

KUISIONER PENELITIAN

PENGARUH CITRA MEREK DAN KUALITAS PERSEPSIAN TERHADAP KEPUASAN DAN LOYALITAS PELANGGAN PRODUK NAAVAGREEN *SKIN CARE*.

Pada saat ini saya sedang melaksanakan penyusunan Skripsi guna menyelesaikan tugas akhir Jurusan Manajemen di Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Yogyakarta dengan Judul “Pengaruh Citra Merek dan Kualitas Persepsian terhadap Kepuasan dan Loyalitas Pelanggan Produk Naavagren *Skin Care*”. Kuesioner ini semata-mata hanya akan digunakan untuk mengumpulkan data untuk penelitian sehingga rahasianya terjamin. Sehubungan dengan hal tersebut saya memohon kesediaan anda untuk menjawab sesuai dengan keadaan yang sebenarnya. Saya sangat menghargai partisipasi anda dalam menjawab kuesioner ini, Saya ucapkan terima kasih.

Hormat Saya,

(Siwi Ken Paransih)

Petunjuk Pengisian Kuisisioner

1. Bacalah setiap pertanyaan dengan seksama sebelum menjawab.
2. Anda hanya dapat memberikan satu jawaban setiap pertanyaan.
3. Isilah kuesioner dengan memberi tanda (\surd) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

| Pernyataan | Skor |
|---------------------------|------|
| Sangat Setuju (SS) | 5 |
| Setuju (S) | 4 |
| Netral (N) | 3 |
| Tidak Setuju (TS) | 2 |
| Sangat Tidak Setuju (STS) | 1 |

Contoh Pengisian :

| No | Citra Merek | STS | TS | N | S | SS |
|----|--|-----|----|---|---|---------|
| 1. | Saya merasa puas karena Navaagreen Skin Care memiliki popularitas yang baik. | | | | | \surd |

IDENTITAS DIRI

Nama :

Jenis Kelamin : Laki-Laki / Perempuan

1. Usia anda saat ini :

- a. <17-21 tahun c. >26-31 tahun e. >36 tahun
b. > 21-26 tahun d. >31-36 tahun

2. Pekerjaan anda saat ini :

- a. Pelajar / mahasiswa c. PNS/BUMN e. lainnya
b. Wiraswasta d. Pegawai Swasta

3. Sudah berapa kali menggunakan produk darii Naagagreen?

- a. Belum pernah c. 2 Kali
b. 1 Kali d. 3 Kali atau lebih

| No | Citra Merek | STS | TS | N | S | SS |
|-----|--|-----|----|---|---|----|
| 1. | Navaagreen merupakan <i>Skin care</i> yang terkenal/ famous. | | | | | |
| 2. | Naavagreen <i>Skin care</i> memiliki Jaringan distribusi yang luas | | | | | |
| 3. | Navaagreen <i>Skin care</i> memiliki kredibilitas perusahaan yang baik | | | | | |
| 4. | Merek Naavagreen mudah diingat di benak saya | | | | | |
| 5. | Logo Naavagreen mudah di kenal | | | | | |
| 6. | Saya percaya dengan merek Naavagreen | | | | | |
| No | Kualitas Persepsian | STS | TS | N | S | SS |
| 7. | Produk Naavagreen berbahan dasar alami dan aman untuk saya. | | | | | |
| 8. | Produk Naavagreen memiliki daya tahan <3 Bulan | | | | | |
| 9. | Saya merasakan kesesuaian dengan Produk Naavagreen | | | | | |
| 10. | Kemasan produk Naavagreen sangat menarik | | | | | |

| No | Kepuasan Pelanggan | STS | TS | N | S | SS |
|-----------|--|------------|-----------|----------|----------|-----------|
| 11. | Saya merasa senang atas produk yang ditawarkan oleh Naavagreen. | | | | | |
| 12. | Saya merasa puas karena harapan saya terpenuhi setelah melakukan perawatan di Naavagreen skin care | | | | | |
| 13. | Saya merasa puas karena keluhan saya di terima dan teratasi oleh Naavagreen Skin Care | | | | | |
| 14. | Saya merasa puas dengan fasilitas yang di sediakan Naavagreen Skin Care | | | | | |
| 15. | Saya merasa puas dengan pelayanan Naavagreen Skin Care | | | | | |
| No | Loyalitas Pelanggan | STS | TS | N | S | SS |
| 16. | Saya akan melakukan pembelian berulang pada produk Naavagreen. | | | | | |
| 17. | Saya akan merekomendasikan produk Naavagreen kepada orang lain. | | | | | |
| 18. | Saya tidak berniat pindah dari Naavagreen Skin care. | | | | | |
| 19. | Saya tidak akan terpengaruh oleh daya tarik persaingan produk sejenis dari skin care lain. | | | | | |
| 20. | Saya akan menolak jika ditawarkan produk lain. | | | | | |

Terima Kasih Atas Kesiediaan Waktunya

LAMPIRAN DATA KUESIONER

| NO | CITRA MEREK | | | | | KUALITAS PERSEPSIAN | | | | | KEPUASAN PELANGGAN | | | | | LOYALITAS PELANGGAN | | | | | | | | |
|----|-------------|---|---|---|---|---------------------|--------|---|---|---|--------------------|--------|---|---|---|---------------------|---|--------|---|---|---|---|---|--------|
| | F | K | J | D | L | K | To tal | P | D | S | K | To tal | S | H | K | F | P | To tal | B | R | T | T | M | To tal |
| 1 | 4 | 3 | 4 | 3 | 4 | 3 | 21 | 3 | 4 | 3 | 3 | 13 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 3 | 2 | 3 | 5 | 17 |
| 2 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 4 | 3 | 15 | 4 | 2 | 3 | 4 | 3 | 16 | 4 | 3 | 2 | 3 | 3 | 15 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 2 | 3 | 3 | 11 | 3 | 3 | 3 | 3 | 5 | 17 | 3 | 3 | 3 | 3 | 4 | 16 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 2 | 4 | 3 | 3 | 12 | 5 | 2 | 5 | 4 | 4 | 20 | 3 | 4 | 3 | 3 | 4 | 17 |
| 5 | 3 | 3 | 3 | 4 | 2 | 4 | 19 | 3 | 2 | 4 | 3 | 12 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 4 | 3 | 4 | 3 | 18 |
| 6 | 3 | 3 | 3 | 4 | 3 | 3 | 19 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 4 | 4 | 3 | 18 | 3 | 3 | 3 | 3 | 3 | 15 |
| 7 | 4 | 4 | 3 | 4 | 4 | 3 | 22 | 2 | 4 | 2 | 3 | 11 | 5 | 4 | 4 | 4 | 5 | 22 | 2 | 2 | 2 | 4 | 3 | 13 |
| 8 | 3 | 4 | 3 | 3 | 4 | 3 | 20 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 3 | 3 | 5 | 17 | 3 | 3 | 3 | 3 | 3 | 15 |
| 9 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 4 | 4 | 3 | 14 | 4 | 4 | 4 | 4 | 5 | 21 | 3 | 2 | 3 | 3 | 3 | 14 |
| 10 | 4 | 3 | 4 | 4 | 4 | 3 | 22 | 1 | 3 | 4 | 3 | 11 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 3 | 4 | 4 | 3 | 18 |
| 11 | 4 | 5 | 4 | 5 | 3 | 3 | 24 | 3 | 4 | 2 | 3 | 12 | 3 | 4 | 4 | 3 | 5 | 19 | 2 | 3 | 2 | 2 | 2 | 11 |
| 12 | 3 | 4 | 3 | 3 | 3 | 2 | 18 | 3 | 5 | 5 | 3 | 16 | 3 | 4 | 3 | 3 | 5 | 18 | 3 | 3 | 3 | 3 | 3 | 15 |
| 13 | 4 | 4 | 3 | 4 | 4 | 3 | 22 | 3 | 4 | 2 | 4 | 13 | 3 | 3 | 3 | 4 | 5 | 18 | 2 | 3 | 3 | 3 | 3 | 14 |
| 14 | 4 | 4 | 3 | 4 | 2 | 4 | 21 | 2 | 4 | 2 | 2 | 10 | 5 | 5 | 5 | 5 | 5 | 25 | 3 | 2 | 2 | 2 | 2 | 11 |
| 15 | 4 | 3 | 4 | 4 | 4 | 3 | 22 | 3 | 4 | 2 | 3 | 12 | 3 | 4 | 4 | 3 | 4 | 18 | 3 | 3 | 3 | 4 | 3 | 16 |
| 16 | 4 | 5 | 4 | 5 | 5 | 3 | 26 | 3 | 4 | 4 | 3 | 14 | 2 | 3 | 3 | 3 | 3 | 14 | 4 | 3 | 2 | 3 | 3 | 15 |
| 17 | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 4 | 4 | 3 | 3 | 14 | 4 | 3 | 3 | 4 | 4 | 18 | 3 | 3 | 3 | 3 | 3 | 15 |
| 18 | 3 | 3 | 4 | 3 | 4 | 4 | 21 | 4 | 3 | 3 | 3 | 13 | 4 | 4 | 3 | 4 | 5 | 20 | 2 | 3 | 3 | 3 | 4 | 15 |
| 19 | 4 | 4 | 4 | 4 | 3 | 4 | 23 | 3 | 4 | 4 | 3 | 14 | 4 | 3 | 3 | 3 | 4 | 17 | 4 | 3 | 3 | 3 | 3 | 16 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 3 | 4 | 5 | 19 | 3 | 3 | 3 | 3 | 3 | 15 |
| 21 | 4 | 5 | 4 | 4 | 3 | 3 | 23 | 4 | 4 | 3 | 3 | 14 | 4 | 3 | 3 | 4 | 5 | 19 | 3 | 4 | 3 | 2 | 3 | 15 |
| 22 | 4 | 4 | 4 | 4 | 3 | 3 | 22 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 3 | 3 | 3 | 3 | 16 |
| 23 | 5 | 3 | 3 | 5 | 2 | 3 | 21 | 3 | 3 | 4 | 2 | 12 | 4 | 3 | 3 | 4 | 5 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 24 | 4 | 4 | 4 | 4 | 3 | 3 | 22 | 4 | 4 | 3 | 3 | 14 | 3 | 4 | 3 | 3 | 5 | 18 | 4 | 4 | 3 | 4 | 3 | 18 |
| 25 | 4 | 3 | 4 | 4 | 4 | 5 | 24 | 5 | 4 | 3 | 3 | 15 | 4 | 2 | 4 | 4 | 4 | 18 | 4 | 3 | 2 | 2 | 4 | 15 |
| 26 | 3 | 4 | 3 | 4 | 4 | 3 | 21 | 4 | 3 | 4 | 4 | 15 | 4 | 3 | 3 | 4 | 5 | 19 | 2 | 3 | 4 | 4 | 4 | 17 |
| 27 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 4 | 3 | 4 | 3 | 14 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 3 | 3 | 2 | 4 | 16 |
| 28 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 3 | 18 | 4 | 4 | 3 | 3 | 3 | 17 |
| 29 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 3 | 3 | 4 | 18 | 4 | 4 | 3 | 3 | 3 | 17 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 3 | 4 | 3 | 13 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 3 | 3 | 18 |
| 31 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 3 | 3 | 5 | 19 | 4 | 4 | 3 | 3 | 3 | 17 |
| 32 | 4 | 3 | 3 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 3 | 3 | 18 |
| 33 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4 | 3 | 4 | 4 | 15 | 5 | 2 | 4 | 4 | 4 | 19 | 3 | 4 | 3 | 3 | 3 | 16 |
| 34 | 3 | 4 | 4 | 4 | 4 | 3 | 22 | 3 | 5 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 4 | 3 | 18 |
| 35 | 4 | 3 | 3 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 5 | 4 | 4 | 4 | 21 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 2 | 5 | 4 | 16 | 4 | 4 | 5 | 4 | 3 | 20 | 4 | 4 | 3 | 3 | 3 | 17 |
| 37 | 3 | 3 | 3 | 4 | 4 | 5 | 22 | 4 | 3 | 5 | 3 | 15 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| 38 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4 | 2 | 4 | 4 | 14 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 4 | 4 | 21 |
| 40 | 5 | 5 | 3 | 5 | 4 | 5 | 27 | 4 | 1 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 4 | 4 | 21 |
| 41 | 4 | 5 | 3 | 5 | 5 | 4 | 26 | 4 | 4 | 4 | 3 | 15 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 3 | 3 | 18 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 5 | 3 | 17 | 4 | 4 | 5 | 3 | 5 | 21 | 5 | 3 | 4 | 4 | 4 | 20 |
| 43 | 5 | 4 | 5 | 5 | 5 | 5 | 29 | 5 | 3 | 4 | 3 | 15 | 4 | 4 | 4 | 3 | 4 | 19 | 5 | 4 | 4 | 3 | 4 | 20 |
| 44 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 3 | 18 | 5 | 3 | 4 | 3 | 5 | 20 | 4 | 3 | 3 | 3 | 4 | 17 |
| 45 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 3 | 5 | 4 | 16 | 5 | 4 | 4 | 4 | 4 | 21 | 5 | 5 | 4 | 4 | 4 | 22 |
| 46 | 4 | 5 | 4 | 4 | 4 | 4 | 25 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 5 | 4 | 4 | 21 | 5 | 5 | 4 | 4 | 4 | 22 |
| 47 | 4 | 4 | 3 | 5 | 3 | 5 | 24 | 4 | 4 | 5 | 3 | 16 | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 4 | 5 | 5 | 4 | 23 |
| 48 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 5 | 3 | 4 | 4 | 16 | 4 | 5 | 5 | 4 | 4 | 22 | 5 | 5 | 5 | 4 | 4 | 23 |
| 49 | 5 | 5 | 4 | 5 | 5 | 4 | 28 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 3 | 5 | 4 | 4 | 21 |
| 50 | 4 | 4 | 5 | 4 | 4 | 4 | 25 | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 4 | 4 | 5 | 22 | 5 | 4 | 5 | 4 | 4 | 22 |
| 51 | 5 | 4 | 4 | 4 | 5 | 5 | 27 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 4 | 5 | 4 | 5 | 23 |
| 52 | 5 | 4 | 5 | 5 | 5 | 5 | 29 | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 4 | 4 | 4 | 21 | 5 | 4 | 4 | 4 | 4 | 21 |
| 53 | 4 | 5 | 4 | 4 | 4 | 5 | 26 | 5 | 5 | 5 | 4 | 19 | 5 | 4 | 4 | 4 | 5 | 22 | 4 | 5 | 4 | 5 | 5 | 23 |
| 54 | 4 | 5 | 4 | 4 | 4 | 5 | 26 | 5 | 5 | 5 | 4 | 19 | 5 | 4 | 4 | 4 | 5 | 22 | 4 | 5 | 4 | 5 | 5 | 23 |

| No | CITRA MEREK | | | | | | | KUALITAS PERSEPSIAN | | | | | KEPUASAN PELANGGAN | | | | | | LOYALITAS PELANGGAN | | | | | |
|-----|-------------|---|---|---|---|---|--------|---------------------|---|---|---|--------|--------------------|---|---|---|---|--------|---------------------|---|---|---|---|--------|
| | F | K | J | D | L | K | To tal | P | D | S | K | To tal | S | H | K | F | P | To tal | B | R | T | T | M | To tal |
| 55 | 5 | 5 | 4 | 4 | 4 | 4 | 26 | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 3 | 4 | 5 | 21 | 5 | 4 | 5 | 5 | 5 | 24 |
| 56 | 5 | 4 | 4 | 3 | 4 | 5 | 25 | 5 | 4 | 5 | 4 | 18 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 4 | 5 | 5 | 5 | 24 |
| 57 | 5 | 5 | 4 | 3 | 5 | 4 | 26 | 4 | 4 | 5 | 4 | 17 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 4 | 5 | 5 | 5 | 24 |
| 58 | 5 | 5 | 4 | 4 | 5 | 4 | 27 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 4 | 4 | 4 | 22 | 5 | 4 | 4 | 5 | 5 | 23 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 3 | 18 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 4 | 4 | 4 | 22 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 3 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 4 | 4 | 5 | 5 | 23 |
| 61 | 5 | 5 | 4 | 4 | 5 | 5 | 28 | 5 | 4 | 5 | 4 | 18 | 5 | 4 | 4 | 4 | 4 | 21 | 5 | 4 | 5 | 5 | 5 | 24 |
| 62 | 5 | 4 | 4 | 4 | 5 | 4 | 26 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 4 | 5 | 5 | 5 | 23 |
| 63 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 3 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 4 | 4 | 5 | 5 | 23 |
| 64 | 5 | 5 | 4 | 4 | 5 | 5 | 28 | 5 | 4 | 5 | 4 | 18 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 4 | 5 | 5 | 5 | 24 |
| 65 | 5 | 4 | 5 | 5 | 5 | 5 | 29 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 4 | 4 | 4 | 4 | 21 |
| 66 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 67 | 4 | 4 | 4 | 5 | 5 | 5 | 27 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 68 | 5 | 5 | 4 | 4 | 4 | 4 | 26 | 5 | 4 | 5 | 5 | 19 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 69 | 5 | 4 | 5 | 5 | 5 | 5 | 29 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 4 | 4 | 23 |
| 70 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 3 | 18 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 4 | 4 | 4 | 22 |
| 71 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 72 | 4 | 4 | 4 | 5 | 5 | 5 | 27 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 73 | 5 | 4 | 5 | 5 | 5 | 5 | 29 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 4 | 4 | 23 |
| 74 | 5 | 5 | 4 | 4 | 5 | 5 | 28 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 4 | 4 | 5 | 5 | 5 | 5 | 28 | 4 | 4 | 5 | 4 | 17 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 77 | 4 | 4 | 4 | 4 | 5 | 5 | 26 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 78 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 3 | 5 | 5 | 17 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 79 | 5 | 5 | 4 | 4 | 5 | 5 | 28 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 80 | 4 | 4 | 5 | 5 | 5 | 5 | 28 | 4 | 4 | 5 | 4 | 17 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 82 | 4 | 4 | 4 | 4 | 5 | 5 | 26 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 83 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 4 | 4 | 5 | 22 |
| 84 | 5 | 4 | 4 | 5 | 5 | 5 | 28 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 85 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 3 | 5 | 5 | 17 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 86 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 4 | 4 | 5 | 22 |
| 87 | 5 | 4 | 4 | 5 | 5 | 5 | 28 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 88 | 5 | 5 | 4 | 5 | 5 | 5 | 29 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 3 | 5 | 5 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 4 | 24 |
| 90 | 5 | 4 | 4 | 4 | 5 | 5 | 27 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 91 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 92 | 5 | 4 | 4 | 4 | 5 | 5 | 27 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 93 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 94 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 95 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 97 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 98 | 5 | 5 | 4 | 5 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 99 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 100 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |

LAMPIRAN KARAKTERISTIK RESPONDEN

JenisKelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Pria | 35 | 35.0 | 35.0 | 35.0 |
| | Wanita | 65 | 65.0 | 66.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | <17 - 21 Tahun | 23 | 23.0 | 23.0 | 23.0 |
| | >21 - 26 Tahun | 62 | 62.0 | 62.0 | 85.0 |
| | >26 - 31 Tahun | 8 | 8.0 | 8.0 | 93.0 |
| | >31 - 36 Tahun | 5 | 5.0 | 5.0 | 98.0 |
| | > 36 Tahun | 2 | 2.0 | 2.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Pekerjaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Pelajar / Mahasiswa | 67 | 67.0 | 67.0 | 67.0 |
| | Wiraswasta | 11 | 11.0 | 11.0 | 78.0 |
| | PNS/BUMN | 3 | 3.0 | 3.0 | 81.0 |
| | Pegawai Swasta | 11 | 11.0 | 11.0 | 92.0 |
| | Lainnya | 8 | 8.0 | 8.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Penggunaan Produk Navagreen

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid > 3 Kali | 100 | 100.0 | 100.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

UJI VALIDITAS DAN RELIABILITAS PRETEST (36 SAMPEL)

A. VALIDITAS

1. Citra Merek

| | | Correlations | | | | | | |
|--------------|---------------------|--------------|------------------|----------|---------|--------|-----------------|--------|
| | | famous | kredibilit as | jaringan | diingat | logo | kepercaya an | total |
| famous | Pearson Correlation | 1 | .632** | .715** | .753** | .607** | .733** | .868** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 | 36 |
| kredibilitas | Pearson Correlation | .632** | 1 | .599** | .639** | .672** | .549** | .802** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .001 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 | 36 |
| jaringan | Pearson Correlation | .715** | .599** | 1 | .587** | .704** | .665** | .845** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 | 36 |
| diingat | Pearson Correlation | .753** | .639** | .587** | 1 | .550** | .689** | .818** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .001 | .000 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 | 36 |
| logo | Pearson Correlation | .607** | .672** | .704** | .550** | 1 | .757** | .860** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .001 | | .000 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 | 36 |
| kepercayaan | Pearson Correlation | .733** | .549** | .665** | .689** | .757** | 1 | .875** |
| | Sig. (2-tailed) | .000 | .001 | .000 | .000 | .000 | | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 | 36 |
| total | Pearson Correlation | .868** | .802** | .845** | .818** | .860** | .875** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 36 | 36 | 36 | 36 | 36 | 36 | 36 |

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

2. KUALITAS PERSEPSIAN

Correlations

| | | produk | daya | sesuai | kemasan | total |
|---------|---------------------|--------|--------|--------|---------|--------|
| produk | Pearson Correlation | 1 | .183 | .700** | .583** | .816** |
| | Sig. (2-tailed) | | .286 | .000 | .000 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 |
| daya | Pearson Correlation | .183 | 1 | .255 | .271 | .514** |
| | Sig. (2-tailed) | .286 | | .133 | .110 | .001 |
| | N | 36 | 36 | 36 | 36 | 36 |
| sesuai | Pearson Correlation | .700** | .255 | 1 | .740** | .896** |
| | Sig. (2-tailed) | .000 | .133 | | .000 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 |
| kemasan | Pearson Correlation | .583** | .271 | .740** | 1 | .846** |
| | Sig. (2-tailed) | .000 | .110 | .000 | | .000 |
| | N | 36 | 36 | 36 | 36 | 36 |
| total | Pearson Correlation | .816** | .514** | .896** | .846** | 1 |
| | Sig. (2-tailed) | .000 | .001 | .000 | .000 | |
| | N | 36 | 36 | 36 | 36 | 36 |

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

3. KEPUASAN PELANGGAN

| | | Correlations | | | | | |
|-----------|---------------------|--------------|---------|----------|-----------|-----------|--------|
| | | senang | harapan | kepuasan | fasilitas | pelayanan | total |
| senang | Pearson Correlation | 1 | .378* | .505** | .692** | .228 | .744** |
| | Sig. (2-tailed) | | .023 | .002 | .000 | .182 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 |
| harapan | Pearson Correlation | .378* | 1 | .493** | .573** | .270 | .764** |
| | Sig. (2-tailed) | .023 | | .002 | .000 | .112 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 |
| kepuasan | Pearson Correlation | .505** | .493** | 1 | .743** | .154 | .787** |
| | Sig. (2-tailed) | .002 | .002 | | .000 | .370 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 |
| fasilitas | Pearson Correlation | .692** | .573** | .743** | 1 | .311 | .893** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .065 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 |
| pelayanan | Pearson Correlation | .228 | .270 | .154 | .311 | 1 | .508** |
| | Sig. (2-tailed) | .182 | .112 | .370 | .065 | | .002 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 |
| total | Pearson Correlation | .744** | .764** | .787** | .893** | .508** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .002 | |
| | N | 36 | 36 | 36 | 36 | 36 | 36 |

*. Correlation is significant at the 0.05 level (2-tailed).

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

4. LOYALITAS PELANGGAN

Correlations

| | | Berlanggan- an kembali | Rekome ndasi | Tidak pindah | Tidak pengaruh | Menolak | Total |
|-------------------------|------------------------|---------------------------|-----------------|-----------------|-------------------|---------|--------|
| Berlangganan kembali | Pearson Correlation | 1 | .761** | .677** | .655** | .669** | .840** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 |
| Rekomendasi | Pearson Correlation | .761** | 1 | .810** | .786** | .639** | .890** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 |
| Tidak pindah | Pearson Correlation | .677** | .810** | 1 | .858** | .820** | .936** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 |
| Tidak Terpengaruh | Pearson Correlation | .655** | .786** | .858** | 1 | .771** | .917** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 |
| Menolak | Pearson Correlation | .669** | .639** | .820** | .771** | 1 | .876** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 36 | 36 | 36 | 36 | 36 | 36 |
| Total | Pearson Correlation | .840** | .890** | .936** | .917** | .876** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 36 | 36 | 36 | 36 | 36 | 36 |

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

B. RELIABILITAS

1. Citra Merek

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 36 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .918 | 6 |

2. Kualitas Persepsian

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 36 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .781 | 4 |

3. Kepuasan Pelanggan

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 36 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .792 | 5 |

4.

Loyalitas Pelanggan

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 36 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .935 | 5 |

UJI VALIDITAS DAN RELIABILITAS (100 SAMPEL)

A. VALIDITAS

1. Citra Merek

Correlations

| | | famous | kredibilitas | jaringan | diingat | logo | kepercayaan | total |
|--------------|---------------------|--------|--------------|----------|---------|--------|-------------|--------|
| famous | Pearson Correlation | 1 | .630** | .631** | .564** | .632** | .632** | .845** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| kredibilitas | Pearson Correlation | .630** | 1 | .523** | .497** | .528** | .443** | .745** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| jaringan | Pearson Correlation | .631** | .523** | 1 | .572** | .635** | .586** | .817** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| diingat | Pearson Correlation | .564** | .497** | .572** | 1 | .503** | .545** | .754** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| logo | Pearson Correlation | .632** | .528** | .635** | .503** | 1 | .663** | .834** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| kepercayaan | Pearson Correlation | .632** | .443** | .586** | .545** | .663** | 1 | .816** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| total | Pearson Correlation | .845** | .745** | .817** | .754** | .834** | .816** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

2. Kualitas Persepsian

Correlations

| | | produk | daya | kesesuaian | kemasan | total |
|------------|---------------------|--------|--------|------------|---------|--------|
| produk | Pearson Correlation | 1 | .308** | .672** | .542** | .844** |
| | Sig. (2-tailed) | | .002 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| daya | Pearson Correlation | .308** | 1 | .304** | .178 | .574** |
| | Sig. (2-tailed) | .002 | | .002 | .076 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| kesesuaian | Pearson Correlation | .672** | .304** | 1 | .591** | .854** |
| | Sig. (2-tailed) | .000 | .002 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| kemasan | Pearson Correlation | .542** | .178 | .591** | 1 | .759** |
| | Sig. (2-tailed) | .000 | .076 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| total | Pearson Correlation | .844** | .574** | .854** | .759** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

3. Kepuasan Pelanggan

Correlations

| | | senang | harapan | kepuasan | fasilitas | pelayanan | total |
|-----------|---------------------|--------|---------|----------|-----------|-----------|--------|
| senang | Pearson Correlation | 1 | .513** | .568** | .616** | .356** | .796** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| harapan | Pearson Correlation | .513** | 1 | .634** | .574** | .335** | .817** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .001 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| kepuasan | Pearson Correlation | .568** | .634** | 1 | .681** | .172 | .808** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .087 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| fasilitas | Pearson Correlation | .616** | .574** | .681** | 1 | .327** | .836** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .001 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| pelayanan | Pearson Correlation | .356** | .335** | .172 | .327** | 1 | .555** |
| | Sig. (2-tailed) | .000 | .001 | .087 | .001 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| total | Pearson Correlation | .796** | .817** | .808** | .836** | .555** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

4. Loyalitas Pelanggan

Correlations

| | | berlanggan an | rekomenda si | tidakpinda h | tidakterpen garuh | menola k | total |
|----------------------|------------------------|------------------|-----------------|-----------------|----------------------|-------------|--------|
| berlangganan | Pearson Correlation | 1 | .716** | .767** | .696** | .711** | .867** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| rekomendasi | Pearson Correlation | .716** | 1 | .772** | .717** | .672** | .864** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| tidakpindah | Pearson Correlation | .767** | .772** | 1 | .847** | .781** | .935** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| tidakterpenga ruh | Pearson Correlation | .696** | .717** | .847** | 1 | .826** | .916** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| menolak | Pearson Correlation | .711** | .672** | .781** | .826** | 1 | .891** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| total | Pearson Correlation | .867** | .864** | .935** | .916** | .891** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

B. RELIABILITAS

1. Citra Merek

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 | N of Items |
|------------------|------------|
| .888 | 6 |

2. Kualitas Persepsian

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 | N of Items |
|------------------|------------|
| .759 | 4 |

3. Kepuasan Pelanggan

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 | N of Items |
|------------------|------------|
| .823 | 5 |

4. Loyalitas pelanggan

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 | N of Items |
|------------------|------------|
| .938 | 5 |

LAMPIRAN REGRESI LINIER BERGANDA

1. Regression I

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1 | Kepuasan pelanggan, Citra merek, Kualitas Persepsian ^a | | Enter |

a. All requested variables entered.

b. Dependent Variable: Loyalitas Pelanggan

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .876 ^a | .768 | .761 | 1.984 |

a. Predictors: (Constant), Kepuasan pelanggan, Citra merek, Kualitas Persepsian

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 1251.975 | 3 | 417.325 | 106.061 | .000 ^a |
| | Residual | 377.735 | 96 | 3.935 | | |
| | Total | 1629.710 | 99 | | | |

a. Predictors: (Constant), Kepuasan pelanggan, Citra merek, Kualitas Persepsian

b. Dependent Variable: Loyalitas Pelanggan

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -6.654 | 1.639 | | -4.061 | .000 |
| | Citra merek | .240 | .090 | .206 | 2.666 | .009 |
| | Kualitas Persepsian | .740 | .124 | .468 | 5.954 | .000 |
| | Kepuasan pelanggan | .428 | .104 | .299 | 4.123 | .000 |

a. Dependent Variable: Loyalitas Pelanggan

2. Regression II

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|---------|
| 1 | Kualitas Persepsian, Citra merek ^a | | . Enter |

a. All requested variables entered.

b. Dependent Variable: Kepuasan pelanggan

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .735 ^a | .540 | .531 | 1.941 |

a. Predictors: (Constant), Kualitas Persepsian, Citra merek

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 429.527 | 2 | 214.764 | 57.014 | .000 ^a |
| | Residual | 365.383 | 97 | 3.767 | | |
| | Total | 794.910 | 99 | | | |

a. Predictors: (Constant), Kualitas Persepsian, Citra merek

b. Dependent Variable: Kepuasan pelanggan

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 6.214 | 1.474 | | 4.216 | .000 |
| | Citra merek | .301 | .083 | .369 | 3.638 | .000 |
| | Kualitas Persepsian | .464 | .112 | .420 | 4.141 | .000 |

a. Dependent Variable: Kepuasan pelanggan