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Lampiran 1

KUESIONER

Pengaruh Kualitas Produk Dan Pelayanan Terhadap Minat Beli

Ikan laut Di Tempat Penampungan Ikan (TPI)

Aceh Timur

No.Responden:.....

Dengan hormat,

Saya Chairul Umam, NPM.138320041 mahasiswa fakultas ekonomi program studi manajemen universitas medan area dalam rangka menyelesaikan program S1 Manajemen universitas medan area melakukan penelitian mengenai "Pengaruh Kualitas Produk Dan Pelayanan Terhadap Minat Beli Ikan laut Di Tempat Penampungan Ikan laut Aceh Timur "

Penelitian ini diharapkan memberikan hasil yang bermanfaat, oleh karena itu dimohon kesediaan Saudara/i untuk mengisi atau menjawab kuesioner ini dengan sebenarnya. Jawaban yang anda berikan akan dijamin kerahasiaannya dan hanya digunakan untuk kepentingan penelitian skripsi.

Atas kesediaan Saudara/i dalam mengisi kuesioner, saya ucapkan terimakasih.

A. Petunjuk pengisian angket:

1. Berikanlah jawaban singkatan padabagian pertanyaan identitas responden
Yang membutuhkan jawaban tertulis saudara/i
2. Berikanlah tanda checklist(√) pada kolom yang saudara/i anggap Setuju dengan jawaban pada saudara/i. Adapun makna tanda tersebut adalah.
 - a. STS : Sangat tidak setuju : skor 1
 - b. TS : Tidak setuju : skor 2
 - c. R : Ragu-ragu : skor 3
 - d. S : Setuju : skor 4
 - e. SS : Sangat setuju : skor 5

A. Identitas Responden

Nama :
Jenis kelamin :
Status :
Umur :

Kualitas Produk (X₁)

No.	Pernyataan	Opsi				
		STS	TS	R	S	SS
1.	Menurut saya harga yang ditawarkan oleh TPI sudah sesuai dengan kualitasnya.					
2.	Saya menjadi pelanggan TPI karena mempunyai kelebihan menyediakan ikan laut yang baik.					
3.	Keuntungan membeli di TPI sangat memuaskan keinginan.					
4.	Menurut saya ikan yang disediakan sesuai dengan harapan pelanggan.					
5.	Keuntungan sangat besar membeli di TPI karena ikan laut yang disediakan sangat segar.					
6.	Produk yang disediakan oleh TPI sangat lengkap.					
7.	Harga yang dibayarkan ke TPI sangat sesuai dengan harga pasar.					
8.	Transaksi yang dilakukan TPI sangat cepat dan tepat sehingga menarik perhatian pelanggan.					

Pelayanan (X₂)

No.	Pernyataan	Opsi				
		STS	TS	R	S	SS
1.	Tempat yang disediakan TPI sangat nyaman.					
2.	Kemampuan karyawan dalam melayani sangat cepat dan tepat.					

3.	Karyawan TPI dalam menanggapi keinginan pelanggan diselesaikan dengan baik.					
4.	TPI memenuhi pesanan yang diinginkan pelanggan dengan tepat yang dipesan.					
5.	Perhatian yang diberikan TPI dan karyawan untuk memahami keinginan pelanggan di penuhi dengan baik.					
6.	Karyawan menggunakan seragam dan penampilan yang menarik.					

Minat Beli (Y)

No.	Pernyataan	Opsi				
		STS	TS	R	S	SS
1.	Saya merasa puas dan ingin menjadi pelanggan TPI.					
2.	Saya akan merekomendasikan TPI ke teman dan keluarga.					
3.	Saya akan kembali lagi ke TPI dengan mengajak Teman Kerja saya.					
4.	Saya tidak tertarik ke TPI lain selain di TPI aceh timur.					
5.	Saya merasa senang telah menjadi pelanggan TPI aceh timur karena sangat memberikan sesuai keinginan.					
6.	Saya merasa puas dengan ketersediaan TPI dalam menyediakan ikan laut.					

Komentaran Saran:

*****TERIMAKASIH ATAS PARTISIPASI SAUDARA/I *****



LAMPIRAN II

HASIL JAWABAN RESPONDEN

No	Kualitas Produk								Pelayanan									Minat Beli				
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22
1	4	4	4	4	4	4	4	4	1	4	4	4	4	1	4	4	4	4	4	4	4	4
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LAMPIRAN III

1. Kualitas Produk (X1)

Uji Validitas

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	Total_K P
KP1	Pearson Correlation	1	,446**	,370**	-,046	,201	-,088	,029	-,085	,419**
	Sig. (2-tailed)		,000	,000	,674	,064	,421	,793	,439	,000
	N	85	85	85	85	85	85	85	85	85
KP2	Pearson Correlation	,446**	1	,445**	,201	,230	,092	,183	-,007	,577**
	Sig. (2-tailed)	,000		,000	,065	,034	,401	,093	,953	,000
	N	85	85	85	85	85	85	85	85	85
KP3	Pearson Correlation	,370**	,445**	1	,315**	,149	,164	,213	,069	,643**
	Sig. (2-tailed)	,000	,000		,003	,174	,134	,050	,529	,000
	N	85	85	85	85	85	85	85	85	85
KP4	Pearson Correlation	-,046	,201	,315**	1	,064	,258	,294**	,186	,545**
	Sig. (2-tailed)	,674	,065	,003		,559	,017	,006	,088	,000
	N	85	85	85	85	85	85	85	85	85
KP5	Pearson Correlation	,201	,230	,149	,064	1	-,248	-,096	,010	,220
	Sig. (2-tailed)	,064	,034	,174	,559		,022	,380	,930	,043
	N	85	85	85	85	85	85	85	85	85
KP6	Pearson Correlation	-,088	,092	,164	,258	-,248	1	,486**	,360	,584**
	Sig. (2-tailed)	,421	,401	,134	,017	,022		,000	,001	,000
	N	85	85	85	85	85	85	85	85	85
KP7	Pearson Correlation	,029	,183	,213	,294**	-,096	,486**	1	,255	,583**
	Sig. (2-tailed)	,793	,093	,050	,006	,380	,000		,019	,000
	N	85	85	85	85	85	85	85	85	85
KP8	Pearson Correlation	-,085	-,007	,069	,186	,010	,360	,255	1	,500**
	Sig. (2-tailed)	,439	,953	,529	,088	,930	,001	,019		,000
	N	85	85	85	85	85	85	85	85	85
Total_K P	Pearson Correlation	,419**	,577**	,643**	,545**	,220	,584**	,583**	,500**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,043	,000	,000	,000	
	N	85	85	85	85	85	85	85	85	85

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

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

Case Processing Summary

		N	%
Cases	Valid	85	100,0
	Excluded ^a	0	,0
	Total	85	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,590	,602	8

Item Statistics

	Mean	Std. Deviation	N
KP1	3,48	,946	85
KP2	3,65	,719	85
KP3	3,80	,856	85
KP4	3,64	,829	85
KP5	4,38	,597	85
KP6	3,52	1,171	85
KP7	3,76	,718	85
KP8	3,95	1,045	85

Inter-Item Correlation Matrix

	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8
KP1	1,000	,446	,370	-,046	,201	-,088	,029	-,085
KP2	,446	1,000	,445	,201	,230	,092	,183	-,007
KP3	,370	,445	1,000	,315	,149	,164	,213	,069
KP4	-,046	,201	,315	1,000	,064	,258	,294	,186
KP5	,201	,230	,149	,064	1,000	-,248	-,096	,010
KP6	-,088	,092	,164	,258	-,248	1,000	,486	,360
KP7	,029	,183	,213	,294	-,096	,486	1,000	,255
KP8	-,085	-,007	,069	,186	,010	,360	,255	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP1	26,69	10,810	,167	,293	,598
KP2	26,53	10,300	,417	,332	,526
KP3	26,38	9,547	,465	,317	,502
KP4	26,54	10,204	,350	,210	,540
KP5	25,80	12,162	,054	,157	,609
KP6	26,66	9,227	,301	,365	,560
KP7	26,41	10,269	,426	,289	,524
KP8	26,22	10,104	,232	,163	,581

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30,18	12,742	3,570	8

2. KUALITAS PELAYANAN (X2)

Uji Validitas

Correlations

		P1	P2	P3	P4	P5	P6	PTotal
P1	Pearson Correlation	1	,357**	,172	-,098	,049	,257	,478**
	Sig. (2-tailed)		,001	,116	,374	,653	,017	,000
	N	85	85	85	85	85	85	85
P2	Pearson Correlation	,357**	1	,071	,153	,088	,156	,467**
	Sig. (2-tailed)	,001		,516	,163	,423	,155	,000
	N	85	85	85	85	85	85	85
P3	Pearson Correlation	,172	,071	1	,276*	,284**	,088	,507**
	Sig. (2-tailed)	,116	,516		,011	,008	,425	,000
	N	85	85	85	85	85	85	85
P4	Pearson Correlation	-,098	,153	,276*	1	,434**	,281	,558**
	Sig. (2-tailed)	,374	,163	,011		,000	,009	,000
	N	85	85	85	85	85	85	85
P5	Pearson Correlation	,049	,088	,284**	,434**	1	,328**	,596**
	Sig. (2-tailed)	,653	,423	,008	,000		,002	,000
	N	85	85	85	85	85	85	85
P6	Pearson Correlation	,257	,156	,088	,281	,328**	1	,575**
	Sig. (2-tailed)	,017	,155	,425	,009	,002		,000
	N	85	85	85	85	85	85	85
PTotal	Pearson Correlation	,478**	,467**	,507**	,558**	,596**	,575**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	85	85	85	85	85	85	85

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

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

Case Processing Summary

		N	%
Cases	Valid	85	100,0
	Excluded ^a	0	,0
	Total	85	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,684	,684	6

Item Statistics

	Mean	Std. Deviation	N
P1	3,49	,854	85
P2	3,46	,810	85
P3	3,59	,835	85
P4	3,74	,875	85
P5	3,40	,902	85
P6	4,24	,684	85

Inter-Item Correlation Matrix

	P2	P2	P3	P4	P5	P6
P1	1,000	,357	,172	-,098	,049	,186
P2	,357	1,000	,071	,153	,088	-,004
P2	,172	,071	1,000	,276	,284	,151
P3	-,098	,153	,276	1,000	,434	,202
P4	,049	,088	,284	,434	1,000	,347
P5	,257	,156	,088	,281	,328	,190
P6	,186	-,004	,151	,202	,347	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
P1	25,79	11,717	,252	,285	,683
P2	25,82	11,957	,233	,189	,685
P3	25,69	11,286	,345	,200	,661
P4	25,54	10,966	,378	,305	,654
P5	25,88	10,224	,499	,337	,622
P6	25,05	11,522	,416	,365	,648

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29,28	13,919	3,731	6

3. MINAT BELI (Y)

Uji Validitas

Correlations

		ML1	ML2	ML3	ML4	ML5	ML6	MLTotal
ML1	Pearson Correlation	1	,218*	,101	,298**	-,075	,140	,514**
	Sig. (2-tailed)		,045	,357	,006	,493	,200	,000
	N	85	85	85	85	85	85	85
ML2	Pearson Correlation	,218*	1	,401**	,321**	,004	,289**	,647**
	Sig. (2-tailed)	,045		,000	,003	,973	,007	,000
	N	85	85	85	85	85	85	85
ML3	Pearson Correlation	,101	,401**	1	,228	,343**	,336**	,679**
	Sig. (2-tailed)	,357	,000		,035	,001	,002	,000
	N	85	85	85	85	85	85	85
ML4	Pearson Correlation	,298**	,321**	,228	1	,033	,064	,604**
	Sig. (2-tailed)	,006	,003	,035		,761	,563	,000
	N	85	85	85	85	85	85	85
ML5	Pearson Correlation	-,075	,004	,343**	,033	1	,235	,421**
	Sig. (2-tailed)	,493	,973	,001	,761		,030	,000
	N	85	85	85	85	85	85	85
ML6	Pearson Correlation	,140	,289**	,336**	,064	,235	1	,574**
	Sig. (2-tailed)	,200	,007	,002	,563	,030		,000
	N	85	85	85	85	85	85	85
MLTotal	Pearson Correlation	,514**	,647**	,679**	,604**	,421**	,574**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	85	85	85	85	85	85	85

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

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

Case Processing Summary

		N	%
Cases	Valid	85	100,0
	Excluded ^a	0	,0
	Total	85	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,588	,594	6

Item Statistics

	Mean	Std. Deviation	N
ML1	3,59	,835	85
ML2	3,36	,769	85
ML3	3,84	,738	85
ML4	3,62	,899	85
ML5	4,06	,746	85
ML6	4,24	,734	85

Inter-Item Correlation Matrix

	ML1	ML2	ML3	ML4	ML5	ML6
ML1	1,000	,218	,101	,298	-,075	,140
ML2	,218	1,000	,401	,321	,004	,289
ML3	,101	,401	1,000	,228	,343	,336
ML4	,298	,321	,228	1,000	,033	,064
ML5	-,075	,004	,343	,033	1,000	,235
ML6	,140	,289	,336	,064	,235	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ML1	19,12	5,700	,234	,126	,583
ML2	19,34	5,227	,429	,274	,498
ML3	18,87	5,162	,484	,310	,477
ML4	19,08	5,196	,323	,176	,545
ML5	18,65	6,183	,159	,173	,607
ML6	18,47	5,585	,347	,181	,534

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22,71	7,329	2,707	6

LAMPIRAN IV

A. Uji Validitas dan Reliabilitas
Kualitas Produk (X1)

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	Total_K P
KP1	Pearson Correlation	1	,446**	,370**	-,046	,201	-,088	,029	-,085	,419**
	Sig. (2-tailed)		,000	,000	,674	,064	,421	,793	,439	,000
	N	85	85	85	85	85	85	85	85	85
KP2	Pearson Correlation	,446**	1	,445**	,201	,230	,092	,183	-,007	,577**
	Sig. (2-tailed)	,000		,000	,065	,034	,401	,093	,953	,000
	N	85	85	85	85	85	85	85	85	85
KP3	Pearson Correlation	,370**	,445**	1	,315**	,149	,164	,213	,069	,643**
	Sig. (2-tailed)	,000	,000		,003	,174	,134	,050	,529	,000
	N	85	85	85	85	85	85	85	85	85
KP4	Pearson Correlation	-,046	,201	,315**	1	,064	,258	,294*	,186	,545**
	Sig. (2-tailed)	,674	,065	,003		,559	,017	,006	,088	,000
	N	85	85	85	85	85	85	85	85	85
KP5	Pearson Correlation	,201	,230	,149	,064	1	-,248	-,096	,010	,220
	Sig. (2-tailed)	,064	,034	,174	,559		,022	,380	,930	,043
	N	85	85	85	85	85	85	85	85	85
KP6	Pearson Correlation	-,088	,092	,164	,258	-,248	1	,486**	,360*	,584**
	Sig. (2-tailed)	,421	,401	,134	,017	,022		,000	,001	,000
	N	85	85	85	85	85	85	85	85	85
KP7	Pearson Correlation	,029	,183	,213	,294*	-,096	,486**	1	,255	,583**
	Sig. (2-tailed)	,793	,093	,050	,006	,380	,000		,019	,000
	N	85	85	85	85	85	85	85	85	85
KP8	Pearson Correlation	-,085	-,007	,069	,186	,010	,360*	,255	1	,500**
	Sig. (2-tailed)	,439	,953	,529	,088	,930	,001	,019		,000
	N	85	85	85	85	85	85	85	85	85
Total_K P	Pearson Correlation	,419**	,577**	,643**	,545**	,220	,584**	,583**	,500**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,043	,000	,000	,000	
	N	85	85	85	85	85	85	85	85	85

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

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

Case Processing Summary

		N	%
Cases	Valid	85	100,0
	Excluded ^a	0	,0
	Total	85	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,590	,602	8

Item Statistics

	Mean	Std. Deviation	N
KP1	3,48	,946	85
KP2	3,65	,719	85
KP3	3,80	,856	85
KP4	3,64	,829	85
KP5	4,38	,597	85
KP6	3,52	1,171	85
KP7	3,76	,718	85
KP8	3,95	1,045	85

Inter-Item Correlation Matrix

	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8
KP1	1,000	,446	,370	-,046	,201	-,088	,029	-,085
KP2	,446	1,000	,445	,201	,230	,092	,183	-,007
KP3	,370	,445	1,000	,315	,149	,164	,213	,069
KP4	-,046	,201	,315	1,000	,064	,258	,294	,186
KP5	,201	,230	,149	,064	1,000	-,248	-,096	,010
KP6	-,088	,092	,164	,258	-,248	1,000	,486	,360
KP7	,029	,183	,213	,294	-,096	,486	1,000	,255
KP8	-,085	-,007	,069	,186	,010	,360	,255	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP1	26,69	10,810	,167	,293	,598
KP2	26,53	10,300	,417	,332	,526
KP3	26,38	9,547	,465	,317	,502
KP4	26,54	10,204	,350	,210	,540
KP5	25,80	12,162	,054	,157	,609
KP6	26,66	9,227	,301	,365	,560
KP7	26,41	10,269	,426	,289	,524
KP8	26,22	10,104	,232	,163	,581

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30,18	12,742	3,570	8

Pelayanan (X2)

Correlations

		P1	P2	P3	P4	P5	P6	PTotal
P1	Pearson Correlation	1	,357**	,172	-,098	,049	,186	,478**
	Sig. (2-tailed)		,001	,116	,374	,653	,089	,000
	N	85	85	85	85	85	85	85
P2	Pearson Correlation	,357**	1	,071	,153	,088	-,004	,467**
	Sig. (2-tailed)	,001		,516	,163	,423	,973	,000
	N	85	85	85	85	85	85	85
P3	Pearson Correlation	,172	,071	1	,276	,284	,151	,507**
	Sig. (2-tailed)	,116	,516		,011	,008	,168	,000
	N	85	85	85	85	85	85	85
P4	Pearson Correlation	-,098	,153	,276	1	,434**	,202	,558**
	Sig. (2-tailed)	,374	,163	,011		,000	,063	,000
	N	85	85	85	85	85	85	85
P5	Pearson Correlation	,049	,088	,284	,434**	1	,347**	,596**
	Sig. (2-tailed)	,653	,423	,008	,000		,001	,000
	N	85	85	85	85	85	85	85
P6	Pearson Correlation	,186	-,004	,151	,202	,347**	1	,563**
	Sig. (2-tailed)	,089	,973	,168	,063	,001		,000
	N	85	85	85	85	85	85	85
PTotal	Pearson Correlation	,478**	,467**	,507**	,558**	,596**	,563**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	85	85	85	85	85	85	85

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

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

Case Processing Summary

		N	%
Cases	Valid	85	100,0
	Excluded ^a	0	,0
	Total	85	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,684	,684	6

Item Statistics

	Mean	Std. Deviation	N
P1	3,49	,854	85
P2	3,46	,810	85
P3	3,59	,835	85
P4	3,74	,875	85
P5	3,40	,902	85
P6	4,24	,684	85

Inter-Item Correlation Matrix

	P1	P2	P3	P4	P5	P6
P1	1,000	,357	,172	-,098	,049	,186
P2	,357	1,000	,071	,153	,088	-,004
P3	,172	,071	1,000	,276	,284	,151
P4	-,098	,153	,276	1,000	,434	,202
P5	,049	,088	,284	,434	1,000	,347
P6	,186	-,004	,151	,202	,347	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
P1	25,79	11,717	,252	,285	,683
P2	25,82	11,957	,233	,189	,685
P3	25,69	11,286	,345	,200	,661
P4	25,54	10,966	,378	,305	,654
P5	25,88	10,224	,499	,337	,622
P6	25,05	11,522	,416	,365	,648

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29,28	13,919	3,731	6

Minat Beli (Y)

Correlations

		ML1	ML2	ML3	ML4	ML5	ML6	MLTotal
ML1	Pearson Correlation	1	,218*	,101	,298*	-,075	,140	,514*
	Sig. (2-tailed)		,045	,357	,006	,493	,200	,000
	N	85	85	85	85	85	85	85
ML2	Pearson Correlation	,218*	1	,401**	,321*	,004	,289*	,647**
	Sig. (2-tailed)	,045		,000	,003	,973	,007	,000
	N	85	85	85	85	85	85	85
ML3	Pearson Correlation	,101	,401**	1	,228	,343**	,336**	,679**
	Sig. (2-tailed)	,357	,000		,035	,001	,002	,000
	N	85	85	85	85	85	85	85
ML4	Pearson Correlation	,298*	,321*	,228	1	,033	,064	,604*
	Sig. (2-tailed)	,006	,003	,035		,761	,563	,000
	N	85	85	85	85	85	85	85
ML5	Pearson Correlation	-,075	,004	,343**	,033	1	,235*	,421*
	Sig. (2-tailed)	,493	,973	,001	,761		,030	,000
	N	85	85	85	85	85	85	85
ML6	Pearson Correlation	,140	,289*	,336**	,064	,235*	1	,574*
	Sig. (2-tailed)	,200	,007	,002	,563	,030		,000
	N	85	85	85	85	85	85	85
MLTotal	Pearson Correlation	,514*	,647**	,679**	,604*	,421*	,574*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	85	85	85	85	85	85	85

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

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

Case Processing Summary

		N	%
Cases	Valid	85	100,0
	Excluded ^a	0	,0
	Total	85	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,588	,594	6

Item Statistics

	Mean	Std. Deviation	N
ML1	3,59	,835	85
ML2	3,36	,769	85
ML3	3,84	,738	85
ML4	3,62	,899	85
ML5	4,06	,746	85
ML6	4,24	,734	85

Inter-Item Correlation Matrix

	ML1	ML2	ML3	ML4	ML5	ML6
ML1	1,000	,218	,101	,298	-,075	,140
ML2	,218	1,000	,401	,321	,004	,289
ML3	,101	,401	1,000	,228	,343	,336
ML4	,298	,321	,228	1,000	,033	,064
ML5	-,075	,004	,343	,033	1,000	,235
ML6	,140	,289	,336	,064	,235	1,000

Item-Total Statistics

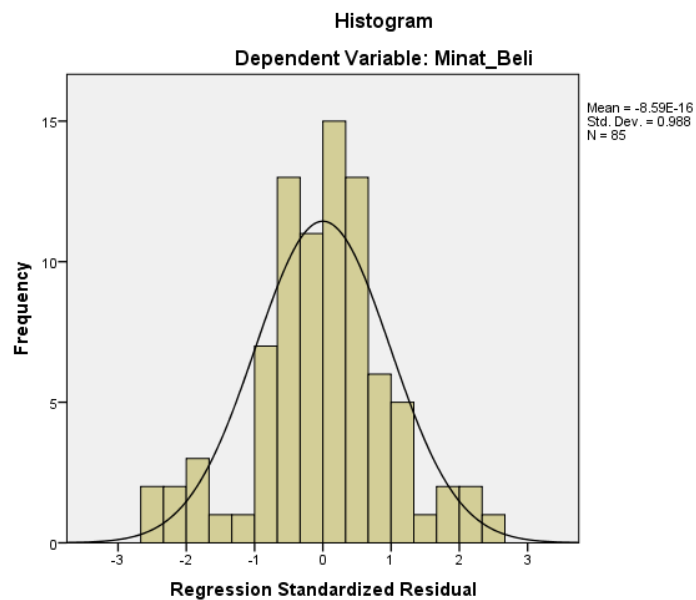
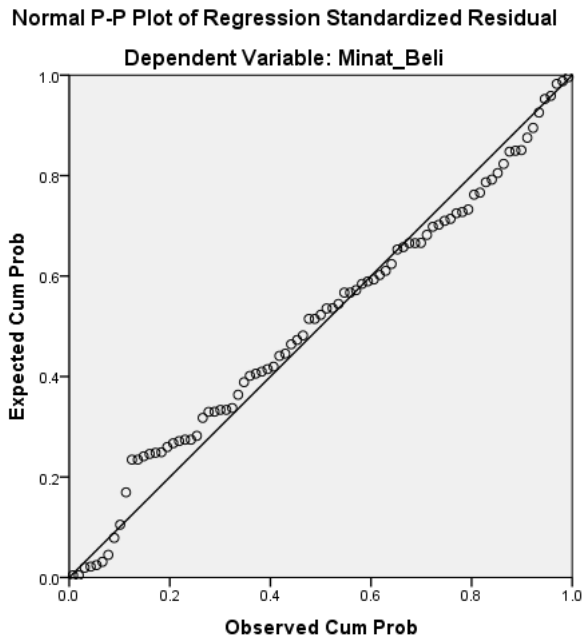
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ML1	19,12	5,700	,234	,126	,583
ML2	19,34	5,227	,429	,274	,498
ML3	18,87	5,162	,484	,310	,477
ML4	19,08	5,196	,323	,176	,545
ML5	18,65	6,183	,159	,173	,607
ML6	18,47	5,585	,347	,181	,534

Scale Statistics

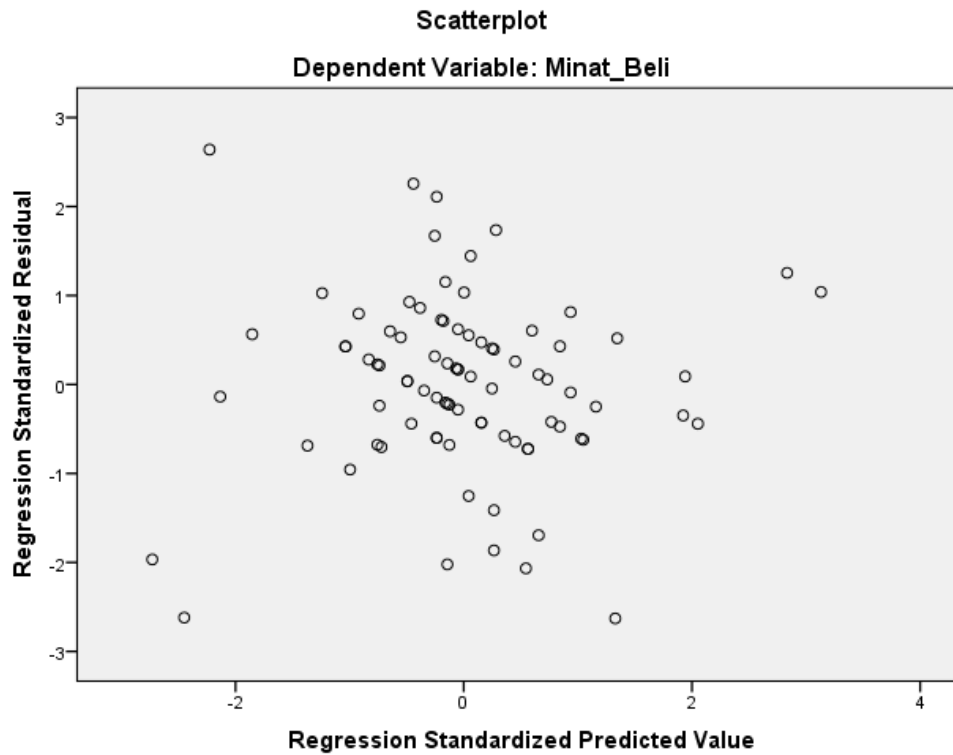
Mean	Variance	Std. Deviation	N of Items
22,71	7,329	2,707	6

B. UJI ASUMSI KLASIK

UJI NORMALITAS



UJI HETEROSKEDASTISITAS



UJI KOEFISIEN DETERMINASI (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,571 ^a	,326	,310	2,249

a. Predictors: (Constant), Kualitas Pelayanan, Harga

b. Dependent Variable: Loyalitas Konsumen

UJI PARSIAL (UJI T)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,550	2,312		3,699	,000
	Kualitas Produk	,180	,081	,238	2,239	,028
	Pelayanan	,298	,077	,410	3,863	,000

a. Dependent Variable: Minat Beli

UJI SIMULTAN (UJI F)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	200,901	2	100,451	19,860	,000 ^a
	Residual	414,746	82	5,058		
	Total	615,647	84			

a. Predictors: (Constant), Pelayanan, Kualitas Produk

b. Dependent Variable: Minat Beli

LAMPIRAN V

**1. Frekuensi Jawaban Responden
Frekuensi Variabel Kualitas Produk (X₁)**

Statistics

		Harga1	Harga2	Harga3	Harga4	Harga5	Harga6	Harga7	Harga8
N	Valid	85	85	85	85	85	85	85	85
	Missing	0	0	0	0	0	0	0	0
Mean		3,48	3,65	3,80	3,64	4,38	3,52	3,76	3,95
Median		4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00
Mode		4	4	4	4	4	4	4	5
Sum		296	310	323	309	372	299	320	336

Harga1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS(1)	3	3,5	3,5	3,5
	TS(2)	12	14,1	14,1	17,6
	RR(3)	17	20,0	20,0	37,6
	S(4)	47	55,3	55,3	92,9
	SS(5)	6	7,1	7,1	100,0
	Total	85	100,0	100,0	

Harga2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS(2)	8	9,4	9,4	9,4
	RR(3)	18	21,2	21,2	30,6
	S(4)	55	64,7	64,7	95,3
	SS(5)	4	4,7	4,7	100,0
	Total	85	100,0	100,0	

Harga3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS(1)	1	1,2	1,2	1,2
	TS(2)	6	7,1	7,1	8,2
	RR(3)	17	20,0	20,0	28,2
	S(4)	46	54,1	54,1	82,4
	SS(5)	15	17,6	17,6	100,0
	Total	85	100,0	100,0	

Harga4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS(2)	8	9,4	9,4	9,4
	RR(3)	26	30,6	30,6	40,0
	S(4)	40	47,1	47,1	87,1
	SS(5)	11	12,9	12,9	100,0
	Total	85	100,0	100,0	

Harga5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR(3)	5	5,9	5,9	5,9
	S(4)	43	50,6	50,6	56,5
	SS(5)	37	43,5	43,5	100,0
	Total	85	100,0	100,0	

Harga6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS(1)	8	9,4	9,4	9,4
	TS(2)	6	7,1	7,1	16,5
	RR(3)	22	25,9	25,9	42,4
	S(4)	32	37,6	37,6	80,0
	SS(5)	17	20,0	20,0	100,0
	Total	85	100,0	100,0	

Harga7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS(2)	1	1,2	1,2	1,2
	RR(3)	31	36,5	36,5	37,6
	S(4)	40	47,1	47,1	84,7
	SS(5)	13	15,3	15,3	100,0
	Total	85	100,0	100,0	

Harga8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS(1)	2	2,4	2,4	2,4
TS(2)	6	7,1	7,1	9,4
RR(3)	18	21,2	21,2	30,6
S(4)	27	31,8	31,8	62,4
SS(5)	32	37,6	37,6	100,0
Total	85	100,0	100,0	

2. Frekuensi Jawaban Responden Pelayanan (X₂)

Statistics

	Pelayanan1	Pelayanan2	Pelayanan3	Pelayanan4	Pelayanan5	Pelayanan6
N Valid	85	85	85	85	85	85
Missing	0	0	0	0	0	0
Mean	3,49	3,46	3,59	3,74	3,40	4,24
Median	4,00	3,00	4,00	4,00	3,00	4,00
Mode	4	4	4	4	4	4
Sum	297	294	305	318	289	360

Pelayanan1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS(1)	1	1,2	1,2	1,2
TS(2)	10	11,8	11,8	12,9
RR(3)	27	31,8	31,8	44,7
S(4)	40	47,1	47,1	91,8
SS(5)	7	8,2	8,2	100,0
Total	85	100,0	100,0	

Pelayanan2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS(2)	10	11,8	11,8	11,8
RR(3)	33	38,8	38,8	50,6
S(4)	35	41,2	41,2	91,8
SS(5)	7	8,2	8,2	100,0
Total	85	100,0	100,0	

Pelayanan3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS(2)	9	10,6	10,6	10,6
	RR(3)	27	31,8	31,8	42,4
	S(4)	39	45,9	45,9	88,2
	SS(5)	10	11,8	11,8	100,0
	Total	85	100,0	100,0	

Pelayanan4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS(1)	3	3,5	3,5	3,5
	TS(2)	2	2,4	2,4	5,9
	RR(3)	22	25,9	25,9	31,8
	S(4)	45	52,9	52,9	84,7
	SS(5)	13	15,3	15,3	100,0
	Total	85	100,0	100,0	

Pelayanan5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS(1)	4	4,7	4,7	4,7
	TS(2)	6	7,1	7,1	11,8
	RR(3)	33	38,8	38,8	50,6
	S(4)	36	42,4	42,4	92,9
	SS(5)	6	7,1	7,1	100,0
	Total	85	100,0	100,0	

Pelayanan6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS(2)	1	1,2	1,2	1,2
	RR(3)	9	10,6	10,6	11,8
	S(4)	44	51,8	51,8	63,5
	SS(5)	31	36,5	36,5	100,0
	Total	85	100,0	100,0	

3. Frekuensi Jawaban Responden Frekuensi Variabel Minat Beli (Y)

Statistics

		Loyalitas_Kons umen1	Loyalitas_Kons umen2	Loyalitas_Kons umen3	Loyalitas_Kons umen4	Loyalitas_Kons umen5	Loyalitas_Kons umen6
N	Valid	85	85	85	85	85	85
	Missing	0	0	0	0	0	0
Mean		3,59	3,36	3,84	3,62	4,06	4,24
Median		4,00	3,00	4,00	4,00	4,00	4,00
Mode		4	4	4	4	4	4
Sum		305	286	326	308	345	360

Minat_beli1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS(1)	1	1,2	1,2	1,2
	TS(2)	7	8,2	8,2	9,4
	RR(3)	27	31,8	31,8	41,2
	S(4)	41	48,2	48,2	89,4
	SS(5)	9	10,6	10,6	100,0
	Total	85	100,0	100,0	

Minat_Beli2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS(1)	2	2,4	2,4	2,4
	TS(2)	7	8,2	8,2	10,6
	RR(3)	36	42,4	42,4	52,9
	S(4)	38	44,7	44,7	97,6
	SS(5)	2	2,4	2,4	100,0
	Total	85	100,0	100,0	

Minat_beli3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS(2)	3	3,5	3,5	3,5
	RR(3)	22	25,9	25,9	29,4
	S(4)	46	54,1	54,1	83,5
	SS(5)	14	16,5	16,5	100,0
	Total	85	100,0	100,0	

Minat_beli4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS(1)	2	2,4	2,4	2,4
TS(2)	8	9,4	9,4	11,8
RR(3)	20	23,5	23,5	35,3
S(4)	45	52,9	52,9	88,2
SS(5)	10	11,8	11,8	100,0
Total	85	100,0	100,0	

Minat_Beli5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS(1)	1	1,2	1,2	1,2
TS(2)	2	2,4	2,4	3,5
RR(3)	9	10,6	10,6	14,1
S(4)	52	61,2	61,2	75,3
SS(5)	21	24,7	24,7	100,0
Total	85	100,0	100,0	

Minat_Beli6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS(2)	2	2,4	2,4	2,4
RR(3)	9	10,6	10,6	12,9
S(4)	41	48,2	48,2	61,2
SS(5)	33	38,8	38,8	100,0
Total	85	100,0	100,0	

LAMPIRAN VI

Tabel Nilai-Nilai Dalam Distribusi-t

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890

LAMPIRAN VII

Tabel F dengan signifikansi 5%

Df untuk penyebut (N2)	Df untuk pembilang (N1)							
	1	2	3	4	5	6	7	8
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09
62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09
64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05
86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05

LAMPIRAN VIII

TABEL R

DF = n-2	Tingkat Signifikansi Untuk Uji 1 arah				
	0,05	0,025	0,001	0,005	0,0005
	Tingkat Signifikansi Untuk Uji 2 arah				
	0,1	0,05	0,02	0,01	0,001
61	0,2091	0,2480	0,2925	0,3223	0,4048
62	0,2075	0,2461	0,2902	0,3198	0,4018
63	0,2058	0,2441	0,2880	0,3173	0,3988
64	0,2042	0,2423	0,2858	0,3150	0,3959
65	0,2027	0,2404	0,2837	0,3126	0,3931
66	0,2012	0,2387	0,2816	0,3104	0,3903
67	0,1997	0,2369	0,2796	0,3081	0,3876
68	0,1982	0,2352	0,2776	0,3060	0,3850
69	0,1968	0,2335	0,2756	0,3038	0,3823
70	0,1954	0,2319	0,2737	0,3017	0,3798
71	0,1940	0,2303	0,2718	0,2997	0,3773
72	0,1927	0,2287	0,2700	0,2977	0,3748
73	0,1914	0,2272	0,2682	0,2957	0,3724
74	0,1901	0,2257	0,2664	0,2938	0,3701
75	0,1888	0,2242	0,2647	0,2919	0,3678
76	0,1876	0,2227	0,2630	0,2900	0,3655
77	0,1864	0,2213	0,2613	0,2882	0,3633
78	0,1852	0,2199	0,2597	0,2864	0,3611
79	0,1841	0,2185	0,2581	0,2847	0,3589
80	0,1829	0,2172	0,2565	0,2830	0,3568
81	0,1818	0,2159	0,2550	0,2813	0,3547
82	0,1807	0,2146	0,2535	0,2796	0,3527
83	0,1796	0,2133	0,2520	0,2780	0,3507
84	0,1786	0,2120	0,2505	0,2764	0,3487
85	0,1775	0,2108	0,2491	0,2748	0,3468
86	0,1765	0,2096	0,2477	0,2732	0,3449