**Lampiran 1.Statistik Deskriptif**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variabel** | **Kisaran teoritsis** | **Hasil pengukuran** | Ket |
| **Jumlah item valid** | **min** | **max** | **Median** | **Min** | **max** | **Rata-rata** | **Std.dev** |
| Loyalitas konsumen | 5 | 5 | 25 | 15 | 13 | 24 | 19.06 | 2.89 | T |
| Kepuasan konsumen | 12 | 12 | 60 | 36 | 38 | 60 | 49.51 | 5.23 | T |
| Kualitas Produk | 5 | 5 | 25 | 15 | 14 | 25 | 20.22 | 2.30 | T |
| Citra Merek | 8 | 8 | 40 | 24 | 21 | 38 | 31.75 | 3.92 | T |

**Lampiran 2.Profil Responden**

| **Statistics** |
| --- |
|  |  | Jenis Kelamin | Umur | Pendidikan Terakhir | Pekerjaan |
| N | Valid | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 |

**Frequency Table**

| **Jenis Kelamin** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-Laki | 51 | 63.8 | 63.8 | 63.8 |
| Perempuan | 29 | 36.2 | 36.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Umur** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 20-25 | 23 | 28.8 | 28.8 | 28.8 |
| 26-30 | 46 | 57.5 | 57.5 | 86.2 |
| 31-35 | 3 | 3.8 | 3.8 | 90.0 |
| 36-40 | 1 | 1.2 | 1.2 | 91.2 |
| 41-45 | 1 | 1.2 | 1.2 | 92.5 |
| >45 | 6 | 7.5 | 7.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Pendidikan Terakhir** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sma | 23 | 28.8 | 28.8 | 28.8 |
| Diploma | 10 | 12.5 | 12.5 | 41.2 |
| S1 | 47 | 58.8 | 58.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Pekerjaan** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pns/Bumn | 13 | 16.2 | 16.2 | 16.2 |
| Pegawai swasta | 33 | 41.2 | 41.2 | 57.5 |
| Tni/Polri | 1 | 1.2 | 1.2 | 58.8 |
| Wiraswasta | 23 | 28.8 | 28.8 | 87.5 |
| Honorer | 1 | 1.2 | 1.2 | 88.8 |
| lain-lain | 9 | 11.2 | 11.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

**Lampiran 3.Uji Instrumen**

**UJI VALIDITAS DAN REALIBILITAS**

1. **LOYALITAS**

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| 1. Listwise deletion based on all variables in the
2. procedure.
 |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .605 | 5 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| loyalitas1 | 15.54 | 5.745 | .315 | .579 |
| loyalitas2 | 15.14 | 6.044 | .322 | .571 |
| loyalitas3 | 15.11 | 6.177 | .319 | .571 |
| loyalitas4 | 15.15 | 5.876 | .433 | .517 |
| loyalitas5 | 15.31 | 5.559 | .426 | .515 |

1. **KEPUASAAN**

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .882 | 12 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| kepuasan1 | 45.51 | 22.278 | .708 | .865 |
| kepuasan2 | 45.24 | 24.082 | .431 | .882 |
| kepuasan3 | 45.38 | 22.313 | .665 | .868 |
| kepuasan4 | 45.40 | 23.357 | .569 | .874 |
| kepuasan5 | 45.30 | 22.415 | .691 | .866 |
| kepuasan6 | 45.48 | 22.759 | .661 | .868 |
| kepuasan7 | 45.38 | 24.389 | .456 | .880 |
| kepuasan8 | 45.30 | 22.339 | .753 | .863 |
| kepuasan9 | 45.44 | 22.857 | .596 | .872 |
| kepuasan10  | 45.45 | 24.175 | .528 | .876 |
| kepuasan11 | 45.33 | 25.108 | .322 | .886 |
| kepuasan12 | 45.45 | 23.086 | .568 | .874 |

1. **KUALITAS PRODUK**

**Scale: ALL VARIABLES**

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .731 | 5 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| kualitas produk1 | 16.28 | 3.139 | .665 | .610 |
| kualitas produk2 | 16.40 | 3.635 | .381 | .736 |
| kualitas produk3 | 16.19 | 3.673 | .617 | .647 |
| kualitas produk4 | 15.99 | 3.734 | .449 | .701 |
| kualitas produk5 | 16.05 | 3.972 | .398 | .718 |

1. **CITRA MEREK**

**Scale: ALL VARIABLES**

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .706 | 8 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| citra merek 1 | 27.82 | 11.589 | .527 | .649 |
| citra merek2 | 27.75 | 12.367 | .453 | .668 |
| citra merek3 | 27.74 | 13.285 | .326 | .692 |
| citra merek4 | 27.60 | 12.597 | .368 | .684 |
| citra merek5 | 27.75 | 12.316 | .398 | .678 |
| citra merek6 | 27.92 | 11.994 | .350 | .691 |
| citra merek7 | 27.79 | 12.068 | .417 | .673 |
| citra merek8 | 27.87 | 11.934 | .363 | .688 |

**Lampiran 4.Uji Asumsi Klasik**

**Uji Normalitas**

SebelumDinormal

| **One-Sample Kolmogorov-Smirnov Test** |
| --- |
|  |  | LOYAL | KEPUASAAN | KUALITASPRODUK | CITRAMEREK |
| N | 80 | 80 | 80 | 80 |
| Normal Parametersa | Mean | 19.0625 | 49.5125 | 20.2250 | 31.7500 |
| Std. Deviation | 2.89191 | 5.23376 | 2.30561 | 3.92170 |
| Most Extreme Differences | Absolute | .161 | .086 | .124 | .154 |
| Positive | .137 | .056 | .081 | .060 |
| Negative | -.161 | -.086 | -.124 | -.154 |
| Kolmogorov-Smirnov Z | 1.441 | .772 | 1.106 | 1.381 |
| Asymp. Sig. (2-tailed) | .032 | .591 | .173 | .044 |
| a. Test distribution is Normal. |  |  |  |  |
|  |  |  |  |  |  |

SesudahDinormal

| **One-Sample Kolmogorov-Smirnov Test** |
| --- |
|  |  | Unstandardized Residual |
| N | 80 |
| Normal Parametersa | Mean | .0000000 |
| Std. Deviation | 2.25363316 |
| Most Extreme Differences | Absolute | .077 |
| Positive | .068 |
| Negative | -.077 |
| Kolmogorov-Smirnov Z | .689 |
| Asymp. Sig. (2-tailed) | .729 |
| a. Test distribution is Normal. |  |
|  |  |  |

**Uji Multikolonieritas**

|  |
| --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 2.554E-16 | 3.319 |  | .000 | 1.000 |  |  |
| KEPUASAAN | .000 | .053 | .000 | .000 | 1.000 | .869 | 1.151 |
| KUALITASPRODUK | .000 | .118 | .000 | .000 | 1.000 | .901 | 1.110 |
| CITRAMEREK | .000 | .074 | .000 | .000 | 1.000 | .788 | 1.269 |
| a. Dependent Variable: Unstandardized Residual |  |  |  |  |  |

**Uji Heteroskedastisitas**

| **Coefficientsa** |
| --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | .364 | 1.759 |  | .207 | .836 |  |  |
| KEPUASAAN | -.006 | .028 | -.026 | -.212 | .833 | .869 | 1.151 |
| KUALITASPRODUK | .012 | .063 | .023 | .196 | .845 | .901 | 1.110 |
| CITRAMEREK | .049 | .039 | .160 | 1.257 | .213 | .788 | 1.269 |
| a. Dependent Variable: RES\_2 |  |  |  |  |  |  |

**Uji R**

| **Model Summaryb** |
| --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .627a | .393 | .369 | 2.29768 |
| a. Predictors: (Constant), CITRAMEREK, KUALITASPRODUK, KEPUASAAN |
| b. Dependent Variable: LOYAL |  |

**Uji F**

| **ANOVAb** |
| --- |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 259.457 | 3 | 86.486 | 16.382 | .000a |
| Residual | 401.230 | 76 | 5.279 |  |  |
| Total | 660.688 | 79 |  |  |  |
| a. Predictors: (Constant), CITRAMEREK, KUALITASPRODUK, KEPUASAAN |
| b. Dependent Variable: LOYAL |  |  |  |  |

**Lampiran 5.Uji Hipotesis**

**Uji T**

| **Coefficientsa** |
| --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.023 | 3.319 |  | .308 | .759 |
| KEPUASAAN | .156 | .053 | .282 | 2.935 | .004 |
| KUALITASPRODUK | -.040 | .118 | -.032 | -.341 | .734 |
| CITRAMEREK | .351 | .074 | .476 | 4.730 | .000 |
| a. Dependent Variable: LOYAL |  |  |  |  |