**Lampiran 1**

**KUESIONER PENELITIAN**

Kepada

Yth. Bapak/Ibu

Konsumen Toko Eva Fashion Desa Petumbukan

Dalam rangka memenuhi tugas akhir perkuliahan, Saya Nur Hafni Maulida Nasution adalah Mahasiswi Universitas Muslim Nusantara Al-Washliyah Fakultas Ekonomi Program Studi Manajemen yang sedang menyusun sebuah skripsi sebagai salah satu syarat untuk memperoleh gelar Sarjana Ekonomi, dengan judul **“ Pengaruh Kualitas Produk Terhadap Loyalitas Pelanggan Pada Toko Eva Fashion Desa Petumbukan Kecamatan Galang Kabupaten Deli Serdang”.** Oleh karena itu, mohon bantuan Bapak/Ibu untuk menjawab pertanyaan-pertanyaan kuesioner berikut ini.

Kuesioner ini hanya untuk kepentingan penelitian semata, dan tidak untuk dipublikasikan. Kerahasiaan Bapak/Ibu dapat saya jamin.

Demikianlah, saya ucapkan terima kasih atas kesediaan Bapak/Ibu yang telah bersedia meluangkan waktunnya untuk mengisi kuesioner ini.

Petumbukan, 2021

Penulis

Nur Hafni Maulida Nasution

**II. Identitas Responden**

1. Nama :
2. Jenis Kelamin :
3. Umur :
4. Alamat :
5. No Hp :

**III. Petunjuk Pengisian Kuesioner**

Berikan tanda checklist (√ ) pada salah satu jawaban yang paling sesuai dengan pendapat anda.

Keterangan Jawaban : Sangat Setuju (SS)

Setuju (S)

Kurang Setuju (KS)

Tidak Setuju (TS)

Sangat Tidak Setuju (STS)

**IV. Daftar Pernyataan Kuesioner**

1. Kualitas Produk ( X )

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **Kinerja (*Perfomance*)** | | | | | | |
| 1. | Menurut saya produk Toko Eva Fashion dapat memberikan kenyamanan saat dipakai. |  |  |  |  |  |
| 2. | Menurut saya, saya merasa nyaman dengan suasana saat berada di Toko Eva Fashion |  |  |  |  |  |
| **Fitur (*Features*)** | | | | | | |
| 3. | Menurut saya Motif produk Toko Eva Fashion menarik perhatian |  |  |  |  |  |
| 4. | Menurut saya jahitan dari produk Toko Eva Fashion rapi. |  |  |  |  |  |
| **Kesesuaian dengan Spesifikasi (*Conformance to Specifications*)** | | | | | | |
| 5. | Menurut saya Produk yang dijual Eva Fashion sesuai dengan harapan. |  |  |  |  |  |
| 6. | Menurut saya produk yang dijual sudah sesuai dengan kebutuhan saya. |  |  |  |  |  |
| **Reliabilitas (*Reliability*)** | | | | | | |
| 7. | Menurut saya produk Toko Eva Fashion memiliki desain yang menarik. |  |  |  |  |  |
| 8. | Menurut saya Toko Eva Fashion Menyediakan berbagai macam jenis produk. |  |  |  |  |  |
| **Daya Tahan (Durability)** | | | | | | |
| 9. | Menurut saya produk yang dijual Toko Eva Fashion mempunyai kualitas daya tahan yang cukup lama. |  |  |  |  |  |
| 10. | Menurut saya produk yang dijual Toko Eva Fashion tidak mudah rusak. |  |  |  |  |  |

1. Loyalitas Pelanggan ( Y )

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| ***Repeat Purchase* (Pembelian Ulang)** | | | | | | |
| 1. | Saya membeli produk di Toko Eva Fashion secara berulang. |  |  |  |  |  |
| 2. | Saya akan kembali konsisten membeli produk Toko Eva Fashion |  |  |  |  |  |
| 3. | Saya saat sebelum berbelanja di Toko Eva Fashion selalu membandingkan dulu kualitas produk di toko lain dengan produk di Toko Eva Fashion |  |  |  |  |  |
| 4. | Produk Toko Eva Fashion banyak pilihan jenisnya. |  |  |  |  |  |
| ***Retention* (penyimpanan)** | | | | | | |
| 5. | Saya akan memilih Toko Eva Fashion sebagai toko favorit saya. |  |  |  |  |  |
| 6. | Semua produk di Toko Eva Fashion sangat recommended. |  |  |  |  |  |
| ***Referalls* (Referensi)** | | | | | | |
| 7. | Saya akan tetap berbelanja di Toko Eva Fashion meskipun ada toko lain yang menawarkan produk sejenis dengan banyak keunggulan. |  |  |  |  |  |
| 8. | Saya akan selalu menceritakan hal-hal baik/positif tentang produk Toko Eva Fashion kepada orang lain. |  |  |  |  |  |
| 9 . | Saya akan merekomendasikan produk Toko Eva Fashion kepada teman, kenalan atau keluarga. |  |  |  |  |  |
| 10. | Saya akan mengajak orang lain/keluarga saya untuk membeli produk Toko Eva Fashion. |  |  |  |  |  |

**Lampiran 2**

**Tabulasi Validitas Dan Reliabilitas Responden Kualitas Produk (X)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Resp | X.1 | X.2 | X.3 | X.4 | X.5 | X.6 | X.7 | X.8 | X.9 | X.10 | Total |
| 1 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 32 |
| 2 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 34 |
| 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 36 |
| 5 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 5 | 38 |
| 6 | 3 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 34 |
| 7 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 36 |
| 8 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 48 |
| 9 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 41 |
| 10 | 3 | 3 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 40 |
| 11 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 37 |
| 12 | 5 | 4 | 3 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 42 |
| 13 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 32 |
| 14 | 4 | 5 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 16 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 45 |
| 17 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 44 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 20 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 21 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 35 |
| 22 | 2 | 1 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 1 | 25 |
| 23 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 41 |
| 24 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 26 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 27 | 4 | 4 | 4 | 3 | 2 | 2 | 4 | 4 | 3 | 4 | 34 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 29 | 3 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 26 |
| 30 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |

**Tabulasi Validitas Dan Reliabilitas Responden Loyalitas Pelanggan (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Resp | X.1 | X.2 | X.3 | X.4 | X.5 | X.6 | X.7 | X.8 | X.9 | X.10 | Total |
| 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 29 |
| 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 38 |
| 3 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 5 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 34 |
| 6 | 2 | 2 | 3 | 4 | 3 | 3 | 4 | 4 | 2 | 2 | 29 |
| 7 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 33 |
| 8 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 42 |
| 9 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 40 |
| 10 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 40 |
| 11 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 12 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 27 |
| 13 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 28 |
| 14 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 32 |
| 15 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 3 | 43 |
| 16 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 45 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 39 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 43 |
| 21 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 33 |
| 22 | 3 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 2 | 1 | 15 |
| 23 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 39 |
| 24 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 26 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 27 | 3 | 2 | 2 | 4 | 4 | 3 | 3 | 2 | 4 | 3 | 30 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 3 | 29 |
| 30 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 33 |

**LAMPIRAN 3**

**Tabulasi Jawaban Kuesioner Kualitas Produk (X)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Resp** | **X.1** | **X.2** | **X.3** | **X.4** | **X.5** | **X.6** | **X.7** | **X.8** | **X.9** | **X.10** | **Total** |
| 1 | 2 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 2 | 39 |
| 2 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 40 |
| 3 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 1 | 1 | 38 |
| 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 1 | 1 | 33 |
| 5 | 5 | 1 | 3 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 37 |
| 6 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 44 |
| 7 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 3 | 41 |
| 8 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 9 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 34 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 1 | 2 | 41 |
| 11 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 1 | 3 | 37 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 13 | 2 | 5 | 2 | 4 | 4 | 4 | 4 | 5 | 2 | 2 | 34 |
| 14 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 1 | 3 | 38 |
| 15 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 41 |
| 16 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 35 |
| 17 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 2 | 2 | 29 |
| 18 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 1 | 3 | 36 |
| 19 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 37 |
| 20 | 2 | 3 | 3 | 4 | 4 | 5 | 5 | 5 | 1 | 2 | 34 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 22 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 1 | 2 | 32 |
| 23 | 2 | 2 | 1 | 3 | 4 | 4 | 3 | 4 | 1 | 1 | 25 |
| 24 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 39 |
| 25 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 10 |
| 26 | 4 | 4 | 4 | 2 | 5 | 5 | 4 | 5 | 1 | 2 | 36 |
| 27 | 2 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 2 | 2 | 35 |
| 28 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 3 | 31 |
| 29 | 2 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 1 | 35 |
| 30 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 32 |
| 31 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 1 | 2 | 28 |
| 32 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 2 | 38 |
| 33 | 2 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 1 | 1 | 30 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 38 |
| 35 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 36 | 2 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 2 | 2 | 39 |
| 37 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 43 |
| 38 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 2 | 2 | 39 |
| 39 | 1 | 3 | 1 | 2 | 5 | 5 | 4 | 5 | 1 | 3 | 30 |
| 40 | 4 | 5 | 2 | 5 | 5 | 3 | 3 | 5 | 1 | 1 | 34 |
| 41 | 4 | 5 | 2 | 5 | 5 | 3 | 3 | 5 | 1 | 1 | 34 |
| 42 | 1 | 1 | 3 | 2 | 1 | 2 | 1 | 1 | 4 | 1 | 17 |
| 43 | 5 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 46 |
| 45 | 3 | 4 | 4 | 4 | 2 | 4 | 2 | 5 | 4 | 1 | 33 |
| 46 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 34 |
| 47 | 4 | 4 | 3 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 30 |
| 48 | 3 | 2 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 3 | 34 |
| 49 | 5 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 1 | 1 | 36 |
| 50 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 44 |
| 51 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 37 |
| 52 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 1 | 3 | 35 |
| 53 | 1 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 2 | 2 | 38 |
| 54 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 3 | 2 | 36 |
| 55 | 3 | 5 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 1 | 38 |
| 56 | 3 | 5 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 1 | 38 |
| 57 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 33 |
| 58 | 2 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 2 | 2 | 38 |
| 59 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 35 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 2 | 45 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 1 | 35 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 1 | 42 |

**Tabulasi Jawaban Kuesioner Loyalitas Pelanggan (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Resp** | **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** | **Y.9** | **Y.10** | **Total** |
| 1 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 41 |
| 2 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 43 |
| 3 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 4 | 5 | 3 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 5 | 42 |
| 5 | 3 | 3 | 5 | 5 | 1 | 3 | 5 | 3 | 1 | 5 | 34 |
| 6 | 4 | 4 | 5 | 5 | 3 | 4 | 3 | 4 | 3 | 5 | 40 |
| 7 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 8 | 4 | 1 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 9 | 4 | 2 | 2 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 33 |
| 10 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 5 | 41 |
| 11 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 37 |
| 12 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 46 |
| 13 | 3 | 2 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 35 |
| 14 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 5 | 42 |
| 15 | 4 | 2 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 41 |
| 16 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 17 | 2 | 3 | 4 | 4 | 3 | 2 | 4 | 3 | 3 | 5 | 33 |
| 18 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 39 |
| 19 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 43 |
| 20 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 22 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 23 | 2 | 1 | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 2 | 27 |
| 24 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 34 |
| 25 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 12 |
| 26 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 43 |
| 27 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 28 | 3 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 33 |
| 29 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 30 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 36 |
| 31 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 5 | 32 |
| 32 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 42 |
| 33 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 33 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 35 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 36 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 45 |
| 37 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 44 |
| 38 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 39 | 5 | 1 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 42 |
| 40 | 4 | 2 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 39 |
| 41 | 4 | 2 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 39 |
| 42 | 2 | 3 | 1 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 18 |
| 43 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 45 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 2 | 5 | 5 | 43 |
| 46 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 36 |
| 47 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 36 |
| 48 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 37 |
| 49 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 41 |
| 50 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 51 | 3 | 5 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 35 |
| 52 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 38 |
| 53 | 5 | 4 | 5 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 54 | 3 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 1 | 36 |
| 55 | 5 | 3 | 5 | 2 | 4 | 5 | 5 | 5 | 4 | 5 | 43 |
| 56 | 5 | 3 | 5 | 2 | 4 | 5 | 5 | 5 | 4 | 5 | 43 |
| 57 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 58 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 59 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 38 |
| 60 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 61 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 36 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |

**LAMPIRAN 4**

**KARAKTERISTIK JAWABAN KUESIONER RESPONDEN**

**KUALITAS PRODUK**

**Pernyataan 1:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 6.5 | 6.5 | 6.5 |
| 2 | 10 | 16.1 | 16.1 | 22.6 |
| 3 | 16 | 25.8 | 25.8 | 48.4 |
| 4 | 19 | 30.6 | 30.6 | 79.0 |
| 5 | 13 | 21.0 | 21.0 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 2 :**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 6.5 | 6.5 | 6.5 |
| 2 | 4 | 6.5 | 6.5 | 12.9 |
| 3 | 8 | 12.9 | 12.9 | 25.8 |
| 4 | 28 | 45.2 | 45.2 | 71.0 |
| 5 | 18 | 29.0 | 29.0 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 3:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 6.5 | 6.5 | 6.5 |
| 2 | 4 | 6.5 | 6.5 | 12.9 |
| 3 | 19 | 30.6 | 30.6 | 43.5 |
| 4 | 23 | 37.1 | 37.1 | 80.6 |
| 5 | 12 | 19.4 | 19.4 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 4:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 3.2 | 3.2 | 3.2 |
| 2 | 3 | 4.8 | 4.8 | 8.1 |
| 3 | 15 | 24.2 | 24.2 | 32.3 |
| 4 | 25 | 40.3 | 40.3 | 72.6 |
| 5 | 17 | 27.4 | 27.4 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 5:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 3.2 | 3.2 | 3.2 |
| 2 | 2 | 3.2 | 3.2 | 6.5 |
| 3 | 5 | 8.1 | 8.1 | 14.5 |
| 4 | 30 | 48.4 | 48.4 | 62.9 |
| 5 | 23 | 37.1 | 37.1 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 6:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1.6 | 1.6 | 1.6 |
| 2 | 1 | 1.6 | 1.6 | 3.2 |
| 3 | 7 | 11.3 | 11.3 | 14.5 |
| 4 | 33 | 53.2 | 53.2 | 67.7 |
| 5 | 20 | 32.3 | 32.3 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 7:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 3.2 | 3.2 | 3.2 |
| 2 | 1 | 1.6 | 1.6 | 4.8 |
| 3 | 17 | 27.4 | 27.4 | 32.3 |
| 4 | 30 | 48.4 | 48.4 | 80.6 |
| 5 | 12 | 19.4 | 19.4 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 8:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 3.2 | 3.2 | 3.2 |
| 2 | 3 | 4.8 | 4.8 | 8.1 |
| 3 | 9 | 14.5 | 14.5 | 22.6 |
| 4 | 14 | 22.6 | 22.6 | 45.2 |
| 5 | 34 | 54.8 | 54.8 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 9:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 22 | 35.5 | 35.5 | 35.5 |
| 2 | 14 | 22.6 | 22.6 | 58.1 |
| 3 | 10 | 16.1 | 16.1 | 74.2 |
| 4 | 13 | 21.0 | 21.0 | 95.2 |
| 5 | 3 | 4.8 | 4.8 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 10:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 17 | 27.4 | 27.4 | 27.4 |
| 2 | 20 | 32.3 | 32.3 | 59.7 |
| 3 | 18 | 29.0 | 29.0 | 88.7 |
| 4 | 4 | 6.5 | 6.5 | 95.2 |
| 5 | 3 | 4.8 | 4.8 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**LOYALITAS PELANGGAN**

**Pernyataan 1:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 4 | 6.5 | 6.5 | 6.5 |
| 3 | 12 | 19.4 | 19.4 | 25.8 |
| 4 | 35 | 56.5 | 56.5 | 82.3 |
| 5 | 11 | 17.7 | 17.7 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 2:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 6.5 | 6.5 | 6.5 |
| 2 | 6 | 9.7 | 9.7 | 16.1 |
| 3 | 19 | 30.6 | 30.6 | 46.8 |
| 4 | 20 | 32.3 | 32.3 | 79.0 |
| 5 | 13 | 21.0 | 21.0 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 3:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 3.2 | 3.2 | 3.2 |
| 2 | 3 | 4.8 | 4.8 | 8.1 |
| 3 | 9 | 14.5 | 14.5 | 22.6 |
| 4 | 14 | 22.6 | 22.6 | 45.2 |
| 5 | 34 | 54.8 | 54.8 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 4:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 3 | 4.8 | 4.8 | 4.8 |
| 2 | 4 | 6.5 | 6.5 | 11.3 |
| 3 | 7 | 11.3 | 11.3 | 22.6 |
| 4 | 25 | 40.3 | 40.3 | 62.9 |
| 5 | 23 | 37.1 | 37.1 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 5:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 3.2 | 3.2 | 3.2 |
| 2 | 2 | 3.2 | 3.2 | 6.5 |
| 3 | 20 | 32.3 | 32.3 | 38.7 |
| 4 | 27 | 43.5 | 43.5 | 82.3 |
| 5 | 11 | 17.7 | 17.7 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 6:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 4 | 6.5 | 6.5 | 6.5 |
| 3 | 12 | 19.4 | 19.4 | 25.8 |
| 4 | 35 | 56.5 | 56.5 | 82.3 |
| 5 | 11 | 17.7 | 17.7 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 7:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1.6 | 1.6 | 1.6 |
| 2 | 1 | 1.6 | 1.6 | 3.2 |
| 3 | 7 | 11.3 | 11.3 | 14.5 |
| 4 | 33 | 53.2 | 53.2 | 67.7 |
| 5 | 20 | 32.3 | 32.3 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 8:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 3.2 | 3.2 | 3.2 |
| 2 | 1 | 1.6 | 1.6 | 4.8 |
| 3 | 17 | 27.4 | 27.4 | 32.3 |
| 4 | 30 | 48.4 | 48.4 | 80.6 |
| 5 | 12 | 19.4 | 19.4 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 9:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 3.2 | 3.2 | 3.2 |
| 2 | 2 | 3.2 | 3.2 | 6.5 |
| 3 | 20 | 32.3 | 32.3 | 38.7 |
| 4 | 27 | 43.5 | 43.5 | 82.3 |
| 5 | 11 | 17.7 | 17.7 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**Pernyataan 10:**

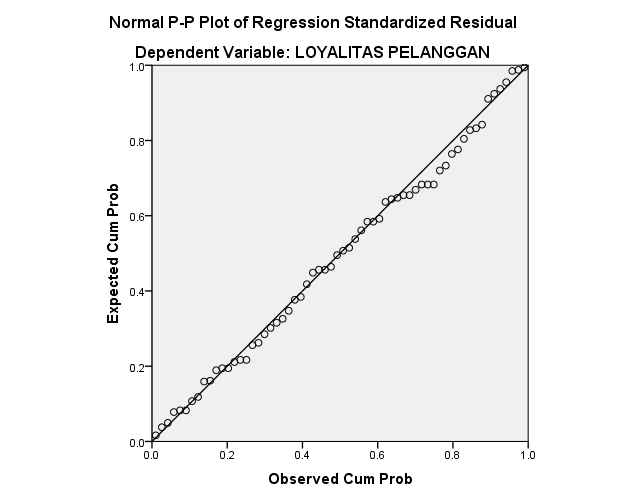
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 3.2 | 3.2 | 3.2 |
| 2 | 2 | 3.2 | 3.2 | 6.5 |
| 3 | 5 | 8.1 | 8.1 | 14.5 |
| 4 | 23 | 37.1 | 37.1 | 51.6 |
| 5 | 30 | 48.4 | 48.4 | 100.0 |
| Total | 62 | 100.0 | 100.0 |  |

**LAMPIRAN 5 HASIL VALIDITAS VARIABEL X**

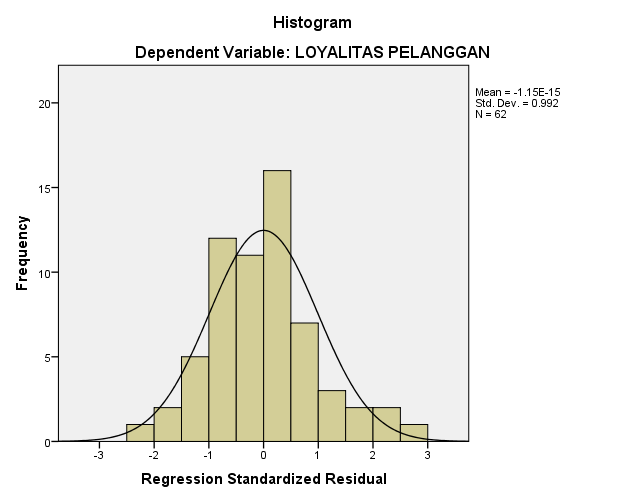
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X.P1 | X.P2 | X.P3 | X.P4 | X.P5 | X.P6 | X.P7 | X.P8 | X.P9 | X.P10 | TOTAL |
| X.P1 | Pearson Correlation | 1 | .678\*\* | .480\*\* | .492\*\* | .655\*\* | .475\*\* | .614\*\* | .519\*\* | .500\*\* | .533\*\* | .797\*\* |
| Sig. (2-tailed) |  | .000 | .007 | .006 | .000 | .008 | .000 | .003 | .005 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P2 | Pearson Correlation | .678\*\* | 1 | .441\* | .464\*\* | .479\*\* | .447\* | .422\* | .286 | .260 | .479\*\* | .676\*\* |
| Sig. (2-tailed) | .000 |  | .015 | .010 | .007 | .013 | .020 | .126 | .165 | .007 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P3 | Pearson Correlation | .480\*\* | .441\* | 1 | .441\* | .317 | .492\*\* | .517\*\* | .512\*\* | .435\* | .417\* | .659\*\* |
| Sig. (2-tailed) | .007 | .015 |  | .015 | .088 | .006 | .003 | .004 | .016 | .022 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P4 | Pearson Correlation | .492\*\* | .464\*\* | .441\* | 1 | .417\* | .491\*\* | .485\*\* | .448\* | .493\*\* | .372\* | .678\*\* |
| Sig. (2-tailed) | .006 | .010 | .015 |  | .022 | .006 | .007 | .013 | .006 | .043 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P5 | Pearson Correlation | .655\*\* | .479\*\* | .317 | .417\* | 1 | .798\*\* | .610\*\* | .561\*\* | .518\*\* | .487\*\* | .803\*\* |
| Sig. (2-tailed) | .000 | .007 | .088 | .022 |  | .000 | .000 | .001 | .003 | .006 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P6 | Pearson Correlation | .475\*\* | .447\* | .492\*\* | .491\*\* | .798\*\* | 1 | .670\*\* | .569\*\* | .653\*\* | .546\*\* | .837\*\* |
| Sig. (2-tailed) | .008 | .013 | .006 | .006 | .000 |  | .000 | .001 | .000 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P7 | Pearson Correlation | .614\*\* | .422\* | .517\*\* | .485\*\* | .610\*\* | .670\*\* | 1 | .738\*\* | .658\*\* | .455\* | .817\*\* |
| Sig. (2-tailed) | .000 | .020 | .003 | .007 | .000 | .000 |  | .000 | .000 | .012 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P8 | Pearson Correlation | .519\*\* | .286 | .512\*\* | .448\* | .561\*\* | .569\*\* | .738\*\* | 1 | .601\*\* | .629\*\* | .773\*\* |
| Sig. (2-tailed) | .003 | .126 | .004 | .013 | .001 | .001 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P9 | Pearson Correlation | .500\*\* | .260 | .435\* | .493\*\* | .518\*\* | .653\*\* | .658\*\* | .601\*\* | 1 | .260 | .705\*\* |
| Sig. (2-tailed) | .005 | .165 | .016 | .006 | .003 | .000 | .000 | .000 |  | .165 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P10 | Pearson Correlation | .533\*\* | .479\*\* | .417\* | .372\* | .487\*\* | .546\*\* | .455\* | .629\*\* | .260 | 1 | .704\*\* |
| Sig. (2-tailed) | .002 | .007 | .022 | .043 | .006 | .002 | .012 | .000 | .165 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .797\*\* | .676\*\* | .659\*\* | .678\*\* | .803\*\* | .837\*\* | .817\*\* | .773\*\* | .705\*\* | .704\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

**LAMPIRAN 6 HASIL VALIDITAS VARIABEL Y**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | Y.P1 | Y.P2 | Y.P3 | Y.P4 | Y.P5 | Y.P6 | Y.P7 | Y.P8 | Y.P9 | Y.P10 | TOTAL |
| Y.P1 | Pearson Correlation | 1 | .688\*\* | .616\*\* | .441\* | .406\* | .485\*\* | .432\* | .345 | .568\*\* | .605\*\* | .704\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .015 | .026 | .007 | .017 | .062 | .001 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P2 | Pearson Correlation | .688\*\* | 1 | .749\*\* | .362\* | .581\*\* | .743\*\* | .592\*\* | .478\*\* | .668\*\* | .773\*\* | .845\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .049 | .001 | .000 | .001 | .008 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P3 | Pearson Correlation | .616\*\* | .749\*\* | 1 | .516\*\* | .710\*\* | .760\*\* | .720\*\* | .554\*\* | .567\*\* | .618\*\* | .867\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .003 | .000 | .000 | .000 | .002 | .001 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P4 | Pearson Correlation | .441\* | .362\* | .516\*\* | 1 | .612\*\* | .572\*\* | .665\*\* | .519\*\* | .325 | .293 | .657\*\* |
| Sig. (2-tailed) | .015 | .049 | .003 |  | .000 | .001 | .000 | .003 | .080 | .116 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P5 | Pearson Correlation | .406\* | .581\*\* | .710\*\* | .612\*\* | 1 | .794\*\* | .766\*\* | .478\*\* | .623\*\* | .520\*\* | .820\*\* |
| Sig. (2-tailed) | .026 | .001 | .000 | .000 |  | .000 | .000 | .007 | .000 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P6 | Pearson Correlation | .485\*\* | .743\*\* | .760\*\* | .572\*\* | .794\*\* | 1 | .797\*\* | .652\*\* | .568\*\* | .697\*\* | .897\*\* |
| Sig. (2-tailed) | .007 | .000 | .000 | .001 | .000 |  | .000 | .000 | .001 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P7 | Pearson Correlation | .432\* | .592\*\* | .720\*\* | .665\*\* | .766\*\* | .797\*\* | 1 | .683\*\* | .494\*\* | .593\*\* | .859\*\* |
| Sig. (2-tailed) | .017 | .001 | .000 | .000 | .000 | .000 |  | .000 | .005 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P8 | Pearson Correlation | .345 | .478\*\* | .554\*\* | .519\*\* | .478\*\* | .652\*\* | .683\*\* | 1 | .230 | .497\*\* | .692\*\* |
| Sig. (2-tailed) | .062 | .008 | .002 | .003 | .007 | .000 | .000 |  | .221 | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P9 | Pearson Correlation | .568\*\* | .668\*\* | .567\*\* | .325 | .623\*\* | .568\*\* | .494\*\* | .230 | 1 | .674\*\* | .727\*\* |
| Sig. (2-tailed) | .001 | .000 | .001 | .080 | .000 | .001 | .005 | .221 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P10 | Pearson Correlation | .605\*\* | .773\*\* | .618\*\* | .293 | .520\*\* | .697\*\* | .593\*\* | .497\*\* | .674\*\* | 1 | .806\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .116 | .003 | .000 | .001 | .005 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .704\*\* | .845\*\* | .867\*\* | .657\*\* | .820\*\* | .897\*\* | .859\*\* | .692\*\* | .727\*\* | .806\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

**LAMPIRAN 7 Gambar Normal P**

**LAMPIRAN 8 Gambar Histogram**

****

**LAMPIRAN 9 HASIL REGRESI SEDERHANA**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 6.008 | 2.863 |  | 2.099 | .040 |
| KUALITAS PRODUK | .926 | .079 | .833 | 11.679 | .000 |
| a. Dependent Variable: LOYALITAS PELANGGAN | | | | | | |

**LAMPIRAN 10 HASIL UJI PARSIAL (UJI t)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 6.008 | 2.863 |  | 2.099 | .040 |
| KUALITAS PRODUK | .926 | .079 | .833 | 11.679 | .000 |
| a. Dependent Variable: LOYALITAS PELANGGAN | | | | | | |

**LAMPIRAN 11 KOEFISIEN DETERMINASI (R2)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .833a | .695 | .689 | 3.794 |
| a. Predictors: (Constant), KUALITAS PRODUK | | | | |
| b. Dependent Variable: LOYALITAS PELANGGAN | | | | |

**LAMPIRAN 12 Tabel t Persentase Distribusi**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| **Df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| **1** | 1.00000 | 3.07768 | 6.31375 | 12.70620 | 31.82052 | 63.65674 | 318.30884 |
| **2** | 0.81650 | 1.88562 | 2.91999 | 4.30265 | 6.96456 | 9.92484 | 22.32712 |
| **3** | 0.76489 | 1.63774 | 2.35336 | 3.18245 | 4.54070 | 5.84091 | 10.21453 |
| **4** | 0.74070 | 1.53321 | 2.13185 | 2.77645 | 3.74695 | 4.60409 | 7.17318 |
| **5** | 0.72669 | 1.47588 | 2.01505 | 2.57058 | 3.36493 | 4.03214 | 5.89343 |
| **6** | 0.71756 | 1.43976 | 1.94318 | 2.44691 | 3.14267 | 3.70743 | 5.20763 |
| **7** | 0.71114 | 1.41492 | 1.89458 | 2.36462 | 2.99795 | 3.49948 | 4.78529 |
| **8** | 0.70639 | 1.39682 | 1.85955 | 2.30600 | 2.89646 | 3.35539 | 4.50079 |
| **9** | 0.70272 | 1.38303 | 1.83311 | 2.26216 | 2.82144 | 3.24984 | 4.29681 |
| **10** | 0.69981 | 1.37218 | 1.81246 | 2.22814 | 2.76377 | 3.16927 | 4.14370 |
| **11** | 0.69745 | 1.36343 | 1.79588 | 2.20099 | 2.71808 | 3.10581 | 4.02470 |
| **12** | 0.69548 | 1.35622 | 1.78229 | 2.17881 | 2.68100 | 3.05454 | 3.92963 |
| **13** | 0.69383 | 1.35017 | 1.77093 | 2.16037 | 2.65031 | 3.01228 | 3.85198 |
| **14** | 0.69242 | 1.34503 | 1.76131 | 2.14479 | 2.62449 | 2.97684 | 3.78739 |
| **15** | 0.69120 | 1.34061 | 1.75305 | 2.13145 | 2.60248 | 2.94671 | 3.73283 |
| **16** | 0.69013 | 1.33676 | 1.74588 | 2.11991 | 2.58349 | 2.92078 | 3.68615 |
| **17** | 0.68920 | 1.33338 | 1.73961 | 2.10982 | 2.56693 | 2.89823 | 3.64577 |
| **18** | 0.68836 | 1.33039 | 1.73406 | 2.10092 | 2.55238 | 2.87844 | 3.61048 |
| **19** | 0.68762 | 1.32773 | 1.72913 | 2.09302 | 2.53948 | 2.86093 | 3.57940 |
| **20** | 0.68695 | 1.32534 | 1.72472 | 2.08596 | 2.52798 | 2.84534 | 3.55181 |
| **21** | 0.68635 | 1.32319 | 1.72074 | 2.07961 | 2.51765 | 2.83136 | 3.52715 |
| **22** | 0.68581 | 1.32124 | 1.71714 | 2.07387 | 2.50832 | 2.81876 | 3.50499 |
| **23** | 0.68531 | 1.31946 | 1.71387 | 2.06866 | 2.49987 | 2.80734 | 3.48496 |
| **24** | 0.68485 | 1.31784 | 1.71088 | 2.06390 | 2.49216 | 2.79694 | 3.46678 |
| **25** | 0.68443 | 1.31635 | 1.70814 | 2.05954 | 2.48511 | 2.78744 | 3.45019 |
| **26** | 0.68404 | 1.31497 | 1.70562 | 2.05553 | 2.47863 | 2.77871 | 3.43500 |
| **27** | 0.68368 | 1.31370 | 1.70329 | 2.05183 | 2.47266 | 2.77068 | 3.42103 |
| **28** | 0.68335 | 1.31253 | 1.70113 | 2.04841 | 2.46714 | 2.76326 | 3.40816 |
| **29** | 0.68304 | 1.31143 | 1.69913 | 2.04523 | 2.46202 | 2.75639 | 3.39624 |
| **30** | 0.68276 | 1.31042 | 1.69726 | 2.04227 | 2.45726 | 2.75000 | 3.38518 |
| **31** | 0.68249 | 1.30946 | 1.69552 | 2.03951 | 2.45282 | 2.74404 | 3.37490 |
| **32** | 0.68223 | 1.30857 | 1.69389 | 2.03693 | 2.44868 | 2.73848 | 3.36531 |
| **33** | 0.68200 | 1.30774 | 1.69236 | 2.03452 | 2.44479 | 2.73328 | 3.35634 |
| **34** | 0.68177 | 1.30695 | 1.69092 | 2.03224 | 2.44115 | 2.72839 | 3.34793 |
| **35** | 0.68156 | 1.30621 | 1.68957 | 2.03011 | 2.43772 | 2.72381 | 3.34005 |
| **36** | 0.68137 | 1.30551 | 1.68830 | 2.02809 | 2.43449 | 2.71948 | 3.33262 |
| **37** | 0.68118 | 1.30485 | 1.68709 | 2.02619 | 2.43145 | 2.71541 | 3.32563 |
| **38** | 0.68100 | 1.30423 | 1.68595 | 2.02439 | 2.42857 | 2.71156 | 3.31903 |
| **39** | 0.68083 | 1.30364 | 1.68488 | 2.02269 | 2.42584 | 2.70791 | 3.31279 |
| **40** | 0.68067 | 1.30308 | 1.68385 | 2.02108 | 2.42326 | 2.70446 | 3.30688 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| **Df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| **41** | 0.68052 | 1.30254 | 1.68288 | 2.01954 | 2.42080 | 2.70118 | 3.30127 |
| **42** | 0.68038 | 1.30204 | 1.68195 | 2.01808 | 2.41847 | 2.69807 | 3.29595 |
| **43** | 0.68024 | 1.30155 | 1.68107 | 2.01669 | 2.41625 | 2.69510 | 3.29089 |
| **44** | 0.68011 | 1.30109 | 1.68023 | 2.01537 | 2.41413 | 2.69228 | 3.28607 |
| **45** | 0.67998 | 1.30065 | 1.67943 | 2.01410 | 2.41212 | 2.68959 | 3.28148 |
| **46** | 0.67986 | 1.30023 | 1.67866 | 2.01290 | 2.41019 | 2.68701 | 3.27710 |
| **47** | 0.67975 | 1.29982 | 1.67793 | 2.01174 | 2.40835 | 2.68456 | 3.27291 |
| **48** | 0.67964 | 1.29944 | 1.67722 | 2.01063 | 2.40658 | 2.68220 | 3.26891 |
| **49** | 0.67953 | 1.29907 | 1.67655 | 2.00958 | 2.40489 | 2.67995 | 3.26508 |
| **50** | 0.67943 | 1.29871 | 1.67591 | 2.00856 | 2.40327 | 2.67779 | 3.26141 |
| **51** | 0.67933 | 1.29837 | 1.67528 | 2.00758 | 2.40172 | 2.67572 | 3.25789 |
| **52** | 0.67924 | 1.29805 | 1.67469 | 2.00665 | 2.40022 | 2.67373 | 3.25451 |
| **53** | 0.67915 | 1.29773 | 1.67412 | 2.00575 | 2.39879 | 2.67182 | 3.25127 |
| **54** | 0.67906 | 1.29743 | 1.67356 | 2.00488 | 2.39741 | 2.66998 | 3.24815 |
| **55** | 0.67898 | 1.29713 | 1.67303 | 2.00404 | 2.39608 | 2.66822 | 3.24515 |
| **56** | 0.67890 | 1.29685 | 1.67252 | 2.00324 | 2.39480 | 2.66651 | 3.24226 |
| **57** | 0.67882 | 1.29658 | 1.67203 | 2.00247 | 2.39357 | 2.66487 | 3.23948 |
| **58** | 0.67874 | 1.29632 | 1.67155 | 2.00172 | 2.39238 | 2.66329 | 3.23680 |
| **59** | 0.67867 | 1.29607 | 1.67109 | 2.00100 | 2.39123 | 2.66176 | 3.23421 |
| **60** | 0.67860 | 1.29582 | 1.67065 | 2.00030 | 2.39012 | 2.66028 | 3.23171 |
| **61** | 0.67853 | 1.29558 | 1.67022 | 1.99962 | 2.38905 | 2.65886 | 3.22930 |
| **62** | 0.67847 | 1.29536 | 1.66980 | 1.99897 | 2.38801 | 2.65748 | 3.22696 |
| **63** | 0.67840 | 1.29513 | 1.66940 | 1.99834 | 2.38701 | 2.65615 | 3.22471 |
| **64** | 0.67834 | 1.29492 | 1.66901 | 1.99773 | 2.38604 | 2.65485 | 3.22253 |
| **65** | 0.67828 | 1.29471 | 1.66864 | 1.99714 | 2.38510 | 2.65360 | 3.22041 |
| **66** | 0.67823 | 1.29451 | 1.66827 | 1.99656 | 2.38419 | 2.65239 | 3.21837 |
| **67** | 0.67817 | 1.29432 | 1.66792 | 1.99601 | 2.38330 | 2.65122 | 3.21639 |
| **68** | 0.67811 | 1.29413 | 1.66757 | 1.99547 | 2.38245 | 2.65008 | 3.21446 |
| **69** | 0.67806 | 1.29394 | 1.66724 | 1.99495 | 2.38161 | 2.64898 | 3.21260 |
| **70** | 0.67801 | 1.29376 | 1.66691 | 1.99444 | 2.38081 | 2.64790 | 3.21079 |
| **71** | 0.67796 | 1.29359 | 1.66660 | 1.99394 | 2.38002 | 2.64686 | 3.20903 |
| **72** | 0.67791 | 1.29342 | 1.66629 | 1.99346 | 2.37926 | 2.64585 | 3.20733 |
| **73** | 0.67787 | 1.29326 | 1.66600 | 1.99300 | 2.37852 | 2.64487 | 3.20567 |
| **74** | 0.67782 | 1.29310 | 1.66571 | 1.99254 | 2.37780 | 2.64391 | 3.20406 |
| **75** | 0.67778 | 1.29294 | 1.66543 | 1.99210 | 2.37710 | 2.64298 | 3.20249 |
| **76** | 0.67773 | 1.29279 | 1.66515 | 1.99167 | 2.37642 | 2.64208 | 3.20096 |
| **77** | 0.67769 | 1.29264 | 1.66488 | 1.99125 | 2.37576 | 2.64120 | 3.19948 |
| **78** | 0.67765 | 1.29250 | 1.66462 | 1.99085 | 2.37511 | 2.64034 | 3.19804 |
| **79** | 0.67761 | 1.29236 | 1.66437 | 1.99045 | 2.37448 | 2.63950 | 3.19663 |
| **80** | 0.67757 | 1.29222 | 1.66412 | 1.99006 | 2.37387 | 2.63869 | 3.19526 |