



LAMPIRAN 1
KUESIONER PENELITIAN

BRAND IMAGE (X1)

NO	PERTANYAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
1	Produk Elzatta merupakan produk dengan merek yang berkualitas..					
	Elzatta memberikan					

2	pelayanan yang baik kepada konsumen.					
3	Produk Elzatta merupakan merek yang mencerminkan gaya model yang tinggi.					
4	Produk Elzatta memberi kesan positif (senang, meningkatkan citra diri, status dan lain-lain).					
5	Produk Elzatta mudah ditemukan melalui media sosial					

	(Facebook, Instagram dll)					
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HARGA(X2)

NO	PERTANYAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
1	Harga produk Elzatta terjangkau.					
2	Harga Elzatta sesuai dengan kualitas produk.					
3	Harga produk Elzatta mampu bersaing dengan produk lain.					
	Harga Elzatta					

4	memiliki manfaat yang bagus dibandingkan produk lain.					
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KUALITAS PRODUK (X3)

NO	PERTANYAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
1	Daya tahan kualitas produk Elzatta yang semakin baik.					
2	Memberikan desain produk yang menarik.					
3	Produk Elzatta membunyai banyak					

	variasi desain.					
4	Produk yang dipakai memberikan kenyamanan.					

KEPUASAN PELANGGAN (Y)

NO	PERTANYAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
	Konsumen lebih puas dengan produk Elzatta dibandingkan dengan					

1	produk lain.					
2	Produk Elzatta sesuai dengan yang diharapkan oleh konsumen.					
3	Tidak ada pengaduan (komplin) mengenai produk Elzatta.					





LAMPIRAN 2
TABULASI HASIL PENELITIAN

x1.1	x1.2	x1.3	x1.4	x1.5	tot	x2.1	x2.2	x2.3	x2.4	tot	x3.1	x3.2	x3.3	x3.4	tot
3	2	5	4	3	17	4	5	4	4	17	5	4	4	5	
3	4	4	5	4	20	5	5	5	5	20	5	4	5	4	
4	3	4	3	3	17	5	4	3	4	16	4	4	3	5	
5	4	3	5	3	20	4	5	5	5	19	5	4	5	4	
4	4	5	3	4	20	4	3	4	5	16	4	5	4	5	
4	3	4	4	3	18	4	5	5	5	19	4	4	5	5	
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3	4	3	4	4	18	4	5	5	5	19	5	4	4	4	
4	5	4	3	5	21	4	4	3	4	15	4	5	4	5	
4	4	3	4	4	19	5	5	4	5	19	5	4	5	4	
3	4	4	3	4	18	4	4	3	4	15	4	4	3	5	
4	4	3	3	4	18	4	4	3	4	15	5	4	4	5	
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5	5	4	4	4	22	4	5	4	5	18	5	5	5	5	
3	5	5	2	5	20	5	4	5	3	17	5	5	5	5	
5	4	4	4	4	21	4	4	5	5	18	5	5	5	5	

4	5	4	4	3	20	5	5	4	5	19	4	4	5	5
5	5	3	3	5	21	4	5	5	4	18	5	5	5	5
4	4	4	5	4	21	5	5	4	4	18	4	5	4	5
5	5	4	3	4	21	5	4	5	5	19	4	4	4	5
5	4	4	4	3	20	5	5	5	5	20	4	3	4	4
4	3	3	2	4	16	5	5	5	5	20	4	5	5	4
4	4	3	4	3	18	5	5	5	5	20	4	4	4	4
5	4	3	3	4	19	4	5	5	4	18	5	5	5	5
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5	5	4	4	3	22	5	5	5	5	20	5	4	5	5
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3	4	4	3	4	18	5	5	5	5	20	5	5	4	4
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5	5	4	3	5	22	4	4	5	4	17	4	4	4	4
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5	4	5	3	4	21	5	5	5	5	20	5	4	5	5
4	4	3	3	4	18	5	5	5	5	20	5	5	4	5



LAMPIRAN 3
HSIL UJI VALLIDITAS

VARIABEL BRAND IMAGE, HAEGA DAN KUALITAS PRODUK



Tabel Variabel Brand Image

Correlations

	x1.1	x1.2	x1.3	x1.4	x1.5	x1
x1.1 Pearson Correlation	1	.220 [*]	-.088	.021	-.028	.439 ^{**}
Sig. (2-tailed)		.030	.389	.836	.783	.000

Tabel Variabel

	N	97	97	97	97	97	97
x1.2	Pearson Correlation	.220 [*]	1	.020	-.202 [*]	.141	.527 ^{**}
	Sig. (2-tailed)	.030		.843	.047	.167	.000
	N	97	97	97	97	97	97
x1.3	Pearson Correlation	-.088	.020	1	.083	-.018	.494 ^{**}
	Sig. (2-tailed)	.389	.843		.421	.861	.000
	N	97	97	97	97	97	97
x1.4	Pearson Correlation	.021	-.202 [*]	.083	1	-.191	.344 ^{**}
	Sig. (2-tailed)	.836	.047	.421		.061	.001
	N	97	97	97	97	97	97
x1.5	Pearson Correlation	-.028	.141	-.018	-.191	1	.391 ^{**}
	Sig. (2-tailed)	.783	.167	.861	.061		.000
	N	97	97	97	97	97	97
x1	Pearson Correlation	.439 ^{**}	.527 ^{**}	.494 ^{**}	.344 ^{**}	.391 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	
Correlations							97

Harga

		x2.1	x2.2	x2.3	x2.4	x2
x2.1	Pearson Correlation	1	.249 [*]	.251 [*]	.373 ^{**}	.668 ^{**}
	Sig. (2-tailed)		.014	.013	.000	.000
x2.2	Pearson Correlation	.249 [*]	1	.465 ^{**}	.285 ^{**}	.714 ^{**}
	Sig. (2-tailed)	.014		.000	.005	.000
x2.3	Pearson Correlation	.251 [*]	.465 ^{**}	1	.371 ^{**}	.712 ^{**}
	Sig. (2-tailed)	.013	.000		.000	.000
x2.4	Pearson Correlation	.373 ^{**}	.285 ^{**}	.371 ^{**}	1	.719 ^{**}
	Sig. (2-tailed)	.000	.000	.000		.000

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4	Sig. (2-tailed)	.000	.005	.000		.000
	N	97	97	97	97	97
	Pearson Correlation	.668**	.714**	.712**	.719**	1
x2	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

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

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



Tabel Variabel Kualitas Produk

		Correlations				
		x3.1	x3.2	x3.3	x3.4	x3
x3.1	Pearson Correlation	1	.225 [*]	.312 ^{**}	.027	.537 ^{**}
	Sig. (2-tailed)		.026	.002	.793	.000
	N	97	97	97	97	97
x3.2	Pearson Correlation	.225 [*]	1	.257 [*]	.312 ^{**}	.685 ^{**}
	Sig. (2-tailed)	.026		.011	.002	.000
	N	97	97	97	97	97
x3.3	Pearson Correlation	.312 ^{**}	.257 [*]	1	.213 [*]	.707 ^{**}
	Sig. (2-tailed)	.002	.011		.036	.000
	N	97	97	97	97	97
x3.4	Pearson Correlation	.027	.312 ^{**}	.213 [*]	1	.592 ^{**}
	Sig. (2-tailed)	.793	.002	.036		.000
	N	97	97	97	97	97
x3	Pearson Correlation	.537 ^{**}	.685 ^{**}	.707 ^{**}	.592 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.000	

N	97	97	97	97	97
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*. Correlation is significant at the 0.05 level (2-tailed).

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





LAMPIRAN 4

UJI RELIABILITAS DAN REGRESI

LINIER BERGANDA

Reliability Statistics

Cronbach's Alpha	N of Items
.607	6

Reliability Statistics

Cronbach's Alpha	N of Items
.782	5

Reliability Statistics

Cronbach's Alpha	N of Items
.750	5

Reliability Statistics

Cronbach's Alpha	N of Items
.714	4



Reliability Statistics



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 ^a	.617	.605	.569

a. Predictors: (Constant), Brand Image, Harga KualitasProduk,

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.549	3	16.183	49.950	.000 ^b
	Residual	30.131	93	.324		
	Total	78.680	96			

a. Dependent Variable: KepuasanPelanggan

b. Predictors: (Constant), KualitasProduk, BrandImage, Harga

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	8.307	1.219			
1	BrandImage	.116	.036	.212	3.227	.002
	Harga	-.174	.034	-.334	-5.087	.000
	KualitasProduk	.358	.042	.566	8.448	.000

a. Dependent Variable: KepuasanPelanggan

