

LAMPIRAN 1

KUESIONER PENELITIAN

Kepada

Yth. Saudara/Saudari

Konsumen Produk Wardah di Salon Wella Sungailiat

Dengan Hormat,

Saya yang bertanda tangan dibawah ini :

Nama : Anita

Nim : 302 12 11 007

Prodi : Manajemen

Adalah mahasiswi Fakultas ekonomi, Universitas Bangka Belitung yang sedang menyusun sebuah skripsi dengan judul **“PENGARUH LABEL HALAL, CITRA MEREK, DAN PERSEPSI KONSUMEN TERHADAP LOYALITAS KONSUMEN PRODUK WARDAH DI SALON WELLA SUNGAILIAT”**. Oleh karena itu, mohon bantuan Saudara/Saudari untuk menjawab pertanyaan-pertanyaan kuesioner berikut ini.

Kuesioner ini hanya untuk kepentingan penelitian semata dan tidak untuk dipublikasikan. Kerahasiaan Saudara/Saudari dapat saya jamin.

Demikianlah, saya ucapkan terima kasih atas kesediaan Saudara/Saudari yang telah bersedia meluangkan waktunya untuk mengisi kuesioner ini.

Sungailiat, Juli 2016

Peneliti

Anita

KUISIONER

Responden Yang Terhormat,

PERTANYAAN yang ada dalam kuisisioner ini hanya semata-mata untuk data penelitian dalam rangka menyusun skripsi yang berjudul: “ PENGARUH LABEL HALAL, CITRA MEREK, PERSEPSI KONSUMEN TERHADAP LOYALITAS KONSUMEN PADA PRODUK WARDAH DI SALON WELLA SUNGAILIAT”.

Oleh karena itu kepada responden, peneliti mengharapkan :

1. Jawablah PERTANYAAN di bawah ini dengan pendapat responden sejujur-jujurnya dan perlu diketahui bahwa jawaban dari kuisisioner ini tidak berhubungan dengan benar atau salah.
2. Istilah data identitas responden sesuai dengan data yang sesungguhnya.
3. Pilihlah jawaban dengan cara menconteng () salah satu jawaban yang paling sesuai menurut responden.

I. Informasi Umum

Nama :(boleh tidak isi)

Jenis Kelamin : Laki-laki Perempuan

Usia : 18-28 tahun 29-39 tahun

Diatas 40 tahun

Pekerjaan : Pelajar/Mahasiswa PNS

Wiraswasta Ibu Rumah Tangga

II. Lembar Angket

Berikut ini adalah PERTANYAAN yang berkaitan dengan pengaruh label halal, citra merek, persepsi konsumen terhadap loyalitas konsumen pada produk Wardah di Salon Wella Sungailiat. Anda bebas memberikan jawaban yang anda anggap sesuai dan mewakili diri anda.

Petunjuk : Berikan tanda centang () pada alternatif jawaban yang menurut anda tepat atas PERTANYAAN-PERTANYAAN berikut ini:

Keterangan :

SS = Sangat Setuju

S = Setuju

R = Ragu-Ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

Semua pertanyaan berikut ini hanya relevan untuk produk wardah yang anda gunakan saat ini.

Kuesioner Label Halal (X1)

| No | Pertanyaan | Pilihan Jawaban | | | | |
|----|--|-----------------|---|----|----|-----|
| | | SS | S | RR | TS | STS |
| | Label Halal (X1) | | | | | |
| 1 | Mempunyai pengetahuan yang luas mengenai label halal pada produk Wardah. | | | | | |
| 2 | Paham terhadap kesehatan kulit. | | | | | |
| 3 | Adanya Sertifikasi dari MUI tentang label halal pada produk Wardah membuat saya percaya bahwa produk wardah baik untuk dikonsumsi. | | | | | |
| 4 | Adanya label halal pada produk Wardah meyakini saya secara pribadi bahwa produk tersebut aman untuk di gunakan. | | | | | |
| 5 | Saya menilai produk wardah dengan mencari informasi terlebih dahulu sebelum menggunakan produk Wardah. | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| 6 | Label halal memberikan penilaian bahwa produk tersebut aman untuk digunakan. | | | | | |
|---|--|--|--|--|--|--|

Kuesioner Citra Merek

| No | Pertanyaan | Pilihan Jawaban | | | | |
|----|--|-----------------|---|----|----|-----|
| | | SS | S | RR | TS | STS |
| | Citra Merek | | | | | |
| 7 | Kemasan produk Wardah memberikan citra yang baik dimata konsumen. | | | | | |
| 8 | Kualitas produk Wardah terjamin sehingga memberikan citra yang baik dimata konsumen. | | | | | |
| 9 | Menggunakan produk Wardah membuat anda lebih menarik. | | | | | |
| 10 | Kesehatan kulit lebih terjaga saat menggunakan produk Wardah. | | | | | |
| 11 | Desain produk Wardah menarik dan unik. | | | | | |
| 12 | Kandungan alami pada produk Wardah memberikan citra merek yang baik bagi anda. | | | | | |

Kuesioner Persepsi

| No | Pertanyaan | Pilihan Jawaban | | | | |
|----|---|-----------------|---|----|----|-----|
| | | SS | S | RR | TS | STS |
| | Persepsi | | | | | |
| 13 | Sikap yang baik memandang produk Wardah. | | | | | |
| 14 | Mempunyai harapan untuk tampil lebih baik setelah menggunakan produk Wardah. | | | | | |
| 15 | Melalui pengamatan yang anda lakukan menjadi alasan anda memilih produk Wardah. | | | | | |
| 16 | Dengan adanya proses pengamatan terus-menerus yang anda lihat dilingkungan sekitar, anda merasa puas setelah menggunakan produk Wardah. | | | | | |
| 17 | Tata letak produk yang rapi dan teratur di Salon Wella memberikan kesan baik terhadap diri anda. | | | | | |
| 18 | Komunikasi seller yang sopan, ramah dan baik memberikan tanggapan yang positif untuk membeli produk Wardah di Salon Wella. | | | | | |

Kuesioner Loyalitas Konsumen

| No | Pertanyaan | Pilihan Jawaban | | | | |
|----|--|-----------------|---|----|----|-----|
| | | SS | S | RR | TS | STS |
| | Loyalitas Konsumen | | | | | |
| 19 | Saya membeli produk Wardah secara berulang. | | | | | |
| 20 | Produk dari kosmetik Wardah selalu ada dirumah saya. | | | | | |
| 21 | Mempunyai 2 (dua) atau lebih macam produk Wardah. | | | | | |
| 22 | Selalu optimis terhadap kualitas merek Wardah di Salon Wella tidak berpaling ke merek lainnya. | | | | | |
| 23 | Memberi saran kepada orang lain untuk membeli produk Wardah di Salon Wella Sungailiat. | | | | | |
| 24 | Menyampaikan informasi kepada kerabat, teman dan lain-lainnya tentang manfaat yang anda rasakan pada produk Wardah sebagai wujud loyalitas anda di Salon Wella Sungailiat. | | | | | |
| 25 | Komitmen kuat untuk tidak menggunakan produk lain selain menggunakan produk Wardah. | | | | | |
| 26 | Memakai produk Wardah secara rutin. | | | | | |

LAMPIRAN 2

Tabulasi Jawaban Responden

Variabel Label Halal (X1)

| No | LH1 | LH2 | LH3 | LH4 | LH5 | LH6 | X1_Total |
|----|-----|-----|-----|-----|-----|-----|----------|
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 2 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 5 | 4 | 4 | 3 | 2 | 3 | 4 | 20 |
| 6 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 7 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 8 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 9 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 10 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 11 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 12 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 13 | 4 | 4 | 5 | 4 | 3 | 5 | 25 |
| 14 | 3 | 3 | 4 | 4 | 3 | 2 | 19 |
| 15 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 16 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 17 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 19 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 20 | 4 | 4 | 3 | 4 | 3 | 5 | 23 |
| 21 | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 23 | 5 | 5 | 4 | 5 | 3 | 5 | 27 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 26 | 5 | 5 | 4 | 3 | 5 | 3 | 25 |
| 27 | 3 | 4 | 3 | 5 | 4 | 4 | 23 |
| 28 | 2 | 3 | 2 | 3 | 4 | 3 | 17 |
| 29 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 30 | 4 | 4 | 2 | 5 | 5 | 4 | 24 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 32 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 33 | 5 | 4 | 4 | 3 | 4 | 2 | 22 |
| 34 | 5 | 2 | 3 | 5 | 4 | 3 | 22 |
| 35 | 4 | 5 | 4 | 3 | 4 | 5 | 25 |
| 36 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 37 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 38 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 39 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 40 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |

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|----|---|---|---|---|---|---|----|
| 41 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 42 | 4 | 4 | 2 | 2 | 2 | 4 | 18 |
| 43 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 44 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 45 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 46 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 47 | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 48 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 49 | 5 | 3 | 1 | 2 | 4 | 2 | 17 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 51 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 52 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 53 | 2 | 2 | 2 | 4 | 2 | 4 | 16 |
| 54 | 5 | 5 | 3 | 4 | 3 | 4 | 24 |
| 55 | 3 | 3 | 3 | 4 | 2 | 4 | 19 |
| 56 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| 57 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| 58 | 2 | 3 | 3 | 4 | 3 | 3 | 18 |
| 59 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 60 | 2 | 4 | 3 | 4 | 2 | 4 | 19 |
| 61 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 62 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 63 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 64 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 65 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 67 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 68 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 70 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 71 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 72 | 5 | 4 | 3 | 4 | 4 | 4 | 24 |
| 73 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 74 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 75 | 4 | 3 | 2 | 4 | 4 | 3 | 20 |
| 76 | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 77 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 78 | 4 | 5 | 3 | 5 | 3 | 4 | 24 |
| 79 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 80 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 81 | 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 82 | 4 | 4 | 5 | 3 | 4 | 4 | 24 |
| 83 | 5 | 5 | 5 | 5 | 2 | 5 | 27 |
| 84 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |

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|-----|---|---|---|---|---|---|----|
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 86 | 4 | 4 | 3 | 3 | 2 | 3 | 19 |
| 87 | 4 | 4 | 4 | 5 | 3 | 3 | 23 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 89 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 90 | 3 | 4 | 3 | 4 | 5 | 5 | 24 |
| 91 | 4 | 4 | 2 | 4 | 3 | 4 | 21 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 93 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 94 | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 95 | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 96 | 3 | 3 | 2 | 2 | 3 | 4 | 17 |
| 97 | 4 | 4 | 5 | 4 | 3 | 4 | 24 |
| 98 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 100 | 5 | 3 | 3 | 5 | 5 | 4 | 25 |
| 101 | 3 | 4 | 4 | 5 | 4 | 4 | 24 |
| 102 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 103 | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 104 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 105 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 106 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 107 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 108 | 2 | 4 | 2 | 4 | 4 | 4 | 20 |
| 109 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 110 | 1 | 3 | 2 | 3 | 4 | 4 | 17 |
| 111 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 112 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 113 | 5 | 4 | 5 | 3 | 4 | 4 | 25 |
| 114 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 115 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 116 | 1 | 4 | 2 | 3 | 4 | 4 | 18 |
| 117 | 4 | 4 | 3 | 5 | 5 | 5 | 26 |
| 118 | 4 | 4 | 3 | 4 | 5 | 5 | 25 |
| 119 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 120 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 121 | 4 | 3 | 4 | 4 | 3 | 5 | 23 |
| 122 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 123 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 124 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 125 | 5 | 4 | 3 | 4 | 3 | 3 | 22 |
| 126 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 127 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 128 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |

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|-----|---|---|---|---|---|---|----|
| 129 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| 130 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 131 | 3 | 3 | 4 | 4 | 5 | 4 | 23 |
| 132 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 133 | 4 | 3 | 4 | 4 | 5 | 4 | 24 |
| 134 | 5 | 4 | 4 | 3 | 5 | 4 | 25 |
| 135 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 136 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 137 | 5 | 5 | 3 | 4 | 4 | 4 | 25 |
| 138 | 5 | 4 | 5 | 4 | 4 | 3 | 25 |
| 139 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 140 | 3 | 3 | 4 | 4 | 3 | 5 | 22 |
| 141 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 142 | 4 | 4 | 3 | 3 | 4 | 3 | 21 |
| 143 | 4 | 4 | 3 | 5 | 5 | 5 | 26 |
| 144 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 145 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 146 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 147 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 148 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 149 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 150 | 4 | 4 | 3 | 4 | 5 | 4 | 24 |
| 151 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 152 | 3 | 4 | 4 | 3 | 4 | 5 | 23 |
| 153 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 154 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 155 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 156 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 157 | 5 | 5 | 5 | 5 | 2 | 5 | 27 |
| 158 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 159 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 160 | 4 | 4 | 3 | 3 | 2 | 3 | 19 |
| 161 | 4 | 4 | 4 | 5 | 3 | 3 | 23 |
| 162 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 163 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 164 | 3 | 4 | 3 | 4 | 5 | 5 | 24 |
| 165 | 4 | 4 | 2 | 4 | 3 | 4 | 21 |
| 166 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 167 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 168 | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 169 | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 170 | 3 | 3 | 2 | 2 | 3 | 4 | 17 |
| 171 | 4 | 4 | 5 | 4 | 3 | 4 | 24 |
| 172 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |

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|-----|---|---|---|---|---|---|----|
| 173 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 174 | 5 | 3 | 3 | 5 | 5 | 4 | 25 |
| 175 | 3 | 4 | 4 | 5 | 4 | 4 | 24 |
| 176 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 177 | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 178 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 179 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 180 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 181 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 182 | 2 | 4 | 2 | 4 | 4 | 4 | 20 |
| 183 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 184 | 1 | 3 | 2 | 3 | 4 | 4 | 17 |
| 185 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 186 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 187 | 5 | 4 | 5 | 3 | 4 | 4 | 25 |
| 188 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 189 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 190 | 1 | 4 | 2 | 3 | 4 | 4 | 18 |
| 191 | 4 | 4 | 3 | 5 | 5 | 5 | 26 |
| 192 | 4 | 4 | 3 | 4 | 5 | 5 | 25 |
| 193 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 194 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 195 | 4 | 3 | 4 | 4 | 3 | 5 | 23 |
| 196 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 197 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 198 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 199 | 5 | 4 | 3 | 4 | 3 | 3 | 22 |
| 200 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 201 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 202 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 203 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| 204 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 205 | 3 | 3 | 4 | 4 | 5 | 4 | 23 |
| 206 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 207 | 4 | 3 | 4 | 4 | 5 | 4 | 24 |
| 208 | 5 | 4 | 4 | 3 | 5 | 4 | 25 |
| 209 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 210 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 211 | 5 | 5 | 3 | 4 | 4 | 4 | 25 |
| 212 | 5 | 4 | 5 | 4 | 4 | 3 | 25 |
| 213 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 214 | 3 | 3 | 4 | 4 | 3 | 5 | 22 |
| 215 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 216 | 4 | 4 | 3 | 3 | 4 | 3 | 21 |

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|-----|---|---|---|---|---|---|----|
| 217 | 4 | 4 | 3 | 5 | 5 | 5 | 26 |
| 218 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 219 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 220 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 221 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 222 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 223 | 5 | 5 | 5 | 5 | 2 | 5 | 27 |
| 224 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 225 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 226 | 4 | 4 | 3 | 3 | 2 | 3 | 19 |
| 227 | 4 | 4 | 4 | 5 | 3 | 3 | 23 |
| 228 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 229 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 230 | 3 | 4 | 3 | 4 | 5 | 5 | 24 |
| 231 | 4 | 4 | 2 | 4 | 3 | 4 | 21 |
| 232 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 233 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 234 | 4 | 3 | 4 | 4 | 3 | 3 | 21 |

**Tabulasi Jawaban Responden
Variabel Citra Merek (X2)**

| No | CM1 | CM2 | CM3 | CM4 | CM5 | CM6 | X2_Total |
|----|-----|-----|-----|-----|-----|-----|----------|
| 1 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 2 | 4 | 4 | 4 | 3 | 3 | 2 | 20 |
| 3 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 5 | 4 | 5 | 4 | 2 | 5 | 4 | 24 |
| 6 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 7 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 8 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 9 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 10 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 11 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 12 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 13 | 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| 14 | 3 | 4 | 3 | 3 | 3 | 2 | 18 |
| 15 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 17 | 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 18 | 5 | 2 | 4 | 5 | 5 | 5 | 26 |
| 19 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 20 | 4 | 2 | 3 | 4 | 3 | 3 | 19 |
| 21 | 4 | 4 | 3 | 4 | 4 | 5 | 24 |
| 22 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |

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|----|---|---|---|---|---|---|----|
| 23 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 25 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 26 | 4 | 5 | 3 | 3 | 4 | 4 | 23 |
| 27 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 28 | 4 | 5 | 3 | 5 | 3 | 4 | 24 |
| 29 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 30 | 5 | 5 | 3 | 3 | 5 | 4 | 25 |
| 31 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 32 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 33 | 5 | 4 | 4 | 3 | 4 | 4 | 24 |
| 34 | 5 | 3 | 5 | 4 | 5 | 5 | 27 |
| 35 | 4 | 2 | 4 | 3 | 5 | 4 | 22 |
| 36 | 5 | 4 | 3 | 2 | 4 | 4 | 22 |
| 37 | 4 | 2 | 2 | 4 | 4 | 4 | 20 |
| 38 | 4 | 4 | 4 | 2 | 3 | 4 | 21 |
| 39 | 4 | 5 | 2 | 4 | 4 | 5 | 24 |
| 40 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 41 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 42 | 5 | 5 | 4 | 4 | 3 | 2 | 23 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 44 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 45 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 46 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 47 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 48 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 49 | 5 | 4 | 5 | 3 | 4 | 4 | 25 |
| 50 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 51 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 52 | 5 | 4 | 4 | 4 | 3 | 3 | 23 |
| 53 | 3 | 5 | 3 | 3 | 3 | 4 | 21 |
| 54 | 4 | 4 | 4 | 3 | 2 | 2 | 19 |
| 55 | 3 | 4 | 3 | 4 | 2 | 4 | 20 |
| 56 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 57 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 58 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| 59 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 60 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 61 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 62 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 63 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 64 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 65 | 4 | 4 | 5 | 5 | 4 | 3 | 25 |
| 66 | 5 | 4 | 4 | 4 | 5 | 2 | 24 |

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|-----|---|---|---|---|---|---|----|
| 67 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 68 | 4 | 4 | 4 | 4 | 4 | 2 | 22 |
| 69 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 70 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 71 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 72 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 73 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 74 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 75 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 76 | 4 | 4 | 2 | 4 | 2 | 2 | 18 |
| 77 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 78 | 4 | 5 | 4 | 3 | 3 | 4 | 23 |
| 79 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 80 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 81 | 3 | 2 | 3 | 4 | 2 | 5 | 19 |
| 82 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 83 | 5 | 2 | 5 | 4 | 2 | 5 | 23 |
| 84 | 4 | 4 | 5 | 3 | 4 | 4 | 24 |
| 85 | 5 | 5 | 3 | 2 | 4 | 4 | 23 |
| 86 | 5 | 5 | 5 | 4 | 4 | 3 | 26 |
| 87 | 4 | 4 | 4 | 2 | 3 | 2 | 19 |
| 88 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 89 | 4 | 4 | 3 | 3 | 3 | 2 | 19 |
| 90 | 4 | 5 | 3 | 1 | 4 | 4 | 21 |
| 91 | 4 | 3 | 2 | 3 | 4 | 4 | 20 |
| 92 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 93 | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 94 | 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| 95 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 96 | 3 | 3 | 4 | 3 | 4 | 3 | 20 |
| 97 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 98 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 100 | 4 | 4 | 5 | 5 | 3 | 3 | 24 |
| 101 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 102 | 4 | 3 | 4 | 5 | 5 | 5 | 26 |
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| 104 | 5 | 4 | 3 | 5 | 5 | 5 | 27 |
| 105 | 4 | 2 | 2 | 5 | 5 | 5 | 23 |
| 106 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 107 | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 108 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 109 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 110 | 4 | 4 | 3 | 4 | 2 | 4 | 21 |

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|-----|---|---|---|---|---|---|----|
| 111 | 5 | 4 | 2 | 4 | 4 | 4 | 23 |
| 112 | 4 | 3 | 4 | 5 | 4 | 4 | 24 |
| 113 | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 114 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 115 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 116 | 4 | 4 | 1 | 4 | 2 | 4 | 19 |
| 117 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 118 | 4 | 4 | 3 | 4 | 5 | 5 | 25 |
| 119 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 120 | 3 | 5 | 3 | 3 | 3 | 4 | 21 |
| 121 | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 122 | 4 | 4 | 3 | 3 | 5 | 4 | 23 |
| 123 | 4 | 2 | 3 | 4 | 3 | 3 | 19 |
| 124 | 4 | 5 | 4 | 4 | 3 | 4 | 24 |
| 125 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 126 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 127 | 4 | 4 | 3 | 5 | 4 | 4 | 24 |
| 128 | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 129 | 3 | 3 | 4 | 3 | 4 | 4 | 21 |
| 130 | 4 | 4 | 2 | 3 | 3 | 4 | 20 |
| 131 | 4 | 4 | 4 | 5 | 3 | 4 | 24 |
| 132 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 133 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 134 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 135 | 4 | 2 | 3 | 4 | 5 | 5 | 23 |
| 136 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 137 | 5 | 2 | 4 | 3 | 3 | 3 | 20 |
| 138 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 139 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 140 | 3 | 4 | 4 | 4 | 5 | 4 | 24 |
| 141 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 142 | 4 | 5 | 4 | 4 | 3 | 3 | 23 |
| 143 | 5 | 5 | 5 | 3 | 4 | 5 | 27 |
| 144 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 145 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 146 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 147 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 148 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 149 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 150 | 5 | 2 | 4 | 4 | 5 | 4 | 24 |
| 151 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 152 | 3 | 2 | 3 | 3 | 3 | 4 | 18 |
| 153 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 154 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |

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|-----|---|---|---|---|---|---|----|
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| 156 | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 157 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 158 | 4 | 3 | 2 | 5 | 4 | 4 | 22 |
| 159 | 5 | 2 | 4 | 3 | 4 | 5 | 23 |
| 160 | 5 | 4 | 5 | 3 | 4 | 5 | 26 |
| 161 | 4 | 2 | 4 | 4 | 3 | 3 | 20 |
| 162 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 163 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 164 | 4 | 5 | 3 | 1 | 4 | 4 | 21 |
| 165 | 4 | 3 | 2 | 3 | 4 | 4 | 20 |
| 166 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 167 | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 168 | 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| 169 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 170 | 3 | 3 | 4 | 3 | 4 | 3 | 20 |
| 171 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 172 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 173 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 174 | 4 | 4 | 5 | 5 | 3 | 3 | 24 |
| 175 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 176 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 177 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 178 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 179 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 180 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 181 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 182 | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 183 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 184 | 4 | 4 | 2 | 4 | 2 | 4 | 20 |
| 185 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 186 | 4 | 3 | 5 | 5 | 4 | 4 | 25 |
| 187 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 188 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 189 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 190 | 4 | 4 | 2 | 4 | 2 | 4 | 20 |
| 191 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 192 | 4 | 4 | 2 | 4 | 5 | 5 | 24 |
| 193 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 194 | 3 | 5 | 3 | 3 | 3 | 4 | 21 |
| 195 | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 196 | 4 | 4 | 3 | 3 | 5 | 4 | 23 |
| 197 | 4 | 2 | 3 | 4 | 3 | 3 | 19 |
| 198 | 4 | 5 | 4 | 4 | 3 | 4 | 24 |

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|-----|---|---|---|---|---|---|----|
| 199 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 200 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 201 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 202 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 203 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 204 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 205 | 4 | 4 | 5 | 5 | 3 | 4 | 25 |
| 206 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 207 | 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| 208 | 4 | 5 | 4 | 4 | 4 | 3 | 24 |
| 209 | 4 | 4 | 3 | 4 | 3 | 2 | 20 |
| 210 | 5 | 4 | 5 | 5 | 2 | 4 | 25 |
| 211 | 5 | 3 | 4 | 3 | 4 | 2 | 21 |
| 212 | 5 | 2 | 5 | 4 | 2 | 4 | 22 |
| 213 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 214 | 3 | 2 | 4 | 4 | 5 | 4 | 22 |
| 215 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 216 | 4 | 5 | 4 | 4 | 3 | 3 | 23 |
| 217 | 5 | 5 | 5 | 3 | 4 | 5 | 27 |
| 218 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 219 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 220 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 221 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 222 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 223 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 224 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 225 | 5 | 5 | 3 | 3 | 4 | 4 | 24 |
| 226 | 5 | 5 | 5 | 3 | 4 | 3 | 25 |
| 227 | 4 | 4 | 4 | 4 | 3 | 2 | 21 |
| 228 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 229 | 4 | 4 | 3 | 3 | 3 | 2 | 19 |
| 230 | 4 | 5 | 3 | 4 | 4 | 4 | 24 |
| 231 | 4 | 3 | 2 | 3 | 4 | 4 | 20 |
| 232 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 233 | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 234 | 4 | 5 | 4 | 3 | 4 | 4 | 24 |

**Tabulasi Jawaban Responden
Variabel Persepsi (X3)**

| No | P1 | P2 | P3 | P4 | P5 | P6 | X3_Total |
|----|----|----|----|----|----|----|----------|
| 1 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 2 | 3 | 3 | 5 | 4 | 3 | 5 | 23 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |

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|----|---|---|---|---|---|---|----|
| 5 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 6 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 7 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 8 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 9 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 10 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 11 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 13 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 14 | 2 | 4 | 3 | 3 | 4 | 4 | 20 |
| 15 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 17 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 19 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 20 | 5 | 3 | 4 | 4 | 3 | 4 | 23 |
| 21 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 23 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 26 | 3 | 4 | 5 | 5 | 4 | 3 | 24 |
| 27 | 4 | 3 | 3 | 4 | 3 | 5 | 22 |
| 28 | 3 | 2 | 2 | 3 | 2 | 3 | 15 |
| 29 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 30 | 4 | 2 | 4 | 4 | 2 | 5 | 21 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 32 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 33 | 2 | 4 | 5 | 4 | 4 | 3 | 22 |
| 34 | 3 | 3 | 5 | 2 | 3 | 5 | 21 |
| 35 | 5 | 4 | 4 | 5 | 4 | 3 | 25 |
| 36 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 37 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| 38 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 39 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 40 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 41 | 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 42 | 4 | 2 | 4 | 4 | 2 | 2 | 18 |
| 43 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 44 | 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 45 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 46 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 47 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 48 | 5 | 3 | 5 | 5 | 4 | 5 | 27 |

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|----|---|---|---|---|---|---|----|
| 49 | 2 | 2 | 5 | 3 | 1 | 2 | 15 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 51 | 4 | 2 | 5 | 5 | 5 | 4 | 25 |
| 52 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 53 | 4 | 2 | 2 | 2 | 2 | 4 | 16 |
| 54 | 4 | 3 | 5 | 5 | 3 | 4 | 24 |
| 55 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 56 | 4 | 3 | 3 | 4 | 3 | 4 | 21 |
| 57 | 4 | 3 | 3 | 4 | 3 | 4 | 21 |
| 58 | 3 | 3 | 2 | 3 | 3 | 4 | 18 |
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| 60 | 4 | 3 | 2 | 4 | 3 | 4 | 20 |
| 61 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 62 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 63 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
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| 65 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 67 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 68 | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 70 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 71 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 72 | 4 | 3 | 5 | 4 | 3 | 4 | 23 |
| 73 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 74 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 75 | 3 | 2 | 4 | 3 | 2 | 4 | 18 |
| 76 | 4 | 2 | 4 | 4 | 2 | 4 | 20 |
| 77 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 78 | 4 | 3 | 4 | 5 | 3 | 5 | 24 |
| 79 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 80 | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 81 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 82 | 4 | 3 | 4 | 4 | 5 | 3 | 23 |
| 83 | 5 | 2 | 5 | 5 | 5 | 5 | 27 |
| 84 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 85 | 4 | 2 | 4 | 4 | 4 | 4 | 22 |
| 86 | 3 | 4 | 4 | 4 | 3 | 3 | 21 |
| 87 | 3 | 4 | 4 | 4 | 4 | 5 | 24 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 89 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 90 | 5 | 3 | 3 | 4 | 3 | 4 | 22 |
| 91 | 4 | 2 | 4 | 4 | 2 | 4 | 20 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

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|-----|---|---|---|---|---|---|----|
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| 94 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| 95 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 96 | 4 | 2 | 3 | 3 | 2 | 2 | 16 |
| 97 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 98 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 100 | 4 | 3 | 5 | 3 | 3 | 5 | 23 |
| 101 | 4 | 4 | 3 | 4 | 4 | 5 | 24 |
| 102 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 103 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 104 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 105 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 106 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 107 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 108 | 4 | 2 | 2 | 4 | 2 | 4 | 18 |
| 109 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 110 | 4 | 2 | 1 | 3 | 2 | 3 | 15 |
| 111 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 112 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 113 | 4 | 5 | 5 | 4 | 5 | 3 | 26 |
| 114 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 115 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 116 | 4 | 2 | 1 | 4 | 2 | 3 | 16 |
| 117 | 5 | 3 | 4 | 4 | 3 | 5 | 24 |
| 118 | 5 | 3 | 4 | 4 | 3 | 4 | 23 |
| 119 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 120 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 121 | 5 | 4 | 4 | 3 | 4 | 4 | 24 |
| 122 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 123 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 124 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 125 | 3 | 3 | 5 | 4 | 3 | 4 | 22 |
| 126 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 127 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 128 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 129 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 130 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 131 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 132 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 133 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 134 | 4 | 4 | 5 | 4 | 4 | 3 | 24 |
| 135 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 136 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |

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|-----|---|---|---|---|---|---|----|
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| 138 | 3 | 5 | 5 | 4 | 5 | 4 | 26 |
| 139 | 4 | 3 | 3 | 4 | 3 | 4 | 21 |
| 140 | 5 | 4 | 3 | 3 | 4 | 4 | 23 |
| 141 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 142 | 3 | 3 | 4 | 4 | 3 | 3 | 20 |
| 143 | 5 | 3 | 4 | 4 | 3 | 5 | 24 |
| 144 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 145 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 146 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 147 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 148 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 149 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 150 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 151 | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 152 | 5 | 4 | 3 | 4 | 4 | 3 | 23 |
| 153 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 154 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 155 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 156 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 157 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 158 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 159 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 160 | 3 | 3 | 4 | 4 | 3 | 3 | 20 |
| 161 | 3 | 4 | 4 | 4 | 4 | 5 | 24 |
| 162 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 163 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 164 | 5 | 3 | 3 | 4 | 3 | 4 | 22 |
| 165 | 4 | 2 | 4 | 4 | 2 | 4 | 20 |
| 166 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 167 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 168 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| 169 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 170 | 4 | 2 | 3 | 3 | 2 | 2 | 16 |
| 171 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 172 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 173 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 174 | 4 | 3 | 5 | 3 | 3 | 5 | 23 |
| 175 | 4 | 4 | 3 | 4 | 4 | 5 | 24 |
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| 177 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 178 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 179 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
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|-----|---|---|---|---|---|---|----|
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| 182 | 4 | 2 | 2 | 4 | 2 | 4 | 18 |
| 183 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 184 | 4 | 2 | 1 | 3 | 2 | 3 | 15 |
| 185 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 186 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 187 | 4 | 5 | 5 | 4 | 5 | 3 | 26 |
| 188 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 189 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 190 | 4 | 2 | 1 | 4 | 2 | 3 | 16 |
| 191 | 5 | 3 | 4 | 4 | 3 | 5 | 24 |
| 192 | 5 | 3 | 4 | 4 | 3 | 4 | 23 |
| 193 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 194 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 195 | 5 | 4 | 4 | 3 | 4 | 4 | 24 |
| 196 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 197 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 198 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 199 | 3 | 3 | 5 | 4 | 3 | 4 | 22 |
| 200 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 201 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 202 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 203 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 204 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 205 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 206 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 207 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 208 | 4 | 4 | 5 | 4 | 4 | 3 | 24 |
| 209 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 210 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 211 | 4 | 3 | 5 | 5 | 3 | 4 | 24 |
| 212 | 3 | 5 | 5 | 4 | 5 | 4 | 26 |
| 213 | 4 | 3 | 3 | 4 | 3 | 4 | 21 |
| 214 | 5 | 4 | 3 | 3 | 4 | 4 | 23 |
| 215 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 216 | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 217 | 3 | 3 | 4 | 4 | 3 | 5 | 22 |
| 218 | 2 | 4 | 4 | 4 | 4 | 4 | 22 |
| 219 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 220 | 2 | 4 | 4 | 4 | 4 | 4 | 22 |
| 221 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 222 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 223 | 2 | 5 | 5 | 5 | 5 | 5 | 27 |
| 224 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |

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| 225 | 2 | 4 | 4 | 4 | 4 | 4 | 22 |
| 226 | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 227 | 3 | 4 | 4 | 4 | 4 | 5 | 24 |
| 228 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 229 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 230 | 5 | 3 | 3 | 4 | 3 | 4 | 22 |
| 231 | 4 | 2 | 4 | 4 | 2 | 4 | 20 |
| 232 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 233 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 234 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |

**Tabulasi Jawaban Responden
Variabel Loyalitas Konsumen (Y)**

| No | LK1 | LK2 | LK3 | LK4 | LK5 | LK6 | LK7 | LK8 | Y_Total |
|----|-----|-----|-----|-----|-----|-----|-----|-----|---------|
| 1 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 2 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 29 |
| 3 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 36 |
| 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 33 |
| 6 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 32 |
| 7 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 33 |
| 8 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 34 |
| 9 | 4 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 34 |
| 10 | 4 | 3 | 5 | 5 | 3 | 5 | 5 | 3 | 33 |
| 11 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 37 |
| 12 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 13 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 33 |
| 14 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 2 | 29 |
| 15 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 32 |
| 16 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| 17 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 31 |
| 18 | 5 | 5 | 2 | 4 | 4 | 5 | 5 | 4 | 34 |
| 19 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 36 |
| 20 | 4 | 4 | 2 | 3 | 3 | 5 | 4 | 4 | 29 |
| 21 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 33 |
| 22 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 23 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 38 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 25 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 36 |
| 26 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 33 |
| 27 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 32 |
| 28 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 30 |
| 29 | 4 | 3 | 4 | 3 | 5 | 2 | 4 | 4 | 29 |
| 30 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 35 |

| | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|----|
| 31 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 |
| 32 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 34 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |
| 34 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 37 |
| 35 | 5 | 4 | 2 | 4 | 5 | 5 | 4 | 4 | 33 |
| 36 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 35 |
| 37 | 4 | 5 | 2 | 2 | 4 | 4 | 5 | 5 | 31 |
| 38 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 33 |
| 39 | 4 | 5 | 5 | 2 | 2 | 5 | 4 | 4 | 31 |
| 40 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 41 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 5 | 32 |
| 42 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 43 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 35 |
| 44 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 32 |
| 45 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 37 |
| 46 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 35 |
| 47 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 34 |
| 48 | 5 | 4 | 5 | 5 | 4 | 2 | 5 | 4 | 34 |
| 49 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 35 |
| 50 | 3 | 3 | 4 | 5 | 2 | 3 | 5 | 3 | 28 |
| 51 | 4 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 32 |
| 52 | 3 | 3 | 4 | 4 | 2 | 4 | 4 | 5 | 29 |
| 53 | 1 | 1 | 5 | 3 | 3 | 3 | 3 | 4 | 23 |
| 54 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 2 | 27 |
| 55 | 2 | 2 | 4 | 3 | 3 | 4 | 4 | 2 | 24 |
| 56 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 3 | 26 |
| 57 | 2 | 2 | 4 | 3 | 2 | 4 | 4 | 4 | 25 |
| 58 | 3 | 3 | 4 | 3 | 5 | 4 | 3 | 3 | 28 |
| 59 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 32 |
| 60 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 32 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 33 |
| 62 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 35 |
| 63 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 35 |
| 64 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 36 |
| 65 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 35 |
| 66 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 32 |
| 67 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 34 |
| 68 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 32 |
| 69 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 28 |
| 70 | 3 | 4 | 3 | 4 | 5 | 3 | 5 | 5 | 32 |
| 71 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 29 |
| 72 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 73 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 37 |
| 74 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 34 |

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|-----|---|---|---|---|---|---|---|---|----|
| 75 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 32 |
| 76 | 4 | 4 | 4 | 2 | 5 | 5 | 4 | 4 | 32 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 78 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 33 |
| 79 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 36 |
| 80 | 4 | 3 | 3 | 4 | 2 | 4 | 5 | 4 | 29 |
| 81 | 3 | 4 | 2 | 3 | 4 | 4 | 5 | 4 | 29 |
| 82 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 83 | 5 | 5 | 2 | 5 | 2 | 4 | 5 | 5 | 33 |
| 84 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 30 |
| 85 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 33 |
| 86 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 35 |
| 87 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 32 |
| 88 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 29 |
| 89 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 28 |
| 90 | 2 | 1 | 5 | 3 | 5 | 4 | 4 | 3 | 27 |
| 91 | 4 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 27 |
| 92 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 29 |
| 93 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 38 |
| 94 | 3 | 2 | 5 | 4 | 3 | 4 | 4 | 4 | 29 |
| 95 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 33 |
| 96 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 26 |
| 97 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 34 |
| 98 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 35 |
| 99 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 100 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 37 |
| 101 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 34 |
| 102 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 33 |
| 103 | 4 | 4 | 2 | 4 | 5 | 4 | 4 | 4 | 31 |
| 104 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 33 |
| 105 | 4 | 4 | 2 | 2 | 4 | 3 | 4 | 5 | 28 |
| 106 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 107 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 28 |
| 108 | 2 | 4 | 4 | 4 | 5 | 4 | 2 | 2 | 27 |
| 109 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 33 |
| 110 | 2 | 4 | 4 | 3 | 4 | 4 | 2 | 2 | 25 |
| 111 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 5 | 29 |
| 112 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 32 |
| 113 | 5 | 4 | 4 | 2 | 4 | 4 | 5 | 5 | 33 |
| 114 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 32 |
| 115 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 32 |
| 116 | 4 | 4 | 4 | 1 | 3 | 3 | 2 | 4 | 25 |
| 117 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 36 |
| 118 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 30 |

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|-----|---|---|---|---|---|---|---|---|----|
| 119 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| 120 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 30 |
| 121 | 3 | 4 | 4 | 2 | 4 | 5 | 3 | 4 | 29 |
| 122 | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 4 | 30 |
| 123 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 2 | 23 |
| 124 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 37 |
| 125 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 5 | 31 |
| 126 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 32 |
| 127 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 32 |
| 128 | 4 | 4 | 4 | 2 | 5 | 3 | 4 | 4 | 30 |
| 129 | 3 | 2 | 3 | 4 | 5 | 4 | 4 | 4 | 29 |
| 130 | 4 | 4 | 4 | 2 | 5 | 4 | 4 | 4 | 31 |
| 131 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 31 |
| 132 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 37 |
| 133 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 134 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 135 | 4 | 4 | 2 | 3 | 4 | 3 | 4 | 4 | 28 |
| 136 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 35 |
| 137 | 3 | 4 | 2 | 4 | 3 | 4 | 5 | 4 | 29 |
| 138 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 36 |
| 139 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 36 |
| 140 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 141 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 36 |
| 142 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 32 |
| 143 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 144 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 36 |
| 145 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 31 |
| 146 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 35 |
| 147 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 34 |
| 148 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 34 |
| 149 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 31 |
| 150 | 4 | 3 | 2 | 4 | 4 | 5 | 3 | 4 | 29 |
| 151 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 32 |
| 152 | 3 | 4 | 2 | 3 | 4 | 5 | 4 | 5 | 30 |
| 153 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 34 |
| 154 | 4 | 4 | 5 | 4 | 2 | 4 | 4 | 4 | 31 |
| 155 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 34 |
| 156 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 30 |
| 157 | 5 | 5 | 4 | 4 | 2 | 4 | 5 | 5 | 34 |
| 158 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 26 |
| 159 | 4 | 4 | 2 | 4 | 4 | 4 | 5 | 4 | 31 |
| 160 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 34 |
| 161 | 4 | 4 | 2 | 4 | 5 | 4 | 4 | 3 | 30 |
| 162 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 29 |

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|-----|---|---|---|---|---|---|---|---|----|
| 163 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 28 |
| 164 | 2 | 1 | 5 | 3 | 5 | 4 | 4 | 3 | 27 |
| 165 | 4 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 27 |
| 166 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 29 |
| 167 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 38 |
| 168 | 3 | 2 | 5 | 4 | 3 | 4 | 4 | 4 | 29 |
| 169 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 33 |
| 170 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 26 |
| 171 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 34 |
| 172 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 35 |
| 173 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 174 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 37 |
| 175 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 34 |
| 176 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 177 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 |
| 178 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 36 |
| 179 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 34 |
| 180 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
| 181 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 29 |
| 182 | 2 | 4 | 4 | 2 | 5 | 4 | 2 | 2 | 25 |
| 183 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 33 |
| 184 | 2 | 4 | 4 | 2 | 4 | 4 | 2 | 2 | 24 |
| 185 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 5 | 31 |
| 186 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 33 |
| 187 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 36 |
| 188 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 32 |
| 189 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 31 |
| 190 | 4 | 4 | 4 | 2 | 3 | 3 | 2 | 4 | 26 |
| 191 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 36 |
| 192 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 29 |
| 193 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 194 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 30 |
| 195 | 3 | 4 | 4 | 2 | 4 | 5 | 3 | 4 | 29 |
| 196 | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 4 | 30 |
| 197 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 2 | 23 |
| 198 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 37 |
| 199 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 5 | 31 |
| 200 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 33 |
| 201 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 34 |
| 202 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 31 |
| 203 | 3 | 2 | 3 | 3 | 5 | 4 | 4 | 4 | 28 |
| 204 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 32 |
| 205 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 32 |
| 206 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 37 |

| | | | | | | | | | |
|------------|---|---|---|---|---|---|---|---|----|
| 207 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 34 |
| 208 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 209 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 30 |
| 210 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 35 |
| 211 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 30 |
| 212 | 4 | 5 | 2 | 5 | 5 | 4 | 4 | 5 | 34 |
| 213 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 35 |
| 214 | 5 | 4 | 2 | 4 | 5 | 4 | 4 | 4 | 32 |
| 215 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 35 |
| 216 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 32 |
| 217 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 218 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 37 |
| 219 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 32 |
| 220 | 4 | 4 | 5 | 4 | 2 | 4 | 5 | 5 | 33 |
| 221 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |
| 222 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 36 |
| 223 | 5 | 5 | 5 | 5 | 2 | 4 | 5 | 5 | 36 |
| 224 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 4 | 31 |
| 225 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 33 |
| 226 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 35 |
| 227 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 32 |
| 228 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 29 |
| 229 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 28 |
| 230 | 2 | 1 | 5 | 3 | 5 | 4 | 4 | 3 | 27 |
| 231 | 4 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 27 |
| 232 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 29 |
| 233 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 38 |
| 234 | 3 | 2 | 5 | 4 | 3 | 4 | 4 | 4 | 29 |



LAMPIRAN 3

Hasil Karakteristik Responden

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | <21 tahun | 48 | 20,5 | 20,5 | 20,5 |
| | 21 s.d 30 tahun | 78 | 33,3 | 33,3 | 53,8 |
| | 31 s.d 40 tahun | 52 | 22,2 | 22,2 | 76,1 |
| | 41 s.d 50 tahun | 36 | 15,4 | 15,4 | 91,5 |
| | >50 tahun | 20 | 8,5 | 8,5 | 100,0 |
| | Total | 234 | 100,0 | 100,0 | |

Pekerjaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Pelajar/Mahasiswa | 34 | 14,5 | 14,5 | 14,5 |
| | PNS | 37 | 15,8 | 15,8 | 30,3 |
| | Pegawai Swasta | 33 | 14,1 | 14,1 | 44,4 |
| | Wiraswasta | 55 | 23,5 | 23,5 | 67,9 |
| | IRT | 75 | 32,1 | 32,1 | 100,0 |
| | Total | 234 | 100,0 | 100,0 | |

Pendidikan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | SD | 34 | 14,5 | 14,5 | 14,5 |
| | SMP | 56 | 23,9 | 23,9 | 38,5 |
| | SMA/SMK | 85 | 36,3 | 36,3 | 74,8 |
| | D3 | 29 | 12,4 | 12,4 | 87,2 |
| | S1 | 24 | 10,3 | 10,3 | 97,4 |
| | S2 | 6 | 2,6 | 2,6 | 100,0 |
| | Total | 234 | 100,0 | 100,0 | |

| | | | | | | | | | | |
|---------------------|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Pearson Correlation | | | | | | | | | | |
| | | -,016 | ,008 | -,041 | ,024 | 1 | -,071 | -,011 | -,024 | ,223** |
| Sig. (2-tailed) | | ,812 | ,908 | ,528 | ,713 | | ,279 | ,869 | ,718 | ,001 |
| N | | 234 | 234 | 234 | 234 | 234 | 234 | 234 | 234 | 234 |
| Pearson Correlation | | | | | | | | | | |
| | | ,031 | ,083 | ,040 | ,111 | -,071 | 1 | ,116 | -,064 | ,245** |
| Sig. (2-tailed) | | ,636 | ,208 | ,541 | ,090 | ,279 | | ,076 | ,331 | ,000 |
| N | | 234 | 234 | 234 | 234 | 234 | 234 | 234 | 234 | 234 |
| Pearson Correlation | | | | | | | | | | |
| | | ,370** | ,257** | ,157* | ,454** | -,011 | ,116 | 1 | ,447** | ,661** |
| Sig. (2-tailed) | | ,000 | ,000 | ,016 | ,000 | ,869 | ,076 | | ,000 | ,000 |
| N | | 234 | 234 | 234 | 234 | 234 | 234 | 234 | 234 | 234 |
| Pearson Correlation | | | | | | | | | | |
| | | ,544** | ,420** | ,076 | ,287** | -,024 | -,064 | ,447** | 1 | ,634** |
| Sig. (2-tailed) | | ,000 | ,000 | ,248 | ,000 | ,718 | ,331 | ,000 | | ,000 |
| N | | 234 | 234 | 234 | 234 | 234 | 234 | 234 | 234 | 234 |
| Pearson Correlation | | | | | | | | | | |
| | | ,701** | ,658** | ,404** | ,661** | ,223** | ,245** | ,661** | ,634** | 1 |
| Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 | ,001 | ,000 | ,000 | ,000 | |
| N | | 234 | 234 | 234 | 234 | 234 | 234 | 234 | 234 | 234 |

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

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

LAMPIRAN 5

Uji Reliabilitas

Label Halal (X1)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,778 | 6 |

Citra Merek (X2)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,643 | 6 |

Persepsi (X3)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,643 | 6 |

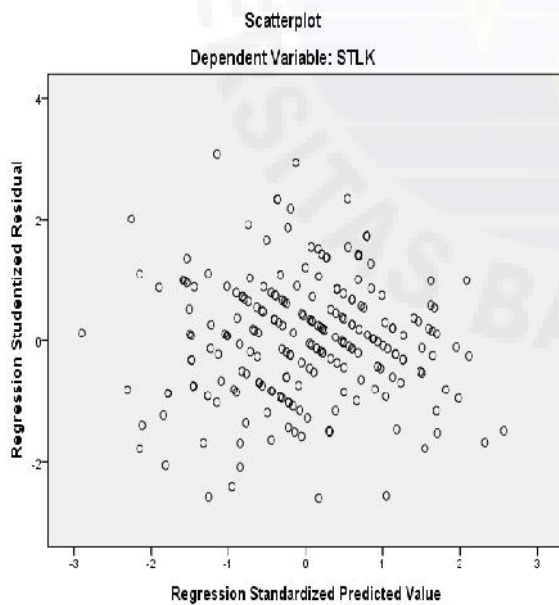
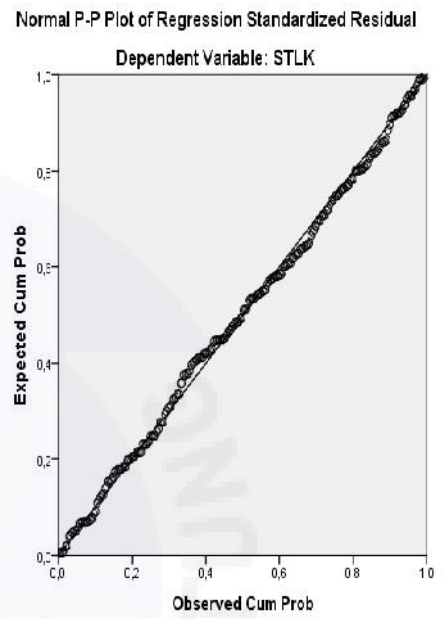
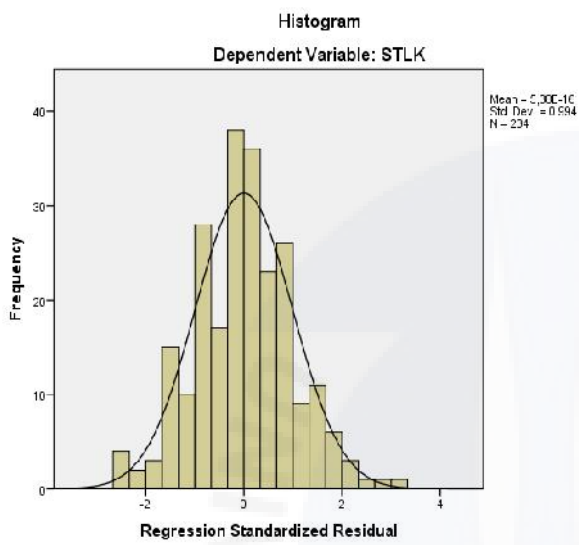
Loyalitas Konsumen (Y)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,643 | 6 |

LAMPIRAN 6

Uji Asumsi Klasik



LAMPIRAN 7

Uji Regresi Linier Berganda, Uji T, Uji F Dan Koefisien Determinasi

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,662 ^a | ,438 | ,431 | 2,487 |

a. Predictors: (Constant), STP, STCM, STLH

b. Dependent Variable: STLK

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 1109,902 | 3 | 369,967 | 59,795 | ,000 ^b |
| | Residual | 1423,060 | 230 | 6,187 | | |
| | Total | 2532,962 | 233 | | | |

a. Dependent Variable: STLK

b. Predictors: (Constant), STP, STCM, STLH

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 13,831 | 1,413 | | 9,789 | ,000 | | |
| | STLH | ,250 | ,075 | ,234 | 3,377 | ,000 | ,124 | 8,047 |
| | STCM | ,599 | ,069 | 1,117 | 8,684 | ,000 | ,148 | 6,769 |
| | STP | ,729 | ,066 | ,681 | 11,076 | ,000 | ,645 | 1,549 |

a. Dependent Variable: STLK

LAMPIRAN 12

Survei Penyebaran Kuesioner di Salon Wella Sungailiat

a. Foto Plang Toko Salon Wella Sungailiat



b. Toko Salon Wella di Sungailiat



c. Foto bersama pemilik toko dan Pengisian Kuesioner oleh Responden Wardah



SITAS BANGKA BE



d. Produk Wardah





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