Pelumas Evalube di Kota Langsa, Universitas Samudra, *Jurnal Manajemen dan Keuangan*, Vol 6, No 2.

**LAMPIRAN 1**

**DAFTAR KUESIONER**

PENGARUH DESAIN KEMASAN TERHADAP LOYALITAS KONSUMEN ESKULIN (STUDI KASUS PADA SISWI SEKOLAH SMK NEGERI 1 BERINGIN JURUSAN KECANTIKAN DAN TATA BUSANA)

Dengan hormat,

Guna menyusun skripsi dalam rangka memenuhi syarat untuk dapat menyelesaikan program pendidikan S1 pada Fakultas Ekonomi Universitas Muslim Nusantara Al Washliyah Medan, diperlukan data-data dan informasi-informasi yang mendukung kelancaran penelitian ini.

Demi tercapainya tujuan penelitian ini, maka penyusun memohon kesediaan dari Bapak/Ibu untuk membantu mengisi kuesioner atau daftar pernyataan yang telah disediakan.

Kemudian atas kesediaan Bapak/Ibu yang telah meluangkan waktunya untuk mengisi kuesioner penelitian ini, penyusun mengucapkan banyak terima kasih.

Hormat Saya,

**Sri Hartati**

**163114119**

**KUESIONER**

1. **Identitas Responden**

No :

Nama :

Kelas : X XI

Umur : < 17 tahun 17-18 tahun

Jurusan : Kecantikan Tata Busana

1. Apakah anda masih menggunakan *Body Mist* dari produk Eskulin ?

Iya Tidak

1. **Petunjuk Pengisian Kuesioner**

Berilah tanda check list (✓) pada jawaban yang paling sesuai dengan pendapat anda pada kolom yang tersedia. Setiap responden hanya diperbolehkan memilih satu jawaban. Penelitian dapat anda lakukan berdasarkan skala berikut :

1. Sangat Setuju (SS) : Skor 5
2. Setuju (S) : Skor 4
3. Kurang Setuju (KS) : Skor 3
4. Tidak Setuju (TS) : Skor 2
5. Sangat Tidak Setuju (STS) : Skor 1

**Daftar Pertanyaan**

**Desain Kemasan (X)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **PERNYATAAN** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Bentuk** |  |  |  |  |  |
| 1. | Bentuk desain kemasan Eskulin *body mist* kurang praktis dibandingkan produk lain. |  |  |  |  |  |
| 2. | Bentuk desain kemasan eskulin *body mist* membuat tidak mudah tumpah ketika waktu penyimpanan. |  |  |  |  |  |
| 3. | Kurangnya variasi bentuk produk eskulin *body mist* |  |  |  |  |  |
|  | **Merek** |  |  |  |  |  |
| 4. | Produk Eskulin ini dikenali banyak masyarakat . |  |  |  |  |  |
| 5. | Logo pada produk merek Eskulin menarik perhatian sehingga menggugah keingintahuan. |  |  |  |  |  |
| 6. | Produk Eskulin memberikan informasi yang lengkap mengenai manfaat produk |  |  |  |  |  |
|  | **Warna** |  |  |  |  |  |
| 7. | Saya menyukai produk Eskulin karena kombinasi warnanya indah |  |  |  |  |  |
| 8. | Warna kemasan produk Eskulin menggambarkan citra produk yang bagus |  |  |  |  |  |
|  | **Ukuran** |  |  |  |  |  |
| 9. | Ukuran kemasan eskulin body mist terlalu besar sehingga sulit untuk dibawa kemana-mana |  |  |  |  |  |
| 10. | Kurangnya variasi ukuran produk eskulin *body mist.* |  |  |  |  |  |

**Loyalitas Konsumen (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **PERNYATAAN** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Melakukan Pembelian Secara Teratur** |  |  |  |  |  |
| 1. | Apakah anda melakukan pembelian produk Eskulin secara teratur ? |  |  |  |  |  |
| 2. | Saya akan tetap membeli produk Eskulin ini karena saya sudah merasa nyaman dan aman |  |  |  |  |  |
| 3. | Saya tidak tertarik dengan produk lain maka saya akan tetap memakai produk Eskulin |  |  |  |  |  |
| 4. | Saya membeli produk Eskulin sebagai kebutuhan untuk menambah rasa percaya diri saya |  |  |  |  |  |
|  | **Membeli Produk dan Jasa lainnya** |  |  |  |  |  |
| 5. | Apakah anda tertarik dengan kategori produk Eskulin lainnya ? |  |  |  |  |  |
| 6. | Saya akan membeli produk Eskulin dalam kategori lainnya |  |  |  |  |  |
|  | **Merekomendasi kepada orang lain** |  |  |  |  |  |
| 7. | Saya akan merekomendasikan keunggulan Eskulin kepada orang lain |  |  |  |  |  |
| 8. | Apakah anda akan mengajak orang di sekitar anda untuk memakai produk Eskulin *Body Mist* ? |  |  |  |  |  |
|  | **Menunjukan Kekebalan Terhadap Tarikan Pesaing** |  |  |  |  |  |
| 9. | Saya akan tetap memakai produk Eskulin *body mist* saat ada bujukan pesaing dari produk lain |  |  |  |  |  |
| 10. | Saya tidak tertarik dengan produk lain karena sudah merasa nyaman dengan produk Eskulin |  |  |  |  |  |

**LAMPIRAN 2 : Tabulasi Jawaban Responden**

**Tabulasi Jawaban Angket *Packaging*(X)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No Responden | Pernyataan Variabel X | | | | | | | | | | Total |
| X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 |
| 1 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 2 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 46 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 6 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 36 |
| 7 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 42 |
| 8 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 41 |
| 9 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 10 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 43 |
| 11 | 4 | 5 | 4 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 41 |
| 12 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 46 |
| 13 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 41 |
| 14 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 15 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 16 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 41 |
| 17 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 47 |
| 18 | 5 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 41 |
| 19 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 41 |
| 20 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 47 |
| 21 | 3 | 5 | 4 | 3 | 3 | 5 | 3 | 4 | 4 | 3 | 37 |
| 22 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 43 |
| 23 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 24 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 25 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 47 |
| 26 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 41 |
| 27 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 45 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 29 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 35 |
| 30 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 31 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 32 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 47 |
| 33 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 45 |
| 34 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 41 |
| 35 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 45 |
| 36 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 48 |
| 37 | 4 | 5 | 4 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 44 |
| 38 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 44 |
| 39 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 47 |
| 40 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 44 |
| 41 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 42 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 43 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 43 |
| 44 | 5 | 5 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 42 |
| 45 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 44 |
| 46 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 47 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 44 |
| 48 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 40 |
| 49 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 46 |
| 50 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 51 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 52 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 53 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 46 |
| 54 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 55 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 56 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 36 |
| 57 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 42 |
| 58 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 41 |
| 59 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| 60 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 61 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 47 |
| 62 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 43 |
| 63 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 46 |
| 64 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 65 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 46 |
| 66 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 67 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 46 |
| 68 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 43 |
| 69 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 45 |
| Total | 314 | 309 | 295 | 312 | 305 | 293 | 295 | 295 | 293 | 292 | 3003 |

*Sumber: Data diolah oleh Peneliti,2020*

**Tabulasi Jawaban Angket Loyalitas Konsumen (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No Responden | Pernyataan Variabel Y | | | | | | | | | | Total |
| Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 |
| 1 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 45 |
| 2 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 3 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 42 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 6 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 35 |
| 7 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 41 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 48 |
| 9 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 44 |
| 10 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 42 |
| 11 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 41 |
| 12 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 13 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 46 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 47 |
| 15 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 46 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 17 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 18 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 19 | 3 | 5 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 38 |
| 20 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 44 |
| 21 | 5 | 4 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 5 | 40 |
| 22 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 23 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 5 | 45 |
| 25 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 43 |
| 26 | 5 | 3 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 43 |
| 27 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 47 |
| 28 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 29 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 35 |
| 30 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 45 |
| 31 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 32 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 49 |
| 33 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 34 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 46 |
| 35 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 36 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 37 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 45 |
| 38 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 44 |
| 39 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 40 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 44 |
| 41 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 40 |
| 42 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 46 |
| 43 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 44 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 45 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 46 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 47 |
| 47 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| 48 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 40 |
| 49 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 50 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 37 |
| 51 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 45 |
| 52 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 53 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 54 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 42 |
| 55 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 56 | 4 | 3 | 3 | 4 | 3 | 5 | 5 | 3 | 3 | 4 | 37 |
| 57 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 42 |
| 58 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 45 |
| 59 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 44 |
| 60 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 44 |
| 61 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 62 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 45 |
| 63 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 64 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 65 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 66 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 67 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 68 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 69 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| Total | 307 | 299 | 302 | 306 | 298 | 307 | 310 | 293 | 294 | 299 | 3015 |

*Sumber: Data diolah oleh Peneliti,2020*

**Tabulasi Hasil Jawaban Responden Terhadap Variabel (X) dan (Y**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **NO** | **X** | **Y** | **X2** | **Y2** | **XY** |
| 1 | 44 | 45 | 1936 | 2025 | 1980 |
| 2 | 41 | 41 | 1681 | 1681 | 1681 |
| 3 | 46 | 47 | 2116 | 2209 | 2162 |
| 4 | 42 | 42 | 1764 | 1764 | 1764 |
| 5 | 47 | 43 | 2209 | 1849 | 2021 |
| 6 | 36 | 35 | 1296 | 1225 | 1260 |
| 7 | 42 | 41 | 1764 | 1681 | 1722 |
| 8 | 41 | 48 | 1681 | 2304 | 1968 |
| 9 | 42 | 44 | 1764 | 1936 | 1848 |
| 10 | 43 | 42 | 1849 | 1764 | 1806 |
| 11 | 41 | 41 | 1681 | 1681 | 1681 |
| 12 | 46 | 44 | 2116 | 1936 | 2024 |
| 13 | 41 | 46 | 1681 | 2116 | 1886 |
| 14 | 44 | 47 | 1936 | 2209 | 2068 |
| 15 | 48 | 46 | 2304 | 2116 | 2208 |
| 16 | 41 | 40 | 1681 | 1600 | 1640 |
| 17 | 47 | 44 | 2209 | 1936 | 2068 |
| 18 | 41 | 47 | 1681 | 2209 | 1927 |
| 19 | 41 | 38 | 1681 | 1444 | 1558 |
| 20 | 47 | 44 | 2209 | 1936 | 2068 |
| 21 | 37 | 40 | 1369 | 1600 | 1480 |
| 22 | 43 | 38 | 1849 | 1444 | 1634 |
| 23 | 49 | 46 | 2401 | 2116 | 2254 |
| 24 | 42 | 45 | 1764 | 2025 | 1890 |
| 25 | 47 | 43 | 2209 | 1849 | 2021 |
| 26 | 41 | 43 | 1681 | 1849 | 1763 |
| 27 | 45 | 47 | 2025 | 2209 | 2115 |
| 28 | 50 | 47 | 2500 | 2209 | 2350 |
| 29 | 35 | 35 | 1225 | 1225 | 1225 |
| 30 | 44 | 45 | 1936 | 2025 | 1980 |
| 31 | 48 | 43 | 2304 | 1849 | 2064 |
| 32 | 47 | 49 | 2209 | 2401 | 2303 |
| 33 | 45 | 47 | 2025 | 2209 | 2115 |
| 34 | 41 | 46 | 1681 | 2116 | 1886 |
| 35 | 45 | 42 | 2025 | 1764 | 1890 |
| 36 | 48 | 41 | 2304 | 1681 | 1968 |
| 37 | 44 | 45 | 1936 | 2025 | 1980 |
| 38 | 44 | 44 | 1936 | 1936 | 1936 |
| 39 | 47 | 45 | 2209 | 2025 | 2115 |
| 40 | 44 | 44 | 1936 | 1936 | 1936 |
| 41 | 42 | 40 | 1764 | 1600 | 1680 |
| 42 | 43 | 46 | 1849 | 2116 | 1978 |
| 43 | 43 | 38 | 1849 | 1444 | 1634 |
| 44 | 42 | 44 | 1764 | 1936 | 1848 |
| 45 | 44 | 41 | 1936 | 1681 | 1804 |
| 46 | 45 | 47 | 2025 | 2209 | 2115 |
| 47 | 44 | 45 | 1936 | 2025 | 1980 |
| 48 | 40 | 40 | 1600 | 1600 | 1600 |
| 49 | 46 | 45 | 2116 | 2025 | 2070 |
| 50 | 38 | 37 | 1444 | 1369 | 1406 |
| 51 | 44 | 45 | 1936 | 2025 | 1980 |
| 52 | 41 | 41 | 1681 | 1681 | 1681 |
| 53 | 46 | 47 | 2116 | 2209 | 2162 |
| 54 | 42 | 42 | 1764 | 1764 | 1764 |
| 55 | 47 | 43 | 2209 | 1849 | 2021 |
| 56 | 36 | 37 | 1296 | 1369 | 1332 |
| 57 | 42 | 42 | 1764 | 1764 | 1764 |
| 58 | 41 | 45 | 1681 | 2025 | 1845 |
| 59 | 43 | 44 | 1849 | 1936 | 1892 |
| 60 | 44 | 44 | 1936 | 1936 | 1936 |
| 61 | 47 | 48 | 2209 | 2304 | 2256 |
| 62 | 43 | 45 | 1849 | 2025 | 1935 |
| 63 | 46 | 47 | 2116 | 2209 | 2162 |
| 64 | 44 | 48 | 1936 | 2304 | 2112 |
| 65 | 46 | 45 | 2116 | 2025 | 2070 |
| 66 | 43 | 47 | 1849 | 2209 | 2021 |
| 67 | 46 | 47 | 2116 | 2209 | 2162 |
| 68 | 43 | 48 | 1849 | 2304 | 2064 |
| 69 | 45 | 47 | 2025 | 2209 | 2115 |
| **Total** | 3003 | 3015 | 131343 | 132475 | 131634 |
|  | **ƩX** | **ƩY** | **ƩX2** | **ƩY2** | **ƩXY** |

*Sumber: Data diolah oleh Peneliti,2020*

**LAMPIRAN 3 : Persentase Responden Berdasarkan Jawaban Pernyataan**

* 1. **Desain Kemasan (X)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 1 | 1,4 | 1,4 | 1,4 |
| 4 | 29 | 42,0 | 42,0 | 43,5 |
| 5 | 39 | 56,5 | 56,5 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 5 | 7,2 | 7,2 | 7,2 |
| 4 | 26 | 37,7 | 37,7 | 44,9 |
| 5 | 38 | 55,1 | 55,1 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 9 | 13,0 | 13,0 | 13,0 |
| 4 | 32 | 46,4 | 46,4 | 59,4 |
| 5 | 28 | 40,6 | 40,6 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 5 | 7,2 | 7,2 | 7,2 |
| 4 | 23 | 33,3 | 33,3 | 40,6 |
| 5 | 41 | 59,4 | 59,4 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |
| **Pernyataan 5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 5 | 7,2 | 7,2 | 7,2 |
| 4 | 30 | 43,5 | 43,5 | 50,7 |
| 5 | 34 | 49,3 | 49,3 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 7 | 10,1 | 10,1 | 10,1 |
| 4 | 38 | 55,1 | 55,1 | 65,2 |
| 5 | 24 | 34,8 | 34,8 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 7 | 10,1 | 10,1 | 10,1 |
| 4 | 36 | 52,2 | 52,2 | 62,3 |
| 5 | 26 | 37,7 | 37,7 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 8 | 11,6 | 11,6 | 11,6 |
| 4 | 34 | 49,3 | 49,3 | 60,9 |
| 5 | 27 | 39,1 | 39,1 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |
|  | | | | | |
|  | | | | | |
|  | | | | | |
| **Pernyataan 9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 6 | 8,7 | 8,7 | 8,7 |
| 4 | 40 | 58,0 | 58,0 | 66,7 |
| 5 | 23 | 33,3 | 33,3 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 6 | 8,7 | 8,7 | 8,7 |
| 4 | 41 | 59,4 | 59,4 | 68,1 |
| 5 | 22 | 31,9 | 31,9 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

* 1. **Loyalitas Konsumen (Y)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 3 | 4,3 | 4,3 | 4,3 |
| 4 | 32 | 46,4 | 46,4 | 50,7 |
| 5 | 34 | 49,3 | 49,3 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 8 | 11,6 | 11,6 | 11,6 |
| 4 | 30 | 43,5 | 43,5 | 55,1 |
| 5 | 31 | 44,9 | 44,9 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 5 | 7,2 | 7,2 | 7,2 |
| 4 | 33 | 47,8 | 47,8 | 55,1 |
| 5 | 31 | 44,9 | 44,9 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 4 | 5,8 | 5,8 | 5,8 |
| 4 | 31 | 44,9 | 44,9 | 50,7 |
| 5 | 34 | 49,3 | 49,3 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 9 | 13,0 | 13,0 | 13,0 |
| 4 | 29 | 42,0 | 42,0 | 55,1 |
| 5 | 31 | 44,9 | 44,9 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 6 | 8,7 | 8,7 | 8,7 |
| 4 | 26 | 37,7 | 37,7 | 46,4 |
| 5 | 37 | 53,6 | 53,6 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 2 | 2,9 | 2,9 | 2,9 |
| 4 | 31 | 44,9 | 44,9 | 47,8 |
| 5 | 36 | 52,2 | 52,2 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 8 | 11,6 | 11,6 | 11,6 |
| 4 | 36 | 52,2 | 52,2 | 63,8 |
| 5 | 25 | 36,2 | 36,2 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 6 | 8,7 | 8,7 | 8,7 |
| 4 | 39 | 56,5 | 56,5 | 65,2 |
| 5 | 24 | 34,8 | 34,8 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 5 | 7,2 | 7,2 | 7,2 |
| 4 | 36 | 52,2 | 52,2 | 59,4 |
| 5 | 28 | 40,6 | 40,6 | 100,0 |
| Total | 69 | 100,0 | 100,0 |  |

**LAMPIRAN 4 : Uji Validitas dan Uji Reliabilitas**

* 1. **Uji Validitas Desain Kemasan (X)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | TOTAL\_X |
| Pernyataan 1 | Pearson Correlation | 1 | ,212 | ,184 | ,095 | ,311\*\* | ,117 | ,241\* | ,316\*\* | ,167 | ,288\* | ,569\*\* |
| Sig. (2-tailed) |  | ,081 | ,130 | ,435 | ,009 | ,340 | ,046 | ,008 | ,170 | ,017 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 2 | Pearson Correlation | ,212 | 1 | ,235 | ,029 | ,042 | ,328\*\* | -,040 | ,278\* | ,341\*\* | ,130 | ,518\*\* |
| Sig. (2-tailed) | ,081 |  | ,052 | ,815 | ,733 | ,006 | ,747 | ,021 | ,004 | ,286 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 3 | Pearson Correlation | ,184 | ,235 | 1 | -,031 | -,171 | ,045 | -,008 | ,545\*\* | ,617\*\* | ,093 | ,524\*\* |
| Sig. (2-tailed) | ,130 | ,052 |  | ,800 | ,160 | ,712 | ,949 | ,000 | ,000 | ,445 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 4 | Pearson Correlation | ,095 | ,029 | -,031 | 1 | ,624\*\* | ,079 | ,040 | -,067 | -,072 | ,220 | ,386\*\* |
| Sig. (2-tailed) | ,435 | ,815 | ,800 |  | ,000 | ,519 | ,747 | ,583 | ,557 | ,070 | ,001 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 5 | Pearson Correlation | ,311\*\* | ,042 | -,171 | ,624\*\* | 1 | ,106 | ,037 | -,070 | -,122 | ,285\* | ,401\*\* |
| Sig. (2-tailed) | ,009 | ,733 | ,160 | ,000 |  | ,384 | ,762 | ,566 | ,318 | ,018 | ,001 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 6 | Pearson Correlation | ,117 | ,328\*\* | ,045 | ,079 | ,106 | 1 | ,415\*\* | ,047 | -,046 | ,081 | ,441\*\* |
| Sig. (2-tailed) | ,340 | ,006 | ,712 | ,519 | ,384 |  | ,000 | ,703 | ,707 | ,510 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 7 | Pearson Correlation | ,241\* | -,040 | -,008 | ,040 | ,037 | ,415\*\* | 1 | ,131 | -,026 | ,254\* | ,411\*\* |
| Sig. (2-tailed) | ,046 | ,747 | ,949 | ,747 | ,762 | ,000 |  | ,283 | ,832 | ,035 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 8 | Pearson Correlation | ,316\*\* | ,278\* | ,545\*\* | -,067 | -,070 | ,047 | ,131 | 1 | ,637\*\* | ,171 | ,613\*\* |
| Sig. (2-tailed) | ,008 | ,021 | ,000 | ,583 | ,566 | ,703 | ,283 |  | ,000 | ,160 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 9 | Pearson Correlation | ,167 | ,341\*\* | ,617\*\* | -,072 | -,122 | -,046 | -,026 | ,637\*\* | 1 | ,206 | ,553\*\* |
| Sig. (2-tailed) | ,170 | ,004 | ,000 | ,557 | ,318 | ,707 | ,832 | ,000 |  | ,089 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 10 | Pearson Correlation | ,288\* | ,130 | ,093 | ,220 | ,285\* | ,081 | ,254\* | ,171 | ,206 | 1 | ,540\*\* |
| Sig. (2-tailed) | ,017 | ,286 | ,445 | ,070 | ,018 | ,510 | ,035 | ,160 | ,089 |  | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| TOTAL\_X | Pearson Correlation | ,569\*\* | ,518\*\* | ,524\*\* | ,386\*\* | ,401\*\* | ,441\*\* | ,411\*\* | ,613\*\* | ,553\*\* | ,540\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,001 | ,001 | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

* 1. **Uji Validitas Loyalitas Konsumen (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | TOTAL\_Y |
| Pernyataan 1 | Pearson Correlation | 1 | ,136 | ,135 | ,438\*\* | ,185 | ,119 | ,123 | ,169 | ,038 | ,565\*\* | ,542\*\* |
| Sig. (2-tailed) |  | ,264 | ,269 | ,000 | ,127 | ,332 | ,314 | ,165 | ,758 | ,000 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 2 | Pearson Correlation | ,136 | 1 | ,361\*\* | ,072 | ,612\*\* | -,044 | -,052 | -,022 | ,249\* | ,260\* | ,515\*\* |
| Sig. (2-tailed) | ,264 |  | ,002 | ,559 | ,000 | ,719 | ,673 | ,856 | ,039 | ,031 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 3 | Pearson Correlation | ,135 | ,361\*\* | 1 | ,145 | ,296\* | ,012 | ,050 | ,240\* | ,203 | ,091 | ,490\*\* |
| Sig. (2-tailed) | ,269 | ,002 |  | ,236 | ,013 | ,925 | ,681 | ,047 | ,095 | ,459 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 4 | Pearson Correlation | ,438\*\* | ,072 | ,145 | 1 | ,189 | ,056 | ,096 | ,172 | ,047 | ,597\*\* | ,526\*\* |
| Sig. (2-tailed) | ,000 | ,559 | ,236 |  | ,119 | ,645 | ,431 | ,158 | ,703 | ,000 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 5 | Pearson Correlation | ,185 | ,612\*\* | ,296\* | ,189 | 1 | ,230 | ,082 | -,079 | ,044 | ,092 | ,532\*\* |
| Sig. (2-tailed) | ,127 | ,000 | ,013 | ,119 |  | ,058 | ,505 | ,521 | ,722 | ,451 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 6 | Pearson Correlation | ,119 | -,044 | ,012 | ,056 | ,230 | 1 | ,552\*\* | ,185 | ,218 | -,012 | ,442\*\* |
| Sig. (2-tailed) | ,332 | ,719 | ,925 | ,645 | ,058 |  | ,000 | ,127 | ,072 | ,920 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 7 | Pearson Correlation | ,123 | -,052 | ,050 | ,096 | ,082 | ,552\*\* | 1 | ,470\*\* | ,437\*\* | ,072 | ,524\*\* |
| Sig. (2-tailed) | ,314 | ,673 | ,681 | ,431 | ,505 | ,000 |  | ,000 | ,000 | ,557 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 8 | Pearson Correlation | ,169 | -,022 | ,240\* | ,172 | -,079 | ,185 | ,470\*\* | 1 | ,651\*\* | ,123 | ,545\*\* |
| Sig. (2-tailed) | ,165 | ,856 | ,047 | ,158 | ,521 | ,127 | ,000 |  | ,000 | ,312 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 9 | Pearson Correlation | ,038 | ,249\* | ,203 | ,047 | ,044 | ,218 | ,437\*\* | ,651\*\* | 1 | ,158 | ,576\*\* |
| Sig. (2-tailed) | ,758 | ,039 | ,095 | ,703 | ,722 | ,072 | ,000 | ,000 |  | ,195 | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| Pernyataan 10 | Pearson Correlation | ,565\*\* | ,260\* | ,091 | ,597\*\* | ,092 | -,012 | ,072 | ,123 | ,158 | 1 | ,551\*\* |
| Sig. (2-tailed) | ,000 | ,031 | ,459 | ,000 | ,451 | ,920 | ,557 | ,312 | ,195 |  | ,000 |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| TOTAL\_Y | Pearson Correlation | ,542\*\* | ,515\*\* | ,490\*\* | ,526\*\* | ,532\*\* | ,442\*\* | ,524\*\* | ,545\*\* | ,576\*\* | ,551\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 | 69 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |

1. **Uji Realibilitas Desain Kemasan (X)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,712 | 11 |

1. **Uji Realibilitas Loyalitas Konsumen (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,724 | 11 |

**LAMPIRAN 5 : Perhitungan Manual**

* 1. **Korelasi *Product Moment***

ƩX = 3.003

ƩY = 3.015

ƩX2 = 131.343

ƩY2 = 132.475

ƩXY = 131.634

* 1. **Regresi Linear Sederhana**

**Y= a+ bX + e**

a= (Σy)(Σx²) – (Σx)(Σxy)

n(Σx²) – (Σx)²

a= (3.015)(131.343) – (3.003)(131.634)

69(131.343) – (3.003)²

a= (395.999.145) – (395.296.902)

(9.062.667 – 9.018.009)

a= 702.243

44.658

a= 15,725

b= n(Σxy) – (Σx)(Σy)

n(Σx2) – (Σx)²

b= 69(131.634) – (3.003)(3.015)

69(131.343) – (3.003)²

b= 9.082.746 – 9.054.045

9.062.667– 9.018.009

b= 28.701

44.658

b= 0,643

* 1. **Uji t (Parsial)**

thit= 6,204

* 1. **Uji Koefisien Determinasi (R2)**

D = (r)2 x 100%

= (0,604)2 x 100%

= 0,365 x 100%

= 36,5 %

**LAMPIRAN 6 : Tabel Distribusi (t) dan tabel r untuk df**

**Tabel Distribusi T**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Tingkat signifikansi untuk uji satu arah** | | | | | |
| **df = (N-2)** | **0.05** | **0.025** | **0.01** | **0.005** |  | **0.0005** |
| **Tingkat signifikansi untuk uji dua arah** | | | | |  |
|  |  |
|  | **0.1** | **0.05** | **0.02** | **0.01** |  | **0.001** |
| **1** | 0.9877 | 0.9969 | 0.9995 | 0.9999 |  | 1.0000 |
| **2** | 0.9000 | 0.9500 | 0.9800 | 0.9900 |  | 0.9990 |
| **3** | 0.8054 | 0.8783 | 0.9343 | 0.9587 |  | 0.9911 |
| **4** | 0.7293 | 0.8114 | 0.8822 | 0.9172 |  | 0.9741 |
| **5** | 0.6694 | 0.7545 | 0.8329 | 0.8745 |  | 0.9509 |
| **6** | 0.6215 | 0.7067 | 0.7887 | 0.8343 |  | 0.9249 |
| **7** | 0.5822 | 0.6664 | 0.7498 | 0.7977 |  | 0.8983 |
| **8** | 0.5494 | 0.6319 | 0.7155 | 0.7646 |  | 0.8721 |
| **9** | 0.5214 | 0.6021 | 0.6851 | 0.7348 |  | 0.8470 |
| **10** | 0.4973 | 0.5760 | 0.6581 | 0.7079 |  | 0.8233 |
| **11** | 0.4762 | 0.5529 | 0.6339 | 0.6835 |  | 0.8010 |
| **12** | 0.4575 | 0.5324 | 0.6120 | 0.6614 |  | 0.7800 |
| **13** | 0.4409 | 0.5140 | 0.5923 | 0.6411 |  | 0.7604 |
| **14** | 0.4259 | 0.4973 | 0.5742 | 0.6226 |  | 0.7419 |
| **15** | 0.4124 | 0.4821 | 0.5577 | 0.6055 |  | 0.7247 |
| **16** | 0.4000 | 0.4683 | 0.5425 | 0.5897 |  | 0.7084 |
| **17** | 0.3887 | 0.4555 | 0.5285 | 0.5751 |  | 0.6932 |
| **18** | 0.3783 | 0.4438 | 0.5155 | 0.5614 |  | 0.6788 |
| **19** | 0.3687 | 0.4329 | 0.5034 | 0.5487 |  | 0.6652 |
| **20** | 0.3598 | 0.4227 | 0.4921 | 0.5368 |  | 0.6524 |
| **21** | 0.3515 | 0.4132 | 0.4815 | 0.5256 |  | 0.6402 |
| **22** | 0.3438 | 0.4044 | 0.4716 | 0.5151 |  | 0.6287 |
| **23** | 0.3365 | 0.3961 | 0.4622 | 0.5052 |  | 0.6178 |
| **24** | 0.3297 | 0.3882 | 0.4534 | 0.4958 |  | 0.6074 |
| **25** | 0.3233 | 0.3809 | 0.4451 | 0.4869 |  | 0.5974 |
| **26** | 0.3172 | 0.3739 | 0.4372 | 0.4785 |  | 0.5880 |
| **27** | 0.3115 | 0.3673 | 0.4297 | 0.4705 |  | 0.5790 |
| **28** | 0.3061 | 0.3610 | 0.4226 | 0.4629 |  | 0.5703 |
| **29** | 0.3009 | 0.3550 | 0.4158 | 0.4556 |  | 0.5620 |
| **30** | 0.2960 | 0.3494 | 0.4093 | 0.4487 |  | 0.5541 |
| **31** | 0.2913 | 0.3440 | 0.4032 | 0.4421 |  | 0.5465 |
| **32** | 0.2869 | 0.3388 | 0.3972 | 0.4357 |  | 0.5392 |