

## LAMPIRAN

### Lampiran 1. Koersionel Penelitian

KepadaYth:

Bpak/Ibu/Saudara(i) Konsumen

Di, \_

Tempat

*Assalamu'alaikum Warahmatullahi Wabarakatuh.*

Sebelumnya saya mengucapkan terima kasih atas kesediaanya Bapak/ibi/saudara dalam membantu mengisi data dan jawaban atas pertanyaan-pertanyaan dibawah ini guna melengkapi data yang diperlukan untuk memenuhi tugas akhir skripsi. Adapun kuesioner penelitian ini menegenai “**Bauran Pemasaran Terhadap Kepuasan Dan Loyalitas Dalam Pembelian Produk Wings Di Kota Palopo**”.

Penelitian mengharapkan jawaban yang sejujurnya sesuai dengan apa yang anda rasakan, adapun data dan identitas Bapak/Ibu/Saudara(i) yang tercantum pada angket ini akan dijamin kerahasiaannya dan tidak akan dipublikasikan.

Demikian penyampaian ini, atas bantuan dan kerjasama Bapa/ibu/saudara saya ucapkan terima kasih banyak.

*Wassalamu'alaikum Warahmatullahi Wabarakatuh*

Hormat peneliti,

Mila Santri  
201720005

### Deskripsi Responden

Isilah dan atau berilah tanda centang(√) pada kolom yang sesuai dengan keadaan

Bapak/Ibu/Saudara:

1. Jenis kelamin : Laki-laki  Perempuan
2. Usia :.....tahun

### Petunjuk pengisian :

Berilah tanda centang(√) pada kolom yang sesuai , dengan memilih skala nilai sampai dengan 5, di mana skala:

1 = sangat tidak setuju (STS)

2 = tidak setuju (TS)

3 = ragu-ragu (R)

4 = setuju (S)

5 = sangat setuju ( ST)

### Bauran Pemasaran

Produk (X1)

NO	Pernyataan Produk	SS	S	R	TS	STS
		5	4	3	2	1
1.	Produk WINGS memiliki banyak variasi produk					
2.	Kualitas produk WINGS bagus					
3.	Produk WINGS selalu mengikuti trend					

## Harga (X2)

NO	Pernyataan Harga	SS	S	R	TS	STS
		5	4	3	2	1
1.	Harga yang ditawarkan produk WINGS sesuai dengan kualitasnya					
2.	Harga lebih murah dari pada konveksi lain					

## Tempat (X3)

NO	Pernyataan Tempat	SS	S	R	TS	STS
		5	4	3	2	1
1.	Lokasi yang mudah dijangkau dengan transportasi umum.					
2.	Memiliki tempat parkir yang memadai bagi para pengunjung.					
3.	Mudah untuk dilihat dan diketahui orang.					

## Promosi (X4)

NO	Pernyataan Promosi	SS	S	R	TS	STS
		5	4	3	2	1
1.	Produk WINGS melakukan promosi melalui medis massa (televisi, radio)					
2.	Memberikan promo dan memberikan hadiah oada hari-hari tertentu					

### Kepuasan (Y1)

NO	Pernyataan Kepuasan	SS	S	R	ST	STS
		5	4	3	2	1
1.	Tingkat kesenangan konsumen menggunakan layanan jasa					
2.	Tingkat pelayanan sesuai dengan harapan pelanggan					
3.	Tingkat harapan fasilitas yang diberikan perusahaan kepada pelanggan					
4.	Tingkat kebutuhan diberikan perusahaan sesuai dengan harapan konsumen					

**Loyalitas (Y2)**

NO	Pernyataan Loyalitas	SS	S	R	ST	STS
		5	4	3	2	1
	Melakukan pembelian ulang					
	Membeli d iluar lini produk atau jasa					
	Menunjukkan kekebalan dari tarikan persaingan					

**Lampiran 2. Data Responden**

<b>Produk X.1</b>			
<b>X<sub>1,1</sub></b>	<b>X<sub>1,2</sub></b>	<b>X<sub>1,3</sub></b>	<b>Total</b>
4	4	4	12
5	4	3	12
4	4	4	12
5	4	4	13
4	4	5	13
5	4	4	13
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	4	4	13
5	4	4	13
5	4	5	14
5	5	5	15
5	5	5	15
5	3	4	12
5	5	4	14
5	4	5	14
5	4	4	13
5	4	4	13
5	4	5	14
5	5	5	15

4	5	4	13
5	4	5	14
5	5	4	14
5	4	4	13
5	5	4	14
4	5	4	13
4	4	5	13
5	4	3	12
4	4	3	11
5	5	5	15
5	4	4	13
5	5	4	14
5	5	4	14
5	5	4	14
5	4	4	13
5	4	4	13
5	5	4	14
5	5	5	15
5	4	3	12
4	4	3	11
4	4	3	11
4	3	3	10
4	3	3	10
3	5	5	13
5	4	4	13
5	4	5	14
4	4	4	12
5	4	3	12
4	4	4	12
5	4	4	13
4	4	5	13
5	4	4	13
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	4	4	13
5	4	4	13
5	4	5	14
5	5	5	15
5	5	5	15
5	3	4	12
5	5	4	14
5	4	5	14



5	4	9
5	5	10
3	3	6
3	3	6
4	5	9
4	3	7
5	4	9
5	5	10
5	4	9
5	5	10
5	4	9
5	5	10
5	4	9
4	5	9
4	4	8
4	3	7
5	4	9
4	4	8
5	4	9
5	4	9
4	4	8
4	3	7
4	3	7
5	4	9
5	4	9
4	4	8
4	4	8
4	4	8
5	4	9
5	4	9
5	5	10
4	3	7
5	3	8
3	2	5
4	3	7
4	4	8
3	3	6
5	4	9
5	5	10
4	3	7
5	4	9
3	3	6
4	3	7
4	3	7
4	4	8
5	4	9



5	4	9
5	4	9
5	4	9
5	4	9
5	4	9
5	5	10
3	3	6
3	3	6
4	5	9
4	3	7
5	4	9
5	5	10
5	4	9
5	5	10
5	4	9
5	5	10
5	4	9
4	5	9
4	4	8
4	3	7
5	4	9
4	4	8
5	4	9
5	4	9
4	4	8
4	3	7
4	3	7
5	4	9
5	4	9
4	4	8
4	4	8
4	4	8
5	4	9
5	4	9
5	5	10
4	3	7
5	3	8
3	2	5
4	3	7
4	4	8
3	3	6
5	4	9
5	5	10
4	3	7

<b>Tempat X3</b>			
<b>X3.1</b>	<b>X3.2</b>	<b>X3.3</b>	<b>Total</b>
5	4	5	14
4	3	5	12
4	3	5	12
4	3	4	11
3	3	5	11
4	4	4	12
4	4	4	12
4	4	3	11
4	4	5	13
4	4	5	13
4	4	5	13
4	4	4	12
4	4	4	12
4	4	5	13
5	5	5	15
5	4	5	14
4	5	5	14
4	4	5	13
5	4	4	13
5	5	5	15
4	5	5	14
5	4	5	14
5	4	5	14
5	4	5	14
5	3	4	12
4	5	4	13
5	5	5	15
5	4	5	14
4	4	5	13
5	4	4	13
3	5	4	12
4	4	5	13
4	4	5	13
5	4	5	14
4	4	5	13
4	4	5	13
4	4	5	13
4	3	4	11
5	4	4	13

5	4	5	14
3	3	4	10
4	3	5	12
3	3	4	10
3	3	5	11
4	4	5	13
5	3	5	13
5	4	5	14
4	5	5	14
5	4	4	13
5	4	5	14
4	3	5	12
4	3	5	12
4	3	4	11
3	3	5	11
4	4	4	12
4	4	4	12
4	4	3	11
4	4	5	13
4	4	5	13
4	4	5	13
4	4	4	12
4	4	4	12
4	4	5	13
5	5	5	15
5	4	5	14
4	5	5	14
4	4	5	13
5	4	4	13
5	5	5	15
4	5	5	14
5	4	5	14
5	4	5	14
5	3	4	12
4	5	4	13
5	5	5	15
5	4	5	14
4	4	5	13
5	4	4	13
3	5	4	12
4	4	5	13
4	4	5	13
5	4	5	14
4	4	5	13

4	4	5	13
4	4	5	13
4	3	4	11
5	4	4	13
5	4	5	14
3	3	4	10
4	3	5	12
3	3	4	10
3	3	5	11
4	4	5	13
5	3	5	13
5	4	5	14
4	5	5	14
5	4	4	13

<b>Promosi X4</b>		
<b>X4.1</b>	<b>X4.2</b>	<b>Total</b>
5	3	8
5	3	8
5	3	8
4	3	7
5	4	9
4	4	8
5	4	9
5	3	8
5	3	8
5	3	8
5	3	8
5	3	8
4	2	6
4	2	6
5	5	10
4	5	9
5	5	10
5	5	10
4	4	8
5	5	10
3	5	8
4	5	9



4	2	6
5	5	10
4	5	9
5	5	10
5	5	10
4	4	8
5	5	10
3	5	8
4	5	9
5	5	10
5	5	10
3	4	7
3	4	7
4	5	9
5	4	9
5	4	9
5	4	9
5	4	9
4	3	7
4	4	8
5	4	9
5	4	9
5	4	9
5	4	9
5	4	9
5	4	9
5	4	9
5	4	9
5	4	9
5	4	9
5	4	9
5	4	9
5	5	10
5	4	9
5	4	9
2	3	5
5	4	9
4	4	8
3	3	6
5	5	10
5	4	9
5	4	9

Kepuasan Y1				
Y1.2	Y1.2	Y1.3	Y1.4	Total
4	5	4	5	18

3	3	3	4	13
5	4	3	4	16
4	3	4	4	15
4	4	4	4	16
4	4	3	4	15
4	4	4	3	15
5	5	5	3	18
5	5	5	3	18
5	5	5	3	18
5	5	5	3	18
5	5	5	3	18
4	3	1	1	9
4	3	1	1	9
5	5	5	4	19
5	4	5	5	19
5	4	5	5	19
4	5	5	5	19
4	4	4	4	16
5	5	5	5	20
4	5	5	4	18
5	4	5	5	19
4	5	4	5	18
4	4	5	5	18
4	5	4	4	17
4	4	5	4	17
4	5	3	4	16
4	5	5	3	17
5	4	4	5	18
4	4	4	5	17
4	5	4	4	17
4	5	4	3	16
3	4	4	4	15
4	5	4	4	17
4	5	3	4	16
4	5	4	4	17
4	5	4	4	17
4	5	5	5	19
4	4	4	4	16
5	4	4	4	17
5	5	4	4	18
4	4	4	4	16
4	5	5	4	18
3	4	3	3	13
3	2	4	5	14
5	5	5	5	20
3	3	4	4	14

5	4	5	5	19
3	5	5	4	17
5	4	4	4	17
4	5	4	5	18
3	3	3	4	13
5	4	3	4	16
4	3	4	4	15
4	4	4	4	16
4	4	3	4	15
4	4	4	3	15
5	5	5	3	18
5	5	5	3	18
5	5	5	3	18
5	5	5	3	18
4	3	1	1	9
4	3	1	1	9
5	5	5	4	19
5	4	5	5	19
5	4	5	5	19
4	5	5	5	19
4	4	4	4	16
5	5	5	5	20
4	5	5	4	18
5	4	5	5	19
4	5	4	5	18
4	4	5	5	18
4	5	4	4	17
4	4	5	4	17
4	5	3	4	16
4	5	5	3	17
5	4	4	5	18
4	4	4	5	17
4	5	4	4	17
4	5	4	3	16
3	4	4	4	15
4	5	4	4	17
4	5	3	4	16
4	5	4	4	17
4	5	4	4	17
4	5	5	5	19
4	4	4	4	16
5	4	4	4	17
5	5	4	4	18
4	4	4	4	16
4	5	5	4	18



3	4	3	3	13
3	2	4	5	14
5	5	5	5	20
3	3	4	4	14
5	4	5	5	19
3	5	5	4	17
5	4	4	4	17

Loyalitas Y2			
Y2.1	Y2.2	Y2.3	Total
4	5	4	13
3	4	3	10
5	4	3	12
4	4	4	12
4	4	4	12
5	4	4	13
4	4	4	12
3	3	3	9
3	3	3	9
3	3	3	9
3	3	3	9
1	1	3	5
1	1	3	5
5	4	5	14
5	4	5	14
5	5	5	15
4	5	5	14
4	4	4	12
4	5	5	14
5	4	4	13
5	5	5	15
5	4	5	14
4	4	4	12
4	5	4	13
4	5	4	13
4	5	4	13
4	5	4	13
5	4	4	13
5	4	4	13
4	4	4	12
4	4	4	12
4	3	4	11
4	4	4	12
4	4	3	11

4	3	4	11
4	3	4	11
4	3	4	11
4	3	4	11
5	4	4	13
5	5	4	14
4	4	4	12
4	5	4	13
2	3	2	7
5	4	4	13
4	5	5	14
3	3	3	9
5	4	5	14
5	5	5	15
5	5	4	14
4	5	4	13
3	4	3	10
5	4	3	12
4	4	4	12
4	4	4	12
5	4	4	13
4	4	4	12
3	3	3	9
3	3	3	9
3	3	3	9
3	3	3	9
1	1	3	5
1	1	3	5
5	4	5	14
5	4	5	14
5	5	5	15
4	5	5	14
4	4	4	12
4	5	5	14
5	4	4	13
5	5	5	15
5	4	5	14
4	4	4	12
4	5	4	13
4	5	4	13
4	5	4	13
5	4	4	13
5	4	4	13
4	4	4	12

4	4	4	12
4	3	4	11
4	4	4	12
4	4	3	11
4	3	4	11
4	3	4	11
4	3	4	11
4	3	4	11
5	4	4	13
5	5	4	14
4	4	4	12
4	5	4	13
2	3	2	7
5	4	4	13
4	5	5	14
3	3	3	9
5	4	5	14
5	5	5	15
5	5	4	14

### Lampiran 3. Uji Validitas

#### Correlations

		X1.1	X1.2	X1.3	Produk	X2.1	X2.2
X1.1	Pearson Correlation	1	.188	.228 <sup>*</sup>	.572 <sup>**</sup>	.216 <sup>*</sup>	.231 <sup>*</sup>
	Sig. (2-tailed)		.061	.022	.000	.031	.021
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.188	1	.484 <sup>**</sup>	.775 <sup>**</sup>	.327 <sup>**</sup>	.186
	Sig. (2-tailed)	.061		.000	.000	.001	.063
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.228 <sup>*</sup>	.484 <sup>**</sup>	1	.833 <sup>**</sup>	.359 <sup>**</sup>	.396 <sup>**</sup>
	Sig. (2-tailed)	.022	.000		.000	.000	.000
	N	100	100	100	100	100	100
Produk	Pearson Correlation	.572 <sup>**</sup>	.775 <sup>**</sup>	.833 <sup>**</sup>	1	.416 <sup>**</sup>	.379 <sup>**</sup>

	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
	Pearson Correlation	.216*	.327**	.359**	.416**	1	.613**
X2.1	Sig. (2-tailed)	.031	.001	.000	.000		.000
	N	100	100	100	100	100	100
	Pearson Correlation	.231*	.186	.396**	.379**	.613**	1
X2.2	Sig. (2-tailed)	.021	.063	.000	.000	.000	
	N	100	100	100	100	100	100
	Pearson Correlation	.249*	.284**	.421**	.442**	.892**	.904**
Harga	Sig. (2-tailed)	.012	.004	.000	.000	.000	.000
	N	100	100	100	100	100	100
	Pearson Correlation	.025	.017	.280**	.166	.218*	.276**
X3.1	Sig. (2-tailed)	.804	.865	.005	.099	.030	.005
	N	100	100	100	100	100	100
	Pearson Correlation	.285**	.115	.124	.222*	.355**	.488**
X3.2	Sig. (2-tailed)	.004	.256	.220	.027	.000	.000
	N	100	100	100	100	100	100
	Pearson Correlation	-.195	.074	-.125	-.105	.125	.292**
X3.3	Sig. (2-tailed)	.052	.467	.214	.298	.215	.003
	N	100	100	100	100	100	100
	Pearson Correlation	.076	.100	.158	.157	.354**	.526**
Tempat	Sig. (2-tailed)	.450	.320	.117	.119	.000	.000
	N	100	100	100	100	100	100

## Correlations

		Harga	X3.1	X3.2	X3.3	Tempat	X4.1
X1.1	Pearson Correlation	.249	.025	.285 <sup>*</sup>	-.195 <sup>**</sup>	.076 <sup>*</sup>	.188 <sup>*</sup>
	Sig. (2-tailed)	.012	.804	.004	.052	.450	.062
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.284	.017	.115 <sup>**</sup>	.074 <sup>**</sup>	.100 <sup>**</sup>	.276
	Sig. (2-tailed)	.004	.865	.256	.467	.320	.005
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.421 <sup>*</sup>	.280 <sup>**</sup>	.124	-.125 <sup>**</sup>	.158 <sup>**</sup>	.387 <sup>**</sup>
	Sig. (2-tailed)	.000	.005	.220	.214	.117	.000
	N	100	100	100	100	100	100
Produk	Pearson Correlation	.442 <sup>**</sup>	.166 <sup>**</sup>	.222 <sup>**</sup>	-.105	.157 <sup>**</sup>	.398 <sup>**</sup>
	Sig. (2-tailed)	.000	.099	.027	.298	.119	.000
	N	100	100	100	100	100	100
X2.1	Pearson Correlation	.892 <sup>*</sup>	.218 <sup>**</sup>	.355 <sup>**</sup>	.125 <sup>**</sup>	.354	.424 <sup>**</sup>
	Sig. (2-tailed)	.000	.030	.000	.215	.000	.000
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	.904 <sup>*</sup>	.276	.488 <sup>**</sup>	.292 <sup>**</sup>	.526 <sup>**</sup>	.450
	Sig. (2-tailed)	.000	.005	.000	.003	.000	.000
	N	100	100	100	100	100	100
Harga	Pearson Correlation	1 <sup>*</sup>	.276 <sup>**</sup>	.471 <sup>**</sup>	.235 <sup>**</sup>	.492 <sup>**</sup>	.487 <sup>**</sup>
	Sig. (2-tailed)		.005	.000	.019	.000	.000
	N	100	100	100	100	100	100
X3.1	Pearson Correlation	.276	1	.249 <sup>**</sup>	.150	.724 <sup>*</sup>	.032 <sup>**</sup>

	Sig. (2-tailed)	.005		.013	.136	.000	.754
	N	100	100	100	100	100	100
	Pearson Correlation	.471**	.249	1	.126*	.705**	.031**
X3.2	Sig. (2-tailed)	.000	.013		.213	.000	.763
	N	100	100	100	100	100	100
	Pearson Correlation	.235	.150	.126	1	.579	.189**
X3.3	Sig. (2-tailed)	.019	.136	.213		.000	.060
	N	100	100	100	100	100	100
	Pearson Correlation	.492	.724	.705	.579	1**	.115**
Tempat	Sig. (2-tailed)	.000	.000	.000	.000		.256
	N	100	100	100	100	100	100

### Correlations

		X4.2	Promosi	Y1.1	Y1.2	Y1.3	Y1.4
	Pearson Correlation	.050	.153	.185*	.206**	.048*	-.241*
X1.1	Sig. (2-tailed)	.621	.130	.065	.040	.632	.016
	N	100	100	100	100	100	100
	Pearson Correlation	.104	.245	.318**	.206**	.151**	-.024
X1.2	Sig. (2-tailed)	.305	.014	.001	.040	.135	.814
	N	100	100	100	100	100	100
	Pearson Correlation	.247*	.414**	.559	.271**	.316**	.007**
X1.3	Sig. (2-tailed)	.013	.000	.000	.006	.001	.945
	N	100	100	100	100	100	100
Produk	Pearson Correlation	.196**	.386**	.508**	.312	.253**	-.095**

	Sig. (2-tailed)	.051	.000	.000	.002	.011	.346
	N	100	100	100	100	100	100
	Pearson Correlation	.441 <sup>*</sup>	.571 <sup>**</sup>	.439 <sup>**</sup>	.504 <sup>**</sup>	.476	.346 <sup>**</sup>
X2.1	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
	Pearson Correlation	.513 <sup>*</sup>	.637	.388 <sup>**</sup>	.532 <sup>**</sup>	.470 <sup>**</sup>	.309
X2.2	Sig. (2-tailed)	.000	.000	.000	.000	.000	.002
	N	100	100	100	100	100	100
	Pearson Correlation	.532 <sup>*</sup>	.674 <sup>**</sup>	.460 <sup>**</sup>	.577 <sup>**</sup>	.526 <sup>**</sup>	.364 <sup>**</sup>
Harga	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
	Pearson Correlation	.363	.270	.306 <sup>**</sup>	.186	.204 <sup>*</sup>	.291 <sup>**</sup>
X3.1	Sig. (2-tailed)	.000	.007	.002	.064	.041	.003
	N	100	100	100	100	100	100
	Pearson Correlation	.359 <sup>**</sup>	.267	.237	.487 <sup>*</sup>	.229 <sup>**</sup>	.034 <sup>**</sup>
X3.2	Sig. (2-tailed)	.000	.007	.018	.000	.022	.738
	N	100	100	100	100	100	100
	Pearson Correlation	.276	.309	-.016	.164	.325	.415 <sup>**</sup>
X3.3	Sig. (2-tailed)	.006	.002	.876	.104	.001	.000
	N	100	100	100	100	100	100
	Pearson Correlation	.498	.416	.278	.422	.368 <sup>**</sup>	.352 <sup>**</sup>
Tempat	Sig. (2-tailed)	.000	.000	.005	.000	.000	.000
	N	100	100	100	100	100	100

## Correlations

		Kepuasan	Y2.1	Y2.2	Y2.3	Loyalitas
X1.1	Pearson Correlation	.043	-.076	-.046 <sup>*</sup>	.013 <sup>**</sup>	-.046 <sup>*</sup>
	Sig. (2-tailed)	.669	.452	.648	.898	.646
	N	100	100	100	100	100
X1.2	Pearson Correlation	.210	.058	-.129 <sup>**</sup>	-.092 <sup>**</sup>	-.057 <sup>**</sup>
	Sig. (2-tailed)	.036	.564	.202	.362	.575
	N	100	100	100	100	100
X1.3	Pearson Correlation	.379 <sup>*</sup>	.114 <sup>**</sup>	.027	.189 <sup>**</sup>	.116 <sup>**</sup>
	Sig. (2-tailed)	.000	.260	.791	.060	.249
	N	100	100	100	100	100
Produk	Pearson Correlation	.312 <sup>**</sup>	.059 <sup>**</sup>	-.060 <sup>**</sup>	.064	.019 <sup>**</sup>
	Sig. (2-tailed)	.002	.561	.551	.529	.848
	N	100	100	100	100	100
X2.1	Pearson Correlation	.622 <sup>*</sup>	.493 <sup>**</sup>	.407 <sup>**</sup>	.352 <sup>**</sup>	.480
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.600 <sup>*</sup>	.335	.315 <sup>**</sup>	.465 <sup>**</sup>	.411 <sup>**</sup>
	Sig. (2-tailed)	.000	.001	.001	.000	.000
	N	100	100	100	100	100
Harga	Pearson Correlation	.680 <sup>*</sup>	.458 <sup>**</sup>	.401 <sup>**</sup>	.457 <sup>**</sup>	.495 <sup>**</sup>
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100
X3.1	Pearson Correlation	.348	.294	.309 <sup>**</sup>	.262	.329 <sup>*</sup>



	Sig. (2-tailed)	.000	.003	.002	.008	.001
	N	100	100	100	100	100
	Pearson Correlation	.334**	.208	.201	.408*	.294**
X3.2	Sig. (2-tailed)	.001	.038	.045	.000	.003
	N	100	100	100	100	100
	Pearson Correlation	.348	.301	.193	.220	.272
X3.3	Sig. (2-tailed)	.000	.002	.054	.028	.006
	N	100	100	100	100	100
	Pearson Correlation	.508	.395	.352	.446	.445**
Tempat	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100

#### Lampiran 4. Uji Reabilitas

##### Reliability Statistics

Cronbach's Alpha	N of Items
.880	16

#### Lampiran 5. Uji T Dan Uji F Pengujian Substruktural I

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.390	1.939		.201	.841

Produk	.102	.154	.050	.666	.507
Harga	.634	.183	.345	3.464	.001
Tempat	.375	.151	.196	2.492	.014
Promosi	.635	.184	.324	3.448	.001

a. Dependent Variable: Kepuasan

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

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	289.018	4	72.255	30.761	.000 <sup>b</sup>
Residual	223.142	95	2.349		
Total	512.160	99			

a. Dependent Variable: Kepuasan

b. Predictors: (Constant), Promosi, Produk, Tempat, Harga

### Lampiran 7. Uji T Dan Uji F Pengujian Substruktural II

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.200	1.725		-.116	.908
1 Produk	-.618	.137	-.301	-4.505	.000
Harga	-.180	.173	-.097	-1.042	.300
Tempat	.156	.138	.081	1.129	.262
Promosi	1.092	.174	.551	6.281	.000

Kepuasan	.455	.091	.450	4.981	.000
----------	------	------	------	-------	------

a. Dependent Variable: Loyalitas

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	347.874	5	69.575	37.439	.000 <sup>b</sup>
	Residual	174.686	94	1.858		
	Total	522.560	99			

a. Dependent Variable: Loyalitas

b. Predictors: (Constant), Kepuasan, Produk, Tempat, Promosi, Harga

## **DAFTAR RIWAYAT HIDUP**

### **1. Data Pribadi**

1. Nama Lengkap : Mila Santri
2. Tempat Tanggal Lahir : Tiromanda, 03 November 1999
3. Agama : Islam
4. Alamat Rumah : Desa Tiromanda, Kec. Bua

### **2. Nama Orang Tua**

1. Nama Ayah : Babba
2. Nama Ibu : Anugrah

### **3. Pendidikan**

1. SDN 369 Sakti : Tamat Tahun 2011
2. SMP Negeri 1 Bua : Tamat Tahun 2014
3. SMA Negeri 1 Bua : Tamat Tahun 2017

### **4. Pengalaman Organisasi / Pekerjaan**

1. – Pengurus Himpunan jurusan Manajemen
2. – Pengurus Karang Taruna