

## LAMPIRAN

### Lampiran Kuesioner

No	Citra Merek	STS	TS	N	S	SS
1	Produk merek Sarana Raharja merupakan salah satu produk yang baik dan berkualitas					
2	Harga beli produk merek Sarana Raharja dapat dijangkau oleh masyarakat banyak					
3	UMKM Alam Batik mudah dikenali					
4	Produk di UMKM Alam Batik memiliki spesifikasi sesuai dengan keinginan					

No	Kreativitas Produk	STS	TS	N	S	SS
1	Pengrajin UKM Alam Batik mampu menciptakan produk yang berbeda dengan produk lainnya.					
2	UKM Alam Batik mampu menciptakan produk yang bervariasi.					
3	Bentuk produk di UMKM Alam Batik tidak meniru dengan produk lain.					
4	Pengrajin UKM Alam Batik mampu membuat kombinasi-kombinasi baru untuk mengembangkan usaha batik yang sedang dijalani.					

No	Kualitas Produk	STS	TS	N	S	SS
1	Produk yang dihasilkan dari kerajinan UKM Alam Batik mampu menarik perhatian konsumen karena merupakan produk yang natural berasal dari alam.					
2	Produk yang dihasilkan dari kerajinan UKM Alam Batik mempunyai ciri khas tersendiri.					
3	Kerajinan UKM Alam Batik mampu menghasilkan produk kerajinan tangan yang tahan lama.					
4	Produk UKM Alam Batik memiliki keindahan tersendiri dibandingkan dengan produk lainnya.					

No	Kepuasan Konsumen	STS	TS	N	S	SS
1	Konsumen akan menceritakan produk UMKM Alam Batik kepada orang lain karena produk yang disajikan memuaskan.					
2	Konsumen merasa mudah ketika mendapatkan produk karena lokasi UMKM Alam Batik mudah dijangkau.					
3	Produk yang disediakan UMKM Alam Batik sesuai dengan selera saya					

4	Saya berminat untuk membeli kembali ke UMKM Alam Batik karena karena produk yang disajikan memuaskan.					
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### DATA PENELITIAN

Citra Merek						Kreativitas Produk			
No. Respon den	X1.1	X1.2	X1.3	X1.4	Total X1	X2.1	X2.2	X2.3	Total X2
1	4	3	4	3	14	3	5	4	12
2	5	3	4	3	15	4	4	5	13
3	3	2	4	4	13	4	3	4	11
4	3	4	3	3	13	5	4	3	12
5	3	2	4	3	12	4	3	3	10
6	3	2	2	3	10	3	2	2	7
7	3	5	5	5	18	5	5	5	15
8	5	5	5	5	20	5	5	5	15
9	4	4	3	4	15	4	4	4	12
10	3	3	4	4	14	5	5	5	15
11	3	4	3	2	12	3	3	4	10
12	4	3	4	4	15	5	5	4	14
13	5	5	5	5	20	5	5	5	15
14	2	3	4	3	12	2	2	2	6
15	4	3	4	4	15	5	4	3	12

16	5	3	4	5	17	5	5	5	15
17	4	3	4	4	15	5	4	4	13
18	3	2	3	3	11	3	4	3	10
19	4	3	3	4	14	5	4	4	13
20	2	1	4	3	10	2	1	1	4
21	4	4	4	5	17	4	4	4	12
22	5	3	4	5	17	5	5	5	15
23	4	3	2	3	12	4	3	4	11
24	3	3	5	4	15	4	2	4	10
25	3	4	2	4	13	4	3	2	9
26	4	3	4	4	15	2	4	2	8
27	3	1	4	3	11	1	2	3	6
28	1	4	5	5	15	3	4	3	10
29	1	2	4	2	9	3	1	5	9
30	3	4	4	4	15	2	3	3	8
31	4	5	3	3	15	3	2	3	8
32	4	2	5	1	12	2	3	4	9
33	4	3	2	3	12	4	2	4	10
34	1	1	5	2	9	2	3	2	7
35	1	4	5	3	13	2	2	1	5
36	2	3	3	3	11	4	4	4	12
37	2	2	3	3	10	3	3	1	7
38	4	3	4	3	14	2	3	4	9
39	2	1	5	3	11	4	4	3	11
40	1	3	2	3	9	2	3	2	7

41	3	4	2	3	12	4	2	3	9
42	1	1	4	5	11	1	1	3	5
43	2	3	3	4	12	4	3	4	11
44	2	2	4	1	9	3	2	4	9
45	2	1	4	2	9	2	3	4	9
46	4	3	4	3	14	4	4	3	11
47	1	3	3	5	12	1	2	2	5
48	1	4	4	5	14	5	2	2	9
49	2	2	3	2	9	2	2	2	6
50	4	3	2	3	12	4	3	2	9
51	1	2	2	5	10	2	1	2	5
52	1	2	2	1	6	2	5	4	11
53	1	2	2	1	6	2	5	4	11
54	2	1	2	4	9	4	2	3	9
55	1	2	5	2	10	4	5	4	13
56	1	5	3	2	11	1	5	3	9
57	4	3	2	3	12	4	3	2	9
58	2	4	2	3	11	5	2	2	9
59	1	5	2	3	11	4	2	3	9
60	2	5	2	4	13	4	3	2	9
61	1	2	3	4	10	5	1	2	8
62	2	2	5	1	10	4	5	2	11
63	1	2	2	5	10	2	2	5	9
64	1	3	5	3	12	3	4	4	11
65	2	2	2	3	9	1	2	1	4

66	2	4	5	1	12	2	1	5	8
67	4	3	3	3	13	4	3	4	11
68	3	4	5	3	15	1	2	3	6
69	2	2	2	1	7	2	2	4	8
70	4	3	4	3	14	4	4	3	11
71	4	3	4	3	14	3	4	4	11
72	3	2	1	4	10	4	4	5	13
73	2	5	1	4	12	5	2	1	8
74	4	3	3	2	12	3	4	2	9
75	2	2	2	2	8	5	1	4	10
76	3	2	2	3	10	5	1	2	8
77	2	1	3	2	8	2	2	3	7
78	2	3	3	4	12	2	4	4	10
79	3	2	2	1	8	5	2	4	11
80	4	3	2	4	13	3	2	4	9
81	4	3	5	1	13	5	2	3	10
82	3	2	1	1	7	3	2	1	6
83	4	3	4	4	15	3	4	3	10
84	3	2	4	3	12	3	4	3	10
85	3	1	2	2	8	3	1	3	7
86	3	4	4	4	15	3	2	4	9
87	2	2	4	1	9	3	4	4	11
88	2	1	2	1	6	2	5	3	10
89	3	4	2	5	14	4	3	4	11
90	4	3	2	5	14	3	2	3	8

91	1	4	3	3	11	2	3	4	9
92	2	1	2	1	6	2	4	3	9
93	2	1	2	2	7	2	1	1	4
94	2	3	3	3	11	2	3	1	6
95	4	3	4	2	13	4	4	3	11
96	2	2	4	3	11	4	4	1	9
97	1	2	2	2	7	4	5	4	13
98	1	5	1	1	8	1	2	2	5
99	4	3	4	4	15	3	4	2	9
100	3	2	2	2	9	2	1	2	5
101	4	2	3	1	10	2	1	2	5
102	1	1	1	3	6	2	4	3	9
103	1	5	1	3	10	4	4	4	12
104	1	3	2	1	7	5	1	1	7
105	3	4	3	4	14	2	3	4	9
106	1	1	1	1	4	3	4	2	9
107	4	2	3	4	13	4	2	3	9
108	2	4	1	4	11	1	2	2	5
109	4	3	4	4	15	4	3	4	11
110	3	3	3	3	12	3	4	3	10

Kualitas Produk						Kepuasan Konsumen				
No. Responden	X3.1	X3.2	X3.3	X3.4	Total X3	Y.1	Y.2	Y.3	Y.4	Total Y
1	5	4	3	4	16	5	4	4	4	17
2	5	4	4	5	18	5	4	5	5	19
3	4	4	4	4	16	3	4	4	4	15
4	4	5	1	4	14	4	3	4	5	16
5	3	2	4	4	13	3	3	3	3	12
6	2	1	2	2	7	3	2	1	2	8
7	5	5	5	5	20	4	4	4	4	16
8	5	5	5	5	20	5	5	5	5	20
9	4	4	4	4	16	5	5	5	5	20
10	4	5	5	5	19	5	5	5	5	20
11	3	4	3	3	13	3	3	4	3	13
12	4	4	4	4	16	3	4	3	3	13
13	5	5	5	5	20	5	5	5	5	20
14	2	2	3	3	10	2	3	3	3	11
15	4	5	4	4	17	3	3	4	3	13
16	5	5	4	5	19	5	5	5	5	20
17	5	4	4	4	17	4	4	4	4	16
18	3	4	3	3	13	2	3	3	3	11
19	4	4	3	4	15	3	4	4	5	16
20	1	2	4	4	11	3	3	3	3	12
21	3	4	4	4	15	4	4	4	4	16



22	5	5	3	5	18	4	4	4	4	16
23	4	3	3	4	14	4	3	4	2	13
24	3	2	4	4	13	3	4	3	2	12
25	4	2	4	4	14	4	3	2	2	11
26	4	4	3	3	14	2	4	4	4	14
27	2	1	2	2	7	2	5	5	2	14
28	2	2	4	2	10	1	4	2	4	11
29	1	1	3	3	8	4	1	2	3	10
30	4	5	5	2	16	4	3	4	2	13
31	2	2	2	4	10	2	4	2	2	10
32	2	1	4	4	11	4	3	1	3	11
33	4	3	3	4	14	4	3	4	4	15
34	4	3	1	2	10	5	4	5	1	15
35	3	3	1	4	11	3	2	3	5	13
36	4	4	4	4	16	4	4	4	4	16
37	4	3	5	2	14	2	2	3	2	9
38	4	3	2	4	13	4	2	4	4	14
39	2	3	3	2	10	5	5	4	1	15
40	2	2	3	2	9	3	5	5	4	17
41	4	3	4	2	13	3	3	4	2	12
42	2	2	4	3	11	4	1	2	4	11
43	4	3	4	2	13	3	4	4	2	13
44	4	1	3	3	11	5	1	5	2	13
45	3	3	4	4	14	3	2	3	2	10
46	2	4	4	3	13	4	3	4	3	14

47	5	2	2	3	12	2	1	2	5	10
48	3	5	2	2	12	3	5	1	1	10
49	4	1	2	2	9	3	2	5	1	11
50	3	4	4	2	13	4	4	3	4	15
51	4	4	3	2	13	2	3	5	5	15
52	2	2	3	4	11	3	5	3	1	12
53	2	2	3	4	11	3	5	3	1	12
54	5	3	2	3	13	2	2	2	4	10
55	3	2	3	3	11	2	2	4	1	9
56	5	2	2	2	11	4	1	2	3	10
57	4	3	4	2	13	2	4	4	2	12
58	5	3	4	3	15	5	2	2	3	12
59	1	4	2	3	10	4	2	5	1	12
60	5	1	2	4	12	5	2	3	5	15
61	2	4	4	3	13	5	3	2	4	14
62	2	1	1	2	6	1	2	1	1	5
63	2	4	2	5	13	4	1	5	3	13
64	4	3	4	5	16	3	2	3	3	11
65	2	3	5	3	13	2	2	2	3	9
66	5	1	2	2	10	5	2	2	3	12
67	2	4	4	3	13	4	4	2	4	14
68	4	4	5	5	18	2	2	2	3	9
69	4	2	2	2	10	1	4	1	1	7
70	4	3	4	2	13	4	3	2	4	13
71	3	2	4	4	13	3	4	4	2	13

72	1	2	3	1	7	3	3	4	2	12
73	1	3	4	3	11	5	1	1	3	10
74	4	4	4	2	14	4	4	4	2	14
75	2	3	2	4	11	4	2	3	3	12
76	4	2	3	3	12	3	1	4	5	13
77	3	5	2	1	11	4	3	4	3	14
78	2	3	4	4	13	5	5	3	4	17
79	2	1	2	5	10	3	3	5	2	13
80	2	3	4	2	11	4	4	3	3	14
81	4	5	2	1	12	4	3	2	3	12
82	4	5	2	4	15	1	4	4	3	12
83	4	4	3	4	15	2	4	3	4	13
84	3	4	4	3	14	3	3	3	3	12
85	2	1	1	1	5	4	5	1	4	14
86	4	2	3	4	13	4	2	3	4	13
87	3	2	5	2	12	3	4	2	1	10
88	3	4	5	2	14	1	4	2	1	8
89	4	5	4	4	17	4	3	4	2	13
90	5	5	3	2	15	2	2	2	4	10
91	2	2	1	4	9	2	3	4	4	13
92	1	1	2	3	7	2	2	4	4	12
93	2	2	2	3	9	2	1	3	2	8
94	1	4	5	3	13	2	2	2	3	9
95	2	4	4	4	14	4	2	4	4	14
96	2	2	2	3	9	2	1	5	5	13

97	2	2	4	2	10	5	4	3	4	16
98	2	2	2	1	7	3	2	2	1	8
99	4	3	4	4	15	4	3	3	4	14
100	1	1	3	2	7	1	2	1	2	6
101	2	4	2	2	10	1	1	4	5	11
102	1	3	4	5	13	5	1	3	2	11
103	4	3	1	5	13	5	1	2	3	11
104	4	1	4	3	12	3	3	1	2	9
105	3	2	4	4	13	4	4	2	3	13
106	5	3	2	2	12	2	5	2	2	11
107	4	5	3	4	16	2	4	3	4	13
108	3	3	2	4	12	3	3	3	3	12
109	3	4	4	3	14	4	3	4	2	13
110	4	4	4	4	16	4	4	4	4	16

## FREKUENSI JAWABAN RESPONDEN

### CITRA MEREK

#### Frequency Table

##### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	24	21.8	21.8	21.8
	2.00	27	24.5	24.5	46.4
	3.00	25	22.7	22.7	69.1
	4.00	29	26.4	26.4	95.5
	5.00	5	4.5	4.5	100.0
	Total	110	100.0	100.0	

##### X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	14	12.7	12.7	12.7
	2.00	30	27.3	27.3	40.0
	3.00	38	34.5	34.5	74.5
	4.00	18	16.4	16.4	90.9
	5.00	10	9.1	9.1	100.0
	Total	110	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	7.3	7.3	7.3
	2.00	31	28.2	28.2	35.5
	3.00	23	20.9	20.9	56.4
	4.00	33	30.0	30.0	86.4
	5.00	15	13.6	13.6	100.0
	Total	110	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	17	15.5	15.5	15.5
	2.00	15	13.6	13.6	29.1
	3.00	38	34.5	34.5	63.6
	4.00	26	23.6	23.6	87.3
	5.00	14	12.7	12.7	100.0
	Total	110	100.0	100.0	

**Total\_X1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	1	.9	.9	.9
	6.00	5	4.5	4.5	5.5
	7.00	5	4.5	4.5	10.0
	8.00	5	4.5	4.5	14.5
	9.00	10	9.1	9.1	23.6
	10.00	12	10.9	10.9	34.5
	11.00	12	10.9	10.9	45.5

12.00	18	16.4	16.4	61.8
13.00	10	9.1	9.1	70.9
14.00	11	10.0	10.0	80.9
15.00	15	13.6	13.6	94.5
17.00	3	2.7	2.7	97.3
18.00	1	.9	.9	98.2
20.00	2	1.8	1.8	100.0
Total	110	100.0	100.0	

#### Statistics

		X1.1	X1.2	X1.3	X1.4	Total_X1
N	Valid	110	110	110	110	110
	Missing	0	0	0	0	0
Mean		2.6727	2.8182	3.1455	3.0455	11.6818

## KREATIVITAS PRODUK

### Frequency Table

#### X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	7.3	7.3	7.3
	2.00	28	25.5	25.5	32.7
	3.00	23	20.9	20.9	53.6
	4.00	31	28.2	28.2	81.8
	5.00	20	18.2	18.2	100.0
Total		110	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	11.8	11.8	11.8
	2.00	30	27.3	27.3	39.1
	3.00	22	20.0	20.0	59.1
	4.00	30	27.3	27.3	86.4
	5.00	15	13.6	13.6	100.0
	Total	110	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	9.1	9.1	9.1
	2.00	24	21.8	21.8	30.9
	3.00	29	26.4	26.4	57.3
	4.00	36	32.7	32.7	90.0
	5.00	11	10.0	10.0	100.0
	Total	110	100.0	100.0	



**Total\_X2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	3	2.7	2.7	2.7
	5.00	8	7.3	7.3	10.0
	6.00	6	5.5	5.5	15.5
	7.00	7	6.4	6.4	21.8
	8.00	9	8.2	8.2	30.0
	9.00	27	24.5	24.5	54.5
	10.00	13	11.8	11.8	66.4
	11.00	17	15.5	15.5	81.8
	12.00	7	6.4	6.4	88.2
	13.00	6	5.5	5.5	93.6
	14.00	1	.9	.9	94.5
	15.00	6	5.5	5.5	100.0
	Total	110	100.0	100.0	

**Statistics**

		X2.1	X2.2	X2.3	Total_X2
N	Valid	110	110	110	110
	Missing	0	0	0	0
Mean		3.2455	3.0364	3.1273	9.4091

## KUALITAS PRODUK

### Frequency Table

#### X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	8.2	8.2	8.2
	2.00	29	26.4	26.4	34.5
	3.00	18	16.4	16.4	50.9
	4.00	38	34.5	34.5	85.5
	5.00	16	14.5	14.5	100.0
	Total	110	100.0	100.0	

#### X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	14	12.7	12.7	12.7
	2.00	26	23.6	23.6	36.4
	3.00	25	22.7	22.7	59.1
	4.00	29	26.4	26.4	85.5
	5.00	16	14.5	14.5	100.0
	Total	110	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	6.4	6.4	6.4
	2.00	26	23.6	23.6	30.0
	3.00	24	21.8	21.8	51.8
	4.00	42	38.2	38.2	90.0
	5.00	11	10.0	10.0	100.0
	Total	110	100.0	100.0	

**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	4.5	4.5	4.5
	2.00	29	26.4	26.4	30.9
	3.00	25	22.7	22.7	53.6
	4.00	38	34.5	34.5	88.2
	5.00	13	11.8	11.8	100.0
	Total	110	100.0	100.0	

**Total\_X3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	1	.9	.9	.9
	6.00	1	.9	.9	1.8
	7.00	6	5.5	5.5	7.3
	8.00	1	.9	.9	8.2
	9.00	5	4.5	4.5	12.7
	10.00	11	10.0	10.0	22.7
	11.00	13	11.8	11.8	34.5
	12.00	9	8.2	8.2	42.7
	13.00	24	21.8	21.8	64.5
	14.00	12	10.9	10.9	75.5
	15.00	7	6.4	6.4	81.8
	16.00	9	8.2	8.2	90.0
	17.00	3	2.7	2.7	92.7
	18.00	3	2.7	2.7	95.5
	19.00	2	1.8	1.8	97.3
	20.00	3	2.7	2.7	100.0
	Total	110	100.0	100.0	

**Statistics**

		X3.1	X3.2	X3.3	X3.4	Total_X3
N	Valid	110	110	110	110	110
	Missing	0	0	0	0	0
Mean		3.2091	3.0636	3.2182	3.2273	12.7182

## KEPUASAN KONSUMEN

### Frequency Table

Y.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	7	6.4	6.4	6.4
2.00	22	20.0	20.0	26.4
3.00	28	25.5	25.5	51.8
4.00	34	30.9	30.9	82.7
5.00	19	17.3	17.3	100.0
Total	110	100.0	100.0	

Y.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	13	11.8	11.8	11.8
2.00	24	21.8	21.8	33.6
3.00	28	25.5	25.5	59.1
4.00	31	28.2	28.2	87.3
5.00	14	12.7	12.7	100.0
Total	110	100.0	100.0	

## Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	8.2	8.2	8.2
	2.00	24	21.8	21.8	30.0
	3.00	26	23.6	23.6	53.6
	4.00	35	31.8	31.8	85.5
	5.00	16	14.5	14.5	100.0
	Total	110	100.0	100.0	

## Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	11.8	11.8	11.8
	2.00	24	21.8	21.8	33.6
	3.00	28	25.5	25.5	59.1
	4.00	30	27.3	27.3	86.4
	5.00	15	13.6	13.6	100.0
	Total	110	100.0	100.0	

**Total\_Y**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	1	.9	.9	.9
	6.00	1	.9	.9	1.8
	7.00	1	.9	.9	2.7
	8.00	4	3.6	3.6	6.4
	9.00	6	5.5	5.5	11.8
	10.00	10	9.1	9.1	20.9
	11.00	12	10.9	10.9	31.8
	12.00	17	15.5	15.5	47.3
	13.00	21	19.1	19.1	66.4
	14.00	12	10.9	10.9	77.3
	15.00	7	6.4	6.4	83.6
	16.00	9	8.2	8.2	91.8
	17.00	3	2.7	2.7	94.5
	19.00	1	.9	.9	95.5
	20.00	5	4.5	4.5	100.0
	Total	110	100.0	100.0	

**Statistics**

		Y.1	Y.2	Y.3	Y.4	Total_Y
N	Valid	110	110	110	110	110
	Missing	0	0	0	0	0
Mean		3.3273	3.0818	3.2273	3.0909	12.7273

## UJI VALIDITAS

### CITRA MEREK

#### Correlations

		X1.1	X1.2	X1.3	X1.4	Total_X1
X1.1	Pearson Correlation	1	.190*	.244*	.256**	.631**
	Sig. (2-tailed)		.047	.010	.007	.000
	N	110	110	110	110	110
X1.2	Pearson Correlation	.190*	1	.067	.368**	.558**
	Sig. (2-tailed)	.047		.484	.000	.000
	N	110	110	110	110	110
X1.3	Pearson Correlation	.244*	.067	1	.153	.549**
	Sig. (2-tailed)	.010	.484		.112	.000
	N	110	110	110	110	110
X1.4	Pearson Correlation	.256**	.368**	.153	1	.641**
	Sig. (2-tailed)	.007	.000	.112		.000
	N	110	110	110	110	110
		X1.1	X1.2	X1.3	X1.4	Total_X1
Total_X1	Pearson Correlation	.631**	.558**	.549**	.641**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

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



## KREATIVITAS PRODUK

### Correlations

		X2.1	X2.2	X2.3	Total_X2
X2.1	Pearson Correlation	1	.238*	.252**	.689**
	Sig. (2-tailed)		.012	.008	.000
	N	110	110	110	110
X2.2	Pearson Correlation	.238*	1	.387**	.755**
	Sig. (2-tailed)	.012		.000	.000
	N	110	110	110	110
X2.3	Pearson Correlation	.252**	.387**	1	.736**
	Sig. (2-tailed)	.008	.000		.000
	N	110	110	110	110
Total_X2	Pearson Correlation	.689**	.755**	.736**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	110	110	110	110

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

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

## KUALITAS PRODUK

### Correlations

		X3.1	X3.2	X3.3	X3.4	Total_X3
X3.1	Pearson Correlation	1	.378**	.095	.209*	.656**
	Sig. (2-tailed)		.000	.326	.028	.000
	N	110	110	110	110	110
X3.2	Pearson Correlation	.378**	1	.310**	.245**	.755**

	Sig. (2-tailed)	.000		.001	.010	.000
	N	110	110	110	110	110
X3.3	Pearson Correlation	.095	.310**	1	.213*	.598**
	Sig. (2-tailed)	.326	.001		.025	.000
	N	110	110	110	110	110
X3.4	Pearson Correlation	.209*	.245**	.213*	1	.615**
	Sig. (2-tailed)	.028	.010	.025		.000
	N	110	110	110	110	110
Total_X3	Pearson Correlation	.656**	.755**	.598**	.615**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

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

## KEPUASAN KONSUMEN

### Correlations

		Y.1	Y.2	Y.3	Y.4	Total_Y
Y.1	Pearson Correlation	1	.104	.224*	.216*	.620**
	Sig. (2-tailed)		.282	.018	.024	.000
	N	110	110	110	110	110
Y.2	Pearson Correlation	.104	1	.209*	.013	.546**
	Sig. (2-tailed)	.282		.028	.890	.000
	N	110	110	110	110	110
Y.3	Pearson Correlation	.224*	.209*	1	.237*	.678**

	Sig. (2-tailed)	.018	.028		.013	.000
	N	110	110	110	110	110
Y.4	Pearson Correlation	.216*	.013	.237*	1	.605**
	Sig. (2-tailed)	.024	.890	.013		.000
	N	110	110	110	110	110
Total_Y	Pearson Correlation	.620**	.546**	.678**	.605**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

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

## UJI RELIABILITAS

### Reliability

#### Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded <sup>a</sup>	0	.0
	Total	110	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.666	6

**Reliability Statistics**

Cronbach's Alpha	N of Items
.789	4

**Reliability Statistics**

Cronbach's Alpha	N of Items
.757	5

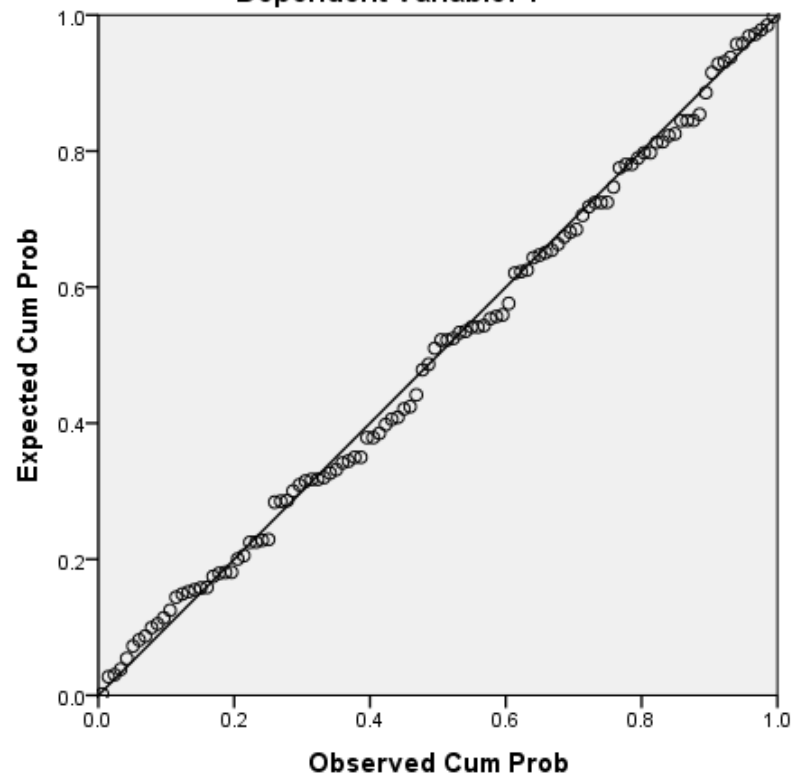
**Reliability Statistics**

Cronbach's Alpha	N of Items
.729	5

## UJI NORMALITAS

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Y



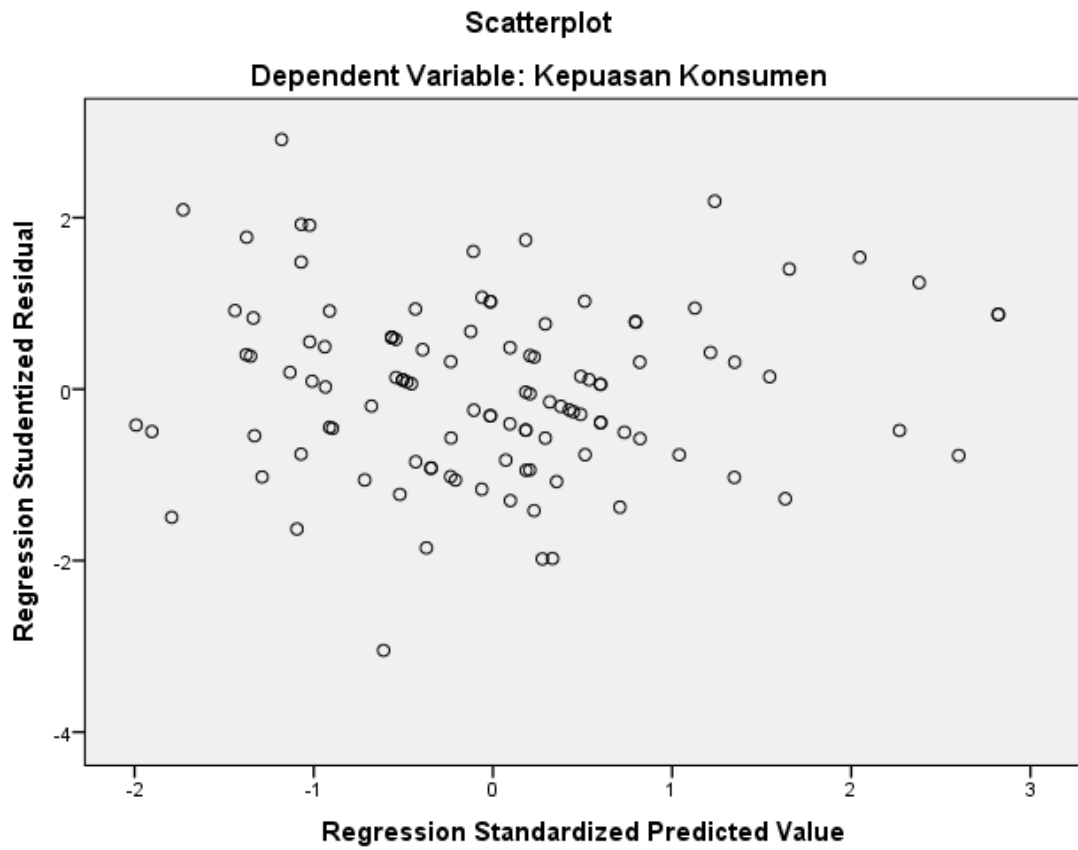
## UJI MULTIKOLINEARITAS

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	X1	X2	X3
1	1	3.908	1.000	.00	.00	.00	.00
	2	.038	10.099	.11	.15	.94	.02
	3	.034	10.793	.87	.30	.00	.06
	4	.020	13.811	.02	.54	.06	.92

a. Dependent Variable: Y

**UJI HETEROSKEDASTISITAS**



**UJI REGRESI BERGANDA**

**Regression**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649 <sup>a</sup>	.422	.405	2.26655

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

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	397.269	3	132.423	25.777	.000 <sup>b</sup>
	Residual	544.549	106	5.137		
	Total	941.818	109			

a. Dependent Variable: Y

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

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.056	1.020		3.976	.000
	X1	.211	.094	.219	2.242	.027
	X2	.376	.100	.337	3.777	.000
	X3	.210	.097	.221	2.153	.034



Coefficients<sup>a</sup>

Model	Collinearity Statistics	
	Tolerance	VIF
1		
(Constant)		
X1	.570	1.754
X2	.685	1.460
X3	.517	1.935

a. Dependent Variable: Y

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