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**KUESIONER PENELITIAN**

Perihal : Permohonan Pengisian Kuesioner

Judul penelitian : PENGARUH PERSEPSI PEMASARAN Digital, Citra Merek, Kualitas Produk Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan UMKM Kuliner Di Kota Tegal Dengan Keunggulan Bersaing Sebagai Pemediasi.

Kepada

Yth. Bapak / Ibu Responden Penelitian

Pelanggan UMKM Kuliner di Kota Tegal

Dengan hormat,

Dalam rangka menyelesaikan penelitian, maka Saya, Elang Merayu Sukma mahasiswa Program Studi Magister Manajemen Program Pascasarjana Universitas Pancasakti Tegal, mohon partisipasi Bapak/Ibu untuk mengisi kuesioner yang telah saya sediakan. Saya memohon Bapak/Ibu mengisi kuesioner sesuai dengan kondisi yang dirasakan selama ini. Saya akan menjaga kerahasiaannya karena data ini hanya untuk kepentingan penelitian.

Setiap jawaban yang diberikan merupakan bantuan yang tidak ternilai harganya bagi penelitian ini. Atas perhatian dan bantuannya, Saya mengucapkan terima kasih.

Hormat saya,

**Elang Merayu Sukma**

Sudah berapa kali Bapak/Ibu menggunakan membeli produk di UMKM ini?

Lebih dari 2 kali

Kurang dari 2 Kali

Jika Bapak/Ibu menggunakan membeli produk di UMKM ini **lebih dari 2 Kali** maka kami mohon mengisi kuesioner di bawah ini.

**Identitas Responden**

1. Usia :

20 – 30 Tahun

31 – 40 Tahun

41 – 50 Tahun

Lebih dari 51 Tahun

1. Jenis Kelamin

Perempuan

Laki-laki

1. Pendidikan terakhir

Sekolah Menengah Atas

Diploma

Sarjana

Pasca Sarjana

**Petunjuk Pengisian Angket**

Untuk pernyataan di bawah ini, isilah jawaban dengan memberikan tanda (√) pada kolom yang mewakili jawaban Bapak/Ibu.

Keterangan:

SS = Sangat setuju

S = Setuju

N = Netral

TS = Tidak setuju

STS = Sangat tidak setuju

**Variabel Loyalitas Pelanggan**

| **No** | **Pernyataan** | **Jawaban** | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1 | Saya akan membeli produk/jasa yang ditawarkan oleh UMKM ini. |  |  |  |  |  |
| 2 | Saya akan membeli di UMKM ini lagi jika membutuhkan makanan. |  |  |  |  |  |
| 3. | Saya akan membeli di UMKM ini karena menawarkan produk yang sesuai kebutuhan saya |  |  |  |  |  |
| 4 | Saya mereferensikan UMKM ini kepada anggota keluarga lain. |  |  |  |  |  |
| 5 | Saya mereferensikan UMKM ini kepada teman-teman |  |  |  |  |  |
| 6 | Saya tidak tertarik dengan produk yang diberikan oleh UMKM lain. |  |  |  |  |  |
| 7 | Saya tidak tertarik dengan promosi yang dilakukan oleh UMKM lain. |  |  |  |  |  |

**Variabel Keunggulan Bersaing**

| **No** | **Pernyataan** | **Jawaban** | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1 | UMKM ini memiliki produk yang berbeda dengan yang diproduksi oleh pesaing |  |  |  |  |  |
| 2 | UMKM ini memiliki produk dengan merek yang berbeda dan unik |  |  |  |  |  |
| 3. | UMKM ini memiliki produk menetapkan harga dengan harga yang lebih murah |  |  |  |  |  |
| 4 | UMKM ini memiliki produk memberi potongan harga kepada pembeli ada saat tertentu |  |  |  |  |  |
| 5 | UMKM ini memiliki produk fokus pada produk kuliner yang dijual |  |  |  |  |  |
| 6 | UMKM ini fokus pada permintaan pelanggan |  |  |  |  |  |

Saya menilai bahwa UMKM ini:

* Telah memiliki keunggulan dibandingkan UMKM kuliner yang sejenis
* Belum memiliki keunggulan dibandingkan UMKM kuliner yang sejenis

Alasan: ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

**Variabel Pemasaran digital**

| **No** | **Pernyataan** | **Jawaban** | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1 | Terdapat komunikasi dua arah antara pihak penjual dengan konsumen. |  |  |  |  |  |
| 2 | UMKM ini (penjual) memberikan informasi yang bermanfaat bagi konsumen. |  |  |  |  |  |
| 3. | UMKM berbagi informasi dengan konsumen mengenai produk yang dijual |  |  |  |  |  |
| 4 | UMKM memasarkan produk secara online (gofood, grabfood, Shopee Food, dan lain-lain) |  |  |  |  |  |
| 5 | UMKM membangun hubungan dengan pelanggan dengan menanyakan respon konsumen akan produk yang dijual |  |  |  |  |  |
| 6 | UMKM membangun hubungan dengan pelanggan dengan menawarkan produk-produk melalui media sosial |  |  |  |  |  |
| 7 | Penerapan digital marketing UMKM ini memudahkan konsumen untuk melakukan pembelian |  |  |  |  |  |
| 8 | UMKM ini memiliki promosi yang menarik |  |  |  |  |  |

Saya menilai bahwa UMKM ini:

* Telah menggunakan pemasaran digital dengan baik
* Belum menggunakan pemasaran digital dengan baik

Alasan: ……………………………………………………………………………………………………………………………………………………………………………………

**Variabel Citra Merek**

| **No** | **Pernyataan** | **Jawaban** | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1 | UMKM ini memiliki logo yang mudah dikenali |  |  |  |  |  |
| 2 | UMKM ini memiliki merek yang mudah diingat. |  |  |  |  |  |
| 3. | Merek Usaha UMKM ini sudah dikenal oleh masyarakat luas |  |  |  |  |  |
| 4 | UMKM ini melayani pelanggan dengan baik |  |  |  |  |  |
| 5 | UMKM ini selalu menjual produk yang berkualitas baik |  |  |  |  |  |
| 6 | Saya merasa puas membeli di UMKM ini |  |  |  |  |  |
| 7 | Saya selalu membeli di UMKM ini jika menginginkan membeli makanan atau minuman. |  |  |  |  |  |
| 8 | Saya tidak tertarik membeli di tempat lain |  |  |  |  |  |

Saya menilai bahwa UMKM ini:

* Memiliki merek yang sudah dikenal baik oleh masyarakat
* Belum memiliki merek yang sudah dikenal baik oleh masyarakat

Alasan: ……………………………………………………………………………………………………………………………………………………………………………………

**Variabel Kualitas produk**

| **No** | **Pernyataan** | **Jawaban** | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1 | UMKM ini menjual produk kuliner dengan kualitas yang baik |  |  |  |  |  |
| 2 | UMKM ini memiliki keistimewaan tambahan sesuai dengan kebutuhan pelanggan |  |  |  |  |  |
| 3. | Cita rasa makanan dan minuman di UMKM inisesuai dengan selera konsumen |  |  |  |  |  |
| 4 | UMKM ini memiliki kesesuaian antara produk yang dijual dengan gambar produk yang ditawarkan |  |  |  |  |  |
| 5 | Penyajian makanan dan minuman yang dijual di UMKM ini Tegal menarik |  |  |  |  |  |
| 6 | Makanan dan minuman yang dijual di UMKM ini menggunakan bahan makanan yang segar |  |  |  |  |  |

Saya menilai bahwa:

* Produk yang dijual di UMKM ini berkualitas
* Produk yang dijual di UMKM ini tidak berkualitas

Alasan: ……………………………………………………………………………………………………………………………………………………………………………………

**Variabel Kualitas Pelayanan**

| **No** | **Pernyataan** | **Jawaban** | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1 | UMKM ini memiliki tempat yang bersih. |  |  |  |  |  |
| 2 | Kasir di UMKM ini ramah ketika pelanggan melakukan pembayaran |  |  |  |  |  |
| 3 | Pengunjung tidak perlu menunggu terlalu lama dari memesan sampai makanan disajikan. |  |  |  |  |  |
| 4 | UMKM ini menjamin pelayanan yang cepat sesuai waktu yang dijanjikan |  |  |  |  |  |
| 5 | Pelayan UMKM ini memberikan perhatian secara pribadi kepada konsumen. |  |  |  |  |  |
| 6 | Karyawan UMKM ini memberikan pelayanan yang sama tanpa membeda-bedakan konsumen. |  |  |  |  |  |
| 7 | Pemesanan makanan dan minuman di UMKM ini dilayani dengan cepat. |  |  |  |  |  |
| 8 | Karyawan UMKM ini berpenampilan rapi dan bersih. |  |  |  |  |  |

Saya menilai bahwa:

* Pelayanan yang diberikan di UMKM ini baik
* Pelayanan yang diberikan di UMKM ini tidak baik

Alasan: ……………………………………………………………………………………………………………………………………………………………………………………

Lampiran 2

Tabulasi Data dan Hasil Pengujian Validitas dan Reliabilitas Intrumen

A. Variabel Loyalitas Pelanggan

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | LYP01 | LYP02 | LYP03 | LYP04 | LYP05 | LYP06 | LYP07 | LYP |
| R\_1 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 27 |
| R\_2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| R\_3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| R\_4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| R\_5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| R\_6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| R\_7 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 22 |
| R\_8 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 23 |
| R\_9 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 26 |
| R\_10 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 30 |
| R\_11 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 33 |
| R\_12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| R\_13 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 31 |
| R\_14 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 27 |
| R\_15 | 4 | 4 | 4 | 2 | 5 | 5 | 5 | 29 |
| R\_16 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 32 |
| R\_17 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 26 |
| R\_18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| R\_19 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 33 |
| R\_20 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 31 |
| R\_21 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 31 |
| R\_22 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 30 |
| R\_23 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 33 |
| R\_24 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 |
| R\_25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| R\_26 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 30 |
| R\_27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| R\_28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| R\_29 | 3 | 5 | 5 | 3 | 4 | 4 | 3 | 27 |
| R\_30 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 25 |

**Correlations**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | |
|  | | LYP01 | LYP02 | LYP03 | LYP04 | LYP05 | LYP06 | LYP07 | LYP |
| LYP01 | Pearson Correlation | 1 | .347 | .658\*\* | .559\*\* | .531\*\* | .347 | .494\*\* | .750\*\* |
| Sig. (2-tailed) |  | .061 | .000 | .001 | .003 | .060 | .006 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| LYP02 | Pearson Correlation | .347 | 1 | .652\*\* | .369\* | .374\* | .422\* | .249 | .629\*\* |
| Sig. (2-tailed) | .061 |  | .000 | .045 | .042 | .020 | .184 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| LYP03 | Pearson Correlation | .658\*\* | .652\*\* | 1 | .398\* | .522\*\* | .499\*\* | .409\* | .770\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .029 | .003 | .005 | .025 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| LYP04 | Pearson Correlation | .559\*\* | .369\* | .398\* | 1 | .297 | .194 | .351 | .615\*\* |
| Sig. (2-tailed) | .001 | .045 | .029 |  | .111 | .305 | .057 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| LYP05 | Pearson Correlation | .531\*\* | .374\* | .522\*\* | .297 | 1 | .861\*\* | .798\*\* | .854\*\* |
| Sig. (2-tailed) | .003 | .042 | .003 | .111 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| LYP06 | Pearson Correlation | .347 | .422\* | .499\*\* | .194 | .861\*\* | 1 | .664\*\* | .773\*\* |
| Sig. (2-tailed) | .060 | .020 | .005 | .305 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| LYP07 | Pearson Correlation | .494\*\* | .249 | .409\* | .351 | .798\*\* | .664\*\* | 1 | .796\*\* |
| Sig. (2-tailed) | .006 | .184 | .025 | .057 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| LYP | Pearson Correlation | .750\*\* | .629\*\* | .770\*\* | .615\*\* | .854\*\* | .773\*\* | .796\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | |

**Reliability**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .857 | 7 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| LYP01 | 25.4000 | 9.972 | .651 | .833 |
| LYP02 | 25.4667 | 10.671 | .506 | .852 |
| LYP03 | 25.3333 | 10.230 | .690 | .830 |
| LYP04 | 25.6000 | 10.386 | .461 | .860 |
| LYP05 | 25.1667 | 9.661 | .794 | .815 |
| LYP06 | 25.2333 | 9.633 | .672 | .829 |
| LYP07 | 25.4000 | 8.662 | .666 | .835 |

B. Variabel Keunggulan Bersaing

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | KGB01 | KGB02 | KGB03 | KGB04 | KGB05 | KGB06 | KGB |
| R\_1 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| R\_2 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R\_3 | 2 | 2 | 5 | 5 | 5 | 5 | 24 |
| R\_4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_5 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R\_6 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R\_7 | 2 | 4 | 3 | 2 | 4 | 2 | 17 |
| R\_8 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_9 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| R\_10 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_11 | 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| R\_12 | 2 | 3 | 3 | 3 | 4 | 4 | 19 |
| R\_13 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| R\_14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R\_15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_16 | 4 | 4 | 5 | 4 | 3 | 4 | 24 |
| R\_17 | 4 | 4 | 4 | 4 | 4 | 2 | 22 |
| R\_18 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| R\_19 | 5 | 4 | 3 | 4 | 5 | 4 | 25 |
| R\_20 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| R\_21 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| R\_22 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_23 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| R\_24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_26 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| R\_27 | 3 | 5 | 5 | 5 | 5 | 4 | 27 |
| R\_28 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| R\_29 | 5 | 3 | 4 | 2 | 4 | 3 | 21 |
| R\_30 | 5 | 5 | 4 | 4 | 4 | 3 | 25 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | KGB01 | KGB02 | KGB03 | KGB04 | KGB05 | KGB06 | KGB |
| KGB01 | Pearson Correlation | 1 | .524\*\* | .349 | .344 | .168 | .295 | .666\*\* |
| Sig. (2-tailed) |  | .003 | .059 | .063 | .375 | .113 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KGB02 | Pearson Correlation | .524\*\* | 1 | .284 | .407\* | .273 | .141 | .610\*\* |
| Sig. (2-tailed) | .003 |  | .129 | .026 | .144 | .458 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KGB03 | Pearson Correlation | .349 | .284 | 1 | .666\*\* | .357 | .556\*\* | .760\*\* |
| Sig. (2-tailed) | .059 | .129 |  | .000 | .052 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KGB04 | Pearson Correlation | .344 | .407\* | .666\*\* | 1 | .502\*\* | .717\*\* | .854\*\* |
| Sig. (2-tailed) | .063 | .026 | .000 |  | .005 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KGB05 | Pearson Correlation | .168 | .273 | .357 | .502\*\* | 1 | .438\* | .597\*\* |
| Sig. (2-tailed) | .375 | .144 | .052 | .005 |  | .016 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KGB06 | Pearson Correlation | .295 | .141 | .556\*\* | .717\*\* | .438\* | 1 | .750\*\* |
| Sig. (2-tailed) | .113 | .458 | .001 | .000 | .016 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KGB | Pearson Correlation | .666\*\* | .610\*\* | .760\*\* | .854\*\* | .597\*\* | .750\*\* | 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). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

**Reliability**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .797 | 6 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KGB01 | 19.8333 | 6.971 | .455 | .797 |
| KGB02 | 19.6667 | 7.816 | .449 | .788 |
| KGB03 | 19.7667 | 6.944 | .629 | .748 |
| KGB04 | 19.7333 | 6.409 | .761 | .713 |
| KGB05 | 19.6000 | 8.179 | .467 | .786 |
| KGB06 | 19.9000 | 6.783 | .599 | .755 |

C. Variabel Pemasaran Digital

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | PMD01 | PMD02 | PMD03 | PMD04 | PMD05 | PMD06 | PMD07 | PMD08 | PMD |
| R\_1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_2 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 38 |
| R\_3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| R\_5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_7 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 31 |
| R\_8 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 35 |
| R\_9 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 32 |
| R\_10 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 38 |
| R\_11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_13 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 36 |
| R\_14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_15 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
| R\_16 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| R\_17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_18 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| R\_19 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 5 | 33 |
| R\_20 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 27 |
| R\_21 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 36 |
| R\_22 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 36 |
| R\_23 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| R\_24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_26 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 37 |
| R\_27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 38 |
| R\_28 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 32 |
| R\_29 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 24 |
| R\_30 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |

**Correlations**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | PMD01 | PMD02 | PMD03 | PMD04 | PMD05 | PMD06 | PMD07 | PMD08 | PMD |
| PMD01 | Pearson Correlation | 1 | .556\*\* | .520\*\* | .315 | .574\*\* | .435\* | .478\*\* | .421\* | .710\*\* |
| Sig. (2-tailed) |  | .001 | .003 | .090 | .001 | .016 | .008 | .020 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PMD02 | Pearson Correlation | .556\*\* | 1 | .840\*\* | .505\*\* | .707\*\* | .559\*\* | .606\*\* | .495\*\* | .855\*\* |
| Sig. (2-tailed) | .001 |  | .000 | .004 | .000 | .001 | .000 | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PMD03 | Pearson Correlation | .520\*\* | .840\*\* | 1 | .367\* | .667\*\* | .712\*\* | .664\*\* | .490\*\* | .858\*\* |
| Sig. (2-tailed) | .003 | .000 |  | .046 | .000 | .000 | .000 | .006 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PMD04 | Pearson Correlation | .315 | .505\*\* | .367\* | 1 | .344 | .307 | .443\* | .383\* | .598\*\* |
| Sig. (2-tailed) | .090 | .004 | .046 |  | .063 | .099 | .014 | .037 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PMD05 | Pearson Correlation | .574\*\* | .707\*\* | .667\*\* | .344 | 1 | .726\*\* | .365\* | .306 | .759\*\* |
| Sig. (2-tailed) | .001 | .000 | .000 | .063 |  | .000 | .048 | .100 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PMD06 | Pearson Correlation | .435\* | .559\*\* | .712\*\* | .307 | .726\*\* | 1 | .444\* | .410\* | .755\*\* |
| Sig. (2-tailed) | .016 | .001 | .000 | .099 | .000 |  | .014 | .024 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PMD07 | Pearson Correlation | .478\*\* | .606\*\* | .664\*\* | .443\* | .365\* | .444\* | 1 | .765\*\* | .801\*\* |
| Sig. (2-tailed) | .008 | .000 | .000 | .014 | .048 | .014 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PMD08 | Pearson Correlation | .421\* | .495\*\* | .490\*\* | .383\* | .306 | .410\* | .765\*\* | 1 | .727\*\* |
| Sig. (2-tailed) | .020 | .005 | .006 | .037 | .100 | .024 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PMD | Pearson Correlation | .710\*\* | .855\*\* | .858\*\* | .598\*\* | .759\*\* | .755\*\* | .801\*\* | .727\*\* | 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). | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |

**Reliability**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .890 | 8 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| PMD01 | 29.9667 | 11.964 | .608 | .882 |
| PMD02 | 29.9000 | 11.748 | .807 | .865 |
| PMD03 | 29.8667 | 11.706 | .811 | .864 |
| PMD04 | 29.9667 | 12.723 | .484 | .893 |
| PMD05 | 29.9667 | 11.964 | .679 | .875 |
| PMD06 | 30.0667 | 11.651 | .663 | .877 |
| PMD07 | 30.0667 | 11.168 | .716 | .872 |
| PMD08 | 30.3000 | 11.528 | .615 | .883 |

D. Variabel Citra Merek

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | CTM01 | CTM02 | CTM03 | CTM04 | CTM05 | CTM06 | CTM07 | CTM08 | CTM |
| R\_1 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 29 |
| R\_2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| R\_3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| R\_5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_7 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 31 |
| R\_8 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| R\_9 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| R\_10 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 37 |
| R\_11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_12 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| R\_13 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 34 |
| R\_14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_15 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 33 |
| R\_16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_17 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 29 |
| R\_18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_19 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 34 |
| R\_20 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 29 |
| R\_21 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| R\_22 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
| R\_23 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_27 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 34 |
| R\_28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 31 |
| R\_29 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 31 |
| R\_30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |

**Correlations**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | CTM01 | CTM02 | CTM03 | CTM04 | CTM05 | CTM06 | CTM07 | CTM08 | CTM |
| CTM01 | Pearson Correlation | 1 | .799\*\* | .416\* | .467\*\* | .316 | .672\*\* | .580\*\* | .450\* | .728\*\* |
| Sig. (2-tailed) |  | .000 | .022 | .009 | .089 | .000 | .001 | .013 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CTM02 | Pearson Correlation | .799\*\* | 1 | .468\*\* | .511\*\* | .433\* | .577\*\* | .520\*\* | .438\* | .726\*\* |
| Sig. (2-tailed) | .000 |  | .009 | .004 | .017 | .001 | .003 | .016 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CTM03 | Pearson Correlation | .416\* | .468\*\* | 1 | .598\*\* | .648\*\* | .526\*\* | .500\*\* | .652\*\* | .751\*\* |
| Sig. (2-tailed) | .022 | .009 |  | .000 | .000 | .003 | .005 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CTM04 | Pearson Correlation | .467\*\* | .511\*\* | .598\*\* | 1 | .844\*\* | .717\*\* | .695\*\* | .824\*\* | .883\*\* |
| Sig. (2-tailed) | .009 | .004 | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CTM05 | Pearson Correlation | .316 | .433\* | .648\*\* | .844\*\* | 1 | .700\*\* | .534\*\* | .758\*\* | .806\*\* |
| Sig. (2-tailed) | .089 | .017 | .000 | .000 |  | .000 | .002 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CTM06 | Pearson Correlation | .672\*\* | .577\*\* | .526\*\* | .717\*\* | .700\*\* | 1 | .734\*\* | .663\*\* | .863\*\* |
| Sig. (2-tailed) | .000 | .001 | .003 | .000 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CTM07 | Pearson Correlation | .580\*\* | .520\*\* | .500\*\* | .695\*\* | .534\*\* | .734\*\* | 1 | .576\*\* | .812\*\* |
| Sig. (2-tailed) | .001 | .003 | .005 | .000 | .002 | .000 |  | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CTM08 | Pearson Correlation | .450\* | .438\* | .652\*\* | .824\*\* | .758\*\* | .663\*\* | .576\*\* | 1 | .847\*\* |
| Sig. (2-tailed) | .013 | .016 | .000 | .000 | .000 | .000 | .001 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CTM | Pearson Correlation | .728\*\* | .726\*\* | .751\*\* | .883\*\* | .806\*\* | .863\*\* | .812\*\* | .847\*\* | 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). | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |

**Reliability**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .915 | 8 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| CTM01 | 29.5333 | 11.292 | .637 | .911 |
| CTM02 | 29.4667 | 11.775 | .653 | .910 |
| CTM03 | 29.7000 | 11.252 | .668 | .908 |
| CTM04 | 29.6333 | 10.792 | .842 | .894 |
| CTM05 | 29.5333 | 11.568 | .754 | .903 |
| CTM06 | 29.5333 | 11.361 | .825 | .898 |
| CTM07 | 29.9000 | 10.369 | .729 | .905 |
| CTM08 | 29.7667 | 9.978 | .772 | .902 |

E. Variabel Kualitas Produk

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | KPR01 | KPR02 | KPR03 | KPR04 | KPR05 | KPR06 | KPR |
| R\_1 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_2 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R\_3 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R\_4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_5 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R\_6 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R\_7 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| R\_8 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R\_9 | 3 | 4 | 4 | 4 | 4 | 5 | 24 |
| R\_10 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| R\_11 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R\_12 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_13 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| R\_14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R\_15 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R\_16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_17 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_18 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_19 | 4 | 3 | 4 | 4 | 5 | 5 | 25 |
| R\_20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_21 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| R\_22 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R\_23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R\_24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_26 | 3 | 4 | 5 | 4 | 4 | 4 | 24 |
| R\_27 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| R\_28 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_29 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R\_30 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

**Correlations**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | KPR01 | KPR02 | KPR03 | KPR04 | KPR05 | KPR06 | KPR |
| KPR01 | Pearson Correlation | 1 | .744\*\* | .520\*\* | .667\*\* | .693\*\* | .503\*\* | .810\*\* |
| Sig. (2-tailed) |  | .000 | .003 | .000 | .000 | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KPR02 | Pearson Correlation | .744\*\* | 1 | .619\*\* | .783\*\* | .707\*\* | .618\*\* | .870\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KPR03 | Pearson Correlation | .520\*\* | .619\*\* | 1 | .742\*\* | .685\*\* | .611\*\* | .815\*\* |
| Sig. (2-tailed) | .003 | .000 |  | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KPR04 | Pearson Correlation | .667\*\* | .783\*\* | .742\*\* | 1 | .851\*\* | .673\*\* | .918\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KPR05 | Pearson Correlation | .693\*\* | .707\*\* | .685\*\* | .851\*\* | 1 | .815\*\* | .921\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KPR06 | Pearson Correlation | .503\*\* | .618\*\* | .611\*\* | .673\*\* | .815\*\* | 1 | .809\*\* |
| Sig. (2-tailed) | .005 | .000 | .000 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KPR | Pearson Correlation | .810\*\* | .870\*\* | .815\*\* | .918\*\* | .921\*\* | .809\*\* | 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). | | | | | | | | |

**Reliability**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .926 | 6 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KPR01 | 21.5000 | 5.707 | .714 | .924 |
| KPR02 | 21.5333 | 5.775 | .810 | .910 |
| KPR03 | 21.5667 | 5.771 | .725 | .922 |
| KPR04 | 21.6000 | 5.490 | .875 | .901 |
| KPR05 | 21.5000 | 5.569 | .882 | .900 |
| KPR06 | 21.4667 | 6.120 | .736 | .920 |

F. Variabel Kualitas pelayanan

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | KPL01 | KPL02 | KPL03 | KPL04 | KPL05 | KPL06 | KPL07 | KPL08 | KPL |
| R\_1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_2 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 28 |
| R\_3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| R\_6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_8 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 33 |
| R\_9 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| R\_10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_16 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |
| R\_17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_19 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 33 |
| R\_20 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 29 |
| R\_21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_22 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 29 |
| R\_23 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| R\_24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_26 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 36 |
| R\_27 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| R\_28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| R\_29 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |
| R\_30 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 35 |

**Correlations**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | KPL01 | KPL02 | KPL03 | KPL04 | KPL05 | KPL06 | KPL07 | KPL08 | KPL |
| KPL01 | Pearson Correlation | 1 | .886\*\* | .806\*\* | .758\*\* | .548\*\* | .766\*\* | .726\*\* | .623\*\* | .907\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .002 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KPL02 | Pearson Correlation | .886\*\* | 1 | .737\*\* | .720\*\* | .345 | .603\*\* | .654\*\* | .587\*\* | .821\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .062 | .000 | .000 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KPL03 | Pearson Correlation | .806\*\* | .737\*\* | 1 | .684\*\* | .520\*\* | .715\*\* | .803\*\* | .707\*\* | .883\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .003 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KPL04 | Pearson Correlation | .758\*\* | .720\*\* | .684\*\* | 1 | .415\* | .796\*\* | .681\*\* | .685\*\* | .843\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .023 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KPL05 | Pearson Correlation | .548\*\* | .345 | .520\*\* | .415\* | 1 | .669\*\* | .693\*\* | .442\* | .702\*\* |
| Sig. (2-tailed) | .002 | .062 | .003 | .023 |  | .000 | .000 | .014 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KPL06 | Pearson Correlation | .766\*\* | .603\*\* | .715\*\* | .796\*\* | .669\*\* | 1 | .750\*\* | .553\*\* | .868\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KPL07 | Pearson Correlation | .726\*\* | .654\*\* | .803\*\* | .681\*\* | .693\*\* | .750\*\* | 1 | .834\*\* | .913\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KPL08 | Pearson Correlation | .623\*\* | .587\*\* | .707\*\* | .685\*\* | .442\* | .553\*\* | .834\*\* | 1 | .799\*\* |
| Sig. (2-tailed) | .000 | .001 | .000 | .000 | .014 | .002 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KPL | Pearson Correlation | .907\*\* | .821\*\* | .883\*\* | .843\*\* | .702\*\* | .868\*\* | .913\*\* | .799\*\* | 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). | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |

**Reliability**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .937 | 8 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KPL01 | 29.4667 | 11.085 | .878 | .922 |
| KPL02 | 29.5000 | 10.603 | .749 | .932 |
| KPL03 | 29.4333 | 11.082 | .846 | .924 |
| KPL04 | 29.3333 | 11.402 | .799 | .928 |
| KPL05 | 29.6000 | 11.214 | .594 | .944 |
| KPL06 | 29.4667 | 10.878 | .823 | .925 |
| KPL07 | 29.5667 | 10.668 | .882 | .921 |
| KPL08 | 29.5333 | 11.361 | .739 | .931 |

Lampiran 3

Tabulasi Data Penelitian

A. Variabel Loyalitas Pelanggan

| Responden | LYP01 | LYP02 | LYP03 | LYP04 | LYP05 | LYP06 | LYP07 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| R\_1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| R\_5 | 5 | 5 | 4 | 5 | 5 | 5 | 2 |
| R\_6 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_7 | 4 | 3 | 4 | 3 | 4 | 4 | 2 |
| R\_8 | 4 | 4 | 5 | 4 | 4 | 4 | 2 |
| R\_9 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_10 | 4 | 4 | 4 | 5 | 4 | 4 | 2 |
| R\_11 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_12 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_13 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_14 | 5 | 5 | 5 | 2 | 5 | 5 | 5 |
| R\_15 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| R\_16 | 5 | 5 | 5 | 4 | 4 | 4 | 2 |
| R\_17 | 3 | 4 | 5 | 4 | 4 | 4 | 3 |
| R\_18 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| R\_19 | 5 | 4 | 5 | 4 | 4 | 5 | 4 |
| R\_20 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| R\_21 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_22 | 5 | 5 | 5 | 5 | 5 | 5 | 2 |
| R\_23 | 5 | 5 | 5 | 5 | 5 | 5 | 2 |
| R\_24 | 5 | 5 | 5 | 5 | 5 | 5 | 2 |
| R\_25 | 5 | 5 | 5 | 5 | 5 | 5 | 2 |
| R\_26 | 4 | 3 | 3 | 4 | 3 | 2 | 3 |
| R\_27 | 3 | 4 | 4 | 3 | 3 | 3 | 2 |
| R\_28 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_29 | 4 | 4 | 4 | 4 | 5 | 5 | 3 |
| R\_30 | 5 | 4 | 5 | 4 | 5 | 5 | 3 |
| R\_31 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_32 | 5 | 4 | 4 | 4 | 5 | 4 | 3 |
| R\_33 | 3 | 4 | 3 | 4 | 4 | 5 | 4 |
| R\_34 | 4 | 4 | 4 | 2 | 5 | 5 | 2 |
| R\_35 | 5 | 5 | 5 | 5 | 4 | 4 | 2 |
| R\_36 | 4 | 2 | 4 | 4 | 4 | 4 | 2 |
| R\_37 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_38 | 5 | 4 | 5 | 4 | 5 | 5 | 3 |
| R\_39 | 4 | 4 | 4 | 5 | 5 | 4 | 2 |
| R\_40 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| R\_41 | 4 | 4 | 4 | 3 | 5 | 5 | 2 |
| R\_42 | 5 | 4 | 5 | 4 | 5 | 5 | 3 |
| R\_43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_45 | 3 | 4 | 4 | 4 | 5 | 5 | 2 |
| R\_46 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| R\_47 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_48 | 3 | 5 | 5 | 3 | 4 | 4 | 3 |
| R\_49 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| R\_50 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_51 | 5 | 5 | 5 | 4 | 5 | 5 | 3 |
| R\_52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_53 | 5 | 5 | 5 | 4 | 4 | 5 | 3 |
| R\_54 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| R\_55 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_56 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_58 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_59 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| R\_60 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| R\_61 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| R\_62 | 5 | 5 | 5 | 5 | 4 | 5 | 2 |
| R\_63 | 4 | 3 | 3 | 4 | 4 | 4 | 2 |
| R\_64 | 3 | 4 | 5 | 5 | 5 | 5 | 3 |
| R\_65 | 5 | 5 | 4 | 4 | 5 | 5 | 3 |
| R\_66 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| R\_67 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| R\_68 | 5 | 4 | 4 | 3 | 4 | 5 | 2 |
| R\_69 | 4 | 4 | 4 | 2 | 5 | 5 | 2 |
| R\_70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_71 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_72 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_73 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_74 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| R\_75 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| R\_76 | 5 | 5 | 4 | 4 | 4 | 5 | 3 |
| R\_77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_78 | 5 | 4 | 4 | 2 | 4 | 4 | 2 |
| R\_79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_80 | 3 | 4 | 3 | 2 | 5 | 5 | 2 |
| R\_81 | 4 | 4 | 4 | 2 | 4 | 4 | 2 |
| R\_82 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_83 | 5 | 5 | 5 | 5 | 5 | 5 | 2 |
| R\_84 | 4 | 4 | 4 | 4 | 5 | 5 | 3 |
| R\_85 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_86 | 3 | 3 | 5 | 4 | 5 | 5 | 3 |
| R\_87 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_88 | 3 | 4 | 4 | 2 | 5 | 4 | 2 |
| R\_89 | 5 | 3 | 5 | 4 | 4 | 4 | 2 |
| R\_90 | 4 | 5 | 3 | 3 | 4 | 4 | 2 |
| R\_91 | 4 | 5 | 5 | 4 | 4 | 4 | 2 |
| R\_92 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| R\_93 | 3 | 4 | 4 | 4 | 4 | 5 | 2 |
| R\_94 | 5 | 5 | 4 | 4 | 4 | 4 | 3 |
| R\_95 | 4 | 4 | 5 | 4 | 4 | 4 | 3 |
| R\_96 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| R\_97 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_99 | 5 | 5 | 5 | 5 | 4 | 5 | 4 |
| R\_100 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |

B. Variabel Keunggulan Bersaing

| Responden | KGB01 | KGB02 | KGB03 | KGB04 | KGB05 | KGB06 |
| --- | --- | --- | --- | --- | --- | --- |
| R\_1 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_2 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_3 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_4 | 3 | 3 | 5 | 5 | 3 | 5 |
| R\_5 | 4 | 4 | 4 | 5 | 5 | 4 |
| R\_6 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_7 | 4 | 4 | 3 | 3 | 4 | 3 |
| R\_8 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_9 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_10 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_11 | 4 | 4 | 2 | 4 | 4 | 4 |
| R\_12 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_13 | 4 | 4 | 3 | 3 | 4 | 4 |
| R\_14 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_15 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_16 | 3 | 5 | 4 | 4 | 5 | 2 |
| R\_17 | 5 | 5 | 3 | 3 | 4 | 4 |
| R\_18 | 4 | 4 | 3 | 4 | 4 | 5 |
| R\_19 | 5 | 4 | 4 | 4 | 4 | 4 |
| R\_20 | 4 | 4 | 3 | 4 | 4 | 4 |
| R\_21 | 3 | 3 | 3 | 3 | 3 | 3 |
| R\_22 | 2 | 2 | 5 | 5 | 5 | 5 |
| R\_23 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_24 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_25 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_26 | 4 | 4 | 3 | 2 | 4 | 2 |
| R\_27 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_28 | 3 | 4 | 3 | 3 | 4 | 3 |
| R\_29 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_30 | 3 | 4 | 4 | 4 | 4 | 3 |
| R\_31 | 3 | 3 | 3 | 3 | 4 | 4 |
| R\_32 | 4 | 5 | 4 | 4 | 4 | 4 |
| R\_33 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_34 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_35 | 4 | 4 | 5 | 4 | 3 | 4 |
| R\_36 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_37 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_38 | 5 | 4 | 3 | 4 | 5 | 4 |
| R\_39 | 4 | 4 | 3 | 4 | 4 | 4 |
| R\_40 | 4 | 4 | 4 | 4 | 3 | 4 |
| R\_41 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_42 | 5 | 4 | 5 | 5 | 4 | 5 |
| R\_43 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_44 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_45 | 3 | 4 | 3 | 4 | 4 | 4 |
| R\_46 | 3 | 5 | 5 | 5 | 5 | 4 |
| R\_47 | 4 | 4 | 3 | 4 | 4 | 3 |
| R\_48 | 5 | 3 | 4 | 2 | 4 | 3 |
| R\_49 | 5 | 5 | 4 | 4 | 4 | 3 |
| R\_50 | 4 | 4 | 4 | 5 | 5 | 5 |
| R\_51 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_52 | 5 | 4 | 4 | 4 | 4 | 4 |
| R\_53 | 4 | 3 | 3 | 4 | 4 | 4 |
| R\_54 | 4 | 4 | 3 | 4 | 4 | 4 |
| R\_55 | 3 | 4 | 3 | 3 | 4 | 4 |
| R\_56 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_57 | 4 | 4 | 4 | 5 | 4 | 4 |
| R\_58 | 3 | 4 | 3 | 4 | 4 | 4 |
| R\_59 | 4 | 4 | 3 | 3 | 4 | 4 |
| R\_60 | 4 | 5 | 5 | 4 | 2 | 4 |
| R\_61 | 4 | 4 | 5 | 4 | 4 | 5 |
| R\_62 | 3 | 3 | 3 | 4 | 5 | 4 |
| R\_63 | 3 | 4 | 3 | 3 | 3 | 2 |
| R\_64 | 5 | 5 | 3 | 4 | 2 | 3 |
| R\_65 | 4 | 4 | 4 | 3 | 3 | 4 |
| R\_66 | 3 | 4 | 3 | 4 | 3 | 4 |
| R\_67 | 5 | 5 | 5 | 5 | 3 | 5 |
| R\_68 | 4 | 4 | 4 | 5 | 4 | 4 |
| R\_69 | 4 | 4 | 5 | 5 | 2 | 5 |
| R\_70 | 5 | 5 | 5 | 4 | 4 | 4 |
| R\_71 | 4 | 4 | 4 | 4 | 4 | 5 |
| R\_72 | 4 | 2 | 2 | 4 | 4 | 2 |
| R\_73 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_74 | 4 | 4 | 3 | 4 | 3 | 4 |
| R\_75 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_76 | 4 | 4 | 4 | 3 | 3 | 4 |
| R\_77 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_78 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_79 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_80 | 3 | 4 | 4 | 4 | 4 | 3 |
| R\_81 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_82 | 4 | 4 | 3 | 4 | 4 | 4 |
| R\_83 | 5 | 4 | 3 | 5 | 4 | 4 |
| R\_84 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_85 | 4 | 4 | 4 | 4 | 2 | 4 |
| R\_86 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_87 | 4 | 4 | 3 | 4 | 4 | 4 |
| R\_88 | 5 | 5 | 5 | 4 | 4 | 4 |
| R\_89 | 2 | 4 | 3 | 4 | 3 | 3 |
| R\_90 | 4 | 3 | 4 | 4 | 4 | 5 |
| R\_91 | 4 | 4 | 4 | 4 | 5 | 5 |
| R\_92 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_93 | 4 | 3 | 3 | 4 | 4 | 5 |
| R\_94 | 4 | 4 | 3 | 4 | 3 | 4 |
| R\_95 | 4 | 4 | 4 | 4 | 3 | 4 |
| R\_96 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_97 | 4 | 4 | 4 | 4 | 3 | 3 |
| R\_98 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_99 | 5 | 4 | 5 | 5 | 5 | 5 |
| R\_100 | 3 | 4 | 3 | 3 | 3 | 3 |

C. Variabel Pemasaran Digital

| Responden | PMD01 | PMD02 | PMD03 | PMD04 | PMD05 | PMD06 | PMD07 | PMD08 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| R\_1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_4 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 |
| R\_5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_7 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| R\_8 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| R\_9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_18 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 |
| R\_19 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_21 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| R\_22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_23 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_26 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 |
| R\_27 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 4 |
| R\_28 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| R\_29 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| R\_30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_32 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| R\_33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_34 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| R\_35 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| R\_36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_37 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| R\_38 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 5 |
| R\_39 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| R\_40 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 |
| R\_41 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 |
| R\_42 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| R\_43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_45 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| R\_46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| R\_47 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 |
| R\_48 | 4 | 3 | 3 | 4 | 3 | 3 | 5 | 3 |
| R\_49 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| R\_50 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 |
| R\_51 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| R\_52 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_53 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_54 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 |
| R\_55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_56 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| R\_57 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_58 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| R\_59 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| R\_60 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 |
| R\_61 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| R\_62 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_64 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_65 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| R\_66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_67 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_68 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| R\_69 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_71 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 4 |
| R\_72 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 3 |
| R\_73 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 4 |
| R\_74 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 |
| R\_75 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_76 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| R\_77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_78 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| R\_79 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_80 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_83 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| R\_84 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| R\_85 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_86 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_88 | 2 | 5 | 5 | 5 | 3 | 5 | 5 | 5 |
| R\_89 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_90 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 4 |
| R\_91 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 |
| R\_92 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_93 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| R\_94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_96 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| R\_97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_99 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_100 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |

D. Variabel Citra Merek

| Responden | CTM01 | CTM02 | CTM03 | CTM04 | CTM05 | CTM06 | CTM07 | CTM08 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| R\_1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_4 | 3 | 3 | 3 | 5 | 5 | 5 | 3 | 3 |
| R\_5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| R\_6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_7 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 2 |
| R\_8 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 |
| R\_9 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| R\_10 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 2 |
| R\_11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_13 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_16 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 2 |
| R\_17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_18 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |
| R\_19 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 2 |
| R\_20 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 |
| R\_21 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| R\_23 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| R\_24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 |
| R\_25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_26 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 3 |
| R\_27 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 2 |
| R\_28 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| R\_29 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 |
| R\_30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| R\_31 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| R\_32 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 |
| R\_33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_34 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 |
| R\_35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_36 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| R\_37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_38 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 3 |
| R\_39 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 |
| R\_40 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_41 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 |
| R\_42 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| R\_43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_46 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 3 |
| R\_47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_48 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 |
| R\_49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_50 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 2 |
| R\_51 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| R\_52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_53 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| R\_54 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| R\_55 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| R\_56 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_57 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 |
| R\_58 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| R\_59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| R\_60 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_61 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 |
| R\_62 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 |
| R\_63 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 |
| R\_64 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| R\_65 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| R\_66 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 |
| R\_67 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_68 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 |
| R\_69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_70 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_71 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 |
| R\_72 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 3 |
| R\_73 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 3 |
| R\_74 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| R\_75 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_76 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| R\_77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_78 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| R\_79 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_80 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 3 |
| R\_81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| R\_82 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| R\_83 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| R\_84 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| R\_85 | 4 | 4 | 2 | 4 | 3 | 3 | 3 | 2 |
| R\_86 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| R\_87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_88 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 2 |
| R\_89 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 2 |
| R\_90 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 2 |
| R\_91 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 3 |
| R\_92 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 |
| R\_93 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 3 |
| R\_94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_95 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_96 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_99 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_100 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 |

E. Variabel Kualitas Produk

| Responden | KPR01 | KPR02 | KPR03 | KPR04 | KPR05 | KPR06 |
| --- | --- | --- | --- | --- | --- | --- |
| R\_1 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_2 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_3 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_4 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_5 | 5 | 5 | 5 | 4 | 5 | 5 |
| R\_6 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_7 | 5 | 5 | 4 | 4 | 4 | 4 |
| R\_8 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_9 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_10 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_11 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_12 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_13 | 4 | 4 | 5 | 3 | 4 | 4 |
| R\_14 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_15 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_16 | 4 | 5 | 4 | 5 | 5 | 4 |
| R\_17 | 5 | 5 | 5 | 5 | 5 | 4 |
| R\_18 | 4 | 4 | 3 | 3 | 4 | 4 |
| R\_19 | 4 | 5 | 5 | 5 | 5 | 5 |
| R\_20 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_21 | 4 | 4 | 4 | 3 | 4 | 4 |
| R\_22 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_23 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_24 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_25 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_26 | 4 | 4 | 3 | 3 | 3 | 4 |
| R\_27 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_28 | 3 | 4 | 4 | 4 | 4 | 5 |
| R\_29 | 5 | 5 | 4 | 5 | 5 | 4 |
| R\_30 | 5 | 4 | 4 | 4 | 4 | 4 |
| R\_31 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_32 | 5 | 4 | 5 | 4 | 4 | 4 |
| R\_33 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_34 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_35 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_36 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_37 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_38 | 4 | 3 | 4 | 4 | 5 | 5 |
| R\_39 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_40 | 4 | 4 | 3 | 4 | 4 | 4 |
| R\_41 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_42 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_43 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_44 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_45 | 3 | 4 | 5 | 4 | 4 | 4 |
| R\_46 | 5 | 5 | 4 | 4 | 5 | 5 |
| R\_47 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_48 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_49 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_50 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_51 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_52 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_53 | 5 | 5 | 4 | 4 | 5 | 4 |
| R\_54 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_55 | 4 | 4 | 3 | 4 | 4 | 4 |
| R\_56 | 5 | 4 | 4 | 4 | 4 | 4 |
| R\_57 | 5 | 5 | 5 | 5 | 4 | 4 |
| R\_58 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_59 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_60 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_61 | 5 | 5 | 4 | 3 | 4 | 5 |
| R\_62 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_63 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_64 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_65 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_66 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_67 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_68 | 4 | 4 | 5 | 4 | 4 | 5 |
| R\_69 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_70 | 5 | 5 | 5 | 5 | 4 | 4 |
| R\_71 | 4 | 4 | 2 | 4 | 5 | 4 |
| R\_72 | 4 | 4 | 4 | 4 | 5 | 4 |
| R\_73 | 5 | 5 | 5 | 4 | 4 | 4 |
| R\_74 | 5 | 4 | 4 | 4 | 4 | 4 |
| R\_75 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_76 | 4 | 4 | 4 | 4 | 4 | 5 |
| R\_77 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_78 | 5 | 5 | 4 | 4 | 4 | 5 |
| R\_79 | 5 | 4 | 4 | 4 | 4 | 4 |
| R\_80 | 4 | 3 | 4 | 4 | 3 | 4 |
| R\_81 | 4 | 4 | 4 | 3 | 4 | 3 |
| R\_82 | 4 | 3 | 3 | 4 | 4 | 3 |
| R\_83 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_84 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_85 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_86 | 4 | 4 | 4 | 3 | 4 | 3 |
| R\_87 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_88 | 5 | 5 | 5 | 2 | 5 | 5 |
| R\_89 | 5 | 4 | 5 | 5 | 5 | 4 |
| R\_90 | 4 | 3 | 3 | 4 | 3 | 3 |
| R\_91 | 5 | 4 | 5 | 5 | 5 | 4 |
| R\_92 | 5 | 4 | 5 | 5 | 5 | 4 |
| R\_93 | 5 | 5 | 3 | 5 | 5 | 5 |
| R\_94 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_95 | 4 | 4 | 3 | 4 | 4 | 4 |
| R\_96 | 4 | 4 | 5 | 4 | 4 | 4 |
| R\_97 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_98 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_99 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_100 | 4 | 4 | 4 | 4 | 4 | 4 |

F. Variabel Kualitas pelayanan

| Responden | KPL01 | KPL02 | KPL03 | KPL04 | KPL05 | KPL06 | KPL07 | KPL08 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| R\_1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 |
| R\_6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_10 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| R\_11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_13 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 |
| R\_14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_16 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| R\_17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_18 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 |
| R\_19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| R\_20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_21 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 |
| R\_22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| R\_25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_27 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 |
| R\_28 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| R\_29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_34 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_35 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| R\_36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_38 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 4 |
| R\_39 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 |
| R\_40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_41 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_42 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_45 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 |
| R\_46 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| R\_47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_48 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| R\_49 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| R\_50 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| R\_51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_53 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 4 |
| R\_54 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| R\_55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_56 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_57 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| R\_58 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 |
| R\_59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_61 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| R\_62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_64 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| R\_66 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| R\_67 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_68 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| R\_69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_70 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_72 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| R\_73 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_75 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_76 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| R\_77 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| R\_78 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| R\_79 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_80 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| R\_81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_83 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_84 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| R\_85 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_86 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| R\_87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_88 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_89 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 |
| R\_90 | 4 | 4 | 2 | 3 | 3 | 4 | 3 | 4 |
| R\_91 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| R\_92 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| R\_93 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| R\_94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_95 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| R\_96 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| R\_99 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| R\_100 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

Lampiran 4

Hasil Perhitungan PLS



























