

DAFTAR PUSTAKA


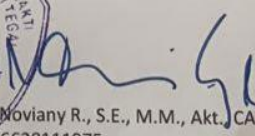

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LAMPIRAN


Lampiran 1

Surat Ijin Penelitian Skripsi PT. Lima Bintang Gemilang Tegal

	YAYASAN PENDIDIKAN PANCASAKTI UNIVERSITAS PANCASAKTI TEGAL FAKULTAS EKONOMI DAN BISNIS
	<small>PROGRAM STUDI : MANAJEMEN, AKUNTANSI, MANAJEMEN PERPAJAKAN, DAN BISNIS DIGITAL Jalan Halmahera KM.1 Kota Tegal 52121 Sekretariat : Telp (0283) 355720 Web : http://feb.upstegal.ac.id, email : feb@upstegal.ac.id</small>
<hr/>	
Nomor	: 20/K/E/FEB/UPS/XII/2022 Tegal, 21 Desember 2022
Lampiran	: -
Perihal	: Ijin Penelitian dan Permintaan Data
Kepada	: Yth. Direktur PT. Lima Bintang Gemilang Jl. Jali Barat, Dampyak Di – Kab. Tegal
<p>Dengan hormat, salah satu syarat untuk menyelesaikan program sarjana (S1) Fakultas Ekonomi dan Bisnis mahasiswa diwajibkan mengadakan penelitian sebagai bahan menyusun skripsi.</p> <p>Berkenaan dengan hal itu, mohon perkenaan Bapak membantu memberi data yang diperlukan dalam penelitian tersebut kepada mahasiswa:</p> <p>N a m a : Angga Prastianto</p> <p>Npm : 4119500040</p> <p>Program Studi : Manajemen</p> <p>Judul Skripsi : Pengaruh Kualitas Produk, Persepsi Harga, Dan Brand Awreness Terhadap Loyalitas Pelanggan Semen MU Pada PT. Lima Bintang Gemilang.</p> <p>Atas bantuan dan kerjasama yang baik kami ucapkan terimakasih,</p>	
  Dr. Dien Noviany R., S.E., M.M., Akt., CA NIPY. 136628111975	

Lampiran

Surat Balasan Penelitian Skripsi PT. Lima Bintang Gemilang Tegal

 PT Lima Bintang Gemilang	PT. LIMA BINTANG GEMILANG Office : Jl. Jali Barat No. 16 Rt 03 Rw 06 Kel. Dampyak Kec. Kramat – Kab. Tegal 52181 Telp : 0852-9006-7003 Email : limabintanggemilang@gmail.com
Nomor : 001/LBG-SK/VII/2023	Tegal, 05 Juli 2023
Lampiran : -	
Perihal : Surat Jawaban	
Kepada Yth. Dekan Fakultas Ekonomi dan Bisnis UNIVERSITAS PANCASAKTI Jl. Halmahera Tegal	
Dengan hormat,	
Menanggapi surat No. 20/K/E/FEB/UPS/XII/2022, perihal Ijin Penelitian dan Permintaan Data atas nama Sdr. Angga Prastianto guna penelitian bahan penyusunan skripsi pada perusahaan kami, Bersama ini kami PT. Lima Bintang Gemilang :	
MENGIJINKAN / TIDAK MENGIJINKAN	
Mahasiswa tersebut diatas untuk melakukan penelitian pada perusahaan kami. Adapun untuk permintaan data perusahaan yang dilakukan untuk tujuan penelitian, dapat di pergunakan dengan penuh tanggung jawab dan sebagaimana mestinya, sehingga dapat terhindar dari penyalahgunaan data.	
Demikian Surat Balasan ini kami sampaikan, semoga menjadi kesepahaman bagi semua pihak. Atas perhatian dan kerjasamanya kami ucapkan terima kasih.	
PT. LIMA BINTANG GEMILANG  Gigih Wahyu Utomo Direktur	

Lampiran 3

Kuesioner Penelitian

Kuisisioner Penelitian

Kepada Yth,

Bapak/Saudara

Di tempat

Dengan Hormat

Dalam rangka menyelesaikan Studi Strata Satu (S1) Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal. Saya bermaksud mengadakan penelitian skripsi dengan judul **“Pengaruh Kualitas Produk, Persepsi Harga dan *Brand Awareness* Terhadap Loyalitas Pelanggan Semen MU di PT. Lima Bintang Gemilang Tegal”**. Jawaban yang diberikan merupakan suatu bantuan yang sangat berharga dalam penelitian ini. Jangka waktu pengisian kuisisioner ini yaitu selama satu minggu setelah kuisisioner disebar dan kami mengharapkan agar Bapak/Saudara dapat mengembalikannya kepada kami.

Atas perhatian dan bantuan yang diberikan, kami ucapkan terimakasih.

Tegal, Juli 2023

Hormat Saya

Angga Prastianto

IDENTITAS RESPONDEN

1. Nama : _____

2. Alamat : _____

3. Jenis Kelamin :

Laki-laki

Perempuan

4. Usia :

20 tahun

20 – 29 tahun

30 – 39 tahun

> 40 tahun

5. Pekerjaan :

Pelajar / Mahasiswa Wiraswasta

Pegawai Swasta Pegawai Negeri

Lainnya _____

PETUNJUK PENGISIAN KUESIONER

1. Mohon beri tanda *checklist* (√) pada kolom jawaban bapak/ibu/saudara/i anggap paling sesuai. Pendapat anda dinyatakan dalam skala 1 s/d 5 yang memiliki bobot/nilai:
 - a. Sangat Setuju (SS) : 5
 - b. Setuju (S) : 4
 - c. Kurang Setuju/Ragu (KS) : 3
 - d. Tidak Setuju (TS) : 2
 - e. Sangat Tidak Setuju (STS) : 1
2. Setiap pertanyaan hanya membutuhkan satu jawaban.
3. Mohon memberikan jawaban yang sebenar-benarnya.
4. Setelah mengisi kuesioner mohon bapak/ibu/saudara/i berikan kepada yang menyerahkan kuesioner.

Lampiran 4

Loyalitas Pelanggan (Y)

No	Pernyataan	STS	TS	KS	S	SS
1	Saya melakukan pembelian semen MU secara terus menerus					
2	Saya mengenalkan semen MU pada orang lain					
3	Saya tidak tertarik pada semen lain selain MU					
4	Saya selalu menggunakan semen MU ketika membutuhkan semen					
5	Saya selalu memberi persepsi baik terhadap kualitas kemasan semen MU					
6	Saya selalu memberi persepsi baik terhadap kualitas obat perekat semen MU agar menarik pelanggan baru					

Kualitas Produk (X1)

No	Pernyataan	STS	TS	KS	S	SS
1	Semen MU memiliki ciri khas tekstur yang halus					
2	Semen MU memiliki bentuk, ukuran dan fisik yang berbeda dengan produk semen lain					
3	Semen MU memiliki karakteristik cepat mengering					
4	Semen MU memiliki beberapa pilihan produk					
5	Semen MU memiliki karakter mudah digunakan					
6	Semen MU pantas menjadi pertimbangan pelanggan karena mudah digunakan					
7	Kualitas semen MU sesuai dengan spesifikasi yang dicantumkan					
8	Kualitas semen MU sesuai dengan keinginan pelanggan					
9	Semen MU memiliki ketahanan yang baik dalam menghadapi cuaca					
10	Semen MU berfungsi dengan baik					

11	Semen MU mudah digunakan					
12	Semen MU memiliki tampilan menarik					
13	Semen MU memiliki nilai sudut pandang yang baik menurut konsumen					
14	Semen MU memiliki keistimewaan mudah di aplikasikan					
15	Desain semen MU mempengaruhi tampilan produk					
16	Desain semen MU mampu mempengaruhi konsumen					

Persepsi Harga (X2)

No	Pernyataan	STS	TS	KS	S	SS
1	Harga semen MU menjadi pertimbangan dalam memilih semen					
2	Harga semen MU yang terjangkau mampu menarik konsumen					
3	Harga semen MU sesuai harapan pelanggan					
4	Harga semen MU memuaskan konsumen					
5	Harga semen MU lebih terjangkau					
6	Harga semen MU pantas menjadi pertimbangan konsumen					
7	Harga semen MU menjadi acuan kosumen untuk berharap lebih terhadap kualitas produk dan pelayanannya.					
8	Harga semen MU mampu mempengaruhi konsumen dari segi kualitas produk dan pelayanannya					

Brand Awereness (X3)

No	Pernyataan	STS	TS	KS	S	SS
1	Merk semen MU menjadi pilihan utama saya dalam membeli semen					
2	Merk semen MU mudah diingat					
3	Merek semen MU mudah di hafal berdasarkan logo					

4	Merek semen MU mudah diingat konsumen					
5	Merk semen MU menjadi alternatif pilihan konsumen					
6	Merk semen MU mudah dikenali oleh konsumen					

Lampiran 5**Data Uji Validitas Dan Reliabilitas Variabel Loyalitas Pelanggan (Y)**

Nomor Responden	Instrumen Penelitian Variabel Loyalitas Pelanggan (Y)						Skor Total
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	
1	4	4	4	4	4	5	25
2	3	4	3	3	3	3	19
3	5	5	4	4	5	4	27
4	4	3	4	3	4	3	21
5	3	4	4	3	3	4	21
6	5	5	4	5	3	3	25
7	3	3	4	5	3	4	22
8	4	4	4	4	3	3	22
9	5	4	5	5	5	5	29
10	4	4	5	4	4	4	25
11	5	4	5	4	5	5	28
12	4	4	5	4	3	4	24
13	5	5	5	5	4	4	28
14	5	4	4	5	4	4	26
15	4	4	4	5	4	4	25
16	4	5	5	4	5	5	28
17	3	4	5	3	4	5	24
18	4	4	4	4	3	5	24
19	4	4	4	5	4	5	26
20	4	4	4	4	4	4	24
21	3	4	3	4	3	3	20
22	4	4	3	3	3	4	21
23	4	5	4	5	4	4	26
24	4	5	4	4	5	5	27
25	4	4	4	4	4	4	24
26	4	3	4	4	4	3	22
27	5	5	5	5	4	4	28
28	4	4	4	4	4	4	24
29	4	4	4	4	4	4	24
30	4	5	4	4	5	5	27

Lampiran 6
Data Uji Validitas Dan Reliabilitas Variabel Kualitas Produk (X1)

Nomor Responden	Instrumen Penelitian Variabel Kualitas Produk (X1)																Skor Total
	X1. 1	X1. 2	X1. 3	X1. 4	X1. 5	X1. 6	X1. 7	X1. 8	X1. 9	X1. 10	X1. 11	X1. 12	X1. 13	X1. 14	X1. 15	X1. 16	
1	4	4	5	5	5	4	4	4	4	4	4	4	4	4	5	5	69
2	4	3	3	3	3	3	3	3	4	4	3	3	3	4	3	3	52
3	4	5	5	5	4	4	5	5	4	5	4	4	5	4	4	3	70
4	4	4	5	3	4	4	3	5	4	3	4	3	4	4	3	3	60
5	5	3	4	4	4	4	3	3	5	4	4	3	3	4	4	3	60
6	4	5	5	5	4	4	5	3	4	5	4	5	3	5	3	5	69
7	5	3	4	3	5	4	4	5	5	3	4	5	3	4	4	5	66
8	4	4	4	4	4	4	3	3	4	4	4	4	3	5	3	3	60
9	5	5	4	4	5	5	5	5	5	4	5	5	5	5	5	4	76
10	4	4	4	5	4	5	4	4	4	4	5	4	4	4	4	4	67
11	5	5	5	5	4	5	5	5	5	4	5	4	5	4	5	5	76
12	5	4	4	5	4	3	3	4	5	4	5	4	3	4	4	4	65
13	4	5	4	5	5	5	4	5	4	5	5	5	4	4	4	4	72
14	4	5	4	3	4	4	3	3	4	4	4	5	4	4	4	4	63
15	5	4	5	4	5	4	4	4	5	4	4	5	4	4	4	4	69
16	5	4	5	5	5	5	5	5	5	5	5	4	5	5	5	4	77
17	4	3	5	5	4	4	3	4	4	4	5	3	4	4	5	5	66
18	5	4	5	4	4	5	4	5	5	4	4	4	3	5	5	5	71
19	5	4	5	5	4	5	4	4	5	4	4	5	4	4	5	4	71
20	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	63
21	4	3	3	4	3	4	4	5	4	4	3	4	3	5	3	4	60
22	4	4	4	4	4	3	4	4	4	4	3	3	3	3	4	3	58
23	5	4	5	4	5	5	4	5	5	5	4	5	4	5	4	5	74
24	5	4	5	5	4	5	4	5	5	5	4	4	5	5	5	4	74
25	4	4	5	3	5	3	4	4	4	4	4	4	4	4	4	4	64
26	5	4	4	4	4	4	4	5	5	3	4	4	4	5	3	4	66
27	4	5	5	5	5	4	5	5	4	5	5	5	4	4	4	4	73
28	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	5	67
29	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
30	5	4	5	5	5	5	4	5	5	5	4	4	5	5	5	4	75

Lampiran 7**Data Uji Validitas Dan Reliabilitas Variabel Persepsi Harga (X2)**

Nomor Responden	Instrumen Penelitian Variabel Persepsi Harga (X2)								Skor Total
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	
1	4	4	5	4	4	5	5	4	35
2	3	3	4	4	4	3	3	3	27
3	5	5	5	3	4	4	5	4	35
4	4	3	5	3	4	4	4	3	30
5	4	3	4	4	4	3	4	3	29
6	5	5	5	5	4	5	5	4	38
7	3	4	5	3	4	5	3	4	31
8	4	3	4	4	4	3	4	2	28
9	4	4	5	5	5	5	4	4	36
10	4	4	5	5	4	4	4	4	34
11	5	5	5	5	5	4	5	5	39
12	5	4	4	4	5	4	5	3	34
13	5	4	4	5	4	4	5	4	35
14	3	5	4	3	4	4	3	4	30
15	4	4	5	4	5	5	5	4	36
16	5	5	4	5	5	4	5	5	38
17	4	4	4	4	4	3	4	4	31
18	5	5	4	5	4	4	4	4	35
19	5	5	5	5	5	4	4	4	37
20	4	4	4	4	4	4	4	3	31
21	4	3	4	5	4	3	3	4	30
22	4	4	4	3	4	4	4	4	31
23	5	5	4	5	4	5	5	5	38
24	4	4	4	5	5	5	5	5	37
25	5	5	3	5	4	4	3	4	33
26	3	4	4	5	5	4	3	4	32
27	5	4	5	5	5	4	5	5	38
28	4	4	4	5	5	4	3	4	33
29	4	4	5	4	4	4	4	4	33
30	5	5	5	5	4	5	4	5	38

Lampiran 8**Data Uji Validitas Dan Reliabilitas Variabel Brand Awareness (X3)**

Nomor Responden	Instrumen Penelitian Variabel Brand Awareness (X3)						Skor total
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	
1	5	5	4	4	5	5	28
2	3	4	3	4	3	3	20
3	4	4	5	4	5	4	26
4	4	4	3	4	4	3	22
5	5	4	4	3	3	4	23
6	4	4	5	5	5	4	27
7	5	4	3	4	4	4	24
8	4	4	4	3	4	4	23
9	5	5	4	5	5	5	29
10	5	4	5	4	5	4	27
11	5	5	4	5	5	4	28
12	5	4	5	4	4	4	26
13	5	4	5	5	5	5	29
14	5	4	5	5	4	4	27
15	4	4	5	4	5	4	26
16	4	5	5	5	4	5	28
17	4	4	4	4	5	4	25
18	5	5	4	4	4	4	26
19	4	5	4	4	5	4	26
20	4	5	4	4	4	4	25
21	4	4	4	2	4	3	21
22	4	3	4	4	3	4	22
23	5	5	4	4	4	5	27
24	5	5	5	5	4	4	28
25	5	5	4	4	4	4	26
26	5	5	4	4	4	3	25
27	5	4	5	4	5	5	28
28	4	5	5	4	4	4	26
29	4	5	4	4	4	4	25
30	5	4	5	5	4	5	28

Lampiran 9
Uji Validitas Variabel Loyalitas Pelanggan (Y)

		Correlations						
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Total_Y
Y.1	Pearson Correlation	1	.425*	.425*	.533*	.469*	.136	.731**
	Sig. (2-tailed)		.019	.019	.002	.009	.473	.000
	N	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.425*	1	.213	.285	.368*	.286	.623**
	Sig. (2-tailed)	.019		.258	.127	.045	.125	.000
	N	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.425*	.213	1	.285	.450*	.450*	.689**
	Sig. (2-tailed)	.019	.258		.127	.013	.013	.000
	N	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.533*	.285	.285	1	.171	.114	.590**
	Sig. (2-tailed)	.002	.127	.127		.367	.550	.001
	N	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.469*	.368*	.450*	.171	1	.565*	.761**
	Sig. (2-tailed)	.009	.045	.013	.367		.001	.000
	N	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.136	.286	.450*	.114	.565*	1	.647**
	Sig. (2-tailed)	.473	.125	.013	.550	.001		.000
	N	30	30	30	30	30	30	30
Tot al_ Y	Pearson Correlation	.731*	.623*	.689*	.590*	.761*	.647*	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	
	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).

X1.1 4	Pearson	.41	.04	.14	.14	.06	.48	.17	.28	.41	.26	.06	.25	.14	1	.01	.211	.415*
	Correlation	4*	3	5	9	0	1**	0	4	4*	6	7	4	9		7		
	Sig. (2-tailed)	.02	.82	.44	.43	.75	.00	.36	.12	.02	.15	.72	.17	.43		.93	.263	.023
		3	1	5	1	5	7	9	8	3	5	7	5	1		1		
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.1 5	Pearson	.45	.13	.51	.47	.41	.53	.27	.32	.45	.28	.45	.11	.56	.01	1	.406*	.680**
	Correlation	2*	6	8**	1**	4*	9**	9	9	2*	6	0*	4	5**	7			
	Sig. (2-tailed)	.01	.47	.00	.00	.02	.00	.13	.07	.01	.12	.01	.55	.00	.93		.026	.000
		2	3	3	9	3	2	6	5	2	5	3	0	1	1			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.1 6	Pearson	.21	.06	.32	.23	.36	.34	.35	.22	.21	.05	.30	.42	.08	.21	.40	1	.516**
	Correlation	1	8	9	4	8*	5	9	6	1	6	9	0*	4	1	6*		
	Sig. (2-tailed)	.26	.72	.07	.21	.04	.06	.05	.22	.26	.76	.09	.02	.65	.26	.02		.004
		3	3	6	4	5	2	1	9	3	8	7	1	9	3	6		
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Total _X1	Pearson	.51	.53	.64	.61	.61	.76	.66	.60	.51	.52	.62	.56	.69	.41	.68	.516*	1
	Correlation	2**	1**	5**	5**	1**	5**	2**	5**	2**	9**	4**	0**	9**	5*	0**	*	
	Sig. (2-tailed)	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.02	.00	.004	
		4	3	0	0	0	0	0	0	4	3	0	1	0	3	0		
	N	30	30	30	30	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).

Lampiran 11
Uji Validitas Variabel Persepsi Harga (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	Total_X2
X2.1	Pearson Correlation	1	.547*	.071	.461*	.139	.166	.638*	.366*	.707**
	Sig. (2-tailed)		.002	.710	.010	.465	.381	.000	.047	.000
	N	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.547*	1	.088	.269	.137	.485*	.275	.630*	.703**
	Sig. (2-tailed)	.002		.645	.151	.470	.007	.141	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.071	.088	1	-.112	.128	.444*	.347	.205	.401*
	Sig. (2-tailed)	.710	.645		.555	.501	.014	.060	.278	.028
	N	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.461*	.269	-.112	1	.407*	.129	.147	.462*	.570**
	Sig. (2-tailed)	.010	.151	.555		.025	.495	.438	.010	.001
	N	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.139	.137	.128	.407*	1	.217	.247	.334	.480**
	Sig. (2-tailed)	.465	.470	.501	.025		.249	.188	.072	.007
	N	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.166	.485*	.444*	.129	.217	1	.376*	.515*	.657**
	Sig. (2-tailed)	.381	.007	.014	.495	.249		.041	.004	.000
	N	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.638*	.275	.347	.147	.247	.376*	1	.317	.682**
	Sig. (2-tailed)	.000	.141	.060	.438	.188	.041		.087	.000
	N	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.366*	.630*	.205	.462*	.334	.515*	.317	1	.774**
	Sig. (2-tailed)	.047	.000	.278	.010	.072	.004	.087		.000
	N	30	30	30	30	30	30	30	30	30
Total_X2	Pearson Correlation	.707*	.703*	.401*	.570*	.480*	.657*	.682*	.774*	1
	Sig. (2-tailed)	.000	.000	.028	.001	.007	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

Lampiran 12

Uji Validitas Variabel Brand Awareness (X3)

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	Total_X3
X3.1	Pearson Correlation	1	.214	.231	.265	.188	.446*	.598**
	Sig. (2-tailed)		.256	.219	.157	.319	.013	.000
	N	30	30	30	30	30	30	30
X3.2	Pearson Correlation	.214	1	-.056	.216	.172	.181	.430*
	Sig. (2-tailed)	.256		.767	.252	.363	.337	.018
	N	30	30	30	30	30	30	30
X3.3	Pearson Correlation	.231	-.056	1	.373*	.381*	.445*	.642**
	Sig. (2-tailed)	.219	.767		.042	.038	.014	.000
	N	30	30	30	30	30	30	30
X3.4	Pearson Correlation	.265	.216	.373*	1	.311	.467**	.710**
	Sig. (2-tailed)	.157	.252	.042		.094	.009	.000
	N	30	30	30	30	30	30	30
X3.5	Pearson Correlation	.188	.172	.381*	.311	1	.373*	.647**
	Sig. (2-tailed)	.319	.363	.038	.094		.043	.000
	N	30	30	30	30	30	30	30
X3.6	Pearson Correlation	.446*	.181	.445*	.467**	.373*	1	.765**
	Sig. (2-tailed)	.013	.337	.014	.009	.043		.000
	N	30	30	30	30	30	30	30
Total_X3	Pearson Correlation	.598**	.430*	.642**	.710**	.647**	.765**	1
	Sig. (2-tailed)	.000	.018	.000	.000	.000	.000	
	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).

Lampiran 13
Uji Reliabilitas Variabel Loyalitas Pelanggan (Y)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.757	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	20.4667	4.947	.583	.699
Y.2	20.3667	5.413	.455	.733
Y.3	20.3667	5.206	.540	.713
Y.4	20.4000	5.352	.381	.754
Y.5	20.6333	4.654	.604	.691
Y.6	20.4333	5.082	.445	.738

Lampiran 14

Uji Reliabilitas Variabel Kualitas Produk (X1)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.878	16

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	62.8000	34.855	.447	.873
X1.2	63.1667	34.006	.450	.873
X1.3	62.8000	33.200	.579	.868
X1.4	62.9667	32.723	.532	.870
X1.5	62.9333	33.651	.545	.870
X1.6	63.0333	31.964	.714	.862
X1.7	63.2333	32.599	.591	.867
X1.8	62.9333	32.754	.519	.871
X1.9	62.8000	34.855	.447	.873
X1.10	63.0667	34.271	.454	.873
X1.11	63.0667	33.582	.559	.869
X1.12	63.1000	33.541	.477	.872
X1.13	63.3333	32.161	.632	.865
X1.14	62.9667	35.137	.332	.878
X1.15	63.1333	32.326	.610	.866
X1.16	63.1667	33.868	.426	.875

Lampiran 15
Uji Reliabilitas Variabel Persepsi Harga (X2)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.780	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	29.4667	8.671	.580	.739
X2.2	29.5667	8.668	.573	.740
X2.3	29.3333	10.299	.248	.789
X2.4	29.3667	9.137	.387	.775
X2.5	29.4000	10.179	.361	.774
X2.6	29.6333	8.999	.523	.750
X2.7	29.6000	8.524	.527	.749
X2.8	29.7667	8.254	.664	.723

Lampiran 16
Uji Reliabilitas Variabel Brand Awareness (X3)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.704	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	21.2000	4.303	.407	.674
X3.2	21.3000	4.769	.207	.727
X3.3	21.4000	4.041	.432	.666
X3.4	21.5667	3.771	.514	.638
X3.5	21.4333	4.047	.443	.662
X3.6	21.6000	3.766	.620	.605

Lampiran 17**Data Penelitian Variabel Loyalitas Pelanggan (Y)**

Nomor Responden	Instrumen Penelitian Variabel Loyalitas Pelanggan (Y)						Skor Total
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	
1	4	4	4	4	5	4	25
2	4	4	4	4	4	5	25
3	4	4	4	5	4	4	25
4	5	4	4	4	4	4	25
5	4	4	4	4	4	5	25
6	4	4	4	4	4	5	25
7	4	4	5	4	4	4	25
8	4	3	4	3	4	3	21
9	4	4	4	4	4	4	24
10	3	4	3	3	3	3	19
11	4	4	4	4	4	4	24
12	4	3	4	3	4	3	21
13	3	4	4	3	3	4	21
14	4	5	4	4	4	4	25
15	3	3	4	5	3	4	22
16	4	4	4	4	3	3	22
17	4	4	4	4	5	4	25
18	4	4	5	4	4	4	25
19	4	4	5	4	4	4	25
20	4	4	5	4	4	4	25
21	4	4	4	5	4	4	25
22	4	4	4	5	4	4	25
23	4	4	4	5	4	4	25
24	4	4	4	4	5	5	26
25	3	4	5	3	4	5	24
26	4	4	4	4	3	5	24
27	4	4	4	5	4	5	26
28	3	3	3	4	3	3	19
29	3	4	3	4	3	3	20
30	4	4	3	3	3	4	21
31	4	5	4	5	4	4	26
32	4	4	4	4	4	5	25
33	4	4	4	4	4	4	24
34	4	3	4	4	4	3	22

35	4	4	4	5	4	4	25
36	4	4	4	4	4	4	24
37	4	4	4	4	4	4	24
38	4	5	4	4	5	5	27
39	3	4	3	3	3	3	19
40	4	4	4	4	5	4	25
41	4	3	4	3	4	3	21
42	3	4	4	3	3	4	21
43	5	5	4	5	3	3	25
44	3	3	4	5	3	4	22
45	4	4	4	4	3	3	22
46	4	4	4	5	4	5	26
47	4	4	5	4	4	4	25
48	4	4	5	4	5	4	26
49	4	4	4	4	5	4	25
50	4	4	4	5	4	4	25
51	4	4	4	5	4	4	25
52	4	4	4	5	4	4	25
53	4	4	5	4	4	5	26
54	3	4	5	3	4	5	24
55	4	4	4	4	3	5	24
56	4	4	4	5	4	5	26
57	3	4	3	3	3	4	20
58	3	4	3	4	3	3	20
59	4	4	3	3	3	4	21
60	4	4	4	4	5	4	25
61	4	4	4	5	4	4	25
62	4	4	4	4	4	5	25
63	4	4	4	4	5	5	26
64	4	5	4	4	4	4	25
65	4	4	4	4	4	5	25
66	5	5	5	5	3	4	27
67	4	3	4	3	5	3	22
68	4	4	4	4	4	5	25
69	3	4	3	3	3	3	19
70	5	5	4	4	5	4	27
71	4	3	4	3	4	3	21
72	3	4	4	3	3	4	21
73	5	5	4	5	3	3	25

74	3	3	4	5	3	4	22
75	4	4	4	4	3	3	22
76	4	4	5	4	4	4	25
77	4	4	5	4	4	4	25
78	5	4	4	4	4	5	26

Lampiran 18
Data Penelitian Variabel Kualitas Produk (X1)

No. Resp	Instrumen Penelitian Variabel Kualitas Produk (X1)																Skor Total
	X1. 1	X1. 2	X1. 3	X1. 4	X1. 5	X1. 6	X1. 7	X1. 8	X1. 9	X1. 10	X1. 11	X1. 12	X1. 13	X1. 14	X1. 15	X1. 16	
1	4	5	4	5	5	5	5	5	4	4	4	5	5	5	5	5	75
2	5	4	5	4	5	5	5	5	4	3	4	4	5	4	4	4	70
3	5	5	5	4	5	3	5	5	4	4	4	4	4	4	4	5	70
4	4	5	4	4	5	5	4	5	4	5	5	4	4	4	4	5	71
5	4	4	5	5	4	5	5	5	5	5	4	4	4	4	3	4	70
6	4	5	4	4	5	4	5	4	4	4	4	4	5	3	4	4	67
7	4	5	5	5	5	5	5	5	4	3	5	5	5	4	5	5	75
8	3	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	61
9	4	5	5	5	5	4	4	4	4	5	4	5	4	4	3	4	69
10	4	4	3	4	4	3	4	3	4	4	4	4	4	4	3	4	60
11	4	5	5	5	4	4	5	5	5	5	5	5	5	4	4	4	74
12	4	3	4	3	4	4	3	3	4	4	4	4	4	4	4	4	60
13	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	62
14	4	5	5	5	4	4	5	4	4	4	4	4	4	5	5	4	70
15	5	5	4	3	5	4	4	5	3	4	4	4	4	4	4	3	65
16	4	4	4	4	4	4	4	4	5	5	5	5	5	4	5	4	70
17	5	5	4	4	5	5	5	5	5	5	4	5	5	5	5	5	77
18	4	4	4	5	4	5	4	4	4	4	4	5	5	4	4	4	68
19	5	5	5	5	4	5	5	5	4	4	5	4	4	4	4	4	72
20	5	4	4	5	4	4	4	4	4	4	5	4	5	4	4	4	68
21	4	5	4	5	5	5	4	5	4	4	4	4	4	4	4	4	69
22	4	5	4	5	4	4	4	4	4	5	5	4	4	4	5	5	70
23	5	4	5	5	5	4	4	4	4	5	4	4	5	4	5	4	71
24	5	4	5	5	5	5	5	5	4	4	4	5	5	5	4	4	74
25	4	3	5	5	4	4	3	4	4	4	5	4	5	4	3	4	65
26	5	5	5	5	4	5	4	5	5	5	5	4	5	5	5	5	77
27	5	4	5	5	4	5	4	4	4	4	5	5	4	4	4	5	71
28	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	62
29	4	4	3	5	3	4	4	5	4	4	3	5	3	5	4	5	65
30	4	4	4	5	4	3	4	4	4	3	5	4	4	3	4	5	64
31	5	5	5	5	5	5	4	5	5	5	4	5	4	5	4	5	76
32	5	5	5	5	4	5	4	5	4	5	4	4	4	5	4	4	72
33	4	5	5	5	5	3	4	4	3	4	4	5	4	4	4	4	67

73	4	5	5	5	4	4	5	3	4	4	4	4	4	5	5	4	69
74	5	5	4	5	5	4	4	5	3	4	4	4	4	4	4	3	67
75	4	4	4	5	4	4	3	3	5	5	5	5	5	5	5	4	70
76	5	5	4	5	5	5	5	5	5	5	4	5	5	5	5	5	78
77	4	4	4	5	4	5	4	4	4	4	4	5	5	4	4	4	68
78	5	5	5	5	4	5	5	5	4	4	5	4	4	4	4	4	72

Lampiran 19
Data Penelitian Variabel Persepsi Harga (X2)

Nomor Responden	Instrumen Penelitian Variabel Persepsi Harga (X2)								Skor Total
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	
1	4	4	5	4	5	4	5	5	36
2	4	4	4	4	5	4	5	4	34
3	4	5	5	4	5	4	5	4	36
4	4	5	4	4	5	4	5	5	36
5	4	4	5	4	4	5	4	4	34
6	5	4	5	4	4	4	4	3	33
7	3	4	4	4	3	4	4	4	30
8	4	4	3	4	3	4	4	4	30
9	4	4	4	4	4	3	3	4	30
10	4	5	4	4	4	4	4	3	32
11	4	4	5	4	4	4	5	4	34
12	4	3	3	4	4	4	4	3	29
13	4	3	4	4	4	4	5	3	31
14	4	5	5	4	4	5	4	4	35
15	4	4	4	3	4	4	4	4	31
16	4	4	4	4	4	4	4	3	31
17	5	4	5	4	4	5	4	4	35
18	4	5	5	4	4	5	4	4	35
19	5	4	5	4	4	4	5	5	36
20	4	5	4	4	5	4	5	4	35
21	4	5	5	5	4	4	4	4	35
22	4	5	4	5	4	4	5	5	36
23	4	4	5	4	5	4	4	4	34
24	5	5	4	5	4	4	4	5	36
25	4	4	4	5	4	5	4	4	34
26	5	5	4	5	4	5	4	4	36
27	4	4	5	4	5	5	5	4	36
28	4	4	4	3	4	4	4	4	31
29	4	4	4	4	4	3	4	4	31
30	4	4	4	3	4	4	4	4	31
31	5	5	4	5	4	4	5	5	37
32	4	5	4	5	5	4	5	5	37
33	4	4	5	4	4	4	4	4	33
34	4	4	4	5	5	4	4	4	34

35	4	4	5	4	4	5	4	5	35
36	4	4	5	4	5	5	5	4	36
37	4	4	4	5	4	4	4	4	33
38	4	5	4	5	4	5	5	5	37
39	4	5	4	4	4	4	4	3	32
40	4	4	5	4	4	4	5	4	34
41	4	3	3	4	4	4	4	3	29
42	4	3	4	4	4	4	5	3	31
43	4	5	5	4	4	5	4	4	35
44	4	4	4	3	4	4	4	4	31
45	4	5	4	4	4	4	4	2	31
46	4	5	5	4	4	5	4	5	36
47	4	5	5	4	4	5	4	4	35
48	5	4	5	4	4	4	5	5	36
49	4	4	4	4	5	4	5	3	33
50	4	5	5	5	4	4	4	4	35
51	4	5	4	5	4	4	5	4	35
52	4	4	5	4	5	4	4	4	34
53	5	5	4	5	4	4	4	5	36
54	4	4	4	4	4	5	4	4	33
55	5	5	4	5	4	5	4	4	36
56	4	4	5	4	5	5	5	4	36
57	4	4	4	3	4	4	4	3	30
58	4	4	4	4	4	3	4	4	31
59	4	4	4	3	4	4	4	4	31
60	4	4	4	4	4	4	4	4	32
61	4	4	4	4	5	4	5	4	34
62	4	5	5	4	5	4	5	4	36
63	4	5	5	4	5	4	5	5	37
64	4	4	5	5	4	4	4	4	34
65	5	4	5	4	4	4	4	3	33
66	5	5	5	4	5	4	4	5	37
67	4	4	3	4	3	4	4	4	30
68	4	4	4	4	4	5	5	4	34
69	4	5	4	4	4	4	4	3	32
70	5	4	5	4	4	5	5	4	36
71	4	3	3	4	4	4	4	3	29
72	4	3	4	4	4	4	5	3	31
73	4	5	5	4	4	5	4	4	35

74	4	4	4	3	4	4	4	4	31
75	4	5	4	4	4	4	4	2	31
76	4	5	4	5	4	4	4	4	34
77	4	5	5	4	4	5	4	4	35
78	5	4	5	4	4	4	5	5	36

Lampiran 20**Data Penelitian Variabel Brand Awereness (X3)**

Nomor Responden	Instrumen Penelitian Variabel Brand Awereness (X3)						Skor total
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	
1	4	5	5	4	5	4	27
2	5	4	5	5	4	5	28
3	4	5	4	5	5	5	28
4	5	4	5	5	4	4	27
5	5	5	5	5	5	4	29
6	5	5	4	5	5	4	28
7	5	5	4	4	5	5	28
8	5	4	4	3	3	3	22
9	5	5	4	4	5	5	28
10	3	4	3	4	3	3	20
11	4	4	5	4	5	4	26
12	4	4	3	4	4	3	22
13	4	4	4	3	3	4	22
14	4	4	5	5	5	4	27
15	5	4	3	4	4	4	24
16	4	4	4	3	4	4	23
17	5	5	4	5	5	5	29
18	5	4	5	4	5	4	27
19	5	5	4	5	5	4	28
20	5	4	5	4	4	4	26
21	5	4	5	5	5	5	29
22	5	4	5	5	4	4	27
23	4	4	5	4	5	4	26
24	4	5	5	5	4	5	28
25	4	4	4	4	5	4	25
26	5	5	4	4	4	4	26
27	4	5	4	4	5	4	26
28	4	5	4	4	4	4	25
29	4	4	4	2	4	3	21
30	4	3	4	4	3	4	22
31	5	5	4	4	4	5	27
32	5	5	5	5	4	4	28
33	5	5	4	4	4	4	26
34	5	5	4	4	4	3	25

35	5	4	5	4	5	5	28
36	4	5	5	4	4	4	26
37	4	5	4	4	4	4	25
38	5	4	5	5	4	5	28
39	3	4	3	4	3	3	20
40	4	4	5	4	5	4	26
41	4	4	3	4	4	3	22
42	5	4	4	3	3	4	23
43	4	4	5	5	5	4	27
44	5	4	3	4	4	4	24
45	4	4	4	3	4	4	23
46	5	5	4	5	5	5	29
47	5	4	5	4	5	4	27
48	5	5	4	5	5	4	28
49	5	4	5	4	4	4	26
50	5	4	5	5	5	5	29
51	5	4	5	5	4	4	27
52	4	4	5	4	5	4	26
53	4	5	5	5	4	5	28
54	4	4	4	4	5	4	25
55	5	5	4	4	4	4	26
56	4	5	4	4	5	4	26
57	4	5	4	4	4	4	25
58	4	4	4	2	4	3	21
59	4	3	4	4	3	4	22
60	4	5	5	4	5	4	27
61	5	4	5	5	4	5	28
62	4	5	4	5	5	5	28
63	5	4	5	5	4	4	27
64	5	5	5	5	5	4	29
65	5	5	4	5	5	4	28
66	5	5	4	4	5	5	28
67	5	4	4	3	3	3	22
68	5	5	4	4	5	5	28
69	3	4	3	4	3	3	20
70	4	4	5	4	5	4	26
71	4	4	3	4	4	3	22
72	5	4	4	3	3	4	23
73	4	4	5	5	5	4	27

74	5	4	3	4	4	4	24
75	4	4	4	3	4	4	23
76	5	5	4	5	5	5	29
77	5	4	5	4	5	4	27
78	5	5	4	5	5	4	28

Lampiran 21

Cara merubah Data Ordinal ke Data Interval dengan menggunakan prosedur MSI dengan Excel

Bagaimana cara mengubah data ordinal menjadi data interval dengan menggunakan bantuan Excel? Untuk mengubah data ordinal menjadi data interval dengan menggunakan Excel kita dapat lakukan dengan cara sebagai berikut. Karena tidak semua program Excel mempunyai program tambahan penghitungan MSI; maka carilah dulu program tambahan ini yang dapat di cari di Internet, melalui Google Search. Nama filenya ialah stat97.xla. Kalau sudah ketemu, lakukan langkah berikutnya, yaitu mengubah data ordinal ke data interval. Sebagai contoh kita mempunyai nilai berskala ordinal seperti di bawah ini:

3
3
3
2
2
3
3
2
2
3
3
2
2
3
3

Ketikkan dalam Excel data diatas; atau kita dapat mengkopi dari SPSS secara langsung ke Excel.

Cara mengubah data tersebut dapat dilakukan dengan cara sebagai berikut:

- Buka excel
- Klik file stat97.xla > klik Enable Macro
- Masukkan data yang akan diubah. Dapat diketikkan atau kopi (dengan menggunakan perintah Copy - Paste) dari word atau SPSS di kolom A baris 1
- Pilih Add In >Statistics>Successive Interval
- Pilih Yes

- Pada saat kursor di Data Range Blok data yang ada sampai selesai, misalnya 15 data 89
- Kemudian pindah ke Cell Output.
- Klik di kolom baru untuk membuat output, misalnya di kolom B baris 1
- Tekan Next
- Pilih Select all
- Isikan minimum value 1 dan maksimum value 9 (atau sesuai dengan jarak nilai terendah sampai dengan teratas)
- Tekan Next
- Tekan Finish

Keluaran akan menjadi seperti di bawah ini:

	Successive Interval
3	3
3	2,610
2	2,610
2	2,610
3	1,000
3	1,000
2	2,610
2	2,610
3	1,000
3	1,000
2	2,610
2	2,610
3	1,000
3	1,000
	2,610

Lampiran 22**Tabulasi Data MSI Penelitian Responden Variabel Loyalitas Pelanggan (Y)****Successive Interval**

Y. 1	Y. 2	Y. 3	Y. 4	Y. 5	Y. 6	
2.598	2.674	2.628	2.333	3.756	2.316	16.305
2.598	2.674	2.628	2.333	2.385	3.638	16.256
2.598	2.674	2.628	3.672	2.385	2.316	16.274
4.298	2.674	2.628	2.333	2.385	2.316	16.634
2.598	2.674	2.628	2.333	2.385	3.638	16.256
2.598	2.674	2.628	2.333	2.385	3.638	16.256
2.598	2.674	4.227	2.333	2.385	2.316	16.534
2.598	1.000	2.628	1.000	2.385	1.000	10.611
2.598	2.674	2.628	2.333	2.385	2.316	14.934
1.000	2.674	1.000	1.000	1.000	1.000	7.674
2.598	2.674	2.628	2.333	2.385	2.316	14.934
2.598	1.000	2.628	1.000	2.385	1.000	10.611
1.000	2.674	2.628	1.000	1.000	2.316	10.618
2.598	4.377	2.628	2.333	2.385	2.316	16.637
1.000	1.000	2.628	3.672	1.000	2.316	11.616
2.598	2.674	2.628	2.333	1.000	1.000	12.233
2.598	2.674	2.628	2.333	3.756	2.316	16.305
2.598	2.674	4.227	2.333	2.385	2.316	16.534
2.598	2.674	4.227	2.333	2.385	2.316	16.534
2.598	2.674	4.227	2.333	2.385	2.316	16.534
2.598	2.674	2.628	3.672	2.385	2.316	16.274
2.598	2.674	2.628	3.672	2.385	2.316	16.274
2.598	2.674	2.628	3.672	2.385	2.316	16.274
2.598	2.674	2.628	2.333	3.756	3.638	17.627
1.000	2.674	4.227	1.000	2.385	3.638	14.924
2.598	2.674	2.628	2.333	1.000	3.638	14.871
2.598	2.674	2.628	3.672	2.385	3.638	17.595
1.000	1.000	1.000	2.333	1.000	1.000	7.333
1.000	2.674	1.000	2.333	1.000	1.000	9.007
2.598	2.674	1.000	1.000	1.000	2.316	10.589
2.598	4.377	2.628	3.672	2.385	2.316	17.977
2.598	2.674	2.628	2.333	2.385	3.638	16.256
2.598	2.674	2.628	2.333	2.385	2.316	14.934
2.598	1.000	2.628	2.333	2.385	1.000	11.944
2.598	2.674	2.628	3.672	2.385	2.316	16.274
2.598	2.674	2.628	2.333	2.385	2.316	14.934
2.598	2.674	2.628	2.333	2.385	2.316	14.934
2.598	4.377	2.628	2.333	3.756	3.638	19.330
1.000	2.674	1.000	1.000	1.000	1.000	7.674

2.598	2.674	2.628	2.333	3.756	2.316	16.305
2.598	1.000	2.628	1.000	2.385	1.000	10.611
1.000	2.674	2.628	1.000	1.000	2.316	10.618
4.298	4.377	2.628	3.672	1.000	1.000	16.975
1.000	1.000	2.628	3.672	1.000	2.316	11.616
2.598	2.674	2.628	2.333	1.000	1.000	12.233
2.598	2.674	2.628	3.672	2.385	3.638	17.595
2.598	2.674	4.227	2.333	2.385	2.316	16.534
2.598	2.674	4.227	2.333	3.756	2.316	17.905
2.598	2.674	2.628	2.333	3.756	2.316	16.305
2.598	2.674	2.628	3.672	2.385	2.316	16.274
2.598	2.674	2.628	3.672	2.385	2.316	16.274
2.598	2.674	2.628	3.672	2.385	2.316	16.274
2.598	2.674	4.227	2.333	2.385	3.638	17.855
1.000	2.674	4.227	1.000	2.385	3.638	14.924
2.598	2.674	2.628	2.333	1.000	3.638	14.871
2.598	2.674	2.628	3.672	2.385	3.638	17.595
1.000	2.674	1.000	1.000	1.000	2.316	8.990
1.000	2.674	1.000	2.333	1.000	1.000	9.007
2.598	2.674	1.000	1.000	1.000	2.316	10.589
2.598	2.674	2.628	2.333	3.756	2.316	16.305
2.598	2.674	2.628	3.672	2.385	2.316	16.274
2.598	2.674	2.628	2.333	2.385	3.638	16.256
2.598	2.674	2.628	2.333	3.756	3.638	17.627
2.598	4.377	2.628	2.333	2.385	2.316	16.637
2.598	2.674	2.628	2.333	2.385	3.638	16.256
4.298	4.377	4.227	3.672	1.000	2.316	19.891
2.598	1.000	2.628	1.000	3.756	1.000	11.982
2.598	2.674	2.628	2.333	2.385	3.638	16.256
1.000	2.674	1.000	1.000	1.000	1.000	7.674
4.298	4.377	2.628	2.333	3.756	2.316	19.708
2.598	1.000	2.628	1.000	2.385	1.000	10.611
1.000	2.674	2.628	1.000	1.000	2.316	10.618
4.298	4.377	2.628	3.672	1.000	1.000	16.975
1.000	1.000	2.628	3.672	1.000	2.316	11.616
2.598	2.674	2.628	2.333	1.000	1.000	12.233
2.598	2.674	4.227	2.333	2.385	2.316	16.534
2.598	2.674	4.227	2.333	2.385	2.316	16.534
4.298	2.674	2.628	2.333	2.385	3.638	17.955

Lampiran 23

Tabulasi Data MSI Penelitian Responden Variabel Kualitas Produk (X1)

**Succesive
Interval**

X1. 1	X1. 2	X1. 3	X1. 4	X1. 5	X1. 6	X1. 7	X1. 8	X1. 9	X1. 10	X1. 11	X1. 12	X1. 13	X1. 14	X1. 15	X1. 16	
2.800	3.625	2.282	3.628	3.870	3.799	3.558	3.384	2.667	2.597	2.800	2.615	4.276	4.243	3.856	4.127	54.126
4.345	2.260	3.666	1.980	3.870	3.799	3.558	3.384	2.667	1.000	2.800	1.000	4.276	2.685	2.431	2.614	46.336
4.345	3.625	3.666	1.980	3.870	1.000	3.558	3.384	2.667	2.597	2.800	1.000	2.745	2.685	2.431	4.127	46.479
2.800	3.625	2.282	1.980	3.870	3.799	2.244	3.384	2.667	4.100	4.345	1.000	2.745	2.685	2.431	4.127	48.083
2.800	2.260	3.666	3.628	2.434	3.799	3.558	3.384	4.213	4.100	2.800	1.000	2.745	2.685	1.000	2.614	46.686
2.800	3.625	2.282	1.980	3.870	2.387	3.558	2.098	2.667	2.597	2.800	1.000	4.276	1.000	2.431	2.614	41.984
2.800	3.625	3.666	3.628	3.870	3.799	3.558	3.384	2.667	1.000	4.345	2.615	4.276	2.685	3.856	4.127	53.901
1.000	2.260	1.000	1.980	1.000	2.387	2.244	2.098	2.667	2.597	2.800	1.000	2.745	2.685	2.431	2.614	33.508
2.800	3.625	3.666	3.628	3.870	2.387	2.244	2.098	2.667	4.100	2.800	2.615	2.745	2.685	1.000	2.614	45.542
2.800	2.260	1.000	1.980	2.434	1.000	2.244	1.000	2.667	2.597	2.800	1.000	2.745	2.685	1.000	2.614	32.826
2.800	3.625	3.666	3.628	2.434	2.387	3.558	3.384	4.213	4.100	4.345	2.615	4.276	2.685	2.431	2.614	52.761
2.800	1.000	2.282	1.000	2.434	2.387	1.000	1.000	2.667	2.597	2.800	1.000	2.745	2.685	2.431	2.614	33.442
2.800	2.260	2.282	1.980	2.434	2.387	1.000	1.000	2.667	2.597	2.800	1.000	2.745	2.685	2.431	2.614	35.682
2.800	3.625	3.666	3.628	2.434	2.387	3.558	2.098	2.667	2.597	2.800	1.000	2.745	4.243	3.856	2.614	46.718
4.345	3.625	2.282	1.000	3.870	2.387	2.244	3.384	1.000	2.597	2.800	1.000	2.745	2.685	2.431	1.000	39.394
2.800	2.260	2.282	1.980	2.434	2.387	2.244	2.098	4.213	4.100	4.345	2.615	4.276	2.685	3.856	2.614	47.188
4.345	3.625	2.282	1.980	3.870	3.799	3.558	3.384	4.213	4.100	2.800	2.615	4.276	4.243	3.856	4.127	57.071
2.800	2.260	2.282	3.628	2.434	3.799	2.244	2.098	2.667	2.597	2.800	2.615	4.276	2.685	2.431	2.614	44.230
4.345	3.625	3.666	3.628	2.434	3.799	3.558	3.384	2.667	2.597	4.345	1.000	2.745	2.685	2.431	2.614	49.525
4.345	2.260	2.282	3.628	2.434	2.387	2.244	2.098	2.667	2.597	4.345	1.000	4.276	2.685	2.431	2.614	44.294
2.800	3.625	2.282	3.628	3.870	3.799	2.244	3.384	2.667	2.597	2.800	1.000	2.745	2.685	2.431	2.614	45.170
2.800	3.625	2.282	3.628	2.434	2.387	2.244	2.098	2.667	4.100	4.345	1.000	2.745	2.685	3.856	4.127	47.022
4.345	2.260	3.666	3.628	3.870	2.387	2.244	2.098	2.667	4.100	2.800	1.000	4.276	2.685	3.856	2.614	48.496

4.345	2.260	3.666	3.628	3.870	3.799	3.558	3.384	2.667	2.597	2.800	2.615	4.276	4.243	2.431	2.614	52.753
2.800	1.000	3.666	3.628	2.434	2.387	1.000	2.098	2.667	2.597	4.345	1.000	4.276	2.685	1.000	2.614	40.198
4.345	3.625	3.666	3.628	2.434	3.799	2.244	3.384	4.213	4.100	4.345	1.000	4.276	4.243	3.856	4.127	57.285
4.345	2.260	3.666	3.628	2.434	3.799	2.244	2.098	2.667	2.597	4.345	2.615	2.745	2.685	2.431	4.127	48.686
2.800	2.260	2.282	1.980	2.434	2.387	2.244	2.098	2.667	2.597	2.800	1.000	2.745	1.000	2.431	1.000	34.724
2.800	2.260	1.000	3.628	1.000	2.387	2.244	3.384	2.667	2.597	1.000	2.615	1.000	4.243	2.431	4.127	39.382
2.800	2.260	2.282	3.628	2.434	1.000	2.244	2.098	2.667	1.000	4.345	1.000	2.745	1.000	2.431	4.127	38.061
4.345	3.625	3.666	3.628	3.870	3.799	2.244	3.384	4.213	4.100	2.800	2.615	2.745	4.243	2.431	4.127	55.833
4.345	3.625	3.666	3.628	2.434	3.799	2.244	3.384	2.667	4.100	2.800	1.000	2.745	4.243	2.431	2.614	49.726
2.800	3.625	3.666	3.628	3.870	1.000	2.244	2.098	1.000	2.597	2.800	2.615	2.745	2.685	2.431	2.614	42.416
4.345	2.260	2.282	3.628	2.434	2.387	2.244	3.384	4.213	2.597	2.800	2.615	4.276	4.243	3.856	4.127	51.690
2.800	2.260	3.666	3.628	3.870	2.387	3.558	3.384	2.667	2.597	2.800	1.000	2.745	2.685	2.431	2.614	45.092
2.800	2.260	2.282	3.628	3.870	2.387	3.558	2.098	4.213	4.100	4.345	2.615	2.745	2.685	3.856	2.614	50.055
2.800	2.260	2.282	3.628	2.434	2.387	2.244	2.098	2.667	2.597	2.800	1.000	2.745	2.685	3.856	2.614	41.097
4.345	3.625	3.666	3.628	3.870	3.799	2.244	3.384	4.213	2.597	4.345	2.615	2.745	4.243	2.431	2.614	54.364
2.800	2.260	1.000	3.628	1.000	1.000	1.000	1.000	4.213	2.597	2.800	2.615	4.276	2.685	1.000	2.614	36.486
2.800	1.000	3.666	3.628	2.434	2.387	3.558	3.384	4.213	4.100	4.345	2.615	4.276	2.685	2.431	2.614	50.136
2.800	1.000	3.666	3.628	2.434	2.387	1.000	3.384	2.667	2.597	4.345	1.000	2.745	2.685	3.856	4.127	44.321
4.345	2.260	2.282	3.628	2.434	2.387	1.000	1.000	2.667	2.597	2.800	1.000	2.745	2.685	2.431	2.614	38.875
2.800	3.625	3.666	3.628	2.434	2.387	3.558	1.000	2.667	2.597	2.800	1.000	2.745	4.243	3.856	2.614	45.620
4.345	3.625	2.282	3.628	3.870	2.387	2.244	3.384	1.000	2.597	2.800	1.000	2.745	2.685	2.431	1.000	42.022
2.800	2.260	2.282	3.628	2.434	2.387	1.000	1.000	4.213	4.100	4.345	2.615	4.276	4.243	3.856	2.614	48.052
4.345	3.625	2.282	3.628	3.870	3.799	3.558	3.384	4.213	4.100	2.800	2.615	4.276	4.243	3.856	4.127	58.720
2.800	2.260	2.282	3.628	2.434	3.799	2.244	2.098	2.667	2.597	2.800	2.615	4.276	2.685	2.431	2.614	44.230
4.345	3.625	3.666	3.628	2.434	3.799	3.558	3.384	2.667	2.597	4.345	1.000	2.745	2.685	2.431	2.614	49.525
4.345	2.260	2.282	3.628	2.434	2.387	2.244	2.098	2.667	2.597	4.345	1.000	4.276	2.685	2.431	2.614	44.294
2.800	3.625	2.282	3.628	3.870	3.799	2.244	3.384	2.667	2.597	2.800	1.000	2.745	2.685	2.431	2.614	45.170
2.800	3.625	2.282	3.628	2.434	2.387	2.244	2.098	4.213	4.100	4.345	1.000	2.745	2.685	3.856	4.127	48.568
4.345	2.260	3.666	3.628	3.870	2.387	2.244	2.098	2.667	4.100	2.800	1.000	4.276	2.685	3.856	2.614	48.496
4.345	2.260	3.666	3.628	3.870	3.799	3.558	3.384	2.667	2.597	2.800	2.615	4.276	4.243	2.431	2.614	52.753

2.800	1.000	3.666	3.628	2.434	2.387	1.000	2.098	2.667	2.597	4.345	1.000	4.276	2.685	1.000	2.614	40.198
4.345	3.625	3.666	3.628	2.434	3.799	2.244	3.384	4.213	4.100	4.345	1.000	4.276	4.243	3.856	4.127	57.285
4.345	2.260	3.666	3.628	2.434	3.799	2.244	2.098	2.667	2.597	4.345	2.615	2.745	2.685	2.431	4.127	48.686
2.800	2.260	2.282	1.980	2.434	2.387	2.244	2.098	2.667	2.597	2.800	1.000	2.745	1.000	2.431	1.000	34.724
2.800	2.260	1.000	3.628	1.000	2.387	2.244	3.384	2.667	2.597	1.000	2.615	1.000	4.243	2.431	4.127	39.382
2.800	2.260	2.282	3.628	2.434	1.000	2.244	2.098	2.667	1.000	4.345	1.000	2.745	1.000	2.431	4.127	38.061
2.800	3.625	2.282	3.628	3.870	2.387	3.558	3.384	1.000	2.597	2.800	1.000	2.745	2.685	2.431	2.614	43.405
4.345	2.260	3.666	3.628	2.434	3.799	3.558	3.384	2.667	2.597	2.800	1.000	4.276	2.685	2.431	2.614	48.145
4.345	3.625	3.666	3.628	3.870	2.387	3.558	3.384	2.667	2.597	2.800	1.000	2.745	2.685	2.431	2.614	48.002
2.800	3.625	2.282	3.628	3.870	3.799	2.244	3.384	2.667	4.100	4.345	1.000	2.745	2.685	2.431	4.127	49.731
2.800	2.260	3.666	3.628	2.434	3.799	3.558	3.384	4.213	4.100	2.800	1.000	2.745	2.685	1.000	2.614	46.686
2.800	3.625	2.282	3.628	3.870	2.387	3.558	2.098	2.667	2.597	2.800	1.000	4.276	2.685	2.431	2.614	45.317
2.800	3.625	3.666	3.628	3.870	3.799	3.558	3.384	2.667	1.000	4.345	2.615	4.276	2.685	3.856	4.127	53.901
1.000	1.000	1.000	3.628	1.000	3.799	3.558	2.098	2.667	2.597	2.800	1.000	2.745	2.685	2.431	2.614	36.623
2.800	3.625	3.666	3.628	3.870	2.387	2.244	2.098	2.667	4.100	2.800	2.615	2.745	2.685	1.000	2.614	45.542
2.800	2.260	1.000	3.628	1.000	1.000	1.000	1.000	4.213	2.597	2.800	2.615	4.276	2.685	1.000	2.614	36.486
2.800	1.000	3.666	3.628	2.434	2.387	3.558	3.384	4.213	4.100	4.345	2.615	4.276	2.685	2.431	2.614	50.136
2.800	1.000	3.666	3.628	2.434	2.387	1.000	3.384	2.667	2.597	4.345	1.000	2.745	2.685	3.856	4.127	44.321
4.345	2.260	2.282	3.628	2.434	2.387	1.000	1.000	2.667	2.597	2.800	1.000	2.745	2.685	2.431	2.614	38.875
2.800	3.625	3.666	3.628	2.434	2.387	3.558	1.000	2.667	2.597	2.800	1.000	2.745	4.243	3.856	2.614	45.620
4.345	3.625	2.282	3.628	3.870	2.387	2.244	3.384	1.000	2.597	2.800	1.000	2.745	2.685	2.431	1.000	42.022
2.800	2.260	2.282	3.628	2.434	2.387	1.000	1.000	4.213	4.100	4.345	2.615	4.276	4.243	3.856	2.614	48.052
4.345	3.625	2.282	3.628	3.870	3.799	3.558	3.384	4.213	4.100	2.800	2.615	4.276	4.243	3.856	4.127	58.720
2.800	2.260	2.282	3.628	2.434	3.799	2.244	2.098	2.667	2.597	2.800	2.615	4.276	2.685	2.431	2.614	44.230
4.345	3.625	3.666	3.628	2.434	3.799	3.558	3.384	2.667	2.597	4.345	1.000	2.745	2.685	2.431	2.614	49.525

Lampiran 24**Tabulasi Data MSI Penelitian Responden Variabel Persepsi Harga (X2)****Successive Interval**

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	
3.316	2.434	3.904	2.632	4.521	2.832	4.646	4.750	29.035
3.316	2.434	2.456	2.632	4.521	2.832	4.646	3.346	26.183
3.316	3.870	3.904	2.632	4.521	2.832	4.646	3.346	29.067
3.316	3.870	2.456	2.632	4.521	2.832	4.646	4.750	29.022
3.316	2.434	3.904	2.632	2.886	4.426	3.056	3.346	26.001
5.079	2.434	3.904	2.632	2.886	2.832	3.056	2.077	24.902
1.000	2.434	2.456	2.632	1.000	2.832	3.056	3.346	18.756
3.316	2.434	1.000	2.632	1.000	2.832	3.056	3.346	19.616
3.316	2.434	2.456	2.632	2.886	1.000	1.000	3.346	19.071
3.316	3.870	2.456	2.632	2.886	2.832	3.056	2.077	23.125
3.316	2.434	3.904	2.632	2.886	2.832	4.646	3.346	25.997
3.316	1.000	1.000	2.632	2.886	2.832	3.056	2.077	18.799
3.316	1.000	2.456	2.632	2.886	2.832	4.646	2.077	21.845
3.316	3.870	3.904	2.632	2.886	4.426	3.056	3.346	27.437
3.316	2.434	2.456	1.000	2.886	2.832	3.056	3.346	21.326
3.316	2.434	2.456	2.632	2.886	2.832	3.056	2.077	21.689
5.079	2.434	3.904	2.632	2.886	4.426	3.056	3.346	27.765
3.316	3.870	3.904	2.632	2.886	4.426	3.056	3.346	27.437
5.079	2.434	3.904	2.632	2.886	2.832	4.646	4.750	29.164
3.316	3.870	2.456	2.632	4.521	2.832	4.646	3.346	27.618
3.316	3.870	3.904	4.191	2.886	2.832	3.056	3.346	27.401
3.316	3.870	2.456	4.191	2.886	2.832	4.646	4.750	28.946
3.316	2.434	3.904	2.632	4.521	2.832	3.056	3.346	26.042
5.079	3.870	2.456	4.191	2.886	2.832	3.056	4.750	29.119
3.316	2.434	2.456	4.191	2.886	4.426	3.056	3.346	26.112
5.079	3.870	2.456	4.191	2.886	4.426	3.056	3.346	29.310
3.316	2.434	3.904	2.632	4.521	4.426	4.646	3.346	29.226
3.316	2.434	2.456	1.000	2.886	2.832	3.056	3.346	21.326
3.316	2.434	2.456	2.632	2.886	1.000	3.056	3.346	21.127
3.316	2.434	2.456	1.000	2.886	2.832	3.056	3.346	21.326
5.079	3.870	2.456	4.191	2.886	2.832	4.646	4.750	30.709
3.316	3.870	2.456	4.191	4.521	2.832	4.646	4.750	30.581
3.316	2.434	3.904	2.632	2.886	2.832	3.056	3.346	24.407
3.316	2.434	2.456	4.191	4.521	2.832	3.056	3.346	26.152
3.316	2.434	3.904	2.632	2.886	4.426	3.056	4.750	27.405
3.316	2.434	3.904	2.632	4.521	4.426	4.646	3.346	29.226
3.316	2.434	2.456	4.191	2.886	2.832	3.056	3.346	24.517
3.316	3.870	2.456	4.191	2.886	4.426	4.646	4.750	30.540
3.316	3.870	2.456	2.632	2.886	2.832	3.056	2.077	23.125

3.316	2.434	3.904	2.632	2.886	2.832	4.646	3.346	25.997
3.316	1.000	1.000	2.632	2.886	2.832	3.056	2.077	18.799
3.316	1.000	2.456	2.632	2.886	2.832	4.646	2.077	21.845
3.316	3.870	3.904	2.632	2.886	4.426	3.056	3.346	27.437
3.316	2.434	2.456	1.000	2.886	2.832	3.056	3.346	21.326
3.316	3.870	2.456	2.632	2.886	2.832	3.056	1.000	22.047
3.316	3.870	3.904	2.632	2.886	4.426	3.056	4.750	28.840
3.316	3.870	3.904	2.632	2.886	4.426	3.056	3.346	27.437
5.079	2.434	3.904	2.632	2.886	2.832	4.646	4.750	29.164
3.316	2.434	2.456	2.632	4.521	2.832	4.646	2.077	24.914
3.316	3.870	3.904	4.191	2.886	2.832	3.056	3.346	27.401
3.316	3.870	2.456	4.191	2.886	2.832	4.646	3.346	27.542
3.316	2.434	3.904	2.632	4.521	2.832	3.056	3.346	26.042
5.079	3.870	2.456	4.191	2.886	2.832	3.056	4.750	29.119
3.316	2.434	2.456	2.632	2.886	4.426	3.056	3.346	24.553
5.079	3.870	2.456	4.191	2.886	4.426	3.056	3.346	29.310
3.316	2.434	3.904	2.632	4.521	4.426	4.646	3.346	29.226
3.316	2.434	2.456	1.000	2.886	2.832	3.056	2.077	20.057
3.316	2.434	2.456	2.632	2.886	1.000	3.056	3.346	21.127
3.316	2.434	2.456	1.000	2.886	2.832	3.056	3.346	21.326
3.316	2.434	2.456	2.632	2.886	2.832	3.056	3.346	22.958
3.316	2.434	2.456	2.632	4.521	2.832	4.646	3.346	26.183
3.316	3.870	3.904	2.632	4.521	2.832	4.646	3.346	29.067
3.316	3.870	3.904	2.632	4.521	2.832	4.646	4.750	30.471
3.316	2.434	3.904	4.191	2.886	2.832	3.056	3.346	25.966
5.079	2.434	3.904	2.632	2.886	2.832	3.056	2.077	24.902
5.079	3.870	3.904	2.632	4.521	2.832	3.056	4.750	30.644
3.316	2.434	1.000	2.632	1.000	2.832	3.056	3.346	19.616
3.316	2.434	2.456	2.632	2.886	4.426	4.646	3.346	26.142
3.316	3.870	2.456	2.632	2.886	2.832	3.056	2.077	23.125
5.079	2.434	3.904	2.632	2.886	4.426	4.646	3.346	29.354
3.316	1.000	1.000	2.632	2.886	2.832	3.056	2.077	18.799
3.316	1.000	2.456	2.632	2.886	2.832	4.646	2.077	21.845
3.316	3.870	3.904	2.632	2.886	4.426	3.056	3.346	27.437
3.316	2.434	2.456	1.000	2.886	2.832	3.056	3.346	21.326
3.316	3.870	2.456	2.632	2.886	2.832	3.056	1.000	22.047
3.316	3.870	2.456	4.191	2.886	2.832	3.056	3.346	25.953
3.316	3.870	3.904	2.632	2.886	4.426	3.056	3.346	27.437
5.079	2.434	3.904	2.632	2.886	2.832	4.646	4.750	29.164

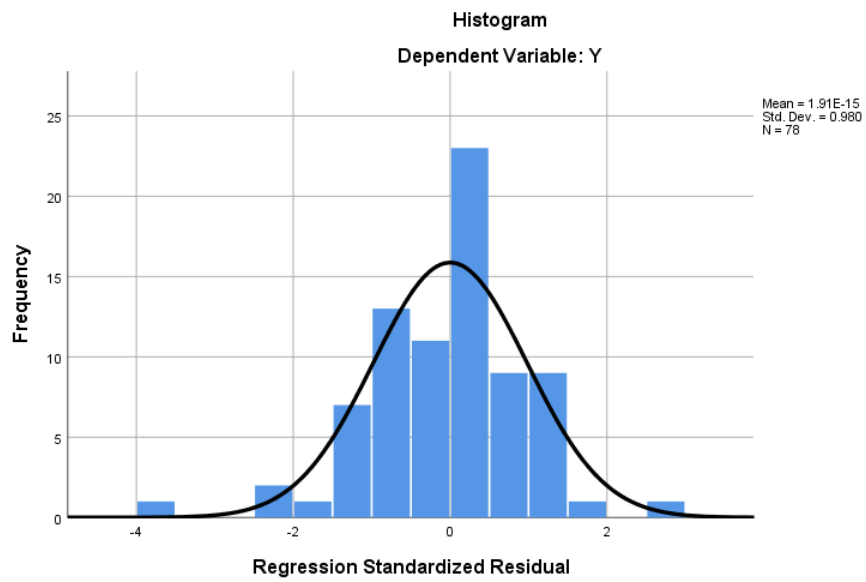
Lampiran 25**Tabulasi Data MSI Penelitian Responden Variabel Brand Awareness (X3)****Successive Interval**

X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	
2.429	4.276	3.657	3.025	3.495	2.458	19.339
3.908	2.745	3.657	4.394	2.177	3.904	20.784
2.429	4.276	2.294	4.394	3.495	3.904	20.792
3.908	2.745	3.657	4.394	2.177	2.458	19.338
3.908	4.276	3.657	4.394	3.495	2.458	22.187
3.908	4.276	2.294	4.394	3.495	2.458	20.824
3.908	4.276	2.294	3.025	3.495	3.904	20.901
3.908	2.745	2.294	1.867	1.000	1.000	12.814
3.908	4.276	2.294	3.025	3.495	3.904	20.901
1.000	2.745	1.000	3.025	1.000	1.000	9.770
2.429	2.745	3.657	3.025	3.495	2.458	17.808
2.429	2.745	1.000	3.025	2.177	1.000	12.376
2.429	2.745	2.294	1.867	1.000	2.458	12.793
2.429	2.745	3.657	4.394	3.495	2.458	19.177
3.908	2.745	1.000	3.025	2.177	2.458	15.312
2.429	2.745	2.294	1.867	2.177	2.458	13.970
3.908	4.276	2.294	4.394	3.495	3.904	22.270
3.908	2.745	3.657	3.025	3.495	2.458	19.287
3.908	4.276	2.294	4.394	3.495	2.458	20.824
3.908	2.745	3.657	3.025	2.177	2.458	17.969
3.908	2.745	3.657	4.394	3.495	3.904	22.102
3.908	2.745	3.657	4.394	2.177	2.458	19.338
2.429	2.745	3.657	3.025	3.495	2.458	17.808
2.429	4.276	3.657	4.394	2.177	3.904	20.837
2.429	2.745	2.294	3.025	3.495	2.458	16.445
3.908	4.276	2.294	3.025	2.177	2.458	18.137
2.429	4.276	2.294	3.025	3.495	2.458	17.976
2.429	4.276	2.294	3.025	2.177	2.458	16.659
2.429	2.745	2.294	1.000	2.177	1.000	11.645
2.429	1.000	2.294	3.025	1.000	2.458	12.206
3.908	4.276	2.294	3.025	2.177	3.904	19.584
3.908	4.276	3.657	4.394	2.177	2.458	20.869
3.908	4.276	2.294	3.025	2.177	2.458	18.137
3.908	4.276	2.294	3.025	2.177	1.000	16.679
3.908	2.745	3.657	3.025	3.495	3.904	20.733
2.429	4.276	3.657	3.025	2.177	2.458	18.021
2.429	4.276	2.294	3.025	2.177	2.458	16.659
3.908	2.745	3.657	4.394	2.177	3.904	20.784
1.000	2.745	1.000	3.025	1.000	1.000	9.770

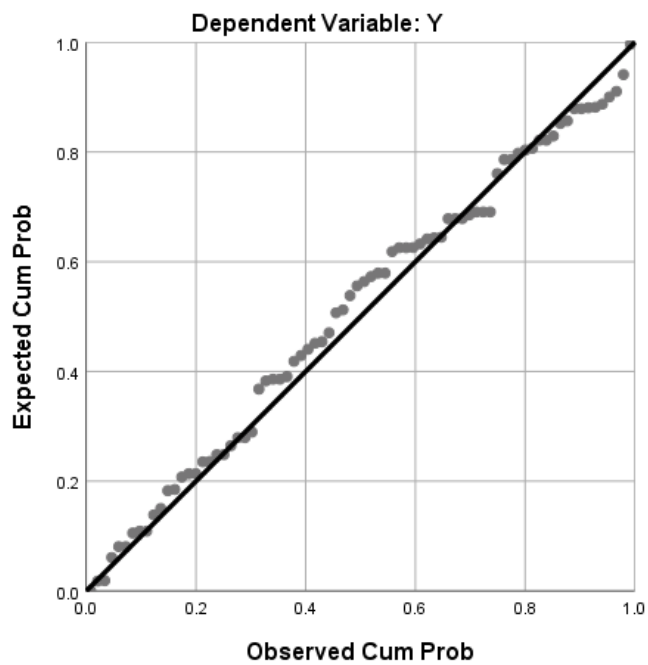
2.429	2.745	3.657	3.025	3.495	2.458	17.808
2.429	2.745	1.000	3.025	2.177	1.000	12.376
3.908	2.745	2.294	1.867	1.000	2.458	14.272
2.429	2.745	3.657	4.394	3.495	2.458	19.177
3.908	2.745	1.000	3.025	2.177	2.458	15.312
2.429	2.745	2.294	1.867	2.177	2.458	13.970
3.908	4.276	2.294	4.394	3.495	3.904	22.270
3.908	2.745	3.657	3.025	3.495	2.458	19.287
3.908	4.276	2.294	4.394	3.495	2.458	20.824
3.908	2.745	3.657	3.025	2.177	2.458	17.969
3.908	2.745	3.657	4.394	3.495	3.904	22.102
3.908	2.745	3.657	4.394	2.177	2.458	19.338
2.429	2.745	3.657	3.025	3.495	2.458	17.808
2.429	4.276	3.657	4.394	2.177	3.904	20.837
2.429	2.745	2.294	3.025	3.495	2.458	16.445
3.908	4.276	2.294	3.025	2.177	2.458	18.137
2.429	4.276	2.294	3.025	3.495	2.458	17.976
2.429	4.276	2.294	3.025	2.177	2.458	16.659
2.429	2.745	2.294	1.000	2.177	1.000	11.645
2.429	1.000	2.294	3.025	1.000	2.458	12.206
2.429	4.276	3.657	3.025	3.495	2.458	19.339
3.908	2.745	3.657	4.394	2.177	3.904	20.784
2.429	4.276	2.294	4.394	3.495	3.904	20.792
3.908	2.745	3.657	4.394	2.177	2.458	19.338
3.908	4.276	3.657	4.394	3.495	2.458	22.187
3.908	4.276	2.294	4.394	3.495	2.458	20.824
3.908	4.276	2.294	3.025	3.495	3.904	20.901
3.908	2.745	2.294	1.867	1.000	1.000	12.814
3.908	4.276	2.294	3.025	3.495	3.904	20.901
1.000	2.745	1.000	3.025	1.000	1.000	9.770
2.429	2.745	3.657	3.025	3.495	2.458	17.808
2.429	2.745	1.000	3.025	2.177	1.000	12.376
3.908	2.745	2.294	1.867	1.000	2.458	14.272
2.429	2.745	3.657	4.394	3.495	2.458	19.177
3.908	2.745	1.000	3.025	2.177	2.458	15.312
2.429	2.745	2.294	1.867	2.177	2.458	13.970
3.908	4.276	2.294	4.394	3.495	3.904	22.270
3.908	2.745	3.657	3.025	3.495	2.458	19.287
3.908	4.276	2.294	4.394	3.495	2.458	20.824

Lampiran 26

Uji Asumsi Klasik (Uji Normalitas)



Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		78
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.31427898
Most Extreme Differences	Absolute	.070
	Positive	.060
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Lampiran 27
Uji Asumsi Klasik (Uji Multikolonieritas)

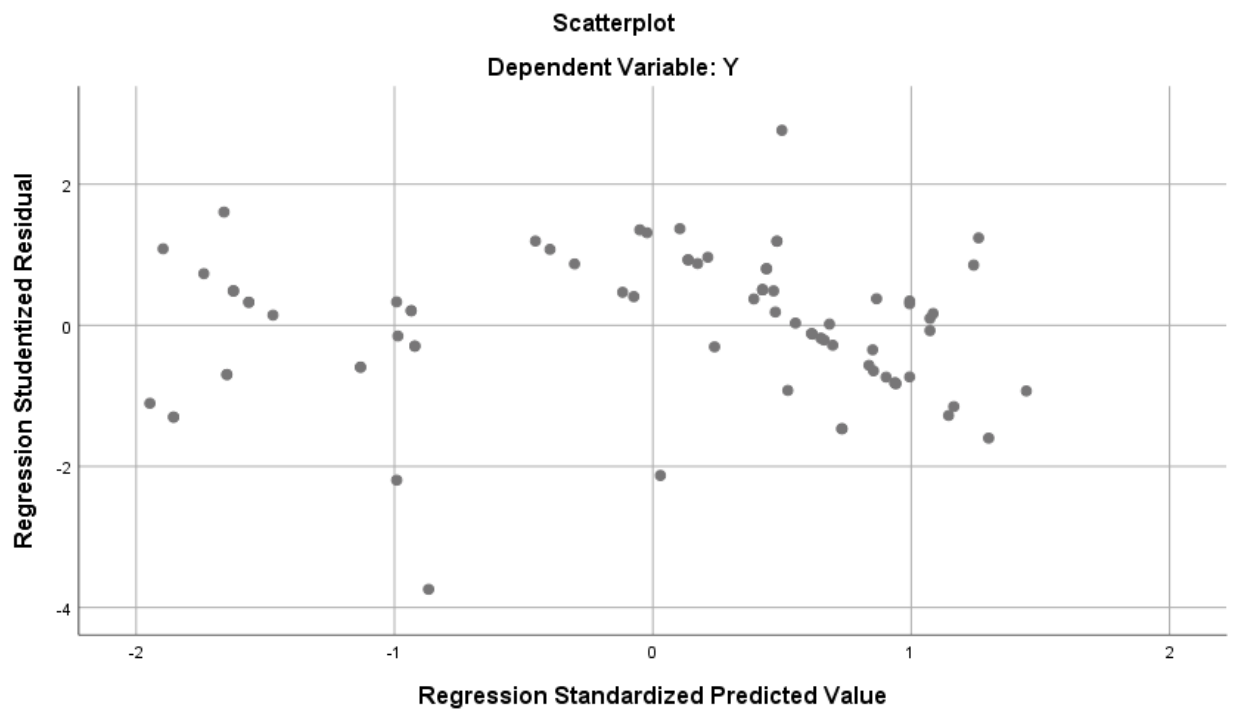
Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-4.656	1.225		-3.800	.000		
	Kualitas Produk	.072	.036	.143	1.999	.049	.456	2.193
	Persepsi Harga	.279	.064	.315	4.374	.000	.453	2.208
	Brand Awareness	.502	.066	.551	7.627	.000	.449	2.226

a. Dependent Variable: Loyalitas Pelanggan

Lampiran 28

Uji Asumsi Klasik (Uji Heteroskedastisitas)



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.656	1.225		-3.800	.000
	Kualitas Produk	.072	.036	.143	1.999	.049
	Persepsi Harga	.279	.064	.315	4.374	.000
	Brand Awareness	.502	.066	.551	7.627	.000

a. Dependent Variable: Loyalitas Pelanggan

Lampiran 29

Analisis Regresi Linier Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
Y	14.64881	3.156172	78
X1	45.80473	6.302300	78
X2	25.46663	3.558404	78
X3	17.73319	3.459856	78

Correlations

		Y	X1	X2	X3
Pearson Correlation	Y	1.000	.729	.786	.862
	X1	.729	1.000	.674	.678
	X2	.786	.674	1.000	.680
	X3	.862	.678	.680	1.000
Sig. (1-tailed)	Y	.	.000	.000	.000
	X1	.000	.	.000	.000
	X2	.000	.000	.	.000
	X3	.000	.000	.000	.
N	Y	78	78	78	78
	X1	78	78	78	78
	X2	78	78	78	78
	X3	78	78	78	78

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Awareness, Persepsi Harga, Kualitas Produk ^b	.	Enter

a. Dependent Variable: Loyalitas Pelanggan

b. All requested variables entered.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.656	1.225		-3.800	.000
	Kualitas Produk	.072	.036	.143	1.999	.049
	Persepsi Harga	.279	.064	.315	4.374	.000
	Brand Awareness	.502	.066	.551	7.627	.000

a. Dependent Variable: Loyalitas Pelanggan

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	X1	X2	X3
1	1	3.969	1.000	.00	.00	.00	.00
	2	.018	14.731	.40	.00	.00	.46
	3	.007	23.808	.59	.22	.38	.53
	4	.006	25.602	.01	.77	.62	.00

a. Dependent Variable: Loyalitas Pelanggan

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.06252	18.79674	14.64881	2.869510	78
Std. Predicted Value	-1.947	1.446	.000	1.000	78
Standard Error of Predicted Value	.165	.676	.291	.089	78
Adjusted Predicted Value	9.10340	18.89018	14.65755	2.867971	78
Residual	-4.825342	3.625939	.000000	1.314279	78
Std. Residual	-3.599	2.705	.000	.980	78
Stud. Residual	-3.742	2.764	-.003	1.013	78
Deleted Residual	-5.216307	3.787335	-.008738	1.404488	78
Stud. Deleted Residual	-4.128	2.899	-.008	1.042	78
Mahal. Distance	.173	18.610	2.962	2.795	78
Cook's Distance	.000	.284	.018	.040	78
Centered Leverage Value	.002	.242	.038	.036	78

a. Dependent Variable: Loyalitas Pelanggan

Lampiran 30
Uji Signifikansi Parsial (Uji t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.656	1.225		-3.800	.000
	Kualitas Produk	.072	.036	.143	1.999	.049
	Persepsi Harga	.279	.064	.315	4.374	.000
	Brand Awareness	.502	.066	.551	7.627	.000

a. Dependent Variable: Loyalitas Pelanggan

Lampiran 31
Uji Signifikansi Simultan (Uji F)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	634.025	3	211.342	117.585	.000 ^b
	Residual	133.004	74	1.797		
	Total	767.029	77			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Brand Awareness, Persepsi Harga, Kualitas Produk

Lampiran 32
Analisis Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909 ^a	.827	.820	1.340655

a. Predictors: (Constant), Brand Awareness, Persepsi Harga, Kualitas Produk

b. Dependent Variable: Loyalitas Pelanggan