

## LAMPIRAN 1

Hal : Permohonan Pengisian Kuesioner

Kepada Yth,

Bapak/Ibu Responden

Di Tempat

Dengan Hormat,

Saya adalah mahasiswa program strata satu (S1) Universitas Bangka Belitung (UBB), Fakultas Ekonomi (FE), Jurusan Manajemen yang sedang menyusun skripsi sebagai salah satu syarat untuk memperoleh gelar Sarjana Ekonomi (SE).

Dengan itu saya :

Nama : Frendy

NIM : 302 1211 035

Mengharapkan kesediaan dan partisipasi Bapak/Ibu/saudara/i untuk mengisi kuesioner yang terlampir bersama surat ini. Adapun judul penelitian saya adalah “Pengaruh Bauran Penjualan Eceran (*Retailing Mix*) Terhadap Loyalitas Konsumen *Department Store* (Pada Ramayana *Department Store* Kota Pangkalpinang).

Informasi yang diperoleh melalui kuesioner ini hanya akan digunakan untuk kepentingan penelitian (riset) dan tidak untuk kepentingan diluar riset, sehingga akan saya jaga kerahasiaannya sesuai dengan etika penelitian.

- Responden diharapkan membaca setiap pernyataan secara hati-hati dan menjawab dengan lengkap
- Tidak ada jawaban yang salah atau benar dalam pilihan anda yang penting memilih jawaban yang sesuai dengan pendapat anda.

Demikianlah permohonan saya ini, atas kesediaan Bapak/Ibu/Saudara/I dalam meluangkan waktu untuk mengisi dan menyatakan pendapat dalam penelitian ini, saya ucapkan terima kasih.

Hormat saya,

Frendy

### Bagian I (Profil Responden)

Nama : .....  
(Boleh Tidak Diisi).

Jenis Kelamin :  Laki-laki  Perempuan

Usia :  < 20 Tahun  21-35 Tahun  
 36-50 Tahun  > 50 Tahun

Tingkat Pendidikan :  SD  SMA  Sarjana  
 SMP  Akademi/D3  > S-1

Pekerjaan :  Pelajar/Mahasiswa  Ibu Rumah Tangga   
Wiraswasta  
 Pegawai Negeri  Karyawan Swasta   
Lainnya

Penghasilan /Bulan :  < Rp 1.000.000  Rp 1.500.000 – Rp  
2.000.000  
 Rp 1.000.000 – Rp 1.500.000  > Rp 2.000.000

Keterangan	Skor Nilai
STS = Sangat Tidak Setuju	1
TS = Tidak Setuju	2
N = Netral	3
S = Setuju	4
SS = Sangat Setuju	5

1. Variabel Produk (X1)

Berilah tanda ceklist (✓) pada kotak yang disediakan sesuai dengan pendapat anda :

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Produk-produk yang ada di Ramayana <i>Department Store</i> Kota Pangkalpinang mempunyai daya tahan yang kuat					
2	Produk yang ada di Ramayana <i>Department Store</i> Kota Pangkalpinang dibuat dari bahan-bahan yang berkualitas					
3	Produk yang ditawarkan Ramayana <i>Department Store</i> Kota Pangkalpinang sesuai dengan spesifikasinya					
4	Produk-produk di Ramayana <i>Department Store</i> Kota Pangkalpinang dilengkapi dengan fitur yang lengkap					
5	Fitur dari produk yang ditawarkan di Ramayana <i>Department Store</i> Kota Pangkalpinang sesuai dengan kebutuhan					
6	Desain dari produk-produk di Ramayana <i>Department Store</i> Kota Pangkalpinang dibuat seindah mungkin					
7	Desain dari produk-produk di Ramayana <i>Department Store</i> Kota Pangkalpinang sangat menarik					

2. Variabel Harga (X2)

Berilah tanda ceklist (✓) pada kotak yang disediakan sesuai dengan pendapat anda :

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Ramayana <i>Department Store</i> Kota Pangkalpinang telah menyediakan daftar harga untuk mempermudah konsumen					
2	Daftar harga yang disediakan sesuai dengan harga jual produk					
3	Diskon yang ditawarkan di Ramayana <i>Department Store</i> Kota Pangkalpinang sangat besar					
4	Saya berbelanja di Ramayana <i>Department Store</i> Kota Pangkalpinang karena ada diskon yang ditawarkan					
5	Ramayana <i>Department Store</i> Kota Pangkalpinang menyediakan potongan harga khusus untuk produk-produk tertentu					
6	Potongan harga khusus yang ditawarkan di Ramayana <i>Department Store</i> Kota Pangkalpinang cukup besar					

### 3. Variabel Lokasi (X3)

Berilah tanda ceklist (√) pada kotak yang disediakan sesuai dengan pendapat anda :

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Jumlah kendaraan yang melintas di seputaran Ramayana <i>Department Store</i> Kota Pangkalpinang sangat banyak					
2	Kondisi jalan yang membuat Ramayana <i>Department Store</i> Kota Pangkalpinang ramai dikunjungi					
3	Lokasi Ramayana <i>Department Store</i> Kota Pangkalpinang sangat terjangkau					
4	Akses menuju Ramayana <i>Department Store</i> Kota Pangkalpinang sangat mudah					
5	Ramayana <i>Department Store</i> Kota Pangkalpinang menyediakan area parkir yang luas					
6	Parkir yang disediakan oleh Ramayana <i>Department Store</i> aman dan bersih					
7	Diseputaran Ramayana <i>Department Store</i> Kota Pangkalpinang mudah untuk mendapatkan transportasi umum					
8	Banyak konsumen yang menggunakan transportasi umum untuk pergi menuju Ramayana <i>Department Store</i> Kota Pangkalpinang					
9	Gerai yang ada di Ramayana <i>Department Store</i> Kota Pangkalpinang sudah lengkap					
10	Penempatan gerai di Ramayana <i>Department Store</i> Kota Pangkalpinang sudah saling berkesinambungan					

### 4. Promosi (X4)

Berilah tanda ceklist (√) pada kotak yang disediakan sesuai dengan pendapat anda :

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Cara penyampaian yang dilakukan oleh bintang iklan milik Ramayana <i>Department Store</i> sudah sangat baik					
2	Promosi yang dilakukan oleh Ramayana <i>Department Store</i> Kota Pangkalpinang melalui iklan di media massa sangat tepat					
3	Ramayana <i>Department Store</i> Kota Pangkalpinang sangat sering melakukan promosi penjualan					
4	Waktu melakukan promosi yang dilakukan oleh Ramayana <i>Department Store</i> Kota Pangkalpinang sudah tepat					

5	Ramayana <i>Department Store</i> Kota Pangkalpinang sering mengadakan hiburan					
6	Interaksi penjualan yang dilakukan oleh Ramayana <i>Department Store</i> Kota Pangkalpinang cukup baik					
7	Interaksi melalui pemasaran langsung memberikan respon positif dari konsumen					
8	Interaksi melalui perusahaan memberikan respon positif dari konsumen					
9	Saya pernah mendengarkan orang berbicara tentang Ramayana <i>Department Store</i> Kota Pangkalpinang					
10	Saya pernah direkomendasikan untuk berbelanja di Ramayana <i>Department Store</i> Kota Pangkalpinang					
11	Ramayana <i>Department Store</i> Kota Pangkalpinang sudah sering melakukan penjualan personal					
12	Pendekatan yang dilakukan oleh penjualan personal Ramayana <i>Department Store</i> Kota Pangkalpinang sudah baik					

#### 5. Presentasi (X5)

Berilah tanda ceklist (√) pada kotak yang disediakan sesuai dengan pendapat anda :

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Warna dinding ruangan Ramayana <i>Department Store</i> Kota Pangkalpinang sudah sesuai					
2	Ramayana <i>Department Store</i> Kota Pangkalpinang selalu memutar musik yang sesuai dengan suasana untuk berbelanja					
3	Aroma dan tingkat suhu di Ramayana <i>Department Store</i> Kota Pangkalpinang sangat nyaman					
4	Logo Ramayana <i>Department Store</i> sangat menarik perhatian pengunjung					
5	Tampilan pajangan diluar ruangan Ramayana <i>Department Store</i> Kota Pangkalpinang dapat menarik orang untuk masuk ke dalam ruangan					
6	Area penempatan produk penjualan di Ramayana <i>Department Store</i> Kota Pangkalpinang sudah sangat baik					
7	Pintu masuk Ramayana <i>Department Store</i> Kota Pangkalpinang sudah cukup lebar					
8	Ramayana <i>Department Store</i> Kota Pangkalpinang selalu mengubah tema ruangan menyesuaikan dengan kondisi lingkungan					
9	Ramayana <i>Department Store</i> Kota Pangkalpinang selalu menampilkan papan penanda diskon/potongan harga					

6. Personil (X6)

Berilah tanda ceklist (√) pada kotak yang disediakan sesuai dengan pendapat anda :

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Pegawai Ramayana <i>Department Store</i> Kota Pangkalpinang mampu menjalankan tugasnya dengan baik					
2	Pegawai Ramayana <i>Department Store</i> Kota Pangkalpinang mampu mengejakan beragam tugas yang diberikan					
3	Pegawai Ramayana <i>Department Store</i> Kota Pangkalpinang sopan terhadap para konsumen					
4	Pegawai Ramayana <i>Department Store</i> Kota Pangkalpinang ramah terhadap para konsumen					
5	Pegawai Ramayana <i>Department Store</i> Kota Pangkalpinang cepat dalam merespon konsumennya					
6	Pegawai Ramayana <i>Department Store</i> Kota Pangkalpinang sangat akurat dalam menjalankan tugas dan melayani konsumen					

7. Variabel Loyalitas Konsumen (Y)

Berilah tanda ceklist (√) pada kotak yang disediakan sesuai dengan pendapat anda :

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Saya merasa puas setiap kali berbelanja di Ramayana <i>Department Store</i> Kota Pangkalpinang					
2	Kepuasan akan terasa setelah membeli produk di Ramayana <i>Department Store</i> Kota Pangkalpinang					
3	Saya menyukai merek-merek yang ada di Ramayana <i>Department Store</i> Kota Pangkalpinang					
4	Pemilihan merek yang berkualitas mencerminkan karakteristik konsumen					
5	Saya percaya terhadap produk-produk yang ditawarkan Ramayana <i>Department Store</i> Kota Pangkalpinang					
6	Saya percaya terhadap perusahaan Ramayana <i>Department Store</i> Kota Pangkalpinang					
7	Di Ramayana <i>Department Store</i> Kota Pangkalpinang konsumen dapat dengan mudah mencari produk-produk yang dibutuhkan nya					
8	Di Ramayana <i>Department Store</i> Kota Pangkalpinang konsumen dapat dengan mudah melakukan transaksi pembayaran					
9	Saya sudah berpengalaman berbelanja di Ramayana					

	<i>Department Store</i> Kota Pangkalpinang					
10	Saya sudah sangat mengenali merek-merek yang ada di Ramayana <i>Department Store</i> Kota Pangkalpinang					



## LAMPIRAN 2

### KARAKTERISTIK RESPONDEN

No.	J.K.	Usia	Pendidikan Terakhir	Perkerjaan	Pendapatan Per bulan
1	1	3	2	4	3
2	1	2	4	2	4
3	2	3	1	3	2
4	1	1	4	1	1
5	2	2	3	3	2
6	1	2	4	4	3
7	1	2	3	4	3
8	2	2	4	2	4
9	2	2	4	3	2
10	2	2	3	2	4
11	1	1	2	1	1
12	2	3	4	2	4
13	2	2	3	3	2
14	1	3	4	2	4
15	2	1	3	1	1
16	2	2	5	2	4
17	1	2	5	4	3
18	2	2	4	1	1
19	2	2	4	2	4
20	1	2	3	2	4
21	2	1	4	1	1
22	1	3	1	4	3
23	2	3	5	2	4
24	2	2	4	2	4
25	1	2	4	2	4
26	2	2	6	3	2
27	1	2	4	5	3
28	1	2	5	4	3
29	2	2	4	2	4
30	1	2	2	2	4
31	2	2	4	3	2
32	2	3	2	3	2
33	1	2	4	1	1
34	2	2	3	2	4
35	2	3	5	2	4
36	1	2	4	1	1
37	1	2	5	2	4
38	2	2	5	2	4
39	1	2	3	1	1
40	2	2	4	2	4
41	1	2	4	5	3
42	2	2	5	2	4
43	2	3	2	2	4
44	2	2	5	1	1
45	1	3	3	2	4
46	2	2	4	1	1
47	1	2	4	2	4
48	2	2	5	2	4
49	2	2	2	2	4



---

50	1	2	5	5	3
51	1	2	3	2	4
52	2	2	5	3	2
53	2	3	5	3	2
54	1	2	4	2	4
55	1	2	3	2	4
56	1	2	5	2	4
57	2	1	5	1	1
58	2	2	3	3	2
59	1	2	2	2	4
60	1	3	5	2	4
61	2	2	5	2	4
62	2	2	2	3	2
63	1	2	5	5	3
64	2	1	5	1	1
65	1	2	5	4	3
66	2	2	5	2	4
67	2	2	2	1	1
68	1	2	4	5	4
69	2	3	4	3	2
70	1	2	5	5	4
71	1	2	5	5	3
72	2	3	6	3	2
73	1	2	5	5	3
74	1	2	3	5	4
75	2	1	5	1	1
76	1	2	3	5	4
77	2	2	5	2	4
78	1	2	3	5	4
79	2	2	5	3	2
80	1	2	3	5	3
81	1	2	2	5	4
82	2	2	4	1	1
83	1	2	5	5	3
84	2	3	5	3	2
85	1	2	3	5	4
86	2	3	5	2	4
87	2	2	5	2	4
88	1	3	3	5	3
89	2	2	5	1	1
90	1	2	5	1	1
91	1	3	2	5	3
92	1	2	5	5	3
93	2	2	3	2	4
94	1	3	5	5	3
95	1	2	4	1	1
96	1	2	2	5	3
97	2	3	2	2	4
98	2	2	5	2	4
99	2	2	4	1	1
100	2	3	3	2	4

---



## JAWABAN RESPONDEN VARIABEL HARGA

NO.	H1	H2	H3	H4	H5	H6	STP	NO.	H1	H2	H3	H4	H5	H6	STH
1	4	4	4	4	4	4	24	51	5	5	5	5	5	5	30
2	5	5	5	5	5	5	30	52	3	3	3	4	3	3	19
3	3	3	3	4	3	3	19	53	4	4	4	5	4	4	25
4	4	4	4	5	4	4	25	54	4	4	5	4	5	4	26
5	4	4	5	4	5	4	26	55	5	5	5	5	5	5	30
6	5	5	5	5	5	5	30	56	5	5	5	5	5	5	30
7	5	5	5	5	5	5	30	57	5	5	5	4	5	5	29
8	5	5	5	4	5	5	29	58	4	4	3	4	3	4	22
9	4	4	3	4	3	4	22	59	5	5	5	4	5	5	29
10	5	5	5	4	5	5	29	60	5	5	5	5	5	5	30
11	5	5	5	5	5	5	30	61	4	4	4	4	4	4	24
12	4	4	4	4	4	4	24	62	5	5	5	5	5	5	30
13	5	5	5	5	5	5	30	63	5	5	5	4	5	5	29
14	5	5	5	4	5	5	29	64	4	4	3	5	3	4	23
15	4	4	3	5	3	4	23	65	4	4	5	4	5	4	26
16	4	4	5	4	5	4	26	66	5	5	5	5	5	5	30
17	5	5	5	5	5	5	30	67	4	4	4	4	4	4	24
18	4	4	4	4	4	4	24	68	4	4	4	4	4	4	24
19	4	4	4	4	4	4	24	69	5	5	5	5	5	5	30
20	5	5	5	5	5	5	30	70	4	4	4	4	4	4	24
21	4	4	4	4	4	4	24	71	4	4	3	4	3	4	22
22	4	4	3	4	3	4	22	72	4	5	4	4	4	4	25
23	4	5	4	4	4	4	25	73	4	4	4	5	4	4	25
24	4	4	4	5	4	4	25	74	4	4	4	5	4	4	25
25	4	4	4	5	4	4	25	75	3	3	4	4	4	3	21
26	3	3	4	4	4	3	21	76	4	4	4	4	4	4	24
27	4	4	4	4	4	4	24	77	3	3	4	4	4	3	21
28	3	3	4	4	4	3	21	78	3	3	4	4	4	3	21
29	3	3	4	4	4	3	21	79	4	4	4	4	4	4	24
30	4	4	4	4	4	4	24	80	4	4	4	4	4	4	24
31	4	4	4	4	4	4	24	81	4	4	4	5	4	4	25
32	4	4	4	5	4	4	25	82	4	4	3	4	3	4	22
33	4	4	3	4	3	4	22	83	4	4	4	4	4	4	24
34	4	4	4	4	4	4	24	84	4	4	4	3	4	4	23
35	4	4	4	3	4	4	23	85	3	3	4	4	4	3	21
36	3	3	4	4	4	3	21	86	3	3	4	3	4	3	20
37	3	3	4	3	4	3	20	87	4	5	4	4	4	4	25
38	4	5	4	4	4	4	25	88	4	5	4	3	4	4	24
39	4	5	4	3	4	4	24	89	5	4	5	5	4	4	27
40	5	4	5	5	4	4	27	90	3	3	5	3	5	3	22
41	3	3	5	3	5	3	22	91	3	4	5	3	4	3	22
42	3	4	5	3	4	3	22	92	3	5	4	5	3	2	22
43	3	5	4	5	3	2	22	93	5	3	3	3	5	3	22
44	5	3	3	3	5	3	22	94	5	3	5	3	4	4	24
45	5	3	5	3	4	4	24	95	4	4	5	5	5	3	26
46	4	4	5	5	5	3	26	96	5	5	5	3	4	3	25
47	5	5	5	3	4	3	25	97	4	4	4	3	4	3	22
48	4	4	4	3	4	3	22	98	4	3	3	5	3	4	22
49	4	3	3	5	3	4	22	99	4	4	5	3	4	3	23
50	4	4	4	4	4	4	24	100	4	4	3	4	3	4	22

## JAWABAN RESPONDEN VARIABEL LOKASI

No	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	STL
1	4	4	4	4	5	4	4	2	3	4	38
2	5	5	5	5	4	5	5	5	5	5	49
3	4	4	3	5	5	3	4	3	4	4	39
4	5	4	4	5	5	4	5	2	5	5	44
5	4	5	5	5	5	5	4	4	4	4	45
6	5	5	5	5	5	5	5	5	5	5	50
7	5	5	5	5	5	5	5	4	5	5	49
8	4	4	3	5	4	3	4	4	5	4	40
9	4	4	4	5	3	4	4	5	4	4	41
10	4	4	4	5	4	4	4	4	3	4	40
11	5	5	5	5	5	5	5	5	3	5	48
12	4	4	4	5	4	4	4	4	4	4	41
13	5	5	5	5	3	5	5	4	5	5	47
14	4	4	4	4	4	4	4	4	4	4	40
15	5	5	5	5	4	5	5	5	3	5	47
16	4	5	5	4	5	5	4	4	4	4	44
17	5	4	4	5	4	4	5	5	4	5	45
18	4	4	4	5	5	4	4	4	3	4	41
19	4	4	4	5	5	4	4	4	3	4	41
20	5	4	5	4	5	5	5	5	3	5	46
21	4	4	4	5	3	4	4	5	4	4	41
22	4	4	4	5	5	4	4	2	4	4	40
23	4	5	4	4	4	4	4	4	5	4	42
24	5	5	5	4	5	5	5	4	5	5	48
25	5	5	5	4	4	5	5	4	4	5	46
26	4	4	4	5	4	4	4	4	3	4	40
27	4	4	4	4	4	4	4	2	3	4	37
28	4	4	4	5	4	4	4	4	3	4	40
29	4	4	4	4	3	4	4	4	5	4	40
30	4	4	5	4	3	5	4	4	5	4	42
31	4	4	4	5	4	4	4	4	4	4	41
32	5	5	4	4	4	4	5	4	3	5	43
33	4	4	3	4	4	3	4	3	3	4	36
34	4	4	4	4	3	4	4	4	5	4	40
35	3	4	4	4	4	4	3	4	4	3	37
36	4	4	4	5	3	4	4	4	4	4	40
37	3	3	3	4	3	3	3	3	3	3	31
38	4	4	3	4	4	3	4	3	4	4	37
39	3	4	4	4	5	4	3	4	4	3	38
40	5	4	3	4	4	3	5	4	5	5	42
41	3	4	5	4	4	5	5	4	4	5	43
42	3	4	4	4	5	4	5	4	3	5	41
43	5	5	5	5	4	5	5	4	5	5	48
44	3	4	4	3	3	4	5	3	5	5	39
45	3	3	5	4	4	5	4	4	4	4	40
46	5	4	5	4	5	5	4	4	4	4	44
47	3	5	5	4	5	5	4	4	3	4	42

<b>48</b>	3	5	4	3	4	4	3	3	3	3	35
<b>49</b>	5	4	4	4	3	4	4	3	3	4	38
<b>50</b>	4	4	4	4	5	4	4	2	3	4	38

<b>No</b>	<b>L1</b>	<b>L2</b>	<b>L3</b>	<b>L4</b>	<b>L5</b>	<b>L6</b>	<b>L7</b>	<b>L8</b>	<b>L9</b>	<b>L10</b>	<b>STL</b>
<b>51</b>	5	5	5	5	4	5	5	5	5	5	49
<b>52</b>	4	4	3	5	5	3	4	3	4	4	39
<b>53</b>	5	4	4	5	5	4	5	2	5	5	44
<b>54</b>	4	5	5	5	5	5	4	4	4	4	45
<b>55</b>	5	5	5	5	5	5	5	5	5	5	50
<b>56</b>	5	5	5	5	5	5	5	4	5	5	49
<b>57</b>	4	4	3	5	4	3	4	4	5	4	40
<b>58</b>	4	4	4	5	3	4	4	5	4	4	41
<b>59</b>	4	4	4	5	4	4	4	4	3	4	40
<b>60</b>	5	5	5	5	5	5	5	5	3	5	48
<b>61</b>	4	4	4	5	4	4	4	4	4	4	41
<b>62</b>	5	5	5	5	3	5	5	4	5	5	47
<b>63</b>	4	4	4	4	4	4	4	4	4	4	40
<b>64</b>	5	5	5	5	4	5	5	5	3	5	47
<b>65</b>	4	5	5	4	5	5	4	4	4	4	44
<b>66</b>	5	4	4	5	4	4	5	5	4	5	45
<b>67</b>	4	4	4	5	5	4	4	4	3	4	41
<b>68</b>	4	4	4	5	5	4	4	4	3	4	41
<b>69</b>	5	4	5	4	5	5	5	5	3	5	46
<b>70</b>	4	4	4	5	3	4	4	5	4	4	41
<b>71</b>	4	4	4	5	5	4	4	2	4	4	40
<b>72</b>	4	5	4	4	4	4	4	4	5	4	42
<b>73</b>	5	5	5	4	5	5	5	4	5	5	48
<b>74</b>	5	5	5	4	4	5	5	4	4	5	46
<b>75</b>	4	4	4	5	4	4	4	4	3	4	40
<b>76</b>	4	4	4	4	4	4	4	2	3	4	37
<b>77</b>	4	4	4	5	4	4	4	4	3	4	40
<b>78</b>	4	4	4	4	3	4	4	4	5	4	40
<b>79</b>	4	4	5	4	3	5	4	4	5	4	42
<b>80</b>	4	4	4	5	4	4	4	4	4	4	41
<b>81</b>	5	5	4	4	4	4	5	4	3	5	43
<b>82</b>	4	4	3	4	4	3	4	3	3	4	36
<b>83</b>	4	4	4	4	3	4	4	4	5	4	40
<b>84</b>	3	4	4	4	4	4	3	4	4	3	37
<b>85</b>	4	4	4	5	3	4	4	4	4	4	40
<b>86</b>	3	3	3	4	3	3	3	3	3	3	31
<b>87</b>	4	4	3	4	4	3	4	3	4	4	37
<b>88</b>	3	4	4	4	5	4	3	4	4	3	38
<b>89</b>	5	4	3	4	4	3	5	4	5	5	42
<b>90</b>	3	4	5	4	4	5	5	4	4	5	43
<b>91</b>	3	4	4	4	5	4	5	4	3	5	41
<b>92</b>	5	5	5	5	4	5	5	4	5	5	48
<b>93</b>	3	4	4	3	3	4	5	3	5	5	39
<b>94</b>	3	3	5	4	4	5	4	4	4	4	40
<b>95</b>	5	4	5	4	5	5	4	4	4	4	44
<b>96</b>	3	5	5	4	5	5	4	4	3	4	42
<b>97</b>	3	5	4	3	4	4	3	3	3	3	35

<b>98</b>	5	4	4	4	3	4	4	3	3	4	38
<b>99</b>	3	3	5	4	4	5	4	4	4	4	40
<b>100</b>	4	4	3	4	4	3	4	3	3	4	36

### JAWABAN RESPONDEN VARIABEL PROMOSI

No	PR1	PR2	PR3	PR4	PR5	PR6	PR7	PR8	PR9	PR10	PR11	PR12	STPR
1	4	4	4	4	4	4	4	4	4	2	4	4	46
2	5	5	4	5	5	5	5	5	5	5	5	5	59
3	3	3	4	4	3	4	4	3	3	3	3	5	42
4	4	4	5	5	4	4	4	4	4	2	2	5	47
5	4	5	4	4	4	5	5	5	5	4	4	5	54
6	5	5	5	5	5	5	5	5	5	5	5	5	60
7	5	5	5	5	5	5	5	5	5	4	4	5	58
8	5	3	5	4	5	4	4	3	3	4	4	5	49
9	4	4	4	4	4	4	4	4	4	5	5	5	51
10	5	4	5	4	5	4	4	4	4	4	4	5	52
11	5	5	5	5	5	5	5	5	5	5	5	5	60
12	4	4	4	4	4	4	4	4	4	4	4	5	49
13	5	5	5	5	5	5	5	5	5	4	4	5	58
14	5	4	5	4	5	4	4	4	5	4	4	5	53
15	4	5	3	5	4	5	5	5	5	5	5	5	56
16	4	5	4	4	4	5	5	5	5	4	4	5	54
17	5	4	5	5	5	4	4	4	4	5	5	5	55
18	4	4	4	4	4	4	4	4	4	4	4	5	49
19	4	4	4	4	4	4	4	4	4	4	4	5	49
20	5	5	4	5	5	4	4	5	5	5	5	5	57
21	4	4	4	4	4	4	4	4	4	5	5	5	51
22	4	4	4	4	4	4	4	4	4	2	2	5	45
23	4	4	4	4	4	5	5	4	4	4	4	5	51
24	4	5	4	5	4	5	5	5	5	4	4	5	55
25	4	5	4	5	4	5	5	5	5	4	4	5	55
26	3	4	4	4	3	4	4	4	4	4	4	5	47
27	4	4	4	4	4	4	4	4	4	2	2	5	45
28	3	4	4	4	3	4	4	4	4	4	4	5	47
29	3	4	4	4	3	4	4	4	4	4	4	5	47
30	4	5	3	4	4	4	4	5	5	4	4	5	51
31	4	4	5	4	4	4	4	4	4	4	4	5	50
32	4	4	4	5	4	5	5	4	4	4	4	5	52
33	4	3	3	4	4	4	4	3	3	3	3	5	43
34	4	4	4	4	4	4	4	4	4	4	4	4	48
35	4	4	4	3	4	4	4	4	4	4	4	3	46
36	3	4	4	4	3	4	4	4	4	4	4	4	46
37	3	3	3	3	3	3	3	3	3	3	3	3	36
38	4	3	3	4	4	4	4	3	3	3	3	4	42
39	4	4	4	3	4	4	4	4	4	4	4	3	46
40	4	3	5	5	4	4	5	4	4	4	3	5	50
41	3	5	3	5	3	4	5	4	5	4	4	5	50
42	3	4	3	5	3	4	5	4	4	4	4	5	48
43	2	5	3	5	2	5	5	5	4	4	4	4	48
44	3	4	5	5	3	4	5	3	3	3	5	4	47
45	4	5	5	4	4	3	4	4	4	4	5	4	50
46	3	5	5	4	3	4	4	4	4	4	5	3	48

47	3	5	5	4	3	5	4	4	4	4	4	3	48
48	3	4	4	3	3	5	3	3	3	3	4	3	41
49	4	4	4	4	4	4	4	4	3	3	4	4	46
50	4	4	4	4	4	4	4	4	4	2	4	4	46

No	PR1	PR2	PR3	PR4	PR5	PR6	PR7	PR8	PR9	PR10	PR11	PR12	STPR
51	5	5	4	5	5	5	5	5	5	5	5	5	59
52	3	3	4	4	3	4	4	3	3	3	3	5	42
53	4	4	5	5	4	4	4	4	4	2	2	5	47
54	4	5	4	4	4	5	5	5	5	4	4	5	54
55	5	5	5	5	5	5	5	5	5	5	5	5	60
56	5	5	5	5	5	5	5	5	5	4	4	5	58
57	5	3	5	4	5	4	4	3	3	4	4	5	49
58	4	4	4	4	4	4	4	4	4	5	5	5	51
59	5	4	5	4	5	4	4	4	4	4	4	5	52
60	5	5	5	5	5	5	5	5	5	5	5	5	60
61	4	4	4	4	4	4	4	4	4	4	4	5	49
62	5	5	5	5	5	5	5	5	5	4	4	5	58
63	5	4	5	4	5	4	4	4	5	4	4	5	53
64	4	5	3	5	4	5	5	5	5	5	5	5	56
65	4	5	4	4	4	5	5	5	5	4	4	5	54
66	5	4	5	5	5	4	4	4	4	5	5	5	55
67	4	4	4	4	4	4	4	4	4	4	4	5	49
68	4	4	4	4	4	4	4	4	4	4	4	5	49
69	5	5	4	5	5	4	4	5	5	5	5	5	57
70	4	4	4	4	4	4	4	4	4	5	5	5	51
71	4	4	4	4	4	4	4	4	4	2	2	5	45
72	4	4	4	4	4	5	5	4	4	4	4	5	51
73	4	5	4	5	4	5	5	5	5	4	4	5	55
74	4	5	4	5	4	5	5	5	5	4	4	5	55
75	3	4	4	4	3	4	4	4	4	4	4	5	47
76	4	4	4	4	4	4	4	4	4	2	2	5	45
77	3	4	4	4	3	4	4	4	4	4	4	5	47
78	3	4	4	4	3	4	4	4	4	4	4	5	47
79	4	5	3	4	4	4	4	5	5	4	4	5	51
80	4	4	5	4	4	4	4	4	4	4	4	5	50
81	4	4	4	5	4	5	5	4	4	4	4	5	52
82	4	3	3	4	4	4	4	3	3	3	3	5	43
83	4	4	4	4	4	4	4	4	4	4	4	4	48
84	4	4	4	3	4	4	4	4	4	4	4	3	46
85	3	4	4	4	3	4	4	4	4	4	4	4	46
86	3	3	3	3	3	3	3	3	3	3	3	3	36
87	4	3	3	4	4	4	4	3	3	3	3	4	42
88	4	4	4	3	4	4	4	4	4	4	4	3	46
89	4	3	5	5	4	4	5	4	4	4	3	5	50
90	3	5	3	5	3	4	5	4	5	4	4	5	50
91	3	4	3	5	3	4	5	4	4	4	4	5	48
92	2	5	3	5	2	5	5	5	4	4	4	4	48
93	3	4	5	5	3	4	5	3	3	3	5	4	47
94	4	5	5	4	4	3	4	4	4	4	5	4	50
95	3	5	5	4	3	4	4	4	4	4	5	3	48
96	3	5	5	4	3	5	4	4	4	4	4	3	48
97	3	4	4	3	3	5	3	3	3	3	4	3	41
98	4	4	4	4	4	4	4	4	3	3	4	4	46

<b>99</b>	3	5	5	4	3	3	4	4	4	4	3	4	46
<b>100</b>	4	3	3	4	4	4	4	3	3	3	3	5	43

### JAWABAN RESPONDEN VARIABEL PRESENTASI

<b>No</b>	<b>PS1</b>	<b>PS2</b>	<b>PS3</b>	<b>PS4</b>	<b>PS5</b>	<b>PS6</b>	<b>PS7</b>	<b>PS8</b>	<b>PS9</b>	<b>STPS</b>
1	4	4	4	4	5	4	4	2	3	31
2	5	4	5	5	4	5	5	5	5	38
3	5	4	4	5	5	3	4	3	4	33
4	5	5	4	5	5	4	5	2	5	35
5	5	4	5	5	5	5	4	4	4	37
6	5	5	5	5	5	5	5	5	5	40
7	5	5	5	5	5	5	5	4	5	39
8	5	5	4	5	4	3	4	4	5	34
9	5	4	4	5	3	4	4	5	4	34
10	5	5	4	5	4	4	4	4	3	35
11	5	5	5	5	5	5	5	5	3	40
12	5	4	4	5	4	4	4	4	4	34
13	5	5	5	5	3	5	5	4	5	37
14	5	5	4	4	4	4	4	4	4	34
15	5	3	5	5	4	5	5	5	3	37
16	5	4	5	4	5	5	4	4	4	36
17	5	5	4	5	4	4	5	5	4	37
18	5	4	4	5	5	4	4	4	3	35
19	5	4	4	5	5	4	4	4	3	35
20	5	4	4	4	5	5	5	5	3	37
21	5	4	4	5	3	4	4	5	4	34
22	5	4	4	5	5	4	4	2	4	33
23	5	4	5	4	4	4	4	4	5	34
24	5	4	5	4	5	5	5	4	5	37
25	5	4	5	4	4	5	5	4	4	36
26	5	4	4	5	4	4	4	4	3	34
27	5	4	4	4	4	4	4	2	3	31
28	5	4	4	5	4	4	4	4	3	34
29	5	4	4	4	3	4	4	4	5	32
30	5	3	4	4	3	5	4	4	5	32
31	5	5	4	5	4	4	4	4	4	35
32	5	4	5	4	4	4	5	4	3	35
33	5	3	4	4	4	3	4	3	3	30
34	4	4	4	4	3	4	4	4	5	31
35	4	4	4	4	4	4	3	4	4	31
36	4	4	4	5	3	4	4	4	4	32
37	3	3	3	4	3	3	3	3	3	25
38	4	3	4	4	4	3	4	3	4	29
39	4	4	4	4	5	4	3	4	4	32
40	5	4	4	4	4	3	5	4	5	33
41	4	5	4	4	4	5	5	4	4	35
42	5	5	4	4	5	4	5	4	3	36
43	5	4	4	5	4	5	5	4	5	36



44	4	3	4	3	3	4	5	3	5	29
45	3	3	3	4	4	5	4	4	4	30
46	3	4	3	4	5	5	4	4	4	32
47	4	4	4	4	5	5	4	4	3	34
48	5	5	4	3	4	4	3	3	3	31
49	5	5	3	4	3	4	4	3	3	31
50	4	4	4	4	4	5	4	4	4	33

No	PS1	PS2	PS3	PS4	PS5	PS6	PS7	PS8	PS9	STPS
51	5	4	5	4	4	4	4	4	4	34
52	5	4	4	5	4	5	5	5	3	37
53	5	5	4	4	5	5	4	4	4	36
54	5	4	5	5	4	4	5	5	4	37
55	5	5	5	5	5	4	4	4	3	37
56	5	5	5	5	5	4	4	4	3	37
57	5	5	4	4	5	5	5	5	3	38
58	5	4	4	5	3	4	4	5	4	34
59	5	5	4	5	5	4	4	2	4	34
60	5	5	5	4	4	4	4	4	5	35
61	5	4	4	4	5	5	5	4	5	36
62	5	5	5	4	4	5	5	4	4	37
63	5	5	4	5	4	4	4	4	3	35
64	5	3	5	4	4	4	4	2	3	31
65	5	4	5	5	4	4	4	4	3	35
66	5	5	4	4	3	4	4	4	5	33
67	5	4	4	4	3	5	4	4	5	33
68	5	4	4	5	4	4	4	4	4	34
69	5	4	4	4	4	4	5	4	3	34
70	5	4	4	4	4	3	4	3	3	31
71	5	4	4	5	5	4	4	4	4	35
72	5	4	5	4	5	3	4	4	3	34
73	5	4	5	4	2	2	4	3	3	29
74	5	4	5	4	4	3	5	4	4	34
75	5	4	4	5	5	3	2	4	3	32
76	5	4	4	2	2	4	2	4	4	27
77	5	4	4	3	3	4	3	4	4	30
78	5	4	4	3	4	4	3	4	5	31
79	5	3	4	4	5	5	5	4	4	35
80	5	5	4	3	4	5	4	4	5	34
81	5	4	5	2	5	5	4	5	5	35
82	5	3	4	5	4	5	5	5	3	36
83	4	4	4	4	5	5	4	4	4	34
84	4	4	4	5	4	4	5	5	4	35
85	4	4	4	5	5	4	4	4	3	34
86	3	3	3	5	5	4	4	4	3	31
87	4	3	4	4	5	5	5	5	3	35
88	4	4	4	5	3	4	4	5	4	33
89	5	4	4	5	5	4	4	2	4	33
90	4	5	4	4	4	4	4	4	5	33
91	5	5	4	4	5	5	5	4	5	37
92	5	4	4	4	4	5	5	4	4	35
93	4	3	4	5	4	4	4	4	3	32
94	3	3	3	4	4	4	4	2	3	27
95	3	4	3	5	4	4	4	4	3	31

<b>96</b>	4	4	4	4	3	4	4	4	5	31
<b>97</b>	5	5	4	4	3	5	4	4	5	34
<b>98</b>	5	5	3	5	4	4	4	4	4	34
<b>99</b>	4	5	3	4	4	4	5	4	3	33
<b>100</b>	5	3	4	4	4	3	4	3	3	30

### JAWABAN RESPONDEN VARIABEL PERSONIL

No.	PL 1	PL 2	PL 3	PL 4	PL 5	PL 6	STPL	No.	PL1	PL2	PL3	PL4	PL5	PL6	STPL
1	4	4	4	4	4	4	24	51	4	4	4	4	4	4	24
2	5	5	5	4	5	5	29	52	5	4	5	3	5	4	26
3	4	3	3	4	4	3	21	53	4	4	5	4	4	4	25
4	5	4	4	5	5	4	27	54	5	5	4	5	5	5	29
5	4	4	5	4	4	4	25	55	4	4	4	4	4	4	24
6	5	5	5	5	5	5	30	56	4	4	4	4	4	4	24
7	5	5	5	5	5	5	30	57	5	5	5	4	5	5	29
8	4	5	3	5	4	5	26	58	4	4	4	4	4	4	24
9	4	4	4	4	4	4	24	59	4	4	4	4	4	4	24
10	4	5	4	5	4	5	27	60	4	4	4	4	4	4	24
11	5	5	5	5	5	5	30	61	5	4	5	4	5	4	27
12	4	4	4	4	4	4	24	62	5	4	5	4	5	4	27
13	5	5	5	5	5	5	30	63	4	3	4	4	4	3	22
14	4	5	4	5	4	5	27	64	4	4	4	4	4	4	24
15	5	4	5	3	5	4	26	65	4	3	4	4	4	3	22
16	4	4	5	4	4	4	25	66	4	3	4	4	4	3	22
17	5	5	4	5	5	5	29	67	4	4	5	3	4	4	24
18	4	4	4	4	4	4	24	68	4	4	4	5	4	4	25
19	4	4	4	4	4	4	24	69	5	4	4	4	5	4	26
20	5	5	5	4	5	5	29	70	4	4	3	3	4	4	22
21	4	4	4	4	4	4	24	71	5	4	4	5	3	4	25
22	4	4	4	4	4	4	24	72	5	5	4	5	3	5	27
23	4	4	4	4	4	4	24	73	3	4	4	3	5	5	24
24	5	4	5	4	5	4	27	74	5	5	5	5	3	4	27
25	5	4	5	4	5	4	27	75	4	4	4	4	3	3	22
26	4	3	4	4	4	3	22	76	4	4	4	5	5	5	27
27	4	4	4	4	4	4	24	77	4	4	5	5	5	5	28
28	4	3	4	4	4	3	22	78	5	5	5	5	5	5	30
29	4	3	4	4	4	3	22	79	4	5	5	5	5	5	29
30	4	4	5	3	4	4	24	80	4	5	4	5	5	4	27
31	4	4	4	5	4	4	25	81	4	4	3	4	4	4	23
32	5	4	4	4	5	4	26	82	5	4	5	3	5	4	26
33	4	4	3	3	4	4	22	83	4	4	5	4	4	4	25
34	4	4	4	4	4	4	24	84	5	5	4	5	5	5	29
35	3	4	4	4	3	4	22	85	4	4	4	4	4	4	24
36	4	3	4	4	4	3	22	86	4	4	4	4	4	4	24
37	3	3	3	3	3	3	18	87	5	5	5	4	5	5	29
38	4	4	3	3	4	4	22	88	4	4	4	4	4	4	24
39	3	4	4	4	3	4	22	89	4	4	4	4	4	4	24
40	5	4	3	5	5	4	26	90	4	4	4	4	4	4	24
41	5	3	5	3	5	3	24	91	5	4	5	4	5	4	27



38	4	4	3	3	3	3	4	4	3	4	35
39	4	4	4	4	4	4	3	4	4	4	39
40	4	5	4	4	4	3	5	5	4	4	42
41	4	5	4	5	4	4	5	4	5	4	44
42	4	5	4	4	4	4	5	5	5	4	44
43	5	5	5	4	4	4	4	5	4	4	44
44	4	5	3	3	3	5	4	4	3	4	38
45	3	4	4	4	4	5	4	3	3	3	37
46	4	4	4	4	4	5	3	3	4	3	38
47	5	4	4	4	4	4	3	4	4	4	40
48	5	3	3	3	3	4	3	5	5	4	38
49	4	4	4	3	3	4	4	5	5	3	39
50	3	4	4	4	4	3	4	4	5	3	38

NO.	LK1	LK2	LK3	LK4	LK5	LK6	LK7	LK8	LK9	LK10	STLK
51	4	4	4	3	4	4	5	5	5	3	41
52	5	5	5	5	5	5	5	5	3	5	48
53	5	5	5	5	4	4	5	5	4	5	47
54	4	4	4	4	5	5	5	5	5	4	45
55	4	4	4	4	4	4	5	5	4	4	42
56	4	4	4	4	4	4	5	5	4	4	42
57	4	4	5	5	5	5	5	5	4	4	46
58	4	4	4	4	5	5	5	5	4	4	44
59	4	4	4	4	2	2	5	5	4	4	38
60	5	5	4	4	4	4	5	5	4	5	45
61	5	5	5	5	4	4	5	5	4	5	47
62	5	5	5	5	4	4	5	5	4	5	47
63	4	4	4	4	4	4	5	5	4	4	42
64	4	4	4	4	2	2	5	5	4	4	38
65	4	4	4	4	4	4	5	5	4	4	42
66	4	4	4	4	4	4	5	5	4	4	42
67	4	4	5	5	4	4	5	5	3	4	43
68	4	4	4	4	4	4	5	5	5	4	43
69	5	5	4	4	4	4	5	5	4	5	45
70	4	4	3	3	3	3	5	5	3	4	37
71	3	3	3	5	4	4	5	4	4	4	39
72	4	3	4	4	4	4	4	4	4	4	39
73	3	5	4	4	4	3	4	5	5	5	42
74	2	3	3	4	3	4	4	5	5	4	37
75	3	5	5	5	4	5	4	4	5	5	45
76	4	5	5	4	5	4	4	4	4	5	44
77	4	4	5	4	5	4	5	4	4	5	44
78	4	5	4	5	4	5	5	5	4	4	45
79	5	4	4	5	5	5	5	5	4	5	47
80	4	5	4	4	5	5	4	3	4	5	43
81	4	4	5	4	5	4	4	4	4	4	42
82	5	5	5	5	5	5	5	5	3	5	48
83	5	5	5	5	4	4	5	5	4	5	47
84	4	4	4	4	5	5	5	5	5	4	45
85	4	4	4	4	4	4	5	5	4	4	42
86	4	4	4	4	4	4	5	5	4	4	42
87	4	4	5	5	5	5	5	5	4	4	46
88	4	4	4	4	5	5	5	5	4	4	44
89	4	4	4	4	2	2	5	5	4	4	38

<b>90</b>	5	5	4	4	4	4	5	5	4	5	45
<b>91</b>	5	5	5	5	4	4	5	5	4	5	47
<b>92</b>	5	5	5	5	4	4	5	5	4	5	47
<b>93</b>	4	4	4	4	4	4	5	5	4	4	42
<b>94</b>	4	4	4	4	2	2	5	5	4	4	38
<b>95</b>	4	4	4	4	4	4	5	5	4	4	42
<b>96</b>	4	4	4	4	4	4	5	5	4	4	42
<b>97</b>	4	4	5	5	4	4	5	5	3	4	43
<b>98</b>	4	4	4	4	4	4	5	5	5	4	43
<b>99</b>	5	5	4	4	4	4	5	5	4	5	45
<b>100</b>	4	4	3	3	3	3	5	5	3	4	37



LAMPIRAN 4

**HASIL DESKRIPTIF VARIABEL PRODUK (X1)**

		P1	P2	P3	P4	P5	P6	P7
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0
Mean		4.33	4.23	3.92	4.16	4.14	4.04	4.22
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation		.514	.584	.720	.647	.725	.695	.690
Minimum		3	3	2	3	3	2	3
Maximum		5	5	5	5	5	5	5

**P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	2.0	2.0	2.0
	S	63	63.0	63.0	65.0
	SS	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

**P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	8	8.0	8.0	8.0
	S	61	61.0	61.0	69.0
	SS	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

**P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	18	18.0	18.0	22.0
	S	60	60.0	60.0	82.0
	SS	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

**P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	14	14.0	14.0	14.0
	S	56	56.0	56.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

**P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	20	20.0	20.0	20.0
	S	46	46.0	46.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

**P6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	16	16.0	16.0	18.0
	S	58	58.0	58.0	76.0
	SS	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

**P7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	15	15.0	15.0	15.0
	S	48	48.0	48.0	63.0
	SS	37	37.0	37.0	100.0
	Total	100	100.0	100.0	



## HASIL DESKRIPTIF VARIABEL HARGA (X2)

		H1	H2	H3	H4	H5	H6
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		4.10	4.10	4.22	4.13	4.15	3.91
Median		4.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation		.674	.704	.690	.706	.657	.726
Minimum		3	3	3	3	3	2
Maximum		5	5	5	5	5	5

### H1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	18	18.0	18.0	18.0
	S	54	54.0	54.0	72.0
	SS	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

**H2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	20	20.0	20.0	20.0
S	50	50.0	50.0	70.0
SS	30	30.0	30.0	100.0
Total	100	100.0	100.0	

**H3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	15	15.0	15.0	15.0
S	48	48.0	48.0	63.0
SS	37	37.0	37.0	100.0
Total	100	100.0	100.0	

**H4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	19	19.0	19.0	19.0
S	49	49.0	49.0	68.0
SS	32	32.0	32.0	100.0
Total	100	100.0	100.0	



	Missing	0	0	0	0	0	0	0	0	0	0
Mean		4.13	4.25	4.22	4.42	4.14	4.22	4.26	3.85	3.93	4.26
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation		.706	.539	.660	.572	.725	.660	.597	.783	.795	.597
Minimum		3	3	3	3	3	3	3	2	3	3
Maximum		5	5	5	5	5	5	5	5	5	5

**L1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	19	19.0	19.0	19.0
	S	49	49.0	49.0	68.0
	SS	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

**L2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	5	5.0	5.0	5.0
	S	65	65.0	65.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

**L3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	13	13.0	13.0	13.0
	S	52	52.0	52.0	65.0
	SS	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

**L4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	4	4.0	4.0	4.0
	S	50	50.0	50.0	54.0
	SS	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

**L5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	20	20.0	20.0	20.0

	S	46	46.0	46.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

**L6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	13	13.0	13.0	13.0
	S	52	52.0	52.0	65.0
	SS	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

**L7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	8	8.0	8.0	8.0
	S	58	58.0	58.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

**L8**

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	TS	8	8.0	8.0	8.0
	N	15	15.0	15.0	23.0
	S	61	61.0	61.0	84.0
	SS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**L9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	35	35.0	35.0	35.0
	S	37	37.0	37.0	72.0
	SS	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

**L10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	8	8.0	8.0	8.0
	S	58	58.0	58.0	66.0

SS	34	34.0	34.0	100.0
Total	100	100.0	100.0	

### HASIL DESKRIPTIF VARIABEL PROMOSI (X4)

		PR1	PR2	PR3	PR4	PR5	PR6	PR7	PR8	PR9	PR10	PR11	PR12
N	Valid	100	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.91	4.22	4.14	4.26	3.91	4.25	4.30	4.11	4.11	3.85	3.98	4.59
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00
Std. Deviation		.726	.660	.682	.597	.726	.539	.541	.634	.665	.783	.765	.698
Minimum		2	3	3	3	2	3	3	3	3	2	2	3
Maximum		5	5	5	5	5	5	5	5	5	5	5	5

#### PR1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	25	25.0	25.0	27.0
	S	53	53.0	53.0	80.0
	SS	20	20.0	20.0	100.0



Total	100	100.0	100.0
-------	-----	-------	-------

**PR2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	13	13.0	13.0	13.0
S	52	52.0	52.0	65.0
SS	35	35.0	35.0	100.0
Total	100	100.0	100.0	

**PR3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	17	17.0	17.0	17.0
S	52	52.0	52.0	69.0
SS	31	31.0	31.0	100.0
Total	100	100.0	100.0	

**PR4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	8	8.0	8.0	8.0
S	58	58.0	58.0	66.0

SS	34	34.0	34.0	100.0
Total	100	100.0	100.0	

**PR5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	2.0	2.0	2.0
N	25	25.0	25.0	27.0
S	53	53.0	53.0	80.0
SS	20	20.0	20.0	100.0
Total	100	100.0	100.0	

**PR6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	5	5.0	5.0	5.0
S	65	65.0	65.0	70.0
SS	30	30.0	30.0	100.0
Total	100	100.0	100.0	

**PR7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	4	4.0	4.0	4.0
	S	62	62.0	62.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

**PR8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	15	15.0	15.0	15.0
	S	59	59.0	59.0	74.0
	SS	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

**PR9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	17	17.0	17.0	17.0
	S	55	55.0	55.0	72.0
	SS	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

**PR10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8.0	8.0	8.0
	N	15	15.0	15.0	23.0
	S	61	61.0	61.0	84.0
	SS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**PR11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6.0	6.0	6.0
	N	12	12.0	12.0	18.0
	S	60	60.0	60.0	78.0
	SS	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

**PR12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	12	12.0	12.0	12.0
	S	17	17.0	17.0	29.0
	SS	71	71.0	71.0	100.0
	Total	100	100.0	100.0	

### HASIL DESKRIPTIF VARIABEL PRESENTASI (X5)

		PS1	PS2	PS3	PS4	PS5	PS6	PS7	PS8	PS9
N	Valid	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0
Mean		4.69	4.14	4.15	4.34	4.13	4.20	4.21	3.91	4.69
Median		5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00
Std. Deviation		.581	.652	.557	.670	.761	.667	.640	.767	.581
Minimum		3	3	3	2	2	2	2	2	3
Maximum		5	5	5	5	5	5	5	5	5

#### PS1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	6	6.0	6.0	6.0
	S	19	19.0	19.0	25.0
	SS	75	75.0	75.0	100.0

Total	100	100.0	100.0
-------	-----	-------	-------

**PS2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	15	15.0	15.0	15.0
S	56	56.0	56.0	71.0
SS	29	29.0	29.0	100.0
Total	100	100.0	100.0	

**PS3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	9	9.0	9.0	9.0
S	67	67.0	67.0	76.0
SS	24	24.0	24.0	100.0
Total	100	100.0	100.0	

**PS4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	2.0	2.0	2.0
N	5	5.0	5.0	7.0

S	50	50.0	50.0	57.0
SS	43	43.0	43.0	100.0
Total	100	100.0	100.0	

**PS5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	2.0	2.0	2.0
N	17	17.0	17.0	19.0
S	47	47.0	47.0	66.0
SS	34	34.0	34.0	100.0
Total	100	100.0	100.0	

**PS6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	1.0	1.0	1.0
N	11	11.0	11.0	12.0
S	55	55.0	55.0	67.0
SS	33	33.0	33.0	100.0

Total	100	100.0	100.0
-------	-----	-------	-------

**PS7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	2.0	2.0	2.0
N	6	6.0	6.0	8.0
S	61	61.0	61.0	69.0
SS	31	31.0	31.0	100.0
Total	100	100.0	100.0	

**PS8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	8	8.0	8.0	8.0
N	10	10.0	10.0	18.0
S	65	65.0	65.0	83.0
SS	17	17.0	17.0	100.0
Total	100	100.0	100.0	

**PS9**

	Frequency	Percent	Valid Percent	Cumulative Percent
--	-----------	---------	---------------	--------------------



Valid	N	6	6.0	6.0	6.0
	S	19	19.0	19.0	25.0
	SS	75	75.0	75.0	100.0
	Total	100	100.0	100.0	

### HASIL DESKRIPTIF VARIABEL PERSONIL (X6)

		PL1	PL2	PL3	PL4	PL5	PL6
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		4.28	3.98	4.25	4.13	4.27	3.98
Median		4.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation		.552	.651	.609	.646	.601	.666
Minimum		3	2	3	3	3	2
Maximum		5	5	5	5	5	5

#### PL1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	5	5.0	5.0	5.0
	S	62	62.0	62.0	67.0
	SS	33	33.0	33.0	100.0

Total	100	100.0	100.0
-------	-----	-------	-------

**PL2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	1.0	1.0	1.0
N	19	19.0	19.0	20.0
S	61	61.0	61.0	81.0
SS	19	19.0	19.0	100.0
Total	100	100.0	100.0	

**PL3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	9	9.0	9.0	9.0
S	57	57.0	57.0	66.0
SS	34	34.0	34.0	100.0
Total	100	100.0	100.0	

**PL4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	15	15.0	15.0	15.0

	S	57	57.0	57.0	72.0
	SS	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

**PL5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	8	8.0	8.0	8.0
	S	57	57.0	57.0	65.0
	SS	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

**PL6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	20	20.0	20.0	21.0
	S	59	59.0	59.0	80.0
	SS	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

## HASIL DESKRIPTIF VARIABEL LOYALITAS KONSUMEN (Y)

		LK1	LK2	LK3	LK4	LK5	LK6	LK7	LK8	LK9	LK10
N	Valid	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		4.20	4.29	4.18	4.19	3.95	4.00	4.72	4.76	4.10	4.24
Median		4.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	4.00	4.00
Std. Deviation		.586	.556	.609	.615	.796	.778	.570	.515	.595	.553
Minimum		2	3	3	3	2	2	3	3	3	3
Maximum		5	5	5	5	5	5	5	5	5	5

### LK1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	6	6.0	6.0	7.0
	S	65	65.0	65.0	72.0
	SS	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

### LK2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	5	5.0	5.0	5.0

S	61	61.0	61.0	66.0
SS	34	34.0	34.0	100.0
Total	100	100.0	100.0	

**LK3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	11	11.0	11.0	11.0
	S	60	60.0	60.0	71.0
	SS	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

**LK4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	11	11.0	11.0	11.0
	S	59	59.0	59.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

**LK5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8.0	8.0	8.0
	N	10	10.0	10.0	18.0
	S	61	61.0	61.0	79.0
	SS	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

**LK6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7.0	7.0	7.0
	N	9	9.0	9.0	16.0
	S	61	61.0	61.0	77.0
	SS	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

**LK7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	6	6.0	6.0	6.0
	S	16	16.0	16.0	22.0
	SS	78	78.0	78.0	100.0

Total	100	100.0	100.0
-------	-----	-------	-------

**LK8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	4	4.0	4.0	4.0
S	16	16.0	16.0	20.0
SS	80	80.0	80.0	100.0
Total	100	100.0	100.0	

**LK9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	13	13.0	13.0	13.0
S	64	64.0	64.0	77.0
SS	23	23.0	23.0	100.0
Total	100	100.0	100.0	

**LK10**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	6	6.0	6.0	6.0

S	64	64.0	64.0	70.0
SS	30	30.0	30.0	100.0
Total	100	100.0	100.0	







P5	Pearson Correlation	.417**	.353**	.254*	.641**	1	.229*	.301**	.768**
	Sig. (2-tailed)	.000	.000	.011	.000		.022	.002	.000
	N	100	100	100	100	100	100	100	100
P6	Pearson Correlation	.246	.425	.410	.210	.229	1	-.019	.602
	Sig. (2-tailed)	.014	.000	.000	.036	.022		.855	.000
	N	100	100	100	100	100	100	100	100
P7	Pearson Correlation	-.007	.099	-.127	.101	.301	-.019	1	.336
	Sig. (2-tailed)	.942	.328	.209	.316	.002	.855		.001
	N	100	100	100	100	100	100	100	100
STP	Pearson Correlation	.577	.674	.624	.621	.768	.602	.336	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	
	N	100	100	100	100	100	100	100	100

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

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

## VARIABEL HARGA

### Correlations

		H1	H2	H3	H4	H5	H6	STH
H1	Pearson Correlation	1	.618	.430	.270	.513	.761	.349
	Sig. (2-tailed)		.000	.000	.007	.000	.000	.000
	N	100	100	100	100	100	100	100
H2	Pearson Correlation	.618**	1	.453**	.340**	.361**	.611**	.449**
	Sig. (2-tailed)	.000		.000	.001	.000	.000	.000
	N	100	100	100	100	100	100	100
H3	Pearson Correlation	.430**	.453**	1	.086	.795**	.342**	.428**
	Sig. (2-tailed)	.000	.000		.396	.000	.000	.000
	N	100	100	100	100	100	100	100
H4	Pearson Correlation	.270**	.340**	.086	1	.088	.437**	.694**
	Sig. (2-tailed)	.007	.001	.396		.383	.000	.000
	N	100	100	100	100	100	100	100
H5	Pearson Correlation	.513**	.361**	.795**	.088	1	.452**	.379**
	Sig. (2-tailed)	.000	.000	.000	.383		.000	.000
	N	100	100	100	100	100	100	100
H6	Pearson Correlation	.761**	.611**	.342**	.437**	.452**	1	.358**

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
STH	Pearson Correlation	.349**	.449**	.428**	.694**	.379**	.358**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		
	N	100	100	100	100	100	100	100	100

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

## VARIABEL LOKASI

### Correlations

	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	STL	
L1	Pearson Correlation	1	.471*	.263	.414*	.122	.263*	.639*	.255	.233	.639*	.516*
	Sig. (2-tailed)		.000	.008	.000	.227	.008	.000	.010	.020	.000	.000



L7	Pearson Correlation	.639**	.424**	.417**	.210*	.149	.417**	1	.300**	.294**	1.000**	.437**
	Sig. (2-tailed)	.000	.000	.000	.036	.140	.000		.002	.003	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
L8	Pearson Correlation	.255	.281*	.436**	.323	-.069	.436**	.300	1	.129	.300	.431
	Sig. (2-tailed)	.010	.005	.000	.001	.493	.000	.002		.201	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100
L9	Pearson Correlation	.233	.183	.164	.065	-.193	.164	.294**	.129	1	.294**	.261*
	Sig. (2-tailed)	.020	.069	.102	.518	.054	.102	.003	.201		.003	.009
	N	100	100	100	100	100	100	100	100	100	100	100
L10	Pearson Correlation	.639**	.424**	.417**	.210*	.149	.417**	1.000**	.300**	.294**	1	.437**
	Sig. (2-tailed)	.000	.000	.000	.036	.140	.000	.000	.002	.003		.000
	N	100	100	100	100	100	100	100	100	100	100	100
STL	Pearson Correlation	.516	.382	.362	.224	.274	.362	.437	.431	.261	.437	1
	Sig. (2-tailed)	.000	.000	.000	.025	.006	.000	.000	.000	.009	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

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

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



	Sig. (2-tailed)	.000	.299	.000	.016		.062	.087	.001	.000	.003	.050	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
PR6	Pearson Correlation	.187	.497	.041	.424	.187	1	.641	.569	.486	.281	.233	.195	.582
	Sig. (2-tailed)	.062	.000	.684	.000	.062		.000	.000	.000	.005	.020	.052	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
PR7	Pearson Correlation	.172	.492	.049	.757	.172	.641	1	.609	.581	.345	.259	.436	.681
	Sig. (2-tailed)	.087	.000	.626	.000	.087	.000		.000	.000	.000	.009	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
PR8	Pearson Correlation	.329	.834	.081	.511	.329	.569	.609	1	.905	.501	.359	.331	.811
	Sig. (2-tailed)	.001	.000	.424	.000	.001	.000	.000		.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
PR9	Pearson Correlation	.397	.795	.122	.487	.397	.486	.581	.905	1	.517	.342	.403	.827
	Sig. (2-tailed)	.000	.000	.228	.000	.000	.000	.000	.000		.000	.001	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
PR10	Pearson Correlation	.296	.436	.134	.300	.296	.281	.345	.501	.517	1	.787	.219	.688
	Sig. (2-tailed)	.003	.000	.183	.002	.003	.005	.000	.000	.000		.000	.029	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
PR11	Pearson Correlation	.197	.489	.199	.233	.197	.233	.259	.359	.342	.787	1	-.034	.578
	Sig. (2-tailed)	.050	.000	.047	.020	.050	.020	.009	.000	.001	.000		.734	.000



N		100	100	100	100	100	100	100	100	100	100	100	100	100
PR12	Pearson Correlation	.425	.044	.016	.550	.425	.195	.436	.331	.403	.219	-.034	1	.516
	Sig. (2-tailed)	.000	.662	.877	.000	.000	.052	.000	.001	.000	.029	.734		.000
N		100	100	100	100	100	100	100	100	100	100	100	100	100
STPR	Pearson Correlation	.642*	.684**	.376**	.666**	.642**	.582**	.681**	.811**	.827**	.688**	.578**	.516**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
N		100	100	100	100	100	100	100	100	100	100	100	100	100

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

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

## VARIABEL PRESENTASI

### Correlations

	PS1	PS2	PS3	PS4	PS5	PS6	PS7	PS8	PS9	STPS	
PS1	Pearson Correlation	1	.356*	.551**	.066	.024	.005	.150	.096	.132	.495**
	Sig. (2-tailed)		.000	.000	.515	.816	.959	.137	.345	.191	.000
N		100	100	100	100	100	100	100	100	100	100
PS2	Pearson Correlation	.356*	1	.136	.098	.106	.121	.098	.106	.213	.478**
	Sig. (2-tailed)	.000		.176	.332	.296	.231	.331	.292	.033	.000



PS9	Pearson Correlation	.132	.213*	.160	-.203*	-.191	.262**	.115	.114	1	.132
	Sig. (2-tailed)	.191	.033	.112	.043	.057	.008	.255	.257		.192
	N	100	100	100	100	100	100	100	100	100	100
STPS	Pearson Correlation	.495**	.478**	.533**	.424*	.481**	.552**	.628**	.544**	.132	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.192	
	N	100	100	100	100	100	100	100	100	100	100

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

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



## VARIABEL PERSONIL

### Correlations

		PL1	PL2	PL3	PL4	PL5	PL6	STPL
PL1	Pearson Correlation	1	.325	.421	.180	.684	.263	.691
	Sig. (2-tailed)		.001	.000	.073	.000	.008	.000
	N	100	100	100	100	100	100	100
PL2	Pearson Correlation	.325	1	.166	.391	.246	.930	.784
	Sig. (2-tailed)	.001		.100	.000	.013	.000	.000
	N	100	100	100	100	100	100	100
PL3	Pearson Correlation	.421	.166	1	.096	.393	.162	.544
	Sig. (2-tailed)	.000	.100		.341	.000	.108	.000
	N	100	100	100	100	100	100	100
PL4	Pearson Correlation	.180	.391	.096	1	.065	.358	.537
	Sig. (2-tailed)	.073	.000	.341		.522	.000	.000

	N	100	100	100	100	100	100	100
PL5	Pearson Correlation	.684	.246	.393	.065	1	.342	.662
	Sig. (2-tailed)	.000	.013	.000	.522		.001	.000
	N	100	100	100	100	100	100	100
PL6	Pearson Correlation	.263	.930*	.162	.358	.342	1	.784*
	Sig. (2-tailed)	.008	.000	.108	.000	.001		.000
	N	100	100	100	100	100	100	100
STPL	Pearson Correlation	.691	.784	.544	.537	.662	.784	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

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



	Sig. (2-tailed)	.078	.036	.001	.000	.000		.822	.318	.666	.061	.000
	N	100	100	100	100	100	100	100	100	100	100	100
LK7	Pearson Correlation	.260	.259	.234	.326	.125	-.023	1	.733	.024	.312	.499
	Sig. (2-tailed)	.009	.009	.019	.001	.217	.822		.000	.814	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100
LK8	Pearson Correlation	.362	.175	.171	.178	-.005	-.101	.733	1	.178	.275	.439
	Sig. (2-tailed)	.000	.081	.088	.077	.961	.318	.000		.076	.006	.000
	N	100	100	100	100	100	100	100	100	100	100	100
LK9	Pearson Correlation	-.087	.003	.006	.030	.075	.044	.024	.178	1	-.012	.204
	Sig. (2-tailed)	.390	.976	.956	.764	.460	.666	.814	.076		.903	.041
	N	100	100	100	100	100	100	100	100	100	100	100
LK10	Pearson Correlation	.661	.725	.530	.548	.303	.188	.312	.275	-.012	1	.728
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.061	.002	.006	.903		.000
	N	100	100	100	100	100	100	100	100	100	100	100
STLK	Pearson Correlation	.652	.689	.762	.748	.680	.576	.499	.439	.204	.728	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.041	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

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

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

## LAMPIRAN 6

### HASIL UJI RELIABILITAS

### VARIABEL PRODUK (X1)

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

#### Reliability Statistics

Cronbach's Alpha	N of Items
.699	7

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

#### Item Statistics

Item	Mean	Std. Deviation	N
P1	4.33	.514	100
P2	4.23	.584	100
P3	3.92	.720	100
P4	4.16	.647	100
P5	4.14	.725	100
P6	4.04	.695	100
P7	4.22	.690	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	24.71	6.188	.431	.664
P2	24.81	5.731	.531	.638
P3	25.12	5.602	.420	.663
P4	24.88	5.763	.442	.657



P5	24.90	5.020	.618	.602
P6	25.00	5.737	.400	.668
P7	24.82	6.755	.090	.747

## HASIL UJI RELIABILITAS VARIABEL HARGA (X2)

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

### Reliability Statistics

Cronbach's Alpha	N of Items
.823	6

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

### Item Statistics

Item	Mean	Std. Deviation	N
H1	4.10	.674	100
H2	4.10	.704	100
H3	4.22	.690	100
H4	4.13	.706	100

H5	4.15	.657	100
H6	3.91	.726	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
H1	20.51	6.273	.723	.766
H2	20.51	6.353	.654	.780
H3	20.39	6.705	.556	.801
H4	20.48	7.464	.313	.851
H5	20.46	6.716	.594	.794
H6	20.70	6.051	.726	.763

**HASIL UJI RELIABILITAS VARIABEL LOKASI (X3)**

**Case Processing Summary**

	N	%

Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

#### Reliability Statistics

Cronbach's Alpha	N of Items
.801	10

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

#### Item Statistics

Item	Mean	Std. Deviation	N
L1	4.13	.706	100
L2	4.25	.539	100
L3	4.22	.660	100
L4	4.42	.572	100
L5	4.14	.725	100
L6	4.22	.660	100
L7	4.26	.597	100
L8	3.85	.783	100
L9	3.93	.795	100
L10	4.26	.597	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
L1	37.55	12.593	.584	.770
L2	37.43	13.439	.579	.775
L3	37.46	12.554	.647	.764
L4	37.26	14.417	.294	.802
L5	37.54	14.635	.155	.822
L6	37.46	12.554	.647	.764

L7	37.42	12.650	.710	.759
L8	37.83	13.052	.416	.793
L9	37.75	14.068	.221	.818
L10	37.42	12.650	.710	.759

## HASIL UJI RELIABILITAS VARIABEL PROMOSI (X4)

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

### Reliability Statistics

Cronbach's Alpha	N of Items
.866	12

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

### Item Statistics

Item	Mean	Std. Deviation	N
PR1	3.91	.726	100
PR2	4.22	.660	100
PR3	4.14	.682	100
PR4	4.26	.597	100
PR5	3.91	.726	100
PR6	4.25	.539	100
PR7	4.30	.541	100
PR8	4.11	.634	100
PR9	4.11	.665	100
PR10	3.85	.783	100

PR11	3.98	.765	100
PR12	4.59	.698	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PR1	45.72	22.022	.547	.855
PR2	45.41	22.083	.605	.851
PR3	45.49	24.111	.254	.874
PR4	45.37	22.559	.593	.853
PR5	45.72	22.022	.547	.855
PR6	45.38	23.349	.506	.858
PR7	45.33	22.789	.618	.852
PR8	45.52	21.404	.762	.842
PR9	45.52	21.080	.778	.840
PR10	45.78	21.365	.593	.852
PR11	45.65	22.331	.465	.862
PR12	45.04	23.069	.406	.865

**HASIL UJI RELIABILITAS VARIABEL PRESENTASI (X5)**

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0

Total	100	100.0
-------	-----	-------

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.660	9

#### Item Statistics

Item	Mean	Std. Deviation	N
PS1	4.69	.581	100
PS2	4.14	.652	100
PS3	4.15	.557	100
PS4	4.34	.670	100
PS5	4.13	.761	100
PS6	4.20	.667	100
PS7	4.21	.640	100
PS8	3.91	.767	100
PS9	4.69	.581	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PS1	33.77	7.472	.495	.601
PS2	34.32	7.836	.307	.639
PS3	34.31	7.711	.440	.614
PS4	34.12	8.228	.184	.666
PS5	34.33	7.941	.201	.668
PS6	34.26	7.811	.303	.640
PS7	34.25	7.482	.425	.613

PS8	34.55	7.604	.282	.648
PS9	33.77	7.472	.495	.601

### HASIL UJIRELIABILITAS VARIABEL PERSONIL (X6)

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

#### Reliability Statistics

Cronbach's Alpha	N of Items
.751	6

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

#### Item Statistics

Item	Mean	Std. Deviation	N
PL1	4.28	.552	100
PL2	3.98	.651	100
PL3	4.25	.609	100
PL4	4.13	.646	100
PL5	4.27	.601	100
PL6	3.98	.666	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PL1	20.61	4.604	.545	.702
PL2	20.91	4.083	.644	.669
PL3	20.64	4.920	.336	.754
PL4	20.76	4.891	.312	.763
PL5	20.62	4.581	.489	.715
PL6	20.91	4.042	.639	.669

**HASIL UJI RELIABILITAS VARIABEL LOYALITAS KONSUMEN (Y)****Case Processing Summary**

	N	%
Cases		
Valid	100	100.0
Excluded <sup>a</sup>	0	.0
Total	100	100.0



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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.798	10

#### Item Statistics

Item	Mean	Std. Deviation	N
LK1	4.20	.586	100
LK2	4.29	.556	100
LK3	4.18	.609	100
LK4	4.19	.615	100
LK5	3.95	.796	100
LK6	4.00	.778	100
LK7	4.72	.570	100
LK8	4.76	.515	100
LK9	4.10	.595	100
LK10	4.24	.553	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LK1	38.43	11.298	.546	.772
LK2	38.34	11.257	.597	.767
LK3	38.45	10.715	.678	.756
LK4	38.44	10.754	.660	.758
LK5	38.68	10.402	.537	.773
LK6	38.63	11.064	.410	.791

LK7	37.91	12.002	.371	.791
LK8	37.87	12.377	.317	.795
LK9	38.53	13.242	.045	.825
LK10	38.39	11.109	.645	.762



## LAMPIRAN 7

### UJI ASUMSI KLASIK

### HASIL UJI NORMALITAS

#### One-Sample Kolmogorov-Smirnov Test

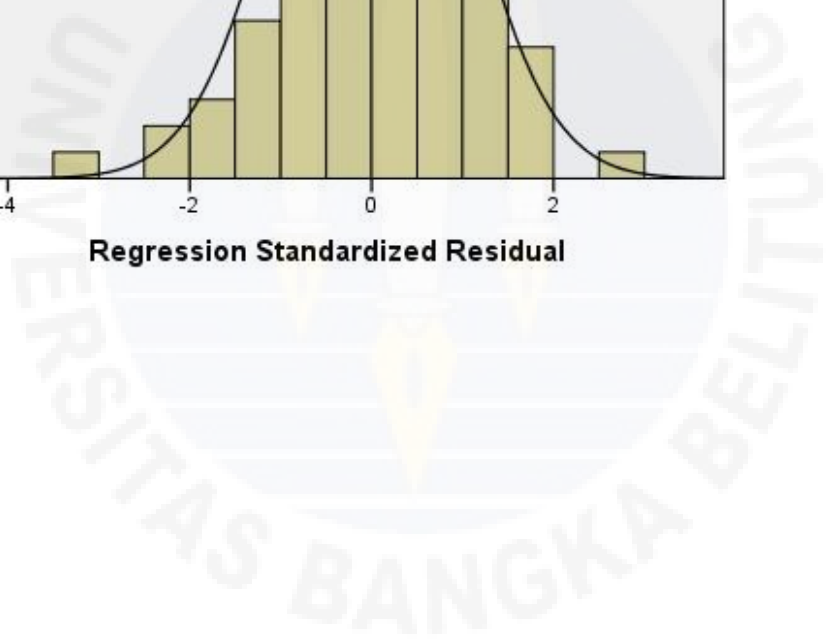
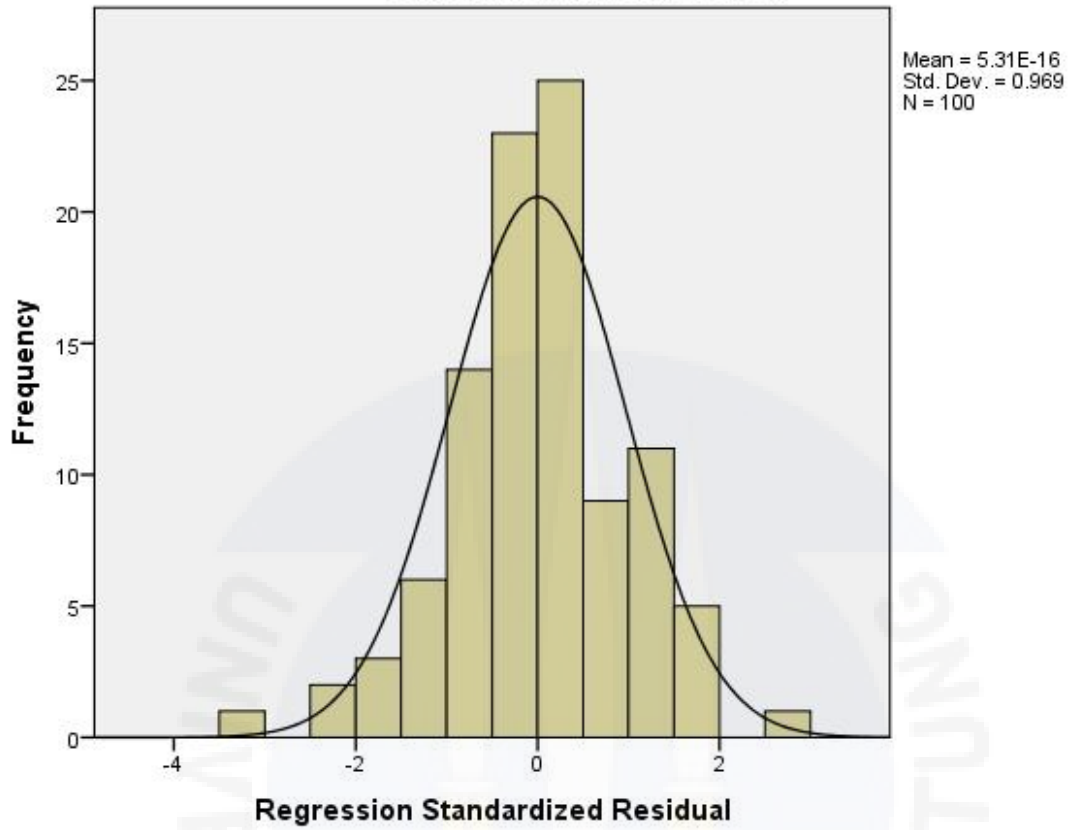
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.18519719
Most Extreme Differences	Absolute	.055
	Positive	.055
	Negative	-.054
Kolmogorov-Smirnov Z		.545
Asymp. Sig. (2-tailed)		.200

a. Test distribution is Normal.

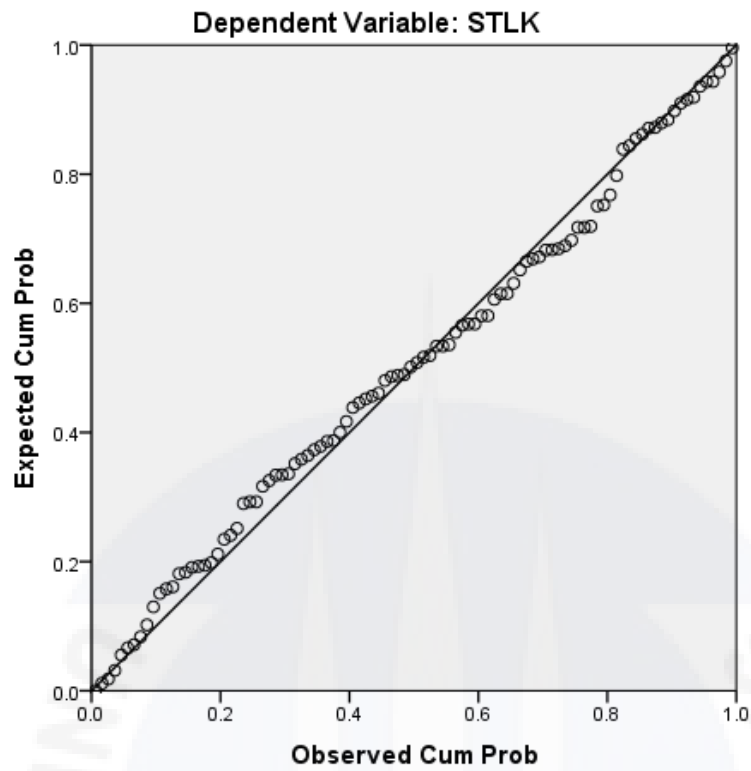
b. Calculated from data.

### Histogram

Dependent Variable: STLK



### Normal P-P Plot of Regression Standardized Residual



### HASIL UJIMULTIKOLINEARITAS

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

Model	Variables Entered	Variables Removed	Method
1	STPL, STP, STPR, STPS, STL, STH <sup>b</sup>		Enter

a. Dependent Variable: STLK

b. All requested variables entered.

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

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.423	3.311		2.242	.027		
	STP	.162	.100	.120	2.625	.018	.685	1.460
	STL	.285	.128	.232	2.227	.028	.343	2.919
	STH	.074	.138	.080	3.540	.041	.168	5.936
	STPR	.092	.126	.127	2.731	.047	.124	8.078
	STPS	.773	.116	.569	6.669	.000	.512	1.954
	STPL	.528	.113	.354	4.680	.000	.650	1.539

a. Dependent Variable: STLK

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions						
				(Constant)	STP	STL	STH	STPR	STPS	STPL
1	1	6.970	1.000	.00	.00	.00	.00	.00	.00	.00
	2	.010	26.189	.08	.02	.18	.01	.02	.02	.09
	3	.008	29.809	.01	.40	.01	.00	.00	.00	.35
	4	.005	36.982	.00	.12	.35	.10	.03	.02	.07

5	.003	45.271	.83	.33	.08	.01	.00	.01	.21
6	.003	51.631	.07	.03	.05	.02	.01	.94	.28
7	.001	97.724	.00	.11	.34	.86	.93	.01	.00

a. Dependent Variable: STLK

## HASIL UJI HETEROSEDASTISITAS

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 <sup>a</sup>	.654	.631	2.255

a. Predictors: (Constant), STPL, STP, STPR, STPS, STL, STH

b. Dependent Variable: STLK

### Scatterplot

Dependent Variable: STLK





## LAMPIRAN 8

### HASIL UJIREGRESI LINIERBERGANDA

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 <sup>a</sup>	.654	.631	2.255

a. Predictors: (Constant), STPL, STP, STPR, STPS, STL, STH

b. Dependent Variable: STLK

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	892.576	6	148.763	29.266	.000 <sup>b</sup>
	Residual	472.734	93	5.083		
	Total	1365.310	99			

a. Dependent Variable: STLK

b. Predictors: (Constant), STPL, STP, STPR, STPS, STL, STH

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

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

1	(Constant)	7.423	3.311		2.242	.027		
	STP	.162	.100	.120	2.625	.018	.685	1.460
	STL	.285	.128	.232	2.227	.028	.343	2.919
	STH	.074	.138	.080	3.540	.041	.168	5.936
	STPR	.092	.126	.127	2.731	.047	.124	8.078
	STPS	.773	.116	.569	6.669	.000	.512	1.954
	STPL	.528	.113	.354	4.680	.000	.650	1.539

a. Dependent Variable: STLK



LAMPIRAN 9  
SURAT KETERANGAN RISET



**PT Ramayana Lestari Sentosa, Tbk**

Cabang Ramayana Pangkal Pinang ( R52 )

JL Terminal Lama No. 1 Pangkal Pinang

Telp 0717 - 439120

Kepada Yth,

Universitas Bangka Belitung  
Jurusan Fakultas Ekonomi

Hai : Surat Balasan

Menanggapi Surat No;260/ UN/50/PE/HM/2016 tentang permohonan yang ditujukan kepada perusahaan kami dari mahasiswa sebagai persyaratan untuk menyelesaikan studi pada fakultas ekonomi Universitas Bangka Belitung dan kami menanggapi kesediaan dalam pengambilan data yang dilakukan oleh mahasiswa dengan data sebagai berikut .

Nama : Frendy  
Nim : 3021211035  
Jurusan : Manajemen  
Judul : Pengaruh Retailing Mix Terhadap Loyalitas Konsumen  
Departement Store Ramayana Pangkalpinang

Dan penelitian akan dilakukan pada tanggal 27 Mei 2016 sampai dengan 25 Juli 2016  
Demikianlah surat balasan ini kami sampaikan, atas perhatian dan kerjasamanya kami ucapkan terima kasih.



Sri Kartina  
SDM



KEMENTERIAN RISET, TEKNOLOGI DAN PENDIDIKAN TINGGI

UNIVERSITAS BANGKA BELITUNG

UPT PUSAT BAHASA

Kampus Terpadu UBB, Gedung Timb 1 Baharijuk,

Kec. Merawang Kab. Bangka Provinsi Kepulauan Bangka Belitung 33172

Telepon (0717) 4260035, Faksimile (0717) 421303

Laman [www.ubb.ac.id](http://www.ubb.ac.id)

## ABSTRACT

Frendy, 302 1211 035.

### **The Influence of Retailing Mix to Customer Loyalty of Ramayana Department Store Pangkalpinang.**

The increasing of retail business in Pangkalpinang nowadays make ramayana department store Pangkalpinang facing some competitors in the business. This research aims at studying the influence of retailing mix to customer loyalty. This research has six independent variables, they are product, price, location, presentation, and personnel which influence dependent variables; customer loyalty. A sample in this research is 100 respondents with non probability sampling technique and accidental sampling approach. The data used survey method by questionnaire. The data was analyzed by using double regression analysis covers validity test, reliability test, classical assumption test, double regression analysis, and hypothesis tested by t and f tests and determination coefficient analysis ( $R^2$ ). The analysis resulted equation as follow:

$$Y = 7,423 + 0,162 X1 - 0,285 X2 + 0,074 X3 + 0,092 X4 + 0,773 X5 + 0,528 X6$$

Product variable has influenced customer loyalty as 0,162, which followed by price variable 0,285, location variable is 0,074, promotion variable is 0,092, presentation variable is 0,773 and personnel variable is 0,528. Hypothesis test showed that the six independent variables has positive impact and significance to customer loyalty. Then, the result by using f test proves that the six variables has positive impact and significance to dependent variable. The determination coefficient ( $R^2$ ) showed that 63% variation of customer loyalty could be described by product, price, location, promotion, presentation and personnel. The rest 37% is described by other variables which beyond this research.

**Keywords :** Retailing mix, customer loyalty, independent variables, dependent variables

Head of UPT Pusat Bahasa

Translator

Signed

Asrul Munazar, M.A.

Riwan Kusmiadi, S.T.P., M.Si.

## EPT SCORE RECORD

Name of Institution : UPT PUSAT BAHASA UNIVERSITAS BANGKA BELITUNG

Name : FRENDY

DOB : 17/11/1994

Native Country : INDONESIA

Native Language : INDONESIA

Scaled Score : Listening Comprehension 43

Structure & Written Expression 39

Reading Comprehension 44

Total Score 420

Sex : M

Test Date : 27/07/2016

From : EPT USL

Signed,

Head of UPT Pusat Bahasa

Riwan Kusmiadi, S.T.P., M.Si



## LAMPIIRAN 12

### DAFTAR RIWAYAT HIDUP

Nama : Frendy  
Tempat, Tanggal Lahir : Parit Tiga, 17 November 1994  
Jenis Kelamin : Laki-laki  
Agama : Islam  
Pendidikan Terakhir : S1 (Sarjana Ekonomi)  
Alamat : Dsn. Stasiun, RT 02, Ds. Sekar Biru, Kecamatan  
Parit Tiga, Kabupaten Bangka Barat  
No. Telp / HP : 0831 7554 1264  
E-mail : frendyplants17@gmail.com

#### **Pendidikan Formal**

1. 2012-2016 : UNIVERSITAS BANGKA BELITUNG  
(Fakultas Ekonomi, Program Studi Manajemen), Balunijuk
2. 2009-2012 : SMA Negeri 1 Jebus
3. 2006-2009 : SMP Negeri 1 Jebus
4. 2000-2006 : SD Negeri 411 Jebus





### KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa : Frendy IPK : 3.16  
NIM : 302 511 035 Nama Pembimbing : Dian Prihardini W, SE, M.M.  
Jurusan : Akuntansi / Manajemen Mulai Skripsi :  
Angkatan : 2012  
Konsentrasi Studi : Manajemen Pemasaran  
Judul Proposal/Skripsi : Pengaruh Bauran Promosi Eceran (Retailing mix) Terhadap Loyalitas Konsumen (pada Ramayana Department Store Kota Pangkaspinang).

NO	Tanggal	Keterangan	Paraf Pembimbing
1	24/5-2016	Korrek judul	R-
2	14/6-2016	Revisi I, II, III	R-
3	17/6-2016	Revisi 2 - II, III → keartian	R-
4	30/6-2016	Revisi I, II, III → perbaikan keartian	R-
5	22/6-2016	AKC → pendamping utama	R-
6	27/7-16	Revisi IV V	R-
7	28/7-16	Revisi IV V	R-
8	1/8-16	AKC → pendamping utama	R-
9			
10			
11			
12			
13			
14			
15			

Catatan:

1. Guru ini harus diisi saat bimbingan skripsi



### KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa : Frendy IPK : 2118  
NIM : 302191035 Nama Pembimbing : Khatiyansyah, S.E., M.M  
Jurusan : Akuntansi / Manajemen Mulai Skripsi :  
Angkatan : 2012  
Konsentrasi Studi : Manajemen Pemasaran  
Judul Proposal/Skripsi : Pengaruh Bauran Promosi Eceran (Retailing mix) Terhadap Loyalitas Konsumen (pada Ramayana Department Store Kota Pangkalpinang).

NO	Tanggal	Keterangan	Paraf Pembimbing
1	25 Mei 2016	Konvul Judul	A
2	22 Juni 2016	Revisi Awal	A
3	23 Jun 2016	BAB 1,2	A
4	24 Jun 2016	BAB 1,2,3 kuesioner	A
5	27 Jun 2016	ACC Seminar	A
6	27 Juli 2016	Revisi Awal	A
7	28 Juli 2016	BAB 4,5	A
8	31 Juli 2016	BAB 4,5	A
9	1 Ags 2016	Kelengkapan Berkas	A
10	2 Ags 2016	ACC Sidang	A
11			
12			
13			
14			
15			

Catatan :

1. Kartu ini harus diisi saat bimbingan skripsi



## LAMPIRAN 14

### DOKUMENTASI



Halaman Depan Ramayana *Department Store* Pangkalpinang





**Bagian Dalam Ruangan Ramayana *Department Store* Pangkalpinang**

**Bagian Dalam Ruangan Ramayana *Department Store* Pangkalpinang**







**Proses Penyebaran Kuesioner**

