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KUESIONER PENELITIAN

Kepada Yth,

Pelanggan Grand Keude Kupie Ulee Kareng dan Gayo

Medan

Bersama ini saya :

Nama : Ihsan Sabri

Pekerjaan : Mahasiswa S1 Fakultas Ekonomi Universitas Medan Area (UMA)

NIM : 11.832.0140

Prodi : Manajemen

Judul Skripsi : Faktor – faktor yang Mempengaruhi Loyalitas Pelanggan pada Grand Keude Kupie Ulee Kareng dan Gayo Medan

Memohon kesediaan Saudara/ Saudari untuk mengisi kuesioner dibawah ini. Penelitian ini berfokus pada loyalitas pelanggan terhadap minuman kopi sanger panas maupun dingin. Semoga partisipasi yang Bapak/ Ibu berikan dapat bermanfaat untuk kepentingan ilmu pengetahuan serta dapat membantu upaya meningkatkan loyalitas pelanggan. Atas kerjasama dan partisipasi yang diberikan. Saya ucapkan terima kasih.

Petunjuk pegisian :

1. Pilihlah jawaban yang sesuai dengan pendapat anda dengan member ceklist (√) pada kotak yang tersedia.
2. Jawaban pertanyaan terdiri dari beberapa alternative pilihan :

Keterangan	Bobot
SS : Sangat Setuju	5
S : Setuju	4
RR : Ragu – ragu	3
TS : Tidak Setuju	2
STS : Sangat Tidak Setuju	1

Pada pertanyaan di bawah ini. Anda mohon untuk mengisi pertanyaan – pertanyaan tersebut dengan keadaan / kondisi yang sebenarnya.

IDENTITAS RESPONDEN

1. Nama :
2. Jenis Kelamin : a. Pria b. Wanita
3. Usia : (Pilih salah satu dibawah ini)
 - a. <20 thn d. 41 thn – 50thn
 - b. 20 thn – 30 thn e. >50 thn
 - c. 31 thn - 40 thn
3. Pekerjaan : (Pilih salah satu dibawah ini)
 - a. PNS d. TNI/POLRI
 - b. Peg. Swasta e. Lain - Lain
 - c. Wiraswasta
4. Frekuensi Berkunjung : (Pilih salah satu dibawah ini)
 - a. 1 kali c. 3 kali
 - b. 2 kali d. >3 kali

No	Pernyataan Variabel Kualitas Produk	SS	S	RR	TS	STS
1	Minuman sanger yang disajikan memiliki cita rasa yang unik dibandingkan dengan minuman sanger di kedai kopi lainnya					
2	Minuman sanger yang sesuai dengan selera pelanggan					
3	Porsi minuman sanger sesuai standar pelanggan					
4	Penyajian minuman sanger menarik pelanggan					

No	Pernyataan Variabel Kualitas Pelayanan	SS	S	RR	TS	STS
1	Karyawan memberikan pelayanan yang dibutuhkan pelanggan					
2	Karyawan mampu menjawab pertanyaan pelanggan tentang produk					
3	Karyawan memberikan pesanan dengan cepat					
4	Karyawan menerima kritik dan saran dari pelanggan					

No	Pernyataan Variabel Harga	SS	S	RR	TS	STS
1	Harga minuman sanger sesuai dengan manfaat yang diterima pelanggan					
2	Harga minuman sanger relatif terjangkau bagi pelanggan					
3	Harga minuman sanger sesuai dengan kualitas yang didapat pelanggan					
4	Harga minuman sanger bersaing dengan harga minuman sanger di kedai kopi lainnya					

No	Pernyataan Variabel Loyalitas Pelanggan	SS	S	RR	TS	STS
1	Saya tertarik untuk membeli ulang minuman sanger					
2	Saya merekomendasikan orang lain agar berkunjung kesini					
3	Saya puas dan memberikan pendapat positif atas menu dan pelayanannya					

TERIMA KASIH

NO	Kualitas Produk				Kualitas Pelayanan				Harga				Loyalitas Pelanggan			TOTAL
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	
1	2	2	2	2	4	4	4	4	2	2	2	2	4	4	4	44
2	5	4	4	4	5	5	4	3	5	4	4	4	5	5	4	65
3	4	2	2	5	3	3	3	3	4	2	2	5	3	3	3	47
4	2	2	3	3	2	4	3	1	2	2	3	3	2	4	3	39
5	1	1	1	1	4	4	4	4	1	1	1	1	4	4	4	36
6	5	5	4	4	4	4	5	5	5	5	4	4	4	4	5	67
7	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	63
8	4	4	3	5	4	4	4	4	4	4	3	5	4	4	4	60
9	5	5	2	5	5	4	5	4	5	5	2	5	5	4	5	66
10	1	1	2	2	4	4	3	2	1	1	2	2	4	4	3	36
11	1	2	3	4	5	5	5	5	1	2	3	4	5	5	5	55
12	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	61
13	5	5	5	4	2	1	4	2	5	5	5	4	2	1	4	54
14	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	62
15	5	4	5	4	4	4	4	4	5	4	5	4	4	4	4	64
16	5	4	4	4	3	4	5	4	5	4	4	4	3	4	5	62
17	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	62
18	4	4	4	3	2	4	4	5	4	4	4	3	2	4	4	55
19	4	4	4	3	1	1	1	1	4	4	4	3	1	1	1	37
20	5	3	4	4	5	5	5	5	5	3	4	4	5	5	5	67
21	4	4	4	4	4	3	5	4	4	4	4	4	4	3	5	60
22	1	2	2	1	1	2	3	1	1	2	2	1	1	2	3	25
23	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
24	4	4	4	5	4	4	3	4	4	4	4	5	4	4	3	60
25	2	2	3	4	5	4	5	4	2	2	3	4	5	4	5	54
26	4	4	4	3	4	4	3	3	4	4	4	3	4	4	3	55
27	5	5	5	4	5	4	3	4	5	5	5	4	5	4	3	66

28	5	4	4	4	4	3	4	4	5	4	4	4	4	3	4	60
29	5	5	4	4	4	5	4	4	5	5	4	4	4	5	4	66
30	4	3	4	2	4	2	5	2	4	3	4	2	4	2	5	50
31	3	3	4	3	1	2	2	2	3	3	4	3	1	2	2	38
32	4	4	4	4	4	3	4	2	4	4	4	4	4	3	4	56
33	4	3	1	3	4	3	4	2	4	3	1	3	4	3	4	46
34	5	4	4	4	4	5	4	4	5	4	4	4	4	5	4	64
35	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	62
36	4	4	4	4	5	4	4	3	4	4	4	4	5	4	4	61
37	2	2	2	2	3	3	3	3	2	2	2	2	3	3	3	37
38	5	5	4	4	4	4	4	4	5	5	4	4	4	4	4	64
39	5	5	4	4	5	4	3	4	5	5	4	4	5	4	3	64
40	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
41	4	4	4	4	3	4	4	3	4	4	4	4	3	4	4	57
42	2	2	3	2	4	3	4	3	2	2	3	2	4	3	4	43
43	4	4	3	4	4	3	3	3	4	4	3	4	4	3	3	53
44	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3	58
45	5	4	3	4	4	4	3	4	5	4	3	4	4	4	3	58
46	4	4	5	3	4	4	3	3	4	4	5	3	4	4	3	57
47	5	4	3	1	3	2	1	4	5	4	3	1	3	2	1	42
48	2	2	2	2	4	4	4	4	2	2	2	2	4	4	4	44
49	5	4	5	5	4	5	4	3	5	4	5	5	4	5	4	67
50	5	5	4	4	4	4	4	4	4	5	5	4	4	4	4	64
51	5	5	5	3	4	3	3	3	5	5	5	3	4	3	3	59
52	4	5	4	4	5	4	4	4	4	5	4	4	5	4	4	64
53	4	4	4	4	4	3	3	4	4	4	4	4	4	3	3	56
54	5	5	5	4	5	5	4	5	5	5	5	4	5	5	4	71
55	4	5	4	3	4	3	4	5	4	5	4	3	4	3	4	59
56	4	5	5	4	4	4	3	4	4	5	5	4	4	4	3	62

57	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	58
58	5	5	4	3	4	3	4	3	5	5	4	3	4	3	4	59
59	4	5	5	5	4	4	4	3	4	5	5	5	4	4	4	65
60	2	3	2	4	4	4	2	3	2	3	2	4	4	4	2	45
61	4	4	4	5	4	4	3	4	4	4	4	5	4	4	3	60
62	2	2	3	4	5	4	5	4	2	2	3	4	5	4	5	54
63	4	4	4	3	4	4	3	3	4	4	4	3	4	4	3	55
64	5	5	5	4	5	4	3	4	5	5	5	4	5	4	3	66
65	5	4	4	4	4	3	4	4	5	4	4	4	4	3	4	60
66	5	5	4	4	4	5	4	4	5	5	4	4	4	5	4	66
67	4	3	4	2	4	2	5	2	4	3	4	2	4	2	5	50
68	3	3	4	3	1	2	2	2	3	3	4	3	1	2	2	38
69	5	4	3	1	3	2	1	4	5	4	3	1	3	2	1	42
70	2	2	2	2	4	4	4	4	2	2	2	2	4	4	4	44
71	5	4	5	5	4	5	4	3	5	4	5	5	4	5	4	67
72	5	5	4	4	4	4	4	4	5	5	4	4	4	4	4	64
73	5	5	5	3	4	3	3	3	5	5	5	3	4	3	3	59
74	4	5	4	4	5	4	4	4	4	5	4	4	5	4	4	64
75	5	4	4	4	3	4	4	3	5	4	4	4	3	4	4	59
76	4	2	2	5	2	2	3	4	4	2	2	5	2	2	3	44
77	2	2	3	3	4	4	4	3	2	2	3	3	4	4	4	47
78	1	1	1	1	5	5	5	4	1	1	1	1	5	5	5	42
79	5	5	4	4	5	4	4	4	5	5	4	4	5	4	4	66
80	5	4	4	4	5	5	4	4	5	4	4	4	5	5	4	66
81	4	4	3	5	2	1	4	2	4	4	3	5	2	1	4	48
82	2	2	2	2	4	4	4	4	2	2	2	2	4	4	4	44
83	5	4	4	4	5	5	4	3	5	4	4	4	5	5	4	65
84	4	2	2	5	3	3	3	3	4	2	2	5	3	3	3	47
85	2	2	3	3	2	4	3	1	2	2	3	3	2	4	3	39

86	1	1	1	1	4	4	4	4	1	1	1	1	4	4	4	36
87	5	5	4	4	4	4	5	5	5	5	4	4	4	4	5	67
88	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	63
89	4	4	3	5	4	4	4	4	4	4	3	5	4	4	4	60
90	5	5	2	5	5	4	5	4	5	5	2	5	5	4	5	66
91	1	1	2	2	4	4	3	2	1	1	2	2	4	4	3	36
92	1	2	3	4	5	5	5	5	1	2	3	4	5	5	5	55
93	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	61
94	5	5	5	4	2	1	4	2	5	5	5	4	2	1	4	54
95	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	62
96	5	4	5	4	4	4	4	4	5	4	5	4	4	4	4	64
97	5	4	4	4	3	4	5	4	5	4	4	4	3	4	5	62
98	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	62
99	4	4	4	3	2	4	4	5	4	4	4	3	2	4	4	55
100	4	4	4	3	1	1	1	1	4	4	4	3	1	1	1	37
101	5	3	4	4	5	5	5	5	5	3	4	4	5	5	5	67
102	4	4	4	4	4	3	5	4	4	4	4	4	4	3	5	60
103	1	2	2	1	1	2	3	1	1	2	2	1	1	2	3	25
104	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
105	4	4	4	5	4	4	3	4	4	4	4	5	4	4	3	60
106	2	2	3	4	5	4	5	4	2	2	3	4	5	4	5	54
107	4	4	4	3	4	4	3	3	4	4	4	3	4	4	3	55
108	5	5	5	4	5	4	3	4	5	5	5	4	5	4	3	66
109	5	4	4	4	4	3	4	4	5	4	4	4	4	3	4	60

Tabel Frekuensi

KPRO1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	9	8.3	8.3	8.3
	TS	13	11.9	11.9	20.2
	RR	2	1.8	1.8	22.0
	S	39	35.8	35.8	57.8
	SS	46	42.2	42.2	100.0
	Total	109	100.0	100.0	

KPRO2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	4.6	4.6	4.6
	TS	19	17.4	17.4	22.0
	RR	9	8.3	8.3	30.3
	S	50	45.9	45.9	76.1
	SS	26	23.9	23.9	100.0
	Total	109	100.0	100.0	

KPRO3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	3.7	3.7	3.7
	TS	15	13.8	13.8	17.4
	RR	16	14.7	14.7	32.1
	S	57	52.3	52.3	84.4

SS	17	15.6	15.6	100.0
Total	109	100.0	100.0	

KPRO4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	7	6.4	6.4	6.4
	TS	10	9.2	9.2	15.6
	RR	18	16.5	16.5	32.1
	S	59	54.1	54.1	86.2
	SS	15	13.8	13.8	100.0
	Total	109	100.0	100.0	

KPEL1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	6	5.5	5.5	5.5
	TS	8	7.3	7.3	12.8
	RR	9	8.3	8.3	21.1
	S	63	57.8	57.8	78.9
	SS	23	21.1	21.1	100.0
	Total	109	100.0	100.0	

KPEL2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	4.6	4.6	4.6
	TS	9	8.3	8.3	12.8

RR	17	15.6	15.6	28.4
S	63	57.8	57.8	86.2
SS	15	13.8	13.8	100.0
Total	109	100.0	100.0	

KPEL3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	4	3.7	3.7	3.7
TS	3	2.8	2.8	6.4
RR	28	25.7	25.7	32.1
S	55	50.5	50.5	82.6
SS	19	17.4	17.4	100.0
Total	109	100.0	100.0	

KPEL4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	6	5.5	5.5	5.5
TS	11	10.1	10.1	15.6
RR	22	20.2	20.2	35.8
S	55	50.5	50.5	86.2
SS	15	13.8	13.8	100.0
Total	109	100.0	100.0	

HARGA1

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	STS	9	8.3	8.3	8.3
	TS	13	11.9	11.9	20.2
	RR	2	1.8	1.8	22.0
	S	39	35.8	35.8	57.8
	SS	46	42.2	42.2	100.0
	Total	109	100.0	100.0	

HARGA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	4.6	4.6	4.6
	TS	19	17.4	17.4	22.0
	RR	9	8.3	8.3	30.3
	S	50	45.9	45.9	76.1
	SS	26	23.9	23.9	100.0
	Total	109	100.0	100.0	

HARGA3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	3.7	3.7	3.7
	TS	15	13.8	13.8	17.4
	RR	16	14.7	14.7	32.1
	S	57	52.3	52.3	84.4
	SS	17	15.6	15.6	100.0
	Total	109	100.0	100.0	

HARGA4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	7	6.4	6.4	6.4
	TS	10	9.2	9.2	15.6
	RR	18	16.5	16.5	32.1
	S	59	54.1	54.1	86.2
	SS	15	13.8	13.8	100.0
	Total	109	100.0	100.0	

LOYAL1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	6	5.5	5.5	5.5
	TS	8	7.3	7.3	12.8
	RR	9	8.3	8.3	21.1
	S	63	57.8	57.8	78.9
	SS	23	21.1	21.1	100.0
	Total	109	100.0	100.0	

LOYAL2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	4.6	4.6	4.6
	TS	9	8.3	8.3	12.8
	RR	17	15.6	15.6	28.4
	S	63	57.8	57.8	86.2
	SS	15	13.8	13.8	100.0
	Total	109	100.0	100.0	

LOYAL3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	3.7	3.7	3.7
	TS	3	2.8	2.8	6.4
	RR	28	25.7	25.7	32.1
	S	55	50.5	50.5	82.6
	SS	19	17.4	17.4	100.0
	Total	109	100.0	100.0	

UJI Validitas dan Realibilitas

Correlations

		KPRO1	KPRO2	KPRO3	KPRO4	KPEL1	KPEL2	KPEL3
KPRO1	Pearson Correlation	1	.850**	.682**	.557**	.156	.030	.038
	Sig. (2-tailed)		.000	.000	.000	.106	.754	.696
	N	109	109	109	109	109	109	109
KPRO2	Pearson Correlation	.850**	1	.746**	.517**	.167	.020	.001
	Sig. (2-tailed)	.000		.000	.000	.083	.835	.994
	N	109	109	109	109	109	109	109
KPRO3	Pearson Correlation	.682**	.746**	1	.453**	.101	.073	.018
	Sig. (2-tailed)	.000	.000		.000	.297	.451	.849
	N	109	109	109	109	109	109	109
KPRO4	Pearson Correlation	.557**	.517**	.453**	1	.275**	.272**	.265**
	Sig. (2-tailed)	.000	.000	.000		.004	.004	.005
	N	109	109	109	109	109	109	109
KPEL1	Pearson Correlation	.156	.167	.101	.275**	1	.691**	.508**
	Sig. (2-tailed)	.106	.083	.297	.004		.000	.000
	N	109	109	109	109	109	109	109
KPEL2	Pearson Correlation	.030	.020	.073	.272**	.691**	1	.447**

	Sig. (2-tailed)	.754	.835	.451	.004	.000		.000
	N	109	109	109	109	109	109	109
KPEL3	Pearson Correlation	.038	.001	.018	.265**	.508**	.447**	1
	Sig. (2-tailed)	.696	.994	.849	.005	.000	.000	
	N	109	109	109	109	109	109	109
KPEL4	Pearson Correlation	.279**	.253**	.152	.309**	.588**	.573**	.451**
	Sig. (2-tailed)	.003	.008	.115	.001	.000	.000	.000
	N	109	109	109	109	109	109	109
HARGA1	Pearson Correlation	1.000**	.850**	.682**	.557**	.156	.030	.038
	Sig. (2-tailed)	.000	.000	.000	.000	.106	.754	.696
	N	109	109	109	109	109	109	109
HARGA2	Pearson Correlation	.850**	1.000**	.746**	.517**	.167	.020	.001
	Sig. (2-tailed)	.000	.000	.000	.000	.083	.835	.994
	N	109	109	109	109	109	109	109
HARGA3	Pearson Correlation	.682**	.746**	1.000**	.453**	.101	.073	.018
	Sig. (2-tailed)	.000	.000	.000	.000	.297	.451	.849
	N	109	109	109	109	109	109	109
HARGA4	Pearson Correlation	.557**	.517**	.453**	1.000**	.275**	.272**	.265**
	Sig. (2-tailed)	.000	.000	.000	.000	.004	.004	.005
	N	109	109	109	109	109	109	109
LOYAL1	Pearson Correlation	.156	.167	.101	.275**	1.000**	.691**	.508**
	Sig. (2-tailed)	.106	.083	.297	.004	.000	.000	.000
	N	109	109	109	109	109	109	109
LOYAL2	Pearson Correlation	.030	.020	.073	.272**	.691**	1.000**	.447**
	Sig. (2-tailed)	.754	.835	.451	.004	.000	.000	.000
	N	109	109	109	109	109	109	109
LOYAL3	Pearson Correlation	.038	.001	.018	.265**	.508**	.447**	1.000**
	Sig. (2-tailed)	.696	.994	.849	.005	.000	.000	.000
	N	109	109	109	109	109	109	109
TOTAL	Pearson Correlation	.755**	.747**	.675**	.726**	.625**	.539**	.469**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000
	N	109	109	109	109	109	109	109

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

Correlations

		KPEL4	HARGA1	HARGA2	HARGA3	HARGA4	LOYAL1	LOYAL2
KPRO1	Pearson Correlation	.279**	1.000**	.850**	.682**	.557**	.156	.030
	Sig. (2-tailed)	.003	.000	.000	.000	.000	.106	.754
	N	109	109	109	109	109	109	109
KPRO2	Pearson Correlation	.253**	.850**	1.000**	.746**	.517**	.167	.020
	Sig. (2-tailed)	.008	.000	.000	.000	.000	.083	.835
	N	109	109	109	109	109	109	109
KPRO3	Pearson Correlation	.152	.682**	.746**	1.000**	.453**	.101	.073
	Sig. (2-tailed)	.115	.000	.000	.000	.000	.297	.451
	N	109	109	109	109	109	109	109
KPRO4	Pearson Correlation	.309**	.557**	.517**	.453**	1.000**	.275**	.272**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.004	.004
	N	109	109	109	109	109	109	109
KPEL1	Pearson Correlation	.588**	.156	.167	.101	.275**	1.000**	.691**
	Sig. (2-tailed)	.000	.106	.083	.297	.004	.000	.000
	N	109	109	109	109	109	109	109
KPEL2	Pearson Correlation	.573**	.030	.020	.073	.272**	.691**	1.000**
	Sig. (2-tailed)	.000	.754	.835	.451	.004	.000	.000
	N	109	109	109	109	109	109	109
KPEL3	Pearson Correlation	.451**	.038	.001	.018	.265**	.508**	.447**
	Sig. (2-tailed)	.000	.696	.994	.849	.005	.000	.000
	N	109	109	109	109	109	109	109
KPEL4	Pearson Correlation	1	.279**	.253**	.152	.309**	.588**	.573**
	Sig. (2-tailed)		.003	.008	.115	.001	.000	.000
	N	109	109	109	109	109	109	109
HARGA1	Pearson Correlation	.279**	1	.850**	.682**	.557**	.156	.030
	Sig. (2-tailed)	.003		.000	.000	.000	.106	.754
	N	109	109	109	109	109	109	109
HARGA2	Pearson Correlation	.253**	.850**	1	.746**	.517**	.167	.020
	Sig. (2-tailed)							

	Sig. (2-tailed)	.008	.000		.000	.000	.083	.835
	N	109	109	109	109	109	109	109
HARGA3	Pearson Correlation	.152	.682**	.746**	1	.453**	.101	.073
	Sig. (2-tailed)	.115	.000	.000		.000	.297	.451
	N	109	109	109	109	109	109	109
HARGA4	Pearson Correlation	.309**	.557**	.517**	.453**	1	.275**	.272**
	Sig. (2-tailed)	.001	.000	.000	.000		.004	.004
	N	109	109	109	109	109	109	109
LOYAL1	Pearson Correlation	.588**	.156	.167	.101	.275**	1	.691**
	Sig. (2-tailed)	.000	.106	.083	.297	.004		.000
	N	109	109	109	109	109	109	109
LOYAL2	Pearson Correlation	.573**	.030	.020	.073	.272**	.691**	1
	Sig. (2-tailed)	.000	.754	.835	.451	.004	.000	
	N	109	109	109	109	109	109	109
LOYAL3	Pearson Correlation	.451**	.038	.001	.018	.265**	.508**	.447**
	Sig. (2-tailed)	.000	.696	.994	.849	.005	.000	.000
	N	109	109	109	109	109	109	109
TOTAL	Pearson Correlation	.619**	.755**	.747**	.675**	.726**	.625**	.539**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000
	N	109	109	109	109	109	109	109

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

Correlations

		LOYAL3	TOTAL
KPRO1	Pearson Correlation	.038	.755**
	Sig. (2-tailed)	.696	.000
	N	109	109
KPRO2	Pearson Correlation	.001	.747**
	Sig. (2-tailed)	.994	.000
	N	109	109
KPRO3	Pearson Correlation	.018	.675**
	Sig. (2-tailed)	.849	.000

	N	109	109
KPRO4	Pearson Correlation	.265**	.726**
	Sig. (2-tailed)	.005	.000
	N	109	109
KPEL1	Pearson Correlation	.508**	.625**
	Sig. (2-tailed)	.000	.000
	N	109	109
KPEL2	Pearson Correlation	.447**	.539**
	Sig. (2-tailed)	.000	.000
	N	109	109
KPEL3	Pearson Correlation	1.000**	.469**
	Sig. (2-tailed)	.000	.000
	N	109	109
KPEL4	Pearson Correlation	.451**	.619**
	Sig. (2-tailed)	.000	.000
	N	109	109
HARGA1	Pearson Correlation	.038	.755**
	Sig. (2-tailed)	.696	.000
	N	109	109
HARGA2	Pearson Correlation	.001	.747**
	Sig. (2-tailed)	.994	.000
	N	109	109
HARGA3	Pearson Correlation	.018	.675**
	Sig. (2-tailed)	.849	.000
	N	109	109
HARGA4	Pearson Correlation	.265**	.726**
	Sig. (2-tailed)	.005	.000
	N	109	109
LOYAL1	Pearson Correlation	.508**	.625**
	Sig. (2-tailed)	.000	.000
	N	109	109
LOYAL2	Pearson Correlation	.447**	.539**

	Sig. (2-tailed)	.000	.000
	N	109	109
LOYAL3	Pearson Correlation	1	.469**
	Sig. (2-tailed)		.000
	N	109	109
TOTAL	Pearson Correlation	.469**	1
	Sig. (2-tailed)	.000	
	N	109	109

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

Case Processing Summary

		N	%
Cases	Valid	109	100.0
	Excluded ^a	0	.0
	Total	109	100.0

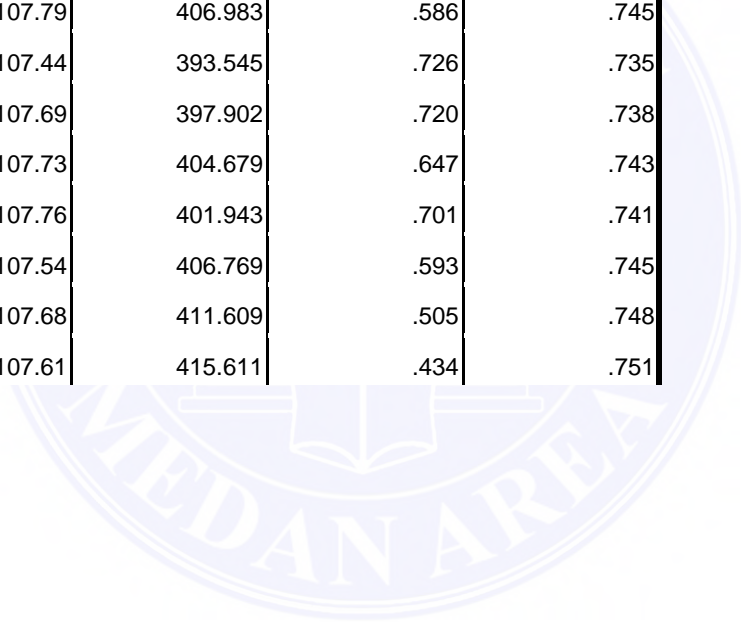
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.758	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
KPRO1	107.44	393.545	.726	.735
KPRO2	107.69	397.902	.720	.738
KPRO3	107.73	404.679	.647	.743
KPRO4	107.76	401.943	.701	.741
KPEL1	107.54	406.769	.593	.745
KPEL2	107.68	411.609	.505	.748
KPEL3	107.61	415.611	.434	.751
KPEL4	107.79	406.983	.586	.745
HARGA1	107.44	393.545	.726	.735
HARGA2	107.69	397.902	.720	.738
HARGA3	107.73	404.679	.647	.743
HARGA4	107.76	401.943	.701	.741
LOYAL1	107.54	406.769	.593	.745
LOYAL2	107.68	411.609	.505	.748
LOYAL3	107.61	415.611	.434	.751



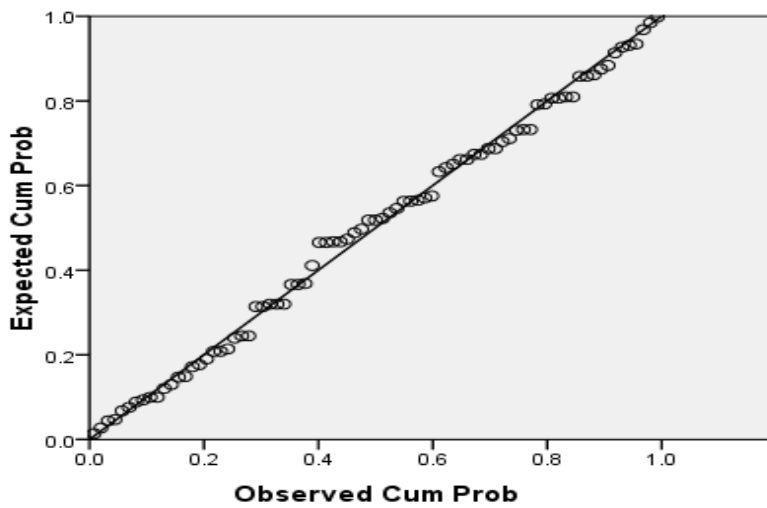
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	KUALITAS PRODUK	.754	1.327
	KUALITAS PELAYANAN	.915	1.093
	HARGA	.735	1.360

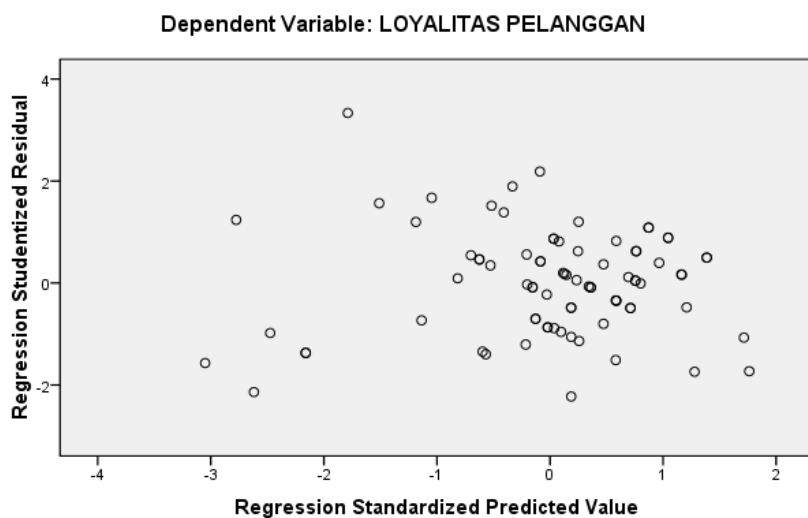
a. Dependent Variable: LOYALITAS PELANGGAN

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: LOYALITAS PELANGGAN



Scatterplot



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.665	.317		2.099	.385
	KUALITAS PRODUK	.220	.059	.320	3.730	.000
	KUALITAS PELAYANAN	.746	.018	.980	4.080	.002
	HARGA	.032	.015	.155	2.131	.003

a. Dependent Variable: LOYALITAS PELANGGAN

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.970 ^a	.942	.941	.593

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

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	603.315	3	301.105	85.635	.000 ^a
	Residual	370.304	106	.983		
	Total	640.312	108			

a. Predictors: (Constant), HARGA, KUALITAS PELAYANAN, KUALITAS PRODUK

b. Dependent Variable: LOYALITAS PELANGGAN