

## **LAMPIRAN 1. Wawancara Dengan Konsumen Mengenai Tanggapan Terhadap Kualitas Produk KFC Dan Kualitas Layanan KFC**

### 1. Johanes :

- Kualitas produk pada tiap cabang berbeda-beda, terkadang pada produk ayamnya masih kurang karena masih ada darah.
- Untuk dari segi layanannya tidak memuaskan, karena ketika petugas kebersihan dari KFC membersihkan meja terkadang kurang bersih, masih ada minyak yang lengket dimeja dan sabun untuk cuci tangan isinya hanya air saja.

### 2. Devi :

- Kualitas produk KFC sudah cukup baik, dari segi rasa, harga, variasi dan pengemasan produknya
- Untuk pelayanan, sebaiknya lebih ditingkatkan lagi mengingat peminat KFC sangat banyak, sehingga menimbulkan antrian yang sangat panjang

### 3. Dito :

- KFC memiliki produk yang bervariasi dan setiap beberapa bulan ada tambahan menu lain jadi pelanggan tidak akan bosan
- Dari segi layanan, terkadang terdapat karyawan bagian kasir yang suka salah dalam menulis menu.

### 4. Riski :

- kualitas produknya kurang, karena pada daging ayamnya sering ditemui darah, dan pada minumannya seperti moccfloat pada es krimnya tidak sesuai dengan iklannya karena es krimnya sedikit sekali
- dari layanan, kebersihannya sangat kurang karena piring-piringnya kurang bersih

5. Rio :

- Kualitas pada produk KFC sudah sangat baik
- Dari segi layanan, karyawan nya lambat dan malas untuk membersihkan meja yang kotor.

6. Claudia :

- Kualitas produknya baik, tetapi yang membuat aneh dari produk KFC karena inovasinya pada produk baru seperti menggunakan saus coklat yang membuat produk KFC menjadi aneh.
- Segi pelayanannya sangat baik dan karyawannya ramah

7. Sherly :

- Kualitas produknya sangat baik
- Kualitas layanannya sangat baik dan karyawannya sopan

8. Anita :

- Kualitas produknya baik, tapi menu-menu baru seperti menggunakan saus keju dan coklat sangat aneh
- Segi pelayanan biasa saja

9. Molin :

- Kualitas produk KFC kurang enak, karena pada ayam gorengnya sedikit basah seperti ayam kemarin dan pada daging ayamnya masih ada darah.
- Dari segi layanan lumayan baik, tetapi karyawan nya pelit untuk memberikan sambel ketika beli untuk dibawa pulang.

10. Fita :

- Produknya enak, harga terjangkau, tidak susah dicari produknya
- Layanannya ramah dan cepat

11. Vera :

- Kualitas produknya baik, murah dan porsinya tidak berubah atau stabil
- Dari segi layanan tergantung pada masing-masing outlet, kadang cepat dan kadang lama. Seperti di Royal Ac nya tidak dihidupkan ketika untuk minta di hidupkan karyawan lama untuk mengatasi masalah tersebut dan ketika bungkus untuk bawa pulang sangat lama.

12. Rendy :

- Kualitas produk KFC baik, konsisten pada setiap gerai.
- Pelayanan biasa saja seperti pelayanan restoran fastfood pada umumnya

13. Nindy :

- Kualitas produknya baik
- Kualitas layanannya biasa saja

14. Natasya :

- Kualitas produk dari KFC sangat baik, memiliki banyak varian produk.
- Segi pelayanannya cepat, karyawannya ramah, sopan dan baik.

15. Lidya :

- Kualitas produknya kurang, karena porsi dari produknya berbeda pada iklan yang ditampilkan di tv.
- Dari segi layanan, tingkat kebersihan masih sangat kurang.

## LAMPIRAN 2. Kuesioner Penelitian

### Kuisisioner Proposal Penelitian Pengaruh Kualitas Produk, Kualitas Layanan Dan Reputasi Merek Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening di Restoran cepat saji KFC di Kota Palembang

Umur :

Jenis Kelamin : ( ) L ( ) P

Frekuensi Berkunjung : ( ) < 5 kali ( ) 5-10 kali ( ) > 10 kali

Petunjuk : Silakan jawab pertanyaan dengan memberikan tanda (X) pada kotak yang telah disediakan, jawaban tidak boleh lebih dari satu!

Keterangan :

STS : Sangat tidak Setuju diberi skor 1

TS : Tidak Setuju diberi skor 2

N : Netral diberi skor 3

S : Setuju diberi skor 4

SS : Sangat Setuju diberi skor 5

#### A. Kualitas Produk

| No | Pertanyaan  | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1  | Produk KFC bersertifikat halal  |     |    |   |   |    |
| 2  | KFC memiliki menu produk yang bervariasi                              |     |    |   |   |    |
| 3  | Ketepatan waktu produk (penyajian)                                    |     |    |   |   |    |
| 4  | Rasa produk KFC tidak berubah   |     |    |   |   |    |
| 5  | produk ayam KFC dapat bertahan untuk dikonsumsi paling lama satu hari |     |    |   |   |    |
| 6  | Bentuk produk yang menarik  |     |    |   |   |    |
| 7  | Produk KFC berkualitas  |     |    |   |   |    |

## B. Kualitas Layanan

| No | Pertanyaan  | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1  | KFC memiliki fasilitas yang memadai seperti ruangan ber-Ac dan toilet yang bersih |     |    |   |   |    |
| 2  | Kemampuan karyawan dalam melayani pelanggan dengan baik                           |     |    |   |   |    |
| 3  | Karyawan cepat dalam melayani pelanggan   |     |    |   |   |    |
| 4  | Karyawan KFC mampu dalam memberikan informasi dengan baik                         |     |    |   |   |    |
| 5  | Karyawan ramah terhadap pelanggan   |     |    |   |   |    |

## C. Reputasi Merek

| No | Pertanyaan                             | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1  | Merek KFC dikenal luas oleh masyarakat |     |    |   |   |    |
| 2  | Merek KFC mudah diingat                |     |    |   |   |    |
| 3  | Merek KFC memiliki kesan baik          |     |    |   |   |    |

## D. Kepuasan Pelanggan

| No | Pertanyaan   | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1  | Secara keseluruhan saya puas dengan produk KFC                                     |     |    |   |   |    |
| 2  | Saya puas dengan keputusan saya untuk membeli produk KFC                           |     |    |   |   |    |
| 3  | KFC memberikan kepuasan yang lebih dibandingkan dengan outlet sejenis pada umumnya |     |    |   |   |    |

## E. Loyalitas Pelanggan

| No | Pertanyaan  | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1  | Saya akan melakukan pembelian ulang produk KFC              |     |    |   |   |    |
| 2  | Saya akan merekomendasikan kepada orang mengenai produk KFC |     |    |   |   |    |
| 3  | Walaupun pesaing melakukan promosi, saya tetap memilih KFC  |     |    |   |   |    |

### LAMPIRAN 3. Tabulasi Data

| R  | U  | F           | Jk | kp1 | kp2 | kp3 | kp4 | kp5 | kp6 | kp7 | T  | k11 | k12 | k13 | k14 | k15 | T  | rm1 | rm2 | rm3 | T  | kpn1 | kpn2 | kpn3 | T  | lp1 | lp2 | lp3 | T  |
|----|----|-------------|----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|----|-----|-----|-----|----|------|------|------|----|-----|-----|-----|----|
| 1  | 30 | < 5 kali    | 1  | 5   | 4   | 4   | 4   | 3   | 4   | 4   | 28 | 5   | 4   | 5   | 4   | 5   | 23 | 5   | 4   | 3   | 12 | 4    | 4    | 4    | 12 | 4   | 4   | 3   | 11 |
| 2  | 21 | > 10 kali   | 2  | 4   | 3   | 3   | 4   | 5   | 4   | 5   | 28 | 5   | 5   | 4   | 3   | 5   | 22 | 5   | 5   | 5   | 15 | 4    | 4    | 4    | 12 | 5   | 5   | 3   | 13 |
| 3  | 21 | > 10 kali   | 2  | 5   | 3   | 3   | 3   | 4   | 4   | 5   | 27 | 5   | 5   | 5   | 3   | 5   | 23 | 5   | 5   | 5   | 15 | 4    | 4    | 3    | 11 | 5   | 5   | 3   | 13 |
| 4  | 30 | < 5 kali    | 1  | 5   | 5   | 3   | 4   | 4   | 4   | 4   | 29 | 5   | 5   | 5   | 5   | 5   | 25 | 5   | 5   | 5   | 15 | 4    | 4    | 4    | 12 | 5   | 5   | 4   | 14 |
| 5  | 21 | >10 kali    | 2  | 5   | 5   | 4   | 3   | 5   | 5   | 5   | 32 | 5   | 5   | 5   | 5   | 5   | 25 | 5   | 5   | 3   | 13 | 4    | 4    | 3    | 11 | 5   | 5   | 3   | 13 |
| 6  | 18 | > 10 kali   | 1  | 4   | 4   | 4   | 3   | 4   | 3   | 5   | 27 | 5   | 5   | 4   | 4   | 5   | 23 | 5   | 5   | 5   | 15 | 4    | 4    | 3    | 11 | 4   | 4   | 2   | 10 |
| 7  | 18 | > 10 kali   | 2  | 5   | 5   | 3   | 2   | 3   | 4   | 3   | 25 | 5   | 5   | 5   | 5   | 5   | 25 | 5   | 5   | 4   | 14 | 4    | 4    | 2    | 10 | 5   | 3   | 2   | 10 |
| 8  | 20 | < 5 kali    | 1  | 5   | 5   | 3   | 5   | 5   | 5   | 4   | 32 | 5   | 5   | 5   | 5   | 5   | 25 | 5   | 5   | 5   | 15 | 5    | 4    | 5    | 14 | 5   | 3   | 3   | 11 |
| 9  | 21 | > 10 kali   | 1  | 4   | 4   | 3   | 4   | 4   | 4   | 4   | 27 | 5   | 5   | 4   | 4   | 5   | 23 | 5   | 5   | 4   | 14 | 4    | 4    | 4    | 12 | 4   | 3   | 4   | 11 |
| 10 | 20 | < 5 kali    | 2  | 4   | 4   | 3   | 4   | 4   | 4   | 4   | 27 | 5   | 5   | 4   | 4   | 5   | 23 | 5   | 5   | 5   | 15 | 5    | 4    | 4    | 13 | 5   | 5   | 4   | 14 |
| 11 | 18 | 5 - 10 kali | 1  | 4   | 4   | 5   | 4   | 5   | 5   | 5   | 32 | 5   | 5   | 4   | 4   | 5   | 23 | 5   | 5   | 4   | 14 | 4    | 4    | 4    | 12 | 4   | 3   | 3   | 10 |
| 12 | 18 | 5 - 10 kali | 2  | 4   | 5   | 4   | 4   | 5   | 5   | 4   | 31 | 5   | 4   | 4   | 5   | 5   | 23 | 5   | 4   | 4   | 13 | 4    | 3    | 4    | 11 | 4   | 3   | 4   | 11 |
| 13 | 21 | < 5 kali    | 1  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 28 | 5   | 5   | 4   | 4   | 5   | 23 | 5   | 5   | 5   | 15 | 4    | 4    | 4    | 12 | 4   | 4   | 4   | 12 |

|    |    |             |   |   |   |   |   |   |   |   |    |   |   |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |
|----|----|-------------|---|---|---|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|
| 14 | 18 | < 5 kali    | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 9  |
| 15 | 19 | > 10 kali   | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 9  |
| 16 | 20 | 5 - 10 kali | 1 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 31 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 17 | 24 | > 10 kali   | 2 | 5 | 4 | 2 | 4 | 4 | 4 | 4 | 27 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 12 | 3 | 3 | 4 | 10 |
| 18 | 19 | < 5 kali    | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 23 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 3 | 11 | 3 | 4 | 4 | 11 | 4 | 3 | 3 | 10 |
| 19 | 20 | > 10 kali   | 1 | 5 | 3 | 5 | 3 | 4 | 4 | 4 | 28 | 5 | 5 | 5 | 3 | 5 | 23 | 5 | 5 | 3 | 13 | 5 | 5 | 3 | 13 | 3 | 3 | 3 | 9  |
| 20 | 17 | 5 - 10 kali | 2 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 24 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 10 |
| 21 | 25 | < 5 kali    | 1 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 23 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 9  |
| 22 | 20 | > 10 kali   | 2 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 9  | 2 | 2 | 1 | 5  |
| 23 | 25 | >10 kali    | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 24 | 24 | < 5 kali    | 1 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 23 | 5 | 4 | 4 | 4 | 5 | 22 | 5 | 4 | 4 | 13 | 4 | 4 | 3 | 11 | 4 | 3 | 4 | 11 |
| 25 | 18 | >10 kali    | 2 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 12 | 3 | 4 | 3 | 10 |
| 26 | 17 | > 10 kali   | 2 | 3 | 4 | 2 | 2 | 3 | 3 | 3 | 20 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 3 | 11 | 3 | 3 | 2 | 8  | 3 | 3 | 2 | 8  |
| 27 | 19 | > 10 kali   | 1 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 30 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 3 | 13 | 5 | 5 | 4 | 14 | 5 | 5 | 5 | 15 |
| 28 | 19 | < 5 kali    | 1 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 28 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 3 | 13 |
| 29 | 28 | < 5 kali    | 2 | 4 | 3 | 3 | 3 | 5 | 4 | 5 | 27 | 5 | 5 | 4 | 3 | 5 | 22 | 5 | 5 | 3 | 13 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 11 |
| 30 | 22 | 5 - 10      | 1 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 26 | 5 | 5 | 3 | 4 | 5 | 22 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |

|    |    |             |   |   |   |   |   |   |   |   |    |   |   |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |
|----|----|-------------|---|---|---|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|
|    |    | kali        |   |   |   |   |   |   |   |   |    |   |   |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |
| 31 | 17 | > 10 kali   | 2 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 31 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 3 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 |
| 32 | 28 | < 5 kali    | 1 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 24 | 5 | 5 | 3 | 4 | 5 | 22 | 5 | 5 | 3 | 13 | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 10 |
| 33 | 24 | 5 - 10 kali | 1 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 26 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 4 | 14 | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 10 |
| 34 | 23 | < 5 kali    | 2 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 25 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 |
| 35 | 17 | 5 - 10 kali | 1 | 5 | 4 | 5 | 3 | 3 | 3 | 5 | 28 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 5 | 15 | 4 | 4 | 3 | 11 | 4 | 5 | 3 | 12 |
| 36 | 28 | < 5 kali    | 1 | 3 | 4 | 3 | 3 | 2 | 3 | 2 | 20 | 5 | 5 | 1 | 4 | 5 | 20 | 5 | 5 | 3 | 13 | 3 | 3 | 3 | 9  | 4 | 4 | 3 | 11 |
| 37 | 17 | >10 kali    | 2 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 26 | 5 | 5 | 4 | 2 | 5 | 21 | 5 | 5 | 4 | 14 | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 10 |
| 38 | 23 | >10 kali    | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 9  |
| 39 | 17 | > 10 kali   | 2 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 29 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 15 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 12 |
| 40 | 20 | > 10 kali   | 2 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 23 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 9  |
| 41 | 21 | >10 kali    | 1 | 5 | 5 | 4 | 2 | 3 | 4 | 3 | 26 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 14 | 3 | 3 | 2 | 8  | 3 | 3 | 2 | 8  |
| 42 | 30 | < 5 kali    | 2 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 27 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 5 | 4 | 13 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 11 |
| 43 | 17 | 5 - 10 kali | 2 | 2 | 3 | 3 | 4 | 3 | 4 | 4 | 23 | 5 | 5 | 1 | 3 | 5 | 19 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 |
| 44 | 22 | >10 kali    | 1 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 28 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 11 |
| 45 | 21 | < 5 kali    | 1 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 24 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 11 | 4 | 4 | 2 | 10 | 3 | 3 | 3 | 9  |
| 46 | 22 | >10 kali    | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |



|    |    |             |   |   |   |   |   |   |   |   |    |   |   |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |
|----|----|-------------|---|---|---|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|
| 47 | 18 | 5 - 10 kali | 2 | 4 | 5 | 3 | 3 | 4 | 3 | 3 | 25 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 9  |
| 48 | 17 | < 5 kali    | 2 | 4 | 4 | 4 | 2 | 2 | 4 | 3 | 23 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 | 4 | 3 | 2 | 9  | 3 | 3 | 2 | 8  |
| 49 | 21 | 5 - 10 kali | 1 | 5 | 3 | 5 | 3 | 2 | 3 | 5 | 26 | 5 | 5 | 5 | 3 | 5 | 23 | 5 | 5 | 4 | 14 | 5 | 5 | 3 | 13 | 5 | 5 | 1 | 11 |
| 50 | 19 | >10 kali    | 1 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 4 | 14 | 3 | 4 | 4 | 11 | 4 | 4 | 3 | 11 |
| 51 | 36 | < 5 kali    | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 9  |
| 52 | 17 | >10 kali    | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 23 | 5 | 5 | 3 | 4 | 5 | 22 | 5 | 5 | 3 | 13 | 3 | 3 | 3 | 9  | 3 | 3 | 4 | 10 |
| 53 | 21 | < 5 kali    | 2 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 20 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 3 | 11 | 3 | 2 | 2 | 7  | 3 | 3 | 3 | 9  |
| 54 | 27 | 5 - 10 kali | 2 | 4 | 4 | 4 | 2 | 5 | 4 | 2 | 25 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 3 | 13 | 2 | 3 | 2 | 7  | 3 | 3 | 2 | 8  |
| 55 | 27 | 5 - 10 kali | 2 | 4 | 4 | 4 | 3 | 5 | 3 | 2 | 25 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 9  | 3 | 3 | 4 | 10 |
| 56 | 21 | 5 - 10 kali | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 22 | 4 | 5 | 3 | 3 | 4 | 19 | 4 | 5 | 4 | 13 | 4 | 4 | 3 | 11 | 3 | 3 | 4 | 10 |
| 57 | 20 | < 5 kali    | 1 | 4 | 4 | 3 | 3 | 2 | 3 | 4 | 23 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 15 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 |
| 58 | 21 | 5 - 10 kali | 2 | 4 | 2 | 4 | 3 | 4 | 3 | 3 | 23 | 5 | 5 | 4 | 2 | 5 | 21 | 5 | 5 | 4 | 14 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 9  |
| 59 | 19 | < 5 kali    | 2 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 24 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 3 | 13 | 4 | 4 | 4 | 12 | 4 | 2 | 2 | 8  |
| 60 | 21 | < 5 kali    | 1 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 25 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 4 | 14 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 9  |
| 61 | 21 | 5 - 10 kali | 1 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 28 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 9  |
| 62 | 23 | < 5 kali    | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 27 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 63 | 23 | < 5 kali    | 2 | 3 | 4 | 3 | 4 | 2 | 2 | 3 | 21 | 5 | 5 | 3 | 4 | 5 | 22 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |



|    |    |             |   |   |   |   |   |   |   |   |    |   |   |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |
|----|----|-------------|---|---|---|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|
| 80 | 21 | 5 - 10 kali | 1 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 28 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 |
| 81 | 25 | < 5 kali    | 2 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 26 | 5 | 4 | 4 | 3 | 5 | 21 | 5 | 4 | 4 | 13 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 |
| 82 | 20 | 5 - 10 kali | 1 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 29 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 83 | 21 | > 10 kali   | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 24 | 4 | 4 | 3 | 3 | 4 | 18 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 9  |
| 84 | 22 | > 10 kali   | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 |
| 85 | 21 | < 5 kali    | 1 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 26 | 3 | 4 | 4 | 4 | 3 | 18 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 11 | 3 | 4 | 3 | 10 |
| 86 | 17 | 5 - 10 kali | 1 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 26 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 9  |
| 87 | 20 | 5 - 10 kali | 2 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 26 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 4 | 14 | 3 | 3 | 3 | 9  | 4 | 3 | 3 | 10 |
| 88 | 17 | > 10 kali   | 2 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 26 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 5 | 3 | 12 | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 10 |
| 89 | 27 | < 5 kali    | 2 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 31 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 |
| 90 | 24 | > 10 kali   | 2 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 29 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 91 | 23 | > 10 kali   | 1 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 26 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 3 | 13 | 4 | 5 | 4 | 13 | 5 | 5 | 5 | 15 |
| 92 | 31 | < 5 kali    | 2 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 32 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 14 | 4 | 5 | 4 | 13 |
| 93 | 31 | > 10 kali   | 2 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 33 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 12 |
| 94 | 35 | 5 - 10 kali | 1 | 5 | 5 | 4 | 4 | 2 | 5 | 4 | 29 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 14 |
| 95 | 27 | < 5 kali    | 2 | 5 | 5 | 3 | 4 | 2 | 4 | 3 | 26 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 |
| 96 | 28 | > 10 kali   | 1 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 28 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 3 | 13 | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 10 |



#### LAMPIRAN 4. Hasil Statistik Deskriptif

- Kualitas Produk

|                    | N   | Minimum | Maximum | Mean  | Std. Deviation |
|--------------------|-----|---------|---------|-------|----------------|
| kp_1               | 100 | 2       | 5       | 4.08  | .706           |
| kp_2               | 100 | 2       | 5       | 4.02  | .696           |
| kp_3               | 100 | 2       | 5       | 3.68  | .709           |
| kp_4               | 100 | 2       | 5       | 3.57  | .795           |
| kp_5               | 100 | 2       | 5       | 3.63  | .872           |
| kp_6               | 100 | 2       | 5       | 3.60  | .725           |
| kp_7               | 100 | 2       | 5       | 3.70  | .798           |
| Total_Kp           | 100 | 18      | 33      | 26.28 | 3.185          |
| Valid N (listwise) | 100 |         |         |       |                |

- Kualitas Layanan

|                    | N   | Minimum | Maximum | Mean  | Std. Deviation |
|--------------------|-----|---------|---------|-------|----------------|
| kl_1               | 100 | 3       | 5       | 4.59  | .605           |
| kl_2               | 100 | 3       | 5       | 4.56  | .592           |
| kl_3               | 100 | 1       | 5       | 4.05  | .796           |
| kl_4               | 100 | 2       | 5       | 4.01  | .718           |
| kl_5               | 100 | 3       | 5       | 4.59  | .605           |
| Total_kl           | 100 | 15      | 25      | 21.80 | 2.437          |
| Valid N (listwise) | 100 |         |         |       |                |

- Reputasi Merek

|                    | N   | Minimum | Maximum | Mean  | Std. Deviation |
|--------------------|-----|---------|---------|-------|----------------|
| rm_1               | 100 | 3       | 5       | 4.59  | .605           |
| rm_2               | 100 | 3       | 5       | 4.56  | .592           |
| rm_3               | 100 | 2       | 5       | 3.87  | .787           |
| Total_rm           | 100 | 8       | 15      | 13.02 | 1.639          |
| Valid N (listwise) | 100 |         |         |       |                |

- Kepuasan Pelanggan

|                    | N   | Minimum | Maximum | Mean  | Std. Deviation |
|--------------------|-----|---------|---------|-------|----------------|
| kpn_1              | 100 | 2       | 5       | 3.86  | .620           |
| kpn_2              | 100 | 2       | 5       | 3.82  | .642           |
| kpn_3              | 100 | 2       | 5       | 3.57  | .795           |
| Total_kpn          | 100 | 6       | 15      | 11.25 | 1.708          |
| Valid N (listwise) | 100 |         |         |       |                |

- Loyalitas Pelanggan

|                    | N   | Minimum | Maximum | Mean  | Std. Deviation |
|--------------------|-----|---------|---------|-------|----------------|
| lp_1               | 100 | 2       | 5       | 3.85  | .716           |
| lp_2               | 100 | 2       | 5       | 3.67  | .805           |
| lp_3               | 100 | 1       | 5       | 3.38  | .838           |
| Total_lp           | 100 | 5       | 15      | 10.90 | 1.920          |
| Valid N (listwise) | 100 |         |         |       |                |

## LAMPIRAN 5. Hasil Uji Reliabilitas

- Kualitas Produk

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .702             | 7          |

- Kualitas Layanan

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .781             | 5          |

- Reputasi Merek

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .755             | 3          |

- Kepuasan Pelanggan

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .766             | 3          |

- Loyalitas Pelanggan

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .742             | 3          |





- Kualitas Layanan

|          |                     | kl_1    | kl_2   | kl_3   | kl_4   | kl_5    | Total_kl |
|----------|---------------------|---------|--------|--------|--------|---------|----------|
| kl_1     | Pearson Correlation | 1       | .818** | .316** | .219*  | 1.000** | .862**   |
|          | Sig. (2-tailed)     |         | .000   | .001   | .029   | .000    | .000     |
|          | N                   | 100     | 100    | 100    | 100    | 100     | 100      |
| kl_2     | Pearson Correlation | .818**  | 1      | .262** | .225*  | .818**  | .800**   |
|          | Sig. (2-tailed)     | .000    |        | .009   | .025   | .000    | .000     |
|          | N                   | 100     | 100    | 100    | 100    | 100     | 100      |
| kl_3     | Pearson Correlation | .316**  | .262** | 1      | .335** | .316**  | .646**   |
|          | Sig. (2-tailed)     | .001    | .009   |        | .001   | .001    | .000     |
|          | N                   | 100     | 100    | 100    | 100    | 100     | 100      |
| kl_4     | Pearson Correlation | .219*   | .225*  | .335** | 1      | .219*   | .567**   |
|          | Sig. (2-tailed)     | .029    | .025   | .001   |        | .029    | .000     |
|          | N                   | 100     | 100    | 100    | 100    | 100     | 100      |
| kl_5     | Pearson Correlation | 1.000** | .818** | .316** | .219*  | 1       | .862**   |
|          | Sig. (2-tailed)     | .000    | .000   | .001   | .029   |         | .000     |
|          | N                   | 100     | 100    | 100    | 100    | 100     | 100      |
| Total_kl | Pearson Correlation | .862**  | .800** | .646** | .567** | .862**  | 1        |
|          | Sig. (2-tailed)     | .000    | .000   | .000   | .000   | .000    |          |
|          | N                   | 100     | 100    | 100    | 100    | 100     | 100      |

- Reputasi Merek

|          |                     | rm_1   | rm_2   | rm_3   | Total_rm |
|----------|---------------------|--------|--------|--------|----------|
| rm_1     | Pearson Correlation | 1      | .818** | .375** | .844**   |
|          | Sig. (2-tailed)     |        | .000   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| rm_2     | Pearson Correlation | .818** | 1      | .440** | .874**   |
|          | Sig. (2-tailed)     | .000   |        | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| rm_3     | Pearson Correlation | .375** | .440** | 1      | .777**   |
|          | Sig. (2-tailed)     | .000   | .000   |        | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| Total_rm | Pearson Correlation | .844** | .874** | .777** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   |          |
|          | N                   | 100    | 100    | 100    | 100      |

- Kepuasan Pelanggan

|           |                     | kpn_1  | kpn_2  | kpn_3  | Total_kpn |
|-----------|---------------------|--------|--------|--------|-----------|
| kpn_1     | Pearson Correlation | 1      | .749** | .451** | .854**    |
|           | Sig. (2-tailed)     |        | .000   | .000   | .000      |
|           | N                   | 100    | 100    | 100    | 100       |
| kpn_2     | Pearson Correlation | .749** | 1      | .441** | .853**    |
|           | Sig. (2-tailed)     | .000   |        | .000   | .000      |
|           | N                   | 100    | 100    | 100    | 100       |
| kpn_3     | Pearson Correlation | .451** | .441** | 1      | .795**    |
|           | Sig. (2-tailed)     | .000   | .000   |        | .000      |
|           | N                   | 100    | 100    | 100    | 100       |
| Total_kpn | Pearson Correlation | .854** | .853** | .795** | 1         |
|           | Sig. (2-tailed)     | .000   | .000   | .000   |           |
|           | N                   | 100    | 100    | 100    | 100       |

- Loyalitas Pelanggan

|          | lp_1                | lp_2   | lp_3   | Total_lp |        |
|----------|---------------------|--------|--------|----------|--------|
| lp_1     | Pearson Correlation | 1      | .685** | .332**   | .805** |
|          | Sig. (2-tailed)     |        | .000   | .001     | .000   |
|          | N                   | 100    | 100    | 100      | 100    |
| lp_2     | Pearson Correlation | .685** | 1      | .472**   | .881** |
|          | Sig. (2-tailed)     | .000   |        | .000     | .000   |
|          | N                   | 100    | 100    | 100      | 100    |
| lp_3     | Pearson Correlation | .332** | .472** | 1        | .758** |
|          | Sig. (2-tailed)     | .001   | .000   |          | .000   |
|          | N                   | 100    | 100    | 100      | 100    |
| Total_lp | Pearson Correlation | .805** | .881** | .758**   | 1      |
|          | Sig. (2-tailed)     | .000   | .000   | .000     |        |
|          | N                   | 100    | 100    | 100      | 100    |

## LAMPIRAN 7. Hasil Uji Normalitas

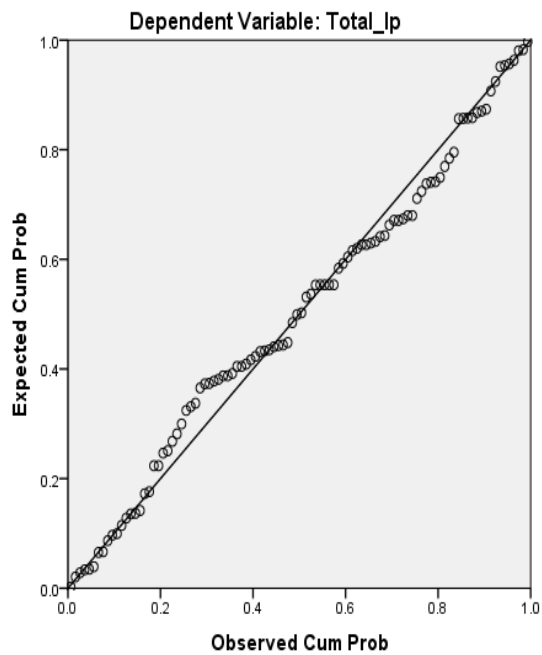
### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 100                     |
| Normal Parameters <sup>a,b</sup> | Mean           | 0E-7                    |
|                                  | Std. Deviation | 1.29115552              |
|                                  | Absolute       | .083                    |
| Most Extreme Differences         | Positive       | .067                    |
|                                  | Negative       | -.083                   |
| Kolmogorov-Smirnov Z             |                | .827                    |
| Asymp. Sig. (2-tailed)           |                | .502                    |

a. Test distribution is Normal.

b. Calculated from data.

### Normal P-P Plot of Regression Standardized Residual



## LAMPIRAN 8. Hasil Uji Multikolinieritas

**Coefficients<sup>a</sup>**

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. | Collinearity Statistics |       |
|------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|            | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| (Constant) | .568                        | 1.279      |                           | .444   | .658 |                         |       |
| 1 Total_Kp | .169                        | .071       | .280                      | 2.373  | .020 | .343                    | 2.917 |
| Total_kl   | -.308                       | .115       | -.390                     | -2.664 | .009 | .222                    | 4.511 |
| Total_rm   | .535                        | .152       | .457                      | 3.508  | .001 | .281                    | 3.559 |
| Total_kpn  | .502                        | .114       | .446                      | 4.407  | .000 | .464                    | 2.154 |

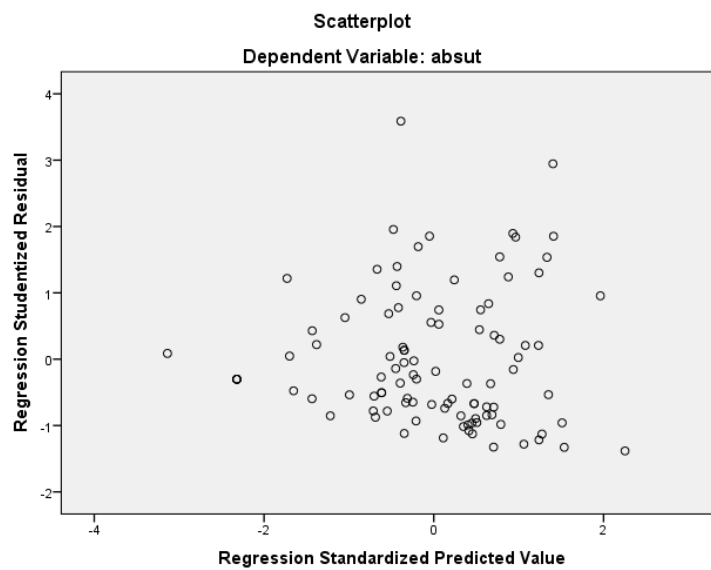
a. Dependent Variable: Total\_lp

## LAMPIRAN 9. Hasil Uji Heterokedastisitas

Coefficients<sup>a</sup>

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. |
|------------|-----------------------------|------------|---------------------------|--------|------|
|            | B                           | Std. Error | Beta                      |        |      |
| (Constant) | -.843                       | .790       |                           | -1.068 | .288 |
| Total_Kp   | -.054                       | .044       | -.206                     | -1.228 | .222 |
| Total_kl   | .092                        | .071       | .268                      | 1.289  | .201 |
| Total_rm   | -.013                       | .094       | -.026                     | -.138  | .890 |
| Total_kpn  | .125                        | .070       | .256                      | 1.779  | .078 |

a. Dependent Variable: absut



### LAMPIRAN 10. Hasil Uji t (Regresi I)

**Coefficients<sup>a</sup>**

| Model | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig.   |      |
|-------|-----------------------------|------------|---------------------------|-------|--------|------|
|       | B                           | Std. Error | Beta                      |       |        |      |
|       | (Constant)                  | 1.009      | 1.142                     |       | .883   | .379 |
| 1     | Total_Kp                    | .373       | .051                      | .695  | 7.295  | .000 |
|       | Total_kl                    | -.327      | .098                      | -.467 | -3.340 | .001 |
|       | Total_rm                    | .582       | .123                      | .559  | 4.731  | .000 |

a. Dependent Variable: Total\_kpn

### LAMPIRAN 11. Hasil Uji t (Regresi II)

**Coefficients<sup>a</sup>**

| Model | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig.   |      |
|-------|-----------------------------|------------|---------------------------|-------|--------|------|
|       | B                           | Std. Error | Beta                      |       |        |      |
|       | (Constant)                  | .568       | 1.279                     |       | .444   | .658 |
| 1     | Total_Kp                    | .169       | .071                      | .280  | 2.373  | .020 |
|       | Total_kl                    | -.308      | .115                      | -.390 | -2.664 | .009 |
|       | Total_rm                    | .535       | .152                      | .457  | 3.508  | .001 |
|       | Total_kpn                   | .502       | .114                      | .446  | 4.407  | .000 |

a. Dependent Variable: Total\_Ip



## LAMPIRAN 12. Hasil Uji Koefisien Determinasi

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .732 <sup>a</sup> | .536     | .521              | 1.182                      |

a. Predictors: (Constant), Total\_rm, Total\_Kp, Total\_kl

b. Dependent Variable: Total\_kpn

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .740 <sup>a</sup> | .548     | .529              | 1.318                      |

a. Predictors: (Constant), Total\_kpn, Total\_kl, Total\_Kp, Total\_rm

b. Dependent Variable: Total\_lp

### LAMPIRAN 13. Hasil Analisis Jalur

- Persamaan Pertama

#### Coefficients<sup>a</sup>

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|--------------|-----------------------------|------------|---------------------------|--------|------|
|              | B                           | Std. Error | Beta                      |        |      |
| 1 (Constant) | 1.009                       | 1.142      |                           | .883   | .379 |
| Total_Kp     | .373                        | .051       | .695                      | 7.295  | .000 |
| Total_kl     | -.327                       | .098       | -.467                     | -3.340 | .001 |
| Total_rm     | .582                        | .123       | .559                      | 4.731  | .000 |

a. Dependent Variable: Total\_kpn

- Persamaan Kedua

#### Coefficients<sup>a</sup>

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|--------------|-----------------------------|------------|---------------------------|--------|------|
|              | B                           | Std. Error | Beta                      |        |      |
| 1 (Constant) | .568                        | 1.279      |                           | .444   | .658 |
| Total_Kp     | .169                        | .071       | .280                      | 2.373  | .020 |
| Total_kl     | -.308                       | .115       | -.390                     | -2.664 | .009 |
| Total_rm     | .535                        | .152       | .457                      | 3.508  | .001 |
| Total_kpn    | .502                        | .114       | .446                      | 4.407  | .000 |

a. Dependent Variable: Total\_lp

## LAMPIRAN 14. Hasil Uji F

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 199.959        | 4  | 49.990      | 28.775 | .000 <sup>b</sup> |
|       | Residual   | 165.041        | 95 | 1.737       |        |                   |
|       | Total      | 365.000        | 99 |             |        |                   |

a. Dependent Variable: Total\_lp

b. Predictors: (Constant), Total\_kpn, Total\_kl, Total\_Kp, Total\_rm

**UNIKA MUSI CHARITAS**  
**FAKULTAS BISNIS DAN AKUNTANSI**  
**KARTU BIMBINGAN SKRIPSI**

: 142007  
 : FERDINAND GUSTIAN  
 : MANAJEMEN  
 : Manajemen Pemasaran  
 : Pengaruh kualitas produk, kualitas layanan, dan reputasi merek terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening di Restoran Cepat Saji KFC di Kota Palembang.

: CATHARINA CLARA, S.E., M.Si.  
 Palembang, 15 September 2017



Haryanto, S.E., M.Si. & M. Candra Astra Terenggana, S.E., M.M

Kartu bimbingan skripsi harus sudah diajukan kepada pembimbing selambat-lambatnya satu bulan sesudah permohonan penyusunan skripsi

| TGL       | BAB | KETERANGAN  | PARAF |
|-----------|-----|---|-------|
| 6 Mei 17  |     | Kerangka<br>TOV selubung<br>teori awal<br>FB → pendahuluan  |       |
| 15 Mei 17 |     | Coba survei 30 tag<br>yg valid & Rel. valid.<br>item 2 → kug 1.   |       |
| 23 Mei 17 |     | Mo. yg baik klu org (dokter)<br>Cita diri → sampel.<br>analisis 4+5                                       |       |
| 12 Des 17 |     | tgl 13 brua kug<br>analisis analisis → path<br>Laman Ehsah.<br>Pendula + Pembahasan<br>t →<br>F? kuf kuf. |       |

| BAB | KETERANGAN   | PARAF | TGL       | BAB | KETERANGAN  | PARAF |
|-----|--|-------|-----------|-----|---|-------|
| 1   | Proposed + Labor Belah masalah?<br>KFC → TBL masalah?<br>Cita-sumber resmi<br>(bisa partaj publik website)<br>Kenemera pendula<br>Jurnal, internet<br>500?<br>lampiran Bab 2<br>Bab 3 → metode?<br>Daftar pustaka. |       | 13 Des 17 | 1   | Analisis + Pembahasan<br>Re. 1. path<br>Re. 2. efek mediasi<br>0 Dsklight.  |       |
| 2   | Fenomena KFC :<br>→ Proseki KFC :<br>→ masalah citi KFC<br>Daftar pustaka?<br>tahun 2017-17  |       | 14 Des 17 | 2   | Analisis (Laman?)<br>yg hngok.<br>Sample → ragan/<br>man!   |       |
| 3   | 1) fenomena hrs cocokkan<br>variabel atau detailnya<br>2) charge LB mendulu KMP<br>TOV → lihat jurnal mt-<br>gm dihang sendiri.<br>3) Kuesioner  |       | 17 Jan 18 | 3   | Analisis Mediasi → 0 mengah th mediasi<br>Simka → signifikasi mediasi<br>Simpkan ppt.<br>teor pelep                       |       |
| 4   | ACC - selubung<br>LIS → metode kull-h  |       | 22 Jan 18 | 4   | Daftar isi?<br>Laman → th lagan<br>coba dprakt x <sub>1</sub> , x <sub>2</sub> , x <sub>3</sub><br>ppt → bahas gak besar. |       |
|     |  |       | 26 Jan 18 | 5   | M. hlm. hmu 22 lembar dan<br>Vv khal tabel x.   |       |