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**Tabel Lampiran 1**

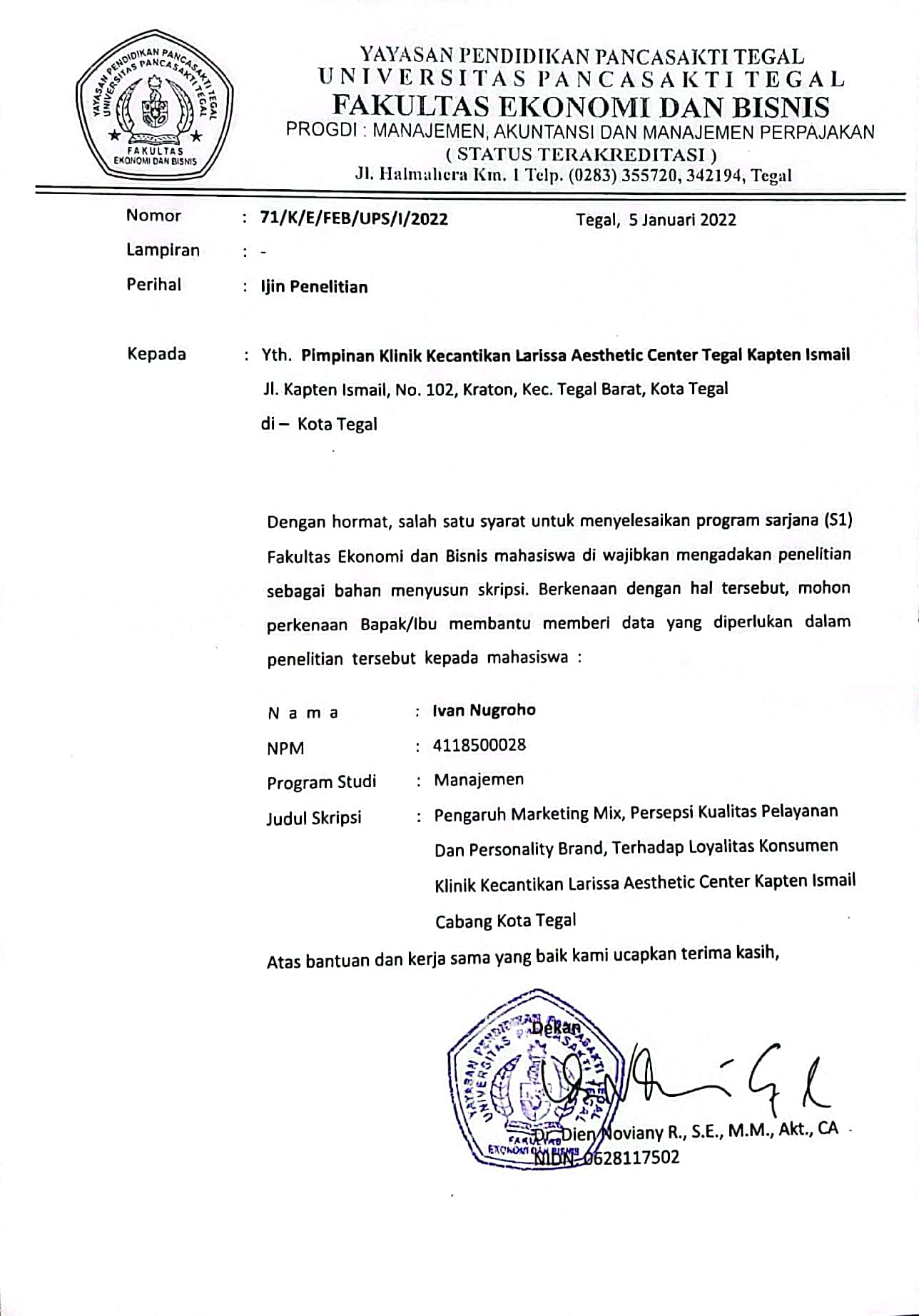
**DATA PELANGGAN**

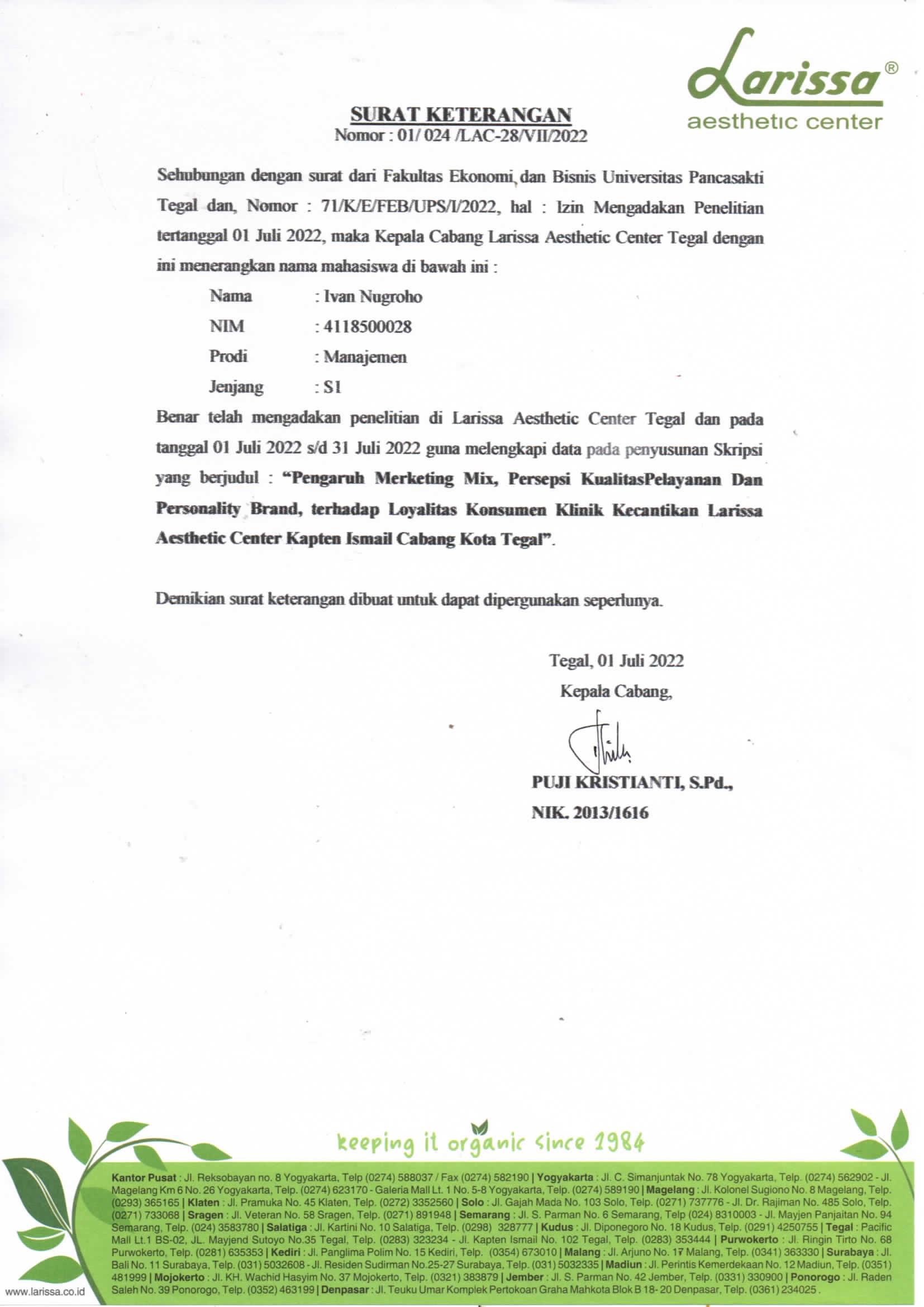
**LARISSA *AESTHETIC CENTER* CABANG KAPTEN ISMAIL KOTA TEGAL TAHUN 2019 – 2021**

|  |  |  |  |
| --- | --- | --- | --- |
| **Tahun** | **Bulan** | **Pelanggan** | **Total pelanggan** |
| **2019** | Januari | 358 | **4.090** |
| Februari | 302 |
| Maret | 381 |
| April | 336 |
| Mei | 344 |
| Juni | 407 |
| Juli | 318 |
| Agustus | 297 |
| September | 327 |
| Oktober | 349 |
| November | 307 |
| Desember | 364 |
| **2020** | Januari | 430 | **5.367** |
| Februari | 489 |
| Maret | 389 |
| April | 250 |
| Mei | 331 |
| Juni | 439 |
| Juli | 505 |
| Agustus | 473 |
| September | 505 |
| Oktober | 505 |
| November | 504 |
| Desember | 547 |
| **2021** | Januari | 546 | **6.241** |
| Februari | 452 |
| Maret | 530 |
| April | 504 |
| Mei | 721 |
| Juni | 435 |
| Juli | 322 |
| Agustus | 467 |
| September | 484 |
| Oktober | 624 |
| November | 508 |
| Desember | 648 |

Sumber : Larissa *Aesthetic Center* Cabang Kapten Ismail Tegal 2022

**Lampiran 2**

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**Lampiran 3**

**Lampiran 4**

**Kuesioner Penelitian**

Kepada :

Yth. Saudara/Saudari Konsumen Larissa *Aesthetic Center*

Jalan Kapten Ismail No. 102, Kraton, Kec. Tegal Barat, Kota Tegal.

Dengan Hormat,

Saya Ivan Nugroho (4118500028). Mahasiswa Fakultas Ekonomi dan Bisnis Program Studi Manajemen, Universitas Pancasakti Tegal, melalukan penelitian skripsi yang berjudul “ Pengaruh *Marketing Mix*, Persepsi Kualitas Pelayanan Dan *Personality Brand* Terhadap Loyalitas Konsumen Larissa *Aesthetic Center* Kapten Ismail Cabang Kota Tegal”.

Penelitian ini menggunakan kuesioner sebagai alat untuk pengumpulan data yang utama. Oleh karena itu saya mohon bantuan saudara/saudari untuk berkenan menjadi responden penelitian dengan mengisi kuesioner penelitian ini secara lengkap dan sejujurnya mengenai *marketing mix*, kualitas pelayanan dan *personality brand* terhadap loyalitas konsumen.

Demikian permohonan saya, atas kesediaan dan kerjasama saudara/saudari saya ucapkan terima kasih.

Tegal, juni 2022

Ivan Nugroho

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Identitas Responden**  Berikan tanda (🗸) pada jawaban yang sesuai menurut anda | | | | |
| Nama  Jenis Kelamin  Usia  Pekerjaan  Jumlah Pendapatan/bulan  Berapa kali anda mengunjungi Larissa | | | **:**  **:**  **:**  **:**  **:**  **:** | (………)  Laki – laki  Perempuan  < 20 tahun  20 – 30 tahun  30 – 40 tahun  > 40 tahun  (……..)  < Rp. 500.000,-  Rp. 500.000,- – Rp. 700.000,-  Rp. 700.000,- – Rp. 1.000.000,-  > Rp. 1.000.000,-  Satu kali (berhenti)  Lebih dari satu kali (lanjut) |
| **Petunjuk Pengisian Kuesioner**  Berikan tanda (🗸)sesuai dengan pendapat anda terhadap pertanyaan – pertanyaan sebagai berikut : | | | | |
| SS  S  N  TS  STS | =  =  =  =  = | Sangat Setuju  Setuju  Netral  Tidak Setuju  Sangat Tidak Setuju | | |

**Pertanyaan Variabel Loyalitas Konsumen (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pertanyaan | SS | S | N | TS | STS |
| 1. | Saya sering melakukan pembelian ulang secara intens baik produk dan *treatment* dari Larissa |  |  |  |  |  |
| 2. | Saya biasa menggunakan merek Larissa |  |  |  |  |  |
| 3. | Saya sangat suka menggunakan merek Larissa Karena merasa cocok |  |  |  |  |  |
| 4. | Saya tetap menggunakan merek Larissa dan tidak beralih ke merek lain |  |  |  |  |  |
| 5. | Saya yakin pada merek Larissa, adalah merek yang terbaik |  |  |  |  |  |
| 6. | Saya akan merekomendasikan merek Larissa kepada saudara/kerabat/teman |  |  |  |  |  |

**Pertanyaan Variabel *Marketing Mix* (*Product, price, place, promotion)* (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pertanyaan | SS | S | N | TS | STS |
| 1. | Produk Larissa berkualitas sangat cocok untuk kulit orang indonesia |  |  |  |  |  |
| 2. | Klinik Larissa memberikan potongan harga terjangkau dan memberikan diskon |  |  |  |  |  |
| 3. | Klinik Larissa berlokasi di tengah kota dan akses mudah di jangkau oleh konsumen |  |  |  |  |  |
| 4. | Klinik Larissa mempromosikan produknya melalui media sosial instagram yang sesuai dengan kualitasnya |  |  |  |  |  |

**Pertanyaan Variabel Kualitas Pelayanan (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pertanyaan | SS | S | N | TS | STS |
| 1. | Klinik Larissa melakukan pelayanan dengan tepat waktu |  |  |  |  |  |
| 2. | Klinik Larissa melakukana pelayanan sesuia dengan kebutuhan konsumen |  |  |  |  |  |
| 3. | Klinik Larissa melakukan pelayanan dengan aman dan nyaman |  |  |  |  |  |
| 4. | Karyawan klinik Larissa berkomunikasi baik dengan konsumennya |  |  |  |  |  |
| 5. | Klinik Larissa memiliki fasilitas yang lengkap dan modern |  |  |  |  |  |

**Pertanyaan Variabel *Personality Brand* (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pertanyaan | SS | S | N | TS | STS |
| 1. | Produk Larissa memiliki merek yang sesuai dengan kualitasnya |  |  |  |  |  |
| 2. | Merek Larissa selalu melakukan inovasi pada produk dan jasa (pelayanan) |  |  |  |  |  |
| 3. | Merek Larissa mudah, aman dan mampu memenuhi kebutuhan konsumennya |  |  |  |  |  |
| 4. | Merek Larissa mempunyai keunggulan *prestise*, citra merek, dan daya tarik |  |  |  |  |  |
| 5. | Kemapuan produk dari merek Larissa dapat menunjang kegiatan sehari-hari dan mempunyai daya tahan produk |  |  |  |  |  |

**Lampiran 5**

**Pengolahan Data Ordinal**

1. Data Penelitian Variabel *Marketing Mix* (X1) 100 Responden

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Nomor Responden | Nomor Pernyataan Pada Kuisioner | | | | Total Skor |
| P1 (X1) | P2 (X1) | P3 (X1) | P4 (X1) |
| 1 | 5 | 4 | 5 | 5 | 19 |
| 2 | 5 | 4 | 3 | 4 | 16 |
| 3 | 4 | 4 | 5 | 5 | 18 |
| 4 | 4 | 5 | 5 | 5 | 19 |
| 5 | 4 | 4 | 4 | 4 | 16 |
| 6 | 4 | 5 | 5 | 5 | 19 |
| 7 | 5 | 5 | 5 | 5 | 20 |
| 8 | 5 | 5 | 5 | 5 | 20 |
| 9 | 4 | 4 | 4 | 4 | 16 |
| 10 | 3 | 4 | 3 | 5 | 15 |
| 11 | 5 | 5 | 5 | 5 | 20 |
| 12 | 4 | 4 | 4 | 4 | 16 |
| 13 | 5 | 5 | 5 | 4 | 19 |
| 14 | 4 | 4 | 5 | 4 | 17 |
| 15 | 4 | 4 | 4 | 4 | 16 |
| 16 | 4 | 4 | 4 | 4 | 16 |
| 17 | 4 | 4 | 5 | 5 | 18 |
| 18 | 5 | 5 | 5 | 4 | 19 |
| 19 | 4 | 5 | 4 | 4 | 17 |
| 20 | 2 | 4 | 5 | 4 | 15 |
| 21 | 5 | 4 | 5 | 5 | 19 |
| 22 | 4 | 5 | 4 | 4 | 17 |
| 23 | 4 | 2 | 5 | 4 | 15 |
| 24 | 5 | 5 | 3 | 4 | 17 |
| 25 | 4 | 4 | 5 | 5 | 18 |
| 26 | 5 | 3 | 3 | 4 | 15 |
| 27 | 5 | 5 | 5 | 5 | 20 |
| 28 | 5 | 5 | 5 | 5 | 20 |
| 29 | 4 | 4 | 5 | 4 | 17 |
| 30 | 4 | 3 | 5 | 4 | 16 |
| 31 | 5 | 4 | 4 | 4 | 17 |
| 32 | 4 | 4 | 5 | 4 | 17 |
| 33 | 4 | 3 | 4 | 4 | 15 |
| 34 | 5 | 4 | 3 | 3 | 15 |
| 35 | 4 | 3 | 4 | 4 | 15 |
| 36 | 3 | 5 | 5 | 5 | 18 |
| 37 | 4 | 5 | 5 | 5 | 19 |
| 38 | 2 | 4 | 3 | 5 | 14 |
| 39 | 3 | 3 | 4 | 4 | 14 |
| 40 | 4 | 5 | 5 | 5 | 19 |
| 41 | 5 | 5 | 5 | 5 | 20 |
| 42 | 4 | 4 | 4 | 5 | 17 |
| 43 | 4 | 5 | 5 | 4 | 18 |
| 44 | 5 | 5 | 5 | 5 | 20 |
| 45 | 4 | 4 | 4 | 5 | 17 |
| 46 | 4 | 3 | 4 | 4 | 15 |
| 47 | 4 | 4 | 4 | 4 | 16 |
| 48 | 5 | 5 | 5 | 4 | 19 |
| 49 | 4 | 4 | 4 | 4 | 16 |
| 50 | 3 | 4 | 5 | 4 | 16 |
| 51 | 4 | 3 | 5 | 4 | 16 |
| 52 | 4 | 4 | 4 | 4 | 16 |
| 53 | 4 | 4 | 3 | 4 | 15 |
| 54 | 5 | 4 | 3 | 4 | 16 |
| 55 | 3 | 4 | 5 | 4 | 16 |
| 56 | 3 | 4 | 4 | 4 | 15 |
| 57 | 5 | 5 | 5 | 5 | 20 |
| 58 | 4 | 5 | 5 | 5 | 19 |
| 59 | 5 | 5 | 5 | 5 | 20 |
| 60 | 4 | 4 | 4 | 4 | 16 |
| 61 | 5 | 4 | 4 | 4 | 17 |
| 62 | 4 | 4 | 3 | 4 | 15 |
| 63 | 4 | 5 | 4 | 4 | 17 |
| 64 | 4 | 4 | 4 | 4 | 16 |
| 65 | 5 | 3 | 5 | 5 | 18 |
| 66 | 4 | 3 | 3 | 5 | 15 |
| 67 | 4 | 3 | 5 | 4 | 16 |
| 68 | 5 | 5 | 5 | 5 | 20 |
| 69 | 4 | 3 | 5 | 5 | 17 |
| 70 | 4 | 2 | 5 | 5 | 16 |
| 71 | 4 | 5 | 5 | 5 | 19 |
| 72 | 3 | 3 | 5 | 5 | 16 |
| 73 | 4 | 2 | 5 | 5 | 16 |
| 74 | 4 | 5 | 5 | 4 | 18 |
| 75 | 5 | 4 | 4 | 4 | 17 |
| 76 | 4 | 4 | 5 | 4 | 17 |
| 77 | 3 | 4 | 5 | 5 | 17 |
| 78 | 3 | 3 | 5 | 5 | 16 |
| 79 | 4 | 4 | 5 | 5 | 18 |
| 80 | 5 | 3 | 5 | 4 | 17 |
| 81 | 5 | 4 | 5 | 5 | 19 |
| 82 | 5 | 4 | 4 | 3 | 16 |
| 83 | 4 | 4 | 4 | 3 | 15 |
| 84 | 4 | 4 | 4 | 4 | 16 |
| 85 | 5 | 5 | 5 | 5 | 20 |
| 86 | 5 | 4 | 4 | 4 | 17 |
| 87 | 4 | 4 | 4 | 5 | 17 |
| 88 | 4 | 4 | 5 | 5 | 18 |
| 89 | 4 | 4 | 5 | 5 | 18 |
| 90 | 3 | 5 | 5 | 4 | 17 |
| 91 | 4 | 4 | 5 | 4 | 17 |
| 92 | 5 | 5 | 5 | 5 | 20 |
| 93 | 3 | 5 | 5 | 5 | 18 |
| 94 | 4 | 4 | 4 | 4 | 16 |
| 95 | 4 | 5 | 5 | 5 | 19 |
| 96 | 4 | 4 | 4 | 4 | 16 |
| 97 | 5 | 5 | 4 | 4 | 18 |
| 98 | 3 | 4 | 4 | 4 | 15 |
| 99 | 4 | 3 | 5 | 4 | 16 |
| 100 | 4 | 4 | 4 | 4 | 16 |

2. Data Penelitian Variabel Persepsi Kualitas Pelayanan(X2) 100 Responden

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Nomor Responden | Nomor Pernyataan Pada Kuisioner | | | | | Total Skor |
|  | P1 (X2) | P2 (X2) | P3 (X2) | P4 (X2) | P5 (X2) |  |
| 1 | 5 | 5 | 5 | 4 | 5 | 24 |
| 2 | 4 | 5 | 5 | 5 | 4 | 23 |
| 3 | 4 | 4 | 4 | 5 | 4 | 21 |
| 4 | 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 4 | 4 | 5 | 5 | 5 | 23 |
| 6 | 4 | 5 | 5 | 5 | 5 | 24 |
| 7 | 4 | 5 | 5 | 5 | 5 | 24 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 |
| 10 | 4 | 4 | 5 | 5 | 4 | 22 |
| 11 | 5 | 5 | 5 | 5 | 5 | 25 |
| 12 | 4 | 4 | 5 | 4 | 5 | 22 |
| 13 | 4 | 5 | 5 | 5 | 4 | 23 |
| 14 | 4 | 4 | 5 | 5 | 4 | 22 |
| 15 | 4 | 4 | 4 | 4 | 4 | 20 |
| 16 | 3 | 4 | 5 | 4 | 4 | 20 |
| 17 | 4 | 4 | 4 | 5 | 5 | 22 |
| 18 | 4 | 5 | 5 | 5 | 4 | 23 |
| 19 | 4 | 4 | 4 | 5 | 4 | 21 |
| 20 | 3 | 4 | 3 | 5 | 5 | 20 |
| 21 | 5 | 5 | 4 | 5 | 5 | 24 |
| 22 | 4 | 3 | 4 | 4 | 3 | 18 |
| 23 | 3 | 4 | 5 | 5 | 3 | 20 |
| 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 26 | 3 | 4 | 5 | 5 | 4 | 21 |
| 27 | 5 | 5 | 5 | 5 | 5 | 25 |
| 28 | 5 | 5 | 5 | 5 | 5 | 25 |
| 29 | 5 | 4 | 5 | 5 | 4 | 23 |
| 30 | 3 | 3 | 3 | 4 | 4 | 17 |
| 31 | 3 | 4 | 4 | 4 | 4 | 19 |
| 32 | 3 | 3 | 5 | 5 | 4 | 20 |
| 33 | 3 | 3 | 5 | 5 | 4 | 20 |
| 34 | 4 | 3 | 4 | 5 | 3 | 19 |
| 35 | 4 | 4 | 3 | 4 | 5 | 20 |
| 36 | 4 | 4 | 4 | 4 | 4 | 20 |
| 37 | 5 | 5 | 5 | 5 | 4 | 24 |
| 38 | 4 | 5 | 5 | 5 | 4 | 23 |
| 39 | 3 | 3 | 3 | 2 | 3 | 14 |
| 40 | 4 | 4 | 4 | 4 | 5 | 21 |
| 41 | 5 | 5 | 5 | 5 | 4 | 24 |
| 42 | 4 | 4 | 4 | 4 | 4 | 20 |
| 43 | 3 | 3 | 4 | 4 | 4 | 18 |
| 44 | 5 | 5 | 5 | 5 | 5 | 25 |
| 45 | 4 | 5 | 5 | 5 | 5 | 24 |
| 46 | 4 | 4 | 4 | 3 | 4 | 19 |
| 47 | 4 | 4 | 4 | 4 | 4 | 20 |
| 48 | 3 | 4 | 3 | 3 | 4 | 17 |
| 49 | 4 | 4 | 4 | 4 | 4 | 20 |
| 50 | 3 | 5 | 4 | 4 | 4 | 20 |
| 51 | 3 | 4 | 5 | 4 | 4 | 20 |
| 52 | 4 | 5 | 5 | 5 | 4 | 23 |
| 53 | 4 | 4 | 5 | 5 | 4 | 22 |
| 54 | 5 | 5 | 5 | 5 | 4 | 24 |
| 55 | 3 | 5 | 5 | 4 | 4 | 21 |
| 56 | 3 | 4 | 3 | 4 | 4 | 18 |
| 57 | 5 | 5 | 5 | 5 | 5 | 25 |
| 58 | 5 | 5 | 5 | 5 | 5 | 25 |
| 59 | 5 | 5 | 5 | 5 | 5 | 25 |
| 60 | 4 | 4 | 4 | 5 | 4 | 21 |
| 61 | 5 | 4 | 5 | 4 | 4 | 22 |
| 62 | 4 | 4 | 5 | 4 | 4 | 21 |
| 63 | 4 | 4 | 3 | 4 | 4 | 19 |
| 64 | 4 | 4 | 4 | 4 | 3 | 19 |
| 65 | 3 | 4 | 3 | 5 | 3 | 18 |
| 66 | 4 | 4 | 4 | 5 | 5 | 22 |
| 67 | 4 | 4 | 4 | 5 | 5 | 22 |
| 68 | 4 | 5 | 4 | 5 | 4 | 22 |
| 69 | 4 | 4 | 5 | 4 | 5 | 22 |
| 70 | 4 | 4 | 4 | 4 | 4 | 20 |
| 71 | 5 | 5 | 5 | 5 | 5 | 25 |
| 72 | 3 | 5 | 4 | 3 | 5 | 20 |
| 73 | 3 | 5 | 5 | 5 | 5 | 23 |
| 74 | 4 | 4 | 4 | 4 | 4 | 20 |
| 75 | 4 | 5 | 4 | 4 | 4 | 21 |
| 76 | 4 | 4 | 4 | 4 | 4 | 20 |
| 77 | 3 | 5 | 4 | 3 | 3 | 18 |
| 78 | 2 | 2 | 4 | 3 | 3 | 14 |
| 79 | 5 | 4 | 5 | 5 | 5 | 24 |
| 80 | 3 | 5 | 5 | 5 | 5 | 23 |
| 81 | 5 | 5 | 5 | 5 | 5 | 25 |
| 82 | 3 | 4 | 4 | 4 | 4 | 19 |
| 83 | 3 | 4 | 3 | 3 | 4 | 17 |
| 84 | 4 | 4 | 4 | 4 | 5 | 21 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 |
| 86 | 4 | 4 | 5 | 5 | 5 | 23 |
| 87 | 5 | 5 | 5 | 5 | 4 | 24 |
| 88 | 5 | 5 | 5 | 5 | 5 | 25 |
| 89 | 4 | 4 | 5 | 5 | 4 | 22 |
| 90 | 4 | 4 | 4 | 4 | 4 | 20 |
| 91 | 4 | 4 | 4 | 4 | 4 | 20 |
| 92 | 5 | 5 | 5 | 5 | 5 | 25 |
| 93 | 3 | 4 | 5 | 5 | 3 | 20 |
| 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | 4 | 5 | 5 | 5 | 5 | 24 |
| 96 | 4 | 4 | 4 | 4 | 4 | 20 |
| 97 | 4 | 4 | 4 | 4 | 4 | 20 |
| 98 | 4 | 4 | 5 | 5 | 5 | 23 |
| 99 | 2 | 4 | 4 | 4 | 4 | 18 |
| 100 | 4 | 4 | 4 | 4 | 4 | 20 |

3. Data Penelitian Variabel *Personality Brand* (X3) 100 Responden

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Nomor Responden | Nomor Pernyataan Pada Kuisioner | | | | | Total Skor |
|  | P1 (X3) | P2 (X3) | P3 (X3) | P4 (X3) | P5 (X3) |  |
| 1 | 5 | 4 | 5 | 5 | 4 | 23 |
| 2 | 4 | 4 | 5 | 5 | 5 | 23 |
| 3 | 4 | 4 | 4 | 5 | 4 | 21 |
| 4 | 5 | 5 | 4 | 5 | 5 | 24 |
| 5 | 4 | 5 | 5 | 5 | 5 | 24 |
| 6 | 5 | 5 | 5 | 5 | 4 | 24 |
| 7 | 5 | 5 | 5 | 5 | 5 | 25 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 |
| 10 | 4 | 5 | 4 | 4 | 4 | 21 |
| 11 | 5 | 5 | 5 | 5 | 5 | 25 |
| 12 | 5 | 4 | 4 | 4 | 4 | 21 |
| 13 | 5 | 3 | 5 | 4 | 4 | 21 |
| 14 | 4 | 4 | 4 | 4 | 4 | 20 |
| 15 | 4 | 4 | 4 | 4 | 4 | 20 |
| 16 | 3 | 4 | 3 | 4 | 5 | 19 |
| 17 | 4 | 4 | 4 | 5 | 4 | 21 |
| 18 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 20 | 4 | 4 | 4 | 2 | 4 | 18 |
| 21 | 5 | 4 | 5 | 5 | 5 | 24 |
| 22 | 3 | 4 | 3 | 3 | 3 | 16 |
| 23 | 5 | 4 | 4 | 3 | 4 | 20 |
| 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 25 | 5 | 4 | 5 | 5 | 5 | 24 |
| 26 | 4 | 5 | 5 | 4 | 5 | 23 |
| 27 | 5 | 5 | 5 | 5 | 5 | 25 |
| 28 | 5 | 5 | 5 | 5 | 5 | 25 |
| 29 | 4 | 4 | 5 | 4 | 4 | 21 |
| 30 | 4 | 4 | 4 | 4 | 4 | 20 |
| 31 | 4 | 4 | 4 | 4 | 4 | 20 |
| 32 | 3 | 3 | 4 | 5 | 3 | 18 |
| 33 | 4 | 5 | 3 | 4 | 4 | 20 |
| 34 | 3 | 3 | 4 | 3 | 3 | 16 |
| 35 | 4 | 4 | 3 | 5 | 4 | 20 |
| 36 | 4 | 4 | 4 | 3 | 4 | 19 |
| 37 | 5 | 5 | 5 | 5 | 4 | 24 |
| 38 | 5 | 5 | 5 | 5 | 5 | 25 |
| 39 | 2 | 3 | 3 | 3 | 3 | 14 |
| 40 | 4 | 3 | 4 | 5 | 4 | 20 |
| 41 | 5 | 4 | 4 | 4 | 4 | 21 |
| 42 | 4 | 4 | 4 | 4 | 5 | 21 |
| 43 | 4 | 4 | 4 | 4 | 4 | 20 |
| 44 | 5 | 5 | 5 | 5 | 5 | 25 |
| 45 | 5 | 5 | 5 | 5 | 5 | 25 |
| 46 | 3 | 3 | 3 | 4 | 3 | 16 |
| 47 | 4 | 4 | 4 | 4 | 4 | 20 |
| 48 | 4 | 4 | 3 | 3 | 4 | 18 |
| 49 | 4 | 4 | 3 | 4 | 4 | 19 |
| 50 | 4 | 4 | 5 | 4 | 3 | 20 |
| 51 | 4 | 3 | 4 | 3 | 3 | 17 |
| 52 | 4 | 4 | 5 | 5 | 5 | 23 |
| 53 | 4 | 5 | 5 | 4 | 4 | 22 |
| 54 | 4 | 4 | 5 | 4 | 4 | 21 |
| 55 | 3 | 3 | 4 | 5 | 5 | 20 |
| 56 | 4 | 4 | 4 | 3 | 3 | 18 |
| 57 | 5 | 5 | 5 | 5 | 5 | 25 |
| 58 | 5 | 5 | 5 | 5 | 5 | 25 |
| 59 | 5 | 5 | 5 | 5 | 5 | 25 |
| 60 | 4 | 4 | 4 | 4 | 4 | 20 |
| 61 | 4 | 4 | 4 | 4 | 4 | 20 |
| 62 | 4 | 5 | 4 | 4 | 4 | 21 |
| 63 | 3 | 4 | 4 | 5 | 4 | 20 |
| 64 | 4 | 4 | 4 | 4 | 3 | 19 |
| 65 | 5 | 5 | 5 | 5 | 5 | 25 |
| 66 | 4 | 5 | 4 | 4 | 4 | 21 |
| 67 | 4 | 5 | 5 | 5 | 5 | 24 |
| 68 | 5 | 5 | 5 | 5 | 5 | 25 |
| 69 | 4 | 4 | 5 | 5 | 4 | 22 |
| 70 | 4 | 4 | 5 | 5 | 5 | 23 |
| 71 | 5 | 5 | 5 | 4 | 4 | 23 |
| 72 | 4 | 3 | 5 | 4 | 5 | 21 |
| 73 | 4 | 3 | 4 | 3 | 4 | 18 |
| 74 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 4 | 4 | 4 | 4 | 4 | 20 |
| 76 | 4 | 4 | 4 | 4 | 4 | 20 |
| 77 | 5 | 3 | 3 | 3 | 3 | 17 |
| 78 | 3 | 4 | 3 | 2 | 4 | 16 |
| 79 | 4 | 3 | 2 | 2 | 3 | 14 |
| 80 | 5 | 5 | 4 | 4 | 4 | 22 |
| 81 | 3 | 5 | 3 | 3 | 3 | 17 |
| 82 | 4 | 4 | 3 | 5 | 4 | 20 |
| 83 | 4 | 4 | 4 | 3 | 3 | 18 |
| 84 | 4 | 4 | 4 | 4 | 4 | 20 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 |
| 86 | 4 | 4 | 4 | 3 | 4 | 19 |
| 87 | 4 | 4 | 4 | 4 | 4 | 20 |
| 88 | 4 | 4 | 5 | 4 | 4 | 21 |
| 89 | 5 | 5 | 5 | 4 | 4 | 23 |
| 90 | 4 | 5 | 4 | 4 | 4 | 21 |
| 91 | 4 | 4 | 4 | 4 | 4 | 20 |
| 92 | 5 | 5 | 5 | 5 | 5 | 25 |
| 93 | 3 | 5 | 4 | 5 | 4 | 22 |
| 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | 4 | 4 | 5 | 5 | 4 | 22 |
| 96 | 4 | 4 | 4 | 4 | 4 | 20 |
| 97 | 4 | 5 | 5 | 5 | 4 | 23 |
| 98 | 4 | 4 | 4 | 4 | 4 | 20 |
| 99 | 4 | 4 | 4 | 5 | 4 | 21 |
| 100 | 4 | 4 | 4 | 4 | 4 | 20 |

4. Data Penelitian Variabel Loyalitas konsumen(Y) 100 Responden

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Nomor Responden | Nomor Pernyataan Pada Kuisioner | | | | | | Total Skor |
| P1 (Y) | P2 (Y) | P3 (Y) | P4 (Y) | P5 (Y) | P6 (Y) |
| 1 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 2 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 3 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 4 | 5 | 5 | 4 | 3 | 3 | 4 | 24 |
| 5 | 3 | 3 | 3 | 2 | 3 | 4 | 18 |
| 6 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 10 | 5 | 4 | 3 | 5 | 3 | 4 | 24 |
| 11 | 5 | 3 | 3 | 1 | 3 | 5 | 20 |
| 12 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 13 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 14 | 4 | 3 | 4 | 4 | 2 | 4 | 21 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 16 | 3 | 4 | 5 | 3 | 3 | 5 | 23 |
| 17 | 5 | 4 | 4 | 4 | 4 | 3 | 24 |
| 18 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 19 | 5 | 3 | 3 | 3 | 3 | 4 | 21 |
| 20 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 21 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 22 | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 23 | 5 | 3 | 4 | 3 | 3 | 4 | 22 |
| 24 | 4 | 4 | 5 | 5 | 3 | 5 | 26 |
| 25 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 26 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 28 | 5 | 5 | 1 | 5 | 5 | 5 | 26 |
| 29 | 3 | 4 | 4 | 2 | 2 | 4 | 19 |
| 30 | 4 | 4 | 4 | 3 | 2 | 4 | 21 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 32 | 3 | 4 | 4 | 4 | 3 | 3 | 21 |
| 33 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| 34 | 4 | 3 | 3 | 4 | 5 | 5 | 24 |
| 35 | 5 | 4 | 4 | 5 | 4 | 3 | 25 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 37 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 38 | 3 | 3 | 3 | 4 | 2 | 3 | 18 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 40 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 42 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 43 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 45 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 46 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 47 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 48 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 49 | 3 | 3 | 4 | 3 | 4 | 4 | 21 |
| 50 | 3 | 3 | 4 | 2 | 3 | 4 | 19 |
| 51 | 4 | 4 | 5 | 3 | 4 | 4 | 24 |
| 52 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 53 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 54 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 55 | 5 | 4 | 4 | 4 | 3 | 5 | 25 |
| 56 | 3 | 2 | 3 | 2 | 2 | 3 | 15 |
| 57 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 58 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 59 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 61 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 62 | 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 63 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 65 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 66 | 4 | 4 | 4 | 2 | 3 | 4 | 21 |
| 67 | 5 | 3 | 4 | 4 | 4 | 4 | 24 |
| 68 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 69 | 3 | 4 | 5 | 4 | 4 | 4 | 24 |
| 70 | 3 | 4 | 5 | 5 | 5 | 5 | 27 |
| 71 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 72 | 4 | 3 | 4 | 3 | 5 | 3 | 22 |
| 73 | 1 | 5 | 4 | 5 | 3 | 4 | 22 |
| 74 | 4 | 4 | 3 | 3 | 3 | 2 | 19 |
| 75 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 76 | 4 | 4 | 5 | 3 | 3 | 5 | 24 |
| 77 | 4 | 3 | 5 | 4 | 4 | 4 | 24 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 79 | 4 | 4 | 4 | 1 | 1 | 3 | 17 |
| 80 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 81 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 82 | 5 | 5 | 3 | 4 | 4 | 3 | 24 |
| 83 | 4 | 3 | 3 | 3 | 5 | 4 | 22 |
| 84 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 85 | 5 | 3 | 3 | 3 | 5 | 5 | 24 |
| 86 | 4 | 3 | 4 | 2 | 4 | 5 | 22 |
| 87 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 88 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 89 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 90 | 3 | 4 | 3 | 3 | 4 | 4 | 21 |
| 91 | 5 | 4 | 3 | 2 | 4 | 4 | 22 |
| 92 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 93 | 5 | 5 | 3 | 2 | 3 | 4 | 22 |
| 94 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 95 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 96 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 97 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 98 | 5 | 5 | 4 | 3 | 3 | 3 | 23 |
| 99 | 4 | 4 | 5 | 3 | 3 | 4 | 23 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

**Lampiran 6**

**Pengolahan Data Interval**

1. Data Penelitian Variabel *Marketing Mix* (X1) 100 Responden

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Nomor Responden | Succesive Interval |  |  |  | Total Skor |
| P1 (X1) | P2 (X1) | P3 (X1) | P4 (X1) |
| 1 | 5,559 | 4,078 | 5,444 | 6,182 | 21,262 |
| 2 | 5,559 | 4,078 | 3,000 | 4,667 | 17,303 |
| 3 | 4,184 | 4,078 | 5,444 | 6,182 | 19,887 |
| 4 | 4,184 | 5,386 | 5,444 | 6,182 | 21,195 |
| 5 | 4,184 | 4,078 | 4,097 | 4,667 | 17,025 |
| 6 | 4,184 | 5,386 | 5,444 | 6,182 | 21,195 |
| 7 | 5,559 | 5,386 | 5,444 | 6,182 | 22,570 |
| 8 | 5,559 | 5,386 | 5,444 | 6,182 | 22,570 |
| 9 | 4,184 | 4,078 | 4,097 | 4,667 | 17,025 |
| 10 | 2,970 | 4,078 | 3,000 | 6,182 | 16,229 |
| 11 | 5,559 | 5,386 | 5,444 | 6,182 | 22,570 |
| 12 | 4,184 | 4,078 | 4,097 | 4,667 | 17,025 |
| 13 | 5,559 | 5,386 | 5,444 | 4,667 | 21,055 |
| 14 | 4,184 | 4,078 | 5,444 | 4,667 | 18,373 |
| 15 | 4,184 | 4,078 | 4,097 | 4,667 | 17,025 |
| 16 | 4,184 | 4,078 | 4,097 | 4,667 | 17,025 |
| 17 | 4,184 | 4,078 | 5,444 | 6,182 | 19,887 |
| 18 | 5,559 | 5,386 | 5,444 | 4,667 | 21,055 |
| 19 | 4,184 | 5,386 | 4,097 | 4,667 | 18,333 |
| 20 | 2,000 | 4,078 | 5,444 | 4,667 | 16,188 |
| 21 | 5,559 | 4,078 | 5,444 | 6,182 | 21,262 |
| 22 | 4,184 | 5,386 | 4,097 | 4,667 | 18,333 |
| 23 | 4,184 | 2,000 | 5,444 | 4,667 | 16,295 |
| 24 | 5,559 | 5,386 | 3,000 | 4,667 | 18,611 |
| 25 | 4,184 | 4,078 | 5,444 | 6,182 | 19,887 |
| 26 | 5,559 | 2,972 | 3,000 | 4,667 | 16,198 |
| 27 | 5,559 | 5,386 | 5,444 | 6,182 | 22,570 |
| 28 | 5,559 | 5,386 | 5,444 | 6,182 | 22,570 |
| 29 | 4,184 | 4,078 | 5,444 | 4,667 | 18,373 |
| 30 | 4,184 | 2,972 | 5,444 | 4,667 | 17,267 |
| 31 | 5,559 | 4,078 | 4,097 | 4,667 | 18,400 |
| 32 | 4,184 | 4,078 | 5,444 | 4,667 | 18,373 |
| 33 | 4,184 | 2,972 | 4,097 | 4,667 | 15,920 |
| 34 | 5,559 | 4,078 | 3,000 | 3,000 | 15,637 |
| 35 | 4,184 | 2,972 | 4,097 | 4,667 | 15,920 |
| 36 | 2,970 | 5,386 | 5,444 | 6,182 | 19,981 |
| 37 | 4,184 | 5,386 | 5,444 | 6,182 | 21,195 |
| 38 | 2,000 | 4,078 | 3,000 | 6,182 | 15,259 |
| 39 | 2,970 | 2,972 | 4,097 | 4,667 | 14,705 |
| 40 | 4,184 | 5,386 | 5,444 | 6,182 | 21,195 |
| 41 | 5,559 | 5,386 | 5,444 | 6,182 | 22,570 |
| 42 | 4,184 | 4,078 | 4,097 | 6,182 | 18,540 |
| 43 | 4,184 | 5,386 | 5,444 | 4,667 | 19,681 |
| 44 | 5,559 | 5,386 | 5,444 | 6,182 | 22,570 |
| 45 | 4,184 | 4,078 | 4,097 | 6,182 | 18,540 |
| 46 | 4,184 | 2,972 | 4,097 | 4,667 | 15,920 |
| 47 | 4,184 | 4,078 | 4,097 | 4,667 | 17,025 |
| 48 | 5,559 | 5,386 | 5,444 | 4,667 | 21,055 |
| 49 | 4,184 | 4,078 | 4,097 | 4,667 | 17,025 |
| 50 | 2,970 | 4,078 | 5,444 | 4,667 | 17,158 |
| 51 | 4,184 | 2,972 | 5,444 | 4,667 | 17,267 |
| 52 | 4,184 | 4,078 | 4,097 | 4,667 | 17,025 |
| 53 | 4,184 | 4,078 | 3,000 | 4,667 | 15,928 |
| 54 | 5,559 | 4,078 | 3,000 | 4,667 | 17,303 |
| 55 | 2,970 | 4,078 | 5,444 | 4,667 | 17,158 |
| 56 | 2,970 | 4,078 | 4,097 | 4,667 | 15,810 |
| 57 | 5,559 | 5,386 | 5,444 | 6,182 | 22,570 |
| 58 | 4,184 | 5,386 | 5,444 | 6,182 | 21,195 |
| 59 | 5,559 | 5,386 | 5,444 | 6,182 | 22,570 |
| 60 | 4,184 | 4,078 | 4,097 | 4,667 | 17,025 |
| 61 | 5,559 | 4,078 | 4,097 | 4,667 | 18,400 |
| 62 | 4,184 | 4,078 | 3,000 | 4,667 | 15,928 |
| 63 | 4,184 | 5,386 | 4,097 | 4,667 | 18,333 |
| 64 | 4,184 | 4,078 | 4,097 | 4,667 | 17,025 |
| 65 | 5,559 | 2,972 | 5,444 | 6,182 | 20,157 |
| 66 | 4,184 | 2,972 | 3,000 | 6,182 | 16,338 |
| 67 | 4,184 | 2,972 | 5,444 | 4,667 | 17,267 |
| 68 | 5,559 | 5,386 | 5,444 | 6,182 | 22,570 |
| 69 | 4,184 | 2,972 | 5,444 | 6,182 | 18,782 |
| 70 | 4,184 | 2,000 | 5,444 | 6,182 | 17,810 |
| 71 | 4,184 | 5,386 | 5,444 | 6,182 | 21,195 |
| 72 | 2,970 | 2,972 | 5,444 | 6,182 | 17,568 |
| 73 | 4,184 | 2,000 | 5,444 | 6,182 | 17,810 |
| 74 | 4,184 | 5,386 | 5,444 | 4,667 | 19,681 |
| 75 | 5,559 | 4,078 | 4,097 | 4,667 | 18,400 |
| 76 | 4,184 | 4,078 | 5,444 | 4,667 | 18,373 |
| 77 | 2,970 | 4,078 | 5,444 | 6,182 | 18,673 |
| 78 | 2,970 | 2,972 | 5,444 | 6,182 | 17,568 |
| 79 | 4,184 | 4,078 | 5,444 | 6,182 | 19,887 |
| 80 | 5,559 | 2,972 | 5,444 | 4,667 | 18,642 |
| 81 | 5,559 | 4,078 | 5,444 | 6,182 | 21,262 |
| 82 | 5,559 | 4,078 | 4,097 | 3,000 | 16,733 |
| 83 | 4,184 | 4,078 | 4,097 | 3,000 | 15,358 |
| 84 | 4,184 | 4,078 | 4,097 | 4,667 | 17,025 |
| 85 | 5,559 | 5,386 | 5,444 | 6,182 | 22,570 |
| 86 | 5,559 | 4,078 | 4,097 | 4,667 | 18,400 |
| 87 | 4,184 | 4,078 | 4,097 | 6,182 | 18,540 |
| 88 | 4,184 | 4,078 | 5,444 | 6,182 | 19,887 |
| 89 | 4,184 | 4,078 | 5,444 | 6,182 | 19,887 |
| 90 | 2,970 | 5,386 | 5,444 | 4,667 | 18,466 |
| 91 | 4,184 | 4,078 | 5,444 | 4,667 | 18,373 |
| 92 | 5,559 | 5,386 | 5,444 | 6,182 | 22,570 |
| 93 | 2,970 | 5,386 | 5,444 | 6,182 | 19,981 |
| 94 | 4,184 | 4,078 | 4,097 | 4,667 | 17,025 |
| 95 | 4,184 | 5,386 | 5,444 | 6,182 | 21,195 |
| 96 | 4,184 | 4,078 | 4,097 | 4,667 | 17,025 |
| 97 | 5,559 | 5,386 | 4,097 | 4,667 | 19,708 |
| 98 | 2,970 | 4,078 | 4,097 | 4,667 | 15,810 |
| 99 | 4,184 | 2,972 | 5,444 | 4,667 | 17,267 |
| 100 | 4,184 | 4,078 | 4,097 | 4,667 | 17,025 |

2. Data Penelitian Variabel Kualitas Pelayanan(X2) 100 Responden

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |
| **P1 (X2)** | **P2 (X2)** | **P3 (X2)** | **P4 (X2)** | **P5 (X2)** | **Total x2** |
| 4,692 | 4,649 | 3,555 | 2,962 | 3,806 | 19,664 |
| 3,421 | 4,649 | 3,555 | 4,370 | 2,392 | 18,387 |
| 3,421 | 3,222 | 2,185 | 4,370 | 2,392 | 15,589 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 3,421 | 3,222 | 3,555 | 4,370 | 3,806 | 18,373 |
| 3,421 | 4,649 | 3,555 | 4,370 | 3,806 | 19,801 |
| 3,421 | 4,649 | 3,555 | 4,370 | 3,806 | 19,801 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |
| 3,421 | 3,222 | 3,555 | 4,370 | 2,392 | 16,960 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 3,421 | 3,222 | 3,555 | 2,962 | 3,806 | 16,966 |
| 3,421 | 4,649 | 3,555 | 4,370 | 2,392 | 18,387 |
| 3,421 | 3,222 | 3,555 | 4,370 | 2,392 | 16,960 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |
| 2,250 | 3,222 | 3,555 | 2,962 | 2,392 | 14,381 |
| 3,421 | 3,222 | 2,185 | 4,370 | 3,806 | 17,003 |
| 3,421 | 4,649 | 3,555 | 4,370 | 2,392 | 18,387 |
| 3,421 | 3,222 | 2,185 | 4,370 | 2,392 | 15,589 |
| 2,250 | 3,222 | 1,000 | 4,370 | 3,806 | 14,647 |
| 4,692 | 4,649 | 2,185 | 4,370 | 3,806 | 19,702 |
| 3,421 | 1,922 | 2,185 | 2,962 | 1,000 | 11,490 |
| 2,250 | 3,222 | 3,555 | 4,370 | 1,000 | 14,396 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 2,250 | 3,222 | 3,555 | 4,370 | 2,392 | 15,788 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 4,692 | 3,222 | 3,555 | 4,370 | 2,392 | 18,231 |
| 2,250 | 1,922 | 1,000 | 2,962 | 2,392 | 10,526 |
| 2,250 | 3,222 | 2,185 | 2,962 | 2,392 | 13,011 |
| 2,250 | 1,922 | 3,555 | 4,370 | 2,392 | 14,489 |
| 2,250 | 1,922 | 3,555 | 4,370 | 2,392 | 14,489 |
| 3,421 | 1,922 | 2,185 | 4,370 | 1,000 | 12,897 |
| 3,421 | 3,222 | 1,000 | 2,962 | 3,806 | 14,411 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |
| 4,692 | 4,649 | 3,555 | 4,370 | 2,392 | 19,658 |
| 3,421 | 4,649 | 3,555 | 4,370 | 2,392 | 18,387 |
| 2,250 | 1,922 | 1,000 | 1,000 | 1,000 | 7,172 |
| 3,421 | 3,222 | 2,185 | 2,962 | 3,806 | 15,596 |
| 4,692 | 4,649 | 3,555 | 4,370 | 2,392 | 19,658 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |
| 2,250 | 1,922 | 2,185 | 2,962 | 2,392 | 11,711 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 3,421 | 4,649 | 3,555 | 4,370 | 3,806 | 19,801 |
| 3,421 | 3,222 | 2,185 | 1,872 | 2,392 | 13,091 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |
| 2,250 | 3,222 | 1,000 | 1,872 | 2,392 | 10,736 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |
| 2,250 | 4,649 | 2,185 | 2,962 | 2,392 | 14,438 |
| 2,250 | 3,222 | 3,555 | 2,962 | 2,392 | 14,381 |
| 3,421 | 4,649 | 3,555 | 4,370 | 2,392 | 18,387 |
| 3,421 | 3,222 | 3,555 | 4,370 | 2,392 | 16,960 |
| 4,692 | 4,649 | 3,555 | 4,370 | 2,392 | 19,658 |
| 2,250 | 4,649 | 3,555 | 2,962 | 2,392 | 15,808 |
| 2,250 | 3,222 | 1,000 | 2,962 | 2,392 | 11,826 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 3,421 | 3,222 | 2,185 | 4,370 | 2,392 | 15,589 |
| 4,692 | 3,222 | 3,555 | 2,962 | 2,392 | 16,823 |
| 3,421 | 3,222 | 3,555 | 2,962 | 2,392 | 15,552 |
| 3,421 | 3,222 | 1,000 | 2,962 | 2,392 | 12,997 |
| 3,421 | 3,222 | 2,185 | 2,962 | 1,000 | 12,790 |
| 2,250 | 3,222 | 1,000 | 4,370 | 1,000 | 11,841 |
| 3,421 | 3,222 | 2,185 | 4,370 | 3,806 | 17,003 |
| 3,421 | 3,222 | 2,185 | 4,370 | 3,806 | 17,003 |
| 3,421 | 4,649 | 2,185 | 4,370 | 2,392 | 17,017 |
| 3,421 | 3,222 | 3,555 | 2,962 | 3,806 | 16,966 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 2,250 | 4,649 | 2,185 | 1,872 | 3,806 | 14,762 |
| 2,250 | 4,649 | 3,555 | 4,370 | 3,806 | 18,630 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |
| 3,421 | 4,649 | 2,185 | 2,962 | 2,392 | 15,609 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |
| 2,250 | 4,649 | 2,185 | 1,872 | 1,000 | 11,955 |
| 1,000 | 1,000 | 2,185 | 1,872 | 1,000 | 7,056 |
| 4,692 | 3,222 | 3,555 | 4,370 | 3,806 | 19,645 |
| 2,250 | 4,649 | 3,555 | 4,370 | 3,806 | 18,630 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 2,250 | 3,222 | 2,185 | 2,962 | 2,392 | 13,011 |
| 2,250 | 3,222 | 1,000 | 1,872 | 2,392 | 10,736 |
| 3,421 | 3,222 | 2,185 | 2,962 | 3,806 | 15,596 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 3,421 | 3,222 | 3,555 | 4,370 | 3,806 | 18,373 |
| 4,692 | 4,649 | 3,555 | 4,370 | 2,392 | 19,658 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 3,421 | 3,222 | 3,555 | 4,370 | 2,392 | 16,960 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |
| 4,692 | 4,649 | 3,555 | 4,370 | 3,806 | 21,072 |
| 2,250 | 3,222 | 3,555 | 4,370 | 1,000 | 14,396 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |
| 3,421 | 4,649 | 3,555 | 4,370 | 3,806 | 19,801 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |
| 3,421 | 3,222 | 3,555 | 4,370 | 3,806 | 18,373 |
| 1,000 | 3,222 | 2,185 | 2,962 | 2,392 | 11,761 |
| 3,421 | 3,222 | 2,185 | 2,962 | 2,392 | 14,182 |

3. Data Penelitian Variabel *Personality Brand* (X3) 100 Responden

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |
| **P1 (X3)** | **P2 (X3)** | **P3 (X3)** | **P4 (X3)** | **P5 (X3)** | **Total x3** |
| 4,783 | 2,332 | 4,613 | 4,199 | 2,375 | 18,302 |
| 3,368 | 2,332 | 4,613 | 4,199 | 3,765 | 18,277 |
| 3,368 | 2,332 | 3,280 | 4,199 | 2,375 | 15,554 |
| 4,783 | 3,706 | 3,280 | 4,199 | 3,765 | 19,733 |
| 3,368 | 3,706 | 4,613 | 4,199 | 3,765 | 19,651 |
| 4,783 | 3,706 | 4,613 | 4,199 | 2,375 | 19,676 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 3,368 | 3,706 | 3,280 | 2,917 | 2,375 | 15,646 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 4,783 | 2,332 | 3,280 | 2,917 | 2,375 | 15,687 |
| 4,783 | 1,000 | 4,613 | 2,917 | 2,375 | 15,688 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 2,051 | 2,332 | 2,124 | 2,917 | 3,765 | 13,190 |
| 3,368 | 2,332 | 3,280 | 4,199 | 2,375 | 15,554 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 3,368 | 2,332 | 3,280 | 1,000 | 2,375 | 12,355 |
| 4,783 | 2,332 | 4,613 | 4,199 | 3,765 | 19,692 |
| 2,051 | 2,332 | 2,124 | 1,920 | 1,000 | 9,428 |
| 4,783 | 2,332 | 3,280 | 1,920 | 2,375 | 14,690 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 4,783 | 2,332 | 4,613 | 4,199 | 3,765 | 19,692 |
| 3,368 | 3,706 | 4,613 | 2,917 | 3,765 | 18,369 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 3,368 | 2,332 | 4,613 | 2,917 | 2,375 | 15,605 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 2,051 | 1,000 | 3,280 | 4,199 | 1,000 | 11,530 |
| 3,368 | 3,706 | 2,124 | 2,917 | 2,375 | 14,490 |
| 2,051 | 1,000 | 3,280 | 1,920 | 1,000 | 9,251 |
| 3,368 | 2,332 | 2,124 | 4,199 | 2,375 | 14,398 |
| 3,368 | 2,332 | 3,280 | 1,920 | 2,375 | 13,275 |
| 4,783 | 3,706 | 4,613 | 4,199 | 2,375 | 19,676 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 1,000 | 1,000 | 2,124 | 1,920 | 1,000 | 7,044 |
| 3,368 | 1,000 | 3,280 | 4,199 | 2,375 | 14,222 |
| 4,783 | 2,332 | 3,280 | 2,917 | 2,375 | 15,687 |
| 3,368 | 2,332 | 3,280 | 2,917 | 3,765 | 15,662 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 2,051 | 1,000 | 2,124 | 2,917 | 1,000 | 9,092 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 3,368 | 2,332 | 2,124 | 1,920 | 2,375 | 12,119 |
| 3,368 | 2,332 | 2,124 | 2,917 | 2,375 | 13,116 |
| 3,368 | 2,332 | 4,613 | 2,917 | 1,000 | 14,230 |
| 3,368 | 1,000 | 3,280 | 1,920 | 1,000 | 10,568 |
| 3,368 | 2,332 | 4,613 | 4,199 | 3,765 | 18,277 |
| 3,368 | 3,706 | 4,613 | 2,917 | 2,375 | 16,979 |
| 3,368 | 2,332 | 4,613 | 2,917 | 2,375 | 15,605 |
| 2,051 | 1,000 | 3,280 | 4,199 | 3,765 | 14,295 |
| 3,368 | 2,332 | 3,280 | 1,920 | 1,000 | 11,900 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 3,368 | 3,706 | 3,280 | 2,917 | 2,375 | 15,646 |
| 2,051 | 2,332 | 3,280 | 4,199 | 2,375 | 14,237 |
| 3,368 | 2,332 | 3,280 | 2,917 | 1,000 | 12,897 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 3,368 | 3,706 | 3,280 | 2,917 | 2,375 | 15,646 |
| 3,368 | 3,706 | 4,613 | 4,199 | 3,765 | 19,651 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 3,368 | 2,332 | 4,613 | 4,199 | 2,375 | 16,887 |
| 3,368 | 2,332 | 4,613 | 4,199 | 3,765 | 18,277 |
| 4,783 | 3,706 | 4,613 | 2,917 | 2,375 | 18,394 |
| 3,368 | 1,000 | 4,613 | 2,917 | 3,765 | 15,663 |
| 3,368 | 1,000 | 3,280 | 1,920 | 2,375 | 11,943 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 4,783 | 1,000 | 2,124 | 1,920 | 1,000 | 10,827 |
| 2,051 | 2,332 | 2,124 | 1,000 | 2,375 | 9,883 |
| 3,368 | 1,000 | 1,000 | 1,000 | 1,000 | 7,368 |
| 4,783 | 3,706 | 3,280 | 2,917 | 2,375 | 17,061 |
| 2,051 | 3,706 | 2,124 | 1,920 | 1,000 | 10,802 |
| 3,368 | 2,332 | 2,124 | 4,199 | 2,375 | 14,398 |
| 3,368 | 2,332 | 3,280 | 1,920 | 1,000 | 11,900 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 3,368 | 2,332 | 3,280 | 1,920 | 2,375 | 13,275 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 3,368 | 2,332 | 4,613 | 2,917 | 2,375 | 15,605 |
| 4,783 | 3,706 | 4,613 | 2,917 | 2,375 | 18,394 |
| 3,368 | 3,706 | 3,280 | 2,917 | 2,375 | 15,646 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 4,783 | 3,706 | 4,613 | 4,199 | 3,765 | 21,066 |
| 2,051 | 3,706 | 3,280 | 4,199 | 2,375 | 15,611 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 3,368 | 2,332 | 4,613 | 4,199 | 2,375 | 16,887 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 3,368 | 3,706 | 4,613 | 4,199 | 2,375 | 18,261 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |
| 3,368 | 2,332 | 3,280 | 4,199 | 2,375 | 15,554 |
| 3,368 | 2,332 | 3,280 | 2,917 | 2,375 | 14,272 |

4. Data Penelitian Variabel Loyalitas Konsumen(Y) 100 Responden

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Nomor  Responden | Succesive Interval | |  |  |  |  | Total Skor |
|  | P1 (Y) | P2 (Y) | P3 (Y) | P4 (Y) | P5 (Y) | P6 (Y) |
| 1 | 3,353 | 5,803 | 4,667 | 3,526 | 4,913 | 5,803 | 28,066 |
| 2 | 4,649 | 4,545 | 3,381 | 3,526 | 3,757 | 4,459 | 24,317 |
| 3 | 4,649 | 5,803 | 4,667 | 4,668 | 3,757 | 4,459 | 28,004 |
| 4 | 4,649 | 5,803 | 3,381 | 2,625 | 2,765 | 4,459 | 23,683 |
| 5 | 2,221 | 3,382 | 2,250 | 1,832 | 2,765 | 4,459 | 16,909 |
| 6 | 3,353 | 4,545 | 3,381 | 2,625 | 2,765 | 3,221 | 19,891 |
| 7 | 4,649 | 5,803 | 4,667 | 4,668 | 4,913 | 5,803 | 30,504 |
| 8 | 4,649 | 5,803 | 4,667 | 4,668 | 4,913 | 5,803 | 30,504 |
| 9 | 3,353 | 4,545 | 3,381 | 3,526 | 3,757 | 4,459 | 23,021 |
| 10 | 4,649 | 4,545 | 2,250 | 4,668 | 2,765 | 4,459 | 23,336 |
| 11 | 4,649 | 3,382 | 2,250 | 1,000 | 2,765 | 5,803 | 19,850 |
| 12 | 4,649 | 4,545 | 3,381 | 3,526 | 3,757 | 5,803 | 25,662 |
| 13 | 4,649 | 5,803 | 4,667 | 3,526 | 4,913 | 4,459 | 28,017 |
| 14 | 3,353 | 3,382 | 3,381 | 3,526 | 1,816 | 4,459 | 19,917 |
| 15 | 3,353 | 4,545 | 3,381 | 3,526 | 3,757 | 4,459 | 23,021 |
| 16 | 2,221 | 4,545 | 4,667 | 2,625 | 2,765 | 5,803 | 22,626 |
| 17 | 4,649 | 4,545 | 3,381 | 3,526 | 3,757 | 3,221 | 23,079 |
| 18 | 4,649 | 4,545 | 4,667 | 3,526 | 4,913 | 4,459 | 26,758 |
| 19 | 4,649 | 3,382 | 2,250 | 2,625 | 2,765 | 4,459 | 20,131 |
| 20 | 3,353 | 4,545 | 3,381 | 3,526 | 2,765 | 4,459 | 22,029 |
| 21 | 4,649 | 5,803 | 4,667 | 3,526 | 4,913 | 5,803 | 29,362 |
| 22 | 3,353 | 3,382 | 3,381 | 3,526 | 2,765 | 3,221 | 19,629 |
| 23 | 4,649 | 3,382 | 3,381 | 2,625 | 2,765 | 4,459 | 21,262 |
| 24 | 3,353 | 4,545 | 4,667 | 4,668 | 2,765 | 5,803 | 25,802 |
| 25 | 4,649 | 5,803 | 4,667 | 4,668 | 3,757 | 4,459 | 28,004 |
| 26 | 3,353 | 4,545 | 3,381 | 4,668 | 4,913 | 5,803 | 26,664 |
| 27 | 4,649 | 5,803 | 4,667 | 4,668 | 4,913 | 5,803 | 30,504 |
| 28 | 4,649 | 5,803 | 1,000 | 4,668 | 4,913 | 5,803 | 26,837 |
| 29 | 2,221 | 4,545 | 3,381 | 1,832 | 1,816 | 4,459 | 18,254 |
| 30 | 3,353 | 4,545 | 3,381 | 2,625 | 1,816 | 4,459 | 20,179 |
| 31 | 3,353 | 4,545 | 3,381 | 3,526 | 3,757 | 4,459 | 23,021 |
| 32 | 2,221 | 4,545 | 3,381 | 3,526 | 2,765 | 3,221 | 19,659 |
| 33 | 3,353 | 3,382 | 2,250 | 2,625 | 3,757 | 4,459 | 19,827 |
| 34 | 3,353 | 3,382 | 2,250 | 3,526 | 4,913 | 5,803 | 23,228 |
| 35 | 4,649 | 4,545 | 3,381 | 4,668 | 3,757 | 3,221 | 24,222 |
| 36 | 4,649 | 5,803 | 4,667 | 4,668 | 4,913 | 5,803 | 30,504 |
| 37 | 3,353 | 5,803 | 4,667 | 3,526 | 3,757 | 4,459 | 25,566 |
| 38 | 2,221 | 3,382 | 2,250 | 3,526 | 1,816 | 3,221 | 16,416 |
| 39 | 3,353 | 4,545 | 3,381 | 3,526 | 3,757 | 4,459 | 23,021 |
| 40 | 4,649 | 4,545 | 4,667 | 4,668 | 3,757 | 5,803 | 28,090 |
| 41 | 3,353 | 4,545 | 3,381 | 3,526 | 3,757 | 4,459 | 23,021 |
| 42 | 3,353 | 5,803 | 3,381 | 4,668 | 3,757 | 4,459 | 25,422 |
| 43 | 2,221 | 3,382 | 2,250 | 2,625 | 2,765 | 3,221 | 16,465 |
| 44 | 4,649 | 5,803 | 4,667 | 4,668 | 4,913 | 5,803 | 30,504 |
| 45 | 4,649 | 5,803 | 4,667 | 4,668 | 4,913 | 5,803 | 30,504 |
| 46 | 2,221 | 3,382 | 3,381 | 2,625 | 2,765 | 3,221 | 17,596 |
| 47 | 3,353 | 4,545 | 3,381 | 2,625 | 3,757 | 4,459 | 22,121 |
| 48 | 3,353 | 4,545 | 3,381 | 3,526 | 2,765 | 4,459 | 22,029 |
| 49 | 2,221 | 3,382 | 3,381 | 2,625 | 3,757 | 4,459 | 19,826 |
| 50 | 2,221 | 3,382 | 3,381 | 1,832 | 2,765 | 4,459 | 18,041 |
| 51 | 3,353 | 4,545 | 4,667 | 2,625 | 3,757 | 4,459 | 23,407 |
| 52 | 4,649 | 5,803 | 4,667 | 4,668 | 4,913 | 5,803 | 30,504 |
| 53 | 3,353 | 4,545 | 3,381 | 2,625 | 2,765 | 4,459 | 21,128 |
| 54 | 3,353 | 5,803 | 4,667 | 3,526 | 3,757 | 4,459 | 25,566 |
| 55 | 4,649 | 4,545 | 3,381 | 3,526 | 2,765 | 5,803 | 24,669 |
| 56 | 2,221 | 2,000 | 2,250 | 1,832 | 1,816 | 3,221 | 13,340 |
| 57 | 4,649 | 5,803 | 4,667 | 4,668 | 4,913 | 5,803 | 30,504 |
| 58 | 4,649 | 5,803 | 4,667 | 4,668 | 3,757 | 5,803 | 29,349 |
| 59 | 4,649 | 5,803 | 4,667 | 3,526 | 3,757 | 5,803 | 28,206 |
| 60 | 3,353 | 4,545 | 3,381 | 3,526 | 3,757 | 4,459 | 23,021 |
| 61 | 3,353 | 4,545 | 4,667 | 3,526 | 4,913 | 4,459 | 25,463 |
| 62 | 2,221 | 3,382 | 3,381 | 3,526 | 3,757 | 3,221 | 19,489 |
| 63 | 3,353 | 4,545 | 4,667 | 4,668 | 4,913 | 5,803 | 27,950 |
| 64 | 3,353 | 4,545 | 3,381 | 3,526 | 3,757 | 4,459 | 23,021 |
| 65 | 4,649 | 5,803 | 4,667 | 4,668 | 4,913 | 5,803 | 30,504 |
| 66 | 3,353 | 4,545 | 3,381 | 1,832 | 2,765 | 4,459 | 20,335 |
| 67 | 4,649 | 3,382 | 3,381 | 3,526 | 3,757 | 4,459 | 23,155 |
| 68 | 3,353 | 4,545 | 4,667 | 3,526 | 3,757 | 5,803 | 25,652 |
| 69 | 2,221 | 4,545 | 4,667 | 3,526 | 3,757 | 4,459 | 23,175 |
| 70 | 2,221 | 4,545 | 4,667 | 4,668 | 4,913 | 5,803 | 26,817 |
| 71 | 4,649 | 5,803 | 4,667 | 4,668 | 3,757 | 4,459 | 28,004 |
| 72 | 3,353 | 3,382 | 3,381 | 2,625 | 4,913 | 3,221 | 20,876 |
| 73 | 1,000 | 5,803 | 3,381 | 4,668 | 2,765 | 4,459 | 22,077 |
| 74 | 3,353 | 4,545 | 2,250 | 2,625 | 2,765 | 2,000 | 17,539 |
| 75 | 3,353 | 4,545 | 3,381 | 3,526 | 4,913 | 4,459 | 24,177 |
| 76 | 3,353 | 4,545 | 4,667 | 2,625 | 2,765 | 5,803 | 23,759 |
| 77 | 3,353 | 3,382 | 4,667 | 3,526 | 3,757 | 4,459 | 23,145 |
| 78 | 3,353 | 4,545 | 3,381 | 3,526 | 3,757 | 4,459 | 23,021 |
| 79 | 3,353 | 4,545 | 3,381 | 1,000 | 1,000 | 3,221 | 16,500 |
| 80 | 4,649 | 5,803 | 4,667 | 3,526 | 3,757 | 4,459 | 26,862 |
| 81 | 4,649 | 5,803 | 4,667 | 4,668 | 4,913 | 4,459 | 29,159 |
| 82 | 4,649 | 5,803 | 2,250 | 3,526 | 3,757 | 3,221 | 23,207 |
| 83 | 3,353 | 3,382 | 2,250 | 2,625 | 4,913 | 4,459 | 20,983 |
| 84 | 3,353 | 4,545 | 3,381 | 2,625 | 2,765 | 4,459 | 21,128 |
| 85 | 4,649 | 3,382 | 2,250 | 2,625 | 4,913 | 5,803 | 23,623 |
| 86 | 3,353 | 3,382 | 3,381 | 1,832 | 3,757 | 5,803 | 21,510 |
| 87 | 3,353 | 4,545 | 3,381 | 2,625 | 3,757 | 4,459 | 22,121 |
| 88 | 4,649 | 5,803 | 4,667 | 3,526 | 3,757 | 5,803 | 28,206 |
| 89 | 3,353 | 5,803 | 4,667 | 4,668 | 3,757 | 4,459 | 26,708 |
| 90 | 2,221 | 4,545 | 2,250 | 2,625 | 3,757 | 4,459 | 19,857 |
| 91 | 4,649 | 4,545 | 2,250 | 1,832 | 3,757 | 4,459 | 21,492 |
| 92 | 4,649 | 5,803 | 4,667 | 4,668 | 4,913 | 5,803 | 30,504 |
| 93 | 4,649 | 5,803 | 2,250 | 1,832 | 2,765 | 4,459 | 21,759 |
| 94 | 3,353 | 3,382 | 3,381 | 3,526 | 3,757 | 4,459 | 21,859 |
| 95 | 3,353 | 4,545 | 4,667 | 3,526 | 3,757 | 5,803 | 25,652 |
| 96 | 2,221 | 4,545 | 3,381 | 2,625 | 2,765 | 3,221 | 18,758 |
| 97 | 3,353 | 4,545 | 3,381 | 3,526 | 4,913 | 4,459 | 24,177 |
| 98 | 4,649 | 5,803 | 3,381 | 2,625 | 2,765 | 3,221 | 22,445 |
| 99 | 3,353 | 4,545 | 4,667 | 2,625 | 2,765 | 4,459 | 22,414 |
| 100 | 3,353 | 4,545 | 3,381 | 3,526 | 3,757 | 4,459 | 23,021 |

**Lampiran 7**

**Uji Validitas Variabel Loyalitas Konsumen (Y)**



Sumber : Data diolah dengan SPSS versi 22

**Lampiran 8**

**Uji Validitas Variabel *Marketing Mix* (X1)**



Sumber : Data diolah dengan SPSS versi 22

**Lampiran 9**

**Uji Validitas Variabel Kualitas Pelayanan (X2)**



Sumber : Data diolah dengan SPSS versi 22

**Lampiran 10**

**Uji Validitas Variabel *Personality Brand* (X3)**

****

Sumber : Data diolah dengan SPSS versi 22

**Lampiran 11**

**Uji Reliabilitas Variabel Loyalitas Konsumen (Y)**

****

Sumber : Data diolah dengan SPSS versi 22

**Lampiran 12**

**Uji Reliabilitas Variabel *Marketing Mix* (X1)**



Sumber : Data diolah dengan SPSS versi 22

**Lampiran 13**

**Uji Reliabilitas Variabel Kualitas Pelayanan (X2)**

****

Sumber : Data diolah dengan SPSS versi 22

**Lampiran 14**

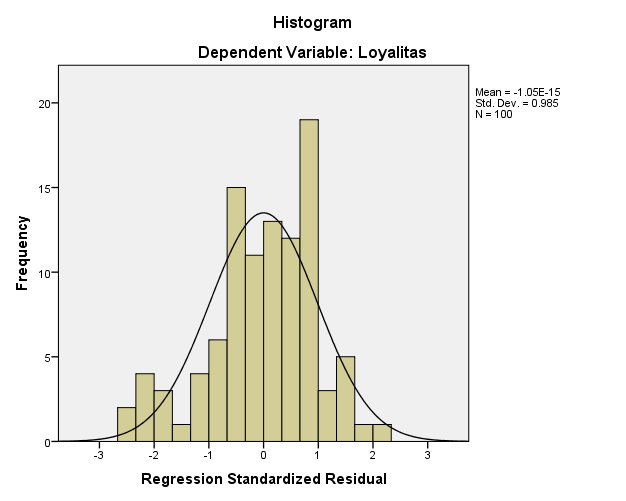
**Uji Reliabilitas Variabel Personality Brand (X3)**

****

Sumber : Data diolah dengan SPSS versi 22

**Lampiran 15**

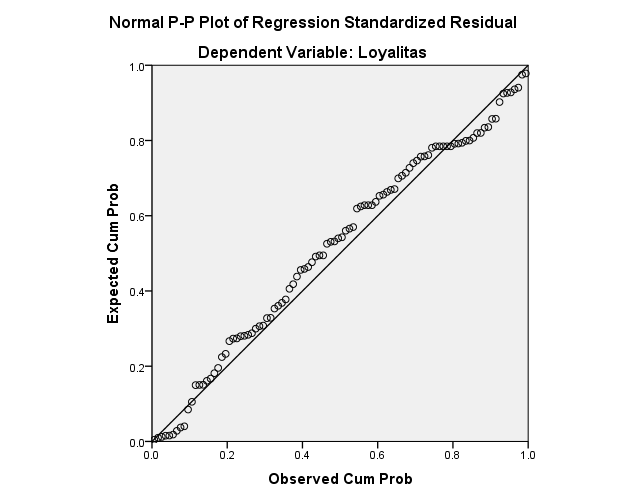
**Hasil Uji Histogram**



Sumber : Data diolah dengan SPSS versi 22

**Lampiran 16**

**Hasil Uji P-plot**



Sumber : Data diolah dengan SPSS versi 22

**Lampiran 17**

**Hasil Uji *Kolmogorov-smirnov* (K-S)**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 2.89677459 |
| Most Extreme Differences | Absolute | .081 |
| Positive | .061 |
| Negative | -.081 |
| Test Statistic | | .081 |
| Asymp. Sig. (2-tailed) | | .105c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

Sumber : Data diolah dengan SPSS versi 22

**Lampiran 18**

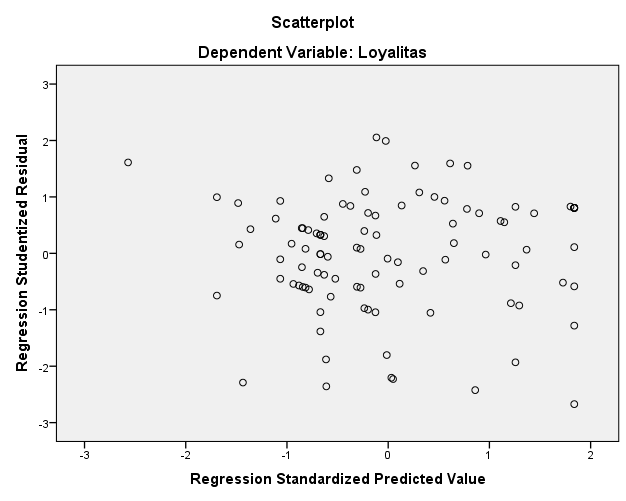
**Hasil Uji Multikolonieritas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 4.464 | 3.230 |  | 1.382 | .170 |  |  |
| MM | .734 | .226 | .353 | 3.243 | .002 | .623 | 1.606 |
| KP | .069 | .164 | .051 | .422 | .674 | .510 | 1.962 |
| PB | .273 | .147 | .216 | 1.858 | .066 | .548 | 1.825 |
| a. Dependent Variable: Loyalitas | | | | | | | | |

Sumber : Data diolah dengan SPSS versi 22

**Lampiran 19**

**Hasil Uji Heteroskedastisitas**



Sumber : Data diolah dengan SPSS versi 22

**Lapiran 20**

**Hasil Uji Linearitas X1 dengan Y**

**** Sumber : Data diolah dengan SPSS versi 22

**Lapiran 21**

**Hasil Uji Linearitas X2 dengan Y**

Sumber : Data diolah dengan SPSS versi 22

**Lapiran 22**

**Hasil Uji Linearitas X3 dengan Y**

****

Sumber : Data diolah dengan SPSS versi 22

**Lampiran 23**

**Hasil Uji Analisis Regresi Liniear Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 4.464 | 3.230 |  | 1.382 | .170 |
| MM | .734 | .226 | .353 | 3.243 | .002 |
| KP | .069 | .164 | .051 | .422 | .674 |
| PB | .273 | .147 | .216 | 1.858 | .066 |
| a. Dependent Variable: Loyalitas | | | | | | |

Sumber : Data diolah dengan SPSS versi 22

**Lampiran 24**

**Hasil Uji Signifikansi Persial (Uji t)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 4.464 | 3.230 |  | 1.382 | .170 |
| MM | .734 | .226 | .353 | 3.243 | .002 |
| KP | .069 | .164 | .051 | .422 | .674 |
| PB | .273 | .147 | .216 | 1.858 | .066 |
| a. Dependent Variable: Loyalitas | | | | | | |

Sumber : Data diolah dengan SPSS versi 22

**Lampiran 25**

**Hasil Uji Signifikansi Simultan (Uji F)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 339.421 | 3 | 113.140 | 13.074 | .000b |
| Residual | 830.739 | 96 | 8.654 |  |  |
| Total | 1170.160 | 99 |  |  |  |
| a. Dependent Variable: Loyalitas | | | | | | |
| b. Predictors: (Constant), PB, MM, KP | | | | | | |

Sumber : Data diolah dengan SPSS versi 22

**Lampiran 26**

**Hasil Koefisien Determinasi**

****

Sumber : Data diolah dengan SPSS versi 22

**Lampiran 27**

**Table r Untuk df = 1-50**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **df = (N-2)** | **Tingkat signifikansi untuk uji satu arah** | | | | |
| **0.05** | **0.025** | **0.01** | **0.005** | **0.0005** |
| **Tingkat signifikansi untuk uji dua arah** | | | | |
| **0.1** | **0.05** | **0.02** | **0.01** | **0.001** |
| **1** | 0.9877 | 0.9969 | 0.9995 | 0.9999 | 1.0000 |
| **2** | 0.9000 | 0.9500 | 0.9800 | 0.9900 | 0.9990 |
| **3** | 0.8054 | 0.8783 | 0.9343 | 0.9587 | 0.9911 |
| **4** | 0.7293 | 0.8114 | 0.8822 | 0.9172 | 0.9741 |
| **5** | 0.6694 | 0.7545 | 0.8329 | 0.8745 | 0.9509 |
| **6** | 0.6215 | 0.7067 | 0.7887 | 0.8343 | 0.9249 |
| **7** | 0.5822 | 0.6664 | 0.7498 | 0.7977 | 0.8983 |
| **8** | 0.5494 | 0.6319 | 0.7155 | 0.7646 | 0.8721 |
| **9** | 0.5214 | 0.6021 | 0.6851 | 0.7348 | 0.8470 |
| **10** | 0.4973 | 0.5760 | 0.6581 | 0.7079 | 0.8233 |
| **11** | 0.4762 | 0.5529 | 0.6339 | 0.6835 | 0.8010 |
| **12** | 0.4575 | 0.5324 | 0.6120 | 0.6614 | 0.7800 |
| **13** | 0.4409 | 0.5140 | 0.5923 | 0.6411 | 0.7604 |
| **14** | 0.4259 | 0.4973 | 0.5742 | 0.6226 | 0.7419 |
| **15** | 0.4124 | 0.4821 | 0.5577 | 0.6055 | 0.7247 |
| **16** | 0.4000 | 0.4683 | 0.5425 | 0.5897 | 0.7084 |
| **17** | 0.3887 | 0.4555 | 0.5285 | 0.5751 | 0.6932 |
| **18** | 0.3783 | 0.4438 | 0.5155 | 0.5614 | 0.6788 |
| **19** | 0.3687 | 0.4329 | 0.5034 | 0.5487 | 0.6652 |
| **20** | 0.3598 | 0.4227 | 0.4921 | 0.5368 | 0.6524 |
| **21** | 0.3515 | 0.4132 | 0.4815 | 0.5256 | 0.6402 |
| **22** | 0.3438 | 0.4044 | 0.4716 | 0.5151 | 0.6287 |
| **23** | 0.3365 | 0.3961 | 0.4622 | 0.5052 | 0.6178 |
| **24** | 0.3297 | 0.3882 | 0.4534 | 0.4958 | 0.6074 |
| **25** | 0.3233 | 0.3809 | 0.4451 | 0.4869 | 0.5974 |
| **26** | 0.3172 | 0.3739 | 0.4372 | 0.4785 | 0.5880 |
| **27** | 0.3115 | 0.3673 | 0.4297 | 0.4705 | 0.5790 |
| **28** | 0.3061 | 0.3610 | 0.4226 | 0.4629 | 0.5703 |
| **29** | 0.3009 | 0.3550 | 0.4158 | 0.4556 | 0.5620 |
| **30** | 0.2960 | 0.3494 | 0.4093 | 0.4487 | 0.5541 |
| **31** | 0.2913 | 0.3440 | 0.4032 | 0.4421 | 0.5465 |
| **32** | 0.2869 | 0.3388 | 0.3972 | 0.4357 | 0.5392 |
| **33** | 0.2826 | 0.3338 | 0.3916 | 0.4296 | 0.5322 |
| **34** | 0.2785 | 0.3291 | 0.3862 | 0.4238 | 0.5254 |
| **35** | 0.2746 | 0.3246 | 0.3810 | 0.4182 | 0.5189 |
| **36** | 0.2709 | 0.3202 | 0.3760 | 0.4128 | 0.5126 |
| **37** | 0.2673 | 0.3160 | 0.3712 | 0.4076 | 0.5066 |
| **38** | 0.2638 | 0.3120 | 0.3665 | 0.4026 | 0.5007 |
| **39** | 0.2605 | 0.3081 | 0.3621 | 0.3978 | 0.4950 |
| **40** | 0.2573 | 0.3044 | 0.3578 | 0.3932 | 0.4896 |
| **41** | 0.2542 | 0.3008 | 0.3536 | 0.3887 | 0.4843 |
| **42** | 0.2512 | 0.2973 | 0.3496 | 0.3843 | 0.4791 |
| **43** | 0.2483 | 0.2940 | 0.3457 | 0.3801 | 0.4742 |
| **44** | 0.2455 | 0.2907 | 0.3420 | 0.3761 | 0.4694 |
| **45** | 0.2429 | 0.2876 | 0.3384 | 0.3721 | 0.4647 |
| **46** | 0.2403 | 0.2845 | 0.3348 | 0.3683 | 0.4601 |
| **47** | 0.2377 | 0.2816 | 0.3314 | 0.3646 | 0.4557 |
| **48** | 0.2353 | 0.2787 | 0.3281 | 0.3610 | 0.4514 |
| **49** | 0.2329 | 0.2759 | 0.3249 | 0.3575 | 0.4473 |
| **50** | 0.2306 | 0.2732 | 0.3218 | 0.3542 | 0.4432 |

Diproduksi oleh: Junaidi (http://junaidichaniago.wordpress.com). 2010

**Lampiran 28**

**Table t Untuk df = 1-40**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| **df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| **1** | 1.00000 | 3.07768 | 6.31375 | 12.70620 | 31.82052 | 63.65674 | 318.30884 |
| **2** | 0.81650 | 1.88562 | 2.91999 | 4.30265 | 6.96456 | 9.92484 | 22.32712 |
| **3** | 0.76489 | 1.63774 | 2.35336 | 3.18245 | 4.54070 | 5.84091 | 10.21453 |
| **4** | 0.74070 | 1.53321 | 2.13185 | 2.77645 | 3.74695 | 4.60409 | 7.17318 |
| **5** | 0.72669 | 1.47588 | 2.01505 | 2.57058 | 3.36493 | 4.03214 | 5.89343 |
| **6** | 0.71756 | 1.43976 | 1.94318 | 2.44691 | 3.14267 | 3.70743 | 5.20763 |
| **7** | 0.71114 | 1.41492 | 1.89458 | 2.36462 | 2.99795 | 3.49948 | 4.78529 |
| **8** | 0.70639 | 1.39682 | 1.85955 | 2.30600 | 2.89646 | 3.35539 | 4.50079 |
| **9** | 0.70272 | 1.38303 | 1.83311 | 2.26216 | 2.82144 | 3.24984 | 4.29681 |
| **10** | 0.69981 | 1.37218 | 1.81246 | 2.22814 | 2.76377 | 3.16927 | 4.14370 |
| **11** | 0.69745 | 1.36343 | 1.79588 | 2.20099 | 2.71808 | 3.10581 | 4.02470 |
| **12** | 0.69548 | 1.35622 | 1.78229 | 2.17881 | 2.68100 | 3.05454 | 3.92963 |
| **13** | 0.69383 | 1.35017 | 1.77093 | 2.16037 | 2.65031 | 3.01228 | 3.85198 |
| **14** | 0.69242 | 1.34503 | 1.76131 | 2.14479 | 2.62449 | 2.97684 | 3.78739 |
| **15** | 0.69120 | 1.34061 | 1.75305 | 2.13145 | 2.60248 | 2.94671 | 3.73283 |
| **16** | 0.69013 | 1.33676 | 1.74588 | 2.11991 | 2.58349 | 2.92078 | 3.68615 |
| **17** | 0.68920 | 1.33338 | 1.73961 | 2.10982 | 2.56693 | 2.89823 | 3.64577 |
| **18** | 0.68836 | 1.33039 | 1.73406 | 2.10092 | 2.55238 | 2.87844 | 3.61048 |
| **19** | 0.68762 | 1.32773 | 1.72913 | 2.09302 | 2.53948 | 2.86093 | 3.57940 |
| **20** | 0.68695 | 1.32534 | 1.72472 | 2.08596 | 2.52798 | 2.84534 | 3.55181 |
| **21** | 0.68635 | 1.32319 | 1.72074 | 2.07961 | 2.51765 | 2.83136 | 3.52715 |
| **22** | 0.68581 | 1.32124 | 1.71714 | 2.07387 | 2.50832 | 2.81876 | 3.50499 |
| **23** | 0.68531 | 1.31946 | 1.71387 | 2.06866 | 2.49987 | 2.80734 | 3.48496 |
| **24** | 0.68485 | 1.31784 | 1.71088 | 2.06390 | 2.49216 | 2.79694 | 3.46678 |
| **25** | 0.68443 | 1.31635 | 1.70814 | 2.05954 | 2.48511 | 2.78744 | 3.45019 |
| **26** | 0.68404 | 1.31497 | 1.70562 | 2.05553 | 2.47863 | 2.77871 | 3.43500 |
| **27** | 0.68368 | 1.31370 | 1.70329 | 2.05183 | 2.47266 | 2.77068 | 3.42103 |
| **28** | 0.68335 | 1.31253 | 1.70113 | 2.04841 | 2.46714 | 2.76326 | 3.40816 |
| **29** | 0.68304 | 1.31143 | 1.69913 | 2.04523 | 2.46202 | 2.75639 | 3.39624 |
| **30** | 0.68276 | 1.31042 | 1.69726 | 2.04227 | 2.45726 | 2.75000 | 3.38518 |
| **31** | 0.68249 | 1.30946 | 1.69552 | 2.03951 | 2.45282 | 2.74404 | 3.37490 |
| **32** | 0.68223 | 1.30857 | 1.69389 | 2.03693 | 2.44868 | 2.73848 | 3.36531 |
| **33** | 0.68200 | 1.30774 | 1.69236 | 2.03452 | 2.44479 | 2.73328 | 3.35634 |
| **34** | 0.68177 | 1.30695 | 1.69092 | 2.03224 | 2.44115 | 2.72839 | 3.34793 |
| **35** | 0.68156 | 1.30621 | 1.68957 | 2.03011 | 2.43772 | 2.72381 | 3.34005 |
| **36** | 0.68137 | 1.30551 | 1.68830 | 2.02809 | 2.43449 | 2.71948 | 3.33262 |
| **37** | 0.68118 | 1.30485 | 1.68709 | 2.02619 | 2.43145 | 2.71541 | 3.32563 |
| **38** | 0.68100 | 1.30423 | 1.68595 | 2.02439 | 2.42857 | 2.71156 | 3.31903 |
| **39** | 0.68083 | 1.30364 | 1.68488 | 2.02269 | 2.42584 | 2.70791 | 3.31279 |
| **40** | 0.68067 | 1.30308 | 1.68385 | 2.02108 | 2.42326 | 2.70446 | 3.30688 |

Diproduksi oleh: Junaidi (http://junaidichaniago.wordpress.com), 2010

**Lampiran 29**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Titik Persentase Distribusi F untuk Probabilita = 0,05** | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
| **df untuk**  **penyebut (N2)** | **df untuk pembilang (N1)** | | | | | | | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** | **14** | **15** |
| **91** | 3.95 | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| **92** | 3.94 | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| **93** | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| **94** | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.77 |
| **95** | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.82 | 1.80 | 1.77 |
| **96** | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| **97** | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| **98** | 3.94 | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| **99** | 3.94 | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| **100** | 3.94 | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| **101** | 3.94 | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| **102** | 3.93 | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| **103** | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| **104** | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| **105** | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.81 | 1.79 | 1.76 |
| **106** | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| **107** | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| **108** | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| **109** | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| **110** | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| **111** | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| **112** | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| **113** | 3.93 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.87 | 1.84 | 1.81 | 1.78 | 1.76 |
| **114** | 3.92 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| **115** | 3.92 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| **116** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| **117** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| **118** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| **119** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| **120** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| **121** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| **122** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| **123** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| **124** | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| **125** | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| **126** | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| **127** | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.86 | 1.83 | 1.80 | 1.77 | 1.75 |
| **128** | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.86 | 1.83 | 1.80 | 1.77 | 1.75 |
| **129** | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| **130** | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| **131** | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| **132** | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| **133** | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| **134** | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| **135** | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.82 | 1.79 | 1.77 | 1.74 |

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