

LAMPIRAN 1

KUESIONER PENELITIAN

PENGARUH HARGA DAN KERAGAMAN PRODUK TERHADAP LOYALITAS KONSUMEN PADA CHAMPION CAFE MEDAN

Yth. Saudara/i
di Tempat

Dengan hormat,

Dalam rangka penyusunan skripsi untuk menyelesaikan program studi Sarjana (S1) Program Studi Manajemen Fakultas Ekonomi dan Ilmu Sosial Universitas Sari Mutiara Indonesia, saya mengharapkan kesediaan dan partisipasi saudara/i untuk mengisi kuesioner ini sesuai dengan keadaan sebenarnya tentang harga dan keragaman produk pada champion café Medan dan sejujurnya tanpa paksaan dari pihak manapun. Kerahasiaan identitas saudara/i akan dijaga sesuai dengan kode etik penelitian.

Atas perhatian dan kerjasama saudara/i dalam pengisian kuesioner ini, saya ucapkan terima kasih.

Penulis

Susi Susanti Manullang

A. Petunjuk Pengisian Kuesioner

1. Kuesioner ini terdiri dari pertanyaan dengan alternatif jawaban.
2. Cara mengisi jawaban dengan memberikan tanda centang (√) pada kolom:
*Sangat Setuju (SS) *Setuju (S) *Netral (N)
*Tidak Setuju (TS) *Sangat Tidak Setuju (STS)

Contoh:

| SS | S | N | TS | STS |
|-----|---|---|----|-----|
| (√) | | | | |

3. Apabila anda merasa jawaban yang dipilih kurang tepat, maka dapat diperbaiki dengan member tanda sama dengan (=) pada jawaban yang dirasa kurang tepat tersebut, kemudian beri tanda centang (√) pada jawaban yang tepat.

Contoh:

| SS | S | N | TS | STS |
|------|---|---|----|-----|
| (√=) | | | | |

B. Identitas Pribadi Responden

Nama

.....

Usia

.....

Jenis Kelamin : Laki-laki

Perempuan

C. Pernyataan

I. Harga (X1)

| No | Pernyataan | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| 1 | Harga produk di Champion café sangat terjangkau | | | | | |
| 2 | Harga produk yang ditawarkan sesuai dengan kualitasnya | | | | | |
| 3 | Harga produk yang ditawarkan sesuai dengan manfaatnya | | | | | |
| 4 | Harga produk yang ditawarkan bersaing dengan produk di café lain | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| 5 | Harga produk di champion café menjadi pertimbangan utama untuk membeli | | | | | |
| 6 | Champion café memberikan bonus berupa diskon atau voucher | | | | | |
| 7 | Harga setiap produk di Champion café bervariasi | | | | | |
| 8 | Champion café memberikan potongan harga pada saat event tertentu | | | | | |

II. Keragaman Produk (X2)

| No | Pernyataan | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| 9 | Saya merasa bahwa produk yang ditawarkan di champion café sangat beranekaragam | | | | | |
| 10 | Varian rasa yang ditawarkan Champion café menarik saya | | | | | |
| 11 | Saya merasa kualitas produk sesuai dengan keinginan saya | | | | | |
| 12 | Rasa makanan yang ditawarkan sesuai dengan yang disajikan | | | | | |
| 13 | Rasa minuman yang ditawarkan sesuai dengan yang disajikan | | | | | |
| 14 | Bentuk makanan yang disajikan sangat menarik | | | | | |
| 15 | Kombinasi warna makanan dan minuman sangat menarik | | | | | |
| 16 | Tekstur makanan dengan jenis makanan sangat sesuai | | | | | |

III. Loyalitas Konsumen

| No | Pernyataan | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
| 17 | Anda akan terus datang dan melakukan pembelian di Champion café | | | | | |
| 18 | Anda selalu datang ke Champion café walaupun ada café lain yang lebih menarik | | | | | |
| 19 | Menurut anda Champion cafe memiliki harga yang sesuai dengan kualitasnya | | | | | |
| 20 | Anda pelanggan yang setia dan loyal terhadap Champion café | | | | | |
| 21 | Tidak mau mengambil resiko dengan beralih kepada cafe lain | | | | | |
| 22 | Pelayanan di Champion cafe dari awal | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| | hingga akhir sesuai harapan anda | | | | | |
| 23 | Ketepatan dan kesesuaian layanan dengan jadwal | | | | | |
| 24 | Ketepatan pelayanan sesuai dengan janji yang diberikan | | | | | |
| 25 | Anda akan selalu menceritakan hal-hal yang baik/positif tentang Champion café kepada orang lain | | | | | |
| 26 | Anda akan merekomendasikan Champion café kepada teman, kenalan atau keluarga | | | | | |

**TERIMA KASIH
ATAS PARTISIPASI ANDA UNTUK KEBERHASILAN PENELITIAN INI**

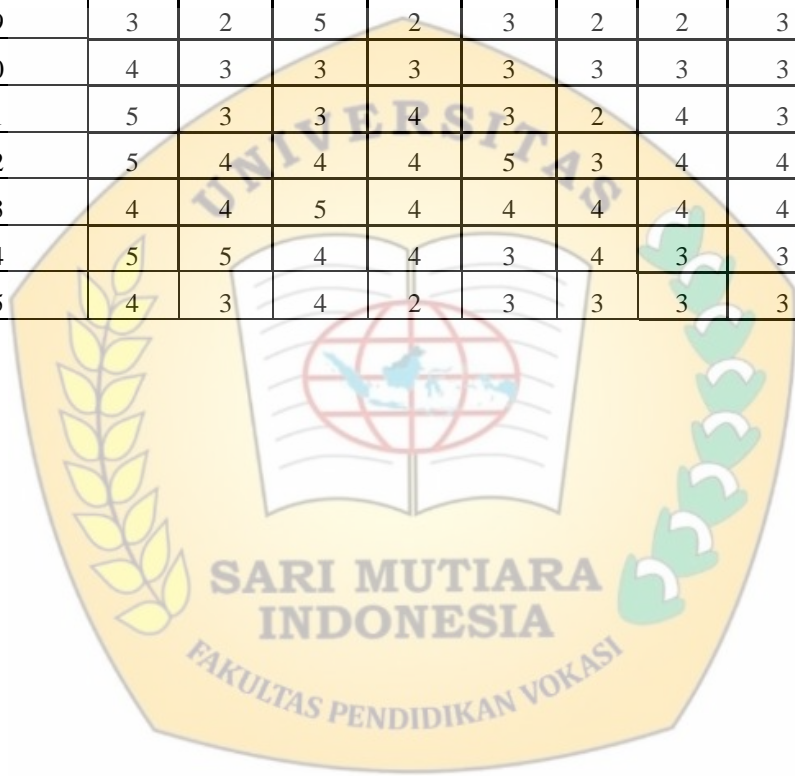


LAMPIRAN 2

| NO RESPONDEN | HARGA (X1) | | | | | | | | TOTAL X1 |
|-----------------|------------|------|------|------|------|------|------|------|-------------|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | |
| 1 | 4 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 4 |
| 2 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 5 |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 4 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 5 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 6 | 3 | 3 | 5 | 5 | 5 | 2 | 3 | 3 | 3 |
| 7 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 8 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 9 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 |
| 10 | 4 | 3 | 4 | 3 | 2 | 4 | 3 | 3 | 4 |
| 11 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 4 | 3 |
| 12 | 2 | 3 | 4 | 2 | 2 | 3 | 2 | 2 | 2 |
| 13 | 3 | 2 | 5 | 5 | 5 | 4 | 5 | 5 | 3 |
| 14 | 2 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 2 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 |
| 17 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 19 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 2 | 3 |
| 20 | 1 | 1 | 4 | 4 | 1 | 5 | 1 | 3 | 1 |
| 21 | 2 | 2 | 5 | 3 | 3 | 4 | 2 | 3 | 2 |
| 22 | 3 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 3 |
| 23 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 24 | 3 | 2 | 4 | 3 | 1 | 3 | 3 | 2 | 3 |
| 25 | 4 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 4 |
| 26 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 4 |
| 27 | 4 | 3 | 5 | 4 | 1 | 3 | 3 | 4 | 4 |
| 28 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 4 |
| 29 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |
| 30 | 3 | 1 | 3 | 3 | 3 | 3 | 2 | 2 | 3 |
| 31 | 4 | 3 | 4 | 5 | 1 | 3 | 3 | 3 | 4 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 33 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 5 |

| | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|
| 34 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 35 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 2 |
| 36 | 2 | 2 | 4 | 4 | 2 | 3 | 3 | 4 | 2 |
| 37 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 38 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 39 | 3 | 3 | 5 | 5 | 5 | 2 | 3 | 3 | 3 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 41 | 5 | 4 | 2 | 3 | 5 | 5 | 2 | 2 | 5 |
| 42 | 5 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 5 |
| 43 | 4 | 4 | 5 | 4 | 2 | 4 | 4 | 3 | 4 |
| 44 | 4 | 2 | 4 | 3 | 2 | 3 | 3 | 2 | 4 |
| 45 | 4 | 4 | 4 | 4 | 1 | 3 | 4 | 4 | 4 |
| 46 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 47 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 48 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 5 |
| 49 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 4 | 3 |
| 50 | 4 | 2 | 4 | 4 | 1 | 3 | 3 | 4 | 4 |
| 51 | 2 | 2 | 4 | 3 | 1 | 3 | 1 | 2 | 2 |
| 52 | 3 | 2 | 5 | 2 | 3 | 2 | 2 | 3 | 3 |
| 53 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 4 |
| 54 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 |
| 55 | 5 | 1 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 56 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 3 |
| 57 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 58 | 4 | 3 | 5 | 5 | 2 | 4 | 4 | 4 | 4 |
| 59 | 3 | 2 | 5 | 5 | 1 | 3 | 4 | 3 | 3 |
| 60 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 61 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| 62 | 5 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 5 |
| 63 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 64 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 3 | 5 |
| 65 | 4 | 2 | 4 | 4 | 1 | 4 | 3 | 3 | 4 |
| 66 | 5 | 1 | 4 | 4 | 1 | 3 | 3 | 3 | 5 |
| 67 | 3 | 1 | 3 | 3 | 1 | 3 | 3 | 3 | 3 |
| 68 | 3 | 1 | 3 | 3 | 1 | 3 | 4 | 4 | 3 |
| 69 | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 2 | 3 |

| | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|
| 70 | 3 | 1 | 3 | 3 | 1 | 3 | 2 | 2 | 3 |
| 71 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 5 |
| 72 | 3 | 1 | 3 | 3 | 1 | 3 | 3 | 3 | 3 |
| 73 | 4 | 1 | 3 | 3 | 1 | 3 | 3 | 3 | 4 |
| 74 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 5 |
| 75 | 3 | 3 | 5 | 5 | 2 | 2 | 4 | 3 | 3 |
| 76 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 |
| 77 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 78 | 4 | 2 | 4 | 4 | 2 | 2 | 3 | 3 | 4 |
| 79 | 3 | 2 | 5 | 2 | 3 | 2 | 2 | 3 | 3 |
| 80 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 81 | 5 | 3 | 3 | 4 | 3 | 2 | 4 | 3 | 5 |
| 82 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 |
| 83 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 84 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 5 |
| 85 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 4 |



| KERAGAMAN PRODUK (X2) | | | | | | | | TOTAL X2 |
|-----------------------|------|------|------|------|------|------|------|----------|
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | |
| 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 24 |
| 5 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 29 |
| 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 29 |
| 5 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 32 |
| 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 27 |
| 2 | 3 | 3 | 3 | 5 | 2 | 3 | 2 | 23 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 26 |
| 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 29 |
| 3 | 2 | 4 | 3 | 2 | 3 | 4 | 3 | 24 |
| 3 | 3 | 5 | 3 | 2 | 4 | 4 | 3 | 27 |
| 4 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 25 |
| 4 | 3 | 4 | 4 | 2 | 3 | 2 | 2 | 24 |
| 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 35 |
| 3 | 3 | 4 | 3 | 2 | 3 | 2 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 32 |
| 4 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 26 |
| 1 | 1 | 4 | 4 | 1 | 5 | 1 | 4 | 21 |
| 5 | 3 | 5 | 5 | 3 | 4 | 2 | 5 | 32 |
| 1 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 2 | 3 | 4 | 4 | 1 | 3 | 2 | 3 | 22 |
| 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 24 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 5 | 29 |
| 2 | 4 | 5 | 4 | 1 | 3 | 4 | 4 | 27 |
| 4 | 5 | 4 | 4 | 1 | 4 | 4 | 3 | 29 |
| 4 | 3 | 3 | 3 | 2 | 3 | 2 | 4 | 24 |
| 4 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 25 |
| 5 | 3 | 4 | 4 | 1 | 3 | 3 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 3 | 3 | 3 | 5 | 5 | 4 | 5 | 31 |
| 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 37 |

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|---|---|---|---|---|---|---|---|----|
| 4 | 2 | 4 | 4 | 2 | 4 | 2 | 5 | 27 |
| 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 29 |
| 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 34 |
| 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 35 |
| 2 | 3 | 3 | 3 | 5 | 2 | 2 | 2 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 34 |
| 4 | 5 | 4 | 3 | 3 | 3 | 4 | 5 | 31 |
| 4 | 2 | 3 | 5 | 2 | 4 | 4 | 3 | 27 |
| 5 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 29 |
| 5 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 29 |
| 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |
| 5 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 28 |
| 5 | 4 | 5 | 5 | 2 | 3 | 3 | 4 | 31 |
| 3 | 4 | 5 | 4 | 5 | 3 | 2 | 3 | 29 |
| 3 | 2 | 3 | 2 | 4 | 3 | 3 | 3 | 23 |
| 3 | 3 | 2 | 3 | 3 | 2 | 2 | 4 | 22 |
| 4 | 4 | 4 | 4 | 2 | 3 | 3 | 2 | 26 |
| 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 29 |
| 5 | 3 | 3 | 4 | 5 | 5 | 5 | 3 | 33 |
| 5 | 4 | 5 | 5 | 2 | 3 | 3 | 3 | 30 |
| 5 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 35 |
| 5 | 4 | 5 | 5 | 2 | 4 | 4 | 5 | 34 |
| 4 | 3 | 5 | 5 | 3 | 3 | 3 | 3 | 29 |
| 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 34 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 30 |
| 5 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 32 |
| 5 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 36 |
| 4 | 4 | 5 | 4 | 1 | 4 | 3 | 2 | 27 |
| 3 | 4 | 4 | 4 | 1 | 3 | 3 | 2 | 24 |
| 3 | 3 | 3 | 3 | 1 | 3 | 2 | 3 | 21 |
| 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 28 |
| 4 | 4 | 4 | 4 | 2 | 2 | 3 | 3 | 26 |
| 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 20 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|----|
| 3 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 25 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 27 |
| 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 26 |
| 1 | 4 | 5 | 5 | 4 | 3 | 2 | 4 | 28 |
| 5 | 2 | 4 | 4 | 2 | 4 | 3 | 3 | 27 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 25 |
| 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 25 |
| 3 | 2 | 4 | 3 | 5 | 3 | 3 | 3 | 26 |
| 3 | 3 | 2 | 3 | 4 | 4 | 3 | 4 | 26 |
| 3 | 3 | 3 | 3 | 5 | 3 | 3 | 4 | 27 |
| 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 24 |
| 3 | 3 | 3 | 4 | 3 | 2 | 3 | 5 | 26 |
| 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 28 |
| 4 | 3 | 4 | 3 | 5 | 4 | 3 | 3 | 29 |
| 3 | 3 | 3 | 4 | 5 | 3 | 4 | 3 | 28 |



| LOYALITAS PELANGGAN (Y) | | | | | | | | | | TOTAL |
|-------------------------|------|------|------|------|------|------|------|------|-------|-------|
| Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y1.6 | Y1.7 | Y1.8 | Y1.9 | Y1.10 | (Y) |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 32 |
| 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 34 |
| 4 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 32 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 31 |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 32 |
| 4 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 4 | 32 |
| 3 | 4 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 33 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 34 |
| 4 | 2 | 4 | 3 | 4 | 4 | 2 | 2 | 2 | 2 | 29 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 32 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 3 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 40 |
| 4 | 4 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 40 |
| 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 40 |
| 4 | 3 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 3 | 35 |
| 4 | 1 | 3 | 1 | 4 | 4 | 1 | 3 | 5 | 1 | 27 |
| 3 | 2 | 3 | 3 | 5 | 5 | 2 | 3 | 3 | 3 | 32 |
| 4 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 38 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 3 | 3 | 2 | 3 | 4 | 4 | 3 | 2 | 2 | 2 | 28 |
| 3 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 30 |
| 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 2 | 3 | 35 |
| 5 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 37 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 28 |
| 4 | 3 | 4 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 29 |
| 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 33 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 4 | 2 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 2 | 32 |
| 4 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 37 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 4 | 5 | 4 | 3 | 3 | 2 | 2 | 4 | 5 | 37 |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| 5 | 5 | 4 | 5 | 4 | 3 | 3 | 2 | 5 | 3 | 39 |
| 5 | 4 | 3 | 2 | 3 | 5 | 4 | 3 | 2 | 4 | 35 |
| 5 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 45 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 5 | 3 | 5 | 4 | 5 | 5 | 3 | 4 | 3 | 4 | 41 |
| 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 39 |
| 3 | 3 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 23 |
| 5 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 4 | 28 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 38 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 3 | 3 | 3 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 39 |
| 4 | 3 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 3 | 37 |
| 2 | 2 | 3 | 3 | 4 | 4 | 5 | 5 | 3 | 2 | 33 |
| 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| 4 | 2 | 4 | 3 | 5 | 5 | 4 | 3 | 3 | 3 | 36 |
| 4 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 46 |
| 5 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 39 |
| 5 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 36 |
| 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |
| 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 2 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 4 | 32 |
| 3 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 21 |
| 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |
| 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 43 |
| 3 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 32 |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 33 |
| 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 32 |

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|---|---|---|---|---|---|---|---|---|---|----|
| 3 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 30 |
| 5 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 26 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 5 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 36 |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 34 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 2 | 35 |
| 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 33 |
| 3 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 30 |



LAMPIRAN 3
UJI VALIDITAS X1

Correlations X1

| | | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | TOTAL_X1 |
|----------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|----------|
| X1 | Pearson Correlation | 1 | .559** | .103 | .277* | .468** | .385** | .501** | .372** | .676** |
| | Sig. (2-tailed) | | .000 | .349 | .010 | .000 | .000 | .000 | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| X2 | Pearson Correlation | .559** | 1 | .375** | .418** | .567** | .437** | .461** | .315** | .779** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .003 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| X3 | Pearson Correlation | .103 | .375** | 1 | .557** | .319** | .201 | .314** | .341** | .557** |
| | Sig. (2-tailed) | .349 | .000 | | .000 | .003 | .065 | .003 | .001 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| X4 | Pearson Correlation | .277* | .418** | .557** | 1 | .330** | .365** | .563** | .490** | .689** |
| | Sig. (2-tailed) | .010 | .000 | .000 | | .002 | .001 | .000 | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| X5 | Pearson Correlation | .468** | .567** | .319** | .330** | 1 | .471** | .397** | .415** | .762** |
| | Sig. (2-tailed) | .000 | .000 | .003 | .002 | | .000 | .000 | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| X6 | Pearson Correlation | .385** | .437** | .201 | .365** | .471** | 1 | .324** | .405** | .640** |
| | Sig. (2-tailed) | .000 | .000 | .065 | .001 | .000 | | .003 | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| X7 | Pearson Correlation | .501** | .461** | .314** | .563** | .397** | .324** | 1 | .679** | .739** |
| | Sig. (2-tailed) | .000 | .000 | .003 | .000 | .000 | .003 | | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| X8 | Pearson Correlation | .372** | .315** | .341** | .490** | .415** | .405** | .679** | 1 | .688** |
| | Sig. (2-tailed) | .000 | .003 | .001 | .000 | .000 | .000 | .000 | | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| TOTAL_X1 | Pearson Correlation | .676** | .779** | .557** | .689** | .762** | .640** | .739** | .688** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |

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

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

UJI VALIDITAS X2

Correlations X2

| | | X9 | X10 | X11 | X12 | X13 | X14 | X15 | X16 | TOTAL_X2 |
|----------|---------------------|--------|--------|--------|--------|-------|--------|--------|--------|----------|
| X9 | Pearson Correlation | 1 | .229* | .214* | .336** | .034 | .318** | .356** | .394** | .586** |
| | Sig. (2-tailed) | | .035 | .049 | .002 | .759 | .003 | .001 | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| X10 | Pearson Correlation | .229* | 1 | .450** | .411** | .142 | .162 | .401** | .293** | .609** |
| | Sig. (2-tailed) | .035 | | .000 | .000 | .194 | .139 | .000 | .006 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| X11 | Pearson Correlation | .214* | .450** | 1 | .735** | -.076 | .316** | .159 | .209 | .555** |
| | Sig. (2-tailed) | .049 | .000 | | .000 | .489 | .003 | .147 | .055 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| X12 | Pearson Correlation | .336** | .411** | .735** | 1 | -.037 | .349** | .251* | .281** | .623** |
| | Sig. (2-tailed) | .002 | .000 | .000 | | .738 | .001 | .020 | .009 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| X13 | Pearson Correlation | .034 | .142 | -.076 | -.037 | 1 | .332** | .384** | .247* | .493** |
| | Sig. (2-tailed) | .759 | .194 | .489 | .738 | | .002 | .000 | .023 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| X14 | Pearson Correlation | .318** | .162 | .316** | .349** | .332* | 1 | .503** | .425** | .686** |
| | Sig. (2-tailed) | .003 | .139 | .003 | .001 | .002 | | .000 | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| X15 | Pearson Correlation | .356** | .401** | .159 | .251* | .384* | .503** | 1 | .334** | .706** |
| | Sig. (2-tailed) | .001 | .000 | .147 | .020 | .000 | .000 | | .002 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| X16 | Pearson Correlation | .394** | .293** | .209 | .281** | .247* | .425** | .334** | 1 | .647** |
| | Sig. (2-tailed) | .000 | .006 | .055 | .009 | .023 | .000 | .002 | | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| TOTAL_X2 | Pearson Correlation | .586** | .609** | .555** | .623** | .493* | .686** | .706** | .647** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |

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

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

UJI VALIDITAS Y

| | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | TOTAL_ Y |
|-----|--|----------------------|---------------------|----------------------|---------------------|----------------------|---------------------|----------------------|----------------------|----------------------|---------------------|----------------------|
| Y1 | Pearson Correlati on Sig. (2- tailed) N | 1 | .326* .002 85 | .428** .000 85 | .361* .001 85 | .273* .011 85 | .312* .004 85 | .122 .265 85 | .121 .270 85 | .266* .014 85 | .281* .009 85 | .504** .000 85 |
| Y2 | Pearson Correlati on Sig. (2- tailed) N | .326** .002 85 | 1 | .548** .000 85 | .490* .000 85 | .403** .000 85 | .286* .008 85 | .507** .000 85 | .347** .001 85 | .435** .000 85 | .521* .000 85 | .724** .000 85 |
| Y3 | Pearson Correlati on Sig. (2- tailed) N | .428** .000 85 | .548* .000 85 | 1 | .527* .000 85 | .451** .000 85 | .453* .000 85 | .454** .000 85 | .310** .004 85 | .567** .000 85 | .423* .000 85 | .746** .000 85 |
| Y4 | Pearson Correlati on Sig. (2- tailed) N | .361** .001 85 | .490* .000 85 | .527** .000 85 | 1 | .450** .000 85 | .411* .000 85 | .455** .000 85 | .399** .000 85 | .473** .000 85 | .451* .000 85 | .733** .000 85 |
| Y5 | Pearson Correlati on Sig. (2- tailed) N | .273* .011 85 | .403* .000 85 | .451** .000 85 | .450* .000 85 | 1 | .735* .000 85 | .374** .000 85 | .340** .001 85 | .427** .000 85 | .186 .089 85 | .671** .000 85 |
| Y6 | Pearson Correlati on Sig. (2- tailed) N | .312** .004 85 | .286* .008 85 | .453** .000 85 | .411* .000 85 | .735** .000 85 | 1 | .506** .000 85 | .451** .000 85 | .438** .000 85 | .313* .004 85 | .703** .000 85 |
| Y7 | Pearson Correlati on Sig. (2- tailed) N | .122 .265 85 | .507* .000 85 | .454** .000 85 | .455* .000 85 | .374** .000 85 | .506* .000 85 | 1 | .679** .000 85 | .489** .000 85 | .484* .000 85 | .740** .000 85 |
| Y8 | Pearson Correlati on Sig. (2- tailed) N | .121 .270 85 | .347* .001 85 | .310** .004 85 | .399* .000 85 | .340** .001 85 | .451* .000 85 | .679** .000 85 | 1 | .505** .000 85 | .416* .000 85 | .660** .000 85 |
| Y9 | Pearson Correlati on Sig. (2- tailed) N | .266* .014 85 | .435* .000 85 | .567** .000 85 | .473* .000 85 | .427** .000 85 | .438* .000 85 | .489** .000 85 | .505** .000 85 | 1 | .449* .000 85 | .727** .000 85 |
| Y10 | Pearson Correlati on Sig. (2- tailed) N | .281** .009 85 | .521* .000 85 | .423** .000 85 | .451* .000 85 | .186 .089 85 | .313* .004 85 | .484** .000 85 | .416** .000 85 | .449** .000 85 | 1 | .665** .000 85 |

| | | | | | | | | | | | | |
|---------|---------------------|--------|-------|--------|-------|--------|-------|--------|--------|--------|-------|----|
| TOTAL_Y | Pearson Correlation | .504** | .724* | .746** | .733* | .671** | .703* | .740** | .660** | .727** | .665* | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |

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

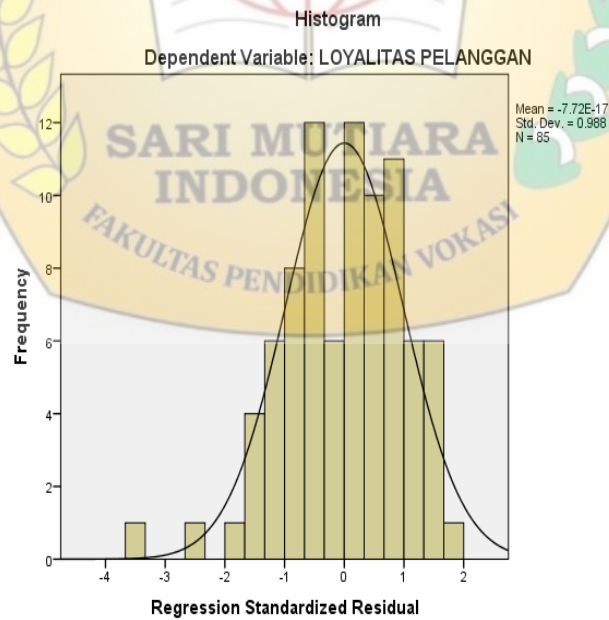
* . Correlation is significant at the 0.05 level (2-tailed).

LAMPIRAN 4 UJI REABILITAS X1,X2,Y

Reliability Statistics

| | |
|-----------------------------|------------|
| Cronbach's Alpha | |
| Based on Standardized Items | N of Items |
| .912 | 26 |

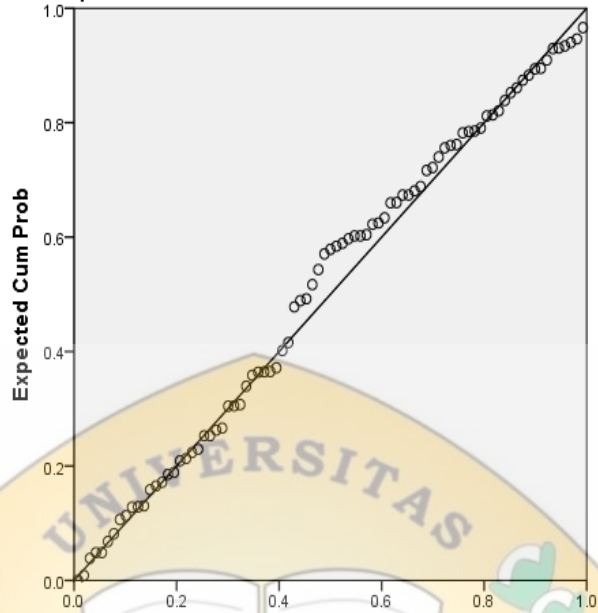
LAMPIRAN 5 HASIL UJI ASUMSI KLASIK



Scatter Plot Uji Normalitas

Normal P-P Plot of Regression Standardized Residual

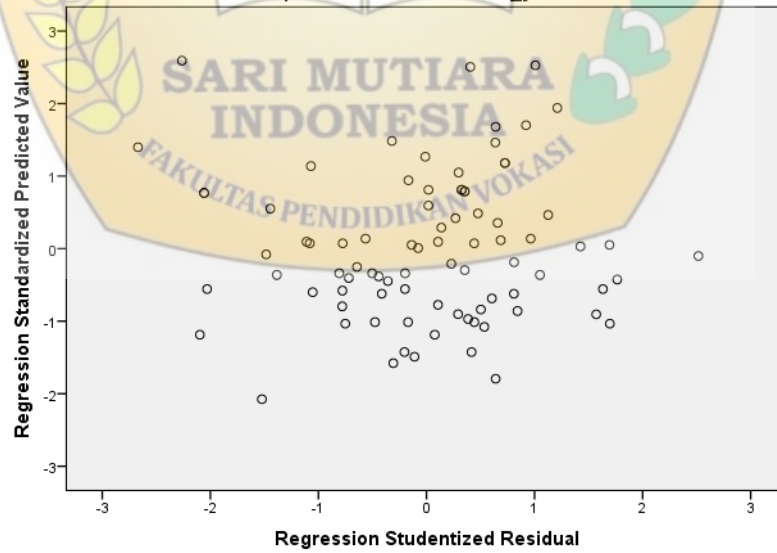
Dependent Variable: LOYALITAS PELANGGAN



Scatter Plot Uji Heteroskedastisitas

Scatterplot

Dependent Variable: Total_y



LAMPIRAN 6
HASIL ANALISIS REGRESI LINIER BERGANDA

Hasil Analisis Regresi Linier Berganda

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 (Constant) | 8.363 | 2.498 | | 3.348 | .001 | | |
| HARGA | .466 | .109 | .442 | 4.261 | .000 | .445 | 2.248 |
| KERAGAMAN PRODUK | .472 | .125 | .392 | 3.783 | .000 | .445 | 2.248 |

a. Dependent Variable: LOYALITAS PELANGGAN

Uji Multikolinieritas

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 (Constant) | 8.363 | 2.498 | | 3.348 | .001 | | |
| HARGA | .466 | .109 | .442 | 4.261 | .000 | .445 | 2.248 |
| KERAGAMAN PRODUK | .472 | .125 | .392 | 3.783 | .000 | .445 | 2.248 |

a. Dependent Variable: LOYALITAS PELANGGAN

Distribusi Nilai t_{tabel}

| d.f | $t_{0.10}$ | $t_{0.05}$ | $t_{0.025}$ | $t_{0.01}$ | $t_{0.005}$ |
|-----|------------|------------|-------------|------------|-------------|
| 1 | 3.078 | 6.314 | 12.71 | 31.82 | 63.66 |
| 2 | 1.886 | 2.920 | 4.303 | 6.965 | 9.925 |
| 3 | 1.638 | 2.353 | 3.182 | 4.541 | 5.841 |
| 4 | 1.533 | 2.132 | 2.776 | 3.747 | 4.604 |
| 5 | 1.476 | 2.015 | 2.571 | 3.365 | 4.032 |
| 6 | 1.440 | 1.943 | 2.447 | 3.143 | 3.707 |
| 7 | 1.415 | 1.895 | 2.365 | 2.998 | 3.499 |
| 8 | 1.397 | 1.860 | 2.306 | 2.896 | 3.355 |
| 9 | 1.383 | 1.833 | 2.262 | 2.821 | 3.250 |
| 10 | 1.372 | 1.812 | 2.228 | 2.764 | 3.169 |
| 11 | 1.363 | 1.796 | 2.201 | 2.718 | 3.106 |
| 12 | 1.356 | 1.782 | 2.179 | 2.681 | 3.055 |
| 13 | 1.350 | 1.771 | 2.160 | 2.650 | 3.012 |
| 14 | 1.345 | 1.761 | 2.145 | 2.624 | 2.977 |
| 15 | 1.341 | 1.753 | 2.131 | 2.602 | 2.947 |
| 16 | 1.337 | 1.746 | 2.120 | 2.583 | 2.921 |
| 17 | 1.333 | 1.740 | 2.110 | 2.567 | 2.898 |
| 18 | 1.330 | 1.734 | 2.101 | 2.552 | 2.878 |
| 19 | 1.328 | 1.729 | 2.093 | 2.539 | 2.861 |
| 20 | 1.325 | 1.725 | 2.086 | 2.528 | 2.845 |
| 21 | 1.323 | 1.721 | 2.080 | 2.518 | 2.831 |
| 22 | 1.321 | 1.717 | 2.074 | 2.508 | 2.819 |
| 23 | 1.319 | 1.714 | 2.069 | 2.500 | 2.807 |
| 24 | 1.318 | 1.711 | 2.064 | 2.492 | 2.797 |
| 25 | 1.316 | 1.708 | 2.060 | 2.485 | 2.787 |
| 26 | 1.315 | 1.706 | 2.056 | 2.479 | 2.779 |
| 27 | 1.314 | 1.703 | 2.052 | 2.473 | 2.771 |
| 28 | 1.313 | 1.701 | 2.048 | 2.467 | 2.763 |
| 29 | 1.311 | 1.699 | 2.045 | 2.462 | 2.756 |
| 30 | 1.310 | 1.697 | 2.042 | 2.457 | 2.750 |
| 31 | 1.309 | 1.696 | 2.040 | 2.453 | 2.744 |
| 32 | 1.309 | 1.694 | 2.037 | 2.449 | 2.738 |
| 33 | 1.308 | 1.692 | 2.035 | 2.445 | 2.733 |
| 34 | 1.307 | 1.691 | 2.032 | 2.441 | 2.728 |
| 35 | 1.306 | 1.690 | 2.030 | 2.438 | 2.724 |
| 36 | 1.306 | 1.688 | 2.028 | 2.434 | 2.719 |
| 37 | 1.305 | 1.687 | 2.026 | 2.431 | 2.715 |
| 38 | 1.304 | 1.686 | 2.024 | 2.429 | 2.712 |
| 39 | 1.304 | 1.685 | 2.023 | 2.426 | 2.708 |
| 40 | 1.303 | 1.684 | 2.021 | 2.423 | 2.704 |
| 41 | 1.303 | 1.683 | 2.020 | 2.421 | 2.701 |
| 42 | 1.302 | 1.682 | 2.018 | 2.418 | 2.698 |
| 43 | 1.302 | 1.681 | 2.017 | 2.416 | 2.695 |
| 44 | 1.301 | 1.680 | 2.015 | 2.414 | 2.692 |
| 45 | 1.301 | 1.679 | 2.014 | 2.412 | 2.690 |
| 46 | 1.300 | 1.679 | 2.013 | 2.410 | 2.687 |
| 47 | 1.300 | 1.678 | 2.012 | 2.408 | 2.685 |
| 48 | 1.299 | 1.677 | 2.011 | 2.407 | 2.682 |
| 49 | 1.299 | 1.677 | 2.010 | 2.405 | 2.680 |
| 50 | 1.299 | 1.676 | 2.009 | 2.403 | 2.678 |
| 51 | 1.298 | 1.675 | 2.008 | 2.402 | 2.676 |
| 52 | 1.298 | 1.675 | 2.007 | 2.400 | 2.674 |
| 53 | 1.298 | 1.674 | 2.006 | 2.399 | 2.672 |
| 54 | 1.297 | 1.674 | 2.005 | 2.397 | 2.670 |
| 55 | 1.297 | 1.673 | 2.004 | 2.396 | 2.668 |
| 56 | 1.297 | 1.673 | 2.003 | 2.395 | 2.667 |
| 57 | 1.297 | 1.672 | 2.002 | 2.394 | 2.665 |
| 58 | 1.296 | 1.672 | 2.002 | 2.392 | 2.663 |
| 59 | 1.296 | 1.671 | 2.001 | 2.391 | 2.662 |
| 60 | 1.296 | 1.671 | 2.000 | 2.390 | 2.660 |
| 61 | 1.296 | 1.671 | 2.000 | 2.390 | 2.659 |
| 62 | 1.296 | 1.671 | 1.999 | 2.389 | 2.659 |
| 63 | 1.296 | 1.670 | 1.999 | 2.389 | 2.658 |
| 64 | 1.296 | 1.670 | 1.999 | 2.388 | 2.657 |
| 65 | 1.296 | 1.670 | 1.998 | 2.388 | 2.657 |
| 66 | 1.295 | 1.670 | 1.998 | 2.387 | 2.656 |
| 67 | 1.295 | 1.670 | 1.998 | 2.387 | 2.655 |
| 68 | 1.295 | 1.670 | 1.997 | 2.386 | 2.655 |
| 69 | 1.295 | 1.669 | 1.997 | 2.386 | 2.654 |
| 70 | 1.295 | 1.669 | 1.997 | 2.385 | 2.653 |
| 71 | 1.295 | 1.669 | 1.996 | 2.385 | 2.653 |
| 72 | 1.295 | 1.669 | 1.996 | 2.384 | 2.652 |
| 73 | 1.295 | 1.669 | 1.996 | 2.384 | 2.651 |
| 74 | 1.295 | 1.668 | 1.995 | 2.383 | 2.651 |
| 75 | 1.295 | 1.668 | 1.995 | 2.383 | 2.650 |
| 76 | 1.294 | 1.668 | 1.995 | 2.382 | 2.649 |
| 77 | 1.294 | 1.668 | 1.994 | 2.382 | 2.649 |
| 78 | 1.294 | 1.668 | 1.994 | 2.381 | 2.648 |
| 79 | 1.294 | 1.668 | 1.994 | 2.381 | 2.647 |
| 80 | 1.294 | 1.667 | 1.993 | 2.380 | 2.647 |
| 81 | 1.294 | 1.667 | 1.993 | 2.380 | 2.646 |
| 82 | 1.294 | 1.667 | 1.993 | 2.379 | 2.645 |
| 83 | 1.294 | 1.667 | 1.992 | 2.379 | 2.645 |
| 84 | 1.294 | 1.667 | 1.992 | 2.378 | 2.644 |
| 85 | 1.294 | 1.666 | 1.992 | 2.378 | 2.643 |
| 86 | 1.293 | 1.666 | 1.991 | 2.377 | 2.643 |
| 87 | 1.293 | 1.666 | 1.991 | 2.377 | 2.642 |
| 88 | 1.293 | 1.666 | 1.991 | 2.376 | 2.641 |
| 89 | 1.293 | 1.666 | 1.990 | 2.376 | 2.641 |
| 90 | 1.293 | 1.666 | 1.990 | 2.375 | 2.640 |
| 91 | 1.293 | 1.665 | 1.990 | 2.374 | 2.639 |
| 92 | 1.293 | 1.665 | 1.989 | 2.374 | 2.639 |
| 93 | 1.293 | 1.665 | 1.989 | 2.373 | 2.638 |
| 94 | 1.293 | 1.665 | 1.989 | 2.373 | 2.637 |
| 95 | 1.293 | 1.665 | 1.988 | 2.372 | 2.637 |
| 96 | 1.292 | 1.664 | 1.988 | 2.372 | 2.636 |
| 97 | 1.292 | 1.664 | 1.988 | 2.371 | 2.635 |
| 98 | 1.292 | 1.664 | 1.987 | 2.371 | 2.635 |
| 99 | 1.292 | 1.664 | 1.987 | 2.370 | 2.634 |
| 100 | 1.292 | 1.664 | 1.987 | 2.370 | 2.633 |
| 101 | 1.292 | 1.663 | 1.986 | 2.369 | 2.633 |
| 102 | 1.292 | 1.663 | 1.986 | 2.369 | 2.632 |
| 103 | 1.292 | 1.663 | 1.986 | 2.368 | 2.631 |
| 104 | 1.292 | 1.663 | 1.985 | 2.368 | 2.631 |
| 105 | 1.292 | 1.663 | 1.985 | 2.367 | 2.630 |
| 106 | 1.291 | 1.663 | 1.985 | 2.367 | 2.629 |
| 107 | 1.291 | 1.662 | 1.984 | 2.366 | 2.629 |
| 108 | 1.291 | 1.662 | 1.984 | 2.366 | 2.628 |
| 109 | 1.291 | 1.662 | 1.984 | 2.365 | 2.627 |
| 110 | 1.291 | 1.662 | 1.983 | 2.365 | 2.627 |
| 111 | 1.291 | 1.662 | 1.983 | 2.364 | 2.626 |
| 112 | 1.291 | 1.661 | 1.983 | 2.364 | 2.625 |
| 113 | 1.291 | 1.661 | 1.982 | 2.363 | 2.625 |
| 114 | 1.291 | 1.661 | 1.982 | 2.363 | 2.624 |
| 115 | 1.291 | 1.661 | 1.982 | 2.362 | 2.623 |
| 116 | 1.290 | 1.661 | 1.981 | 2.362 | 2.623 |
| 117 | 1.290 | 1.661 | 1.981 | 2.361 | 2.622 |
| 118 | 1.290 | 1.660 | 1.981 | 2.361 | 2.621 |
| 119 | 1.290 | 1.660 | 1.980 | 2.360 | 2.621 |
| 120 | 1.290 | 1.660 | 1.980 | 2.360 | 2.620 |

Dari "Table of Percentage Points of the t-Distribution." Biometrika, Vol. 32. (1941), p. 300. Reproduced by permission of the Biometrika Trustees.

Distribution Nilai Tabel $F_{0,05}$
Degrees of freedom for Nominator

| Titik Persentase Distribusi F untuk Probabilita = 0,05 | | | | | | | | | | | | | | | |
|--|-------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| df untuk penyebut (N2) | df untuk pembilang (N1) | | | | | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 46 | 4.05 | 3.20 | 2.81 | 2.57 | 2.42 | 2.30 | 2.22 | 2.15 | 2.09 | 2.04 | 2.00 | 1.97 | 1.94 | 1.91 | 1.89 |
| 47 | 4.05 | 3.20 | 2.80 | 2.57 | 2.41 | 2.30 | 2.21 | 2.14 | 2.09 | 2.04 | 2.00 | 1.96 | 1.93 | 1.91 | 1.88 |
| 48 | 4.04 | 3.19 | 2.80 | 2.57 | 2.41 | 2.29 | 2.21 | 2.14 | 2.08 | 2.03 | 1.99 | 1.96 | 1.93 | 1.90 | 1.88 |
| 49 | 4.04 | 3.19 | 2.79 | 2.56 | 2.40 | 2.29 | 2.20 | 2.13 | 2.08 | 2.03 | 1.99 | 1.96 | 1.93 | 1.90 | 1.88 |
| 50 | 4.03 | 3.18 | 2.79 | 2.56 | 2.40 | 2.29 | 2.20 | 2.13 | 2.07 | 2.03 | 1.99 | 1.95 | 1.92 | 1.89 | 1.87 |
| 51 | 4.03 | 3.18 | 2.79 | 2.55 | 2.40 | 2.28 | 2.20 | 2.13 | 2.07 | 2.02 | 1.98 | 1.95 | 1.92 | 1.89 | 1.87 |
| 52 | 4.03 | 3.18 | 2.78 | 2.55 | 2.39 | 2.28 | 2.19 | 2.12 | 2.07 | 2.02 | 1.98 | 1.94 | 1.91 | 1.89 | 1.86 |
| 53 | 4.02 | 3.17 | 2.78 | 2.55 | 2.39 | 2.28 | 2.19 | 2.12 | 2.06 | 2.01 | 1.97 | 1.94 | 1.91 | 1.88 | 1.86 |
| 54 | 4.02 | 3.17 | 2.78 | 2.54 | 2.39 | 2.27 | 2.18 | 2.12 | 2.06 | 2.01 | 1.97 | 1.94 | 1.91 | 1.88 | 1.86 |
| 55 | 4.02 | 3.16 | 2.77 | 2.54 | 2.38 | 2.27 | 2.18 | 2.11 | 2.06 | 2.01 | 1.97 | 1.93 | 1.90 | 1.88 | 1.85 |
| 56 | 4.01 | 3.16 | 2.77 | 2.54 | 2.38 | 2.27 | 2.18 | 2.11 | 2.05 | 2.00 | 1.96 | 1.93 | 1.90 | 1.87 | 1.85 |
| 57 | 4.01 | 3.16 | 2.77 | 2.53 | 2.38 | 2.26 | 2.18 | 2.11 | 2.05 | 2.00 | 1.96 | 1.93 | 1.90 | 1.87 | 1.85 |
| 58 | 4.01 | 3.16 | 2.76 | 2.53 | 2.37 | 2.26 | 2.17 | 2.10 | 2.05 | 2.00 | 1.96 | 1.92 | 1.89 | 1.87 | 1.84 |
| 59 | 4.00 | 3.15 | 2.76 | 2.53 | 2.37 | 2.26 | 2.17 | 2.10 | 2.04 | 2.00 | 1.96 | 1.92 | 1.89 | 1.86 | 1.84 |
| 60 | 4.00 | 3.15 | 2.76 | 2.53 | 2.37 | 2.25 | 2.17 | 2.10 | 2.04 | 1.99 | 1.95 | 1.92 | 1.89 | 1.86 | 1.84 |
| 61 | 4.00 | 3.15 | 2.76 | 2.52 | 2.37 | 2.25 | 2.16 | 2.09 | 2.04 | 1.99 | 1.95 | 1.91 | 1.88 | 1.86 | 1.83 |
| 62 | 4.00 | 3.15 | 2.75 | 2.52 | 2.36 | 2.25 | 2.16 | 2.09 | 2.03 | 1.99 | 1.95 | 1.91 | 1.88 | 1.85 | 1.83 |
| 63 | 3.99 | 3.14 | 2.75 | 2.52 | 2.36 | 2.24 | 2.16 | 2.09 | 2.03 | 1.98 | 1.94 | 1.91 | 1.88 | 1.85 | 1.83 |
| 64 | 3.99 | 3.14 | 2.75 | 2.52 | 2.36 | 2.24 | 2.16 | 2.09 | 2.03 | 1.98 | 1.94 | 1.91 | 1.88 | 1.85 | 1.83 |
| 65 | 3.99 | 3.14 | 2.75 | 2.51 | 2.36 | 2.24 | 2.15 | 2.08 | 2.03 | 1.98 | 1.94 | 1.90 | 1.87 | 1.85 | 1.82 |
| 66 | 3.99 | 3.14 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.03 | 1.98 | 1.94 | 1.90 | 1.87 | 1.84 | 1.82 |
| 67 | 3.98 | 3.13 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.02 | 1.98 | 1.93 | 1.90 | 1.87 | 1.84 | 1.82 |
| 68 | 3.98 | 3.13 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.02 | 1.97 | 1.93 | 1.90 | 1.87 | 1.84 | 1.82 |
| 69 | 3.98 | 3.13 | 2.74 | 2.50 | 2.35 | 2.23 | 2.15 | 2.08 | 2.02 | 1.97 | 1.93 | 1.90 | 1.86 | 1.84 | 1.81 |
| 70 | 3.98 | 3.13 | 2.74 | 2.50 | 2.35 | 2.23 | 2.14 | 2.07 | 2.02 | 1.97 | 1.93 | 1.89 | 1.86 | 1.84 | 1.81 |
| 71 | 3.98 | 3.13 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.97 | 1.93 | 1.89 | 1.86 | 1.83 | 1.81 |
| 72 | 3.97 | 3.12 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.86 | 1.83 | 1.81 |
| 73 | 3.97 | 3.12 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.86 | 1.83 | 1.81 |
| 74 | 3.97 | 3.12 | 2.73 | 2.50 | 2.34 | 2.22 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.85 | 1.83 | 1.80 |
| 75 | 3.97 | 3.12 | 2.73 | 2.49 | 2.34 | 2.22 | 2.13 | 2.06 | 2.01 | 1.96 | 1.92 | 1.88 | 1.85 | 1.83 | 1.80 |
| 76 | 3.97 | 3.12 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.01 | 1.96 | 1.92 | 1.88 | 1.85 | 1.82 | 1.80 |
| 77 | 3.97 | 3.12 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.96 | 1.92 | 1.88 | 1.85 | 1.82 | 1.80 |
| 78 | 3.96 | 3.11 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.85 | 1.82 | 1.80 |
| 79 | 3.96 | 3.11 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.85 | 1.82 | 1.79 |
| 80 | 3.96 | 3.11 | 2.72 | 2.49 | 2.33 | 2.21 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.84 | 1.82 | 1.79 |
| 81 | 3.96 | 3.11 | 2.72 | 2.48 | 2.33 | 2.21 | 2.12 | 2.05 | 2.00 | 1.95 | 1.91 | 1.87 | 1.84 | 1.82 | 1.79 |
| 82 | 3.96 | 3.11 | 2.72 | 2.48 | 2.33 | 2.21 | 2.12 | 2.05 | 2.00 | 1.95 | 1.91 | 1.87 | 1.84 | 1.81 | 1.79 |
| 83 | 3.96 | 3.11 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.95 | 1.91 | 1.87 | 1.84 | 1.81 | 1.79 |
| 84 | 3.95 | 3.11 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.95 | 1.90 | 1.87 | 1.84 | 1.81 | 1.79 |
| 85 | 3.95 | 3.10 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.84 | 1.81 | 1.79 |
| 86 | 3.95 | 3.10 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.84 | 1.81 | 1.78 |
| 87 | 3.95 | 3.10 | 2.71 | 2.48 | 2.32 | 2.20 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.83 | 1.81 | 1.78 |
| 88 | 3.95 | 3.10 | 2.71 | 2.48 | 2.32 | 2.20 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.81 | 1.78 |
| 89 | 3.95 | 3.10 | 2.71 | 2.47 | 2.32 | 2.20 | 2.11 | 2.04 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| 90 | 3.95 | 3.10 | 2.71 | 2.47 | 2.32 | 2.20 | 2.11 | 2.04 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |

**Distribusi Nilai r_{tabel}
Signifikansi 5% dan 1%**

| N | The Level of Significance | | N | The Level of Significance | |
|----|---------------------------|-------|------|---------------------------|-------|
| | 5% | 1% | | 5% | 1% |
| 3 | 0.997 | 0.999 | 38 | 0.320 | 0.413 |
| 4 | 0.950 | 0.990 | 39 | 0.316 | 0.408 |
| 5 | 0.878 | 0.959 | 40 | 0.312 | 0.403 |
| 6 | 0.811 | 0.917 | 41 | 0.308 | 0.398 |
| 7 | 0.754 | 0.874 | 42 | 0.304 | 0.393 |
| 8 | 0.707 | 0.834 | 43 | 0.301 | 0.389 |
| 9 | 0.666 | 0.798 | 44 | 0.297 | 0.384 |
| 10 | 0.632 | 0.765 | 45 | 0.294 | 0.380 |
| 11 | 0.602 | 0.735 | 46 | 0.291 | 0.376 |
| 12 | 0.576 | 0.708 | 47 | 0.288 | 0.372 |
| 13 | 0.553 | 0.684 | 48 | 0.284 | 0.368 |
| 14 | 0.532 | 0.661 | 49 | 0.281 | 0.364 |
| 15 | 0.514 | 0.641 | 50 | 0.279 | 0.361 |
| 16 | 0.497 | 0.623 | 55 | 0.266 | 0.345 |
| 17 | 0.482 | 0.606 | 60 | 0.254 | 0.330 |
| 18 | 0.468 | 0.590 | 65 | 0.244 | 0.317 |
| 19 | 0.456 | 0.575 | 70 | 0.235 | 0.306 |
| 20 | 0.444 | 0.561 | 75 | 0.227 | 0.296 |
| 21 | 0.433 | 0.549 | 80 | 0.220 | 0.286 |
| 22 | 0.432 | 0.537 | 85 | 0.213 | 0.278 |
| 23 | 0.413 | 0.526 | 90 | 0.207 | 0.267 |
| 24 | 0.404 | 0.515 | 95 | 0.202 | 0.263 |
| 25 | 0.396 | 0.505 | 100 | 0.195 | 0.256 |
| 26 | 0.388 | 0.496 | 125 | 0.176 | 0.230 |
| 27 | 0.381 | 0.487 | 150 | 0.159 | 0.210 |
| 28 | 0.374 | 0.478 | 175 | 0.148 | 0.194 |
| 29 | 0.367 | 0.470 | 200 | 0.138 | 0.181 |
| | | | | | |
| 30 | 0.361 | 0.463 | 300 | 0.113 | 0.148 |
| 31 | 0.355 | 0.456 | 400 | 0.098 | 0.128 |
| 32 | 0.349 | 0.449 | 500 | 0.088 | 0.115 |
| 33 | 0.344 | 0.442 | 600 | 0.080 | 0.105 |
| 34 | 0.339 | 0.436 | 700 | 0.074 | 0.097 |
| 35 | 0.334 | 0.430 | 800 | 0.070 | 0.091 |
| 36 | 0.329 | 0.424 | 900 | 0.065 | 0.086 |
| 37 | 0.325 | 0.418 | 1000 | 0.062 | 0.081 |



UNIVERSITAS SARI MUTIARA INDONESIA

FAKULTAS EKONOMI DAN ILMU SOSIAL

Jalan Kapten Muslim No. 79 Telp. (061) – 8476769 – 8466079 Fax. (061) - 8471550
Website : sari-mutiara.ac.id, Email : ekonomism@yahoo.co.id
Medan - Sumatera Utara

SURAT KEPUTUSAN DEKAN FAKULTAS EKONOMI DAN ILMU SOSIAL UNIVERSITAS SARI MUTIARA INDONESIA Nomor : 104/03/E/USM/III/2020

TENTANG DOSEN PEMBIMBING SKRIPSI PROGRAM STUDI MANAJEMEN FAKULTAS EKONOMI DAN ILMU SOSIAL UNIVERSITAS SARI MUTIARA INDONESIA

- MENIMBANG** : a. Bahwa penulisan skripsi merupakan bagian dari salah satu syarat menyelesaikan Studi untuk mendapatkan gelar Sarjana Manajemen (S.M.)
b. Bahwa untuk kelancaran dan keteraturan penulisan skripsi tersebut dipandang perlu menunjuk Dosen Pembimbing Skripsi.
c. Sehubungan dengan sub b diatas perlu diterbitkan surat keputusannya.
- MENINGAT** : a. Undang – Undang No. 20 Tahun 2003 tentang Sistem Pendidikan Nasional.
b. Keputusan DIKTI/Kopertis: No. 10/E/O/2013 tentang berdirinya Universitas Sari Mutiara Indonesia.
- MEMPERHATIKAN** : Permohonan pengesahan Dosen Pembimbing Skripsi Saudara/i :
Nama : Susi Susanti Manullang
NIM : 160311007
Judul : Pengaruh Harga Dan Keragaman Produk Terhadap Loyalitas Pelanggan Pada Champion Cafe Medan
- MEMUTUSKAN**
- MENETAPKAN**
- Pertama : Menunjuk sdr/i. **Dr. Elizabeth Haloho,M.M.** sebagai Dosen Pembimbing Skripsi mahasiswa yang tersebut diatas.
- Kedua : Surat Keputusan ini berlaku 1 (satu) tahun sejak tanggal ditetapkan.
- Ketiga : Segala pengeluaran/pembiayaan sebagai akibat diterbitkannya surat keputusan ini dibebankan kepada Program Studi Manajemen Fakultas Ekonomi dan Ilmu Sosial Universitas Sari Mutiara Indonesia.
- Keempat : Keputusan ini berlaku sejak tanggal ditetapkan dengan ketentuan bahwa segala sesuatunya akan diubah dan diperbaiki sebagaimana mestinya apabila dikemudian hari terdapat kekeliruan dalam keputusan ini.

Ditetapkan di : Medan
Pada Tanggal : 16 Maret 2020

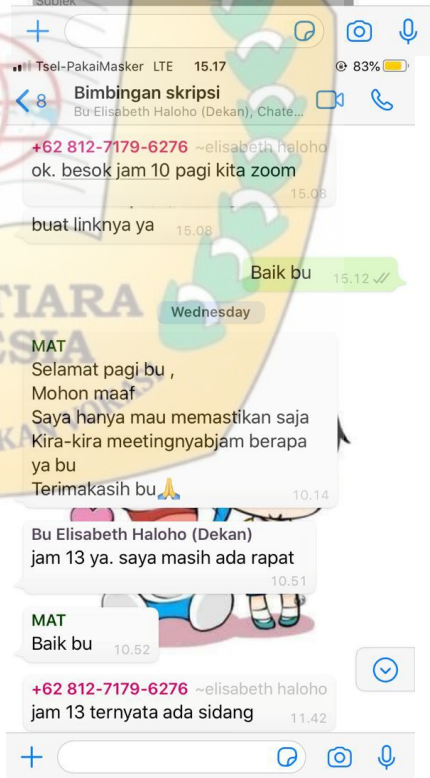
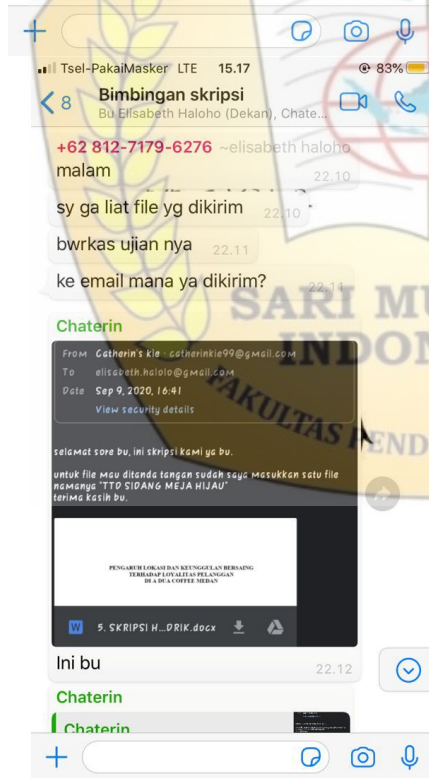
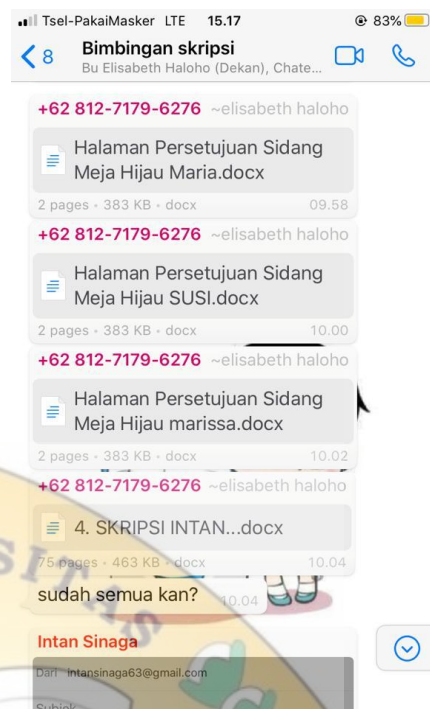
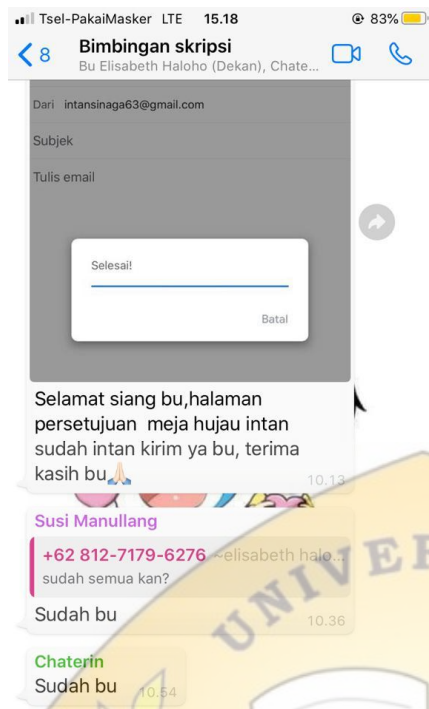
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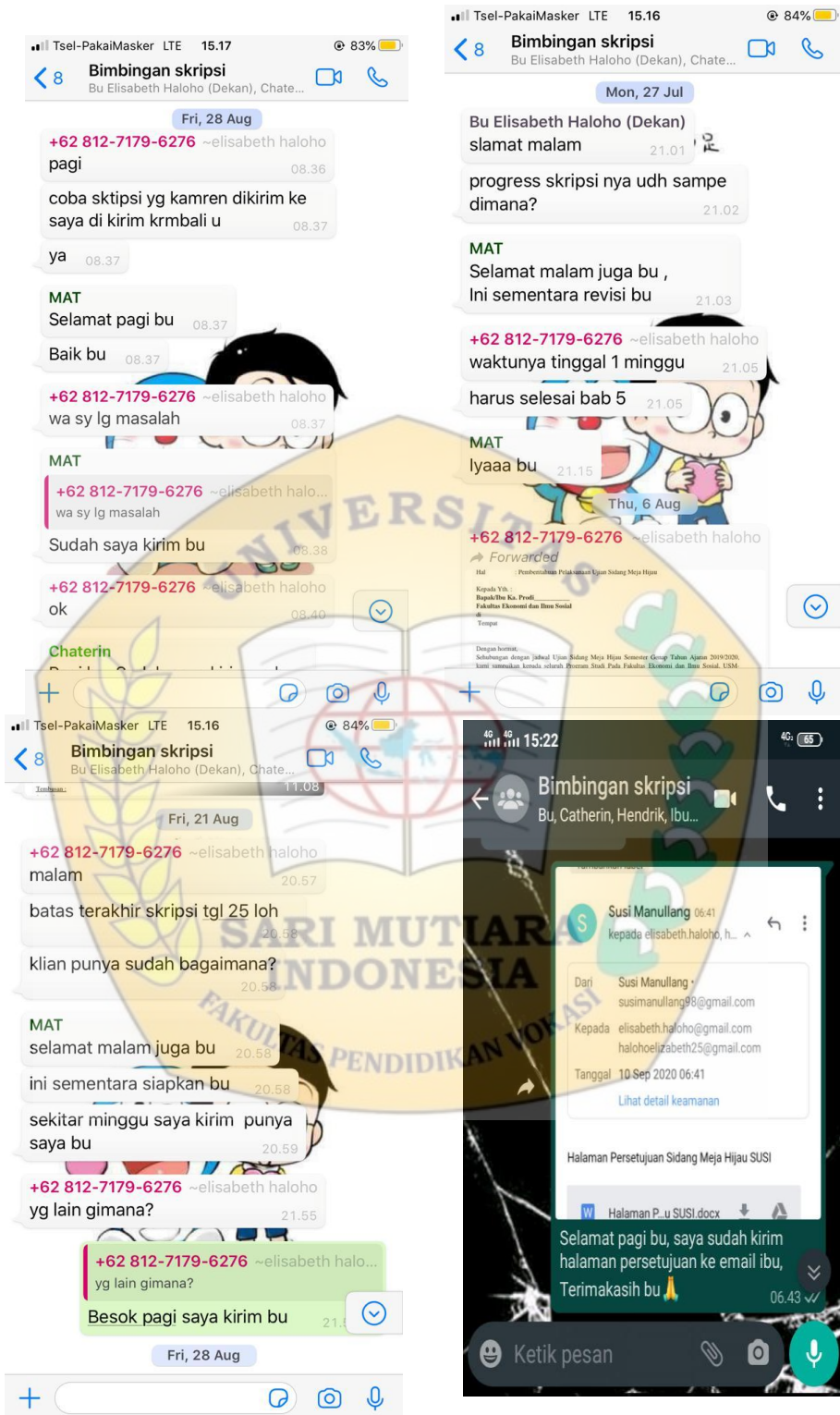


Dr. Elizabeth Haloho,M.M.
NIDN : 0126047501

Tembusan :

1. Dosen
2. Peringgal





CHAMPION CAFE
JL.Dr.Mansyur No.134 Padang Bulan Selayang I
Medan, 20122

Hal : Balasan

Kepada Yth,

Bapak/Ibu Pimpinan

Universitas Sari Mutiara Indonesia

Di-

Tempat

Dengan Hormat,

Yang bertanda tangan dibawah ini :

Nama : Esther R Hutabarat

Jabatan : Manager

Menerangkan bahwa,

Nama : Susi Susanti Manullang

Nim : 160311007

Jurusan : Manajemen/S-1

Telah kami setuju untuk melaksanakan penelitian di cafe kami sebagai syarat penyusunan skripsi dengan judul "Pengaruh Harga dan Keragaman Produk Terhadap Loyalitas Pelanggan Champion Cafe Medan".

Demikian surat ini kami sampaikan, atas kerjasamanya kami mengucapkan terimakasih.

Medan 12 Agustus 2020

Manager Champion Cafe



Esther R Hutabarat



UNIVERSITAS SARI MUTIARA INDONESIA

FAKULTAS EKONOMI DAN ILMU SOSIAL

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Medan - Sumatera Utara

Medan, 7 Agustus 2020

Nomor : 216/03/B/USM/VIII/2020

Lamp : -

Hal : Izin Penelitian

KepadaYth,
Bapak/Ibu Pimpinan Champion Cafe Medan
Di –
Tempat

Dengan Hormat,

Dekan Fakultas Ekonomi dan Ilmu Sosial dengan ini menerangkan bahwa mahasiswa tersebut di bawah ini:

Nama : Susi Susanti Manullang
NIM : 160311007
Jurusan/ Prodi : Manajemen/ S-1
Judul Skripsi : Pengaruh Harga dan Keragaman produk Terhadap Loyalitas Pelanggan Pada Champion Cafe Medan
Pembimbing : Dr. Elizabeth Haloho,M.M.

Bermaksud untuk mengadakan penelitian dalam rangka penyusunan skripsi. Untuk itu kami memohon bantuan Bapak/Ibu memberikan izin terhadap mahasiswa tersebut di atas.

Atas bantuan dan kerjasama yang Bapak/Ibu berikan, kami ucapkan terima kasih.

Medan, 7 Agustus 2020

Dekan



Dr. Elizabeth Haloho, M.M.
NIDN: 0126047501

Tembusan:

1. Peringgal