



# LAMPIRAN PENELITIAN



# Lampiran 1 Kuesioner Penelitian

**Kuesioner Penelitian****PENGARUH PERSEPSI HARGA, CITRA MEREK, DAN KUALITAS  
PRODUK TERHADAP KEPUASAN KONSUMEN SERTA DAMPAK  
PADA LOYALITAS KONSUMEN PADA KONSUMEN PRODUK  
SAMSUNG DI WILAYAH KUDUS**

Dengan hormat,

Kuesioner ini ditujukan untuk membantu pengumpulan data penelitian guna penyusunan skripsi yang berjudul “Pengaruh Persepsi Harga, Citra Merek, dan Kualitas Produk terhadap Kepuasan Konsumen serta dampak pada Loyalitas Konsumen pada Konsumen Produk Samsung di Wilayah Kudus”. Yang merupakan salah satu syarat bagi peneliti untuk dapat menyelesaikan studi program S1 Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muria Kudus.

Untuk itu peneliti memohon bantuan kepada Bapak/Ibu/sdr/i untuk bersedia meluangkan waktunya untuk mengisi kuesioner ini dengan sebenar-benarnya. Atas ketersediaanya, peneliti mengucapkan terima kasih.

**Hormat saya,**

**Ayu Atikasari**  
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Petunjuk Pengisian : Berilah tanda (X atau  $\surd$ ) pada jawaban anda.

Kriteria penilaian :

Sangat Setuju (SS) = 5

Setuju (S) = 4

Kurang Setuju (KS) = 3

Tidak Setuju (TS) = 2

Sangat Tidak Setuju (STS) = 1

Pertanyaan klarifikasi:

1. Apakah saudara telah menggunakan produk Samsung minimal 1 tahun?

a. Ya

b. Tidak

Jika Ya lanjutkan pengisian kuesioner, jika Tidak, tidak perlu melanjutkan dalam pengisian kuesioner.

Jenis Kelamin :

a. Laki-laki

b. Perempuan

Usia :

a. < 25 tahun

b. > 25 tahun

Pendidikan :

a. SD

b. SMP

c. SMA

d. Sarjana

Pekerjaan :

c. Pelajar/Mahasiswa

d. Pegawai Swasta

c. PNS

d. Lain-Lain

### 1. Loyalitas Konsumen (Y)

| No. | Pernyataan                                                                      | SS | S | KS | TS | STS |
|-----|---------------------------------------------------------------------------------|----|---|----|----|-----|
| 1   | Saya akan melakukan pembelian kembali produk Samsung.                           |    |   |    |    |     |
| 2   | Saya akan membeli produk Samsung dengan tipe lainnya dimasa mendatang.          |    |   |    |    |     |
| 3   | Saya tidak mudah terpengaruh dengan produk selain smartphone Samsung.           |    |   |    |    |     |
| 4   | Saya akan mengatakan hal yang positif tentang produk Samsung kepada orang lain. |    |   |    |    |     |
| 5   | Saya akan tetap membeli dan menggunakan produk Samsung di masa mendatang.       |    |   |    |    |     |

### 2. Kepuasan Konsumen (Y1)

| No. | Pernyataan                                                                         | SS | S | KS | TS | STS |
|-----|------------------------------------------------------------------------------------|----|---|----|----|-----|
| 1   | Saya merasa puas atas keseluruhan fitur produk Samsung.                            |    |   |    |    |     |
| 2   | Produk Samsung sesuai dengan harapan saya.                                         |    |   |    |    |     |
| 3   | Saya berminat untuk membeli ulang produk Samsung.                                  |    |   |    |    |     |
| 4   | Saya bersedia untuk merekomendasikan produk Samsung kepada orang terdekat.         |    |   |    |    |     |
| 5   | Saya tidak pernah melakukan <i>complain</i> atau <i>retur</i> pada produk Samsung. |    |   |    |    |     |

### 3. Persepsi Harga (X1)

| No. | Pernyataan                                                                                  | SS | S | KS | TS | STS |
|-----|---------------------------------------------------------------------------------------------|----|---|----|----|-----|
| 1   | Harga produk Samsung terjangkau bagi masyarakat.                                            |    |   |    |    |     |
| 2   | Harga produk Samsung sesuai dengan kualitas produknya.                                      |    |   |    |    |     |
| 3   | Harga produk Samsung mampu bersaing dengan merek lainnya.                                   |    |   |    |    |     |
| 4   | Harga produk Samsung sesuai dengan manfaat penggunaannya.                                   |    |   |    |    |     |
| 5   | Harga Samsung sesuai dengan daya beli masyarakat.                                           |    |   |    |    |     |
| 6   | Potongan harga produk Samsung diberikan penjual kepada konsumen saat <i>event</i> tertentu. |    |   |    |    |     |

#### 4. Citra Merek (X2)

| No. | Pernyataan                                                                                | SS | S | KS | TS | STS |
|-----|-------------------------------------------------------------------------------------------|----|---|----|----|-----|
| 1   | Produk Samsung mempunyai desain produk yang sangat baik.                                  |    |   |    |    |     |
| 2   | Fitur-fitur yang diberikan Samsung jenis android sangat sesuai dengan kebutuhan pengguna. |    |   |    |    |     |
| 3   | Produk Samsung memiliki citra perusahaan yang bagus dikalangan umum.                      |    |   |    |    |     |
| 4   | Produk Samsung memiliki masa pakai lebih dari 5 tahun.                                    |    |   |    |    |     |
| 5   | Produk Samsung memiliki fitur yang lebih unggul dibandingkan dengan Smartphone lainnya.   |    |   |    |    |     |
| 6   | Produk Samsung memiliki keunikan dibandingkan dengan produk Smartphone lainnya.           |    |   |    |    |     |

#### 5. Kualitas Produk (X3)

| No. | Pernyataan                                                                                      | SS | S | KS | TS | STS |
|-----|-------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| 1   | Saya menilai bahwa teknologi produk Samsung lebih bagus dibandingkan merek lainnya.             |    |   |    |    |     |
| 2   | Produk Samsung dapat diandalkan.                                                                |    |   |    |    |     |
| 3   | Produk Samsung memiliki fitur yang lengkap.                                                     |    |   |    |    |     |
| 4   | Saya merasa produk Samsung memiliki daya tahan lebih baik jika dibanding dengan merek lainnya.  |    |   |    |    |     |
| 5   | Terdapat gerai Samsung di setiap kota yang memudahkan konsumen dalam menservis produk Samsung.  |    |   |    |    |     |
| 6   | Saya merasa produk Samsung memiliki keindahan/estetika yang lebih baik dibanding merek lainnya. |    |   |    |    |     |



# Lampiran 2 Hasil Data Responden

| No | Jenis Kelamin | Usia       | Pendidikan | Pekerjaan         |
|----|---------------|------------|------------|-------------------|
| 1  | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 2  | Laki - laki   | > 25 tahun | SMA        | Pegawai Swasta    |
| 3  | Perempuan     | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 4  | Laki - laki   | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 5  | Perempuan     | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 6  | Laki - laki   | > 25 tahun | SMA        | Pegawai Swasta    |
| 7  | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 8  | Laki - laki   | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 9  | Laki - laki   | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 10 | Perempuan     | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 11 | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 12 | Laki - laki   | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 13 | Laki - laki   | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 14 | Perempuan     | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 15 | Laki - laki   | < 25 tahun | Sarjana    | Lain-lain         |
| 16 | Perempuan     | > 25 tahun | SMA        | Pelajar/Mahasiswa |
| 17 | Laki - laki   | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 18 | Perempuan     | > 25 tahun | Sarjana    | Lain-lain         |
| 19 | Laki - laki   | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 20 | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 21 | Laki - laki   | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 22 | Perempuan     | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 23 | Perempuan     | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 24 | Laki - laki   | < 25 tahun | SMA        | Pelajar/Mahasiswa |
| 25 | Perempuan     | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 26 | Perempuan     | > 25 tahun | SMA        | PNS               |
| 27 | Laki - laki   | > 25 tahun | Sarjana    | PNS               |
| 28 | Perempuan     | > 25 tahun | SMA        | Pegawai Swasta    |
| 29 | Laki - laki   | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 30 | Perempuan     | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 31 | Laki - laki   | < 25 tahun | Sarjana    | Pegawai Swasta    |
| 32 | Perempuan     | > 25 tahun | Sarjana    | Lain-lain         |
| 33 | Laki - laki   | < 25 tahun | SMA        | Pelajar/Mahasiswa |
| 34 | Laki - laki   | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 35 | Perempuan     | < 25 tahun | Sarjana    | PNS               |
| 36 | Laki - laki   | > 25 tahun | SMA        | Pegawai Swasta    |
| 37 | Perempuan     | > 25 tahun | SMA        | Lain-lain         |

| No | Jenis Kelamin | Usia       | Pendidikan | Pekerjaan         |
|----|---------------|------------|------------|-------------------|
| 38 | Laki - laki   | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 39 | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 40 | Perempuan     | > 25 tahun | SMA        | Pegawai Swasta    |
| 41 | Perempuan     | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 42 | Perempuan     | > 25 tahun | Sarjana    | Lain-lain         |
| 43 | Laki - laki   | > 25 tahun | SMA        | Lain-lain         |
| 44 | Perempuan     | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 45 | Perempuan     | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 46 | Laki - laki   | > 25 tahun | Sarjana    | PNS               |
| 47 | Laki - laki   | < 25 tahun | SMA        | Pelajar/Mahasiswa |
| 48 | Laki - laki   | > 25 tahun | SMA        | Pegawai Swasta    |
| 49 | Perempuan     | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 50 | Laki - laki   | > 25 tahun | SMA        | Lain-lain         |
| 51 | Laki - laki   | > 25 tahun | SMA        | Lain-lain         |
| 52 | Perempuan     | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 53 | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 54 | Laki - laki   | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 55 | Perempuan     | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 56 | Laki - laki   | > 25 tahun | Sarjana    | PNS               |
| 57 | Laki - laki   | < 25 tahun | SMA        | Pegawai Swasta    |
| 58 | Laki - laki   | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 59 | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 60 | Perempuan     | > 25 tahun | SMA        | Lain-lain         |
| 61 | Laki - laki   | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 62 | Perempuan     | > 25 tahun | Sarjana    | Lain-lain         |
| 63 | Laki - laki   | > 25 tahun | SMA        | Lain-lain         |
| 64 | Laki - laki   | > 25 tahun | SMA        | Pegawai Swasta    |
| 65 | Laki - laki   | > 25 tahun | Sarjana    | PNS               |
| 66 | Perempuan     | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 67 | Laki - laki   | > 25 tahun | Sarjana    | PNS               |
| 68 | Perempuan     | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 69 | Laki - laki   | > 25 tahun | SMA        | Pegawai Swasta    |
| 70 | Perempuan     | > 25 tahun | SMA        | PNS               |
| 71 | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 72 | Perempuan     | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 73 | Laki - laki   | > 25 tahun | SMA        | Lain-lain         |
| 74 | Laki - laki   | < 25 tahun | SD         | Pelajar/Mahasiswa |

| No  | Jenis Kelamin | Usia       | Pendidikan | Pekerjaan         |
|-----|---------------|------------|------------|-------------------|
| 75  | Perempuan     | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 76  | Laki - laki   | > 25 tahun | SMA        | Pegawai Swasta    |
| 77  | Perempuan     | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 78  | Perempuan     | > 25 tahun | Sarjana    | Lain-lain         |
| 79  | Laki - laki   | > 25 tahun | SMA        | Lain-lain         |
| 80  | Laki - laki   | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 81  | Perempuan     | > 25 tahun | SMA        | PNS               |
| 82  | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 83  | Laki - laki   | > 25 tahun | SMA        | Pegawai Swasta    |
| 84  | Laki - laki   | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 85  | Perempuan     | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 86  | Laki - laki   | > 25 tahun | SMA        | Pegawai Swasta    |
| 87  | Perempuan     | < 25 tahun | Sarjana    | Lain-lain         |
| 88  | Perempuan     | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 89  | Laki - laki   | > 25 tahun | Sarjana    | Lain-lain         |
| 90  | Perempuan     | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 91  | Perempuan     | > 25 tahun | SMA        | Pegawai Swasta    |
| 92  | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 93  | Laki - laki   | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 94  | Perempuan     | > 25 tahun | SMA        | Pegawai Swasta    |
| 95  | Perempuan     | > 25 tahun | SMA        | Pegawai Swasta    |
| 96  | Laki - laki   | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 97  | Laki - laki   | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 98  | Laki - laki   | < 25 tahun | SMA        | Pelajar/Mahasiswa |
| 99  | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 100 | Perempuan     | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 101 | Laki - laki   | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 102 | Laki - laki   | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 103 | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 104 | Laki - laki   | > 25 tahun | SMA        | Pegawai Swasta    |
| 105 | Perempuan     | > 25 tahun | SMA        | PNS               |
| 106 | Laki - laki   | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 107 | Laki - laki   | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 108 | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 109 | Perempuan     | < 25 tahun | SMA        | Pelajar/Mahasiswa |
| 110 | Laki - laki   | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 111 | Perempuan     | > 25 tahun | Sarjana    | PNS               |

| No  | Jenis Kelamin | Usia       | Pendidikan | Pekerjaan         |
|-----|---------------|------------|------------|-------------------|
| 112 | Perempuan     | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 113 | Laki - laki   | > 25 tahun | Sarjana    | PNS               |
| 114 | Perempuan     | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 115 | Laki - laki   | > 25 tahun | SMA        | Lain-lain         |
| 116 | Perempuan     | < 25 tahun | SD         | Pelajar/Mahasiswa |
| 117 | Laki - laki   | > 25 tahun | SMA        | Lain-lain         |
| 118 | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 119 | Laki - laki   | > 25 tahun | SMA        | Pegawai Swasta    |
| 120 | Perempuan     | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 121 | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 122 | Laki - laki   | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 123 | Laki - laki   | > 25 tahun | Sarjana    | PNS               |
| 124 | Perempuan     | > 25 tahun | SMA        | Pegawai Swasta    |
| 125 | Laki - laki   | > 25 tahun | Sarjana    | PNS               |
| 126 | Laki - laki   | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 127 | Perempuan     | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 128 | Laki - laki   | > 25 tahun | SMA        | Pegawai Swasta    |
| 129 | Perempuan     | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 130 | Perempuan     | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 131 | Laki - laki   | > 25 tahun | Sarjana    | PNS               |
| 132 | Perempuan     | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 133 | Perempuan     | < 25 tahun | SMA        | Pelajar/Mahasiswa |
| 134 | Laki - laki   | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 135 | Laki - laki   | > 25 tahun | Sarjana    | Pegawai Swasta    |
| 136 | Perempuan     | > 25 tahun | Sarjana    | PNS               |
| 137 | Laki - laki   | > 25 tahun | SMA        | Lain-lain         |
| 138 | Perempuan     | > 25 tahun | SMA        | Pegawai Swasta    |
| 139 | Laki - laki   | < 25 tahun | SMP        | Pelajar/Mahasiswa |
| 140 | Perempuan     | > 25 tahun | Sarjana    | PNS               |



## Lampiran 3 Hasil Kuesioner Penelitian

### Hasil Kuesioner Penelitian Variabel Persepsi Harga (X1)

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

| Persepsi Harga (X1) |      |      |      |      |      |      |    |
|---------------------|------|------|------|------|------|------|----|
| No                  | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1 |
| 36                  | 2    | 3    | 3    | 2    | 5    | 3    | 18 |
| 37                  | 4    | 4    | 4    | 3    | 1    | 2    | 18 |
| 38                  | 3    | 3    | 3    | 3    | 5    | 3    | 20 |
| 39                  | 5    | 5    | 5    | 5    | 4    | 5    | 29 |
| 40                  | 3    | 3    | 2    | 3    | 5    | 4    | 20 |
| 41                  | 3    | 3    | 3    | 3    | 5    | 3    | 20 |
| 42                  | 3    | 3    | 3    | 3    | 4    | 4    | 20 |
| 43                  | 3    | 3    | 3    | 4    | 5    | 3    | 21 |
| 44                  | 3    | 3    | 3    | 3    | 2    | 4    | 18 |
| 45                  | 2    | 3    | 2    | 2    | 4    | 3    | 16 |
| 46                  | 3    | 3    | 3    | 3    | 4    | 2    | 18 |
| 47                  | 4    | 4    | 4    | 4    | 5    | 3    | 24 |
| 48                  | 3    | 3    | 3    | 3    | 5    | 4    | 21 |
| 49                  | 3    | 3    | 3    | 2    | 4    | 3    | 18 |
| 50                  | 2    | 2    | 2    | 2    | 5    | 2    | 15 |
| 51                  | 3    | 3    | 4    | 3    | 1    | 3    | 17 |
| 52                  | 3    | 4    | 4    | 3    | 5    | 3    | 22 |
| 53                  | 3    | 3    | 3    | 3    | 5    | 3    | 20 |
| 54                  | 3    | 3    | 3    | 2    | 5    | 3    | 19 |
| 55                  | 2    | 3    | 2    | 2    | 4    | 2    | 15 |
| 56                  | 4    | 4    | 4    | 4    | 5    | 4    | 25 |
| 57                  | 2    | 1    | 2    | 2    | 4    | 2    | 13 |
| 58                  | 2    | 3    | 2    | 3    | 4    | 3    | 17 |
| 59                  | 3    | 3    | 3    | 3    | 4    | 3    | 19 |
| 60                  | 3    | 3    | 3    | 3    | 3    | 3    | 18 |
| 61                  | 3    | 4    | 3    | 3    | 4    | 5    | 22 |
| 62                  | 2    | 3    | 2    | 3    | 4    | 3    | 17 |
| 63                  | 3    | 3    | 3    | 3    | 4    | 3    | 19 |
| 64                  | 3    | 3    | 2    | 2    | 1    | 3    | 14 |
| 65                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 66                  | 3    | 3    | 3    | 3    | 4    | 3    | 19 |
| 67                  | 3    | 2    | 3    | 3    | 4    | 3    | 18 |
| 68                  | 3    | 2    | 3    | 3    | 4    | 3    | 18 |
| 69                  | 3    | 3    | 3    | 3    | 5    | 3    | 20 |
| 70                  | 2    | 2    | 2    | 2    | 4    | 2    | 14 |
| 71                  | 2    | 1    | 2    | 2    | 4    | 2    | 13 |
| 72                  | 3    | 3    | 3    | 3    | 4    | 4    | 20 |

| Persepsi Harga (X1) |      |      |      |      |      |      |    |
|---------------------|------|------|------|------|------|------|----|
| No                  | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1 |
| 73                  | 3    | 2    | 3    | 3    | 2    | 4    | 17 |
| 74                  | 3    | 3    | 3    | 4    | 4    | 3    | 20 |
| 75                  | 3    | 4    | 3    | 4    | 5    | 2    | 21 |
| 76                  | 3    | 3    | 3    | 3    | 5    | 4    | 21 |
| 77                  | 2    | 2    | 2    | 2    | 4    | 2    | 14 |
| 78                  | 3    | 3    | 3    | 3    | 3    | 3    | 18 |
| 79                  | 3    | 3    | 3    | 3    | 5    | 3    | 20 |
| 80                  | 3    | 3    | 3    | 4    | 2    | 3    | 18 |
| 81                  | 4    | 3    | 3    | 3    | 3    | 4    | 20 |
| 82                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 83                  | 3    | 4    | 3    | 3    | 4    | 4    | 21 |
| 84                  | 3    | 3    | 2    | 3    | 3    | 3    | 17 |
| 85                  | 3    | 3    | 3    | 3    | 4    | 3    | 19 |
| 86                  | 3    | 3    | 3    | 3    | 4    | 3    | 19 |
| 87                  | 3    | 4    | 4    | 3    | 4    | 3    | 21 |
| 88                  | 3    | 4    | 3    | 4    | 3    | 3    | 20 |
| 89                  | 2    | 3    | 3    | 2    | 5    | 4    | 19 |
| 90                  | 3    | 4    | 3    | 3    | 5    | 2    | 20 |
| 91                  | 3    | 2    | 3    | 3    | 4    | 3    | 18 |
| 92                  | 3    | 3    | 3    | 4    | 4    | 3    | 20 |
| 93                  | 3    | 3    | 3    | 3    | 3    | 4    | 19 |
| 94                  | 3    | 3    | 3    | 4    | 1    | 2    | 16 |
| 95                  | 3    | 3    | 3    | 2    | 5    | 3    | 19 |
| 96                  | 1    | 2    | 2    | 1    | 5    | 2    | 13 |
| 97                  | 4    | 4    | 3    | 4    | 4    | 3    | 22 |
| 98                  | 3    | 3    | 3    | 3    | 4    | 4    | 20 |
| 99                  | 2    | 1    | 1    | 1    | 3    | 2    | 10 |
| 100                 | 3    | 3    | 3    | 3    | 4    | 4    | 20 |
| 101                 | 4    | 3    | 3    | 3    | 4    | 3    | 20 |
| 102                 | 4    | 3    | 3    | 3    | 2    | 3    | 18 |
| 103                 | 4    | 4    | 3    | 3    | 5    | 3    | 22 |
| 104                 | 3    | 3    | 3    | 4    | 4    | 3    | 20 |
| 105                 | 4    | 3    | 4    | 3    | 2    | 4    | 20 |
| 106                 | 4    | 4    | 4    | 4    | 5    | 3    | 24 |
| 107                 | 4    | 4    | 4    | 4    | 2    | 4    | 22 |
| 108                 | 5    | 4    | 4    | 5    | 5    | 5    | 28 |
| 109                 | 4    | 3    | 4    | 4    | 4    | 3    | 22 |

| Persepsi Harga (X1) |      |      |      |      |      |      |    |
|---------------------|------|------|------|------|------|------|----|
| No                  | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1 |
| 110                 | 5    | 5    | 4    | 4    | 4    | 4    | 26 |
| 111                 | 3    | 3    | 3    | 3    | 5    | 3    | 20 |
| 112                 | 4    | 4    | 4    | 5    | 5    | 5    | 27 |
| 113                 | 5    | 5    | 5    | 5    | 4    | 5    | 29 |
| 114                 | 4    | 5    | 4    | 5    | 3    | 5    | 26 |
| 115                 | 5    | 5    | 5    | 5    | 5    | 5    | 30 |
| 116                 | 5    | 5    | 5    | 4    | 4    | 5    | 28 |
| 117                 | 5    | 4    | 5    | 4    | 5    | 5    | 28 |
| 118                 | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 119                 | 4    | 5    | 4    | 4    | 3    | 3    | 23 |
| 120                 | 4    | 4    | 4    | 4    | 5    | 4    | 25 |
| 121                 | 4    | 4    | 4    | 4    | 3    | 4    | 23 |
| 122                 | 3    | 3    | 3    | 3    | 4    | 4    | 20 |
| 123                 | 3    | 3    | 3    | 3    | 3    | 3    | 18 |
| 124                 | 3    | 3    | 2    | 3    | 4    | 3    | 18 |
| 125                 | 3    | 3    | 3    | 3    | 3    | 3    | 18 |
| 126                 | 4    | 4    | 4    | 4    | 4    | 3    | 23 |
| 127                 | 3    | 3    | 3    | 4    | 2    | 2    | 17 |
| 128                 | 3    | 3    | 3    | 3    | 3    | 3    | 18 |
| 129                 | 3    | 3    | 3    | 3    | 2    | 2    | 16 |
| 130                 | 3    | 3    | 4    | 3    | 4    | 3    | 20 |
| 131                 | 2    | 2    | 3    | 3    | 3    | 3    | 16 |
| 132                 | 3    | 3    | 3    | 3    | 4    | 4    | 20 |
| 133                 | 4    | 4    | 3    | 4    | 3    | 3    | 21 |
| 134                 | 5    | 5    | 5    | 5    | 5    | 4    | 29 |
| 135                 | 3    | 3    | 4    | 3    | 4    | 4    | 21 |
| 136                 | 3    | 3    | 3    | 3    | 4    | 3    | 19 |
| 137                 | 4    | 4    | 5    | 4    | 4    | 5    | 26 |
| 138                 | 1    | 2    | 1    | 2    | 2    | 2    | 10 |
| 139                 | 5    | 5    | 5    | 4    | 5    | 5    | 29 |
| 140                 | 3    | 3    | 3    | 3    | 3    | 3    | 18 |

### Hasil Kuesioner Penelitian Variabel Citra Merek (X2)

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

| Citra Merek (X2) |      |      |      |      |      |      |    |
|------------------|------|------|------|------|------|------|----|
| No               | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2 |
| 36               | 3    | 3    | 3    | 2    | 3    | 3    | 17 |
| 37               | 3    | 5    | 3    | 3    | 3    | 3    | 20 |
| 38               | 2    | 5    | 3    | 3    | 2    | 2    | 17 |
| 39               | 5    | 5    | 5    | 5    | 5    | 5    | 30 |
| 40               | 3    | 4    | 3    | 3    | 3    | 4    | 20 |
| 41               | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 42               | 3    | 4    | 3    | 3    | 3    | 3    | 19 |
| 43               | 4    | 4    | 3    | 3    | 3    | 3    | 20 |
| 44               | 4    | 4    | 3    | 3    | 3    | 3    | 20 |
| 45               | 3    | 3    | 3    | 3    | 3    | 3    | 18 |
| 46               | 3    | 3    | 3    | 3    | 3    | 3    | 18 |
| 47               | 3    | 5    | 3    | 2    | 2    | 3    | 18 |
| 48               | 3    | 4    | 3    | 3    | 3    | 3    | 19 |
| 49               | 3    | 3    | 4    | 4    | 4    | 3    | 21 |
| 50               | 2    | 5    | 2    | 2    | 2    | 2    | 15 |
| 51               | 3    | 5    | 3    | 3    | 2    | 3    | 19 |
| 52               | 3    | 3    | 3    | 3    | 3    | 3    | 18 |
| 53               | 3    | 5    | 3    | 4    | 3    | 3    | 21 |
| 54               | 3    | 5    | 2    | 2    | 3    | 2    | 17 |
| 55               | 3    | 4    | 3    | 3    | 3    | 3    | 19 |
| 56               | 4    | 4    | 3    | 3    | 4    | 4    | 22 |
| 57               | 2    | 4    | 2    | 2    | 1    | 2    | 13 |
| 58               | 3    | 3    | 4    | 4    | 4    | 3    | 21 |
| 59               | 3    | 4    | 3    | 3    | 3    | 3    | 19 |
| 60               | 4    | 4    | 3    | 3    | 3    | 4    | 21 |
| 61               | 3    | 5    | 3    | 3    | 3    | 3    | 20 |
| 62               | 3    | 4    | 4    | 3    | 3    | 3    | 20 |
| 63               | 3    | 4    | 2    | 3    | 3    | 3    | 18 |
| 64               | 3    | 3    | 3    | 3    | 3    | 3    | 18 |
| 65               | 3    | 4    | 4    | 3    | 4    | 3    | 21 |
| 66               | 3    | 4    | 3    | 2    | 2    | 3    | 17 |
| 67               | 2    | 4    | 2    | 2    | 3    | 3    | 16 |
| 68               | 2    | 4    | 3    | 3    | 3    | 3    | 18 |
| 69               | 3    | 4    | 2    | 3    | 3    | 3    | 18 |
| 70               | 2    | 5    | 2    | 3    | 3    | 3    | 18 |
| 71               | 1    | 5    | 2    | 2    | 1    | 2    | 13 |
| 72               | 4    | 3    | 3    | 3    | 3    | 3    | 19 |

| Citra Merek (X2) |      |      |      |      |      |      |    |
|------------------|------|------|------|------|------|------|----|
| No               | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2 |
| 73               | 3    | 4    | 3    | 3    | 4    | 3    | 20 |
| 74               | 3    | 4    | 4    | 3    | 4    | 3    | 21 |
| 75               | 3    | 4    | 2    | 3    | 3    | 3    | 18 |
| 76               | 3    | 5    | 3    | 3    | 2    | 3    | 19 |
| 77               | 2    | 5    | 2    | 2    | 2    | 2    | 15 |
| 78               | 3    | 4    | 3    | 3    | 3    | 3    | 19 |
| 79               | 2    | 4    | 3    | 3    | 3    | 3    | 18 |
| 80               | 3    | 3    | 3    | 3    | 3    | 4    | 19 |
| 81               | 3    | 4    | 3    | 3    | 3    | 4    | 20 |
| 82               | 3    | 5    | 3    | 3    | 4    | 4    | 22 |
| 83               | 3    | 4    | 3    | 3    | 3    | 4    | 20 |
| 84               | 3    | 4    | 3    | 3    | 3    | 3    | 19 |
| 85               | 3    | 2    | 4    | 3    | 3    | 4    | 19 |
| 86               | 3    | 4    | 3    | 2    | 3    | 2    | 17 |
| 87               | 3    | 5    | 3    | 3    | 3    | 4    | 21 |
| 88               | 3    | 3    | 3    | 3    | 3    | 4    | 19 |
| 89               | 3    | 5    | 4    | 4    | 3    | 3    | 22 |
| 90               | 3    | 3    | 4    | 3    | 4    | 4    | 21 |
| 91               | 3    | 3    | 3    | 3    | 2    | 3    | 17 |
| 92               | 3    | 4    | 4    | 3    | 3    | 4    | 21 |
| 93               | 3    | 4    | 2    | 3    | 3    | 3    | 18 |
| 94               | 3    | 3    | 3    | 3    | 3    | 3    | 18 |
| 95               | 3    | 4    | 3    | 2    | 2    | 2    | 16 |
| 96               | 2    | 5    | 1    | 2    | 2    | 2    | 14 |
| 97               | 3    | 4    | 3    | 3    | 3    | 3    | 19 |
| 98               | 4    | 4    | 3    | 3    | 3    | 4    | 21 |
| 99               | 2    | 3    | 2    | 2    | 2    | 2    | 13 |
| 100              | 3    | 5    | 3    | 3    | 3    | 2    | 19 |
| 101              | 3    | 4    | 4    | 4    | 4    | 3    | 22 |
| 102              | 4    | 5    | 3    | 3    | 3    | 4    | 22 |
| 103              | 3    | 5    | 3    | 3    | 3    | 4    | 21 |
| 104              | 4    | 3    | 4    | 4    | 4    | 4    | 23 |
| 105              | 4    | 3    | 4    | 3    | 3    | 4    | 21 |
| 106              | 4    | 5    | 3    | 3    | 4    | 4    | 23 |
| 107              | 4    | 4    | 4    | 4    | 3    | 4    | 23 |
| 108              | 5    | 5    | 4    | 4    | 4    | 4    | 26 |
| 109              | 4    | 4    | 4    | 5    | 4    | 4    | 25 |

| Citra Merek (X2) |      |      |      |      |      |      |    |
|------------------|------|------|------|------|------|------|----|
| No               | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2 |
| 110              | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 111              | 4    | 4    | 4    | 3    | 3    | 3    | 21 |
| 112              | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 113              | 4    | 3    | 4    | 4    | 4    | 4    | 23 |
| 114              | 5    | 4    | 4    | 4    | 4    | 5    | 26 |
| 115              | 5    | 5    | 5    | 5    | 5    | 4    | 29 |
| 116              | 5    | 5    | 4    | 5    | 5    | 5    | 29 |
| 117              | 4    | 4    | 4    | 4    | 5    | 4    | 25 |
| 118              | 4    | 4    | 3    | 3    | 3    | 3    | 20 |
| 119              | 3    | 3    | 3    | 3    | 3    | 3    | 18 |
| 120              | 4    | 4    | 4    | 5    | 5    | 5    | 27 |
| 121              | 3    | 4    | 4    | 3    | 4    | 4    | 22 |
| 122              | 4    | 4    | 3    | 3    | 3    | 3    | 20 |
| 123              | 3    | 4    | 4    | 4    | 4    | 3    | 22 |
| 124              | 3    | 3    | 3    | 3    | 3    | 2    | 17 |
| 125              | 3    | 4    | 4    | 4    | 3    | 4    | 22 |
| 126              | 3    | 3    | 3    | 4    | 3    | 4    | 20 |
| 127              | 3    | 3    | 3    | 3    | 3    | 3    | 18 |
| 128              | 4    | 3    | 3    | 4    | 4    | 3    | 21 |
| 129              | 3    | 3    | 3    | 3    | 4    | 3    | 19 |
| 130              | 3    | 3    | 3    | 2    | 2    | 3    | 16 |
| 131              | 3    | 3    | 3    | 3    | 3    | 3    | 18 |
| 132              | 3    | 3    | 3    | 4    | 3    | 4    | 20 |
| 133              | 4    | 3    | 4    | 4    | 4    | 4    | 23 |
| 134              | 5    | 5    | 5    | 5    | 4    | 5    | 29 |
| 135              | 3    | 4    | 4    | 4    | 4    | 4    | 23 |
| 136              | 4    | 4    | 5    | 5    | 4    | 4    | 26 |
| 137              | 5    | 5    | 5    | 4    | 5    | 5    | 29 |
| 138              | 2    | 2    | 1    | 1    | 2    | 2    | 10 |
| 139              | 5    | 5    | 5    | 5    | 5    | 5    | 30 |
| 140              | 3    | 3    | 3    | 3    | 3    | 3    | 18 |

### Hasil Kuesioner Penelitian Variabel Kualitas Produk (X3)

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

| Kualitas Produk (X3) |      |      |      |      |      |      |    |
|----------------------|------|------|------|------|------|------|----|
| No                   | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3 |
| 36                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 37                   | 5    | 4    | 4    | 5    | 4    | 5    | 27 |
| 38                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 39                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 40                   | 4    | 4    | 4    | 5    | 4    | 5    | 26 |
| 41                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 42                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 43                   | 4    | 4    | 5    | 4    | 4    | 4    | 25 |
| 44                   | 4    | 4    | 3    | 4    | 4    | 3    | 22 |
| 45                   | 4    | 4    | 4    | 4    | 3    | 3    | 22 |
| 46                   | 2    | 4    | 2    | 3    | 4    | 4    | 19 |
| 47                   | 4    | 5    | 5    | 5    | 4    | 5    | 28 |
| 48                   | 4    | 4    | 4    | 5    | 4    | 4    | 25 |
| 49                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 50                   | 5    | 5    | 5    | 5    | 5    | 5    | 30 |
| 51                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 52                   | 3    | 4    | 3    | 3    | 3    | 3    | 19 |
| 53                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 54                   | 4    | 5    | 5    | 5    | 5    | 5    | 29 |
| 55                   | 4    | 4    | 4    | 4    | 3    | 3    | 22 |
| 56                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 57                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 58                   | 4    | 4    | 4    | 4    | 4    | 3    | 23 |
| 59                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 60                   | 4    | 4    | 4    | 4    | 2    | 3    | 21 |
| 61                   | 4    | 4    | 4    | 4    | 5    | 3    | 24 |
| 62                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 63                   | 4    | 4    | 4    | 4    | 3    | 4    | 23 |
| 64                   | 5    | 4    | 5    | 4    | 4    | 4    | 26 |
| 65                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 66                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 67                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 68                   | 4    | 4    | 3    | 4    | 3    | 3    | 21 |
| 69                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 70                   | 4    | 5    | 4    | 4    | 3    | 4    | 24 |
| 71                   | 4    | 4    | 4    | 4    | 5    | 4    | 25 |
| 72                   | 5    | 5    | 5    | 4    | 4    | 4    | 27 |

| Kualitas Produk (X3) |      |      |      |      |      |      |    |
|----------------------|------|------|------|------|------|------|----|
| No                   | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3 |
| 73                   | 4    | 4    | 4    | 4    | 4    | 3    | 23 |
| 74                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 75                   | 4    | 4    | 4    | 4    | 3    | 4    | 23 |
| 76                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 77                   | 4    | 4    | 4    | 4    | 3    | 3    | 22 |
| 78                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 79                   | 4    | 4    | 4    | 4    | 3    | 3    | 22 |
| 80                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 81                   | 5    | 5    | 5    | 5    | 5    | 5    | 30 |
| 82                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 83                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 84                   | 4    | 4    | 5    | 5    | 4    | 4    | 26 |
| 85                   | 4    | 4    | 5    | 3    | 4    | 4    | 24 |
| 86                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 87                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 88                   | 4    | 5    | 5    | 5    | 4    | 5    | 28 |
| 89                   | 5    | 5    | 5    | 5    | 4    | 4    | 28 |
| 90                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 91                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 92                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 93                   | 4    | 4    | 4    | 4    | 4    | 5    | 25 |
| 94                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 95                   | 5    | 5    | 5    | 5    | 5    | 5    | 30 |
| 96                   | 5    | 5    | 5    | 5    | 5    | 4    | 29 |
| 97                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 98                   | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 99                   | 4    | 4    | 3    | 2    | 3    | 3    | 19 |
| 100                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 101                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 102                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 103                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 104                  | 5    | 5    | 5    | 5    | 4    | 4    | 28 |
| 105                  | 3    | 3    | 3    | 3    | 1    | 2    | 15 |
| 106                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 107                  | 4    | 4    | 5    | 5    | 4    | 4    | 26 |
| 108                  | 4    | 4    | 3    | 3    | 3    | 4    | 21 |
| 109                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |

| Kualitas Produk (X3) |      |      |      |      |      |      |    |
|----------------------|------|------|------|------|------|------|----|
| No                   | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3 |
| 110                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 111                  | 4    | 4    | 5    | 4    | 4    | 4    | 25 |
| 112                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 113                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 114                  | 4    | 4    | 4    | 2    | 4    | 4    | 22 |
| 115                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 116                  | 4    | 4    | 4    | 4    | 2    | 2    | 20 |
| 117                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 118                  | 4    | 4    | 4    | 4    | 5    | 5    | 26 |
| 119                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 120                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 121                  | 2    | 4    | 2    | 3    | 2    | 2    | 15 |
| 122                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 123                  | 5    | 5    | 5    | 5    | 5    | 5    | 30 |
| 124                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 125                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 126                  | 4    | 4    | 4    | 4    | 4    | 3    | 23 |
| 127                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 128                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 129                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 130                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 131                  | 4    | 4    | 3    | 4    | 3    | 3    | 21 |
| 132                  | 4    | 4    | 4    | 4    | 3    | 3    | 22 |
| 133                  | 5    | 5    | 5    | 5    | 5    | 5    | 30 |
| 134                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 135                  | 5    | 4    | 4    | 5    | 4    | 4    | 26 |
| 136                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 137                  | 5    | 5    | 5    | 5    | 5    | 5    | 30 |
| 138                  | 5    | 5    | 5    | 5    | 4    | 4    | 28 |
| 139                  | 4    | 4    | 4    | 4    | 4    | 4    | 24 |
| 140                  | 4    | 4    | 4    | 5    | 4    | 4    | 25 |

### Hasil Kuesioner Penelitian Variabel Kepuasan Konsumen (Y1)

| Kepuasan Konsumen (Y1) |      |      |      |      |      |    |
|------------------------|------|------|------|------|------|----|
| No                     | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y1 |
| 1                      | 5    | 4    | 5    | 3    | 4    | 21 |
| 2                      | 3    | 3    | 3    | 4    | 4    | 17 |
| 3                      | 3    | 3    | 4    | 4    | 3    | 17 |
| 4                      | 4    | 4    | 4    | 3    | 4    | 19 |
| 5                      | 3    | 3    | 3    | 2    | 3    | 14 |
| 6                      | 4    | 4    | 4    | 4    | 4    | 20 |
| 7                      | 3    | 3    | 2    | 2    | 3    | 13 |
| 8                      | 3    | 3    | 3    | 2    | 3    | 14 |
| 9                      | 3    | 3    | 2    | 4    | 3    | 15 |
| 10                     | 3    | 3    | 3    | 2    | 3    | 14 |
| 11                     | 3    | 3    | 2    | 4    | 3    | 15 |
| 12                     | 4    | 4    | 4    | 5    | 3    | 20 |
| 13                     | 4    | 3    | 4    | 3    | 4    | 18 |
| 14                     | 5    | 5    | 5    | 3    | 5    | 23 |
| 15                     | 4    | 4    | 4    | 3    | 4    | 19 |
| 16                     | 4    | 4    | 4    | 2    | 4    | 18 |
| 17                     | 4    | 4    | 5    | 4    | 4    | 21 |
| 18                     | 2    | 1    | 1    | 5    | 2    | 11 |
| 19                     | 4    | 5    | 5    | 2    | 5    | 21 |
| 20                     | 3    | 3    | 3    | 4    | 3    | 16 |
| 21                     | 3    | 3    | 3    | 4    | 3    | 16 |
| 22                     | 3    | 3    | 3    | 2    | 3    | 14 |
| 23                     | 3    | 3    | 3    | 4    | 3    | 16 |
| 24                     | 3    | 3    | 4    | 2    | 4    | 16 |
| 25                     | 1    | 2    | 2    | 3    | 1    | 9  |
| 26                     | 5    | 4    | 5    | 4    | 5    | 23 |
| 27                     | 4    | 4    | 4    | 3    | 4    | 19 |
| 28                     | 4    | 3    | 4    | 1    | 3    | 15 |
| 29                     | 4    | 4    | 4    | 2    | 4    | 18 |
| 30                     | 2    | 1    | 2    | 4    | 2    | 11 |
| 31                     | 2    | 3    | 3    | 5    | 3    | 16 |
| 32                     | 3    | 3    | 3    | 4    | 3    | 16 |
| 33                     | 3    | 2    | 3    | 4    | 2    | 14 |
| 34                     | 3    | 3    | 4    | 3    | 4    | 17 |
| 35                     | 3    | 3    | 4    | 4    | 3    | 17 |

| Kepuasan Konsumen (Y1) |      |      |      |      |      |    |
|------------------------|------|------|------|------|------|----|
| No                     | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y1 |
| 36                     | 4    | 4    | 3    | 5    | 3    | 19 |
| 37                     | 3    | 3    | 2    | 1    | 3    | 12 |
| 38                     | 3    | 3    | 3    | 5    | 3    | 17 |
| 39                     | 5    | 5    | 5    | 2    | 5    | 22 |
| 40                     | 4    | 4    | 4    | 5    | 4    | 21 |
| 41                     | 3    | 3    | 3    | 3    | 3    | 15 |
| 42                     | 4    | 5    | 4    | 1    | 4    | 18 |
| 43                     | 3    | 3    | 2    | 4    | 3    | 15 |
| 44                     | 3    | 3    | 3    | 3    | 3    | 15 |
| 45                     | 3    | 3    | 3    | 5    | 3    | 17 |
| 46                     | 3    | 3    | 3    | 2    | 3    | 14 |
| 47                     | 3    | 3    | 3    | 3    | 3    | 15 |
| 48                     | 2    | 2    | 2    | 4    | 3    | 13 |
| 49                     | 3    | 3    | 3    | 4    | 3    | 16 |
| 50                     | 1    | 2    | 2    | 3    | 1    | 9  |
| 51                     | 3    | 4    | 3    | 4    | 3    | 17 |
| 52                     | 3    | 3    | 3    | 3    | 2    | 14 |
| 53                     | 3    | 3    | 3    | 5    | 3    | 17 |
| 54                     | 3    | 3    | 4    | 4    | 3    | 17 |
| 55                     | 3    | 2    | 2    | 4    | 3    | 14 |
| 56                     | 4    | 4    | 4    | 5    | 4    | 21 |
| 57                     | 2    | 2    | 2    | 3    | 2    | 11 |
| 58                     | 2    | 3    | 2    | 4    | 3    | 14 |
| 59                     | 4    | 4    | 4    | 4    | 4    | 20 |
| 60                     | 3    | 3    | 3    | 3    | 3    | 15 |
| 61                     | 2    | 3    | 2    | 5    | 3    | 15 |
| 62                     | 3    | 3    | 3    | 4    | 4    | 17 |
| 63                     | 4    | 4    | 3    | 2    | 3    | 16 |
| 64                     | 3    | 2    | 3    | 3    | 3    | 14 |
| 65                     | 4    | 3    | 4    | 2    | 3    | 16 |
| 66                     | 3    | 4    | 3    | 4    | 3    | 17 |
| 67                     | 3    | 3    | 2    | 2    | 3    | 13 |
| 68                     | 2    | 2    | 2    | 2    | 3    | 11 |
| 69                     | 3    | 3    | 3    | 1    | 3    | 13 |
| 70                     | 3    | 2    | 3    | 4    | 3    | 15 |
| 71                     | 2    | 1    | 1    | 2    | 2    | 8  |
| 72                     | 4    | 4    | 4    | 3    | 4    | 19 |

| Kepuasan Konsumen (Y1) |      |      |      |      |      |    |
|------------------------|------|------|------|------|------|----|
| No                     | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y1 |
| 73                     | 3    | 3    | 3    | 3    | 3    | 15 |
| 74                     | 3    | 3    | 3    | 2    | 3    | 14 |
| 75                     | 3    | 4    | 3    | 2    | 3    | 15 |
| 76                     | 3    | 3    | 3    | 4    | 3    | 16 |
| 77                     | 2    | 2    | 2    | 2    | 2    | 10 |
| 78                     | 3    | 4    | 3    | 2    | 3    | 15 |
| 79                     | 3    | 3    | 3    | 4    | 3    | 16 |
| 80                     | 4    | 4    | 4    | 3    | 4    | 19 |
| 81                     | 3    | 3    | 3    | 4    | 3    | 16 |
| 82                     | 4    | 4    | 4    | 2    | 4    | 18 |
| 83                     | 3    | 3    | 3    | 3    | 4    | 16 |
| 84                     | 4    | 3    | 3    | 3    | 3    | 16 |
| 85                     | 3    | 3    | 3    | 3    | 3    | 15 |
| 86                     | 3    | 4    | 3    | 4    | 4    | 18 |
| 87                     | 3    | 3    | 2    | 4    | 3    | 15 |
| 88                     | 3    | 3    | 3    | 2    | 4    | 15 |
| 89                     | 3    | 3    | 3    | 5    | 4    | 18 |
| 90                     | 3    | 4    | 3    | 2    | 3    | 15 |
| 91                     | 3    | 4    | 3    | 2    | 3    | 15 |
| 92                     | 3    | 3    | 3    | 4    | 3    | 16 |
| 93                     | 3    | 4    | 3    | 4    | 3    | 17 |
| 94                     | 3    | 2    | 3    | 1    | 2    | 11 |
| 95                     | 3    | 3    | 3    | 4    | 3    | 16 |
| 96                     | 1    | 1    | 1    | 2    | 2    | 7  |
| 97                     | 3    | 3    | 3    | 4    | 3    | 16 |
| 98                     | 3    | 3    | 3    | 4    | 3    | 16 |
| 99                     | 1    | 2    | 2    | 3    | 2    | 10 |
| 100                    | 4    | 4    | 3    | 5    | 3    | 19 |
| 101                    | 3    | 3    | 3    | 3    | 3    | 15 |
| 102                    | 4    | 4    | 4    | 2    | 3    | 17 |
| 103                    | 3    | 3    | 3    | 5    | 4    | 18 |
| 104                    | 4    | 3    | 3    | 5    | 4    | 19 |
| 105                    | 4    | 3    | 3    | 4    | 3    | 17 |
| 106                    | 4    | 4    | 3    | 5    | 4    | 20 |
| 107                    | 3    | 4    | 3    | 4    | 4    | 18 |
| 108                    | 4    | 4    | 4    | 5    | 4    | 21 |
| 109                    | 4    | 4    | 4    | 2    | 4    | 18 |

| Kepuasan Konsumen (Y1) |      |      |      |      |      |    |
|------------------------|------|------|------|------|------|----|
| No                     | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y1 |
| 110                    | 4    | 5    | 5    | 3    | 5    | 22 |
| 111                    | 4    | 4    | 4    | 2    | 4    | 18 |
| 112                    | 4    | 4    | 4    | 2    | 4    | 18 |
| 113                    | 4    | 5    | 4    | 4    | 5    | 22 |
| 114                    | 5    | 5    | 5    | 3    | 4    | 22 |
| 115                    | 5    | 5    | 5    | 5    | 5    | 25 |
| 116                    | 4    | 5    | 5    | 4    | 5    | 23 |
| 117                    | 5    | 5    | 5    | 5    | 4    | 24 |
| 118                    | 3    | 4    | 4    | 3    | 3    | 17 |
| 119                    | 4    | 5    | 4    | 4    | 4    | 21 |
| 120                    | 4    | 4    | 4    | 4    | 5    | 21 |
| 121                    | 5    | 4    | 5    | 4    | 4    | 22 |
| 122                    | 3    | 3    | 3    | 4    | 4    | 17 |
| 123                    | 3    | 3    | 4    | 3    | 3    | 16 |
| 124                    | 4    | 4    | 4    | 4    | 4    | 20 |
| 125                    | 3    | 3    | 3    | 3    | 3    | 15 |
| 126                    | 4    | 4    | 4    | 4    | 4    | 20 |
| 127                    | 3    | 3    | 2    | 3    | 3    | 14 |
| 128                    | 3    | 3    | 3    | 3    | 3    | 15 |
| 129                    | 3    | 3    | 2    | 2    | 3    | 13 |
| 130                    | 3    | 3    | 3    | 4    | 3    | 16 |
| 131                    | 3    | 3    | 2    | 2    | 3    | 13 |
| 132                    | 4    | 4    | 4    | 3    | 3    | 18 |
| 133                    | 4    | 3    | 4    | 3    | 4    | 18 |
| 134                    | 5    | 5    | 5    | 5    | 5    | 25 |
| 135                    | 4    | 4    | 4    | 4    | 4    | 20 |
| 136                    | 4    | 4    | 4    | 4    | 4    | 20 |
| 137                    | 4    | 4    | 5    | 5    | 4    | 22 |
| 138                    | 2    | 1    | 1    | 2    | 2    | 8  |
| 139                    | 4    | 5    | 5    | 5    | 5    | 24 |
| 140                    | 3    | 3    | 3    | 4    | 3    | 16 |

### Hasil Kuesioner Penelitian Variabel Loyalitas Konsumen (Y2)

| Loyalitas Konsumen (Y2) |      |      |      |      |      |    |
|-------------------------|------|------|------|------|------|----|
| No                      | Y2.1 | Y2.2 | Y2.3 | Y2.4 | Y2.5 | Y2 |
| 1                       | 4    | 4    | 4    | 4    | 4    | 20 |
| 2                       | 3    | 3    | 4    | 4    | 4    | 18 |
| 3                       | 3    | 3    | 3    | 3    | 3    | 15 |
| 4                       | 3    | 3    | 3    | 3    | 3    | 15 |
| 5                       | 4    | 4    | 4    | 3    | 3    | 18 |
| 6                       | 4    | 4    | 4    | 4    | 4    | 20 |
| 7                       | 3    | 3    | 3    | 3    | 3    | 15 |
| 8                       | 4    | 4    | 4    | 4    | 3    | 19 |
| 9                       | 3    | 2    | 2    | 2    | 3    | 12 |
| 10                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 11                      | 3    | 2    | 2    | 2    | 2    | 11 |
| 12                      | 3    | 3    | 3    | 3    | 4    | 16 |
| 13                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 14                      | 5    | 5    | 5    | 5    | 4    | 24 |
| 15                      | 3    | 3    | 3    | 4    | 3    | 16 |
| 16                      | 3    | 3    | 4    | 4    | 4    | 18 |
| 17                      | 5    | 4    | 5    | 5    | 5    | 24 |
| 18                      | 1    | 2    | 2    | 2    | 1    | 8  |
| 19                      | 5    | 5    | 5    | 5    | 5    | 25 |
| 20                      | 3    | 3    | 3    | 4    | 3    | 16 |
| 21                      | 3    | 2    | 2    | 2    | 2    | 11 |
| 22                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 23                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 24                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 25                      | 2    | 1    | 1    | 1    | 1    | 6  |
| 26                      | 5    | 5    | 5    | 5    | 4    | 24 |
| 27                      | 3    | 4    | 4    | 3    | 3    | 17 |
| 28                      | 4    | 4    | 4    | 4    | 4    | 20 |
| 29                      | 4    | 4    | 5    | 5    | 4    | 22 |
| 30                      | 2    | 2    | 2    | 2    | 2    | 10 |
| 31                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 32                      | 2    | 3    | 3    | 2    | 2    | 12 |
| 33                      | 2    | 2    | 3    | 3    | 3    | 13 |
| 34                      | 4    | 3    | 4    | 4    | 3    | 18 |
| 35                      | 3    | 3    | 3    | 3    | 3    | 15 |

| Loyalitas Konsumen (Y2) |      |      |      |      |      |    |
|-------------------------|------|------|------|------|------|----|
| No                      | Y2.1 | Y2.2 | Y2.3 | Y2.4 | Y2.5 | Y2 |
| 36                      | 3    | 3    | 3    | 4    | 4    | 17 |
| 37                      | 3    | 3    | 3    | 4    | 3    | 16 |
| 38                      | 2    | 2    | 3    | 3    | 3    | 13 |
| 39                      | 5    | 5    | 5    | 5    | 5    | 25 |
| 40                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 41                      | 4    | 3    | 3    | 3    | 3    | 16 |
| 42                      | 3    | 4    | 4    | 4    | 3    | 18 |
| 43                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 44                      | 3    | 4    | 4    | 4    | 4    | 19 |
| 45                      | 3    | 3    | 2    | 2    | 3    | 13 |
| 46                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 47                      | 4    | 3    | 3    | 3    | 3    | 16 |
| 48                      | 3    | 3    | 3    | 3    | 4    | 16 |
| 49                      | 2    | 3    | 3    | 2    | 3    | 13 |
| 50                      | 2    | 2    | 2    | 1    | 2    | 9  |
| 51                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 52                      | 3    | 4    | 4    | 4    | 4    | 19 |
| 53                      | 3    | 3    | 4    | 3    | 3    | 16 |
| 54                      | 3    | 3    | 3    | 2    | 2    | 13 |
| 55                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 56                      | 5    | 4    | 4    | 4    | 4    | 21 |
| 57                      | 2    | 2    | 2    | 2    | 2    | 10 |
| 58                      | 2    | 2    | 3    | 3    | 3    | 13 |
| 59                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 60                      | 4    | 3    | 3    | 3    | 3    | 16 |
| 61                      | 3    | 4    | 4    | 4    | 4    | 19 |
| 62                      | 3    | 2    | 3    | 3    | 3    | 14 |
| 63                      | 2    | 2    | 3    | 2    | 3    | 12 |
| 64                      | 2    | 3    | 3    | 3    | 3    | 14 |
| 65                      | 3    | 4    | 4    | 4    | 4    | 19 |
| 66                      | 3    | 3    | 2    | 3    | 3    | 14 |
| 67                      | 2    | 2    | 2    | 2    | 2    | 10 |
| 68                      | 3    | 3    | 4    | 3    | 4    | 17 |
| 69                      | 3    | 3    | 2    | 2    | 2    | 12 |
| 70                      | 2    | 2    | 2    | 2    | 2    | 10 |
| 71                      | 2    | 2    | 2    | 1    | 2    | 9  |
| 72                      | 3    | 3    | 2    | 3    | 3    | 14 |

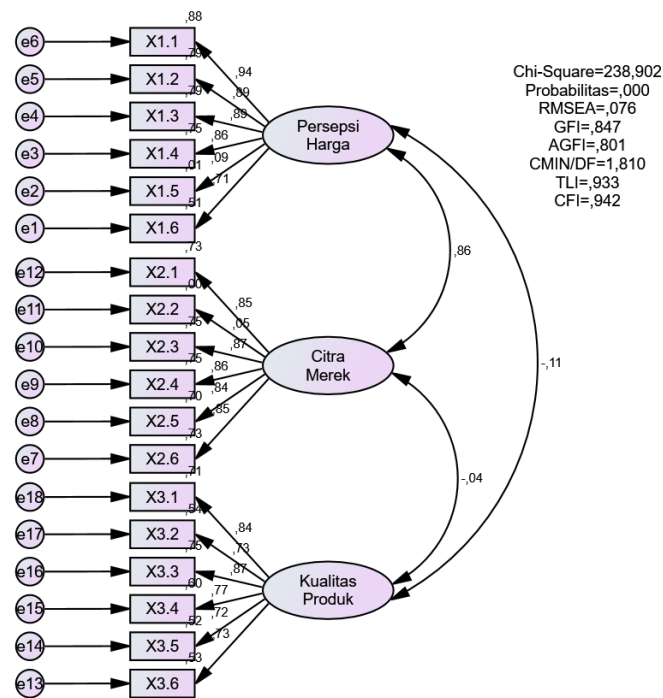
| Loyalitas Konsumen (Y2) |      |      |      |      |      |    |
|-------------------------|------|------|------|------|------|----|
| No                      | Y2.1 | Y2.2 | Y2.3 | Y2.4 | Y2.5 | Y2 |
| 73                      | 3    | 3    | 2    | 3    | 3    | 14 |
| 74                      | 4    | 4    | 4    | 4    | 4    | 20 |
| 75                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 76                      | 3    | 3    | 3    | 3    | 4    | 16 |
| 77                      | 2    | 2    | 2    | 2    | 2    | 10 |
| 78                      | 3    | 3    | 2    | 3    | 3    | 14 |
| 79                      | 3    | 3    | 3    | 3    | 2    | 14 |
| 80                      | 3    | 3    | 4    | 3    | 4    | 17 |
| 81                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 82                      | 4    | 4    | 4    | 4    | 5    | 21 |
| 83                      | 4    | 3    | 3    | 3    | 3    | 16 |
| 84                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 85                      | 3    | 3    | 3    | 3    | 4    | 16 |
| 86                      | 3    | 4    | 3    | 3    | 3    | 16 |
| 87                      | 3    | 3    | 3    | 3    | 4    | 16 |
| 88                      | 3    | 3    | 4    | 3    | 3    | 16 |
| 89                      | 3    | 3    | 3    | 2    | 3    | 14 |
| 90                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 91                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 92                      | 3    | 3    | 4    | 4    | 3    | 17 |
| 93                      | 3    | 3    | 4    | 3    | 4    | 17 |
| 94                      | 3    | 2    | 2    | 3    | 2    | 12 |
| 95                      | 3    | 3    | 3    | 3    | 3    | 15 |
| 96                      | 2    | 1    | 1    | 1    | 2    | 7  |
| 97                      | 3    | 3    | 3    | 3    | 4    | 16 |
| 98                      | 4    | 3    | 3    | 3    | 3    | 16 |
| 99                      | 2    | 1    | 2    | 2    | 2    | 9  |
| 100                     | 3    | 3    | 3    | 3    | 3    | 15 |
| 101                     | 4    | 4    | 3    | 3    | 3    | 17 |
| 102                     | 4    | 4    | 4    | 3    | 4    | 19 |
| 103                     | 4    | 3    | 3    | 3    | 3    | 16 |
| 104                     | 4    | 4    | 4    | 4    | 4    | 20 |
| 105                     | 4    | 3    | 3    | 3    | 3    | 16 |
| 106                     | 3    | 4    | 3    | 3    | 3    | 16 |
| 107                     | 4    | 4    | 3    | 3    | 3    | 17 |
| 108                     | 4    | 4    | 4    | 4    | 4    | 20 |
| 109                     | 3    | 3    | 3    | 3    | 4    | 16 |

| Loyalitas Konsumen (Y2) |      |      |      |      |      |    |
|-------------------------|------|------|------|------|------|----|
| No                      | Y2.1 | Y2.2 | Y2.3 | Y2.4 | Y2.5 | Y2 |
| 110                     | 4    | 4    | 4    | 4    | 4    | 20 |
| 111                     | 4    | 4    | 4    | 4    | 4    | 20 |
| 112                     | 4    | 4    | 5    | 5    | 5    | 23 |
| 113                     | 4    | 4    | 5    | 5    | 4    | 22 |
| 114                     | 4    | 4    | 5    | 4    | 5    | 22 |
| 115                     | 5    | 5    | 5    | 5    | 5    | 25 |
| 116                     | 5    | 5    | 4    | 5    | 5    | 24 |
| 117                     | 4    | 5    | 4    | 5    | 5    | 23 |
| 118                     | 3    | 3    | 3    | 4    | 3    | 16 |
| 119                     | 4    | 4    | 3    | 4    | 4    | 19 |
| 120                     | 4    | 5    | 4    | 4    | 4    | 21 |
| 121                     | 4    | 4    | 4    | 4    | 4    | 20 |
| 122                     | 3    | 3    | 4    | 4    | 4    | 18 |
| 123                     | 3    | 3    | 3    | 3    | 3    | 15 |
| 124                     | 3    | 3    | 3    | 3    | 3    | 15 |
| 125                     | 4    | 4    | 4    | 3    | 3    | 18 |
| 126                     | 4    | 4    | 4    | 4    | 4    | 20 |
| 127                     | 3    | 3    | 3    | 3    | 3    | 15 |
| 128                     | 4    | 4    | 4    | 4    | 3    | 19 |
| 129                     | 3    | 2    | 2    | 2    | 3    | 12 |
| 130                     | 3    | 3    | 3    | 3    | 3    | 15 |
| 131                     | 3    | 2    | 2    | 2    | 2    | 11 |
| 132                     | 3    | 3    | 3    | 3    | 4    | 16 |
| 133                     | 3    | 3    | 3    | 3    | 3    | 15 |
| 134                     | 5    | 5    | 5    | 5    | 4    | 24 |
| 135                     | 3    | 3    | 3    | 4    | 3    | 16 |
| 136                     | 3    | 3    | 4    | 4    | 4    | 18 |
| 137                     | 5    | 4    | 5    | 5    | 5    | 24 |
| 138                     | 1    | 2    | 2    | 2    | 1    | 8  |
| 139                     | 5    | 5    | 5    | 5    | 5    | 25 |
| 140                     | 3    | 3    | 3    | 4    | 3    | 16 |



## Lampiran 4 Hasil Uji Instrumen

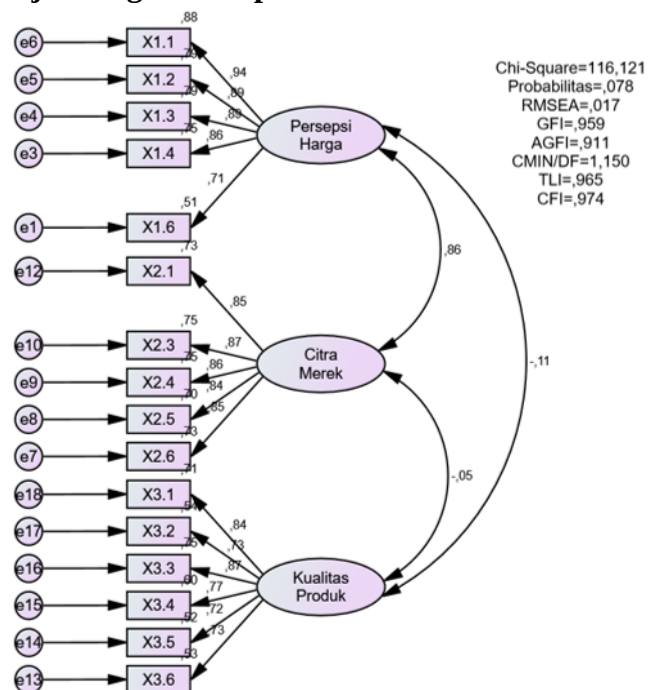
### Uji Eksogen Tahap 1



Standardized Regression Weights: (Group number 1 - Default model)

|                                    | Estimate    |
|------------------------------------|-------------|
| X1.6 <--- Persepsi_Harga           | ,715        |
| <b>X1.5 &lt;--- Persepsi_Harga</b> | <b>,092</b> |
| X1.4 <--- Persepsi_Harga           | ,864        |
| X1.3 <--- Persepsi_Harga           | ,890        |
| X1.2 <--- Persepsi_Harga           | ,889        |
| X1.1 <--- Persepsi_Harga           | ,937        |
| X2.6 <--- Citra_Merek              | ,855        |
| X2.5 <--- Citra_Merek              | ,839        |
| X2.4 <--- Citra_Merek              | ,864        |
| X2.3 <--- Citra_Merek              | ,868        |
| <b>X2.2 &lt;--- Citra_Merek</b>    | <b>,048</b> |
| X2.1 <--- Citra_Merek              | ,854        |
| X3.6 <--- Kualitas_Produk          | ,726        |
| X3.5 <--- Kualitas_Produk          | ,720        |
| X3.4 <--- Kualitas_Produk          | ,774        |
| X3.3 <--- Kualitas_Produk          | ,867        |
| X3.2 <--- Kualitas_Produk          | ,733        |
| X3.1 <--- Kualitas_Produk          | ,843        |

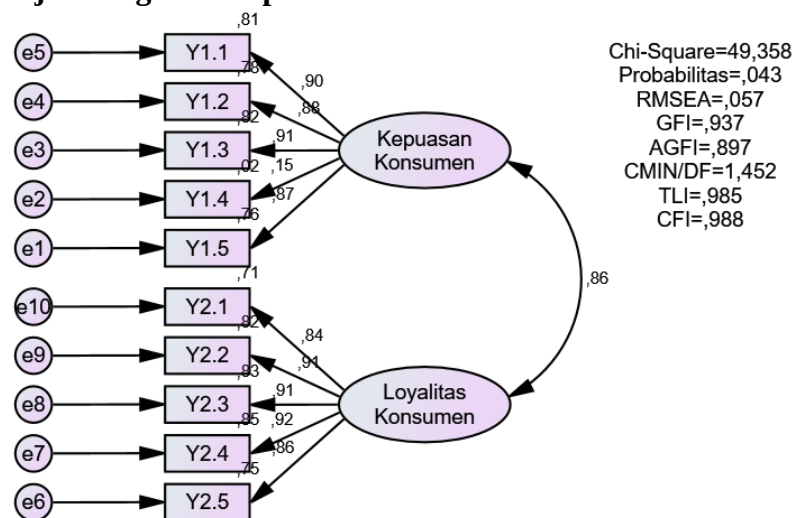
### Uji Eksogen Tahap 2



**Standardized Regression Weights: (Group number 1 - Default model)**

|                           | Estimate |
|---------------------------|----------|
| X1.6 <--- Persepsi_Harga  | ,714     |
| X1.4 <--- Persepsi_Harga  | ,864     |
| X1.3 <--- Persepsi_Harga  | ,890     |
| X1.2 <--- Persepsi_Harga  | ,889     |
| X1.1 <--- Persepsi_Harga  | ,938     |
| X2.6 <--- Citra_Merek     | ,855     |
| X2.5 <--- Citra_Merek     | ,839     |
| X2.4 <--- Citra_Merek     | ,864     |
| X2.3 <--- Citra_Merek     | ,868     |
| X2.1 <--- Citra_Merek     | ,854     |
| X3.6 <--- Kualitas_Produk | ,726     |
| X3.5 <--- Kualitas_Produk | ,720     |
| X3.4 <--- Kualitas_Produk | ,774     |
| X3.3 <--- Kualitas_Produk | ,867     |
| X3.2 <--- Kualitas_Produk | ,733     |
| X3.1 <--- Kualitas_Produk | ,843     |

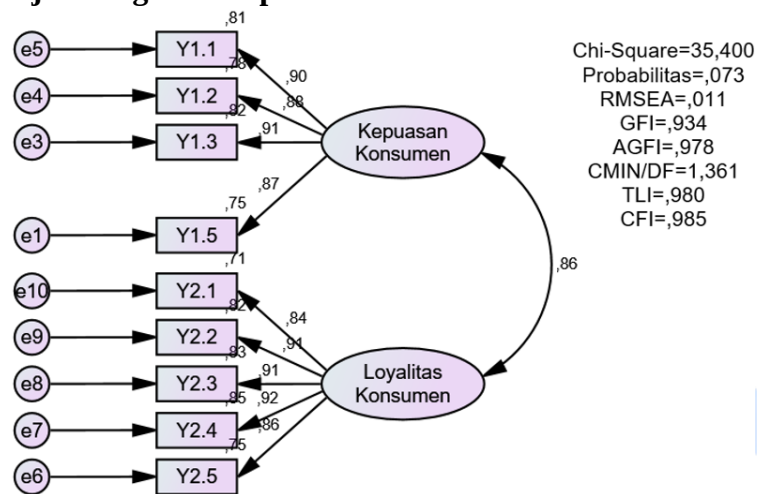
### Uji Endogen Tahap 1



### Standardized Regression Weights: (Group number 1 - Default model)

|                              | Estimate |
|------------------------------|----------|
| Y1.5 <--- Kepuasan_Konsumen  | ,869     |
| Y1.4 <--- Kepuasan_Konsumen  | ,146     |
| Y1.3 <--- Kepuasan_Konsumen  | ,908     |
| Y1.2 <--- Kepuasan_Konsumen  | ,884     |
| Y1.1 <--- Kepuasan_Konsumen  | ,901     |
| Y2.5 <--- Loyalitas_Konsumen | ,865     |
| Y2.4 <--- Loyalitas_Konsumen | ,920     |
| Y2.3 <--- Loyalitas_Konsumen | ,911     |
| Y2.2 <--- Loyalitas_Konsumen | ,908     |
| Y2.1 <--- Loyalitas_Konsumen | ,843     |

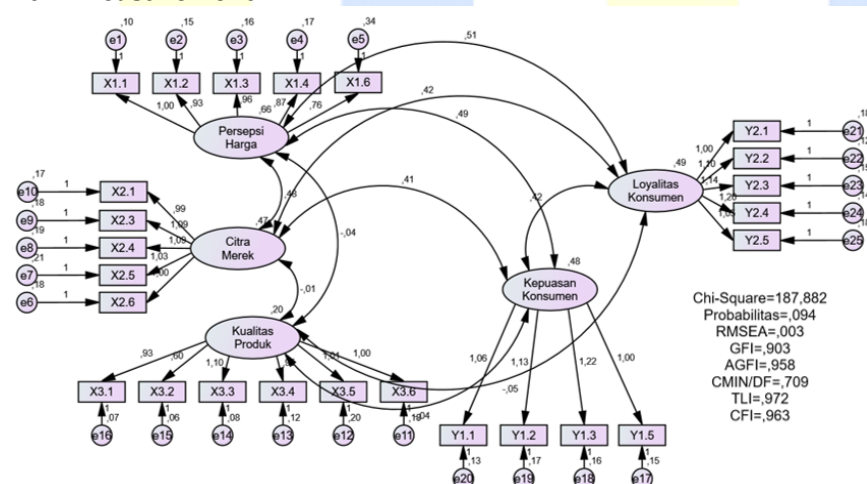
## Uji Endogen Tahap 2



## Standardized Regression Weights: (Group number 1 - Default model)

|                              | Estimate |
|------------------------------|----------|
| Y1.5 <--- Kepuasan_Konsumen  | ,868     |
| Y1.3 <--- Kepuasan_Konsumen  | ,908     |
| Y1.2 <--- Kepuasan_Konsumen  | ,884     |
| Y1.1 <--- Kepuasan_Konsumen  | ,902     |
| Y2.5 <--- Loyalitas_Konsumen | ,865     |
| Y2.4 <--- Loyalitas_Konsumen | ,920     |
| Y2.3 <--- Loyalitas_Konsumen | ,911     |
| Y2.2 <--- Loyalitas_Konsumen | ,908     |
| Y2.1 <--- Loyalitas_Konsumen | ,843     |

## Full Measurement



**Standardized Regression Weights: (Group number 1 - Default model)**

|                              | Estimate |
|------------------------------|----------|
| X1.1 <--- Persepsi_Harga     | ,934     |
| X1.2 <--- Persepsi_Harga     | ,893     |
| X1.3 <--- Persepsi_Harga     | ,886     |
| X1.4 <--- Persepsi_Harga     | ,861     |
| X1.6 <--- Persepsi_Harga     | ,730     |
| X2.6 <--- Citra_Merek        | ,849     |
| X2.5 <--- Citra_Merek        | ,839     |
| X2.4 <--- Citra_Merek        | ,863     |
| X2.3 <--- Citra_Merek        | ,871     |
| X2.1 <--- Citra_Merek        | ,857     |
| X3.6 <--- Kualitas_Produk    | ,725     |
| X3.5 <--- Kualitas_Produk    | ,717     |
| X3.4 <--- Kualitas_Produk    | ,775     |
| X3.3 <--- Kualitas_Produk    | ,865     |
| X3.2 <--- Kualitas_Produk    | ,734     |
| X3.1 <--- Kualitas_Produk    | ,845     |
| Y1.5 <--- Kepuasan_Konsumen  | ,876     |
| Y1.3 <--- Kepuasan_Konsumen  | ,904     |
| Y1.2 <--- Kepuasan_Konsumen  | ,884     |
| Y1.1 <--- Kepuasan_Konsumen  | ,897     |
| Y2.1 <--- Loyalitas_Konsumen | ,857     |
| Y2.2 <--- Loyalitas_Konsumen | ,909     |
| Y2.3 <--- Loyalitas_Konsumen | ,902     |
| Y2.4 <--- Loyalitas_Konsumen | ,914     |
| Y2.5 <--- Loyalitas_Konsumen | ,866     |

**Perhitungan Average Variance Extracted (AVE)**

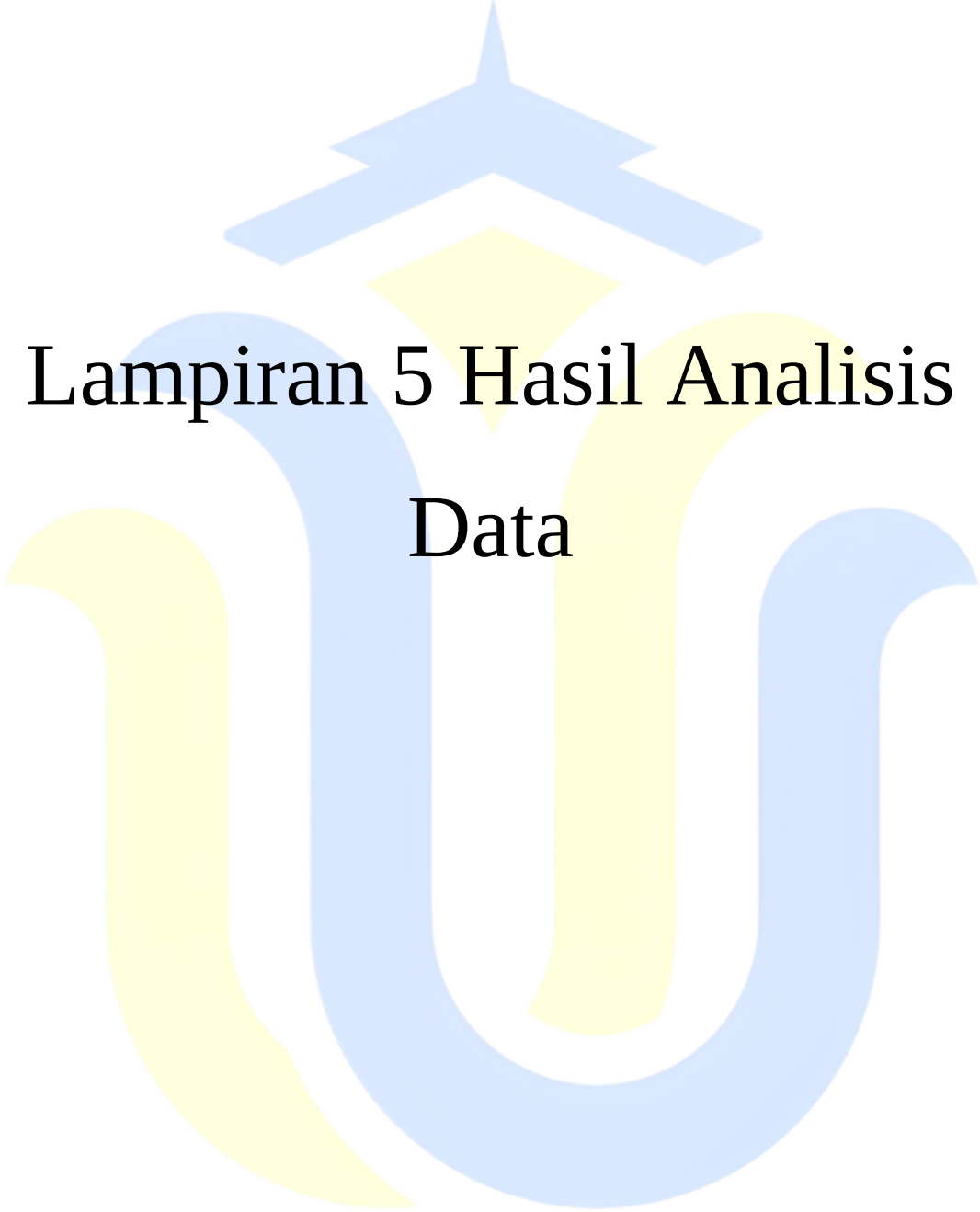
| Item Indikator |      | Variabel           | Loading (z)   | ME           | ej           | AVE          |
|----------------|------|--------------------|---------------|--------------|--------------|--------------|
| X1.1           | <--- | Persepsi_Harga     | 0,934         | 0,872        | 0,128        |              |
| X1.2           | <--- | Persepsi_Harga     | 0,893         | 0,797        | 0,203        |              |
| X1.3           | <--- | Persepsi_Harga     | 0,886         | 0,785        | 0,215        |              |
| X1.4           | <--- | Persepsi_Harga     | 0,861         | 0,741        | 0,259        |              |
| X1.6           | <--- | Persepsi_Harga     | 0,730         | 0,533        | 0,467        |              |
|                |      |                    | <b>4,304</b>  | <b>3,729</b> | <b>1,271</b> | <b>0,746</b> |
|                |      |                    | <b>18,524</b> |              |              |              |
| X2.1           | <--- | Citra_Merek        | 0,857         | 0,734        | 0,266        |              |
| X2.3           | <--- | Citra_Merek        | 0,871         | 0,759        | 0,241        |              |
| X2.4           | <--- | Citra_Merek        | 0,863         | 0,745        | 0,255        |              |
| X2.5           | <--- | Citra_Merek        | 0,839         | 0,704        | 0,296        |              |
| X2.6           | <--- | Citra_Merek        | 0,849         | 0,721        | 0,279        |              |
|                |      |                    | <b>4,279</b>  | <b>2,942</b> | <b>1,337</b> | <b>0,687</b> |
|                |      |                    | <b>18,310</b> |              |              |              |
| X3.1           | <--- | Kualitas_Produk    | 0,845         | 0,714        | 0,286        |              |
| X3.2           | <--- | Kualitas_Produk    | 0,734         | 0,539        | 0,461        |              |
| X3.3           | <--- | Kualitas_Produk    | 0,865         | 0,748        | 0,252        |              |
| X3.4           | <--- | Kualitas_Produk    | 0,775         | 0,601        | 0,399        |              |
| X3.5           | <--- | Kualitas_Produk    | 0,717         | 0,514        | 0,486        |              |
| X3.6           | <--- | Kualitas_Produk    | 0,725         | 0,526        | 0,474        |              |
|                |      |                    | <b>4,661</b>  | <b>3,641</b> | <b>2,359</b> | <b>0,607</b> |
|                |      |                    | <b>21,725</b> |              |              |              |
| Y1.1           | <--- | Kepuasan_Konsumen  | 0,897         | 0,805        | 0,195        |              |
| Y1.2           | <--- | Kepuasan_Konsumen  | 0,884         | 0,781        | 0,219        |              |
| Y1.3           | <--- | Kepuasan_Konsumen  | 0,904         | 0,817        | 0,183        |              |
| Y1.5           | <--- | Kepuasan_Konsumen  | 0,876         | 0,767        | 0,233        |              |
|                |      |                    | <b>3,561</b>  | <b>3,171</b> | <b>0,829</b> | <b>0,793</b> |
|                |      |                    | <b>12,681</b> |              |              |              |
| Y2.1           | <--- | Loyalitas_Konsumen | 0,857         | 0,734        | 0,266        |              |
| Y2.2           | <--- | Loyalitas_Konsumen | 0,909         | 0,826        | 0,174        |              |
| Y2.3           | <--- | Loyalitas_Konsumen | 0,902         | 0,814        | 0,186        |              |
| Y2.4           | <--- | Loyalitas_Konsumen | 0,914         | 0,835        | 0,165        |              |
| Y2.5           | <--- | Loyalitas_Konsumen | 0,866         | 0,750        | 0,250        |              |
|                |      |                    | <b>4,448</b>  | <b>3,960</b> | <b>1,040</b> | <b>0,792</b> |
|                |      |                    | <b>19,785</b> |              |              |              |

***Discriminant Validity*****Implied (for all variables) Covariances (Group number 1 - Default model)**

|                        | Loyalitas_<br>Konsumen | Kepuasan_<br>Konsumen | Kualitas_<br>Produk | Citra_<br>Merek | Persepsi_<br>Harga |
|------------------------|------------------------|-----------------------|---------------------|-----------------|--------------------|
| Loyalitas_<br>Konsumen | ,975                   |                       |                     |                 |                    |
| Kepuasan_<br>Konsumen  | ,420                   | ,891                  |                     |                 |                    |
| Kualitas_Produk        | -,051                  | -,043                 | ,779                |                 |                    |
| Citra_Merek            | ,421                   | ,408                  | -,014               | ,829            |                    |
| Persepsi_Harga         | ,512                   | ,493                  | -,040               | ,478            | ,864               |

### Perhitungan Uji Reliabilitas

| Item Indikator |      | Variabel           | Loading ( $\lambda$ ) | ME           | ej           | CR           |
|----------------|------|--------------------|-----------------------|--------------|--------------|--------------|
| X1.1           | <--- | Persepsi_Harga     | 0,934                 | 0,872        | 0,128        |              |
| X1.2           | <--- | Persepsi_Harga     | 0,893                 | 0,797        | 0,203        |              |
| X1.3           | <--- | Persepsi_Harga     | 0,886                 | 0,785        | 0,215        |              |
| X1.4           | <--- | Persepsi_Harga     | 0,861                 | 0,741        | 0,259        |              |
| X1.6           | <--- | Persepsi_Harga     | 0,730                 | 0,533        | 0,467        |              |
|                |      |                    | <b>4,304</b>          | <b>3,729</b> | <b>1,271</b> | <b>0,936</b> |
|                |      |                    | <b>18,524</b>         |              |              |              |
| X2.1           | <--- | Citra_Merek        | 0,857                 | 0,734        | 0,266        |              |
| X2.3           | <--- | Citra_Merek        | 0,871                 | 0,759        | 0,241        |              |
| X2.4           | <--- | Citra_Merek        | 0,863                 | 0,745        | 0,255        |              |
| X2.5           | <--- | Citra_Merek        | 0,839                 | 0,704        | 0,296        |              |
| X2.6           | <--- | Citra_Merek        | 0,849                 | 0,721        | 0,279        |              |
|                |      |                    | <b>4,279</b>          | <b>2,942</b> | <b>1,337</b> | <b>0,932</b> |
|                |      |                    | <b>18,310</b>         |              |              |              |
| X3.1           | <--- | Kualitas_Produk    | 0,845                 | 0,714        | 0,286        |              |
| X3.2           | <--- | Kualitas_Produk    | 0,734                 | 0,539        | 0,461        |              |
| X3.3           | <--- | Kualitas_Produk    | 0,865                 | 0,748        | 0,252        |              |
| X3.4           | <--- | Kualitas_Produk    | 0,775                 | 0,601        | 0,399        |              |
| X3.5           | <--- | Kualitas_Produk    | 0,717                 | 0,514        | 0,486        |              |
| X3.6           | <--- | Kualitas_Produk    | 0,725                 | 0,526        | 0,474        |              |
|                |      |                    | <b>4,661</b>          | <b>3,641</b> | <b>2,359</b> | <b>0,902</b> |
|                |      |                    | <b>21,725</b>         |              |              |              |
| Y1.1           | <--- | Kepuasan_Konsumen  | 0,897                 | 0,805        | 0,195        |              |
| Y1.2           | <--- | Kepuasan_Konsumen  | 0,884                 | 0,781        | 0,219        |              |
| Y1.3           | <--- | Kepuasan_Konsumen  | 0,904                 | 0,817        | 0,183        |              |
| Y1.5           | <--- | Kepuasan_Konsumen  | 0,876                 | 0,767        | 0,233        |              |
|                |      |                    | <b>3,561</b>          | <b>3,171</b> | <b>0,829</b> | <b>0,939</b> |
|                |      |                    | <b>12,681</b>         |              |              |              |
| Y2.1           | <--- | Loyalitas_Konsumen | 0,857                 | 0,734        | 0,266        |              |
| Y2.2           | <--- | Loyalitas_Konsumen | 0,909                 | 0,826        | 0,174        |              |
| Y2.3           | <--- | Loyalitas_Konsumen | 0,902                 | 0,814        | 0,186        |              |
| Y2.4           | <--- | Loyalitas_Konsumen | 0,914                 | 0,835        | 0,165        |              |
| Y2.5           | <--- | Loyalitas_Konsumen | 0,866                 | 0,750        | 0,250        |              |
|                |      |                    | <b>4,448</b>          | <b>3,960</b> | <b>1,040</b> | <b>0,950</b> |
|                |      |                    | <b>19,785</b>         |              |              |              |



# Lampiran 5 Hasil Analisis Data

**Uji Normalitas****Assessment of normality (Group number 1)**

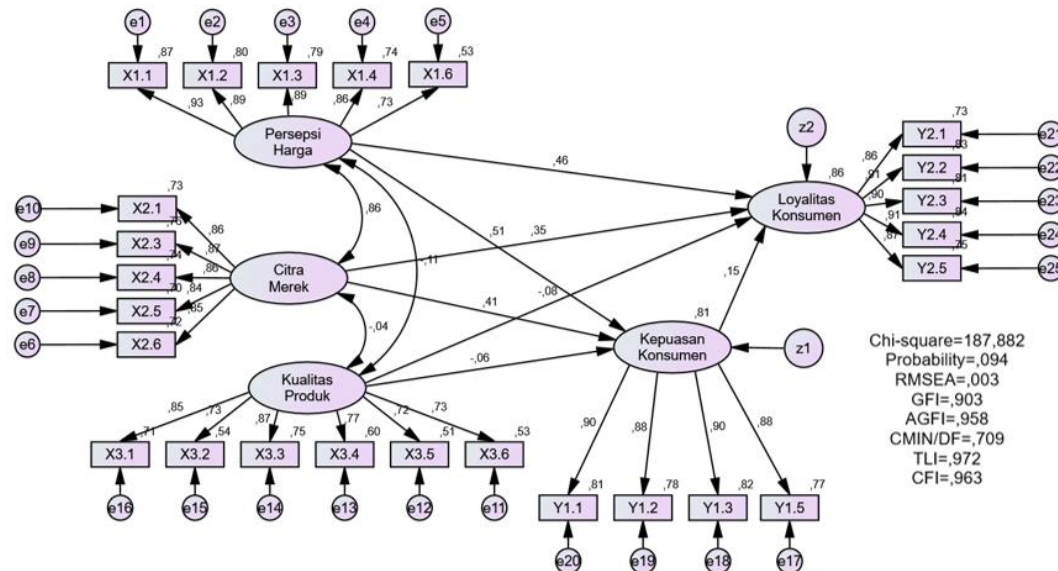
| Variable     | min   | max   | skew   | c.r.   | kurtosis | c.r.   |
|--------------|-------|-------|--------|--------|----------|--------|
| Y2.5         | 1,000 | 5,000 | 0,005  | 0,022  | 0,166    | 0,402  |
| Y2.4         | 1,000 | 5,000 | 0,038  | 0,183  | -0,057   | -0,137 |
| Y2.3         | 1,000 | 5,000 | 0,143  | 0,692  | -0,208   | -0,501 |
| Y2.2         | 1,000 | 5,000 | 0,102  | 0,491  | 0,205    | 0,495  |
| Y2.1         | 1,000 | 5,000 | 0,231  | 1,114  | 0,300    | 0,725  |
| Y1.1         | 1,000 | 5,000 | -0,228 | -1,100 | 0,663    | 1,600  |
| Y1.2         | 1,000 | 5,000 | -0,225 | -1,087 | 0,350    | 0,845  |
| Y1.3         | 1,000 | 5,000 | -0,015 | -0,073 | -0,217   | -0,524 |
| Y1.5         | 1,000 | 5,000 | 0,046  | 0,220  | 0,383    | 0,924  |
| X3.1         | 2,000 | 5,000 | -0,844 | -1,078 | 1,855    | 1,140  |
| X3.2         | 3,000 | 5,000 | 1,609  | 1,771  | 2,001    | 1,833  |
| X3.3         | 2,000 | 5,000 | -0,677 | -1,273 | 1,717    | 1,563  |
| X3.4         | 2,000 | 5,000 | -0,461 | -2,226 | 1,475    | 1,977  |
| X3.5         | 1,000 | 5,000 | -1,247 | -2,024 | 1,845    | 1,287  |
| X3.6         | 2,000 | 5,000 | -0,657 | -1,173 | 1,455    | 1,513  |
| X2.1         | 1,000 | 5,000 | 0,256  | 1,239  | 0,553    | 1,337  |
| X2.3         | 1,000 | 5,000 | -0,085 | -0,409 | 0,393    | 0,949  |
| X2.4         | 1,000 | 5,000 | 0,053  | 0,258  | 0,154    | 0,373  |
| X2.5         | 1,000 | 5,000 | 0,014  | 0,066  | 0,256    | 0,618  |
| X2.6         | 1,000 | 5,000 | 0,156  | 0,755  | -0,043   | -0,104 |
| X1.6         | 1,000 | 5,000 | 0,242  | 1,169  | -0,204   | -0,493 |
| X1.4         | 1,000 | 5,000 | 0,018  | 0,087  | 0,352    | 0,850  |
| X1.3         | 1,000 | 5,000 | 0,099  | 0,479  | 0,296    | 0,715  |
| X1.2         | 1,000 | 5,000 | 0,066  | 0,320  | 0,583    | 1,409  |
| X1.1         | 1,000 | 5,000 | 0,030  | 0,145  | 0,571    | 1,378  |
| Multivariate |       |       |        |        | 4,855    | 1,544  |

**Uji Outliers****Observations farthest from the centroid (Mahalanobis distance) (Group number 1)**

| Observation number | Mahalanobis d-squared | p1   | p2   |
|--------------------|-----------------------|------|------|
| 99                 | 47,381                | ,000 | ,024 |
| 114                | 46,336                | ,001 | ,003 |
| 46                 | 45,815                | ,003 | ,009 |
| 105                | 45,037                | ,004 | ,002 |
| 61                 | 44,852                | ,009 | ,008 |
| 37                 | 44,449                | ,010 | ,003 |
| 116                | 42,589                | ,016 | ,007 |
| 54                 | 39,932                | ,030 | ,058 |
| 1                  | 38,810                | ,038 | ,092 |
| 121                | 38,810                | ,038 | ,045 |
| 68                 | 38,778                | ,039 | ,021 |
| 89                 | 38,308                | ,043 | ,019 |
| 31                 | 38,023                | ,046 | ,013 |
| 108                | 36,997                | ,058 | ,032 |
| 102                | 36,924                | ,059 | ,018 |
| 40                 | 36,920                | ,059 | ,008 |
| 71                 | 36,290                | ,067 | ,013 |
| 96                 | 35,996                | ,072 | ,012 |
| 47                 | 35,707                | ,076 | ,010 |
| 85                 | 35,676                | ,077 | ,005 |
| 58                 | 35,224                | ,084 | ,007 |
| 70                 | 34,463                | ,098 | ,019 |
| 88                 | 33,515                | ,119 | ,067 |
| 72                 | 33,320                | ,123 | ,059 |
| 32                 | 33,237                | ,125 | ,043 |
| 52                 | 32,836                | ,135 | ,057 |
| 30                 | 32,755                | ,137 | ,042 |
| 44                 | 32,585                | ,142 | ,036 |
| 25                 | 31,729                | ,166 | ,118 |
| 34                 | 31,177                | ,183 | ,198 |
| 18                 | 31,153                | ,184 | ,151 |
| 138                | 31,153                | ,184 | ,107 |
| 36                 | 30,753                | ,197 | ,151 |
| 94                 | 30,536                | ,205 | ,156 |
| 107                | 30,471                | ,207 | ,127 |
| 17                 | 30,333                | ,212 | ,116 |
| 137                | 30,333                | ,212 | ,082 |
| 90                 | 30,324                | ,212 | ,057 |
| 50                 | 29,556                | ,241 | ,175 |

| Observation number | Mahalanobis d-squared | p1   | p2   |
|--------------------|-----------------------|------|------|
| 64                 | 29,525                | ,243 | ,138 |
| 86                 | 29,377                | ,248 | ,132 |
| 63                 | 28,789                | ,273 | ,263 |
| 24                 | 28,740                | ,275 | ,222 |
| 75                 | 28,301                | ,294 | ,330 |
| 120                | 28,033                | ,306 | ,380 |
| 81                 | 27,872                | ,314 | ,383 |
| 23                 | 27,794                | ,317 | ,351 |
| 15                 | 27,595                | ,327 | ,373 |
| 135                | 27,595                | ,327 | ,308 |
| 104                | 27,454                | ,334 | ,305 |
| 49                 | 27,224                | ,345 | ,343 |
| 27                 | 27,141                | ,349 | ,316 |
| 118                | 27,050                | ,353 | ,294 |
| 119                | 26,948                | ,358 | ,278 |
| 93                 | 26,861                | ,363 | ,256 |
| 33                 | 26,716                | ,370 | ,259 |
| 73                 | 26,475                | ,383 | ,303 |
| 117                | 26,322                | ,391 | ,311 |
| 48                 | 26,096                | ,403 | ,354 |
| 80                 | 25,688                | ,424 | ,493 |
| 84                 | 25,373                | ,442 | ,588 |
| 43                 | 24,697                | ,479 | ,829 |
| 11                 | 24,689                | ,480 | ,786 |
| 131                | 24,689                | ,480 | ,733 |
| 95                 | 24,680                | ,480 | ,679 |
| 111                | 24,638                | ,483 | ,638 |
| 109                | 24,589                | ,486 | ,598 |
| 113                | 24,295                | ,502 | ,684 |
| 29                 | 24,288                | ,503 | ,625 |
| 35                 | 24,229                | ,506 | ,591 |
| 65                 | 24,177                | ,509 | ,553 |
| 67                 | 23,988                | ,520 | ,588 |
| 21                 | 23,877                | ,526 | ,581 |
| 62                 | 23,532                | ,547 | ,696 |
| 100                | 23,407                | ,554 | ,698 |
| 74                 | 23,195                | ,566 | ,740 |
| 6                  | 23,155                | ,569 | ,702 |
| 126                | 23,155                | ,569 | ,641 |
| 60                 | 22,780                | ,590 | ,763 |

| Observation number | Mahalanobis d-squared | p1   | p2   |
|--------------------|-----------------------|------|------|
| 83                 | 22,563                | ,603 | ,803 |
| 12                 | 22,297                | ,619 | ,856 |
| 132                | 22,297                | ,619 | ,813 |
| 101                | 22,198                | ,624 | ,804 |
| 106                | 21,873                | ,643 | ,875 |
| 42                 | 21,526                | ,663 | ,930 |
| 9                  | 21,306                | ,675 | ,947 |
| 129                | 21,306                | ,675 | ,926 |
| 16                 | 21,137                | ,685 | ,935 |
| 136                | 21,137                | ,685 | ,910 |
| 87                 | 21,108                | ,687 | ,885 |
| 28                 | 20,757                | ,706 | ,937 |
| 45                 | 20,693                | ,710 | ,926 |
| 26                 | 20,568                | ,716 | ,926 |
| 103                | 20,394                | ,726 | ,936 |
| 92                 | 19,765                | ,759 | ,988 |
| 38                 | 19,720                | ,761 | ,984 |
| 13                 | 19,684                | ,763 | ,978 |
| 133                | 19,684                | ,763 | ,966 |
| 8                  | 19,554                | ,770 | ,966 |
| 128                | 19,554                | ,770 | ,949 |

**Full Model****Standardized Regression Weights: (Group number 1 - Default model)**

|                         |                   | Estimate |
|-------------------------|-------------------|----------|
| Kepuasan_Konsumen <---  | Kualitas_Produk   | ,062     |
| Kepuasan_Konsumen <---  | Citra_Merek       | ,413     |
| Kepuasan_Konsumen <---  | Persepsi_Harga    | ,512     |
| Loyalitas_Konsumen <--- | Kepuasan_Konsumen | ,154     |
| Loyalitas_Konsumen <--- | Persepsi_Harga    | ,459     |
| Loyalitas_Konsumen <--- | Kualitas_Produk   | ,075     |
| Loyalitas_Konsumen <--- | Citra_Merek       | ,346     |
| X1.1 <---               | Persepsi_Harga    | ,934     |
| X1.2 <---               | Persepsi_Harga    | ,893     |
| X1.3 <---               | Persepsi_Harga    | ,886     |
| X1.4 <---               | Persepsi_Harga    | ,861     |
| X1.6 <---               | Persepsi_Harga    | ,730     |
| X2.6 <---               | Citra_Merek       | ,849     |
| X2.5 <---               | Citra_Merek       | ,839     |
| X2.4 <---               | Citra_Merek       | ,863     |
| X2.3 <---               | Citra_Merek       | ,871     |
| X2.1 <---               | Citra_Merek       | ,857     |
| X3.6 <---               | Kualitas_Produk   | ,725     |
| X3.5 <---               | Kualitas_Produk   | ,717     |
| X3.4 <---               | Kualitas_Produk   | ,775     |
| X3.3 <---               | Kualitas_Produk   | ,865     |
| X3.2 <---               | Kualitas_Produk   | ,734     |

|      |                         | Estimate |
|------|-------------------------|----------|
| X3.1 | <--- Kualitas_Produk    | ,845     |
| Y1.5 | <--- Kepuasan_Konsumen  | ,876     |
| Y1.3 | <--- Kepuasan_Konsumen  | ,904     |
| Y1.2 | <--- Kepuasan_Konsumen  | ,884     |
| Y1.1 | <--- Kepuasan_Konsumen  | ,897     |
| Y2.1 | <--- Loyalitas_Konsumen | ,857     |
| Y2.2 | <--- Loyalitas_Konsumen | ,909     |
| Y2.3 | <--- Loyalitas_Konsumen | ,902     |
| Y2.4 | <--- Loyalitas_Konsumen | ,914     |
| Y2.5 | <--- Loyalitas_Konsumen | ,866     |

**Squared Multiple Correlations: (Group number 1 - Default model)**

|                    | Estimate |
|--------------------|----------|
| Kepuasan_Konsumen  | ,810     |
| Loyalitas_Konsumen | ,860     |
| Y2.5               | ,750     |
| Y2.4               | ,836     |
| Y2.3               | ,814     |
| Y2.2               | ,827     |
| Y2.1               | ,734     |
| Y1.1               | ,805     |
| Y1.2               | ,782     |
| Y1.3               | ,818     |
| Y1.5               | ,768     |
| X3.1               | ,715     |
| X3.2               | ,539     |
| X3.3               | ,749     |
| X3.4               | ,600     |
| X3.5               | ,515     |
| X3.6               | ,526     |
| X2.1               | ,734     |
| X2.3               | ,759     |
| X2.4               | ,744     |
| X2.5               | ,704     |
| X2.6               | ,721     |
| X1.6               | ,533     |
| X1.4               | ,742     |
| X1.3               | ,786     |
| X1.2               | ,797     |
| X1.1               | ,872     |

**Regression Weights: (Group number 1 - Default model)**

|                    |      |                    | Estimate | S.E. | C.R.   | P    | Label  |
|--------------------|------|--------------------|----------|------|--------|------|--------|
| Kepuasan_Konsumen  | <--- | Kualitas_Produk    | ,096     | ,075 | 2,276  | ,022 | par_23 |
| Kepuasan_Konsumen  | <--- | Citra_Merek        | ,419     | ,115 | 3,660  | ***  | par_25 |
| Kepuasan_Konsumen  | <--- | Persepsi_Harga     | ,439     | ,096 | 4,573  | ***  | par_26 |
| Loyalitas_Konsumen | <--- | Kepuasan_Konsumen  | ,155     | ,111 | 1,393  | ,164 | par_21 |
| Loyalitas_Konsumen | <--- | Persepsi_Harga     | ,397     | ,099 | 3,995  | ***  | par_22 |
| Loyalitas_Konsumen | <--- | Kualitas_Produk    | ,118     | ,067 | 2,758  | ,009 | par_24 |
| Loyalitas_Konsumen | <--- | Citra_Merek        | ,354     | ,112 | 3,171  | ,002 | par_30 |
| X1.1               | <--- | Persepsi_Harga     | 1,000    |      |        |      |        |
| X1.2               | <--- | Persepsi_Harga     | ,932     | ,052 | 17,967 | ***  | par_1  |
| X1.3               | <--- | Persepsi_Harga     | ,956     | ,054 | 17,589 | ***  | par_2  |
| X1.4               | <--- | Persepsi_Harga     | ,873     | ,054 | 16,234 | ***  | par_3  |
| X1.6               | <--- | Persepsi_Harga     | ,765     | ,068 | 11,288 | ***  | par_4  |
| X2.6               | <--- | Citra_Merek        | 1,000    |      |        |      |        |
| X2.5               | <--- | Citra_Merek        | 1,027    | ,082 | 12,574 | ***  | par_5  |
| X2.4               | <--- | Citra_Merek        | 1,085    | ,082 | 13,176 | ***  | par_6  |
| X2.3               | <--- | Citra_Merek        | 1,087    | ,081 | 13,427 | ***  | par_7  |
| X2.1               | <--- | Citra_Merek        | ,991     | ,076 | 13,125 | ***  | par_8  |
| X3.6               | <--- | Kualitas_Produk    | 1,000    |      |        |      |        |
| X3.5               | <--- | Kualitas_Produk    | 1,015    | ,120 | 8,461  | ***  | par_9  |
| X3.4               | <--- | Kualitas_Produk    | ,946     | ,108 | 8,769  | ***  | par_10 |
| X3.3               | <--- | Kualitas_Produk    | 1,105    | ,114 | 9,650  | ***  | par_11 |
| X3.2               | <--- | Kualitas_Produk    | ,604     | ,073 | 8,303  | ***  | par_12 |
| X3.1               | <--- | Kualitas_Produk    | ,935     | ,101 | 9,298  | ***  | par_13 |
| Y1.5               | <--- | Kepuasan_Konsumen  | 1,000    |      |        |      |        |
| Y1.3               | <--- | Kepuasan_Konsumen  | 1,225    | ,079 | 15,441 | ***  | par_14 |
| Y1.2               | <--- | Kepuasan_Konsumen  | 1,133    | ,076 | 14,859 | ***  | par_15 |
| Y1.1               | <--- | Kepuasan_Konsumen  | 1,056    | ,069 | 15,237 | ***  | par_16 |
| Y2.1               | <--- | Loyalitas_Konsumen | 1,000    |      |        |      |        |
| Y2.2               | <--- | Loyalitas_Konsumen | 1,098    | ,072 | 15,260 | ***  | par_17 |
| Y2.3               | <--- | Loyalitas_Konsumen | 1,136    | ,077 | 14,734 | ***  | par_18 |
| Y2.4               | <--- | Loyalitas_Konsumen | 1,198    | ,079 | 15,179 | ***  | par_19 |
| Y2.5               | <--- | Loyalitas_Konsumen | 1,052    | ,077 | 13,680 | ***  | par_20 |

**Standardized Direct Effects (Group number 1 - Default model)**

|                        | Kualitas_<br>Produk | Citra_<br>Merek | Persepsi_<br>Harga | Kepuasan_<br>Konsumen | Loyalitas_<br>Konsumen |
|------------------------|---------------------|-----------------|--------------------|-----------------------|------------------------|
| Kepuasan_<br>Konsumen  | ,062                | ,413            | ,512               | ,000                  | ,000                   |
| Loyalitas_<br>Konsumen | ,075                | ,346            | ,459               | ,154                  | ,000                   |
| Y2.5                   | ,000                | ,000            | ,000               | ,000                  | ,866                   |
| Y2.4                   | ,000                | ,000            | ,000               | ,000                  | ,914                   |
| Y2.3                   | ,000                | ,000            | ,000               | ,000                  | ,902                   |
| Y2.2                   | ,000                | ,000            | ,000               | ,000                  | ,909                   |
| Y2.1                   | ,000                | ,000            | ,000               | ,000                  | ,857                   |
| Y1.1                   | ,000                | ,000            | ,000               | ,897                  | ,000                   |
| Y1.2                   | ,000                | ,000            | ,000               | ,884                  | ,000                   |
| Y1.3                   | ,000                | ,000            | ,000               | ,904                  | ,000                   |
| Y1.5                   | ,000                | ,000            | ,000               | ,876                  | ,000                   |
| X3.1                   | ,845                | ,000            | ,000               | ,000                  | ,000                   |
| X3.2                   | ,734                | ,000            | ,000               | ,000                  | ,000                   |
| X3.3                   | ,865                | ,000            | ,000               | ,000                  | ,000                   |
| X3.4                   | ,775                | ,000            | ,000               | ,000                  | ,000                   |
| X3.5                   | ,717                | ,000            | ,000               | ,000                  | ,000                   |
| X3.6                   | ,725                | ,000            | ,000               | ,000                  | ,000                   |
| X2.1                   | ,000                | ,857            | ,000               | ,000                  | ,000                   |
| X2.3                   | ,000                | ,871            | ,000               | ,000                  | ,000                   |
| X2.4                   | ,000                | ,863            | ,000               | ,000                  | ,000                   |
| X2.5                   | ,000                | ,839            | ,000               | ,000                  | ,000                   |
| X2.6                   | ,000                | ,849            | ,000               | ,000                  | ,000                   |
| X1.6                   | ,000                | ,000            | ,730               | ,000                  | ,000                   |
| X1.4                   | ,000                | ,000            | ,861               | ,000                  | ,000                   |
| X1.3                   | ,000                | ,000            | ,886               | ,000                  | ,000                   |
| X1.2                   | ,000                | ,000            | ,893               | ,000                  | ,000                   |
| X1.1                   | ,000                | ,000            | ,934               | ,000                  | ,000                   |

**Standardized Indirect Effects (Group number 1 - Default model)**

|                        | Kualitas_<br>Produk | Citra_<br>Merek | Persepsi_<br>Harga | Kepuasan_<br>Konsumen | Loyalitas_<br>Konsumen |
|------------------------|---------------------|-----------------|--------------------|-----------------------|------------------------|
| Kepuasan_<br>Konsumen  | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| Loyalitas_<br>Konsumen | ,110                | ,563            | ,579               | ,000                  | ,000                   |
| Y2.5                   | -,074               | ,354            | ,465               | ,133                  | ,000                   |
| Y2.4                   | -,078               | ,374            | ,491               | ,140                  | ,000                   |
| Y2.3                   | -,077               | ,369            | ,485               | ,139                  | ,000                   |
| Y2.2                   | -,077               | ,372            | ,489               | ,140                  | ,000                   |
| Y2.1                   | -,073               | ,351            | ,461               | ,132                  | ,000                   |
| Y1.1                   | -,056               | ,370            | ,459               | ,000                  | ,000                   |
| Y1.2                   | -,055               | ,365            | ,453               | ,000                  | ,000                   |
| Y1.3                   | -,056               | ,373            | ,463               | ,000                  | ,000                   |
| Y1.5                   | -,054               | ,362            | ,449               | ,000                  | ,000                   |
| X3.1                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X3.2                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X3.3                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X3.4                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X3.5                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X3.6                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X2.1                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X2.3                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X2.4                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X2.5                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X2.6                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X1.6                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X1.4                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X1.3                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X1.2                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |
| X1.1                   | ,000                | ,000            | ,000               | ,000                  | ,000                   |