



**LAMPIRAN 1**  
**KUESIONER PENELITIAN**

## KUESIONER PENELITIAN



### KAJIAN EMPIRIS KUALITAS LAYANAN DAN *BRAND IMAGE* TERHADAP KEPUASAN DAN LOYALITAS PADA CAFÉ DIRA AMBULU

#### Identitas Peneliti

Nama : Isritasari  
NIM : 15.1041.1202  
Program Studi : Manajemen  
Fakultas : Ekonomi  
Perguruan Tinggi : Universitas Muhammadiyah Jember

Saya memohon kesediaan saudara untuk meluangkan sedikit waktu untuk menjawab kuesioner ini sesuai dengan keadaan yang sebenarnya dan kerahasiaan dari jawaban yang diberikan akan dijaga sepenuhnya. Kuisisioner ini semata-mata ditujukan untuk kepentingan ilmiah. Penelitian ini bertujuan untuk menguji kualitas layanan dan *brand image* terhadap kepuasan pelanggan dan loyalitas pelanggan pada café Dira Ambulu.

Berdasarkan hal tersebut, dimohon dengan hormat kesediaan saudara untuk mengisi kuisisioner yang peneliti ajukan sesuai. Penelitian ini hanya semata-mata sebagai bahan penelitian penyusunan skripsi, maka sangat dibutuhkan pendapat dari responden untuk melengkapi penelitian ini. Informasi yang anda berikan sangat berarti bagi penelitian ini. Atas bantuannya saya ucapkan terima kasih.

**No. Responden** : ..... (diisi oleh peneliti)

### **Identitas responden**

1. Masa Menjadi Pelanggan : .....
2. Usia : .....
3. Jenis Kelamin : .....

### **Petunjuk Pengisian**

#### **Petunjuk Pengisian**

1. Kuesioner berisi beberapa pernyataan mengenai beberapa variabel yang teliti. Kemudian responden dapat memberikan tanggapan atau jawaban terhadap kuesioner tersebut sesuai kolom jawaban yang tersedia.
2. Berilah tanda cek list (√) pada jawaban yang dipilih.
  - a. Sangat setuju (SS)
  - b. Setuju (S)
  - c. Netral (N)
  - d. Tidak setuju (TS)
  - e. Sangat tidak setuju (STS)
3. Tidak ada Jawaban yang salah, oleh karena itu dimohon untuk menjawab semua pernyataan agar tidak ada jawaban yang kosong

Pernyataan mengenai Kualitas Layanan

| NO. | PERNYATAAN                                                                          | STS | TS | N | S | SS |
|-----|-------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1.  | Bukti fisik pelayanan yang baik diberikan oleh Café Dira Ambulu kepada pelanggan.   |     |    |   |   |    |
| 2.  | Karyawan Café Dira Ambulu handal dalam melayani pelanggan                           |     |    |   |   |    |
| 3.  | Karyawan Café Dira Ambulu memiliki daya tanggap yang cepat dalam melayani pelanggan |     |    |   |   |    |
| 4.  | Karyawan Café Dira Ambulu mengutamakan kepentingan pelanggan                        |     |    |   |   |    |

Pernyataan mengenai *Brand Image*

| NO. | PERNYATAAN                                                                           | STS | TS | N | S | SS |
|-----|--------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1.  | Café Dira Ambulu memiliki kesan sebagai café yang berkelas                           |     |    |   |   |    |
| 2.  | Café Dira Ambulu memberikan kesan bahwa peralatan cafe dengan teknologi yang modern  |     |    |   |   |    |
| 3.  | Café Dira Ambulu menyediakan menu sesuai dengan kebutuhan pelanggan                  |     |    |   |   |    |
| 4.  | Café Dira Ambulu menyediakan beberapa jenis makanan dan minuman untuk semua kalangan |     |    |   |   |    |

Pernyataan mengenai Kepuasan Pelanggan

| NO. | PERNYATAAN                                                    | STS | TS | N | S | SS |
|-----|---------------------------------------------------------------|-----|----|---|---|----|
| 1.  | Semua keluhan pelanggan teratasi oleh pihak Café Dira Ambulu  |     |    |   |   |    |
| 2.  | Saya puas dan senang dengan pelayanan Café Dira Ambulu        |     |    |   |   |    |
| 3.  | Kualitas layanan Café Dira Ambulu sesuai dengan harapan saya  |     |    |   |   |    |
| 4.  | Saya puas terhadap harga makanan dan minuman Café Dira Ambulu |     |    |   |   |    |

Pernyataan mengenai Loyalitas Pelanggan

| NO. | PERNYATAAN                                                                               | STS | TS | N | S | SS |
|-----|------------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1.  | Saya akan berkunjung dan membeli makanan dan minuman Café Dira Ambulu                    |     |    |   |   |    |
| 2.  | Saya tidak ingin pindah ke café lain                                                     |     |    |   |   |    |
| 3.  | Saya merekomendasikan Café Dira Ambulu kepada orang lain                                 |     |    |   |   |    |
| 4.  | Saya tetap memilih Café Dira Ambulu sebagai tempat nongkrong walaupun terdapat café lain |     |    |   |   |    |





**LAMPIRAN 2**  
**REKAP JAWABAN RESPONDEN**

| No | x1.1 | x1.2 | x1.3 | x1.4 | X1 | x2.1 | x2.2 | x2.3 | x2.4 | X2 | z1 | z2 | z3 | z4 | Z  | y.1 | y.2 | y.3 | y.4 | Y  |
|----|------|------|------|------|----|------|------|------|------|----|----|----|----|----|----|-----|-----|-----|-----|----|
| 1  | 5    | 4    | 4    | 4    | 17 | 4    | 4    | 4    | 4    | 16 | 4  | 4  | 4  | 4  | 16 | 4   | 4   | 5   | 4   | 17 |
| 2  | 4    | 5    | 4    | 2    | 15 | 5    | 3    | 4    | 4    | 16 | 3  | 5  | 5  | 5  | 18 | 5   | 4   | 4   | 4   | 17 |
| 3  | 4    | 4    | 4    | 4    | 16 | 4    | 4    | 4    | 5    | 17 | 5  | 5  | 4  | 4  | 18 | 4   | 4   | 4   | 4   | 16 |
| 4  | 5    | 5    | 4    | 4    | 18 | 4    | 5    | 4    | 5    | 18 | 3  | 4  | 5  | 5  | 17 | 4   | 5   | 4   | 5   | 18 |
| 5  | 5    | 5    | 4    | 4    | 18 | 5    | 4    | 4    | 4    | 17 | 5  | 4  | 4  | 5  | 18 | 5   | 4   | 4   | 4   | 17 |
| 6  | 5    | 5    | 4    | 4    | 18 | 4    | 5    | 5    | 4    | 18 | 5  | 5  | 4  | 4  | 18 | 5   | 4   | 4   | 5   | 18 |
| 7  | 5    | 5    | 5    | 5    | 20 | 5    | 4    | 4    | 4    | 17 | 5  | 5  | 5  | 5  | 20 | 5   | 5   | 4   | 4   | 18 |
| 8  | 4    | 4    | 4    | 4    | 16 | 4    | 3    | 5    | 4    | 16 | 4  | 4  | 4  | 4  | 16 | 4   | 4   | 4   | 4   | 16 |
| 9  | 4    | 3    | 3    | 3    | 13 | 4    | 4    | 4    | 5    | 17 | 4  | 3  | 3  | 3  | 13 | 4   | 4   | 4   | 3   | 15 |
| 10 | 4    | 5    | 5    | 5    | 19 | 5    | 5    | 5    | 5    | 20 | 4  | 5  | 5  | 5  | 19 | 5   | 5   | 5   | 5   | 20 |
| 11 | 4    | 4    | 4    | 4    | 16 | 5    | 4    | 4    | 4    | 17 | 5  | 4  | 4  | 4  | 17 | 4   | 4   | 4   | 4   | 16 |
| 12 | 4    | 4    | 4    | 4    | 16 | 4    | 4    | 4    | 4    | 16 | 5  | 5  | 4  | 4  | 18 | 4   | 4   | 4   | 4   | 16 |
| 13 | 5    | 4    | 4    | 2    | 15 | 4    | 4    | 4    | 4    | 16 | 4  | 4  | 4  | 4  | 16 | 4   | 4   | 4   | 5   | 17 |
| 14 | 4    | 5    | 5    | 4    | 18 | 4    | 4    | 5    | 5    | 18 | 3  | 4  | 5  | 5  | 17 | 4   | 5   | 4   | 5   | 18 |
| 15 | 5    | 4    | 4    | 4    | 17 | 5    | 5    | 4    | 4    | 18 | 5  | 5  | 4  | 4  | 18 | 5   | 4   | 4   | 4   | 17 |
| 16 | 4    | 5    | 5    | 5    | 20 | 5    | 5    | 5    | 5    | 20 | 5  | 5  | 5  | 5  | 20 | 5   | 5   | 5   | 5   | 20 |
| 17 | 4    | 5    | 5    | 4    | 18 | 4    | 5    | 4    | 5    | 18 | 5  | 4  | 4  | 5  | 18 | 5   | 4   | 4   | 5   | 18 |
| 18 | 4    | 4    | 3    | 3    | 14 | 4    | 4    | 4    | 4    | 16 | 4  | 4  | 4  | 4  | 16 | 4   | 4   | 4   | 4   | 16 |
| 19 | 5    | 4    | 4    | 4    | 17 | 5    | 5    | 5    | 5    | 20 | 5  | 5  | 5  | 5  | 20 | 5   | 5   | 5   | 5   | 20 |
| 20 | 5    | 4    | 4    | 4    | 17 | 5    | 4    | 4    | 4    | 17 | 5  | 4  | 4  | 4  | 17 | 5   | 4   | 4   | 4   | 17 |
| 21 | 4    | 4    | 3    | 3    | 14 | 5    | 4    | 4    | 4    | 17 | 4  | 4  | 4  | 3  | 15 | 4   | 4   | 4   | 3   | 15 |
| 22 | 3    | 4    | 4    | 4    | 15 | 3    | 5    | 4    | 4    | 16 | 4  | 4  | 4  | 4  | 16 | 4   | 4   | 4   | 4   | 16 |
| 23 | 4    | 4    | 4    | 4    | 16 | 4    | 4    | 4    | 3    | 15 | 5  | 5  | 5  | 5  | 20 | 5   | 5   | 5   | 5   | 20 |
| 24 | 4    | 4    | 4    | 3    | 15 | 4    | 4    | 4    | 4    | 16 | 5  | 4  | 4  | 4  | 17 | 5   | 5   | 5   | 5   | 20 |
| 25 | 4    | 4    | 5    | 5    | 18 | 5    | 5    | 5    | 5    | 20 | 4  | 4  | 4  | 4  | 16 | 4   | 5   | 5   | 5   | 19 |
| 26 | 4    | 4    | 5    | 5    | 18 | 5    | 5    | 4    | 4    | 18 | 4  | 4  | 5  | 5  | 18 | 4   | 4   | 5   | 5   | 18 |
| 27 | 5    | 4    | 4    | 4    | 17 | 4    | 4    | 4    | 4    | 16 | 5  | 4  | 4  | 4  | 17 | 5   | 4   | 4   | 4   | 17 |
| 28 | 4    | 4    | 4    | 4    | 16 | 4    | 4    | 4    | 4    | 16 | 4  | 4  | 4  | 4  | 16 | 4   | 4   | 4   | 4   | 16 |
| 29 | 4    | 4    | 4    | 4    | 16 | 5    | 5    | 5    | 5    | 20 | 3  | 4  | 4  | 5  | 16 | 4   | 4   | 4   | 4   | 16 |
| 30 | 4    | 2    | 4    | 5    | 15 | 5    | 5    | 5    | 4    | 19 | 4  | 4  | 4  | 3  | 15 | 4   | 4   | 4   | 5   | 17 |
| 31 | 5    | 4    | 4    | 4    | 17 | 4    | 4    | 4    | 4    | 16 | 5  | 4  | 4  | 4  | 17 | 5   | 5   | 5   | 5   | 20 |
| 32 | 5    | 4    | 5    | 4    | 18 | 4    | 4    | 5    | 5    | 18 | 4  | 4  | 5  | 5  | 18 | 5   | 4   | 4   | 5   | 18 |
| 33 | 4    | 4    | 4    | 4    | 16 | 4    | 3    | 3    | 3    | 13 | 4  | 3  | 3  | 3  | 13 | 4   | 4   | 4   | 4   | 16 |
| 34 | 5    | 5    | 5    | 5    | 20 | 5    | 5    | 5    | 5    | 20 | 5  | 5  | 5  | 5  | 20 | 5   | 5   | 5   | 5   | 20 |
| 35 | 5    | 4    | 4    | 4    | 17 | 4    | 4    | 3    | 3    | 14 | 4  | 4  | 3  | 3  | 14 | 5   | 4   | 4   | 4   | 17 |
| 36 | 5    | 4    | 4    | 4    | 17 | 4    | 4    | 4    | 4    | 16 | 3  | 4  | 4  | 4  | 15 | 4   | 4   | 4   | 4   | 16 |
| 37 | 4    | 4    | 4    | 3    | 15 | 5    | 4    | 4    | 4    | 17 | 5  | 4  | 4  | 4  | 17 | 4   | 4   | 4   | 4   | 16 |
| 38 | 5    | 5    | 5    | 5    | 20 | 5    | 5    | 5    | 4    | 19 | 5  | 5  | 5  | 4  | 19 | 5   | 5   | 5   | 5   | 20 |
| 39 | 5    | 4    | 4    | 4    | 17 | 4    | 4    | 4    | 5    | 17 | 4  | 4  | 4  | 5  | 17 | 4   | 4   | 4   | 3   | 15 |
| 40 | 4    | 4    | 5    | 2    | 16 | 4    | 4    | 4    | 4    | 16 | 4  | 4  | 4  | 4  | 16 | 4   | 5   | 5   | 5   | 19 |
| 41 | 5    | 5    | 5    | 5    | 20 | 5    | 5    | 5    | 5    | 20 | 5  | 5  | 5  | 5  | 20 | 5   | 5   | 5   | 5   | 20 |
| 42 | 4    | 4    | 4    | 5    | 17 | 4    | 4    | 4    | 5    | 17 | 4  | 4  | 5  | 4  | 17 | 4   | 4   | 5   | 4   | 17 |
| 43 | 4    | 5    | 5    | 5    | 19 | 4    | 5    | 5    | 5    | 19 | 4  | 5  | 5  | 5  | 19 | 4   | 5   | 5   | 5   | 19 |
| 44 | 5    | 4    | 4    | 4    | 17 | 4    | 4    | 4    | 4    | 16 | 4  | 4  | 4  | 3  | 15 | 4   | 4   | 4   | 3   | 15 |
| 45 | 3    | 4    | 5    | 5    | 17 | 5    | 5    | 4    | 4    | 18 | 5  | 4  | 5  | 4  | 18 | 5   | 4   | 5   | 4   | 18 |
| 46 | 5    | 5    | 5    | 5    | 20 | 5    | 5    | 5    | 5    | 20 | 5  | 5  | 5  | 5  | 20 | 5   | 5   | 5   | 5   | 20 |
| 47 | 5    | 4    | 4    | 4    | 17 | 4    | 4    | 4    | 3    | 15 | 4  | 4  | 4  | 3  | 15 | 4   | 4   | 4   | 4   | 16 |
| 48 | 5    | 4    | 4    | 4    | 17 | 4    | 4    | 4    | 4    | 16 | 4  | 4  | 4  | 4  | 16 | 3   | 4   | 4   | 5   | 16 |
| 49 | 5    | 5    | 5    | 5    | 20 | 5    | 5    | 5    | 5    | 20 | 5  | 5  | 5  | 5  | 20 | 5   | 5   | 5   | 5   | 20 |
| 50 | 4    | 4    | 4    | 3    | 15 | 5    | 5    | 5    | 5    | 20 | 5  | 5  | 5  | 5  | 20 | 5   | 4   | 4   | 4   | 17 |

|    |   |   |   |   |    |   |   |   |   |    |   |   |   |   |    |    |   |   |   |    |
|----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|----|---|---|---|----|
| 51 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4  | 4 | 4 | 4 | 16 |
| 52 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 3 | 15 | 4  | 4 | 4 | 3 | 15 |
| 53 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 4 | 17 | 5  | 5 | 5 | 5 | 20 |
| 54 | 4 | 3 | 3 | 3 | 13 | 5 | 4 | 4 | 4 | 17 | 4 | 3 | 3 | 3 | 13 | 4  | 4 | 4 | 4 | 16 |
| 55 | 4 | 3 | 3 | 3 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 3 | 3 | 13 | 4  | 4 | 4 | 4 | 16 |
| 56 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4  | 4 | 4 | 4 | 16 |
| 57 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 4 | 17 | 5  | 4 | 4 | 4 | 17 |
| 58 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 4  | 19 | 5 | 5 | 5 | 20 |
| 59 | 4 | 3 | 3 | 3 | 13 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 4 | 17 | 4  | 4 | 4 | 4 | 16 |
| 60 | 4 | 4 | 3 | 3 | 14 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 5 | 5 | 20 | 4  | 4 | 4 | 4 | 16 |
| 61 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4  | 4 | 4 | 4 | 16 |
| 62 | 5 | 3 | 3 | 3 | 14 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 | 5  | 5 | 5 | 5 | 20 |
| 63 | 5 | 4 | 4 | 4 | 17 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 | 4  | 4 | 4 | 3 | 15 |
| 64 | 4 | 4 | 4 | 3 | 15 | 5 | 4 | 2 | 5 | 16 | 5 | 5 | 5 | 5 | 20 | 4  | 4 | 4 | 4 | 16 |
| 65 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 5 | 5 | 18 | 5  | 5 | 5 | 5 | 20 |
| 66 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5  | 5 | 5 | 5 | 20 |
| 67 | 4 | 3 | 3 | 3 | 13 | 5 | 5 | 5 | 5 | 20 | 4 | 3 | 3 | 3 | 13 | 4  | 3 | 3 | 3 | 13 |
| 68 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 | 4  | 4 | 4 | 3 | 15 |
| 69 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 4 | 4 | 17 | 5  | 4 | 4 | 4 | 17 |
| 70 | 4 | 3 | 3 | 3 | 13 | 4 | 4 | 2 | 5 | 15 | 5 | 4 | 2 | 5 | 16 | 5  | 4 | 4 | 4 | 17 |
| 71 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 3 | 15 | 3  | 4 | 4 | 4 | 15 |
| 72 | 3 | 4 | 4 | 5 | 16 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 4 | 17 | 4  | 4 | 4 | 5 | 17 |
| 73 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 5  | 5 | 5 | 5 | 20 |
| 74 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 16 | 4  | 4 | 4 | 4 | 16 |
| 75 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 3 | 3 | 13 | 4  | 4 | 4 | 4 | 16 |
| 76 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4  | 4 | 3 | 4 | 15 |
| 77 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 4 | 4 | 17 | 5  | 4 | 4 | 4 | 17 |
| 78 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 3 | 15 | 5 | 4 | 4 | 4 | 17 | 5  | 4 | 4 | 4 | 17 |
| 79 | 5 | 4 | 4 | 3 | 16 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 3 | 16 | 4  | 4 | 3 | 4 | 15 |
| 80 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4  | 4 | 4 | 4 | 16 |
| 81 | 4 | 4 | 4 | 5 | 17 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 4 | 17 | 4  | 4 | 4 | 5 | 17 |
| 82 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 5  | 5 | 5 | 5 | 20 |
| 83 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 16 | 4  | 4 | 4 | 4 | 16 |
| 84 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 5 | 5 | 18 | 5  | 5 | 5 | 5 | 20 |
| 85 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 5 | 19 | 5  | 5 | 5 | 5 | 20 |
| 86 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 4 | 17 | 4  | 4 | 4 | 4 | 16 |
| 87 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 4 | 18 | 4  | 4 | 4 | 4 | 16 |
| 88 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 2 | 5 | 16 | 5 | 5 | 2 | 4 | 16 | 4  | 4 | 4 | 5 | 17 |
| 89 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 5 | 18 | 4  | 5 | 4 | 5 | 18 |
| 90 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 4 | 4 | 18 | 5  | 4 | 4 | 4 | 17 |
| 91 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5  | 5 | 5 | 5 | 20 |
| 92 | 4 | 5 | 4 | 5 | 18 | 4 | 5 | 4 | 5 | 18 | 5 | 4 | 4 | 5 | 18 | 5  | 4 | 4 | 5 | 18 |
| 93 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4  | 4 | 4 | 4 | 16 |





**LAMPIRAN 3**  
**OUTPUT SPSS**  
**DESKRIPTIF FREKUENSI**

### Statistics

|         | x1.<br>1 | x1.<br>2 | x1.<br>3 | x1.<br>4 | x2.<br>1 | x2.<br>2 | x2.<br>3 | x2.<br>4 | z<br>1 | z<br>2 | z<br>3 | z<br>4 | y.<br>1 | y.<br>2 | y.<br>3 | y.<br>4 |
|---------|----------|----------|----------|----------|----------|----------|----------|----------|--------|--------|--------|--------|---------|---------|---------|---------|
| N Valid | 93       | 93       | 93       | 93       | 93       | 93       | 93       | 93       | 93     | 93     | 93     | 93     | 93      | 93      | 93      | 93      |
| Missing | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0      | 0      | 0      | 0      | 0       | 0       | 0       | 0       |

### Kualitas Layanan

#### x1.1

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 3         | 3.2     | 3.2           | 3.2                |
| 4       | 49        | 52.7    | 52.7          | 55.9               |
| 5       | 41        | 44.1    | 44.1          | 100.0              |
| Total   | 93        | 100.0   | 100.0         |                    |

#### x1.2

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 1         | 1.1     | 1.1           | 1.1                |
| 3       | 7         | 7.5     | 7.5           | 8.6                |
| 4       | 61        | 65.6    | 65.6          | 74.2               |
| 5       | 24        | 25.8    | 25.8          | 100.0              |
| Total   | 93        | 100.0   | 100.0         |                    |

#### x1.3

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 10        | 10.8    | 10.8          | 10.8               |
| 4       | 61        | 65.6    | 65.6          | 76.3               |
| 5       | 22        | 23.7    | 23.7          | 100.0              |
| Total   | 93        | 100.0   | 100.0         |                    |

#### x1.4

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 3         | 3.2     | 3.2           | 3.2                |
| 3       | 18        | 19.4    | 19.4          | 22.6               |
| 4       | 49        | 52.7    | 52.7          | 75.3               |
| 5       | 23        | 24.7    | 24.7          | 100.0              |
| Total   | 93        | 100.0   | 100.0         |                    |

## Citra Merek

**x2.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 2         | 2.2     | 2.2           | 2.2                |
|       | 4     | 49        | 52.7    | 52.7          | 54.8               |
|       | 5     | 42        | 45.2    | 45.2          | 100.0              |
|       | Total | 93        | 100.0   | 100.0         |                    |

**x2.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 3         | 3.2     | 3.2           | 3.2                |
|       | 4     | 57        | 61.3    | 61.3          | 64.5               |
|       | 5     | 33        | 35.5    | 35.5          | 100.0              |
|       | Total | 93        | 100.0   | 100.0         |                    |

**x2.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 3         | 3.2     | 3.2           | 3.2                |
|       | 3     | 2         | 2.2     | 2.2           | 5.4                |
|       | 4     | 60        | 64.5    | 64.5          | 69.9               |
|       | 5     | 28        | 30.1    | 30.1          | 100.0              |
|       | Total | 93        | 100.0   | 100.0         |                    |

**x2.4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 6         | 6.5     | 6.5           | 6.5                |
|       | 4     | 51        | 54.8    | 54.8          | 61.3               |
|       | 5     | 36        | 38.7    | 38.7          | 100.0              |
|       | Total | 93        | 100.0   | 100.0         |                    |

## Kepuasan Pelanggan

**z1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 5         | 5.4     | 5.4           | 5.4                |
|       | 4     | 43        | 46.2    | 46.2          | 51.6               |
|       | 5     | 45        | 48.4    | 48.4          | 100.0              |
|       | Total | 93        | 100.0   | 100.0         |                    |

**z2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 6         | 6.5     | 6.5           | 6.5                |
|       | 4     | 59        | 63.4    | 63.4          | 69.9               |
|       | 5     | 28        | 30.1    | 30.1          | 100.0              |
|       | Total | 93        | 100.0   | 100.0         |                    |

**z3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 2         | 2.2     | 2.2           | 2.2                |
|       | 3     | 8         | 8.6     | 8.6           | 10.8               |
|       | 4     | 53        | 57.0    | 57.0          | 67.7               |
|       | 5     | 30        | 32.3    | 32.3          | 100.0              |
|       | Total | 93        | 100.0   | 100.0         |                    |

**z4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 15        | 16.1    | 16.1          | 16.1               |
|       | 4     | 46        | 49.5    | 49.5          | 65.6               |
|       | 5     | 32        | 34.4    | 34.4          | 100.0              |
|       | Total | 93        | 100.0   | 100.0         |                    |

## Loyalitas Pelanggan

y.1

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 2         | 2.2     | 2.2           | 2.2                |
|       | 4     | 51        | 54.8    | 54.8          | 57.0               |
|       | 5     | 40        | 43.0    | 43.0          | 100.0              |
|       | Total | 93        | 100.0   | 100.0         |                    |

y.2

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 1         | 1.1     | 1.1           | 1.1                |
|       | 4     | 64        | 68.8    | 68.8          | 69.9               |
|       | 5     | 28        | 30.1    | 30.1          | 100.0              |
|       | Total | 93        | 100.0   | 100.0         |                    |

y.3

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 3         | 3.2     | 3.2           | 3.2                |
|       | 4     | 62        | 66.7    | 66.7          | 69.9               |
|       | 5     | 28        | 30.1    | 30.1          | 100.0              |
|       | Total | 93        | 100.0   | 100.0         |                    |

y.4

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 8         | 8.6     | 8.6           | 8.6                |
|       | 4     | 47        | 50.5    | 50.5          | 59.1               |
|       | 5     | 38        | 40.9    | 40.9          | 100.0              |
|       | Total | 93        | 100.0   | 100.0         |                    |



**LAMPIRAN 4**  
**OUTPUT SPSS**  
**UJI INSTRUMEN**



## UJI VALIDITAS

### Kualitas Layanan

#### Correlations

|      |                     | x1.1   | x1.2   | x1.3   | x1.4   | X1     |
|------|---------------------|--------|--------|--------|--------|--------|
| x1.1 | Pearson Correlation | 1      | .258*  | .139   | .113   | .465** |
|      | Sig. (2-tailed)     |        | .012   | .184   | .279   | .000   |
|      | N                   | 93     | 93     | 93     | 93     | 93     |
| x1.2 | Pearson Correlation | .258*  | 1      | .701** | .461** | .813** |
|      | Sig. (2-tailed)     | .012   |        | .000   | .000   | .000   |
|      | N                   | 93     | 93     | 93     | 93     | 93     |
| x1.3 | Pearson Correlation | .139   | .701** | 1      | .650** | .862** |
|      | Sig. (2-tailed)     | .184   | .000   |        | .000   | .000   |
|      | N                   | 93     | 93     | 93     | 93     | 93     |
| x1.4 | Pearson Correlation | .113   | .461** | .650** | 1      | .787** |
|      | Sig. (2-tailed)     | .279   | .000   | .000   |        | .000   |
|      | N                   | 93     | 93     | 93     | 93     | 93     |
| X1   | Pearson Correlation | .465** | .813** | .862** | .787** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|      | N                   | 93     | 93     | 93     | 93     | 93     |

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

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

### Citra Merek

#### Correlations

|      |                     | x2.1   | x2.2   | x2.3   | x2.4   | X2     |
|------|---------------------|--------|--------|--------|--------|--------|
| x2.1 | Pearson Correlation | 1      | .418** | .359** | .207*  | .658** |
|      | Sig. (2-tailed)     |        | .000   | .000   | .046   | .000   |
|      | N                   | 93     | 93     | 93     | 93     | 93     |
| x2.2 | Pearson Correlation | .418** | 1      | .494** | .491** | .797** |
|      | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   |
|      | N                   | 93     | 93     | 93     | 93     | 93     |
| x2.3 | Pearson Correlation | .359** | .494** | 1      | .331** | .748** |
|      | Sig. (2-tailed)     | .000   | .000   |        | .001   | .000   |
|      | N                   | 93     | 93     | 93     | 93     | 93     |
| x2.4 | Pearson Correlation | .207*  | .491** | .331** | 1      | .646** |
|      | Sig. (2-tailed)     | .046   | .000   | .001   |        | .000   |
|      | N                   | 93     | 93     | 93     | 93     | 93     |
| X2   | Pearson Correlation | .658** | .797** | .748** | .646** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|      | N                   | 93     | 93     | 93     | 93     | 93     |

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

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



## Kepuasan Pelanggan

**Correlations**

|    |                     | z1     | z2     | z3     | z4     | Z      |
|----|---------------------|--------|--------|--------|--------|--------|
| z1 | Pearson Correlation | 1      | .441** | .087   | .176   | .538** |
|    | Sig. (2-tailed)     |        | .000   | .406   | .091   | .000   |
|    | N                   | 93     | 93     | 93     | 93     | 93     |
| z2 | Pearson Correlation | .441** | 1      | .593** | .590** | .857** |
|    | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   |
|    | N                   | 93     | 93     | 93     | 93     | 93     |
| z3 | Pearson Correlation | .087   | .593** | 1      | .641** | .791** |
|    | Sig. (2-tailed)     | .406   | .000   |        | .000   | .000   |
|    | N                   | 93     | 93     | 93     | 93     | 93     |
| z4 | Pearson Correlation | .176   | .590** | .641** | 1      | .820** |
|    | Sig. (2-tailed)     | .091   | .000   | .000   |        | .000   |
|    | N                   | 93     | 93     | 93     | 93     | 93     |
| Z  | Pearson Correlation | .538** | .857** | .791** | .820** | 1      |
|    | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|    | N                   | 93     | 93     | 93     | 93     | 93     |

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

## Loyalitas Pelanggan

**Correlations**

|     |                     | y.1    | y.2    | y.3    | y.4    | Y      |
|-----|---------------------|--------|--------|--------|--------|--------|
| y.1 | Pearson Correlation | 1      | .463** | .465** | .379** | .699** |
|     | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   |
|     | N                   | 93     | 93     | 93     | 93     | 93     |
| y.2 | Pearson Correlation | .463** | 1      | .783** | .696** | .887** |
|     | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   |
|     | N                   | 93     | 93     | 93     | 93     | 93     |
| y.3 | Pearson Correlation | .465** | .783** | 1      | .604** | .859** |
|     | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   |
|     | N                   | 93     | 93     | 93     | 93     | 93     |
| y.4 | Pearson Correlation | .379** | .696** | .604** | 1      | .835** |
|     | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   |
|     | N                   | 93     | 93     | 93     | 93     | 93     |
| Y   | Pearson Correlation | .699** | .887** | .859** | .835** | 1      |
|     | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|     | N                   | 93     | 93     | 93     | 93     | 93     |

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

## Kualitas Layanan

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 93 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 93 | 100.0 |

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

### Reliability Statistics

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .716             | 4          |

## Citra Merek

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 93 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 93 | 100.0 |

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

### Reliability Statistics

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .709             | 4          |

## Kepuasan Pelanggan

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 93 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 93 | 100.0 |

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

### Reliability Statistics

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .742             | 4          |

## Loyalitas Pelanggan

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 93 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 93 | 100.0 |

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

### Reliability Statistics

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .831             | 4          |



**LAMPIRAN 5**  
**OUTPUT SPSS**  
*PATH ANALYSIS*

## MODEL 1

$$Z = \beta_1 X_1 + \beta_2 X_2 + e_1$$

### Variables Entered/Removed<sup>a</sup>

| Model | Variables Entered   | Variables Removed | Method |
|-------|---------------------|-------------------|--------|
| 1     | X2, X1 <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Z

b. All requested variables entered.

### Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .632 <sup>a</sup> | .400     | .386              | 1.492                      |

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Z

### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 133.376        | 2  | 66.688      | 29.942 | .000 <sup>b</sup> |
|       | Residual   | 200.452        | 90 | 2.227       |        |                   |
|       | Total      | 333.828        | 92 |             |        |                   |

a. Dependent Variable: Z

b. Predictors: (Constant), X2, X1

### Coefficients<sup>a</sup>

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant) | 3.550                       | 1.754      |                           | 2.024 | .046 |                         |       |
|       | X1         | .382                        | .093       | .371                      | 4.117 | .000 | .822                    | 1.217 |
|       | X2         | .412                        | .098       | .379                      | 4.202 | .000 | .822                    | 1.217 |

a. Dependent Variable: Z

### Coefficient Correlations<sup>a</sup>

| Model |              | X2    | X1    |
|-------|--------------|-------|-------|
| 1     | Correlations |       |       |
|       | X2           | 1.000 | -.422 |
|       | X1           | -.422 | 1.000 |
|       | Covariances  |       |       |
|       | X2           | .010  | -.004 |
|       | X1           | -.004 | .009  |

a. Dependent Variable: Z

### Collinearity Diagnostics<sup>a</sup>

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |     |     |
|-------|-----------|------------|-----------------|----------------------|-----|-----|
|       |           |            |                 | (Constant)           | X1  | X2  |
| 1     | 1         | 2.988      | 1.000           | .00                  | .00 | .00 |
|       | 2         | .007       | 21.248          | .11                  | .97 | .31 |
|       | 3         | .005       | 24.409          | .89                  | .02 | .68 |

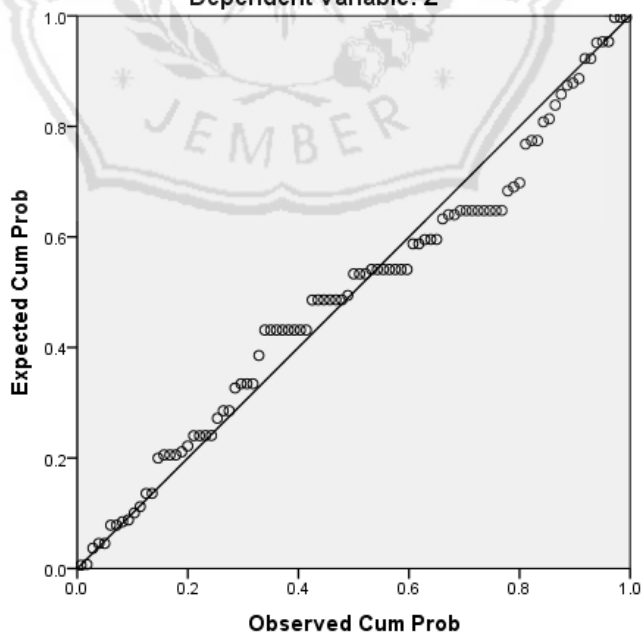
a. Dependent Variable: Z

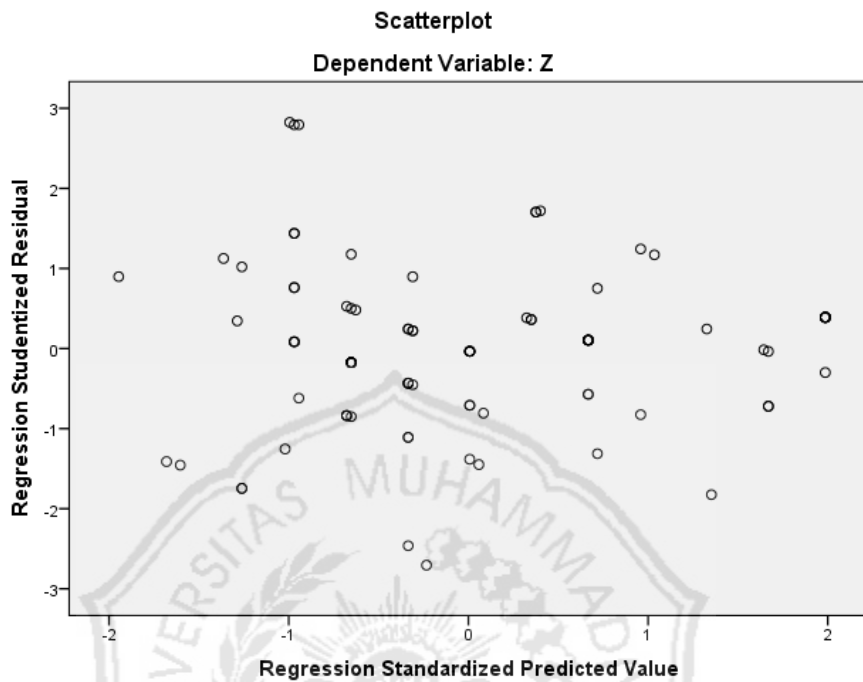
**Residuals Statistics<sup>a</sup>**

|                                   | Minimum | Maximum | Mean  | Std. Deviation | N  |
|-----------------------------------|---------|---------|-------|----------------|----|
| Predicted Value                   | 14.70   | 19.43   | 17.04 | 1.204          | 93 |
| Std. Predicted Value              | -1.946  | 1.986   | .000  | 1.000          | 93 |
| Standard Error of Predicted Value | .161    | .542    | .255  | .084           | 93 |
| Adjusted Predicted Value          | 14.62   | 19.46   | 17.05 | 1.201          | 93 |
| Residual                          | -3.762  | 4.155   | .000  | 1.476          | 93 |
| Std. Residual                     | -2.521  | 2.784   | .000  | .989           | 93 |
| Stud. Residual                    | -2.706  | 2.825   | -.002 | 1.012          | 93 |
| Deleted Residual                  | -4.334  | 4.279   | -.006 | 1.546          | 93 |
| Stud. Deleted Residual            | -2.807  | 2.943   | .000  | 1.030          | 93 |
| Mahal. Distance                   | .077    | 11.144  | 1.978 | 2.061          | 93 |
| Cook's Distance                   | .000    | .371    | .016  | .043           | 93 |
| Centered Leverage Value           | .001    | .121    | .022  | .022           | 93 |

a. Dependent Variable: Z

**Normal P-P Plot of Regression Standardized Residual**  
Dependent Variable: Z





### MODEL 2

$$Y = \beta_3 X_1 + \beta_4 X_2 + \beta_5 Z + e_2$$

#### Variables Entered/Removed<sup>a</sup>

| Model | Variables Entered      | Variables Removed | Method |
|-------|------------------------|-------------------|--------|
| 1     | Z, X1, X2 <sup>b</sup> |                   | Enter  |

a. Dependent Variable: Y

b. All requested variables entered.

#### Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .761 <sup>a</sup> | .579     | .565              | 1.165                      |

a. Predictors: (Constant), Z, X1, X2

b. Dependent Variable: Y

#### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 166.307        | 3  | 55.436      | 40.824 | .000 <sup>b</sup> |
|       | Residual   | 120.855        | 89 | 1.358       |        |                   |
|       | Total      | 287.161        | 92 |             |        |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), Z, X1, X2

### Coefficients<sup>a</sup>

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|--------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|              | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1 (Constant) | 2.265                       | 1.400      |                           | 1.617 | .109 |                         |       |
| X1           | .266                        | .079       | .278                      | 3.364 | .001 | .692                    | 1.446 |
| X2           | .243                        | .084       | .241                      | 2.902 | .005 | .687                    | 1.456 |
| Z            | .375                        | .082       | .404                      | 4.558 | .000 | .600                    | 1.665 |

a. Dependent Variable: Y

### Coefficient Correlations<sup>a</sup>

| Model |              | Z  | X1    | X2    |
|-------|--------------|----|-------|-------|
| 1     | Correlations | Z  | 1.000 | -.398 |
|       |              | X1 | -.398 | 1.000 |
|       |              | X2 | -.405 | -.193 |
|       | Covariances  | Z  | .007  | -.003 |
|       |              | X1 | -.003 | .006  |
|       |              | X2 | -.003 | .007  |

a. Dependent Variable: Y

### Collinearity Diagnostics<sup>a</sup>

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |     |     |     |
|-------|-----------|------------|-----------------|----------------------|-----|-----|-----|
|       |           |            |                 | (Constant)           | X1  | X2  | Z   |
| 1     | 1         | 3.983      | 1.000           | .00                  | .00 | .00 | .00 |
|       | 2         | .007       | 24.461          | .20                  | .67 | .25 | .04 |
|       | 3         | .006       | 25.763          | .41                  | .17 | .06 | .60 |
|       | 4         | .005       | 29.518          | .38                  | .15 | .68 | .37 |

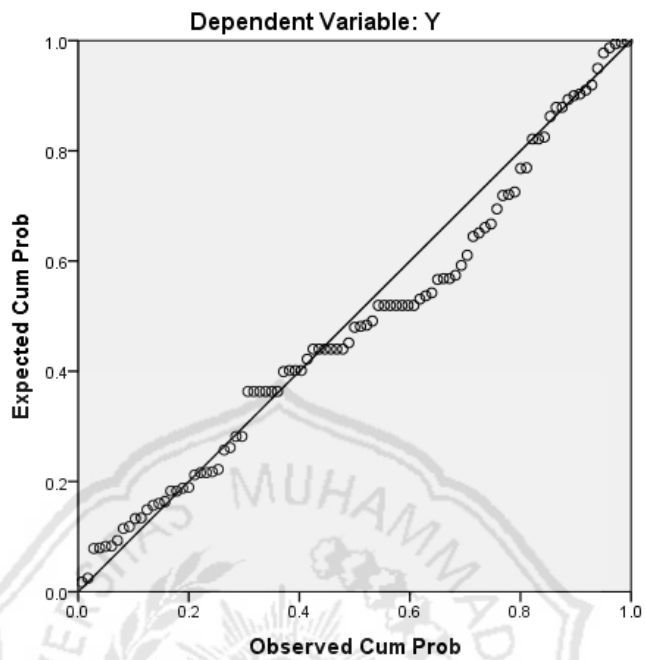
a. Dependent Variable: Y

### Residuals Statistics<sup>a</sup>

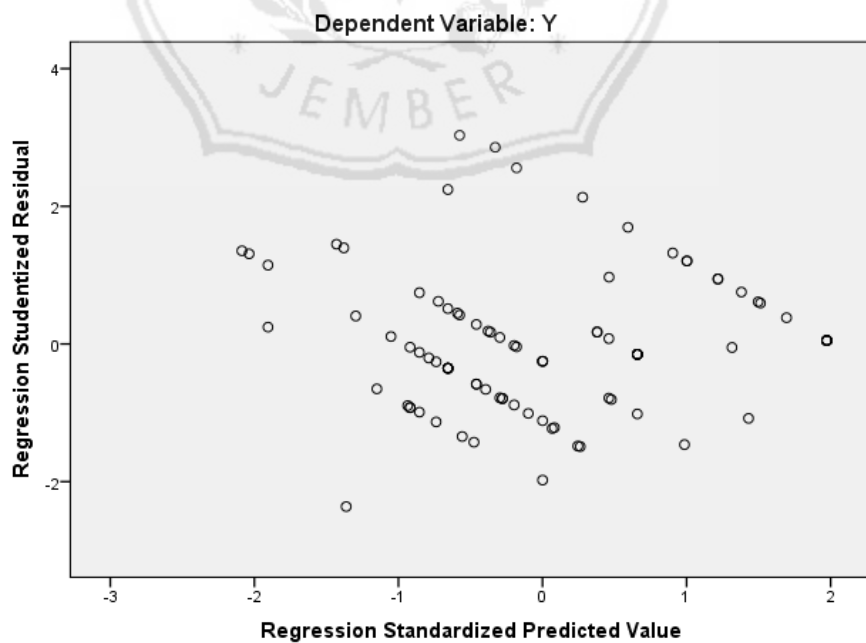
|                                   | Minimum | Maximum | Mean  | Std. Deviation | N  |
|-----------------------------------|---------|---------|-------|----------------|----|
| Predicted Value                   | 14.49   | 19.94   | 17.29 | 1.344          | 93 |
| Std. Predicted Value              | -2.086  | 1.973   | .000  | 1.000          | 93 |
| Standard Error of Predicted Value | .126    | .524    | .227  | .084           | 93 |
| Adjusted Predicted Value          | 14.36   | 19.94   | 17.29 | 1.349          | 93 |
| Residual                          | -2.458  | 3.483   | .000  | 1.146          | 93 |
| Std. Residual                     | -2.109  | 2.989   | .000  | .984           | 93 |
| Stud. Residual                    | -2.362  | 3.031   | .002  | 1.016          | 93 |
| Deleted Residual                  | -3.082  | 3.582   | .005  | 1.224          | 93 |
| Stud. Deleted Residual            | -2.426  | 3.183   | .006  | 1.033          | 93 |
| Mahal. Distance                   | .078    | 17.640  | 2.968 | 3.046          | 93 |
| Cook's Distance                   | .000    | .354    | .018  | .048           | 93 |
| Centered Leverage Value           | .001    | .192    | .032  | .033           | 93 |

a. Dependent Variable: Y

Normal P-P Plot of Regression Standardized Residual



Scatterplot







**LAMPIRAN 6**  
**DOKUMENTASI PENELITIAN**



