

LAMPIRAN

Lampiran 1. Demografi

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki- laki	43	42,6	42,6	42,6
	Perempuan	58	57,4	57,4	100,0
	Total	101	100,0	100,0	

Pendidikan terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D1	1	1,0	1,0	1,0
	Diploma/S1	55	54,5	54,5	55,4
	S2/S3	5	5,0	5,0	60,4
	SD	1	1,0	1,0	61,4
	SMA	37	36,6	36,6	98,0
	SMK	1	1,0	1,0	99,0
	SMP	1	1,0	1,0	100,0
	Total	101	100,0	100,0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belum bekerja	1	1,0	1,0	1,0
	Fresh Graduate	1	1,0	1,0	2,0
	Karyawan Swasta	30	29,7	29,7	31,7
	Pegawai Negeri Sipil	3	3,0	3,0	34,7
	Pelajar/mahasiswa	40	39,6	39,6	74,3
	Wirausaha	26	25,7	25,7	100,0
	Total	101	100,0	100,0	

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 tahun sampai dengan <30 tahun	65	64,4	64,4	64,4
	30 tahun sampai dengan <40 tahun	20	19,8	19,8	84,2

40 tahun sampai dengan <50 tahun	4	4,0	4,0	88,1
Kurang dari 20 tahun	12	11,9	11,9	100,0
Total	101	100,0	100,0	

Pendapatan satu bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.000.000 sampai 2.000.000	38	37,6	37,6	37,6
	2.000.000 sampai 4.000.000	31	30,7	30,7	68,3
	4.000.000 sampai 6.000.000	10	9,9	9,9	78,2
	Dibawah 1.000.000	19	18,8	18,8	97,0
	Lebih dari 6.000.000	3	3,0	3,0	100,0
	Total	101	100,0	100,0	

Jarak tempat tinggal / pekerjaan ke Alfamart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100m sampai 500m	46	45,5	45,5	45,5
	1 km sampai 2.5km	14	13,9	13,9	59,4
	500m sampai 1km	24	23,8	23,8	83,2
	Kurang dari 100m	17	16,8	16,8	100,0
	Total	101	100,0	100,0	

Lampiran 2. Statistik deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Produk	100	2,00	5,00	3,9620	,70765
Harga	100	1,20	5,00	4,0720	,87133
Promosi	100	1,60	5,00	4,0120	,80945
Kepuasan Pelanggan	100	1,80	5,00	4,1080	,89462
Loyalitas Pelanggan	100	1,80	5,00	4,1220	,84943
Valid N (listwise)	100				

Lampiran 3. Validitas dan reliabilitas

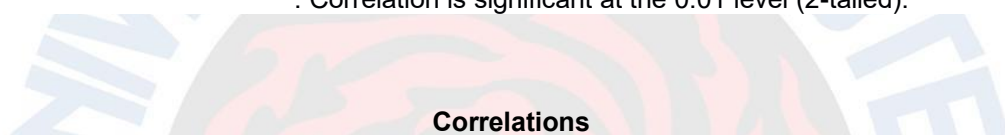
Validitas

Correlations

		Correlations					
		P1	P2	P3	P4	P5	Total X1
P1	Pearson Correlation	1	,664**	,629**	,540**	,615**	,828**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
P2	Pearson Correlation	,664**	1	,675**	,583**	,674**	,853**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
P3	Pearson Correlation	,629**	,675**	1	,583**	,687**	,849**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
P4	Pearson Correlation	,540**	,583**	,583**	1	,750**	,809**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
P5	Pearson Correlation	,615**	,674**	,687**	,750**	1	,877**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Total X1	Pearson Correlation	,828**	,853**	,849**	,809**	,877**	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).

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		Correlations					
		H1	H2	H3	H4	H5	Total X2
H1	Pearson Correlation	1	,735**	,585**	,811**	,602**	,860**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
H2	Pearson Correlation	,735**	1	,626**	,800**	,664**	,884**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
H3	Pearson Correlation	,585**	,626**	1	,746**	,591**	,827**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
H4	Pearson Correlation	,811**	,800**	,746**	1	,672**	,931**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
H5	Pearson Correlation	,602**	,664**	,591**	,672**	1	,819**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Total X2	Pearson Correlation	,860**	,884**	,827**	,931**	,819**	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).

		Correlations					
		I1	I2	I3	I4	I5	Total X3
I1	Pearson Correlation	1	,480**	,572**	,525**	,426**	,727**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100

I2	Pearson Correlation	,480**	1	,697**	,695**	,693**	,852**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
I3	Pearson Correlation	,572**	,697**	1	,700**	,689**	,875**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
I4	Pearson Correlation	,525**	,695**	,700**	1	,799**	,881**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
I5	Pearson Correlation	,426**	,693**	,689**	,799**	1	,852**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Total X3	Pearson Correlation	,727**	,852**	,875**	,881**	,852**	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).

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Correlations

		Correlations					Total Z
		K1	K2	K3	K4	K5	
K1	Pearson Correlation	1	,818**	,722**	,739**	,770**	,895**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
K2	Pearson Correlation	,818**	1	,716**	,790**	,778**	,909**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
K3	Pearson Correlation	,722**	,716**	1	,754**	,751**	,875**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
K4	Pearson Correlation	,739**	,790**	,754**	1	,825**	,912**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
K5	Pearson Correlation	,770**	,778**	,751**	,825**	1	,917**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Total Z	Pearson Correlation	,895**	,909**	,875**	,912**	,917**	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).

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Correlations

		Correlations					Total Y
		L1	L2	L3	L4	L5	
L1	Pearson Correlation	1	,765**	,685**	,781**	,724**	,893**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
L2	Pearson Correlation	,765**	1	,709**	,790**	,718**	,894**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
L3	Pearson Correlation	,685**	,709**	1	,755**	,719**	,866**
	Sig. (2-tailed)	,000	,000		,000	,000	,000

	N	100	100	100	100	100	100
L4	Pearson Correlation	,781**	,790**	,755**	1	,776**	,919**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
L5	Pearson Correlation	,724**	,718**	,719**	,776**	1	,882**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Total Y	Pearson Correlation	,893**	,894**	,866**	,919**	,882**	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).

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Reliabilitas

Reliability

Scale: X1

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,897	5

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Reliability

Scale: X2

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,914	5

Reliability

Scale: X3

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,891	5

Reliability

Scale: Z

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,942	5

Reliability

Scale: Y

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items

,934	5
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Lampiran 4. Regresi Linear

Struktur I

Regression

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	X3, X1, X2 ^b	.	Enter

a. Dependent Variable: Z

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,917 ^a	,840	,835	1,81668	2,105

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Z

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1664,010	3	554,670	168,066	,000 ^b
	Residual	316,830	96	3,300		
	Total	1980,840	99			

a. Dependent Variable: Z

b. Predictors: (Constant), X3, X1, X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,863	1,077		-,801	,425		
	X1	,160	,073	,127	2,200	,030	,504	1,984
	X2	,581	,075	,568	7,695	,000	,305	3,274
	X3	,321	,087	,290	3,670	,000	,266	3,759

a. Dependent Variable: Z

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	X1	X2	X3
1	1	3,956	1,000	,00	,00	,00	,00
	2	,026	12,407	,69	,00	,13	,05
	3	,012	18,080	,31	,89	,18	,00
	4	,007	24,328	,00	,11	,69	,94

a. Dependent Variable: Z

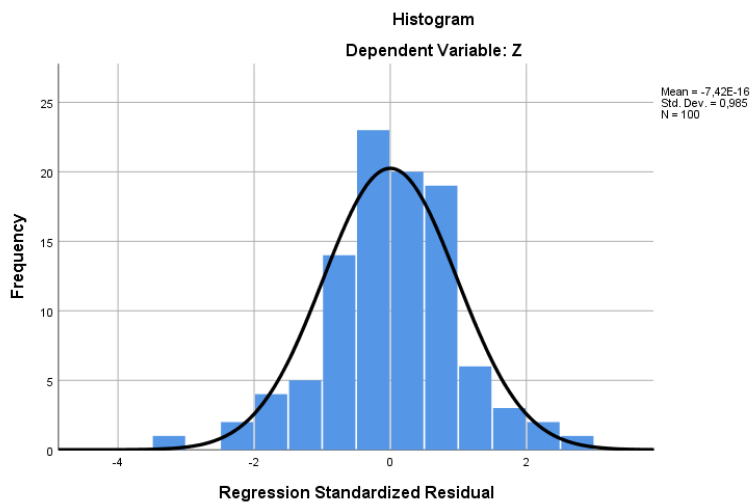
Residuals Statistics

Minimum	Maximum	Mean	Std. Deviation	N
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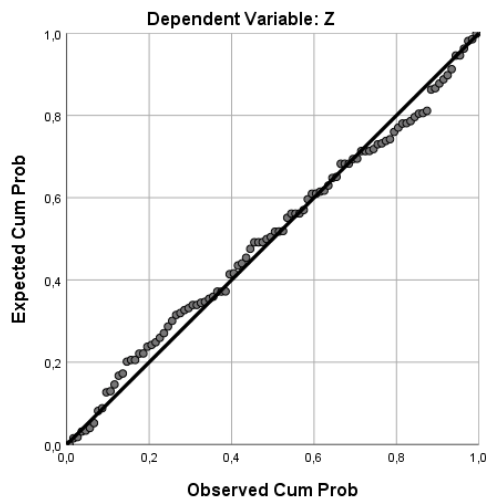
Predicted Value	7,5911	25,6795	20,5400	4,09978	100
Residual	-6,05010	5,39151	,00000	1,78894	100
Std. Predicted Value	-3,158	1,254	,000	1,000	100
Std. Residual	-3,330	2,968	,000	,985	100

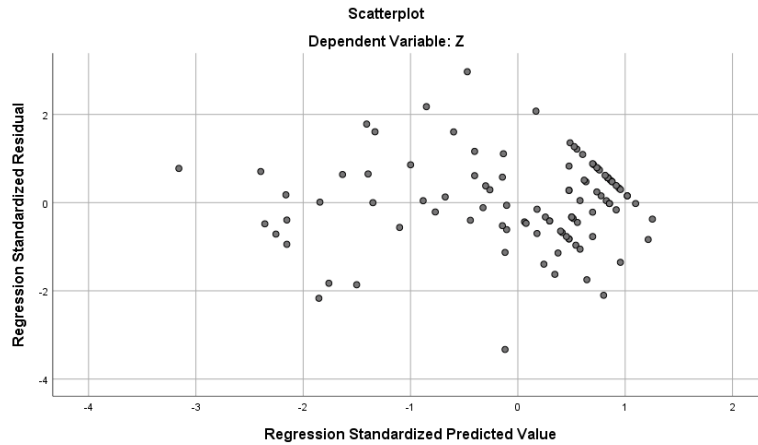
a. Dependent Variable: Z

Charts



Normal P-P Plot of Regression Standardized Residual





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NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,78893887
Most Extreme Differences	Absolute	,065
	Positive	,065
	Negative	-,058
Test Statistic		,065
Asymp. Sig. (2-tailed)		,200 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

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Univariate Analysis of Variance

Tests for Heteroskedasticity

White Test for Heteroskedasticity^{a,b,c}

Chi-Square	df	Sig.
16,826	9	,052

a. Dependent variable: Z

b. Tests the null hypothesis that the variance of the errors does not depend on the values of the independent variables.

c. Design: Intercept + X1 + X2 + X3 + X1 * X1 + X1 * X2 + X1 * X3 + X2 * X2 + X2 * X3 + X3 * X3

Struktur II

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Z, X1, X3, X2 ^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	Durbin-Watson
1	,952 ^a	,907	,903	1,32488	1,913

a. Predictors: (Constant), Z, X1, X3, X2

b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1619,037	4	404,759	230,593	,000 ^b
	Residual	166,753	95	1,755		
	Total	1785,790	99			

a. Dependent Variable: Y

b. Predictors: (Constant), Z, X1, X3, X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	1,512	,788		1,920	,058		
	X1	-,021	,054	-,018	-,393	,695	,480	2,084
	X2	,100	,070	,103	1,425	,157	,189	5,294
	X3	,129	,068	,123	1,893	,061	,233	4,286
	Z	,726	,074	,764	9,752	,000	,160	6,252

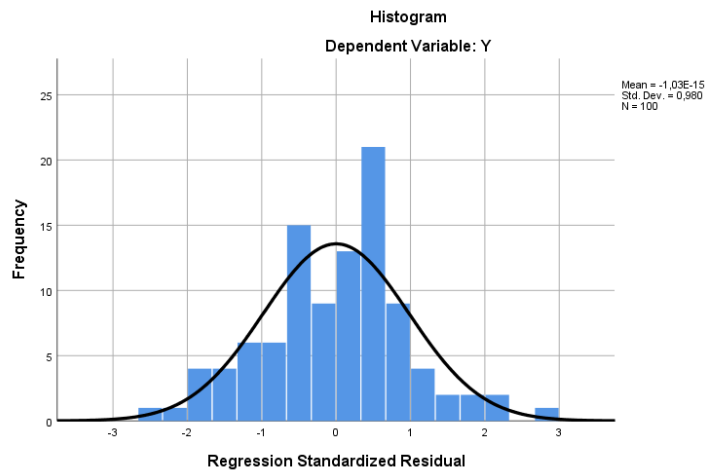
a. Dependent Variable: Y

Residuals Statistics^a

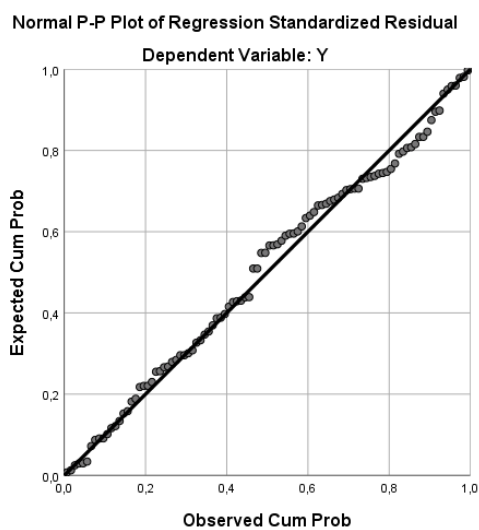
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9,6976	24,9692	20,6100	4,04400	100
Residual	-3,25001	3,69297	,00000	1,29783	100
Std. Predicted Value	-2,698	1,078	,000	1,000	100
Std. Residual	-2,453	2,787	,000	,980	100

a. Dependent Variable: Y

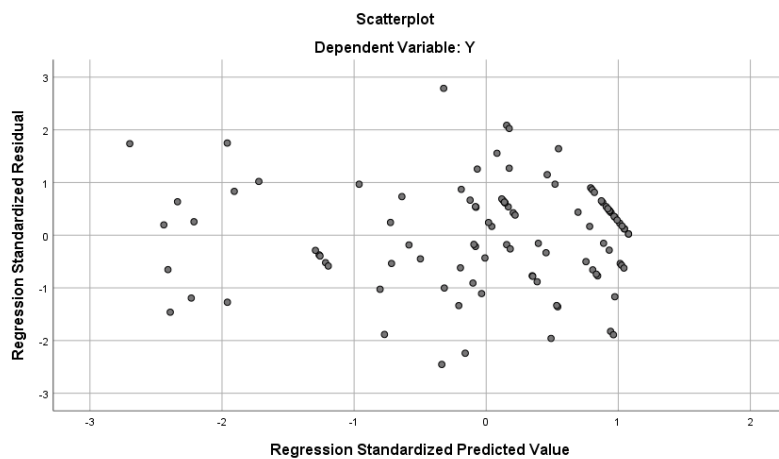
Charts



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NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,97958969
Most Extreme Differences	Absolute	,069
	Positive	,051
	Negative	-,069
Test Statistic		,069
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Univariate Analysis of Variance

Tests for Heteroskedasticity

White Test for Heteroskedasticity ^{a,b,c}		
Chi-Square	df	Sig.
14,183	14	,436

- a. Dependent variable: Y
- b. Tests the null hypothesis that the variance of the errors does not depend on the values of the independent variables.
- c. Design: Intercept + X1 + X2 + X3 + Z + X1 * X1 + X1 * X2 + X1 * X3 + X1 * Z + X2 * X2 + X2 * X3 + X2 * Z + X3 * X3 + X3 * Z + Z * Z

Lampiran 5. Daftar Pernyataan

PRODUK	
P1	Alfamart menawarkan pilihan produk yang beragam
P2	Produk yang tersedia di alfamart dapat memenuhi kebutuhan saya
P3	Produk yang ditawarkan oleh Alfamart berkualitas
P4	Alfamart selau memperbarui ketersediaan produk yang dijual
P5	Alfamart selalu menyediakan produk yang sedang trendy
HARGA	
H1	Harga produk di alfamart terjangkau dengan penghasilan saya
H2	Harga produk di Alfamart sebanding dengan kualitasnya
H3	Saya tidak terlalu mempertimbangkan kenaikan harga dan terus belanja di Alfamart
H4	Harga produk di Alfamart sebanding dengan manfaatnya
H5	Harga produk di Alfamart sebanding dengan harga toko toko pesaing
PROMOSI	
I1	Iklan yang dilakukan alfamart mudah saya pahami
I2	Diskon, hadiah atau voucher mendorong saya untuk membeli lebih banyak

I3	Alfamart selalu mengkomunikasikan program atau kegiatan yg dimiliki alfamart baik sosial maupun komersial
I4	Pelayanan penjualan yang diberikan oleh karyawan alfamart professional yang membuat saya berminat belanja lebih banyak
I5	Pemasaran online yang dilakukan oleh alfamart memberikan kemudahan dan kenyamanan bagi saya
KEPUASAN PELANGGAN	
K1	Apa yang saya dapatkan di Alfamart telah melebihi harapan saya sebagai konsumen
K2	Saya merasa puas dengan pelayanan yang diberikan oleh Alfamart
K3	Alfamart telah mengatasi semua masalah atau keluhan konsumen dengan baik
K4	Pengalaman positif saya membuat saya berminat untuk kembali berbelanja di Alfamart
K5	Pelayanan yang baik dan pengalaman belanja saya mendorong saya untuk menjadi pelanggan setia Alfamart
LOYALITAS PELANGGAN	
L1	Saya cenderung melakukan pembelian ulang (repeat purchase) produk dari Alfamart
L2	Saya merasa loyal terhadap Alfamart dan lebih memilihnya dibandingkan dengan toko pesaing
L3	Saya merekomendasikan Alfamart kepada keluarga, teman, atau kolega
L4	Saya merasa terdorong untuk tetap menjadi pelanggan Alfamart berdasarkan pengalaman belanja yang positif
L5	Saya akan merekomendasikan kepada orang lain berdasarkan kepuasan dan kepercayaan saya terhadap produk dan layanan yang diberikan

