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LAMPIRAN

KUISIONER PENELITIAN

Bogor, Juni 2024

Lampiran : Kuesioner
Hal : Pengisian Kuesioner

Kepada Yth.
Pelanggan Studente Coffee & Eatery Bogor
di Tempat.

Assalamu'alaikum wr. wb.

Dengan hormat,

Saya yang bertanda tangan di bawah ini:

Nama : LIA TRI APRILIYANA
NPM : S1- 19200106
Jurusan : Manajemen
Institusi : Universitas Binaniaga Indonesia
Judul Skripsi : PENGARUH DIGITAL MARKETING, *BRAND AWERNESS*
DAN KUALITAS PELAYANAN TERHADAP LOYALITAS
PELANGGAN GENERASI Z DI STUDENTE COFFE DAN
EATRY BOGOR

Sedang menyusun sebuah karya ilmiah (skripsi) sebagai salah satu syarat untuk memperoleh gelar Sarjana Management (S.M.). Untuk itu, saya memohon kesediaan bapak/ibu untuk menjawab semua pertanyaan pada kuesioner yang terlampir secara jujur dan terbuka. Informasi yang diperoleh melalui kuesioner ini bersifat ilmiah dan hanya dipergunakan untuk kepentingan penelitian.

Demikian permohonan saya, atas kesediaan Bapak/Ibu dalam meluangkan waktu untuk mengisi kuesioner dan menyatakan pendapat dalam penelitian ini, saya ucapkan terima kasih.

Hormat Saya,

LIA TRI APRILIYANA

KUESIONER

Profil Responden

Mohon isi dengan memberi tanda check list (✓) pada data, sebagai berikut

Usia : 17–20 tahun ☐ 21 – 24 tahun ☐

25–28 tahun ☐ > 28 tahun ☐

Jenis Kelamin : Pria ☐ Wanita ☐

Jenjang Pendidikan: SMA ☐ D3 ☐

S1 ☐

Pekerjaan : Pelajar ☐ Pegawai Swasta ☐

PNS ☐

Lama Jadi Pelanggan: 0–1 tahun ☐ 2 – 3 tahun ☐

4 –5 tahun ☐ > 5 tahun ☐

Penghasilan per bulan: < 1 Juta ☐ 2 – 3 Juta ☐

4 –5 Juta ☐ > 5 Juta ☐

Petunjuk Pengisian Kuesioner

Bapak/Ibu diminta untuk menjawab pertanyaan dibawah ini, kemudian dimohonkan menjawab pernyataan tersebut dengan memberikan tanda check list (✓) satu dari lima alternatif jawaban yang terdapat dalam pernyataan tersebut. Keterangan :

Sangat Setuju (SS) = 5

Setuju (S) = 4

Netral (N) = 3

Tidak Setuju (TS) = 2

Sangat Tidak Setuju (STS) = 1

DAFTAR PERTANYAAN

No.	Pernyataan	SS	S	N	TS	STS
Variabel Digital Marketing (X1)						
Informatif						
1.	Iklan Studente Coffee & Eatery Bogor lengkap dan menarik.					
2.	Promosi Studente Coffee & Eatery Bogor, di sosial media baik					
Biaya						
3.	Studente Coffee & Eatery Bogor, melakukan promosi melalui sosial media					
4.	Harga makanan dan minuman Studente Coffee & Eatery Bogor murah					
Program Insentif						
5.	Studente Coffee & Eatery Bogor memberikan program diskon kepada pelanggan					
6.	Studente Coffee & Eatery Bogor, memberikan program member get member					
Desain Situs						
7.	Desain sosial media Studente Coffee & Eatery Bogor bagus					
8.	Iklan Studente Coffee & Eatery Bogor, melalui sosial media sangat menarik					
Brand Awariness (X2)						
Pengenalan Merek						
9.	Nama Studente Coffee & Eatery Bogor, mudah di ingat					
10.	Studente Coffee & Eatery Bogor, sudah terkenal di Bogor					
Peningat Kembali						
11.	Saya selalu makan dan minum di Studente Coffee & Eatery Bogor					
12.	Memperoleh informasi Studente Coffee & Eatery Bogor sangat mudah					

No	Pernyataan	SS	S	N	TS	STS
Puncak Pikiran						
13.	Kalau ingin makan dan minum yang ada dalam pikiran saya Studente Coffee & Eatery Bogor					
14.	Saya akan tetap ke Studente Coffee & Eatery Bogor walaupun banyak kompetitor sejenis					
Digital Marketing (X3)						
Berwujud						
15.	Pelayanan di Studente Coffee & Eatery Bogor sangat baik					
16.	Proses pemesanan di Studente Coffee & Eatery Bogor sangat cepat					
Kehandalan						
19.	Manajemen Studente Coffee & Eatery Bogor cepat merespon keluhan pelanggan					
20.	Pelayan Studente Coffee & Eatery Bogor, ramah dan sopan					
Ketanggapan						
21.	Manajemen Studente Coffee & Eatery Bogor, memberikan pelayanan yang baik					
22.	Respon Studente Coffee & Eatery Bogor cepat.					
Jaminan						
23.	Semua menu Studente Coffee & Eatery Bogor bersertifikasi halal					
24.	Manajamen Studente Coffee & Eatery Bogor memberikan diskon kepada pelanggan					
Empati						
25.	Studente Coffee & Eatery Bogor memberikan gratis apabila menu terlambat disajikan					
26.	Informasi tentang produk baik					
Loyalitas Pelanggan (Y)						
Melakukan Pembelian Ulang						
27.	Saya selalu berkunjung ke Studente Coffee & Eatery Bogor					

No.	Pernyataan	SS	S	N	TS	STS
28.	Ingat kopi pasti saya ingat Studente Coffee & Eatery Bogor					
Pembelian Seluruh Lini Produk dan Jasa						
29.	Semua menu di Studente Coffee & Eatery Bogor baik					
30.	Banyak variasi menu di Studente Coffee & Eatery Bogor					
Referensi kepada Orang Lain						
31.	Saya akan merekomendasikan teman dan keluarga ke Studente Coffee & Eatery Bogor					
32.	Saya selalu bercerita mengenai tempat makan Studente Coffee & Eatery Bogor					
Kekebalan terhadap ajakan Pesaing						
33.	Walaupun banyak pesaing saya tetap ke Studente Coffee & Eatery Bogor					
34.	Walaupun harga makanan di Studente Coffee & Eatery Bogor mahal saya tetap makan di Studente Coffee & Eatery Bogor					

LAMPIRAN 2

HASIL TABULASI UJI VALIDITAS VARIABEL DIGITAL MARKETING (X1)

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TotalX1
1	5	5	5	5	5	5	5	5	40
2	4	4	4	4	4	4	4	4	32
3	3	4	4	5	3	4	4	3	30
4	4	4	4	4	4	4	4	4	32
5	2	2	2	1	1	2	2	2	14
6	5	4	5	5	5	5	4	5	38
7	5	4	4	4	5	4	4	4	34
8	2	2	2	1	1	2	2	2	14
9	4	4	4	4	4	4	4	4	32
10	3	4	4	5	4	4	4	4	32
11	3	3	3	3	3	3	3	3	24
12	4	4	4	4	4	4	4	4	32
13	2	2	2	1	1	2	2	2	14
14	4	4	4	4	4	4	4	4	32
15	5	4	5	5	5	5	4	5	38
16	5	4	4	4	5	4	4	4	34
17	5	4	5	5	4	4	4	4	35
18	5	5	5	5	5	5	5	5	40
19	4	4	4	4	4	4	4	4	32
20	3	3	3	3	3	2	3	2	22
21	3	3	3	3	3	3	3	3	24
22	3	3	3	3	3	3	2	3	23
23	3	4	3	3	4	3	4	3	27
24	2	2	2	1	1	2	2	2	14
25	3	4	4	5	4	4	4	4	32
26	3	4	3	3	4	3	4	3	27
27	5	4	4	5	4	5	4	3	34
28	5	5	5	5	5	4	5	4	38
29	5	5	5	5	5	5	5	5	40
30	5	4	5	5	5	5	4	5	38

HASIL TABULASI UJI VALIDITAS VARIABEL *BRAND AWARENESS* (X2)

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TotalX2
1	5	4	5	5	4	5	28
2	5	5	4	4	5	5	28
3	3	3	4	4	3	3	20
4	4	3	4	4	4	4	23
5	3	3	3	3	3	3	18
6	5	4	4	4	4	5	26
7	4	4	4	4	4	4	24
8	4	4	4	4	3	4	23
9	3	4	4	3	3	3	20
10	4	4	4	4	4	4	24
11	5	5	5	4	4	5	28
12	4	4	4	4	4	4	24
13	5	5	5	4	5	5	29
14	4	4	4	4	4	4	24
15	4	4	4	4	4	4	24
16	5	4	5	4	5	5	28
17	3	3	3	3	3	3	18
18	4	4	4	4	4	4	24
19	3	3	3	3	3	3	18
20	4	4	4	4	4	4	24
21	3	3	3	3	3	3	18
22	4	4	4	4	4	4	24
23	3	3	3	3	3	3	18
24	3	3	3	3	3	3	18
25	4	4	4	4	4	4	24
26	3	3	3	3	3	3	18
27	4	4	4	4	4	4	24
28	3	3	3	3	3	3	18
29	5	5	5	5	5	4	29
30	5	4	5	5	4	5	28

HASIL TABULASI UJI VALIDITAS VARIABEL KUALITAS PELAYANAN (X3)

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	TotalX3
1	4	4	4	4	4	4	3	4	4	4	39
2	5	5	5	5	5	5	5	5	5	5	50
3	5	5	5	5	4	4	4	4	5	5	46
4	4	4	4	4	4	4	4	4	4	4	40
5	5	5	5	5	5	4	4	4	5	5	47
6	5	5	5	5	5	5	5	5	5	5	50
7	4	5	4	5	4	5	4	5	5	4	45
8	2	2	2	1	1	2	2	2	2	2	18
9	4	4	4	4	4	4	4	4	4	4	40
10	3	3	4	5	4	4	4	4	3	3	37
11	3	3	3	3	3	3	3	3	3	3	30
12	4	4	4	4	4	4	4	4	4	4	40
13	4	4	4	4	4	4	4	4	4	4	40
14	4	4	4	4	4	4	4	4	4	4	40
15	5	5	5	5	5	5	4	5	5	5	49
16	5	4	4	4	5	4	4	4	4	4	42
17	5	4	5	5	4	4	4	4	4	4	43
18	5	5	5	5	5	5	5	5	5	5	50
19	4	4	4	4	4	4	4	4	4	4	40
20	3	3	4	5	3	4	4	3	3	2	34
21	3	2	4	2	3	1	3	5	2	2	27
22	5	5	5	5	5	5	5	4	5	5	49
23	3	3	3	3	3	3	3	3	3	4	31
24	3	3	3	3	3	3	3	3	3	3	30
25	3	3	3	3	3	3	3	3	3	3	30
26	3	3	3	3	4	3	4	3	3	4	33
27	5	4	4	5	4	5	4	3	4	5	43
28	5	5	5	5	5	4	5	4	5	4	47
29	5	5	5	5	5	5	5	5	5	5	50
30	5	5	5	5	5	5	4	5	5	5	49

LAMPIRAN 3

HASIL UJI VALIDITAS VARIABEL DIGITAL MARKETING (X1)

Correlations										
		DM	DM	DM	DM	DM	DM	DM	DM	Total DM
DM	Pearson Correlation	1	.812**	.910**	.812**	.892**	.881**	.798**	.844**	.919**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
DM	Pearson Correlation	.812**	1	.893**	.895**	.923**	.856**	.980**	.837**	.947**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
DM	Pearson Correlation	.910**	.893**	1	.944**	.900**	.934**	.877**	.928**	.976**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
DM	Pearson Correlation	.812**	.895**	.944**	1	.883**	.917**	.871**	.839**	.949**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
DM	Pearson Correlation	.892**	.923**	.900**	.883**	1	.869**	.897**	.888**	.960**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
DM	Pearson Correlation	.881**	.856**	.934**	.917**	.869**	1	.839**	.920**	.954**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
DM	Pearson Correlation	.798**	.980**	.877**	.871**	.897**	.839**	1	.818**	.931**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
DM	Pearson Correlation	.844**	.837**	.928**	.839**	.888**	.920**	.818**	1	.933**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
Total DM	Pearson Correlation	.919**	.947**	.976**	.949**	.960**	.954**	.931**	.933**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

HASIL UJI VALIDITAS VARIABEL *BRAND AWARENESS* (X2)

Correlations								
		BA	BA	BA	BA	BA	BA	Total BA
BA	Pearson Correlation	1	.833**	.881**	.835**	.876**	.973**	.980**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
BA	Pearson Correlation	.833**	1	.796**	.663**	.810**	.780**	.883**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
BA	Pearson Correlation	.881**	.796**	1	.866**	.774**	.841**	.932**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
BA	Pearson Correlation	.835**	.663**	.866**	1	.716**	.774**	.874**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
BA	Pearson Correlation	.876**	.810**	.774**	.716**	1	.823**	.906**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
BA	Pearson Correlation	.973**	.780**	.841**	.774**	.823**	1	.945**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
Total BA	Pearson Correlation	.980**	.883**	.932**	.874**	.906**	.945**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

HASIL UJI VALIDITAS VARIABEL KUALITAS PELAYANAN (X3)

Correlations												
		KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	Total KP
KP	Pearson Correlation	1	.908**	.894**	.798**	.882**	.779**	.768**	.651**	.908**	.868**	.939**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP	Pearson Correlation	.908**	1	.845**	.830**	.863**	.869**	.788**	.675**	1.000**	.885**	.964**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP	Pearson Correlation	.894**	.845**	1	.853**	.856**	.704**	.812**	.788**	.845**	.711**	.918**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP	Pearson Correlation	.798**	.830**	.853**	1	.806**	.888**	.812**	.574**	.830**	.692**	.900**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP	Pearson Correlation	.882**	.863**	.856**	.806**	1	.772**	.857**	.737**	.863**	.824**	.937**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP	Pearson Correlation	.779**	.869**	.704**	.888**	.772**	1	.770**	.529**	.869**	.793**	.891**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.003	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP	Pearson Correlation	.768**	.788**	.812**	.812**	.857**	.770**	1	.630**	.788**	.689**	.873**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP	Pearson Correlation	.651**	.675**	.788**	.574**	.737**	.529**	.630**	1	.675**	.540**	.745**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.003	.000		.000	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP	Pearson Correlation	.908**	1.000**	.845**	.830**	.863**	.869**	.788**	.675**	1	.885**	.964**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000

	N	30	30	30	30	30	30	30	30	30	30	30
KP	Pearson Correlation	.868**	.885**	.711**	.692**	.824**	.793**	.689**	.540**	.885**	1	.879**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.002	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
Total KP	Pearson Correlation	.939**	.964**	.918**	.900**	.937**	.891**	.873**	.745**	.964**	.879**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

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

HASIL VALIDITAS VARIABEL LOYALITAS PELANGGAN (Y)

Correlations										
		LP	LP	LP	LP	LP	LP	LP	LP	KP
LP	Pearson Correlation	1	.676**	.676**	.676**	.729**	.732**	.729**	.684**	.823**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
LP	Pearson Correlation	.676**	1	1.000**	1.000**	.732**	.727**	.732**	.667**	.916**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
LP	Pearson Correlation	.676**	1.000**	1	1.000**	.732**	.727**	.732**	.667**	.916**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
LP	Pearson Correlation	.676**	1.000**	1.000**	1	.732**	.727**	.732**	.667**	.916**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
LP	Pearson Correlation	.729**	.732**	.732**	.732**	1	.981**	.980**	.743**	.924**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000

	N	30	30	30	30	30	30	30	30	30
LP	Pearson Correlation	.732**	.727**	.727**	.727**	.981**	1	.981**	.735**	.921**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
LP	Pearson Correlation	.729**	.732**	.732**	.732**	.980**	.981**	1	.743**	.924**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
LP	Pearson Correlation	.684**	.667**	.667**	.667**	.743**	.735**	.743**	1	.821**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
KP	Pearson Correlation	.823**	.916**	.916**	.916**	.924**	.921**	.924**	.821**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

HASIL UJI RELIABILITAS

VARIABEL DIGITAL MARKETING (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.980	8

VARIABEL BRAND AWARENESS (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.964	6

VARIABEL KUALITAS PELAYANAN (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.974	10

VARIABEL LOYALITAS PELANGGAN (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.965	8

LAMPIRAN 4

HASIL TABULASI RESPONDEN VARIABEL DIGITAL MARKETING (X1)

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TotalX1
1	5	5	5	5	5	5	5	5	40
2	3	3	3	3	3	3	2	3	23
3	3	4	4	5	3	4	4	3	30
4	3	3	3	3	3	3	2	3	23
5	2	2	2	1	1	2	2	2	14
6	5	4	5	5	5	5	4	5	38
7	5	4	4	4	5	4	4	4	34
8	2	2	2	1	1	2	2	2	14
9	3	3	3	3	3	3	2	3	23
10	3	4	4	5	4	4	4	4	32
11	3	3	3	3	3	3	3	3	24
12	4	4	4	4	4	4	4	4	32
13	2	2	2	1	1	2	2	2	14
14	3	3	3	3	3	3	2	3	23
15	5	4	5	5	5	5	4	5	38
16	5	4	4	4	5	4	4	4	34
17	5	4	5	5	4	4	4	4	35
18	5	5	5	5	5	5	5	5	40
19	5	5	5	5	5	4	5	4	38
20	3	3	3	3	3	2	3	2	22
21	3	3	3	3	3	3	3	3	24
22	3	3	3	3	3	3	2	3	23
23	3	4	3	3	4	3	4	3	27
24	5	5	5	5	5	5	5	5	40
25	3	4	4	5	4	4	4	4	32
26	3	4	3	3	4	3	4	3	27
27	5	4	4	5	4	5	4	3	34
28	5	5	5	5	5	4	5	4	38
29	5	5	5	5	5	5	5	5	40
30	5	4	5	5	5	5	4	5	38
31	3	3	3	3	3	3	2	3	23
32	3	4	4	5	3	4	4	3	30
33	5	5	5	5	5	4	5	4	38
34	5	5	5	5	5	5	5	5	40
35	5	4	5	5	5	5	4	5	38
36	5	4	4	4	5	4	4	4	34

37	2	2	2	1	1	2	2	2	14
38	5	5	5	5	5	4	5	4	38
39	3	4	4	5	4	4	4	4	32
40	3	3	3	3	3	3	3	3	24
41	3	4	4	5	3	4	4	3	30
42	5	4	5	5	5	5	4	5	38
43	3	4	3	3	4	3	4	3	27
44	3	4	3	3	4	3	4	3	27
45	5	4	4	4	5	4	4	4	34
46	5	4	5	5	4	4	4	4	35
47	5	5	5	5	5	5	5	5	40
48	5	5	5	5	5	4	5	4	38
49	3	3	3	3	3	2	3	2	22
50	3	3	3	3	3	3	3	3	24
51	5	5	5	5	5	5	5	5	40
52	3	4	4	5	3	4	4	3	30
53	3	4	4	5	3	4	4	3	30
54	4	4	4	4	4	4	4	4	32
55	2	2	2	1	1	2	2	2	14
56	5	4	5	5	5	5	4	5	38
57	5	4	4	4	5	4	4	4	34
58	5	4	5	5	5	5	4	5	38
59	5	4	4	4	5	4	4	4	34
60	2	2	2	1	1	2	2	2	14
61	4	4	4	4	4	4	4	4	32
62	3	4	4	5	4	4	4	4	32
63	3	3	3	3	3	3	3	3	24
64	4	4	4	4	4	4	4	4	32
65	2	2	2	1	1	2	2	2	14
66	4	4	4	4	4	4	4	4	32
67	5	4	5	5	5	5	4	5	38
68	5	4	4	4	5	4	4	4	34
69	5	4	5	5	4	4	4	4	35
70	5	5	5	5	5	5	5	5	40
71	4	4	4	4	4	4	4	4	32
72	3	3	3	3	3	2	3	2	22
73	3	3	3	3	3	3	3	3	24
74	3	3	3	3	3	3	2	3	23
75	3	4	3	3	4	3	4	3	27
76	2	2	2	1	1	2	2	2	14

77	3	4	4	5	4	4	4	4	32
78	3	4	4	5	4	4	4	4	32
79	3	3	3	3	3	3	3	3	24
80	3	4	4	5	3	4	4	3	30
81	2	2	2	1	1	2	2	2	14
82	3	4	4	5	3	4	4	3	30
83	5	4	5	5	5	5	4	5	38
84	5	4	4	4	5	4	4	4	34
85	5	4	5	5	4	4	4	4	35
86	5	5	5	5	5	5	5	5	40
87	5	5	5	5	5	4	5	4	38
88	3	3	3	3	3	2	3	2	22
89	3	3	3	3	3	3	3	3	24
90	4	4	4	4	4	4	4	4	32
91	2	2	2	1	1	2	2	2	14
92	4	4	4	4	4	4	4	4	32
93	3	3	3	3	3	3	3	3	24
94	5	4	4	4	5	4	4	4	34
95	5	4	5	5	4	4	4	4	35
96	5	5	5	5	5	5	5	5	40
97	3	4	4	5	3	4	4	3	30
98	3	3	3	3	3	2	3	2	22
99	3	3	3	3	3	3	3	3	24
100	3	3	3	3	3	2	3	2	22
Total	378	373	382	387	373	366	366	356	

HASIL TABULASI RESPONDEN VARIABEL BRAND AWARENESS (X2)

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TotalX2
1	4	4	4	4	4	4	24
2	3	3	3	3	3	3	18
3	4	4	4	4	4	4	24
4	4	4	4	4	4	4	24
5	3	3	3	3	3	3	18
6	4	4	4	4	4	4	24
7	3	3	3	3	3	3	18
8	5	5	5	5	5	5	30
9	4	4	4	4	4	4	24
10	4	4	4	4	4	4	24
11	5	5	5	5	5	5	30
12	4	4	4	4	4	4	24
13	5	5	5	5	5	5	30
14	4	4	4	4	4	4	24
15	5	5	5	5	5	5	30
16	4	4	4	4	4	4	24
17	4	4	4	4	4	4	24
18	5	5	5	5	5	5	30
19	3	3	3	3	3	3	18
20	4	4	4	4	4	4	24
21	3	3	3	3	3	3	18
22	4	4	4	4	4	4	24
23	3	3	3	3	3	3	18
24	4	4	4	3	3	4	22
25	3	3	3	3	3	3	18
26	3	5	3	4	3	4	22
27	4	4	4	4	4	4	24
28	3	3	3	3	3	3	18
29	4	4	4	4	4	4	24
30	3	3	3	3	3	3	18
31	5	5	5	5	5	5	30
32	5	5	5	5	5	5	30
33	5	5	5	5	5	5	30
34	3	3	3	3	3	3	18
35	5	5	5	5	5	5	30
36	4	4	4	4	4	4	24

37	4	4	4	4	4	4	24
38	4	4	4	4	4	4	24
39	3	3	3	3	4	3	19
40	4	4	4	4	4	4	24
41	4	5	5	4	5	4	27
42	4	4	5	4	4	4	25
43	5	5	5	5	5	5	30
44	4	4	4	4	4	4	24
45	5	5	5	5	5	5	30
46	4	4	4	4	4	4	24
47	5	5	5	5	5	5	30
48	4	4	4	4	4	4	24
49	4	4	4	4	4	4	24
50	5	5	5	5	5	5	30
51	3	3	3	3	3	3	18
52	4	4	4	4	4	4	24
53	3	3	3	3	3	3	18
54	4	4	4	4	4	4	24
55	3	3	3	3	3	3	18
56	4	4	4	4	4	4	24
57	3	3	3	3	3	3	18
58	3	3	3	3	3	3	18
59	4	4	4	4	4	4	24
60	3	3	3	3	3	3	18
61	4	4	4	4	4	4	24
62	3	3	3	3	3	3	18
63	5	5	5	5	5	4	29
64	5	4	5	5	5	4	28
65	5	5	4	4	5	5	28
66	3	3	3	3	3	3	18
67	4	4	4	4	4	4	24
68	4	4	4	4	4	4	24
69	4	4	4	4	4	4	24
70	3	3	3	3	3	3	18
71	5	5	5	5	5	5	30
72	4	4	4	4	4	4	24
73	4	4	4	4	4	4	24
74	4	4	4	4	4	4	24
75	3	3	3	3	3	3	18
76	4	4	4	4	4	4	24

77	4	4	4	4	4	4	24
78	4	4	4	4	4	4	24
79	5	5	5	5	5	5	30
80	4	4	4	4	4	4	24
81	5	5	5	5	5	5	30
82	4	4	4	4	4	4	24
83	5	5	5	5	5	5	30
84	4	4	4	4	4	4	24
85	4	4	3	4	3	4	22
86	5	5	5	5	4	4	28
87	3	4	3	3	4	3	20
88	4	4	4	4	4	4	24
89	3	3	3	3	3	3	18
90	4	4	4	4	4	4	24
91	3	3	3	3	3	3	18
92	5	5	5	5	5	5	30
93	5	5	5	5	5	5	30
94	1	1	1	5	5	5	18
95	3	3	3	3	3	3	18
96	4	4	4	1	1	1	15
97	4	4	4	4	4	4	24
98	5	5	5	5	5	5	30
99	1	5	5	5	5	5	26
100	2	2	2	2	2	2	12
Total	390	397	394	394	395	393	

HASIL TABULASI RESPONDEN VARIABEL KUALITAS PELAYANAN (X3)

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	TotalX3
1	5	5	5	5	5	5	5	5	5	5	50
2	4	4	4	4	4	4	4	4	4	4	40
3	3	4	4	5	3	4	4	3	5	3	38
4	4	4	4	4	4	4	4	4	4	4	40
5	2	2	2	1	1	2	2	2	1	1	16
6	5	4	5	5	5	5	4	5	5	5	48
7	5	4	4	4	5	4	4	4	4	5	43
8	2	2	2	1	1	2	2	2	1	1	16
9	4	4	4	4	4	4	4	4	4	4	40
10	3	4	4	5	4	4	4	4	5	4	41
11	3	3	3	3	3	3	3	3	3	3	30
12	4	4	4	4	4	4	4	4	4	4	40
13	2	2	2	1	1	2	2	2	1	1	16
14	4	4	4	4	4	4	4	4	4	4	40
15	5	4	5	5	5	5	4	5	5	5	48
16	5	4	4	4	5	4	4	4	4	5	43
17	5	4	5	5	4	4	4	4	5	4	44
18	5	5	5	5	5	5	5	5	5	5	50
19	4	4	4	4	4	4	4	4	4	4	40
20	3	3	3	3	3	2	3	2	2	3	27
21	3	3	3	3	3	3	3	3	3	2	29
22	3	3	3	3	3	3	2	3	4	3	30
23	3	4	3	3	4	3	4	3	3	4	34
24	2	2	2	1	1	2	2	2	1	1	16
25	3	4	4	5	4	4	4	4	5	4	41
26	3	4	3	3	4	3	4	3	3	4	34
27	5	4	4	5	4	5	4	3	5	4	43
28	5	5	5	5	5	4	5	4	5	5	48
29	5	5	5	5	5	5	5	5	5	5	50
30	5	4	5	5	5	5	4	5	5	5	48
31	4	4	4	4	4	4	4	4	4	2	38
32	2	2	2	1	1	2	2	2	1	1	16
33	4	4	4	4	4	4	4	4	4	4	40
34	5	4	5	5	5	5	4	5	5	5	48
35	5	4	4	4	5	4	4	4	4	5	43
36	5	4	5	5	4	4	4	4	5	4	44

37	5	5	5	5	5	5	5	5	5	2	47
38	2	2	4	4	4	4	4	4	4	4	36
39	3	4	4	5	4	4	4	4	5	4	41
40	3	3	4	2	3	1	3	5	2	3	29
41	5	5	5	5	5	5	5	4	5	5	49
42	2	2	2	1	1	2	2	2	1	1	16
43	3	4	4	5	4	4	4	4	5	4	41
44	3	4	3	3	4	3	4	3	3	4	34
45	5	4	4	5	4	5	4	3	5	4	43
46	5	5	5	5	5	4	5	4	5	5	48
47	5	5	5	5	5	5	5	5	5	5	50
48	5	4	5	5	5	5	4	5	5	5	48
49	3	3	3	3	3	2	3	2	2	3	27
50	3	3	3	3	3	3	3	3	3	2	29
51	3	3	3	3	3	3	2	3	4	3	30
52	3	4	3	3	4	3	4	3	3	4	34
53	5	4	5	5	5	5	4	5	5	5	48
54	5	4	4	4	5	4	4	4	4	5	43
55	5	4	5	5	4	4	4	4	5	4	44
56	5	5	5	5	5	5	5	5	5	5	50
57	2	3	4	2	4	4	4	4	4	4	35
58	3	4	4	5	3	4	4	3	5	3	38
59	3	3	4	2	3	1	3	5	2	3	29
60	5	5	5	5	5	5	5	4	5	5	49
61	3	3	3	3	3	2	3	2	2	3	27
62	3	3	3	3	3	3	3	3	3	2	29
63	3	3	3	3	3	3	2	3	4	3	30
64	2	2	2	1	1	2	2	2	1	1	16
65	3	4	4	5	4	4	4	4	5	4	41
66	3	4	3	3	4	3	4	3	3	4	34
67	4	4	5	5	5	5	5	5	5	5	48
68	2	2	2	1	1	2	2	2	1	1	16
69	3	4	4	5	4	4	4	4	5	4	41
70	3	4	3	3	4	3	4	3	3	4	34
71	3	4	4	5	3	4	4	3	5	3	38
72	4	4	4	4	2	3	3	4	4	4	36
73	4	4	2	2	2	4	4	4	4	4	34
74	5	4	5	5	5	5	4	5	5	5	48
75	5	4	4	4	5	4	4	4	4	5	43
76	2	2	2	1	1	2	2	2	1	1	16

77	3	3	3	3	3	2	3	2	2	3	27
78	3	3	3	3	3	3	3	3	3	2	29
79	3	3	3	3	3	3	2	3	4	3	30
80	3	4	3	3	4	3	4	3	3	4	34
81	4	4	4	2	2	2	2	4	2	4	30
82	5	4	2	4	4	3	2	4	4	4	36
83	5	4	5	5	5	5	4	5	5	5	48
84	5	4	4	4	5	4	4	4	4	5	43
85	5	5	5	5	5	5	4	4	4	4	46
86	5	5	5	4	5	5	4	5	4	5	47
87	4	4	4	4	2	4	2	2	2	4	32
88	3	4	4	5	3	4	4	3	5	3	38
89	3	3	4	2	3	1	3	5	2	3	29
90	5	5	5	5	5	5	5	4	5	5	49
91	5	5	5	5	5	5	4	4	4	4	46
92	2	4	2	2	2	2	4	4	4	4	30
93	3	4	4	5	3	4	4	3	5	3	38
94	4	4	3	2	3	2	4	4	4	4	34
95	4	4	4	4	4	4	2	2	4	4	36
96	5	4	5	5	5	5	4	5	5	5	48
97	5	4	4	4	5	4	4	4	4	5	43
98	2	2	2	1	1	2	2	2	1	1	16
99	3	3	3	3	3	2	3	2	2	3	27
100	3	3	3	3	3	3	3	3	3	2	29
Total	374	373	378	371	367	360	361	362	374	366	

HASIL TABULASI RESPONDEN VARIABEL LOYALITAS PELANGGAN (Y)

No	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	TotalY
1	5	5	5	5	5	5	5	5	40
2	4	4	4	4	4	4	4	4	32
3	3	4	4	5	3	4	4	3	30
4	4	4	4	4	4	4	4	4	32
5	2	2	2	1	1	2	2	2	14
6	5	4	5	5	5	5	4	5	38
7	5	4	4	4	5	4	4	4	34
8	2	2	2	1	1	2	2	2	14
9	4	4	4	4	4	4	4	4	32
10	3	4	4	5	4	4	4	4	32
11	3	3	3	3	3	3	3	3	24
12	4	4	4	4	4	4	4	4	32
13	2	2	2	1	1	2	2	2	14
14	4	4	4	4	4	4	4	4	32
15	5	4	5	5	5	5	4	5	38
16	5	4	4	4	5	4	4	4	34
17	5	4	5	5	4	4	4	4	35
18	5	5	5	5	5	5	5	5	40
19	4	4	4	4	4	4	4	4	32
20	3	3	3	3	3	2	3	2	22
21	3	3	3	3	3	3	3	3	24
22	3	3	3	3	3	3	2	3	23
23	3	4	3	3	4	3	4	3	27
24	2	2	2	1	1	2	2	2	14
25	3	4	4	5	4	4	4	4	32
26	3	4	3	3	4	3	4	3	27
27	5	4	4	5	4	5	4	3	34
28	5	5	5	5	5	4	5	4	38
29	5	5	5	5	5	5	5	5	40
30	5	4	5	5	5	5	4	5	38
31	5	4	5	5	5	5	4	5	38
32	5	4	4	4	5	4	4	4	34
33	5	4	5	5	4	4	4	4	35
34	5	5	5	5	5	5	5	5	40
35	4	4	4	4	4	4	4	4	32
36	3	3	3	3	3	2	3	2	22

37	3	3	3	3	3	3	3	3	24
38	3	3	3	3	3	3	2	3	23
39	3	4	3	3	4	3	4	3	27
40	2	2	2	1	1	2	2	2	14
41	3	4	4	5	4	4	4	4	32
42	3	4	3	3	4	3	4	3	27
43	5	4	4	5	4	5	4	3	34
44	5	5	5	5	5	4	5	4	38
45	5	5	5	5	5	5	5	5	40
46	5	4	5	5	5	5	4	5	38
47	5	5	5	5	5	5	5	5	40
48	4	4	4	4	4	4	4	4	32
49	3	4	4	5	3	4	4	3	30
50	4	4	4	4	4	4	4	4	32
51	2	2	2	1	1	2	2	2	14
52	5	4	5	5	5	5	4	5	38
53	5	4	4	4	5	4	4	4	34
54	2	2	2	1	1	2	2	2	14
55	4	4	4	4	4	4	4	4	32
56	3	4	4	5	4	4	4	4	32
57	3	3	3	3	3	2	3	2	22
58	3	3	3	3	3	3	3	3	24
59	3	3	3	3	3	3	2	3	23
60	3	4	3	3	4	3	4	3	27
61	2	2	2	1	1	2	2	2	14
62	3	4	4	5	4	4	4	4	32
63	3	4	3	3	4	3	4	3	27
64	5	4	4	5	4	5	4	3	34
65	5	5	5	5	5	4	5	4	38
66	5	5	5	5	5	5	5	5	40
67	5	4	5	5	5	5	4	5	38
68	4	4	4	4	4	4	4	4	32
69	5	4	5	5	5	5	4	5	38
70	5	4	4	4	5	4	4	4	34
71	5	4	5	5	4	4	4	4	35
72	5	5	5	5	5	5	5	5	40
73	4	4	4	4	4	4	4	4	32
74	3	3	3	3	3	2	3	2	22
75	3	3	3	3	3	3	3	3	24
76	2	2	2	1	1	2	2	2	14

77	3	4	4	5	4	4	4	4	32
78	3	4	3	3	4	3	4	3	27
79	5	4	4	5	4	5	4	3	34
80	5	5	5	5	5	4	5	4	38
81	5	5	5	5	5	5	5	5	40
82	5	4	5	5	5	5	4	5	38
83	5	4	5	5	5	5	4	5	38
84	5	4	4	4	5	4	4	4	34
85	5	4	5	5	4	4	4	4	35
86	5	5	5	5	5	5	5	5	40
87	4	4	4	4	4	4	4	4	32
88	3	3	3	3	3	2	3	2	22
89	3	3	3	3	3	3	3	3	24
90	3	3	3	3	3	3	2	3	23
91	3	4	3	3	4	3	4	3	27
92	2	2	2	1	1	2	2	2	14
93	4	4	4	4	4	4	4	4	32
94	2	2	2	1	1	2	2	2	14
95	5	4	5	5	5	5	4	5	38
96	5	4	4	4	5	4	4	4	34
97	2	2	2	1	1	2	2	2	14
98	4	4	4	4	4	4	4	4	32
99	3	4	4	5	4	4	4	4	32
100	3	3	3	3	3	3	3	3	24
Total	383	374	381	382	378	372	370	362	

LAMPIRAN 5
OTPUT UJI ASUMSI KLASIK
Output Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		100
Normal Parameters ^{a,b}	Mean	30.0200000
	Std. Deviation	4.18942452
Most Extreme Differences	Absolute	.052
	Positive	.051
	Negative	-.052
Test Statistic		.052
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

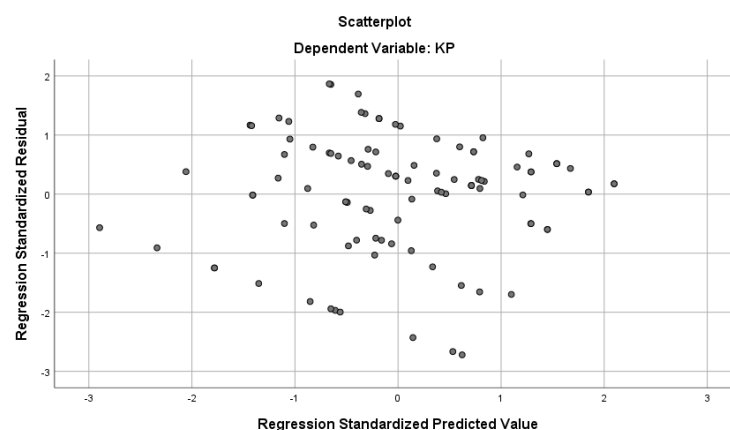
d. This is a lower bound of the true significance.

Output Uji Multikolinieritas

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.908	5.220		.557	.579		
	Total DM	.189	.095	.185	1.997	.049	.874	1.144
	Total BA	.389	.157	.217	2.480	.015	.984	1.016
	Total KP	.333	.075	.414	4.445	.000	.867	1.153

a. Dependent Variable: KP



Lampiran 6
Output Uji, Regresi Berganda Uji t, Uji F
Output Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1737.577	3	579.192	12.361	.000 ^b
	Residual	4498.383	96	46.858		
	Total	6235.960	99			

a. Dependent Variable: KP

b. Predictors: (Constant), Total KP, Total BA, Total DM

Output Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.908	5.220		.557	.579		
	Total DM	.189	.095	.185	1.997	.049	.874	1.144
	Total BA	.389	.157	.217	2.480	.015	.984	1.016
	Total KP	.333	.075	.414	4.445	.000	.867	1.153

a. Dependent Variable: KP

Output Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528 ^a	.279	.256	6.845

a. Predictors: (Constant), Total KP, Total BA, Total DM

b. Dependent Variable: KP

Output Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KP * Total DM	Between Groups	(Combined)	1026.679	10	102.668	1.754	.081
		Linearity	613.810	1	613.810	10.487	.002
		Deviation from Linearity	412.869	9	45.874	.784	.002
	Within Groups		5209.281	89	58.531		
	Total		6235.960	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KP * Total BA	Between Groups	(Combined)	427.383	12	35.615	.533	.887
		Linearity	145.002	1	145.002	2.172	.144
		Deviation from Linearity	282.380	11	25.671	.384	.001
	Within Groups		5808.577	87	66.765		
	Total		6235.960	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KP * Total KP	Between Groups	(Combined)	2039.316	17	119.960	2.344	.006
		Linearity	1280.817	1	1280.817	25.026	.000
		Deviation from Linearity	758.500	16	47.406	.926	.003
	Within Groups		4196.644	82	51.179		
	Total		6235.960	99			

Lampiran 7
Profile Responden

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	60	60.0	60.0	60.0
	Wanita	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17- 20 Tahun	35	35.0	35.0	35.0
	21-24 Tahun	44	44.0	44.0	79.0
	25-28 Tahun	17	17.0	17.0	96.0
	> 28 Tahun	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Jenjang Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	49	49.0	49.0	49.0
	D3	41	41.0	41.0	90.0
	S1	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar	61	61.0	61.0	61.0
	Pegawai Swasta	33	33.0	33.0	94.0
	PNS	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Lama Jadi Pelanggan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 1 Tahun	56	56.0	56.0	56.0
	2-3 Tahun	34	34.0	34.0	90.0
	4 - 5 Tahun	8	8.0	8.0	98.0
	> 5 Tahun	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Lampiran 8
OTPUT DESKRIPTIF
VARIABEL DIGITAL MARKETING (X)

		Statistics								
		DM	DM	DM	DM	DM	DM	DM	DM	Total DM
N	Valid	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0
Mean		3.78	3.73	3.82	3.87	3.73	3.66	3.66	3.56	29.81
Median		3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	32.00
Mode		3	4	4	5	5	4	4	4	38
Std. Deviation		1.088	.851	.978	1.276	1.221	.977	.945	.978	7.778
Variance		1.183	.724	.957	1.629	1.492	.954	.893	.956	60.499
Range		3	3	3	4	4	3	3	3	26
Minimum		2	2	2	1	1	2	2	2	14
Maximum		5	5	5	5	5	5	5	5	40
Sum		378	373	382	387	373	366	366	356	2981
Percentiles	25	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	24.00
	50	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	32.00
	75	5.00	4.00	5.00	5.00	5.00	4.00	4.00	4.00	37.25

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	10.0	10.0	10.0
	3	42	42.0	42.0	52.0
	4	8	8.0	8.0	60.0
	5	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	10.0	10.0	10.0
	3	23	23.0	23.0	33.0
	4	51	51.0	51.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	10.0	10.0	10.0
	3	28	28.0	28.0	38.0
	4	32	32.0	32.0	70.0
	5	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10.0	10.0	10.0
	3	28	28.0	28.0	38.0
	4	17	17.0	17.0	55.0
	5	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10.0	10.0	10.0
	3	31	31.0	31.0	41.0
	4	25	25.0	25.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	16	16.0	16.0	16.0
	3	22	22.0	22.0	38.0
	4	42	42.0	42.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	17	17.0	17.0	17.0
	3	16	16.0	16.0	33.0
	4	51	51.0	51.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

DM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	16	16.0	16.0	16.0
	3	31	31.0	31.0	47.0
	4	34	34.0	34.0	81.0
	5	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Variabel BRAND AWARENESS (X2)

		Statistics						
		BA	BA	BA	BA	BA	BA	Total BA
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0
Mean		3.90	3.97	3.94	3.94	3.95	3.93	23.63
Median		4.00	4.00	4.00	4.00	4.00	4.00	24.00
Mode		4	4	4	4	4	4	24
Std. Deviation		.847	.797	.814	.802	.809	.782	4.421
Variance		.717	.635	.663	.643	.654	.611	19.549
Range		4	4	4	4	4	4	18
Minimum		1	1	1	1	1	1	12
Maximum		5	5	5	5	5	5	30
Sum		390	397	394	394	395	393	2363
Percentiles	25	3.00	3.00	3.00	3.00	3.00	3.00	18.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	24.00
	75	4.00	5.00	5.00	4.75	5.00	4.00	26.75

BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	1	1.0	1.0	3.0
	3	26	26.0	26.0	29.0
	4	47	47.0	47.0	76.0
	5	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.0
	3	24	24.0	24.0	26.0
	4	48	48.0	48.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.0
	3	27	27.0	27.0	29.0
	4	45	45.0	45.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.0
	3	26	26.0	26.0	28.0
	4	47	47.0	47.0	75.0
	5	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.0
	3	26	26.0	26.0	28.0
	4	46	46.0	46.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

BA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.0
	3	25	25.0	25.0	27.0
	4	50	50.0	50.0	77.0
	5	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Variabel KUALITAS PELAYANAN (X3)

		Statistics										Total KP
		KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	
N	Valid	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0
Mean		3.74	3.73	3.78	3.71	3.67	3.60	3.61	3.62	3.74	3.66	36.86
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	38.00
Mode		3 ^a	4	4	5	5	4	4	4	5	4	48
Std. Deviation		1.088	.839	.991	1.328	1.248	1.128	.920	.993	1.323	1.241	9.849
Variance		1.184	.704	.981	1.764	1.557	1.273	.846	.985	1.750	1.540	97.011
Range		3	3	3	4	4	4	3	3	4	4	34
Minimum		2	2	2	1	1	1	2	2	1	1	16
Maximum		5	5	5	5	5	5	5	5	5	5	50
Sum		374	373	378	371	367	360	361	362	374	366	3686
Percentiles	25	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	30.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	38.00
	75	5.00	4.00	5.00	5.00	5.00	4.00	4.00	4.00	5.00	5.00	44.00

a. Multiple modes exist. The smallest value is shown

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	13	13.0	13.0	13.0
	3	36	36.0	36.0	49.0
	4	15	15.0	15.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	11.0	11.0	11.0
	3	19	19.0	19.0	30.0
	4	56	56.0	56.0	86.0
	5	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	13	13.0	13.0	13.0
	3	23	23.0	23.0	36.0
	4	37	37.0	37.0	73.0
	5	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10.0	10.0	10.0
	2	8	8.0	8.0	18.0
	3	22	22.0	22.0	40.0
	4	21	21.0	21.0	61.0
	5	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10.0	10.0	10.0
	2	5	5.0	5.0	15.0
	3	24	24.0	24.0	39.0
	4	30	30.0	30.0	69.0
	5	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	18	18.0	18.0	21.0
	3	19	19.0	19.0	40.0
	4	36	36.0	36.0	76.0
	5	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	18.0	18.0	18.0
	3	15	15.0	15.0	33.0
	4	55	55.0	55.0	88.0
	5	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	17	17.0	17.0	17.0
	3	24	24.0	24.0	41.0
	4	39	39.0	39.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10.0	10.0	10.0
	2	10	10.0	10.0	20.0
	3	13	13.0	13.0	33.0
	4	30	30.0	30.0	63.0
	5	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

KP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10.0	10.0	10.0
	2	7	7.0	7.0	17.0
	3	18	18.0	18.0	35.0
	4	37	37.0	37.0	72.0
	5	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Variabel LOYALITAS PELANGGAN (Y)

		Statistics								
		LP	LP	LP	LP	LP	LP	LP	LP	KP
N	Valid	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0
Mean		3.83	3.74	3.81	3.82	3.78	3.72	3.70	3.62	30.02
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	32.00
Mode		5	4	4	5	4	4	4	4	32
Std. Deviation		1.092	.848	.992	1.313	1.244	1.026	.905	1.003	7.937
Variance		1.193	.720	.984	1.725	1.547	1.052	.818	1.006	62.989
Range		3	3	3	4	4	3	3	3	26
Minimum		2	2	2	1	1	2	2	2	14
Maximum		5	5	5	5	5	5	5	5	40
Sum		383	374	381	382	378	372	370	362	3002
Percentiles	25	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	24.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	32.00
	75	5.00	4.00	5.00	5.00	5.00	4.75	4.00	4.00	37.25

LP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	12.0	12.0	12.0
	3	33	33.0	33.0	45.0
	4	15	15.0	15.0	60.0
	5	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

LP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	12.0	12.0	12.0
	3	16	16.0	16.0	28.0
	4	58	58.0	58.0	86.0
	5	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

LP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	12.0	12.0	12.0
	3	24	24.0	24.0	36.0
	4	35	35.0	35.0	71.0
	5	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

LP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	12.0	12.0	12.0
	3	24	24.0	24.0	36.0
	4	22	22.0	22.0	58.0
	5	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

LP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	12.0	12.0	12.0
	3	18	18.0	18.0	30.0
	4	38	38.0	38.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

LP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	17	17.0	17.0	17.0
	3	19	19.0	19.0	36.0
	4	39	39.0	39.0	75.0
	5	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

LP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	16	16.0	16.0	16.0
	3	12	12.0	12.0	28.0
	4	58	58.0	58.0	86.0
	5	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

LP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	17	17.0	17.0	17.0
	3	25	25.0	25.0	42.0
	4	37	37.0	37.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 9
TABEL r

	0,1	0,05	0,02	0,01	0,001
	r 0,005	r 0,05	r 0,025	r 0,01	r 0,001
1	0,9877	0,9969	0,9995	0,9999	1,0000
2	0,9000	0,9500	0,9800	0,9900	0,9990
3	0,8054	0,8783	0,9343	0,9587	0,9911
4	0,7293	0,8114	0,8822	0,9172	0,9741
5	0,6694	0,7545	0,8329	0,8745	0,9509
6	0,6215	0,7067	0,7887	0,8343	0,9249
7	0,5822	0,6664	0,7498	0,7977	0,8983
8	0,5494	0,6319	0,7155	0,7646	0,8721
9	0,5214	0,6021	0,6851	0,7348	0,8470
10	0,4973	0,5760	0,6581	0,7079	0,8233
11	0,4762	0,5529	0,6339	0,6835	0,8010
12	0,4575	0,5324	0,6120	0,6614	0,7800
13	0,4409	0,5140	0,5923	0,6411	0,7604
14	0,4259	0,4973	0,5742	0,6226	0,7419
15	0,4124	0,4821	0,5577	0,6055	0,7247
16	0,4000	0,4683	0,5425	0,5897	0,7084
17	0,3887	0,4555	0,5285	0,5751	0,6932
18	0,3783	0,4438	0,5155	0,5614	0,6788
19	0,3687	0,4329	0,5034	0,5487	0,6652
20	0,3598	0,4227	0,4921	0,5368	0,6524
21	0,3515	0,4132	0,4815	0,5256	0,6402
22	0,3438	0,4044	0,4716	0,5151	0,6287
23	0,3365	0,3961	0,4622	0,5052	0,6178
24	0,3297	0,3882	0,4534	0,4958	0,6074
25	0,3233	0,3809	0,4451	0,4869	0,5974
26	0,3172	0,3739	0,4372	0,4785	0,5880
27	0,3115	0,3673	0,4297	0,4705	0,5790
28	0,3061	0,3610	0,4226	0,4629	0,5703
29	0,3009	0,3550	0,4158	0,4556	0,5620
30	0,2960	0,3494	0,4093	0,4487	0,5541
31	0,2913	0,3440	0,4032	0,4421	0,5465
32	0,2869	0,3388	0,3972	0,4357	0,5392
33	0,2826	0,3338	0,3916	0,4296	0,5322
34	0,2785	0,3291	0,3862	0,4238	0,5254
35	0,2746	0,3246	0,3810	0,4182	0,5189
36	0,2709	0,3202	0,3760	0,4128	0,5126
37	0,2673	0,3160	0,3712	0,4076	0,5066
38	0,2638	0,3120	0,3665	0,4026	0,5007
39	0,2605	0,3081	0,3621	0,3978	0,4950
40	0,2573	0,3044	0,3578	0,3932	0,4896

LAMPIRAN 10
TABEL t

Pr Df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

LAMPIRAN 11
TABEL F

df untuk	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75