

LAMPIRAN

HASIL PENGUMPULAN DATA JAWABAN 160 RESPONDEN

NO	PERSEPSI HARGA (X1)						TOTAL
	PH.1	PH.2	PH.3	PH.4	PH.5	PH.6	
1	5	5	5	5	5	5	30
2	3	3	4	4	4	4	22
3	4	5	5	4	2	5	25
4	4	3	4	4	5	1	21
5	4	3	4	3	3	4	21
6	5	4	4	4	2	4	23
7	5	5	5	5	5	5	30
8	4	4	4	4	4	5	25
9	5	4	3	4	4	5	25
10	5	3	4	5	4	2	23
11	5	2	5	5	5	5	27
12	4	4	2	3	3	4	20
13	5	4	4	4	3	5	25
14	4	4	5	2	4	4	23
15	4	3	3	5	3	4	22
16	5	5	5	5	5	5	30
17	4	5	4	2	4	5	24
18	3	3	3	3	3	2	17
19	3	3	3	3	2	3	17
20	4	4	2	2	4	4	20
21	1	3	2	2	2	2	12
22	1	1	3	1	1	1	8
23	2	4	4	4	4	4	22
24	4	2	4	4	4	4	22
25	4	4	4	2	4	4	22
26	1	4	4	4	4	4	21
27	4	4	4	4	2	4	22
28	3	3	3	3	3	3	18
29	3	3	3	2	3	3	17
30	2	2	2	2	2	2	12
31	4	4	4	4	4	4	24
32	1	4	3	4	4	4	20
33	2	2	2	2	4	2	14
34	5	5	4	4	4	4	26
35	2	2	1	1	4	1	11

36	5	5	4	4	4	4	26
37	5	4	4	4	4	4	25
38	5	5	5	5	5	5	30
39	5	4	4	5	4	3	25
40	4	5	4	4	5	5	27
41	4	5	4	5	4	5	27
42	4	5	4	4	5	5	27
43	4	4	5	4	4	4	25
44	5	5	5	5	4	5	29
45	5	4	4	5	5	5	28
46	4	5	4	4	4	4	25
47	5	4	4	5	4	4	26
48	4	4	4	4	4	4	24
49	5	3	4	5	4	4	25
50	3	4	5	4	3	3	22
51	4	5	5	4	4	5	27
52	4	3	4	4	5	5	25
53	4	4	4	3	3	4	22
54	5	4	4	4	4	4	25
55	5	4	4	4	5	5	27
56	4	4	4	4	4	5	25
57	5	4	3	4	4	5	25
58	5	3	4	5	4	4	25
59	5	5	5	5	5	5	30
60	4	4	4	3	3	4	22
61	5	4	4	4	5	4	26
62	4	4	5	5	4	4	26
63	4	3	3	5	3	4	22
64	3	4	4	5	3	4	23
65	5	5	5	5	5	5	30
66	4	4	5	4	3	3	23
67	4	3	3	4	4	5	23
68	5	4	4	5	4	4	26
69	5	5	5	5	5	5	30
70	4	4	5	5	5	4	27
71	4	4	5	4	3	5	25
72	5	5	5	5	5	5	30
73	3	4	4	5	4	4	24
74	5	5	4	4	5	4	27
75	5	5	5	4	5	5	29
76	5	5	5	5	5	5	30
77	5	4	4	3	5	5	26

78	4	4	3	3	4	3	21
79	3	4	3	4	5	4	23
80	5	5	5	5	5	5	30
81	4	4	3	4	3	5	23
82	4	4	5	4	5	4	26
83	5	5	4	4	3	3	24
84	4	5	4	4	5	4	26
85	5	5	5	5	5	5	30
86	4	5	4	5	4	4	26
87	4	3	3	4	4	4	22
88	1	4	4	5	5	1	20
89	4	4	4	4	5	5	26
90	5	5	5	5	5	5	30
91	4	4	4	4	4	2	22
92	4	5	3	4	4	5	25
93	4	4	4	4	3	4	23
94	4	4	5	1	4	5	23
95	5	5	4	3	5	4	26
96	5	4	3	4	5	4	25
97	5	4	3	3	3	4	22
98	2	3	3	3	4	4	19
99	5	5	5	5	5	5	30
100	5	5	5	5	5	5	30
101	5	5	4	4	4	4	26
102	5	5	5	5	5	5	30
103	5	5	4	4	4	4	26
104	5	5	4	4	4	4	26
105	5	5	4	4	4	4	26
106	5	5	4	4	4	4	26
107	4	4	3	3	3	3	20
108	4	4	3	3	3	3	20
109	3	3	2	2	2	2	14
110	5	5	4	4	4	4	26
111	5	5	4	4	4	4	26
112	5	5	4	4	4	4	26
113	5	5	4	4	4	4	26
114	5	5	4	4	4	4	26
115	5	5	4	4	4	4	26
116	5	5	4	4	4	4	26
117	4	4	3	3	3	3	20
118	5	5	5	5	5	5	30
119	5	5	4	4	4	4	26

120	5	5	4	4	4	4	26
121	4	4	4	5	5	5	27
122	2	2	2	3	3	3	15
123	1	1	1	1	1	1	6
124	5	5	5	5	5	5	30
125	5	5	4	4	4	4	26
126	5	5	4	4	4	4	26
127	4	4	3	3	3	3	20
128	4	4	3	3	3	3	20
129	5	5	4	4	4	4	26
130	3	3	2	2	2	2	14
131	5	5	4	4	4	4	26
132	5	5	4	4	4	4	26
133	1	1	1	1	1	1	6
134	5	5	4	4	4	4	26
135	5	5	4	4	4	4	26
136	5	5	4	4	4	4	26
137	4	4	3	3	3	3	20
138	4	4	3	3	3	3	20
139	5	5	4	4	4	4	26
140	5	5	4	4	4	4	26
141	5	5	4	4	4	4	26
142	5	5	5	5	5	5	30
143	5	5	4	4	4	4	26
144	5	5	4	4	4	4	26
145	5	5	4	4	4	4	26
146	5	5	4	4	4	4	26
147	1	1	1	1	1	1	6
148	4	4	3	3	3	3	20
149	3	3	2	2	2	2	14
150	5	5	4	4	4	4	26
151	5	5	4	4	4	4	26
152	5	5	4	4	4	4	26
153	5	5	4	4	4	4	26
154	5	5	4	4	4	4	26
155	5	5	4	4	4	4	26
156	5	5	4	4	4	4	26
157	4	4	3	3	3	3	20
158	4	4	3	3	3	3	20
159	5	5	4	4	4	4	26
160	5	5	4	4	4	4	26

HASIL PENGUMPULAN DATA JAWABAN 160 RESPONDEN

NO	CITRA MEREK (X2)										TOT AL
	CM.1	CM.2	CM.3	CM.4	CM.5	CM.6	CM.7	CM.8	CM.9	CM.10	
1	5	5	5	5	5	5	5	5	5	5	50
2	4	3	4	4	5	5	4	3	4	4	40
3	4	4	3	5	4	3	3	3	4	4	37
4	3	4	4	5	4	5	4	3	3	4	39
5	4	4	4	3	3	3	4	4	5	4	38
6	4	4	3	4	4	4	3	3	5	5	39
7	5	5	5	5	5	5	5	5	5	5	50
8	4	4	3	5	4	4	5	5	5	4	43
9	4	4	5	4	4	5	5	4	4	5	44
10	5	5	4	4	5	4	5	4	5	3	44
11	4	5	5	4	4	3	4	5	4	5	43
12	3	4	4	4	4	4	4	4	4	4	39
13	4	5	4	4	4	5	4	4	5	4	43
14	4	5	4	5	4	3	5	5	4	3	42
15	5	3	3	3	4	4	2	2	2	2	30
16	5	5	5	5	5	5	5	5	5	5	50
17	5	5	4	3	4	4	5	5	4	4	43
18	3	3	3	3	5	3	3	3	3	3	32
19	3	3	3	3	5	3	3	3	3	3	32
20	4	4	5	4	4	4	4	4	4	4	41
21	2	2	2	2	2	2	3	2	2	2	21
22	1	5	1	1	1	1	5	1	1	5	22
23	4	4	4	4	4	4	4	4	4	4	40
24	4	4	4	5	5	2	3	4	4	4	39
25	4	4	4	4	5	4	4	4	4	4	41
26	4	4	4	4	4	4	5	4	4	4	41
27	4	4	4	4	4	3	4	5	4	4	40
28	3	3	3	3	2	3	3	3	5	3	31
29	3	3	5	3	3	3	3	3	3	3	32
30	2	2	2	2	2	2	2	5	2	2	23
31	4	4	5	5	4	4	5	4	4	4	43
32	4	4	4	4	4	5	5	4	4	4	42
33	2	2	2	2	2	2	2	2	5	2	23
34	5	5	5	5	5	5	5	5	4	4	48
35	2	2	2	5	2	2	5	1	1	1	23

36	5	5	5	5	5	5	5	4	4	4	47
37	5	5	5	5	5	5	5	4	4	2	45
38	5	5	5	5	5	5	5	5	5	5	50
39	5	5	4	5	4	4	5	4	4	5	45
40	4	4	5	4	4	5	4	4	4	5	43
41	3	4	5	4	4	5	4	4	5	4	42
42	5	4	4	4	4	4	4	4	4	4	41
43	4	5	5	4	4	3	4	5	5	4	43
44	4	5	4	4	5	5	4	4	5	4	44
45	5	4	5	4	5	4	4	4	5	5	45
46	4	5	5	4	5	5	4	3	4	4	43
47	4	4	5	4	4	4	5	4	4	4	42
48	4	4	3	4	4	4	4	5	5	4	41
49	4	3	4	4	4	5	4	5	4	4	41
50	5	4	3	4	4	5	4	4	5	5	43
51	4	4	5	4	4	5	5	4	4	5	44
52	4	4	5	4	3	4	4	4	4	5	41
53	4	4	5	4	4	5	5	5	5	5	46
54	4	4	5	4	4	5	4	4	3	4	41
55	3	3	4	4	5	5	4	5	4	4	41
56	5	4	4	5	5	5	4	4	4	4	44
57	4	4	4	4	4	4	4	5	5	5	43
58	4	4	4	4	3	4	5	5	5	3	41
59	1	1	2	2	3	3	3	3	4	4	26
60	5	5	4	4	4	4	4	5	4	4	43
61	5	5	4	4	5	5	5	4	4	5	46
62	4	5	5	4	4	5	5	3	4	5	44
63	4	2	4	4	4	5	4	4	4	5	40
64	3	3	4	5	4	4	3	4	5	4	39
65	5	5	5	5	5	5	5	5	5	5	50
66	5	5	4	4	5	5	4	3	4	4	43
67	4	5	4	3	4	5	5	4	3	4	41
68	4	4	5	4	4	5	4	4	5	4	43
69	5	5	5	5	5	5	5	5	5	5	50
70	4	4	5	4	4	5	4	4	5	4	43
71	5	5	4	4	5	4	4	4	5	4	44
72	5	5	5	5	5	5	5	5	5	5	50
73	5	4	3	4	4	4	4	4	4	5	41
74	4	5	5	4	4	3	4	5	5	5	44
75	4	5	4	4	5	5	4	4	5	4	44
76	5	5	5	5	5	5	5	5	5	5	50
77	4	5	5	4	5	5	4	3	4	4	43

78	4	4	5	4	4	4	5	5	5	5	45
79	4	4	3	4	4	4	4	5	5	4	41
80	5	5	5	5	5	5	5	5	5	5	50
81	5	4	3	4	4	5	4	4	5	4	42
82	4	4	5	4	4	4	5	4	4	3	41
83	2	2	2	1	1	2	4	3	3	4	24
84	4	5	5	5	3	5	4	4	5	4	44
85	5	5	5	5	5	5	5	5	5	5	50
86	4	4	4	4	4	2	2	2	3	3	32
87	4	5	5	5	5	4	4	4	4	4	44
88	3	5	5	4	4	5	5	4	4	5	44
89	4	4	5	4	5	5	3	5	4	5	44
90	5	5	5	5	5	5	5	5	5	5	50
91	4	5	4	4	4	4	5	4	4	3	41
92	4	4	5	5	4	3	4	5	4	3	41
93	4	3	3	4	5	4	4	4	4	5	40
94	4	4	4	5	4	5	5	4	5	1	41
95	4	4	5	4	3	4	4	5	5	4	42
96	4	4	4	5	5	4	4	5	4	4	43
97	4	4	3	3	3	3	5	5	2	4	36
98	3	4	5	4	4	3	4	5	4	4	40
99	5	5	5	5	5	5	5	5	5	5	50
100	5	5	5	5	5	5	5	5	5	5	50
101	4	5	5	5	5	5	4	3	3	3	42
102	5	5	5	5	5	5	4	4	4	4	46
103	5	5	4	5	5	5	4	3	3	3	42
104	5	5	4	5	5	5	4	3	3	3	42
105	5	5	5	4	4	5	4	3	3	3	41
106	5	5	5	5	5	4	4	3	3	3	42
107	4	4	4	4	4	4	3	2	2	2	33
108	4	4	4	4	4	4	3	3	2	2	34
109	3	3	3	3	3	3	2	1	3	1	25
110	5	5	5	5	5	5	4	3	4	3	44
111	5	5	5	5	5	5	4	3	4	3	44
112	5	5	5	5	5	5	4	4	3	3	44
113	5	5	5	5	5	5	4	3	3	3	43
114	5	5	5	5	5	5	4	3	3	3	43
115	5	5	5	5	5	5	4	3	3	3	43
116	5	5	5	5	5	5	4	3	3	3	43
117	4	5	3	4	4	4	3	2	2	2	33
118	5	5	5	5	5	5	5	5	5	5	50
119	5	5	5	3	3	5	4	3	3	3	39

120	5	5	5	5	5	5	4	3	3	3	43
121	4	4	4	4	4	5	5	5	5	5	45
122	4	4	4	3	3	3	3	3	3	3	33
123	1	1	1	1	1	1	1	1	1	1	10
124	5	5	5	5	5	5	4	4	4	4	46
125	5	5	5	5	5	5	3	3	3	3	42
126	5	5	5	5	5	5	3	3	3	3	42
127	4	4	4	4	4	4	3	2	3	2	34
128	4	4	4	4	4	4	3	2	2	3	34
129	5	5	5	5	5	5	4	3	3	3	43
130	3	3	3	3	3	3	2	1	1	4	26
131	5	5	5	5	5	5	4	3	4	3	44
132	5	5	5	5	5	5	4	3	2	3	42
133	1	1	1	1	1	1	1	1	1	1	10
134	5	5	5	5	5	5	3	3	3	3	42
135	5	5	5	5	5	4	4	3	3	3	42
136	5	5	5	5	4	3	4	3	3	3	40
137	4	4	4	4	4	4	3	2	2	2	33
138	4	4	4	4	4	4	3	2	2	2	33
139	5	5	3	5	5	5	4	3	3	3	41
140	5	4	5	5	5	5	4	3	3	3	42
141	4	5	5	5	5	5	4	3	3	3	42
142	5	5	5	5	5	5	4	4	4	4	46
143	5	5	4	5	5	5	4	3	3	3	42
144	5	5	4	5	5	5	4	3	3	3	42
145	5	5	5	4	4	5	4	3	3	3	41
146	5	5	5	5	5	4	4	3	3	3	42
147	1	1	1	1	1	1	1	1	1	1	10
148	4	4	4	4	4	4	3	3	2	2	34
149	3	3	3	3	3	3	2	1	3	1	25
150	5	5	5	5	5	5	4	3	4	3	44
151	5	5	5	5	5	5	4	3	4	3	44
152	5	5	5	5	5	5	4	4	3	3	44
153	5	5	5	5	5	5	4	3	3	3	43
154	5	5	5	5	5	5	4	3	3	3	43
155	5	5	5	5	5	5	4	3	3	3	43
156	5	5	5	5	5	5	4	3	3	3	43
157	4	5	3	4	4	4	3	2	2	2	33
158	4	4	4	3	4	4	3	2	2	2	32
159	5	5	5	3	3	5	4	3	3	3	39
160	5	5	5	5	5	5	4	3	3	3	43

HASIL PENGUMPULAN DATA JAWABAN 160 RESPONDEN

NO	KUALITAS PELAYANAN (X3)										TOT AL
	KP.1	KP.2	KP.3	KP.4	KP.5	KP.6	KP.7	KP.8	KP.9	KP.10	
1	5	5	5	5	5	5	5	5	5	5	50
2	5	4	4	5	3	4	4	5	5	3	42
3	4	4	4	3	4	4	5	5	5	4	42
4	1	1	1	4	3	5	3	5	4	4	31
5	4	5	5	4	4	5	4	4	5	4	44
6	4	3	5	5	5	4	4	3	4	5	42
7	5	5	5	5	5	5	5	5	5	5	50
8	4	5	4	4	5	5	5	5	5	5	47
9	5	4	3	2	2	2	4	5	5	5	37
10	5	4	4	4	4	4	5	5	5	5	45
11	4	5	4	4	5	4	4	4	5	5	44
12	3	4	4	5	5	4	3	4	4	4	40
13	5	4	4	5	4	5	4	5	4	4	44
14	4	4	3	4	4	5	4	4	3	3	38
15	5	4	5	5	4	5	4	4	5	4	45
16	5	5	5	5	5	5	5	5	5	5	50
17	5	5	5	5	3	4	5	4	3	5	44
18	3	3	3	3	5	3	3	3	3	3	32
19	3	3	3	3	5	3	3	3	3	3	32
20	4	4	5	4	4	4	4	4	4	4	41
21	2	2	2	2	2	2	3	2	2	2	21
22	1	5	1	1	1	1	5	1	1	5	22
23	4	4	4	4	4	4	4	4	4	4	40
24	4	4	4	5	5	2	3	4	4	4	39
25	4	4	4	4	5	4	4	4	4	4	41
26	4	4	4	4	4	4	5	4	4	4	41
27	4	4	4	4	4	3	4	5	4	4	40
28	3	3	3	3	2	3	3	3	5	3	31
29	3	3	5	3	3	3	3	3	3	3	32
30	2	2	2	2	2	2	2	5	2	2	23
31	4	4	5	5	4	4	5	4	4	4	43
32	4	4	4	4	4	5	5	4	4	4	42
33	2	2	2	2	2	2	2	2	5	2	23
34	5	5	5	5	5	5	5	5	4	4	48
35	2	2	2	5	2	2	5	1	1	1	23
36	5	5	5	5	5	5	5	4	4	4	47

37	5	5	5	5	5	5	5	4	4	2	45
38	5	5	5	5	5	5	5	5	5	5	50
39	4	5	4	4	5	5	4	4	3	5	43
40	5	4	4	5	5	4	3	3	4	5	42
41	4	5	4	4	5	4	4	5	4	5	44
42	5	5	4	4	5	4	4	4	5	4	44
43	4	5	4	5	4	5	4	4	5	5	45
44	5	5	5	4	4	5	5	4	4	5	46
45	5	4	5	4	5	4	4	5	5	4	45
46	4	5	5	5	4	4	4	4	4	4	43
47	4	4	5	4	4	4	3	4	4	5	41
48	4	5	4	4	4	5	5	4	4	5	44
49	4	3	4	5	5	5	4	5	5	5	45
50	3	3	4	4	5	5	5	5	5	4	43
51	4	5	4	3	5	5	3	5	3	4	41
52	4	4	4	5	4	4	5	4	4	4	42
53	5	4	3	4	4	5	4	4	3	4	40
54	4	3	4	4	5	5	4	4	4	5	42
55	4	3	4	5	5	4	4	4	4	4	41
56	4	4	5	5	4	4	5	4	4	5	44
57	5	4	4	5	5	4	4	5	5	4	45
58	4	4	5	5	5	4	4	5	4	4	44
59	5	4	4	3	4	5	4	5	4	3	41
60	5	4	4	3	4	5	4	4	5	4	42
61	5	5	4	4	4	5	4	4	5	4	44
62	4	4	4	5	4	4	4	4	4	4	41
63	5	4	4	5	5	5	4	4	3	5	44
64	4	5	4	5	5	4	4	5	5	5	46
65	5	5	5	5	5	5	5	5	5	5	50
66	4	5	4	4	5	5	4	5	5	5	46
67	4	3	4	4	4	5	4	4	4	4	40
68	3	4	4	4	4	3	4	4	4	4	38
69	5	5	5	5	5	5	5	5	5	5	50
70	4	5	4	4	5	5	4	5	5	4	45
71	4	5	4	3	4	4	4	4	5	4	41
72	5	5	5	5	5	5	5	5	5	5	50
73	5	5	4	4	4	5	5	5	5	5	47
74	3	4	4	4	4	4	4	4	5	4	40
75	4	4	5	5	4	4	4	4	5	5	44
76	5	5	5	5	5	5	5	5	5	5	50
77	5	5	3	4	5	4	4	4	5	5	44
78	5	3	4	4	5	4	5	4	5	3	42

79	4	4	5	4	4	4	4	5	4	4	42
80	5	5	5	5	5	5	5	5	5	5	50
81	4	4	4	4	3	4	4	4	4	4	39
82	4	5	4	4	5	4	4	5	4	4	43
83	5	4	4	5	4	4	4	5	4	4	43
84	3	4	4	5	4	4	5	4	4	5	42
85	5	5	5	5	5	5	5	5	5	5	50
86	5	5	4	4	3	4	5	5	5	5	45
87	5	4	4	5	5	4	4	5	4	4	44
88	4	5	4	5	4	4	4	5	4	5	44
89	5	5	4	5	5	4	3	4	4	4	43
90	5	5	5	5	5	5	5	5	5	5	50
91	4	3	4	4	4	4	5	5	4	4	41
92	3	4	4	4	4	4	2	2	2	4	33
93	4	3	4	5	4	5	4	4	5	4	42
94	4	5	4	5	4	4	4	5	5	5	45
95	4	4	4	4	4	4	4	4	4	4	40
96	4	5	5	4	4	4	4	5	4	4	43
97	3	4	4	3	3	2	2	2	1	1	25
98	4	3	1	1	1	2	3	3	3	4	25
99	5	5	5	5	5	5	5	5	5	5	50
100	5	5	5	5	5	5	5	5	5	5	50
101	4	5	5	5	5	5	5	4	4	4	46
102	5	5	5	5	5	5	5	5	5	5	50
103	5	5	4	5	5	5	5	4	4	4	46
104	5	5	4	5	5	5	5	4	4	4	46
105	5	5	5	4	4	5	5	4	4	4	45
106	5	5	5	5	5	4	5	4	4	4	46
107	4	4	4	4	4	4	4	3	3	3	37
108	4	4	4	4	4	4	4	4	3	3	38
109	3	3	3	3	3	3	3	2	4	2	29
110	5	5	5	5	5	5	5	4	5	4	48
111	5	5	5	5	5	5	5	4	5	4	48
112	5	5	5	5	5	5	5	5	4	4	48
113	5	5	5	5	5	5	5	4	4	4	47
114	5	5	5	5	5	5	5	4	4	4	47
115	5	5	5	5	5	5	5	4	4	4	47
116	5	5	5	5	5	5	5	4	4	4	47
117	4	5	3	4	4	4	4	3	3	3	37
118	5	5	5	5	5	5	5	5	5	5	50
119	5	5	5	3	3	5	5	4	4	4	43
120	5	5	5	5	5	5	5	4	4	4	47

121	3	3	3	5	5	5	5	5	5	5	44
122	3	3	3	3	3	3	4	4	4	4	34
123	1	1	1	1	1	1	1	1	1	1	10
124	5	5	5	5	5	5	5	5	5	5	50
125	5	5	5	5	5	5	4	4	4	4	46
126	5	5	5	5	5	5	4	4	4	4	46
127	4	4	4	4	4	4	4	3	4	3	38
128	4	4	4	4	4	4	4	3	3	4	38
129	5	5	5	5	5	5	5	4	4	4	47
130	3	3	3	3	3	3	3	2	2	5	30
131	5	5	5	5	5	5	5	4	5	4	48
132	5	5	5	5	5	5	5	4	3	4	46
133	1	1	1	1	1	1	1	1	1	1	10
134	5	5	5	5	5	5	4	4	4	4	46
135	5	5	5	5	5	4	5	4	4	4	46
136	5	5	5	5	4	3	5	4	4	4	44
137	4	4	4	4	4	4	4	3	3	3	37
138	4	4	4	4	4	4	4	3	3	3	37
139	5	5	3	5	5	5	5	4	4	4	45
140	5	4	5	5	5	5	5	4	4	4	46
141	4	5	5	5	5	5	5	4	4	4	46
142	5	5	5	5	5	5	5	5	5	5	50
143	5	5	4	5	5	5	5	4	4	4	46
144	5	5	4	5	5	5	5	4	4	4	46
145	5	5	5	4	4	5	5	4	4	4	45
146	5	5	5	5	5	4	5	4	4	4	46
147	1	1	1	1	1	1	1	1	1	1	10
148	4	4	4	4	4	4	4	4	3	3	38
149	3	3	3	3	3	3	3	2	4	2	29
150	5	5	5	5	5	5	5	4	5	4	48
151	5	5	5	5	5	5	5	4	5	4	48
152	5	5	5	5	5	5	5	5	4	4	48
153	5	5	5	5	5	5	5	4	4	4	47
154	5	5	5	5	5	5	5	4	4	4	47
155	5	5	5	5	5	5	5	4	4	4	47
156	5	5	5	5	5	5	5	4	4	4	47
157	4	5	3	4	4	4	4	3	3	3	37
158	4	4	4	3	4	4	4	3	3	3	36
159	5	5	5	3	3	5	5	4	4	4	43
160	5	5	5	5	5	5	5	4	4	4	47

HASIL PENGUMPULAN DATA JAWABAN 160 RESPONDEN

NO	LOYALITAS PELANGGAN (Y)						TOTAL
	LP.1	LP.2	LP.3	LP.4	LP.5	LP.6	
1	5	5	5	5	5	5	30
2	3	5	5	4	4	4	25
3	5	5	4	4	3	5	26
4	4	4	5	3	3	3	22
5	5	5	4	4	4	4	26
6	4	4	4	4	4	5	25
7	5	5	5	5	5	5	30
8	5	5	5	5	4	4	28
9	5	3	4	4	4	4	24
10	4	4	5	5	5	5	28
11	5	5	4	4	4	4	26
12	3	3	4	5	5	5	25
13	5	5	4	4	5	4	27
14	4	4	4	5	4	4	25
15	5	5	4	4	4	4	26
16	5	5	5	5	5	5	30
17	5	5	5	4	4	4	27
18	5	3	3	3	3	3	20
19	4	4	4	3	3	3	21
20	4	4	4	4	4	5	25
21	3	3	3	3	2	2	16
22	1	1	1	1	4	4	12
23	4	4	4	5	4	4	25
24	4	4	4	4	5	4	25
25	4	4	4	5	5	4	26
26	4	4	5	4	4	4	25
27	5	5	5	4	4	4	27
28	3	3	3	4	4	4	21
29	4	4	4	4	2	2	20
30	2	2	3	3	3	3	16
31	4	4	4	4	5	5	26
32	4	4	5	4	4	4	25
33	2	2	2	2	2	5	15
34	5	5	5	5	5	4	29
35	3	3	3	3	2	2	16
36	5	5	5	5	5	4	29
37	5	5	5	5	5	3	28
38	5	5	5	5	5	5	30

39	5	4	5	5	4	4	27
40	5	4	4	5	4	4	26
41	4	4	4	4	5	5	26
42	4	4	4	5	5	5	27
43	5	5	4	4	5	5	28
44	5	4	4	5	5	5	28
45	5	5	5	5	4	4	28
46	4	4	5	5	4	5	27
47	5	4	3	3	5	5	25
48	4	4	4	4	5	5	26
49	5	5	4	5	4	4	27
50	5	4	4	4	5	4	26
51	5	4	4	5	5	4	27
52	4	5	4	4	5	4	26
53	4	4	4	4	4	5	25
54	4	4	4	5	4	5	26
55	5	5	4	4	4	4	26
56	3	5	5	5	5	4	27
57	4	4	4	5	5	5	27
58	4	4	4	4	5	5	26
59	3	3	3	5	5	5	24
60	4	5	4	4	4	5	26
61	4	4	4	5	5	5	27
62	5	5	4	4	4	4	26
63	4	4	4	5	5	5	27
64	5	5	4	4	5	4	27
65	5	5	5	5	5	5	30
66	5	5	5	4	4	4	27
67	4	4	5	4	4	4	25
68	4	4	4	4	4	5	25
69	5	5	5	5	5	5	30
70	5	5	5	4	4	4	27
71	5	5	4	5	5	2	26
72	5	5	5	5	5	5	30
73	4	4	5	5	5	5	28
74	4	4	4	4	5	5	26
75	3	3	5	5	5	5	26
76	5	5	5	5	5	5	30
77	5	5	4	5	4	4	27
78	5	5	5	5	3	3	26
79	5	5	4	4	4	4	26
80	5	5	5	5	5	5	30

81	4	4	4	4	4	4	24
82	5	4	4	4	5	5	27
83	4	4	4	4	5	5	26
84	4	4	4	5	5	4	26
85	5	5	5	5	5	5	30
86	4	4	4	4	5	5	26
87	4	4	4	5	5	5	27
88	5	5	5	5	4	4	28
89	4	5	5	4	4	4	26
90	5	5	5	5	5	5	30
91	5	4	4	4	4	4	25
92	4	4	4	4	4	3	23
93	4	5	4	4	4	4	25
94	4	4	4	5	5	5	27
95	4	4	4	4	5	5	26
96	4	5	4	4	5	5	27
97	3	3	3	3	3	4	19
98	4	4	3	3	3	3	20
99	5	5	5	5	5	5	30
100	5	5	5	5	5	5	30
101	5	5	5	5	5	4	29
102	5	5	5	5	5	5	30
103	5	5	5	5	5	4	29
104	5	5	5	5	5	4	29
105	4	4	5	5	5	5	28
106	5	5	5	5	5	4	29
107	4	4	4	4	4	4	24
108	4	4	4	4	4	4	24
109	4	4	4	4	1	1	18
110	5	5	5	5	5	4	29
111	5	5	5	5	5	4	29
112	5	5	5	5	5	4	29
113	5	5	5	5	5	4	29
114	5	5	5	5	5	4	29
115	5	5	5	5	5	4	29
116	5	5	5	5	4	5	29
117	3	4	4	4	4	4	23
118	5	5	5	5	5	5	30
119	3	5	5	5	5	5	28
120	4	5	5	5	5	5	29
121	4	5	5	5	5	4	28
122	2	2	4	5	5	5	23

123	2	2	1	1	1	1	8
124	5	5	5	5	5	5	30
125	5	5	5	5	4	4	28
126	5	5	5	4	4	5	28
127	4	4	4	4	4	4	24
128	4	4	4	4	4	4	24
129	5	5	5	5	5	4	29
130	3	3	5	5	3	5	24
131	5	5	5	5	5	4	29
132	5	5	5	5	5	4	29
133	1	1	1	1	1	2	7
134	4	5	5	5	5	5	29
135	4	5	5	5	5	5	29
136	3	5	5	5	5	5	28
137	4	4	4	4	4	4	24
138	4	4	4	4	4	4	24
139	3	5	5	5	5	5	28
140	4	5	5	5	5	5	29
141	4	5	5	5	5	5	29
142	5	5	5	5	5	5	30
143	5	4	5	5	5	5	29
144	5	5	4	5	5	5	29
145	5	5	5	3	5	5	28
146	5	5	5	5	4	5	29
147	1	1	1	1	1	2	7
148	4	4	4	4	4	4	24
149	3	3	3	3	3	3	18
150	5	5	5	5	5	4	29
151	5	5	5	5	5	4	29
152	5	5	5	5	5	4	29
153	5	5	5	5	4	5	29
154	5	5	5	4	5	5	29
155	4	5	5	5	5	5	29
156	4	5	5	5	5	5	29
157	3	4	4	4	4	4	23
158	3	4	4	4	4	4	23
159	3	5	5	5	5	5	28
160	4	5	5	5	5	5	29

KARAKTERISTTIK USIA RESPONDEN

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-20 tahun	31	19.4	19.4	19.4
	21-25 tahun	34	21.3	21.3	40.6
	26-30 tahun	37	23.1	23.1	63.7
	31-40 tahun	23	14.4	14.4	78.1
	41-55 tahun	35	21.9	21.9	100.0
	Total	160	100.0	100.0	

KARAKTERISTIK JENIS KELAMIN

		Jenis Kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	82	51.2	51.2	51.2
	perempuan	78	48.8	48.8	100.0
	Total	160	100.0	100.0	

KARAKTERISTIK PEMBELIAN ULANG SHOPEE

		Pembelian shopee			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 5 kali dalam sebulan	54	33.8	33.8	33.8
	5-10 kali dalam sebulan	52	32.5	32.5	66.3
	> 10 kali dalam sebulan	54	33.8	33.8	100.0
	Total	160	100.0	100.0	

HASIL UJI VALIDITAS PERSEPSI HARGA

		Correlations						
		PH.1	PH.2	PH.3	PH.4	PH.5	PH.6	PH
PH.1	Pearson Correlation	1	.711**	.599**	.570**	.529**	.616**	.821**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160
PH.2	Pearson Correlation	.711**	1	.645**	.549**	.555**	.617**	.824**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160
PH.3	Pearson Correlation	.599**	.645**	1	.709**	.638**	.674**	.855**

CM.8	Pearson Correlation	.348**	.308**	.429**	.361**	.353**	.347**	.652**	1	.759**	.702**	.711**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160
CM.9	Pearson Correlation	.310**	.268**	.377**	.336**	.332**	.377**	.537**	.759**	1	.667**	.673**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.000		.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160
CM.10	Pearson Correlation	.258**	.293**	.344**	.226**	.295**	.340**	.598**	.702**	.667**	1	.640**
	Sig. (2-tailed)	.001	.000	.000	.004	.000	.000	.000	.000	.000		.000
	N	160	160	160	160	160	160	160	160	160	160	160
CM	Pearson Correlation	.804**	.776**	.809**	.792**	.797**	.800**	.762**	.711**	.673**	.640**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160	160	160	160	160

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

HASIL UJI VALIDITAS KUALITAS PELAYANAN

Correlations

		KP.1	KP.2	KP.3	KP.4	KP.5	KP.6	KP.7	KP.8	KP.9	KP.10	KP
KP.1	Pearson Correlation	1	.758**	.759**	.656**	.670**	.718**	.675**	.599**	.577**	.508**	.860**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160
KP.2	Pearson Correlation	.758**	1	.706**	.570**	.619**	.633**	.671**	.490**	.448**	.564**	.801**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160
KP.3	Pearson Correlation	.759**	.706**	1	.724**	.704**	.691**	.640**	.541**	.526**	.482**	.842**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160
KP.4	Pearson Correlation	.656**	.570**	.724**	1	.779**	.695**	.637**	.535**	.500**	.494**	.820**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160
KP.5	Pearson Correlation	.670**	.619**	.704**	.779**	1	.748**	.551**	.583**	.535**	.509**	.835**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160
KP.6	Pearson Correlation	.718**	.633**	.691**	.695**	.748**	1	.675**	.629**	.585**	.546**	.860**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160
KP.7	Pearson Correlation	.675**	.671**	.640**	.637**	.551**	.675**	1	.530**	.507**	.545**	.794**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160
KP.8	Pearson Correlation	.599**	.490**	.541**	.535**	.583**	.629**	.530**	1	.716**	.642**	.776**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000

	N	160	160	160	160	160	160	160	160	160	160	160
KP.9	Pearson Correlation	.577**	.448**	.526**	.500**	.535**	.585**	.507**	.716**	1	.604**	.743**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160
KP.10	Pearson Correlation	.508**	.564**	.482**	.494**	.509**	.546**	.545**	.642**	.604**	1	.728**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	160	160	160	160	160	160	160	160	160	160	160
KP	Pearson Correlation	.860**	.801**	.842**	.820**	.835**	.860**	.794**	.776**	.743**	.728**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160	160	160	160	160

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

HASIL UJI VALIDITAS LOYALITAS PELANGGAN

		Correlations						
		LP.1	LP.2	LP.3	LP.4	LP.5	LP.6	LP
LP.1	Pearson Correlation	1	.770**	.626**	.551**	.453**	.221**	.752**
	Sig. (2-tailed)		.000	.000	.000	.000	.005	.000
	N	160	160	160	160	160	160	160
LP.2	Pearson Correlation	.770**	1	.800**	.661**	.557**	.328**	.852**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160
LP.3	Pearson Correlation	.626**	.800**	1	.801**	.601**	.436**	.879**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	160	160	160	160	160	160	160
LP.4	Pearson Correlation	.551**	.661**	.801**	1	.701**	.500**	.869**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	160	160	160	160	160	160	160
LP.5	Pearson Correlation	.453**	.557**	.601**	.701**	1	.702**	.831**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	160	160	160	160	160	160	160
LP.6	Pearson Correlation	.221**	.328**	.436**	.500**	.702**	1	.656**
	Sig. (2-tailed)	.005	.000	.000	.000	.000		.000
	N	160	160	160	160	160	160	160
LP	Pearson Correlation	.752**	.852**	.879**	.869**	.831**	.656**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160

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

HASIL Uji RELIABILITAS PERSEPSI HARGA

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.906	6

HASIL Uji RELIABILITAS CITRA MEREK

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.915	10

HASIL Uji RELIABILITAS KUALITAS PELAYANAN

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.940	10

HASIL Uji RELIABILITAS LOYALITAS PELANGGAN

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.892	6

HASIL Uji NORMALITAS PERSEPSI HARGA

One-Sample Kolmogorov-Smirnov Test

		PH.1	PH.2	PH.3	PH.4	PH.5	PH.6	PH
N		160	160	160	160	160	160	160
Normal Parameters ^{a,b}	Mean	4.21	4.18	3.83	3.84	3.87	3.91	23.84
	Std. Deviation	1.072	.964	.899	.983	.926	1.002	4.826
Most Extreme Differences	Absolute	.281	.258	.312	.316	.294	.319	.201
	Positive	.231	.198	.226	.203	.206	.194	.140
	Negative	-.281	-.258	-.312	-.316	-.294	-.319	-.201
Test Statistic		.281	.258	.312	.316	.294	.319	.201
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

HASIL UJI NORMALITAS CITRA MEREK

One-Sample Kolmogorov-Smirnov Test

		CM.1	CM.2	CM.3	CM.4	CM.5	CM.6	CM.7	CM.8	CM.9	CM.10	CM
N		160	160	160	160	160	160	160	160	160	160	160
Normal	Mean	4.19	4.28	4.24	4.19	4.21	4.24	3.96	3.61	3.71	3.60	40.24
Parameters ^{a,b}	Std. Deviation	.948	.946	.981	.940	.954	1.002	.875	1.087	1.073	1.065	7.438
Most Extreme	Absolute	.269	.289	.294	.265	.262	.306	.298	.183	.208	.196	.247
Differences	Positive	.198	.224	.218	.194	.205	.225	.220	.170	.145	.163	.144
	Negative	-.269	-.289	-.294	-.265	-.262	-.306	-.298	-.183	-.208	-.196	-.247
Test Statistic		.269	.289	.294	.265	.262	.306	.298	.183	.208	.196	.247
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

HASIL UJI NORMALITAS KUALITAS PELAYANAN

One-Sample Kolmogorov-Smirnov Test

		KP.1	KP.2	KP.3	KP.4	KP.5	KP.6	KP.7	KP.8	KP.9	KP.10	KP
N		160	160	160	160	160	160	160	160	160	160	160
Normal	Mean	4.25	4.29	4.18	4.28	4.27	4.26	4.26	4.04	4.04	4.01	41.88
Parameters ^{a,b}	Std. Deviation	.958	.948	.968	.971	.982	.966	.879	.934	.947	.911	7.636
Most Extreme	Absolute	.277	.305	.272	.297	.290	.279	.268	.313	.294	.320	.192
Differences	Positive	.217	.226	.197	.228	.228	.221	.201	.200	.187	.218	.144
	Negative	-.277	-.305	-.272	-.297	-.290	-.279	-.268	-.313	-.294	-.320	-.192
Test Statistic		.277	.305	.272	.297	.290	.279	.268	.313	.294	.320	.192
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

HASIL UJI NORMALITAS LOYALITAS PELANGGAN

One-Sample Kolmogorov-Smirnov Test

		LP.1	LP.2	LP.3	LP.4	LP.5	LP.6	LP
N		160	160	160	160	160	160	160
Normal Parameters ^{a,b}	Mean	4.26	4.36	4.34	4.39	4.37	4.29	26.00
	Std. Deviation	.892	.864	.832	.847	.902	.835	4.171
Most Extreme Differences	Absolute	.273	.303	.279	.309	.314	.260	.200
	Positive	.202	.228	.215	.235	.242	.197	.169
	Negative	-.273	-.303	-.279	-.309	-.314	-.260	-.200
Test Statistic		.273	.303	.279	.309	.314	.260	.200
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

HASIL UJI LINIERITAS PERSEPSI HARGA TERHADAP LOYALITAS PELANGGAN

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
LP * PH	Between Groups	(Combined)	2483.363	19	130.703	64.742	.000
		Linearity	2256.584	1	2256.584	1117.764	.000
		Deviation from Linearity	226.778	18	12.599	6.241	.000
	Within Groups		282.637	140	2.019		
	Total		2766.000	159			

HASIL UJI LINIERITAS CITRA MEREK TERHADAP LOYALITAS PELANGGAN

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
LP * CM	Between Groups	(Combined)	2463.313	25	98.533	43.621	.000
		Linearity	2164.891	1	2164.891	958.401	.000
		Deviation from Linearity	298.422	24	12.434	5.505	.000
	Within Groups		302.687	134	2.259		
	Total		2766.000	159			

HASIL UJI LINIERITAS KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN

1	.980 ^a	.960	.959	.839	.960	1256.461	3	156	.000
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a. Predictors: (Constant), KP, CM, PH

HASIL UJI T (PARSIAL)

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.320	.383	8.665	.000	
	PH	.060	.035	1.723	.087	
	CM	.070	.020	3.533	.001	
	KP	.440	.022	20.295	.000	

a. Dependent Variable: LP

HASIL UJI F (SIMULTAN)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2656.075	3	885.358	1256.461	.000 ^b
	Residual	109.925	156	.705		
	Total	2766.000	159			

a. Dependent Variable: LP

b. Predictors: (Constant), KP, CM, PH