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LAMPIRAN KUESIONER
PENGARUH KUALITAS PRODUK, KEPUASAN KONSUMEN,
KEPERCAYAAN DAN CITRA MEREK TERHADAP MINAT BELI
ULANG PRODUK KANZLER FROZEN FOOD

Hal: Permohonan Ketersediaan Menjadi Responden

Kepada Yth:
Bapak/Ibu/Saudara/i Responden

Sehubungan dengan kegiatan penelitian yang saya lakukan pada Produk Kanzler Frozen Food, saya mohon kesediaannya untuk dapat mengisi kuesioner ini. Penelitian ini dilakukan dalam rangka penyusunan Skripsi di Fakultas Ekonomi Dan Bisnis Universitas Nasional Jakarta dengan Judul: **“Pengaruh Kualitas Produk, Kepuasan Konsumen, Kepercayaan dan Citra Merek Terhadap Minat Beli Ulang Produk Kanzler Frozen Food”**.

Semua informasi yang diterima sebagai hasil pengisian kuesioner ini bersifat rahasia dan hanya akan digunakan untuk kepentingan akademis. Saya sangat menghargai pendapat dan kesediaan waktunya dalam mengisi kuesioner ini. Semua informasi yang diterima sebagai hasil pengisian kuesioner ini bersifat rahasia dan hanya akan digunakan untuk kepentingan akademis.

Atas kesediaan dan partisipasinya dalam penelitian ini saya ucapkan banyak terima kasih.

Jakarta, Desember 2022
Hormat Saya,

Mochammad Wafie Arsyad

A. Petunjuk Pengisian :

1. Mohon diisi terlebih dahulu dengan profil responden pada tempat yang telah disediakan.
2. Berilah tanda checklist (√) pada salah satu jawaban yang tersedia.
3. Pengisian pada komponen setiap pernyataan mempunyai kriteria dalam (5) alternative pilihan yaitu :

| | | |
|---------------|---------|--------|
| Sangat Setuju | : STS = | Skor 1 |
| Setuju | : T = | Skor 2 |
| Cukup Setuju | : CS = | Skor 3 |
| Kurang Setuju | : S = | Skor 4 |
| Tidak Setuju | : SS = | Skor 5 |

B. Karakteristik Responden

1. JenisKelamin
 Pria Wanita
2. Usia
 19-29Tahun 30-39 Tahun 40-49 Tahun >50 Tahun
3. PendidikanTerakhir
 SLTA Diploma S1 Lainnya
4. Pekerjaan
 Pegawai/ASN Karyawan Swasta Lainnya

Lembar Kuesioner

1. Kuesioner Kualitas Produk

| No | Pernyataan | STS | TS | CS | S | SS |
|----------|---|-----|----|----|---|----|
| A | Bentuk | | | | | |
| 1 | Produk Kanzler Frozen Food menawarkan keragaman dan pilihan Kualitas Produk yang menarik | | | | | |
| B | Kualitas Kesesuaian | | | | | |
| 2 | Produk Kanzler Frozen Food selalu mengeluarkan varian terbaru sehingga saya tidak bosan membeli | | | | | |
| C | Gaya | | | | | |
| 3 | Produk Kanzler Frozen Food selalu mengembangkan citarasa yang sesuai dengan keinginan konsumen | | | | | |

2. Kuesioner Kepuasan Konsumen

| No | Pernyataan | STS | TS | CS | S | SS |
|----------|---|-----|----|----|---|----|
| A | Kepuasan Keseluruhan | | | | | |
| 1 | Setelah mencoba Produk Kanzler Frozen Food cukup membuat saya sangat puas | | | | | |
| B | Konfirmasi harapan | | | | | |
| 2 | Semua yang kami dapatkan pada Produk Kanzler Frozen Food sesuai dengan harapan yang saya inginkan | | | | | |
| C | Minat transaksi ulang | | | | | |
| 3 | Setelah mencoba Produk Kanzler Frozen Food cukup membuat saya berminat untuk membeli kembali | | | | | |
| D | Merekomendasi | | | | | |
| 4 | Setelah saya merasakan Produk Kanzler Frozen Food, saya akan merekomendasikan kepada relasi lainnya | | | | | |

3. Kuesioner Kepercayaan

| No | Pernyataan | STS | TS | CS | S | SS |
|----------|---|-----|----|----|---|----|
| A | Memenuhi Janji | | | | | |
| 1 | Produk Kanzler Frozen Food menjamin kepuasan konsumen | | | | | |
| B | Integritas | | | | | |
| 2 | Produk Kanzler Frozen Food mempunyai integritas yang tinggi dalam memenuhi keinginan konsumen | | | | | |

| | | | | | | |
|----------|--|--|--|--|--|--|
| C | Kepedulian | | | | | |
| 3 | Produk Kanzler Frozen Food akan memberikan ganti rugi jika terdapat kecacatan pada produknya | | | | | |

4. Kuesioner Citra Merek

| No | Pernyataan | STS | TS | CS | S | SS |
|----------|--|-----|----|----|---|----|
| A | Identitas Merek | | | | | |
| 1 | Produk Kanzler Frozen Food mempunyai ciri khas tersendiri di mata konsumen | | | | | |
| B | Personalitas Merek | | | | | |
| 2 | Produk Kanzler Frozen Food mempunyai karakter tersendiri | | | | | |
| C | Asosiasi Merek | | | | | |
| 3 | Produk Kanzler Frozen Food mempunyai image yang baik | | | | | |
| D | Manfaat dan Keunggulan Merek | | | | | |
| 4 | Produk Kanzler Frozen Food merupakan salah satu produk terbaik | | | | | |


5. Kuesioner Minat Beli Ulang

| No | Pernyataan | STS | TS | CS | S | SS |
|----------|---|-----|----|----|---|----|
| A | Minat Transaksional | | | | | |
| 1 | Saya akan selalu berminat dalam membeli Produk Kanzler Frozen Food | | | | | |
| B | Minat Referensial | | | | | |
| 2 | Saya selalu berminat serta mereferensikan Produk Kanzler Frozen Food kepada relasi saya | | | | | |
| C | Minat Prefensial | | | | | |
| 3 | Saya selalu berminat pada Produk Kanzler Frozen Food kaerena menjamin mengganti produknya jika terdapat kesalahan | | | | | |
| D | Minat Eksploratif | | | | | |
| 4 | Saya selalu berminat mencoba varian baru pada produk Kanzler Frozen Food | | | | | |

LAMPIRAN TABULASI

1. Variabel Kualitas Produk (X₁)

| No Res | Kualitas Produk X ₁ | | | Total X ₁ |
|--------|--------------------------------|-------------|-------------|----------------------|
| | Quesioner 1 | Quesioner 2 | Quesioner 3 | |
| 1 | 3 | 3 | 3 | 9 |
| 2 | 5 | 4 | 3 | 12 |
| 3 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 3 | 11 |
| 6 | 4 | 4 | 4 | 12 |
| 7 | 4 | 5 | 5 | 14 |
| 8 | 3 | 3 | 4 | 10 |
| 9 | 5 | 5 | 5 | 15 |
| 10 | 5 | 4 | 5 | 14 |
| 11 | 5 | 5 | 5 | 15 |
| 12 | 4 | 3 | 5 | 12 |
| 13 | 5 | 5 | 5 | 15 |
| 14 | 5 | 4 | 5 | 14 |
| 15 | 5 | 5 | 5 | 15 |
| 16 | 3 | 3 | 4 | 10 |
| 17 | 4 | 4 | 4 | 12 |
| 18 | 5 | 4 | 4 | 13 |
| 19 | 4 | 4 | 3 | 11 |
| 20 | 5 | 4 | 5 | 14 |
| 21 | 4 | 5 | 4 | 13 |
| 22 | 4 | 4 | 4 | 12 |
| 23 | 3 | 4 | 4 | 11 |
| 24 | 3 | 3 | 3 | 9 |
| 25 | 5 | 5 | 5 | 15 |
| 26 | 4 | 4 | 3 | 11 |
| 27 | 4 | 3 | 3 | 10 |
| 28 | 5 | 5 | 4 | 14 |
| 29 | 5 | 5 | 5 | 15 |
| 30 | 3 | 3 | 3 | 9 |
| 31 | 3 | 3 | 3 | 9 |
| 32 | 4 | 4 | 4 | 12 |
| 33 | 5 | 5 | 5 | 15 |
| 34 | 5 | 5 | 4 | 14 |
| 35 | 4 | 5 | 5 | 14 |
| 36 | 5 | 4 | 4 | 13 |



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|----|---|---|---|----|
| 37 | 5 | 5 | 4 | 14 |
| 38 | 4 | 3 | 3 | 10 |
| 39 | 5 | 5 | 5 | 15 |
| 40 | 4 | 5 | 5 | 14 |
| 41 | 5 | 5 | 5 | 15 |
| 42 | 4 | 4 | 4 | 12 |
| 43 | 5 | 5 | 5 | 15 |
| 44 | 5 | 5 | 5 | 15 |
| 45 | 5 | 5 | 5 | 15 |
| 46 | 4 | 3 | 3 | 10 |
| 47 | 5 | 5 | 5 | 15 |
| 48 | 5 | 4 | 4 | 13 |
| 49 | 4 | 4 | 4 | 12 |
| 50 | 4 | 4 | 4 | 12 |
| 51 | 5 | 5 | 4 | 14 |
| 52 | 5 | 5 | 5 | 15 |
| 53 | 4 | 4 | 3 | 11 |
| 54 | 4 | 3 | 4 | 11 |
| 55 | 5 | 5 | 5 | 15 |
| 56 | 4 | 4 | 4 | 12 |
| 57 | 4 | 3 | 3 | 10 |
| 58 | 4 | 5 | 5 | 14 |
| 59 | 5 | 5 | 5 | 15 |
| 60 | 4 | 4 | 3 | 11 |
| 61 | 3 | 3 | 3 | 9 |
| 62 | 3 | 3 | 3 | 9 |
| 63 | 4 | 4 | 4 | 12 |
| 64 | 3 | 3 | 3 | 9 |
| 65 | 3 | 2 | 2 | 7 |
| 66 | 4 | 5 | 5 | 14 |
| 67 | 5 | 5 | 5 | 15 |
| 68 | 4 | 4 | 4 | 12 |
| 69 | 4 | 4 | 4 | 12 |
| 70 | 3 | 3 | 3 | 9 |
| 71 | 4 | 5 | 4 | 13 |
| 72 | 4 | 4 | 4 | 12 |
| 73 | 3 | 2 | 3 | 8 |
| 74 | 4 | 5 | 4 | 13 |
| 75 | 4 | 4 | 4 | 12 |
| 76 | 4 | 4 | 3 | 11 |
| 77 | 3 | 3 | 3 | 9 |
| 78 | 4 | 4 | 4 | 12 |
| 79 | 3 | 3 | 2 | 8 |

| | | | | |
|-------------|-------------|-------------|-------------|-------------|
| 80 | 4 | 4 | 4 | 12 |
| 81 | 4 | 4 | 4 | 12 |
| 82 | 3 | 3 | 3 | 9 |
| 83 | 4 | 4 | 4 | 12 |
| 84 | 3 | 3 | 4 | 10 |
| 85 | 3 | 3 | 3 | 9 |
| 86 | 3 | 3 | 3 | 9 |
| 87 | 5 | 5 | 5 | 15 |
| 88 | 4 | 4 | 4 | 12 |
| 89 | 3 | 3 | 4 | 10 |
| 90 | 3 | 2 | 3 | 8 |
| 91 | 4 | 4 | 4 | 12 |
| 92 | 4 | 4 | 4 | 12 |
| 93 | 3 | 3 | 2 | 8 |
| 94 | 4 | 4 | 5 | 13 |
| 95 | 3 | 4 | 4 | 11 |
| 96 | 5 | 5 | 5 | 15 |
| 97 | 4 | 4 | 5 | 13 |
| 98 | 3 | 3 | 3 | 9 |
| 99 | 4 | 5 | 5 | 14 |
| 100 | 4 | 5 | 4 | 13 |
| Mean | 4.07 | 4.03 | 4.00 | 4.03 |



2. Variabel Kepuasan Konsumen (X₂)

| No Res | Kepuasan Konsumen X ₂ | | | | Total X ₂ |
|--------|----------------------------------|--------------|--------------|--------------|----------------------|
| | Questioner 1 | Questioner 2 | Questioner 3 | Questioner 4 | |
| 1 | 5 | 4 | 5 | 4 | 18 |
| 2 | 4 | 4 | 3 | 3 | 14 |
| 3 | 5 | 4 | 5 | 5 | 19 |
| 4 | 4 | 4 | 4 | 4 | 16 |
| 5 | 3 | 3 | 3 | 3 | 12 |
| 6 | 4 | 5 | 4 | 5 | 18 |
| 7 | 4 | 3 | 4 | 2 | 13 |
| 8 | 4 | 4 | 4 | 4 | 16 |
| 9 | 4 | 4 | 3 | 2 | 13 |
| 10 | 5 | 4 | 4 | 4 | 17 |
| 11 | 4 | 4 | 4 | 4 | 16 |
| 12 | 4 | 3 | 3 | 3 | 13 |
| 13 | 5 | 5 | 4 | 5 | 19 |
| 14 | 4 | 4 | 4 | 4 | 16 |
| 15 | 4 | 5 | 4 | 5 | 18 |
| 16 | 4 | 4 | 4 | 4 | 16 |
| 17 | 4 | 4 | 4 | 4 | 16 |
| 18 | 4 | 3 | 4 | 4 | 15 |
| 19 | 4 | 3 | 4 | 3 | 14 |
| 20 | 4 | 4 | 4 | 4 | 16 |
| 21 | 4 | 4 | 4 | 4 | 16 |
| 22 | 5 | 4 | 4 | 4 | 17 |
| 23 | 4 | 4 | 4 | 4 | 16 |
| 24 | 5 | 5 | 5 | 5 | 20 |
| 25 | 4 | 4 | 3 | 4 | 15 |
| 26 | 4 | 3 | 4 | 4 | 15 |
| 27 | 5 | 5 | 5 | 5 | 20 |
| 28 | 4 | 4 | 4 | 4 | 16 |
| 29 | 4 | 4 | 3 | 4 | 15 |
| 30 | 5 | 5 | 5 | 5 | 20 |
| 31 | 4 | 4 | 4 | 3 | 15 |
| 32 | 4 | 3 | 4 | 4 | 15 |
| 33 | 4 | 4 | 4 | 4 | 16 |
| 34 | 5 | 5 | 4 | 5 | 19 |
| 35 | 3 | 3 | 3 | 3 | 12 |
| 36 | 5 | 5 | 5 | 5 | 20 |
| 37 | 5 | 5 | 5 | 5 | 20 |
| 38 | 4 | 4 | 4 | 4 | 16 |
| 39 | 5 | 5 | 5 | 5 | 20 |

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|----|---|---|---|---|----|
| 40 | 5 | 5 | 5 | 5 | 20 |
| 41 | 5 | 5 | 5 | 5 | 20 |
| 42 | 4 | 3 | 3 | 2 | 12 |
| 43 | 4 | 4 | 4 | 4 | 16 |
| 44 | 4 | 4 | 4 | 4 | 16 |
| 45 | 5 | 5 | 5 | 5 | 20 |
| 46 | 4 | 4 | 4 | 4 | 16 |
| 47 | 5 | 5 | 5 | 5 | 20 |
| 48 | 4 | 4 | 3 | 3 | 14 |
| 49 | 4 | 4 | 4 | 4 | 16 |
| 50 | 4 | 4 | 4 | 4 | 16 |
| 51 | 4 | 4 | 4 | 4 | 16 |
| 52 | 5 | 5 | 5 | 4 | 19 |
| 53 | 5 | 4 | 4 | 4 | 17 |
| 54 | 5 | 5 | 5 | 5 | 20 |
| 55 | 4 | 5 | 4 | 4 | 17 |
| 56 | 4 | 4 | 3 | 4 | 15 |
| 57 | 5 | 5 | 5 | 5 | 20 |
| 58 | 4 | 4 | 4 | 3 | 15 |
| 59 | 5 | 5 | 5 | 5 | 20 |
| 60 | 5 | 5 | 5 | 5 | 20 |
| 61 | 5 | 5 | 5 | 5 | 20 |
| 62 | 5 | 5 | 4 | 4 | 18 |
| 63 | 5 | 4 | 5 | 5 | 19 |
| 64 | 4 | 4 | 4 | 4 | 16 |
| 65 | 4 | 4 | 4 | 4 | 16 |
| 66 | 5 | 4 | 5 | 5 | 19 |
| 67 | 4 | 4 | 4 | 4 | 16 |
| 68 | 4 | 4 | 4 | 4 | 16 |
| 69 | 3 | 2 | 2 | 2 | 9 |
| 70 | 4 | 4 | 3 | 4 | 15 |
| 71 | 5 | 5 | 4 | 5 | 19 |
| 72 | 5 | 4 | 4 | 4 | 17 |
| 73 | 4 | 4 | 4 | 5 | 17 |
| 74 | 3 | 2 | 2 | 2 | 9 |
| 75 | 4 | 3 | 3 | 4 | 14 |
| 76 | 5 | 4 | 5 | 4 | 18 |
| 77 | 4 | 4 | 4 | 4 | 16 |
| 78 | 4 | 4 | 4 | 4 | 16 |
| 79 | 4 | 5 | 4 | 4 | 17 |
| 80 | 4 | 4 | 4 | 5 | 17 |
| 81 | 4 | 5 | 5 | 4 | 18 |
| 82 | 4 | 4 | 5 | 5 | 18 |

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|-------------|-------------|-------------|-------------|-------------|-------------|
| 83 | 5 | 4 | 5 | 5 | 19 |
| 84 | 4 | 5 | 4 | 4 | 17 |
| 85 | 5 | 4 | 4 | 5 | 18 |
| 86 | 5 | 4 | 5 | 4 | 18 |
| 87 | 5 | 5 | 5 | 5 | 20 |
| 88 | 4 | 5 | 5 | 5 | 19 |
| 89 | 4 | 4 | 4 | 5 | 17 |
| 90 | 4 | 4 | 4 | 4 | 16 |
| 91 | 5 | 5 | 5 | 4 | 19 |
| 92 | 5 | 5 | 5 | 5 | 20 |
| 93 | 4 | 5 | 4 | 5 | 18 |
| 94 | 4 | 4 | 5 | 5 | 18 |
| 95 | 5 | 4 | 4 | 4 | 17 |
| 96 | 5 | 5 | 5 | 5 | 20 |
| 97 | 4 | 3 | 3 | 4 | 14 |
| 98 | 3 | 3 | 3 | 3 | 12 |
| 99 | 5 | 4 | 5 | 5 | 19 |
| 100 | 4 | 4 | 5 | 5 | 18 |
| Mean | 4.33 | 4.16 | 4.15 | 4.18 | 4.21 |



3. Variabel Kepercayaan (X₃)

| No Res | Kepercayaan X ₃ | | | Total X ₃ |
|--------|----------------------------|-------------|-------------|----------------------|
| | Quesioner 1 | Quesioner 2 | Quesioner 3 | |
| 1 | 4 | 4 | 4 | 12 |
| 2 | 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 4 | 12 |
| 4 | 4 | 5 | 5 | 14 |
| 5 | 5 | 4 | 5 | 14 |
| 6 | 4 | 4 | 4 | 12 |
| 7 | 4 | 4 | 5 | 13 |
| 8 | 5 | 5 | 4 | 14 |
| 9 | 5 | 5 | 5 | 15 |
| 10 | 4 | 5 | 5 | 14 |
| 11 | 5 | 5 | 5 | 15 |
| 12 | 4 | 4 | 4 | 12 |
| 13 | 5 | 4 | 5 | 14 |
| 14 | 5 | 5 | 4 | 14 |
| 15 | 5 | 5 | 5 | 15 |
| 16 | 3 | 3 | 3 | 9 |
| 17 | 4 | 4 | 5 | 13 |
| 18 | 4 | 4 | 4 | 12 |
| 19 | 4 | 4 | 4 | 12 |
| 20 | 4 | 4 | 4 | 12 |
| 21 | 4 | 4 | 4 | 12 |
| 22 | 5 | 5 | 5 | 15 |
| 23 | 4 | 5 | 4 | 13 |
| 24 | 5 | 4 | 4 | 13 |
| 25 | 5 | 5 | 5 | 15 |
| 26 | 5 | 5 | 5 | 15 |
| 27 | 4 | 4 | 4 | 12 |
| 28 | 4 | 4 | 5 | 13 |
| 29 | 5 | 5 | 5 | 15 |
| 30 | 4 | 5 | 4 | 13 |
| 31 | 3 | 4 | 4 | 11 |
| 32 | 5 | 5 | 5 | 15 |
| 33 | 5 | 5 | 5 | 15 |
| 34 | 5 | 5 | 5 | 15 |
| 35 | 3 | 3 | 3 | 9 |
| 36 | 4 | 4 | 4 | 12 |
| 37 | 5 | 5 | 4 | 14 |
| 38 | 5 | 5 | 4 | 14 |
| 39 | 5 | 5 | 5 | 15 |

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| 40 | 5 | 4 | 4 | 13 |
| 41 | 5 | 5 | 5 | 15 |
| 42 | 4 | 4 | 4 | 12 |
| 43 | 5 | 4 | 4 | 13 |
| 44 | 4 | 5 | 5 | 14 |
| 45 | 4 | 4 | 4 | 12 |
| 46 | 4 | 4 | 4 | 12 |
| 47 | 5 | 5 | 5 | 15 |
| 48 | 4 | 3 | 4 | 11 |
| 49 | 4 | 4 | 4 | 12 |
| 50 | 5 | 5 | 4 | 14 |
| 51 | 5 | 4 | 4 | 13 |
| 52 | 4 | 4 | 4 | 12 |
| 53 | 4 | 5 | 4 | 13 |
| 54 | 4 | 3 | 3 | 10 |
| 55 | 4 | 5 | 4 | 13 |
| 56 | 5 | 5 | 5 | 15 |
| 57 | 4 | 4 | 4 | 12 |
| 58 | 5 | 4 | 4 | 13 |
| 59 | 5 | 5 | 5 | 15 |
| 60 | 4 | 4 | 5 | 13 |
| 61 | 5 | 5 | 4 | 14 |
| 62 | 4 | 4 | 4 | 12 |
| 63 | 4 | 4 | 3 | 11 |
| 64 | 4 | 4 | 4 | 12 |
| 65 | 4 | 5 | 4 | 13 |
| 66 | 4 | 4 | 4 | 12 |
| 67 | 5 | 5 | 5 | 15 |
| 68 | 5 | 4 | 4 | 13 |
| 69 | 4 | 4 | 4 | 12 |
| 70 | 5 | 5 | 4 | 14 |
| 71 | 4 | 4 | 4 | 12 |
| 72 | 4 | 5 | 5 | 14 |
| 73 | 4 | 4 | 5 | 13 |
| 74 | 4 | 4 | 4 | 12 |
| 75 | 4 | 4 | 4 | 12 |
| 76 | 4 | 4 | 4 | 12 |
| 77 | 4 | 4 | 5 | 13 |
| 78 | 5 | 4 | 5 | 14 |
| 79 | 5 | 5 | 5 | 15 |
| 80 | 5 | 4 | 4 | 13 |
| 81 | 4 | 5 | 5 | 14 |
| 82 | 4 | 5 | 4 | 13 |

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|------|------|------|------|------|
| 83 | 5 | 5 | 5 | 15 |
| 84 | 5 | 5 | 5 | 15 |
| 85 | 5 | 5 | 5 | 15 |
| 86 | 4 | 4 | 4 | 12 |
| 87 | 4 | 4 | 4 | 12 |
| 88 | 4 | 4 | 4 | 12 |
| 89 | 3 | 3 | 3 | 9 |
| 90 | 4 | 5 | 4 | 13 |
| 91 | 4 | 4 | 4 | 12 |
| 92 | 4 | 3 | 4 | 11 |
| 93 | 4 | 4 | 4 | 12 |
| 94 | 4 | 4 | 4 | 12 |
| 95 | 5 | 5 | 5 | 15 |
| 96 | 5 | 4 | 4 | 13 |
| 97 | 4 | 4 | 5 | 13 |
| 98 | 5 | 4 | 5 | 14 |
| 99 | 5 | 4 | 4 | 13 |
| 100 | 3 | 4 | 4 | 11 |
| Mean | 4.36 | 4.34 | 4.32 | 4.34 |



4. Variabel Citra Merek (X4)

| No Res | Citra Merek X4 | | | | Total X4 |
|--------|----------------|-------------|-------------|-------------|----------|
| | Quesioner 1 | Quesioner 2 | Quesioner 3 | Quesioner 4 | |
| 1 | 5 | 5 | 5 | 5 | 20 |
| 2 | 4 | 5 | 4 | 4 | 17 |
| 3 | 5 | 4 | 5 | 4 | 18 |
| 4 | 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 5 | 5 | 4 | 18 |
| 6 | 5 | 5 | 4 | 4 | 18 |
| 7 | 3 | 4 | 4 | 4 | 15 |
| 8 | 4 | 4 | 4 | 4 | 16 |
| 9 | 5 | 5 | 5 | 4 | 19 |
| 10 | 5 | 5 | 5 | 5 | 20 |
| 11 | 4 | 4 | 5 | 4 | 17 |
| 12 | 5 | 5 | 5 | 5 | 20 |
| 13 | 4 | 4 | 5 | 5 | 18 |
| 14 | 5 | 5 | 5 | 4 | 19 |
| 15 | 4 | 4 | 5 | 5 | 18 |
| 16 | 3 | 4 | 4 | 4 | 15 |
| 17 | 5 | 5 | 4 | 4 | 18 |
| 18 | 4 | 4 | 5 | 5 | 18 |
| 19 | 4 | 4 | 4 | 4 | 16 |
| 20 | 4 | 5 | 5 | 5 | 19 |
| 21 | 4 | 3 | 3 | 4 | 14 |
| 22 | 4 | 5 | 4 | 4 | 17 |
| 23 | 4 | 4 | 5 | 5 | 18 |
| 24 | 4 | 4 | 3 | 4 | 15 |
| 25 | 5 | 5 | 5 | 5 | 20 |
| 26 | 4 | 3 | 4 | 5 | 16 |
| 27 | 5 | 4 | 3 | 4 | 16 |
| 28 | 5 | 5 | 4 | 5 | 19 |
| 29 | 5 | 5 | 5 | 5 | 20 |
| 30 | 4 | 4 | 3 | 4 | 15 |
| 31 | 5 | 5 | 5 | 5 | 20 |
| 32 | 5 | 4 | 4 | 5 | 18 |
| 33 | 4 | 4 | 4 | 5 | 17 |
| 34 | 5 | 5 | 5 | 5 | 20 |
| 35 | 5 | 4 | 5 | 4 | 18 |
| 36 | 4 | 3 | 3 | 4 | 14 |
| 37 | 4 | 4 | 3 | 4 | 15 |
| 38 | 5 | 4 | 4 | 5 | 18 |
| 39 | 5 | 5 | 5 | 5 | 20 |

| | | | | | |
|----|---|---|---|---|----|
| 40 | 5 | 4 | 5 | 4 | 18 |
| 41 | 5 | 4 | 5 | 5 | 19 |
| 42 | 5 | 5 | 5 | 5 | 20 |
| 43 | 4 | 4 | 4 | 5 | 17 |
| 44 | 4 | 3 | 4 | 4 | 15 |
| 45 | 5 | 5 | 5 | 5 | 20 |
| 46 | 4 | 4 | 4 | 5 | 17 |
| 47 | 5 | 5 | 5 | 5 | 20 |
| 48 | 5 | 4 | 4 | 4 | 17 |
| 49 | 5 | 3 | 4 | 5 | 17 |
| 50 | 4 | 4 | 4 | 5 | 17 |
| 51 | 4 | 4 | 5 | 5 | 18 |
| 52 | 4 | 4 | 4 | 4 | 16 |
| 53 | 5 | 5 | 5 | 5 | 20 |
| 54 | 5 | 5 | 5 | 5 | 20 |
| 55 | 5 | 5 | 5 | 5 | 20 |
| 56 | 5 | 5 | 4 | 4 | 18 |
| 57 | 4 | 3 | 3 | 3 | 13 |
| 58 | 5 | 5 | 5 | 4 | 19 |
| 59 | 5 | 5 | 5 | 5 | 20 |
| 60 | 5 | 3 | 3 | 3 | 14 |
| 61 | 5 | 5 | 5 | 5 | 20 |
| 62 | 5 | 5 | 5 | 5 | 20 |
| 63 | 4 | 3 | 4 | 4 | 15 |
| 64 | 4 | 5 | 4 | 4 | 17 |
| 65 | 4 | 4 | 4 | 4 | 16 |
| 66 | 5 | 5 | 4 | 5 | 19 |
| 67 | 5 | 5 | 5 | 5 | 20 |
| 68 | 4 | 4 | 4 | 5 | 17 |
| 69 | 4 | 3 | 3 | 4 | 14 |
| 70 | 5 | 4 | 5 | 5 | 19 |
| 71 | 5 | 4 | 4 | 4 | 17 |
| 72 | 4 | 4 | 4 | 5 | 17 |
| 73 | 5 | 5 | 5 | 5 | 20 |
| 74 | 5 | 4 | 4 | 5 | 18 |
| 75 | 4 | 4 | 4 | 4 | 16 |
| 76 | 5 | 4 | 4 | 4 | 17 |
| 77 | 4 | 3 | 4 | 4 | 15 |
| 78 | 5 | 3 | 3 | 5 | 16 |
| 79 | 5 | 5 | 5 | 5 | 20 |
| 80 | 5 | 5 | 5 | 5 | 20 |
| 81 | 5 | 5 | 5 | 5 | 20 |
| 82 | 5 | 4 | 3 | 4 | 16 |

| | | | | | |
|-------------|-------------|-------------|-------------|-------------|-------------|
| 83 | 5 | 5 | 5 | 5 | 20 |
| 84 | 5 | 4 | 4 | 5 | 18 |
| 85 | 5 | 4 | 5 | 5 | 19 |
| 86 | 5 | 5 | 5 | 5 | 20 |
| 87 | 4 | 4 | 4 | 4 | 16 |
| 88 | 5 | 5 | 5 | 5 | 20 |
| 89 | 5 | 5 | 5 | 5 | 20 |
| 90 | 5 | 3 | 5 | 5 | 18 |
| 91 | 5 | 5 | 5 | 4 | 19 |
| 92 | 5 | 4 | 4 | 5 | 18 |
| 93 | 5 | 5 | 5 | 5 | 20 |
| 94 | 4 | 5 | 4 | 5 | 18 |
| 95 | 4 | 4 | 4 | 4 | 16 |
| 96 | 5 | 5 | 4 | 4 | 18 |
| 97 | 5 | 4 | 4 | 4 | 17 |
| 98 | 3 | 2 | 3 | 4 | 12 |
| 99 | 4 | 4 | 4 | 4 | 16 |
| 100 | 4 | 4 | 4 | 5 | 17 |
| Mean | 4.56 | 4.30 | 4.35 | 4.54 | 4.44 |



5. Variabel Minat Beli Ulang (Y)

| No Res | Minat Beli Ulang Y | | | | Total Y |
|--------|--------------------|-------------|-------------|-------------|---------|
| | Quesioner 1 | Quesioner 2 | Quesioner 3 | Quesioner 4 | |
| 1 | 4 | 3 | 4 | 3 | 14 |
| 2 | 4 | 3 | 4 | 4 | 15 |
| 3 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 5 | 17 |
| 5 | 5 | 5 | 5 | 5 | 20 |
| 6 | 4 | 5 | 5 | 4 | 18 |
| 7 | 5 | 4 | 4 | 4 | 17 |
| 8 | 4 | 4 | 4 | 4 | 16 |
| 9 | 5 | 5 | 5 | 5 | 20 |
| 10 | 5 | 4 | 5 | 5 | 19 |
| 11 | 5 | 4 | 4 | 4 | 17 |
| 12 | 5 | 5 | 5 | 4 | 19 |
| 13 | 5 | 4 | 4 | 5 | 18 |
| 14 | 5 | 4 | 5 | 4 | 18 |
| 15 | 5 | 4 | 4 | 5 | 18 |
| 16 | 4 | 3 | 3 | 3 | 13 |
| 17 | 5 | 4 | 5 | 4 | 18 |
| 18 | 5 | 4 | 4 | 4 | 17 |
| 19 | 5 | 3 | 4 | 3 | 15 |
| 20 | 5 | 4 | 4 | 5 | 18 |
| 21 | 4 | 3 | 4 | 4 | 15 |
| 22 | 4 | 4 | 4 | 4 | 16 |
| 23 | 5 | 3 | 4 | 4 | 16 |
| 24 | 4 | 3 | 4 | 4 | 15 |
| 25 | 5 | 5 | 5 | 5 | 20 |
| 26 | 5 | 4 | 5 | 5 | 19 |
| 27 | 4 | 4 | 4 | 4 | 16 |
| 28 | 5 | 4 | 5 | 5 | 19 |
| 29 | 5 | 5 | 5 | 5 | 20 |
| 30 | 4 | 3 | 4 | 4 | 15 |
| 31 | 4 | 3 | 4 | 3 | 14 |
| 32 | 5 | 3 | 5 | 4 | 17 |
| 33 | 5 | 5 | 5 | 5 | 20 |
| 34 | 4 | 4 | 4 | 5 | 17 |
| 35 | 4 | 3 | 4 | 3 | 14 |
| 36 | 4 | 4 | 4 | 3 | 15 |
| 37 | 5 | 4 | 4 | 4 | 17 |
| 38 | 5 | 4 | 4 | 4 | 17 |
| 39 | 5 | 5 | 5 | 5 | 20 |

| | | | | | |
|----|---|---|---|---|----|
| 40 | 5 | 4 | 5 | 5 | 19 |
| 41 | 5 | 4 | 5 | 5 | 19 |
| 42 | 4 | 3 | 4 | 4 | 15 |
| 43 | 5 | 4 | 4 | 5 | 18 |
| 44 | 5 | 5 | 4 | 4 | 18 |
| 45 | 5 | 5 | 5 | 5 | 20 |
| 46 | 4 | 4 | 3 | 3 | 14 |
| 47 | 5 | 5 | 5 | 5 | 20 |
| 48 | 4 | 4 | 4 | 4 | 16 |
| 49 | 4 | 4 | 4 | 3 | 15 |
| 50 | 5 | 4 | 4 | 5 | 18 |
| 51 | 4 | 4 | 4 | 4 | 16 |
| 52 | 5 | 5 | 5 | 5 | 20 |
| 53 | 4 | 3 | 5 | 4 | 16 |
| 54 | 5 | 4 | 4 | 4 | 17 |
| 55 | 5 | 5 | 5 | 5 | 20 |
| 56 | 5 | 4 | 5 | 5 | 19 |
| 57 | 4 | 4 | 4 | 4 | 16 |
| 58 | 4 | 4 | 5 | 5 | 18 |
| 59 | 5 | 5 | 5 | 5 | 20 |
| 60 | 4 | 4 | 4 | 4 | 16 |
| 61 | 4 | 4 | 5 | 4 | 17 |
| 62 | 5 | 4 | 4 | 4 | 17 |
| 63 | 4 | 4 | 4 | 5 | 17 |
| 64 | 4 | 4 | 4 | 5 | 17 |
| 65 | 4 | 3 | 4 | 3 | 14 |
| 66 | 5 | 5 | 5 | 5 | 20 |
| 67 | 5 | 5 | 5 | 5 | 20 |
| 68 | 4 | 4 | 4 | 4 | 16 |
| 69 | 4 | 3 | 4 | 3 | 14 |
| 70 | 5 | 4 | 4 | 4 | 17 |
| 71 | 4 | 4 | 5 | 4 | 17 |
| 72 | 4 | 4 | 5 | 4 | 17 |
| 73 | 3 | 2 | 3 | 3 | 11 |
| 74 | 5 | 4 | 4 | 4 | 17 |
| 75 | 4 | 4 | 4 | 4 | 16 |
| 76 | 5 | 4 | 4 | 4 | 17 |
| 77 | 4 | 4 | 4 | 3 | 15 |
| 78 | 5 | 4 | 5 | 5 | 19 |
| 79 | 4 | 4 | 4 | 4 | 16 |
| 80 | 5 | 5 | 5 | 4 | 19 |
| 81 | 5 | 4 | 4 | 4 | 17 |
| 82 | 4 | 3 | 3 | 4 | 14 |

| | | | | | |
|-------------|-------------|-------------|-------------|-------------|-------------|
| 83 | 5 | 4 | 5 | 4 | 18 |
| 84 | 4 | 4 | 4 | 4 | 16 |
| 85 | 4 | 4 | 4 | 4 | 16 |
| 86 | 5 | 4 | 4 | 4 | 17 |
| 87 | 5 | 4 | 4 | 5 | 18 |
| 88 | 4 | 5 | 4 | 5 | 18 |
| 89 | 4 | 4 | 4 | 4 | 16 |
| 90 | 4 | 3 | 3 | 3 | 13 |
| 91 | 5 | 3 | 5 | 3 | 16 |
| 92 | 5 | 5 | 5 | 5 | 20 |
| 93 | 4 | 4 | 3 | 3 | 14 |
| 94 | 5 | 4 | 5 | 4 | 18 |
| 95 | 5 | 3 | 4 | 3 | 15 |
| 96 | 5 | 5 | 5 | 5 | 20 |
| 97 | 4 | 4 | 4 | 4 | 16 |
| 98 | 4 | 3 | 3 | 3 | 13 |
| 99 | 5 | 5 | 5 | 4 | 19 |
| 100 | 4 | 5 | 4 | 5 | 18 |
| Mean | 4.53 | 4.01 | 4.31 | 4.19 | 4.26 |



6. Total Variabel

| No | Y | X1 | X2 | X3 | X4 | Res_1 |
|----|----|----|----|----|----|----------|
| 1 | 14 | 9 | 18 | 12 | 20 | -1.70135 |
| 2 | 15 | 12 | 14 | 12 | 17 | -1.16136 |
| 3 | 20 | 15 | 19 | 12 | 18 | 1.20155 |
| 4 | 17 | 12 | 16 | 14 | 20 | -0.6642 |
| 5 | 20 | 11 | 12 | 14 | 18 | 3.93094 |
| 6 | 18 | 12 | 18 | 12 | 18 | 1.05842 |
| 7 | 17 | 14 | 13 | 13 | 15 | 0.05202 |
| 8 | 16 | 10 | 16 | 14 | 16 | 0.44743 |
| 9 | 20 | 15 | 13 | 15 | 19 | 1.00393 |
| 10 | 19 | 14 | 17 | 14 | 20 | 0.05295 |
| 11 | 17 | 15 | 16 | 15 | 17 | -1.91876 |
| 12 | 19 | 12 | 13 | 12 | 20 | 2.25077 |
| 13 | 18 | 15 | 19 | 14 | 18 | -1.30892 |
| 14 | 18 | 14 | 16 | 14 | 19 | -0.57132 |
| 15 | 18 | 15 | 18 | 15 | 18 | -1.42933 |
| 16 | 13 | 10 | 16 | 9 | 15 | -1.03549 |
| 17 | 18 | 12 | 16 | 13 | 18 | 1.07284 |
| 18 | 17 | 13 | 15 | 12 | 18 | -0.1111 |
| 19 | 15 | 11 | 14 | 12 | 16 | -0.34645 |
| 20 | 18 | 14 | 16 | 12 | 19 | -0.06085 |
| 21 | 15 | 13 | 16 | 12 | 14 | -1.28233 |
| 22 | 16 | 12 | 17 | 15 | 17 | -1.33156 |
| 23 | 16 | 11 | 16 | 13 | 18 | -0.35315 |
| 24 | 15 | 9 | 20 | 13 | 15 | -0.02174 |
| 25 | 20 | 15 | 15 | 15 | 20 | -0.49336 |
| 26 | 19 | 11 | 15 | 15 | 16 | 2.75302 |
| 27 | 16 | 10 | 20 | 12 | 16 | 0.41858 |
| 28 | 19 | 14 | 16 | 13 | 19 | 0.68392 |
| 29 | 20 | 15 | 15 | 15 | 20 | 0.49336 |
| 30 | 15 | 9 | 20 | 13 | 15 | -0.02174 |
| 31 | 14 | 9 | 15 | 11 | 20 | -1.04163 |
| 32 | 17 | 12 | 15 | 15 | 18 | -0.3028 |
| 33 | 20 | 15 | 16 | 15 | 17 | 1.08124 |
| 34 | 17 | 14 | 19 | 15 | 20 | -2.47195 |
| 35 | 14 | 14 | 12 | 9 | 18 | -2.51491 |
| 36 | 15 | 13 | 20 | 12 | 14 | -1.82165 |
| 37 | 17 | 14 | 20 | 14 | 15 | -1.14703 |
| 38 | 17 | 10 | 16 | 14 | 18 | 0.96563 |
| 39 | 20 | 15 | 20 | 15 | 20 | -0.18079 |
| 40 | 19 | 14 | 20 | 13 | 18 | 0.3855 |

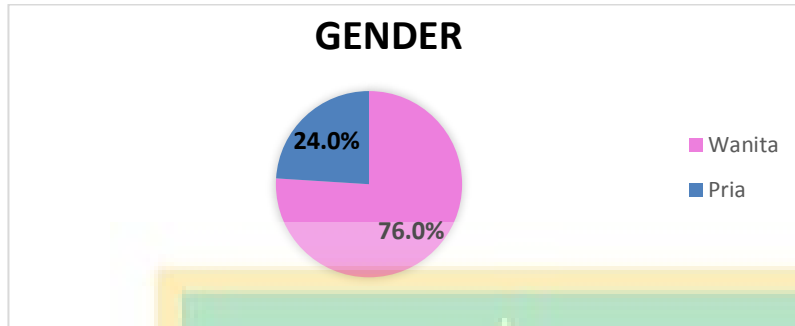
| | | | | | | |
|----|----|----|----|----|----|----------|
| 41 | 19 | 15 | 20 | 15 | 19 | -0.93989 |
| 42 | 15 | 12 | 12 | 12 | 20 | -1.6144 |
| 43 | 18 | 15 | 16 | 13 | 17 | -0.40829 |
| 44 | 18 | 15 | 16 | 14 | 15 | -0.18172 |
| 45 | 20 | 15 | 20 | 12 | 20 | 0.58492 |
| 46 | 14 | 10 | 16 | 12 | 17 | -1.283 |
| 47 | 20 | 15 | 20 | 15 | 20 | -0.18079 |
| 48 | 16 | 13 | 14 | 11 | 17 | -0.48013 |
| 49 | 15 | 12 | 16 | 12 | 17 | -1.43102 |
| 50 | 18 | 12 | 16 | 14 | 17 | 1.05851 |
| 51 | 16 | 14 | 16 | 13 | 18 | -2.07518 |
| 52 | 20 | 15 | 19 | 12 | 16 | 1.68336 |
| 53 | 16 | 11 | 17 | 13 | 20 | -0.96978 |
| 54 | 17 | 11 | 20 | 10 | 20 | 0.39143 |
| 55 | 20 | 15 | 17 | 13 | 20 | 0.73417 |
| 56 | 19 | 12 | 15 | 15 | 18 | 1.6972 |
| 57 | 16 | 10 | 20 | 12 | 13 | 1.14129 |
| 58 | 18 | 14 | 15 | 13 | 19 | -0.18125 |
| 59 | 20 | 15 | 20 | 15 | 20 | -0.18079 |
| 60 | 16 | 11 | 20 | 13 | 14 | 0.07114 |
| 61 | 17 | 9 | 20 | 14 | 20 | 0.51851 |
| 62 | 17 | 9 | 18 | 12 | 20 | 1.29865 |
| 63 | 17 | 12 | 19 | 11 | 15 | 0.90153 |
| 64 | 17 | 9 | 16 | 12 | 17 | 2.29101 |
| 65 | 14 | 7 | 16 | 13 | 16 | 0.4247 |
| 66 | 20 | 14 | 19 | 12 | 19 | 1.53466 |
| 67 | 20 | 15 | 16 | 15 | 20 | 0.35853 |
| 68 | 16 | 12 | 16 | 13 | 17 | -0.68626 |
| 69 | 14 | 12 | 9 | 12 | 14 | -0.7645 |
| 70 | 17 | 9 | 15 | 14 | 19 | 1.43357 |
| 71 | 17 | 13 | 19 | 12 | 17 | -0.40952 |
| 72 | 17 | 12 | 17 | 14 | 17 | -0.07632 |
| 73 | 11 | 8 | 17 | 13 | 20 | -4.24775 |
| 74 | 17 | 13 | 9 | 12 | 18 | 0.69788 |
| 75 | 16 | 12 | 14 | 12 | 16 | 0.07954 |
| 76 | 17 | 11 | 18 | 12 | 17 | 0.87333 |
| 77 | 15 | 9 | 16 | 13 | 15 | 0.51758 |
| 78 | 19 | 12 | 16 | 14 | 16 | 2.29941 |
| 79 | 16 | 8 | 17 | 15 | 20 | 0.24178 |
| 80 | 19 | 12 | 17 | 13 | 20 | 1.45621 |
| 81 | 17 | 12 | 18 | 14 | 20 | -0.93386 |
| 82 | 14 | 9 | 18 | 13 | 16 | -0.99298 |
| 83 | 18 | 12 | 19 | 15 | 20 | -0.32393 |

| | | | | | | |
|-----|----|----|----|----|----|----------|
| 84 | 16 | 10 | 17 | 15 | 18 | -0.42444 |
| 85 | 16 | 9 | 18 | 15 | 19 | -0.22616 |
| 86 | 17 | 9 | 18 | 12 | 20 | 1.29865 |
| 87 | 18 | 15 | 20 | 12 | 16 | -0.45148 |
| 88 | 18 | 12 | 19 | 12 | 20 | 0.44178 |
| 89 | 16 | 10 | 17 | 9 | 20 | 0.62517 |
| 90 | 13 | 8 | 16 | 13 | 18 | -1.63111 |
| 91 | 16 | 12 | 19 | 12 | 19 | -1.31732 |
| 92 | 20 | 12 | 20 | 11 | 18 | 3.04399 |
| 93 | 14 | 8 | 18 | 12 | 20 | -1.12734 |
| 94 | 18 | 13 | 18 | 12 | 18 | 0.4844 |
| 95 | 15 | 11 | 17 | 15 | 16 | -1.51665 |
| 96 | 20 | 15 | 20 | 13 | 18 | 0.81148 |
| 97 | 16 | 13 | 14 | 13 | 17 | -0.99061 |
| 98 | 13 | 9 | 12 | 14 | 12 | -0.47562 |
| 99 | 19 | 14 | 19 | 13 | 16 | 1.00213 |
| 100 | 18 | 13 | 18 | 11 | 17 | 0.98054 |

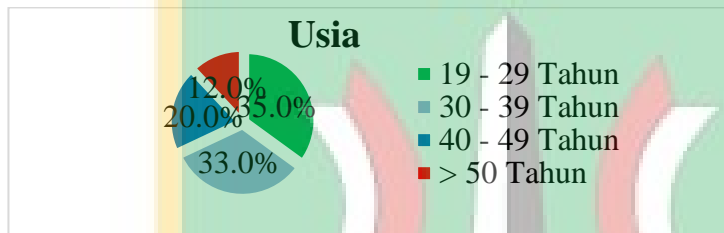


LAMPIRAN KARAKTRISTIK RESPONDEN

1. Berdasarkan Gender



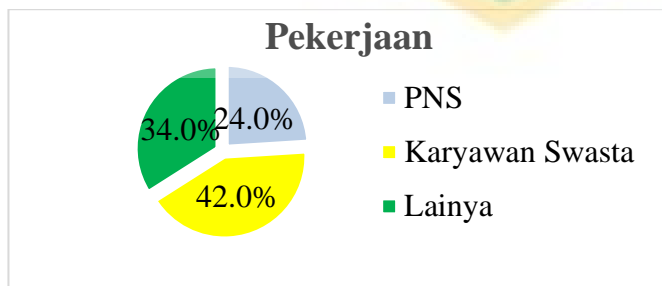
2. Berdasarkan Usia



3. Berdasarkan Pendidikan Terakhir



4. Berdasarkan Pekerjaan



LAMPIRAN OUTPUT SPSS

1. Output Validitas Instrument

a. Variabel Kualitas Produk (X₁)

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Q-1 | 8.03 | 2.514 | .788 | .868 |
| Q-2 | 8.07 | 2.126 | .841 | .817 |
| Q-3 | 8.10 | 2.253 | .776 | .875 |

b. Variabel Kepuasan Konsumen (X₂)

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Q-1 | 12.49 | 4.010 | .742 | .877 |
| Q-2 | 12.66 | 3.520 | .758 | .865 |
| Q-3 | 12.67 | 3.334 | .810 | .844 |
| Q-4 | 12.64 | 3.182 | .779 | .861 |

c. Variabel Kepercayaan (X₃)

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Q-1 | 8.66 | 1.055 | .600 | .732 |
| Q-2 | 8.68 | .987 | .653 | .674 |
| Q-3 | 8.70 | 1.061 | .616 | .715 |

d. **Variabel Citra Merek (X₄)**

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Q-1 | 13.19 | 2.580 | .513 | .756 |
| Q-2 | 13.45 | 2.008 | .631 | .698 |
| Q-3 | 13.40 | 1.980 | .700 | .654 |
| Q-4 | 13.21 | 2.632 | .504 | .761 |

e. **Variabel Minat Beli Ulang (Y)**

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Q-1 | 12.51 | 2.879 | .571 | .806 |
| Q-2 | 13.03 | 2.272 | .681 | .755 |
| Q-3 | 12.73 | 2.543 | .661 | .765 |
| Q-4 | 12.85 | 2.230 | .679 | .757 |

2. **Output Reliabilitas Instrument**

| No | Variable | Cronbach's Alpha | N of Items |
|----|--|------------------|------------|
| 1 | Kualitas Produk (X₁) | 0,898 | 3 |
| 2 | Kepuasan Konsumen (X₂) | 0,893 | 4 |
| 3 | Kepercayaan (X₃) | 0,784 | 3 |
| 4 | Citra Merek (X₄) | 0,777 | 4 |
| 5 | Minat Beli Ulang (Y) | 0,820 | 4 |

3. Output Regresi Linear Berganda

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .227 | 1.790 | | .127 | .899 |
| | Kualitas Produk | .574 | .060 | .624 | 9.505 | .000 |
| | Kepuasan Konsumen | .135 | .054 | .162 | 2.517 | .014 |
| | Kepercayaan | .255 | .093 | .181 | 2.756 | .007 |
| | Citra Merek | .241 | .068 | .230 | 3.530 | .001 |

4. Output Asumsi Klasik

a. Output Normalitas

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|--------------------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.27520529 |
| | Most Extreme Differences | |
| | Absolute | .048 |
| | Positive | .048 |
| | Negative | -.043 |
| Test Statistic | | .048 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

b. Output Autokorelasi

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .780 ^a | .609 | .593 | 1.302 | 1.948 |

a. Predictors: (Constant), Citra Merek, Kepuasan, Kualitas Produk, Kepercayaan

b. Dependent Variable: Minat Beli Ulang

c. Output Multikolinieritas

Coefficients^a

| Model | | Collinearity Statistics | |
|-------|-------------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | Kualitas Produk | 0,954 | 1,048 |
| | Kepuasan Konsumen | 0,989 | 1,011 |
| | Kepercayaan | 0,950 | 1,053 |
| | Citra Merek | 0,966 | 1,036 |

a. Dependent Variable: Minat Beli Ulang

d. Output Heterokedastisitas

Correlations

| | | | Unstandardized Residual | X1 | X2 | X3 | X4 |
|-------------------|-------------------------|-------------------------|-------------------------|-------|-------|-------|-------|
| Spearman's rho | Unstandardized Residual | Correlation Coefficient | 1.000 | -.009 | .038 | -.046 | .036 |
| | | Sig. (2-tailed) | . | .928 | .707 | .652 | .722 |
| | | N | 100 | 100 | 100 | 100 | 100 |
| | | | | | | | |
| Kualitas Produk | Kualitas Produk | Correlation Coefficient | -.009 | 1.000 | .066 | .196 | .097 |
| | | Sig. (2-tailed) | .928 | . | .513 | .051 | .335 |
| | | N | 100 | 100 | 100 | 100 | 100 |
| | | | | | | | |
| Kepuasan Konsumen | Kepuasan Konsumen | Correlation Coefficient | .038 | .066 | 1.000 | -.032 | .079 |
| | | Sig. (2-tailed) | .707 | .513 | . | .752 | .435 |
| | | N | 100 | 100 | 100 | 100 | 100 |
| | | | | | | | |
| Kepercayaan | Kepercayaan | Correlation Coefficient | -.046 | .196 | -.032 | 1.000 | .149 |
| | | Sig. (2-tailed) | .652 | .051 | .752 | . | .138 |
| | | N | 100 | 100 | 100 | 100 | 100 |
| | | | | | | | |
| Citra Merek | Citra Merek | Correlation Coefficient | .036 | .097 | .079 | .149 | 1.000 |
| | | Sig. (2-tailed) | .722 | .335 | .435 | .138 | . |
| | | N | 100 | 100 | 100 | 100 | 100 |
| | | | | | | | |

5. Output Uji Kelayakan Model

ANOVA

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------|
| 1 | Regression | 250.851 | 4 | 62.713 | 37.007 | 0.000 |
| | Residual | 160.989 | 95 | 1.695 | | |
| | Total | 411.840 | 99 | | | |

a. Dependent Variable: Minat Beli Ulang konsumen

b. Predictors: (Constant), Citra Merek, Kualitas Produk, Kepuasan

6. Output Koefisien Determinasi R²

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .780 ^a | .609 | .593 | 1.302 |

a. Predictors: (Constant), Citra Merek, Kualitas Produk, Kepuasan

b. Dependent Variable: Minat Beli Ulang

7. Output Uji Hipotesis Parsial

Coefficients^a

| Model | | Standardized Coefficients | | |
|-------|-------------------|---------------------------|-------|------|
| | | Beta | T | Sig. |
| | Kualitas Produk | .624 | 9.505 | .000 |
| | Kepuasan Konsumen | .162 | 2.517 | .014 |
| | Kepercayaan | .181 | 2.756 | .007 |
| | Citra Merek | .230 | 3.530 | .001 |

a. Dependent Variable: Minat Beli Ulang

LAMPIRAN TABEL STATISTIK

1. TABEL R-PRODUCT MOMENT

Tabel r Product Moment
Pada Sig.0,05 (Two Tail)

| N | r | N | R | N | R | N | r | N | R | N | r |
|----|-------|----|-------|-----|-------|-----|-------|-----|-------|-----|-------|
| 1 | 0.997 | 41 | 0.301 | 81 | 0.216 | 121 | 0.177 | 161 | 0.154 | 201 | 0.138 |
| 2 | 0.95 | 42 | 0.297 | 82 | 0.215 | 122 | 0.176 | 162 | 0.153 | 202 | 0.137 |
| 3 | 0.878 | 43 | 0.294 | 83 | 0.213 | 123 | 0.176 | 163 | 0.153 | 203 | 0.137 |
| 4 | 0.811 | 44 | 0.291 | 84 | 0.212 | 124 | 0.175 | 164 | 0.152 | 204 | 0.137 |
| 5 | 0.754 | 45 | 0.288 | 85 | 0.211 | 125 | 0.174 | 165 | 0.152 | 205 | 0.136 |
| 6 | 0.707 | 46 | 0.285 | 86 | 0.21 | 126 | 0.174 | 166 | 0.151 | 206 | 0.136 |
| 7 | 0.666 | 47 | 0.282 | 87 | 0.208 | 127 | 0.173 | 167 | 0.151 | 207 | 0.136 |
| 8 | 0.632 | 48 | 0.279 | 88 | 0.207 | 128 | 0.172 | 168 | 0.151 | 208 | 0.135 |
| 9 | 0.602 | 49 | 0.276 | 89 | 0.206 | 129 | 0.172 | 169 | 0.15 | 209 | 0.135 |
| 10 | 0.576 | 50 | 0.273 | 90 | 0.205 | 130 | 0.171 | 170 | 0.15 | 210 | 0.135 |
| 11 | 0.553 | 51 | 0.271 | 91 | 0.204 | 131 | 0.17 | 171 | 0.149 | 211 | 0.134 |
| 12 | 0.532 | 52 | 0.268 | 92 | 0.203 | 132 | 0.17 | 172 | 0.149 | 212 | 0.134 |
| 13 | 0.514 | 53 | 0.266 | 93 | 0.202 | 133 | 0.169 | 173 | 0.148 | 213 | 0.134 |
| 14 | 0.497 | 54 | 0.263 | 94 | 0.201 | 134 | 0.168 | 174 | 0.148 | 214 | 0.134 |
| 15 | 0.482 | 55 | 0.261 | 95 | 0.2 | 135 | 0.168 | 175 | 0.148 | 215 | 0.133 |
| 16 | 0.468 | 56 | 0.259 | 96 | 0.199 | 136 | 0.167 | 176 | 0.147 | 216 | 0.133 |
| 17 | 0.456 | 57 | 0.256 | 97 | 0.198 | 137 | 0.167 | 177 | 0.147 | 217 | 0.133 |
| 18 | 0.444 | 58 | 0.254 | 98 | 0.197 | 138 | 0.166 | 178 | 0.146 | 218 | 0.132 |
| 19 | 0.433 | 59 | 0.252 | 99 | 0.196 | 139 | 0.165 | 179 | 0.146 | 219 | 0.132 |
| 20 | 0.423 | 60 | 0.25 | 100 | 0.195 | 140 | 0.165 | 180 | 0.146 | 220 | 0.132 |
| 21 | 0.413 | 61 | 0.248 | 101 | 0.194 | 141 | 0.164 | 181 | 0.145 | 221 | 0.131 |
| 22 | 0.404 | 62 | 0.246 | 102 | 0.193 | 142 | 0.164 | 182 | 0.145 | 222 | 0.131 |
| 23 | 0.396 | 63 | 0.244 | 103 | 0.192 | 143 | 0.163 | 183 | 0.144 | 223 | 0.131 |
| 24 | 0.388 | 64 | 0.242 | 104 | 0.191 | 144 | 0.163 | 184 | 0.144 | 224 | 0.131 |
| 25 | 0.381 | 65 | 0.24 | 105 | 0.19 | 145 | 0.162 | 185 | 0.144 | 225 | 0.13 |
| 26 | 0.374 | 66 | 0.239 | 106 | 0.189 | 146 | 0.161 | 186 | 0.143 | 226 | 0.13 |
| 27 | 0.367 | 67 | 0.237 | 107 | 0.188 | 147 | 0.161 | 187 | 0.143 | 227 | 0.13 |
| 28 | 0.361 | 68 | 0.235 | 108 | 0.187 | 148 | 0.16 | 188 | 0.142 | 228 | 0.129 |
| 29 | 0.355 | 69 | 0.234 | 109 | 0.187 | 149 | 0.16 | 189 | 0.142 | 229 | 0.129 |
| 30 | 0.349 | 70 | 0.232 | 110 | 0.186 | 150 | 0.159 | 190 | 0.142 | 230 | 0.129 |
| 31 | 0.344 | 71 | 0.23 | 111 | 0.185 | 151 | 0.159 | 191 | 0.141 | 231 | 0.129 |
| 32 | 0.339 | 72 | 0.229 | 112 | 0.184 | 152 | 0.158 | 192 | 0.141 | 232 | 0.128 |
| 33 | 0.334 | 73 | 0.227 | 113 | 0.183 | 153 | 0.158 | 193 | 0.141 | 233 | 0.128 |
| 34 | 0.329 | 74 | 0.226 | 114 | 0.182 | 154 | 0.157 | 194 | 0.14 | 234 | 0.128 |
| 35 | 0.325 | 75 | 0.224 | 115 | 0.182 | 155 | 0.157 | 195 | 0.14 | 235 | 0.127 |
| 36 | 0.32 | 76 | 0.223 | 116 | 0.181 | 156 | 0.156 | 196 | 0.139 | 236 | 0.127 |
| 37 | 0.316 | 77 | 0.221 | 117 | 0.18 | 157 | 0.156 | 197 | 0.139 | 237 | 0.127 |
| 38 | 0.312 | 78 | 0.22 | 118 | 0.179 | 158 | 0.155 | 198 | 0.139 | 238 | 0.127 |
| 39 | 0.308 | 79 | 0.219 | 119 | 0.179 | 159 | 0.155 | 199 | 0.138 | 239 | 0.126 |
| 40 | 0.304 | 80 | 0.217 | 120 | 0.178 | 160 | 0.154 | 200 | 0.138 | 240 | 0.126 |

2. TABEL DURBIN WATSON (DW)

Tabel Durbin-Watson (DW), $\alpha = 5\%$

| n | k=1 | | k=2 | | k=3 | | k=4 | | k=5 | |
|-----|--------|--------|--------|--------|--------|--------|---------------|---------------|--------|--------|
| | dL | dU | dL | dU | dL | dU | dL | dU | dL | dU |
| 71 | 1.5865 | 1.6435 | 1.5577 | 1.6733 | 1.5284 | 1.7041 | 1.4987 | 1.7358 | 1.4685 | 1.7685 |
| 72 | 1.5895 | 1.6457 | 1.5611 | 1.6751 | 1.5323 | 1.7054 | 1.5029 | 1.7366 | 1.4732 | 1.7688 |
| 73 | 1.5924 | 1.6479 | 1.5645 | 1.6768 | 1.5360 | 1.7067 | 1.5071 | 1.7375 | 1.4778 | 1.7691 |
| 74 | 1.5953 | 1.6500 | 1.5677 | 1.6785 | 1.5397 | 1.7079 | 1.5112 | 1.7383 | 1.4822 | 1.7694 |
| 75 | 1.5981 | 1.6521 | 1.5709 | 1.6802 | 1.5432 | 1.7092 | 1.5151 | 1.7390 | 1.4866 | 1.7698 |
| 76 | 1.6009 | 1.6541 | 1.5740 | 1.6819 | 1.5467 | 1.7104 | 1.5190 | 1.7399 | 1.4909 | 1.7701 |
| 77 | 1.6036 | 1.6561 | 1.5771 | 1.6835 | 1.5502 | 1.7117 | 1.5228 | 1.7407 | 1.4950 | 1.7704 |
| 78 | 1.6063 | 1.6581 | 1.5801 | 1.6851 | 1.5535 | 1.7129 | 1.5265 | 1.7415 | 1.4991 | 1.7708 |
| 79 | 1.6089 | 1.6601 | 1.5830 | 1.6867 | 1.5568 | 1.7141 | 1.5302 | 1.7423 | 1.5031 | 1.7712 |
| 80 | 1.6114 | 1.6620 | 1.5859 | 1.6882 | 1.5600 | 1.7153 | 1.5337 | 1.7430 | 1.5070 | 1.7716 |
| 81 | 1.6139 | 1.6639 | 1.5888 | 1.6898 | 1.5632 | 1.7164 | 1.5372 | 1.7438 | 1.5109 | 1.7720 |
| 82 | 1.6164 | 1.6657 | 1.5915 | 1.6913 | 1.5663 | 1.7176 | 1.5406 | 1.7446 | 1.5146 | 1.7724 |
| 83 | 1.6188 | 1.6675 | 1.5942 | 1.6928 | 1.5693 | 1.7187 | 1.5440 | 1.7454 | 1.5183 | 1.7728 |
| 84 | 1.6212 | 1.6693 | 1.5969 | 1.6942 | 1.5723 | 1.7199 | 1.5472 | 1.7462 | 1.5219 | 1.7732 |
| 85 | 1.6235 | 1.6711 | 1.5995 | 1.6957 | 1.5752 | 1.7210 | 1.5505 | 1.7470 | 1.5254 | 1.7736 |
| 86 | 1.6258 | 1.6728 | 1.6021 | 1.6971 | 1.5780 | 1.7221 | 1.5536 | 1.7478 | 1.5289 | 1.7740 |
| 87 | 1.6280 | 1.6745 | 1.6046 | 1.6985 | 1.5808 | 1.7232 | 1.5567 | 1.7485 | 1.5322 | 1.7745 |
| 88 | 1.6302 | 1.6762 | 1.6071 | 1.6999 | 1.5836 | 1.7243 | 1.5597 | 1.7493 | 1.5356 | 1.7749 |
| 89 | 1.6324 | 1.6778 | 1.6095 | 1.7013 | 1.5863 | 1.7254 | 1.5627 | 1.7501 | 1.5388 | 1.7754 |
| 90 | 1.6345 | 1.6794 | 1.6119 | 1.7026 | 1.5889 | 1.7264 | 1.5656 | 1.7508 | 1.5420 | 1.7758 |
| 91 | 1.6366 | 1.6810 | 1.6143 | 1.7040 | 1.5915 | 1.7275 | 1.5685 | 1.7516 | 1.5452 | 1.7763 |
| 92 | 1.6387 | 1.6826 | 1.6166 | 1.7053 | 1.5941 | 1.7285 | 1.5713 | 1.7523 | 1.5482 | 1.7767 |
| 93 | 1.6407 | 1.6841 | 1.6188 | 1.7066 | 1.5966 | 1.7295 | 1.5741 | 1.7531 | 1.5513 | 1.7772 |
| 94 | 1.6427 | 1.6857 | 1.6211 | 1.7078 | 1.5991 | 1.7306 | 1.5768 | 1.7538 | 1.5542 | 1.7776 |
| 95 | 1.6447 | 1.6872 | 1.6233 | 1.7091 | 1.6015 | 1.7316 | 1.5795 | 1.7546 | 1.5572 | 1.7781 |
| 96 | 1.6466 | 1.6887 | 1.6254 | 1.7103 | 1.6039 | 1.7326 | 1.5821 | 1.7553 | 1.5600 | 1.7785 |
| 97 | 1.6485 | 1.6901 | 1.6275 | 1.7116 | 1.6063 | 1.7335 | 1.5847 | 1.7560 | 1.5628 | 1.7790 |
| 98 | 1.6504 | 1.6916 | 1.6296 | 1.7128 | 1.6086 | 1.7345 | 1.5872 | 1.7567 | 1.5656 | 1.7795 |
| 99 | 1.6522 | 1.6930 | 1.6317 | 1.7140 | 1.6108 | 1.7355 | 1.5897 | 1.7575 | 1.5683 | 1.7799 |
| 100 | 1.6540 | 1.6944 | 1.6337 | 1.7152 | 1.6131 | 1.7364 | 1.5922 | 1.7582 | 1.5710 | 1.7804 |
| 101 | 1.6558 | 1.6958 | 1.6357 | 1.7163 | 1.6153 | 1.7374 | 1.5946 | 1.7589 | 1.5736 | 1.7809 |
| 102 | 1.6576 | 1.6971 | 1.6376 | 1.7175 | 1.6174 | 1.7383 | 1.5969 | 1.7596 | 1.5762 | 1.7813 |
| 103 | 1.6593 | 1.6985 | 1.6396 | 1.7186 | 1.6196 | 1.7392 | 1.5993 | 1.7603 | 1.5788 | 1.7818 |
| 104 | 1.6610 | 1.6998 | 1.6415 | 1.7198 | 1.6217 | 1.7402 | 1.6016 | 1.7610 | 1.5813 | 1.7823 |
| 105 | 1.6627 | 1.7011 | 1.6433 | 1.7209 | 1.6237 | 1.7411 | 1.6038 | 1.7617 | 1.5837 | 1.7827 |
| 106 | 1.6644 | 1.7024 | 1.6452 | 1.7220 | 1.6258 | 1.7420 | 1.6061 | 1.7624 | 1.5861 | 1.7832 |
| 107 | 1.6660 | 1.7037 | 1.6470 | 1.7231 | 1.6277 | 1.7428 | 1.6083 | 1.7631 | 1.5885 | 1.7837 |
| 108 | 1.6676 | 1.7050 | 1.6488 | 1.7241 | 1.6297 | 1.7437 | 1.6104 | 1.7637 | 1.5909 | 1.7841 |
| 109 | 1.6692 | 1.7062 | 1.6505 | 1.7252 | 1.6317 | 1.7446 | 1.6125 | 1.7644 | 1.5932 | 1.7846 |
| 110 | 1.6708 | 1.7074 | 1.6523 | 1.7262 | 1.6336 | 1.7455 | 1.6146 | 1.7651 | 1.5955 | 1.7851 |
| 111 | 1.6723 | 1.7086 | 1.6540 | 1.7273 | 1.6355 | 1.7463 | 1.6167 | 1.7657 | 1.5977 | 1.7855 |
| 112 | 1.6738 | 1.7098 | 1.6557 | 1.7283 | 1.6373 | 1.7472 | 1.6187 | 1.7664 | 1.5999 | 1.7860 |
| 113 | 1.6753 | 1.7110 | 1.6574 | 1.7293 | 1.6391 | 1.7480 | 1.6207 | 1.7670 | 1.6021 | 1.7864 |
| 114 | 1.6768 | 1.7122 | 1.6590 | 1.7303 | 1.6410 | 1.7488 | 1.6227 | 1.7677 | 1.6042 | 1.7869 |

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