LAMPIRAN

Lampiran 1 : Kuesioner

KUESIONER

Isilah kotak dibawah ini dengan tanda (**X**).

Nomor : …….(diisi peneliti)

Nama : …….

Umur : …….tahun

Jenis Kelamin : Laki-laki ☐ Perempuan ☐

Petunjuk Pengisian:

Berikan penilaian bapak/ibu/saudara dengan tanda (x)menurut keadaan yang sesungguhnya dengan kriteria sebagai berikut :

STS	TS	N	S	SS
1	2	3	4	5

Keterangan :

STS : Sangat Tidak Setuju diberi nilai 1
ST : Tidak Setuju diberi nilai 2
N : Netral diberi nilai 3
S : Setuju diberi nilai 4
SS : Sangat Setuju diberi nilai 5

1. Citra Merek

No	Indikator	Score				
		STS	TS	N	S	SS
		1	2	3	4	5
1	Produk notebook ASUS memiliki mutu yang baik					
2	Produk notebook ASUS memiliki desain yang inovatif					
3	Produk notebook ASUS mudah dan nyaman digunakan oleh pelajar dan pekerja					
4	Produk notebook ASUS memenuhi kebutuhan konsumen dengan memberikan kualitas yang terbaik					

1. Bagaimana pendapat anda tentang citra merek produk notebook ASUS ?
   Jawab:

2. Kualitas Produk

No	Indikator	Score				
		STS	TS	N	S	SS
		1	2	3	4	5
1	Produk notebook ASUS memiliki kinerja yang optimal					
2	Produk notebook ASUS tidak mudah rusak					
3	Produk notebook ASUS mempunyai daya tahan yang tinggi (awet)					
4	Produk notebook ASUS nyaman digunakan dan tidak lemot					

1. Bagaimana pendapat anda tentang kualitas produk notebook ASUS ?
   Jawab:

3. Kepuasan Konsumen

No	Indikator	Score				
		STS	TS	N	S	SS
		1	2	3	4	5
1	Saya tidak merasakan adanya keluhan selama menggunakan produk notebook ASUS					
2	Saya merasa puas menggunakan produk notebook ASUS					
3	Saya merasa produk notebook ASUS telah memenuhi ekspektasi /harapan saya					

1. Bagaimana pendapat anda tentang Kepuasan Konsumen yang anda dapatkan dari produk notebook ASUS ?
   Jawab:

4. Loyalitas Pelanggan

No	Indikator	Score				
		STS	TS	N	S	SS
		1	2	3	4	5
1	Saya memiliki kesan dan pengalaman yang bagus dalam menggunakan notebook ASUS					
2	Saya menyarankan dan mempromosikan kepada orang lain untuk membeli produk notebook ASUS					
3	Saya tidak akan pindah ke produk lain, karena notebook ASUS memiliki desain dan spesifikasi yang bagus					

Bagaimana pendapat anda tentang loyalitas pelanggan yang anda rasakan pada produk notebook ASUS

Lampiran 2 : Tabulasi data responden

No	Citra Merek					Kualitas Produk					Kepuasan Konsumen				Loyalitas Pelanggan			
	X1.1	X1.2	X1.3	X1.4	Total X1	X2.1	X2.2	X2.3	X2.4	Total X2	Y1.1	Y1.2	Y1.3	Total Y1	Y2.1	Y2.2	Y2.3	Total Y2
1	4	4	4	4	**16**	3	4	3	4	**14**	4	4	4	**12**	4	4	4	**12**
2	3	3	3	3	**12**	4	4	4	3	**15**	4	4	4	**12**	3	4	4	**11**
3	4	5	4	5	**18**	3	3	3	3	**12**	4	4	3	**11**	3	3	3	**9**
4	5	4	4	4	**17**	4	4	4	3	**15**	5	4	4	**13**	4	5	4	**13**
5	4	4	4	4	**16**	4	4	4	5	**17**	4	4	4	**12**	4	5	5	**14**
6	4	3	3	3	**13**	3	3	3	4	**13**	3	3	4	**10**	4	3	3	**10**
7	4	5	5	5	**19**	4	5	4	4	**17**	3	3	3	**9**	4	3	3	**10**
8	4	4	4	4	**16**	3	3	3	3	**12**	3	4	3	**10**	3	3	4	**10**
9	4	4	4	4	**16**	3	4	4	3	**14**	3	4	4	**11**	4	3	3	**10**
10	4	3	4	4	**15**	4	3	3	4	**14**	3	3	3	**9**	4	4	4	**12**
11	4	4	3	3	**14**	3	4	3	3	**13**	3	3	3	**9**	4	4	4	**12**
12	4	3	4	3	**14**	3	3	2	3	**11**	2	3	3	**8**	3	3	3	**9**
13	4	3	4	3	**14**	2	2	4	3	**11**	3	2	2	**7**	3	3	3	**9**
14	5	5	4	5	**19**	4	3	4	4	**15**	4	4	4	**12**	4	4	3	**11**
15	4	3	4	3	**14**	4	4	4	3	**15**	3	3	4	**10**	4	3	3	**10**
16	4	4	4	4	**16**	4	4	4	4	**16**	4	3	4	**11**	5	4	4	**13**
17	3	4	3	3	**13**	4	4	4	3	**15**	3	3	3	**9**	3	4	4	**11**
18	4	4	4	4	**16**	3	3	4	3	**13**	4	4	4	**12**	4	4	4	**12**
19	4	4	5	4	**17**	4	4	4	4	**16**	4	4	4	**12**	4	4	4	**12**
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21	4	4	4	4	**16**	4	4	4	4	**16**	4	4	4	**12**	4	4	3	**11**
22	5	5	4	4	**18**	4	4	4	4	**16**	4	4	4	**12**	5	5	4	**14**
23	4	4	3	4	**15**	2	2	3	2	**9**	3	3	3	**9**	3	4	3	**10**
24	2	2	1	1	**6**	3	3	3	3	**12**	3	3	3	**9**	3	3	3	**9**
25	3	4	3	3	**13**	2	3	3	2	**10**	3	3	3	**9**	3	3	4	**10**
26	4	4	4	4	**16**	4	4	5	4	**17**	3	3	4	**10**	4	4	4	**12**
27	4	4	4	4	**16**	4	4	4	4	**16**	3	3	3	**9**	3	3	3	**9**
28	4	5	4	5	**18**	4	4	4	3	**15**	5	4	4	**13**	3	4	4	**11**
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32	5	4	4	4	**17**	4	4	4	4	**16**	3	4	4	**11**	4	3	3	**10**

33	4	5	4	4	**17**	3	4	4	3	**14**	4	4	4	**12**	4	4	4	**12**
34	4	4	4	4	**16**	3	4	3	3	**13**	3	3	3	**9**	3	3	3	**9**
35	4	4	4	4	**16**	5	5	5	5	**20**	4	4	3	**11**	4	4	4	**12**
36	4	4	4	4	**16**	4	4	3	4	**15**	4	4	4	**12**	4	4	4	**12**
37	3	4	4	3	**14**	5	4	5	4	**18**	4	5	5	**14**	5	4	4	**13**
38	2	4	3	4	**13**	3	3	3	4	**13**	3	3	3	**9**	3	3	3	**9**
39	3	5	5	3	**16**	4	3	4	4	**15**	3	4	4	**11**	4	4	4	**12**
40	5	5	5	5	**20**	5	5	5	5	**20**	5	5	5	**15**	4	4	4	**12**
41	3	4	3	3	**13**	3	3	3	3	**12**	2	2	2	**6**	3	3	3	**9**
42	4	5	4	5	**18**	3	3	3	3	**12**	4	3	4	**11**	5	4	4	**13**
43	4	4	4	4	**16**	4	4	4	4	**16**	4	5	5	**14**	4	5	4	**13**
44	4	5	4	4	**17**	3	3	2	3	**11**	3	3	3	**9**	4	4	4	**12**
45	4	4	4	4	**16**	4	3	4	4	**15**	3	3	3	**9**	4	4	5	**13**
46	4	4	4	4	**16**	4	4	4	4	**16**	4	4	4	**12**	4	4	4	**12**
47	4	3	4	4	**15**	4	4	4	4	**16**	4	4	4	**12**	4	4	2	**10**
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50	4	3	3	3	**13**	2	2	2	4	**10**	3	3	3	**9**	3	3	3	**9**
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52	4	4	4	4	**16**	3	3	3	3	**12**	3	4	5	**12**	3	3	3	**9**
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54	3	4	3	4	**14**	4	4	4	3	**15**	3	4	3	**10**	3	4	3	**10**
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56	5	4	4	5	**18**	3	4	4	3	**14**	5	5	4	**14**	5	5	5	**15**
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63	4	4	5	4	**17**	3	3	4	3	**13**	3	3	3	**9**	4	3	3	**10**
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67	3	4	4	4	**15**	4	4	4	4	**16**	4	4	4	**12**	4	4	4	**12**
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71	5	5	5	5	**20**	4	4	4	4	**16**	4	4	5	**13**	4	4	4	**12**
72	4	5	4	4	**17**	5	5	4	5	**19**	4	4	4	**12**	4	5	5	**14**
73	3	4	3	3	**13**	3	4	4	3	**14**	4	4	3	**11**	3	4	4	**11**
74	4	4	4	4	**16**	4	4	4	3	**15**	4	4	4	**12**	4	4	4	**12**
75	4	4	4	4	**16**	4	4	4	4	**16**	4	4	4	**12**	4	4	4	**12**
76	3	3	2	3	**11**	3	3	3	3	**12**	4	3	3	**10**	4	4	3	**11**
77	4	4	4	4	**16**	3	3	4	3	**13**	2	3	3	**8**	3	3	4	**10**
78	3	4	3	4	**14**	3	3	3	4	**13**	3	3	3	**9**	4	3	3	**10**
79	5	5	5	5	**20**	3	3	3	2	**11**	5	5	5	**15**	4	5	4	**13**
80	4	5	4	5	**18**	5	4	5	4	**18**	5	5	4	**14**	4	4	4	**12**
81	3	3	4	4	**14**	4	3	4	4	**15**	4	3	3	**10**	3	3	2	**8**
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83	4	3	3	3	**13**	3	3	3	4	**13**	3	3	2	**8**	4	4	4	**12**
84	4	3	3	4	**14**	2	2	2	3	**9**	3	3	3	**9**	4	2	3	**9**
85	3	4	4	4	**15**	4	4	4	4	**16**	4	3	4	**11**	4	4	3	**11**
86	4	3	3	4	**14**	3	3	4	4	**14**	3	3	3	**9**	4	4	4	**12**
87	4	4	4	4	**16**	4	4	4	3	**15**	3	3	3	**9**	3	2	4	**9**
88	4	4	4	4	**16**	4	4	4	4	**16**	4	3	4	**11**	4	3	3	**10**
89	4	5	4	4	**17**	4	4	4	4	**16**	4	4	4	**12**	4	4	4	**12**
90	3	4	3	4	**14**	4	5	4	4	**17**	3	4	4	**11**	4	4	4	**12**
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92	3	4	4	3	**14**	4	3	3	4	**14**	3	4	3	**10**	3	3	3	**9**
93	4	4	4	4	**16**	4	4	3	4	**15**	3	4	4	**11**	4	4	5	**13**
94	5	5	4	5	**19**	4	4	4	4	**16**	4	4	5	**13**	4	4	4	**12**
95	4	5	4	5	**18**	4	4	4	4	**16**	3	4	4	**11**	4	4	4	**12**
96	4	4	4	4	**16**	3	3	3	3	**12**	4	3	5	**12**	4	5	5	**14**
97	3	3	3	3	**12**	3	2	3	4	**12**	2	2	2	**6**	2	3	3	**8**
98	3	4	4	4	**15**	4	3	4	4	**15**	3	3	3	**9**	4	4	4	**12**
99	5	4	4	5	**18**	4	4	4	4	**16**	4	4	4	**12**	4	3	4	**11**
100	4	5	5	5	**19**	4	4	4	4	**16**	4	4	4	**12**	4	4	4	**12**

Lampiran 3 : Hasil Output SPSS

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Konsumen, Kualitas Produk, Citra Merek[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: AbsRes2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.661	.590		1.121	.265
	Citra Merek	.050	.037	.159	1.331	.186
	Kualitas Produk	-.018	.038	-.055	-.466	.642
	Kepuasan Konsumen	-.021	.049	-.054	-.424	.673

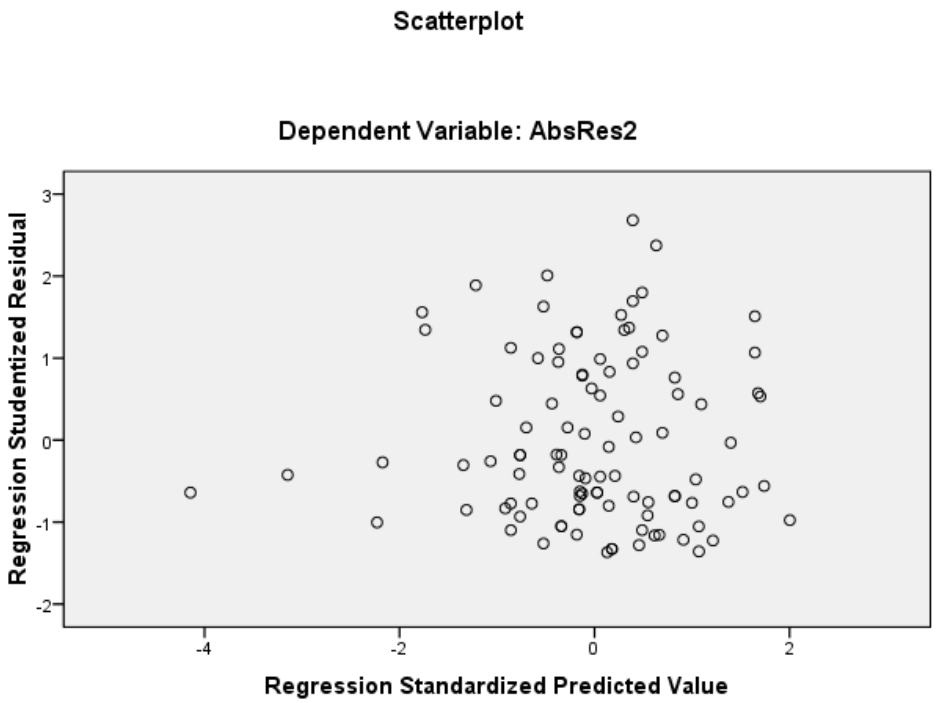
a. Dependent Variable: AbsRes2

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.5628	1.1524	.9603	.09588	100
Std. Predicted Value	-4.145	2.004	.000	1.000	100
Standard Error of Predicted Value	.073	.328	.132	.047	100
Adjusted Predicted Value	.6738	1.2891	.9622	.09927	100
Residual	-.92957	1.84080	.00000	.69062	100
Std. Residual	-1.325	2.625	.000	.985	100
Stud. Residual	-1.368	2.682	-.001	1.005	100
Deleted Residual	-.99986	1.92193	-.00198	.71998	100
Stud. Deleted Residual	-1.374	2.774	.002	1.012	100
Mahal. Distance	.089	20.653	2.970	3.306	100
Cook's Distance	.000	.086	.011	.015	100
Centered Leverage Value	.001	.209	.030	.033	100

a. Dependent Variable: AbsRes2

Charts



Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk, Citra Merek[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: AbsRes1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.762	.793		2.223	.029
	Citra Merek	-.036	.046	-.086	-.795	.429
	Kualitas Produk	-.007	.047	-.016	-.150	.881

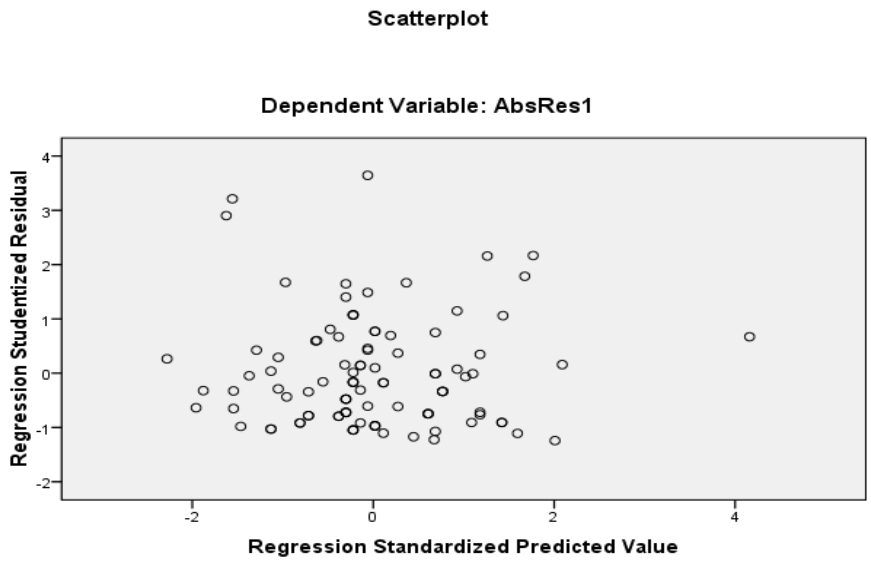
a. Dependent Variable: AbsRes1

Residuals Statistics[a]

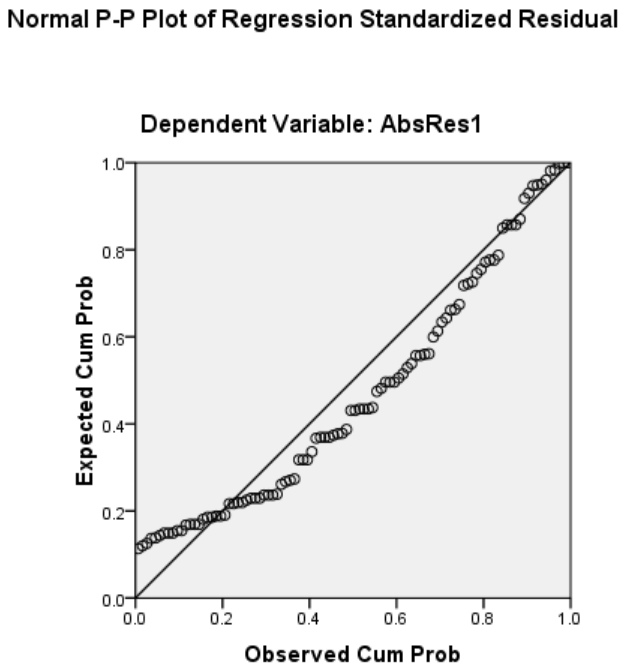
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.8911	1.4581	1.0918	.08805	100
Std. Predicted Value	-2.280	4.160	.000	1.000	100
Standard Error of Predicted Value	.098	.423	.155	.056	100
Adjusted Predicted Value	.5987	1.3325	1.0873	.10037	100
Residual	-1.14708	3.42851	.00000	.93910	100
Std. Residual	-1.209	3.614	.000	.990	100
Stud. Residual	-1.242	3.644	.002	1.010	100
Deleted Residual	-1.21092	3.48515	.00450	.97831	100
Stud. Deleted Residual	-1.246	3.901	.010	1.032	100
Mahal. Distance	.077	18.688	1.980	2.580	100
Cook's Distance	.000	.426	.014	.046	100
Centered Leverage Value	.001	.189	.020	.026	100

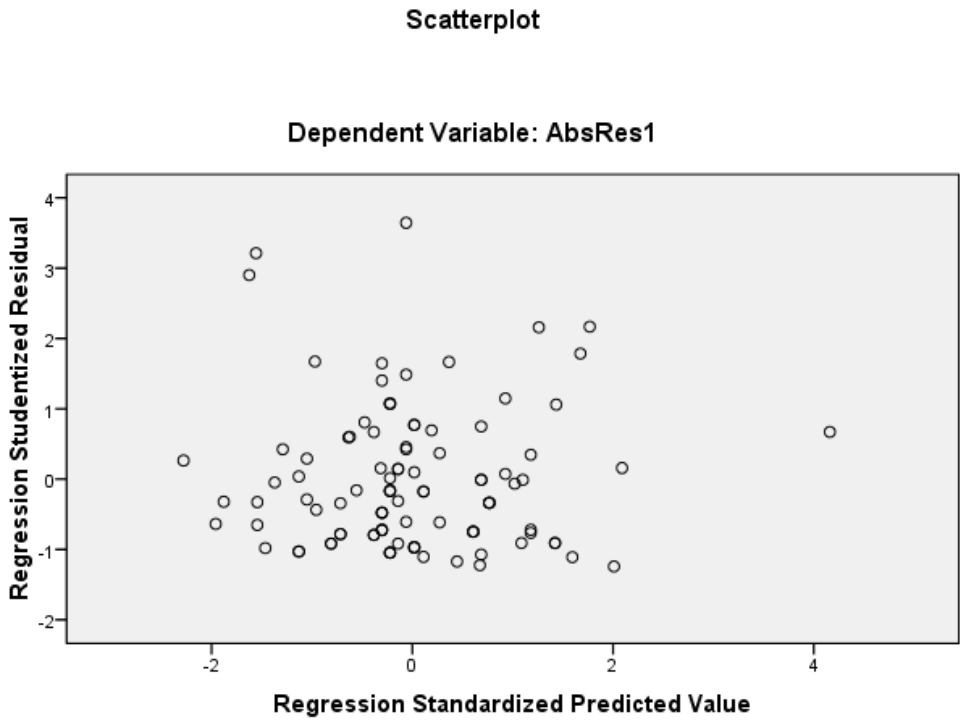
a. Dependent Variable: AbsRes1

Charts



Charts





NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual 2
N		100
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	1.19061475
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.055
Kolmogorov-Smirnov Z		.754
Asymp. Sig. (2-tailed)		.621

a. Test distribution is Normal.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual 1
N		100
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	1.44697111
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.050
Kolmogorov-Smirnov Z		.663
Asymp. Sig. (2-tailed)		.771

a. Test distribution is Normal.

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalitas Pelanggan	11.1200	1.54580	100
Citra Merek	15.5800	2.23010	100
Kualitas Produk	14.4000	2.17423	100
Kepuasan Konsumen	10.7700	1.83598	100

Correlations

		Loyalitas Pelanggan	Citra Merek	Kualitas Produk	Kepuasan Konsumen
Pearson Correlation	Loyalitas Pelanggan	1.000	.472	.475	.572
	Citra Merek	.472	1.000	.362	.519
	Kualitas Produk	.475	.362	1.000	.496
	Kepuasan Konsumen	.572	.519	.496	1.000
Sig. (1-tailed)	Loyalitas Pelanggan	.	.000	.000	.000
	Citra Merek	.000	.	.000	.000
	Kualitas Produk	.000	.000	.	.000
	Kepuasan Konsumen	.000	.000	.000	.
N	Loyalitas Pelanggan	100	100	100	100
	Citra Merek	100	100	100	100
	Kualitas Produk	100	100	100	100
	Kepuasan Konsumen	100	100	100	100

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Konsumen, Kualitas Produk, Citra Merek[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas Pelanggan

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.607[a]	.369	.349	1.247	.369	21.940	3	96	.000

a. Predictors: (Constant), Kepuasan Konsumen, Kualitas Produk, Citra Merek

b. Dependent Variable: Loyalitas Pelanggan

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.221	3	32.074	21.940	.000[a]
	Residual	140.339	96	1.462		
	Total	236.560	99			

a. Predictors: (Constant), Kepuasan Konsumen, Kualitas Produk, Citra Merek

b. Dependent Variable: Loyalitas Pelanggan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.377	1.017		3.319	.001					
	Citra Merek	.144	.064	.207	2.231	.028	.472	.222	.175	.716	1.396
	Kualitas Produk	.160	.065	.225	2.463	.016	.475	.244	.194	.739	1.354
	Kepuasan Konsumen	.297	.084	.353	3.537	.001	.572	.340	.278	.621	1.610

a. Dependent Variable: Loyalitas Pelanggan

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Citra Merek	Kualitas Produk	Kepuasan Konsumen
1	1	3.964	1.000	.00	.00	.00	.00
	2	.014	16.620	.32	.00	.04	.77
	3	.013	17.138	.03	.42	.69	.00
	4	.009	21.431	.65	.58	.27	.23

a. Dependent Variable: Loyalitas Pelanggan

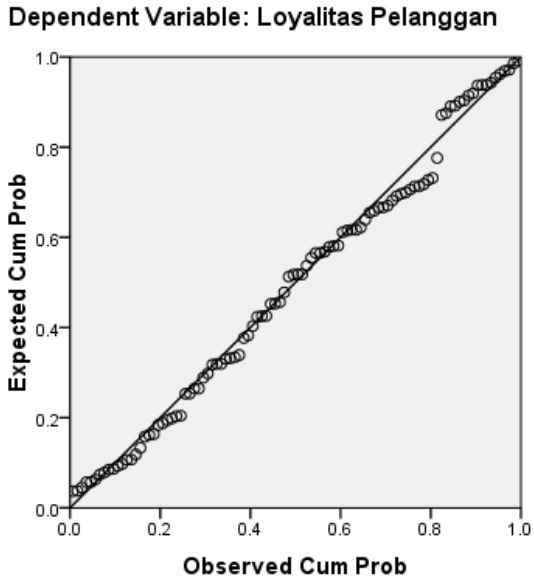
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.8045	13.9083	11.1200	.98587	100
Std. Predicted Value	-2.349	2.828	.000	1.000	100
Standard Error of Predicted Value	.126	.565	.228	.082	100
Adjusted Predicted Value	8.7872	14.1109	11.1223	.98833	100
Residual	-2.16128	2.83872	.00000	1.19061	100
Std. Residual	-1.788	2.348	.000	.985	100
Stud. Residual	-1.827	2.399	.000	1.004	100
Deleted Residual	-2.26022	2.96384	-.00226	1.23817	100
Stud. Deleted Residual	-1.849	2.461	.000	1.012	100
Mahal. Distance	.089	20.653	2.970	3.306	100
Cook's Distance	.000	.077	.010	.016	100
Centered Leverage Value	.001	.209	.030	.033	100

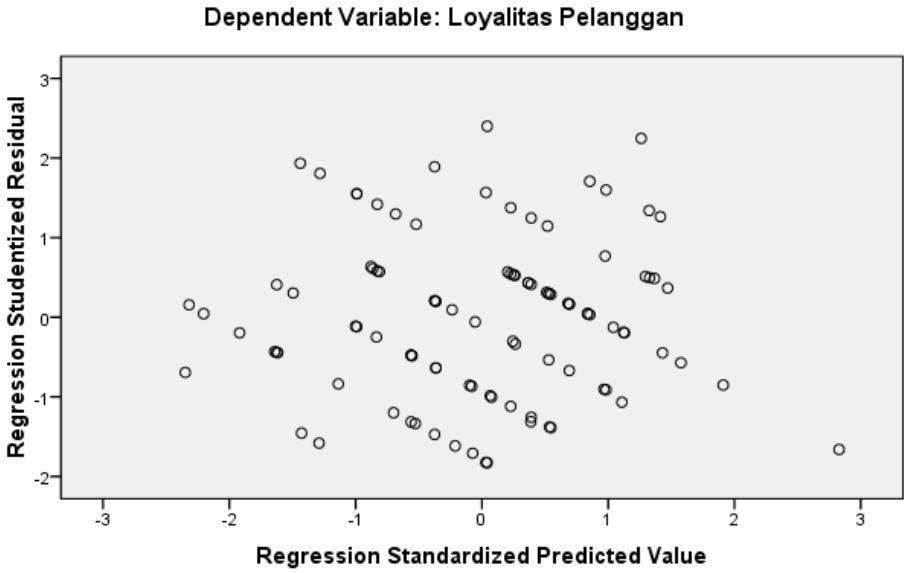
a. Dependent Variable: Loyalitas Pelanggan

Charts

Normal P-P Plot of Regression Standardized Residual



Scatterplot



Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Kepuasan Konsumen	10.7700	1.83598	100
Citra Merek	15.5800	2.23010	100
Kualitas Produk	14.4000	2.17423	100

Correlations

		Kepuasan Konsumen	Citra Merek	Kualitas Produk
Pearson Correlation	Kepuasan Konsumen	1.000	.519	.496
	Citra Merek	.519	1.000	.362
	Kualitas Produk	.496	.362	1.000
Sig. (1-tailed)	Kepuasan Konsumen	.	.000	.000
	Citra Merek	.000	.	.000
	Kualitas Produk	.000	.000	.
N	Kepuasan Konsumen	100	100	100
	Citra Merek	100	100	100
	Kualitas Produk	100	100	100

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk, Citra Merek[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan Konsumen

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.616[a]	.379	.366	1.46181	.379	29.583	2	97	.000

a. Predictors: (Constant), Kualitas Produk, Citra Merek

b. Dependent Variable: Kepuasan Konsumen

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	126.431	2	63.216	29.583	.000[a]
	Residual	207.279	97	2.137		
	Total	333.710	99			

a. Predictors: (Constant), Kualitas Produk, Citra Merek

b. Dependent Variable: Kepuasan Konsumen

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.445	1.221		1.183	.240					
	Citra Merek	.321	.071	.390	4.547	.000	.519	.419	.364	.869	1.151
	Kualitas Produk	.300	.072	.355	4.137	.000	.496	.387	.331	.869	1.151

a. Dependent Variable: Kepuasan Konsumen

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Citra Merek	Kualitas Produk
1	1	2.977	1.000	.00	.00	.00
	2	.013	14.852	.02	.51	.83
	3	.009	17.713	.98	.49	.17

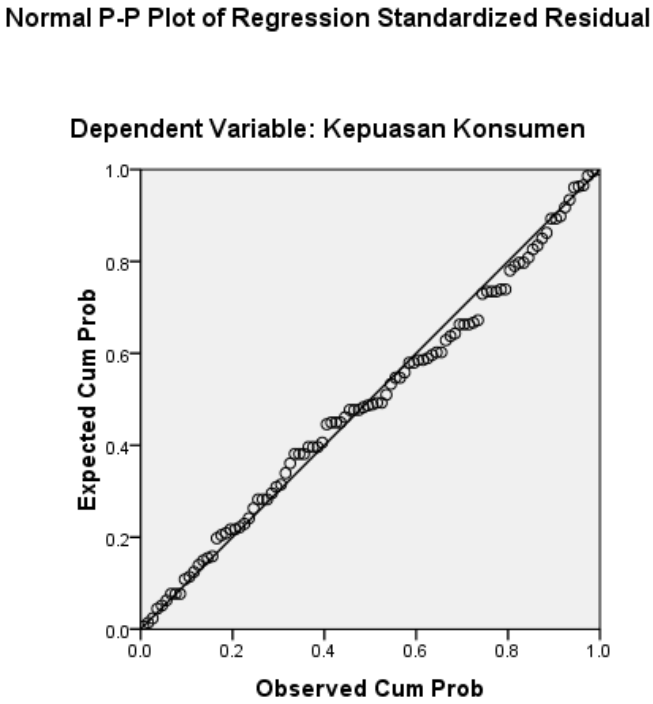
a. Dependent Variable: Kepuasan Konsumen

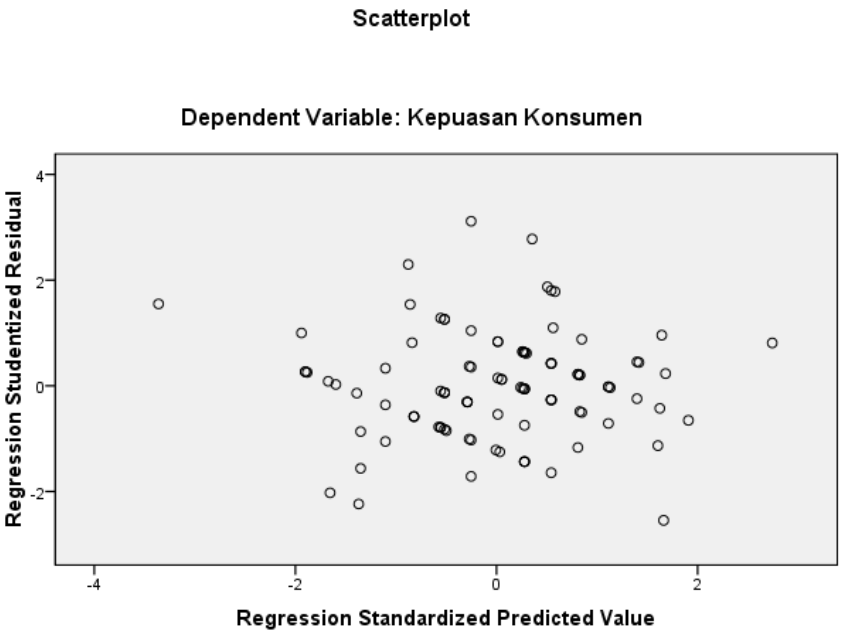
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6.9717	13.8698	10.7700	1.13008	100
Std. Predicted Value	-3.361	2.743	.000	1.000	100
Standard Error of Predicted Value	.152	.652	.238	.086	100
Adjusted Predicted Value	6.4686	13.7582	10.7589	1.14946	100
Residual	-3.64873	4.51488	.00000	1.44697	100
Std. Residual	-2.496	3.089	.000	.990	100
Stud. Residual	-2.546	3.114	.004	1.010	100
Deleted Residual	-3.79493	4.58948	.01106	1.50828	100
Stud. Deleted Residual	-2.621	3.265	.005	1.025	100
Mahal. Distance	.077	18.688	1.980	2.580	100
Cook's Distance	.000	.318	.015	.042	100
Centered Leverage Value	.001	.189	.020	.026	100

a. Dependent Variable: Kepuasan Konsumen

Charts


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Kepuasan Konsumen
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0


Scatterplot
Dependent Variable: Kepuasan Konsumen
Regression Studentized Residual
Regression Standardized Predicted Value
4
2
0
-2
-4

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.729	.727	3

Inter-Item Correlation Matrix

	y2.1	y2.2	y2.3
y2.1	1.000	.483	.334
y2.2	.483	1.000	.594
y2.3	.334	.594	1.000

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.833	.833	3

Inter-Item Correlation Matrix

	y1.1	y1.2	y1.3
y1.1	1.000	.598	.590
y1.2	.598	1.000	.687
y1.3	.590	.687	1.000

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.834	.833	4

Inter-Item Correlation Matrix

	x2.1	x2.2	x2.3	x2.4
x2.1	1.000	.692	.705	.607
x2.2	.692	1.000	.605	.367
x2.3	.705	.605	1.000	.350
x2.4	.607	.367	.350	1.000

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.847	.846	4

Inter-Item Correlation Matrix

	x1.1	x1.2	x1.3	x1.4
x1.1	1.000	.444	.483	.693
x1.2	.444	1.000	.576	.705
x1.3	.483	.576	1.000	.570
x1.4	.693	.705	.570	1.000

Correlations

Correlations

		y2.1	y2.2	y2.3	Loyalitas Pelanggan
y2.1	Pearson Correlation	1	.483**	.334**	.740**
	Sig. (2-tailed)		.000	.001	.000
	N	100	100	100	100
y2.2	Pearson Correlation	.483**	1	.594**	.865**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y2.3	Pearson Correlation	.334**	.594**	1	.807**
	Sig. (2-tailed)	.001	.000		.000
	N	100	100	100	100
Loyalitas Pelanggan	Pearson Correlation	.740**	.865**	.807**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

Correlations

		y1.1	y1.2	y1.3	Kepuasan Konsumen
y1.1	Pearson Correlation	1	.598**	.590**	.843**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y1.2	Pearson Correlation	.598**	1	.687**	.876**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.590**	.687**	1	.879**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Kepuasan Konsumen	Pearson Correlation	.843**	.876**	.879**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

Correlations

		x2.1	x2.2	x2.3	x2.4	Kualitas Produk
x2.1	Pearson Correlation	1	.692**	.705**	.607**	.922**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x2.2	Pearson Correlation	.692**	1	.605**	.367**	.818**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x2.3	Pearson Correlation	.705**	.605**	1	.350**	.813**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x2.4	Pearson Correlation	.607**	.367**	.350**	1	.710**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Kualitas Produk	Pearson Correlation	.922**	.818**	.813**	.710**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

Correlations

		x1.1	x1.2	x1.3	x1.4	Citra Merek
x1.1	Pearson Correlation	1	.444**	.483**	.693**	.797**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x1.2	Pearson Correlation	.444**	1	.576**	.705**	.819**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x1.3	Pearson Correlation	.483**	.576**	1	.570**	.784**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x1.4	Pearson Correlation	.693**	.705**	.570**	1	.906**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Citra Merek	Pearson Correlation	.797**	.819**	.784**	.906**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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