

KUESIONER PENELITIAN

Bapak/Ibu/Saudara/i Responden yang terhormat,

Koesioner ini dibuat dalam rangka menunjang kegiatan penelitian yang dilakukan oleh peneliti selaku Mahasiswa S1 Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Surabaya dengan Judul “**Pengaruh *Brand Image* Dan Kualitas Jasa Terhadap Loyalitas Pelanggan Pengguna Jasa Pengiriman Paket PT. J&T Express (Studi Kasus Kantor Cabang Perak Timur Surabaya)**”.

Mohon kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuesioner dibawah ini.

Nama :

A. Beri tanda (√) pada jawaban yang Bapak/Ibu/Saudara/i anggap sesuai.

1. Jenis Kelamin

Laki-laki Perempuan

2. Usia

< 20 tahun 20-29 tahun 30-39 tahun > 40 tahun

3. Pekerjaan Anda Sekarang

Mahasiswa(i) Karyawan Kantor Pengusaha

Petunjuk: Beri tanda (√) pada pertanyaan yang sesuai.

Keterangan:

SS	Sangat Setuju
S	Setuju
N	Netral
TS	Tidak Setuju
STS	Sangat Tidak Setuju

B. Pernyataan untuk variabel *Brand image*, Kualitas jasa dan Loyalitas pelanggan

Variabel *Brand Image* (Citra Merek)

No	Pertanyaan	SS	S	N	TS	STS
1.	Kualitas pelayanan J&T Express memenuhi harapan saya (misalnya barang tidak rusak) .					
2.	Saya menggunakan jasa J&T Express karena saya merasa puas dengan pelayanan yang sebelumnya pernah diberikan.(barang cepat sampai)					
3.	Akses untuk kontak dengan <i>customers service</i> jasa J&T Express mudah					
4.	Harga yang ditawarkan oleh J&T Express murah, sesuai fungsi jasa yang ditawarkan					
5.	J&T Express sudah ada diseluruh pelosok daerah di Indonesia					
6.	Saya mudah mengingat nama J&T Express saat orang lain menanyakan tentang jasa pengiriman barang					

Variabel Kualitas Jasa

No	Pertanyaan	SS	S	N	TS	STS
1	Apakah jasa pengiriman J&T Express telah memenuhi janji yang diberikan sesuai dengan jenis layanannya					
2	Jasa pengiriman J&T Expres tidak melakukan kesalahan dalam memberikan pelayanan kepada pelanggan Contoh : Salah input nama penerima , pengirim, alamat dll					
3	Pelayan karyawan J&T Express yang cepat dan tepat					
4	Kesediaan karyawan J&T Express dalam membantu pelanggan					
5	Keramahan dan kesopanan karyawan J&T Express					
6	Kepercayaan pelanggan terhadap Jasa pengiriman J&T Express karena pelayanan kariyawanya					
7	Kariyawan J&T Express mampu memenuhi kebutuhan sesuai dengan keinginan pelanggannya					
8	Jam pelayanan J&T Express sesuai dengan kebutuhan pelanggannya					
9	Kantor Pengiriman J&T Express bersih dan nyaman					

10.	Tersedianya jaringan yang luas dan fasilitas yang lengkap serta tempat parkir untuk pelanggan dikantor J&T Express					
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Variabel Loyalitas Pelanggan

No	Pertanyaan	SS	S	N	TS	STS
1	Bila saya memerlukan jasa pengiriman berupa paket atau dokumen, saya akan menggunakan jasa Pengiriman J&T Express					
2	Saya berkeinginan untuk tetap menjadi pelanggan J&T Express					
3	Saya tidak terpengaruh oleh biaya yang lebih rendah yang ditawarkan oleh pengeriman jasa paket / dokumen lain					
4	Saya tidak terpengaruh oleh bujukan dari jasa pengirim paket / dokumen lain untuk berpindah menggunakan jasa pengiriman J&T Express					
5	Saya akan merekomendasikan kepada orang lain untuk menggunakan jasa pengiriman J&T Express					

Lampiran 2

Data Tabulasi

Res	Profil Responden			Citra Merek						Jumlah
	Sex	Usia	Pekerjaan	1	2	3	4	5	6	
1	Pria	30-39 thn	Karyawan	5	4	4	5	4	4	26
2	Pria	20-29 thn	Karyawan	4	4	5	4	5	4	26
3	Pria	30-39 thn	Karyawan	4	3	3	3	3	4	20
4	Pria	30-39 thn	Karyawan	4	4	3	4	5	3	23
5	Pria	> 40 thn	Karyawan	4	5	4	4	3	3	23
6	Wanita	20-29 thn	Mahasiswa	3	4	5	4	4	3	23
7	Pria	30-39 thn	Karyawan	3	5	3	4	3	4	22
8	Pria	20-29 thn	Mahasiswa	4	4	3	5	4	3	23
9	Pria	20-29 thn	Karyawan	4	4	4	5	5	4	26
10	Pria	30-39 thn	Karyawan	4	5	4	5	5	4	27
11	Wanita	20-29 thn	Karyawan	4	4	3	4	5	4	24
12	Pria	30-39 thn	Karyawan	5	4	4	4	5	4	26
13	Wanita	20-29 thn	Karyawan	4	4	3	5	5	4	25
14	Wanita	30-39 thn	Karyawan	5	4	4	4	3	3	23
15	Wanita	20-29 thn	Mahasiswa	4	5	4	4	3	4	24
16	Wanita	20-29 thn	Karyawan	4	4	4	3	4	3	22
17	Pria	> 40 thn	Pengusaha	4	4	3	3	4	4	22
18	Pria	20-29 thn	Karyawan	4	3	3	5	4	4	23
19	Wanita	30-39 thn	Karyawan	4	4	4	4	3	4	23
20	Wanita	20-29 thn	Mahasiswa	5	4	4	3	4	4	24
21	Wanita	20-29 thn	Mahasiswa	4	4	4	4	5	3	24
22	Wanita	20-29 thn	Karyawan	4	4	4	4	4	4	24
23	Pria	> 40 thn	Pengusaha	5	5	4	5	4	4	27
24	Pria	30-39 thn	Pengusaha	4	5	3	3	5	3	23
25	Pria	20-29 thn	Karyawan	4	3	2	3	3	3	18
26	Wanita	20-29 thn	Karyawan	4	3	4	3	4	3	21
27	Pria	<20 thn	Mahasiswa	4	4	4	4	3	3	22
28	Wanita	<20 thn	Mahasiswa	4	3	3	4	3	4	21
29	Pria	20-29 thn	Karyawan	4	5	5	3	4	3	24
30	Wanita	<20 thn	Mahasiswa	3	5	3	3	4	5	23
31	Pria	20-29 thn	Mahasiswa	4	4	3	4	4	4	23
32	Pria	30-39 thn	Karyawan	5	4	4	4	3	4	24
33	Pria	<20 thn	Mahasiswa	4	3	3	3	2	3	18
34	Wanita	<20 thn	Mahasiswa	4	4	3	3	3	4	21

35	Wanita	20-29 thn	Karyawan	3	3	3	5	4	3	21
36	Wanita	20-29 thn	Karyawan	4	4	3	4	3	4	22
37	Pria	<20 thn	Mahasiswa	4	3	3	3	4	4	21
38	Pria	30-39 thn	Pengusaha	4	4	3	3	4	3	21
39	Pria	30-39 thn	Karyawan	3	4	3	3	3	3	19
40	Pria	> 40 thn	Pengusaha	4	4	3	3	3	4	21
41	Pria	20-29 thn	Karyawan	5	4	3	3	2	3	20
42	Pria	30-39 thn	Karyawan	5	5	4	4	3	3	24
43	Pria	30-39 thn	Karyawan	5	5	4	5	4	4	27
44	Wanita	<20 thn	Mahasiswa	4	5	3	3	4	3	22
45	Pria	20-29 thn	Karyawan	3	4	4	3	3	3	20
46	Wanita	20-29 thn	Karyawan	5	5	4	4	4	3	25
47	Pria	30-39 thn	Karyawan	3	3	3	3	3	3	18
48	Pria	30-39 thn	Karyawan	3	4	3	4	3	3	20
49	Pria	30-39 thn	Karyawan	3	4	3	5	3	3	21
50	Pria	30-39 thn	Karyawan	4	4	4	3	4	4	23
51	Pria	30-39 thn	Karyawan	3	4	3	4	3	3	20
52	Wanita	20-29 thn	Karyawan	3	3	3	3	3	3	18
53	Pria	<20 thn	Mahasiswa	3	4	4	3	4	3	21
54	Pria	20-29 thn	Mahasiswa	4	3	4	4	4	4	23
55	Pria	20-29 thn	Karyawan	4	3	3	3	3	2	18
56	Pria	30-39 thn	Karyawan	4	3	3	3	3	3	19
57	Wanita	<20 thn	Mahasiswa	4	4	3	4	3	2	20
58	Pria	20-29 thn	Karyawan	4	2	3	3	3	4	19
59	Pria	20-29 thn	Karyawan	4	4	4	5	3	4	24
60	Pria	30-39 thn	Karyawan	3	4	3	3	3	3	19
61	Wanita	30-39 thn	Karyawan	3	3	3	5	3	3	20
62	Wanita	20-29 thn	Mahasiswa	4	4	3	4	4	3	22
63	Pria	30-39 thn	Karyawan	3	4	3	3	5	4	22
64	Pria	> 40 thn	Karyawan	4	4	3	3	4	4	22
65	Pria	> 40 thn	Pengusaha	4	3	3	3	5	3	21
66	Pria	20-29 thn	Karyawan	5	4	4	4	4	4	25
67	Wanita	20-29 thn	Karyawan	4	4	3	4	5	3	23
68	Pria	20-29 thn	Karyawan	4	4	4	4	4	3	23
69	Wanita	20-29 thn	Mahasiswa	4	4	4	4	4	4	24
70	Wanita	<20 thn	Mahasiswa	4	4	4	5	2	4	23
71	Wanita	20-29 thn	Karyawan	4	4	3	4	5	5	25
72	Wanita	20-29 thn	Karyawan	4	5	5	4	3	4	25
73	Pria	30-39 thn	Karyawan	4	3	3	3	4	3	20
74	Wanita	20-29 thn	Karyawan	4	5	3	5	4	3	24
75	Pria	20-29 thn	Karyawan	4	4	3	3	3	4	21
76	Pria	<20 thn	Mahasiswa	4	4	3	3	2	4	20

77	Pria	20-29 thn	Karyawan		3	3	4	3	3	4	20
78	Pria	20-29 thn	Karyawan		3	4	4	4	5	4	24
79	Wanita	20-29 thn	Mahasiswa		3	5	3	4	3	3	21
80	Pria	20-29 thn	Karyawan		4	4	3	3	3	4	21
81	Wanita	20-29 thn	Karyawan		4	3	3	4	4	3	21
82	Wanita	30-39 thn	Karyawan		3	4	3	2	3	4	19
83	Wanita	20-29 thn	Karyawan		3	4	3	3	3	4	20
84	Pria	20-29 thn	Mahasiswa		3	5	4	3	3	4	22
85	Wanita	30-39 thn	Karyawan		5	3	3	3	4	3	21
86	Wanita	<20 thn	Mahasiswa		4	4	3	4	4	4	23
87	Pria	> 40 thn	Karyawan		4	3	5	4	4	3	23
88	Pria	20-29 thn	Karyawan		4	4	4	4	4	4	24
89	Pria	30-39 thn	Pengusaha		4	3	3	4	4	3	21
90	Pria	20-29 thn	Karyawan		4	4	3	3	3	4	21
91	Pria	<20 thn	Mahasiswa		3	5	4	4	3	5	24
92	Pria	20-29 thn	Mahasiswa		4	4	5	3	2	4	22
93	Pria	30-39 thn	Karyawan		4	2	4	4	4	3	21
94	Pria	20-29 thn	Karyawan		4	3	5	4	4	3	23
95	Pria	30-39 thn	Karyawan		5	3	3	3	3	3	20
96	Wanita	20-29 thn	Karyawan		4	4	4	5	3	4	24
97	Wanita	30-39 thn	Karyawan		4	4	5	3	3	4	23
98	Pria	20-29 thn	Karyawan		4	5	5	4	5	5	28
99	Pria	> 40 thn	Pengusaha		3	4	3	3	3	3	19
100	Wanita	20-29 thn	Karyawan		3	4	4	5	4	4	24
Total					389	391	353	372	363	355	2223
Mean					3,89	3,91	3,53	3,72	3,63	3,55	3,71

Kualitas Jasa										Jumlah
1	2	3	4	5	6	7	8	9	10	
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3	4	4	4	4	2	2	3	3	3	32
3	4	4	4	4	3	3	3	3	3	34
5	4	4	4	3	2	3	4	4	3	36
3	4	4	3	5	3	4	2	4	2	34
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3	3	4	2	4	3	3	3	3	3	31
3	3	4	3	4	2	3	3	3	3	31
4	4	5	3	4	3	5	5	4	4	41
4	4	4	3	4	4	3	3	4	3	36
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373	374	418	311	398	302	330	329	349	322	3506
3,73	3,74	4,18	3,11	3,98	3,02	3,30	3,29	3,49	3,22	3,51

Loyalitas Pelanggan					Jumlah
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4	4	4	5	3	20
3	4	4	4	3	18
3	3	5	4	4	19
4	3	3	4	4	18
4	4	5	4	3	20
3	4	2	3	4	16
4	4	3	4	4	19
352	355	349	365	339	1760
3,52	3,55	3,49	3,65	3,39	3,52

Lampiran 3

Frequencies Frequency Table

		Jenis Kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	63	63,0	63,0	63,0
	Wanita	37	37,0	37,0	100,0
	Total	100	100,0	100,0	

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20 thn	13	13,0	13,0	13,0
	20-29 thn	49	49,0	49,0	62,0
	30-39 thn	30	30,0	30,0	92,0
	> 40 thn	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

		Jenis Pekerjaan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	25	25,0	25,0	25,0
	Karyawan	67	67,0	67,0	92,0
	Pengusaha	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

		Butir BI_1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	24	24,0	24,0	24,0
	4,00	63	63,0	63,0	87,0
	5,00	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

		Butir BI_2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	23	23,0	23,0	25,0
	4,00	57	57,0	57,0	82,0
	5,00	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

		Butir BI_3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	54	54,0	54,0	55,0
	4,00	36	36,0	36,0	91,0
	5,00	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

		Butir BI_4			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	42	42,0	42,0	43,0
	4,00	41	41,0	41,0	84,0
	5,00	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

Butir BI_5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	5	5,0	5,0	5,0
Valid 3,00	42	42,0	42,0	47,0
Valid 4,00	38	38,0	38,0	85,0
Valid 5,00	15	15,0	15,0	100,0
Total	100	100,0	100,0	

Butir BI_6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	2	2,0	2,0	2,0
Valid 3,00	45	45,0	45,0	47,0
Valid 4,00	49	49,0	49,0	96,0
Valid 5,00	4	4,0	4,0	100,0
Total	100	100,0	100,0	

Butir KJ_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	40	40,0	40,0	40,0
Valid 4,00	47	47,0	47,0	87,0
Valid 5,00	13	13,0	13,0	100,0
Total	100	100,0	100,0	

Butir KJ_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	37	37,0	37,0	37,0
Valid 4,00	52	52,0	52,0	89,0
Valid 5,00	11	11,0	11,0	100,0
Total	100	100,0	100,0	

Butir KJ_3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	1	1,0	1,0	1,0
Valid 3,00	13	13,0	13,0	14,0
Valid 4,00	53	53,0	53,0	67,0
Valid 5,00	33	33,0	33,0	100,0
Total	100	100,0	100,0	

Butir KJ_4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	19	19,0	19,0	19,0
Valid 3,00	52	52,0	52,0	71,0
Valid 4,00	28	28,0	28,0	99,0
Valid 5,00	1	1,0	1,0	100,0
Total	100	100,0	100,0	

Butir KJ_5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	1	1,0	1,0	1,0
Valid 3,00	18	18,0	18,0	19,0
Valid 4,00	63	63,0	63,0	82,0
Valid 5,00	18	18,0	18,0	100,0
Total	100	100,0	100,0	

Butir KJ_6

	Frequency	Percent	Valid Percent	Cumulative Percent
1,00	1	1,0	1,0	1,0
2,00	24	24,0	24,0	25,0
3,00	48	48,0	48,0	73,0
Valid 4,00	26	26,0	26,0	99,0
5,00	1	1,0	1,0	100,0
Total	100	100,0	100,0	

Butir KJ_7

	Frequency	Percent	Valid Percent	Cumulative Percent
1,00	1	1,0	1,0	1,0
2,00	13	13,0	13,0	14,0
3,00	47	47,0	47,0	61,0
Valid 4,00	33	33,0	33,0	94,0
5,00	6	6,0	6,0	100,0
Total	100	100,0	100,0	

Butir KJ_8

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	8	8,0	8,0	8,0
3,00	60	60,0	60,0	68,0
Valid 4,00	27	27,0	27,0	95,0
5,00	5	5,0	5,0	100,0
Total	100	100,0	100,0	

Butir KJ_9

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	7	7,0	7,0	7,0
3,00	46	46,0	46,0	53,0
Valid 4,00	38	38,0	38,0	91,0
5,00	9	9,0	9,0	100,0
Total	100	100,0	100,0	

Butir KJ_10

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	14	14,0	14,0	14,0
3,00	53	53,0	53,0	67,0
Valid 4,00	30	30,0	30,0	97,0
5,00	3	3,0	3,0	100,0
Total	100	100,0	100,0	

Butir LP_1

	Frequency	Percent	Valid Percent	Cumulative Percent
1,00	1	1,0	1,0	1,0
2,00	7	7,0	7,0	8,0
3,00	39	39,0	39,0	47,0
Valid 4,00	45	45,0	45,0	92,0
5,00	8	8,0	8,0	100,0
Total	100	100,0	100,0	

Butir LP_2

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	5	5,0	5,0	5,0
3,00	44	44,0	44,0	49,0
Valid 4,00	42	42,0	42,0	91,0
5,00	9	9,0	9,0	100,0
Total	100	100,0	100,0	

Butir LP_3

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	8	8,0	8,0	8,0
3,00	43	43,0	43,0	51,0
Valid 4,00	41	41,0	41,0	92,0
5,00	8	8,0	8,0	100,0
Total	100	100,0	100,0	

Butir LP_4

	Frequency	Percent	Valid Percent	Cumulative Percent
3,00	42	42,0	42,0	42,0
Valid 4,00	51	51,0	51,0	93,0
5,00	7	7,0	7,0	100,0
Total	100	100,0	100,0	

Butir LP_5

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	6	6,0	6,0	6,0
3,00	52	52,0	52,0	58,0
Valid 4,00	39	39,0	39,0	97,0
5,00	3	3,0	3,0	100,0
Total	100	100,0	100,0	

Lampiran 4

Uji Instrumen (Validitas dan Realibilitas)

Brand Image

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,652	6

Correlations

Correlations

		BI_1	BI_2	BI_3	BI_4	BI_5	BI_6
BI_1	Pearson Correlation	1	,024	,170	,134	,125	,029
	Sig. (2-tailed)		,810	,090	,182	,217	,775
	N	100	100	100	100	100	100
BI_2	Pearson Correlation	,024	1	,253*	,186	,085	,260**
	Sig. (2-tailed)	,810		,011	,065	,403	,009
	N	100	100	100	100	100	100
BI_3	Pearson Correlation	,170	,253*	1	,220*	,124	,193
	Sig. (2-tailed)	,090	,011		,028	,219	,054
	N	100	100	100	100	100	100
BI_4	Pearson Correlation	,134	,186	,220*	1	,250*	,099
	Sig. (2-tailed)	,182	,065	,028		,012	,329
	N	100	100	100	100	100	100
BI_5	Pearson Correlation	,125	,085	,124	,250*	1	,111
	Sig. (2-tailed)	,217	,403	,219	,012		,272
	N	100	100	100	100	100	100
BI_6	Pearson Correlation	,029	,260**	,193	,099	,111	1
	Sig. (2-tailed)	,775	,009	,054	,329	,272	
	N	100	100	100	100	100	100
TOTBI	Pearson Correlation	,424**	,556**	,594**	,606**	,566**	,491**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100

Correlations

		TOTBI
BI_1	Pearson Correlation	,424
	Sig. (2-tailed)	,000
	N	100
BI_2	Pearson Correlation	,556
	Sig. (2-tailed)	,000
	N	100
BI_3	Pearson Correlation	,594
	Sig. (2-tailed)	,000
	N	100
BI_4	Pearson Correlation	,606
	Sig. (2-tailed)	,000
	N	100
BI_5	Pearson Correlation	,566
	Sig. (2-tailed)	,000
	N	100
BI_6	Pearson Correlation	,491
	Sig. (2-tailed)	,000
	N	100
TOTBI	Pearson Correlation	1**
	Sig. (2-tailed)	
	N	100

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

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

Kualitas Jasa
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,649	10

Correlations

Correlations

		KJ_1	KJ_2	KJ_3	KJ_4	KJ_5	KJ_6
KJ_1	Pearson Correlation	1	,115	,127	,041	,011	,205 [*]
	Sig. (2-tailed)		,256	,209	,683	,915	,041
	N	100	100	100	100	100	100
KJ_2	Pearson Correlation	,115	1	,380 ^{**}	,173	,012	,379 ^{**}
	Sig. (2-tailed)	,256		,000	,084	,907	,000
	N	100	100	100	100	100	100
KJ_3	Pearson Correlation	,127	,380 ^{**}	1	,083	,031	,339 ^{**}
	Sig. (2-tailed)	,209	,000		,410	,756	,001
	N	100	100	100	100	100	100
KJ_4	Pearson Correlation	,041	,173	,083	1	,139	-,227 [*]
	Sig. (2-tailed)	,683	,084	,410		,166	,023
	N	100	100	100	100	100	100
KJ_5	Pearson Correlation	,011	,012	,031	,139	1	,105
	Sig. (2-tailed)	,915	,907	,756	,166		,300
	N	100	100	100	100	100	100
KJ_6	Pearson Correlation	,205 [*]	,379 ^{**}	,339 ^{**}	-,227 [*]	,105	1
	Sig. (2-tailed)	,041	,000	,001	,023	,300	
	N	100	100	100	100	100	100
KJ_7	Pearson Correlation	,149	,170	,156	,047	,051	,202 [*]
	Sig. (2-tailed)	,140	,091	,121	,639	,614	,044
	N	100	100	100	100	100	100
KJ_8	Pearson Correlation	,148	,195	,124	-,045	-,033	,124
	Sig. (2-tailed)	,142	,052	,220	,653	,745	,221
	N	100	100	100	100	100	100
KJ_9	Pearson Correlation	,377 ^{**}	,242 [*]	,372 ^{**}	,030	,104	,331 ^{**}
	Sig. (2-tailed)	,000	,015	,000	,765	,301	,001
	N	100	100	100	100	100	100
KJ_10	Pearson Correlation	,206 [*]	,277 ^{**}	,144	,229 [*]	,032	,212 [*]
	Sig. (2-tailed)	,040	,005	,153	,022	,753	,034
	N	100	100	100	100	100	100
TOTKJ	Pearson Correlation	,484 ^{**}	,590 ^{**}	,560 ^{**}	,291 ^{**}	,278 ^{**}	,556 ^{**}
	Sig. (2-tailed)	,000	,000	,000	,003	,005	,000
	N	100	100	100	100	100	100

Correlations

		KJ_7	KJ_8	KJ_9	KJ_10	TOTKJ
KJ_1	Pearson Correlation	,149	,148	,377	,206	,484
	Sig. (2-tailed)	,140	,142	,000	,040	,000
	N	100	100	100	100	100
KJ_2	Pearson Correlation	,170	,195	,242**	,277	,590
	Sig. (2-tailed)	,091	,052	,015	,005	,000
	N	100	100	100	100	100
KJ_3	Pearson Correlation	,156	,124**	,372	,144	,560
	Sig. (2-tailed)	,121	,220	,000	,153	,000
	N	100	100	100	100	100
KJ_4	Pearson Correlation	,047	-,045	,030	,229	,329
	Sig. (2-tailed)	,639	,653	,765	,022	,003
	N	100	100	100	100	100
KJ_5	Pearson Correlation	,051	-,033	,104	,032	,328
	Sig. (2-tailed)	,614	,745	,301	,753	,005
	N	100	100	100	100	100
KJ_6	Pearson Correlation	,202*	,124**	,331**	,212*	,556
	Sig. (2-tailed)	,044	,221	,001	,034	,000
	N	100	100	100	100	100
KJ_7	Pearson Correlation	1	,224	,219	,007	,479
	Sig. (2-tailed)		,025	,029	,945	,000
	N	100	100	100	100	100
KJ_8	Pearson Correlation	,224	1	,209	,238	,444
	Sig. (2-tailed)	,025		,037	,017	,000
	N	100	100	100	100	100
KJ_9	Pearson Correlation	,219**	,209*	1**	,319	,664
	Sig. (2-tailed)	,029	,037		,001	,000
	N	100	100	100	100	100
KJ_10	Pearson Correlation	,007*	,238**	,319	1*	,542
	Sig. (2-tailed)	,945	,017	,001		,000
	N	100	100	100	100	100
TOTKJ	Pearson Correlation	,479**	,444**	,664**	,542**	1**
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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

Loyalitas Pelanggan
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,645	5

Correlations

Correlations

		LP_1	LP_2	LP_3	LP_4	LP_5	TOTLP
LP_1	Pearson Correlation	1	,113	,280**	,279**	,252*	,669**
	Sig. (2-tailed)		,264	,005	,005	,011	,000
	N	100	100	100	100	100	100
LP_2	Pearson Correlation	,113	1	,147	,210*	,203*	,563**
	Sig. (2-tailed)	,264		,145	,036	,042	,000
	N	100	100	100	100	100	100
LP_3	Pearson Correlation	,280**	,147	1	,178	,203*	,628**
	Sig. (2-tailed)	,005	,145		,076	,043	,000
	N	100	100	100	100	100	100
LP_4	Pearson Correlation	,279**	,210*	,178	1	,068	,549**
	Sig. (2-tailed)	,005	,036	,076		,504	,000
	N	100	100	100	100	100	100
LP_5	Pearson Correlation	,252*	,203*	,203*	,068	1	,564**
	Sig. (2-tailed)	,011	,042	,043	,504		,000
	N	100	100	100	100	100	100
TOTLP	Pearson Correlation	,669**	,563**	,628**	,549**	,564**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	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 5

Uji Normalitas

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1,47348509
	Absolute	,057
Most Extreme Differences	Positive	,057
	Negative	-,037
Kolmogorov-Smirnov Z		,572
Asymp. Sig. (2-tailed)		,899

a. Test distribution is Normal.

b. Calculated from data.

Uji Heteroskedastisitas

Nonparametric Correlations

Correlations

			Brand Image	Kualitas Jasa
Brand Image		Correlation Coefficient	1,000	,512**
		Sig. (2-tailed)	.	,000
		N	100	100
Spearman's rho	Kualitas Jasa	Correlation Coefficient	,512**	1,000
		Sig. (2-tailed)	,000	.
		N	100	100
Unstandardized Residual		Correlation Coefficient	-,033	-,008
		Sig. (2-tailed)	,742	,936
		N	100	100

Correlations

			Unstandardized Residual
Brand Image		Correlation Coefficient	-,033
		Sig. (2-tailed)	,742
		N	100
Spearman's rho	Kualitas Jasa	Correlation Coefficient	-,008**
		Sig. (2-tailed)	,936
		N	100
Unstandardized Residual		Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	100

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

Uji Multikolinieritas

Coefficients^a

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	Brand Image	,533	,304	,222	,750	1,334
	Kualitas Jasa	,681	,566	,479	,750	1,334

a. Dependent Variable: Loyalitas Pelanggan

Uji regresi liner berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,484	1,730		,280	,780
	Brand Image	,242	,077	,257	3,140	,002
	Kualitas Jasa	,335	,050	,553	6,761	,000

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	227,055	2	113,528	51,233	,000 ^b
	Residual	214,945	97	2,216		
	Total	442,000	99			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kualitas Jasa, Brand Image

Uji R2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,717 ^a	,514	,504	1,48860

a. Predictors: (Constant), Kualitas Jasa, Brand Image

b. Dependent Variable: Loyalitas Pelanggan

Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,484	1,730		,280	,780
	Brand Image	,242	,077	,257	3,140	,002
	Kualitas Jasa	,335	,050	,553	6,761	,000