# DAIFTAIR PUSTAIKAI

AIbduraihmain, & Muhidin & Soemaintri. (2011). *Daisair-daisair Metode Staitistikai Untuk Penelitiain*. Pustaikai Setiai.

AIbduraihmain, & Muhidin & Soemaintri. (2011). *Daisair-daisair Metode Staitistikai Untuk Penelitiain*. Pustaikai Setiai.

AIgussailim, Daihlain, AI. J. (2020). Pengairuh Gaiyai Kepemimpinain, Kedisiplinain Dain Pemberiain Insentif Terhaidaip Kinerjai Kairyaiwain Pt. Bairugai AIsrinusai Development. *P-ISSN: 1978-3035 – e-ISSN: Xxxx-Xxxx Vol. 9, Nomor 2 | Juni – Desember, 2020 PENGAIRUH*, *9*, 10.

AIrini, D., & AInggraiini, P. (2020). PENGAIRUH WORD OF MOUTH, KUAILITAIS LAIYAINAIN, DAIN LOKAISI TERHAIDAIP LOYAILITAIS PELAINGGAIN SEWAI POWER BAINK RECHAIRGE. *JIM*, *1*(1), 52.

AIryaini, L., & Naistiti, H. (2021). Pengairuh Kuailitais Produk, Hairgai dain Citrai Merek terhaidaip Keputusain Pembeliain (Studi Kaisus Pembeli Laiptop AIsus di Jaikairtai Selaitain). *Jurnail Konferensi Riset Naisionail Ekonomi Mainaijemen Dain AIkuntainsi*, *2*(1), 524–537.

AIssuairi. (1966). *Mainaijemen Pemaisairain Daisair Konsep dain Straitegi*. PT. Raijai Graifisindo Persaidai.

Chusniairtiningsih, E., & AIndjairwaiti, AI. L. (2019). Pengairuh Kesaidairain Merek dain Citrai Merek terhaidaip Loyailitais Pelainggain dengain Kepercaiyaiain Merek sebaigaii Vairiaibel Intervening. *Jurnail Imu Mainaijemen*, *7*(1), 85–95.

Cory vidiaiti, AIsep Muhaimaid Raimdain, AInaing Mairtoyo, AIgung Supriyaidi, L. S. (2016). *Mainaijemen Usaihai Jaisai* (H. AI. W. Chrisyainti, Irrai (ed.)). WIDINAI BHAIKTI PERSAIDAI.

Dairmaiwain, I. K. AI., & Dewi, L. K. C. (2020). e-ISSN 2716-4381 (mediai online) Journail Reseairch Mainaigement. *Journail Reseairch Mainaigement*, *02*(1), 58–67.

Effendi, M. I. (2020). *Inovaisi Teknologi Informaisi dain Kinerjai Bisnis UKM*.

Faidil, Z., & U. P. (2015). *Teknik Mairketing Itu Mudaih* (Raitikai (ed.)). Second Hope.

Firmainsyaih, M. AI. (2018). *Perilaiku Konsumen: Sikaip dain Pemaisairain*. Deepublish.

Ghozaili, I. (2018). *AIplikaisi AInailisis Multivairiaite Dengain Prograim IBM SPSS 25* (2018th ed.). Baidain Penerbit Universitais Diponegoro.

Ii, B. AI. B. (n.d.). *TINJAIUAIN PUSTAIKAI 2 . 1 Tinjaiuain Umum Tentaing Sewai Menyewai*. 1. http://repository.umai.aic.id/bitstreaim/123456789/1791/5/128400014\_file5.pdf

Imainuddin AIbil Fidai, D. S. (2021). 2021. *TRAINSAIKSI E-COMMERCE SEBAIGAII PERTAIHAINAIN UMKM DI TENGAIH PAINDEMI COVID-19 DAILAIM PERSPEKTIF ISLAIM*, *5*(02), 53–64.

Juaindy Livingstone Rompais, J., Mainaineke, L., & Woraing, F. G. (2020). Customer Relaitionship Mainaigement Dain Customer Vailue Pengairuhnyai Terhaidaip Kepuaisain Naisaibaih Sertai Implikaisinyai Terhaidaip Loyailitais Naisaibaih Paidai Naisaibaih Kredit Komersil Pt. Baink Sulutgo Kaintor Caibaing Utaimai Mainaido. *Jurnail Ilmiaih Mainaijemen Bisnis Dain Inovaisi Universitais Saim Raitulaingi*, *7*(3), 368–378.

Keller, K. &. (2012). *Mairketing Mainaigement* (14th ed.). Erlainggai.

Kelsen, & Syaiifullaih. (2022). Pengairuh Kuailitais Pelaiyainain dain Hairgai terhaidaip Loyailitais melailui Kepuaisain Pelainggain dailaim Menyewai di Paisair Botainiai 2 Baitaim. *Pemaisairain*, *1*(1), 32.

Kotler, P., dain AIrmstrong, G. (2018). *Principles of Mairketing* (17th ed.). Prentice Haill.

Kotler, P. dain G. AI. (2008). *Prinsip-Prinsip Pemaisairain* (Bob Saibrain (ed.); 12th ed.). Erlainggai.

Krisdaiyainto, I., Hairyono, AI. T., PT, E. G., AInailisis, H., Pelaiyainain, AI. K., Faisilitais, L., & Putrai, net B. (2018). AInailisis pengairuh hairgai, kuailitais pelaiyainain, faisilitais, dain lokaisi terhaidaip kepuaisain konsumen di i caife linai putrai net baindungain. *Journail of Mainaigement*, *4*(4).

Liainairdi, W., & Chaindrai, S. (2019). AInailysis Of Service Quaility, Product Completeness, AInd Price On Purchaising Decisions AIt Juni Minimairket Pekainbairu. *Kewiraiusaihaiain Dain Bisnis*, *45*(1), 45–58. http://www.ejournail.pelitaiindonesiai.aic.id/ojs32/index.php/KURS/index

Maihairaini Paiait, L. M., Monihairaipon, S., & Rogi, M. H. (2020). Pengairuh Faisilitais, Word Of Mouth, Kelompok Referensi, Gaiyai Hidup Dain Promosi Mediai Sosiail Terhaidaip Keputusain Pemilihain Tempait Berolaihraigai Paidai Generaisi Mileniail Di GPI Futsail Dain Sport Center Mainaido. *Jurnail EMBAI*, *8*(3), 1566–1577.

Maiuliainsyaih, R. (2015). AInailisis Pengairuh Motivaisi, Persepsi Kuailitais dain Sikaip Konsumen terhaidaip Keputusain Pembeliain Sepedai Motor Hondai di Kotai Laingsai. *Jurnail Mainaijemen Dain Keuaingain Unsaim*, *4*(1), 196986.

Maiupai, H. (2019). Pengairuh Citrai Merek, Kuailitais Produk, dain Hairgai Terhaidaip Keputusain Pembeliain Sepaitu Converse di Maikaissair. JBMI (Jurnail Bisnis, Mainaijemen, Dain Informaitikai), 16(2), 135–168. https://doi.org/10.26487/jbmi.v16i2.7400gairuh Citrai Merek, Ku. *JBMI (Jurnail Bisnis, Mainaijemen, Dain Informaitikai)*, *16*(2), 135–168. https://doi.org/10.26487/jbmi.v16i2.7400

Merniai, Y., Haimid, AI., Chailil, R. D., Laingsai, I., Laingsai, I., & Laingsai, I. (2022). Pengairuh Braind Imaige, Hairgai dain Word Of Mouth (Wom) Terhaidaip Minait Beli Konsumen Paidai Produk Kosmetik Yaing Tidaik Terdaiftair Paidai (BPOM) Baidain Pengaiwais Obait dain Maikainain (Studi Kaisus Maisyairaikait Kecaimaitain Kotai Kuailai Simpaing). *JIM*, *4*(2), 126–152.

Mowen, John, C., dain M. (2002). *Perilaiku Konsumen Jilid 1* (5th ed.). Erlainggai.

Ni Waiyain Ekai Mitairiaini, I. G. AI. I. B. rifai’I. (2020). Pengairuh Persepsi Hairgai, Kuailitais Produk, Dain Promosi Terhaidaip Keputusain Pembeliain Kairtu Perdainai Internet Di Gaillery Smairtfren Denpaisair. *Emais Faikultais Ekonomi Dain Bisnis*, *1*(1), 31–42.

Nur, D. S., & Octaiviai, AI. (2022). Pengairuh Electronic Word of Mouth Terhaidaip Keputusain Pembeliain Dengain Kepercaiyaiain Konsumen Sebaigaii Mediaisi Paidai Mairketplaice Shopee Di Kotai Jaimbi. *Jurnail Mainaijemen Teraipain Dain Keuaingain*, *11*(2), 387–399. https://doi.org/10.22437/jmk.v11i2.17960

Praiyogi, AI., Purwaiti, AI. AI., Komairdi, D., Rusilaiwaiti, E., Saindriai, W., & Jaimbi, U. M. (2022). PENGAIRUH CITRAI RAISAI PRODUK, PELAIYAINAIN, CITRAI PERUSAIHAIAIN, DAIN KEPUAISAIN TERHAIDAIP LOYAILITAIS PELAINGGAIN BAIKSO MAITAIRAIM (CAIBAING PEKAINBAIRU). *Bisnis Teraipain*, *2*(1), 68–77.

Prihaidi, D., & Mulyainai, Y. (2019). Efektivitais E-Commerce dain Mediai Sosiail untuk Meningkaitkain Kinerjai Pemaisairain Perdaigaingain Paisair Traidisionail. *Jurnail Ilmiaih FIFO*, *11*(1), 31. https://doi.org/10.22441/fifo.2019.v10i1.004

Raihmaini, AI. P. (2022). Pengairuh Kenyaimainain dain Lokaisi Terhaidaip Loyailitais Pelainggain melailui Keputusain Pembeliain Sebaigaii Vairiaibel Intervening. *AIkutainsi Keuaingain*, *5*(2), 988–1001.

Raimaidhain, W., Putrai, S., & Sudraijait, R. H. (2021). VERSI CHAINEL YOUTUBE NESSIE JUDGE Story AInailysis of the Nairraitive Function of Vlaidimir Propp on the Story of Community Service Prograim Daincer Villaige Chainel Youtube Nessie Judge. *Mainaigement*, *8*(4), 3823–3842.

Raitnaisairi, AI. D., & Hairti. (2016). Pengairuh Kuailitais Produk, Hairgai, Lokaisi, dain Kuailitais Laiyainain Terhaidaip Keputusain Pembeliain di Djaiwi Lainbistro Coffee aind Resto Suraibaiyai. *Jurnail Pendidikain Taitai Niaigai (JPTN)*, *4*, 1–11. http://repository.upy.aic.id/id/eprint/238

Rinai Raihaiyu, AI. AI. (2015). PENGAIRUH PENDIDIKAIN, LINGKUNGAIN KELUAIRGAI, PERGAIULAIN DAIN GAIYAI HIDUP TERHAIDAIP PERILAIKU PENYIMPAINGAIN KERJAI dain KEUAINGAIN. *Ilmu Mainaijemen Maigistrai*, *1*(1), 1–15.

Riyainjaiyai, N. AI., & AIndairini, S. (2022). Pengairuh Online Customer Review dain Online Customer Raiting Terhaidaip Minait Beli Produk Wairdaih Di Situs Belainjai Online Shopee. *El-Mail: Jurnail Kaijiain Ekonomi & Bisnis Islaim*, *3*(5), 927–944. https://doi.org/10.47467/elmail.v3i5.1179

Saindjojo, N. (2011). *Metode AInailisis Jailur (Paith AInailysis) dain AIplikaisinyai*. Pustaikai Sinair Hairaipain.

Sernovitz. (2009). *Word of Mouth Mairketing*. Graimediai Pustaikai Utaimai.

Setiai Wibowo, B. (2018). Pengairuh Instaigraim Online Store, Konformitais Dain Iklain Televisi Terhaidaip Perilaiku Konsumtif Sertai Daimpaiknyai Terhaidaip Gaiyai Hidup Hedonis Maihaisiswai. *JBTI : Jurnail Bisnis Teori Dain Implementaisi*, *9*(1), 1–12. https://doi.org/10.18196/bti.91095

Silaipe, B. R., Mainaineke, L., & Tumbuain, W. J. F. AI. (2019). Pengairuh Citrai Merek Dain Straitegi Penetaipain Hairgai Terhaidaip Keputusain Pembeliain Laiptop Paidai Maihaisiswai Faikultais Ekonomi Dain Bisnis Unsrait Influence of Braind Imaige Pricing Straitegy To Laiptop Buying Decision in University Students AIt Economy aind Business Faicu. *961 Jurnail EMBAI*, *7*(1), 961–970.

Sukmaiwijaiyai, T., & Imaim, AI. (2021). AIktivai Jurnail Mainaijemen dain Bisnis Pengairuh Komunikaisi Pemaisairain Terpaidu Terhaidaip Keputusain Pembeliain di AIce Hairdwaire Yogyaikairtai. *Mainaijement Dain Bisnis*, *1*(1), 26–34.

Suprainto, J., dain N. L. (2011). *Perilaiku Konsumen dain Straitegi Pemaisairain* (Edisi Kedu). Mitrai Waicainai Mediai.

Triaidi, S., Raihaiyu, Y., & Kusnainto, D. (2021). Pengairuh Gaiyai Hidup dain Hairgai terhaidaip Keputusain Pembeliain Haindphone. *Mainaijemen*, *13*(2), 257–263.

Yaizid, I., & Hidaiyait, W. (2020). PENGAIRUH KUAILITAIS PELAIYAINAIN DAIN HAIRGAI TERHAIDAIP KEPUTUSAIN PEMBELIAIN (AIPOTEK K-24 Jl. GAIDJAIH MAIDAI YOGYAIKAIRTAI). *Jurnail Ilmu AIdministraisi Bisnis*, *9*(1), 305–314. https://doi.org/10.14710/jiaib.2020.26367

# LAMPIRAN

Lampiran 1 Lembar Kuesioner

|  |  |
| --- | --- |
|  | **FAKULTAS EKONOMI DAN BISNIS**  **UNIVERSITAS PANCASAKTI TEGAL**  **Jl. Halmahera Km. 1 Mintaragen Tegal** |
| **Kuesioner Penelitian**  **PENGARUH *WORD OF MOUTH*, GAYA HIDUP, DAN PERSEPSI HARGA SEWA TERHADAP LOYALITAS PELANGGAN MELALUI KEPUTUSAN PEMBELIAN JASA D-POT SEWA KAMERA SLAWI** | |
| Lampiran  Hal | : 6 (enam) lembar Kepada Yth.  : Permohonan menjadi responden Bapak/Ibu Responden  Konsumen D-pot Sewa Kamera  Slawi |
| **Assalamualaikum Wr. Wb.**  Dengan hormat disampaikan, bahwa dalam rangka menyelesaikan tugas penelitian pada Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal, dengan ini saya:  Nama : Dede Prasetyo  NPM : 4119500304  Program Studi : Manajemen  Memohon bantuan dan kesediaan Bapak/Ibu/Sdr/I konsumen D-pot Sewa Kamera Slawi untuk menjadi responden dan berkenan memberikan jawaban yang paling sesuai dengan persepsi Bapak/Ibu/Sdr/I atas pernyataan kuesioner yang sudah saya siapkan. Jawaban Bapak/Ibu/Sdr/I terhadap kuesioner ini tidak akan dipublikasikan dan dijamin kerahasiaannya, karena data ini hanya digunakan untuk kepentingan akademis dan dalam rangka pengembangan ilmu pengetahuan.  Demikian disampaikan atas bantuan dan kerjasamanya diucapkan terimakasih.  **Wassalamu’alaikum Wr. Wb.**  Tegal, Juni 2023  Hormat Saya,  Dede Prasetyo | |

**KUESIONER**

1. **Identitas Responden**

Nama : ………………….... (boleh tidak diisi)

Alamat : …………………………………..

Jenis Kelamin :  Laki-laki  Perempuan

Usia :

 10 th – 16 th  17 th – 25 th

 26 th -35 th  36 th – 40 th

Pendidikan Terakhir :  SD  SMP  SMA  DIII  S1  S2

Pendapatan : ……………………. (boleh tidak diisi)

Penghasilan per Bulan

1. < Rp.5.000.000
2. Rp. 5.100.000 – Rp. 10.000.000
3. > Rp. 10.000.000

Pekerjaan :  Pengusaha  Karyawan Swasta

 Pelajar/Mahasiswa  Lainnya

1. **Petunjuk Pengisian**

Jawablah pertanyaan ini dengan jujur dan benar.

Bacalah terlebih dahulu pertanyaan dengan cermat sebelum anda memulai untuk menjawabnya.

Pilihlah salah satu jawaban yang tersedia dengan memberikan tanda *checklist* (√ ) pada salah satu jawaban yang anda anggap paling benar. Keterangan:

SS : Sangat setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

1. **Loyalitas Pelanggan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| STS | TS | N | S | SS |
| **Direkomendasikan** | | | | | | |
| 1. | Merekomendasikan jasa sewa kamera ini kepada teman atau keluarga yang membutuhkannya |  |  |  |  |  |
| 2. | Berbagi pengalaman positif saya menggunakan jasa sewa kamera ini kepada orang lain yang membutuhkannya |  |  |  |  |  |
| 3. | Seseorang meminta rekomendasi tentang jasa sewa kamera, saya akan merekomendasikan tempat ini |  |  |  |  |  |
| ***Refuse*** | | | | | | |
| 4. | Merasa nyaman dan percaya dengan kualitas dan keandalan jasa sewa kamera di tempat ini, sehingga tidak ada niat untuk mencoba penyedia jasa lain |  |  |  |  |  |
| 5. | Percaya bahwa jasa sewa kamera di tempat ini memberikan nilai tambah dan kepuasan yang konsisten, sehingga tidak ada alasan untuk mempertimbangkan pindah ke jasa lain. |  |  |  |  |  |
| 6. | Merasa bahwa jasa sewa kamera ini memenuhi kebutuhan dan preferensi saya dengan baik, sehingga tidak ada motivasi untuk mencari alternatif lain |  |  |  |  |  |
| ***Repeat Purchase*** | | | | | | |
| 7. | Memilih jasa sewa kamera ini lagi jika membutuhkan kamera sewa di waktu mendatang |  |  |  |  |  |
| 8. | Merasa puas dengan pengalaman menggunakan jasa sewa kamera ini sehingga kemungkinan besar saya akan menggunakan layanan mereka lagi |  |  |  |  |  |
| 9. | Merasa bahwa jasa sewa kamera di tempat ini memenuhi kebutuhan saya dengan baik sehingga saya cenderung akan melakukan pembelian ulang |  |  |  |  |  |

1. **Keputusan Pembelian**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| STS | TS | N | S | SS |
| **Kepuasan** | | | | | | |
| 1. | Kamera yang digunakan dari jasa sewa ini memberikan hasil foto yang berkualitas tinggi |  |  |  |  |  |
| 2. | Respon dari pelayanan jasa sewa kamera ini terhadap pertanyaan dan permintaan saya sangat cepat |  |  |  |  |  |
| 3. | Merasa bahwa tim jasa sewa kamera ini sangat responsif terhadap kebutuhan dan permintaan pelanggan |  |  |  |  |  |
| **Persepsi Nilai** | | | | | | |
| 4. | Menggunakan jasa sewa kamera ini memungkinkan saya untuk fokus pada kegiatan fotografi tanpa harus khawatir tentang aspek teknis dan pemeliharaan kamera |  |  |  |  |  |
| 5. | Dengan menyewa kamera dari tempat ini, dapat mengakses teknologi dan fitur terbaru tanpa harus mengeluarkan biaya besar untuk membeli |  |  |  |  |  |
| 6. | Menggunakan jasa sewa kamera ini memungkinkan untuk mencoba berbagai jenis kamera sebelum memutuskan untuk menyewa |  |  |  |  |  |
| **Kepercayaan** | | | | | | |
| 7. | Merek jasa sewa kamera ini dikenal sebagai penyedia jasa yang dapat diandalkan dan berkualitas |  |  |  |  |  |
| 8. | Percaya bahwa penjual jasa sewa kamera ini memiliki pengetahuan dan keahlian yang cukup dalam bidangnya |  |  |  |  |  |
| 9. | Kamera yang disewa dari jasa ini selalu berfungsi dengan baik tanpa adanya masalah teknis |  |  |  |  |  |
| **Kemudahan Pembelian** | | | | | | |
| 10. | Jasa sewa kamera ini memberikan pilihan yang beragam dalam hal jenis dan model kamera yang tersedia |  |  |  |  |  |
| 11. | Merasa bahwa proses pemesanan dan pembayaran di jasa sewa kamera ini mudah dan sederhana |  |  |  |  |  |
| 12. | Jasa sewa kamera ini menyediakan panduan atau petunjuk yang jelas mengenai cara menggunakan kamera dan peraturan berlaku |  |  |  |  |  |

1. ***Word of Mouth***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| STS | TS | N | S | SS |
| **Konsumen Memberi Informasi Positif** | | | | | | |
| 1. | Secara aktif memberikan ulasan positif tentang jasa sewa kamera ini di platform online atau media social |  |  |  |  |  |
| 2. | Antusias memberikan rekomendasi kepada orang lain untuk mencoba jasa sewa kamera ini karena saya percaya mereka akan puas dengan layanannya |  |  |  |  |  |
| 3. | Percaya bahwa jasa sewa kamera ini memberikan manfaat yang sepadan dengan biaya yang harus saya keluarkan |  |  |  |  |  |
| **Memberikan Saran Tentang Layanan Kepada Konsumen Lain** | | | | | | |
| 4. | Antusias memberikan penjelasan kepada orang lain tentang cara kerja jasa sewa kamera ini dan bagaimana itu dapat memenuhi kebutuhan mereka |  |  |  |  |  |
| 5. | Antusias mengajak orang lain untuk mencoba jasa sewa kamera ini dan memberikan alasan-alasan mengapa itu bisa menguntungkan bagi mereka |  |  |  |  |  |
| 6. | Tulus membagikan pengalaman positif menggunakan jasa sewa kamera ini untuk mendorong orang lain melakukan transaksi |  |  |  |  |  |
| **Memberi Dorongan Melakukan Transaksi** | | | | | | |
| 7. | Selalu dapat menemukan kamera yang dibutuhkan di jasa sewa ini |  |  |  |  |  |
| 8. | Jasa sewa kamera ini memiliki kebijakan yang baik dalam memastikan ketersediaan produk yang memadai |  |  |  |  |  |
| 9. | Dengan senang hati memberikan rekomendasi kepada orang lain untuk mencoba menyewa kamera dari jasa ini dan memberikan alasan mengapa itu bisa menjadi pilihan yang cerdas |  |  |  |  |  |

1. **Gaya Hidup**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| STS | TS | N | S | SS |
| **Kegiatan** | | | | | | |
| 1. | Memiliki pekerjaan yang memungkinkan memiliki minat dan hobi terkait fotografi yang dapat dilakukan dengan bantuan jasa sewa kamera |  |  |  |  |  |
| 2. | Pekerjaan memberikan akses atau kebutuhan untuk menggunakan kamera berkualitas tinggi, yang bisa didapatkan melalui jasa sewa kamera |  |  |  |  |  |
| 3. | Menghabiskan banyak waktu untuk mengasah keterampilan fotografi, dan menggunakan jasa sewa kamera memungkinkan saya untuk terus berlatih dengan kamera berkualitas tinggi |  |  |  |  |  |
| **Minat** | | | | | | |
| 4. | Dengan antusias menjelajahi berbagai jenis fotografi, dan menggunakan jasa sewa kamera memberikan kesempatan untuk mencoba berbagai jenis kamera yang sesuai dengan gaya dan minat |  |  |  |  |  |
| 5. | Sering berinteraksi dengan anggota komunitas fotografi melalui forum online atau grup media sosial untuk mendiskusikan tentang fotografi dan berbagi pengalaman |  |  |  |  |  |
| 6. | Komunitas fotografi menjadi tempat yang mendukung dan memperkaya pengalaman dalam menggunakan jasa sewa kamera |  |  |  |  |  |

1. **Persepsi Harga Sewa**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| STS | TS | N | S | SS |
| **Keterjangkauan Harga** | | | | | | |
| 1. | Puas dengan penentuan harga jasa sewa kamera ini karena merasa mendapatkan nilai yang baik untuk uang yang dikeluarkan |  |  |  |  |  |
| 2. | Merasa bahwa harga yang ditetapkan oleh jasa sewa kamera ini memberikan fleksibilitas dan pilihan yang sesuai dengan kebutuhan dan preferensi |  |  |  |  |  |
| 3. | Merasa harga yang dikenakan oleh jasa sewa kamera ini sebanding dengan kualitas produk dan layanan yang diberikan |  |  |  |  |  |
| **Kesesuaian Harga** | | | | | | |
| 4. | Percaya bahwa jasa sewa kamera ini menawarkan harga yang terjangkau tanpa mengorbankan kualitas |  |  |  |  |  |
| 5. | Jasa sewa kamera ini menawarkan harga yang kompetitif mengingat kualitas produk yang disediakan |  |  |  |  |  |
| 6. | Saya puas dengan kualitas produk dan layanan yang saya terima dari jasa sewa kamera ini mengingat harga yang harus saya bayarka |  |  |  |  |  |
| **Daya Saing** | | | | | | |
| 7. | Jasa sewa kamera ini menyediakan penawaran yang menarik dan komprehensif |  |  |  |  |  |
| 8. | Puas dengan variasi pilihan produk dan paket yang ditawarkan oleh jasa sewa kamera ini |  |  |  |  |  |
| 9. | Jasa sewa kamera ini memberikan penawaran yang bernilai tinggi mengingat fitur dan layanan yang disertakan |  |  |  |  |  |

Lampiran 2 Jawaban Responden Loyalitas Pelanggan

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Loyalitas Pelanggan** | | | | | | | | | **TOTAL** |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** | **Y.9** |
| 1 | 5 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 32 |
| 2 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 40 |
| 3 | 4 | 3 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 34 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 7 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 42 |
| 8 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 42 |
| 9 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 11 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 30 |
| 12 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 |
| 13 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 30 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 16 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 20 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 41 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 22 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 41 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 26 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 42 |
| 27 | 5 | 2 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 31 |
| 28 | 3 | 3 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 37 |
| 29 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 31 |
| 30 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 32 |
| 31 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 32 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 33 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 34 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 |
| 35 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 31 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 37 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 39 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 30 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 41 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 31 |
| 42 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 45 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 47 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 |
| 48 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 41 |
| 49 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 42 |
| 50 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 40 |
| 51 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 |
| 52 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 53 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 |
| 54 | 4 | 5 | 3 | 3 | 5 | 3 | 3 | 5 | 3 | 34 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 56 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 |
| 57 | 4 | 5 | 3 | 3 | 5 | 3 | 3 | 5 | 3 | 34 |
| 58 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 30 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 60 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 |
| 61 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 |
| 62 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 40 |
| 63 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 40 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 65 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 40 |
| 66 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 68 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 41 |
| 69 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 38 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 71 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 42 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 73 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 40 |
| 74 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 |
| 75 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 77 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 42 |
| 78 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 79 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 80 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 82 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 83 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 40 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 85 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 34 |
| 86 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 87 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 32 |
| 88 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 89 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 90 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 41 |
| 91 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 38 |
| 92 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 39 |
| 93 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 39 |
| 94 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 42 |
| 95 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 38 |
| 96 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 40 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 98 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 40 |
| 99 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 101 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 41 |
| 102 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 38 |
| 103 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 104 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 42 |
| 105 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 106 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 40 |
| 107 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 |
| 108 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 109 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 110 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 32 |
| 111 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 112 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 113 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 114 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 |
| 115 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 32 |
| 116 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 117 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 118 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 119 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 |
| 120 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |

Lampiran 3 Jawaban Responden Keputusan Pembelian

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Keputusan Pembelian** | | | | | | | | | | | | **TOTAL** |
| **M.1** | **M.2** | **M.3** | **M.4** | **M.5** | **M.6** | **M.7** | **M.8** | **M.9** | **M.10** | **M.11** | **M.12** |
| 1 | 5 | 3 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 3 | 4 | 49 |
| 2 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 53 |
| 3 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 56 |
| 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 54 |
| 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 46 |
| 6 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 50 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 50 |
| 9 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 51 |
| 10 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 50 |
| 11 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 46 |
| 12 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 55 |
| 13 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 48 |
| 14 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 50 |
| 15 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 16 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 58 |
| 17 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 51 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 59 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 20 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 50 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 22 | 5 | 5 | 3 | 2 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 53 |
| 23 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 54 |
| 24 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 54 |
| 25 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 53 |
| 26 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 55 |
| 27 | 5 | 2 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 2 | 4 | 46 |
| 28 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 49 |
| 29 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 48 |
| 30 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 47 |
| 31 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 53 |
| 32 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 58 |
| 33 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 56 |
| 34 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 53 |
| 35 | 4 | 4 | 3 | 2 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 45 |
| 36 | 4 | 4 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 49 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 38 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 44 |
| 39 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 50 |
| 40 | 3 | 4 | 3 | 3 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 44 |
| 41 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 45 |
| 42 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 54 |
| 43 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 44 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 50 |
| 45 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 46 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 47 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 55 |
| 48 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 52 |
| 49 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 56 |
| 50 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 56 |
| 51 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 54 |
| 52 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 58 |
| 53 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 58 |
| 54 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 53 |
| 55 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 55 |
| 56 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 52 |
| 57 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 3 | 53 |
| 58 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 49 |
| 59 | 5 | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 52 |
| 60 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 51 |
| 61 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 55 |
| 62 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 53 |
| 63 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 51 |
| 64 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 51 |
| 65 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 48 |
| 66 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 67 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 53 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 50 |
| 69 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 56 |
| 70 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 44 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 50 |
| 72 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 50 |
| 73 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 56 |
| 74 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 53 |
| 75 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 54 |
| 76 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 5 | 5 | 5 | 51 |
| 77 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 57 |
| 78 | 5 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 52 |
| 79 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 55 |
| 80 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 52 |
| 81 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 54 |
| 82 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 51 |
| 83 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 51 |
| 84 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 46 |
| 85 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 46 |
| 86 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 57 |
| 87 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 48 |
| 88 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 56 |
| 89 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| 90 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 54 |
| 91 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 52 |
| 92 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 54 |
| 93 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 52 |
| 94 | 5 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 49 |
| 95 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 50 |
| 96 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 58 |
| 97 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 58 |
| 98 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 53 |
| 99 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 55 |
| 100 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 52 |
| 101 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 3 | 53 |
| 102 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 49 |
| 103 | 5 | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 52 |
| 104 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 51 |
| 105 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 55 |
| 106 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 53 |
| 107 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 51 |
| 108 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 51 |
| 109 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 48 |
| 110 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 111 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 53 |
| 112 | 5 | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 52 |
| 113 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 51 |
| 114 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 55 |
| 115 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 52 |
| 116 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 55 |
| 117 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 53 |
| 118 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 51 |
| 119 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 51 |
| 120 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 48 |

Lampiran 4 Jawaban Responden Word of Mouth

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Word of Mouth** | | | | | | | |  | **TOTAL** |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** |
| 1 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 40 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 37 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 42 |
| 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 6 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 34 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 0 | 32 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 9 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 38 |
| 10 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 39 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 12 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 40 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 14 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 38 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 37 |
| 16 | 5 | 5 | 2 | 5 | 4 | 5 | 5 | 2 | 4 | 37 |
| 17 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 39 |
| 18 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 3 | 5 | 40 |
| 19 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 5 | 41 |
| 20 | 3 | 3 | 3 | 4 | 4 | 3 | 5 | 3 | 4 | 32 |
| 21 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 43 |
| 22 | 4 | 2 | 3 | 5 | 5 | 2 | 5 | 3 | 5 | 34 |
| 23 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 42 |
| 24 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 42 |
| 25 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 40 |
| 26 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 40 |
| 27 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 37 |
| 28 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 37 |
| 29 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 35 |
| 30 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 40 |
| 31 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 41 |
| 32 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 41 |
| 33 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 39 |
| 34 | 4 | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 37 |
| 35 | 3 | 2 | 3 | 4 | 5 | 2 | 4 | 3 | 5 | 31 |
| 36 | 3 | 3 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 35 |
| 37 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 43 |
| 38 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 32 |
| 39 | 5 | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 38 |
| 40 | 3 | 3 | 5 | 5 | 3 | 3 | 4 | 5 | 3 | 34 |
| 41 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 32 |
| 42 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 43 |
| 43 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 43 |
| 44 | 3 | 3 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 36 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 46 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 47 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 42 |
| 48 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 39 |
| 49 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 41 |
| 50 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 5 | 40 |
| 51 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 39 |
| 52 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 41 |
| 53 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 54 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 42 |
| 55 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 37 |
| 56 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 38 |
| 57 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 41 |
| 58 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 39 |
| 59 | 5 | 3 | 5 | 3 | 4 | 3 | 4 | 5 | 4 | 36 |
| 60 | 5 | 5 | 3 | 5 | 4 | 5 | 3 | 3 | 4 | 37 |
| 61 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 41 |
| 62 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 35 |
| 63 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 36 |
| 64 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 39 |
| 65 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 36 |
| 66 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 34 |
| 67 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 40 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 69 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 42 |
| 70 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 33 |
| 71 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 38 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 37 |
| 73 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 3 | 5 | 40 |
| 74 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 38 |
| 75 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 38 |
| 76 | 5 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 3 | 36 |
| 77 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 42 |
| 78 | 5 | 3 | 5 | 5 | 4 | 3 | 3 | 5 | 4 | 37 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 37 |
| 80 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 37 |
| 81 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 38 |
| 82 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 34 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 84 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 85 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 36 |
| 86 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 87 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 39 |
| 88 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 43 |
| 89 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 36 |
| 90 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 40 |
| 91 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 42 |
| 92 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 40 |
| 93 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 40 |
| 94 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 36 |
| 95 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 38 |
| 96 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 97 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 98 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 42 |
| 99 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 39 |
| 100 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 41 |
| 101 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 5 | 40 |
| 102 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 39 |
| 103 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 41 |
| 104 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 105 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 42 |
| 106 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 37 |
| 107 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 38 |
| 108 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 41 |
| 109 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 37 |
| 110 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 37 |
| 111 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 35 |
| 112 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 40 |
| 113 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 41 |
| 114 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 41 |
| 115 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 39 |
| 116 | 4 | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 37 |
| 117 | 3 | 2 | 3 | 4 | 5 | 2 | 4 | 3 | 5 | 31 |
| 118 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 42 |
| 119 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 37 |
| 120 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 38 |

Lampiran 5 Jawaban Pernyataan Gaya Hidup

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Gaya Hidup** | | | | | | **TOTAL** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** |
| 1 | 3 | 5 | 3 | 4 | 4 | 3 | 22 |
| 2 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 3 | 3 | 5 | 5 | 5 | 5 | 5 | 28 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 5 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 6 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 7 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 8 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 9 | 4 | 3 | 5 | 4 | 4 | 4 | 24 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 11 | 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 12 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 13 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 15 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 16 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 17 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 20 | 4 | 3 | 4 | 3 | 3 | 5 | 22 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 22 | 5 | 3 | 5 | 2 | 2 | 3 | 20 |
| 23 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 24 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 25 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 26 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 27 | 2 | 4 | 4 | 3 | 3 | 4 | 20 |
| 28 | 3 | 3 | 5 | 4 | 4 | 5 | 24 |
| 29 | 4 | 3 | 5 | 4 | 4 | 3 | 23 |
| 30 | 3 | 5 | 5 | 4 | 4 | 4 | 25 |
| 31 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 32 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 33 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 34 | 5 | 4 | 5 | 3 | 3 | 4 | 24 |
| 35 | 4 | 3 | 5 | 2 | 2 | 3 | 19 |
| 36 | 4 | 3 | 4 | 3 | 3 | 4 | 21 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 38 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 39 | 4 | 5 | 5 | 3 | 3 | 3 | 23 |
| 40 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 41 | 4 | 4 | 4 | 3 | 5 | 3 | 23 |
| 42 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 43 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 44 | 4 | 5 | 4 | 3 | 3 | 4 | 23 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 46 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 47 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 48 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 49 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 50 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 51 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 52 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 53 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 54 | 5 | 5 | 5 | 5 | 5 | 3 | 28 |
| 55 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 56 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 57 | 5 | 5 | 5 | 5 | 5 | 3 | 28 |
| 58 | 4 | 5 | 4 | 5 | 5 | 3 | 26 |
| 59 | 5 | 5 | 4 | 3 | 3 | 5 | 25 |
| 60 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 61 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 62 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 63 | 4 | 3 | 4 | 4 | 4 | 5 | 24 |
| 64 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 65 | 4 | 4 | 3 | 4 | 4 | 5 | 24 |
| 66 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 67 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 68 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 69 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 70 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 71 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 73 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 74 | 3 | 4 | 5 | 4 | 4 | 4 | 24 |
| 75 | 3 | 4 | 3 | 5 | 5 | 5 | 25 |
| 76 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 77 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 78 | 5 | 3 | 4 | 3 | 3 | 5 | 23 |
| 79 | 3 | 4 | 5 | 4 | 4 | 5 | 25 |
| 80 | 4 | 3 | 4 | 3 | 3 | 5 | 22 |
| 81 | 3 | 4 | 4 | 4 | 4 | 5 | 24 |
| 82 | 3 | 3 | 4 | 3 | 3 | 5 | 21 |
| 83 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 85 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 86 | 3 | 4 | 5 | 5 | 5 | 5 | 27 |
| 87 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 88 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 89 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 90 | 4 | 3 | 4 | 4 | 4 | 5 | 24 |
| 91 | 3 | 5 | 4 | 5 | 5 | 5 | 27 |
| 92 | 4 | 3 | 5 | 4 | 4 | 5 | 25 |
| 93 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 94 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 95 | 3 | 4 | 4 | 4 | 4 | 5 | 24 |
| 96 | 5 | 4 | 5 | 3 | 3 | 4 | 24 |
| 97 | 5 | 4 | 5 | 3 | 3 | 3 | 23 |
| 98 | 5 | 4 | 5 | 3 | 3 | 4 | 24 |
| 99 | 3 | 5 | 4 | 3 | 3 | 3 | 21 |
| 100 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 101 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 102 | 3 | 5 | 4 | 3 | 3 | 4 | 22 |
| 103 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 104 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 105 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 106 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 107 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 108 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 109 | 4 | 3 | 4 | 4 | 4 | 5 | 24 |
| 110 | 4 | 4 | 4 | 5 | 4 | 3 | 24 |
| 111 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 112 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 113 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 114 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 115 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 116 | 5 | 3 | 5 | 4 | 4 | 4 | 25 |
| 117 | 4 | 4 | 3 | 3 | 4 | 5 | 23 |
| 118 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 119 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 120 | 3 | 4 | 3 | 4 | 4 | 3 | 21 |

Lampiran 6 Jawaban Pernyataan Persepsi Harga Sewa

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Persepsi Harga Sewa** | | | | | | | | | **TOTAL** |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **X3.9** |
| 1 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 37 |
| 2 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 39 |
| 3 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 43 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 40 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 35 |
| 6 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 37 |
| 7 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 38 |
| 8 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 38 |
| 9 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 39 |
| 10 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 37 |
| 11 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 34 |
| 12 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 41 |
| 13 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 34 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 15 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 16 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 17 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 40 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 20 | 3 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 38 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 22 | 2 | 5 | 5 | 5 | 5 | 5 | 2 | 3 | 5 | 37 |
| 23 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 41 |
| 24 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 41 |
| 25 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 39 |
| 26 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 40 |
| 27 | 3 | 5 | 4 | 5 | 2 | 4 | 3 | 4 | 5 | 35 |
| 28 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 38 |
| 29 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 36 |
| 30 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 34 |
| 31 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 40 |
| 32 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 33 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 41 |
| 34 | 3 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 37 |
| 35 | 2 | 4 | 5 | 4 | 4 | 3 | 2 | 3 | 4 | 31 |
| 36 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 36 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 38 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 33 |
| 39 | 3 | 4 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 34 |
| 40 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 32 |
| 41 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 32 |
| 42 | 5 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 40 |
| 43 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 43 |
| 44 | 3 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 37 |
| 45 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 37 |
| 46 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 47 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 42 |
| 48 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 40 |
| 49 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 41 |
| 50 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 43 |
| 51 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 40 |
| 52 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 53 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 43 |
| 54 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 3 | 4 | 38 |
| 55 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 42 |
| 56 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 37 |
| 57 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 3 | 4 | 39 |
| 58 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 37 |
| 59 | 3 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 38 |
| 60 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 37 |
| 61 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 41 |
| 62 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 41 |
| 63 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 40 |
| 64 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 65 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 37 |
| 66 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 35 |
| 67 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 39 |
| 68 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 38 |
| 69 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 41 |
| 70 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 33 |
| 71 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 38 |
| 72 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 38 |
| 73 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 41 |
| 74 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 39 |
| 75 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 42 |
| 76 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 39 |
| 77 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 44 |
| 78 | 3 | 3 | 4 | 5 | 5 | 5 | 3 | 5 | 3 | 36 |
| 79 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 42 |
| 80 | 3 | 4 | 5 | 4 | 5 | 5 | 3 | 5 | 4 | 38 |
| 81 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 40 |
| 82 | 3 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 38 |
| 83 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 38 |
| 84 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 35 |
| 85 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 34 |
| 86 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 43 |
| 87 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 37 |
| 88 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 42 |
| 89 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 34 |
| 90 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 41 |
| 91 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 39 |
| 92 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 40 |
| 93 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 39 |
| 94 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 37 |
| 95 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 37 |
| 96 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 33 |
| 97 | 3 | 4 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 34 |
| 98 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 32 |
| 99 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 32 |
| 100 | 5 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 40 |
| 101 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 43 |
| 102 | 3 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 37 |
| 103 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 37 |
| 104 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 105 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 42 |
| 106 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 40 |
| 107 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 41 |
| 108 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 43 |
| 109 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 40 |
| 110 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 111 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 37 |
| 112 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 39 |
| 113 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 43 |
| 114 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 40 |
| 115 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 35 |
| 116 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 37 |
| 117 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 38 |
| 118 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 38 |
| 119 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 39 |
| 120 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 37 |

Lampiran 7 Uji Validitas Loyalitas Pelanggan

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | |
|  | | Y.01 | Y.02 | Y.03 | Y.04 | Y.05 | Y.06 | Y.07 | Y.08 | Y.09 | Loyalitas Pelanggan |
| Y.01 | Pearson Correlation | 1 | .204\* | .178 | .176 | .204\* | .176 | .178 | .204\* | .176 | .380\*\* |
| Sig. (2-tailed) |  | .025 | .052 | .054 | .025 | .054 | .052 | .025 | .054 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.02 | Pearson Correlation | .204\* | 1 | .248\*\* | .250\*\* | 1.000\*\* | .250\*\* | .248\*\* | 1.000\*\* | .250\*\* | .673\*\* |
| Sig. (2-tailed) | .025 |  | .006 | .006 | .000 | .006 | .006 | .000 | .006 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.03 | Pearson Correlation | .178 | .248\*\* | 1 | .877\*\* | .248\*\* | .877\*\* | 1.000\*\* | .248\*\* | .877\*\* | .836\*\* |
| Sig. (2-tailed) | .052 | .006 |  | .000 | .006 | .000 | .000 | .006 | .000 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.04 | Pearson Correlation | .176 | .250\*\* | .877\*\* | 1 | .250\*\* | 1.000\*\* | .877\*\* | .250\*\* | 1.000\*\* | .854\*\* |
| Sig. (2-tailed) | .054 | .006 | .000 |  | .006 | .000 | .000 | .006 | .000 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.05 | Pearson Correlation | .204\* | 1.000\*\* | .248\*\* | .250\*\* | 1 | .250\*\* | .248\*\* | 1.000\*\* | .250\*\* | .673\*\* |
| Sig. (2-tailed) | .025 | .000 | .006 | .006 |  | .006 | .006 | .000 | .006 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.06 | Pearson Correlation | .176 | .250\*\* | .877\*\* | 1.000\*\* | .250\*\* | 1 | .877\*\* | .250\*\* | 1.000\*\* | .854\*\* |
| Sig. (2-tailed) | .054 | .006 | .000 | .000 | .006 |  | .000 | .006 | .000 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.07 | Pearson Correlation | .178 | .248\*\* | 1.000\*\* | .877\*\* | .248\*\* | .877\*\* | 1 | .248\*\* | .877\*\* | .836\*\* |
| Sig. (2-tailed) | .052 | .006 | .000 | .000 | .006 | .000 |  | .006 | .000 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.08 | Pearson Correlation | .204\* | 1.000\*\* | .248\*\* | .250\*\* | 1.000\*\* | .250\*\* | .248\*\* | 1 | .250\*\* | .673\*\* |
| Sig. (2-tailed) | .025 | .000 | .006 | .006 | .000 | .006 | .006 |  | .006 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Y.09 | Pearson Correlation | .176 | .250\*\* | .877\*\* | 1.000\*\* | .250\*\* | 1.000\*\* | .877\*\* | .250\*\* | 1 | .854\*\* |
| Sig. (2-tailed) | .054 | .006 | .000 | .000 | .006 | .000 | .000 | .006 |  | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Loyalitas Pelanggan | Pearson Correlation | .380\*\* | .673\*\* | .836\*\* | .854\*\* | .673\*\* | .854\*\* | .836\*\* | .673\*\* | .854\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | |

Lampiran 8 Uji Validitas Keputusan Pembelian

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | |
|  | | M.01 | M.02 | M.03 | M.04 | M.05 | M.06 | M.07 | M.08 | M.09 | M.10 | M.11 | M.12 | Keputusan Pembelian |
| M.01 | Pearson Correlation | 1 | .347\*\* | .207\* | .082 | .021 | .103 | -.020 | .083 | .021 | -.010 | .347\*\* | .054 | .382\*\* |
| Sig. (2-tailed) |  | .000 | .023 | .372 | .821 | .262 | .830 | .367 | .821 | .915 | .000 | .556 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| M.02 | Pearson Correlation | .347\*\* | 1 | .277\*\* | .234\* | -.038 | .218\* | .038 | .178 | -.038 | .144 | 1.000\*\* | .138 | .603\*\* |
| Sig. (2-tailed) | .000 |  | .002 | .010 | .678 | .017 | .677 | .051 | .678 | .117 | .000 | .134 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| M.03 | Pearson Correlation | .207\* | .277\*\* | 1 | .577\*\* | -.005 | .130 | .129 | .155 | -.005 | .048 | .277\*\* | -.002 | .485\*\* |
| Sig. (2-tailed) | .023 | .002 |  | .000 | .957 | .156 | .162 | .090 | .957 | .600 | .002 | .982 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| M.04 | Pearson Correlation | .082 | .234\* | .577\*\* | 1 | .085 | .199\* | .222\* | .182\* | .085 | .070 | .234\* | -.008 | .518\*\* |
| Sig. (2-tailed) | .372 | .010 | .000 |  | .356 | .030 | .015 | .046 | .356 | .446 | .010 | .933 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| M.05 | Pearson Correlation | .021 | -.038 | -.005 | .085 | 1 | .190\* | .098 | .218\* | 1.000\*\* | .219\* | -.038 | .275\*\* | .525\*\* |
| Sig. (2-tailed) | .821 | .678 | .957 | .356 |  | .038 | .287 | .017 | .000 | .016 | .678 | .002 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| M.06 | Pearson Correlation | .103 | .218\* | .130 | .199\* | .190\* | 1 | .250\*\* | .953\*\* | .190\* | -.163 | .218\* | -.173 | .534\*\* |
| Sig. (2-tailed) | .262 | .017 | .156 | .030 | .038 |  | .006 | .000 | .038 | .075 | .017 | .059 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| M.07 | Pearson Correlation | -.020 | .038 | .129 | .222\* | .098 | .250\*\* | 1 | .255\*\* | .098 | -.186\* | .038 | -.180\* | .301\*\* |
| Sig. (2-tailed) | .830 | .677 | .162 | .015 | .287 | .006 |  | .005 | .287 | .041 | .677 | .049 | .001 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| M.08 | Pearson Correlation | .083 | .178 | .155 | .182\* | .218\* | .953\*\* | .255\*\* | 1 | .218\* | -.165 | .178 | -.177 | .528\*\* |
| Sig. (2-tailed) | .367 | .051 | .090 | .046 | .017 | .000 | .005 |  | .017 | .071 | .051 | .053 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| M.09 | Pearson Correlation | .021 | -.038 | -.005 | .085 | 1.000\*\* | .190\* | .098 | .218\* | 1 | .219\* | -.038 | .275\*\* | .525\*\* |
| Sig. (2-tailed) | .821 | .678 | .957 | .356 | .000 | .038 | .287 | .017 |  | .016 | .678 | .002 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| M.10 | Pearson Correlation | -.010 | .144 | .048 | .070 | .219\* | -.163 | -.186\* | -.165 | .219\* | 1 | .144 | .888\*\* | .386\*\* |
| Sig. (2-tailed) | .915 | .117 | .600 | .446 | .016 | .075 | .041 | .071 | .016 |  | .117 | .000 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| M.11 | Pearson Correlation | .347\*\* | 1.000\*\* | .277\*\* | .234\* | -.038 | .218\* | .038 | .178 | -.038 | .144 | 1 | .138 | .603\*\* |
| Sig. (2-tailed) | .000 | .000 | .002 | .010 | .678 | .017 | .677 | .051 | .678 | .117 |  | .134 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| M.12 | Pearson Correlation | .054 | .138 | -.002 | -.008 | .275\*\* | -.173 | -.180\* | -.177 | .275\*\* | .888\*\* | .138 | 1 | .389\*\* |
| Sig. (2-tailed) | .556 | .134 | .982 | .933 | .002 | .059 | .049 | .053 | .002 | .000 | .134 |  | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Keputusan Pembelian | Pearson Correlation | .382\*\* | .603\*\* | .485\*\* | .518\*\* | .525\*\* | .534\*\* | .301\*\* | .528\*\* | .525\*\* | .386\*\* | .603\*\* | .389\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 |  |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | | |

Lampiran 9 Uji Validitas Word of Mouth

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | |
|  | | X1.01 | X1.02 | X1.03 | X1.04 | X1.05 | X1.06 | X1.07 | X1.08 | X1.09 | Word of mouth |
| X1.01 | Pearson Correlation | 1 | .552\*\* | .140 | .179 | .085 | .567\*\* | .038 | .114 | .086 | .596\*\* |
| Sig. (2-tailed) |  | .000 | .128 | .051 | .354 | .000 | .682 | .214 | .351 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.02 | Pearson Correlation | .552\*\* | 1 | .037 | .201\* | .114 | .988\*\* | .155 | -.034 | .132 | .683\*\* |
| Sig. (2-tailed) | .000 |  | .691 | .028 | .215 | .000 | .090 | .713 | .152 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.03 | Pearson Correlation | .140 | .037 | 1 | .072 | -.168 | .041 | .051 | .794\*\* | -.158 | .392\*\* |
| Sig. (2-tailed) | .128 | .691 |  | .437 | .066 | .657 | .579 | .000 | .085 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.04 | Pearson Correlation | .179 | .201\* | .072 | 1 | .268\*\* | .206\* | .190\* | .039 | .258\*\* | .512\*\* |
| Sig. (2-tailed) | .051 | .028 | .437 |  | .003 | .024 | .038 | .675 | .004 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.05 | Pearson Correlation | .085 | .114 | -.168 | .268\*\* | 1 | .108 | .206\* | -.193\* | .929\*\* | .495\*\* |
| Sig. (2-tailed) | .354 | .215 | .066 | .003 |  | .241 | .024 | .034 | .000 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.06 | Pearson Correlation | .567\*\* | .988\*\* | .041 | .206\* | .108 | 1 | .166 | -.029 | .125 | .689\*\* |
| Sig. (2-tailed) | .000 | .000 | .657 | .024 | .241 |  | .070 | .757 | .174 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.07 | Pearson Correlation | .038 | .155 | .051 | .190\* | .206\* | .166 | 1 | .068 | .201\* | .441\*\* |
| Sig. (2-tailed) | .682 | .090 | .579 | .038 | .024 | .070 |  | .459 | .028 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.08 | Pearson Correlation | .114 | -.034 | .794\*\* | .039 | -.193\* | -.029 | .068 | 1 | -.182\* | .342\*\* |
| Sig. (2-tailed) | .214 | .713 | .000 | .675 | .034 | .757 | .459 |  | .047 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X1.09 | Pearson Correlation | .086 | .132 | -.158 | .258\*\* | .929\*\* | .125 | .201\* | -.182\* | 1 | .506\*\* |
| Sig. (2-tailed) | .351 | .152 | .085 | .004 | .000 | .174 | .028 | .047 |  | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Word of mouth | Pearson Correlation | .596\*\* | .683\*\* | .392\*\* | .512\*\* | .495\*\* | .689\*\* | .441\*\* | .342\*\* | .506\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | |

Lampiran 10 Uji Validitas Gaya Hidup

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | X2.01 | X2.02 | X2.03 | X2.04 | X2.05 | X2.06 | Gaya hidup |
| X2.01 | Pearson Correlation | 1 | .133 | .113 | .139 | .139 | -.133 | .412\*\* |
| Sig. (2-tailed) |  | .129 | .196 | .112 | .113 | .129 | .000 |
| N | 132 | 132 | 132 | 132 | 132 | 132 | 132 |
| X2.02 | Pearson Correlation | .133 | 1 | .194\* | .413\*\* | .491\*\* | .133 | .670\*\* |
| Sig. (2-tailed) | .129 |  | .026 | .000 | .000 | .127 | .000 |
| N | 132 | 132 | 132 | 132 | 132 | 132 | 132 |
| X2.03 | Pearson Correlation | .113 | .194\* | 1 | .066 | .145 | .087 | .455\*\* |
| Sig. (2-tailed) | .196 | .026 |  | .450 | .098 | .324 | .000 |
| N | 132 | 132 | 132 | 132 | 132 | 132 | 132 |
| X2.04 | Pearson Correlation | .139 | .413\*\* | .066 | 1 | .881\*\* | .157 | .749\*\* |
| Sig. (2-tailed) | .112 | .000 | .450 |  | .000 | .073 | .000 |
| N | 132 | 132 | 132 | 132 | 132 | 132 | 132 |
| X2.05 | Pearson Correlation | .139 | .491\*\* | .145 | .881\*\* | 1 | .196\* | .803\*\* |
| Sig. (2-tailed) | .113 | .000 | .098 | .000 |  | .024 | .000 |
| N | 132 | 132 | 132 | 132 | 132 | 132 | 132 |
| X2.06 | Pearson Correlation | -.133 | .133 | .087 | .157 | .196\* | 1 | .418\*\* |
| Sig. (2-tailed) | .129 | .127 | .324 | .073 | .024 |  | .000 |
| N | 132 | 132 | 132 | 132 | 132 | 132 | 132 |
| Gaya hidup | Pearson Correlation | .412\*\* | .670\*\* | .455\*\* | .749\*\* | .803\*\* | .418\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 132 | 132 | 132 | 132 | 132 | 132 | 132 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

Lampiran 11 Uji Validitas Persepsi Harga Sewa

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | |
|  | | X3.01 | X3.02 | X3.03 | X3.04 | X3.05 | X3.06 | X3.07 | X3.08 | X3.09 | Harga Sewa |
| X3.01 | Pearson Correlation | 1 | .191\* | .177 | .133 | .184\* | .205\* | 1.000\*\* | .271\*\* | .191\* | .672\*\* |
| Sig. (2-tailed) |  | .037 | .053 | .148 | .044 | .025 | .000 | .003 | .037 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.02 | Pearson Correlation | .191\* | 1 | .327\*\* | .047 | .052 | .225\* | .191\* | .166 | 1.000\*\* | .626\*\* |
| Sig. (2-tailed) | .037 |  | .000 | .607 | .576 | .014 | .037 | .069 | .000 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.03 | Pearson Correlation | .177 | .327\*\* | 1 | .153 | .144 | -.024 | .177 | -.016 | .327\*\* | .441\*\* |
| Sig. (2-tailed) | .053 | .000 |  | .095 | .117 | .798 | .053 | .861 | .000 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.04 | Pearson Correlation | .133 | .047 | .153 | 1 | .283\*\* | .082 | .133 | .040 | .047 | .377\*\* |
| Sig. (2-tailed) | .148 | .607 | .095 |  | .002 | .372 | .148 | .662 | .607 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.05 | Pearson Correlation | .184\* | .052 | .144 | .283\*\* | 1 | .193\* | .184\* | .226\* | .052 | .457\*\* |
| Sig. (2-tailed) | .044 | .576 | .117 | .002 |  | .035 | .044 | .013 | .576 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.06 | Pearson Correlation | .205\* | .225\* | -.024 | .082 | .193\* | 1 | .205\* | .880\*\* | .225\* | .592\*\* |
| Sig. (2-tailed) | .025 | .014 | .798 | .372 | .035 |  | .025 | .000 | .014 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.07 | Pearson Correlation | 1.000\*\* | .191\* | .177 | .133 | .184\* | .205\* | 1 | .271\*\* | .191\* | .672\*\* |
| Sig. (2-tailed) | .000 | .037 | .053 | .148 | .044 | .025 |  | .003 | .037 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.08 | Pearson Correlation | .271\*\* | .166 | -.016 | .040 | .226\* | .880\*\* | .271\*\* | 1 | .166 | .596\*\* |
| Sig. (2-tailed) | .003 | .069 | .861 | .662 | .013 | .000 | .003 |  | .069 | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| X3.09 | Pearson Correlation | .191\* | 1.000\*\* | .327\*\* | .047 | .052 | .225\* | .191\* | .166 | 1 | .626\*\* |
| Sig. (2-tailed) | .037 | .000 | .000 | .607 | .576 | .014 | .037 | .069 |  | .000 |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Harga Sewa | Pearson Correlation | .672\*\* | .626\*\* | .441\*\* | .377\*\* | .457\*\* | .592\*\* | .672\*\* | .596\*\* | .626\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | |

Lampiran 12 Data Uji MSI Loyalitas Pelanggan

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | | | | |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** | **Y.9** | **TOTAL** |
| 3.515 | 1.985 | 1.000 | 2.458 | 1.985 | 2.458 | 1.000 | 1.985 | 2.458 | 18.844 |
| 3.515 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 29.497 |
| 2.225 | 1.985 | 3.663 | 3.905 | 1.985 | 3.905 | 3.663 | 1.985 | 3.905 | 27.222 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 2.225 | 3.264 | 1.000 | 2.458 | 3.264 | 2.458 | 1.000 | 3.264 | 2.458 | 21.390 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 3.515 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 32.349 |
| 3.515 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 32.349 |
| 3.515 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 25.257 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 1.000 | 1.985 | 1.000 | 2.458 | 1.985 | 2.458 | 1.000 | 1.985 | 2.458 | 16.328 |
| 2.225 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 28.207 |
| 1.000 | 3.264 | 1.000 | 1.000 | 3.264 | 1.000 | 1.000 | 3.264 | 1.000 | 15.792 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 2.225 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 35.299 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 2.225 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 31.059 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 3.515 | 4.677 | 1.000 | 3.905 | 4.677 | 3.905 | 1.000 | 4.677 | 3.905 | 31.264 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 3.515 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 32.349 |
| 3.515 | 1.000 | 2.288 | 2.458 | 1.000 | 2.458 | 2.288 | 1.000 | 2.458 | 18.465 |
| 1.000 | 1.985 | 3.663 | 3.905 | 1.985 | 3.905 | 3.663 | 1.985 | 3.905 | 25.997 |
| 2.225 | 3.264 | 1.000 | 1.000 | 3.264 | 1.000 | 1.000 | 3.264 | 1.000 | 17.017 |
| 1.000 | 1.985 | 2.288 | 2.458 | 1.985 | 2.458 | 2.288 | 1.985 | 2.458 | 18.905 |
| 3.515 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 25.257 |
| 1.000 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 34.074 |
| 2.225 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 35.299 |
| 2.225 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 28.207 |
| 2.225 | 3.264 | 1.000 | 1.000 | 3.264 | 1.000 | 1.000 | 3.264 | 1.000 | 17.017 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 2.225 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 35.299 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 1.000 | 3.264 | 1.000 | 1.000 | 3.264 | 1.000 | 1.000 | 3.264 | 1.000 | 15.792 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 2.225 | 3.264 | 1.000 | 1.000 | 3.264 | 1.000 | 1.000 | 3.264 | 1.000 | 17.017 |
| 3.515 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 25.257 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 3.515 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 25.257 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 2.225 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 28.207 |
| 2.225 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 31.059 |
| 3.515 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 32.349 |
| 1.000 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 29.834 |
| 2.225 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 28.207 |
| 1.000 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 34.074 |
| 2.225 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 28.207 |
| 2.225 | 4.677 | 1.000 | 1.000 | 4.677 | 1.000 | 1.000 | 4.677 | 1.000 | 21.257 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 2.225 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 28.207 |
| 2.225 | 4.677 | 1.000 | 1.000 | 4.677 | 1.000 | 1.000 | 4.677 | 1.000 | 21.257 |
| 1.000 | 3.264 | 1.000 | 1.000 | 3.264 | 1.000 | 1.000 | 3.264 | 1.000 | 15.792 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 2.225 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 28.207 |
| 2.225 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 28.207 |
| 1.000 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 29.834 |
| 1.000 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 29.834 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 1.000 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 29.834 |
| 3.515 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 25.257 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 2.225 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 31.059 |
| 1.000 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 26.982 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 3.515 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 32.349 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 3.515 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 29.497 |
| 2.225 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 28.207 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 3.515 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 32.349 |
| 2.225 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 35.299 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 2.225 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 35.299 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 3.515 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 29.497 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 3.515 | 1.985 | 2.288 | 2.458 | 1.985 | 2.458 | 2.288 | 1.985 | 2.458 | 21.420 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 1.000 | 1.985 | 2.288 | 2.458 | 1.985 | 2.458 | 2.288 | 1.985 | 2.458 | 18.905 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 3.515 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 25.257 |
| 2.225 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 31.059 |
| 2.225 | 3.264 | 3.663 | 2.458 | 3.264 | 2.458 | 3.663 | 3.264 | 2.458 | 26.715 |
| 3.515 | 3.264 | 3.663 | 2.458 | 3.264 | 2.458 | 3.663 | 3.264 | 2.458 | 28.006 |
| 3.515 | 3.264 | 3.663 | 2.458 | 3.264 | 2.458 | 3.663 | 3.264 | 2.458 | 28.006 |
| 3.515 | 4.677 | 3.663 | 2.458 | 4.677 | 2.458 | 3.663 | 4.677 | 2.458 | 32.246 |
| 2.225 | 3.264 | 3.663 | 2.458 | 3.264 | 2.458 | 3.663 | 3.264 | 2.458 | 26.715 |
| 1.000 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 29.834 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 1.000 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 29.834 |
| 3.515 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 25.257 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 2.225 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 31.059 |
| 1.000 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 26.982 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 3.515 | 3.264 | 3.663 | 3.905 | 3.264 | 3.905 | 3.663 | 3.264 | 3.905 | 32.349 |
| 2.225 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 23.966 |
| 3.515 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 29.497 |
| 2.225 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 28.207 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |
| 1.000 | 1.985 | 2.288 | 2.458 | 1.985 | 2.458 | 2.288 | 1.985 | 2.458 | 18.905 |
| 3.515 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 25.257 |
| 1.000 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 34.074 |
| 2.225 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 35.299 |
| 2.225 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 28.207 |
| 1.000 | 1.985 | 2.288 | 2.458 | 1.985 | 2.458 | 2.288 | 1.985 | 2.458 | 18.905 |
| 3.515 | 3.264 | 2.288 | 2.458 | 3.264 | 2.458 | 2.288 | 3.264 | 2.458 | 25.257 |
| 1.000 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 34.074 |
| 2.225 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 35.299 |
| 2.225 | 4.677 | 2.288 | 2.458 | 4.677 | 2.458 | 2.288 | 4.677 | 2.458 | 28.207 |
| 3.515 | 4.677 | 3.663 | 3.905 | 4.677 | 3.905 | 3.663 | 4.677 | 3.905 | 36.590 |

Lampiran 13 Data Uji MSI Keputusan Pembelian

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | | | | | | | |
| **M.1** | **M.2** | **M.3** | **M.4** | **M.5** | **M.6** | **M.7** | **M.8** | **M.9** | **M.10** | **M.11** | **M.12** | **TOTAL** |
| 3.861 | 1.899 | 3.485 | 3.238 | 3.691 | 1.000 | 3.882 | 2.477 | 3.691 | 1.000 | 1.899 | 2.360 | 32.484 |
| 2.405 | 4.663 | 3.485 | 3.238 | 3.691 | 2.418 | 2.445 | 2.477 | 3.691 | 2.222 | 4.663 | 2.360 | 37.759 |
| 3.861 | 1.899 | 3.485 | 4.545 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 3.555 | 1.899 | 3.762 | 42.076 |
| 3.861 | 3.221 | 2.166 | 3.238 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 2.222 | 3.221 | 2.360 | 39.360 |
| 2.405 | 3.221 | 1.000 | 3.238 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 1.000 | 3.221 | 2.360 | 28.407 |
| 3.861 | 3.221 | 1.000 | 3.238 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 2.222 | 3.221 | 2.360 | 31.085 |
| 2.405 | 3.221 | 2.166 | 3.238 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 3.555 | 3.221 | 3.762 | 33.530 |
| 2.405 | 3.221 | 2.166 | 3.238 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 3.555 | 3.221 | 3.762 | 33.530 |
| 2.405 | 3.221 | 1.000 | 3.238 | 3.691 | 3.863 | 2.445 | 3.942 | 3.691 | 2.222 | 3.221 | 2.360 | 35.302 |
| 3.861 | 3.221 | 2.166 | 3.238 | 2.311 | 2.418 | 3.882 | 2.477 | 2.311 | 2.222 | 3.221 | 2.360 | 33.688 |
| 2.405 | 1.899 | 2.166 | 3.238 | 2.311 | 2.418 | 3.882 | 2.477 | 2.311 | 1.000 | 1.899 | 2.360 | 28.366 |
| 3.861 | 4.663 | 3.485 | 4.545 | 2.311 | 3.863 | 3.882 | 2.477 | 2.311 | 2.222 | 4.663 | 2.360 | 40.643 |
| 3.861 | 3.221 | 2.166 | 3.238 | 2.311 | 2.418 | 3.882 | 2.477 | 2.311 | 1.000 | 3.221 | 1.000 | 31.106 |
| 3.861 | 3.221 | 2.166 | 3.238 | 2.311 | 2.418 | 3.882 | 2.477 | 2.311 | 2.222 | 3.221 | 2.360 | 33.688 |
| 2.405 | 3.221 | 2.166 | 3.238 | 2.311 | 3.863 | 2.445 | 2.477 | 2.311 | 2.222 | 3.221 | 2.360 | 32.241 |
| 3.861 | 4.663 | 3.485 | 4.545 | 3.691 | 2.418 | 3.882 | 2.477 | 3.691 | 3.555 | 4.663 | 3.762 | 44.693 |
| 2.405 | 3.221 | 2.166 | 4.545 | 3.691 | 2.418 | 2.445 | 2.477 | 3.691 | 2.222 | 3.221 | 2.360 | 34.865 |
| 3.861 | 4.663 | 3.485 | 4.545 | 3.691 | 3.863 | 2.445 | 3.942 | 3.691 | 3.555 | 4.663 | 3.762 | 46.167 |
| 3.861 | 4.663 | 3.485 | 4.545 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 3.555 | 4.663 | 3.762 | 47.604 |
| 2.405 | 3.221 | 1.000 | 2.098 | 3.691 | 2.418 | 2.445 | 2.477 | 3.691 | 3.555 | 3.221 | 3.762 | 33.986 |
| 3.861 | 4.663 | 3.485 | 4.545 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 3.555 | 4.663 | 3.762 | 47.604 |
| 3.861 | 4.663 | 1.000 | 1.000 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 1.000 | 4.663 | 3.762 | 39.019 |
| 2.405 | 3.221 | 3.485 | 4.545 | 3.691 | 3.863 | 2.445 | 3.942 | 3.691 | 2.222 | 3.221 | 2.360 | 39.094 |
| 2.405 | 3.221 | 3.485 | 4.545 | 3.691 | 3.863 | 2.445 | 3.942 | 3.691 | 2.222 | 3.221 | 2.360 | 39.094 |
| 2.405 | 3.221 | 2.166 | 3.238 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 2.222 | 3.221 | 2.360 | 37.904 |
| 3.861 | 3.221 | 3.485 | 3.238 | 2.311 | 3.863 | 3.882 | 3.942 | 2.311 | 3.555 | 3.221 | 3.762 | 40.652 |
| 3.861 | 1.000 | 2.166 | 2.098 | 3.691 | 2.418 | 2.445 | 2.477 | 3.691 | 2.222 | 1.000 | 2.360 | 29.430 |
| 2.405 | 1.899 | 1.000 | 3.238 | 2.311 | 3.863 | 2.445 | 3.942 | 2.311 | 3.555 | 1.899 | 3.762 | 32.630 |
| 3.861 | 3.221 | 1.000 | 3.238 | 2.311 | 3.863 | 2.445 | 3.942 | 2.311 | 1.000 | 3.221 | 1.000 | 31.413 |
| 2.405 | 1.899 | 3.485 | 3.238 | 1.000 | 3.863 | 2.445 | 3.942 | 1.000 | 2.222 | 1.899 | 2.360 | 29.759 |
| 2.405 | 3.221 | 3.485 | 4.545 | 3.691 | 2.418 | 3.882 | 2.477 | 3.691 | 2.222 | 3.221 | 2.360 | 37.621 |
| 3.861 | 4.663 | 3.485 | 4.545 | 3.691 | 2.418 | 3.882 | 2.477 | 3.691 | 3.555 | 4.663 | 3.762 | 44.693 |
| 2.405 | 4.663 | 3.485 | 3.238 | 3.691 | 2.418 | 3.882 | 2.477 | 3.691 | 3.555 | 4.663 | 3.762 | 41.930 |
| 3.861 | 4.663 | 2.166 | 2.098 | 2.311 | 3.863 | 3.882 | 3.942 | 2.311 | 2.222 | 4.663 | 2.360 | 38.341 |
| 2.405 | 3.221 | 1.000 | 1.000 | 2.311 | 3.863 | 2.445 | 3.942 | 2.311 | 1.000 | 3.221 | 1.000 | 27.721 |
| 2.405 | 3.221 | 1.000 | 2.098 | 3.691 | 2.418 | 3.882 | 2.477 | 3.691 | 2.222 | 3.221 | 2.360 | 32.688 |
| 3.861 | 4.663 | 3.485 | 4.545 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 3.555 | 4.663 | 3.762 | 47.604 |
| 1.000 | 3.221 | 1.000 | 2.098 | 2.311 | 2.418 | 1.000 | 2.477 | 2.311 | 2.222 | 3.221 | 2.360 | 25.639 |
| 3.861 | 3.221 | 3.485 | 2.098 | 2.311 | 3.863 | 3.882 | 3.942 | 2.311 | 1.000 | 3.221 | 1.000 | 34.195 |
| 1.000 | 3.221 | 1.000 | 2.098 | 2.311 | 1.000 | 3.882 | 1.000 | 2.311 | 2.222 | 3.221 | 2.360 | 25.626 |
| 2.405 | 3.221 | 2.166 | 2.098 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 1.000 | 3.221 | 1.000 | 27.074 |
| 1.000 | 3.221 | 3.485 | 4.545 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 2.222 | 3.221 | 2.360 | 39.126 |
| 3.861 | 4.663 | 3.485 | 3.238 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 3.555 | 4.663 | 3.762 | 46.296 |
| 2.405 | 3.221 | 1.000 | 2.098 | 3.691 | 3.863 | 2.445 | 3.942 | 3.691 | 2.222 | 3.221 | 2.360 | 34.162 |
| 3.861 | 3.221 | 2.166 | 3.238 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 2.222 | 3.221 | 2.360 | 32.251 |
| 1.000 | 3.221 | 3.485 | 3.238 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 2.222 | 3.221 | 2.360 | 30.709 |
| 3.861 | 4.663 | 3.485 | 4.545 | 3.691 | 2.418 | 2.445 | 2.477 | 3.691 | 2.222 | 4.663 | 2.360 | 40.522 |
| 2.405 | 3.221 | 3.485 | 4.545 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 3.555 | 3.221 | 3.762 | 36.157 |
| 2.405 | 3.221 | 3.485 | 3.238 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 3.555 | 3.221 | 3.762 | 41.958 |
| 2.405 | 3.221 | 2.166 | 4.545 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 3.555 | 3.221 | 3.762 | 41.946 |
| 2.405 | 4.663 | 2.166 | 3.238 | 3.691 | 3.863 | 2.445 | 3.942 | 3.691 | 2.222 | 4.663 | 2.360 | 39.351 |
| 3.861 | 4.663 | 2.166 | 4.545 | 3.691 | 3.863 | 2.445 | 3.942 | 3.691 | 3.555 | 4.663 | 3.762 | 44.848 |
| 3.861 | 4.663 | 3.485 | 4.545 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 2.222 | 4.663 | 2.360 | 44.869 |
| 2.405 | 4.663 | 3.485 | 4.545 | 2.311 | 3.863 | 3.882 | 3.942 | 2.311 | 1.000 | 4.663 | 1.000 | 38.071 |
| 3.861 | 4.663 | 3.485 | 3.238 | 3.691 | 2.418 | 1.000 | 2.477 | 3.691 | 3.555 | 4.663 | 3.762 | 40.503 |
| 3.861 | 4.663 | 3.485 | 3.238 | 1.000 | 3.863 | 2.445 | 3.942 | 1.000 | 2.222 | 4.663 | 2.360 | 36.742 |
| 3.861 | 4.663 | 3.485 | 4.545 | 2.311 | 3.863 | 2.445 | 3.942 | 2.311 | 1.000 | 4.663 | 1.000 | 38.089 |
| 3.861 | 3.221 | 3.485 | 4.545 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 1.000 | 3.221 | 1.000 | 32.296 |
| 3.861 | 4.663 | 3.485 | 2.098 | 2.311 | 2.418 | 1.000 | 2.477 | 2.311 | 3.555 | 4.663 | 3.762 | 36.602 |
| 2.405 | 4.663 | 3.485 | 4.545 | 1.000 | 2.418 | 3.882 | 2.477 | 1.000 | 2.222 | 4.663 | 2.360 | 35.121 |
| 3.861 | 4.663 | 3.485 | 4.545 | 2.311 | 3.863 | 2.445 | 3.942 | 2.311 | 2.222 | 4.663 | 2.360 | 40.671 |
| 3.861 | 3.221 | 2.166 | 3.238 | 3.691 | 2.418 | 2.445 | 2.477 | 3.691 | 3.555 | 3.221 | 3.762 | 37.747 |
| 2.405 | 3.221 | 2.166 | 3.238 | 3.691 | 2.418 | 1.000 | 2.477 | 3.691 | 3.555 | 3.221 | 3.762 | 34.846 |
| 2.405 | 3.221 | 2.166 | 3.238 | 2.311 | 3.863 | 3.882 | 3.942 | 2.311 | 2.222 | 3.221 | 2.360 | 35.143 |
| 2.405 | 3.221 | 2.166 | 3.238 | 2.311 | 1.000 | 2.445 | 1.000 | 2.311 | 3.555 | 3.221 | 3.762 | 30.635 |
| 3.861 | 3.221 | 2.166 | 2.098 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 2.222 | 3.221 | 2.360 | 31.111 |
| 2.405 | 3.221 | 3.485 | 3.238 | 3.691 | 3.863 | 2.445 | 3.942 | 3.691 | 2.222 | 3.221 | 2.360 | 37.787 |
| 2.405 | 3.221 | 2.166 | 3.238 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 3.555 | 3.221 | 3.762 | 33.530 |
| 3.861 | 4.663 | 2.166 | 3.238 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 2.222 | 4.663 | 2.360 | 42.243 |
| 2.405 | 3.221 | 2.166 | 3.238 | 1.000 | 1.000 | 2.445 | 1.000 | 1.000 | 2.222 | 3.221 | 2.360 | 25.279 |
| 2.405 | 3.221 | 2.166 | 3.238 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 3.555 | 3.221 | 3.762 | 33.530 |
| 2.405 | 3.221 | 2.166 | 3.238 | 3.691 | 2.418 | 2.445 | 2.477 | 3.691 | 2.222 | 3.221 | 2.360 | 33.557 |
| 3.861 | 4.663 | 3.485 | 4.545 | 2.311 | 3.863 | 3.882 | 3.942 | 2.311 | 2.222 | 4.663 | 2.360 | 42.108 |
| 3.861 | 4.663 | 2.166 | 3.238 | 2.311 | 3.863 | 2.445 | 3.942 | 2.311 | 2.222 | 4.663 | 2.360 | 38.044 |
| 3.861 | 4.663 | 2.166 | 4.545 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 3.555 | 4.663 | 3.762 | 39.176 |
| 3.861 | 4.663 | 3.485 | 4.545 | 1.000 | 1.000 | 2.445 | 1.000 | 1.000 | 3.555 | 4.663 | 3.762 | 34.978 |
| 3.861 | 3.221 | 3.485 | 4.545 | 3.691 | 3.863 | 2.445 | 3.942 | 3.691 | 3.555 | 3.221 | 3.762 | 43.284 |
| 3.861 | 4.663 | 3.485 | 2.098 | 1.000 | 2.418 | 3.882 | 2.477 | 1.000 | 3.555 | 4.663 | 3.762 | 36.863 |
| 3.861 | 4.663 | 2.166 | 3.238 | 3.691 | 2.418 | 2.445 | 2.477 | 3.691 | 3.555 | 4.663 | 3.762 | 40.630 |
| 2.405 | 4.663 | 1.000 | 2.098 | 2.311 | 3.863 | 2.445 | 3.942 | 2.311 | 3.555 | 4.663 | 3.762 | 37.018 |
| 2.405 | 4.663 | 2.166 | 3.238 | 2.311 | 3.863 | 2.445 | 3.942 | 2.311 | 3.555 | 4.663 | 3.762 | 39.323 |
| 3.861 | 4.663 | 1.000 | 2.098 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 3.555 | 4.663 | 3.762 | 35.562 |
| 3.861 | 4.663 | 2.166 | 3.238 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 2.222 | 4.663 | 2.360 | 35.134 |
| 3.861 | 3.221 | 2.166 | 3.238 | 1.000 | 2.418 | 1.000 | 2.477 | 1.000 | 2.222 | 3.221 | 2.360 | 28.184 |
| 2.405 | 1.899 | 2.166 | 3.238 | 1.000 | 3.863 | 2.445 | 3.942 | 1.000 | 2.222 | 1.899 | 2.360 | 28.440 |
| 1.000 | 4.663 | 2.166 | 4.545 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 3.555 | 4.663 | 3.762 | 43.424 |
| 2.405 | 1.899 | 3.485 | 4.545 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 2.222 | 1.899 | 2.360 | 30.778 |
| 2.405 | 4.663 | 3.485 | 4.545 | 2.311 | 3.863 | 2.445 | 3.942 | 2.311 | 3.555 | 4.663 | 3.762 | 41.950 |
| 2.405 | 3.221 | 2.166 | 2.098 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 2.222 | 3.221 | 2.360 | 29.656 |
| 3.861 | 3.221 | 3.485 | 3.238 | 3.691 | 2.418 | 2.445 | 2.477 | 3.691 | 3.555 | 3.221 | 3.762 | 39.066 |
| 2.405 | 3.221 | 3.485 | 4.545 | 2.311 | 2.418 | 3.882 | 2.477 | 2.311 | 3.555 | 3.221 | 2.360 | 36.192 |
| 2.405 | 3.221 | 2.166 | 3.238 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 3.555 | 3.221 | 2.360 | 39.237 |
| 2.405 | 3.221 | 2.166 | 3.238 | 3.691 | 2.418 | 3.882 | 2.477 | 3.691 | 3.555 | 3.221 | 2.360 | 36.326 |
| 3.861 | 4.663 | 1.000 | 3.238 | 1.000 | 2.418 | 2.445 | 2.477 | 1.000 | 3.555 | 4.663 | 2.360 | 32.679 |
| 1.000 | 3.221 | 3.485 | 3.238 | 2.311 | 2.418 | 2.445 | 3.942 | 2.311 | 3.555 | 3.221 | 2.360 | 33.507 |
| 3.861 | 4.663 | 2.166 | 4.545 | 3.691 | 3.863 | 2.445 | 3.942 | 3.691 | 3.555 | 4.663 | 3.762 | 44.848 |
| 3.861 | 4.663 | 3.485 | 4.545 | 3.691 | 3.863 | 3.882 | 3.942 | 3.691 | 2.222 | 4.663 | 2.360 | 44.869 |
| 2.405 | 4.663 | 3.485 | 4.545 | 2.311 | 3.863 | 3.882 | 3.942 | 2.311 | 1.000 | 4.663 | 1.000 | 38.071 |
| 3.861 | 4.663 | 3.485 | 3.238 | 3.691 | 2.418 | 1.000 | 2.477 | 3.691 | 3.555 | 4.663 | 3.762 | 40.503 |
| 3.861 | 4.663 | 3.485 | 3.238 | 1.000 | 3.863 | 2.445 | 3.942 | 1.000 | 2.222 | 4.663 | 2.360 | 36.742 |
| 3.861 | 4.663 | 3.485 | 4.545 | 2.311 | 3.863 | 2.445 | 3.942 | 2.311 | 1.000 | 4.663 | 1.000 | 38.089 |
| 3.861 | 3.221 | 3.485 | 4.545 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 1.000 | 3.221 | 1.000 | 32.296 |
| 3.861 | 4.663 | 3.485 | 2.098 | 2.311 | 2.418 | 1.000 | 2.477 | 2.311 | 3.555 | 4.663 | 3.762 | 36.602 |
| 2.405 | 4.663 | 3.485 | 4.545 | 1.000 | 2.418 | 3.882 | 2.477 | 1.000 | 2.222 | 4.663 | 2.360 | 35.121 |
| 3.861 | 4.663 | 3.485 | 4.545 | 2.311 | 3.863 | 2.445 | 3.942 | 2.311 | 2.222 | 4.663 | 2.360 | 40.671 |
| 3.861 | 3.221 | 2.166 | 3.238 | 3.691 | 2.418 | 2.445 | 2.477 | 3.691 | 3.555 | 3.221 | 3.762 | 37.747 |
| 2.405 | 3.221 | 2.166 | 3.238 | 3.691 | 2.418 | 1.000 | 2.477 | 3.691 | 3.555 | 3.221 | 3.762 | 34.846 |
| 2.405 | 3.221 | 2.166 | 3.238 | 2.311 | 3.863 | 3.882 | 3.942 | 2.311 | 2.222 | 3.221 | 2.360 | 35.143 |
| 2.405 | 3.221 | 2.166 | 3.238 | 2.311 | 1.000 | 2.445 | 1.000 | 2.311 | 3.555 | 3.221 | 3.762 | 30.635 |
| 3.861 | 3.221 | 2.166 | 2.098 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 2.222 | 3.221 | 2.360 | 31.111 |
| 2.405 | 3.221 | 3.485 | 3.238 | 3.691 | 3.863 | 2.445 | 3.942 | 3.691 | 2.222 | 3.221 | 2.360 | 37.787 |
| 3.861 | 4.663 | 3.485 | 2.098 | 2.311 | 2.418 | 1.000 | 2.477 | 2.311 | 3.555 | 4.663 | 3.762 | 36.602 |
| 2.405 | 4.663 | 3.485 | 4.545 | 1.000 | 2.418 | 3.882 | 2.477 | 1.000 | 2.222 | 4.663 | 2.360 | 35.121 |
| 3.861 | 4.663 | 3.485 | 4.545 | 2.311 | 3.863 | 2.445 | 3.942 | 2.311 | 2.222 | 4.663 | 2.360 | 40.671 |
| 2.405 | 3.221 | 3.485 | 4.545 | 2.311 | 2.418 | 2.445 | 2.477 | 2.311 | 3.555 | 3.221 | 3.762 | 36.157 |
| 3.861 | 4.663 | 3.485 | 4.545 | 2.311 | 3.863 | 2.445 | 3.942 | 2.311 | 2.222 | 4.663 | 2.360 | 40.671 |
| 3.861 | 3.221 | 2.166 | 3.238 | 3.691 | 2.418 | 2.445 | 2.477 | 3.691 | 3.555 | 3.221 | 3.762 | 37.747 |
| 2.405 | 3.221 | 2.166 | 3.238 | 3.691 | 2.418 | 1.000 | 2.477 | 3.691 | 3.555 | 3.221 | 3.762 | 34.846 |
| 2.405 | 3.221 | 2.166 | 3.238 | 2.311 | 3.863 | 3.882 | 3.942 | 2.311 | 2.222 | 3.221 | 2.360 | 35.143 |
| 2.405 | 3.221 | 2.166 | 3.238 | 2.311 | 1.000 | 2.445 | 1.000 | 2.311 | 3.555 | 3.221 | 3.762 | 30.635 |

Lampiran 14 Data Uji MSI Word of Mouth

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | | | | |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **TOTAL** |
| 2.186 | 3.074 | 5.059 | 4.056 | 2.556 | 3.099 | 3.791 | 5.081 | 2.535 | 31.44 |
| 2.186 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 3.791 | 3.656 | 2.535 | 27.1 |
| 3.519 | 4.412 | 5.059 | 4.056 | 4.052 | 4.412 | 3.791 | 5.081 | 4.028 | 38.41 |
| 2.186 | 3.074 | 5.059 | 4.056 | 4.052 | 3.099 | 3.791 | 5.081 | 4.028 | 34.43 |
| 1.000 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 2.365 | 3.656 | 2.535 | 24.49 |
| 2.186 | 3.074 | 2.267 | 2.568 | 2.556 | 3.099 | 2.365 | 2.292 | 2.535 | 22.94 |
| 2.186 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 2.365 | 3.656 | 0.000 | 23.14 |
| 2.186 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 2.365 | 3.656 | 2.535 | 25.67 |
| 1.000 | 3.074 | 3.632 | 2.568 | 4.052 | 3.099 | 3.791 | 3.656 | 4.028 | 28.9 |
| 2.186 | 3.074 | 5.059 | 4.056 | 2.556 | 3.099 | 2.365 | 5.081 | 2.535 | 30.01 |
| 2.186 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 2.365 | 3.656 | 2.535 | 25.67 |
| 3.519 | 4.412 | 3.632 | 2.568 | 2.556 | 4.412 | 2.365 | 3.656 | 4.028 | 31.15 |
| 2.186 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 2.365 | 3.656 | 2.535 | 25.67 |
| 2.186 | 3.074 | 5.059 | 2.568 | 2.556 | 3.099 | 2.365 | 5.081 | 2.535 | 28.52 |
| 2.186 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 2.365 | 3.656 | 4.028 | 27.16 |
| 3.519 | 4.412 | 1.000 | 4.056 | 2.556 | 4.412 | 3.791 | 1.000 | 2.535 | 27.28 |
| 2.186 | 4.412 | 3.632 | 2.568 | 2.556 | 4.412 | 3.791 | 3.656 | 2.535 | 29.75 |
| 3.519 | 4.412 | 2.267 | 2.568 | 4.052 | 4.412 | 3.791 | 2.292 | 4.028 | 31.34 |
| 3.519 | 4.412 | 2.267 | 4.056 | 4.052 | 4.412 | 3.791 | 2.292 | 4.028 | 32.83 |
| 1.000 | 1.940 | 2.267 | 2.568 | 2.556 | 1.987 | 3.791 | 2.292 | 2.535 | 20.94 |
| 3.519 | 4.412 | 3.632 | 4.056 | 4.052 | 4.412 | 3.791 | 3.656 | 4.028 | 35.56 |
| 2.186 | 1.000 | 2.267 | 4.056 | 4.052 | 1.000 | 3.791 | 2.292 | 4.028 | 24.67 |
| 3.519 | 4.412 | 5.059 | 2.568 | 4.052 | 4.412 | 3.791 | 2.292 | 4.028 | 34.13 |
| 3.519 | 4.412 | 5.059 | 2.568 | 4.052 | 4.412 | 3.791 | 2.292 | 4.028 | 34.13 |
| 2.186 | 3.074 | 3.632 | 4.056 | 4.052 | 3.099 | 3.791 | 3.656 | 4.028 | 31.57 |
| 3.519 | 3.074 | 5.059 | 4.056 | 4.052 | 3.099 | 2.365 | 2.292 | 4.028 | 31.54 |
| 2.186 | 1.940 | 5.059 | 2.568 | 2.556 | 1.987 | 3.791 | 5.081 | 2.535 | 27.7 |
| 1.000 | 3.074 | 3.632 | 2.568 | 4.052 | 3.099 | 2.365 | 3.656 | 4.028 | 27.47 |
| 1.000 | 3.074 | 2.267 | 2.568 | 4.052 | 3.099 | 2.365 | 2.292 | 4.028 | 24.75 |
| 3.519 | 3.074 | 2.267 | 2.568 | 4.052 | 3.099 | 3.791 | 5.081 | 4.028 | 31.48 |
| 3.519 | 4.412 | 3.632 | 4.056 | 2.556 | 4.412 | 3.791 | 3.656 | 2.535 | 32.57 |
| 3.519 | 4.412 | 3.632 | 4.056 | 2.556 | 4.412 | 3.791 | 3.656 | 2.535 | 32.57 |
| 3.519 | 3.074 | 3.632 | 4.056 | 2.556 | 3.099 | 3.791 | 3.656 | 2.535 | 29.92 |
| 2.186 | 1.940 | 3.632 | 4.056 | 4.052 | 1.987 | 2.365 | 3.656 | 4.028 | 27.9 |
| 1.000 | 1.000 | 2.267 | 2.568 | 4.052 | 1.000 | 2.365 | 2.292 | 4.028 | 20.57 |
| 1.000 | 1.940 | 3.632 | 4.056 | 2.556 | 1.987 | 3.791 | 3.656 | 2.535 | 25.15 |
| 3.519 | 4.412 | 3.632 | 4.056 | 4.052 | 4.412 | 3.791 | 3.656 | 4.028 | 35.56 |
| 1.000 | 1.940 | 3.632 | 1.000 | 2.556 | 1.987 | 2.365 | 3.656 | 2.535 | 20.67 |
| 3.519 | 1.940 | 3.632 | 4.056 | 4.052 | 1.987 | 2.365 | 3.656 | 4.028 | 29.23 |
| 1.000 | 1.940 | 5.059 | 4.056 | 1.000 | 1.987 | 2.365 | 5.081 | 1.000 | 23.49 |
| 2.186 | 1.940 | 2.267 | 2.568 | 2.556 | 1.987 | 2.365 | 2.292 | 2.535 | 20.7 |
| 3.519 | 4.412 | 3.632 | 4.056 | 4.052 | 4.412 | 3.791 | 3.656 | 4.028 | 35.56 |
| 3.519 | 3.074 | 5.059 | 4.056 | 4.052 | 3.099 | 3.791 | 5.081 | 4.028 | 35.76 |
| 1.000 | 1.940 | 3.632 | 2.568 | 4.052 | 1.987 | 3.791 | 3.656 | 4.028 | 26.65 |
| 2.186 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 2.365 | 3.656 | 2.535 | 25.67 |
| 3.519 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 2.365 | 3.656 | 2.535 | 27 |
| 3.519 | 4.412 | 5.059 | 2.568 | 2.556 | 4.412 | 3.791 | 5.081 | 2.535 | 33.93 |
| 3.519 | 4.412 | 3.632 | 2.568 | 2.556 | 4.412 | 2.365 | 3.656 | 2.535 | 29.65 |
| 3.519 | 3.074 | 3.632 | 4.056 | 4.052 | 3.099 | 3.791 | 3.656 | 4.028 | 32.91 |
| 2.186 | 4.412 | 2.267 | 4.056 | 4.052 | 4.412 | 3.791 | 2.292 | 4.028 | 31.5 |
| 2.186 | 3.074 | 3.632 | 2.568 | 4.052 | 3.099 | 3.791 | 3.656 | 4.028 | 30.09 |
| 2.186 | 4.412 | 3.632 | 2.568 | 4.052 | 4.412 | 3.791 | 3.656 | 4.028 | 32.74 |
| 3.519 | 4.412 | 5.059 | 4.056 | 4.052 | 4.412 | 3.791 | 5.081 | 4.028 | 38.41 |
| 3.519 | 4.412 | 3.632 | 4.056 | 4.052 | 4.412 | 2.365 | 3.656 | 4.028 | 34.13 |
| 3.519 | 3.074 | 3.632 | 1.000 | 2.556 | 3.099 | 3.791 | 3.656 | 2.535 | 26.86 |
| 3.519 | 3.074 | 3.632 | 2.568 | 4.052 | 3.099 | 1.000 | 3.656 | 4.028 | 28.63 |
| 3.519 | 4.412 | 3.632 | 2.568 | 4.052 | 4.412 | 2.365 | 3.656 | 4.028 | 32.64 |
| 3.519 | 4.412 | 3.632 | 2.568 | 2.556 | 4.412 | 2.365 | 3.656 | 2.535 | 29.65 |
| 3.519 | 1.940 | 5.059 | 1.000 | 2.556 | 1.987 | 2.365 | 5.081 | 2.535 | 26.04 |
| 3.519 | 4.412 | 2.267 | 4.056 | 2.556 | 4.412 | 1.000 | 2.292 | 2.535 | 27.05 |
| 3.519 | 4.412 | 3.632 | 2.568 | 4.052 | 4.412 | 2.365 | 3.656 | 4.028 | 32.64 |
| 2.186 | 3.074 | 2.267 | 2.568 | 2.556 | 3.099 | 3.791 | 2.292 | 2.535 | 24.37 |
| 2.186 | 3.074 | 3.632 | 1.000 | 2.556 | 3.099 | 3.791 | 3.656 | 2.535 | 25.53 |
| 2.186 | 3.074 | 3.632 | 4.056 | 4.052 | 3.099 | 2.365 | 3.656 | 4.028 | 30.15 |
| 2.186 | 3.074 | 5.059 | 2.568 | 1.000 | 3.099 | 2.365 | 5.081 | 1.000 | 25.43 |
| 2.186 | 1.940 | 3.632 | 2.568 | 2.556 | 1.987 | 2.365 | 3.656 | 2.535 | 23.42 |
| 3.519 | 3.074 | 3.632 | 2.568 | 4.052 | 3.099 | 3.791 | 3.656 | 4.028 | 31.42 |
| 2.186 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 2.365 | 3.656 | 2.535 | 25.67 |
| 2.186 | 3.074 | 5.059 | 4.056 | 4.052 | 3.099 | 3.791 | 5.081 | 4.028 | 34.43 |
| 2.186 | 3.074 | 3.632 | 2.568 | 1.000 | 3.099 | 1.000 | 3.656 | 1.000 | 21.22 |
| 2.186 | 3.074 | 5.059 | 2.568 | 2.556 | 3.099 | 2.365 | 5.081 | 2.535 | 28.52 |
| 2.186 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 3.791 | 3.656 | 2.535 | 27.1 |
| 3.519 | 4.412 | 2.267 | 4.056 | 4.052 | 4.412 | 2.365 | 2.292 | 4.028 | 31.4 |
| 2.186 | 3.074 | 3.632 | 2.568 | 4.052 | 3.099 | 2.365 | 3.656 | 4.028 | 28.66 |
| 2.186 | 4.412 | 3.632 | 2.568 | 2.556 | 4.412 | 2.365 | 3.656 | 2.535 | 28.32 |
| 3.519 | 4.412 | 3.632 | 2.568 | 1.000 | 4.412 | 1.000 | 3.656 | 1.000 | 25.2 |
| 3.519 | 4.412 | 3.632 | 2.568 | 4.052 | 4.412 | 3.791 | 3.656 | 4.028 | 34.07 |
| 3.519 | 1.940 | 5.059 | 4.056 | 2.556 | 1.987 | 1.000 | 5.081 | 2.535 | 27.73 |
| 2.186 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 3.791 | 3.656 | 2.535 | 27.1 |
| 2.186 | 3.074 | 3.632 | 2.568 | 4.052 | 1.987 | 2.365 | 3.656 | 4.028 | 27.55 |
| 2.186 | 3.074 | 3.632 | 2.568 | 4.052 | 3.099 | 2.365 | 3.656 | 4.028 | 28.66 |
| 1.000 | 3.074 | 3.632 | 2.568 | 2.556 | 1.987 | 2.365 | 3.656 | 2.535 | 23.37 |
| 2.186 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 2.365 | 3.656 | 2.535 | 25.67 |
| 2.186 | 3.074 | 3.632 | 1.000 | 2.556 | 3.099 | 2.365 | 3.656 | 2.535 | 24.1 |
| 2.186 | 3.074 | 2.267 | 2.568 | 4.052 | 3.099 | 2.365 | 2.292 | 4.028 | 25.93 |
| 2.186 | 4.412 | 5.059 | 4.056 | 4.052 | 4.412 | 3.791 | 5.081 | 4.028 | 37.08 |
| 3.519 | 4.412 | 3.632 | 2.568 | 2.556 | 4.412 | 2.365 | 3.656 | 2.535 | 29.65 |
| 3.519 | 4.412 | 5.059 | 2.568 | 4.052 | 4.412 | 2.365 | 5.081 | 4.028 | 35.5 |
| 2.186 | 1.940 | 5.059 | 2.568 | 2.556 | 1.987 | 2.365 | 5.081 | 2.535 | 26.28 |
| 3.519 | 3.074 | 5.059 | 2.568 | 2.556 | 3.099 | 3.791 | 5.081 | 2.535 | 31.28 |
| 3.519 | 4.412 | 5.059 | 4.056 | 2.556 | 4.412 | 2.365 | 5.081 | 2.535 | 34 |
| 2.186 | 3.074 | 3.632 | 4.056 | 4.052 | 3.099 | 3.791 | 3.656 | 4.028 | 31.57 |
| 2.186 | 3.074 | 5.059 | 4.056 | 2.556 | 3.099 | 3.791 | 5.081 | 2.535 | 31.44 |
| 3.519 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 1.000 | 3.656 | 2.535 | 25.64 |
| 3.519 | 3.074 | 3.632 | 2.568 | 4.052 | 3.099 | 2.365 | 3.656 | 2.535 | 28.5 |
| 2.186 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 2.365 | 3.656 | 2.535 | 25.67 |
| 3.519 | 3.074 | 3.632 | 2.568 | 2.556 | 3.099 | 2.365 | 3.656 | 2.535 | 27 |
| 3.519 | 4.412 | 5.059 | 2.568 | 2.556 | 4.412 | 3.791 | 5.081 | 2.535 | 33.93 |
| 3.519 | 4.412 | 3.632 | 2.568 | 2.556 | 4.412 | 2.365 | 3.656 | 2.535 | 29.65 |
| 3.519 | 3.074 | 3.632 | 4.056 | 4.052 | 3.099 | 3.791 | 3.656 | 4.028 | 32.91 |
| 2.186 | 4.412 | 2.267 | 4.056 | 4.052 | 4.412 | 3.791 | 2.292 | 4.028 | 31.5 |
| 2.186 | 3.074 | 3.632 | 2.568 | 4.052 | 3.099 | 3.791 | 3.656 | 4.028 | 30.09 |
| 2.186 | 4.412 | 3.632 | 2.568 | 4.052 | 4.412 | 3.791 | 3.656 | 4.028 | 32.74 |
| 3.519 | 4.412 | 5.059 | 4.056 | 4.052 | 4.412 | 3.791 | 5.081 | 4.028 | 38.41 |
| 3.519 | 4.412 | 3.632 | 4.056 | 4.052 | 4.412 | 2.365 | 3.656 | 4.028 | 34.13 |
| 3.519 | 3.074 | 3.632 | 1.000 | 2.556 | 3.099 | 3.791 | 3.656 | 2.535 | 26.86 |
| 3.519 | 3.074 | 3.632 | 2.568 | 4.052 | 3.099 | 1.000 | 3.656 | 4.028 | 28.63 |
| 3.519 | 4.412 | 3.632 | 2.568 | 4.052 | 4.412 | 2.365 | 3.656 | 4.028 | 32.64 |
| 2.186 | 1.940 | 5.059 | 2.568 | 2.556 | 1.987 | 3.791 | 5.081 | 2.535 | 27.7 |
| 1.000 | 3.074 | 3.632 | 2.568 | 4.052 | 3.099 | 2.365 | 3.656 | 4.028 | 27.47 |
| 1.000 | 3.074 | 2.267 | 2.568 | 4.052 | 3.099 | 2.365 | 2.292 | 4.028 | 24.75 |
| 3.519 | 3.074 | 2.267 | 2.568 | 4.052 | 3.099 | 3.791 | 5.081 | 4.028 | 31.48 |
| 3.519 | 4.412 | 3.632 | 4.056 | 2.556 | 4.412 | 3.791 | 3.656 | 2.535 | 32.57 |
| 3.519 | 4.412 | 3.632 | 4.056 | 2.556 | 4.412 | 3.791 | 3.656 | 2.535 | 32.57 |
| 3.519 | 3.074 | 3.632 | 4.056 | 2.556 | 3.099 | 3.791 | 3.656 | 2.535 | 29.92 |
| 2.186 | 1.940 | 3.632 | 4.056 | 4.052 | 1.987 | 2.365 | 3.656 | 4.028 | 27.9 |
| 1.000 | 1.000 | 2.267 | 2.568 | 4.052 | 1.000 | 2.365 | 2.292 | 4.028 | 20.57 |
| 3.519 | 4.412 | 3.632 | 4.056 | 4.052 | 4.412 | 2.365 | 3.656 | 4.028 | 34.13 |
| 3.519 | 3.074 | 3.632 | 1.000 | 2.556 | 3.099 | 3.791 | 3.656 | 2.535 | 26.86 |
| 3.519 | 3.074 | 3.632 | 2.568 | 4.052 | 3.099 | 1.000 | 3.656 | 4.028 | 28.63 |

Lampiran 15 Data Uji MSI Gaya Hidup

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **TOTAL** |
| 2.214 | 3.476 | 1.000 | 3.329 | 3.293 | 1.000 | 14.312 |
| 4.753 | 3.476 | 2.441 | 3.329 | 3.293 | 2.215 | 19.507 |
| 2.214 | 3.476 | 3.891 | 4.629 | 4.629 | 3.537 | 22.375 |
| 3.417 | 2.181 | 3.891 | 3.329 | 3.293 | 2.215 | 18.325 |
| 3.417 | 1.000 | 2.441 | 3.329 | 3.293 | 1.000 | 14.480 |
| 3.417 | 1.000 | 2.441 | 3.329 | 3.293 | 2.215 | 15.694 |
| 3.417 | 2.181 | 2.441 | 3.329 | 3.293 | 3.537 | 18.197 |
| 3.417 | 2.181 | 2.441 | 3.329 | 3.293 | 3.537 | 18.197 |
| 3.417 | 1.000 | 3.891 | 3.329 | 3.293 | 2.215 | 17.144 |
| 3.417 | 2.181 | 2.441 | 3.329 | 3.293 | 2.215 | 16.875 |
| 2.214 | 2.181 | 2.441 | 3.329 | 3.293 | 1.000 | 14.458 |
| 4.753 | 3.476 | 3.891 | 4.629 | 4.629 | 2.215 | 23.593 |
| 3.417 | 2.181 | 2.441 | 3.329 | 3.293 | 1.000 | 15.661 |
| 3.417 | 2.181 | 2.441 | 3.329 | 3.293 | 2.215 | 16.875 |
| 3.417 | 2.181 | 3.891 | 3.329 | 3.293 | 2.215 | 18.325 |
| 4.753 | 3.476 | 2.441 | 4.629 | 4.629 | 3.537 | 23.465 |
| 3.417 | 2.181 | 2.441 | 4.629 | 4.629 | 2.215 | 19.511 |
| 4.753 | 3.476 | 3.891 | 4.629 | 4.629 | 3.537 | 24.914 |
| 4.753 | 3.476 | 3.891 | 4.629 | 4.629 | 3.537 | 24.914 |
| 3.417 | 1.000 | 2.441 | 2.165 | 2.098 | 3.537 | 14.658 |
| 4.753 | 3.476 | 3.891 | 4.629 | 4.629 | 3.537 | 24.914 |
| 4.753 | 1.000 | 3.891 | 1.000 | 1.000 | 1.000 | 12.644 |
| 3.417 | 3.476 | 3.891 | 4.629 | 4.629 | 2.215 | 22.257 |
| 3.417 | 3.476 | 3.891 | 4.629 | 4.629 | 2.215 | 22.257 |
| 3.417 | 2.181 | 3.891 | 3.329 | 3.293 | 2.215 | 18.325 |
| 3.417 | 3.476 | 3.891 | 3.329 | 3.293 | 3.537 | 20.943 |
| 1.000 | 2.181 | 2.441 | 2.165 | 2.098 | 2.215 | 12.100 |
| 2.214 | 1.000 | 3.891 | 3.329 | 3.293 | 3.537 | 17.263 |
| 3.417 | 1.000 | 3.891 | 3.329 | 3.293 | 1.000 | 15.930 |
| 2.214 | 3.476 | 3.891 | 3.329 | 3.293 | 2.215 | 18.418 |
| 3.417 | 3.476 | 2.441 | 4.629 | 4.629 | 2.215 | 20.807 |
| 4.753 | 3.476 | 2.441 | 4.629 | 4.629 | 3.537 | 23.465 |
| 4.753 | 3.476 | 2.441 | 3.329 | 3.293 | 3.537 | 20.829 |
| 4.753 | 2.181 | 3.891 | 2.165 | 2.098 | 2.215 | 17.303 |
| 3.417 | 1.000 | 3.891 | 1.000 | 1.000 | 1.000 | 11.308 |
| 3.417 | 1.000 | 2.441 | 2.165 | 2.098 | 2.215 | 13.336 |
| 4.753 | 3.476 | 3.891 | 4.629 | 4.629 | 3.537 | 24.914 |
| 3.417 | 2.181 | 2.441 | 2.165 | 3.293 | 2.215 | 15.712 |
| 3.417 | 3.476 | 3.891 | 2.165 | 2.098 | 1.000 | 16.047 |
| 3.417 | 1.000 | 1.000 | 2.165 | 2.098 | 2.215 | 11.895 |
| 3.417 | 2.181 | 2.441 | 2.165 | 4.629 | 1.000 | 15.833 |
| 3.417 | 3.476 | 3.891 | 4.629 | 4.629 | 2.215 | 22.257 |
| 4.753 | 3.476 | 3.891 | 3.329 | 3.293 | 3.537 | 22.279 |
| 3.417 | 3.476 | 2.441 | 2.165 | 2.098 | 2.215 | 15.812 |
| 3.417 | 2.181 | 2.441 | 3.329 | 3.293 | 2.215 | 16.875 |
| 3.417 | 3.476 | 2.441 | 3.329 | 3.293 | 2.215 | 18.171 |
| 4.753 | 3.476 | 2.441 | 4.629 | 4.629 | 2.215 | 22.143 |
| 3.417 | 3.476 | 2.441 | 4.629 | 4.629 | 3.537 | 22.129 |
| 3.417 | 3.476 | 3.891 | 3.329 | 3.293 | 3.537 | 20.943 |
| 3.417 | 2.181 | 3.891 | 4.629 | 4.629 | 3.537 | 22.283 |
| 4.753 | 2.181 | 3.891 | 3.329 | 3.293 | 2.215 | 19.661 |
| 4.753 | 2.181 | 3.891 | 4.629 | 4.629 | 3.537 | 23.619 |
| 4.753 | 3.476 | 3.891 | 4.629 | 4.629 | 2.215 | 23.593 |
| 4.753 | 3.476 | 3.891 | 4.629 | 4.629 | 1.000 | 22.378 |
| 4.753 | 3.476 | 2.441 | 3.329 | 3.293 | 3.537 | 20.829 |
| 4.753 | 3.476 | 3.891 | 3.329 | 3.293 | 2.215 | 20.957 |
| 4.753 | 3.476 | 3.891 | 4.629 | 4.629 | 1.000 | 22.378 |
| 3.417 | 3.476 | 2.441 | 4.629 | 4.629 | 1.000 | 19.592 |
| 4.753 | 3.476 | 2.441 | 2.165 | 2.098 | 3.537 | 18.470 |
| 4.753 | 3.476 | 2.441 | 4.629 | 4.629 | 2.215 | 22.143 |
| 4.753 | 3.476 | 3.891 | 4.629 | 4.629 | 2.215 | 23.593 |
| 3.417 | 2.181 | 2.441 | 3.329 | 3.293 | 3.537 | 18.197 |
| 3.417 | 1.000 | 2.441 | 3.329 | 3.293 | 3.537 | 17.016 |
| 3.417 | 2.181 | 3.891 | 3.329 | 3.293 | 2.215 | 18.325 |
| 3.417 | 2.181 | 1.000 | 3.329 | 3.293 | 3.537 | 16.756 |
| 3.417 | 2.181 | 2.441 | 2.165 | 2.098 | 2.215 | 14.517 |
| 3.417 | 3.476 | 3.891 | 3.329 | 3.293 | 2.215 | 19.621 |
| 3.417 | 2.181 | 2.441 | 3.329 | 3.293 | 3.537 | 18.197 |
| 4.753 | 2.181 | 3.891 | 3.329 | 3.293 | 2.215 | 19.661 |
| 3.417 | 2.181 | 1.000 | 3.329 | 3.293 | 2.215 | 15.434 |
| 3.417 | 2.181 | 2.441 | 3.329 | 3.293 | 3.537 | 18.197 |
| 3.417 | 2.181 | 2.441 | 3.329 | 3.293 | 2.215 | 16.875 |
| 3.417 | 3.476 | 3.891 | 4.629 | 4.629 | 2.215 | 22.257 |
| 2.214 | 2.181 | 3.891 | 3.329 | 3.293 | 2.215 | 17.122 |
| 2.214 | 2.181 | 1.000 | 4.629 | 4.629 | 3.537 | 18.189 |
| 4.753 | 3.476 | 2.441 | 4.629 | 4.629 | 3.537 | 23.465 |
| 4.753 | 3.476 | 2.441 | 4.629 | 4.629 | 3.537 | 23.465 |
| 4.753 | 1.000 | 2.441 | 2.165 | 2.098 | 3.537 | 15.994 |
| 2.214 | 2.181 | 3.891 | 3.329 | 3.293 | 3.537 | 18.444 |
| 3.417 | 1.000 | 2.441 | 2.165 | 2.098 | 3.537 | 14.658 |
| 2.214 | 2.181 | 2.441 | 3.329 | 3.293 | 3.537 | 16.994 |
| 2.214 | 1.000 | 2.441 | 2.165 | 2.098 | 3.537 | 13.455 |
| 4.753 | 2.181 | 3.891 | 3.329 | 3.293 | 2.215 | 19.661 |
| 3.417 | 2.181 | 2.441 | 3.329 | 3.293 | 2.215 | 16.875 |
| 4.753 | 2.181 | 3.891 | 3.329 | 3.293 | 2.215 | 19.661 |
| 2.214 | 2.181 | 3.891 | 4.629 | 4.629 | 3.537 | 21.080 |
| 3.417 | 3.476 | 2.441 | 4.629 | 4.629 | 2.215 | 20.807 |
| 4.753 | 2.181 | 3.891 | 4.629 | 4.629 | 3.537 | 23.619 |
| 3.417 | 2.181 | 2.441 | 2.165 | 2.098 | 2.215 | 14.517 |
| 3.417 | 1.000 | 2.441 | 3.329 | 3.293 | 3.537 | 17.016 |
| 2.214 | 3.476 | 2.441 | 4.629 | 4.629 | 3.537 | 20.925 |
| 3.417 | 1.000 | 3.891 | 3.329 | 3.293 | 3.537 | 18.466 |
| 3.417 | 2.181 | 2.441 | 3.329 | 3.293 | 3.537 | 18.197 |
| 4.753 | 2.181 | 2.441 | 3.329 | 3.293 | 3.537 | 19.533 |
| 2.214 | 2.181 | 2.441 | 3.329 | 3.293 | 3.537 | 16.994 |
| 4.753 | 2.181 | 3.891 | 2.165 | 2.098 | 2.215 | 17.303 |
| 4.753 | 2.181 | 3.891 | 2.165 | 2.098 | 1.000 | 16.088 |
| 4.753 | 2.181 | 3.891 | 2.165 | 2.098 | 2.215 | 17.303 |
| 2.214 | 3.476 | 2.441 | 2.165 | 2.098 | 1.000 | 13.394 |
| 4.753 | 3.476 | 3.891 | 4.629 | 4.629 | 2.215 | 23.593 |
| 4.753 | 3.476 | 3.891 | 3.329 | 3.293 | 3.537 | 22.279 |
| 2.214 | 3.476 | 2.441 | 2.165 | 2.098 | 2.215 | 14.609 |
| 4.753 | 3.476 | 2.441 | 3.329 | 3.293 | 2.215 | 19.507 |
| 4.753 | 3.476 | 2.441 | 3.329 | 3.293 | 2.215 | 19.507 |
| 4.753 | 3.476 | 3.891 | 4.629 | 4.629 | 2.215 | 23.593 |
| 3.417 | 3.476 | 2.441 | 4.629 | 4.629 | 3.537 | 22.129 |
| 3.417 | 3.476 | 2.441 | 3.329 | 3.293 | 3.537 | 19.493 |
| 3.417 | 3.476 | 3.891 | 4.629 | 4.629 | 3.537 | 23.578 |
| 3.417 | 1.000 | 2.441 | 3.329 | 3.293 | 3.537 | 17.016 |
| 3.417 | 2.181 | 2.441 | 4.629 | 3.293 | 1.000 | 16.960 |
| 3.417 | 2.181 | 3.891 | 3.329 | 3.293 | 2.215 | 18.325 |
| 4.753 | 2.181 | 2.441 | 3.329 | 3.293 | 3.537 | 19.533 |
| 4.753 | 3.476 | 2.441 | 4.629 | 4.629 | 3.537 | 23.465 |
| 4.753 | 2.181 | 3.891 | 3.329 | 3.293 | 3.537 | 20.983 |
| 3.417 | 3.476 | 2.441 | 3.329 | 3.293 | 2.215 | 18.171 |
| 4.753 | 1.000 | 3.891 | 3.329 | 3.293 | 2.215 | 18.480 |
| 3.417 | 2.181 | 1.000 | 2.165 | 3.293 | 3.537 | 15.592 |
| 3.417 | 2.181 | 2.441 | 3.329 | 3.293 | 3.537 | 18.197 |
| 4.753 | 2.181 | 3.891 | 3.329 | 3.293 | 2.215 | 19.661 |
| 2.214 | 2.181 | 1.000 | 3.329 | 3.293 | 1.000 | 13.016 |
| 3.221 | 2.219 | 4.921 | 3.317 | 3.282 | 4.529 | 21.490 |
| 3.221 | 2.219 | 3.540 | 3.317 | 3.282 | 3.176 | 18.755 |

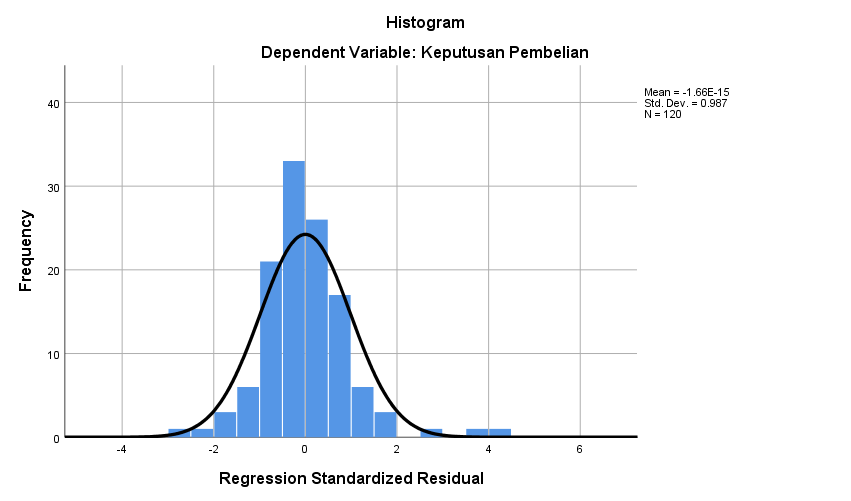
Lampiran 16 Data Uji MSI Persepsi Harga Sewa

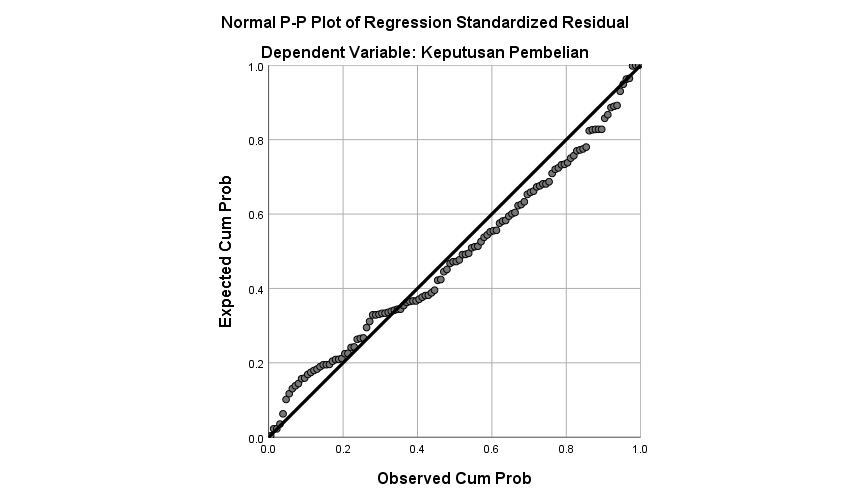
|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | | | | |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **X3.9** | **Total** |
| 3.317 | 3.753 | 2.522 | 3.719 | 1.985 | 2.411 | 3.317 | 1.000 | 3.753 | 25.778 |
| 3.317 | 3.753 | 2.522 | 2.320 | 4.785 | 2.411 | 3.317 | 2.237 | 3.753 | 28.415 |
| 4.629 | 3.753 | 4.003 | 3.719 | 1.985 | 3.836 | 4.629 | 3.566 | 3.753 | 33.873 |
| 3.317 | 3.753 | 4.003 | 3.719 | 3.343 | 2.411 | 3.317 | 2.237 | 3.753 | 29.854 |
| 3.317 | 2.341 | 2.522 | 2.320 | 3.343 | 2.411 | 3.317 | 1.000 | 2.341 | 22.912 |
| 3.317 | 2.341 | 2.522 | 3.719 | 3.343 | 2.411 | 3.317 | 2.237 | 2.341 | 25.548 |
| 3.317 | 2.341 | 2.522 | 2.320 | 3.343 | 3.836 | 3.317 | 3.566 | 2.341 | 26.902 |
| 3.317 | 2.341 | 2.522 | 2.320 | 3.343 | 3.836 | 3.317 | 3.566 | 2.341 | 26.902 |
| 3.317 | 3.753 | 4.003 | 2.320 | 3.343 | 2.411 | 3.317 | 2.237 | 3.753 | 28.455 |
| 3.317 | 2.341 | 2.522 | 3.719 | 3.343 | 2.411 | 3.317 | 2.237 | 2.341 | 25.548 |
| 3.317 | 2.341 | 2.522 | 2.320 | 1.985 | 2.411 | 3.317 | 1.000 | 2.341 | 21.554 |
| 4.629 | 2.341 | 4.003 | 3.719 | 4.785 | 2.411 | 4.629 | 2.237 | 2.341 | 31.094 |
| 3.317 | 2.341 | 2.522 | 2.320 | 3.343 | 1.000 | 3.317 | 1.000 | 2.341 | 21.501 |
| 3.317 | 2.341 | 2.522 | 2.320 | 3.343 | 2.411 | 3.317 | 2.237 | 2.341 | 24.149 |
| 3.317 | 2.341 | 4.003 | 2.320 | 3.343 | 2.411 | 3.317 | 2.237 | 2.341 | 25.630 |
| 4.629 | 3.753 | 2.522 | 3.719 | 4.785 | 3.836 | 4.629 | 3.566 | 3.753 | 35.191 |
| 4.629 | 3.753 | 2.522 | 2.320 | 3.343 | 2.411 | 4.629 | 2.237 | 3.753 | 29.598 |
| 4.629 | 3.753 | 4.003 | 3.719 | 4.785 | 3.836 | 4.629 | 3.566 | 3.753 | 36.672 |
| 4.629 | 3.753 | 4.003 | 3.719 | 4.785 | 3.836 | 4.629 | 3.566 | 3.753 | 36.672 |
| 2.143 | 3.753 | 2.522 | 2.320 | 3.343 | 3.836 | 2.143 | 3.566 | 3.753 | 27.380 |
| 4.629 | 3.753 | 4.003 | 3.719 | 4.785 | 3.836 | 4.629 | 3.566 | 3.753 | 36.672 |
| 1.000 | 3.753 | 4.003 | 3.719 | 4.785 | 3.836 | 1.000 | 1.000 | 3.753 | 26.849 |
| 4.629 | 3.753 | 4.003 | 2.320 | 3.343 | 2.411 | 4.629 | 2.237 | 3.753 | 31.079 |
| 4.629 | 3.753 | 4.003 | 2.320 | 3.343 | 2.411 | 4.629 | 2.237 | 3.753 | 31.079 |
| 3.317 | 3.753 | 4.003 | 2.320 | 3.343 | 2.411 | 3.317 | 2.237 | 3.753 | 28.455 |
| 3.317 | 2.341 | 4.003 | 3.719 | 3.343 | 3.836 | 3.317 | 3.566 | 2.341 | 29.782 |
| 2.143 | 3.753 | 2.522 | 3.719 | 1.000 | 2.411 | 2.143 | 2.237 | 3.753 | 23.683 |
| 3.317 | 2.341 | 4.003 | 2.320 | 1.985 | 3.836 | 3.317 | 3.566 | 2.341 | 27.025 |
| 3.317 | 2.341 | 4.003 | 3.719 | 3.343 | 1.000 | 3.317 | 1.000 | 2.341 | 24.381 |
| 3.317 | 1.000 | 4.003 | 2.320 | 1.985 | 2.411 | 3.317 | 2.237 | 1.000 | 21.591 |
| 4.629 | 3.753 | 2.522 | 2.320 | 3.343 | 2.411 | 4.629 | 2.237 | 3.753 | 29.598 |
| 4.629 | 3.753 | 2.522 | 3.719 | 4.785 | 3.836 | 4.629 | 3.566 | 3.753 | 35.191 |
| 3.317 | 3.753 | 2.522 | 2.320 | 4.785 | 3.836 | 3.317 | 3.566 | 3.753 | 31.168 |
| 2.143 | 2.341 | 4.003 | 3.719 | 4.785 | 2.411 | 2.143 | 2.237 | 2.341 | 26.123 |
| 1.000 | 2.341 | 4.003 | 2.320 | 3.343 | 1.000 | 1.000 | 1.000 | 2.341 | 18.348 |
| 2.143 | 3.753 | 2.522 | 2.320 | 3.343 | 2.411 | 2.143 | 2.237 | 3.753 | 24.627 |
| 4.629 | 3.753 | 4.003 | 3.719 | 4.785 | 3.836 | 4.629 | 3.566 | 3.753 | 36.672 |
| 2.143 | 2.341 | 2.522 | 1.000 | 3.343 | 2.411 | 2.143 | 2.237 | 2.341 | 20.482 |
| 2.143 | 2.341 | 4.003 | 3.719 | 3.343 | 1.000 | 2.143 | 1.000 | 2.341 | 22.034 |
| 2.143 | 2.341 | 1.000 | 1.000 | 3.343 | 2.411 | 2.143 | 2.237 | 2.341 | 18.959 |
| 2.143 | 2.341 | 2.522 | 2.320 | 3.343 | 1.000 | 2.143 | 1.000 | 2.341 | 19.153 |
| 4.629 | 3.753 | 4.003 | 1.000 | 3.343 | 2.411 | 4.629 | 2.237 | 3.753 | 29.758 |
| 3.317 | 3.753 | 4.003 | 3.719 | 4.785 | 3.836 | 3.317 | 3.566 | 3.753 | 34.049 |
| 2.143 | 3.753 | 4.003 | 2.320 | 3.343 | 2.411 | 2.143 | 2.237 | 3.753 | 26.108 |
| 3.317 | 2.341 | 2.522 | 3.719 | 3.343 | 2.411 | 3.317 | 2.237 | 2.341 | 25.548 |
| 3.317 | 2.341 | 2.522 | 1.000 | 3.343 | 2.411 | 3.317 | 2.237 | 2.341 | 22.829 |
| 4.629 | 3.753 | 2.522 | 3.719 | 4.785 | 2.411 | 4.629 | 2.237 | 3.753 | 32.438 |
| 4.629 | 2.341 | 2.522 | 2.320 | 3.343 | 3.836 | 4.629 | 3.566 | 2.341 | 29.525 |
| 3.317 | 3.753 | 4.003 | 2.320 | 3.343 | 3.836 | 3.317 | 3.566 | 3.753 | 31.208 |
| 4.629 | 3.753 | 4.003 | 2.320 | 3.343 | 3.836 | 4.629 | 3.566 | 3.753 | 33.832 |
| 3.317 | 3.753 | 4.003 | 2.320 | 4.785 | 2.411 | 3.317 | 2.237 | 3.753 | 29.897 |
| 4.629 | 3.753 | 4.003 | 3.719 | 4.785 | 3.836 | 4.629 | 3.566 | 3.753 | 36.672 |
| 4.629 | 3.753 | 4.003 | 3.719 | 4.785 | 2.411 | 4.629 | 2.237 | 3.753 | 33.919 |
| 4.629 | 2.341 | 4.003 | 2.320 | 4.785 | 1.000 | 4.629 | 1.000 | 2.341 | 27.047 |
| 3.317 | 3.753 | 2.522 | 3.719 | 4.785 | 3.836 | 3.317 | 3.566 | 3.753 | 32.568 |
| 3.317 | 1.000 | 4.003 | 3.719 | 4.785 | 2.411 | 3.317 | 2.237 | 1.000 | 25.790 |
| 4.629 | 2.341 | 4.003 | 3.719 | 4.785 | 1.000 | 4.629 | 1.000 | 2.341 | 28.446 |
| 4.629 | 2.341 | 2.522 | 3.719 | 3.343 | 1.000 | 4.629 | 1.000 | 2.341 | 25.523 |
| 2.143 | 2.341 | 2.522 | 3.719 | 4.785 | 3.836 | 2.143 | 3.566 | 2.341 | 27.395 |
| 4.629 | 1.000 | 2.522 | 2.320 | 4.785 | 2.411 | 4.629 | 2.237 | 1.000 | 25.533 |
| 4.629 | 2.341 | 4.003 | 3.719 | 4.785 | 2.411 | 4.629 | 2.237 | 2.341 | 31.094 |
| 3.317 | 3.753 | 2.522 | 3.719 | 3.343 | 3.836 | 3.317 | 3.566 | 3.753 | 31.126 |
| 3.317 | 3.753 | 2.522 | 2.320 | 3.343 | 3.836 | 3.317 | 3.566 | 3.753 | 29.727 |
| 3.317 | 2.341 | 4.003 | 2.320 | 3.343 | 2.411 | 3.317 | 2.237 | 2.341 | 25.630 |
| 3.317 | 2.341 | 1.000 | 2.320 | 3.343 | 3.836 | 3.317 | 3.566 | 2.341 | 25.380 |
| 2.143 | 2.341 | 2.522 | 3.719 | 3.343 | 2.411 | 2.143 | 2.237 | 2.341 | 23.201 |
| 3.317 | 3.753 | 4.003 | 2.320 | 3.343 | 2.411 | 3.317 | 2.237 | 3.753 | 28.455 |
| 3.317 | 2.341 | 2.522 | 2.320 | 3.343 | 3.836 | 3.317 | 3.566 | 2.341 | 26.902 |
| 3.317 | 3.753 | 4.003 | 3.719 | 4.785 | 2.411 | 3.317 | 2.237 | 3.753 | 31.296 |
| 3.317 | 1.000 | 1.000 | 2.320 | 3.343 | 2.411 | 3.317 | 2.237 | 1.000 | 19.946 |
| 3.317 | 2.341 | 2.522 | 2.320 | 3.343 | 3.836 | 3.317 | 3.566 | 2.341 | 26.902 |
| 3.317 | 3.753 | 2.522 | 2.320 | 3.343 | 2.411 | 3.317 | 2.237 | 3.753 | 26.974 |
| 4.629 | 2.341 | 4.003 | 3.719 | 4.785 | 2.411 | 4.629 | 2.237 | 2.341 | 31.094 |
| 3.317 | 2.341 | 4.003 | 3.719 | 4.785 | 2.411 | 3.317 | 2.237 | 2.341 | 28.471 |
| 4.629 | 2.341 | 2.522 | 3.719 | 4.785 | 3.836 | 4.629 | 3.566 | 2.341 | 32.366 |
| 4.629 | 1.000 | 1.000 | 3.719 | 4.785 | 3.836 | 4.629 | 3.566 | 1.000 | 28.163 |
| 4.629 | 3.753 | 4.003 | 3.719 | 3.343 | 3.836 | 4.629 | 3.566 | 3.753 | 35.231 |
| 2.143 | 1.000 | 2.522 | 3.719 | 4.785 | 3.836 | 2.143 | 3.566 | 1.000 | 24.714 |
| 3.317 | 3.753 | 2.522 | 3.719 | 4.785 | 3.836 | 3.317 | 3.566 | 3.753 | 32.568 |
| 2.143 | 2.341 | 4.003 | 2.320 | 4.785 | 3.836 | 2.143 | 3.566 | 2.341 | 27.477 |
| 3.317 | 2.341 | 4.003 | 2.320 | 4.785 | 3.836 | 3.317 | 3.566 | 2.341 | 29.824 |
| 2.143 | 2.341 | 2.522 | 3.719 | 4.785 | 3.836 | 2.143 | 3.566 | 2.341 | 27.395 |
| 3.317 | 2.341 | 2.522 | 3.719 | 4.785 | 2.411 | 3.317 | 2.237 | 2.341 | 26.990 |
| 3.317 | 1.000 | 2.522 | 3.719 | 3.343 | 2.411 | 3.317 | 2.237 | 1.000 | 22.867 |
| 3.317 | 1.000 | 4.003 | 2.320 | 1.985 | 2.411 | 3.317 | 2.237 | 1.000 | 21.591 |
| 4.629 | 3.753 | 4.003 | 1.000 | 4.785 | 3.836 | 4.629 | 3.566 | 3.753 | 33.953 |
| 4.629 | 2.341 | 2.522 | 2.320 | 1.985 | 2.411 | 4.629 | 2.237 | 2.341 | 25.414 |
| 4.629 | 2.341 | 4.003 | 2.320 | 4.785 | 3.836 | 4.629 | 3.566 | 2.341 | 32.448 |
| 2.143 | 2.341 | 2.522 | 2.320 | 3.343 | 2.411 | 2.143 | 2.237 | 2.341 | 21.802 |
| 3.317 | 3.753 | 2.522 | 3.719 | 3.343 | 3.836 | 3.317 | 3.566 | 3.753 | 31.126 |
| 4.629 | 2.341 | 2.522 | 2.320 | 3.343 | 2.411 | 4.629 | 3.566 | 2.341 | 28.101 |
| 3.317 | 3.753 | 4.003 | 2.320 | 3.343 | 2.411 | 3.317 | 3.566 | 3.753 | 29.784 |
| 3.317 | 3.753 | 2.522 | 2.320 | 3.343 | 2.411 | 3.317 | 3.566 | 3.753 | 28.303 |
| 3.317 | 1.000 | 2.522 | 3.719 | 4.785 | 2.411 | 3.317 | 3.566 | 1.000 | 25.637 |
| 3.317 | 2.341 | 2.522 | 1.000 | 3.343 | 3.836 | 3.317 | 3.566 | 2.341 | 25.582 |
| 2.143 | 2.341 | 2.522 | 1.000 | 3.343 | 2.411 | 2.143 | 2.237 | 2.341 | 20.482 |
| 2.143 | 2.341 | 4.003 | 3.719 | 3.343 | 1.000 | 2.143 | 1.000 | 2.341 | 22.034 |
| 2.143 | 2.341 | 1.000 | 1.000 | 3.343 | 2.411 | 2.143 | 2.237 | 2.341 | 18.959 |
| 2.143 | 2.341 | 2.522 | 2.320 | 3.343 | 1.000 | 2.143 | 1.000 | 2.341 | 19.153 |
| 4.629 | 3.753 | 4.003 | 1.000 | 3.343 | 2.411 | 4.629 | 2.237 | 3.753 | 29.758 |
| 3.317 | 3.753 | 4.003 | 3.719 | 4.785 | 3.836 | 3.317 | 3.566 | 3.753 | 34.049 |
| 2.143 | 3.753 | 4.003 | 2.320 | 3.343 | 2.411 | 2.143 | 2.237 | 3.753 | 26.108 |
| 3.317 | 2.341 | 2.522 | 3.719 | 3.343 | 2.411 | 3.317 | 2.237 | 2.341 | 25.548 |
| 3.317 | 2.341 | 2.522 | 1.000 | 3.343 | 2.411 | 3.317 | 2.237 | 2.341 | 22.829 |
| 4.629 | 3.753 | 2.522 | 3.719 | 4.785 | 2.411 | 4.629 | 2.237 | 3.753 | 32.438 |
| 4.629 | 2.341 | 2.522 | 2.320 | 3.343 | 3.836 | 4.629 | 3.566 | 2.341 | 29.525 |
| 3.317 | 3.753 | 4.003 | 2.320 | 3.343 | 3.836 | 3.317 | 3.566 | 3.753 | 31.208 |
| 4.629 | 3.753 | 4.003 | 2.320 | 3.343 | 3.836 | 4.629 | 3.566 | 3.753 | 33.832 |
| 3.317 | 3.753 | 4.003 | 2.320 | 4.785 | 2.411 | 3.317 | 2.237 | 3.753 | 29.897 |
| 4.629 | 3.753 | 4.003 | 3.719 | 4.785 | 3.836 | 4.629 | 3.566 | 3.753 | 36.672 |
| 3.317 | 3.753 | 2.522 | 3.719 | 1.985 | 2.411 | 3.317 | 1.000 | 3.753 | 25.778 |
| 3.317 | 3.753 | 2.522 | 2.320 | 4.785 | 2.411 | 3.317 | 2.237 | 3.753 | 28.415 |
| 4.629 | 3.753 | 4.003 | 3.719 | 1.985 | 3.836 | 4.629 | 3.566 | 3.753 | 33.873 |
| 3.317 | 3.753 | 4.003 | 3.719 | 3.343 | 2.411 | 3.317 | 2.237 | 3.753 | 29.854 |
| 3.317 | 2.341 | 2.522 | 2.320 | 3.343 | 2.411 | 3.317 | 1.000 | 2.341 | 22.912 |
| 3.317 | 2.341 | 2.522 | 3.719 | 3.343 | 2.411 | 3.317 | 2.237 | 2.341 | 25.548 |
| 3.317 | 2.341 | 2.522 | 2.320 | 3.343 | 3.836 | 3.317 | 3.566 | 2.341 | 26.902 |
| 3.317 | 2.341 | 2.522 | 2.320 | 3.343 | 3.836 | 3.317 | 3.566 | 2.341 | 26.902 |
| 3.317 | 3.753 | 4.003 | 2.320 | 3.343 | 2.411 | 3.317 | 2.237 | 3.753 | 28.455 |
| 3.317 | 2.341 | 2.522 | 3.719 | 3.343 | 2.411 | 3.317 | 2.237 | 2.341 | 25.548 |

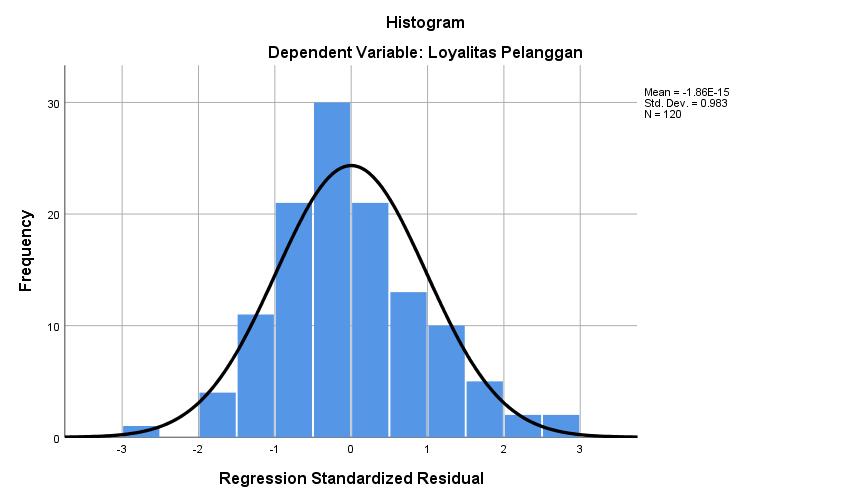
Lampiran 17 Hasil SPSS

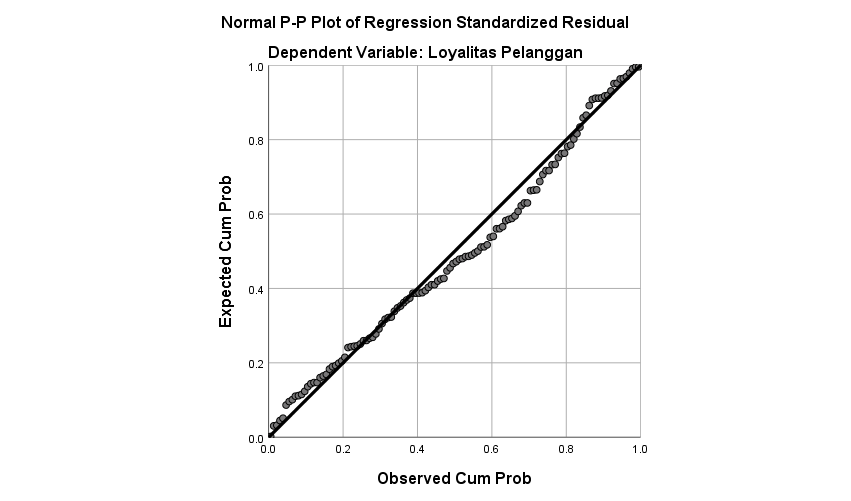
Uji Normalitas Model 1 dan 2

|  |  |  |  |
| --- | --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | | |
|  | | Unstandardized Residual | Unstandardized Residual |
| N | | 120 | 120 |
| Normal Parametersa,b | Mean | .0000000 | .0000000 |
| Std. Deviation | 3.25955135 | 4.47435751 |
| Most Extreme Differences | Absolute | .076 | .074 |
| Positive | .076 | .074 |
| Negative | -.071 | -.045 |
| Test Statistic | | .076 | .074 |
| Asymp. Sig. (2-tailed) | | .089c | .157c |
| a. Test distribution is Normal. | | | |
| b. Calculated from data. | | | |
| c. Lilliefors Significance Correction. | | | |







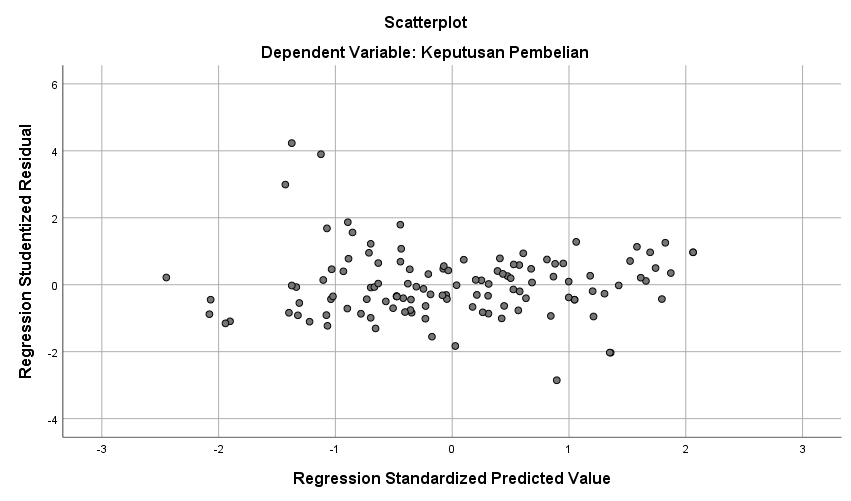


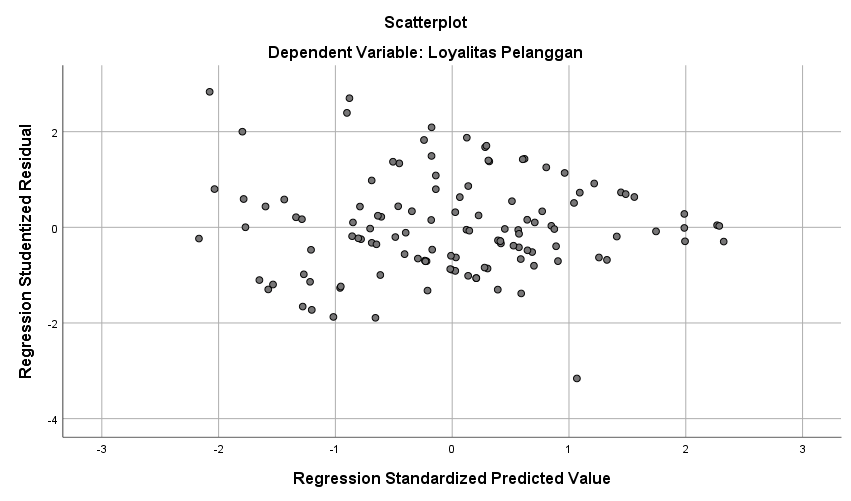
Uji Multikolinieritas Model 1 dan 2

|  |  |  |  |
| --- | --- | --- | --- |
| **Coefficientsa** | | | |
| Model | | Collinearity Statistics | | |
| Tolerance | VIF | |
| 1 | (Constant) |  |  | |
| Word of mouth | .554 | 1.805 | |
| Gaya hidup | .376 | 2.658 | |
| Harga Sewa | .456 | 2.193 | |
| a. Dependent Variable: Keputusan Pembelian | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Coefficientsa** | | | |
| Model | | Collinearity Statistics | | |
| Tolerance | VIF | |
| 1 | (Constant) |  |  | |
| Word of mouth | .504 | 1.986 | |
| Gaya hidup | .369 | 2.709 | |
| Harga Sewa | .373 | 2.680 | |
| Keputusan Pembelian | .415 | 2.409 | |
| a. Dependent Variable: Loyalitas Pelanggan | | | |

Uji Heteroskedastisitas Model 1 dan 2





Uji F dan Uji T

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1781.881 | 3 | 593.960 | 54.495 | .000b |
| Residual | 1264.336 | 116 | 10.899 |  |  |
| Total | 3046.218 | 119 |  |  |  |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Harga Sewa, Word of mouth, Gaya hidup | | | | | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 8.195 | 2.323 |  | 3.528 | .001 |  |  |
| Word of mouth | .337 | .099 | .274 | 3.415 | .001 | .554 | 1.805 |
| Gaya hidup | .225 | .151 | .146 | 1.494 | .138 | .376 | 2.658 |
| Harga Sewa | .510 | .100 | .450 | 5.077 | .000 | .456 | 2.193 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1636.990 | 4 | 409.247 | 19.755 | .000b |
| Residual | 2382.365 | 115 | 20.716 |  |  |
| Total | 4019.355 | 119 |  |  |  |
| a. Dependent Variable: Loyalitas Pelanggan | | | | | | |
| b. Predictors: (Constant), Keputusan Pembelian, Word of mouth, Harga Sewa, Gaya hidup | | | | | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 7.509 | 3.370 |  | 2.228 | .028 |  |  |
| Word of mouth | -.407 | .143 | -.288 | -2.844 | .005 | .504 | 1.986 |
| Gaya hidup | -.130 | .210 | -.073 | -.621 | .536 | .369 | 2.709 |
| Harga Sewa | .633 | .153 | .487 | 4.140 | .000 | .373 | 2.680 |
| Keputusan Pembelian | .469 | .128 | .408 | 3.663 | .000 | .415 | 2.409 |
| a. Dependent Variable: Loyalitas Pelanggan | | | | | | | | |

Koefisien Determinasi Model 1 dan 2

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .765a | .585 | .574 | 3.30143 | 1.307 |
| a. Predictors: (Constant), Harga Sewa, Word of mouth, Gaya hidup | | | | | |
| b. Dependent Variable: Keputusan Pembelian | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .638a | .407 | .387 | 4.55151 | 1.892 |
| a. Predictors: (Constant), Keputusan Pembelian, Word of mouth, Harga Sewa, Gaya hidup | | | | | |
| b. Dependent Variable: Loyalitas Pelanggan | | | | | |