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**LAMPIRAN**

**Lampiran 1 Kuesioner Penelitian**

**KATA PENGANTAR KUESIONER**

Perihal : Permohonan Pengisian Kuesioner

Judul : Pengaruh Keragaman Produk, Promosi, Kepuasan Pelanggan dan Kualitas Produk Terhadap Pembelian Ulang pada *E-Commerce* Shopee Toko Radiator Family

Kepada Yth.

Bapak/Ibu/Saudara/I Responden

Di Tempat

Dengan Hormat,

Dalam rangka menyelesaikan penelitian, saya Faizal Fiqri (4120600022) mahasiswa Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal, memohon partisipasi dari saudara untuk mengisi kuesioner yang kami sediakan.

Adapun data yang kami minta adalah sesuai dengan kondisi yang dirasakan saudara selama ini, saya akan menjaga kerahasiaan 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 ucapkan banyak terima kasih.

Hormat saya,

Faizal Fiqri

**KARAKTERISTIK RESPONDEN**

**KUESIONER**

1. PETUNJUK PENGISIAN
2. Mohon dengan hormat kesediaan Bapak/Ibu/Sdr untuk mengisi keseluruhan yang ada
3. Beri tanda (✔) pada kolom yang tersedia
4. DATA RESPONDEN
5. Jenis Kelamin : Laki – Laki

Perempuan

1. Pendidikan Terakhir : Pelajar/Mahasiswa

PNS

Karyawan Swasta

Wiraswasta

Lain Lain

1. Umur : 17 – 25 Tahun

26– 35 Tahun

36– 40 Tahun

>40 Tahun

1. KETERANGAN JAWABAN

|  |  |
| --- | --- |
| Sangat Setuju | (SS) |
| Setuju | (S) |
| Netral | (N) |
| Tidak Setuju | (TS) |
| Sangat Tidak Setuju | (STS) |

**Variabel Pembelian Ulang (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| **Kecenderungan seseorang untuk membeli ulang** | | | | | | |
|  | Saya memutuskan membeli ulang pada toko shopee radiator family karena pengalaman saya sebelumnya puas dengan produk yang telah saya beli |  |  |  |  |  |
|  | Saya membeli ulang pada toko shopee radiator family karena menawarkan nilai yang baik untuk harganya |  |  |  |  |  |
| **Kecenderungan seseorang merefrensikan produk** | | | | | | |
|  | Saya berniat merekomendasikan produk pada toko radiator family kepada orang lain |  |  |  |  |  |
|  | Saya selalu berbagi pengalaman positif saya dengan produk pada toko radiator family |  |  |  |  |  |
| **Preferensi utama pada produk** | | | | | | |
|  | Saya selalu memilih produk pada toko radiator family meskipun ada produk lain yang lebih murah |  |  |  |  |  |
|  | Saya tidak tertarik untuk mencoba produk sejenis lainnya |  |  |  |  |  |
| **Informasi mengenai produk** | | | | | | |
|  | Informasi mengenai produk konsisten dengan pengalaman saya |  |  |  |  |  |
|  | Saya bisa mendapatkan informasi detail tentang produk dengan mudah |  |  |  |  |  |

**Variabel Keragaman Produk (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| **Produk yang ditawarkan lengkap** | | | | | | |
|  | Toko radiator family menawarkan berbagai varian produk yang saya butuhkan |  |  |  |  |  |
|  | Toko radiator family memastikan ketersediaan produk yang lengkap |  |  |  |  |  |
| **Produk perlengkap yang ditawarkan** | | | | | | |
|  | Toko radiator family menawarkan produk dari berbagai kategori yang berbeda |  |  |  |  |  |
|  | Saya bisa dengan mudah menemukan perlengkapan yang saya butuhkan pada toko radiator family |  |  |  |  |  |
| **Tujuan untuk menarik minat konsumen** | | | | | | |
|  | Keragaman produk pada toko radiator family menarik minat saya untuk berbelanja |  |  |  |  |  |
|  | Toko radiator family menawarkan produk dari berbagai merek |  |  |  |  |  |
| **Produk yang ditawarkan sudah mencakup semua variasi** | | | | | | |
|  | Saya puas dengan kedalaman variasi produk yang ditawarkan oleh toko radiator family |  |  |  |  |  |
|  | Kedalaman variasi produk pada toko radiator family memenuhi ekspektasi saya |  |  |  |  |  |
| **Produk sesuai dengan keinginan pasar harus konsisten** | | | | | | |
|  | Saya selalu menemukan produk dengan kualitas yang sama baiknya setiap kali berbelanja pada toko radiator family |  |  |  |  |  |
|  | Toko radiator family selalu menyediakan produk dengan kualitas yang konsisten |  |  |  |  |  |
| **Jenis produk disesuaikan dengan keadaan pasar** | | | | | | |
|  | Toko radiator family memperbarui produknya sesuai dengan kondisi pasar |  |  |  |  |  |
|  | Toko radiator family menyediakan produk dengan variasi harga yang seimbang |  |  |  |  |  |

**Variabel Promosi (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| **Bentuk presentasi** | | | | | | |
|  | Iklan dari toko radiator family memiliki desain visual yang menarik |  |  |  |  |  |
|  | Bentuk presentasi iklan dari toko radiator family sangat jelas dan mudah dipahami |  |  |  |  |  |
| **Promosi non personal yang memerlukan biaya** | | | | | | |
|  | Iklan berbayar dari toko radiator family efektif dalam menarik perhatian saya |  |  |  |  |  |
|  | Iklan dari toko radiator family relevan dengan kebutuhan dan minat saya |  |  |  |  |  |
| **Insentif jangka pendek untuk mendorong pembelian suatu produk** | | | | | | |
|  | Saya lebih sering membeli produk dari toko radiator family karena kupon atau voucher yang ditawarkan |  |  |  |  |  |
|  | Saya sering memanfaatkan penawaran dengan waktu terbatas dari toko radiator family untuk membeli produk |  |  |  |  |  |

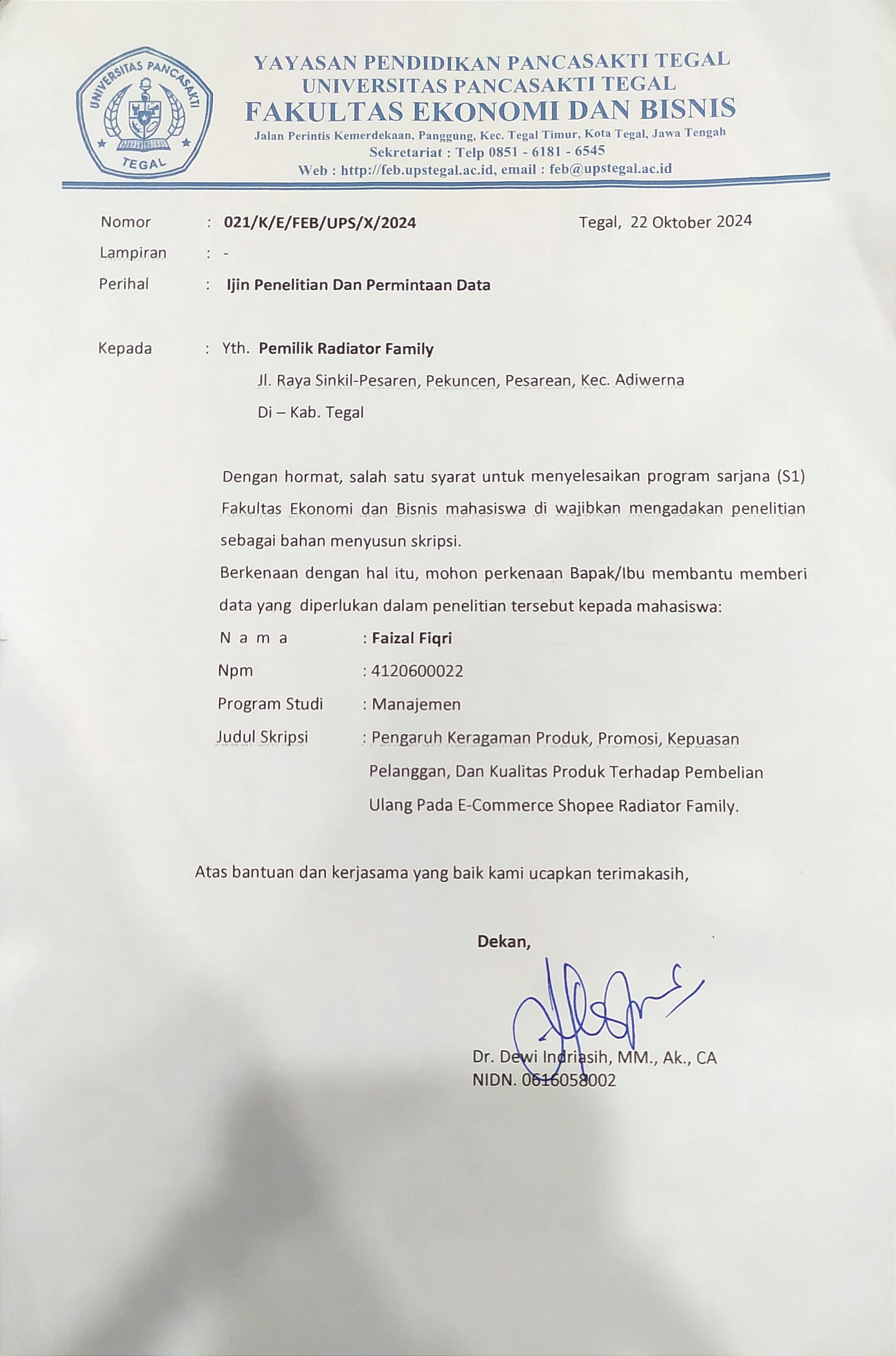
**Variabel Kepuasan pelanggan (X3)**

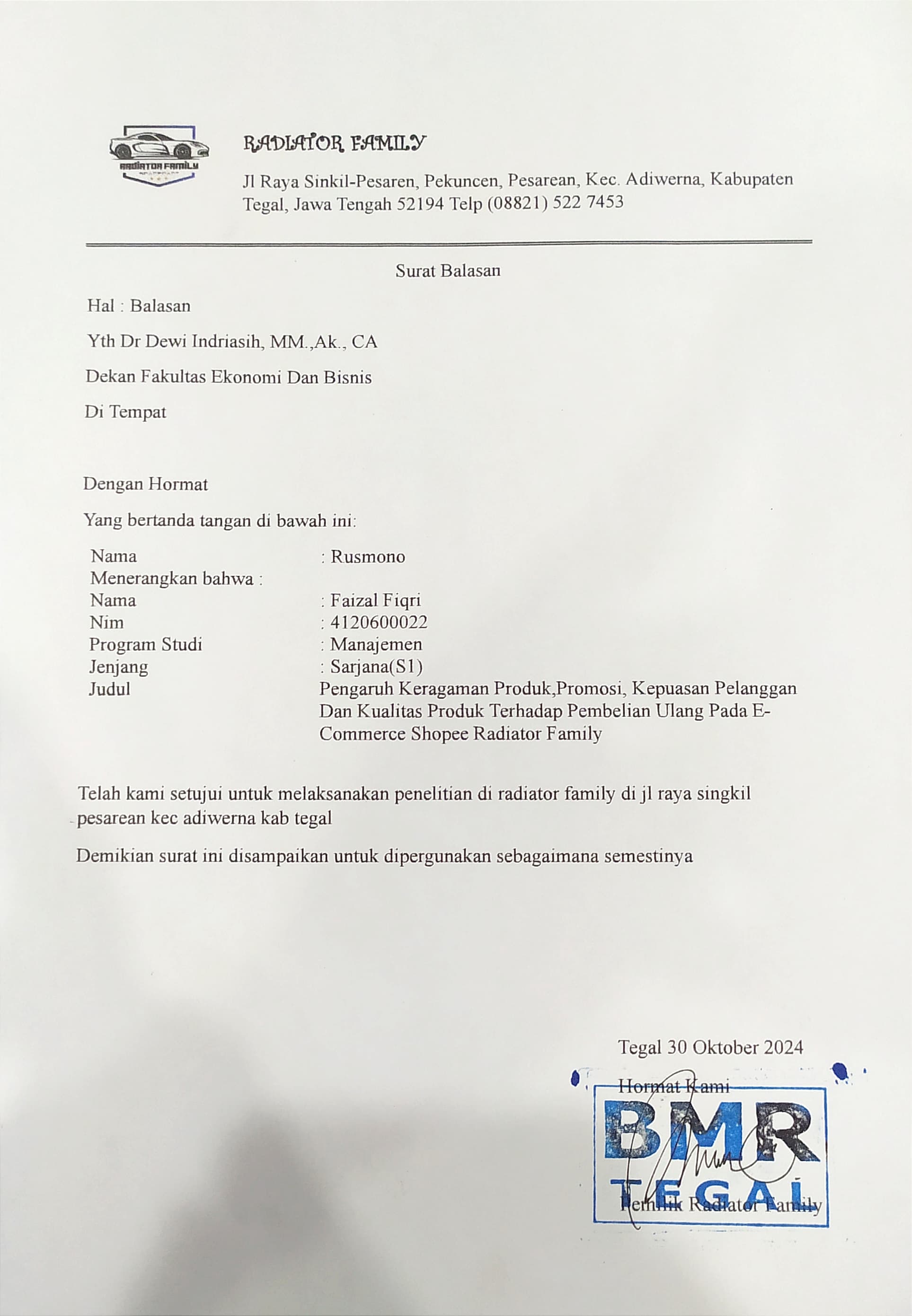
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| **Pelanggan akan merasa puas** | | | | | | |
|  | Saya secara keseluruhan puas dengan pengalaman berbelanja di toko radiator family |  |  |  |  |  |
|  | Saya merasa harga yang ditawarkan oleh toko radiator family sangat kompetitif |  |  |  |  |  |
| **Tidak mengecewakan pelanggan** | | | | | | |
|  | Layanan yang diberikan oleh toko radiator family tidak mengecewakan saya |  |  |  |  |  |
|  | Harga produk di toko radiator family sepadan dengan kualitas yang diberikan, sehingga tidak mengecewakan |  |  |  |  |  |
| **Kepuasan diukur berdasarkan kesesuaian dan ketidaksesuaian kinerja produk** | | | | | | |
|  | Proses pembelian dan pembayaran pada toko radiator family mudah dan efisien |  |  |  |  |  |
|  | Produk dari toko radiator family sesuai dengan deskripsi yang diberikan |  |  |  |  |  |
| **Menanyakan konsumen secara langsung akan membeli ulang** | | | | | | |
|  | Saya tertarik untuk berlangganan atau membeli kembali di toko radiator family |  |  |  |  |  |
|  | Program atau layanan dari toko radiator family menarik dan cocok untuk saya |  |  |  |  |  |
| **Kesediaan pelanggan untuk merekomendasikan produk** | | | | | | |
|  | Saya akan dengan senang hati merekomendasikan produk dari toko radiator family kepada orang lain |  |  |  |  |  |
|  | Saya akan memberikan testimoni positif tentang produk dari toko radiator family kepada orang lain |  |  |  |  |  |
| **Melakukan pembelian ulang dikemudian hari** | | | | | | |
|  | Saya merasa bahwa toko radiator family layak untuk mendapatkan loyalitas saya sebagai pelanggan |  |  |  |  |  |
|  | Saya merasa terikat untuk terus membeli produk dari toko radiator family |  |  |  |  |  |

**Variabel Kualitas Produk (X4)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| **Produk diferensiasikan berdasarkan struktur fisik produk** | | | | | | |
|  | Bentuk fisik produk dari toko radiator family sesuai dengan kebutuhan saya |  |  |  |  |  |
|  | Struktur fisik produk dari toko radiator family lebih unggul dibandingkan produk lain di pasaran |  |  |  |  |  |
| **Produk dapat ditawarkan dengan menvariasikan fitur** | | | | | | |
|  | Saya dapat mengkustomisasi produk berdasarkan fitur yang saya inginkan |  |  |  |  |  |
|  | Fitur-fitur yang tersedia pada produk ini sangat bervariasi |  |  |  |  |  |
| **Produk ditetapkan pada kualitas yang berkaitan dengan karakteristik** | | | | | | |
|  | Saya dapat mengandalkan produk ini untuk penggunaan jangka panjang |  |  |  |  |  |
|  | Produk pada toko radiator family jarang mengalami kerusakan atau masalah |  |  |  |  |  |
| **Produk mempunyai kualitas kesesuaian yang tinggi** | | | | | | |
|  | Produk pada toko radiator family memiliki kesesuaian yang tinggi dengan harapan saya |  |  |  |  |  |
|  | Produk pada toko radiator family sesuai dengan standar industri yang berlaku |  |  |  |  |  |
| **Ukuran umur operasi harapan produk dalam kondisi biasa atau penuh tekanan** | | | | | | |
|  | Produk pada tokko radiator dapat bertahan lama meskipun digunakan secara rutin |  |  |  |  |  |
|  | Produk pada toko radiator family tetap berfungsi dengan baik meskipun digunakan dalam kondisi penuh tekanan |  |  |  |  |  |
| **Totalitas fitur yang mempengaruhi fungsi produk** | | | | | | |
|  | Produk pada toko radiator family dirancang dengan mempertimbangkan kenyamanan dan kebutuhan pengguna |  |  |  |  |  |
|  | Desain produk pada toko radiator family memaksimalkan fungsionalitasnya |  |  |  |  |  |

**Lampiran 2 Surat Ijin Penelitian**

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**Lampiran 3 Data Uji Validitas Dan Realibilitas**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Pembelian Ulang** | | | | | | | | |
| Responden | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Total Y |
| 1 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 35 |
| 2 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 28 |
| 3 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 36 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 36 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 37 |
| 6 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 7 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 37 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 9 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 10 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 36 |
| 11 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 26 |
| 12 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 34 |
| 13 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 29 |
| 14 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 35 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 16 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 17 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 29 |
| 18 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 |
| 19 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 20 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 38 |
| 21 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 33 |
| 22 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 27 |
| 23 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 35 |
| 24 | 2 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 35 |
| 25 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 38 |
| 26 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 36 |
| 27 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 34 |
| 28 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 34 |
| 29 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 30 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 35 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Keragaman Produk** | | | | | | | | | | | | |
| Responden | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | X1.11 | X1.12 | Total X1 |
| 1 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 53 |
| 2 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 51 |
| 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 57 |
| 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 47 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 55 |
| 6 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 3 | 49 |
| 7 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 44 |
| 8 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 5 | 51 |
| 9 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 53 |
| 10 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 53 |
| 11 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 3 | 5 | 49 |
| 12 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 47 |
| 13 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 51 |
| 14 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 46 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 57 |
| 16 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 48 |
| 17 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 52 |
| 18 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 56 |
| 19 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 53 |
| 20 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 55 |
| 21 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 43 |
| 22 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 42 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 54 |
| 24 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 58 |
| 25 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 52 |
| 26 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 52 |
| 27 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 49 |
| 28 | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 53 |
| 29 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 54 |
| 30 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 54 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Promosi** | | | | | | |
| Responden | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | Total X2 |
| 1 | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 2 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 3 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 6 | 4 | 4 | 4 | 4 | 5 | 3 | 24 |
| 7 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 8 | 4 | 4 | 5 | 5 | 3 | 3 | 24 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 10 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 11 | 4 | 5 | 5 | 5 | 4 | 3 | 26 |
| 12 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 13 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 14 | 4 | 4 | 4 | 5 | 3 | 3 | 23 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 16 | 4 | 4 | 4 | 3 | 3 | 5 | 23 |
| 17 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 18 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 19 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 20 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 21 | 4 | 3 | 3 | 3 | 4 | 3 | 20 |
| 22 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 23 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 25 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 26 | 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| 27 | 4 | 5 | 5 | 3 | 4 | 4 | 25 |
| 28 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 29 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 30 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Kepuasan Pelanggan | | | | | | | | | | | | |
| Responden | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | X3.11 | X3.12 | Total X3 |
| 1 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 54 |
| 2 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 51 |
| 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 56 |
| 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 47 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 54 |
| 6 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 51 |
| 7 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 44 |
| 8 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 46 |
| 9 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 52 |
| 10 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 52 |
| 11 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 47 |
| 12 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 45 |
| 13 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 53 |
| 14 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 45 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 56 |
| 16 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 48 |
| 17 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 53 |
| 18 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 55 |
| 19 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 54 |
| 20 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 56 |
| 21 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 42 |
| 22 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 41 |
| 23 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 25 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 52 |
| 26 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 52 |
| 27 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 48 |
| 28 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 52 |
| 29 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 56 |
| 30 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 55 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Kualitas Produk | | | | | | | | | | | | |
| Responden | X4.1 | X4.2 | X4.3 | X4.4 | X4.5 | X4.6 | X4.7 | X4.8 | X4.9 | X4.10 | X4.11 | X4.12 | Total X4 |
| 1 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 53 |
| 2 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 51 |
| 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 56 |
| 4 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 50 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 55 |
| 6 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 52 |
| 7 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 48 |
| 8 | 5 | 4 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 3 | 4 | 4 | 51 |
| 9 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 54 |
| 10 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 55 |
| 11 | 3 | 3 | 3 | 5 | 4 | 3 | 4 | 5 | 5 | 3 | 3 | 5 | 46 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 46 |
| 13 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 52 |
| 14 | 5 | 5 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 48 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 58 |
| 16 | 5 | 5 | 5 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 51 |
| 17 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 49 |
| 18 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 55 |
| 19 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 53 |
| 20 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 57 |
| 21 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 43 |
| 22 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 42 |
| 23 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 53 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 25 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 53 |
| 26 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 53 |
| 27 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 47 |
| 28 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 51 |
| 29 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 54 |
| 30 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 52 |

**Lampiran 4 Output SPSS Uji Validitas**

**Output SPSS Uji Validitas Pembelian Ulang**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Total\_Y |
| Y.1 | Pearson Correlation | 1 | .368\* | .268 | .012 | .306 | .296 | .359 | .321 | .591\*\* |
| Sig. (2-tailed) |  | .045 | .152 | .948 | .100 | .113 | .051 | .083 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .368\* | 1 | .507\*\* | .416\* | .404\* | .207 | .563\*\* | .503\*\* | .732\*\* |
| Sig. (2-tailed) | .045 |  | .004 | .022 | .027 | .271 | .001 | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .268 | .507\*\* | 1 | .585\*\* | .414\* | .162 | .486\*\* | .427\* | .712\*\* |
| Sig. (2-tailed) | .152 | .004 |  | .001 | .023 | .393 | .006 | .019 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | .012 | .416\* | .585\*\* | 1 | .546\*\* | .183 | .366\* | .286 | .609\*\* |
| Sig. (2-tailed) | .948 | .022 | .001 |  | .002 | .333 | .047 | .126 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.5 | Pearson Correlation | .306 | .404\* | .414\* | .546\*\* | 1 | .453\* | .373\* | .390\* | .722\*\* |
| Sig. (2-tailed) | .100 | .027 | .023 | .002 |  | .012 | .042 | .033 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.6 | Pearson Correlation | .296 | .207 | .162 | .183 | .453\* | 1 | .344 | .457\* | .565\*\* |
| Sig. (2-tailed) | .113 | .271 | .393 | .333 | .012 |  | .063 | .011 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.7 | Pearson Correlation | .359 | .563\*\* | .486\*\* | .366\* | .373\* | .344 | 1 | .549\*\* | .737\*\* |
| Sig. (2-tailed) | .051 | .001 | .006 | .047 | .042 | .063 |  | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.8 | Pearson Correlation | .321 | .503\*\* | .427\* | .286 | .390\* | .457\* | .549\*\* | 1 | .716\*\* |
| Sig. (2-tailed) | .083 | .005 | .019 | .126 | .033 | .011 | .002 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_Y | Pearson Correlation | .591\*\* | .732\*\* | .712\*\* | .609\*\* | .722\*\* | .565\*\* | .737\*\* | .716\*\* | 1 |
| Sig. (2-tailed) | .001 | .000 | .000 | .000 | .000 | .001 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | |

**Output SPSS Uji Validitas Keragaman Produk**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | X1.11 | X1.12 | Total\_X1 |
| X1.1 | Pearson Correlation | 1 | .167 | .205 | .228 | .316 | .000 | .188 | .280 | .581\*\* | .432\* | .335 | .034 | .564\*\* |
| Sig. (2-tailed) |  | .379 | .276 | .227 | .089 | 1.000 | .319 | .134 | .001 | .017 | .070 | .859 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .167 | 1 | .431\* | .373\* | .095 | .164 | .208 | .170 | .052 | .265 | .207 | .159 | .499\*\* |
| Sig. (2-tailed) | .379 |  | .017 | .042 | .616 | .387 | .271 | .368 | .785 | .156 | .271 | .401 | .005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .205 | .431\* | 1 | .453\* | .385\* | .000 | .094 | .058 | .227 | .268 | .214 | .270 | .543\*\* |
| Sig. (2-tailed) | .276 | .017 |  | .012 | .036 | 1.000 | .623 | .761 | .228 | .153 | .256 | .148 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .228 | .373\* | .453\* | 1 | .325 | -.070 | .177 | .145 | .111 | .141 | .025 | .271 | .495\*\* |
| Sig. (2-tailed) | .227 | .042 | .012 |  | .079 | .714 | .349 | .444 | .559 | .456 | .895 | .147 | .005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .316 | .095 | .385\* | .325 | 1 | .083 | .063 | .177 | .469\*\* | .223 | -.036 | .259 | .511\*\* |
| Sig. (2-tailed) | .089 | .616 | .036 | .079 |  | .662 | .739 | .350 | .009 | .237 | .849 | .167 | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .000 | .164 | .000 | -.070 | .083 | 1 | .408\* | .357 | .341 | .434\* | .233 | .139 | .491\*\* |
| Sig. (2-tailed) | 1.000 | .387 | 1.000 | .714 | .662 |  | .025 | .053 | .065 | .016 | .216 | .464 | .006 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | .188 | .208 | .094 | .177 | .063 | .408\* | 1 | .583\*\* | .069 | .320 | .217 | .212 | .558\*\* |
| Sig. (2-tailed) | .319 | .271 | .623 | .349 | .739 | .025 |  | .001 | .716 | .085 | .250 | .262 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.8 | Pearson Correlation | .280 | .170 | .058 | .145 | .177 | .357 | .583\*\* | 1 | .236 | .376\* | .265 | -.104 | .535\*\* |
| Sig. (2-tailed) | .134 | .368 | .761 | .444 | .350 | .053 | .001 |  | .210 | .040 | .157 | .584 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.9 | Pearson Correlation | .581\*\* | .052 | .227 | .111 | .469\*\* | .341 | .069 | .236 | 1 | .437\* | .380\* | .172 | .630\*\* |
| Sig. (2-tailed) | .001 | .785 | .228 | .559 | .009 | .065 | .716 | .210 |  | .016 | .038 | .362 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.10 | Pearson Correlation | .432\* | .265 | .268 | .141 | .223 | .434\* | .320 | .376\* | .437\* | 1 | .447\* | .237 | .695\*\* |
| Sig. (2-tailed) | .017 | .156 | .153 | .456 | .237 | .016 | .085 | .040 | .016 |  | .013 | .208 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.11 | Pearson Correlation | .335 | .207 | .214 | .025 | -.036 | .233 | .217 | .265 | .380\* | .447\* | 1 | .106 | .519\*\* |
| Sig. (2-tailed) | .070 | .271 | .256 | .895 | .849 | .216 | .250 | .157 | .038 | .013 |  | .578 | .003 |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.12 | Pearson Correlation | .034 | .159 | .270 | .271 | .259 | .139 | .212 | -.104 | .172 | .237 | .106 | 1 | .447\* |
| Sig. (2-tailed) | .859 | .401 | .148 | .147 | .167 | .464 | .262 | .584 | .362 | .208 | .578 |  | .013 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X1 | Pearson Correlation | .564\*\* | .499\*\* | .543\*\* | .495\*\* | .511\*\* | .491\*\* | .558\*\* | .535\*\* | .630\*\* | .695\*\* | .519\*\* | .447\* | 1 |
| Sig. (2-tailed) | .001 | .005 | .002 | .005 | .004 | .006 | .001 | .002 | .000 | .000 | .003 | .013 |  |
| N | 30 | 30 | 30 | 30 | 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). | | | | | | | | | | | | | | |

**Output SPSS Uji Validitas Promosi**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | Total\_X2 |
| X2.1 | Pearson Correlation | 1 | .390\* | .352 | .395\* | .426\* | .278 | .717\*\* |
| Sig. (2-tailed) |  | .033 | .057 | .031 | .019 | .136 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .390\* | 1 | .612\*\* | .297 | .240 | .225 | .717\*\* |
| Sig. (2-tailed) | .033 |  | .000 | .111 | .201 | .231 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .352 | .612\*\* | 1 | .441\* | .289 | .087 | .709\*\* |
| Sig. (2-tailed) | .057 | .000 |  | .015 | .122 | .646 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .395\* | .297 | .441\* | 1 | .249 | .000 | .628\*\* |
| Sig. (2-tailed) | .031 | .111 | .015 |  | .185 | 1.000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .426\* | .240 | .289 | .249 | 1 | .152 | .611\*\* |
| Sig. (2-tailed) | .019 | .201 | .122 | .185 |  | .421 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | .278 | .225 | .087 | .000 | .152 | 1 | .471\*\* |
| Sig. (2-tailed) | .136 | .231 | .646 | 1.000 | .421 |  | .009 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X2 | Pearson Correlation | .717\*\* | .717\*\* | .709\*\* | .628\*\* | .611\*\* | .471\*\* | 1 |
|  | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .009 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

**Output SPSS Uji Validitas Kepuasan Pelanggan**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | X3.11 | X3.12 | Total\_X3 |
| X3.1 | Pearson Correlation | 1 | .456\* | .316 | .214 | .497\*\* | .087 | .330 | .379\* | .621\*\* | .488\*\* | .621\*\* | .422\* | .728\*\* |
| Sig. (2-tailed) |  | .011 | .089 | .255 | .005 | .649 | .075 | .039 | .000 | .006 | .000 | .020 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .456\* | 1 | .578\*\* | .297 | .229 | .225 | .405\* | .250 | .191 | .313 | .191 | .426\* | .612\*\* |
| Sig. (2-tailed) | .011 |  | .001 | .111 | .223 | .231 | .026 | .182 | .312 | .092 | .312 | .019 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .316 | .578\*\* | 1 | .413\* | .431\* | .000 | .094 | .058 | .227 | .051 | .227 | .268 | .487\*\* |
| Sig. (2-tailed) | .089 | .001 |  | .023 | .017 | 1.000 | .623 | .761 | .228 | .790 | .228 | .153 | .006 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .214 | .297 | .413\* | 1 | .324 | .000 | .188 | .150 | .061 | .115 | .061 | .189 | .410\* |
| Sig. (2-tailed) | .255 | .111 | .023 |  | .081 | 1.000 | .319 | .428 | .750 | .546 | .750 | .317 | .024 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | .497\*\* | .229 | .431\* | .324 | 1 | .082 | .052 | .170 | .521\*\* | .239 | .521\*\* | .166 | .570\*\* |
| Sig. (2-tailed) | .005 | .223 | .017 | .081 |  | .667 | .785 | .368 | .003 | .204 | .003 | .381 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.6 | Pearson Correlation | .087 | .225 | .000 | .000 | .082 | 1 | .612\*\* | .536\*\* | .341 | .536\*\* | .341 | .434\* | .578\*\* |
| Sig. (2-tailed) | .649 | .231 | 1.000 | 1.000 | .667 |  | .000 | .002 | .065 | .002 | .065 | .016 | .001 |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.7 | Pearson Correlation | .330 | .405\* | .094 | .188 | .052 | .612\*\* | 1 | .583\*\* | .069 | .606\*\* | .069 | .320 | .588\*\* |
| Sig. (2-tailed) | .075 | .026 | .623 | .319 | .785 | .000 |  | .001 | .716 | .000 | .716 | .085 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.8 | Pearson Correlation | .379\* | .250 | .058 | .150 | .170 | .536\*\* | .583\*\* | 1 | .236 | .896\*\* | .236 | .376\* | .643\*\* |
| Sig. (2-tailed) | .039 | .182 | .761 | .428 | .368 | .002 | .001 |  | .210 | .000 | .210 | .040 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.9 | Pearson Correlation | .621\*\* | .191 | .227 | .061 | .521\*\* | .341 | .069 | .236 | 1 | .361 | 1.000\*\* | .437\* | .698\*\* |
| Sig. (2-tailed) | .000 | .312 | .228 | .750 | .003 | .065 | .716 | .210 |  | .050 | .000 | .016 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.10 | Pearson Correlation | .488\*\* | .313 | .051 | .115 | .239 | .536\*\* | .606\*\* | .896\*\* | .361 | 1 | .361 | .492\*\* | .724\*\* |
| Sig. (2-tailed) | .006 | .092 | .790 | .546 | .204 | .002 | .000 | .000 | .050 |  | .050 | .006 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.11 | Pearson Correlation | .621\*\* | .191 | .227 | .061 | .521\*\* | .341 | .069 | .236 | 1.000\*\* | .361 | 1 | .437\* | .698\*\* |
| Sig. (2-tailed) | .000 | .312 | .228 | .750 | .003 | .065 | .716 | .210 | .000 | .050 |  | .016 | .000 |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.12 | Pearson Correlation | .422\* | .426\* | .268 | .189 | .166 | .434\* | .320 | .376\* | .437\* | .492\*\* | .437\* | 1 | .664\*\* |
| Sig. (2-tailed) | .020 | .019 | .153 | .317 | .381 | .016 | .085 | .040 | .016 | .006 | .016 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X3 | Pearson Correlation | .728\*\* | .612\*\* | .487\*\* | .410\* | .570\*\* | .578\*\* | .588\*\* | .643\*\* | .698\*\* | .724\*\* | .698\*\* | .664\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .006 | .024 | .001 | .001 | .001 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | | |

**Output SPSS Uji Validitas Kualitas Produk**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | |
|  | | X4.1 | X4.2 | X4.3 | X4.4 | X4.5 | X4.6 | X4.7 | X4.8 | X4.9 | X4.10 | X4.11 | X4.12 | Total\_X4 |
| X4.1 | Pearson Correlation | 1 | .521\*\* | .410\* | .142 | -.138 | .068 | .447\* | .130 | -.171 | .207 | .323 | .088 | .480\*\* |
| Sig. (2-tailed) |  | .003 | .025 | .455 | .466 | .720 | .013 | .493 | .365 | .272 | .081 | .642 | .007 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.2 | Pearson Correlation | .521\*\* | 1 | .563\*\* | .243 | .000 | .082 | .267 | .063 | -.066 | .341 | .208 | .166 | .519\*\* |
| Sig. (2-tailed) | .003 |  | .001 | .196 | 1.000 | .667 | .154 | .743 | .728 | .065 | .269 | .381 | .003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.3 | Pearson Correlation | .410\* | .563\*\* | 1 | .046 | -.116 | .310 | .335 | .207 | .214 | .414\* | .380\* | .447\* | .637\*\* |
| Sig. (2-tailed) | .025 | .001 |  | .809 | .542 | .095 | .070 | .271 | .256 | .023 | .038 | .013 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.4 | Pearson Correlation | .142 | .243 | .046 | 1 | .249 | .000 | .268 | .324 | .413\* | .115 | .061 | .189 | .467\*\* |
| Sig. (2-tailed) | .455 | .196 | .809 |  | .185 | 1.000 | .152 | .081 | .023 | .546 | .750 | .317 | .009 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.5 | Pearson Correlation | -.138 | .000 | -.116 | .249 | 1 | .152 | .196 | .087 | .352 | .314 | .502\*\* | .204 | .427\* |
| Sig. (2-tailed) | .466 | 1.000 | .542 | .185 |  | .421 | .300 | .646 | .056 | .091 | .005 | .280 | .019 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.6 | Pearson Correlation | .068 | .082 | .310 | .000 | .152 | 1 | .000 | .245 | .000 | .536\*\* | .341 | .434\* | .488\*\* |
| Sig. (2-tailed) | .720 | .667 | .095 | 1.000 | .421 |  | 1.000 | .191 | 1.000 | .002 | .065 | .016 | .006 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.7 | Pearson Correlation | .447\* | .267 | .335 | .268 | .196 | .000 | 1 | .167 | .205 | .375\* | .581\*\* | .432\* | .644\*\* |
| Sig. (2-tailed) | .013 | .154 | .070 | .152 | .300 | 1.000 |  | .379 | .276 | .041 | .001 | .017 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.8 | Pearson Correlation | .130 | .063 | .207 | .324 | .087 | .245 | .167 | 1 | .431\* | .239 | .052 | .265 | .478\*\* |
| Sig. (2-tailed) | .493 | .743 | .271 | .081 | .646 | .191 | .379 |  | .017 | .204 | .785 | .156 | .008 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.9 | Pearson Correlation | -.171 | -.066 | .214 | .413\* | .352 | .000 | .205 | .431\* | 1 | .051 | .227 | .268 | .429\* |
| Sig. (2-tailed) | .365 | .728 | .256 | .023 | .056 | 1.000 | .276 | .017 |  | .790 | .228 | .153 | .018 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.10 | Pearson Correlation | .207 | .341 | .414\* | .115 | .314 | .536\*\* | .375\* | .239 | .051 | 1 | .361 | .492\*\* | .664\*\* |
| Sig. (2-tailed) | .272 | .065 | .023 | .546 | .091 | .002 | .041 | .204 | .790 |  | .050 | .006 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.11 | Pearson Correlation | .323 | .208 | .380\* | .061 | .502\*\* | .341 | .581\*\* | .052 | .227 | .361 | 1 | .437\* | .691\*\* |
| Sig. (2-tailed) | .081 | .269 | .038 | .750 | .005 | .065 | .001 | .785 | .228 | .050 |  | .016 | .000 |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.12 | Pearson Correlation | .088 | .166 | .447\* | .189 | .204 | .434\* | .432\* | .265 | .268 | .492\*\* | .437\* | 1 | .658\*\* |
| Sig. (2-tailed) | .642 | .381 | .013 | .317 | .280 | .016 | .017 | .156 | .153 | .006 | .016 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X4 | Pearson Correlation | .480\*\* | .519\*\* | .637\*\* | .467\*\* | .427\* | .488\*\* | .644\*\* | .478\*\* | .429\* | .664\*\* | .691\*\* | .658\*\* | 1 |
| Sig. (2-tailed) | .007 | .003 | .000 | .009 | .019 | .006 | .000 | .008 | .018 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 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). | | | | | | | | | | | | | | |

**Lampiran 5 Output SPSS Uji Reliabilitas**

**Output SPSS Uji Rentabilitas Pembelian Ulang**

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .819 | .829 | 8 |

**Output SPSS Uji Rentabilitas Keragaman Produk**

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .775 | .780 | 12 |

**Output SPSS Uji Rentabilitas Promosi**

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .701 | .716 | 6 |

**Output SPSS Uji Rentabilitas Kepuasan Pelanggan**

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .847 | .852 | 12 |

**Output SPSS Uji Rentabilitas Kualitas Produk**

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .783 | .789 | 12 |

**Lampiran 6 Data Ordinal**

**Data Ordinal Pembelian Ulang (Y)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Pembelian Ulang** | | | | | | | | |
| **Responden** | **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** | **Total Y** |
| **1** | **5** | **4** | **4** | **5** | **5** | **4** | **4** | **4** | **35** |
| **2** | **4** | **4** | **3** | **3** | **3** | **3** | **4** | **4** | **28** |
| **3** | **5** | **4** | **5** | **4** | **5** | **5** | **4** | **4** | **36** |
| **4** | **5** | **4** | **4** | **4** | **4** | **5** | **5** | **5** | **36** |
| **5** | **4** | **5** | **5** | **5** | **4** | **4** | **5** | **5** | **37** |
| **6** | **5** | **4** | **4** | **4** | **4** | **5** | **4** | **5** | **35** |
| **7** | **5** | **4** | **5** | **5** | **5** | **4** | **5** | **4** | **37** |
| **8** | **5** | **5** | **5** | **5** | **5** | **5** | **4** | **5** | **39** |
| **9** | **5** | **5** | **4** | **4** | **5** | **5** | **5** | **5** | **38** |
| **10** | **5** | **5** | **5** | **4** | **4** | **4** | **5** | **4** | **36** |
| **11** | **3** | **3** | **3** | **4** | **3** | **4** | **3** | **3** | **26** |
| **12** | **4** | **4** | **4** | **4** | **5** | **5** | **4** | **4** | **34** |
| **13** | **3** | **3** | **4** | **4** | **3** | **4** | **4** | **4** | **29** |
| **14** | **5** | **4** | **4** | **4** | **4** | **5** | **5** | **4** | **35** |
| **15** | **5** | **5** | **5** | **5** | **5** | **4** | **5** | **5** | **39** |
| **16** | **5** | **5** | **4** | **5** | **5** | **5** | **5** | **5** | **39** |
| **17** | **3** | **4** | **3** | **4** | **4** | **4** | **4** | **3** | **29** |
| **18** | **5** | **5** | **5** | **5** | **4** | **4** | **4** | **4** | **36** |
| **19** | **4** | **4** | **5** | **5** | **5** | **5** | **5** | **5** | **38** |
| **20** | **5** | **5** | **5** | **4** | **4** | **5** | **5** | **5** | **38** |
| **21** | **3** | **4** | **4** | **5** | **5** | **4** | **4** | **4** | **33** |
| **22** | **4** | **3** | **4** | **3** | **3** | **3** | **3** | **4** | **27** |
| **23** | **4** | **5** | **5** | **5** | **4** | **4** | **4** | **4** | **35** |
| **24** | **2** | **5** | **5** | **5** | **4** | **4** | **5** | **5** | **35** |
| **25** | **5** | **4** | **5** | **5** | **5** | **4** | **5** | **5** | **38** |
| **26** | **5** | **5** | **4** | **4** | **5** | **4** | **4** | **5** | **36** |
| **27** | **3** | **4** | **4** | **4** | **5** | **5** | **4** | **5** | **34** |
| **28** | **3** | **4** | **5** | **5** | **5** | **4** | **4** | **4** | **34** |
| **29** | **4** | **4** | **3** | **4** | **4** | **4** | **4** | **4** | **31** |
| **30** | **4** | **4** | **4** | **5** | **4** | **5** | **4** | **5** | **35** |
| **31** | **5** | **4** | **3** | **4** | **2** | **2** | **4** | **3** | **27** |
| **32** | **4** | **5** | **4** | **5** | **3** | **3** | **3** | **4** | **31** |
| **33** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **32** |
| **34** | **4** | **4** | **3** | **4** | **4** | **4** | **4** | **4** | **31** |
| **35** | **3** | **3** | **4** | **4** | **3** | **3** | **3** | **4** | **27** |
| **36** | **3** | **3** | **4** | **3** | **3** | **3** | **3** | **4** | **26** |
| **37** | **5** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **34** |
| **38** | **5** | **3** | **5** | **2** | **2** | **2** | **5** | **5** | **29** |
| **39** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **32** |
| **40** | **5** | **4** | **5** | **5** | **5** | **5** | **5** | **5** | **39** |
| **41** | **5** | **5** | **4** | **4** | **4** | **4** | **4** | **4** | **34** |
| **42** | **2** | **2** | **5** | **4** | **4** | **4** | **4** | **5** | **30** |
| **43** | **2** | **2** | **4** | **5** | **5** | **5** | **5** | **5** | **33** |
| **44** | **4** | **4** | **5** | **5** | **5** | **5** | **5** | **5** | **38** |
| **45** | **3** | **3** | **4** | **3** | **3** | **3** | **4** | **4** | **27** |
| **46** | **3** | **3** | **3** | **4** | **4** | **4** | **2** | **2** | **25** |
| **47** | **3** | **3** | **4** | **4** | **4** | **4** | **4** | **4** | **30** |
| **48** | **3** | **3** | **5** | **5** | **5** | **5** | **5** | **5** | **36** |
| **49** | **2** | **2** | **5** | **5** | **5** | **5** | **5** | **5** | **34** |
| **50** | **2** | **2** | **3** | **5** | **5** | **5** | **4** | **4** | **30** |
| **51** | **2** | **2** | **4** | **5** | **5** | **5** | **5** | **5** | **33** |
| **52** | **2** | **2** | **4** | **4** | **4** | **4** | **4** | **4** | **28** |
| **53** | **3** | **3** | **4** | **5** | **5** | **5** | **4** | **4** | **33** |
| **54** | **4** | **4** | **5** | **5** | **4** | **5** | **5** | **4** | **36** |
| **55** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **5** | **34** |
| **56** | **2** | **3** | **5** | **4** | **4** | **4** | **4** | **4** | **30** |
| **57** | **3** | **3** | **5** | **5** | **5** | **5** | **5** | **5** | **36** |
| **58** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **32** |
| **59** | **3** | **3** | **5** | **5** | **5** | **5** | **5** | **5** | **36** |
| **60** | **3** | **3** | **5** | **5** | **4** | **4** | **4** | **5** | **33** |
| **61** | **4** | **3** | **4** | **4** | **4** | **4** | **4** | **4** | **31** |
| **62** | **3** | **3** | **4** | **4** | **4** | **4** | **2** | **3** | **27** |
| **63** | **4** | **4** | **4** | **4** | **3** | **4** | **3** | **4** | **30** |
| **64** | **3** | **3** | **4** | **4** | **5** | **4** | **5** | **4** | **32** |
| **65** | **3** | **4** | **5** | **5** | **4** | **4** | **5** | **4** | **34** |
| **66** | **4** | **4** | **5** | **5** | **4** | **4** | **4** | **4** | **34** |
| **67** | **2** | **2** | **5** | **5** | **4** | **5** | **5** | **5** | **33** |
| **68** | **5** | **5** | **5** | **5** | **5** | **5** | **4** | **4** | **38** |
| **69** | **3** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **32** |
| **70** | **4** | **5** | **5** | **5** | **5** | **5** | **3** | **5** | **37** |
| **71** | **4** | **4** | **4** | **5** | **4** | **4** | **5** | **4** | **34** |
| **72** | **3** | **3** | **5** | **4** | **3** | **4** | **5** | **4** | **31** |
| **73** | **1** | **4** | **5** | **4** | **4** | **5** | **4** | **5** | **32** |
| **74** | **4** | **1** | **4** | **4** | **5** | **4** | **4** | **4** | **30** |
| **75** | **3** | **4** | **5** | **5** | **5** | **4** | **4** | **3** | **33** |
| **76** | **4** | **5** | **5** | **4** | **3** | **3** | **4** | **4** | **32** |
| **77** | **3** | **5** | **4** | **4** | **4** | **4** | **4** | **4** | **32** |
| **78** | **5** | **4** | **5** | **5** | **4** | **5** | **4** | **5** | **37** |
| **79** | **5** | **4** | **5** | **5** | **4** | **4** | **4** | **5** | **36** |
| **80** | **4** | **3** | **5** | **5** | **4** | **4** | **4** | **3** | **32** |
| **81** | **4** | **3** | **4** | **5** | **4** | **5** | **4** | **5** | **34** |
| **82** | **5** | **4** | **5** | **5** | **4** | **4** | **4** | **3** | **34** |
| **83** | **3** | **3** | **5** | **4** | **4** | **4** | **4** | **2** | **29** |
| **84** | **4** | **4** | **5** | **4** | **4** | **4** | **3** | **3** | **31** |
| **85** | **5** | **4** | **5** | **4** | **4** | **5** | **3** | **5** | **35** |
| **86** | **3** | **3** | **5** | **4** | **3** | **5** | **5** | **4** | **32** |
| **87** | **4** | **3** | **5** | **5** | **5** | **5** | **5** | **5** | **37** |
| **88** | **3** | **3** | **5** | **5** | **5** | **5** | **5** | **5** | **36** |
| **89** | **3** | **5** | **5** | **4** | **3** | **2** | **4** | **4** | **30** |
| **90** | **3** | **3** | **4** | **3** | **4** | **4** | **3** | **5** | **29** |
| **91** | **3** | **3** | **3** | **3** | **4** | **3** | **3** | **4** | **26** |
| **92** | **3** | **3** | **4** | **2** | **4** | **5** | **2** | **4** | **27** |
| **93** | **3** | **3** | **4** | **3** | **4** | **4** | **3** | **3** | **27** |
| **94** | **2** | **2** | **4** | **3** | **2** | **3** | **3** | **3** | **22** |
| **95** | **2** | **2** | **4** | **4** | **4** | **4** | **4** | **4** | **28** |
| **96** | **2** | **2** | **4** | **3** | **4** | **3** | **3** | **4** | **25** |
| **97** | **2** | **2** | **4** | **3** | **4** | **4** | **3** | **4** | **26** |
| **98** | **3** | **3** | **3** | **3** | **4** | **3** | **3** | **4** | **26** |
| **99** | **4** | **4** | **4** | **3** | **4** | **4** | **3** | **3** | **29** |
| **100** | **4** | **4** | **4** | **3** | **4** | **4** | **3** | **3** | **29** |

**Data Ordinal Keragaman Produk (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Keragaman Produk** | | | | | | | | | | | | |
| **Responden** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** | **X1.11** | **X1.12** | **Total X1** |
| **1** | **5** | **4** | **5** | **4** | **4** | **5** | **3** | **3** | **4** | **5** | **5** | **4** | **51** |
| **2** | **4** | **4** | **5** | **4** | **4** | **5** | **4** | **4** | **4** | **5** | **4** | **4** | **51** |
| **3** | **4** | **5** | **5** | **3** | **5** | **5** | **5** | **4** | **3** | **4** | **5** | **3** | **51** |
| **4** | **4** | **4** | **4** | **5** | **3** | **5** | **4** | **4** | **4** | **4** | **5** | **4** | **50** |
| **5** | **5** | **4** | **5** | **4** | **4** | **4** | **5** | **5** | **4** | **4** | **4** | **4** | **52** |
| **6** | **5** | **4** | **5** | **3** | **5** | **5** | **5** | **4** | **5** | **4** | **5** | **5** | **55** |
| **7** | **4** | **3** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **5** | **4** | **49** |
| **8** | **5** | **3** | **4** | **5** | **5** | **4** | **4** | **5** | **3** | **4** | **5** | **3** | **50** |
| **9** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **5** | **4** | **4** | **5** | **4** | **49** |
| **10** | **5** | **4** | **5** | **4** | **4** | **5** | **5** | **4** | **5** | **5** | **5** | **5** | **56** |
| **11** | **5** | **3** | **4** | **3** | **4** | **3** | **4** | **4** | **4** | **5** | **3** | **4** | **46** |
| **12** | **4** | **3** | **4** | **3** | **4** | **5** | **3** | **4** | **3** | **5** | **4** | **3** | **45** |
| **13** | **4** | **4** | **4** | **4** | **4** | **4** | **3** | **4** | **5** | **5** | **3** | **5** | **49** |
| **14** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **3** | **3** | **3** | **5** | **3** | **46** |
| **15** | **5** | **4** | **5** | **4** | **4** | **5** | **4** | **4** | **5** | **3** | **5** | **5** | **53** |
| **16** | **4** | **4** | **4** | **5** | **5** | **5** | **5** | **4** | **4** | **5** | **5** | **4** | **54** |
| **17** | **5** | **4** | **5** | **4** | **3** | **4** | **4** | **4** | **4** | **4** | **3** | **4** | **48** |
| **18** | **5** | **4** | **5** | **5** | **4** | **5** | **3** | **3** | **5** | **5** | **5** | **5** | **54** |
| **19** | **4** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **5** | **4** | **4** | **5** | **49** |
| **20** | **5** | **5** | **5** | **4** | **4** | **5** | **5** | **5** | **4** | **5** | **5** | **4** | **56** |
| **21** | **3** | **4** | **5** | **5** | **5** | **4** | **5** | **4** | **3** | **4** | **3** | **3** | **48** |
| **22** | **4** | **3** | **4** | **5** | **5** | **5** | **3** | **4** | **4** | **5** | **4** | **4** | **50** |
| **23** | **4** | **5** | **5** | **4** | **4** | **5** | **4** | **4** | **5** | **5** | **4** | **5** | **54** |
| **24** | **5** | **5** | **4** | **4** | **4** | **3** | **5** | **5** | **4** | **3** | **2** | **4** | **48** |
| **25** | **4** | **4** | **5** | **4** | **5** | **4** | **3** | **5** | **5** | **4** | **5** | **5** | **53** |
| **26** | **4** | **4** | **5** | **4** | **4** | **3** | **4** | **5** | **4** | **5** | **5** | **4** | **51** |
| **27** | **5** | **4** | **4** | **4** | **4** | **4** | **5** | **4** | **5** | **5** | **3** | **5** | **52** |
| **28** | **5** | **4** | **5** | **3** | **4** | **4** | **4** | **4** | **5** | **4** | **3** | **5** | **50** |
| **29** | **5** | **4** | **5** | **5** | **5** | **5** | **3** | **5** | **4** | **5** | **4** | **4** | **54** |
| **30** | **5** | **4** | **5** | **4** | **5** | **4** | **5** | **5** | **5** | **3** | **4** | **5** | **54** |
| **31** | **3** | **5** | **4** | **5** | **5** | **4** | **4** | **4** | **5** | **5** | **5** | **5** | **54** |
| **32** | **4** | **3** | **5** | **5** | **5** | **5** | **5** | **4** | **4** | **5** | **4** | **4** | **53** |
| **33** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **5** | **5** | **4** | **5** | **52** |
| **34** | **4** | **4** | **5** | **5** | **5** | **4** | **4** | **4** | **5** | **4** | **4** | **5** | **53** |
| **35** | **4** | **3** | **4** | **4** | **5** | **4** | **4** | **2** | **4** | **4** | **3** | **4** | **45** |
| **36** | **3** | **4** | **3** | **4** | **4** | **4** | **5** | **4** | **3** | **4** | **3** | **3** | **44** |
| **37** | **3** | **4** | **5** | **4** | **5** | **3** | **4** | **3** | **5** | **4** | **5** | **5** | **50** |
| **38** | **4** | **3** | **4** | **5** | **5** | **5** | **4** | **4** | **4** | **5** | **5** | **4** | **52** |
| **39** | **5** | **5** | **4** | **3** | **4** | **5** | **5** | **4** | **4** | **4** | **4** | **4** | **51** |
| **40** | **4** | **4** | **5** | **4** | **5** | **4** | **4** | **4** | **5** | **4** | **5** | **5** | **53** |
| **41** | **4** | **5** | **4** | **4** | **4** | **4** | **5** | **5** | **5** | **5** | **5** | **5** | **55** |
| **42** | **4** | **5** | **5** | **3** | **5** | **5** | **3** | **5** | **4** | **5** | **2** | **4** | **50** |
| **43** | **4** | **4** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **2** | **5** | **55** |
| **44** | **3** | **4** | **4** | **5** | **5** | **4** | **5** | **4** | **4** | **5** | **4** | **4** | **51** |
| **45** | **4** | **4** | **5** | **3** | **5** | **4** | **4** | **5** | **5** | **5** | **3** | **5** | **52** |
| **46** | **3** | **3** | **5** | **4** | **4** | **5** | **4** | **5** | **5** | **5** | **3** | **5** | **51** |
| **47** | **5** | **4** | **5** | **5** | **5** | **5** | **5** | **5** | **4** | **5** | **3** | **4** | **55** |
| **48** | **4** | **4** | **4** | **5** | **4** | **5** | **5** | **4** | **3** | **4** | **3** | **3** | **48** |
| **49** | **4** | **4** | **5** | **4** | **4** | **5** | **5** | **3** | **4** | **4** | **2** | **4** | **48** |
| **50** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **2** | **4** | **47** |
| **51** | **4** | **4** | **5** | **3** | **3** | **4** | **3** | **5** | **4** | **5** | **2** | **4** | **46** |
| **52** | **5** | **4** | **4** | **4** | **5** | **4** | **3** | **5** | **3** | **5** | **2** | **3** | **47** |
| **53** | **3** | **3** | **5** | **4** | **3** | **4** | **4** | **4** | **3** | **4** | **3** | **3** | **43** |
| **54** | **4** | **4** | **5** | **5** | **5** | **4** | **5** | **4** | **5** | **5** | **4** | **5** | **55** |
| **55** | **4** | **4** | **4** | **4** | **5** | **4** | **4** | **5** | **5** | **4** | **4** | **5** | **52** |
| **56** | **4** | **4** | **4** | **4** | **3** | **5** | **3** | **5** | **2** | **4** | **2** | **2** | **42** |
| **57** | **3** | **4** | **5** | **4** | **5** | **5** | **5** | **4** | **4** | **4** | **3** | **4** | **50** |
| **58** | **3** | **4** | **4** | **4** | **4** | **4** | **3** | **3** | **4** | **4** | **4** | **4** | **45** |
| **59** | **4** | **4** | **4** | **3** | **3** | **4** | **4** | **5** | **4** | **4** | **3** | **4** | **46** |
| **60** | **4** | **4** | **4** | **4** | **4** | **3** | **4** | **4** | **3** | **4** | **3** | **3** | **44** |
| **61** | **4** | **4** | **4** | **4** | **5** | **3** | **5** | **3** | **4** | **3** | **4** | **4** | **47** |
| **62** | **4** | **4** | **5** | **5** | **4** | **4** | **4** | **4** | **4** | **5** | **3** | **4** | **50** |
| **63** | **4** | **4** | **4** | **3** | **4** | **3** | **5** | **4** | **5** | **5** | **4** | **5** | **50** |
| **64** | **5** | **5** | **5** | **4** | **3** | **4** | **4** | **5** | **4** | **5** | **3** | **4** | **51** |
| **65** | **4** | **4** | **4** | **4** | **5** | **4** | **5** | **4** | **4** | **5** | **3** | **4** | **50** |
| **66** | **4** | **4** | **5** | **4** | **3** | **4** | **4** | **5** | **5** | **5** | **4** | **5** | **52** |
| **67** | **2** | **2** | **5** | **5** | **5** | **3** | **4** | **4** | **3** | **4** | **2** | **3** | **42** |
| **68** | **4** | **5** | **3** | **5** | **4** | **5** | **5** | **5** | **4** | **4** | **5** | **4** | **53** |
| **69** | **4** | **5** | **4** | **5** | **4** | **5** | **5** | **5** | **3** | **5** | **3** | **3** | **51** |
| **70** | **3** | **5** | **5** | **5** | **5** | **5** | **4** | **4** | **3** | **4** | **4** | **3** | **50** |
| **71** | **4** | **4** | **4** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **49** |
| **72** | **4** | **4** | **4** | **5** | **5** | **5** | **4** | **3** | **4** | **4** | **3** | **4** | **49** |
| **73** | **1** | **1** | **5** | **4** | **4** | **5** | **4** | **5** | **5** | **5** | **1** | **5** | **45** |
| **74** | **1** | **1** | **5** | **3** | **3** | **4** | **5** | **5** | **4** | **5** | **4** | **4** | **44** |
| **75** | **5** | **3** | **4** | **4** | **4** | **5** | **3** | **4** | **3** | **5** | **3** | **3** | **46** |
| **76** | **5** | **4** | **5** | **5** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **4** | **52** |
| **77** | **3** | **4** | **4** | **5** | **5** | **4** | **4** | **5** | **4** | **5** | **3** | **4** | **50** |
| **78** | **5** | **4** | **5** | **4** | **5** | **4** | **5** | **4** | **3** | **4** | **5** | **3** | **51** |
| **79** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **4** | **4** | **4** | **5** | **4** | **56** |
| **80** | **5** | **3** | **3** | **5** | **5** | **5** | **5** | **5** | **4** | **5** | **4** | **4** | **53** |
| **81** | **5** | **5** | **5** | **5** | **3** | **4** | **4** | **4** | **3** | **4** | **4** | **3** | **49** |
| **82** | **5** | **5** | **4** | **5** | **5** | **5** | **5** | **4** | **5** | **3** | **5** | **5** | **56** |
| **83** | **5** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **4** | **4** | **3** | **4** | **47** |
| **84** | **5** | **5** | **4** | **3** | **2** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **47** |
| **85** | **5** | **5** | **5** | **4** | **5** | **5** | **4** | **4** | **5** | **5** | **5** | **5** | **57** |
| **86** | **5** | **5** | **5** | **4** | **3** | **5** | **4** | **5** | **5** | **5** | **3** | **5** | **54** |
| **87** | **5** | **5** | **3** | **4** | **4** | **4** | **5** | **5** | **4** | **4** | **4** | **4** | **51** |
| **88** | **5** | **4** | **4** | **5** | **3** | **3** | **5** | **4** | **4** | **4** | **3** | **4** | **48** |
| **89** | **5** | **4** | **5** | **4** | **5** | **5** | **5** | **5** | **5** | **4** | **3** | **5** | **55** |
| **90** | **4** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **5** | **4** | **3** | **5** | **48** |
| **91** | **4** | **3** | **4** | **2** | **4** | **4** | **4** | **5** | **4** | **5** | **3** | **4** | **46** |
| **92** | **5** | **4** | **5** | **5** | **5** | **4** | **5** | **4** | **4** | **5** | **3** | **4** | **53** |
| **93** | **2** | **4** | **5** | **4** | **4** | **4** | **3** | **4** | **4** | **3** | **3** | **4** | **44** |
| **94** | **2** | **4** | **4** | **4** | **4** | **4** | **4** | **5** | **5** | **4** | **2** | **5** | **47** |
| **95** | **4** | **4** | **3** | **4** | **5** | **4** | **4** | **4** | **3** | **4** | **2** | **3** | **44** |
| **96** | **3** | **4** | **5** | **5** | **4** | **5** | **5** | **5** | **3** | **4** | **2** | **3** | **48** |
| **97** | **3** | **4** | **4** | **5** | **4** | **5** | **4** | **3** | **4** | **4** | **2** | **4** | **46** |
| **98** | **3** | **3** | **5** | **4** | **5** | **3** | **5** | **4** | **4** | **5** | **3** | **4** | **48** |
| **99** | **3** | **4** | **4** | **5** | **4** | **5** | **4** | **3** | **4** | **4** | **4** | **4** | **48** |
| **100** | **2** | **4** | **5** | **4** | **5** | **3** | **5** | **4** | **4** | **5** | **4** | **4** | **49** |

**Data Ordinal Promosi (X2)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Promosi** | | | | | | |
| Responden | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | Total X2 |
| 1 | 4 | 5 | **5** | 5 | 4 | 4 | 27 |
| 2 | 4 | 5 | **5** | 4 | 4 | 4 | 26 |
| 3 | 5 | 4 | **4** | 5 | 4 | 4 | 26 |
| 4 | 4 | 4 | **4** | 5 | 5 | 4 | 26 |
| 5 | 4 | 5 | **4** | 4 | 5 | 5 | 27 |
| 6 | 4 | 4 | **4** | 5 | 4 | 4 | 25 |
| 7 | 4 | 4 | **4** | 5 | 5 | 4 | 26 |
| 8 | 4 | 4 | **4** | 5 | 4 | 5 | 26 |
| 9 | 4 | 4 | **4** | 5 | 5 | 5 | 27 |
| 10 | 4 | 4 | **5** | 5 | 5 | 5 | 28 |
| 11 | 4 | 5 | **5** | 3 | 3 | 3 | 23 |
| 12 | 4 | 3 | **5** | 4 | 4 | 4 | 24 |
| 13 | 5 | 4 | **5** | 5 | 4 | 3 | 26 |
| 14 | 4 | 4 | **3** | 5 | 5 | 4 | 25 |
| 15 | 5 | 5 | **3** | 5 | 5 | 5 | 28 |
| 16 | 4 | 4 | **5** | 5 | 5 | 5 | 28 |
| 17 | 5 | 5 | **4** | 3 | 4 | 4 | 25 |
| 18 | 5 | 4 | **5** | 5 | 4 | 5 | 28 |
| 19 | 5 | 4 | **4** | 4 | 5 | 4 | 26 |
| 20 | 5 | 5 | **5** | 5 | 5 | 5 | 30 |
| 21 | 4 | 3 | **4** | 4 | 4 | 4 | 23 |
| 22 | 3 | 3 | **5** | 4 | 3 | 3 | 21 |
| 23 | 4 | 4 | **5** | 4 | 4 | 5 | 26 |
| 24 | 5 | 5 | **3** | 5 | 5 | 5 | 28 |
| 25 | 4 | 5 | **4** | 5 | 5 | 4 | 27 |
| 26 | 4 | 5 | **5** | 5 | 4 | 5 | 28 |
| 27 | 4 | 5 | **5** | 3 | 4 | 4 | 25 |
| 28 | 4 | 4 | **4** | 3 | 4 | 4 | 23 |
| 29 | 5 | 5 | **5** | 4 | 4 | 4 | 27 |
| 30 | 5 | 5 | **3** | 4 | 4 | 4 | 25 |
| 31 | 5 | 4 | **5** | 2 | 4 | 4 | 24 |
| 32 | 4 | 5 | **5** | 3 | 3 | 5 | 25 |
| 33 | 4 | 4 | **5** | 4 | 4 | 4 | 25 |
| 34 | 4 | 4 | **4** | 4 | 4 | 4 | 24 |
| 35 | 3 | 3 | **4** | 3 | 3 | 3 | 19 |
| 36 | 3 | 3 | **4** | 3 | 3 | 3 | 19 |
| 37 | 5 | 4 | **4** | 4 | 4 | 4 | 25 |
| 38 | 5 | 3 | **5** | 2 | 5 | 3 | 23 |
| 39 | 4 | 4 | **4** | 4 | 4 | 4 | 24 |
| 40 | 5 | 4 | **4** | 5 | 5 | 4 | 27 |
| 41 | 5 | 5 | **5** | 4 | 4 | 5 | 28 |
| 42 | 2 | 2 | **5** | 4 | 4 | 2 | 19 |
| 43 | 2 | 2 | **5** | 5 | 5 | 2 | 21 |
| 44 | 4 | 4 | **5** | 5 | 5 | 4 | 27 |
| 45 | 3 | 3 | **5** | 3 | 4 | 3 | 21 |
| 46 | 3 | 3 | **5** | 4 | 2 | 3 | 20 |
| 47 | 3 | 3 | **5** | 4 | 4 | 3 | 22 |
| 48 | 3 | 3 | **4** | 5 | 5 | 3 | 23 |
| 49 | 2 | 2 | **4** | 5 | 5 | 2 | 20 |
| 50 | 2 | 2 | **4** | 5 | 4 | 2 | 19 |
| 51 | 2 | 2 | **5** | 5 | 5 | 2 | 21 |
| 52 | 2 | 2 | **5** | 4 | 4 | 2 | 19 |
| 53 | 3 | 3 | **4** | 5 | 4 | 3 | 22 |
| 54 | 4 | 4 | **5** | 5 | 5 | 4 | 27 |
| 55 | 4 | 4 | **4** | 4 | 4 | 4 | 24 |
| 56 | 2 | 3 | **4** | 4 | 4 | 3 | 20 |
| 57 | 3 | 3 | **4** | 5 | 5 | 3 | 23 |
| 58 | 4 | 4 | **4** | 4 | 4 | 4 | 24 |
| 59 | 3 | 3 | **4** | 5 | 5 | 3 | 23 |
| 60 | 3 | 3 | **4** | 4 | 4 | 3 | 21 |
| 61 | 4 | 3 | **3** | 4 | 4 | 3 | 21 |
| 62 | 3 | 3 | **5** | 4 | 2 | 3 | 20 |
| 63 | 4 | 4 | **5** | 4 | 3 | 4 | 24 |
| 64 | 3 | 3 | **5** | 4 | 5 | 3 | 23 |
| 65 | 3 | 4 | **5** | 4 | 5 | 4 | 25 |
| 66 | 4 | 4 | **5** | 4 | 4 | 4 | 25 |
| 67 | 2 | 2 | **4** | 5 | 5 | 2 | 20 |
| 68 | 5 | 5 | **4** | 5 | 4 | 5 | 28 |
| 69 | 3 | 4 | **5** | 4 | 4 | 4 | 24 |
| 70 | 4 | 5 | **4** | 5 | 3 | 5 | 26 |
| 71 | 4 | 4 | **4** | 4 | 5 | 4 | 25 |
| 72 | 3 | 3 | **4** | 4 | 5 | 3 | 22 |
| 73 | 1 | 4 | **5** | 5 | 4 | 4 | 23 |
| 74 | 4 | 1 | **5** | 4 | 4 | 1 | 19 |
| 75 | 3 | 4 | **5** | 4 | 4 | 4 | 24 |
| 76 | 4 | 5 | **4** | 3 | 4 | 5 | 25 |
| 77 | 3 | 5 | **5** | 4 | 4 | 5 | 26 |
| 78 | 5 | 4 | **4** | 5 | 4 | 4 | 26 |
| 79 | 5 | 4 | **4** | 4 | 4 | 4 | 25 |
| 80 | 4 | 3 | **5** | 4 | 4 | 3 | 23 |
| 81 | 4 | 3 | **4** | 5 | 4 | 3 | 23 |
| 82 | 5 | 4 | **3** | 4 | 4 | 4 | 24 |
| 83 | 3 | 3 | **4** | 4 | 4 | 3 | 21 |
| 84 | 4 | 4 | **4** | 4 | 3 | 4 | 23 |
| 85 | 5 | 4 | **5** | 5 | 3 | 4 | 26 |
| 86 | 3 | 3 | **5** | 5 | 5 | 3 | 24 |
| 87 | 4 | 3 | **4** | 5 | 5 | 3 | 24 |
| 88 | 3 | 3 | **4** | 5 | 5 | 3 | 23 |
| 89 | 3 | 5 | **4** | 2 | 4 | 5 | 23 |
| 90 | 3 | 3 | **4** | 4 | 3 | 3 | 20 |
| 91 | 3 | 3 | **5** | 3 | 3 | 3 | 20 |
| 92 | 3 | 3 | **5** | 5 | 2 | 3 | 21 |
| 93 | 3 | 3 | **3** | 4 | 3 | 3 | 19 |
| 94 | 2 | 2 | **4** | 3 | 3 | 2 | 16 |
| 95 | 2 | 2 | **4** | 4 | 4 | 2 | 18 |
| 96 | 2 | 2 | **4** | 3 | 3 | 2 | 16 |
| 97 | 2 | 2 | **4** | 4 | 3 | 2 | 17 |
| 98 | 3 | 3 | **5** | 3 | 3 | 3 | 20 |
| 99 | 4 | 4 | **4** | 4 | 3 | 4 | 23 |
| 100 | 4 | 4 | **5** | 4 | 3 | 4 | 24 |

**Data Ordinal Kepuasan Pelanggan (X3)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Kepuasan Pelanggan** | | | | | | | | | | | | |
| **Responden** | **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **X3.9** | **X3.10** | **X3.11** | **X3.12** | **Total X3** |
| **1** | **5** | **5** | **5** | **4** | **4** | **4** | **4** | **4** | **4** | **5** | **4** | **4** | **52** |
| **2** | **5** | **4** | **5** | **5** | **3** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **51** |
| **3** | **5** | **5** | **4** | **5** | **4** | **5** | **3** | **4** | **4** | **5** | **4** | **4** | **52** |
| **4** | **4** | **5** | **4** | **4** | **4** | **3** | **5** | **5** | **4** | **4** | **5** | **5** | **52** |
| **5** | **5** | **4** | **4** | **5** | **4** | **4** | **5** | **4** | **5** | **5** | **5** | **5** | **55** |
| **6** | **5** | **5** | **4** | **4** | **4** | **4** | **5** | **4** | **4** | **5** | **4** | **5** | **53** |
| **7** | **4** | **5** | **4** | **4** | **5** | **3** | **5** | **3** | **5** | **4** | **5** | **4** | **51** |
| **8** | **4** | **5** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **3** | **4** | **5** | **48** |
| **9** | **4** | **5** | **4** | **5** | **5** | **4** | **3** | **5** | **5** | **4** | **5** | **5** | **54** |
| **10** | **5** | **5** | **5** | **3** | **5** | **4** | **4** | **4** | **3** | **5** | **5** | **4** | **52** |
| **11** | **4** | **3** | **5** | **4** | **4** | **3** | **4** | **4** | **4** | **4** | **3** | **3** | **45** |
| **12** | **4** | **4** | **5** | **4** | **4** | **3** | **5** | **4** | **4** | **4** | **4** | **4** | **49** |
| **13** | **4** | **3** | **5** | **5** | **5** | **5** | **3** | **4** | **3** | **5** | **4** | **4** | **50** |
| **14** | **4** | **5** | **3** | **5** | **4** | **5** | **3** | **3** | **4** | **3** | **5** | **4** | **48** |
| **15** | **5** | **5** | **3** | **4** | **4** | **4** | **4** | **4** | **4** | **5** | **5** | **5** | **52** |
| **16** | **4** | **5** | **5** | **5** | **5** | **4** | **5** | **3** | **3** | **3** | **5** | **5** | **52** |
| **17** | **5** | **3** | **4** | **5** | **3** | **3** | **3** | **5** | **4** | **5** | **4** | **3** | **47** |
| **18** | **5** | **5** | **5** | **5** | **4** | **4** | **5** | **3** | **3** | **4** | **4** | **4** | **51** |
| **19** | **4** | **4** | **4** | **5** | **3** | **3** | **5** | **5** | **5** | **5** | **5** | **5** | **53** |
| **20** | **5** | **5** | **5** | **5** | **4** | **5** | **4** | **4** | **3** | **4** | **5** | **5** | **54** |
| **21** | **5** | **3** | **4** | **5** | **5** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **50** |
| **22** | **4** | **4** | **5** | **5** | **4** | **4** | **4** | **4** | **5** | **4** | **3** | **4** | **50** |
| **23** | **5** | **4** | **5** | **5** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **52** |
| **24** | **4** | **2** | **3** | **4** | **4** | **3** | **4** | **4** | **3** | **5** | **5** | **5** | **46** |
| **25** | **5** | **5** | **4** | **4** | **4** | **3** | **4** | **4** | **5** | **4** | **5** | **5** | **52** |
| **26** | **5** | **5** | **5** | **3** | **3** | **4** | **4** | **3** | **5** | **4** | **4** | **5** | **50** |
| **27** | **4** | **3** | **5** | **4** | **4** | **4** | **5** | **5** | **4** | **4** | **4** | **5** | **51** |
| **28** | **5** | **3** | **4** | **5** | **4** | **5** | **4** | **4** | **4** | **5** | **4** | **4** | **51** |
| **29** | **5** | **4** | **5** | **5** | **3** | **5** | **4** | **4** | **5** | **5** | **4** | **4** | **53** |
| **30** | **5** | **4** | **3** | **4** | **4** | **5** | **5** | **5** | **5** | **4** | **4** | **5** | **53** |
| **31** | **4** | **5** | **5** | **5** | **4** | **4** | **4** | **5** | **4** | **5** | **4** | **3** | **52** |
| **32** | **5** | **4** | **5** | **4** | **5** | **3** | **4** | **4** | **4** | **3** | **3** | **4** | **48** |
| **33** | **5** | **4** | **5** | **4** | **4** | **4** | **5** | **4** | **4** | **3** | **4** | **4** | **50** |
| **34** | **5** | **4** | **4** | **5** | **5** | **4** | **3** | **3** | **5** | **4** | **4** | **4** | **50** |
| **35** | **4** | **3** | **4** | **4** | **5** | **3** | **4** | **4** | **4** | **5** | **3** | **4** | **47** |
| **36** | **3** | **3** | **4** | **4** | **5** | **5** | **5** | **5** | **3** | **3** | **3** | **4** | **47** |
| **37** | **5** | **5** | **4** | **3** | **3** | **5** | **5** | **5** | **3** | **4** | **4** | **4** | **50** |
| **38** | **4** | **5** | **5** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **5** | **5** | **53** |
| **39** | **4** | **4** | **4** | **4** | **5** | **5** | **4** | **5** | **5** | **3** | **4** | **4** | **51** |
| **40** | **5** | **5** | **4** | **5** | **5** | **4** | **3** | **4** | **4** | **3** | **5** | **5** | **52** |
| **41** | **4** | **5** | **5** | **5** | **4** | **5** | **5** | **4** | **4** | **2** | **4** | **4** | **51** |
| **42** | **5** | **2** | **5** | **4** | **4** | **5** | **5** | **5** | **5** | **3** | **4** | **5** | **52** |
| **43** | **5** | **2** | **5** | **4** | **4** | **5** | **5** | **4** | **5** | **3** | **5** | **5** | **52** |
| **44** | **4** | **4** | **5** | **5** | **4** | **4** | **5** | **5** | **4** | **4** | **5** | **5** | **54** |
| **45** | **5** | **3** | **5** | **5** | **5** | **4** | **5** | **4** | **4** | **3** | **4** | **4** | **51** |
| **46** | **5** | **3** | **5** | **5** | **4** | **5** | **3** | **5** | **4** | **3** | **2** | **2** | **46** |
| **47** | **5** | **3** | **5** | **4** | **3** | **3** | **4** | **4** | **5** | **3** | **4** | **4** | **47** |
| **48** | **4** | **3** | **4** | **4** | **4** | **5** | **4** | **5** | **4** | **3** | **5** | **5** | **50** |
| **49** | **5** | **2** | **4** | **5** | **3** | **4** | **5** | **4** | **5** | **3** | **5** | **5** | **50** |
| **50** | **5** | **2** | **4** | **5** | **4** | **4** | **4** | **4** | **3** | **2** | **4** | **4** | **45** |
| **51** | **5** | **2** | **5** | **5** | **4** | **4** | **5** | **4** | **3** | **4** | **5** | **5** | **51** |
| **52** | **4** | **2** | **5** | **3** | **4** | **5** | **5** | **3** | **5** | **4** | **4** | **4** | **48** |
| **53** | **5** | **3** | **4** | **4** | **3** | **3** | **4** | **5** | **4** | **3** | **4** | **4** | **46** |
| **54** | **5** | **4** | **5** | **4** | **5** | **5** | **5** | **4** | **3** | **3** | **5** | **4** | **52** |
| **55** | **4** | **4** | **4** | **4** | **4** | **3** | **5** | **3** | **3** | **4** | **4** | **5** | **47** |
| **56** | **4** | **2** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **2** | **4** | **4** | **44** |
| **57** | **5** | **3** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **3** | **5** | **5** | **50** |
| **58** | **4** | **4** | **4** | **4** | **4** | **4** | **5** | **4** | **3** | **2** | **4** | **4** | **46** |
| **59** | **4** | **3** | **4** | **4** | **4** | **5** | **5** | **4** | **5** | **2** | **5** | **5** | **50** |
| **60** | **4** | **3** | **4** | **4** | **4** | **3** | **4** | **5** | **3** | **3** | **4** | **5** | **46** |
| **61** | **4** | **4** | **3** | **4** | **5** | **4** | **4** | **4** | **4** | **2** | **4** | **4** | **46** |
| **62** | **5** | **3** | **5** | **5** | **3** | **5** | **4** | **4** | **5** | **4** | **2** | **3** | **48** |
| **63** | **4** | **4** | **5** | **4** | **4** | **4** | **5** | **5** | **4** | **4** | **3** | **4** | **50** |
| **64** | **5** | **3** | **5** | **5** | **4** | **4** | **4** | **5** | **5** | **4** | **5** | **4** | **53** |
| **65** | **4** | **3** | **5** | **4** | **4** | **4** | **4** | **4** | **4** | **3** | **5** | **4** | **48** |
| **66** | **5** | **4** | **5** | **5** | **4** | **4** | **5** | **5** | **5** | **3** | **4** | **4** | **53** |
| **67** | **5** | **2** | **4** | **5** | **4** | **4** | **3** | **4** | **3** | **2** | **5** | **5** | **46** |
| **68** | **3** | **5** | **4** | **4** | **3** | **3** | **4** | **4** | **4** | **4** | **4** | **4** | **46** |
| **69** | **4** | **3** | **5** | **4** | **4** | **4** | **4** | **5** | **3** | **3** | **4** | **4** | **47** |
| **70** | **5** | **4** | **4** | **4** | **4** | **5** | **4** | **4** | **3** | **4** | **3** | **5** | **49** |
| **71** | **4** | **4** | **4** | **3** | **3** | **4** | **4** | **4** | **5** | **4** | **5** | **4** | **48** |
| **72** | **4** | **3** | **4** | **4** | **4** | **5** | **5** | **3** | **4** | **3** | **5** | **4** | **48** |
| **73** | **5** | **1** | **5** | **4** | **5** | **5** | **5** | **4** | **4** | **4** | **4** | **5** | **51** |
| **74** | **5** | **4** | **5** | **5** | **5** | **3** | **4** | **4** | **4** | **1** | **4** | **4** | **48** |
| **75** | **4** | **3** | **5** | **4** | **4** | **5** | **4** | **5** | **3** | **4** | **4** | **3** | **48** |
| **76** | **5** | **4** | **4** | **4** | **5** | **4** | **5** | **3** | **5** | **3** | **4** | **4** | **50** |
| **77** | **4** | **3** | **5** | **5** | **4** | **5** | **5** | **5** | **4** | **5** | **4** | **4** | **53** |
| **78** | **5** | **5** | **4** | **4** | **3** | **5** | **5** | **5** | **4** | **3** | **4** | **5** | **52** |
| **79** | **5** | **5** | **4** | **5** | **5** | **5** | **5** | **4** | **3** | **5** | **4** | **5** | **55** |
| **80** | **3** | **4** | **5** | **5** | **4** | **3** | **5** | **5** | **4** | **4** | **4** | **3** | **49** |
| **81** | **5** | **4** | **4** | **3** | **5** | **3** | **5** | **5** | **4** | **3** | **4** | **5** | **50** |
| **82** | **4** | **5** | **3** | **5** | **5** | **4** | **4** | **5** | **4** | **5** | **4** | **3** | **51** |
| **83** | **4** | **3** | **4** | **5** | **3** | **4** | **4** | **4** | **4** | **3** | **4** | **2** | **44** |
| **84** | **4** | **4** | **4** | **5** | **5** | **4** | **4** | **4** | **4** | **5** | **3** | **3** | **49** |
| **85** | **5** | **5** | **5** | **5** | **4** | **4** | **5** | **5** | **5** | **4** | **3** | **5** | **55** |
| **86** | **5** | **3** | **5** | **4** | **5** | **5** | **5** | **5** | **5** | **4** | **5** | **4** | **55** |
| **87** | **3** | **4** | **4** | **4** | **5** | **5** | **5** | **5** | **4** | **3** | **5** | **5** | **52** |
| **88** | **4** | **3** | **4** | **3** | **3** | **5** | **4** | **5** | **4** | **5** | **5** | **5** | **50** |
| **89** | **5** | **3** | **4** | **3** | **4** | **4** | **5** | **5** | **5** | **5** | **4** | **4** | **51** |
| **90** | **4** | **3** | **4** | **4** | **3** | **4** | **4** | **4** | **5** | **3** | **3** | **5** | **46** |
| **91** | **4** | **3** | **5** | **5** | **5** | **4** | **4** | **3** | **3** | **3** | **3** | **4** | **46** |
| **92** | **5** | **3** | **5** | **4** | **4** | **5** | **4** | **4** | **5** | **3** | **2** | **4** | **48** |
| **93** | **5** | **3** | **3** | **5** | **4** | **4** | **3** | **3** | **4** | **3** | **3** | **3** | **43** |
| **94** | **4** | **2** | **4** | **5** | **4** | **4** | **4** | **5** | **3** | **3** | **3** | **3** | **44** |
| **95** | **3** | **2** | **4** | **5** | **5** | **4** | **3** | **3** | **5** | **2** | **4** | **4** | **44** |
| **96** | **5** | **2** | **4** | **4** | **5** | **5** | **3** | **4** | **4** | **4** | **3** | **4** | **47** |
| **97** | **4** | **2** | **4** | **5** | **4** | **3** | **5** | **5** | **4** | **4** | **3** | **4** | **47** |
| **98** | **5** | **3** | **5** | **4** | **4** | **5** | **4** | **5** | **4** | **3** | **3** | **4** | **49** |
| **99** | **4** | **4** | **4** | **5** | **4** | **3** | **5** | **5** | **4** | **3** | **3** | **3** | **47** |
| **100** | **5** | **4** | **5** | **4** | **4** | **5** | **4** | **5** | **4** | **4** | **3** | **3** | **50** |

**Data Ordinal Kualitas Produk (X4)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Kualitas Produk** | | | | | | | | | | | | |
| **Responden** | **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** | **X4.9** | **X4.10** | **X4.11** | **X4.12** | **Total X4** |
| **1** | **5** | **4** | **4** | **4** | **5** | **4** | **4** | **5** | **5** | **4** | **5** | **4** | **53** |
| **2** | **4** | **4** | **4** | **4** | **4** | **5** | **4** | **5** | **4** | **4** | **4** | **5** | **51** |
| **3** | **5** | **4** | **4** | **5** | **5** | **5** | **5** | **5** | **4** | **5** | **4** | **5** | **56** |
| **4** | **5** | **5** | **4** | **4** | **4** | **3** | **5** | **4** | **4** | **4** | **4** | **4** | **50** |
| **5** | **4** | **5** | **5** | **5** | **5** | **4** | **4** | **5** | **5** | **4** | **4** | **5** | **55** |
| **6** | **5** | **4** | **4** | **4** | **5** | **3** | **5** | **4** | **5** | **4** | **5** | **4** | **52** |
| **7** | **5** | **5** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **3** | **4** | **4** | **48** |
| **8** | **5** | **4** | **5** | **5** | **3** | **3** | **5** | **5** | **5** | **3** | **4** | **4** | **51** |
| **9** | **5** | **5** | **5** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **5** | **5** | **54** |
| **10** | **5** | **5** | **5** | **5** | **5** | **4** | **4** | **4** | **5** | **4** | **4** | **5** | **55** |
| **11** | **3** | **3** | **3** | **5** | **4** | **3** | **4** | **5** | **5** | **3** | **3** | **5** | **46** |
| **12** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **3** | **4** | **3** | **4** | **4** | **46** |
| **13** | **5** | **4** | **3** | **4** | **5** | **4** | **5** | **4** | **4** | **4** | **5** | **5** | **52** |
| **14** | **5** | **5** | **4** | **5** | **3** | **3** | **4** | **4** | **4** | **4** | **3** | **4** | **48** |
| **15** | **5** | **5** | **5** | **5** | **5** | **4** | **5** | **5** | **5** | **4** | **5** | **5** | **58** |
| **16** | **5** | **5** | **5** | **3** | **3** | **5** | **4** | **4** | **4** | **4** | **4** | **5** | **51** |
| **17** | **3** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **49** |
| **18** | **5** | **4** | **5** | **4** | **4** | **5** | **5** | **4** | **5** | **4** | **5** | **5** | **55** |
| **19** | **4** | **5** | **4** | **5** | **5** | **4** | **5** | **4** | **4** | **4** | **5** | **4** | **53** |
| **20** | **5** | **5** | **5** | **5** | **4** | **4** | **5** | **5** | **5** | **5** | **4** | **5** | **57** |
| **21** | **4** | **4** | **4** | **3** | **4** | **3** | **4** | **3** | **3** | **4** | **3** | **4** | **43** |
| **22** | **4** | **3** | **3** | **4** | **4** | **4** | **3** | **4** | **4** | **3** | **3** | **3** | **42** |
| **23** | **4** | **4** | **5** | **4** | **4** | **5** | **4** | **4** | **4** | **5** | **5** | **5** | **53** |
| **24** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **60** |
| **25** | **5** | **5** | **4** | **5** | **4** | **5** | **4** | **5** | **4** | **4** | **4** | **4** | **53** |
| **26** | **5** | **4** | **5** | **3** | **4** | **4** | **5** | **5** | **4** | **4** | **5** | **5** | **53** |
| **27** | **3** | **4** | **4** | **3** | **4** | **4** | **4** | **5** | **5** | **4** | **3** | **4** | **47** |
| **28** | **3** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **5** | **4** | **5** | **5** | **51** |
| **29** | **4** | **4** | **4** | **5** | **5** | **4** | **5** | **4** | **5** | **4** | **5** | **5** | **54** |
| **30** | **4** | **4** | **4** | **5** | **4** | **4** | **5** | **4** | **5** | **4** | **4** | **5** | **52** |
| **31** | **2** | **4** | **4** | **5** | **5** | **3** | **5** | **3** | **3** | **5** | **2** | **2** | **43** |
| **32** | **3** | **3** | **5** | **3** | **3** | **4** | **5** | **4** | **4** | **3** | **4** | **4** | **45** |
| **33** | **4** | **4** | **4** | **4** | **3** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **48** |
| **34** | **4** | **4** | **4** | **5** | **4** | **5** | **5** | **4** | **4** | **4** | **4** | **4** | **51** |
| **35** | **3** | **3** | **3** | **4** | **5** | **3** | **5** | **4** | **4** | **3** | **5** | **4** | **46** |
| **36** | **3** | **3** | **3** | **3** | **3** | **4** | **5** | **4** | **3** | **4** | **3** | **5** | **43** |
| **37** | **4** | **4** | **4** | **5** | **4** | **5** | **5** | **4** | **3** | **4** | **5** | **5** | **52** |
| **38** | **2** | **5** | **3** | **3** | **4** | **3** | **4** | **5** | **4** | **3** | **3** | **4** | **43** |
| **39** | **4** | **4** | **4** | **4** | **3** | **5** | **5** | **5** | **5** | **5** | **4** | **5** | **53** |
| **40** | **5** | **5** | **4** | **3** | **3** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **49** |
| **41** | **4** | **4** | **5** | **5** | **2** | **4** | **5** | **4** | **4** | **5** | **5** | **3** | **50** |
| **42** | **4** | **4** | **2** | **4** | **3** | **3** | **5** | **4** | **4** | **5** | **4** | **4** | **46** |
| **43** | **5** | **5** | **2** | **3** | **3** | **3** | **5** | **5** | **4** | **4** | **2** | **4** | **45** |
| **44** | **5** | **5** | **4** | **4** | **4** | **4** | **5** | **3** | **3** | **4** | **4** | **3** | **48** |
| **45** | **3** | **4** | **3** | **3** | **3** | **4** | **5** | **3** | **4** | **4** | **4** | **4** | **44** |
| **46** | **4** | **2** | **3** | **4** | **3** | **4** | **5** | **3** | **3** | **3** | **3** | **4** | **41** |
| **47** | **4** | **4** | **3** | **3** | **3** | **4** | **5** | **5** | **5** | **4** | **4** | **4** | **48** |
| **48** | **5** | **5** | **3** | **4** | **3** | **3** | **5** | **5** | **4** | **4** | **4** | **5** | **50** |
| **49** | **5** | **5** | **2** | **4** | **3** | **3** | **5** | **4** | **4** | **4** | **3** | **4** | **46** |
| **50** | **5** | **4** | **2** | **4** | **2** | **2** | **5** | **4** | **4** | **4** | **2** | **4** | **42** |
| **51** | **5** | **5** | **2** | **4** | **4** | **3** | **5** | **4** | **4** | **4** | **4** | **4** | **48** |
| **52** | **4** | **4** | **2** | **4** | **4** | **3** | **5** | **5** | **5** | **4** | **4** | **4** | **48** |
| **53** | **5** | **4** | **3** | **4** | **3** | **3** | **5** | **3** | **3** | **3** | **3** | **4** | **43** |
| **54** | **5** | **5** | **4** | **4** | **3** | **4** | **5** | **5** | **4** | **4** | **4** | **5** | **52** |
| **55** | **4** | **4** | **4** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **5** | **50** |
| **56** | **4** | **4** | **3** | **4** | **2** | **3** | **5** | **3** | **4** | **4** | **3** | **4** | **43** |
| **57** | **5** | **5** | **3** | **4** | **3** | **4** | **5** | **3** | **3** | **4** | **3** | **5** | **47** |
| **58** | **4** | **4** | **4** | **3** | **2** | **4** | **4** | **3** | **3** | **4** | **4** | **4** | **43** |
| **59** | **5** | **5** | **3** | **3** | **2** | **3** | **5** | **4** | **4** | **4** | **3** | **4** | **45** |
| **60** | **4** | **4** | **3** | **3** | **3** | **3** | **5** | **4** | **4** | **4** | **4** | **4** | **45** |
| **61** | **4** | **4** | **3** | **3** | **2** | **3** | **5** | **4** | **4** | **4** | **4** | **4** | **44** |
| **62** | **4** | **2** | **3** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **46** |
| **63** | **4** | **3** | **4** | **4** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **3** | **45** |
| **64** | **4** | **5** | **3** | **5** | **4** | **4** | **5** | **1** | **5** | **5** | **5** | **5** | **51** |
| **65** | **4** | **5** | **4** | **4** | **3** | **3** | **5** | **4** | **4** | **4** | **4** | **4** | **48** |
| **66** | **4** | **4** | **4** | **4** | **3** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **48** |
| **67** | **5** | **5** | **2** | **2** | **2** | **2** | **5** | **4** | **2** | **2** | **3** | **3** | **37** |
| **68** | **5** | **4** | **5** | **5** | **4** | **5** | **5** | **5** | **4** | **5** | **5** | **5** | **57** |
| **69** | **4** | **4** | **4** | **5** | **3** | **4** | **5** | **5** | **4** | **5** | **4** | **5** | **52** |
| **70** | **5** | **3** | **5** | **5** | **4** | **5** | **4** | **5** | **3** | **5** | **4** | **5** | **53** |
| **71** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **5** | **50** |
| **72** | **4** | **5** | **3** | **4** | **3** | **3** | **4** | **4** | **4** | **4** | **4** | **5** | **47** |
| **73** | **5** | **4** | **4** | **4** | **4** | **1** | **3** | **1** | **1** | **1** | **1** | **1** | **30** |
| **74** | **4** | **4** | **1** | **3** | **1** | **3** | **3** | **1** | **1** | **1** | **1** | **4** | **27** |
| **75** | **4** | **4** | **4** | **5** | **4** | **5** | **5** | **4** | **5** | **3** | **5** | **5** | **53** |
| **76** | **3** | **4** | **5** | **5** | **3** | **4** | **5** | **3** | **5** | **4** | **4** | **5** | **50** |
| **77** | **4** | **4** | **5** | **4** | **5** | **5** | **4** | **1** | **3** | **4** | **5** | **5** | **49** |
| **78** | **5** | **4** | **4** | **4** | **3** | **3** | **5** | **5** | **5** | **4** | **4** | **3** | **49** |
| **79** | **4** | **4** | **4** | **5** | **5** | **4** | **5** | **5** | **5** | **5** | **4** | **4** | **54** |
| **80** | **4** | **4** | **3** | **5** | **4** | **3** | **2** | **5** | **5** | **3** | **5** | **5** | **48** |
| **81** | **5** | **4** | **3** | **4** | **3** | **5** | **2** | **5** | **5** | **5** | **4** | **4** | **49** |
| **82** | **4** | **4** | **4** | **3** | **5** | **5** | **4** | **5** | **5** | **5** | **3** | **5** | **52** |
| **83** | **4** | **4** | **3** | **3** | **3** | **3** | **3** | **5** | **5** | **4** | **5** | **5** | **47** |
| **84** | **4** | **3** | **4** | **4** | **5** | **4** | **3** | **3** | **5** | **5** | **5** | **5** | **50** |
| **85** | **5** | **3** | **4** | **5** | **4** | **5** | **3** | **5** | **5** | **5** | **4** | **5** | **53** |
| **86** | **5** | **5** | **3** | **4** | **4** | **3** | **3** | **5** | **5** | **5** | **3** | **5** | **50** |
| **87** | **5** | **5** | **3** | **5** | **3** | **4** | **2** | **5** | **5** | **5** | **3** | **4** | **49** |
| **88** | **5** | **5** | **3** | **4** | **5** | **4** | **2** | **5** | **5** | **4** | **5** | **5** | **52** |
| **89** | **2** | **4** | **5** | **5** | **5** | **4** | **2** | **5** | **5** | **4** | **5** | **5** | **51** |
| **90** | **4** | **3** | **3** | **3** | **3** | **4** | **2** | **4** | **4** | **4** | **4** | **4** | **42** |
| **91** | **3** | **3** | **3** | **4** | **3** | **4** | **3** | **5** | **4** | **3** | **3** | **4** | **42** |
| **92** | **5** | **2** | **3** | **3** | **3** | **4** | **4** | **5** | **5** | **4** | **4** | **4** | **46** |
| **93** | **4** | **3** | **3** | **4** | **3** | **3** | **4** | **2** | **2** | **4** | **4** | **4** | **40** |
| **94** | **3** | **3** | **2** | **4** | **3** | **3** | **2** | **2** | **2** | **4** | **3** | **2** | **33** |
| **95** | **4** | **4** | **2** | **4** | **2** | **2** | **3** | **4** | **4** | **4** | **2** | **4** | **39** |
| **96** | **3** | **3** | **2** | **4** | **4** | **3** | **4** | **3** | **3** | **4** | **4** | **4** | **41** |
| **97** | **4** | **3** | **2** | **4** | **4** | **3** | **3** | **3** | **3** | **4** | **4** | **4** | **41** |
| **98** | **3** | **3** | **3** | **4** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **4** | **38** |
| **99** | **4** | **3** | **4** | **4** | **3** | **4** | **5** | **3** | **3** | **4** | **4** | **4** | **45** |
| **100** | **4** | **3** | **4** | **4** | **4** | **4** | **5** | **2** | **2** | **4** | **4** | **4** | **44** |

**Lampiran 7 Data MSI**

**Data MSI Pembelian Ulang (Y)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | Total |
| 4,936 | 3,986 | 2,252 | 4,352 | 4,406 | 2,991 | 3,147 | 3,118 | 29,188 |
| 3,938 | 3,986 | 1,000 | 2,000 | 1,920 | 1,863 | 3,147 | 3,118 | 20,972 |
| 4,936 | 3,986 | 3,618 | 3,054 | 4,406 | 4,346 | 3,147 | 3,118 | 30,611 |
| 4,936 | 3,986 | 2,252 | 3,054 | 3,061 | 4,346 | 4,427 | 4,460 | 30,523 |
| 3,938 | 5,123 | 3,618 | 4,352 | 3,061 | 2,991 | 4,427 | 4,460 | 31,971 |
| 4,936 | 3,986 | 2,252 | 3,054 | 3,061 | 4,346 | 3,147 | 4,460 | 29,243 |
| 4,936 | 3,986 | 3,618 | 4,352 | 4,406 | 2,991 | 4,427 | 3,118 | 31,835 |
| 4,936 | 5,123 | 3,618 | 4,352 | 4,406 | 4,346 | 3,147 | 4,460 | 34,387 |
| 4,936 | 5,123 | 2,252 | 3,054 | 4,406 | 4,346 | 4,427 | 4,460 | 33,004 |
| 4,936 | 5,123 | 3,618 | 3,054 | 3,061 | 2,991 | 4,427 | 3,118 | 30,329 |
| 3,120 | 3,029 | 1,000 | 3,054 | 1,920 | 2,991 | 2,045 | 1,970 | 19,129 |
| 3,938 | 3,986 | 2,252 | 3,054 | 4,406 | 4,346 | 3,147 | 3,118 | 28,247 |
| 3,120 | 3,029 | 2,252 | 3,054 | 1,920 | 2,991 | 3,147 | 3,118 | 22,631 |
| 4,936 | 3,986 | 2,252 | 3,054 | 3,061 | 4,346 | 4,427 | 3,118 | 29,181 |
| 4,936 | 5,123 | 3,618 | 4,352 | 4,406 | 2,991 | 4,427 | 4,460 | 34,314 |
| 4,936 | 5,123 | 2,252 | 4,352 | 4,406 | 4,346 | 4,427 | 4,460 | 34,302 |
| 3,120 | 3,986 | 1,000 | 3,054 | 3,061 | 2,991 | 3,147 | 1,970 | 22,330 |
| 4,936 | 5,123 | 3,618 | 4,352 | 3,061 | 2,991 | 3,147 | 3,118 | 30,346 |
| 3,938 | 3,986 | 3,618 | 4,352 | 4,406 | 4,346 | 4,427 | 4,460 | 33,533 |
| 4,936 | 5,123 | 3,618 | 3,054 | 3,061 | 4,346 | 4,427 | 4,460 | 33,026 |
| 3,120 | 3,986 | 2,252 | 4,352 | 4,406 | 2,991 | 3,147 | 3,118 | 27,372 |
| 3,938 | 3,029 | 2,252 | 2,000 | 1,920 | 1,863 | 2,045 | 3,118 | 20,165 |
| 3,938 | 5,123 | 3,618 | 4,352 | 3,061 | 2,991 | 3,147 | 3,118 | 29,348 |
| 2,158 | 5,123 | 3,618 | 4,352 | 3,061 | 2,991 | 4,427 | 4,460 | 30,191 |
| 4,936 | 3,986 | 3,618 | 4,352 | 4,406 | 2,991 | 4,427 | 4,460 | 33,177 |
| 4,936 | 5,123 | 2,252 | 3,054 | 4,406 | 2,991 | 3,147 | 4,460 | 30,369 |
| 3,120 | 3,986 | 2,252 | 3,054 | 4,406 | 4,346 | 3,147 | 4,460 | 28,771 |
| 3,120 | 3,986 | 3,618 | 4,352 | 4,406 | 2,991 | 3,147 | 3,118 | 28,738 |
| 3,938 | 3,986 | 1,000 | 3,054 | 3,061 | 2,991 | 3,147 | 3,118 | 24,296 |
| 3,938 | 3,986 | 2,252 | 4,352 | 3,061 | 4,346 | 3,147 | 4,460 | 29,542 |
| 4,936 | 3,986 | 1,000 | 3,054 | 1,000 | 1,000 | 3,147 | 1,970 | 20,093 |
| 3,938 | 5,123 | 2,252 | 4,352 | 1,920 | 1,863 | 2,045 | 3,118 | 24,610 |
| 3,938 | 3,986 | 2,252 | 3,054 | 3,061 | 2,991 | 3,147 | 3,118 | 25,548 |
| 3,938 | 3,986 | 1,000 | 3,054 | 3,061 | 2,991 | 3,147 | 3,118 | 24,296 |
| 3,120 | 3,029 | 2,252 | 3,054 | 1,920 | 1,863 | 2,045 | 3,118 | 20,401 |
| 3,120 | 3,029 | 2,252 | 2,000 | 1,920 | 1,863 | 2,045 | 3,118 | 19,347 |
| 4,936 | 3,986 | 3,618 | 3,054 | 3,061 | 2,991 | 3,147 | 3,118 | 27,912 |
| 4,936 | 3,029 | 3,618 | 1,000 | 1,000 | 1,000 | 4,427 | 4,460 | 23,470 |
| 3,938 | 3,986 | 2,252 | 3,054 | 3,061 | 2,991 | 3,147 | 3,118 | 25,548 |
| 4,936 | 3,986 | 3,618 | 4,352 | 4,406 | 4,346 | 4,427 | 4,460 | 34,531 |
| 4,936 | 5,123 | 2,252 | 3,054 | 3,061 | 2,991 | 3,147 | 3,118 | 27,683 |
| 2,158 | 2,089 | 3,618 | 3,054 | 3,061 | 2,991 | 3,147 | 4,460 | 24,579 |
| 2,158 | 2,089 | 2,252 | 4,352 | 4,406 | 4,346 | 4,427 | 4,460 | 28,489 |
| 3,938 | 3,986 | 3,618 | 4,352 | 4,406 | 4,346 | 4,427 | 4,460 | 33,533 |
| 3,120 | 3,029 | 2,252 | 2,000 | 1,920 | 1,863 | 3,147 | 3,118 | 20,448 |
| 3,120 | 3,029 | 1,000 | 3,054 | 3,061 | 2,991 | 1,000 | 1,000 | 18,256 |
| 3,120 | 3,029 | 2,252 | 3,054 | 3,061 | 2,991 | 3,147 | 3,118 | 23,773 |
| 3,120 | 3,029 | 3,618 | 4,352 | 4,406 | 4,346 | 4,427 | 4,460 | 31,758 |
| 2,158 | 2,089 | 3,618 | 4,352 | 4,406 | 4,346 | 4,427 | 4,460 | 29,856 |
| 2,158 | 2,089 | 1,000 | 4,352 | 4,406 | 4,346 | 3,147 | 3,118 | 24,615 |
| 2,158 | 2,089 | 2,252 | 4,352 | 4,406 | 4,346 | 4,427 | 4,460 | 28,489 |
| 2,158 | 2,089 | 2,252 | 3,054 | 3,061 | 2,991 | 3,147 | 3,118 | 21,870 |
| 3,120 | 3,029 | 2,252 | 4,352 | 4,406 | 4,346 | 3,147 | 3,118 | 27,769 |
| 3,938 | 3,986 | 3,618 | 4,352 | 3,061 | 4,346 | 4,427 | 3,118 | 30,846 |
| 3,938 | 3,986 | 3,618 | 3,054 | 3,061 | 2,991 | 3,147 | 4,460 | 28,256 |
| 2,158 | 3,029 | 3,618 | 3,054 | 3,061 | 2,991 | 3,147 | 3,118 | 24,177 |
| 3,120 | 3,029 | 3,618 | 4,352 | 4,406 | 4,346 | 4,427 | 4,460 | 31,758 |
| 3,938 | 3,986 | 2,252 | 3,054 | 3,061 | 2,991 | 3,147 | 3,118 | 25,548 |
| 3,120 | 3,029 | 3,618 | 4,352 | 4,406 | 4,346 | 4,427 | 4,460 | 31,758 |
| 3,120 | 3,029 | 3,618 | 4,352 | 3,061 | 2,991 | 3,147 | 4,460 | 27,779 |
| 3,938 | 3,029 | 2,252 | 3,054 | 3,061 | 2,991 | 3,147 | 3,118 | 24,590 |
| 3,120 | 3,029 | 2,252 | 3,054 | 3,061 | 2,991 | 1,000 | 1,970 | 20,478 |
| 3,938 | 3,986 | 2,252 | 3,054 | 1,920 | 2,991 | 2,045 | 3,118 | 23,305 |
| 3,120 | 3,029 | 2,252 | 3,054 | 4,406 | 2,991 | 4,427 | 3,118 | 26,398 |
| 3,120 | 3,986 | 3,618 | 4,352 | 3,061 | 2,991 | 4,427 | 3,118 | 28,674 |
| 3,938 | 3,986 | 3,618 | 4,352 | 3,061 | 2,991 | 3,147 | 3,118 | 28,212 |
| 2,158 | 2,089 | 3,618 | 4,352 | 3,061 | 4,346 | 4,427 | 4,460 | 28,511 |
| 4,936 | 5,123 | 3,618 | 4,352 | 4,406 | 4,346 | 3,147 | 3,118 | 33,045 |
| 3,120 | 3,986 | 2,252 | 4,352 | 3,061 | 2,991 | 3,147 | 3,118 | 26,028 |
| 3,938 | 5,123 | 3,618 | 4,352 | 4,406 | 4,346 | 2,045 | 4,460 | 32,288 |
| 3,938 | 3,986 | 2,252 | 4,352 | 3,061 | 2,991 | 4,427 | 3,118 | 28,126 |
| 3,120 | 3,029 | 3,618 | 3,054 | 1,920 | 2,991 | 4,427 | 3,118 | 25,278 |
| 1,000 | 3,986 | 3,618 | 3,054 | 3,061 | 4,346 | 3,147 | 4,460 | 26,672 |
| 3,938 | 1,000 | 2,252 | 3,054 | 4,406 | 2,991 | 3,147 | 3,118 | 23,906 |
| 3,120 | 3,986 | 3,618 | 4,352 | 4,406 | 2,991 | 3,147 | 1,970 | 27,590 |
| 3,938 | 5,123 | 3,618 | 3,054 | 1,920 | 1,863 | 3,147 | 3,118 | 25,781 |
| 3,120 | 5,123 | 2,252 | 3,054 | 3,061 | 2,991 | 3,147 | 3,118 | 25,867 |
| 4,936 | 3,986 | 3,618 | 4,352 | 3,061 | 4,346 | 3,147 | 4,460 | 31,906 |
| 4,936 | 3,986 | 3,618 | 4,352 | 3,061 | 2,991 | 3,147 | 4,460 | 30,552 |
| 3,938 | 3,029 | 3,618 | 4,352 | 3,061 | 2,991 | 3,147 | 1,970 | 26,106 |
| 3,938 | 3,029 | 2,252 | 4,352 | 3,061 | 4,346 | 3,147 | 4,460 | 28,585 |
| 4,936 | 3,986 | 3,618 | 4,352 | 3,061 | 2,991 | 3,147 | 1,970 | 28,061 |
| 3,120 | 3,029 | 3,618 | 3,054 | 3,061 | 2,991 | 3,147 | 1,000 | 23,021 |
| 3,938 | 3,986 | 3,618 | 3,054 | 3,061 | 2,991 | 2,045 | 1,970 | 24,664 |
| 4,936 | 3,986 | 3,618 | 3,054 | 3,061 | 4,346 | 2,045 | 4,460 | 29,507 |
| 3,120 | 3,029 | 3,618 | 3,054 | 1,920 | 4,346 | 4,427 | 3,118 | 26,632 |
| 3,938 | 3,029 | 3,618 | 4,352 | 4,406 | 4,346 | 4,427 | 4,460 | 32,576 |
| 3,120 | 3,029 | 3,618 | 4,352 | 4,406 | 4,346 | 4,427 | 4,460 | 31,758 |
| 3,120 | 5,123 | 3,618 | 3,054 | 1,920 | 1,000 | 3,147 | 3,118 | 24,100 |
| 3,120 | 3,029 | 2,252 | 2,000 | 3,061 | 2,991 | 2,045 | 4,460 | 22,959 |
| 3,120 | 3,029 | 1,000 | 2,000 | 3,061 | 1,863 | 2,045 | 3,118 | 19,237 |
| 3,120 | 3,029 | 2,252 | 1,000 | 3,061 | 4,346 | 1,000 | 3,118 | 20,926 |
| 3,120 | 3,029 | 2,252 | 2,000 | 3,061 | 2,991 | 2,045 | 1,970 | 20,468 |
| 2,158 | 2,089 | 2,252 | 2,000 | 1,000 | 1,863 | 2,045 | 1,970 | 15,376 |
| 2,158 | 2,089 | 2,252 | 3,054 | 3,061 | 2,991 | 3,147 | 3,118 | 21,870 |
| 2,158 | 2,089 | 2,252 | 2,000 | 3,061 | 1,863 | 2,045 | 3,118 | 18,586 |
| 2,158 | 2,089 | 2,252 | 2,000 | 3,061 | 2,991 | 2,045 | 3,118 | 19,714 |
| 3,120 | 3,029 | 1,000 | 2,000 | 3,061 | 1,863 | 2,045 | 3,118 | 19,237 |
| 3,938 | 3,986 | 2,252 | 2,000 | 3,061 | 2,991 | 2,045 | 1,970 | 22,244 |
| 3,938 | 3,986 | 2,252 | 2,000 | 3,061 | 2,991 | 2,045 | 1,970 | 22,244 |

**Data MSI Keragaman Produk (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | Total |
| 4,499 | 3,392 | 3,829 | 3,404 | 3,327 | 3,640 | 1,000 | 2,051 | 3,502 | 3,798 | 4,936 | 3,502 | 40,881 |
| 3,247 | 3,392 | 3,829 | 3,404 | 3,327 | 3,640 | 2,247 | 3,341 | 3,502 | 3,798 | 3,938 | 3,502 | 41,168 |
| 3,247 | 4,849 | 3,829 | 2,190 | 4,613 | 3,640 | 3,574 | 3,341 | 2,306 | 2,373 | 4,936 | 2,306 | 41,204 |
| 3,247 | 3,392 | 2,376 | 4,743 | 2,221 | 3,640 | 2,247 | 3,341 | 3,502 | 2,373 | 4,936 | 3,502 | 39,521 |
| 4,499 | 3,392 | 3,829 | 3,404 | 3,327 | 2,278 | 3,574 | 4,743 | 3,502 | 2,373 | 3,938 | 3,502 | 42,361 |
| 4,499 | 3,392 | 3,829 | 2,190 | 4,613 | 3,640 | 3,574 | 3,341 | 4,803 | 2,373 | 4,936 | 4,803 | 45,994 |
| 3,247 | 2,099 | 2,376 | 3,404 | 3,327 | 3,640 | 2,247 | 3,341 | 3,502 | 2,373 | 4,936 | 3,502 | 37,996 |
| 4,499 | 2,099 | 2,376 | 4,743 | 4,613 | 2,278 | 2,247 | 4,743 | 2,306 | 2,373 | 4,936 | 2,306 | 39,519 |
| 3,247 | 3,392 | 2,376 | 2,190 | 3,327 | 2,278 | 2,247 | 4,743 | 3,502 | 2,373 | 4,936 | 3,502 | 38,115 |
| 4,499 | 3,392 | 3,829 | 3,404 | 3,327 | 3,640 | 3,574 | 3,341 | 4,803 | 3,798 | 4,936 | 4,803 | 47,346 |
| 4,499 | 2,099 | 2,376 | 2,190 | 3,327 | 1,000 | 2,247 | 3,341 | 3,502 | 3,798 | 3,120 | 3,502 | 35,002 |
| 3,247 | 2,099 | 2,376 | 2,190 | 3,327 | 3,640 | 1,000 | 3,341 | 2,306 | 3,798 | 3,938 | 2,306 | 33,568 |
| 3,247 | 3,392 | 2,376 | 3,404 | 3,327 | 2,278 | 1,000 | 3,341 | 4,803 | 3,798 | 3,120 | 4,803 | 38,890 |
| 3,247 | 3,392 | 2,376 | 4,743 | 3,327 | 2,278 | 2,247 | 2,051 | 2,306 | 1,000 | 4,936 | 2,306 | 34,209 |
| 4,499 | 3,392 | 3,829 | 3,404 | 3,327 | 3,640 | 2,247 | 3,341 | 4,803 | 1,000 | 4,936 | 4,803 | 43,222 |
| 3,247 | 3,392 | 2,376 | 4,743 | 4,613 | 3,640 | 3,574 | 3,341 | 3,502 | 3,798 | 4,936 | 3,502 | 44,665 |
| 4,499 | 3,392 | 3,829 | 3,404 | 2,221 | 2,278 | 2,247 | 3,341 | 3,502 | 2,373 | 3,120 | 3,502 | 37,709 |
| 4,499 | 3,392 | 3,829 | 4,743 | 3,327 | 3,640 | 1,000 | 2,051 | 4,803 | 3,798 | 4,936 | 4,803 | 44,822 |
| 3,247 | 3,392 | 2,376 | 3,404 | 2,221 | 2,278 | 2,247 | 3,341 | 4,803 | 2,373 | 3,938 | 4,803 | 38,424 |
| 4,499 | 4,849 | 3,829 | 3,404 | 3,327 | 3,640 | 3,574 | 4,743 | 3,502 | 3,798 | 4,936 | 3,502 | 47,603 |
| 2,294 | 3,392 | 3,829 | 4,743 | 4,613 | 2,278 | 3,574 | 3,341 | 2,306 | 2,373 | 3,120 | 2,306 | 38,169 |
| 3,247 | 2,099 | 2,376 | 4,743 | 4,613 | 3,640 | 1,000 | 3,341 | 3,502 | 3,798 | 3,938 | 3,502 | 39,800 |
| 3,247 | 4,849 | 3,829 | 3,404 | 3,327 | 3,640 | 2,247 | 3,341 | 4,803 | 3,798 | 3,938 | 4,803 | 45,227 |
| 4,499 | 4,849 | 2,376 | 3,404 | 3,327 | 1,000 | 3,574 | 4,743 | 3,502 | 1,000 | 2,158 | 3,502 | 37,934 |
| 3,247 | 3,392 | 3,829 | 3,404 | 4,613 | 2,278 | 1,000 | 4,743 | 4,803 | 2,373 | 4,936 | 4,803 | 43,422 |
| 3,247 | 3,392 | 3,829 | 3,404 | 3,327 | 1,000 | 2,247 | 4,743 | 3,502 | 3,798 | 4,936 | 3,502 | 40,928 |
| 4,499 | 3,392 | 2,376 | 3,404 | 3,327 | 2,278 | 3,574 | 3,341 | 4,803 | 3,798 | 3,120 | 4,803 | 42,715 |
| 4,499 | 3,392 | 3,829 | 2,190 | 3,327 | 2,278 | 2,247 | 3,341 | 4,803 | 2,373 | 3,120 | 4,803 | 40,203 |
| 4,499 | 3,392 | 3,829 | 4,743 | 4,613 | 3,640 | 1,000 | 4,743 | 3,502 | 3,798 | 3,938 | 3,502 | 45,200 |
| 4,499 | 3,392 | 3,829 | 3,404 | 4,613 | 2,278 | 3,574 | 4,743 | 4,803 | 1,000 | 3,938 | 4,803 | 44,876 |
| 2,294 | 4,849 | 2,376 | 4,743 | 4,613 | 2,278 | 2,247 | 3,341 | 4,803 | 3,798 | 4,936 | 4,803 | 45,081 |
| 3,247 | 2,099 | 3,829 | 4,743 | 4,613 | 3,640 | 3,574 | 3,341 | 3,502 | 3,798 | 3,938 | 3,502 | 43,827 |
| 3,247 | 3,392 | 3,829 | 3,404 | 3,327 | 2,278 | 2,247 | 3,341 | 4,803 | 3,798 | 3,938 | 4,803 | 42,407 |
| 3,247 | 3,392 | 3,829 | 4,743 | 4,613 | 2,278 | 2,247 | 3,341 | 4,803 | 2,373 | 3,938 | 4,803 | 43,608 |
| 3,247 | 2,099 | 2,376 | 3,404 | 4,613 | 2,278 | 2,247 | 1,000 | 3,502 | 2,373 | 3,120 | 3,502 | 33,763 |
| 2,294 | 3,392 | 1,000 | 3,404 | 3,327 | 2,278 | 3,574 | 3,341 | 2,306 | 2,373 | 3,120 | 2,306 | 32,714 |
| 2,294 | 3,392 | 3,829 | 3,404 | 4,613 | 1,000 | 2,247 | 2,051 | 4,803 | 2,373 | 4,936 | 4,803 | 39,747 |
| 3,247 | 2,099 | 2,376 | 4,743 | 4,613 | 3,640 | 2,247 | 3,341 | 3,502 | 3,798 | 4,936 | 3,502 | 42,046 |
| 4,499 | 4,849 | 2,376 | 2,190 | 3,327 | 3,640 | 3,574 | 3,341 | 3,502 | 2,373 | 3,938 | 3,502 | 41,112 |
| 3,247 | 3,392 | 3,829 | 3,404 | 4,613 | 2,278 | 2,247 | 3,341 | 4,803 | 2,373 | 4,936 | 4,803 | 43,268 |
| 3,247 | 4,849 | 2,376 | 3,404 | 3,327 | 2,278 | 3,574 | 4,743 | 4,803 | 3,798 | 4,936 | 4,803 | 46,138 |
| 3,247 | 4,849 | 3,829 | 2,190 | 4,613 | 3,640 | 1,000 | 4,743 | 3,502 | 3,798 | 2,158 | 3,502 | 41,072 |
| 3,247 | 3,392 | 3,829 | 4,743 | 4,613 | 3,640 | 3,574 | 4,743 | 4,803 | 3,798 | 2,158 | 4,803 | 47,344 |
| 2,294 | 3,392 | 2,376 | 4,743 | 4,613 | 2,278 | 3,574 | 3,341 | 3,502 | 3,798 | 3,938 | 3,502 | 41,351 |
| 3,247 | 3,392 | 3,829 | 2,190 | 4,613 | 2,278 | 2,247 | 4,743 | 4,803 | 3,798 | 3,120 | 4,803 | 43,064 |
| 2,294 | 2,099 | 3,829 | 3,404 | 3,327 | 3,640 | 2,247 | 4,743 | 4,803 | 3,798 | 3,120 | 4,803 | 42,108 |
| 4,499 | 3,392 | 3,829 | 4,743 | 4,613 | 3,640 | 3,574 | 4,743 | 3,502 | 3,798 | 3,120 | 3,502 | 46,955 |
| 3,247 | 3,392 | 2,376 | 4,743 | 3,327 | 3,640 | 3,574 | 3,341 | 2,306 | 2,373 | 3,120 | 2,306 | 37,745 |
| 3,247 | 3,392 | 3,829 | 3,404 | 3,327 | 3,640 | 3,574 | 2,051 | 3,502 | 2,373 | 2,158 | 3,502 | 38,000 |
| 3,247 | 3,392 | 3,829 | 3,404 | 3,327 | 2,278 | 2,247 | 3,341 | 3,502 | 2,373 | 2,158 | 3,502 | 36,601 |
| 3,247 | 3,392 | 3,829 | 2,190 | 2,221 | 2,278 | 1,000 | 4,743 | 3,502 | 3,798 | 2,158 | 3,502 | 35,861 |
| 4,499 | 3,392 | 2,376 | 3,404 | 4,613 | 2,278 | 1,000 | 4,743 | 2,306 | 3,798 | 2,158 | 2,306 | 36,872 |
| 2,294 | 2,099 | 3,829 | 3,404 | 2,221 | 2,278 | 2,247 | 3,341 | 2,306 | 2,373 | 3,120 | 2,306 | 31,818 |
| 3,247 | 3,392 | 3,829 | 4,743 | 4,613 | 2,278 | 3,574 | 3,341 | 4,803 | 3,798 | 3,938 | 4,803 | 46,359 |
| 3,247 | 3,392 | 2,376 | 3,404 | 4,613 | 2,278 | 2,247 | 4,743 | 4,803 | 2,373 | 3,938 | 4,803 | 42,218 |
| 3,247 | 3,392 | 2,376 | 3,404 | 2,221 | 3,640 | 1,000 | 4,743 | 1,000 | 2,373 | 2,158 | 1,000 | 30,554 |
| 2,294 | 3,392 | 3,829 | 3,404 | 4,613 | 3,640 | 3,574 | 3,341 | 3,502 | 2,373 | 3,120 | 3,502 | 40,585 |
| 2,294 | 3,392 | 2,376 | 3,404 | 3,327 | 2,278 | 1,000 | 2,051 | 3,502 | 2,373 | 3,938 | 3,502 | 33,438 |
| 3,247 | 3,392 | 2,376 | 2,190 | 2,221 | 2,278 | 2,247 | 4,743 | 3,502 | 2,373 | 3,120 | 3,502 | 35,192 |
| 3,247 | 3,392 | 2,376 | 3,404 | 3,327 | 1,000 | 2,247 | 3,341 | 2,306 | 2,373 | 3,120 | 2,306 | 32,439 |
| 3,247 | 3,392 | 2,376 | 3,404 | 4,613 | 1,000 | 3,574 | 2,051 | 3,502 | 1,000 | 3,938 | 3,502 | 35,601 |
| 3,247 | 3,392 | 3,829 | 4,743 | 3,327 | 2,278 | 2,247 | 3,341 | 3,502 | 3,798 | 3,120 | 3,502 | 40,327 |
| 3,247 | 3,392 | 2,376 | 2,190 | 3,327 | 1,000 | 3,574 | 3,341 | 4,803 | 3,798 | 3,938 | 4,803 | 39,789 |
| 4,499 | 4,849 | 3,829 | 3,404 | 2,221 | 2,278 | 2,247 | 4,743 | 3,502 | 3,798 | 3,120 | 3,502 | 41,992 |
| 3,247 | 3,392 | 2,376 | 3,404 | 4,613 | 2,278 | 3,574 | 3,341 | 3,502 | 3,798 | 3,120 | 3,502 | 40,148 |
| 3,247 | 3,392 | 3,829 | 3,404 | 2,221 | 2,278 | 2,247 | 4,743 | 4,803 | 3,798 | 3,938 | 4,803 | 42,703 |
| 1,653 | 1,459 | 3,829 | 4,743 | 4,613 | 1,000 | 2,247 | 3,341 | 2,306 | 2,373 | 2,158 | 2,306 | 32,028 |
| 3,247 | 4,849 | 1,000 | 4,743 | 3,327 | 3,640 | 3,574 | 4,743 | 3,502 | 2,373 | 4,936 | 3,502 | 43,437 |
| 3,247 | 4,849 | 2,376 | 4,743 | 3,327 | 3,640 | 3,574 | 4,743 | 2,306 | 3,798 | 3,120 | 2,306 | 42,028 |
| 2,294 | 4,849 | 3,829 | 4,743 | 4,613 | 3,640 | 2,247 | 3,341 | 2,306 | 2,373 | 3,938 | 2,306 | 40,479 |
| 3,247 | 3,392 | 2,376 | 3,404 | 3,327 | 2,278 | 3,574 | 3,341 | 3,502 | 2,373 | 3,938 | 3,502 | 38,255 |
| 3,247 | 3,392 | 2,376 | 4,743 | 4,613 | 3,640 | 2,247 | 2,051 | 3,502 | 2,373 | 3,120 | 3,502 | 38,808 |
| 1,000 | 1,000 | 3,829 | 3,404 | 3,327 | 3,640 | 2,247 | 4,743 | 4,803 | 3,798 | 1,000 | 4,803 | 37,594 |
| 1,000 | 1,000 | 3,829 | 2,190 | 2,221 | 2,278 | 3,574 | 4,743 | 3,502 | 3,798 | 3,938 | 3,502 | 35,575 |
| 4,499 | 2,099 | 2,376 | 3,404 | 3,327 | 3,640 | 1,000 | 3,341 | 2,306 | 3,798 | 3,120 | 2,306 | 35,215 |
| 4,499 | 3,392 | 3,829 | 4,743 | 3,327 | 3,640 | 2,247 | 3,341 | 3,502 | 2,373 | 3,938 | 3,502 | 42,334 |
| 2,294 | 3,392 | 2,376 | 4,743 | 4,613 | 2,278 | 2,247 | 4,743 | 3,502 | 3,798 | 3,120 | 3,502 | 40,609 |
| 4,499 | 3,392 | 3,829 | 3,404 | 4,613 | 2,278 | 3,574 | 3,341 | 2,306 | 2,373 | 4,936 | 2,306 | 40,850 |
| 4,499 | 4,849 | 3,829 | 4,743 | 4,613 | 3,640 | 3,574 | 3,341 | 3,502 | 2,373 | 4,936 | 3,502 | 47,402 |
| 4,499 | 2,099 | 1,000 | 4,743 | 4,613 | 3,640 | 3,574 | 4,743 | 3,502 | 3,798 | 3,938 | 3,502 | 43,651 |
| 4,499 | 4,849 | 3,829 | 4,743 | 2,221 | 2,278 | 2,247 | 3,341 | 2,306 | 2,373 | 3,938 | 2,306 | 38,929 |
| 4,499 | 4,849 | 2,376 | 4,743 | 4,613 | 3,640 | 3,574 | 3,341 | 4,803 | 1,000 | 4,936 | 4,803 | 47,177 |
| 4,499 | 3,392 | 2,376 | 3,404 | 2,221 | 2,278 | 2,247 | 3,341 | 3,502 | 2,373 | 3,120 | 3,502 | 36,256 |
| 4,499 | 4,849 | 2,376 | 2,190 | 1,000 | 2,278 | 2,247 | 3,341 | 3,502 | 2,373 | 3,938 | 3,502 | 36,096 |
| 4,499 | 4,849 | 3,829 | 3,404 | 4,613 | 3,640 | 2,247 | 3,341 | 4,803 | 3,798 | 4,936 | 4,803 | 48,763 |
| 4,499 | 4,849 | 3,829 | 3,404 | 2,221 | 3,640 | 2,247 | 4,743 | 4,803 | 3,798 | 3,120 | 4,803 | 45,956 |
| 4,499 | 4,849 | 1,000 | 3,404 | 3,327 | 2,278 | 3,574 | 4,743 | 3,502 | 2,373 | 3,938 | 3,502 | 40,989 |
| 4,499 | 3,392 | 2,376 | 4,743 | 2,221 | 1,000 | 3,574 | 3,341 | 3,502 | 2,373 | 3,120 | 3,502 | 37,643 |
| 4,499 | 3,392 | 3,829 | 3,404 | 4,613 | 3,640 | 3,574 | 4,743 | 4,803 | 2,373 | 3,120 | 4,803 | 46,794 |
| 3,247 | 3,392 | 2,376 | 3,404 | 2,221 | 2,278 | 2,247 | 3,341 | 4,803 | 2,373 | 3,120 | 4,803 | 37,606 |
| 3,247 | 2,099 | 2,376 | 1,000 | 3,327 | 2,278 | 2,247 | 4,743 | 3,502 | 3,798 | 3,120 | 3,502 | 35,240 |
| 4,499 | 3,392 | 3,829 | 4,743 | 4,613 | 2,278 | 3,574 | 3,341 | 3,502 | 3,798 | 3,120 | 3,502 | 44,191 |
| 1,653 | 3,392 | 3,829 | 3,404 | 3,327 | 2,278 | 1,000 | 3,341 | 3,502 | 1,000 | 3,120 | 3,502 | 33,349 |
| 1,653 | 3,392 | 2,376 | 3,404 | 3,327 | 2,278 | 2,247 | 4,743 | 4,803 | 2,373 | 2,158 | 4,803 | 37,558 |
| 3,247 | 3,392 | 1,000 | 3,404 | 4,613 | 2,278 | 2,247 | 3,341 | 2,306 | 2,373 | 2,158 | 2,306 | 32,665 |
| 2,294 | 3,392 | 3,829 | 4,743 | 3,327 | 3,640 | 3,574 | 4,743 | 2,306 | 2,373 | 2,158 | 2,306 | 38,684 |
| 2,294 | 3,392 | 2,376 | 4,743 | 3,327 | 3,640 | 2,247 | 2,051 | 3,502 | 2,373 | 2,158 | 3,502 | 35,606 |
| 2,294 | 2,099 | 3,829 | 3,404 | 4,613 | 1,000 | 3,574 | 3,341 | 3,502 | 3,798 | 3,120 | 3,502 | 38,077 |
| 2,294 | 3,392 | 2,376 | 4,743 | 3,327 | 3,640 | 2,247 | 2,051 | 3,502 | 2,373 | 3,938 | 3,502 | 37,387 |
| 1,653 | 3,392 | 3,829 | 3,404 | 4,613 | 1,000 | 3,574 | 3,341 | 3,502 | 3,798 | 3,938 | 3,502 | 39,547 |

**Data MSI Promosi (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **Total** |
| 3,931 | 5,065 | 3,798 | 4,252 | 3,147 | 3,986 | 24,179 |
| 3,931 | 5,065 | 3,798 | 2,956 | 3,147 | 3,986 | 22,883 |
| 5,065 | 3,957 | 2,373 | 4,252 | 3,147 | 3,986 | 22,780 |
| 3,931 | 3,957 | 2,373 | 4,252 | 4,427 | 3,986 | 22,927 |
| 3,931 | 5,065 | 2,373 | 2,956 | 4,427 | 5,123 | 23,876 |
| 3,931 | 3,957 | 2,373 | 4,252 | 3,147 | 3,986 | 21,647 |
| 3,931 | 3,957 | 2,373 | 4,252 | 4,427 | 3,986 | 22,927 |
| 3,931 | 3,957 | 2,373 | 4,252 | 3,147 | 5,123 | 22,783 |
| 3,931 | 3,957 | 2,373 | 4,252 | 4,427 | 5,123 | 24,063 |
| 3,931 | 3,957 | 3,798 | 4,252 | 4,427 | 5,123 | 25,488 |
| 3,931 | 5,065 | 3,798 | 1,920 | 2,045 | 3,029 | 19,788 |
| 3,931 | 3,029 | 3,798 | 2,956 | 3,147 | 3,986 | 20,847 |
| 5,065 | 3,957 | 3,798 | 4,252 | 3,147 | 3,029 | 23,247 |
| 3,931 | 3,957 | 1,000 | 4,252 | 4,427 | 3,986 | 21,554 |
| 5,065 | 5,065 | 1,000 | 4,252 | 4,427 | 5,123 | 24,932 |
| 3,931 | 3,957 | 3,798 | 4,252 | 4,427 | 5,123 | 25,488 |
| 5,065 | 5,065 | 2,373 | 1,920 | 3,147 | 3,986 | 21,556 |
| 5,065 | 3,957 | 3,798 | 4,252 | 3,147 | 5,123 | 25,341 |
| 5,065 | 3,957 | 2,373 | 2,956 | 4,427 | 3,986 | 22,765 |
| 5,065 | 5,065 | 3,798 | 4,252 | 4,427 | 5,123 | 27,730 |
| 3,931 | 3,029 | 2,373 | 2,956 | 3,147 | 3,986 | 19,423 |
| 3,018 | 3,029 | 3,798 | 2,956 | 2,045 | 3,029 | 17,875 |
| 3,931 | 3,957 | 3,798 | 2,956 | 3,147 | 5,123 | 22,912 |
| 5,065 | 5,065 | 1,000 | 4,252 | 4,427 | 5,123 | 24,932 |
| 3,931 | 5,065 | 2,373 | 4,252 | 4,427 | 3,986 | 24,035 |
| 3,931 | 5,065 | 3,798 | 4,252 | 3,147 | 5,123 | 25,315 |
| 3,931 | 5,065 | 3,798 | 1,920 | 3,147 | 3,986 | 21,847 |
| 3,931 | 3,957 | 2,373 | 1,920 | 3,147 | 3,986 | 19,314 |
| 5,065 | 5,065 | 3,798 | 2,956 | 3,147 | 3,986 | 24,017 |
| 5,065 | 5,065 | 1,000 | 2,956 | 3,147 | 3,986 | 21,219 |
| 5,065 | 3,957 | 3,798 | 1,000 | 3,147 | 3,986 | 20,953 |
| 3,931 | 5,065 | 3,798 | 1,920 | 2,045 | 5,123 | 21,882 |
| 3,931 | 3,957 | 3,798 | 2,956 | 3,147 | 3,986 | 21,775 |
| 3,931 | 3,957 | 2,373 | 2,956 | 3,147 | 3,986 | 20,351 |
| 3,018 | 3,029 | 2,373 | 1,920 | 2,045 | 3,029 | 15,414 |
| 3,018 | 3,029 | 2,373 | 1,920 | 2,045 | 3,029 | 15,414 |
| 5,065 | 3,957 | 2,373 | 2,956 | 3,147 | 3,986 | 21,485 |
| 5,065 | 3,029 | 3,798 | 1,000 | 4,427 | 3,029 | 20,348 |
| 3,931 | 3,957 | 2,373 | 2,956 | 3,147 | 3,986 | 20,351 |
| 5,065 | 3,957 | 2,373 | 4,252 | 4,427 | 3,986 | 24,061 |
| 5,065 | 5,065 | 3,798 | 2,956 | 3,147 | 5,123 | 25,154 |
| 2,124 | 2,089 | 3,798 | 2,956 | 3,147 | 2,089 | 16,203 |
| 2,124 | 2,089 | 3,798 | 4,252 | 4,427 | 2,089 | 18,779 |
| 3,931 | 3,957 | 3,798 | 4,252 | 4,427 | 3,986 | 24,351 |
| 3,018 | 3,029 | 3,798 | 1,920 | 3,147 | 3,029 | 17,940 |
| 3,018 | 3,029 | 3,798 | 2,956 | 1,000 | 3,029 | 16,830 |
| 3,018 | 3,029 | 3,798 | 2,956 | 3,147 | 3,029 | 18,976 |
| 3,018 | 3,029 | 2,373 | 4,252 | 4,427 | 3,029 | 20,128 |
| 2,124 | 2,089 | 2,373 | 4,252 | 4,427 | 2,089 | 17,354 |
| 2,124 | 2,089 | 2,373 | 4,252 | 3,147 | 2,089 | 16,074 |
| 2,124 | 2,089 | 3,798 | 4,252 | 4,427 | 2,089 | 18,779 |
| 2,124 | 2,089 | 3,798 | 2,956 | 3,147 | 2,089 | 16,203 |
| 3,018 | 3,029 | 2,373 | 4,252 | 3,147 | 3,029 | 18,848 |
| 3,931 | 3,957 | 3,798 | 4,252 | 4,427 | 3,986 | 24,351 |
| 3,931 | 3,957 | 2,373 | 2,956 | 3,147 | 3,986 | 20,351 |
| 2,124 | 3,029 | 2,373 | 2,956 | 3,147 | 3,029 | 16,659 |
| 3,018 | 3,029 | 2,373 | 4,252 | 4,427 | 3,029 | 20,128 |
| 3,931 | 3,957 | 2,373 | 2,956 | 3,147 | 3,986 | 20,351 |
| 3,018 | 3,029 | 2,373 | 4,252 | 4,427 | 3,029 | 20,128 |
| 3,018 | 3,029 | 2,373 | 2,956 | 3,147 | 3,029 | 17,552 |
| 3,931 | 3,029 | 1,000 | 2,956 | 3,147 | 3,029 | 17,092 |
| 3,018 | 3,029 | 3,798 | 2,956 | 1,000 | 3,029 | 16,830 |
| 3,931 | 3,957 | 3,798 | 2,956 | 2,045 | 3,986 | 20,674 |
| 3,018 | 3,029 | 3,798 | 2,956 | 4,427 | 3,029 | 20,257 |
| 3,018 | 3,957 | 3,798 | 2,956 | 4,427 | 3,986 | 22,142 |
| 3,931 | 3,957 | 3,798 | 2,956 | 3,147 | 3,986 | 21,775 |
| 2,124 | 2,089 | 2,373 | 4,252 | 4,427 | 2,089 | 17,354 |
| 5,065 | 5,065 | 2,373 | 4,252 | 3,147 | 5,123 | 25,025 |
| 3,018 | 3,957 | 3,798 | 2,956 | 3,147 | 3,986 | 20,862 |
| 3,931 | 5,065 | 2,373 | 4,252 | 2,045 | 5,123 | 22,789 |
| 3,931 | 3,957 | 2,373 | 2,956 | 4,427 | 3,986 | 21,631 |
| 3,018 | 3,029 | 2,373 | 2,956 | 4,427 | 3,029 | 18,832 |
| 1,000 | 3,957 | 3,798 | 4,252 | 3,147 | 3,986 | 20,140 |
| 3,931 | 1,000 | 3,798 | 2,956 | 3,147 | 1,000 | 15,832 |
| 3,018 | 3,957 | 3,798 | 2,956 | 3,147 | 3,986 | 20,862 |
| 3,931 | 5,065 | 2,373 | 1,920 | 3,147 | 5,123 | 21,559 |
| 3,018 | 5,065 | 3,798 | 2,956 | 3,147 | 5,123 | 23,106 |
| 5,065 | 3,957 | 2,373 | 4,252 | 3,147 | 3,986 | 22,780 |
| 5,065 | 3,957 | 2,373 | 2,956 | 3,147 | 3,986 | 21,485 |
| 3,931 | 3,029 | 3,798 | 2,956 | 3,147 | 3,029 | 19,890 |
| 3,931 | 3,029 | 2,373 | 4,252 | 3,147 | 3,029 | 19,761 |
| 5,065 | 3,957 | 1,000 | 2,956 | 3,147 | 3,986 | 20,111 |
| 3,018 | 3,029 | 2,373 | 2,956 | 3,147 | 3,029 | 17,552 |
| 3,931 | 3,957 | 2,373 | 2,956 | 2,045 | 3,986 | 19,249 |
| 5,065 | 3,957 | 3,798 | 4,252 | 2,045 | 3,986 | 23,103 |
| 3,018 | 3,029 | 3,798 | 4,252 | 4,427 | 3,029 | 21,552 |
| 3,931 | 3,029 | 2,373 | 4,252 | 4,427 | 3,029 | 21,041 |
| 3,018 | 3,029 | 2,373 | 4,252 | 4,427 | 3,029 | 20,128 |
| 3,018 | 5,065 | 2,373 | 1,000 | 3,147 | 5,123 | 19,726 |
| 3,018 | 3,029 | 2,373 | 2,956 | 2,045 | 3,029 | 16,450 |
| 3,018 | 3,029 | 3,798 | 1,920 | 2,045 | 3,029 | 16,838 |
| 3,018 | 3,029 | 3,798 | 4,252 | 1,000 | 3,029 | 18,125 |
| 3,018 | 3,029 | 1,000 | 2,956 | 2,045 | 3,029 | 15,077 |
| 2,124 | 2,089 | 2,373 | 1,920 | 2,045 | 2,089 | 12,640 |
| 2,124 | 2,089 | 2,373 | 2,956 | 3,147 | 2,089 | 14,778 |
| 2,124 | 2,089 | 2,373 | 1,920 | 2,045 | 2,089 | 12,640 |
| 2,124 | 2,089 | 2,373 | 2,956 | 2,045 | 2,089 | 13,677 |
| 3,018 | 3,029 | 3,798 | 1,920 | 2,045 | 3,029 | 16,838 |
| 3,931 | 3,957 | 2,373 | 2,956 | 2,045 | 3,986 | 19,249 |
| 3,931 | 3,957 | 3,798 | 2,956 | 2,045 | 3,986 | 20,674 |

**Data MSI Kepuasan Pelanggan (X3)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | Total |
| 3,829 | 4,936 | 3,798 | 2,333 | 2,367 | 2,212 | 2,252 | 2,282 | 2,277 | 5,065 | 3,147 | 3,118 | 37,616 |
| 3,829 | 3,938 | 3,798 | 3,738 | 1,000 | 2,212 | 2,252 | 3,629 | 2,277 | 3,983 | 3,147 | 3,118 | 36,921 |
| 3,829 | 4,936 | 2,373 | 3,738 | 2,367 | 3,470 | 1,000 | 2,282 | 2,277 | 5,065 | 3,147 | 3,118 | 37,603 |
| 2,376 | 4,936 | 2,373 | 2,333 | 2,367 | 1,000 | 3,598 | 3,629 | 2,277 | 3,983 | 4,427 | 4,460 | 37,760 |
| 3,829 | 3,938 | 2,373 | 3,738 | 2,367 | 2,212 | 3,598 | 2,282 | 3,575 | 5,065 | 4,427 | 4,460 | 41,864 |
| 3,829 | 4,936 | 2,373 | 2,333 | 2,367 | 2,212 | 3,598 | 2,282 | 2,277 | 5,065 | 3,147 | 4,460 | 38,879 |
| 2,376 | 4,936 | 2,373 | 2,333 | 3,745 | 1,000 | 3,598 | 1,000 | 3,575 | 3,983 | 4,427 | 3,118 | 36,464 |
| 2,376 | 4,936 | 2,373 | 2,333 | 2,367 | 1,000 | 2,252 | 2,282 | 2,277 | 3,002 | 3,147 | 4,460 | 32,806 |
| 2,376 | 4,936 | 2,373 | 3,738 | 3,745 | 2,212 | 1,000 | 3,629 | 3,575 | 3,983 | 4,427 | 4,460 | 40,455 |
| 3,829 | 4,936 | 3,798 | 1,000 | 3,745 | 2,212 | 2,252 | 2,282 | 1,000 | 5,065 | 4,427 | 3,118 | 37,664 |
| 2,376 | 3,120 | 3,798 | 2,333 | 2,367 | 1,000 | 2,252 | 2,282 | 2,277 | 3,983 | 2,045 | 1,970 | 29,803 |
| 2,376 | 3,938 | 3,798 | 2,333 | 2,367 | 1,000 | 3,598 | 2,282 | 2,277 | 3,983 | 3,147 | 3,118 | 34,217 |
| 2,376 | 3,120 | 3,798 | 3,738 | 3,745 | 3,470 | 1,000 | 2,282 | 1,000 | 5,065 | 3,147 | 3,118 | 35,858 |
| 2,376 | 4,936 | 1,000 | 3,738 | 2,367 | 3,470 | 1,000 | 1,000 | 2,277 | 3,002 | 4,427 | 3,118 | 32,712 |
| 3,829 | 4,936 | 1,000 | 2,333 | 2,367 | 2,212 | 2,252 | 2,282 | 2,277 | 5,065 | 4,427 | 4,460 | 37,441 |
| 2,376 | 4,936 | 3,798 | 3,738 | 3,745 | 2,212 | 3,598 | 1,000 | 1,000 | 3,002 | 4,427 | 4,460 | 38,292 |
| 3,829 | 3,120 | 2,373 | 3,738 | 1,000 | 1,000 | 1,000 | 3,629 | 2,277 | 5,065 | 3,147 | 1,970 | 32,148 |
| 3,829 | 4,936 | 3,798 | 3,738 | 2,367 | 2,212 | 3,598 | 1,000 | 1,000 | 3,983 | 3,147 | 3,118 | 36,725 |
| 2,376 | 3,938 | 2,373 | 3,738 | 1,000 | 1,000 | 3,598 | 3,629 | 3,575 | 5,065 | 4,427 | 4,460 | 39,179 |
| 3,829 | 4,936 | 3,798 | 3,738 | 2,367 | 3,470 | 2,252 | 2,282 | 1,000 | 3,983 | 4,427 | 4,460 | 40,542 |
| 3,829 | 3,120 | 2,373 | 3,738 | 3,745 | 2,212 | 2,252 | 2,282 | 2,277 | 3,983 | 3,147 | 3,118 | 36,076 |
| 2,376 | 3,938 | 3,798 | 3,738 | 2,367 | 2,212 | 2,252 | 2,282 | 3,575 | 3,983 | 2,045 | 3,118 | 35,683 |
| 3,829 | 3,938 | 3,798 | 3,738 | 2,367 | 2,212 | 2,252 | 3,629 | 2,277 | 3,983 | 3,147 | 3,118 | 38,288 |
| 2,376 | 2,158 | 1,000 | 2,333 | 2,367 | 1,000 | 2,252 | 2,282 | 1,000 | 5,065 | 4,427 | 4,460 | 30,720 |
| 3,829 | 4,936 | 2,373 | 2,333 | 2,367 | 1,000 | 2,252 | 2,282 | 3,575 | 3,983 | 4,427 | 4,460 | 37,817 |
| 3,829 | 4,936 | 3,798 | 1,000 | 1,000 | 2,212 | 2,252 | 1,000 | 3,575 | 3,983 | 3,147 | 4,460 | 35,191 |
| 2,376 | 3,120 | 3,798 | 2,333 | 2,367 | 2,212 | 3,598 | 3,629 | 2,277 | 3,983 | 3,147 | 4,460 | 37,300 |
| 3,829 | 3,120 | 2,373 | 3,738 | 2,367 | 3,470 | 2,252 | 2,282 | 2,277 | 5,065 | 3,147 | 3,118 | 37,039 |
| 3,829 | 3,938 | 3,798 | 3,738 | 1,000 | 3,470 | 2,252 | 2,282 | 3,575 | 5,065 | 3,147 | 3,118 | 39,211 |
| 3,829 | 3,938 | 1,000 | 2,333 | 2,367 | 3,470 | 3,598 | 3,629 | 3,575 | 3,983 | 3,147 | 4,460 | 39,328 |
| 2,376 | 4,936 | 3,798 | 3,738 | 2,367 | 2,212 | 2,252 | 3,629 | 2,277 | 5,065 | 3,147 | 1,970 | 37,767 |
| 3,829 | 3,938 | 3,798 | 2,333 | 3,745 | 1,000 | 2,252 | 2,282 | 2,277 | 3,002 | 2,045 | 3,118 | 33,619 |
| 3,829 | 3,938 | 3,798 | 2,333 | 2,367 | 2,212 | 3,598 | 2,282 | 2,277 | 3,002 | 3,147 | 3,118 | 35,900 |
| 3,829 | 3,938 | 2,373 | 3,738 | 3,745 | 2,212 | 1,000 | 1,000 | 3,575 | 3,983 | 3,147 | 3,118 | 35,657 |
| 2,376 | 3,120 | 2,373 | 2,333 | 3,745 | 1,000 | 2,252 | 2,282 | 2,277 | 5,065 | 2,045 | 3,118 | 31,987 |
| 1,000 | 3,120 | 2,373 | 2,333 | 3,745 | 3,470 | 3,598 | 3,629 | 1,000 | 3,002 | 2,045 | 3,118 | 32,433 |
| 3,829 | 4,936 | 2,373 | 1,000 | 1,000 | 3,470 | 3,598 | 3,629 | 1,000 | 3,983 | 3,147 | 3,118 | 35,083 |
| 2,376 | 4,936 | 3,798 | 2,333 | 2,367 | 2,212 | 3,598 | 2,282 | 2,277 | 3,983 | 4,427 | 4,460 | 39,049 |
| 2,376 | 3,938 | 2,373 | 2,333 | 3,745 | 3,470 | 2,252 | 3,629 | 3,575 | 3,002 | 3,147 | 3,118 | 36,958 |
| 3,829 | 4,936 | 2,373 | 3,738 | 3,745 | 2,212 | 1,000 | 2,282 | 2,277 | 3,002 | 4,427 | 4,460 | 38,282 |
| 2,376 | 4,936 | 3,798 | 3,738 | 2,367 | 3,470 | 3,598 | 2,282 | 2,277 | 1,968 | 3,147 | 3,118 | 37,075 |
| 3,829 | 2,158 | 3,798 | 2,333 | 2,367 | 3,470 | 3,598 | 3,629 | 3,575 | 3,002 | 3,147 | 4,460 | 39,365 |
| 3,829 | 2,158 | 3,798 | 2,333 | 2,367 | 3,470 | 3,598 | 2,282 | 3,575 | 3,002 | 4,427 | 4,460 | 39,298 |
| 2,376 | 3,938 | 3,798 | 3,738 | 2,367 | 2,212 | 3,598 | 3,629 | 2,277 | 3,983 | 4,427 | 4,460 | 40,804 |
| 3,829 | 3,120 | 3,798 | 3,738 | 3,745 | 2,212 | 3,598 | 2,282 | 2,277 | 3,002 | 3,147 | 3,118 | 37,866 |
| 3,829 | 3,120 | 3,798 | 3,738 | 2,367 | 3,470 | 1,000 | 3,629 | 2,277 | 3,002 | 1,000 | 1,000 | 32,231 |
| 3,829 | 3,120 | 3,798 | 2,333 | 1,000 | 1,000 | 2,252 | 2,282 | 3,575 | 3,002 | 3,147 | 3,118 | 32,455 |
| 2,376 | 3,120 | 2,373 | 2,333 | 2,367 | 3,470 | 2,252 | 3,629 | 2,277 | 3,002 | 4,427 | 4,460 | 36,088 |
| 3,829 | 2,158 | 2,373 | 3,738 | 1,000 | 2,212 | 3,598 | 2,282 | 3,575 | 3,002 | 4,427 | 4,460 | 36,654 |
| 3,829 | 2,158 | 2,373 | 3,738 | 2,367 | 2,212 | 2,252 | 2,282 | 1,000 | 1,968 | 3,147 | 3,118 | 30,444 |
| 3,829 | 2,158 | 3,798 | 3,738 | 2,367 | 2,212 | 3,598 | 2,282 | 1,000 | 3,983 | 4,427 | 4,460 | 37,852 |
| 2,376 | 2,158 | 3,798 | 1,000 | 2,367 | 3,470 | 3,598 | 1,000 | 3,575 | 3,983 | 3,147 | 3,118 | 33,589 |
| 3,829 | 3,120 | 2,373 | 2,333 | 1,000 | 1,000 | 2,252 | 3,629 | 2,277 | 3,002 | 3,147 | 3,118 | 31,081 |
| 3,829 | 3,938 | 3,798 | 2,333 | 3,745 | 3,470 | 3,598 | 2,282 | 1,000 | 3,002 | 4,427 | 3,118 | 38,539 |
| 2,376 | 3,938 | 2,373 | 2,333 | 2,367 | 1,000 | 3,598 | 1,000 | 1,000 | 3,983 | 3,147 | 4,460 | 31,575 |
| 2,376 | 2,158 | 2,373 | 2,333 | 2,367 | 2,212 | 2,252 | 2,282 | 2,277 | 1,968 | 3,147 | 3,118 | 28,863 |
| 3,829 | 3,120 | 2,373 | 3,738 | 2,367 | 2,212 | 2,252 | 2,282 | 2,277 | 3,002 | 4,427 | 4,460 | 36,340 |
| 2,376 | 3,938 | 2,373 | 2,333 | 2,367 | 2,212 | 3,598 | 2,282 | 1,000 | 1,968 | 3,147 | 3,118 | 30,712 |
| 2,376 | 3,120 | 2,373 | 2,333 | 2,367 | 3,470 | 3,598 | 2,282 | 3,575 | 1,968 | 4,427 | 4,460 | 36,349 |
| 2,376 | 3,120 | 2,373 | 2,333 | 2,367 | 1,000 | 2,252 | 3,629 | 1,000 | 3,002 | 3,147 | 4,460 | 31,060 |
| 2,376 | 3,938 | 1,000 | 2,333 | 3,745 | 2,212 | 2,252 | 2,282 | 2,277 | 1,968 | 3,147 | 3,118 | 30,648 |
| 3,829 | 3,120 | 3,798 | 3,738 | 1,000 | 3,470 | 2,252 | 2,282 | 3,575 | 3,983 | 1,000 | 1,970 | 34,016 |
| 2,376 | 3,938 | 3,798 | 2,333 | 2,367 | 2,212 | 3,598 | 3,629 | 2,277 | 3,983 | 2,045 | 3,118 | 35,674 |
| 3,829 | 3,120 | 3,798 | 3,738 | 2,367 | 2,212 | 2,252 | 3,629 | 3,575 | 3,983 | 4,427 | 3,118 | 40,048 |
| 2,376 | 3,120 | 3,798 | 2,333 | 2,367 | 2,212 | 2,252 | 2,282 | 2,277 | 3,002 | 4,427 | 3,118 | 33,564 |
| 3,829 | 3,938 | 3,798 | 3,738 | 2,367 | 2,212 | 3,598 | 3,629 | 3,575 | 3,002 | 3,147 | 3,118 | 39,950 |
| 3,829 | 2,158 | 2,373 | 3,738 | 2,367 | 2,212 | 1,000 | 2,282 | 1,000 | 1,968 | 4,427 | 4,460 | 31,815 |
| 1,000 | 4,936 | 2,373 | 2,333 | 1,000 | 1,000 | 2,252 | 2,282 | 2,277 | 3,983 | 3,147 | 3,118 | 29,701 |
| 2,376 | 3,120 | 3,798 | 2,333 | 2,367 | 2,212 | 2,252 | 3,629 | 1,000 | 3,002 | 3,147 | 3,118 | 32,354 |
| 3,829 | 3,938 | 2,373 | 2,333 | 2,367 | 3,470 | 2,252 | 2,282 | 1,000 | 3,983 | 2,045 | 4,460 | 34,332 |
| 2,376 | 3,938 | 2,373 | 1,000 | 1,000 | 2,212 | 2,252 | 2,282 | 3,575 | 3,983 | 4,427 | 3,118 | 32,536 |
| 2,376 | 3,120 | 2,373 | 2,333 | 2,367 | 3,470 | 3,598 | 1,000 | 2,277 | 3,002 | 4,427 | 3,118 | 33,462 |
| 3,829 | 1,000 | 3,798 | 2,333 | 3,745 | 3,470 | 3,598 | 2,282 | 2,277 | 3,983 | 3,147 | 4,460 | 37,921 |
| 3,829 | 3,938 | 3,798 | 3,738 | 3,745 | 1,000 | 2,252 | 2,282 | 2,277 | 1,000 | 3,147 | 3,118 | 34,124 |
| 2,376 | 3,120 | 3,798 | 2,333 | 2,367 | 3,470 | 2,252 | 3,629 | 1,000 | 3,983 | 3,147 | 1,970 | 33,445 |
| 3,829 | 3,938 | 2,373 | 2,333 | 3,745 | 2,212 | 3,598 | 1,000 | 3,575 | 3,002 | 3,147 | 3,118 | 35,869 |
| 2,376 | 3,120 | 3,798 | 3,738 | 2,367 | 3,470 | 3,598 | 3,629 | 2,277 | 5,065 | 3,147 | 3,118 | 39,703 |
| 3,829 | 4,936 | 2,373 | 2,333 | 1,000 | 3,470 | 3,598 | 3,629 | 2,277 | 3,002 | 3,147 | 4,460 | 38,054 |
| 3,829 | 4,936 | 2,373 | 3,738 | 3,745 | 3,470 | 3,598 | 2,282 | 1,000 | 5,065 | 3,147 | 4,460 | 41,643 |
| 1,000 | 3,938 | 3,798 | 3,738 | 2,367 | 1,000 | 3,598 | 3,629 | 2,277 | 3,983 | 3,147 | 1,970 | 34,445 |
| 3,829 | 3,938 | 2,373 | 1,000 | 3,745 | 1,000 | 3,598 | 3,629 | 2,277 | 3,002 | 3,147 | 4,460 | 35,999 |
| 2,376 | 4,936 | 1,000 | 3,738 | 3,745 | 2,212 | 2,252 | 3,629 | 2,277 | 5,065 | 3,147 | 1,970 | 36,347 |
| 2,376 | 3,120 | 2,373 | 3,738 | 1,000 | 2,212 | 2,252 | 2,282 | 2,277 | 3,002 | 3,147 | 1,000 | 28,779 |
| 2,376 | 3,938 | 2,373 | 3,738 | 3,745 | 2,212 | 2,252 | 2,282 | 2,277 | 5,065 | 2,045 | 1,970 | 34,273 |
| 3,829 | 4,936 | 3,798 | 3,738 | 2,367 | 2,212 | 3,598 | 3,629 | 3,575 | 3,983 | 2,045 | 4,460 | 42,170 |
| 3,829 | 3,120 | 3,798 | 2,333 | 3,745 | 3,470 | 3,598 | 3,629 | 3,575 | 3,983 | 4,427 | 3,118 | 42,624 |
| 1,000 | 3,938 | 2,373 | 2,333 | 3,745 | 3,470 | 3,598 | 3,629 | 2,277 | 3,002 | 4,427 | 4,460 | 38,253 |
| 2,376 | 3,120 | 2,373 | 1,000 | 1,000 | 3,470 | 2,252 | 3,629 | 2,277 | 5,065 | 4,427 | 4,460 | 35,450 |
| 3,829 | 3,120 | 2,373 | 1,000 | 2,367 | 2,212 | 3,598 | 3,629 | 3,575 | 5,065 | 3,147 | 3,118 | 37,033 |
| 2,376 | 3,120 | 2,373 | 2,333 | 1,000 | 2,212 | 2,252 | 2,282 | 3,575 | 3,002 | 2,045 | 4,460 | 31,030 |
| 2,376 | 3,120 | 3,798 | 3,738 | 3,745 | 2,212 | 2,252 | 1,000 | 1,000 | 3,002 | 2,045 | 3,118 | 31,406 |
| 3,829 | 3,120 | 3,798 | 2,333 | 2,367 | 3,470 | 2,252 | 2,282 | 3,575 | 3,002 | 1,000 | 3,118 | 34,146 |
| 3,829 | 3,120 | 1,000 | 3,738 | 2,367 | 2,212 | 1,000 | 1,000 | 2,277 | 3,002 | 2,045 | 1,970 | 27,561 |
| 2,376 | 2,158 | 2,373 | 3,738 | 2,367 | 2,212 | 2,252 | 3,629 | 1,000 | 3,002 | 2,045 | 1,970 | 29,122 |
| 1,000 | 2,158 | 2,373 | 3,738 | 3,745 | 2,212 | 1,000 | 1,000 | 3,575 | 1,968 | 3,147 | 3,118 | 29,034 |
| 3,829 | 2,158 | 2,373 | 2,333 | 3,745 | 3,470 | 1,000 | 2,282 | 2,277 | 3,983 | 2,045 | 3,118 | 32,613 |
| 2,376 | 2,158 | 2,373 | 3,738 | 2,367 | 1,000 | 3,598 | 3,629 | 2,277 | 3,983 | 2,045 | 3,118 | 32,663 |
| 3,829 | 3,120 | 3,798 | 2,333 | 2,367 | 3,470 | 2,252 | 3,629 | 2,277 | 3,002 | 2,045 | 3,118 | 35,241 |
| 2,376 | 3,938 | 2,373 | 3,738 | 2,367 | 1,000 | 3,598 | 3,629 | 2,277 | 3,002 | 2,045 | 1,970 | 32,314 |
| 3,829 | 3,938 | 3,798 | 2,333 | 2,367 | 3,470 | 2,252 | 3,629 | 2,277 | 3,983 | 2,045 | 1,970 | 35,891 |

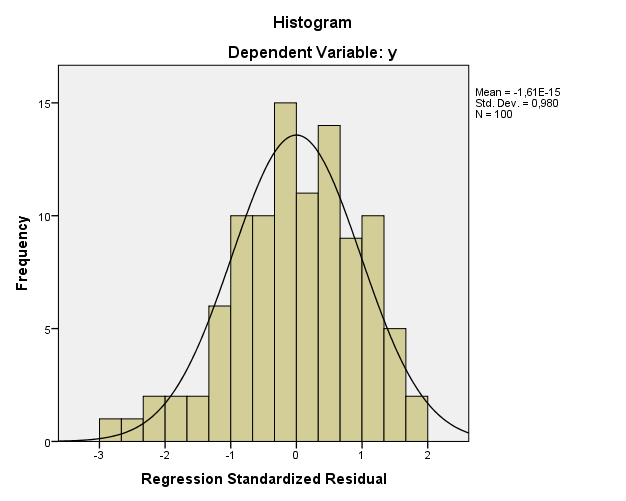
**Data MSI Kualitas Produk (X4)**

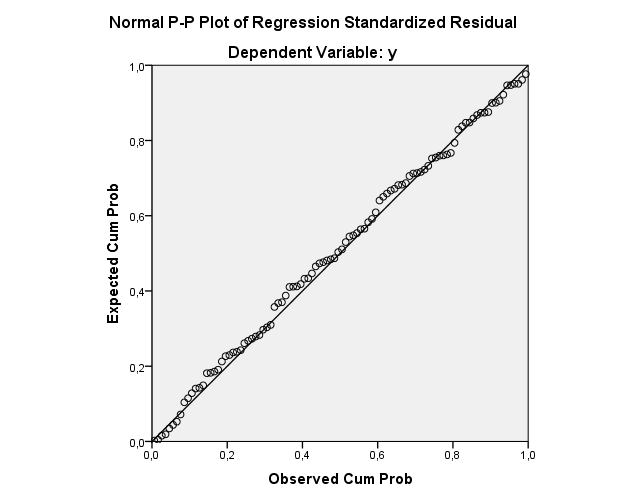
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | Total |
| 4,252 | 3,147 | 3,986 | 3,570 | 5,065 | 3,936 | 2,410 | 4,213 | 4,499 | 3,392 | 4,716 | 3,213 | 46,399 |
| 2,956 | 3,147 | 3,986 | 3,570 | 3,983 | 5,154 | 2,410 | 4,213 | 3,247 | 3,392 | 3,448 | 4,613 | 44,120 |
| 4,252 | 3,147 | 3,986 | 4,867 | 5,065 | 5,154 | 3,622 | 4,213 | 3,247 | 4,849 | 3,448 | 4,613 | 50,464 |
| 4,252 | 4,427 | 3,986 | 3,570 | 3,983 | 2,782 | 3,622 | 3,009 | 3,247 | 3,392 | 3,448 | 3,213 | 42,932 |
| 2,956 | 4,427 | 5,123 | 4,867 | 5,065 | 3,936 | 2,410 | 4,213 | 4,499 | 3,392 | 3,448 | 4,613 | 48,950 |
| 4,252 | 3,147 | 3,986 | 3,570 | 5,065 | 2,782 | 3,622 | 3,009 | 4,499 | 3,392 | 4,716 | 3,213 | 45,254 |
| 4,252 | 4,427 | 3,986 | 3,570 | 3,983 | 2,782 | 2,410 | 3,009 | 3,247 | 2,099 | 3,448 | 3,213 | 40,427 |
| 4,252 | 3,147 | 5,123 | 4,867 | 3,002 | 2,782 | 3,622 | 4,213 | 4,499 | 2,099 | 3,448 | 3,213 | 44,267 |
| 4,252 | 4,427 | 5,123 | 3,570 | 3,983 | 3,936 | 3,622 | 3,009 | 3,247 | 3,392 | 4,716 | 4,613 | 47,892 |
| 4,252 | 4,427 | 5,123 | 4,867 | 5,065 | 3,936 | 2,410 | 3,009 | 4,499 | 3,392 | 3,448 | 4,613 | 49,042 |
| 1,920 | 2,045 | 3,029 | 4,867 | 3,983 | 2,782 | 2,410 | 4,213 | 4,499 | 2,099 | 2,395 | 4,613 | 38,856 |
| 2,956 | 3,147 | 3,986 | 3,570 | 3,983 | 3,936 | 2,410 | 2,115 | 3,247 | 2,099 | 3,448 | 3,213 | 38,111 |
| 4,252 | 3,147 | 3,029 | 3,570 | 5,065 | 3,936 | 3,622 | 3,009 | 3,247 | 3,392 | 4,716 | 4,613 | 45,599 |
| 4,252 | 4,427 | 3,986 | 4,867 | 3,002 | 2,782 | 2,410 | 3,009 | 3,247 | 3,392 | 2,395 | 3,213 | 40,983 |
| 4,252 | 4,427 | 5,123 | 4,867 | 5,065 | 3,936 | 3,622 | 4,213 | 4,499 | 3,392 | 4,716 | 4,613 | 52,726 |
| 4,252 | 4,427 | 5,123 | 2,357 | 3,002 | 5,154 | 2,410 | 3,009 | 3,247 | 3,392 | 3,448 | 4,613 | 44,436 |
| 1,920 | 3,147 | 3,986 | 3,570 | 5,065 | 3,936 | 2,410 | 3,009 | 4,499 | 3,392 | 3,448 | 3,213 | 41,595 |
| 4,252 | 3,147 | 5,123 | 3,570 | 3,983 | 5,154 | 3,622 | 3,009 | 4,499 | 3,392 | 4,716 | 4,613 | 49,081 |
| 2,956 | 4,427 | 3,986 | 4,867 | 5,065 | 3,936 | 3,622 | 3,009 | 3,247 | 3,392 | 4,716 | 3,213 | 46,438 |
| 4,252 | 4,427 | 5,123 | 4,867 | 3,983 | 3,936 | 3,622 | 4,213 | 4,499 | 4,849 | 3,448 | 4,613 | 51,832 |
| 2,956 | 3,147 | 3,986 | 2,357 | 3,983 | 2,782 | 2,410 | 2,115 | 2,294 | 3,392 | 2,395 | 3,213 | 35,031 |
| 2,956 | 2,045 | 3,029 | 3,570 | 3,983 | 3,936 | 1,753 | 3,009 | 3,247 | 2,099 | 2,395 | 2,093 | 34,116 |
| 2,956 | 3,147 | 5,123 | 3,570 | 3,983 | 5,154 | 2,410 | 3,009 | 3,247 | 4,849 | 4,716 | 4,613 | 46,778 |
| 4,252 | 4,427 | 5,123 | 4,867 | 5,065 | 5,154 | 3,622 | 4,213 | 4,499 | 4,849 | 4,716 | 4,613 | 55,401 |
| 4,252 | 4,427 | 3,986 | 4,867 | 3,983 | 5,154 | 2,410 | 4,213 | 3,247 | 3,392 | 3,448 | 3,213 | 46,592 |
| 4,252 | 3,147 | 5,123 | 2,357 | 3,983 | 3,936 | 3,622 | 4,213 | 3,247 | 3,392 | 4,716 | 4,613 | 46,602 |
| 1,920 | 3,147 | 3,986 | 2,357 | 3,983 | 3,936 | 2,410 | 4,213 | 4,499 | 3,392 | 2,395 | 3,213 | 39,451 |
| 1,920 | 3,147 | 3,986 | 3,570 | 5,065 | 3,936 | 2,410 | 3,009 | 4,499 | 3,392 | 4,716 | 4,613 | 44,264 |
| 2,956 | 3,147 | 3,986 | 4,867 | 5,065 | 3,936 | 3,622 | 3,009 | 4,499 | 3,392 | 4,716 | 4,613 | 47,810 |
| 2,956 | 3,147 | 3,986 | 4,867 | 3,983 | 3,936 | 3,622 | 3,009 | 4,499 | 3,392 | 3,448 | 4,613 | 45,459 |
| 1,000 | 3,147 | 3,986 | 4,867 | 5,065 | 2,782 | 3,622 | 2,115 | 2,294 | 4,849 | 1,653 | 1,596 | 36,978 |
| 1,920 | 2,045 | 5,123 | 2,357 | 3,002 | 3,936 | 3,622 | 3,009 | 3,247 | 2,099 | 3,448 | 3,213 | 37,022 |
| 2,956 | 3,147 | 3,986 | 3,570 | 3,002 | 3,936 | 3,622 | 3,009 | 3,247 | 3,392 | 3,448 | 3,213 | 40,529 |
| 2,956 | 3,147 | 3,986 | 4,867 | 3,983 | 5,154 | 3,622 | 3,009 | 3,247 | 3,392 | 3,448 | 3,213 | 44,025 |
| 1,920 | 2,045 | 3,029 | 3,570 | 5,065 | 2,782 | 3,622 | 3,009 | 3,247 | 2,099 | 4,716 | 3,213 | 38,318 |
| 1,920 | 2,045 | 3,029 | 2,357 | 3,002 | 3,936 | 3,622 | 3,009 | 2,294 | 3,392 | 2,395 | 4,613 | 35,615 |
| 2,956 | 3,147 | 3,986 | 4,867 | 3,983 | 5,154 | 3,622 | 3,009 | 2,294 | 3,392 | 4,716 | 4,613 | 45,741 |
| 1,000 | 4,427 | 3,029 | 2,357 | 3,983 | 2,782 | 2,410 | 4,213 | 3,247 | 2,099 | 2,395 | 3,213 | 35,156 |
| 2,956 | 3,147 | 3,986 | 3,570 | 3,002 | 5,154 | 3,622 | 4,213 | 4,499 | 4,849 | 3,448 | 4,613 | 47,060 |
| 4,252 | 4,427 | 3,986 | 2,357 | 3,002 | 3,936 | 3,622 | 3,009 | 3,247 | 3,392 | 3,448 | 3,213 | 41,892 |
| 2,956 | 3,147 | 5,123 | 4,867 | 1,968 | 3,936 | 3,622 | 3,009 | 3,247 | 4,849 | 4,716 | 2,093 | 43,534 |
| 2,956 | 3,147 | 2,089 | 3,570 | 3,002 | 2,782 | 3,622 | 3,009 | 3,247 | 4,849 | 3,448 | 3,213 | 38,935 |
| 4,252 | 4,427 | 2,089 | 2,357 | 3,002 | 2,782 | 3,622 | 4,213 | 3,247 | 3,392 | 1,653 | 3,213 | 38,250 |
| 4,252 | 4,427 | 3,986 | 3,570 | 3,983 | 3,936 | 3,622 | 2,115 | 2,294 | 3,392 | 3,448 | 2,093 | 41,119 |
| 1,920 | 3,147 | 3,029 | 2,357 | 3,002 | 3,936 | 3,622 | 2,115 | 3,247 | 3,392 | 3,448 | 3,213 | 36,429 |
| 2,956 | 1,000 | 3,029 | 3,570 | 3,002 | 3,936 | 3,622 | 2,115 | 2,294 | 2,099 | 2,395 | 3,213 | 33,232 |
| 2,956 | 3,147 | 3,029 | 2,357 | 3,002 | 3,936 | 3,622 | 4,213 | 4,499 | 3,392 | 3,448 | 3,213 | 40,814 |
| 4,252 | 4,427 | 3,029 | 3,570 | 3,002 | 2,782 | 3,622 | 4,213 | 3,247 | 3,392 | 3,448 | 4,613 | 43,598 |
| 4,252 | 4,427 | 2,089 | 3,570 | 3,002 | 2,782 | 3,622 | 3,009 | 3,247 | 3,392 | 2,395 | 3,213 | 39,001 |
| 4,252 | 3,147 | 2,089 | 3,570 | 1,968 | 1,681 | 3,622 | 3,009 | 3,247 | 3,392 | 1,653 | 3,213 | 34,844 |
| 4,252 | 4,427 | 2,089 | 3,570 | 3,983 | 2,782 | 3,622 | 3,009 | 3,247 | 3,392 | 3,448 | 3,213 | 41,035 |
| 2,956 | 3,147 | 2,089 | 3,570 | 3,983 | 2,782 | 3,622 | 4,213 | 4,499 | 3,392 | 3,448 | 3,213 | 40,914 |
| 4,252 | 3,147 | 3,029 | 3,570 | 3,002 | 2,782 | 3,622 | 2,115 | 2,294 | 2,099 | 2,395 | 3,213 | 35,521 |
| 4,252 | 4,427 | 3,986 | 3,570 | 3,002 | 3,936 | 3,622 | 4,213 | 3,247 | 3,392 | 3,448 | 4,613 | 45,710 |
| 2,956 | 3,147 | 3,986 | 3,570 | 3,983 | 3,936 | 3,622 | 3,009 | 3,247 | 3,392 | 3,448 | 4,613 | 42,911 |
| 2,956 | 3,147 | 3,029 | 3,570 | 1,968 | 2,782 | 3,622 | 2,115 | 3,247 | 3,392 | 2,395 | 3,213 | 35,437 |
| 4,252 | 4,427 | 3,029 | 3,570 | 3,002 | 3,936 | 3,622 | 2,115 | 2,294 | 3,392 | 2,395 | 4,613 | 40,648 |
| 2,956 | 3,147 | 3,986 | 2,357 | 1,968 | 3,936 | 2,410 | 2,115 | 2,294 | 3,392 | 3,448 | 3,213 | 35,223 |
| 4,252 | 4,427 | 3,029 | 2,357 | 1,968 | 2,782 | 3,622 | 3,009 | 3,247 | 3,392 | 2,395 | 3,213 | 37,694 |
| 2,956 | 3,147 | 3,029 | 2,357 | 3,002 | 2,782 | 3,622 | 3,009 | 3,247 | 3,392 | 3,448 | 3,213 | 37,205 |
| 2,956 | 3,147 | 3,029 | 2,357 | 1,968 | 2,782 | 3,622 | 3,009 | 3,247 | 3,392 | 3,448 | 3,213 | 36,171 |
| 2,956 | 1,000 | 3,029 | 3,570 | 3,983 | 3,936 | 3,622 | 3,009 | 3,247 | 3,392 | 3,448 | 3,213 | 38,406 |
| 2,956 | 2,045 | 3,986 | 3,570 | 3,983 | 3,936 | 2,410 | 2,115 | 3,247 | 3,392 | 3,448 | 2,093 | 37,183 |
| 2,956 | 4,427 | 3,029 | 4,867 | 3,983 | 3,936 | 3,622 | 1,000 | 4,499 | 4,849 | 4,716 | 4,613 | 46,498 |
| 2,956 | 4,427 | 3,986 | 3,570 | 3,002 | 2,782 | 3,622 | 3,009 | 3,247 | 3,392 | 3,448 | 3,213 | 40,656 |
| 2,956 | 3,147 | 3,986 | 3,570 | 3,002 | 3,936 | 3,622 | 3,009 | 3,247 | 3,392 | 3,448 | 3,213 | 40,529 |
| 4,252 | 4,427 | 2,089 | 1,000 | 1,968 | 1,681 | 3,622 | 3,009 | 1,653 | 1,459 | 2,395 | 2,093 | 29,648 |
| 4,252 | 3,147 | 5,123 | 4,867 | 3,983 | 5,154 | 3,622 | 4,213 | 3,247 | 4,849 | 4,716 | 4,613 | 51,787 |
| 2,956 | 3,147 | 3,986 | 4,867 | 3,002 | 3,936 | 3,622 | 4,213 | 3,247 | 4,849 | 3,448 | 4,613 | 45,887 |
| 4,252 | 2,045 | 5,123 | 4,867 | 3,983 | 5,154 | 2,410 | 4,213 | 2,294 | 4,849 | 3,448 | 4,613 | 47,251 |
| 2,956 | 4,427 | 3,986 | 3,570 | 3,983 | 3,936 | 2,410 | 3,009 | 3,247 | 3,392 | 3,448 | 4,613 | 42,979 |
| 2,956 | 4,427 | 3,029 | 3,570 | 3,002 | 2,782 | 2,410 | 3,009 | 3,247 | 3,392 | 3,448 | 4,613 | 39,887 |
| 4,252 | 3,147 | 3,986 | 3,570 | 3,983 | 1,000 | 1,753 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 26,692 |
| 2,956 | 3,147 | 1,000 | 2,357 | 1,000 | 2,782 | 1,753 | 1,000 | 1,000 | 1,000 | 1,000 | 3,213 | 22,208 |
| 2,956 | 3,147 | 3,986 | 4,867 | 3,983 | 5,154 | 3,622 | 3,009 | 4,499 | 2,099 | 4,716 | 4,613 | 46,653 |
| 1,920 | 3,147 | 5,123 | 4,867 | 3,002 | 3,936 | 3,622 | 2,115 | 4,499 | 3,392 | 3,448 | 4,613 | 43,685 |
| 2,956 | 3,147 | 5,123 | 3,570 | 5,065 | 5,154 | 2,410 | 1,000 | 2,294 | 3,392 | 4,716 | 4,613 | 43,441 |
| 4,252 | 3,147 | 3,986 | 3,570 | 3,002 | 2,782 | 3,622 | 4,213 | 4,499 | 3,392 | 3,448 | 2,093 | 42,006 |
| 2,956 | 3,147 | 3,986 | 4,867 | 5,065 | 3,936 | 3,622 | 4,213 | 4,499 | 4,849 | 3,448 | 3,213 | 47,801 |
| 2,956 | 3,147 | 3,029 | 4,867 | 3,983 | 2,782 | 1,000 | 4,213 | 4,499 | 2,099 | 4,716 | 4,613 | 41,905 |
| 4,252 | 3,147 | 3,029 | 3,570 | 3,002 | 5,154 | 1,000 | 4,213 | 4,499 | 4,849 | 3,448 | 3,213 | 43,375 |
| 2,956 | 3,147 | 3,986 | 2,357 | 5,065 | 5,154 | 2,410 | 4,213 | 4,499 | 4,849 | 2,395 | 4,613 | 45,644 |
| 2,956 | 3,147 | 3,029 | 2,357 | 3,002 | 2,782 | 1,753 | 4,213 | 4,499 | 3,392 | 4,716 | 4,613 | 40,460 |
| 2,956 | 2,045 | 3,986 | 3,570 | 5,065 | 3,936 | 1,753 | 2,115 | 4,499 | 4,849 | 4,716 | 4,613 | 44,105 |
| 4,252 | 2,045 | 3,986 | 4,867 | 3,983 | 5,154 | 1,753 | 4,213 | 4,499 | 4,849 | 3,448 | 4,613 | 47,663 |
| 4,252 | 4,427 | 3,029 | 3,570 | 3,983 | 2,782 | 1,753 | 4,213 | 4,499 | 4,849 | 2,395 | 4,613 | 44,365 |
| 4,252 | 4,427 | 3,029 | 4,867 | 3,002 | 3,936 | 1,000 | 4,213 | 4,499 | 4,849 | 2,395 | 3,213 | 43,681 |
| 4,252 | 4,427 | 3,029 | 3,570 | 5,065 | 3,936 | 1,000 | 4,213 | 4,499 | 3,392 | 4,716 | 4,613 | 46,712 |
| 1,000 | 3,147 | 5,123 | 4,867 | 5,065 | 3,936 | 1,000 | 4,213 | 4,499 | 3,392 | 4,716 | 4,613 | 45,571 |
| 2,956 | 2,045 | 3,029 | 2,357 | 3,002 | 3,936 | 1,000 | 3,009 | 3,247 | 3,392 | 3,448 | 3,213 | 34,635 |
| 1,920 | 2,045 | 3,029 | 3,570 | 3,002 | 3,936 | 1,753 | 4,213 | 3,247 | 2,099 | 2,395 | 3,213 | 34,422 |
| 4,252 | 1,000 | 3,029 | 2,357 | 3,002 | 3,936 | 2,410 | 4,213 | 4,499 | 3,392 | 3,448 | 3,213 | 38,751 |
| 2,956 | 2,045 | 3,029 | 3,570 | 3,002 | 2,782 | 2,410 | 1,551 | 1,653 | 3,392 | 3,448 | 3,213 | 33,052 |
| 1,920 | 2,045 | 2,089 | 3,570 | 3,002 | 2,782 | 1,000 | 1,551 | 1,653 | 3,392 | 2,395 | 1,596 | 26,996 |
| 2,956 | 3,147 | 2,089 | 3,570 | 1,968 | 1,681 | 1,753 | 3,009 | 3,247 | 3,392 | 1,653 | 3,213 | 31,679 |
| 1,920 | 2,045 | 2,089 | 3,570 | 3,983 | 2,782 | 2,410 | 2,115 | 2,294 | 3,392 | 3,448 | 3,213 | 33,262 |
| 2,956 | 2,045 | 2,089 | 3,570 | 3,983 | 2,782 | 1,753 | 2,115 | 2,294 | 3,392 | 3,448 | 3,213 | 33,641 |
| 1,920 | 2,045 | 3,029 | 3,570 | 3,002 | 2,782 | 1,753 | 2,115 | 2,294 | 2,099 | 2,395 | 3,213 | 30,218 |
| 2,956 | 2,045 | 3,986 | 3,570 | 3,002 | 3,936 | 3,622 | 2,115 | 2,294 | 3,392 | 3,448 | 3,213 | 37,580 |
| 2,956 | 2,045 | 3,986 | 3,570 | 3,983 | 3,936 | 3,622 | 1,551 | 1,653 | 3,392 | 3,448 | 3,213 | 37,356 |

**Lampiran 8 Analisis Deskriptif**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| y | 100 | 15,38 | 34,53 | 26,7315 | 4,53684 |
| x1 | 100 | 30,55 | 48,76 | 40,1132 | 4,26060 |
| x2 | 100 | 12,64 | 27,73 | 20,4499 | 3,11841 |
| x3 | 100 | 27,56 | 42,62 | 35,4183 | 3,43505 |
| x4 | 100 | 22,21 | 55,40 | 41,1974 | 5,98266 |
| Valid N (listwise) | 100 |  |  |  |  |

**Lampiran 9 Uji Normalitas**



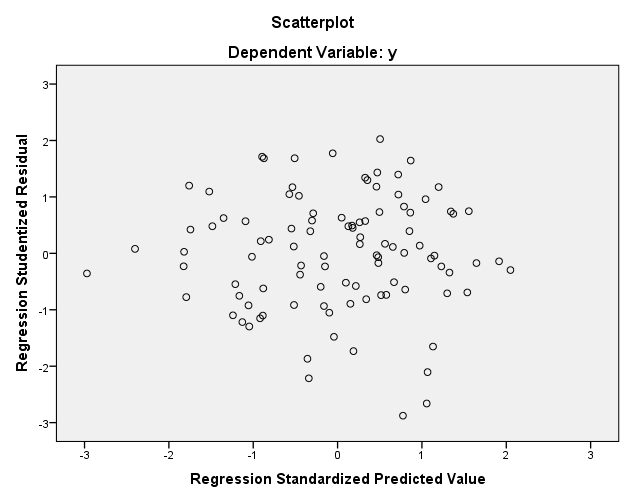


|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 2,90554807 |
| Most Extreme Differences | Absolute | ,049 |
| Positive | ,028 |
| Negative | -,049 |
| Test Statistic | | ,049 |
| Asymp. Sig. (2-tailed) | | ,200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

**Lampiran 10 Uji Multikolinearitas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 3,776 | 3,320 |  |  |  |
| x1 | ,347 | ,098 | ,326 | ,506 | 1,977 |
| x2 | ,823 | ,159 | ,566 | ,360 | 2,781 |
| x3 | ,355 | ,120 | ,269 | ,522 | 1,916 |
| x4 | ,182 | ,079 | ,240 | ,400 | 2,501 |

**Lampiran 11 Uji Heterokedatisitas**



**Lampiran 12 Uji Regresi Linear Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3,776 | 3,320 |  | 1,137 | ,258 |
| x1 | ,347 | ,098 | ,326 | 3,530 | ,001 |
| x2 | ,823 | ,159 | ,566 | 5,163 | ,000 |
| x3 | ,355 | ,120 | ,269 | 2,955 | ,004 |
| x4 | ,182 | ,079 | ,240 | 2,305 | ,023 |

**Lampiran 13 Uji t (Parsial)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3,776 | 3,320 |  | 1,137 | ,258 |
| x1 | ,347 | ,098 | ,326 | 3,530 | ,001 |
| x2 | ,823 | ,159 | ,566 | 5,163 | ,000 |
| x3 | ,355 | ,120 | ,269 | 2,955 | ,004 |
| x4 | ,182 | ,079 | ,240 | 2,305 | ,023 |

**Lampiran 14 Uji F (simultan)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1201,929 | 4 | 300,482 | 34,155 | ,000b |
| Residual | 835,779 | 95 | 8,798 |  |  |
| Total | 2037,708 | 99 |  |  |  |
| a. Dependent Variable: y | | | | | | |
| b. Predictors: (Constant), x4, x3, x1, x2 | | | | | | |

**Lampiran 15** **Koefisiensi Determinasi**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,768a | ,590 | ,573 | 2,96609 | 1,897 |
| a. Predictors: (Constant), x4, x3, x1, x2 | | | | | |
| b. Dependent Variable: y | | | | | |