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Lampiran 1.

Kuesioner

KUESIONER PENELITIAN

Kepada Yth:
Bapak/Ibu /Saudara/i
di Tempat

Dengan hormat,

Dalam rangka menyelesaikan Studi Strata Satu (S1) Fakultas Ekonomi Dan Bisnis Progam Studi Manajemen, Universitas Pancasakti Tegal, Saya bermaksud mengadakan penelitian skripsi yang berjudul “Pengaruh Kualitas Produk, Persepsi Harga Dan Inovasi Produk Terhadap Loyalitas Pelanggan Pada Marrone Brownies Tegal”

Nama : Diana Oktavia
NPM : 4119500158
Universitas / Fakultas : Universitas Pancasakti Tegal / Fakultas
Ekonomi dan Bisnis

Penelitian ini menggunakan kuesioner sebagai alat untuk pengumpulan data utama. Oleh karena itu, saya memohon bantuan Bapak/Ibu untuk berkenan menjadi responden dengan mengisi kuesioner penelitian ini secara lengkap dan jujur.

Jawaban dari kuesioner ini tidak ada yang salah, sehingga apapun yang Bapak/Ibu berikan adalah benar. Jawaban ata kuesioner ini semata-mata ditunjukkan untuk kepentingan penelitian bukan untuk maksud lain.

Demikian permohonan saya, atas kesediaan dan kerjasama Bapak/Ibu. Saya ucapkan terima kasih.

Hormat saya

Diana Oktavia

DAFTAR PERTANYAAN

I. PETUNJUK PENGISIAN

1. Isilah identitas yang sudah disediakan sesuai dengan identitas anda
2. Beri tanda *checklist* (☐) pada kolom yang sudah tersedia dan pilih salah satu jawaban keadaan yang sebenarnya.
3. Ada lima pilihan alternatif untuk menjawab, yaitu

Simbol	Kategori	Nilai Bobot
SS	Sangat Setuju	5
S	Setuju	4
N	Netral	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

II. IDENTITAS RESPONDEN

- a. Nama :
- b. Jenis Kelamin :

<input type="checkbox"/> Laki-laki	<input type="checkbox"/> Perempuan
------------------------------------	------------------------------------
- c. Usia Bapak/Ibu/Sdr/i saat ini

<input type="checkbox"/> 17-30 tahun	<input type="checkbox"/> 41-50 tahun
<input type="checkbox"/> 31-40 tahun	<input type="checkbox"/> > 50 tahun
- d. Pendidikan

<input type="checkbox"/> SMP/Sederajat	<input type="checkbox"/> SLTA/Sederajat
<input type="checkbox"/> DIII/Diploma	<input type="checkbox"/> S1/Sarjana
<input type="checkbox"/> S2/Pasca Sarjana	<input type="checkbox"/> Lain-lain.....
- e. Kecamatan

<input type="checkbox"/> Tegal Timur	<input type="checkbox"/> Tegal Selatan
<input type="checkbox"/> Tegal Barat	<input type="checkbox"/> Margadana

KUESIONER PENELITIAN

1. Variabel Loyalitas Pelanggan (Y)

No	Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1.	Saya sering melakukan pembelian kembali produk Marrone Brownies Tegal					
2	Saya sering melakukan pembelian kembali produk Marrone Brownies di beberapa cabangnya					
3	Saya terbiasa mengkonsumsi produk Marrone Brownies Tegal					
4	Saya terbiasa membeli brownies Hanya di Marrone Browneis					
5	Saya menyukai brownies merek Marrone Brownies Tegal					
6	Saya berkeinginan untuk tetap menjadi pelanggan Marrone Brownies Tegal					
7	Saya tetap mengkonsumsi produk Marrone Brownies dan tidak mudah beralih pada merek lain					
8	Saya yakin merek Marrone Brownies merupakan pilihan terbaik					

2. Variabel Kualitas Produk (X1)

No	Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1.	Produk Marrone Brownies mudah ketika akan dimakan					
2	Produk Marrone Brownies memiliki ciri khas rasa yang berbeda dengan brownies lainnya					
3	Produk Marrone Brownies tidak mudah rusak					
4	Harga Marrne Brownies sesuai dnegn kualitas browniesnya					
5	Produk di Marrone Brownies memiliki daya tahan hingga beberapa minggu					
6	Pelayanan di Marrone Brownies baik					
7	Tampilan produk Marrone Brownies menarik					
8	Produk Marrone Brownies selalu menjaga kualitasnya					

3. Variabel Persepsi Harga (X2)

No	Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Harga produk Marrone Brownies terjangkau					
2	Harga Marrone Bronwnies sesuai dengan jenis browniesnya					
3	Harga produk Marrone Brownies sesuai dengan keuangan saya					
4	Harga produk Marrone Brownies sesuai dengan spesifikasinya					
5	Harga produk Marrone Brownies sesuai dengan kualitas produknya					
6	Harga produk Marrone Brownies sesuai dengan produk yang ditawarkan					
7	Harga produk Marrone Brownies sesuai dengan manfaat produknya					
8	Harga produk Marroen Brownies sesuai dengan kualitas yang saya dapatkan					

4. Variabel Inovasi Produk (X3)

No	Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1.	Marrone Brownies Tegal sering mengeluarkan varian baru					
2	Marrone Brownie Tegal menawarkan menu baru					
3	Produk Marrone Brownies bisa dijangkau pelanggan dari kalangan bawah sampai pelanggan menengah ke atas					
4	Produk Marrone Brownies memberikan produk brownies yang lebih beragam					
5	Produk Marrone Brownies mengeluarkan brownies yang sudah ada menjadi brownies lumer yang lebih menarik					
6	Produk Marrone Brownies sering melakukan inovasi produk					
7	Produk Marrone Brownies Tegal memiliki desain baru yang inovatif					
8	Marrone Brownies Tegal menyediakan produk dengan harga yang bersaing dengan browniesnya					

Lampiran 2.

Data Uji Coba Kuesioner Variabel Loyalitas Pelanggan (Y)

Responden	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	TOTAL
1	5	5	4	5	5	4	5	5	38
2	4	5	5	4	4	5	4	4	35
3	5	5	5	1	5	5	5	5	36
4	4	4	5	4	5	4	5	4	35
5	3	3	3	2	2	3	3	3	22
6	3	4	3	2	4	3	3	3	25
7	5	5	5	4	5	5	5	5	39
8	5	5	5	5	5	5	5	5	40
9	5	4	5	3	3	4	4	4	32
10	5	5	5	5	5	5	5	5	40
11	1	1	1	1	1	4	1	4	14
12	4	4	4	3	4	3	3	3	28
13	5	5	5	4	5	5	5	5	39
14	4	4	3	4	5	4	3	4	31
15	5	5	5	5	5	5	5	5	40
16	4	4	3	4	4	4	4	5	32
17	5	5	4	4	4	5	4	5	36
18	3	3	3	2	3	3	3	3	23
19	5	5	5	5	5	5	5	5	40
20	3	3	2	2	3	3	3	3	22
21	3	4	3	3	5	4	4	4	30
22	4	4	4	5	5	3	3	5	33
23	4	4	4	4	4	4	4	4	32
24	4	4	4	2	3	3	3	3	26
25	4	3	3	3	4	4	3	3	27
26	4	4	4	5	5	5	5	5	37
27	2	3	3	2	3	3	3	3	22
28	5	5	5	4	5	5	5	5	39
29	4	4	4	4	4	4	4	4	32
30	4	4	4	4	4	4	4	4	32

Sumber : Data yang diolah (SPSS.25)

Lampiran 3.

Data Uji Coba Kuesioner Variabel Kualitas Produk (X1)

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TOTAL
1	5	5	3	5	5	4	4	4	35
2	4	5	4	4	5	4	4	5	35
3	5	5	5	5	1	5	5	5	36
4	4	4	4	5	5	4	4	5	35
5	4	4	3	4	3	4	4	4	30
6	4	4	3	4	3	4	4	4	30
7	5	5	5	5	5	5	5	5	40
8	5	3	4	5	4	5	5	5	36
9	3	5	4	5	4	5	5	5	36
10	5	5	5	5	5	5	5	5	40
11	4	5	4	4	3	3	4	4	31
12	5	3	4	4	4	5	5	5	35
13	5	5	5	5	5	5	5	5	40
14	5	5	4	4	4	4	4	3	33
15	5	5	4	5	5	4	5	5	38
16	4	4	4	4	5	4	4	5	34
17	4	5	4	5	4	5	5	4	36
18	3	3	3	3	3	3	3	3	24
19	5	4	4	5	5	4	4	5	36
20	4	3	4	4	4	3	3	4	29
21	5	5	4	5	3	4	4	4	34
22	5	5	4	5	4	4	3	4	34
23	4	4	4	4	4	4	4	4	32
24	4	4	3	3	4	4	4	4	30
25	4	3	3	4	3	4	4	4	29
26	5	5	5	5	5	5	5	5	40
27	4	4	3	4	4	3	4	3	29
28	5	5	5	5	5	5	5	5	40
29	4	4	4	4	4	4	4	4	32
30	4	4	4	4	4	4	4	4	32

Sumber : Data yang diolah (SPSS.25)

Lampiran 4.

Data Uji Coba Kuesioner Variabel Persepsi Harga (X2)

Responden	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTAL
1	5	5	3	3	4	4	4	4	32
2	4	5	5	5	5	5	5	5	39
3	5	5	5	5	5	5	5	5	40
4	4	4	4	5	4	4	4	4	33
5	3	4	4	3	4	4	3	4	29
6	4	4	4	4	4	4	4	4	32
7	5	5	5	5	5	5	5	5	40
8	5	5	5	5	5	4	5	5	39
9	5	4	4	4	5	5	5	5	37
10	5	5	5	5	5	5	5	5	40
11	3	4	3	4	4	4	4	4	30
12	5	5	5	5	5	5	5	5	40
13	5	5	5	5	5	5	5	4	39
14	4	5	3	3	5	4	3	4	31
15	5	4	5	5	5	4	5	5	38
16	4	3	4	4	4	4	4	4	31
17	4	4	4	5	4	4	5	4	34
18	3	3	3	3	3	3	3	3	24
19	5	5	5	5	5	4	5	5	39
20	3	4	4	3	3	3	3	3	26
21	5	4	4	4	4	4	4	4	33
22	4	5	3	3	5	5	3	5	33
23	3	4	4	4	4	4	4	4	31
24	4	4	4	4	4	4	4	4	32
25	4	3	4	4	4	3	4	4	30
26	5	5	5	5	5	5	5	5	40
27	3	2	3	3	3	3	4	3	24
28	5	5	5	5	5	5	5	5	40
29	4	4	4	4	4	4	4	4	32
30	4	4	4	4	4	4	4	4	32

Sumber : Data yang diolah (SPSS.25)

Lampiran 5.

Data Uji Coba Kuesioner Variabel Inovasi Produk (X3)

Responden	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TOTAL
1	4	4	5	4	4	3	3	5	32
2	5	5	5	5	5	5	5	5	40
3	4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	5	4	4	33
5	3	3	3	3	4	3	3	3	25
6	4	4	4	4	4	4	4	4	32
7	5	5	5	5	5	5	5	5	40
8	5	5	5	5	5	5	5	5	40
9	5	5	5	5	5	5	5	5	40
10	5	5	5	5	5	5	5	5	40
11	3	3	2	2	4	3	3	3	23
12	4	4	5	4	4	4	4	5	34
13	5	5	5	5	5	5	5	5	40
14	3	3	5	3	4	3	4	5	30
15	5	4	5	5	4	4	4	5	36
16	5	5	4	4	4	4	4	4	34
17	4	5	4	5	4	4	5	4	35
18	3	3	3	3	3	3	3	3	24
19	5	5	5	5	5	4	5	4	38
20	3	3	4	3	3	3	3	3	25
21	3	4	5	4	5	4	4	4	33
22	4	3	5	3	5	3	4	5	32
23	4	4	4	4	4	4	4	4	32
24	4	4	4	4	4	4	4	4	32
25	3	3	4	4	3	3	3	4	27
26	5	5	5	5	5	5	5	5	40
27	3	3	3	3	3	4	2	3	24
28	3	3	5	5	5	3	4	5	33
29	4	4	4	4	4	4	4	4	32
30	4	4	4	4	4	4	4	4	32

Sumber : Data yang diolah (SPSS.25)

Lampiran 6.

Uji Validitas Variabel Loyalitas Pelanggan (Y)

		Correlations									
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	TOTAL	
Y.1	Pearson Correlation	1	.894*	.858*	.647*	.724**	.640*	.818*	.655*	.905**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	
Y.2	Pearson Correlation	.894*	1	.863*	.641*	.811**	.637*	.854*	.650*	.921**	
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	
Y.3	Pearson Correlation	.858*	.863*	1	.578*	.672**	.623*	.838*	.565*	.871**	
	Sig. (2-tailed)	.000	.000		.001	.000	.000	.000	.001	.000	
	N	30	30	30	30	30	30	30	30	30	
Y.4	Pearson Correlation	.647*	.641*	.578*	1	.714**	.531*	.651*	.677*	.805**	
	Sig. (2-tailed)	.000	.000	.001		.000	.003	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	
Y.5	Pearson Correlation	.724*	.811*	.672*	.714**	1	.561*	.792*	.648*	.865**	
	Sig. (2-tailed)	.000	.000	.000	.000		.001	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	
Y.6	Pearson Correlation	.640*	.637*	.623*	.531*	.561*	1	.728*	.798*	.782**	
	Sig. (2-tailed)	.000	.000	.000	.003	.000		.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	
Y.7	Pearson Correlation	.818*	.854*	.838*	.651*	.792**	.728*	1	.706*	.925**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	
	N	30	30	30	30	30	30	30	30	30	
Y.8	Pearson Correlation	.655*	.650*	.565*	.677*	.648**	.798*	.706*	1	.815**	
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.000		.000	
	N	30	30	30	30	30	30	30	30	30	
TOTAL	Pearson Correlation	.905**	.921**	.871**	.805**	.865**	.782**	.925**	.815**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		
	N	30	30	30	30	30	30	30	30	30	

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

Sumber : Data yang diolah (SPSS.25)

Lampiran 7.

Uji Validitas Variabel Kualitas Produk (X1)

		Correlations								
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TOTAL
X1.1	Pearson Correlation	1	.366*	.531*	.603*	.247	.468*	.416	.382	.673*
	Sig. (2-tailed)		.047	.003	.000	.189	.009	.022	.037	.000
	N	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.366*	1	.499*	.557*	.209	.342	.379	.227	.621*
	Sig. (2-tailed)	.047		.005	.001	.268	.064	.039	.228	.000
	N	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.531*	.499*	1	.612*	.277	.636*	.586*	.645*	.812**
	Sig. (2-tailed)	.003	.005		.000	.139	.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.603*	.557*	.612*	1	.299	.613*	.563*	.596*	.819**
	Sig. (2-tailed)	.000	.001	.000		.108	.000	.001	.001	.000
	N	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.247	.209	.277	.299	1	.198	.198	.397	.537*
	Sig. (2-tailed)	.189	.268	.139	.108		.295	.295	.030	.002
	N	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.468*	.342	.636*	.613*	.198	1	.844*	.683*	.801*
	Sig. (2-tailed)	.009	.064	.000	.000	.295		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.416	.379	.586*	.563*	.198	.844*	1	.650*	.777*
	Sig. (2-tailed)	.022	.039	.001	.001	.295	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	.382	.227	.645*	.596*	.397	.683*	.650*	1	.781*
	Sig. (2-tailed)	.037	.228	.000	.001	.030	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.673*	.621*	.812*	.819*	.537*	.801*	.777*	.781*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

Sumber : Data yang diolah (SPSS.25)

Lampiran 8.

Uji Validitas Variabel Persepsi Harga (X2)

		Correlations								
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTAL
X2.1	Pearson Correlation	1	.632*	.647*	.642*	.762*	.644*	.731*	.746*	.854**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.632*	1	.510*	.458*	.793*	.754*	.408*	.715*	.771*
	Sig. (2-tailed)	.000		.004	.011	.000	.000	.025	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.647*	.510*	1	.860*	.633*	.556*	.791*	.674*	.839*
	Sig. (2-tailed)	.000	.004		.000	.000	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.642*	.458*	.860*	1	.628*	.567*	.892*	.671*	.847*
	Sig. (2-tailed)	.000	.011	.000		.000	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.762*	.793*	.633*	.628*	1	.838*	.632*	.926*	.905*
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.644*	.754*	.556*	.567*	.838*	1	.589*	.813*	.838*
	Sig. (2-tailed)	.000	.000	.001	.001	.000		.001	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.731*	.408*	.791*	.892*	.632*	.589*	1	.687*	.847*
	Sig. (2-tailed)	.000	.025	.000	.000	.000	.001		.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.746*	.715*	.674*	.671*	.926*	.813*	.687*	1	.908*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.854*	.771*	.839*	.847*	.905*	.838*	.847*	.908*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

Sumber : Data yang diolah (SPSS.25)

Lampiran 9.

Uji Validitas Variabel Inovasi Produk (X3)

Correlations										
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TOTAL
X3.1	Pearson Correlation	1	.895*	.567*	.752*	.613*	.782*	.789*	.619*	.887**
	Sig. (2-tailed)		.000	.001	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X3.2	Pearson Correlation	.895*	1	.514*	.802*	.613*	.838*	.842*	.503*	.887**
	Sig. (2-tailed)	.000		.004	.000	.000	.000	.000	.005	.000
	N	30	30	30	30	30	30	30	30	30
X3.3	Pearson Correlation	.567*	.514*	1	.712*	.675*	.412	.673*	.891*	.797*
	Sig. (2-tailed)	.001	.004		.000	.000	.024	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X3.4	Pearson Correlation	.752*	.802*	.712*	1	.619*	.699*	.802*	.673*	.895**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X3.5	Pearson Correlation	.613*	.613*	.675*	.619*	1	.547*	.802*	.696*	.809*
	Sig. (2-tailed)	.000	.000	.000	.000		.002	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X3.6	Pearson Correlation	.782*	.838*	.412	.699*	.547*	1	.727*	.443	.802*
	Sig. (2-tailed)	.000	.000	.024	.000	.002		.000	.014	.000
	N	30	30	30	30	30	30	30	30	30
X3.7	Pearson Correlation	.789*	.842*	.673*	.802*	.802*	.727*	1	.676*	.927**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
X3.8	Pearson Correlation	.619*	.503*	.891*	.673*	.696*	.443	.676*	1	.804*
	Sig. (2-tailed)	.000	.005	.000	.000	.000	.014	.000		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.887**	.887**	.797*	.895**	.809*	.802*	.927**	.804*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

Sumber : Data yang diolah (SPSS.25)

Lampiran 10.

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
.947	8

Sumber : Data yang diolah (SPSS.25)

Lampiran 11.

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
.858	8

Sumber : Data yang diolah (SPSS.25)

Lampiran 12.

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
.944	8

Sumber : Data yang diolah (SPSS.25)

Lampiran 13.

Uji Reliabilitas Variabel Inovasi Produk (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
.946	8

Sumber : Data yang diolah (SPSS.25)

Lampiran 14.

Data Penelitian Variabel Loyalitas Pelanggan (Y)

Responden	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	TOTAL
1	3	4	4	4	5	5	5	4	34
2	5	5	5	5	5	5	5	4	39
3	3	3	3	3	3	4	3	3	25
4	5	5	5	5	5	5	5	5	40
5	5	4	3	5	4	3	3	5	32
6	5	5	5	5	5	5	5	5	40
7	2	4	3	2	1	1	3	5	21
8	3	5	2	2	3	3	5	5	28
9	3	5	3	2	3	3	5	5	29
10	3	3	3	4	4	4	4	5	30
11	5	5	5	5	4	4	4	5	37
12	4	4	3	3	5	3	3	4	29
13	4	4	4	4	4	4	4	4	32
14	4	4	4	4	4	4	4	4	32
15	5	4	3	5	4	4	3	5	33
16	5	5	3	1	5	3	2	3	27
17	5	4	4	4	5	4	4	5	35
18	3	4	2	3	3	3	3	3	24
19	3	3	3	4	3	4	4	3	27
20	4	4	4	4	5	4	2	3	30
21	5	5	5	5	5	5	5	5	40
22	4	3	3	3	5	4	3	4	29
23	4	4	3	3	3	3	3	4	27
24	4	4	4	5	5	5	4	4	35
25	3	3	3	3	4	4	3	3	26
26	5	5	5	4	5	5	5	5	39
27	4	4	4	4	4	3	3	3	29
28	5	4	4	5	5	3	3	5	34
29	5	4	4	4	4	4	4	4	33
30	5	5	4	5	5	5	5	5	39
31	5	5	3	4	5	5	5	5	37
32	5	4	5	4	5	5	5	4	37
33	5	5	5	5	5	5	5	5	40
34	4	4	4	4	4	4	4	4	32
35	4	4	5	5	5	5	4	5	37
36	5	4	3	5	5	3	4	5	34
37	1	1	3	5	5	5	5	5	30
38	5	5	5	5	5	5	5	5	40
39	5	5	5	5	5	5	5	5	40
40	3	4	4	3	3	2	2	3	24
41	5	5	5	5	5	5	5	5	40
42	3	3	3	2	4	3	3	3	24
43	4	4	3	3	4	4	3	3	28
44	3	3	4	3	3	3	3	3	25
45	5	4	3	3	4	3	3	4	29
46	4	4	4	4	5	4	4	5	34
47	3	5	3	3	4	4	4	4	30
48	4	4	4	4	4	4	4	4	32
49	5	5	4	4	5	5	5	5	38
50	3	3	4	4	4	4	3	3	28
51	4	4	5	5	5	5	5	5	38
52	3	4	3	2	3	3	2	2	22
53	4	4	4	4	5	4	4	4	33

54	3	3	2	2	4	3	2	3	22
55	4	4	5	4	5	5	4	5	36
56	3	2	3	4	4	4	3	3	26
57	4	5	4	2	4	3	4	3	29
58	4	4	4	4	4	4	4	4	32
59	4	4	4	4	4	4	4	4	32
60	4	4	4	5	5	5	4	4	35
61	4	4	4	3	4	4	3	4	30
62	4	4	4	3	5	4	3	5	32
63	4	4	4	4	4	4	4	4	32
64	4	4	3	3	3	3	3	3	26
65	2	3	3	2	3	3	2	3	21
66	4	4	3	3	4	4	3	4	29
67	4	4	3	4	5	4	4	5	33
68	3	2	3	2	3	3	3	3	22
69	4	5	4	5	5	4	5	5	37
70	4	4	4	5	5	5	4	5	36
71	4	5	4	5	4	5	4	4	35
72	5	5	5	5	5	5	5	5	40
73	4	4	3	4	5	3	5	3	31
74	3	3	4	3	4	4	4	4	29
75	4	4	5	4	5	5	5	5	37
76	4	5	4	4	4	4	4	5	34
77	4	4	4	4	4	4	4	4	32
78	4	3	4	3	4	4	3	4	29
79	3	3	3	3	3	3	2	2	22
80	4	4	3	4	4	4	4	4	31
81	3	4	4	3	4	3	3	3	27
82	5	4	4	4	4	5	4	4	34
83	3	3	3	3	3	3	3	3	24
84	4	4	4	4	4	4	4	4	32
85	3	3	4	3	5	5	4	5	32
86	2	3	4	2	4	3	4	5	27
87	4	4	4	4	4	4	4	4	32
88	4	4	4	4	4	4	4	4	32
89	4	4	4	4	4	4	4	4	32
90	4	5	4	4	5	4	5	4	35
91	4	4	4	3	3	4	3	4	29
92	4	4	4	4	5	5	4	4	34
93	3	2	4	3	5	4	4	4	29
94	4	4	4	4	4	4	4	4	32
95	5	5	4	5	5	5	5	5	39
96	3	3	3	3	4	4	4	4	28
97	4	4	4	4	4	4	4	4	32
98	5	4	5	5	5	5	5	5	39
99	5	5	5	5	5	5	5	5	40
100	4	3	3	4	4	4	4	4	30

Sumber : Data yang diolah (SPSS.25)

Lampiran 15.

Data Penelitian Variabel Kualitas Produk (X1)

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TOTAL
1	5	4	4	5	4	4	4	4	34
2	5	5	4	5	5	5	4	4	37
3	4	4	4	5	4	4	4	4	33
4	5	5	5	5	5	5	5	5	40
5	5	5	3	5	3	5	4	5	35
6	5	5	5	5	5	5	5	5	40
7	4	1	4	2	1	5	1	5	23
8	5	5	5	5	5	5	5	5	40
9	5	5	5	4	5	5	4	5	38
10	5	4	5	5	5	5	5	5	39
11	5	5	3	4	4	4	5	5	35
12	4	4	3	4	3	4	5	5	32
13	4	4	4	4	3	4	3	4	30
14	4	4	4	4	4	4	4	5	33
15	5	5	4	5	4	3	4	5	35
16	4	3	3	4	4	4	4	4	30
17	5	5	4	5	4	4	4	5	36
18	3	4	4	4	4	3	3	3	28
19	3	3	3	3	3	3	2	3	23
20	4	4	3	4	4	5	4	5	33
21	5	5	5	5	5	5	5	5	40
22	4	4	5	5	4	5	5	5	37
23	4	4	4	3	3	3	3	3	27
24	4	4	4	5	5	5	5	5	37
25	4	3	4	4	4	4	3	4	30
26	4	4	4	4	5	5	4	4	34
27	4	4	4	4	4	4	4	4	32
28	5	4	4	5	4	4	4	4	34
29	5	5	5	5	4	4	5	5	38
30	5	5	5	5	4	4	5	5	38
31	4	5	3	4	3	5	4	4	32
32	5	5	4	4	3	5	4	5	35
33	5	5	5	5	5	5	5	5	40
34	4	4	4	4	4	4	4	4	32
35	5	5	5	5	5	5	5	5	40
36	5	5	3	4	3	5	4	5	34
37	5	5	5	5	4	5	5	5	39
38	5	5	5	5	5	5	5	5	40
39	5	4	4	5	4	5	5	5	37
40	4	3	3	3	2	3	4	4	26
41	5	5	5	5	5	5	5	5	40
42	4	3	4	4	3	4	3	4	29
43	3	3	3	4	3	5	3	4	28
44	5	5	5	4	5	5	4	5	38
45	4	4	5	4	1	4	5	4	31
46	5	5	4	5	4	4	4	4	35
47	4	4	5	4	4	4	4	4	33
48	4	4	4	4	4	4	4	4	32
49	5	5	5	5	5	5	5	5	40
50	4	4	3	3	3	3	3	3	26
51	4	5	4	4	5	5	5	5	37
52	3	4	4	4	2	4	4	4	29

53	5	5	4	5	4	4	4	5	36
54	4	4	3	4	3	3	4	3	28
55	5	5	5	5	5	4	4	5	38
56	4	4	4	4	4	4	4	4	32
57	5	4	4	4	4	4	4	4	33
58	4	4	4	4	4	5	4	4	33
59	5	4	4	4	4	4	4	4	33
60	4	4	5	5	4	5	4	4	35
61	4	4	4	5	4	5	4	4	34
62	5	4	5	4	4	5	5	4	36
63	4	4	4	4	4	4	4	4	32
64	4	4	4	4	3	3	3	4	29
65	4	3	3	3	3	3	4	4	27
66	4	5	4	4	3	5	5	5	35
67	4	4	3	4	4	5	5	4	33
68	4	3	3	3	3	3	3	3	25
69	4	4	5	4	5	5	4	4	35
70	4	4	5	4	5	4	5	4	35
71	4	5	4	5	4	5	5	4	36
72	5	5	5	5	5	5	5	5	40
73	5	5	3	4	3	5	4	5	34
74	5	4	4	5	4	5	4	4	35
75	5	5	5	5	5	5	5	5	40
76	5	5	5	5	5	5	5	5	40
77	4	4	4	4	4	4	4	4	32
78	4	5	4	4	4	4	5	5	35
79	3	3	3	3	3	3	3	3	24
80	4	4	4	3	4	5	4	4	32
81	3	4	4	4	3	3	3	3	27
82	4	4	5	4	4	5	4	5	35
83	5	4	4	4	4	4	4	4	33
84	4	4	4	4	4	5	5	5	35
85	4	4	4	4	4	4	4	4	32
86	5	5	4	5	2	4	5	5	35
97	4	4	4	4	4	4	4	5	33
88	4	4	4	4	4	4	4	4	32
89	4	4	4	4	4	4	4	4	32
90	5	5	4	5	5	4	4	4	36
91	5	4	4	5	5	5	5	4	37
92	4	4	3	3	3	4	4	4	29
93	4	4	3	4	4	4	4	4	31
94	4	4	4	4	4	4	4	5	33
95	5	5	4	5	5	5	5	5	39
96	3	5	4	3	3	3	3	3	27
97	4	4	4	4	4	4	4	4	32
98	5	4	4	5	5	5	5	5	38
99	5	5	5	5	5	5	5	5	40
100	4	4	4	4	4	4	4	4	32

Sumber : Data yang diolah (SPSS.25)

Lampiran 16.

Data Penelitian Variabel Persepsi Harga (X2)

Reponden	X2. 1	X2. 2	X2. 3	X2. 4	X2. 5	X2. 6	X2. 7	X2. 8	TOTAL
1	4	4	4	4	4	5	5	4	34
2	5	5	5	5	5	5	5	5	40
3	4	4	4	4	4	4	4	4	32
4	5	5	5	5	5	5	5	5	40
5	4	5	3	3	3	4	4	5	31
6	5	5	5	5	5	5	5	5	40
7	3	2	1	4	5	2	3	3	23
8	5	5	5	4	5	5	5	5	39
9	5	5	5	5	5	4	5	5	39
10	4	4	5	5	5	5	5	5	38
11	4	5	5	5	5	5	4	5	38
12	3	4	3	3	3	3	3	3	25
13	4	4	4	4	4	4	4	4	32
14	5	5	4	4	4	4	4	5	35
15	5	5	3	5	4	5	4	5	36
16	3	3	3	3	3	3	3	3	24
17	4	5	4	5	5	5	5	5	38
18	3	4	4	3	4	4	3	3	28
19	3	3	3	3	3	3	3	3	24
20	4	5	3	4	4	4	4	4	32
21	5	5	5	5	5	5	5	5	40
22	4	4	4	4	4	4	4	4	32
23	3	3	3	3	3	3	3	3	24
24	5	5	5	5	5	5	5	4	39
25	4	4	4	4	4	4	4	4	32
26	3	4	4	4	4	4	4	4	31
27	4	4	4	4	4	4	4	3	31
28	5	5	4	4	4	4	5	4	35
29	4	5	4	5	5	5	4	5	37
30	4	5	4	5	5	5	5	5	38
31	5	5	3	3	5	4	4	4	33
32	5	5	4	3	4	4	5	5	35
33	5	5	5	5	5	5	5	5	40
34	4	4	4	4	4	4	4	4	32
35	5	5	5	5	5	5	5	5	40
36	5	3	3	4	5	5	5	5	35
37	5	5	5	5	5	5	5	5	40
38	5	5	5	5	5	5	5	5	40
39	5	4	5	5	5	4	4	4	36
40	4	3	3	2	4	4	4	4	28
41	5	5	5	5	5	5	5	5	40
42	3	4	4	4	4	4	3	4	30
43	3	4	3	3	3	3	3	3	25
44	3	4	4	4	4	4	4	4	31
45	4	4	5	5	5	4	3	4	34
46	5	5	5	4	5	5	4	5	38
47	4	3	4	4	4	4	5	5	33
48	4	4	4	4	4	4	4	4	32
49	5	5	5	5	5	5	5	5	40
50	3	4	4	3	4	4	4	4	30
51	5	5	4	4	4	4	4	4	34
52	4	4	4	4	4	4	3	4	31

53	4	5	5	5	5	5	5	4	38
54	4	4	3	3	4	3	3	3	27
55	4	4	4	4	4	4	4	4	32
56	4	4	4	4	4	4	4	4	32
57	3	4	4	4	4	4	4	4	31
58	4	4	4	4	4	4	4	4	32
59	4	5	5	5	5	4	4	4	36
60	4	4	4	5	4	5	5	4	35
61	5	4	4	4	4	4	4	4	33
62	4	4	4	4	5	5	4	5	35
63	4	4	4	4	4	4	4	4	32
64	4	4	4	4	4	4	4	4	32
65	3	4	3	3	4	3	4	3	27
66	4	4	4	4	4	4	5	5	34
67	5	4	4	3	5	4	4	4	33
68	3	3	3	3	3	3	3	3	24
69	4	4	5	5	4	4	5	5	36
70	4	5	4	5	4	4	5	5	36
71	5	5	4	4	4	5	4	5	36
72	5	5	5	5	5	5	5	5	40
73	5	3	3	3	3	3	5	5	30
74	4	5	4	5	5	4	4	4	35
75	5	5	5	5	5	5	5	5	40
76	5	5	5	5	5	5	5	5	40
77	4	4	4	4	4	4	4	4	32
78	4	5	5	4	4	4	4	4	34
79	3	3	3	3	3	3	3	3	24
80	4	5	4	4	4	4	4	4	33
81	3	3	3	3	3	3	3	3	24
82	4	5	4	4	4	4	5	4	34
83	5	5	4	4	4	4	4	4	34
84	4	4	4	4	4	4	4	4	32
85	3	4	4	4	4	4	4	4	31
86	5	5	5	5	5	5	4	5	39
87	4	5	5	5	5	5	4	4	37
88	4	4	4	4	4	4	4	4	32
89	4	4	4	4	4	4	4	4	32
90	4	4	5	5	4	4	5	5	36
91	5	5	4	4	4	4	4	4	34
92	3	3	3	3	3	3	4	4	27
93	4	4	4	4	4	4	4	4	32
94	5	5	4	4	5	4	4	4	35
95	5	5	4	5	5	5	5	5	39
96	3	3	3	3	3	3	3	3	24
97	4	4	4	4	4	4	4	4	32
98	4	4	4	4	4	4	5	5	34
99	5	5	5	5	5	5	5	5	40
100	4	4	4	4	4	4	4	4	32

Sumber : Data yang diolah (SPSS.25)

Lampiran 17.

Data Penelitian Variabel Inovasi Produk (X3)

Responden	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TOTAL
1	4	4	4	5	5	4	4	4	34
2	3	3	5	5	5	5	3	4	33
3	4	4	4	4	4	4	4	4	32
4	5	5	5	5	5	5	5	5	40
5	3	5	5	5	3	3	3	5	32
6	5	5	5	5	5	5	5	5	40
7	3	4	2	1	2	3	4	3	22
8	3	3	5	5	5	5	4	3	33
9	3	4	5	4	5	4	5	4	34
10	4	4	5	4	4	4	5	5	35
11	5	4	4	4	5	5	5	5	37
12	4	4	5	4	4	4	4	5	34
13	4	4	4	4	4	4	4	4	32
14	4	4	4	4	5	5	5	5	36
15	3	4	5	5	5	3	3	5	33
16	3	4	5	4	4	4	5	4	33
17	4	4	4	4	4	4	4	4	32
18	3	3	3	3	3	3	3	3	24
19	3	3	2	3	3	3	4	3	24
20	4	4	5	4	4	4	4	4	33
21	5	5	5	5	5	5	5	5	40
22	3	4	4	4	4	3	4	3	29
23	3	4	3	3	3	3	3	3	25
24	4	4	4	4	4	5	5	5	35
25	4	4	4	4	4	4	4	4	32
26	4	4	4	4	4	4	4	4	32
27	3	2	4	4	3	3	3	4	26
28	4	4	5	5	5	4	4	5	36
29	4	4	3	4	5	4	5	4	33
30	5	5	5	5	5	5	4	5	39
31	4	4	5	2	3	2	4	5	29
32	3	3	5	4	4	3	3	5	30
33	5	5	5	5	5	5	5	5	40
34	4	4	4	4	4	4	4	4	32
35	4	5	5	4	4	4	5	5	36
36	3	3	5	4	5	3	4	5	32
37	5	4	5	5	5	5	5	3	37
38	5	5	5	5	5	5	5	4	39
39	4	4	4	4	4	4	4	4	32
40	3	4	4	3	3	3	3	2	25
41	5	5	5	5	5	5	5	4	39
42	3	3	3	4	4	3	3	3	26
43	4	3	2	3	3	3	3	3	24
44	3	3	3	3	3	3	3	5	26
45	5	5	5	5	5	5	5	5	40
46	4	4	5	4	5	5	4	4	35
47	5	5	5	5	5	5	5	5	40
48	4	4	4	4	4	4	4	4	32
49	5	5	5	5	5	5	5	5	40
50	3	3	4	4	4	4	4	4	30
51	4	5	4	4	4	4	4	4	33
52	4	4	4	4	3	4	4	4	31

53	4	4	5	4	4	4	4	4	33
54	3	3	3	4	4	3	3	3	26
55	4	4	5	4	4	4	4	4	33
56	3	3	4	3	4	3	4	3	27
57	4	4	3	4	4	4	4	4	31
58	4	4	4	4	4	4	4	4	32
59	4	4	4	4	4	4	4	4	32
60	4	5	5	4	5	4	4	5	36
61	4	4	4	4	4	4	4	4	32
62	3	3	3	4	5	4	4	4	30
63	4	4	4	4	4	4	4	4	32
64	4	4	4	4	4	4	4	4	32
65	3	3	4	3	3	3	3	3	25
66	4	4	4	4	4	4	4	4	32
67	4	4	3	4	4	4	4	5	32
68	3	3	3	3	3	3	3	3	24
69	4	4	5	4	5	4	5	4	35
70	4	5	4	5	4	5	4	5	36
71	4	5	5	4	5	4	5	4	36
72	5	5	5	5	5	5	5	5	40
73	3	3	5	3	3	3	3	5	28
74	3	4	4	4	4	4	3	4	30
75	5	5	5	4	5	4	5	4	37
76	4	5	5	5	4	5	5	5	38
77	4	4	4	4	4	4	4	4	32
78	4	4	4	4	4	4	4	4	32
79	4	4	4	3	4	3	3	3	28
80	5	4	4	4	3	4	4	5	33
81	3	3	4	3	3	3	3	3	25
82	4	4	4	5	5	4	4	5	35
83	4	4	4	4	4	4	4	4	32
84	4	4	4	5	4	5	5	4	35
85	5	5	5	5	4	4	4	4	36
86	3	3	4	5	5	5	3	4	32
87	4	4	4	4	5	5	5	5	36
88	4	4	4	4	4	4	4	4	32
89	4	4	4	4	4	4	4	4	32
90	4	5	5	4	4	5	5	5	37
91	4	4	5	5	5	5	5	3	36
92	3	4	5	4	4	4	4	4	32
93	4	4	4	4	4	4	4	4	32
94	4	5	5	5	5	4	4	4	36
95	5	5	4	5	5	4	5	5	38
96	3	3	3	3	4	3	3	3	25
97	4	4	4	4	4	4	4	4	32
98	5	5	4	4	4	4	4	4	34
99	5	5	5	5	5	5	5	5	40
100	4	4	4	4	4	4	4	4	32

Sumber : Data yang diolah (SPSS.25)

Lampiran 18.

Hasil Perhitungan MSI Variabel Loyalitas Pelanggan

Responden	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	TOTAL
1	2.622	3.624	3.498	3.783	4.579	4.824	4.166	3.223	30.319
2	4.890	4.936	4.726	4.913	4.579	4.824	4.166	3.223	36.256
3	2.622	2.499	2.323	2.905	2.221	3.612	2.042	2.206	20.429
4	4.890	4.936	4.726	4.913	4.579	4.824	4.166	4.423	37.456
5	4.890	3.624	2.323	4.913	3.301	2.515	2.042	4.423	28.031
6	4.890	4.936	4.726	4.913	4.579	4.824	4.166	4.423	37.456
7	1.681	3.624	2.323	2.051	1.000	1.000	2.042	4.423	18.145
8	2.622	4.936	1.000	2.051	2.221	2.515	4.166	4.423	23.934
9	2.622	4.936	2.323	2.051	2.221	2.515	4.166	4.423	25.257
10	2.622	2.499	2.323	3.783	3.301	3.612	3.010	4.423	25.573
11	4.890	4.936	4.726	4.913	3.301	3.612	3.010	4.423	33.811
12	3.678	3.624	2.323	2.905	4.579	2.515	2.042	3.223	24.890
13	3.678	3.624	3.498	3.783	3.301	3.612	3.010	3.223	27.730
14	3.678	3.624	3.498	3.783	3.301	3.612	3.010	3.223	27.730
15	4.890	3.624	2.323	4.913	3.301	3.612	2.042	4.423	29.127
16	4.890	4.936	2.323	1.000	4.579	2.515	1.000	2.206	23.449
17	4.890	3.624	3.498	3.783	4.579	3.612	3.010	4.423	31.419
18	2.622	3.624	1.000	2.905	2.221	2.515	2.042	2.206	19.135
19	2.622	2.499	2.323	3.783	2.221	3.612	3.010	2.206	22.276
20	3.678	3.624	3.498	3.783	4.579	3.612	1.000	2.206	25.980
21	4.890	4.936	4.726	4.913	4.579	4.824	4.166	4.423	37.456
22	3.678	2.499	2.323	2.905	4.579	3.612	2.042	3.223	24.862
23	3.678	3.624	2.323	2.905	2.221	2.515	2.042	3.223	22.532
24	3.678	3.624	3.498	4.913	4.579	4.824	3.010	3.223	31.350
25	2.622	2.499	2.323	2.905	3.301	3.612	2.042	2.206	21.509
26	4.890	4.936	4.726	3.783	4.579	4.824	4.166	4.423	36.327
27	3.678	3.624	3.498	3.783	3.301	2.515	2.042	2.206	24.647
28	4.890	3.624	3.498	4.913	4.579	2.515	2.042	4.423	30.483
29	4.890	3.624	3.498	3.783	3.301	3.612	3.010	3.223	28.942
30	4.890	4.936	3.498	4.913	4.579	4.824	4.166	4.423	36.228
31	4.890	4.936	2.323	3.783	4.579	4.824	4.166	4.423	33.924
32	4.890	3.624	4.726	3.783	4.579	4.824	4.166	3.223	33.815
33	4.890	4.936	4.726	4.913	4.579	4.824	4.166	4.423	37.456
34	3.678	3.624	3.498	3.783	3.301	3.612	3.010	3.223	27.730
35	3.678	3.624	4.726	4.913	4.579	4.824	3.010	4.423	33.777
36	4.890	3.624	2.323	4.913	4.579	2.515	3.010	4.423	30.277
37	1.000	1.000	2.323	4.913	4.579	4.824	4.166	4.423	27.227
38	4.890	4.936	4.726	4.913	4.579	4.824	4.166	4.423	37.456
39	4.890	4.936	4.726	4.913	4.579	4.824	4.166	4.423	37.456
40	2.622	3.624	3.498	2.905	2.221	1.489	1.000	2.206	19.564
41	4.890	4.936	4.726	4.913	4.579	4.824	4.166	4.423	37.456
42	2.622	2.499	2.323	2.051	3.301	2.515	2.042	2.206	19.559
43	3.678	3.624	2.323	2.905	3.301	3.612	2.042	2.206	23.691
44	2.622	2.499	3.498	2.905	2.221	2.515	2.042	2.206	20.507
45	4.890	3.624	2.323	2.905	3.301	2.515	2.042	3.223	24.824
46	3.678	3.624	3.498	3.783	4.579	3.612	3.010	4.423	30.208
47	2.622	4.936	2.323	2.905	3.301	3.612	3.010	3.223	25.933
48	3.678	3.624	3.498	3.783	3.301	3.612	3.010	3.223	27.730
49	4.890	4.936	3.498	3.783	4.579	4.824	4.166	4.423	35.099
50	2.622	2.499	3.498	3.783	3.301	3.612	2.042	2.206	23.562
51	3.678	3.624	4.726	4.913	4.579	4.824	4.166	4.423	34.933
52	2.622	3.624	2.323	2.051	2.221	2.515	1.000	1.000	17.357

53	3.678	3.624	3.498	3.783	4.579	3.612	3.010	3.223	29.008
54	2.622	2.499	1.000	2.051	3.301	2.515	1.000	2.206	17.194
55	3.678	3.624	4.726	3.783	4.579	4.824	3.010	4.423	32.648
56	2.622	1.681	2.323	3.783	3.301	3.612	2.042	2.206	21.569
57	3.678	4.936	3.498	2.051	3.301	2.515	3.010	2.206	25.196
58	3.678	3.624	3.498	3.783	3.301	3.612	3.010	3.223	27.730
59	3.678	3.624	3.498	3.783	3.301	3.612	3.010	3.223	27.730
60	3.678	3.624	3.498	4.913	4.579	4.824	3.010	3.223	31.350
61	3.678	3.624	3.498	2.905	3.301	3.612	2.042	3.223	25.884
62	3.678	3.624	3.498	2.905	4.579	3.612	2.042	4.423	28.361
63	3.678	3.624	3.498	3.783	3.301	3.612	3.010	3.223	27.730
64	3.678	3.624	2.323	2.905	2.221	2.515	2.042	2.206	21.515
65	1.681	2.499	2.323	2.051	2.221	2.515	1.000	2.206	16.497
66	3.678	3.624	2.323	2.905	3.301	3.612	2.042	3.223	24.709
67	3.678	3.624	2.323	3.783	4.579	3.612	3.010	4.423	29.033
68	2.622	1.681	2.323	2.051	2.221	2.515	2.042	2.206	17.661
69	3.678	4.936	3.498	4.913	4.579	3.612	4.166	4.423	33.805
70	3.678	3.624	3.498	4.913	4.579	4.824	3.010	4.423	32.549
71	3.678	4.936	3.498	4.913	3.301	4.824	3.010	3.223	31.384
72	4.890	4.936	4.726	4.913	4.579	4.824	4.166	4.423	37.456
73	3.678	3.624	2.323	3.783	4.579	2.515	4.166	2.206	26.875
74	2.622	2.499	3.498	2.905	3.301	3.612	3.010	3.223	24.670
75	3.678	3.624	4.726	3.783	4.579	4.824	4.166	4.423	33.803
76	3.678	4.936	3.498	3.783	3.301	3.612	3.010	4.423	30.242
77	3.678	3.624	3.498	3.783	3.301	3.612	3.010	3.223	27.730
78	3.678	2.499	3.498	2.905	3.301	3.612	2.042	3.223	24.758
79	2.622	2.499	2.323	2.905	2.221	2.515	1.000	1.000	17.085
80	3.678	3.624	2.323	3.783	3.301	3.612	3.010	3.223	26.556
81	2.622	3.624	3.498	2.905	3.301	2.515	2.042	2.206	22.712
82	4.890	3.624	3.498	3.783	3.301	4.824	3.010	3.223	30.154
83	2.622	2.499	2.323	2.905	2.221	2.515	2.042	2.206	19.333
84	3.678	3.624	3.498	3.783	3.301	3.612	3.010	3.223	27.730
85	2.622	2.499	3.498	2.905	4.579	4.824	3.010	4.423	28.360
86	1.681	2.499	3.498	2.051	3.301	2.515	3.010	4.423	22.979
87	3.678	3.624	3.498	3.783	3.301	3.612	3.010	3.223	27.730
88	3.678	3.624	3.498	3.783	3.301	3.612	3.010	3.223	27.730
89	3.678	3.624	3.498	3.783	3.301	3.612	3.010	3.223	27.730
90	3.678	4.936	3.498	3.783	4.579	3.612	4.166	3.223	31.476
91	3.678	3.624	3.498	2.905	2.221	3.612	2.042	3.223	24.804
92	3.678	3.624	3.498	3.783	4.579	4.824	3.010	3.223	30.220
93	2.622	1.681	3.498	2.905	4.579	3.612	3.010	3.223	25.130
4	3.678	3.624	3.498	3.783	3.301	3.612	3.010	3.223	27.730
95	4.890	4.936	3.498	4.913	4.579	4.824	4.166	4.423	36.228
96	2.622	2.499	2.323	2.905	3.301	3.612	3.010	3.223	23.496
97	3.678	3.624	3.498	3.783	3.301	3.612	3.010	3.223	27.730
98	4.890	3.624	4.726	4.913	4.579	4.824	4.166	4.423	36.144
99	4.890	4.936	4.726	4.913	4.579	4.824	4.166	4.423	37.456
100	3.678	2.499	2.323	3.783	3.301	3.612	3.010	3.223	25.430

Sumber : Data yang diolah (SPSS.25)

Lampiran 19.

Hasil Perhitungan MSI Variabel Kualitas Produk

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TOTAL
1	3.832	3.270	2.305	4.649	3.408	2.175	3.375	2.297	25.311
2	3.832	4.667	2.305	4.649	4.646	3.490	3.375	2.297	29.261
3	2.401	3.270	2.305	4.649	3.408	2.175	3.375	2.297	23.881
4	3.832	4.667	3.630	4.649	4.646	3.490	4.723	3.684	33.321
5	3.832	4.667	1.000	4.649	2.367	3.490	3.375	3.684	27.065
6	3.832	4.667	3.630	4.649	4.646	3.490	4.723	3.684	33.321
7	2.401	1.000	2.305	1.000	1.000	3.490	1.000	3.684	15.880
8	3.832	4.667	3.630	4.649	4.646	3.490	4.723	3.684	33.321
9	3.832	4.667	3.630	3.274	4.646	3.490	3.375	3.684	30.598
10	3.832	3.270	3.630	4.649	4.646	3.490	4.723	3.684	31.925
11	3.832	4.667	1.000	3.274	3.408	2.175	4.723	3.684	26.763
12	2.401	3.270	1.000	3.274	2.367	2.175	4.723	3.684	22.895
13	2.401	3.270	2.305	3.274	2.367	2.175	2.214	2.297	20.304
14	2.401	3.270	2.305	3.274	3.408	2.175	3.375	3.684	23.893
15	3.832	4.667	2.305	4.649	3.408	1.000	3.375	3.684	26.920
16	2.401	2.011	1.000	3.274	3.408	2.175	3.375	2.297	19.941
17	3.832	4.667	2.305	4.649	3.408	2.175	3.375	3.684	28.095
18	1.000	3.270	2.305	3.274	3.408	1.000	2.214	1.000	17.471
19	1.000	2.011	1.000	2.051	2.367	1.000	1.489	1.000	11.919
20	2.401	3.270	1.000	3.274	3.408	3.490	3.375	3.684	23.902
21	3.832	4.667	3.630	4.649	4.646	3.490	4.723	3.684	33.321
22	2.401	3.270	3.630	4.649	3.408	3.490	4.723	3.684	29.256
23	2.401	3.270	2.305	2.051	2.367	1.000	2.214	1.000	16.609
24	2.401	3.270	2.305	4.649	4.646	3.490	4.723	3.684	29.169
25	2.401	2.011	2.305	3.274	3.408	2.175	2.214	2.297	20.085
26	2.401	3.270	2.305	3.274	4.646	3.490	3.375	2.297	25.059
27	2.401	3.270	2.305	3.274	3.408	2.175	3.375	2.297	22.506
28	3.832	3.270	2.305	4.649	3.408	2.175	3.375	2.297	25.311
29	3.832	4.667	3.630	4.649	3.408	2.175	4.723	3.684	30.768
30	3.832	4.667	3.630	4.649	3.408	2.175	4.723	3.684	30.768
31	2.401	4.667	1.000	3.274	2.367	3.490	3.375	2.297	22.872
32	3.832	4.667	2.305	3.274	2.367	3.490	3.375	3.684	26.995
33	3.832	4.667	3.630	4.649	4.646	3.490	4.723	3.684	33.321
34	2.401	3.270	2.305	3.274	3.408	2.175	3.375	2.297	22.506
35	3.832	4.667	3.630	4.649	4.646	3.490	4.723	3.684	33.321
36	3.832	4.667	1.000	3.274	2.367	3.490	3.375	3.684	25.690
37	3.832	4.667	3.630	4.649	3.408	3.490	4.723	3.684	32.083
38	3.832	4.667	3.630	4.649	4.646	3.490	4.723	3.684	33.321
39	3.832	3.270	2.305	4.649	3.408	3.490	4.723	3.684	29.361
40	2.401	2.011	1.000	2.051	1.597	1.000	3.375	2.297	15.733
41	3.832	4.667	3.630	4.649	4.646	3.490	4.723	3.684	33.321
42	2.401	2.011	2.305	3.274	2.367	2.175	2.214	2.297	19.045
43	1.000	2.011	1.000	3.274	2.367	3.490	2.214	2.297	17.654
44	3.832	4.667	3.630	3.274	4.646	3.490	3.375	3.684	30.598
45	2.401	3.270	3.630	3.274	1.000	2.175	4.723	2.297	22.771
46	3.832	4.667	2.305	4.649	3.408	2.175	3.375	2.297	26.708
47	2.401	3.270	3.630	3.274	3.408	2.175	3.375	2.297	23.831
48	2.401	3.270	2.305	3.274	3.408	2.175	3.375	2.297	22.506
49	3.832	4.667	3.630	4.649	4.646	3.490	4.723	3.684	33.321
50	2.401	3.270	1.000	2.051	2.367	1.000	2.214	1.000	15.304
51	2.401	4.667	2.305	3.274	4.646	3.490	4.723	3.684	29.190
52	1.000	3.270	2.305	3.274	1.597	2.175	3.375	2.297	19.294

53	3.832	4.667	2.305	4.649	3.408	2.175	3.375	3.684	28.095
54	2.401	3.270	1.000	3.274	2.367	1.000	3.375	1.000	17.688
55	3.832	4.667	3.630	4.649	4.646	2.175	3.375	3.684	30.658
56	2.401	3.270	2.305	3.274	3.408	2.175	3.375	2.297	22.506
57	3.832	3.270	2.305	3.274	3.408	2.175	3.375	2.297	23.936
58	2.401	3.270	2.305	3.274	3.408	3.490	3.375	2.297	23.821
59	3.832	3.270	2.305	3.274	3.408	2.175	3.375	2.297	23.936
60	2.401	3.270	3.630	4.649	3.408	3.490	3.375	2.297	26.521
61	2.401	3.270	2.305	4.649	3.408	3.490	3.375	2.297	25.196
62	3.832	3.270	3.630	3.274	3.408	3.490	4.723	2.297	27.925
63	2.401	3.270	2.305	3.274	3.408	2.175	3.375	2.297	22.506
64	2.401	3.270	2.305	3.274	2.367	1.000	2.214	2.297	19.129
65	2.401	2.011	1.000	2.051	2.367	1.000	3.375	2.297	16.504
66	2.401	4.667	2.305	3.274	2.367	3.490	4.723	3.684	26.912
67	2.401	3.270	1.000	3.274	3.408	3.490	4.723	2.297	23.864
68	2.401	2.011	1.000	2.051	2.367	1.000	2.214	1.000	14.045
69	2.401	3.270	3.630	3.274	4.646	3.490	3.375	2.297	26.384
70	2.401	3.270	3.630	3.274	4.646	2.175	4.723	2.297	26.417
71	2.401	4.667	2.305	4.649	3.408	3.490	4.723	2.297	27.941
72	3.832	4.667	3.630	4.649	4.646	3.490	4.723	3.684	33.321
73	3.832	4.667	1.000	3.274	2.367	3.490	3.375	3.684	25.690
74	3.832	3.270	2.305	4.649	3.408	3.490	3.375	2.297	26.626
75	3.832	4.667	3.630	4.649	4.646	3.490	4.723	3.684	33.321
76	3.832	4.667	3.630	4.649	4.646	3.490	4.723	3.684	33.321
77	2.401	3.270	2.305	3.274	3.408	2.175	3.375	2.297	22.506
78	2.401	4.667	2.305	3.274	3.408	2.175	4.723	3.684	26.637
79	1.000	2.011	1.000	2.051	2.367	1.000	2.214	1.000	12.644
80	2.401	3.270	2.305	2.051	3.408	3.490	3.375	2.297	22.598
81	1.000	3.270	2.305	3.274	2.367	1.000	2.214	1.000	16.431
82	2.401	3.270	3.630	3.274	3.408	3.490	3.375	3.684	26.533
83	3.832	3.270	2.305	3.274	3.408	2.175	3.375	2.297	23.936
84	2.401	3.270	2.305	3.274	3.408	3.490	4.723	3.684	26.556
85	2.401	3.270	2.305	3.274	3.408	2.175	3.375	2.297	22.506
86	3.832	4.667	2.305	4.649	1.597	2.175	4.723	3.684	27.632
87	2.401	3.270	2.305	3.274	3.408	2.175	3.375	3.684	23.893
88	2.401	3.270	2.305	3.274	3.408	2.175	3.375	2.297	22.506
89	2.401	3.270	2.305	3.274	3.408	2.175	3.375	2.297	22.506
90	3.832	4.667	2.305	4.649	4.646	2.175	3.375	2.297	27.946
91	3.832	3.270	2.305	4.649	4.646	3.490	4.723	2.297	29.212
92	2.401	3.270	1.000	2.051	2.367	2.175	3.375	2.297	18.938
93	2.401	3.270	1.000	3.274	3.408	2.175	3.375	2.297	21.200
94	2.401	3.270	2.305	3.274	3.408	2.175	3.375	3.684	23.893
95	3.832	4.667	2.305	4.649	4.646	3.490	4.723	3.684	31.996
96	1.000	4.667	2.305	2.051	2.367	1.000	2.214	1.000	16.605
97	2.401	3.270	2.305	3.274	3.408	2.175	3.375	2.297	22.506
98	3.832	3.270	2.305	4.649	4.646	3.490	4.723	3.684	30.599
99	3.832	4.667	3.630	4.649	4.646	3.490	4.723	3.684	33.321
100	2.401	3.270	2.305	3.274	3.408	2.175	3.375	2.297	22.506

Sumber : Data yang diolah (SPSS.25)

Lampiran 20.

Hasil Perhitungan MSI Variabel Persepsi Harga

Responden	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTAL
1	2.213	3.240	3.543	3.477	2.319	4.783	3.613	2.260	25.448
2	3.487	4.562	4.846	4.743	3.687	4.783	3.613	3.592	33.311
3	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
4	3.487	4.562	4.846	4.743	3.687	4.783	3.613	3.592	33.311
5	2.213	4.562	2.332	2.332	1.000	3.400	2.280	3.592	21.710
6	3.487	4.562	4.846	4.743	3.687	4.783	3.613	3.592	33.311
7	1.000	1.000	1.000	3.477	3.687	1.000	1.000	1.000	13.165
8	3.487	4.562	4.846	3.477	3.687	4.783	3.613	3.592	32.046
9	3.487	4.562	4.846	4.743	3.687	3.400	3.613	3.592	31.928
10	2.213	3.240	4.846	4.743	3.687	4.783	3.613	3.592	30.716
11	2.213	4.562	4.846	4.743	3.687	4.783	2.280	3.592	30.705
12	1.000	3.240	2.332	2.332	1.000	2.124	1.000	1.000	14.028
13	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
14	3.487	4.562	3.543	3.477	2.319	3.400	2.280	3.592	26.659
15	3.487	4.562	2.332	4.743	2.319	4.783	2.280	3.592	28.096
16	1.000	2.124	2.332	2.332	1.000	2.124	1.000	1.000	12.913
17	2.213	4.562	3.543	4.743	3.687	4.783	3.613	3.592	30.735
18	1.000	3.240	3.543	2.332	2.319	3.400	1.000	1.000	17.833
19	1.000	2.124	2.332	2.332	1.000	2.124	1.000	1.000	12.913
20	2.213	4.562	2.332	3.477	2.319	3.400	2.280	2.260	22.843
21	3.487	4.562	4.846	4.743	3.687	4.783	3.613	3.592	33.311
22	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
23	1.000	2.124	2.332	2.332	1.000	2.124	1.000	1.000	12.913
24	3.487	4.562	4.846	4.743	3.687	4.783	3.613	2.260	31.980
25	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
26	1.000	3.240	3.543	3.477	2.319	3.400	2.280	2.260	21.519
27	2.213	3.240	3.543	3.477	2.319	3.400	2.280	1.000	21.472
28	3.487	4.562	3.543	3.477	2.319	3.400	3.613	2.260	26.660
29	2.213	4.562	3.543	4.743	3.687	4.783	2.280	3.592	29.402
30	2.213	4.562	3.543	4.743	3.687	4.783	3.613	3.592	30.735
31	3.487	4.562	2.332	2.332	3.687	3.400	2.280	2.260	24.339
32	3.487	4.562	3.543	2.332	2.319	3.400	3.613	3.592	26.846
33	3.487	4.562	4.846	4.743	3.687	4.783	3.613	3.592	33.311
34	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
35	3.487	4.562	4.846	4.743	3.687	4.783	3.613	3.592	33.311
36	3.487	2.124	2.332	3.477	3.687	4.783	3.613	3.592	27.095
37	3.487	4.562	4.846	4.743	3.687	4.783	3.613	3.592	33.311
38	3.487	4.562	4.846	4.743	3.687	4.783	3.613	3.592	33.311
39	3.487	3.240	4.846	4.743	3.687	3.400	2.280	2.260	27.942
40	2.213	2.124	2.332	1.000	2.319	3.400	2.280	2.260	17.928
41	3.487	4.562	4.846	4.743	3.687	4.783	3.613	3.592	33.311
42	1.000	3.240	3.543	3.477	2.319	3.400	1.000	2.260	20.239
43	1.000	3.240	2.332	2.332	1.000	2.124	1.000	1.000	14.028
44	1.000	3.240	3.543	3.477	2.319	3.400	2.280	2.260	21.519
45	2.213	3.240	4.846	4.743	3.687	3.400	1.000	2.260	25.389
46	3.487	4.562	4.846	3.477	3.687	4.783	2.280	3.592	30.713
47	2.213	2.124	3.543	3.477	2.319	3.400	3.613	3.592	24.281
48	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
49	3.487	4.562	4.846	4.743	3.687	4.783	3.613	3.592	33.311
50	1.000	3.240	3.543	2.332	2.319	3.400	2.280	2.260	20.374
51	3.487	4.562	3.543	3.477	2.319	3.400	2.280	2.260	25.327
52	2.213	3.240	3.543	3.477	2.319	3.400	1.000	2.260	21.452

53	2.213	4.562	4.846	4.743	3.687	4.783	3.613	2.260	30.706
54	2.213	3.240	2.332	2.332	2.319	2.124	1.000	1.000	16.560
55	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
56	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
57	1.000	3.240	3.543	3.477	2.319	3.400	2.280	2.260	21.519
58	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
59	2.213	4.562	4.846	4.743	3.687	3.400	2.280	2.260	27.990
60	2.213	3.240	3.543	4.743	2.319	4.783	3.613	2.260	26.713
61	3.487	3.240	3.543	3.477	2.319	3.400	2.280	2.260	24.005
62	2.213	3.240	3.543	3.477	3.687	4.783	2.280	3.592	26.815
63	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
64	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
65	1.000	3.240	2.332	2.332	2.319	2.124	2.280	1.000	16.627
66	2.213	3.240	3.543	3.477	2.319	3.400	3.613	3.592	25.396
67	3.487	3.240	3.543	2.332	3.687	3.400	2.280	2.260	24.229
68	1.000	2.124	2.332	2.332	1.000	2.124	1.000	1.000	12.913
69	2.213	3.240	4.846	4.743	2.319	3.400	3.613	3.592	27.964
70	2.213	4.562	3.543	4.743	2.319	3.400	3.613	3.592	27.983
71	3.487	4.562	3.543	3.477	2.319	4.783	2.280	3.592	28.042
72	3.487	4.562	4.846	4.743	3.687	4.783	3.613	3.592	33.311
73	3.487	2.124	2.332	2.332	1.000	2.124	3.613	3.592	20.604
74	2.213	4.562	3.543	4.743	3.687	3.400	2.280	2.260	26.688
75	3.487	4.562	4.846	4.743	3.687	4.783	3.613	3.592	33.311
76	3.487	4.562	4.846	4.743	3.687	4.783	3.613	3.592	33.311
77	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
78	2.213	4.562	4.846	3.477	2.319	3.400	2.280	2.260	25.356
79	1.000	2.124	2.332	2.332	1.000	2.124	1.000	1.000	12.913
80	2.213	4.562	3.543	3.477	2.319	3.400	2.280	2.260	24.054
81	1.000	2.124	2.332	2.332	1.000	2.124	1.000	1.000	12.913
82	2.213	4.562	3.543	3.477	2.319	3.400	3.613	2.260	25.386
83	3.487	4.562	3.543	3.477	2.319	3.400	2.280	2.260	25.327
84	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
85	1.000	3.240	3.543	3.477	2.319	3.400	2.280	2.260	21.519
86	3.487	4.562	4.846	4.743	3.687	4.783	2.280	3.592	31.979
87	2.213	4.562	4.846	4.743	3.687	4.783	2.280	2.260	29.373
88	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
89	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
90	2.213	3.240	4.846	4.743	2.319	3.400	3.613	3.592	27.964
91	3.487	4.562	3.543	3.477	2.319	3.400	2.280	2.260	25.327
92	1.000	2.124	2.332	2.332	1.000	3.400	2.280	2.260	16.728
93	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
94	3.487	4.562	3.543	3.477	3.687	3.400	2.280	2.260	26.696
95	3.487	4.562	3.543	4.743	3.687	4.783	3.613	3.592	32.009
96	1.000	2.124	2.332	2.332	1.000	2.124	1.000	1.000	12.913
97	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732
98	2.213	3.240	3.543	3.477	2.319	3.400	3.613	3.592	25.396
99	3.487	4.562	4.846	4.743	3.687	4.783	3.613	3.592	33.311
100	2.213	3.240	3.543	3.477	2.319	3.400	2.280	2.260	22.732

Sumber : Data yang diolah (SPSS.25)

Lampiran 21.

Hasil Perhitungan MSI Variabel Inovasi Produk

Responden	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TOTAL
1	2.317	3.596	2.899	4.867	4.723	3.625	2.278	3.462	27.767
2	1.000	2.332	4.216	4.867	4.723	4.913	1.000	3.462	26.514
3	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
4	3.609	4.936	4.216	4.867	4.723	4.913	3.580	4.763	35.608
5	1.000	4.936	4.216	4.867	2.221	2.406	1.000	4.763	25.410
6	3.609	4.936	4.216	4.867	4.723	4.913	3.580	4.763	35.608
7	1.000	3.596	1.000	1.000	1.000	2.406	2.278	2.278	14.559
8	1.000	2.332	4.216	4.867	4.723	4.913	2.278	2.278	26.608
9	1.000	3.596	4.216	3.484	4.723	3.625	3.580	3.462	27.686
10	2.317	3.596	4.216	3.484	3.406	3.625	3.580	4.763	28.986
11	3.609	3.596	2.899	3.484	4.723	4.913	3.580	4.763	31.567
12	2.317	3.596	4.216	3.484	3.406	3.625	2.278	4.763	27.684
13	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
14	2.317	3.596	2.899	3.484	4.723	4.913	3.580	4.763	30.275
15	1.000	3.596	4.216	4.867	4.723	2.406	1.000	4.763	26.572
16	1.000	3.596	4.216	3.484	3.406	3.625	3.580	3.462	26.369
17	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
18	1.000	2.332	1.863	2.244	2.221	2.406	1.000	2.278	15.345
19	1.000	2.332	1.000	2.244	2.221	2.406	2.278	2.278	15.759
20	2.317	3.596	4.216	3.484	3.406	3.625	2.278	3.462	26.383
21	3.609	4.936	4.216	4.867	4.723	4.913	3.580	4.763	35.608
22	1.000	3.596	2.899	3.484	3.406	2.406	2.278	2.278	21.347
23	1.000	3.596	1.863	2.244	2.221	2.406	1.000	2.278	16.609
24	2.317	3.596	2.899	3.484	3.406	4.913	3.580	4.763	28.957
25	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
26	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
27	1.000	1.000	2.899	3.484	2.221	2.406	1.000	3.462	17.471
28	2.317	3.596	4.216	4.867	4.723	3.625	2.278	4.763	30.385
29	2.317	3.596	1.863	3.484	4.723	3.625	3.580	3.462	26.650
30	3.609	4.936	4.216	4.867	4.723	4.913	2.278	4.763	34.305
31	2.317	3.596	4.216	1.489	2.221	1.000	2.278	4.763	21.879
32	1.000	2.332	4.216	3.484	3.406	2.406	1.000	4.763	22.607
33	3.609	4.936	4.216	4.867	4.723	4.913	3.580	4.763	35.608
34	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
35	2.317	4.936	4.216	3.484	3.406	3.625	3.580	4.763	30.326
36	1.000	2.332	4.216	3.484	4.723	2.406	2.278	4.763	25.202
37	3.609	3.596	4.216	4.867	4.723	4.913	3.580	2.278	31.784
38	3.609	4.936	4.216	4.867	4.723	4.913	3.580	3.462	34.307
39	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
40	1.000	3.596	2.899	2.244	2.221	2.406	1.000	1.000	16.366
41	3.609	4.936	4.216	4.867	4.723	4.913	3.580	3.462	34.307
42	1.000	2.332	1.863	3.484	3.406	2.406	1.000	2.278	17.769
43	2.317	2.332	1.000	2.244	2.221	2.406	1.000	2.278	15.798
44	1.000	2.332	1.863	2.244	2.221	2.406	1.000	4.763	17.829
45	3.609	4.936	4.216	4.867	4.723	4.913	3.580	4.763	35.608
46	2.317	3.596	4.216	3.484	4.723	4.913	2.278	3.462	28.989
47	3.609	4.936	4.216	4.867	4.723	4.913	3.580	4.763	35.608
48	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
49	3.609	4.936	4.216	4.867	4.723	4.913	3.580	4.763	35.608
50	1.000	2.332	2.899	3.484	3.406	3.625	2.278	3.462	22.484
51	2.317	4.936	2.899	3.484	3.406	3.625	2.278	3.462	26.405
52	2.317	3.596	2.899	3.484	2.221	3.625	2.278	3.462	23.880

53	2.317	3.596	4.216	3.484	3.406	3.625	2.278	3.462	26.383
54	1.000	2.332	1.863	3.484	3.406	2.406	1.000	2.278	17.769
55	2.317	3.596	4.216	3.484	3.406	3.625	2.278	3.462	26.383
56	1.000	2.332	2.899	2.244	3.406	2.406	2.278	2.278	18.843
57	2.317	3.596	1.863	3.484	3.406	3.625	2.278	3.462	24.030
58	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
59	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
60	2.317	4.936	4.216	3.484	4.723	3.625	2.278	4.763	30.341
61	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
62	1.000	2.332	1.863	3.484	4.723	3.625	2.278	3.462	22.766
63	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
64	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
65	1.000	2.332	2.899	2.244	2.221	2.406	1.000	2.278	16.380
66	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
67	2.317	3.596	1.863	3.484	3.406	3.625	2.278	4.763	25.331
68	1.000	2.332	1.863	2.244	2.221	2.406	1.000	2.278	15.345
69	2.317	3.596	4.216	3.484	4.723	3.625	3.580	3.462	29.003
70	2.317	4.936	2.899	4.867	3.406	4.913	2.278	4.763	30.378
71	2.317	4.936	4.216	3.484	4.723	3.625	3.580	3.462	30.343
72	3.609	4.936	4.216	4.867	4.723	4.913	3.580	4.763	35.608
73	1.000	2.332	4.216	2.244	2.221	2.406	1.000	4.763	20.182
74	1.000	3.596	2.899	3.484	3.406	3.625	1.000	3.462	22.471
75	3.609	4.936	4.216	3.484	4.723	3.625	3.580	3.462	31.635
76	2.317	4.936	4.216	4.867	3.406	4.913	3.580	4.763	32.998
77	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
78	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
79	2.317	3.596	2.899	2.244	3.406	2.406	1.000	2.278	20.147
80	3.609	3.596	2.899	3.484	2.221	3.625	2.278	4.763	26.473
81	1.000	2.332	2.899	2.244	2.221	2.406	1.000	2.278	16.380
82	2.317	3.596	2.899	4.867	4.723	3.625	2.278	4.763	29.068
83	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
84	2.317	3.596	2.899	4.867	3.406	4.913	3.580	3.462	29.040
85	3.609	4.936	4.216	4.867	3.406	3.625	2.278	3.462	30.398
86	1.000	2.332	2.899	4.867	4.723	4.913	1.000	3.462	25.196
87	2.317	3.596	2.899	3.484	4.723	4.913	3.580	4.763	30.275
88	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
89	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
90	2.317	4.936	4.216	3.484	3.406	4.913	3.580	4.763	31.614
91	2.317	3.596	4.216	4.867	4.723	4.913	3.580	2.278	30.492
92	1.000	3.596	4.216	3.484	3.406	3.625	2.278	3.462	25.066
93	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
94	2.317	4.936	4.216	4.867	4.723	3.625	2.278	3.462	30.424
95	3.609	4.936	2.899	4.867	4.723	3.625	3.580	4.763	33.002
96	1.000	2.332	1.863	2.244	3.406	2.406	1.000	2.278	16.530
97	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065
98	3.609	4.936	2.899	3.484	3.406	3.625	2.278	3.462	27.697
99	3.609	4.936	4.216	4.867	4.723	4.913	3.580	4.763	35.608
100	2.317	3.596	2.899	3.484	3.406	3.625	2.278	3.462	25.065

Sumber : Data yang diolah (SPSS.25)

Lampiran 22.

Analisis Regresi Linier Berganda

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5955.796	1861.822		3.199	.002		
	Kualitas Produk	.452	.143	.435	3.158	.002	.216	4.626
	Persepsi Harga	.022	.141	.023	.153	.878	.187	5.358
	Inovasi Produk	.384	.106	.377	3.623	.000	.378	2.645

a. Dependent Variable: Loyalitas Pelanggan

Sumber : Data yang diolah (SPSS.25)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.606	.594	3598.17152

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

b. Dependent Variable: Loyalitas Pelanggan

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1912863393.347	3	637621131.116	49.249	.000 ^b
	Residual	1242896477.653	96	12946838.309		
	Total	3155759871.000	99			

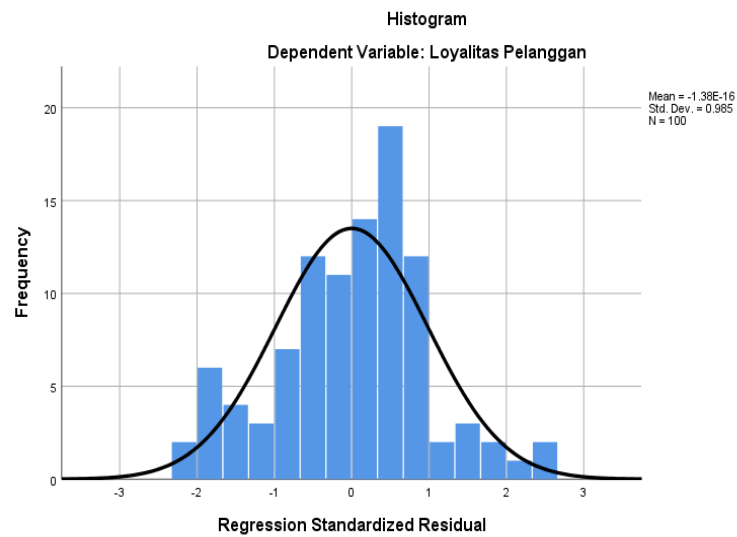
a. Dependent Variable: Loyalitas Pelanggan

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

Sumber : Data yang diolah (SPSS.25)

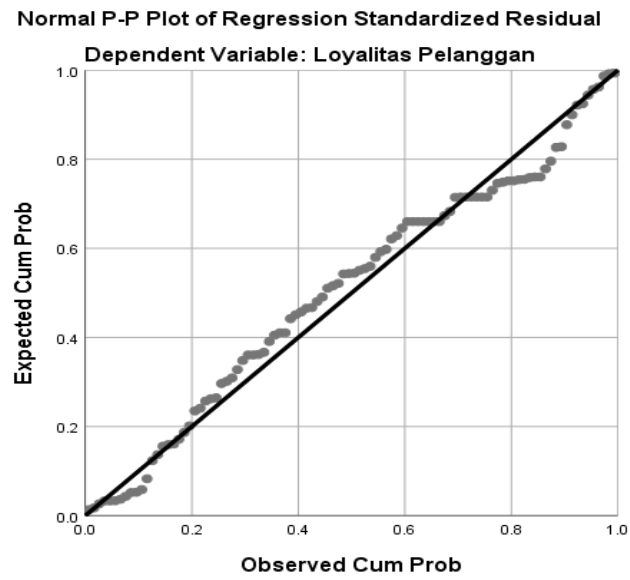
Lampiran 23.

Hasil Uji Histogram



Hasil Uji Histogram

Sumber : Data yang diolah (SPSS.25)

Lampiran 24.**Hasil Uji P-plot**

Sumber : Data yang diolah (SPSS.25)

Lampiran 25.

Hasil Uji Kolmogorov-Smirnov (K-S)

Kolmogrov - Smirnov		
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3543.23438052
Most Extreme Differences	Absolute	.096
	Positive	.096
	Negative	-.063
Test Statistic		.096
Asymp. Sig. (2-tailed)		.023 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Sumber : Data yang diolah (SPSS.25)

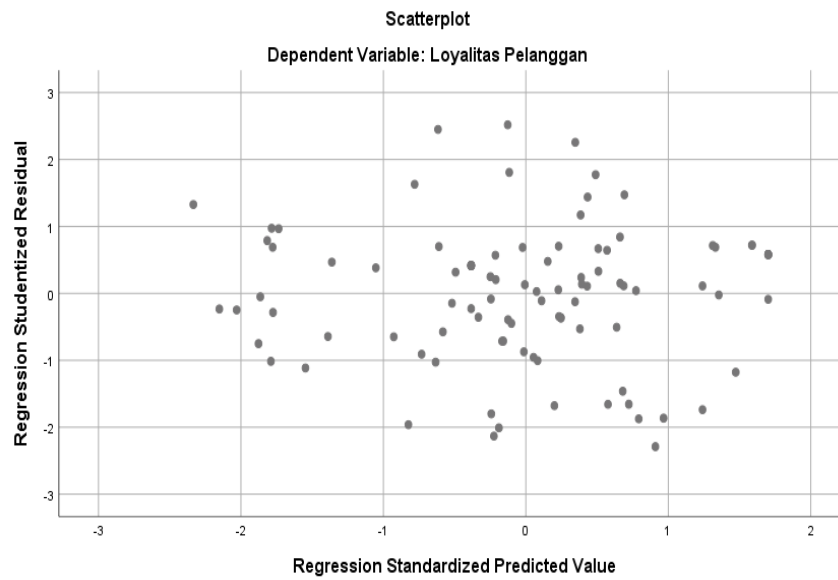
Lampiran 26.

Hasil Uji Multikoleniaritas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5955.796	1861.822		3.199	.002		
	Kualitas Produk	.452	.143	.435	3.158	.002	.216	4.626
	Persepsi Harga	.022	.141	.023	.153	.878	.187	5.358
	Inovasi Produk	.384	.106	.377	3.623	.000	.378	2.645

a. Dependent Variable: Loyalitas Pelanggan

Sumber : Data yang diolah (SPSS.25)

Lampiran 27.**Hasil Uji Heterokedastisitas**

Sumber : Data yang diolah (SPSS.25)

Lampiran 28.**Hasil Uji Autokorelasi**

Model	R	Durbin-Watson
1	.779 ^a	1.982

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

b. Dependent Variable: Loyalitas Pelanggan

Sumber : Data yang diolah, 2023 (SPSS.25)

Lampiran 29.

Hasil Uji Parsial (Uji t)

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5955.796	1861.822		3.199	.002		
	Kualitas Produk	.452	.143	.435	3.158	.002	.216	4.626
	Persepsi Harga	.022	.141	.023	.153	.878	.187	5.358
	Inovasi Produk	.384	.106	.377	3.623	.000	.378	2.645

a. Dependent Variable: Loyalitas Pelanggan

Sumber : Data yang diolah (SPSS.25)

Lampiran 30.

Hasil Uji Simultan (Uji F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1912863393.347	3	637621131.116	49.249	.000 ^b
	Residual	1242896477.653	96	12946838.309		
	Total	3155759871.000	99			

a. Dependent Variable: Loyalitas Pelanggan

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

Sumber : Data yang diolah (SPSS.25)

Lampiran 31.**Hasil Koefisien Determinasi****Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.606	.594	3598.17152

Sumber : Data yang diolah, 2023 (SPSS.25)

Lampiran 32.**Surat Balesan Dari Marrone Brownies Tegal****MARRRONE BROWNIES TEGAL**

Jl. HOS. Cokro Aminoto No. 56c, Pekauman Telp. 0856-8870-700
Kecamatan. Tegal Barat, Kota Tegal, Jawa Tengah 52125

Tegal, 1 Februari 2023

Nomor :
Sifat : Biasa
Lamp : -
Perihal : Izin Melakukan Penelitian

Kepada Yth.
Dekan Fakultas Ekonomi Dan
Universitas Pancasakti Tegal

Menindaklanjuti Surat dari Dekan Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal tanggal 1 Februari 2023 Nomor 20/K/E/FEB/UPS/XII/2023 perihal ijin Penelitian dan Permintaan Data atas nama Diana Oktavia. Sehubungan hal tersebut di atas kami menerima mahasiswa guna melakukan kegiatan Penelitian di Marrone Brownies Tegal yang berada di Jl. HOS. Cokro Aminoto No. 56c, Pekauman, Kota Tegal.

Demikian untuk menjadikan maklum dan guna seperlunya.

Owner Marrone Brownies

H. Supendi, S.E