

KUESIONER PENELITIAN

PENGARUH KUALITAS PELAYANAN DAN CITRA MEREK

TERHADAP KEPUASAN KONSUMEN DEALER MOTOR

YAMAHA DAN DAMPAKNYA TERHADAP LOYALITAS

KONSUMEN



PENELITI

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**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI
UNIVERSITAS ISLAM INDONESIA**

2016

KUESIONER PENELITIAN

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TERHADAP KEPUASAN KONSUMEN DEALER MOTOR YAMAHA

DAN DAMPAKNYA TERHADAP LOYALITAS KONSUMEN

Kepada Yth
Bapak/Ibu/Saudara
di Yogyakarta

Perihal: Permohonan Pengisian Kuesioner

Dengan Hormat,

Dalam rangka memenuhi tugas akhir penyusunan skripsi sebagai mahasiswa Program Strata-1 Program Studi Manajemen, Fakultas Ekonomi Universitas Islam Indonesia, maka saya bermaksud melakukan penelitian ilmiah untuk penulisan SKRIPSI, sehubungan dengan hal tersebut, saya mengharapkan kesediaan Bapak/Ibu/Saudara untuk mengisi kuesioner terlampir.

Maka untuk menunjang hal tersebut saya berharap Bapak/Ibu/Saudara dapat membantu dengan mengisi kuesioner yang saya lampirkan di bawah ini. Informasi yang saya peroleh dari respon yang Bapak/Ibu/Saudara berikan akan sangat membantu untuk mengetahui pengaruh dan hubungan antara variabel yang diteliti. Kuesioner ini didesain sedemikian rupa sehingga akan memudahkan pengisiannya.

Atas kesediaan Bapak/Ibu/Saudara mengisi kuesioner ini, saya menyampaikan penghargaan yang setinggi-tingginya dan diucapkan banyak terima kasih.

Yogyakarta, Juni 2016
Hormat Saya,

Arjuna Akbar

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KONSUMEN

DESKRIPSI RESPONDEN:

Lingkari pada jawaban yang paling sesuai menurut Bapak/Ibu/Sdr (Bapak/Ibu/Sdr tidak perlu cemas, karena identitas dan jawaban Anda dijamin kerahasiaannya):

- | | | |
|------------------------|---|---|
| 1. Jenis Kelamin | : | 1. Laki-Laki
2. Perempuan |
| 2. Usia | | 1. Kurang dari 31 tahun
2. 31 s/d 40 tahun
3. 41 s/d 50 tahun
4. Lebih dari 50 tahun |
| 3. Pendidikan Terakhir | | 1. SD
2. SMP
3. SMA
4. S1
5. |

4. Pekerjaan

PETUNJUK PENGISIAN

1. Mohon berikan tanda (√) pada jawaban yang Anda pilih. Adapun alternatif pilihan jawaban yang tersedia adalah sebagai berikut:

SS : Sangat Setuju
S : Setuju
R : Ragu-ragu
TS : Tidak Setuju
STS : Sangat Tidak Setuju

- Pilih jawaban yang sesuai dengan diri Anda. Tidak ada jawaban yang dianggap salah, semua jawaban adalah **benar**.
- Apabila Bapak/Ibu/Sdr tidak jelas maksud dari pernyataan dalam kuesioner, Bapak/Ibu/Sdr harap menghubungi kami.
- Mohon diperiksa kembali kuesioner apakah ada yang belum terisi.

Contoh:

No.	Pernyataan	Pilihan Jawaban				
		SS	S	R	TS	STS
1.	Display motor di dealer Yamaha tertata rapi		√			

Selamat Mengerjakan

PENGUKURAN KUALITAS LAYANAN

Bapak/Ibu/Sdr dimohon untuk memberikan skor atas perilaku yang sesuai dengan kenyataan dan diberi tanda silang (√) terhadap alternatif jawaban yang tersedia.

No	PERNYATAAN	PILIHAN JAWABAN				
		STS	TS	R	S	SS
1.	Display motor di dealer Yamaha tertata rapi					
2.	Karyawan dealer Yamaha dengan segera melayani pengunjung					
3.	Karyawan dealer Yamaha mampu merespon dengan cepat keinginan konsumen					
4.	Penguasaan produk karyawan dealer Yamaha sangat baik					
5.	Karyawan dealer Yamaha dengan sabar menjelaskan kepada konsumen					

PENGUKURAN CITRA MEREK

No	PERNYATAAN	PILIHAN JAWABAN				
		STS	TS	R	S	SS
1.	Harga di dealer Yamaha bersaing dengan dealer lainnya					
2.	Dealer Yamaha menawarkan promo menarik setiap pembelian unit motor					
3.	Nama dealer Yamaha mudah diingat					

PENGUKURAN KEPUASAN KONSUMEN

No	PERNYATAAN	PILIHAN JAWABAN				
		STS	TS	R	S	SS
1.	Karyawan dealer Yamaha bertindak cepat menanggapi permintaan saya					
2.	Karyawan dealer Yamaha segera menghampiri konsumen yang datang					
3.	Karyawan dealer Yamaha menunjukkan keramahan dalam pelayanannya					
4.	Pelayanan yang diberikan dealer Yamaha sesuai yang dijanjikan					

PENGUKURAN LOYALITAS KONSUMEN

No	PERNYATAAN	PILIHAN JAWABAN				
		STS	TS	R	S	SS
1.	Saya akan tetap membeli motor di dealer Yamaha					
2.	Saya tidak ingin beralih menggunakan dealer lain untuk membeli motor					
3.	Saya bersedia merekomendasikan kepada orang lain agar membeli motor di dealer Yamaha					

Terima Kasih Atas Partisipasi dan Kerjasamanya



Lampiran – 2

Hasil Analisis Uji Validitas dan Reliabilitas

Kuesioner

Reliability - KUALITAS PELAYANAN

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.923	.929	5

Correlations

		Correlations					Kualitas Pelayanan
		X1.1	X1.2	X1.3	X1.4	X1.5	
X1.1	Pearson Correlation	1	.728**	.679**	.821**	.779**	.922**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	75	75	75	75	75	75
X1.2	Pearson Correlation	.728**	1	.774**	.722**	.736**	.893**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	75	75	75	75	75	75
X1.3	Pearson Correlation	.679**	.774**	1	.646**	.528**	.808**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	75	75	75	75	75	75
X1.4	Pearson Correlation	.821**	.722**	.646**	1	.815**	.911**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	75	75	75	75	75	75
X1.5	Pearson Correlation	.779**	.736**	.528**	.815**	1	.874**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	75	75	75	75	75	75
Kualitas Pelayanan	Pearson Correlation	.922**	.893**	.808**	.911**	.874**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75

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

Reliability - CITRA MEREK

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.713	.712	3

Correlations

Correlations

		X2.1	X2.2	X2.3	Citra Merek
X2.1	Pearson Correlation	1	.531**	.366**	.794**
	Sig. (2-tailed)		.000	.001	.000
	N	75	75	75	75
X2.2	Pearson Correlation	.531**	1	.458**	.854**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
X2.3	Pearson Correlation	.366**	.458**	1	.739**
	Sig. (2-tailed)	.001	.000		.000
	N	75	75	75	75
Citra Merek	Pearson Correlation	.794**	.854**	.739**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

Correlations

		X2.1	X2.2	X2.3	Citra Merek
X2.1	Pearson Correlation	1	.531**	.366**	.794**
	Sig. (2-tailed)		.000	.001	.000
	N	75	75	75	75
X2.2	Pearson Correlation	.531**	1	.458**	.854**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
X2.3	Pearson Correlation	.366**	.458**	1	.739**
	Sig. (2-tailed)	.001	.000		.000
	N	75	75	75	75
Citra Merek	Pearson Correlation	.794**	.854**	.739**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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

Reliability - KEPUASAN KONSUMEN

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.817	.817	4

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Kepuasan Konsumen
Y1.1	Pearson Correlation	1	.607**	.665**	.514**	.868**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	75	75	75	75	75
Y1.2	Pearson Correlation	.607**	1	.379**	.501**	.776**
	Sig. (2-tailed)	.000		.001	.000	.000
	N	75	75	75	75	75
Y1.3	Pearson Correlation	.665**	.379**	1	.499**	.794**
	Sig. (2-tailed)	.000	.001		.000	.000
	N	75	75	75	75	75
Y1.4	Pearson Correlation	.514**	.501**	.499**	1	.777**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	75	75	75	75	75
Kepuasan Konsumen	Pearson Correlation	.868**	.776**	.794**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	75	75	75	75	75

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

Reliability - LOYALITAS KONSUMEN

Scale: ALL VARIABLES

		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.718	.718	3

Correlations

Correlations

		Y2.1	Y2.2	Y2.3	Loyalitas Konsumen
Y2.1	Pearson Correlation	1	.451**	.466**	.798**
	Sig. (2-tailed)		.000	.000	.000
	N	75	75	75	75
Y2.2	Pearson Correlation	.451**	1	.461**	.800**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
Y2.3	Pearson Correlation	.466**	.461**	1	.802**
	Sig. (2-tailed)	.000	.000		.000
	N	75	75	75	75
Loyalitas Konsumen	Pearson Correlation	.798**	.800**	.802**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

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



Lampiran – 3

Hasil Analisis Deskripsi Variabel

Frequencies

Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5
N	Valid	150	150	150	150	150
	Missing	0	0	0	0	0
Mean		3.47	3.63	4.08	4.04	3.88
Median		3.00	4.00	4.00	4.00	4.00
Mode		3 ^a	4	5	4	4
Std. Deviation		.757	.737	.993	.664	.644
Minimum		1	2	2	2	2
Maximum		5	5	5	5	5

a. Multiple modes exist. The smallest value is shown

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.3	1.3	1.3
	2	9	6.0	6.0	7.3
	3	65	43.3	43.3	50.7
	4	65	43.3	43.3	94.0
	5	9	6.0	6.0	100.0
Total		150	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	6.0	6.0	6.0
	3	51	34.0	34.0	40.0
	4	76	50.7	50.7	90.7
	5	14	9.3	9.3	100.0
Total		150	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	15	10.0	10.0	10.0
	3	23	15.3	15.3	25.3
	4	47	31.3	31.3	56.7
	5	65	43.3	43.3	100.0
	Total	150	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.3	1.3	1.3
	3	24	16.0	16.0	17.3
	4	90	60.0	60.0	77.3
	5	34	22.7	22.7	100.0
	Total	150	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.0	2.0	2.0
	3	32	21.3	21.3	23.3
	4	95	63.3	63.3	86.7
	5	20	13.3	13.3	100.0
	Total	150	100.0	100.0	

Frequencies

Statistics

		X2.1	X2.2	X2.3
N	Valid	150	150	150
	Missing	0	0	0
Mean		3.76	3.72	3.84
Median		4.00	4.00	4.00
Mode		4	3	4
Std. Deviation		.902	.913	.778
Minimum		2	1	2
Maximum		5	5	5

Frequency Table

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	13	8.7	8.7	8.7
	3	44	29.3	29.3	38.0
	4	59	39.3	39.3	77.3
	5	34	22.7	22.7	100.0
Total		150	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	10	6.7	6.7	7.3
	3	53	35.3	35.3	42.7
	4	52	34.7	34.7	77.3
	5	34	22.7	22.7	100.0
Total		150	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.7	.7	.7
	3	56	37.3	37.3	38.0
	4	59	39.3	39.3	77.3
	5	34	22.7	22.7	100.0
	Total	150	100.0	100.0	

Frequencies

Statistics

		Y1.1	Y1.2	Y1.3	Y1.4
N	Valid	150	150	150	150
	Missing	0	0	0	0
Mean		3.26	3.35	3.41	3.33
Median		3.00	4.00	4.00	3.00
Mode		4	4	4	3
Std. Deviation		.923	.941	.899	.800
Minimum		1	1	1	1
Maximum		5	5	5	5

Frequency Table

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	3.3	3.3	3.3
	2	27	18.0	18.0	21.3
	3	49	32.7	32.7	54.0
	4	62	41.3	41.3	95.3
	5	7	4.7	4.7	100.0
	Total	150	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	4.7	4.7	4.7
	2	19	12.7	12.7	17.3
	3	48	32.0	32.0	49.3
	4	67	44.7	44.7	94.0
	5	9	6.0	6.0	100.0
	Total	150	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.3	1.3	1.3
	2	23	15.3	15.3	16.7
	3	49	32.7	32.7	49.3
	4	63	42.0	42.0	91.3
	5	13	8.7	8.7	100.0
	Total	150	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.3	1.3	1.3
	2	19	12.7	12.7	14.0
	3	62	41.3	41.3	55.3
	4	61	40.7	40.7	96.0
	5	6	4.0	4.0	100.0
	Total	150	100.0	100.0	

Frequencies

Statistics

		Y2.1	Y2.2	Y2.3
N	Valid	150	150	150
	Missing	0	0	0
Mean		3.64	3.46	3.63
Median		4.00	3.00	4.00
Mode		4	3	4
Std. Deviation		.805	.856	.886
Minimum		2	2	1
Maximum		5	5	5

Frequency Table

Y2.1

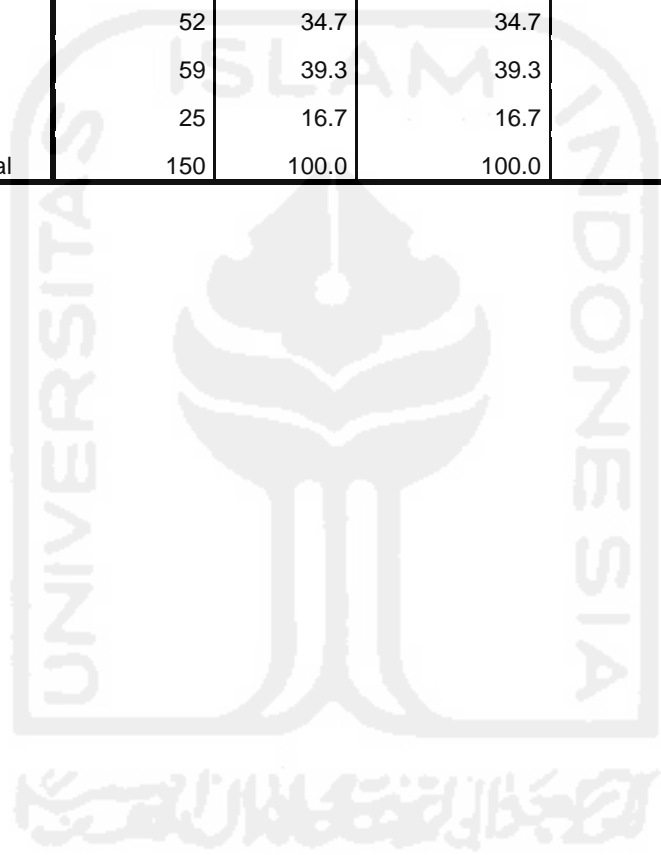
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	6.7	6.7	6.7
	3	55	36.7	36.7	43.3
	4	64	42.7	42.7	86.0
	5	21	14.0	14.0	100.0
	Total	150	100.0	100.0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	12.0	12.0	12.0
	3	63	42.0	42.0	54.0
	4	51	34.0	34.0	88.0
	5	18	12.0	12.0	100.0
	Total	150	100.0	100.0	

Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	13	8.7	8.7	9.3
	3	52	34.7	34.7	44.0
	4	59	39.3	39.3	83.3
	5	25	16.7	16.7	100.0
	Total	150	100.0	100.0	





Lampiran – 4

Hasil Analisis Uji Asumsi

NPar Tests - UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Kualitas Pelayanan	Citra Merek	Kepuasan Konsumen	Loyalitas Konsumen
N		150	150	150	150
Normal Parameters ^{a,b}	Mean	19.10	11.32	13.35	10.73
	Std. Deviation	2.896	2.008	2.749	2.062
Most Extreme Differences	Absolute	.108	.107	.108	.109
	Positive	.108	.107	.108	.109
	Negative	-.079	-.106	-.100	-.097
Kolmogorov-Smirnov Z		1.322	1.316	1.321	1.341
Asymp. Sig. (2-tailed)		.061	.063	.061	.055

a. Test distribution is Normal.

b. Calculated from data.

Regression - MULTIKOLINIERITAS

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Citra Merek, Kualitas Pelayanan	.	Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan Konsumen

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Kualitas Pelayanan	.996	1.004
	Citra Merek	.996	1.004

a. Dependent Variable: Kepuasan Konsumen

Regression - AUTOKORELASI

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Citra Merek, Kualitas Pelayanan		Enter

- All requested variables entered.
- Dependent Variable: Kepuasan Konsumen

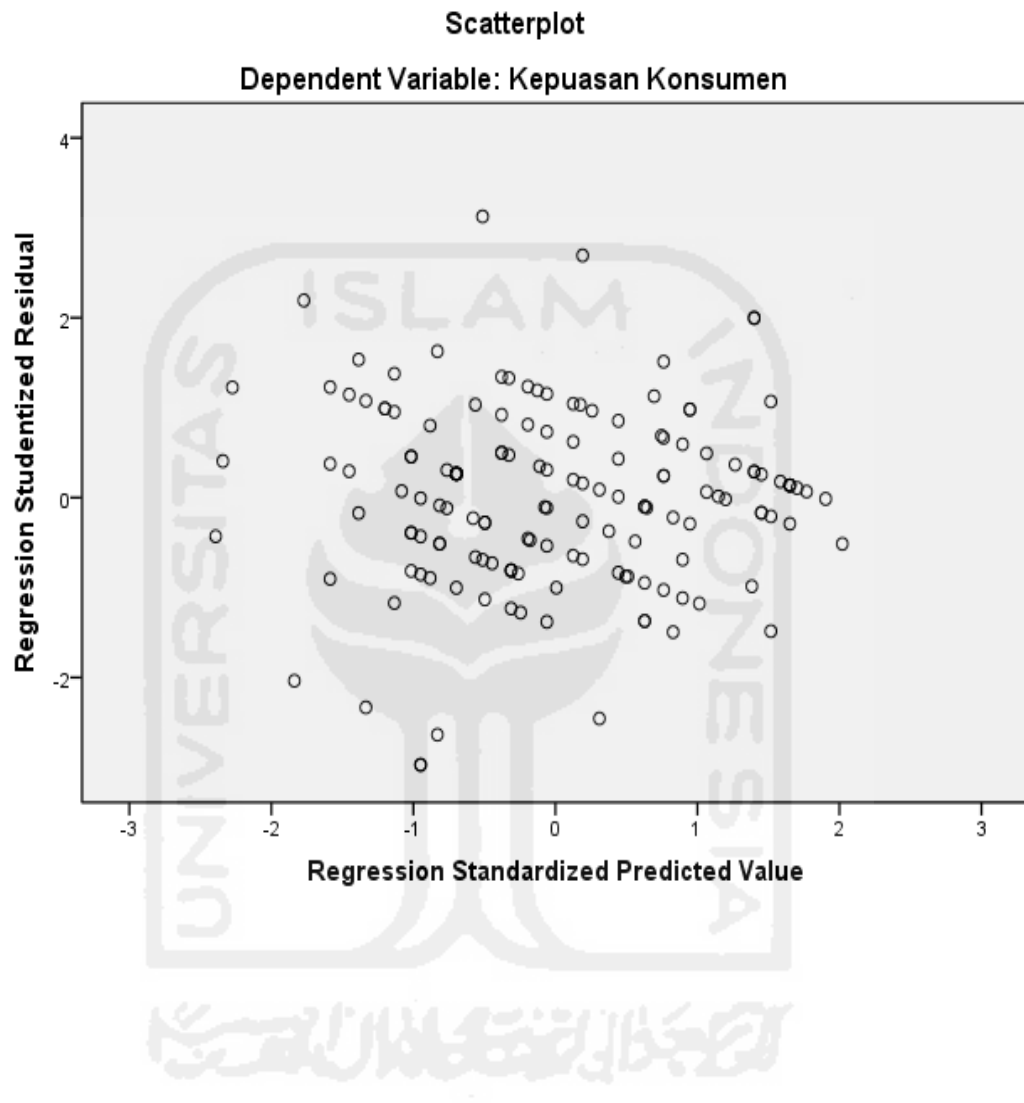
Model Summary^b

Model	Durbin-Watson
1	1.889

- Predictors: (Constant), Citra Merek, Kualitas Pelayanan
- Dependent Variable: Kepuasan Konsumen

Regression - AUTOKORELASI

Charts





Lampiran – 5
Hasil Analisis Regresi dan
Koefisien Determinasi

Regression - X1 THD Y1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.394 ^a	.155	.150	2.535	.155	27.239	1	148	.000

a. Predictors: (Constant), Kualitas Pelayanan

b. Dependent Variable: Kepuasan Konsumen

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.204	1.385		4.478	.000
	Kualitas Pelayanan	.374	.072	.394	5.219	.000

a. Dependent Variable: Kepuasan Konsumen

Regression - X2 THD Y1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.351 ^a	.123	.118	2.583

a. Predictors: (Constant), Citra Merek

b. Dependent Variable: Kepuasan Konsumen

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.906	1.211		6.526	.000
	Citra Merek	.481	.105	.351	4.566	.000

a. Dependent Variable: Kepuasan Konsumen

Regression – Y1 THD Y2

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Konsumen	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: Loyalitas Konsumen

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.523 ^a	.274	.269	1.763

- a. Predictors: (Constant), Kepuasan Konsumen
 b. Dependent Variable: Loyalitas Konsumen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.491	.716		7.670	.000
	Kepuasan Konsumen	.393	.053	.523	7.475	.000

- a. Dependent Variable: Loyalitas Konsumen

SUBJEK	KUALITAS PELAYANAN					Σ	CITRA MEREK			Σ	KEPUASAN KONSUMEN				Σ	LOYALITAS KONSUMEN			Σ
	X1.1	X1.2	X1.3	X1.4	X1.5		X2.1	X2.2	X2.3		Y1.1	Y1.2	Y1.3	Y1.4		Y2.1	Y2.2	Y2.3	
1	4	5	5	5	5	24	4	4	4	12	4	4	4	3	15	5	5	5	15
2	3	4	4	4	4	19	4	4	4	12	5	5	5	5	20	4	3	3	10
3	3	3	4	4	4	18	3	3	3	9	2	4	2	3	11	3	3	3	9
4	3	3	4	4	4	18	5	5	5	15	3	3	3	4	13	4	4	4	12
5	4	4	5	4	4	21	5	5	5	15	4	4	4	4	16	3	3	4	10
6	3	4	5	4	4	20	5	5	5	15	5	5	5	5	20	5	5	5	15
7	1	3	4	3	3	14	5	5	5	15	4	3	4	3	14	4	3	4	11
8	4	4	5	4	4	21	5	5	5	15	4	4	4	4	16	4	2	4	10
9	4	4	5	4	4	21	5	5	5	15	4	4	4	4	16	4	3	4	11
10	3	4	4	4	4	19	4	4	5	13	3	3	3	3	12	4	3	3	10
11	4	4	5	5	4	22	4	4	5	13	4	4	4	4	16	4	4	3	11
12	3	4	5	4	4	20	3	3	3	9	5	5	5	5	20	3	4	4	11
13	4	5	5	5	5	24	3	3	3	9	3	3	3	3	12	3	3	3	9
14	3	3	4	4	4	18	4	4	4	12	4	3	4	4	15	4	4	4	12
15	4	5	5	5	5	24	4	4	4	12	4	4	4	3	15	4	3	3	10
16	4	5	5	5	5	24	4	4	4	12	4	4	4	4	16	3	4	4	11
17	4	4	5	4	4	21	3	3	2	8	3	3	3	3	12	3	4	3	10
18	3	4	5	4	4	20	5	5	5	15	5	5	5	5	20	4	5	5	14
19	3	3	4	4	4	18	3	3	3	9	2	4	2	3	11	2	3	1	6
20	4	4	5	5	5	23	5	2	5	12	4	3	4	4	15	4	4	4	12
21	4	4	5	5	4	22	4	3	4	11	3	3	3	3	12	4	3	3	10
22	4	4	5	5	4	22	4	3	4	11	4	3	4	3	14	3	3	3	9
23	4	4	5	5	4	22	4	2	4	10	4	3	4	3	14	3	4	4	11
24	3	3	4	3	4	17	3	2	3	8	4	3	4	3	14	4	4	2	10
25	4	4	5	5	4	22	3	2	3	8	4	4	4	4	16	4	3	4	11
26	2	3	4	3	3	15	4	3	4	11	3	4	3	4	14	4	4	3	11
27	4	4	5	5	4	22	4	3	4	11	3	4	3	4	14	4	4	4	12
28	3	3	4	4	4	18	2	3	4	9	3	3	3	4	13	3	3	4	10
29	2	3	4	3	3	15	4	4	4	12	3	2	3	3	11	5	5	2	12
30	3	3	4	3	3	16	2	5	5	12	4	4	4	3	15	4	4	4	12
31	3	4	5	4	4	20	3	2	3	8	4	4	4	4	16	2	3	3	8

SUBJEK	KUALITAS PELAYANAN					Σ	CITRA MEREK			Σ	KEPUASAN KONSUMEN				Σ	LOYALITAS KONSUMEN			Σ
	X1.1	X1.2	X1.3	X1.4	X1.5		X2.1	X2.2	X2.3		Y1.1	Y1.2	Y1.3	Y1.4		Y2.1	Y2.2	Y2.3	
32	3	3	4	4	4	18	5	5	5	15	4	4	4	4	16	2	3	3	8
33	4	4	5	5	5	23	3	5	5	13	3	5	5	5	18	5	5	5	15
34	3	4	5	4	4	20	5	5	3	13	3	3	3	3	12	4	3	3	10
35	4	5	5	5	5	24	2	3	3	8	4	4	4	4	16	3	4	3	10
36	3	4	4	4	4	19	3	5	3	11	4	4	4	4	16	5	4	4	13
37	1	3	4	3	3	14	5	3	3	11	4	4	3	4	15	5	4	4	13
38	3	4	5	4	4	20	2	5	5	12	4	4	4	4	16	4	4	4	12
39	3	3	4	4	4	18	5	5	3	13	4	4	4	4	16	4	4	4	12
40	3	4	5	4	4	20	3	3	5	11	3	3	3	3	12	4	4	4	12
41	3	4	5	4	4	20	5	5	5	15	4	4	4	4	16	5	5	5	15
42	5	5	5	5	5	25	3	2	5	10	4	4	3	4	15	3	4	2	9
43	3	3	4	4	4	18	5	5	5	15	3	3	3	3	12	4	4	4	12
44	3	4	4	4	4	19	5	5	5	15	4	4	3	4	15	4	4	4	12
45	3	4	5	4	4	20	3	4	3	10	4	4	4	4	16	4	3	3	10
46	4	4	5	5	4	22	5	5	5	15	4	4	4	4	16	4	4	4	12
47	3	4	4	4	4	19	4	1	3	8	3	3	3	3	12	3	2	3	8
48	4	4	5	5	4	22	3	2	5	10	2	2	2	2	8	4	4	4	12
49	4	4	5	4	4	21	3	3	3	9	2	2	4	3	11	4	3	3	10
50	4	4	5	4	4	21	5	5	5	15	4	4	3	4	15	4	2	3	9
51	4	4	5	5	5	23	2	3	3	8	3	3	3	4	13	4	3	3	10
52	3	3	4	4	4	18	3	2	3	8	4	4	3	3	14	4	3	4	11
53	4	4	5	4	4	21	5	5	3	13	3	3	3	3	12	5	3	3	11
54	5	5	5	5	5	25	5	5	3	13	4	4	3	4	15	4	4	4	12
55	2	3	4	3	3	15	3	3	3	9	4	4	4	4	16	5	3	4	12
56	4	4	5	5	4	22	2	3	3	8	3	3	4	4	14	2	4	3	9
57	3	3	4	3	4	17	5	5	5	15	3	3	4	4	14	4	3	4	11
58	3	4	5	4	4	20	5	5	5	15	4	4	4	4	16	4	5	5	14
59	3	3	4	4	4	18	3	2	3	8	1	1	2	2	6	3	2	2	7
60	3	3	4	4	4	18	4	4	4	12	4	4	4	4	16	5	3	3	11
61	3	3	4	4	4	18	4	3	4	11	4	4	4	4	16	4	3	2	9
62	4	4	5	4	4	21	4	4	3	11	4	2	4	3	13	5	4	4	13

SUBJEK	KUALITAS PELAYANAN					Σ	CITRA MEREK			Σ	KEPUASAN KONSUMEN				Σ	LOYALITAS KONSUMEN			Σ
	X1.1	X1.2	X1.3	X1.4	X1.5		X2.1	X2.2	X2.3		Y1.1	Y1.2	Y1.3	Y1.4		Y2.1	Y2.2	Y2.3	
63	3	3	4	4	4	18	4	3	3	10	3	4	3	3	13	4	3	4	11
64	3	4	5	4	4	20	5	4	4	13	4	3	4	4	15	2	4	3	9
65	4	5	5	5	5	24	5	5	3	13	4	4	4	4	16	4	4	4	12
66	3	4	5	4	4	20	3	3	4	10	4	4	3	4	15	4	4	3	11
67	3	4	5	4	4	20	4	4	3	11	4	4	4	4	16	4	4	4	12
68	5	5	5	5	5	25	3	3	3	9	4	4	4	4	16	3	4	3	10
69	5	5	5	5	5	25	4	4	4	12	4	4	4	4	16	4	4	4	12
70	4	4	5	4	4	21	5	5	5	15	4	4	4	4	16	4	5	5	14
71	3	3	4	4	4	18	3	3	5	11	4	3	3	4	14	4	4	4	12
72	4	4	5	5	5	23	3	5	5	13	3	3	3	3	12	2	4	3	9
73	3	4	4	4	4	19	3	3	3	9	3	3	3	4	13	3	3	4	10
74	2	3	4	3	3	15	3	4	4	11	4	3	4	4	15	4	3	4	11
75	2	3	4	3	3	15	4	4	4	12	4	3	2	2	11	3	4	4	11
76	3	3	4	4	4	18	3	4	3	10	2	4	5	2	13	4	3	3	10
77	3	4	4	4	4	19	3	4	3	10	2	3	4	2	11	2	3	3	8
78	3	4	5	4	4	20	3	4	4	11	3	3	4	4	14	5	5	5	15
79	4	4	5	4	4	21	4	4	4	12	5	5	4	3	17	5	5	5	15
80	4	4	5	5	4	22	5	5	4	14	4	4	4	4	16	5	4	4	13
81	3	4	5	4	4	20	5	4	4	13	3	5	5	5	18	4	3	4	11
82	3	4	5	4	4	20	4	5	4	13	3	3	5	4	15	4	4	5	13
83	3	4	5	4	4	20	4	5	4	13	4	4	4	4	16	4	4	5	13
84	3	4	5	4	4	20	4	4	4	12	2	4	3	3	12	4	3	5	12
85	3	3	4	4	4	18	4	4	4	12	3	4	3	3	13	4	4	4	12
86	3	4	4	4	4	19	4	4	4	12	3	4	4	3	14	4	4	4	12
87	3	4	4	4	4	19	4	5	5	14	4	3	4	3	14	4	4	4	12
88	5	5	5	5	5	25	5	3	3	11	4	4	3	2	13	4	4	4	12
89	4	4	5	5	4	22	4	4	4	12	5	5	4	3	17	5	5	5	15
90	4	4	5	5	4	22	4	4	4	12	4	4	3	3	14	4	5	4	13
91	4	4	5	5	5	23	4	3	3	10	2	4	5	2	13	5	3	4	12
92	4	4	5	5	5	23	5	4	4	13	4	4	3	4	15	4	4	4	12
93	3	4	5	4	4	20	4	4	4	12	4	3	4	3	14	4	3	4	11

SUBJEK	KUALITAS PELAYANAN					Σ	CITRA MEREK			Σ	KEPUASAN KONSUMEN				Σ	LOYALITAS KONSUMEN			Σ
	X1.1	X1.2	X1.3	X1.4	X1.5		X2.1	X2.2	X2.3		Y1.1	Y1.2	Y1.3	Y1.4		Y2.1	Y2.2	Y2.3	
94	3	3	4	4	4	18	4	3	3	10	2	4	5	2	13	2	3	3	8
95	4	3	4	4	4	19	4	4	4	12	3	3	4	3	13	3	3	3	9
96	4	4	5	5	4	22	4	3	4	11	1	4	3	3	11	4	4	4	12
97	5	5	5	5	5	25	3	3	4	10	4	4	4	4	16	5	5	4	14
98	4	4	5	5	4	22	5	3	3	11	3	4	4	3	14	4	4	4	12
99	4	4	5	5	4	22	5	3	3	11	1	4	3	3	11	4	5	3	12
100	3	3	4	4	4	18	4	3	3	10	2	4	5	2	13	2	3	8	13
101	3	3	2	4	3	15	5	4	4	13	2	2	4	4	12	4	3	3	10
102	3	2	2	5	3	15	5	4	4	13	3	3	3	3	12	3	3	4	10
103	4	3	3	3	5	18	4	3	5	12	3	4	4	3	14	3	3	3	9
104	4	3	3	3	5	18	4	4	3	11	3	4	4	4	15	3	3	4	10
105	4	3	2	4	3	16	4	4	3	11	3	4	3	4	14	3	3	3	9
106	5	4	2	3	3	17	4	3	3	10	2	1	1	1	5	3	2	2	7
107	4	4	2	3	3	16	4	3	3	10	3	4	3	4	14	3	3	4	10
108	4	4	2	3	3	16	3	3	4	10	3	4	3	4	14	3	3	3	9
109	5	4	2	4	3	18	3	3	4	10	2	4	5	2	13	4	4	3	11
110	4	4	3	4	4	19	3	3	3	9	3	3	3	3	12	3	3	5	11
111	3	3	4	4	4	18	3	3	3	9	2	2	2	4	10	3	3	3	9
112	4	2	3	3	3	15	3	4	4	11	2	1	3	3	9	5	3	3	11
113	3	5	3	3	3	17	4	4	4	12	2	2	2	4	10	3	3	3	9
114	3	3	3	4	4	17	3	3	4	10	2	1	1	1	5	3	2	2	7
115	4	3	3	4	4	18	2	3	4	9	3	4	2	4	13	3	2	3	8
116	4	3	4	4	4	19	4	4	4	12	4	4	2	2	12	3	3	4	10
117	3	4	3	4	4	18	3	3	4	10	2	4	5	2	13	3	3	4	10
118	3	4	3	4	3	17	2	3	3	8	3	2	2	2	9	3	2	2	7
119	3	2	4	4	4	17	4	3	3	10	3	3	3	3	12	3	3	3	9
120	3	2	3	4	2	14	2	3	3	8	3	3	2	3	11	3	3	4	10
121	3	3	3	4	4	17	3	4	5	12	2	2	4	3	11	3	3	3	9
122	4	3	3	4	4	18	3	3	5	11	4	2	4	4	14	3	3	3	9
123	3	3	3	3	3	15	3	4	3	10	4	2	4	4	14	4	4	5	13
124	4	4	4	4	4	20	2	3	3	8	1	1	2	2	6	3	2	2	7

SUBJEK	KUALITAS PELAYANAN					Σ	CITRA MEREK			Σ	KEPUASAN KONSUMEN				Σ	LOYALITAS KONSUMEN			Σ
	X1.1	X1.2	X1.3	X1.4	X1.5		X2.1	X2.2	X2.3		Y1.1	Y1.2	Y1.3	Y1.4		Y2.1	Y2.2	Y2.3	
125	3	3	2	4	3	15	3	4	3	10	3	2	3	4	12	3	2	2	7
126	2	2	3	4	2	13	3	3	3	9	3	3	3	4	13	3	3	3	9
127	4	4	4	4	4	20	2	4	4	10	3	3	3	3	12	3	2	3	8
128	4	3	2	4	4	17	2	3	3	8	3	4	3	2	12	3	2	4	9
129	5	4	4	4	3	20	2	3	4	9	2	3	3	3	11	2	3	3	8
130	4	3	2	4	4	17	4	3	3	10	2	3	2	3	10	3	4	5	12
131	3	3	3	4	3	16	4	4	3	11	2	3	2	3	10	4	3	5	12
132	4	3	2	2	3	14	3	5	3	11	3	3	2	3	11	3	3	3	9
133	3	3	3	4	3	16	4	5	3	12	4	2	2	3	11	3	3	4	10
134	4	3	2	3	4	16	3	2	3	8	1	1	2	2	6	3	2	2	7
135	3	4	3	4	4	18	3	3	4	10	4	2	2	2	10	3	3	5	11
136	2	3	4	4	4	17	4	4	4	12	2	3	3	3	11	3	2	4	9
137	4	3	3	3	3	16	4	4	5	13	3	2	2	3	10	3	3	3	9
138	4	3	2	4	4	17	4	4	4	12	2	2	4	3	11	3	2	3	8
139	2	4	4	4	4	18	4	4	4	12	3	3	2	2	10	3	4	2	9
140	3	2	3	4	3	15	4	4	5	13	3	2	2	3	10	3	3	5	11
141	2	2	2	2	2	10	3	4	4	11	2	1	3	3	9	3	2	3	8
142	4	4	4	4	4	20	4	4	4	12	4	4	4	3	15	5	4	5	14
143	4	3	2	3	3	15	4	4	4	12	4	2	4	2	12	3	2	3	8
144	4	4	3	3	3	17	4	4	5	13	2	3	3	3	11	5	5	5	15
145	4	4	5	4	3	20	4	3	4	11	4	4	4	3	15	4	5	5	14
146	4	5	5	4	4	22	4	4	4	12	5	5	4	3	17	5	5	5	15
147	4	4	3	4	4	19	5	5	4	14	3	3	2	3	11	4	5	5	14
148	4	2	5	4	3	18	4	4	4	12	3	3	3	3	12	3	3	4	10
149	4	2	3	3	3	15	5	5	4	14	4	3	2	3	12	4	4	3	11
150	4	4	3	3	3	17	4	3	3	10	2	2	4	3	11	3	2	2	7