

Correlations

Notes		
Output Created		29-JUN-2017 21:32:36
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=X11 X12 X13 X14 X1 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,06
	Elapsed Time	00:00:00,12

[DataSet1]

Correlations						
		X11	X12	X13	X14	X1
X11	Pearson Correlation	1	,327**	,325**	,382**	,674**
	Sig. (2-tailed)		,001	,001	,000	,000
	N	99	99	99	99	99
X12	Pearson Correlation	,327**	1	,481**	,334**	,727**
	Sig. (2-tailed)	,001		,000	,001	,000
	N	99	99	99	99	99
X13	Pearson Correlation	,325**	,481**	1	,425**	,795**
	Sig. (2-tailed)	,001	,000		,000	,000
	N	99	99	99	99	99
X14	Pearson Correlation	,382**	,334**	,425**	1	,724**
	Sig. (2-tailed)	,000	,001	,000		,000
	N	99	99	99	99	99
X1	Pearson Correlation	,674**	,727**	,795**	,724**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	99	99	99	99	99

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

```
CORRELATIONS
/VARIABLES=X21 X22 X23 X24 X2
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
```

Correlations

Notes		
Output Created		29-JUN-2017 21:32:57
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=X21 X22 X23 X24 X2 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,08
	Elapsed Time	00:00:00,19

Correlations						
		X21	X22	X23	X24	X2
X21	Pearson Correlation	1	,635**	,616**	,425**	,851**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	99	99	99	99	99
X22	Pearson Correlation	,635**	1	,457**	,548**	,845**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	99	99	99	99	99
X23	Pearson Correlation	,616**	,457**	1	,351**	,763**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	99	99	99	99	99
X24	Pearson Correlation	,425**	,548**	,351**	1	,712**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	99	99	99	99	99
X2	Pearson Correlation	,851**	,845**	,763**	,712**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	99	99	99	99	99

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

CORRELATIONS
/VARIABLES=Y1 Y2 Y3 Y4 Y
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

Correlations

Notes		
Output Created		29-JUN-2017 21:33:11
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=Y1 Y2 Y3 Y4 Y /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,14
	Elapsed Time	00:00:00,22

Correlations						
		Y1	Y2	Y3	Y4	Y
Y1	Pearson Correlation	1	,638**	,453**	,206*	,786**
	Sig. (2-tailed)		,000	,000	,041	,000
	N	99	99	99	99	99
Y2	Pearson Correlation	,638**	1	,567**	,400**	,869**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	99	99	99	99	99
Y3	Pearson Correlation	,453**	,567**	1	,257*	,750**
	Sig. (2-tailed)	,000	,000		,010	,000

	N	99	99	99	99	99
Y4	Pearson Correlation	,206*	,400**	,257*	1	,600**
	Sig. (2-tailed)	,041	,000	,010		,000
	N	99	99	99	99	99
Y	Pearson Correlation	,786**	,869**	,750**	,600**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	99	99	99	99	99

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

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

```
RELIABILITY
/VARIABLES=X11 X12 X13 X14
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.
```

Reliability

Notes		
Output Created		29-JUN-2017 21:33:36
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY	
		/VARIABLES=X11 X12 X13 X14	
		/SCALE('ALL VARIABLES') ALL	
		/MODEL=ALPHA	
		/SUMMARY=TOTAL.	
Resources	Processor Time		00:00:00,00
	Elapsed Time		00:00:00,00

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	99	100,0
	Excluded ^a	0	,0
	Total	99	100,0

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

X1

Reliability Statistics	
Cronbach's Alpha	N of Items
,708	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X11	12,82	2,497	,438	,678
X12	12,98	2,347	,507	,639
X13	12,86	1,939	,547	,615
X14	12,62	2,341	,499	,643

```
RELIABILITY
/VARIABLES=X21 X22 X23 X24
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.
```

Reliability

Notes		
Output Created		29-JUN-2017 21:33:49
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X21 X22 X23 X24 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	99	100,0
	Excluded ^a	0	,0
	Total	99	100,0

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

X2

Reliability Statistics	
Cronbach's Alpha	N of Items
,805	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X21	12,32	2,323	,709	,710
X22	12,28	2,225	,680	,725
X23	12,40	2,611	,575	,777
X24	12,17	2,858	,527	,797

```
RELIABILITY
/VARIABLES=Y1 Y2 Y3 Y4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.
```

Reliability

Notes	
Output Created	29-JUN-2017 21:34:04
Comments	

Input	Active Dataset	DataSet1	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File		99
Missing Value Handling	Matrix Input		
	Definition of Missing	User-defined missing values are treated as missing.	
Syntax	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.	
		RELIABILITY	
		/VARIABLES=Y1 Y2 Y3 Y4	
		/SCALE('ALL VARIABLES') ALL	
		/MODEL=ALPHA	
Resources		/SUMMARY=TOTAL.	
	Processor Time		00:00:00,00
	Elapsed Time		00:00:00,03

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	99	100,0
	Excluded ^a	0	,0
	Total	99	100,0

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

Y

Reliability Statistics	
Cronbach's Alpha	N of Items
,745	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y1	12,28	2,491	,560	,676
Y2	12,02	2,387	,736	,569
Y3	11,98	2,796	,548	,682
Y4	11,78	3,236	,340	,786

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2
  /RESIDUALS DURBIN.
```

Regression

Notes		
Output Created		29-JUN-2017 21:34:19
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION	
		/DESCRIPTIVES MEAN STDDEV CORR	
		SIG N	
		/MISSING LISTWISE	
		/STATISTICS COEFF OUTS R ANOVA	
		CHANGE	
		/CRITERIA=PIN(.05) POUT(.10)	
		/NOORIGIN	
		/DEPENDENT Y	
		/METHOD=ENTER X1 X2	
		/RESIDUALS DURBIN.	
Resources	Processor Time		00:00:00,06
	Elapsed Time		00:00:00,13
	Memory Required	3392 bytes	
	Additional Memory Required for		
	Residual Plots	0 bytes	

Descriptive Statistics

	Mean	Std. Deviation	N
Y	16,02	2,114	99
X1	17,09	1,922	99
X2	16,39	2,044	99

Correlations

		Y	X1	X2
Pearson Correlation	Y	1,000	,595	,711
	X1	,595	1,000	,539
	X2	,711	,539	1,000
Sig. (1-tailed)	Y	.	,000	,000
	X1	,000	.	,000
	X2	,000	,000	.
N	Y	99	99	99
	X1	99	99	99
	X2	99	99	99

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X2, X1 ^b	.	Enter

- a. Dependent Variable: Y
- b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,754 ^a	,569	,560	1,403	,569	63,315	2	96	,000	1,558

- a. Predictors: (Constant), X2, X1
- b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	249,108	2	124,554	63,315	,000 ^b
	Residual	188,852	96	1,967		
	Total	437,960	98			

- a. Dependent Variable: Y
- b. Predictors: (Constant), X2, X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,085	1,379		,787	,433
	X1	,328	,087	,298	3,747	,000
	X2	,569	,082	,551	6,922	,000

- a. Dependent Variable: Y

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9,66	19,03	16,02	1,594	99
Residual	-4,249	2,562	,000	1,388	99
Std. Predicted Value	-3,990	1,886	,000	1,000	99
Std. Residual	-3,030	1,826	,000	,990	99

a. Dependent Variable: Y

```
FREQUENCIES VARIABLES=Jenis_Kelamin Usia Pendidikan_Terakhir Pekerjaan Penghasilan Loyalitas_telkom
/STATISTICS=STDDEV MINIMUM MAXIMUM
/ORDER=ANALYSIS.
```

Frequencies

Notes		
Output Created	29-JUN-2017 21:46:04	
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES VARIABLES=Jenis_Kelamin Usia Pendidikan_Terakhir Pekerjaan Penghasilan Loyalitas_telkom /STATISTICS=STDDEV MINIMUM MAXIMUM /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,03

Elapsed Time	00:00:00,05
--------------	-------------

Statistics							
		Jenis_Kelamin	Usia	Pendidikan_Terak hir	Pekerjaan	Penghasilan	Loyalitas_telkom
N	Valid	99	99	99	99	99	99
	Missing	0	0	0	0	0	0
Std. Deviation		,500	1,004	1,230	1,458	,874	1,071
Minimum		1	1	1	1	1	1
Maximum		2	5	6	5	5	5

Frequency Table

Jenis_Kelamin				
		Frequency	Percent	Cumulative Percent
Valid	1	54	54,5	54,5
	2	45	45,5	100,0
Total		99	100,0	

Usia				
		Frequency	Percent	Cumulative Percent
Valid	1	10	10,1	10,1
	2	25	25,3	35,4
	3	37	37,4	72,7
	4	24	24,2	97,0
	5	3	3,0	100,0
	Total	99	100,0	

Pendidikan_Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	7	7,1	7,1	8,1
	3	34	34,3	34,3	42,4
	4	6	6,1	6,1	48,5
	5	42	42,4	42,4	90,9
	6	9	9,1	9,1	100,0
	Total	99	100,0	100,0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	26,3	26,3	26,3
	2	28	28,3	28,3	54,5
	3	20	20,2	20,2	74,7
	4	4	4,0	4,0	78,8
	5	21	21,2	21,2	100,0
	Total	99	100,0	100,0	

Penghasilan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2,0	2,0	2,0
	2	3	3,0	3,0	5,1
	3	18	18,2	18,2	23,2
	4	49	49,5	49,5	72,7
	5	27	27,3	27,3	100,0
	Total	99	100,0	100,0	

Loyalitas_telkom

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4,0	4,0	4,0
	2	5	5,1	5,1	9,1
	3	6	6,1	6,1	15,2
	4	22	22,2	22,2	37,4
	5	62	62,6	62,6	100,0
	Total	99	100,0	100,0	

Frequencies

Notes

Output Created		30-JUN-2017 11:02:06
Comments		
Input	Data	D:\thesis andong\spss mentah\Untitled2.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=X11 X12 X13 X14 /STATISTICS=STDDEV MINIMUM MAXIMUM SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,04

[DataSet1] D:\thesis andong\spss mentah\Untitled2.sav

Statistics					
		X11	X12	X13	X14
N	Valid	99	99	99	99
	Missing	0	0	0	0
Std. Deviation		,603	,621	,767	,628
Minimum		3	2	1	3
Maximum		5	5	5	5
Sum		423	407	419	443

Frequency Table

X11					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8,1	8,1	8,1
	4	56	56,6	56,6	64,6
	5	35	35,4	35,4	100,0
	Total	99	100,0	100,0	

X12					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	3	8	8,1	8,1	10,1
	4	66	66,7	66,7	76,8
	5	23	23,2	23,2	100,0

Total	99	100,0	100,0	
-------	----	-------	-------	--

X13					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	2	2,0	2,0	3,0
	3	8	8,1	8,1	11,1
	4	50	50,5	50,5	61,6
	5	38	38,4	38,4	100,0
	Total	99	100,0	100,0	

X14					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7,1	7,1	7,1
	4	38	38,4	38,4	45,5
	5	54	54,5	54,5	100,0
	Total	99	100,0	100,0	

```

FREQUENCIES VARIABLES=X21 X22 X23 X24
  /STATISTICS=STDDEV MINIMUM MAXIMUM SUM
  /ORDER=ANALYSIS.

```

Frequencies

Notes	
Output Created	30-JUN-2017 11:02:32
Comments	

Input	Data	D:\thesis andong\spss mentah\Untitled2.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
Missing Value Handling	N of Rows in Working Data File	99
	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=X21 X22 X23 X24 /STATISTICS=STDDEV MINIMUM MAXIMUM SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,06

Statistics					
		X21	X22	X23	X24
N	Valid	99	99	99	99
	Missing	0	0	0	0
Std. Deviation		,659	,713	,631	,563
Minimum		1	1	2	2
Maximum		5	5	5	5
Sum		403	407	395	418

Frequency Table

X21				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0

2	1	1,0	1,0	2,0
3	9	9,1	9,1	11,1
4	67	67,7	67,7	78,8
5	21	21,2	21,2	100,0
Total	99	100,0	100,0	

X22

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	2	2,0	2,0	3,0
3	8	8,1	8,1	11,1
4	62	62,6	62,6	73,7
5	26	26,3	26,3	100,0
Total	99	100,0	100,0	

X23

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	17	17,2	17,2	18,2
4	63	63,6	63,6	81,8
5	18	18,2	18,2	100,0
Total	99	100,0	100,0	

X24

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	4	4,0	4,0	5,1
4	66	66,7	66,7	71,7
5	28	28,3	28,3	100,0

Total	99	100,0	100,0	
-------	----	-------	-------	--

```

FREQENCIES VARIABLES=Y1 Y2 Y3 Y4
  /STATISTICS=STDDEV MINIMUM MAXIMUM SUM
  /ORDER=ANALYSIS.

```

Frequencies

Notes		
Output Created		30-JUN-2017 11:02:48
Comments		
Input	Data	D:\thesis andong\spss mentah\Untitled2.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Y1 Y2 Y3 Y4 /STATISTICS=STDDEV MINIMUM MAXIMUM SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,01

Statistics					
		Y1	Y2	Y3	Y4
N	Valid	99	99	99	99
	Missing	0	0	0	0

Std. Deviation	,777	,700	,669	,656
Minimum	1	2	2	2
Maximum	5	5	5	5
Sum	370	396	400	420

Frequency Table

Y1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	6	6,1	6,1	7,1
	3	22	22,2	22,2	29,3
	4	59	59,6	59,6	88,9
	5	11	11,1	11,1	100,0
	Total	99	100,0	100,0	

Y2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4,0	4,0	4,0
	3	12	12,1	12,1	16,2
	4	63	63,6	63,6	79,8
	5	20	20,2	20,2	100,0
Total		99	100,0	100,0	

Y3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,0	3,0	3,0

3	11	11,1	11,1	14,1
4	64	64,6	64,6	78,8
5	21	21,2	21,2	100,0
Total	99	100,0	100,0	

Y4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	9	9,1	9,1	10,1
4	54	54,5	54,5	64,6
5	35	35,4	35,4	100,0
Total	99	100,0	100,0	

Lampiran Tabulasi Data Kuisoner

No. Responden	Identitas Responden						Loyalitas Merek				LM	Citra Merek				cm	Kepuasan pelanggan				kp
	jk	umur	pndk	pkrr	pndp	Telko	LM1	LM2	LM3	LM4		cm1	cm2	cm3	cm4		kp1	kp2	kp3	kp4	
1	1	2	3	3	5	5	5	4	5	5	19	3	5	3	5	16	3	4	5	5	17
2	2	2	5	1	4	5	5	4	5	5	19	3	5	3	5	16	3	4	5	5	17
3	1	1	3	2	4	4	4	4	5	4	17	4	5	4	4	17	3	4	4	5	16
4	2	1	3	5	3	2	3	4	5	5	17	4	4	3	4	15	3	3	3	4	13
5	1	1	3	5	2	3	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
6	1	5	3	1	4	5	4	5	4	4	17	4	4	5	4	17	5	4	4	5	18
7	1	2	4	2	4	5	5	4	5	5	19	5	5	4	5	19	5	5	5	5	20
8	1	3	3	2	5	5	5	4	5	5	19	4	5	4	5	18	4	4	5	3	16
9	2	2	3	3	5	1	4	4	4	4	16	4	2	4	4	14	4	4	4	4	16
10	2	3	3	2	4	5	4	4	5	4	17	4	4	3	4	15	3	4	4	4	15
11	1	4	1	3	1	5	4	5	4	5	18	4	4	4	4	16	4	4	4	5	17
12	2	3	5	1	4	5	4	5	5	5	19	5	5	5	4	19	5	5	5	5	20
13	1	4	6	1	5	5	5	4	5	5	19	4	4	4	4	16	4	4	4	3	15
14	2	2	3	2	4	5	5	4	5	5	19	4	4	4	4	16	4	4	4	4	16
15	2	2	3	5	1	3	4	4	4	4	16	5	4	4	4	17	4	4	5	4	17
16	1	5	6	1	5	5	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16

17	1	3	3	3	5	5	4	5	4	4	17	4	4	5	4	17	4	5	4	4	17
18	1	5	5	5	3	5	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
19	1	4	5	1	5	5	3	3	3	5	14	3	3	4	4	14	2	2	2	4	10
20	1	1	2	5	3	4	4	4	4	5	17	4	4	4	5	17	2	3	4	4	13
21	1	4	5	4	5	5	5	4	4	4	17	5	4	4	4	17	4	4	4	4	16
22	2	3	5	1	4	3	4	4	4	4	16	4	4	4	4	16	4	4	5	4	17
23	1	3	4	2	4	5	5	4	4	5	18	4	4	5	5	18	4	4	4	4	16
24	2	2	3	5	3	4	5	4	4	5	18	4	5	4	4	17	4	4	4	4	16
25	1	2	3	3	4	4	5	4	4	5	18	4	4	3	4	15	3	4	4	4	15
26	2	2	5	1	4	4	4	4	5	5	18	4	3	4	4	15	3	4	4	5	16
27	1	2	3	2	3	5	4	4	5	5	18	4	4	4	4	16	3	4	4	5	16
28	1	2	5	2	4	4	4	4	4	5	17	4	4	4	4	16	4	4	4	5	17
29	1	2	3	5	2	2	4	4	4	5	17	4	4	4	4	16	4	4	4	5	17
30	1	3	5	2	4	5	5	4	4	5	18	4	5	4	4	17	3	5	5	5	18
31	1	3	5	2	4	5	5	5	5	5	20	4	4	4	4	16	4	4	4	5	17
32	2	3	5	1	4	5	4	3	2	4	13	4	4	4	4	16	3	4	4	4	15
33	2	4	3	5	3	5	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
34	1	3	5	4	4	4	5	4	5	4	18	3	4	3	4	14	4	4	3	3	14
35	1	2	3	3	5	5	4	4	4	5	17	4	4	3	4	15	4	5	4	4	17

36	2	3	5	3	5	5	5	4	5	5	19	4	4	5	5	18	5	5	4	5	19
37	2	2	3	5	3	4	5	5	5	5	20	4	5	4	5	18	4	4	4	5	17
38	2	4	5	2	5	5	4	5	5	5	19	5	5	5	4	19	4	3	4	5	16
39	2	2	5	3	4	3	4	4	5	5	18	5	5	5	4	19	5	5	5	4	19
40	1	3	4	2	5	5	5	4	5	4	18	4	4	4	4	16	4	4	4	4	16
41	1	4	3	2	3	4	4	4	5	5	18	4	4	5	4	17	4	5	5	5	19
42	2	3	6	2	5	5	4	4	5	5	18	5	4	5	5	19	4	4	5	5	18
43	1	3	5	1	4	5	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
44	2	3	6	1	5	5	5	4	4	4	17	5	4	4	4	17	4	4	4	5	17
45	1	3	5	4	4	5	4	5	5	5	19	4	4	5	5	18	4	4	4	5	17
46	1	1	3	5	3	4	5	5	5	4	19	4	4	4	4	16	4	4	4	4	16
47	2	3	3	3	4	5	5	5	5	5	20	5	5	5	5	20	5	5	4	4	18
48	2	4	3	3	5	5	3	4	3	3	13	4	4	4	4	16	2	3	3	3	11
49	2	4	5	1	4	5	4	5	4	5	18	4	5	4	5	18	4	5	4	5	18
50	1	3	3	2	4	5	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
51	2	1	2	5	4	5	4	4	5	4	17	5	5	4	4	18	4	4	4	5	17
52	1	3	5	1	4	4	3	3	4	4	14	5	4	4	4	17	3	4	3	5	15
53	1	3	3	2	4	5	4	5	5	5	19	4	4	5	4	17	4	4	5	5	18
54	2	4	6	1	5	5	5	5	4	4	18	5	5	5	5	20	5	4	5	4	18

55	2	3	5	2	4	4	4	4	5	5	18	4	4	4	4	16	4	4	4	4	16
56	1	1	2	5	3	4	4	5	3	4	16	4	4	4	4	16	4	4	4	4	16
57	1	4	5	3	5	5	4	4	5	5	18	4	4	4	4	16	4	4	5	4	17
58	2	3	4	5	4	5	5	4	5	5	19	4	4	4	4	16	4	4	4	4	16
59	2	4	5	1	4	5	5	4	5	5	19	4	4	4	4	16	4	4	4	4	16
60	1	3	5	2	4	5	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
61	1	1	2	5	3	3	4	4	5	5	18	4	4	4	5	17	4	4	4	4	16
62	2	4	6	1	5	5	5	5	5	5	20	5	5	4	5	19	3	5	5	4	17
63	1	4	5	1	4	5	5	5	5	5	20	5	5	4	5	19	4	4	5	4	17
64	1	2	3	5	3	4	3	3	4	3	13	4	3	3	3	13	2	3	3	2	10
65	2	3	5	2	4	5	5	4	4	5	18	4	5	4	5	18	4	5	4	5	18
66	2	2	5	1	4	5	5	4	4	5	18	4	5	4	5	18	4	5	4	5	18
67	2	4	6	2	5	5	4	5	4	5	18	4	5	4	5	18	4	5	4	5	18
68	1	3	5	3	5	5	4	4	4	4	16	4	4	4	4	16	5	5	4	4	18
69	1	2	4	2	4	4	4	4	5	5	18	4	4	4	4	16	4	4	4	5	17
70	2	3	5	1	4	5	4	5	4	5	18	4	4	4	5	17	4	4	4	4	16
71	1	2	3	3	3	2	5	3	5	5	18	4	4	4	4	16	4	4	4	5	17
72	2	4	3	3	3	4	4	4	4	4	16	4	4	4	4	16	3	4	4	4	15
73	1	4	5	3	5	5	3	4	4	4	15	4	4	4	4	16	4	4	4	4	16

74	1	2	3	2	3	4	5	5	5	5	20	5	5	5	5	20	3	5	5	5	18
75	2	2	5	3	4	5	4	4	4	4	16	4	5	4	4	17	4	5	4	4	17
76	2	3	6	1	5	5	5	5	4	4	18	4	4	5	4	17	4	4	4	4	16
77	1	3	5	2	4	5	4	4	5	4	17	4	4	4	4	16	3	4	4	5	16
78	1	3	5	1	4	5	4	4	4	4	16	5	5	4	4	18	4	4	4	5	17
79	1	4	2	4	4	4	5	5	4	4	18	4	4	4	4	16	4	4	3	4	15
80	2	3	5	3	5	5	5	5	4	5	19	4	4	4	4	16	4	4	4	4	16
81	2	4	6	1	5	5	4	4	4	5	17	5	5	5	5	20	5	5	5	4	19
82	2	1	2	5	3	2	4	4	4	5	17	5	5	5	5	20	5	5	5	4	19
83	1	3	4	3	5	5	3	3	3	4	13	4	4	4	4	16	4	3	4	4	15
84	1	1	3	5	2	1	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
85	2	3	5	2	4	4	4	4	3	4	15	4	4	4	4	16	4	4	4	4	16
86	1	4	3	2	4	5	4	4	4	5	17	4	4	3	4	15	4	4	4	4	16
87	1	3	5	1	4	5	4	3	3	4	14	4	4	4	5	17	4	4	5	4	17
88	1	3	5	3	5	2	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
89	2	2	2	5	3	1	4	4	3	5	16	3	4	3	3	13	2	2	4	3	11
90	1	2	3	5	4	3	4	4	4	3	15	5	4	4	5	18	3	3	3	3	12
91	2	4	5	1	4	5	5	4	4	5	18	5	4	4	5	18	4	3	3	3	13
92	1	2	3	2	4	4	5	2	1	4	12	2	2	2	5	11	3	3	3	4	13

93	1	3	5	1	4	5	4	4	3	5	16	4	3	3	4	14	3	3	3	5	14
94	1	4	5	2	5	5	4	3	4	3	14	1	1	3	2	7	3	2	2	4	11
95	2	4	3	5	4	4	4	4	4	3	15	4	4	3	4	15	2	4	2	5	13
96	2	4	5	1	4	5	4	4	4	4	16	3	3	3	3	12	1	2	4	4	11
97	2	3	5	3	4	5	5	4	4	5	18	3	3	3	4	13	3	4	4	4	15
98	2	2	3	5	3	1	4	4	4	3	15	3	3	3	3	12	3	3	4	3	13
99	2	3	5	2	4	4	3	2	2	3	10	3	3	3	4	13	3	3	3	3	12

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN

Penelitian tentang: Manajemen Pemasaran

PENGARUH LOYALITAS MEREK DAN CITRA MEREK TERHADAP KEPUASAN PELANGGAN PELANGGAN PADA PT. TELEKOMUNIKASI (TELKOM) PLAZA INDONESIA TBK DI MAKASSAR

Kepada Yth,
Konsumen PT. Telkom Plaza
di Makassar

Dengan Hormat,

Bersama ini saya :

Nama : Andi Muh Fadli Anshori
Pekerjaan : Mahasiswa S2 Manajemen konsentrasi Pemasaran Universitas Muslim
Indonesia
NIM : 0180 01 42 2015

Sedang mengadakan penelitian dengan judul Thesis "**Pengaruh *Brand Loyalty* dan *Brand Image* terhadap Kepuasan Pelanggan**". Untuk keperluan tersebut, saya mohon bantuan Bpk/Ibu atau Saudara/i dengan hormat untuk memberikan penilaian melalui kuesioner ini dengan sebenar-benarnya berdasarkan atas apa yang Bpk/ Ibu/ Sdr/ i lakukan berkaitan dengan apa yang Bapak/ Ibu/ Sdr/I rasakan terhadap jasa layanan PT. Telkom Plaza.

Semoga partisipasi yang Bpk/ Ibu/ Sdr/i berikan dapat bermanfaat untuk kepentingan ilmu pengetahuan serta dapat membantu upaya meningkatkan kinerja merek dan kepuasan pelanggan terhadap merek bersangkutan. Atas kerjasama dan partisipasi yang diberikan, saya ucapkan terima kasih.

Hormat saya,

Andi Muh Fadli Anshori
NIM : 0180 01 42 2015

No. Sampel :

Petunjuk pengisian :

Pada pertanyaan di bawah ini, Anda dimohon untuk mengisi pertanyaan-pertanyaan tersebut dengan keadaan/ kondisi yang sebenarnya.

IDENTITAS RESPONDEN

1. Jenis Kelamin : a. Pria b. Wanita
2. Usia saat ini : (Pilih salah satu dibawah ini)
 - a. < 20 thn d. 41 thn - 50 thn
 - b. 20 thn - 30 thn e. > 50 thn
 - c. 31 thn - 40 thn
3. Pendidikan terakhir : (Pilih salah satu dibawah ini)
 - a. SD d. Diploma
 - b. SMP e. S1
 - c. SMU f. S2/S3
4. Pekerjaan saat ini : (Pilih salah satu dibawah ini)
 - a. PNS d. TNI/ POLRI
 - b. Peg. Swasta e. Lain-lain
 - c. Wiraswasta
5. Penghasilan per bulan : (Pilih salah satu dibawah ini)
 - a. < Rp500 ribu
 - b. ≥Rp 500 ribu - Rp 1 juta
 - c. ≥ Rp 1 juta - Rp 2 juta
 - d. ≥ Rp 2 juta - Rp 5 juta
 - e. > Rp 5 juta
6. Sudah berapa lama menggunakan jasa PT. Telkom Plaza: (Pilih salah satu dibawah ini)
 - a. < 3 bulan
 - b. ≥ 3 – 6 bulan
 - c. ≥ 6 – 12 bulan
 - d. ≥1 – 2 tahun
 - e. > 2 tahun

Petunjuk Pengisian

Silahkan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan jalan memberikan tanda (✓) pada pilihan jawaban yang tersedia.

Keterangan :

SS = Sangat Setuju

CS = Cukup Setuju

STS = Sangat Tidak Setuju

ST = Setuju

TS = Tidak Setuju

Brand Loyalty

No	Pernyataan	Alternative Jawaban				
		SS	ST	CS	TS	STS
1	Saya selalu melakukan pembelian secara berkala produk yang di tawarkan PT. Telkom Plaza					
2	Saya cenderung memilih merek dari PT. Telkom Plaza pada pemakaian jasa layanan komunikasi dan internet di masa mendatang.					
3	Saya akan tetap memilih menggunakan jasa PT. Telkom Plaza pada masa yang akan datang.					
4	Saya akan mengajak dan mendorong teman dan kerabat untuk menggunakan jasa PT. Telkom Plaza.					

Brand Image

No	Pernyataan	Alternative Jawaban				
		SS	ST	CS	TS	STS
1	Produk yang ditawarkan PT. Telkom Plaza dalam jasa layanan komunikasi dan internet di kenal baik oleh banyak masyarakat					
2	Menggunakan jasa PT. Telkom Plaza karena memiliki pelayanan jasa komunikasi dan internet yang terpercaya dibandingkan pesaingnya					
3	Atribut PT. Telkom Plaza berada disetiap sudut kota sehingga masyarakat mampu mengenali secara luas					
4	Dengan menggunakan jasa PT. Telkom Plaza akan memberikan kemudahan dalam mendapatkan produk					

Kepuasan Pelanggan

No	Pernyataan	Alternative Jawaban				
		SS	ST	CS	TS	STS
1	PT. Telkom senantiasa menyediakan sistem keluhan dan saran bagi para konsumen agar membuat analisa perbaikan jasa untuk kepuasan konsumen.					
2	PT. Telkom memberikan kesempatan kepada konsumen untuk memberikan tanggapan secara langsung dan umpan balik secara langsung untuk menjadikan perusahaan menjadi lebih baik					
3	Seluas-luasnya memberikan kesempatan bagi ghost shoper untuk menyampaikan temuan-temuannya mengenai kekuatan dan kelemahan PT. Telkom					
4	Melakukan komunikasi tiada henti untuk konsumen yang berpindah melalui call center dll, agar dapat mengetahui kekurangan dari jasa yang ditawarkan PT. Telkom					