



## KUISIONER PENELITIAN

Responden yang terhormat.

Saya Devon Ragata I.A dari Jurusan Administrasi Bisnis Fakultas Sosial, Humaniora dan Seni Universitas Sahid Surakarta. Memohon kesediaan Bapak/Ibu/Saudara untuk mengisi angket kuisisioner yang nantinya berguna untuk membantu proses pengumpulan dan pengolahan data skripsi saya, kuesioner penelitian skripsi ini mengenai **“PENGARUH KUALITAS PELAYANAN, KUALITAS PRODUK DAN *BRAND IMAGE* TERHADAP LOYALITAS PELANGGAN TOKO ROTI GANEP SURAKARTA”**. Atas waktu, kesediaan, dan kerjasamanya dalam mengisi angket kuesioner saya ucapkan terimakasih.

### 1. Identitas Responden:

Beri tanda check (✓) pada pertanyaan dibawah ini :

- a) Jenis Kelamin :
  - a). Pria
  - b). Wanita
- b) Umur :
  - a). < 20 tahun
  - b). 20-30 tahun
  - c). 31-40 tahun
  - d). 41-50 tahun
  - e). >50 tahun
- c) Pekerjaan :
  - a). Pelajar/ Mahasiswa
  - b). Karyawan Swasta
  - c). PNS
  - d). Guru/ Dosen
  - e). Wiraswasta
  - f). Lainnya.....

- d) Penghasilan perbulan :
- < Rp 1.000.000
  - Rp 1.000.000 – Rp 3.000.000
  - > Rp 3.000.000
- e) Darimana anda mengetahui tentang Toko Roti Ganep :
- Referensi keluarga/ teman
  - Internet (website, blog)
  - Ketika Toko Roti Ganep
  - Media Sosial (Intagram, FB dll)
  - Iklan
- f) Berapa kali berkunjung di Toko Roti Ganep :
- pertama kali
  - 2 kali
  - lebih dari 3 kali

## 2. Petunjuk Pengisian

- Pada lembar kuesioner ini terdapat beberapa pertanyaan yang harus Bapak/Ibu/Saudara jawab sesuai dengan pengalaman yang dihadapi.
- Dalam menjawab pertanyaan ini usahakan tidak ada jawaban yang dikosongkan.
- Berilah tanda (√) pada kolom yang tersedia dan pilih sesuai keadaan yang sebenarnya.
- Ada 5 (lima) pilihan jawaban.

| Pertanyaan                | Skor |
|---------------------------|------|
| Sangat Setuju (SS)        | 5    |
| Setuju (S)                | 4    |
| Netral (N)                | 3    |
| Tidak Setuju (TS)         | 2    |
| Sangat Tidak Setuju (STS) | 1    |

### Kualitas Pelayanan

| No                                     | Pertanyaan  | Jawaban |   |   |    |     |
|--|---|---------|---|---|----|-----|
|  |   | SS      | S | N | TS | STS |
| <b>Reliability (kehandalan)</b>        |   |         |   |   |    |     |
| 1.                                     | Pelayanan yang diberikan Karyawan Toko Roti Ganep dapat di andalkan sesuai yang diharapkan konsumen.  |         |   |   |    |     |
| <b>Responsiveness (daya tanggap)</b>   |   |         |   |   |    |     |
| 2.                                     | Karyawan Toko Roti Ganep selalu tanggap dalam merespon permintaan dan keluhan yang diajukan konsumen.   |         |   |   |    |     |
| <b>Assurance (jaminan)</b>             |   |         |   |   |    |     |
| 3.                                     | Jaminan keamanan yang diberikan Toko Roti Ganep sudah sesuai harapan konsumen sehingga memberikan rasa aman dan nyaman saat melakukan pembelian |         |   |   |    |     |
| <b>Empathy (empati)</b>                |   |         |   |   |    |     |
| 4.                                     | Karyawan Toko Roti Ganep peduli dan ramah kepada pelanggan yang berkunjung ke toko.   |         |   |   |    |     |
| <b>Tangibles (produk-produk fisik)</b> |   |         |   |   |    |     |
| 5.                                     | Karyawan Toko Roti Ganep berpenampilan rapi, bersih, dan sopan.   |         |   |   |    |     |

### Kualitas Produk

| No                                     | Pertanyaan  | Jawaban |   |   |    |     |
|--|---|---------|---|---|----|-----|
|  |   | SS      | S | N | TS | STS |
| <b>Kinerja (<i>Performance</i>)</b>    |   |         |   |   |    |     |
| 1.                                     | Produk yang ditawarkan di Toko Roti Ganep memiliki cita rasa yang enak, bergizi, dan aman dikonsumsi                    |         |   |   |    |     |
| <b>Keandalan (<i>Realibilitas</i>)</b> |   |         |   |   |    |     |
| 2.                                     | Produk yang ditawarkan Toko Roti Ganep memiliki kualitas yang sangat baik.  |         |   |   |    |     |
| <b>Daya Tahan (<i>Durability</i>)</b>  |   |         |   |   |    |     |
| 3.                                     | Produk yang tersedia di Toko Roti Ganep tidak pernah berada di masa kadaluwarsa   |         |   |   |    |     |
| <b>Fitur (<i>Feature</i>)</b>          |   |         |   |   |    |     |
| 4.                                     | Variasi pilihan produk Toko Roti Ganep bermacam macam.  |         |   |   |    |     |
| <b>Konsisten</b>                       |   |         |   |   |    |     |
| 5.                                     | Cita rasa produk Toko Roti Ganep yang disediakan selalu sama setiap kali berkunjung                                     |         |   |   |    |     |
| <b>Desain</b>                          |   |         |   |   |    |     |
| 6.                                     | Semua produk Toko Roti Ganep memiliki kemasan menarik yang sesuai dengan standar sehingga membuat produk lebih higienis |         |   |   |    |     |

**Brand Image**

| No                   | Pertanyaan   | Jawaban |   |   |    |     |
|----------------------|--|---------|---|---|----|-----|
|                      |  | SS      | S | N | TS | STS |
| <b>CITRA PEMBUAT</b> |  |         |   |   |    |     |
| 1.                   | Produk Roti Ganep di buat oleh perusahaan yang mempunyai reputasi yang baik.   |         |   |   |    |     |
| <b>CITRA PRODUK</b>  |  |         |   |   |    |     |
| 2.                   | Produk Roti Ganep dibuat dengan bahan produksi yang aman untuk dikonsumsi sehingga bermanfaat bagi kesehatan konsumen. |         |   |   |    |     |
| 3.                   | Produk Roti Ganep terjamin halal untuk dikonsumsi oleh konsumen  |         |   |   |    |     |
| <b>CITRA PEMAKAI</b> |  |         |   |   |    |     |
| 4.                   | Produk Roti Ganep lebih banyak dibeli oleh konsumen karena terbiasa dengan gaya hidup makanan instan.                  |         |   |   |    |     |

**Loyalitas Pelanggan**

| No   | Pertanyaan   | Jawaban |   |   |    |     |
|--|--|---------|---|---|----|-----|
|  |  | SS      | S | N | TS | STS |
| <b>Affective loyalty (Kontinyu)</b>        |  |         |   |   |    |     |
| 1.   | Saya akan berbelanja ke Toko Roti Ganep lagi karena kualitas dan pelayanannya sangat baik                      |         |   |   |    |     |
| <b>Action loyalty (Pembelian berulang)</b> |  |         |   |   |    |     |
| 2.   | Jika saya akan membeli roti lagi, saya akan membeli ke Toko Roti Ganep, tidak akan mencoba ke tempat yang lain |         |   |   |    |     |
|  |  |         |   |   |    |     |

| <b>Advocator loyalty (Memberikan rekomendasi)</b> |   |  |  |  |  |
|---|---|--|--|--|--|
| 3.  | Saya akan merekomendasikan produk yang dibuat di Toko Roti Ganep kepada rekan-rekan saya jika ingin membeli roti. |  |  |  |  |
| <b>Conative loyalty (Komitmen untuk loyal)</b>    |   |  |  |  |  |
| 4.  | Saya akan membeli roti maupun produk lain yang saya butuhkan hanya di Toko Roti Ganep                             |  |  |  |  |





| No Respon<br>den | Kualitas Pelayanan (X1) |                  |                  |                  |                  | T o<br>t a<br>l<br>X<br>1 | Kualitas Produk (X2) |                  |                  |                  |                  |                  | T o<br>t a<br>l<br>X<br>2 | Brand Image (X3) |                  |                  |                  | T o<br>t a<br>l<br>X<br>3 | Loyalitas Pelanggan (Y) |             |             |             | T o<br>t a<br>l<br>Y |
|------------------|-------------------------|------------------|------------------|------------------|------------------|---------------------------|----------------------|------------------|------------------|------------------|------------------|------------------|---------------------------|------------------|------------------|------------------|------------------|---------------------------|-------------------------|-------------|-------------|-------------|----------------------|
|                  | X<br>1<br>·<br>1        | X<br>1<br>·<br>2 | X<br>1<br>·<br>3 | X<br>1<br>·<br>4 | X<br>1<br>·<br>5 |                           | X<br>2<br>·<br>1     | X<br>2<br>·<br>2 | X<br>2<br>·<br>3 | X<br>2<br>·<br>4 | X<br>2<br>·<br>5 | X<br>2<br>·<br>6 |                           | X<br>3<br>·<br>1 | X<br>3<br>·<br>2 | X<br>3<br>·<br>3 | X<br>3<br>·<br>4 |                           | Y<br>·<br>1             | Y<br>·<br>2 | Y<br>·<br>3 | Y<br>·<br>4 |                      |
| 1                | 5                       | 5                | 4                | 4                | 4                | 22                        | 4                    | 5                | 4                | 4                | 4                | 4                | 25                        | 4                | 4                | 5                | 4                | 17                        | 4                       | 5           | 5           | 5           | 19                   |
| 2                | 3                       | 3                | 4                | 5                | 4                | 19                        | 4                    | 4                | 3                | 3                | 3                | 3                | 20                        | 4                | 4                | 4                | 4                | 16                        | 3                       | 3           | 3           | 3           | 12                   |
| 3                | 4                       | 4                | 4                | 4                | 4                | 20                        | 5                    | 4                | 4                | 4                | 4                | 4                | 25                        | 4                | 4                | 4                | 4                | 16                        | 4                       | 4           | 4           | 3           | 15                   |
| 4                | 5                       | 5                | 4                | 5                | 5                | 24                        | 4                    | 4                | 4                | 3                | 4                | 4                | 23                        | 5                | 4                | 5                | 4                | 18                        | 4                       | 4           | 4           | 3           | 15                   |
| 5                | 4                       | 4                | 4                | 5                | 4                | 21                        | 4                    | 4                | 4                | 3                | 4                | 4                | 23                        | 4                | 4                | 5                | 4                | 17                        | 4                       | 4           | 4           | 3           | 15                   |
| 6                | 4                       | 4                | 4                | 4                | 4                | 20                        | 5                    | 5                | 4                | 3                | 3                | 3                | 23                        | 5                | 3                | 4                | 3                | 15                        | 3                       | 2           | 4           | 3           | 12                   |
| 7                | 5                       | 5                | 4                | 5                | 5                | 24                        | 4                    | 4                | 3                | 3                | 5                | 3                | 22                        | 4                | 5                | 4                | 3                | 16                        | 3                       | 3           | 3           | 4           | 13                   |
| 8                | 5                       | 5                | 3                | 5                | 4                | 22                        | 4                    | 4                | 4                | 4                | 3                | 5                | 24                        | 5                | 4                | 5                | 3                | 17                        | 3                       | 3           | 3           | 2           | 11                   |
| 9                | 4                       | 4                | 4                | 5                | 5                | 22                        | 4                    | 4                | 3                | 5                | 4                | 4                | 24                        | 5                | 4                | 4                | 4                | 17                        | 4                       | 4           | 4           | 4           | 16                   |
| 10               | 4                       | 4                | 4                | 4                | 4                | 20                        | 4                    | 4                | 4                | 5                | 4                | 4                | 25                        | 4                | 5                | 4                | 3                | 16                        | 4                       | 4           | 4           | 3           | 15                   |
| 11               | 5                       | 5                | 5                | 5                | 5                | 25                        | 5                    | 4                | 4                | 4                | 4                | 4                | 25                        | 5                | 5                | 5                | 4                | 19                        | 3                       | 3           | 3           | 3           | 12                   |
| 12               | 5                       | 5                | 5                | 5                | 5                | 25                        | 4                    | 4                | 5                | 3                | 3                | 4                | 23                        | 5                | 5                | 5                | 5                | 20                        | 5                       | 3           | 3           | 3           | 14                   |
| 13               | 5                       | 5                | 5                | 5                | 5                | 25                        | 5                    | 5                | 5                | 4                | 5                | 5                | 29                        | 5                | 5                | 5                | 4                | 19                        | 5                       | 3           | 3           | 3           | 14                   |
| 14               | 5                       | 5                | 4                | 5                | 5                | 24                        | 5                    | 5                | 5                | 5                | 5                | 5                | 30                        | 5                | 5                | 5                | 3                | 18                        | 5                       | 4           | 4           | 3           | 16                   |
| 15               | 5                       | 4                | 5                | 5                | 5                | 24                        | 3                    | 5                | 5                | 5                | 5                | 3                | 26                        | 5                | 5                | 5                | 3                | 18                        | 4                       | 1           | 3           | 2           | 10                   |
| 16               | 4                       | 4                | 4                | 4                | 4                | 20                        | 4                    | 4                | 4                | 4                | 3                | 4                | 23                        | 4                | 3                | 3                | 2                | 12                        | 3                       | 3           | 3           | 3           | 12                   |
| 17               | 4                       | 3                | 4                | 4                | 4                | 19                        | 3                    | 3                | 4                | 4                | 3                | 4                | 21                        | 3                | 3                | 3                | 3                | 12                        | 3                       | 3           | 3           | 3           | 12                   |
| 18               | 4                       | 4                | 3                | 4                | 4                | 19                        | 5                    | 5                | 4                | 4                | 4                | 4                | 26                        | 5                | 3                | 4                | 2                | 14                        | 4                       | 4           | 4           | 3           | 15                   |
| 19               | 5                       | 5                | 5                | 5                | 5                | 25                        | 5                    | 5                | 5                | 5                | 5                | 5                | 30                        | 5                | 5                | 5                | 5                | 20                        | 5                       | 3           | 4           | 3           | 15                   |
| 20               | 5                       | 4                | 5                | 4                | 4                | 22                        | 5                    | 5                | 5                | 4                | 4                | 4                | 27                        | 5                | 4                | 4                | 2                | 15                        | 4                       | 3           | 4           | 3           | 14                   |
| 21               | 3                       | 4                | 3                | 3                | 4                | 17                        | 4                    | 3                | 3                | 3                | 2                | 3                | 18                        | 4                | 3                | 3                | 2                | 12                        | 3                       | 3           | 3           | 3           | 12                   |
| 22               | 5                       | 5                | 4                | 4                | 5                | 23                        | 5                    | 5                | 5                | 4                | 5                | 5                | 29                        | 5                | 5                | 5                | 5                | 20                        | 4                       | 5           | 4           | 5           | 18                   |
| 23               | 5                       | 5                | 5                | 5                | 5                | 25                        | 4                    | 4                | 4                | 5                | 4                | 5                | 26                        | 3                | 3                | 3                | 3                | 12                        | 3                       | 4           | 4           | 3           | 14                   |
| 24               | 5                       | 5                | 5                | 4                | 5                | 24                        | 4                    | 4                | 4                | 4                | 5                | 4                | 25                        | 3                | 4                | 3                | 3                | 13                        | 3                       | 1           | 3           | 4           | 11                   |
| 25               | 5                       | 4                | 5                | 4                | 5                | 23                        | 4                    | 3                | 4                | 3                | 4                | 4                | 22                        | 3                | 4                | 5                | 3                | 15                        | 3                       | 2           | 3           | 1           | 9                    |
| 26               | 5                       | 4                | 3                | 5                | 5                | 22                        | 3                    | 3                | 5                | 3                | 4                | 4                | 22                        | 3                | 5                | 5                | 5                | 18                        | 3                       | 1           | 3           | 2           | 9                    |
| 27               | 5                       | 5                | 5                | 5                | 5                | 25                        | 5                    | 5                | 5                | 5                | 5                | 5                | 30                        | 4                | 4                | 5                | 4                | 17                        | 5                       | 4           | 5           | 4           | 18                   |

|    |   |   |   |   |   |    |   |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |    |
|----|---|---|---|---|---|----|---|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 28 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 19 |
| 29 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 5 | 5 | 5 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 5 | 19 |
| 30 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 3 | 5 | 4 | 5 | 4 | 25 | 3 | 5 | 5 | 3 | 16 | 3 | 2 | 4 | 5 | 14 |
| 31 | 5 | 4 | 3 | 4 | 5 | 21 | 3 | 4 | 5 | 4 | 5 | 4 | 25 | 3 | 3 | 5 | 2 | 13 | 3 | 1 | 3 | 2 | 9  |
| 32 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 33 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 3 | 4 | 14 |
| 34 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 35 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 36 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 3 | 3 | 13 |
| 37 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 16 |
| 38 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 16 |
| 39 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 4 | 3 | 4 | 3 | 21 | 4 | 3 | 4 | 3 | 14 | 3 | 3 | 3 | 3 | 12 |
| 40 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 3 | 3 | 3 | 4 | 4 | 20 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 4 | 3 | 14 |
| 41 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 42 | 4 | 4 | 3 | 3 | 4 | 18 | 3 | 4 | 3 | 3 | 4 | 5 | 22 | 4 | 4 | 4 | 4 | 16 | 3 | 2 | 3 | 2 | 10 |
| 43 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 4 | 3 | 16 | 3 | 3 | 4 | 3 | 13 |
| 44 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 4 | 4 | 15 | 3 | 4 | 4 | 5 | 16 |
| 45 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 4 | 4 | 5 | 4 | 27 | 5 | 5 | 5 | 4 | 19 | 3 | 3 | 3 | 3 | 12 |
| 46 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 4 | 5 | 5 | 5 | 4 | 28 | 4 | 4 | 5 | 3 | 16 | 3 | 4 | 3 | 4 | 14 |
| 47 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 5 | 4 | 4 | 4 | 17 | 3 | 3 | 3 | 3 | 12 |
| 48 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 4 | 4 | 4 | 17 | 4 | 3 | 4 | 4 | 15 |
| 49 | 4 | 5 | 5 | 4 | 5 | 23 | 4 | 4 | 5 | 5 | 5 | 4 | 27 | 4 | 4 | 5 | 4 | 17 | 4 | 3 | 4 | 4 | 15 |
| 50 | 4 | 4 | 3 | 5 | 4 | 20 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 5 | 4 | 5 | 3 | 17 | 4 | 4 | 4 | 4 | 16 |
| 51 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 5 | 4 | 4 | 4 | 25 | 4 | 5 | 4 | 4 | 17 | 4 | 3 | 3 | 3 | 13 |
| 52 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 4 | 4 | 16 |
| 53 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 4 | 4 | 4 | 4 | 26 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 |
| 54 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 5 | 4 | 5 | 5 | 5 | 28 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 55 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 5 | 4 | 5 | 5 | 27 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 5 | 4 | 17 |
| 56 | 4 | 4 | 5 | 4 | 4 | 21 | 5 | 5 | 5 | 4 | 4 | 4 | 27 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 57 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 4 | 4 | 4 | 23 | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 3 | 3 | 14 |
| 58 | 4 | 5 | 5 | 3 | 3 | 20 | 4 | 4 | 5 | 3 | 3 | 3 | 22 | 5 | 4 | 5 | 4 | 18 | 3 | 4 | 4 | 5 | 16 |
| 59 | 5 | 5 | 4 | 4 | 4 | 22 | 3 | 3 | 4 | 3 | 5 | 3 | 21 | 3 | 3 | 5 | 4 | 15 | 4 | 3 | 4 | 3 | 14 |
| 60 | 4 | 4 | 5 | 4 | 4 | 21 | 5 | 5 | 5 | 4 | 5 | 4 | 28 | 5 | 4 | 4 | 3 | 16 | 4 | 5 | 5 | 5 | 19 |
| 61 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 5 | 4 | 5 | 5 | 27 | 5 | 4 | 5 | 3 | 17 | 4 | 4 | 3 | 4 | 15 |

|    |   |   |   |   |   |    |   |   |   |   |   |   |    |   |   |   |    |    |   |   |   |    |    |
|----|---|---|---|---|---|----|---|---|---|---|---|---|----|---|---|---|----|----|---|---|---|----|----|
| 62 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 5 | 4 | 4 | 3  | 16 | 3 | 3 | 3 | 3  | 12 |
| 63 | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 5 | 5 | 4 | 5 | 4 | 28 | 5 | 5 | 5 | 3  | 18 | 5 | 4 | 4 | 4  | 17 |
| 64 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 4 | 4 | 26 | 4 | 4 | 5 | 3  | 16 | 4 | 3 | 3 | 3  | 13 |
| 65 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 4 | 4 | 4 | 4 | 5 | 26 | 4 | 4 | 4 | 3  | 15 | 3 | 3 | 3 | 3  | 12 |
| 66 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 4 | 4 | 4 | 4  | 16 | 4 | 4 | 3 | 3  | 14 |
| 67 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 3 | 4 | 4 | 4  | 15 | 3 | 4 | 3 | 4  | 14 |
| 68 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 4 | 4 | 5 | 4 | 27 | 4 | 4 | 4 | 4  | 16 | 5 | 4 | 4 | 4  | 17 |
| 69 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 5 | 4 | 5 | 4 | 26 | 4 | 4 | 4 | 4  | 16 | 4 | 3 | 4 | 3  | 14 |
| 70 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 5 | 4 | 4 | 4  | 17 | 4 | 4 | 3 | 3  | 14 |
| 71 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 5 | 4 | 4 | 26 | 4 | 4 | 5 | 3  | 16 | 3 | 3 | 3 | 3  | 12 |
| 72 | 5 | 4 | 4 | 4 | 4 | 21 | 5 | 4 | 4 | 4 | 4 | 5 | 26 | 4 | 4 | 4 | 3  | 15 | 3 | 3 | 3 | 3  | 12 |
| 73 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 4 | 5 | 5 | 4 | 26 | 4 | 5 | 4 | 3  | 16 | 3 | 3 | 4 | 3  | 13 |
| 74 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 5 | 5 | 4 | 4 | 5 | 27 | 5 | 5 | 5 | 5  | 20 | 5 | 5 | 5 | 4  | 19 |
| 75 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 4 | 4 | 4 | 25 | 5 | 5 | 5 | 4  | 19 | 3 | 3 | 3 | 3  | 12 |
| 76 | 4 | 5 | 5 | 4 | 5 | 23 | 4 | 4 | 5 | 5 | 5 | 5 | 28 | 4 | 5 | 4 | 17 | 3  | 3 | 3 | 3 | 12 |    |
| 77 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 5 | 5 | 5 | 5 | 5 | 29 | 4 | 4 | 4 | 5  | 17 | 4 | 5 | 4 | 4  | 17 |
| 78 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 5 | 4 | 5 | 5 | 5 | 28 | 4 | 5 | 5 | 3  | 17 | 4 | 3 | 3 | 3  | 13 |
| 79 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 4 | 5 | 4 | 26 | 4 | 4 | 5 | 4  | 17 | 4 | 4 | 5 | 4  | 17 |
| 80 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 5 | 4 | 4 | 5 | 26 | 4 | 5 | 4 | 4  | 17 | 4 | 5 | 4 | 4  | 17 |
| 81 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 5 | 5 | 4 | 28 | 5 | 4 | 4 | 4  | 17 | 5 | 5 | 4 | 4  | 18 |
| 82 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 4 | 4 | 4 | 4  | 16 | 4 | 4 | 3 | 3  | 14 |
| 83 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 5 | 3 | 4 | 4 | 24 | 4 | 4 | 5 | 4  | 17 | 3 | 3 | 4 | 4  | 14 |
| 84 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 4 | 5 | 4 | 5  | 18 | 3 | 3 | 3 | 3  | 12 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 4  | 19 | 5 | 4 | 4 | 4  | 17 |
| 86 | 4 | 5 | 4 | 4 | 5 | 22 | 5 | 5 | 5 | 5 | 5 | 4 | 29 | 4 | 4 | 5 | 4  | 17 | 4 | 4 | 4 | 4  | 16 |
| 87 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 5 | 4 | 4 | 3  | 16 | 3 | 3 | 3 | 3  | 12 |
| 88 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 5 | 4 | 4  | 17 | 3 | 5 | 4 | 4  | 16 |
| 89 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 5 | 4 | 4 | 5 | 26 | 4 | 4 | 4 | 3  | 15 | 4 | 4 | 3 | 3  | 14 |
| 90 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 5 | 4  | 17 | 4 | 3 | 3 | 3  | 13 |
| 91 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4 | 4 | 4 | 4  | 16 | 4 | 4 | 4 | 4  | 16 |
| 92 | 5 | 4 | 4 | 4 | 5 | 22 | 4 | 5 | 4 | 5 | 4 | 5 | 27 | 4 | 4 | 4 | 4  | 16 | 4 | 5 | 5 | 5  | 19 |
| 93 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 5 | 4 | 4 | 4 | 4 | 25 | 4 | 4 | 4 | 4  | 16 | 4 | 4 | 4 | 4  | 16 |
| 94 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 5 | 4 | 4 | 5 | 26 | 4 | 4 | 4 | 4  | 16 | 4 | 3 | 3 | 3  | 13 |
| 95 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 5 | 5 | 5 | 5 | 5 | 29 | 5 | 4 | 4 | 3  | 16 | 3 | 3 | 3 | 3  | 12 |

|     |   |   |   |   |   |        |   |   |   |   |   |   |        |   |   |   |   |        |   |   |   |   |        |
|-----|---|---|---|---|---|--------|---|---|---|---|---|---|--------|---|---|---|---|--------|---|---|---|---|--------|
| 96  | 4 | 5 | 4 | 5 | 5 | 2<br>3 | 4 | 5 | 5 | 4 | 4 | 4 | 2<br>6 | 4 | 4 | 4 | 4 | 1<br>6 | 4 | 3 | 4 | 5 | 1<br>6 |
| 97  | 4 | 5 | 5 | 5 | 5 | 2<br>4 | 4 | 4 | 4 | 5 | 5 | 4 | 2<br>6 | 4 | 4 | 5 | 5 | 1<br>8 | 4 | 4 | 3 | 3 | 1<br>4 |
| 98  | 4 | 4 | 5 | 5 | 4 | 2<br>2 | 4 | 3 | 4 | 5 | 5 | 5 | 2<br>6 | 4 | 4 | 4 | 4 | 1<br>6 | 4 | 5 | 4 | 4 | 1<br>7 |
| 99  | 4 | 4 | 4 | 4 | 5 | 2<br>1 | 4 | 4 | 5 | 4 | 4 | 4 | 2<br>5 | 4 | 5 | 4 | 4 | 1<br>7 | 4 | 3 | 3 | 3 | 1<br>3 |
| 100 | 4 | 4 | 5 | 5 | 5 | 2<br>3 | 4 | 4 | 5 | 4 | 3 | 4 | 2<br>4 | 4 | 5 | 4 | 4 | 1<br>7 | 3 | 3 | 4 | 3 | 1<br>3 |





## DESKRIPSI VARIABEL

### Descriptive Statistics

|  | N         | Minimum   | Maximum   | Mean      |            | Std. Deviation |
|--|-----------|-----------|-----------|-----------|------------|----------------|
|  | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic      |
| Reliability (kehandalan)                   | 100       | 3.00      | 5.00      | 4.3000    | .05774     | .57735         |
| Responsiveness (daya tanggap)              | 100       | 3.00      | 5.00      | 4.3000    | .05774     | .57735         |
| Assurance (jaminan)                        | 100       | 3.00      | 5.00      | 4.2700    | .06645     | .66447         |
| Empathy (empati)                           | 100       | 3.00      | 5.00      | 4.3200    | .06010     | .60101         |
| Tangibles (produk - produk fisik)          | 100       | 3.00      | 5.00      | 4.4000    | .06030     | .60302         |
| Performance (kinerja)                      | 100       | 3.00      | 5.00      | 4.1700    | .06204     | .62044         |
| Reliabilitas (keandalan)                   | 100       | 3.00      | 5.00      | 4.2100    | .06243     | .62434         |
| Durability (daya tahan)                    | 100       | 3.00      | 5.00      | 4.2800    | .06526     | .65258         |
| Feature (fitur)                            | 100       | 3.00      | 5.00      | 4.0900    | .06831     | .68306         |
| Konsisten                                  | 100       | 2.00      | 5.00      | 4.2400    | .06834     | .68343         |
| Desain                                     | 100       | 3.00      | 5.00      | 4.1800    | .06257     | .62571         |
| Citra Pembuat                              | 100       | 3.00      | 5.00      | 4.2500    | .06416     | .64157         |
| Citra Produk                               | 100       | 3.00      | 5.00      | 4.3300    | .06365     | .63652         |
| Citra Pemakai                              | 100       | 2.00      | 5.00      | 3.7000    | .07588     | .75879         |
| Affective Loyalty (Kontinyu)               | 100       | 3.00      | 5.00      | 3.7300    | .06491     | .64909         |
| Action loyalty (Pembelian berulang)        | 100       | 1.00      | 5.00      | 3.4900    | .09045     | .90448         |
| Advocator loyalty (Memberikan rekomendasi) | 100       | 3.00      | 5.00      | 3.6300    | .06460     | .64597         |
| Conative loyalty (Komitmen untuk loyal)    | 100       | 1.00      | 5.00      | 3.4600    | .07709     | .77094         |
| Valid N (listwise)                         | 100       |           |           |           |            |                |

## UJI VALIDITAS

### 1. Variabel Kualitas Pelayanan (X1)

**Correlations**

|          |                     | X1.1   | X1.2   | X1.3   | X1.4   | X1.5   | Total_X1 |
|----------|---------------------|--------|--------|--------|--------|--------|----------|
| X1.1     | Pearson Correlation | 1      | .697** | .392** | .390** | .551** | .787**   |
|          | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| X1.2     | Pearson Correlation | .697** | 1      | .419** | .332** | .551** | .779**   |
|          | Sig. (2-tailed)     | .000   |        | .000   | .001   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| X1.3     | Pearson Correlation | .392** | .419** | 1      | .414** | .434** | .715**   |
|          | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| X1.4     | Pearson Correlation | .390** | .332** | .414** | 1      | .563** | .711**   |
|          | Sig. (2-tailed)     | .000   | .001   | .000   |        | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| X1.5     | Pearson Correlation | .551** | .551** | .434** | .563** | 1      | .812**   |
|          | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| Total_X1 | Pearson Correlation | .787** | .779** | .715** | .711** | .812** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |          |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |

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

## 2. Variabel Kualitas Produk (X2)

## Correlations

|          |                     | X2.1   | X2.2   | X2.3   | X2.4   | X2.5   | X2.6   | Total_X2 |
|----------|---------------------|--------|--------|--------|--------|--------|--------|----------|
| X2.1     | Pearson Correlation | 1      | .585** | .305** | .345** | .284** | .311** | .655**   |
|          | Sig. (2-tailed)     |        | .000   | .002   | .000   | .004   | .002   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| X2.2     | Pearson Correlation | .585** | 1      | .424** | .453** | .401** | .368** | .752**   |
|          | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| X2.3     | Pearson Correlation | .305** | .424** | 1      | .351** | .414** | .420** | .685**   |
|          | Sig. (2-tailed)     | .002   | .000   |        | .000   | .000   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| X2.4     | Pearson Correlation | .345** | .453** | .351** | 1      | .516** | .505** | .752**   |
|          | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| X2.5     | Pearson Correlation | .284** | .401** | .414** | .516** | 1      | .394** | .716**   |
|          | Sig. (2-tailed)     | .004   | .000   | .000   | .000   |        | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| X2.6     | Pearson Correlation | .311** | .368** | .420** | .505** | .394** | 1      | .701**   |
|          | Sig. (2-tailed)     | .002   | .000   | .000   | .000   | .000   |        | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| Total_X2 | Pearson Correlation | .655** | .752** | .685** | .752** | .716** | .701** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   |          |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100      |

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

3. Variabel *Brand Image* (X3)

Correlations

|          |                     | X3.1   | X3.2   | X3.3   | X3.4   | Total_X3 |
|----------|---------------------|--------|--------|--------|--------|----------|
| X3.1     | Pearson Correlation | 1      | .341** | .365** | .156   | .627**   |
|          | Sig. (2-tailed)     |        | .001   | .000   | .122   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100      |
| X3.2     | Pearson Correlation | .365** | .484** | 1      | .353** | .750**   |
|          | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100      |
| X3.3     | Pearson Correlation | .156   | .469** | .353** | 1      | .717**   |
|          | Sig. (2-tailed)     | .122   | .000   | .000   |        | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100      |
| Total_X3 | Pearson Correlation | .627** | .790** | .750** | .717** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |          |
|          | N                   | 100    | 100    | 100    | 100    | 100      |

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

4. Variabel *Loyalitas Pelanggan* (Y).

Correlations

|         |                     | Y.1    | Y.2    | Y.3    | Y.4    | Total_Y |
|---------|---------------------|--------|--------|--------|--------|---------|
| Y.1     | Pearson Correlation | 1      | .469** | .458** | .271** | .665**  |
|         | Sig. (2-tailed)     |        | .000   | .000   | .006   | .000    |
|         | N                   | 100    | 100    | 100    | 100    | 100     |
| Y.2     | Pearson Correlation | .469** | 1      | .590** | .615** | .870**  |
|         | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000    |
|         | N                   | 100    | 100    | 100    | 100    | 100     |
| Y.3     | Pearson Correlation | .458** | .590** | 1      | .629** | .827**  |
|         | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000    |
|         | N                   | 100    | 100    | 100    | 100    | 100     |
| Y.4     | Pearson Correlation | .271** | .615** | .629** | 1      | .805**  |
|         | Sig. (2-tailed)     | .006   | .000   | .000   |        | .000    |
|         | N                   | 100    | 100    | 100    | 100    | 100     |
| Total_Y | Pearson Correlation | .665** | .870** | .827** | .805** | 1       |
|         | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |         |
|         | N                   | 100    | 100    | 100    | 100    | 100     |

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

**UJI RELIABILITAS**

## 1. Variabel Kualitas Pelayanan (X1)

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .816             | 5          |

## 2. Variabel Kualitas Produk (X2)

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .803             | 6          |

3. Variabel *Brand Image* (X3)

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .688             | 4          |

## 4. Variabel Loyalitas Pelanggan (Y)

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .800             | 4          |

## UJI ASUMSI KLASIK

### 1. Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 100                     |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | 2.05758683              |
| Most Extreme Differences         | Absolute       | .082                    |
|                                  | Positive       | .046                    |
|                                  | Negative       | -.082                   |
| Test Statistic                   |                | .082                    |
| Asymp. Sig. (2-tailed)           |                | .090 <sup>c</sup>       |

- a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction.

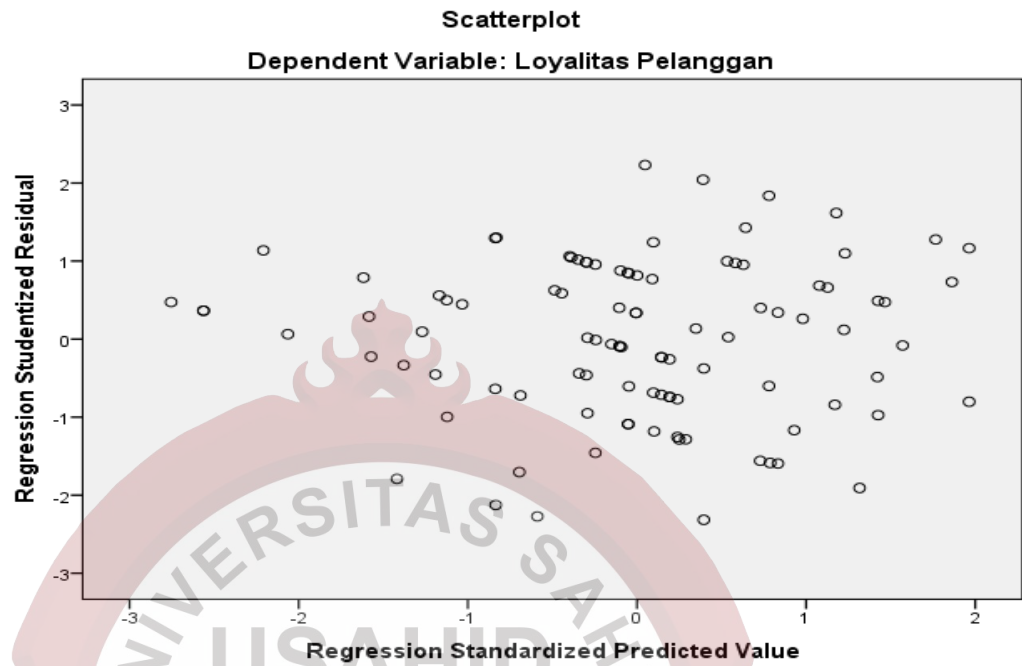
### 2. Uji Multikolinieritas

**Coefficients<sup>a</sup>**

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                    | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant)         | 3.256                       | 2.279      |                           | 1.429 | .156 |                         |       |
|       | Kualitas Pelayanan | -.113                       | .121       | -.110                     | -.935 | .352 | .571                    | 1.752 |
|       | Kualitas Produk    | .347                        | .101       | .405                      | 3.422 | .001 | .561                    | 1.784 |
|       | Brand Image        | .289                        | .131       | .236                      | 2.206 | .030 | .686                    | 1.458 |

a. Dependent Variable: Loyalitas Pelanggan

## 3. Uji Heteroskedastisitas

**UJI HIPOTESIS**

## 1. Analisis regresi linier berganda

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant) | 3.256                       | 2.279      |                           | 1.429 | .156 |                         |       |
|       | X1         | -.113                       | .121       | -.110                     | -.935 | .352 | .571                    | 1.752 |
|       | X2         | .347                        | .101       | .405                      | 3.422 | .001 | .561                    | 1.784 |
|       | X3         | .289                        | .131       | .236                      | 2.206 | .030 | .686                    | 1.458 |

a. Dependent Variable: Y

## 2. Uji F

ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 138.257        | 3  | 46.086      | 10.556 | .000 <sup>b</sup> |
|       | Residual   | 419.133        | 96 | 4.366       |        |                   |
|       | Total      | 557.390        | 99 |             |        |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

## 3. Uji T

Coefficients<sup>a</sup>

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant) | 3.256                       | 2.279      |                           | 1.429 | .156 |                         |       |
|       | X1         | -.113                       | .121       | -.110                     | -.935 | .352 | .571                    | 1.752 |
|       | X2         | .347                        | .101       | .405                      | 3.422 | .001 | .561                    | 1.784 |
|       | X3         | .289                        | .131       | .236                      | 2.206 | .030 | .686                    | 1.458 |

a. Dependent Variable: Y

## 4. Koefisien determinasi

Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .498 <sup>a</sup> | .248     | .225              | 2.089                      |

a. Predictors: (Constant), X3, X1, X2

**DISTRIBUSI NILAI  $r_{\text{tabel}}$  SIGNIFIKANSI 5% dan 1%**

| N  | The Level of Significance |       | N    | The Level of Significance |       |
|----|---------------------------|-------|------|---------------------------|-------|
|    | 5%                        | 1%    |      | 5%                        | 1%    |
| 3  | 0.997                     | 0.999 | 38   | 0.320                     | 0.413 |
| 4  | 0.950                     | 0.990 | 39   | 0.316                     | 0.408 |
| 5  | 0.878                     | 0.959 | 40   | 0.312                     | 0.403 |
| 6  | 0.811                     | 0.917 | 41   | 0.308                     | 0.398 |
| 7  | 0.754                     | 0.874 | 42   | 0.304                     | 0.393 |
| 8  | 0.707                     | 0.834 | 43   | 0.301                     | 0.389 |
| 9  | 0.666                     | 0.798 | 44   | 0.297                     | 0.384 |
| 10 | 0.632                     | 0.765 | 45   | 0.294                     | 0.380 |
| 11 | 0.602                     | 0.735 | 46   | 0.291                     | 0.376 |
| 12 | 0.576                     | 0.708 | 47   | 0.288                     | 0.372 |
| 13 | 0.553                     | 0.684 | 48   | 0.284                     | 0.368 |
| 14 | 0.532                     | 0.661 | 49   | 0.281                     | 0.364 |
| 15 | 0.514                     | 0.641 | 50   | 0.279                     | 0.361 |
| 16 | 0.497                     | 0.623 | 55   | 0.266                     | 0.345 |
| 17 | 0.482                     | 0.606 | 60   | 0.254                     | 0.330 |
| 18 | 0.468                     | 0.590 | 65   | 0.244                     | 0.317 |
| 19 | 0.456                     | 0.575 | 70   | 0.235                     | 0.306 |
| 20 | 0.444                     | 0.561 | 75   | 0.227                     | 0.296 |
| 21 | 0.433                     | 0.549 | 80   | 0.220                     | 0.286 |
| 22 | 0.432                     | 0.537 | 85   | 0.213                     | 0.278 |
| 23 | 0.413                     | 0.526 | 90   | 0.207                     | 0.267 |
| 24 | 0.404                     | 0.515 | 95   | 0.202                     | 0.263 |
| 25 | 0.396                     | 0.505 | 100  | 0.195                     | 0.256 |
| 26 | 0.388                     | 0.496 | 125  | 0.176                     | 0.230 |
| 27 | 0.381                     | 0.487 | 150  | 0.159                     | 0.210 |
| 28 | 0.374                     | 0.478 | 175  | 0.148                     | 0.194 |
| 29 | 0.367                     | 0.470 | 200  | 0.138                     | 0.181 |
| 30 | <b>0.361</b>              | 0.463 | 300  | 0.113                     | 0.148 |
| 31 | 0.355                     | 0.456 | 400  | 0.098                     | 0.128 |
| 32 | 0.349                     | 0.449 | 500  | 0.088                     | 0.115 |
| 33 | 0.344                     | 0.442 | 600  | 0.080                     | 0.105 |
| 34 | 0.339                     | 0.436 | 700  | 0.074                     | 0.097 |
| 35 | 0.334                     | 0.430 | 800  | 0.070                     | 0.091 |
| 36 | 0.329                     | 0.424 | 900  | 0.065                     | 0.086 |
| 37 | 0.325                     | 0.418 | 1000 | 0.062                     | 0.081 |

Sumber : Eka Nur Kamilah, 2015





**LAMPIRAN V**  
**SURAT KETERANGAN PENELITIAN**



## SURAT KETERANGAN PENELITIAN

No: 142.209/gnp/24 Mei/2023

Bersama surat ini kami menerangkan bahwa Penelitian Mahasiswa di CV Ganep Lintas Generasi dengan data mahasiswa Prodi Administrasi Bisnis Universitas Sahid Surakarta sebagai berikut:

Nama : Devon Ragata Indra Asmara

NIM : 2018081003

Judul Skripsi : Pengaruh Kualitas Pelayanan, Kualitas Produk dan *Brand Image* Terhadap Loyalitas Pelanggan Toko Roti Ganep Di Kota Surakarta

Telah melaksanakan Penelitian yang dilaksanakan mulai tanggal 13 September 2022

Demikian surat keterangan kami sampaikan, semoga dapat dipergunakan sebagai mana mestinya.

Atas perhatian dan kerjasamanya kami ucapkan terima kasih.

Surakarta 24 Mei 2023

Dengan Hormat

  
Yogi Huda S  
HRD Manager

