

Lampiran 1. Kuesioner

IDENTITAS RESPONDEN

Petunjuk Pengisian

Berikan tanda silang atau lingkaran pada alternatif jawaban yang tersedia pada masing-masing pernyataan berikut ini.

1. Umur : _____ tahun
2. Jenis Kelamin :
 - a. Laki-laki
 - b. Perempuan
3. Pendidikan Terakhir :
 - a. SLTA
 - b. D3
 - c. S1
 - d. S2
4. Status Perkawinan :
 - a. Belum Kawin
 - b. Kawin
 - c. Janda
 - d. Duda
5. Pekerjaan :
 - a. Pegawai Swasta
 - b. Wiraswasta
 - c. Pegawai Negeri
 - d. Lain-lain
6. Pengeluaran per bulan
 - a. < Rp 2 jt
 - b. Rp 2 jt - Rp 3 jt
 - c. Rp 3,1 jt - Rp 4 jt
 - d. Rp 4,1 jt - Rp 5 jt
 - e. > Rp 5 jt

Petunjuk Pengisian

Berikan tanda silang pada kolom yang tersedia pada masing-masing item pernyataan.

CITRA TOKO

| No. | Pernyataan | Jawaban Anda | | | | |
|-----|--|--------------------|------------|------------|-------------------|---------------------------|
| | | Sangat Setuju (SS) | Setuju (S) | Netral (N) | Tidak Setuju (TS) | Sangat Tidak Setuju (STS) |
| 1. | Lokasi GMT Swalayan sangat strategis sehingga mudah dijangkau pelanggan. | | | | | |
| 2. | Tata ruang GMT Swalayan sangat menarik. | | | | | |
| 3. | Penerangan di dalam GMT Swalayan sangat baik. | | | | | |
| 4. | Sirkulasi udara di dalam GMT Swalayan sangat baik. | | | | | |
| 5. | Kebisingan di dalam GMT Swalayan sangat rendah. | | | | | |
| 6. | Susunan produk di GMT Swalayan sangat memudahkan pelanggan yang akan memilih dan mengambilnya. | | | | | |
| 7. | Informasi harga produk di GMT Swalayan sangat jelas sehingga memudahkan pelanggan. | | | | | |
| 8. | Lorong-lorong dalam GMT Swalayan cukup luas sehingga memudahkan pelanggan berlalu-lalang. | | | | | |
| 9. | Keamanan di GMT Swalayan sangat baik. | | | | | |
| 10. | Di lingkungan masyarakat sekitar, GMT Swalayan dinilai sebagai swalayan yang baik. | | | | | |

KEPUASAN PELANGGAN

| No. | Pernyataan | Jawaban Anda | | | | |
|-----|---|------------------|----------|------------|-----------------|-------------------------|
| | | Sangat Puas (SP) | Puas (P) | Netral (N) | Tidak Puas (TP) | Sangat Tidak Puas (STP) |
| 1. | Kepuasan Anda terhadap kelengkapan produk yang disediakan oleh karyawan GMT Swalayan. | | | | | |
| 2. | Kepuasan Anda terhadap harga produk yang ditetapkan GMT Swalayan. | | | | | |
| 3. | Kepuasan Anda terhadap kualitas produk disediakan GMT Swalayan. | | | | | |
| 4. | Kepuasan Anda terhadap keramahan karyawan GMT Swalayan. | | | | | |
| 5. | Kepuasan Anda terhadap kecepatan layanan yang diberikan oleh karyawan GMT Swalayan. | | | | | |
| 6. | Kepuasan Anda terhadap kemudahan melakukan pembayaran di GMT Swalayan. | | | | | |
| 7. | Kepuasan Anda terhadap kecepatan dalam melakukan pembayaran di GMT Swalayan. | | | | | |

LOYALITAS PELANGGAN

| No. | Pernyataan | Jawaban Anda | | | | |
|-----|---|--------------------|------------|------------|-------------------|---------------------------|
| | | Sangat Setuju (SS) | Setuju (S) | Netral (N) | Tidak Setuju (TS) | Sangat Tidak Setuju (STS) |
| 1. | Anda sering berbelanja di GMT Swalayan. | | | | | |
| 2. | Di waktu-waktu yang akan datang, Anda akan berbelanja di GMT Swalayan. | | | | | |
| 3. | Anda menyarankan kepada keluarga Anda untuk berbelanja di GMT Swalayan. | | | | | |
| 4. | Anda menyarankan teman-teman Anda untuk berbelanja di GMT Swalayan. | | | | | |

Lampiran 2 - Uji Validitas dan Reliabilitas Kuesioner CITRA TOKO (X1)

Case Processing Summary^a

| | Cases | | | | | |
|------|----------|---------|----------|---------|-------|---------|
| | Included | | Excluded | | Total | |
| | N | Percent | N | Percent | N | Percent |
| X11 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X12 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X13 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X14 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X15 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X16 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X17 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X18 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X19 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X110 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X1 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |

a. Limited to first 100 cases.

Case Summaries^a

| | X11 | X12 | X13 | X14 | X15 | X16 | X17 | X18 | X19 | X110 | X1 |
|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|----|
| 1 | 3 | 4 | 3 | 3 | 3 | 5 | 2 | 3 | 3 | 2 | 31 |
| 2 | 4 | 5 | 5 | 2 | 3 | 1 | 3 | 5 | 4 | 3 | 35 |
| 3 | 5 | 3 | 5 | 3 | 2 | 4 | 2 | 3 | 3 | 4 | 34 |
| 4 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 5 | 3 | 3 | 35 |
| 5 | 3 | 4 | 5 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 33 |
| 6 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 38 |
| 7 | 3 | 4 | 5 | 4 | 4 | 2 | 4 | 3 | 4 | 3 | 36 |
| 8 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 3 | 5 | 4 | 38 |
| 9 | 4 | 4 | 4 | 2 | 4 | 5 | 4 | 3 | 4 | 4 | 38 |
| 10 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 30 |
| 11 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 40 |
| 12 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 41 |
| 13 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 2 | 38 |
| 14 | 3 | 3 | 5 | 3 | 4 | 4 | 5 | 3 | 3 | 3 | 36 |
| 15 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 3 | 3 | 2 | 37 |
| 16 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 33 |
| 17 | 3 | 5 | 3 | 2 | 3 | 5 | 3 | 3 | 3 | 4 | 34 |
| 18 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 4 | 35 |
| 19 | 2 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 33 |
| 20 | 3 | 3 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 3 | 33 |
| 21 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 39 |
| 22 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 23 | 4 | 2 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 34 |
| 24 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 21 |
| 25 | 3 | 2 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 26 | 2 | 2 | 2 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 32 |
| 27 | 3 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 33 |
| 28 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 2 | 36 |
| 29 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 2 | 36 |
| 30 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 42 |
| Total N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

a. Limited to first 100 cases.

Correlations

| | | X1 | X11 | X12 | X13 | X14 | X15 | X16 | X17 | X18 | X19 | X110 |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X1 | Pearson Correlation | 1 | .656** | .663** | .618** | .584** | .549** | .779** | .581** | .548** | .654** | .712** |
| | Sig. (1-tailed) | | .000 | .000 | .000 | .000 | .001 | .028 | .000 | .001 | .000 | .028 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X11 | Pearson Correlation | .656** | 1 | .467** | .458** | .372** | .180 | .150 | .160 | .393** | .333** | -.138 |
| | Sig. (1-tailed) | .000 | | .005 | .005 | .021 | .170 | .214 | .200 | .016 | .036 | .233 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X12 | Pearson Correlation | .663** | .467** | 1 | .554** | .158 | .251 | .130 | .279 | .372** | .313** | -.079 |
| | Sig. (1-tailed) | .000 | .005 | | .001 | .203 | .090 | .247 | .068 | .021 | .046 | .339 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X13 | Pearson Correlation | .618** | .458** | .554** | 1 | .286 | .056 | .021 | .211 | .305** | .241** | -.058 |
| | Sig. (1-tailed) | .000 | .005 | .001 | | .063 | .384 | .457 | .132 | .051 | .100 | .381 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X14 | Pearson Correlation | .584** | .372** | .158 | .286 | 1 | .310 | .058 | .368** | .450** | .202 | -.213 |
| | Sig. (1-tailed) | .000 | .021 | .203 | .063 | | .048 | .380 | .023 | .006 | .142 | .129 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X15 | Pearson Correlation | .549** | .180 | .251 | .056 | .310 | 1 | .040 | .625** | .035 | .544** | .065 |
| | Sig. (1-tailed) | .001 | .170 | .090 | .384 | .048 | | .417 | .000 | .428 | .001 | .366 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X16 | Pearson Correlation | .549** | .150 | .130 | .021 | .058 | .040 | 1 | .146 | -.200 | -.040 | -.038 |
| | Sig. (1-tailed) | .028 | .214 | .247 | .457 | .380 | .417 | | .220 | .145 | .417 | .421 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X17 | Pearson Correlation | .581** | .160 | .279 | .211 | .368** | .625** | .146 | 1 | .230 | .337** | -.153 |
| | Sig. (1-tailed) | .000 | .200 | .068 | .132 | .023 | .000 | .220 | | .111 | .034 | .209 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X18 | Pearson Correlation | .548** | .393** | .372** | .305** | .450** | .035 | -.200 | .230 | 1 | .425** | -.062 |
| | Sig. (1-tailed) | .001 | .016 | .021 | .051 | .006 | .428 | .145 | .111 | | .010 | .373 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X19 | Pearson Correlation | .654** | .333** | .313** | .241** | .202 | .544** | -.040 | .337** | .425** | 1 | .296 |
| | Sig. (1-tailed) | .000 | .036 | .046 | .100 | .142 | .001 | .417 | .034 | .010 | | .056 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X110 | Pearson Correlation | .712** | -.138 | -.079 | -.058 | -.213 | .065 | -.038 | -.153 | -.062 | .296 | 1 |
| | Sig. (1-tailed) | .028 | .233 | .339 | .381 | .129 | .366 | .421 | .209 | .373 | .056 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .689 | 10 |

Lampiran - Uji Validitas dan Reliabilitas Kuesioner KEPUASAN PELANGGAN (X2)

Case Processing Summary^a

| | Cases | | | | | |
|-----|----------|---------|----------|---------|-------|---------|
| | Included | | Excluded | | Total | |
| | N | Percent | N | Percent | N | Percent |
| X21 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X22 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X23 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X24 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X25 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X26 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X27 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| X2 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |

a. Limited to first 100 cases.

Case Summaries^a

| | X21 | X22 | X23 | X24 | X25 | X26 | X27 | X2 |
|---------|-----|-----|-----|-----|-----|-----|-----|----|
| 1 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 17 |
| 2 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 24 |
| 3 | 2 | 2 | 4 | 4 | 4 | 4 | 2 | 22 |
| 4 | 3 | 4 | 2 | 5 | 3 | 4 | 3 | 24 |
| 5 | 2 | 4 | 2 | 4 | 3 | 4 | 3 | 22 |
| 6 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 19 |
| 7 | 2 | 4 | 3 | 3 | 4 | 3 | 4 | 23 |
| 8 | 2 | 4 | 4 | 4 | 3 | 3 | 4 | 24 |
| 9 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 |
| 10 | 2 | 5 | 3 | 3 | 4 | 5 | 5 | 27 |
| 11 | 3 | 3 | 5 | 3 | 5 | 4 | 5 | 28 |
| 12 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 23 |
| 13 | 1 | 2 | 2 | 1 | 2 | 3 | 2 | 13 |
| 14 | 2 | 4 | 4 | 4 | 2 | 3 | 5 | 24 |
| 15 | 2 | 4 | 4 | 3 | 3 | 3 | 4 | 23 |
| 16 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 26 |
| 17 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 25 |
| 18 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | 31 |
| 19 | 2 | 4 | 4 | 2 | 3 | 3 | 3 | 21 |
| 20 | 5 | 2 | 2 | 2 | 2 | 2 | 4 | 19 |
| 21 | 5 | 3 | 2 | 3 | 3 | 3 | 4 | 23 |
| 22 | 1 | 4 | 4 | 4 | 5 | 3 | 5 | 26 |
| 23 | 1 | 3 | 4 | 4 | 3 | 4 | 3 | 22 |
| 24 | 4 | 4 | 2 | 4 | 3 | 4 | 2 | 23 |
| 25 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 24 |
| 26 | 4 | 2 | 2 | 4 | 3 | 3 | 3 | 21 |
| 27 | 2 | 5 | 2 | 4 | 4 | 3 | 4 | 24 |
| 28 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 24 |
| 29 | 2 | 3 | 4 | 3 | 3 | 4 | 4 | 23 |
| 30 | 2 | 5 | 5 | 5 | 4 | 5 | 5 | 31 |
| Total N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

a. Limited to first 100 cases.

Correlations

| | | X2 | X21 | X22 | X23 | X24 | X25 | X26 | X27 |
|-----|---------------------|--------|-------|--------|--------|--------|--------|--------|--------|
| X2 | Pearson Correlation | 1 | .123 | .679** | .648** | .592** | .605** | .656** | .686** |
| | Sig. (1-tailed) | | .258 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X21 | Pearson Correlation | .123 | 1 | -.106 | -.260 | -.037 | -.180 | -.090 | -.098 |
| | Sig. (1-tailed) | .258 | | .289 | .083 | .424 | .170 | .319 | .304 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X22 | Pearson Correlation | .679** | -.106 | 1 | .311* | .365** | .279 | .442** | .489** |
| | Sig. (1-tailed) | .000 | .289 | | .047 | .024 | .068 | .007 | .003 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X23 | Pearson Correlation | .648** | -.260 | .311* | 1 | .208 | .431** | .430** | .495** |
| | Sig. (1-tailed) | .000 | .083 | .047 | | .135 | .009 | .009 | .003 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X24 | Pearson Correlation | .592** | -.037 | .365** | .208 | 1 | .217 | .401** | .227 |
| | Sig. (1-tailed) | .000 | .424 | .024 | .135 | | .125 | .014 | .114 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X25 | Pearson Correlation | .605** | -.180 | .279 | .431** | .217 | 1 | .399** | .382** |
| | Sig. (1-tailed) | .000 | .170 | .068 | .009 | .125 | | .014 | .019 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X26 | Pearson Correlation | .656** | -.090 | .442** | .430** | .401** | .399** | 1 | .213 |
| | Sig. (1-tailed) | .000 | .319 | .007 | .009 | .014 | .014 | | .129 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X27 | Pearson Correlation | .686** | -.098 | .489** | .495** | .227 | .382** | .213 | 1 |
| | Sig. (1-tailed) | .000 | .304 | .003 | .003 | .114 | .019 | .129 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .611 | 7 |

Lampiran - Uji Validitas dan Reliabilitas Kuesioner LOYALITAS PELANGGAN (Y)

Case Processing Summary^a

| | Cases | | | | | |
|----|----------|---------|----------|---------|-------|---------|
| | Included | | Excluded | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Y1 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| Y2 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| Y3 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| Y4 | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |
| Y | 30 | 100.0% | 0 | 0.0% | 30 | 100.0% |

a. Limited to first 100 cases.

Case Summaries^a

| | Y1 | Y2 | Y3 | Y4 | Y |
|---------|----|----|----|----|----|
| 1 | 3 | 4 | 4 | 3 | 14 |
| 2 | 5 | 5 | 4 | 3 | 17 |
| 3 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 4 | 16 |
| 5 | 3 | 3 | 3 | 3 | 12 |
| 6 | 3 | 3 | 2 | 3 | 11 |
| 7 | 4 | 4 | 4 | 4 | 16 |
| 8 | 4 | 4 | 2 | 3 | 13 |
| 9 | 3 | 4 | 3 | 3 | 13 |
| 10 | 3 | 3 | 3 | 3 | 12 |
| 11 | 3 | 3 | 3 | 3 | 12 |
| 12 | 3 | 3 | 3 | 3 | 12 |
| 13 | 4 | 2 | 3 | 4 | 13 |
| 14 | 2 | 4 | 2 | 2 | 10 |
| 15 | 3 | 3 | 3 | 3 | 12 |
| 16 | 4 | 2 | 2 | 2 | 10 |
| 17 | 5 | 4 | 4 | 4 | 17 |
| 18 | 4 | 5 | 4 | 4 | 17 |
| 19 | 2 | 2 | 2 | 2 | 8 |
| 20 | 3 | 3 | 2 | 3 | 11 |
| 21 | 3 | 3 | 2 | 3 | 11 |
| 22 | 3 | 2 | 3 | 3 | 11 |
| 23 | 2 | 2 | 2 | 2 | 8 |
| 24 | 2 | 2 | 2 | 2 | 8 |
| 25 | 2 | 2 | 2 | 2 | 8 |
| 26 | 3 | 2 | 3 | 3 | 11 |
| 27 | 3 | 3 | 2 | 3 | 11 |
| 28 | 2 | 2 | 2 | 2 | 8 |
| 29 | 4 | 2 | 2 | 4 | 12 |
| 30 | 4 | 4 | 3 | 4 | 15 |
| Total N | 30 | 30 | 30 | 30 | 30 |

a. Limited to first 100 cases.

Correlations

| | Y | Y1 | Y2 | Y3 | Y4 |
|------------------------|--------|--------|--------|--------|--------|
| Y Pearson Correlation | 1 | .864** | .819** | .863** | .845** |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y1 Pearson Correlation | .864** | 1 | .557** | .619** | .770** |
| Sig. (2-tailed) | .000 | | .001 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y2 Pearson Correlation | .819** | .557** | 1 | .652** | .495** |
| Sig. (2-tailed) | .000 | .001 | | .000 | .005 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y3 Pearson Correlation | .863** | .619** | .652** | 1 | .668** |
| Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y4 Pearson Correlation | .845** | .770** | .495** | .668** | 1 |
| Sig. (2-tailed) | .000 | .000 | .005 | .000 | |
| N | 30 | 30 | 30 | 30 | 30 |

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

Reliability

Scale: ALL VARIABLES

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .863 | 4 |

Lampiran 3. Identitas Responden

Summarize

Case Processing Summary^a

| | Cases | | | | | |
|--------------------------|----------|---------|----------|---------|-------|---------|
| | Included | | Excluded | | Total | |
| | N | Percent | N | Percent | N | Percent |
| UM Umur | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |
| JK Jenis Kelamin | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |
| PD Pendidikan Terakhir | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |
| SP Status Perkawinan | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |
| PK Pekerjaan | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |
| PG Pengeluaran per bulan | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |

a. Limited to first 100 cases.

Case Summaries^a

| | UM Umur | JK Jenis Kelamin | PD Pendidikan Terakhir | SP Status Perkawinan | PK Pekerjaan | PG Pengeluaran per bulan |
|----|---------|------------------|------------------------|----------------------|------------------|--------------------------|
| 1 | 25 | 1 Laki-laki | 3 S1 | 1 Belum kawin | 1 Pegawai swasta | 1 < 2 jt |
| 2 | 20 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 2 Wiraswasta | 1 < 2 jt |
| 3 | 50 | 2 Perempuan | 1 SLTA | 2 Kawin | 4 Lain-lain | 3 3,1 jt - 4 jt |
| 4 | 40 | 1 Laki-laki | 3 S1 | 2 Kawin | 3 Pegawai Negeri | 3 3,1 jt - 4 jt |
| 5 | 18 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 6 | 22 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 1 Pegawai swasta | 1 < 2 jt |
| 7 | 34 | 2 Perempuan | 1 SLTA | 2 Kawin | 2 Wiraswasta | 1 < 2 jt |
| 8 | 20 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 1 Pegawai swasta | 1 < 2 jt |
| 9 | 25 | 2 Perempuan | 1 SLTA | 2 Kawin | 2 Wiraswasta | 1 < 2 jt |
| 10 | 34 | 1 Laki-laki | 1 SLTA | 2 Kawin | 4 Lain-lain | 1 < 2 jt |
| 11 | 31 | 1 Laki-laki | 1 SLTA | 2 Kawin | 2 Wiraswasta | 1 < 2 jt |
| 12 | 35 | 1 Laki-laki | 3 S1 | 2 Kawin | 3 Pegawai Negeri | 3 3,1 jt - 4 jt |
| 13 | 26 | 1 Laki-laki | 3 S1 | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 14 | 29 | 1 Laki-laki | 1 SLTA | 2 Kawin | 1 Pegawai swasta | 1 < 2 jt |
| 15 | 28 | 2 Perempuan | 2 D3 | 2 Kawin | 1 Pegawai swasta | 1 < 2 jt |
| 16 | 30 | 1 Laki-laki | 1 SLTA | 2 Kawin | 1 Pegawai swasta | 2 2 jt - 3 jt |
| 17 | 24 | 2 Perempuan | 3 S1 | 1 Belum kawin | 1 Pegawai swasta | 2 2 jt - 3 jt |
| 18 | 19 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 19 | 48 | 1 Laki-laki | 1 SLTA | 2 Kawin | 1 Pegawai swasta | 2 2 jt - 3 jt |
| 20 | 25 | 2 Perempuan | 1 SLTA | 2 Kawin | 4 Lain-lain | 1 < 2 jt |
| 21 | 21 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 1 Pegawai swasta | 1 < 2 jt |
| 22 | 22 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 23 | 19 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 2 Wiraswasta | 1 < 2 jt |
| 24 | 25 | 1 Laki-laki | 1 SLTA | 1 Belum kawin | 2 Wiraswasta | 2 2 jt - 3 jt |
| 25 | 27 | 1 Laki-laki | 1 SLTA | 1 Belum kawin | 1 Pegawai swasta | 1 < 2 jt |
| 26 | 47 | 1 Laki-laki | 4 S2 | 2 Kawin | 3 Pegawai Negeri | 2 2 jt - 3 jt |
| 27 | 23 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 1 Pegawai swasta | 1 < 2 jt |
| 28 | 19 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 29 | 21 | 1 Laki-laki | 1 SLTA | 1 Belum kawin | 2 Wiraswasta | 1 < 2 jt |
| 30 | 30 | 2 Perempuan | 1 SLTA | 2 Kawin | 4 Lain-lain | 1 < 2 jt |
| 31 | 43 | 1 Laki-laki | 1 SLTA | 2 Kawin | 1 Pegawai swasta | 2 2 jt - 3 jt |
| 32 | 54 | 2 Perempuan | 1 SLTA | 3 Janda | 4 Lain-lain | 1 < 2 jt |
| 33 | 60 | 2 Perempuan | 1 SLTA | 3 Janda | 4 Lain-lain | 1 < 2 jt |
| 34 | 20 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 35 | 30 | 2 Perempuan | 1 SLTA | 2 Kawin | 2 Wiraswasta | 1 < 2 jt |
| 36 | 32 | 2 Perempuan | 1 SLTA | 2 Kawin | 2 Wiraswasta | 1 < 2 jt |
| 37 | 36 | 2 Perempuan | 1 SLTA | 2 Kawin | 2 Wiraswasta | 1 < 2 jt |
| 38 | 34 | 2 Perempuan | 1 SLTA | 2 Kawin | 2 Wiraswasta | 1 < 2 jt |
| 39 | 30 | 1 Laki-laki | 1 SLTA | 2 Kawin | 4 Lain-lain | 1 < 2 jt |
| 40 | 25 | 2 Perempuan | 2 D3 | 2 Kawin | 1 Pegawai swasta | 1 < 2 jt |
| 41 | 31 | 2 Perempuan | 2 D3 | 2 Kawin | 1 Pegawai swasta | 2 2 jt - 3 jt |
| 42 | 35 | 2 Perempuan | 4 S2 | 2 Kawin | 3 Pegawai Negeri | 1 < 2 jt |
| 43 | 22 | 2 Perempuan | 2 D3 | 1 Belum kawin | 2 Wiraswasta | 1 < 2 jt |
| 44 | 30 | 1 Laki-laki | 1 SLTA | 4 Duda | 2 Wiraswasta | 1 < 2 jt |
| 45 | 25 | 2 Perempuan | 3 S1 | 1 Belum kawin | 1 Pegawai swasta | 2 2 jt - 3 jt |
| 46 | 19 | 2 Perempuan | 3 S1 | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |

| | | | | | | |
|-------|-----|-------------|--------|---------------|------------------|-----------------|
| 47 | 43 | 1 Laki-laki | 1 SLTA | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 48 | 20 | 2 Perempuan | 1 SLTA | 2 Kawin | 4 Lain-lain | 3 3,1 jt - 4 jt |
| 49 | 20 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 2 Wiraswasta | 1 < 2 jt |
| 50 | 17 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 2 Wiraswasta | 1 < 2 jt |
| 51 | 25 | 1 Laki-laki | 1 SLTA | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 52 | 30 | 1 Laki-laki | 3 S1 | 2 Kawin | 1 Pegawai swasta | 2 2 jt - 3 jt |
| 53 | 52 | 2 Perempuan | 4 S2 | 2 Kawin | 3 Pegawai Negeri | 2 2 jt - 3 jt |
| 54 | 33 | 2 Perempuan | 1 SLTA | 3 Janda | 4 Lain-lain | 1 < 2 jt |
| 55 | 49 | 1 Laki-laki | 1 SLTA | 2 Kawin | 2 Wiraswasta | 1 < 2 jt |
| 56 | 20 | 1 Laki-laki | 3 S1 | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 57 | 45 | 1 Laki-laki | 4 S2 | 4 Duda | 2 Wiraswasta | 3 3,1 jt - 4 jt |
| 58 | 53 | 2 Perempuan | 1 SLTA | 2 Kawin | 4 Lain-lain | 1 < 2 jt |
| 59 | 63 | 2 Perempuan | 1 SLTA | 3 Janda | 4 Lain-lain | 1 < 2 jt |
| 60 | 21 | 2 Perempuan | 1 SLTA | 3 Janda | 4 Lain-lain | 4 4,1 jt - 5 jt |
| 61 | 45 | 1 Laki-laki | 1 SLTA | 2 Kawin | 2 Wiraswasta | 2 2 jt - 3 jt |
| 62 | 27 | 1 Laki-laki | 1 SLTA | 1 Belum kawin | 1 Pegawai swasta | 1 < 2 jt |
| 63 | 30 | 2 Perempuan | 3 S1 | 2 Kawin | 4 Lain-lain | 2 2 jt - 3 jt |
| 64 | 19 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 2 Wiraswasta | 1 < 2 jt |
| 65 | 45 | 2 Perempuan | 1 SLTA | 2 Kawin | 4 Lain-lain | 1 < 2 jt |
| 66 | 22 | 2 Perempuan | 2 D3 | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 67 | 35 | 1 Laki-laki | 1 SLTA | 2 Kawin | 4 Lain-lain | 1 < 2 jt |
| 68 | 26 | 2 Perempuan | 1 SLTA | 2 Kawin | 1 Pegawai swasta | 3 3,1 jt - 4 jt |
| 69 | 24 | 1 Laki-laki | 4 S2 | 1 Belum kawin | 4 Lain-lain | 3 3,1 jt - 4 jt |
| 70 | 26 | 1 Laki-laki | 2 D3 | 1 Belum kawin | 4 Lain-lain | 2 2 jt - 3 jt |
| 71 | 37 | 1 Laki-laki | 3 S1 | 2 Kawin | 3 Pegawai Negeri | 2 2 jt - 3 jt |
| 72 | 28 | 2 Perempuan | 1 SLTA | 2 Kawin | 4 Lain-lain | 1 < 2 jt |
| 73 | 42 | 2 Perempuan | 1 SLTA | 3 Janda | 2 Wiraswasta | 2 2 jt - 3 jt |
| 74 | 20 | 2 Perempuan | 4 S2 | 2 Kawin | 4 Lain-lain | 2 2 jt - 3 jt |
| 75 | 39 | 2 Perempuan | 2 D3 | 2 Kawin | 2 Wiraswasta | 1 < 2 jt |
| 76 | 20 | 1 Laki-laki | 1 SLTA | 1 Belum kawin | 2 Wiraswasta | 1 < 2 jt |
| 77 | 28 | 1 Laki-laki | 1 SLTA | 1 Belum kawin | 1 Pegawai swasta | 1 < 2 jt |
| 78 | 27 | 1 Laki-laki | 1 SLTA | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 79 | 19 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 80 | 24 | 2 Perempuan | 1 SLTA | 2 Kawin | 1 Pegawai swasta | 1 < 2 jt |
| 81 | 35 | 2 Perempuan | 2 D3 | 3 Janda | 2 Wiraswasta | 1 < 2 jt |
| 82 | 19 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 83 | 31 | 2 Perempuan | 1 SLTA | 2 Kawin | 1 Pegawai swasta | 2 2 jt - 3 jt |
| 84 | 20 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 85 | 32 | 1 Laki-laki | 1 SLTA | 2 Kawin | 4 Lain-lain | 1 < 2 jt |
| 86 | 38 | 2 Perempuan | 1 SLTA | 2 Kawin | 4 Lain-lain | 1 < 2 jt |
| 87 | 35 | 2 Perempuan | 1 SLTA | 2 Kawin | 4 Lain-lain | 1 < 2 jt |
| 88 | 22 | 1 Laki-laki | 1 SLTA | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 89 | 30 | 1 Laki-laki | 4 S2 | 4 Duda | 4 Lain-lain | 4 4,1 jt - 5 jt |
| 90 | 25 | 1 Laki-laki | 1 SLTA | 1 Belum kawin | 2 Wiraswasta | 2 2 jt - 3 jt |
| 91 | 35 | 2 Perempuan | 1 SLTA | 2 Kawin | 1 Pegawai swasta | 1 < 2 jt |
| 92 | 22 | 1 Laki-laki | 1 SLTA | 1 Belum kawin | 1 Pegawai swasta | 1 < 2 jt |
| 93 | 33 | 1 Laki-laki | 1 SLTA | 2 Kawin | 2 Wiraswasta | 2 2 jt - 3 jt |
| 94 | 52 | 1 Laki-laki | 1 SLTA | 2 Kawin | 1 Pegawai swasta | 1 < 2 jt |
| 95 | 27 | 2 Perempuan | 2 D3 | 1 Belum kawin | 1 Pegawai swasta | 1 < 2 jt |
| 96 | 21 | 2 Perempuan | 1 SLTA | 1 Belum kawin | 4 Lain-lain | 1 < 2 jt |
| 97 | 29 | 2 Perempuan | 2 D3 | 1 Belum kawin | 3 Pegawai Negeri | 1 < 2 jt |
| 98 | 32 | 1 Laki-laki | 1 SLTA | 2 Kawin | 1 Pegawai swasta | 1 < 2 jt |
| 99 | 51 | 1 Laki-laki | 2 D3 | 2 Kawin | 2 Wiraswasta | 1 < 2 jt |
| 100 | 45 | 2 Perempuan | 2 D3 | 2 Kawin | 3 Pegawai Negeri | 2 2 jt - 3 jt |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| N | | | | | | |

a. Limited to first 100 cases.

Frequencies

Statistics

| | UMK Kategori Umur | JK Jenis Kelamin | PD Pendidikan Terakhir | SP Status Perkawinan | PK Pekerjaan |
|---------|-------------------|------------------|------------------------|----------------------|--------------|
| N Valid | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 |

Statistics

| | | PG Pengeluaran per bulan |
|---------|--|--------------------------|
| N Valid | | 100 |
| Missing | | 0 |

Frequency Table

UMK Kategori Umur

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | 1 <= 20 | 22 | 22.0 | 22.0 | 22.0 |
| | 2 21 - 30 | 41 | 41.0 | 41.0 | 63.0 |
| | 3 31 - 40 | 19 | 19.0 | 19.0 | 82.0 |
| | 4 41 - 50 | 11 | 11.0 | 11.0 | 93.0 |
| | 5 > 50 | 7 | 7.0 | 7.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

JK Jenis Kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1 Laki-laki | 40 | 40.0 | 40.0 | 40.0 |
| | 2 Perempuan | 60 | 60.0 | 60.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

PD Pendidikan Terakhir

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 SLTA | 70 | 70.0 | 70.0 | 70.0 |
| | 2 D3 | 12 | 12.0 | 12.0 | 82.0 |
| | 3 S1 | 11 | 11.0 | 11.0 | 93.0 |
| | 4 S2 | 7 | 7.0 | 7.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

SP Status Perkawinan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | 1 Belum kawin | 42 | 42.0 | 42.0 | 42.0 |
| | 2 Kawin | 48 | 48.0 | 48.0 | 90.0 |
| | 3 Janda | 7 | 7.0 | 7.0 | 97.0 |
| | 4 Duda | 3 | 3.0 | 3.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

PK Pekerjaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | 1 Pegawai swasta | 26 | 26.0 | 26.0 | 26.0 |
| | 2 Wiraswasta | 26 | 26.0 | 26.0 | 52.0 |
| | 3 Pegawai Negeri | 8 | 8.0 | 8.0 | 60.0 |
| | 4 Lain-lain | 40 | 40.0 | 40.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

PG Pengeluaran per bulan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | 1 < 2 jt | 71 | 71.0 | 71.0 | 71.0 |
| | 2 2 jt - 3 jt | 20 | 20.0 | 20.0 | 91.0 |
| | 3 3,1 jt - 4 jt | 7 | 7.0 | 7.0 | 98.0 |
| | 4 4,1 jt - 5 jt | 2 | 2.0 | 2.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lampiran 4. Deskripsi Variabel Penelitian

1. Citra Toko (X1)

| No | X11 | X12 | X13 | X14 | X15 | X16 | X17 | X18 | X19 | X110 |
|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| 71 | 4 | 2 | 3 | 3 | 3 | 3 | 1 | 2 | 4 | 4 |
| 2 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 |
| 3 | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 3 | 3 | 4 |
| 4 | 4 | 3 | 3 | 4 | 3 | 5 | 3 | 5 | 4 | 4 |
| 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 |
| 6 | 4 | 2 | 3 | 3 | 2 | 3 | 2 | 4 | 3 | 4 |
| 7 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 8 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 4 |
| 9 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 |
| 10 | 5 | 4 | 4 | 5 | 3 | 3 | 3 | 3 | 5 | 5 |
| 11 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 3 |
| 12 | 4 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 4 | 3 |
| 13 | 4 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 4 | 3 |
| 14 | 4 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 3 |
| 15 | 5 | 5 | 2 | 3 | 3 | 4 | 3 | 4 | 3 | 4 |
| 16 | 5 | 4 | 3 | 2 | 3 | 5 | 4 | 4 | 3 | 5 |
| 17 | 4 | 5 | 2 | 2 | 3 | 4 | 3 | 4 | 3 | 5 |
| 18 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 19 | 5 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 |
| 20 | 4 | 3 | 4 | 2 | 2 | 3 | 4 | 5 | 5 | 3 |
| 21 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 |
| 22 | 5 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 4 |
| 23 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 |
| 24 | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 2 | 3 | 4 |
| 25 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 |
| 26 | 4 | 3 | 5 | 2 | 3 | 4 | 3 | 3 | 2 | 4 |
| 27 | 5 | 5 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 28 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 |
| 29 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 30 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 2 | 3 | 4 |
| 31 | 5 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 4 |
| 32 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 5 |
| 33 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 34 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 |
| 35 | 4 | 2 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 |
| 36 | 4 | 3 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 3 |
| 37 | 4 | 3 | 3 | 3 | 4 | 3 | 2 | 4 | 3 | 3 |
| 38 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |

| | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|
| 39 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 |
| 40 | 4 | 3 | 3 | 3 | 5 | 3 | 2 | 5 | 5 | 5 |
| 41 | 2 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 4 |
| 42 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 4 | 4 | 4 |
| 43 | 1 | 3 | 2 | 1 | 3 | 4 | 4 | 4 | 4 | 4 |
| 44 | 2 | 3 | 4 | 1 | 3 | 3 | 3 | 2 | 3 | 4 |
| 45 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 2 | 3 | 4 |
| 46 | 2 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 4 |
| 47 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 2 | 3 | 4 |
| 48 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 5 | 4 | 4 |
| 49 | 2 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
| 50 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 3 | 2 |
| 51 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 |
| 52 | 2 | 4 | 3 | 2 | 3 | 4 | 3 | 4 | 4 | 4 |
| 53 | 3 | 4 | 4 | 1 | 3 | 4 | 3 | 2 | 3 | 4 |
| 54 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 4 |
| 55 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 57 | 4 | 4 | 1 | 3 | 2 | 3 | 5 | 4 | 4 | 5 |
| 58 | 4 | 3 | 5 | 5 | 2 | 3 | 2 | 2 | 3 | 3 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 60 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 5 | 4 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 62 | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 3 | 3 | 4 |
| 63 | 4 | 4 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 4 |
| 64 | 5 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 4 | 4 |
| 65 | 4 | 3 | 2 | 3 | 3 | 2 | 4 | 4 | 4 | 4 |
| 66 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |
| 67 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 68 | 3 | 4 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 4 |
| 69 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 70 | 5 | 4 | 2 | 3 | 2 | 3 | 3 | 4 | 4 | 5 |
| 71 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 |
| 72 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 3 |
| 73 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 |
| 74 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 75 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 |
| 76 | 5 | 3 | 4 | 3 | 3 | 2 | 4 | 2 | 4 | 3 |
| 77 | 5 | 4 | 4 | 5 | 5 | 4 | 2 | 4 | 4 | 4 |
| 78 | 4 | 3 | 4 | 4 | 2 | 4 | 2 | 2 | 4 | 4 |
| 79 | 5 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 |
| 80 | 5 | 3 | 3 | 5 | 5 | 5 | 2 | 2 | 1 | 3 |

| | | | | | | | | | | |
|------------|---|---|---|---|---|---|---|---|---|---|
| 81 | 5 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 1 | 3 |
| 82 | 3 | 3 | 4 | 2 | 2 | 3 | 3 | 3 | 4 | 3 |
| 83 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 84 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 85 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 4 | 4 | 4 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 87 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 88 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 89 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 3 |
| 90 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 |
| 91 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 |
| 92 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 |
| 93 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 94 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 |
| 95 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |
| 96 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 4 |
| 97 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 98 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 |
| 99 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 |
| 100 | 4 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 4 |

2. Kepuasan Pelanggan (X2)

| No | X21 | X22 | X23 | X24 | X25 | X26 | X27 |
|----|-----|-----|-----|-----|-----|-----|-----|
| 1 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 4 | 4 | 3 | 3 | 3 | 4 | 4 |
| 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 |
| 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 |
| 5 | 4 | 3 | 3 | 3 | 4 | 4 | 4 |
| 6 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 7 | 4 | 4 | 3 | 3 | 3 | 4 | 3 |
| 8 | 3 | 4 | 3 | 4 | 3 | 4 | 4 |
| 9 | 5 | 5 | 3 | 3 | 3 | 5 | 5 |
| 10 | 4 | 4 | 3 | 3 | 3 | 5 | 5 |
| 11 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| 12 | 3 | 4 | 3 | 4 | 3 | 3 | 3 |
| 13 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 14 | 3 | 4 | 3 | 4 | 3 | 3 | 3 |
| 15 | 4 | 5 | 4 | 5 | 3 | 3 | 3 |
| 16 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 17 | 5 | 4 | 4 | 4 | 3 | 4 | 3 |
| 18 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 19 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 20 | 3 | 3 | 3 | 2 | 4 | 5 | 5 |
| 21 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| 22 | 4 | 4 | 4 | 4 | 3 | 4 | 5 |
| 23 | 3 | 4 | 4 | 4 | 3 | 2 | 2 |
| 24 | 5 | 4 | 4 | 3 | 4 | 5 | 4 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 26 | 4 | 3 | 4 | 4 | 3 | 4 | 3 |
| 27 | 2 | 3 | 4 | 4 | 4 | 4 | 4 |
| 28 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 29 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 30 | 4 | 4 | 4 | 2 | 2 | 4 | 4 |
| 31 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 32 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 33 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 34 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 35 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 36 | 2 | 3 | 3 | 3 | 3 | 4 | 4 |
| 37 | 2 | 3 | 3 | 3 | 3 | 4 | 4 |
| 38 | 2 | 4 | 4 | 3 | 3 | 4 | 4 |
| 39 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |
| 40 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 41 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |

| | | | | | | | |
|----|---|---|---|---|---|---|---|
| 42 | 4 | 4 | 4 | 3 | 3 | 3 | 4 |
| 43 | 2 | 3 | 3 | 4 | 4 | 4 | 4 |
| 44 | 2 | 3 | 3 | 5 | 4 | 4 | 4 |
| 45 | 3 | 4 | 3 | 5 | 4 | 4 | 4 |
| 46 | 3 | 3 | 4 | 4 | 3 | 3 | 4 |
| 47 | 4 | 3 | 3 | 5 | 5 | 4 | 4 |
| 48 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 49 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 50 | 3 | 3 | 2 | 3 | 3 | 3 | 4 |
| 51 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 52 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 53 | 3 | 3 | 3 | 5 | 4 | 4 | 4 |
| 54 | 3 | 4 | 4 | 4 | 3 | 3 | 3 |
| 55 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 57 | 5 | 3 | 4 | 5 | 3 | 3 | 3 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 60 | 5 | 4 | 3 | 4 | 3 | 5 | 4 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 62 | 3 | 4 | 3 | 5 | 5 | 4 | 4 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 64 | 5 | 5 | 3 | 5 | 5 | 5 | 5 |
| 65 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 66 | 3 | 4 | 3 | 5 | 5 | 5 | 5 |
| 67 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 68 | 3 | 4 | 5 | 5 | 3 | 3 | 4 |
| 69 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 70 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 71 | 2 | 5 | 4 | 4 | 4 | 3 | 4 |
| 72 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 73 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 74 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 75 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 76 | 3 | 5 | 3 | 4 | 4 | 5 | 3 |
| 77 | 3 | 5 | 5 | 5 | 5 | 5 | 5 |
| 78 | 3 | 5 | 5 | 5 | 5 | 5 | 4 |
| 79 | 3 | 5 | 4 | 4 | 4 | 3 | 3 |
| 80 | 2 | 3 | 3 | 4 | 3 | 3 | 3 |
| 81 | 2 | 4 | 3 | 3 | 3 | 4 | 4 |
| 82 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 83 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |

| | | | | | | | |
|------------|---|---|---|---|---|---|---|
| 84 | 2 | 3 | 3 | 3 | 4 | 4 | 4 |
| 85 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 88 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 89 | 3 | 4 | 3 | 4 | 4 | 2 | 3 |
| 90 | 5 | 4 | 3 | 3 | 2 | 3 | 4 |
| 91 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 92 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 93 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 94 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 95 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 96 | 4 | 5 | 4 | 5 | 5 | 4 | 4 |
| 97 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 98 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 100 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |

3. Loyalitas Pelanggan (Y)

| No | Y11 | Y12 | Y13 | Y14 |
|----|-----|-----|-----|-----|
| 1 | 3 | 3 | 3 | 3 |
| 2 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 5 | 3 | 3 | 3 | 3 |
| 6 | 4 | 3 | 3 | 3 |
| 7 | 4 | 3 | 4 | 3 |
| 8 | 4 | 3 | 3 | 3 |
| 9 | 5 | 4 | 5 | 4 |
| 10 | 5 | 4 | 4 | 5 |
| 11 | 4 | 3 | 3 | 3 |
| 12 | 3 | 3 | 3 | 3 |
| 13 | 4 | 3 | 3 | 4 |
| 14 | 3 | 3 | 3 | 3 |
| 15 | 4 | 3 | 3 | 4 |
| 16 | 4 | 4 | 4 | 4 |
| 17 | 4 | 4 | 3 | 3 |
| 18 | 3 | 3 | 3 | 3 |
| 19 | 4 | 3 | 3 | 3 |
| 20 | 4 | 3 | 3 | 3 |
| 21 | 2 | 3 | 2 | 2 |
| 22 | 4 | 4 | 4 | 4 |
| 23 | 3 | 3 | 2 | 2 |
| 24 | 4 | 5 | 4 | 4 |
| 25 | 4 | 4 | 4 | 4 |
| 26 | 4 | 3 | 4 | 3 |
| 27 | 5 | 4 | 3 | 4 |
| 28 | 3 | 4 | 4 | 4 |
| 29 | 5 | 5 | 5 | 5 |
| 30 | 5 | 4 | 4 | 4 |
| 31 | 5 | 4 | 4 | 5 |
| 32 | 5 | 4 | 4 | 5 |
| 33 | 5 | 4 | 5 | 5 |
| 34 | 5 | 5 | 5 | 5 |
| 35 | 3 | 3 | 3 | 3 |
| 36 | 4 | 4 | 4 | 4 |
| 37 | 4 | 3 | 3 | 3 |
| 38 | 5 | 4 | 4 | 4 |
| 39 | 5 | 4 | 4 | 3 |
| 40 | 4 | 4 | 4 | 4 |

| | | | | |
|----|---|---|---|---|
| 41 | 4 | 4 | 3 | 4 |
| 42 | 4 | 4 | 3 | 3 |
| 43 | 4 | 4 | 4 | 4 |
| 44 | 3 | 3 | 3 | 3 |
| 45 | 4 | 4 | 3 | 3 |
| 46 | 3 | 3 | 3 | 3 |
| 47 | 4 | 4 | 2 | 3 |
| 48 | 4 | 3 | 4 | 3 |
| 49 | 5 | 4 | 4 | 4 |
| 50 | 4 | 5 | 4 | 4 |
| 51 | 4 | 4 | 3 | 3 |
| 52 | 4 | 4 | 3 | 4 |
| 53 | 4 | 4 | 3 | 3 |
| 54 | 4 | 3 | 4 | 4 |
| 55 | 5 | 5 | 4 | 4 |
| 56 | 4 | 4 | 4 | 4 |
| 57 | 5 | 4 | 3 | 4 |
| 58 | 4 | 4 | 4 | 4 |
| 59 | 5 | 5 | 5 | 5 |
| 60 | 3 | 4 | 3 | 5 |
| 61 | 4 | 4 | 4 | 4 |
| 62 | 4 | 3 | 3 | 4 |
| 63 | 4 | 4 | 4 | 4 |
| 64 | 5 | 5 | 4 | 4 |
| 65 | 4 | 4 | 5 | 5 |
| 66 | 3 | 4 | 4 | 4 |
| 67 | 5 | 5 | 5 | 5 |
| 68 | 5 | 4 | 3 | 4 |
| 69 | 3 | 3 | 3 | 3 |
| 70 | 5 | 5 | 4 | 4 |
| 71 | 4 | 4 | 4 | 4 |
| 72 | 4 | 4 | 4 | 4 |
| 73 | 5 | 5 | 5 | 5 |
| 74 | 3 | 3 | 3 | 3 |
| 75 | 5 | 5 | 5 | 5 |
| 76 | 5 | 4 | 4 | 4 |
| 77 | 5 | 5 | 4 | 5 |
| 78 | 5 | 4 | 4 | 5 |
| 79 | 5 | 4 | 4 | 3 |
| 80 | 4 | 4 | 4 | 3 |
| 81 | 5 | 4 | 3 | 3 |
| 82 | 3 | 4 | 3 | 3 |

| | | | | |
|------------|---|---|---|---|
| 83 | 5 | 4 | 5 | 5 |
| 84 | 4 | 3 | 3 | 3 |
| 85 | 4 | 3 | 4 | 3 |
| 86 | 4 | 3 | 3 | 3 |
| 87 | 4 | 4 | 4 | 4 |
| 88 | 4 | 4 | 4 | 4 |
| 89 | 4 | 3 | 3 | 3 |
| 90 | 3 | 3 | 3 | 3 |
| 91 | 4 | 4 | 4 | 4 |
| 92 | 5 | 5 | 5 | 5 |
| 93 | 4 | 4 | 4 | 4 |
| 94 | 4 | 4 | 4 | 4 |
| 95 | 4 | 4 | 4 | 4 |
| 96 | 5 | 4 | 4 | 4 |
| 97 | 3 | 4 | 4 | 4 |
| 98 | 4 | 4 | 3 | 4 |
| 99 | 4 | 4 | 4 | 4 |
| 100 | 4 | 3 | 4 | 4 |

| No | Rata-rata Skor | | | Kategori | | |
|----|----------------|------|------|----------|----|---|
| | X1 | X2 | Y | X1 | X2 | Y |
| 1 | 2.90 | 3.14 | 3.00 | 3 | 3 | 3 |
| 2 | 3.40 | 3.57 | 3.00 | 4 | 4 | 3 |
| 3 | 3.30 | 3.57 | 3.50 | 3 | 4 | 4 |
| 4 | 3.80 | 3.43 | 4.00 | 4 | 4 | 4 |
| 5 | 3.40 | 3.57 | 3.00 | 4 | 4 | 3 |
| 6 | 3.00 | 3.57 | 3.25 | 3 | 4 | 3 |
| 7 | 3.30 | 3.43 | 3.50 | 3 | 4 | 4 |
| 8 | 3.20 | 3.57 | 3.25 | 3 | 4 | 3 |
| 9 | 3.70 | 4.14 | 4.50 | 4 | 4 | 5 |
| 10 | 4.00 | 3.86 | 4.50 | 4 | 4 | 5 |
| 11 | 3.20 | 3.29 | 3.25 | 3 | 3 | 3 |
| 12 | 3.00 | 3.29 | 3.00 | 3 | 3 | 3 |
| 13 | 3.20 | 3.71 | 3.50 | 3 | 4 | 4 |
| 14 | 2.90 | 3.29 | 3.00 | 3 | 3 | 3 |
| 15 | 3.60 | 3.86 | 3.50 | 4 | 4 | 4 |
| 16 | 3.80 | 3.57 | 4.00 | 4 | 4 | 4 |
| 17 | 3.50 | 3.86 | 3.50 | 4 | 4 | 4 |
| 18 | 3.00 | 3.29 | 3.00 | 3 | 3 | 3 |
| 19 | 3.60 | 3.71 | 3.25 | 4 | 4 | 3 |
| 20 | 3.50 | 3.57 | 3.25 | 4 | 4 | 3 |
| 21 | 2.70 | 2.86 | 2.25 | 3 | 3 | 2 |
| 22 | 3.40 | 4.00 | 4.00 | 4 | 4 | 4 |
| 23 | 2.70 | 3.14 | 2.50 | 3 | 3 | 2 |
| 24 | 3.70 | 4.14 | 4.25 | 4 | 4 | 5 |
| 25 | 3.50 | 4.00 | 4.00 | 4 | 4 | 4 |
| 26 | 3.30 | 3.57 | 3.50 | 3 | 4 | 4 |
| 27 | 3.60 | 3.57 | 4.00 | 4 | 4 | 4 |
| 28 | 3.50 | 3.71 | 3.75 | 4 | 4 | 4 |
| 29 | 4.80 | 4.86 | 5.00 | 5 | 5 | 5 |
| 30 | 3.20 | 3.43 | 4.25 | 3 | 4 | 5 |
| 31 | 3.10 | 4.71 | 4.50 | 3 | 5 | 5 |
| 32 | 3.70 | 4.43 | 4.50 | 4 | 5 | 5 |
| 33 | 4.50 | 4.43 | 4.75 | 5 | 5 | 5 |
| 34 | 4.40 | 4.71 | 5.00 | 5 | 5 | 5 |
| 35 | 3.00 | 2.86 | 3.00 | 3 | 3 | 3 |
| 36 | 3.50 | 3.14 | 4.00 | 4 | 3 | 4 |
| 37 | 3.20 | 3.14 | 3.25 | 3 | 3 | 3 |
| 38 | 3.70 | 3.43 | 4.25 | 4 | 4 | 5 |
| 39 | 3.40 | 3.71 | 4.00 | 4 | 4 | 4 |
| 40 | 3.80 | 3.71 | 4.00 | 4 | 4 | 4 |

| | | | | | | |
|----|------|------|------|---|---|---|
| 41 | 3.70 | 4.29 | 3.75 | 4 | 5 | 4 |
| 42 | 3.30 | 3.57 | 3.50 | 3 | 4 | 4 |
| 43 | 3.00 | 3.43 | 4.00 | 3 | 4 | 4 |
| 44 | 2.80 | 3.57 | 3.00 | 3 | 4 | 3 |
| 45 | 3.30 | 3.86 | 3.50 | 3 | 4 | 4 |
| 46 | 3.40 | 3.43 | 3.00 | 4 | 4 | 3 |
| 47 | 3.10 | 4.00 | 3.25 | 3 | 4 | 3 |
| 48 | 3.50 | 3.57 | 3.50 | 4 | 4 | 4 |
| 49 | 4.00 | 4.29 | 4.25 | 4 | 5 | 5 |
| 50 | 3.40 | 3.00 | 4.25 | 4 | 3 | 5 |
| 51 | 3.90 | 4.29 | 3.50 | 4 | 5 | 4 |
| 52 | 3.30 | 3.71 | 3.75 | 3 | 4 | 4 |
| 53 | 3.10 | 3.71 | 3.50 | 3 | 4 | 4 |
| 54 | 3.30 | 3.43 | 3.75 | 3 | 4 | 4 |
| 55 | 4.20 | 4.57 | 4.50 | 5 | 5 | 5 |
| 56 | 4.00 | 4.00 | 4.00 | 4 | 4 | 4 |
| 57 | 3.50 | 3.71 | 4.00 | 4 | 4 | 4 |
| 58 | 3.20 | 4.00 | 4.00 | 3 | 4 | 4 |
| 59 | 5.00 | 5.00 | 5.00 | 5 | 5 | 5 |
| 60 | 4.00 | 4.00 | 3.75 | 4 | 4 | 4 |
| 61 | 4.00 | 4.00 | 4.00 | 4 | 4 | 4 |
| 62 | 3.60 | 4.00 | 3.50 | 4 | 4 | 4 |
| 63 | 3.10 | 4.00 | 4.00 | 3 | 4 | 4 |
| 64 | 3.50 | 4.71 | 4.50 | 4 | 5 | 5 |
| 65 | 3.30 | 4.57 | 4.50 | 3 | 5 | 5 |
| 66 | 3.80 | 4.29 | 3.75 | 4 | 5 | 4 |
| 67 | 4.70 | 4.57 | 5.00 | 5 | 5 | 5 |
| 68 | 4.00 | 3.86 | 4.00 | 4 | 4 | 4 |
| 69 | 3.00 | 3.00 | 3.00 | 3 | 3 | 3 |
| 70 | 3.50 | 4.86 | 4.50 | 4 | 5 | 5 |
| 71 | 3.50 | 3.71 | 4.00 | 4 | 4 | 4 |
| 72 | 4.10 | 3.57 | 4.00 | 4 | 4 | 4 |
| 73 | 4.40 | 4.57 | 5.00 | 5 | 5 | 5 |
| 74 | 3.10 | 3.00 | 3.00 | 3 | 3 | 3 |
| 75 | 4.70 | 5.00 | 5.00 | 5 | 5 | 5 |
| 76 | 3.30 | 3.86 | 4.25 | 3 | 4 | 5 |
| 77 | 4.10 | 4.71 | 4.75 | 4 | 5 | 5 |
| 78 | 3.30 | 4.57 | 4.50 | 3 | 5 | 5 |
| 79 | 3.50 | 3.71 | 4.00 | 4 | 4 | 4 |
| 80 | 3.40 | 3.00 | 3.75 | 4 | 3 | 4 |
| 81 | 3.00 | 3.29 | 3.75 | 3 | 3 | 4 |
| 82 | 3.00 | 2.86 | 3.25 | 3 | 3 | 3 |

| | | | | | | |
|-----|------|------|------|---|---|---|
| 83 | 4.10 | 4.57 | 4.75 | 4 | 5 | 5 |
| 84 | 3.40 | 3.29 | 3.25 | 4 | 3 | 3 |
| 85 | 3.10 | 3.86 | 3.50 | 3 | 4 | 4 |
| 86 | 3.60 | 4.00 | 3.25 | 4 | 4 | 3 |
| 87 | 4.00 | 4.00 | 4.00 | 4 | 4 | 4 |
| 88 | 4.50 | 4.86 | 4.00 | 5 | 5 | 4 |
| 89 | 3.70 | 3.29 | 3.25 | 4 | 3 | 3 |
| 90 | 3.40 | 3.43 | 3.00 | 4 | 4 | 3 |
| 91 | 3.40 | 3.86 | 4.00 | 4 | 4 | 4 |
| 92 | 4.60 | 5.00 | 5.00 | 5 | 5 | 5 |
| 93 | 4.90 | 5.00 | 4.00 | 5 | 5 | 4 |
| 94 | 3.70 | 3.86 | 4.00 | 4 | 4 | 4 |
| 95 | 3.90 | 3.86 | 4.00 | 4 | 4 | 4 |
| 96 | 4.40 | 4.43 | 4.25 | 5 | 5 | 5 |
| 97 | 4.10 | 4.29 | 3.75 | 4 | 5 | 4 |
| 98 | 3.60 | 3.86 | 3.75 | 4 | 4 | 4 |
| 99 | 4.00 | 4.00 | 4.00 | 4 | 4 | 4 |
| 100 | 3.90 | 4.29 | 3.75 | 4 | 5 | 4 |

Rata-Rata Skor:

| | |
|-------------|------------|
| 1.00 - 1.80 | kategori 1 |
| 1.81 - 2.60 | kategori 2 |
| 2.61 - 3.40 | kategori 3 |
| 3.41 - 4.20 | kategori 4 |
| 4.21 - 5.00 | kategori 5 |

Summarize

Case Processing Summary^a

| | Cases | | | | | |
|-----------------------|----------|---------|----------|---------|-------|---------|
| | Included | | Excluded | | Total | |
| | N | Percent | N | Percent | N | Percent |
| X1 Citra toko | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |
| X2 Kepuasan pelanggan | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |
| Y Loyalitas pelanggan | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |

a. Limited to first 100 cases.

Case Summaries^a

| | X1 Citra toko | X2 Kepuasan pelanggan | Y Loyalitas pelanggan |
|----|---------------|-----------------------|-----------------------|
| 1 | 3 Cukup Baik | 3 Cukup Puas | 3 Sedang |
| 2 | 4 Baik | 4 Puas | 3 Sedang |
| 3 | 3 Cukup Baik | 4 Puas | 4 Tinggi |
| 4 | 4 Baik | 4 Puas | 4 Tinggi |
| 5 | 4 Baik | 4 Puas | 3 Sedang |
| 6 | 3 Cukup Baik | 4 Puas | 3 Sedang |
| 7 | 3 Cukup Baik | 4 Puas | 4 Tinggi |
| 8 | 3 Cukup Baik | 4 Puas | 3 Sedang |
| 9 | 4 Baik | 4 Puas | 5 Sangat Tinggi |
| 10 | 4 Baik | 4 Puas | 5 Sangat Tinggi |
| 11 | 3 Cukup Baik | 3 Cukup Puas | 3 Sedang |
| 12 | 3 Cukup Baik | 3 Cukup Puas | 3 Sedang |
| 13 | 3 Cukup Baik | 4 Puas | 4 Tinggi |
| 14 | 3 Cukup Baik | 3 Cukup Puas | 3 Sedang |
| 15 | 4 Baik | 4 Puas | 4 Tinggi |
| 16 | 4 Baik | 4 Puas | 4 Tinggi |
| 17 | 4 Baik | 4 Puas | 4 Tinggi |
| 18 | 3 Cukup Baik | 3 Cukup Puas | 3 Sedang |
| 19 | 4 Baik | 4 Puas | 3 Sedang |
| 20 | 4 Baik | 4 Puas | 3 Sedang |
| 21 | 3 Cukup Baik | 3 Cukup Puas | 2 Rendah |
| 22 | 4 Baik | 4 Puas | 4 Tinggi |
| 23 | 3 Cukup Baik | 3 Cukup Puas | 2 Rendah |
| 24 | 4 Baik | 4 Puas | 5 Sangat Tinggi |
| 25 | 4 Baik | 4 Puas | 4 Tinggi |
| 26 | 3 Cukup Baik | 4 Puas | 4 Tinggi |
| 27 | 4 Baik | 4 Puas | 4 Tinggi |
| 28 | 4 Baik | 4 Puas | 4 Tinggi |
| 29 | 5 Sangat Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 30 | 3 Cukup Baik | 4 Puas | 5 Sangat Tinggi |
| 31 | 3 Cukup Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 32 | 4 Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 33 | 5 Sangat Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 34 | 5 Sangat Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 35 | 3 Cukup Baik | 3 Cukup Puas | 3 Sedang |
| 36 | 4 Baik | 3 Cukup Puas | 4 Tinggi |
| 37 | 3 Cukup Baik | 3 Cukup Puas | 3 Sedang |
| 38 | 4 Baik | 4 Puas | 5 Sangat Tinggi |
| 39 | 4 Baik | 4 Puas | 4 Tinggi |
| 40 | 4 Baik | 4 Puas | 4 Tinggi |
| 41 | 4 Baik | 5 Sangat Puas | 4 Tinggi |
| 42 | 3 Cukup Baik | 4 Puas | 4 Tinggi |
| 43 | 3 Cukup Baik | 4 Puas | 4 Tinggi |
| 44 | 3 Cukup Baik | 4 Puas | 3 Sedang |
| 45 | 3 Cukup Baik | 4 Puas | 4 Tinggi |
| 46 | 4 Baik | 4 Puas | 3 Sedang |
| 47 | 3 Cukup Baik | 4 Puas | 3 Sedang |
| 48 | 4 Baik | 4 Puas | 4 Tinggi |
| 49 | 4 Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 50 | 4 Baik | 3 Cukup Puas | 5 Sangat Tinggi |

| | | | |
|-------|---------------|---------------|-----------------|
| 51 | 4 Baik | 5 Sangat Puas | 4 Tinggi |
| 52 | 3 Cukup Baik | 4 Puas | 4 Tinggi |
| 53 | 3 Cukup Baik | 4 Puas | 4 Tinggi |
| 54 | 3 Cukup Baik | 4 Puas | 4 Tinggi |
| 55 | 5 Sangat Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 56 | 4 Baik | 4 Puas | 4 Tinggi |
| 57 | 4 Baik | 4 Puas | 4 Tinggi |
| 58 | 3 Cukup Baik | 4 Puas | 4 Tinggi |
| 59 | 5 Sangat Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 60 | 4 Baik | 4 Puas | 4 Tinggi |
| 61 | 4 Baik | 4 Puas | 4 Tinggi |
| 62 | 4 Baik | 4 Puas | 4 Tinggi |
| 63 | 3 Cukup Baik | 4 Puas | 4 Tinggi |
| 64 | 4 Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 65 | 3 Cukup Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 66 | 4 Baik | 5 Sangat Puas | 4 Tinggi |
| 67 | 5 Sangat Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 68 | 4 Baik | 4 Puas | 4 Tinggi |
| 69 | 3 Cukup Baik | 3 Cukup Puas | 3 Sedang |
| 70 | 4 Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 71 | 4 Baik | 4 Puas | 4 Tinggi |
| 72 | 4 Baik | 4 Puas | 4 Tinggi |
| 73 | 5 Sangat Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 74 | 3 Cukup Baik | 3 Cukup Puas | 3 Sedang |
| 75 | 5 Sangat Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 76 | 3 Cukup Baik | 4 Puas | 5 Sangat Tinggi |
| 77 | 4 Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 78 | 3 Cukup Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 79 | 4 Baik | 4 Puas | 4 Tinggi |
| 80 | 4 Baik | 3 Cukup Puas | 4 Tinggi |
| 81 | 3 Cukup Baik | 3 Cukup Puas | 4 Tinggi |
| 82 | 3 Cukup Baik | 3 Cukup Puas | 3 Sedang |
| 83 | 4 Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 84 | 4 Baik | 3 Cukup Puas | 3 Sedang |
| 85 | 3 Cukup Baik | 4 Puas | 4 Tinggi |
| 86 | 4 Baik | 4 Puas | 3 Sedang |
| 87 | 4 Baik | 4 Puas | 4 Tinggi |
| 88 | 5 Sangat Baik | 5 Sangat Puas | 4 Tinggi |
| 89 | 4 Baik | 3 Cukup Puas | 3 Sedang |
| 90 | 4 Baik | 4 Puas | 3 Sedang |
| 91 | 4 Baik | 4 Puas | 4 Tinggi |
| 92 | 5 Sangat Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 93 | 5 Sangat Baik | 5 Sangat Puas | 4 Tinggi |
| 94 | 4 Baik | 4 Puas | 4 Tinggi |
| 95 | 4 Baik | 4 Puas | 4 Tinggi |
| 96 | 5 Sangat Baik | 5 Sangat Puas | 5 Sangat Tinggi |
| 97 | 4 Baik | 5 Sangat Puas | 4 Tinggi |
| 98 | 4 Baik | 4 Puas | 4 Tinggi |
| 99 | 4 Baik | 4 Puas | 4 Tinggi |
| 100 | 4 Baik | 5 Sangat Puas | 4 Tinggi |
| Total | N | 100 | 100 |

a. Limited to first 100 cases.

Frequencies

Statistics

| | | X1 Citra toko | X2 Kepuasan pelanggan | Y Loyalitas pelanggan |
|---|---------|---------------|-----------------------|-----------------------|
| N | Valid | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 |

Frequency Table

X1 Citra toko

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | 3 Cukup Baik | 35 | 35.0 | 35.0 | 35.0 |
| | 4 Baik | 53 | 53.0 | 53.0 | 88.0 |
| | 5 Sangat Baik | 12 | 12.0 | 12.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2 Kepuasan pelanggan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | 3 Cukup Puas | 18 | 18.0 | 18.0 | 18.0 |
| | 4 Puas | 56 | 56.0 | 56.0 | 74.0 |
| | 5 Sangat Puas | 26 | 26.0 | 26.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y Loyalitas pelanggan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | 2 Rendah | 2 | 2.0 | 2.0 | 2.0 |
| | 3 Sedang | 23 | 23.0 | 23.0 | 25.0 |
| | 4 Tinggi | 49 | 49.0 | 49.0 | 74.0 |
| | 5 Sangat Tinggi | 26 | 26.0 | 26.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lampiran 5. Analisis Regresi Berganda

Summarize

Case Processing Summary^a

| | Cases | | | | | |
|-----------------------|----------|---------|----------|---------|-------|---------|
| | Included | | Excluded | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Y Loyalitas pelanggan | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |
| X1 Citra toko | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |
| X2 Kepuasan pelanggan | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |

a. Limited to first 100 cases.

Case Summaries^a

| | Y Loyalitas pelanggan | X1 Citra toko | X2 Kepuasan pelanggan |
|----|-----------------------|---------------|-----------------------|
| 1 | 12 | 29 | 22 |
| 2 | 12 | 34 | 25 |
| 3 | 14 | 33 | 25 |
| 4 | 16 | 38 | 24 |
| 5 | 12 | 34 | 25 |
| 6 | 13 | 30 | 25 |
| 7 | 14 | 33 | 24 |
| 8 | 13 | 32 | 25 |
| 9 | 18 | 37 | 29 |
| 10 | 18 | 40 | 27 |
| 11 | 13 | 32 | 23 |
| 12 | 12 | 30 | 23 |
| 13 | 14 | 32 | 26 |
| 14 | 12 | 29 | 23 |
| 15 | 14 | 36 | 27 |
| 16 | 16 | 38 | 25 |
| 17 | 14 | 35 | 27 |
| 18 | 12 | 30 | 23 |
| 19 | 13 | 36 | 26 |
| 20 | 13 | 35 | 25 |
| 21 | 9 | 27 | 20 |
| 22 | 16 | 34 | 28 |
| 23 | 10 | 27 | 22 |
| 24 | 17 | 37 | 29 |
| 25 | 16 | 35 | 28 |
| 26 | 14 | 33 | 25 |
| 27 | 16 | 36 | 25 |
| 28 | 15 | 35 | 26 |
| 29 | 20 | 48 | 34 |
| 30 | 17 | 32 | 24 |
| 31 | 18 | 31 | 33 |
| 32 | 18 | 37 | 31 |
| 33 | 19 | 45 | 31 |
| 34 | 20 | 44 | 33 |
| 35 | 12 | 30 | 20 |
| 36 | 16 | 35 | 22 |
| 37 | 13 | 32 | 22 |
| 38 | 17 | 37 | 24 |
| 39 | 16 | 34 | 26 |
| 40 | 16 | 38 | 26 |
| 41 | 15 | 37 | 30 |
| 42 | 14 | 33 | 25 |

| | | | | |
|-------|---|-----|-----|-----|
| 43 | | 16 | 30 | 24 |
| 44 | | 12 | 28 | 25 |
| 45 | | 14 | 33 | 27 |
| 46 | | 12 | 34 | 24 |
| 47 | | 13 | 31 | 28 |
| 48 | | 14 | 35 | 25 |
| 49 | | 17 | 40 | 30 |
| 50 | | 17 | 34 | 21 |
| 51 | | 14 | 39 | 30 |
| 52 | | 15 | 33 | 26 |
| 53 | | 14 | 31 | 26 |
| 54 | | 15 | 33 | 24 |
| 55 | | 18 | 42 | 32 |
| 56 | | 16 | 40 | 28 |
| 57 | | 16 | 35 | 26 |
| 58 | | 16 | 32 | 28 |
| 59 | | 20 | 50 | 35 |
| 60 | | 15 | 40 | 28 |
| 61 | | 16 | 40 | 28 |
| 62 | | 14 | 36 | 28 |
| 63 | | 16 | 31 | 28 |
| 64 | | 18 | 35 | 33 |
| 65 | | 18 | 33 | 32 |
| 66 | | 15 | 38 | 30 |
| 67 | | 20 | 47 | 32 |
| 68 | | 16 | 40 | 27 |
| 69 | | 12 | 30 | 21 |
| 70 | | 18 | 35 | 34 |
| 71 | | 16 | 35 | 26 |
| 72 | | 16 | 41 | 25 |
| 73 | | 20 | 44 | 32 |
| 74 | | 12 | 31 | 21 |
| 75 | | 20 | 47 | 35 |
| 76 | | 17 | 33 | 27 |
| 77 | | 19 | 41 | 33 |
| 78 | | 18 | 33 | 32 |
| 79 | | 16 | 35 | 26 |
| 80 | | 15 | 34 | 21 |
| 81 | | 15 | 30 | 23 |
| 82 | | 13 | 30 | 20 |
| 83 | | 19 | 41 | 32 |
| 84 | | 13 | 34 | 23 |
| 85 | | 14 | 31 | 27 |
| 86 | | 13 | 36 | 28 |
| 87 | | 16 | 40 | 28 |
| 88 | | 16 | 45 | 34 |
| 89 | | 13 | 37 | 23 |
| 90 | | 12 | 34 | 24 |
| 91 | | 16 | 34 | 27 |
| 92 | | 20 | 46 | 35 |
| 93 | | 16 | 49 | 35 |
| 94 | | 16 | 37 | 27 |
| 95 | | 16 | 39 | 27 |
| 96 | | 17 | 44 | 31 |
| 97 | | 15 | 41 | 30 |
| 98 | | 15 | 36 | 27 |
| 99 | | 16 | 40 | 28 |
| 100 | | 15 | 39 | 30 |
| Total | N | 100 | 100 | 100 |

a. Limited to first 100 cases.

Regression

Descriptive Statistics

| | Mean | Std. Deviation | N |
|-----------------------|-------|----------------|-----|
| Y Loyalitas pelanggan | 15.31 | 2.407 | 100 |
| X1 Citra toko | 35.92 | 5.043 | 100 |
| X2 Kepuasan pelanggan | 27.00 | 3.835 | 100 |

Correlations

| | | Y Loyalitas pelanggan | X1 Citra toko | X2 Kepuasan pelanggan |
|---------------------|-----------------------|-----------------------|---------------|-----------------------|
| Pearson Correlation | Y Loyalitas pelanggan | 1.000 | .710 | .753 |
| | X1 Citra toko | .710 | 1.000 | .731 |
| | X2 Kepuasan pelanggan | .753 | .731 | 1.000 |
| Sig. (1-tailed) | Y Loyalitas pelanggan | . | .000 | .000 |
| | X1 Citra toko | .000 | . | .000 |
| | X2 Kepuasan pelanggan | .000 | .000 | . |
| N | Y Loyalitas pelanggan | 100 | 100 | 100 |
| | X1 Citra toko | 100 | 100 | 100 |
| | X2 Kepuasan pelanggan | 100 | 100 | 100 |

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1 | X2 Kepuasan pelanggan, X1 Citra toko ^b | . | Enter |

- a. Dependent Variable: Y Loyalitas pelanggan
 b. All requested variables entered.

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .788 ^a | .621 | .613 | 1.496 | 1.697 |

- a. Predictors: (Constant), X2 Kepuasan pelanggan, X1 Citra toko
 b. Dependent Variable: Y Loyalitas pelanggan

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 356.228 | 2 | 178.114 | 79.558 | .000 ^b |
| | Residual | 217.162 | 97 | 2.239 | | |
| | Total | 573.390 | 99 | | | |

- a. Dependent Variable: Y Loyalitas pelanggan
 b. Predictors: (Constant), X2 Kepuasan pelanggan, X1 Citra toko

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t |
|-----------------------|-----------------------------|------------|---------------------------|-------|
| | B | Std. Error | Beta | |
| 1 (Constant) | .928 | 1.155 | | .804 |
| X1 Citra toko | .163 | .044 | .342 | 3.729 |
| X2 Kepuasan pelanggan | .316 | .057 | .503 | 5.493 |

Coefficients^a

| Model | Sig. | Correlations | | | Collinearity Statistics |
|-----------------------|------|--------------|---------|------|-------------------------|
| | | Zero-order | Partial | Part | Tolerance |
| 1 (Constant) | .423 | | | | |
| X1 Citra toko | .000 | .710 | .354 | .233 | .465 |
| X2 Kepuasan pelanggan | .000 | .753 | .487 | .343 | .465 |

Coefficients^a

| Model | Collinearity Statistics | |
|-----------------------|-------------------------|-------|
| | VIF | |
| 1 (Constant) | | |
| X1 Citra toko | | 2.149 |
| X2 Kepuasan pelanggan | | 2.149 |

a. Dependent Variable: Y Loyalitas pelanggan

Collinearity Diagnostics^a

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | |
|-------|-----------|------------|-----------------|----------------------|---------------|-----------------------|
| | | | | (Constant) | X1 Citra toko | X2 Kepuasan pelanggan |
| 1 | 1 | 2.984 | 1.000 | .00 | .00 | .00 |
| | 2 | .011 | 16.295 | 1.00 | .12 | .15 |
| | 3 | .005 | 23.952 | .00 | .88 | .85 |

a. Dependent Variable: Y Loyalitas pelanggan

Residuals Statistics^a

| | Minimum | Maximum | Mean | Std. Deviation | N |
|----------------------|---------|---------|-------|----------------|-----|
| Predicted Value | 11.65 | 20.13 | 15.31 | 1.897 | 100 |
| Residual | -3.969 | 3.898 | .000 | 1.481 | 100 |
| Std. Predicted Value | -1.932 | 2.542 | .000 | 1.000 | 100 |
| Std. Residual | -2.652 | 2.605 | .000 | .990 | 100 |

a. Dependent Variable: Y Loyalitas pelanggan

Uji Asumsi Normalitas

NPar Tests

One-Sample Kolmogorov-Smirnov Test

| | | RES_1 Unstandardized Residual |
|----------------------------------|----------------|-------------------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.48106545 |
| Most Extreme Differences | Absolute | .061 |
| | Positive | .037 |
| | Negative | -.061 |
| Test Statistic | | .061 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

- a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Uji Asumsi Heteroskedastisitas

Nonparametric Correlations

Correlations

| | | | ABS_RES_1 | X1 Citra toko |
|----------------|-----------------------|-------------------------|-----------|---------------|
| Spearman's rho | ABS_RES_1 | Correlation Coefficient | 1.000 | -.039 |
| | | Sig. (2-tailed) | . | .702 |
| | | N | 100 | 100 |
| | X1 Citra toko | Correlation Coefficient | -.039 | 1.000 |
| | | Sig. (2-tailed) | .702 | . |
| | | N | 100 | 100 |
| | X2 Kepuasan pelanggan | Correlation Coefficient | -.023 | .676 |
| | | Sig. (2-tailed) | .820 | .000 |
| | | N | 100 | 100 |

Correlations

| | | | X2 Kepuasan pelanggan |
|----------------|-----------------------|-------------------------|-----------------------|
| Spearman's rho | ABS_RES_1 | Correlation Coefficient | -.023 |
| | | Sig. (2-tailed) | .820 |
| | | N | 100 |
| | X1 Citra toko | Correlation Coefficient | .676 |
| | | Sig. (2-tailed) | .000 |
| | | N | 100 |
| | X2 Kepuasan pelanggan | Correlation Coefficient | 1.000 |
| | | Sig. (2-tailed) | . |
| | | N | 100 |