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LAMPIRAN

Lampiran 1: Biodata**BIODATA****Identitas Diri**

Nama : Shavira Abdullah Sanda
Tempat, Tanggal Lahir : Blitar, 19 April 1999
Jenis Kelamin : Perempuan
Alamat Rumah : Jl. Perintis Kemerdekaan Km.13 Griya Dua
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Riwayat Pendidikan

- a. Raudhatul Athfal Islam Rantepao : 2003-2005
- b. Madrasah Ibtidaiyah Rantepao : 2005-2011
- c. SMP Negeri 2 Rantepao : 2011-2014
- d. SMA Negeri 2 Toraja Utara : 2014-2017

Pengalaman

Organisasi

- a. Partnership Innovation Specialist Staff External Relation and Partnership Development AIESEC in Universitas Hasanuddin (2019-2020)

Demikian data ini dibuat dengan sebenarnya.

Makassar,

Shavira Abdullah Sanda

Lampiran 2: Kuesioner Penelitian

KUESIONER PENELITIAN

Assalamualaikum wr, wb.

Sehubungan dengan kegiatan penyusunan skripsi, saya melakukan penelitian yang berjudul:

“Pengaruh *Marketing Mix* Terhadap Loyalitas Pelanggan Pada Produk *Skincare* Lokal Avoskin (Studi Kasus Pada Generasi Z dan Milenial di Kota Jakarta)”

Berdasarkan hal tersebut, maka saya mohon kesediaan saudara untuk mengisi kuesioner yang terlampir. Adapun tujuan penyebaran kuesioner ini adalah untuk memperoleh informasi mengenai seberapa besar pengaruh *marketing mix* terhadap loyalitas pelanggan generasi z dan milenial pada produk *skincare* lokal Avoskin di kota Jakarta. Informasi yang anda berikan akan sangat membantu dalam penelitian ini. Oleh karena itu, besar harapan saya untuk kesediaan anda memberikan informasi yang sebenar-benarnya untuk penelitian ini.

Atas kerja sama dan waktu anda untuk mengisi kuesioner ini, saya ucapkan terima kasih.

Hormat Saya,

Shavira Abdullah Sanda
(Mahasiswa Universitas Hasanuddin)

DATA RESPONDEN

Nama/Inisial :

Jenis Kelamin :

- a. Laki-laki
- b. Perempuan

Usia (Generasi) :

- a. 15-27 tahun (Gen Z)
- b. 28-43 tahun (Milenial)

Apakah anda pernah membeli dan menggunakan produk *skincare* Avoskin minimal 2 kali?

- a. Ya
- b. Tidak (Jika tidak berhenti di sini)

Apakah anda berdomisili di Jakarta?

- a. Ya
- b. Tidak (Jika tidak berhenti di sini)

Frekuensi pembelian produk *skincare* Avoskin dalam 6 bulan terakhir

- a. 1-4 kali
- b. 5-8 kali
- c. >9 kali

PETUNJUK PENGISIAN KUESIONER

1. Jawablah tiap item pertanyaan dan pernyataan kuesioner ini sesuai dengan penilaian saudara
2. Pilihlah salah satu jawaban dari kelima alternatif jawaban yang sesuai
3. Keterangan jawaban adalah sebagai berikut:

SS : Sangat Setuju

- S : Setuju
 N : Netral
 TS : Tidak Setuju
 STS : Sangat Tidak Setuju

PERTANYAAN PENELITIAN

Product

No	Pernyataan	Tanggapan				
		STS	TS	N	S	SS
1.	Menurut saya Avoskin menawarkan produk <i>skincare</i> yang beragam untuk mengatasi berbagai jenis permasalahan kulit					
2.	Menurut saya produk <i>skincare</i> yang ditawarkan Avoskin memiliki kualitas yang baik dan sesuai dengan fungsi serta klaim yang dijanjikan					
3.	Menurut saya produk <i>skincare</i> Avoskin memiliki desain yang fungsional (kemudahan penggunaan, penyimpanan, keamanan produk) dan menarik (warna, bahan, bentuk)					
4.	Avoskin adalah <i>brand skincare</i> lokal yang terpercaya dan memberikan kesan yang baik					

Price

No	Pernyataan	Tanggapan				
		STS	TS	N	S	SS
1.	Menurut saya harga produk <i>skincare</i> Avoskin terjangkau					
2.	Menurut saya harga produk <i>skincare</i> yang ditawarkan Avoskin sesuai dengan kualitas yang diberikan					
3.	Menurut saya harga produk <i>skincare</i> yang ditawarkan Avoskin sesuai dengan manfaat yang dirasakan					
4.	Menurut saya harga produk <i>skincare</i> Avoskin dapat bersaing dengan produk sejenis dari <i>brand skincare</i> lain					

Place

No	Pernyataan	Tanggapan				
		STS	TS	N	S	SS
1.	Menurut saya produk <i>skincare</i> Avoskin tersedia di berbagai toko kosmetik di Jakarta					
2.	Saya dapat dengan cepat mendapatkan produk <i>skincare</i> Avoskin di Jakarta					
3.	Saya tidak mengalami kesulitan dalam mendapatkan produk <i>skincare</i> Avoskin di Jakarta					

Promotion

No	Pernyataan	Tanggapan				
		STS	TS	N	S	SS
1.	Menurut saya iklan yang ditampilkan Avoskin melalui media sosial dan media cetak menarik dan informatif					
2.	Menurut saya Avoskin menawarkan berbagai promosi serta potongan harga yang menarik untuk setiap pembelian produk <i>skincare</i>					
3.	Menurut saya Avoskin memberikan pelayanan serta menjaga hubungan yang baik dengan pelanggannya					

Loyalitas Pelanggan

No	Pernyataan	Tanggapan				
		STS	TS	N	S	SS
1.	Saya berniat untuk terus menggunakan dan membeli produk <i>skincare</i> Avoskin di masa depan					
2.	Saya akan membeli produk lain yang ditawarkan Avoskin					
3.	Saya akan merekomendasikan atau menyarankan orang lain untuk membeli dan menggunakan produk <i>skincare</i> Avoskin					

4.	Saya tidak akan membeli produk <i>skincare</i> dari brand lain apabila produk <i>skincare</i> Avoskin tidak tersedia di toko.					
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Lampiran 3: Data Identitas dan Jawaban Responden

Nama/ Inisial	Jenis Kelamin	Usia (Generasi)	Apakah anda pernah membeli dan menggun akan produk <i>skincare</i> Avoskin minimal 2 kali?	Apakah anda berdomisili di Jakarta?	Frekuensi pembelian produk <i>skincare</i> Avoskin dalam 6 bulan terakhir																							
Afifah	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	4	4	18	5	5	4	4	18	4	5	4	13	4	5	4	13	5	5	4	5	19
Ririn	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	5	4	19	4	4	5	5	18	4	4	4	12	4	5	5	14	4	5	4	4	17
Sharon	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	4	4	5	18	3	4	4	3	14	4	5	4	13	4	5	4	13	4	5	5	4	18
Tyas	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	5	5	20	3	4	4	4	15	5	4	5	14	4	5	5	14	5	4	5	4	18
Bianca	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	4	4	18	4	5	4	3	16	4	5	5	14	4	5	5	14	5	4	4	4	17
AF	Perempuan	Gen Z	Ya	Ya	5-8 kali	4	4	4	3	15	4	5	5	4	18	4	4	3	11	3	4	4	11	4	4	4	3	15
Rini	Perempuan	Gen Z	Ya	Ya	5-8 kali	4	4	4	4	16	4	5	4	4	17	4	5	4	13	4	4	4	12	5	4	5	4	18
AR	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	5	4	19	4	4	4	2	14	4	4	5	13	4	5	4	13	5	4	5	5	19
Arum	Perempuan	Gen Z	Ya	Ya	5-8 kali	4	5	4	3	16	3	4	3	2	12	4	4	5	13	4	5	5	14	5	4	5	4	18
Putri	Perempuan	Gen Z	Ya	Ya	5-8 kali	4	4	5	4	17	4	4	5	4	17	4	4	4	12	4	4	4	12	5	4	4	4	17
NK	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	5	4	19	5	4	4	3	16	4	4	4	12	4	4	5	13	5	4	4	4	17
Joce	Perempuan	Gen Z	Ya	Ya	5-8 kali	4	5	5	4	18	4	4	4	4	16	5	5	5	15	4	5	5	14	5	5	5	5	20
Nabila	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	5	4	19	4	4	3	3	14	4	5	4	13	4	5	4	13	5	4	5	4	18
Nici	Perempuan	Milenial	Ya	Ya	5-8 kali	5	4	5	5	19	4	4	5	4	17	5	5	5	15	5	5	5	15	5	5	5	4	19
Linda	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	4	4	3	16	5	5	3	4	17	4	4	4	12	4	4	5	13	5	4	4	3	16
Tika	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	5	4	19	4	4	4	3	15	4	5	5	14	5	4	5	14	5	4	5	4	19
Raisa	Perempuan	Milenial	Ya	Ya	5-8 kali	5	4	4	4	17	4	4	4	4	16	5	4	4	13	4	4	5	13	4	3	4	3	14
Ila	Perempuan	Milenial	Ya	Ya	5-8 kali	4	4	5	4	17	4	4	5	5	18	5	4	5	14	5	4	4	13	5	5	4	4	18
Naira	Perempuan	Milenial	Ya	Ya	>9 kali	5	5	5	4	19	4	4	4	4	16	4	5	4	13	4	4	5	13	5	4	5	4	18
Felicia	Perempuan	Gen Z	Ya	Ya	1-4 kali	4	3	3	4	14	3	3	3	3	12	3	3	4	10	3	3	3	9	4	3	4	3	14
Sophia	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	5	5	20	5	5	5	5	20	4	5	5	14	5	5	5	15	5	5	5	4	19
Delta	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	5	5	20	4	5	5	5	19	5	5	5	15	5	5	5	15	5	5	5	5	20

YT	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	4	3	4	16	3	4	4	4	15	4	4	4	12	4	4	5	13	5	4	5	4	18
Syifa	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	4	5	19	4	5	4	4	17	5	5	5	15	4	5	5	14	5	5	5	4	19
TU	Laki-laki	Gen Z	Ya	Ya	1-4 kali	3	2	2	3	10	4	3	3	2	12	3	4	4	11	3	4	4	11	3	3	4	3	13
Vn	Perempuan	Milenial	Ya	Ya	5-8 kali	4	5	5	4	18	4	4	3	3	14	4	3	4	11	4	3	4	11	4	3	4	3	14
Cika	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	4	4	5	18	4	4	4	4	16	4	5	4	13	4	5	4	13	5	4	4	4	17
Maisya	Perempuan	Gen Z	Ya	Ya	5-8 kali	4	5	5	4	18	5	5	5	5	20	4	5	5	14	4	5	5	14	5	4	4	5	18
Velfa	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	4	3	4	16	5	4	3	3	15	5	4	4	13	4	4	5	13	5	4	5	4	18
Rahma	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	4	4	18	4	4	4	4	16	4	4	5	13	4	5	4	13	5	4	4	3	16
Fia	Perempuan	Gen Z	Ya	Ya	5-8 kali	4	5	4	4	17	5	4	4	5	18	4	5	4	13	4	4	4	12	4	5	4	4	17
Septia	Perempuan	Milenial	Ya	Ya	5-8 kali	4	4	5	4	17	4	3	4	3	14	4	4	4	12	5	4	4	13	4	4	4	5	17
Naya	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	4	5	4	18	4	3	3	4	14	4	5	5	14	4	5	5	14	5	4	5	4	18
Dandi	Laki-laki	Gen Z	Ya	Ya	1-4 kali	4	3	4	4	15	5	5	4	4	18	4	4	4	12	3	4	4	11	4	4	4	4	16
Tasya	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	4	4	18	4	4	4	4	16	4	4	4	12	4	4	4	12	4	4	4	5	17
Alisha	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	4	4	18	5	4	4	4	17	4	5	5	14	5	4	4	13	5	5	4	4	18
Amy	Perempuan	Milenial	Ya	Ya	5-8 kali	4	5	5	4	18	5	4	4	4	17	4	4	5	13	4	5	4	13	4	4	4	4	16
N	Perempuan	Milenial	Ya	Ya	5-8 kali	5	4	3	4	16	5	4	4	4	17	4	4	4	12	4	4	4	12	4	4	4	3	15
Neny	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	4	5	19	4	4	4	4	16	4	4	4	12	4	3	3	10	4	4	4	5	17
Rizal	Laki-laki	Gen Z	Ya	Ya	1-4 kali	4	3	3	3	13	4	3	2	3	12	3	3	4	10	3	4	3	10	4	3	4	3	14
Ajeng	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	5	4	19	5	4	4	4	17	4	5	5	14	4	5	5	14	4	4	4	4	16
Suci	Perempuan	Gen Z	Ya	Ya	5-8 kali	3	3	3	3	12	5	4	3	5	17	3	3	3	9	3	3	3	9	3	3	3	3	12
Amel	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	5	4	19	4	5	5	4	18	5	4	4	13	4	4	5	13	4	4	4	4	16
Ica	Perempuan	Milenial	Ya	Ya	1-4 kali	4	4	4	5	17	5	5	5	5	20	5	5	5	15	4	4	5	13	5	5	5	5	20
Becca	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	5	4	19	4	4	4	4	16	4	5	4	13	4	5	4	13	4	4	4	4	16
Aurel	Perempuan	Milenial	Ya	Ya	5-8 kali	4	5	5	4	18	5	5	5	4	19	4	4	5	13	4	4	4	12	5	4	4	4	17
Desti	Perempuan	Milenial	Ya	Ya	1-4 kali	4	3	4	4	15	4	4	4	4	16	3	3	4	10	3	3	3	9	4	4	4	4	16
Ghew	Perempuan	Gen Z	Ya	Ya	1-4 kali	5	4	4	4	17	4	4	4	4	16	3	4	4	11	4	4	4	12	4	4	4	3	15
Nadifa	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	5	5	20	5	4	4	4	17	5	5	5	15	5	5	5	15	5	5	5	5	20
Tsbita	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	4	4	18	5	4	4	4	17	4	5	5	14	4	5	4	13	4	4	4	4	16
Nova	Perempuan	Milenial	Ya	Ya	>9 kali	5	4	5	4	18	5	4	4	4	17	4	4	4	12	4	4	4	12	4	4	5	4	17
S	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	4	4	4	17	4	4	4	4	16	4	4	4	12	4	4	4	12	4	4	4	4	16
VA	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	4	5	19	5	5	5	5	20	4	4	4	12	5	5	5	15	5	5	5	5	20
Risna	Perempuan	Milenial	Ya	Ya	5-8 kali	5	4	5	4	18	3	4	5	5	17	4	5	5	14	4	5	5	14	5	4	5	4	18
Vicka	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	5	4	19	4	5	5	4	18	4	4	4	12	5	5	5	15	5	5	5	4	19
Audi	Perempuan	Gen Z	Ya	Ya	5-8 kali	4	5	4	4	17	4	4	3	3	14	4	4	4	12	4	4	4	12	4	4	4	3	15
Zhola	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	4	4	18	4	4	3	4	15	4	5	5	14	4	4	4	12	4	4	4	4	16
PT	Laki-laki	Gen Z	Ya	Ya	1-4 kali	4	3	3	4	14	2	3	3	3	11	3	4	4	11	2	2	3	7	4	3	4	3	14
Amyra	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	4	5	19	4	4	4	5	17	4	5	5	14	4	4	4	12	4	4	4	5	17
Asha	Perempuan	Milenial	Ya	Ya	1-4 kali	4	4	4	5	17	4	4	5	4	17	4	4	4	12	4	5	4	13	4	5	4	5	18
Indira	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	5	5	20	4	5	3	5	17	5	4	5	14	4	4	5	13	4	4	5	4	17
KA	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	5	4	19	5	4	4	4	17	5	4	4	13	5	5	5	15	5	5	4	5	19

Z	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	4	4	18	4	4	4	4	16	5	4	4	13	4	5	4	13	5	4	4	5	18
Ade	Perempuan	Gen Z	Ya	Ya	5-8 kali	4	4	5	4	17	4	3	3	4	14	4	4	4	12	4	4	4	12	4	4	3	3	14
Aghna	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	4	4	5	18	4	4	3	3	14	4	4	5	13	4	3	4	11	4	4	3	4	15
Aisyah	Perempuan	Milenial	Ya	Ya	1-4 kali	4	4	3	4	15	4	4	4	3	15	4	4	4	12	5	4	4	13	4	4	3	4	15
IS	Laki-laki	Gen Z	Ya	Ya	>9 kali	5	5	5	5	20	5	5	5	5	20	5	5	5	15	5	5	5	15	5	5	5	5	20
Diva	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	4	5	19	5	5	4	5	19	3	3	4	10	5	5	4	14	5	5	3	4	17
Nadine	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	4	5	19	5	5	5	5	20	5	4	5	14	3	4	3	10	5	5	5	5	20
Ica	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	4	4	18	2	4	3	2	11	4	4	5	13	4	4	4	12	4	5	5	5	19
Keisha	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	4	4	18	4	4	3	4	15	5	4	5	14	4	4	4	12	4	4	4	4	16
Irma	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	4	5	19	4	5	4	5	18	5	5	5	15	5	4	5	14	4	5	4	5	18
Aza	Perempuan	Gen Z	Ya	Ya	5-8 kali	4	5	5	4	18	4	5	4	5	18	4	4	4	12	4	4	5	13	4	5	5	4	18
Dafi	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	5	4	19	5	5	4	4	18	3	5	5	13	4	4	4	12	4	5	5	5	19
Jlhan	Perempuan	Milenial	Ya	Ya	5-8 kali	4	4	4	5	17	5	4	4	5	18	4	5	4	13	4	5	4	13	4	4	5	4	17
Lean	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	5	5	20	3	3	3	3	12	4	4	4	12	5	4	4	13	5	5	4	4	19
R	Perempuan	Gen Z	Ya	Ya	1-4 kali	4	4	3	4	15	4	5	3	5	17	4	4	4	12	4	4	4	12	4	4	4	5	17
Oca	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	5	4	19	4	3	4	4	15	4	4	4	12	5	5	5	15	5	4	4	5	18
SD	Perempuan	Milenial	Ya	Ya	5-8 kali	4	4	5	5	18	4	5	4	4	17	4	4	4	12	5	5	5	15	3	5	4	3	15
S	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	4	4	18	4	4	4	5	18	5	4	4	13	3	4	5	12	3	5	4	5	17
Anella	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	4	5	4	18	5	4	4	5	18	5	4	5	14	4	4	5	13	4	5	4	5	18
Cica	Perempuan	Milenial	Ya	Ya	1-4 kali	4	3	4	4	15	5	4	4	4	17	3	3	4	10	4	4	3	11	4	5	4	4	17
Fanya	Perempuan	Gen Z	Ya	Ya	1-4 kali	4	5	4	4	17	4	5	4	4	17	5	4	5	14	4	4	4	12	4	5	4	5	18
Shafa	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	5	4	19	5	5	5	4	19	5	5	5	15	5	5	5	15	5	5	5	4	19
Safira	Perempuan	Gen Z	Ya	Ya	1-4 kali	4	4	3	4	15	5	4	4	5	18	3	3	3	9	3	4	3	10	4	5	4	5	18
Olivia	Perempuan	Milenial	Ya	Ya	5-8 kali	5	4	3	4	16	5	5	4	5	19	4	4	4	12	5	4	3	12	4	5	4	4	17
JF	Perempuan	Gen Z	Ya	Ya	5-8 kali	4	4	3	4	15	4	3	4	4	15	3	4	3	10	3	4	3	10	4	3	3	4	14
Malika	Perempuan	Milenial	Ya	Ya	>9 kali	5	5	4	4	18	3	3	3	3	12	4	4	4	12	4	3	4	11	4	3	4	3	14
Sabi	Perempuan	Milenial	Ya	Ya	5-8 kali	5	4	3	3	15	4	4	4	3	15	4	4	4	12	4	4	4	12	4	4	4	3	15
Bila	Perempuan	Gen Z	Ya	Ya	1-4 kali	3	2	2	3	10	2	2	2	2	8	3	3	3	9	3	3	3	9	3	3	3	3	12
CF	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	4	3	17	3	4	5	5	17	4	5	5	14	4	5	5	14	5	4	3	4	16
Ika	Perempuan	Milenial	Ya	Ya	5-8 kali	4	4	3	3	14	4	3	3	3	13	3	3	4	10	3	3	3	9	3	3	3	3	12
SA	Perempuan	Gen Z	Ya	Ya	5-8 kali	4	5	4	3	16	4	5	4	4	17	4	4	5	13	4	5	5	14	5	4	5	4	18
Tika	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	5	4	19	4	4	4	4	16	5	4	5	14	4	5	5	14	5	4	5	4	18
Mila	Perempuan	Gen Z	Ya	Ya	1-4 kali	3	3	3	3	12	3	3	3	3	12	3	3	3	9	3	3	3	9	3	3	4	3	13
Dian	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	4	4	18	3	4	4	3	14	5	4	4	13	4	4	5	13	5	4	5	4	18
MP	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	5	5	5	20	3	4	5	4	16	5	4	5	14	5	5	5	15	5	5	5	5	20
Amel	Perempuan	Gen Z	Ya	Ya	5-8 kali	5	4	5	4	18	3	4	3	3	13	4	4	4	12	4	5	4	13	5	4	5	4	18
DR	Perempuan	Milenial	Ya	Ya	5-8 kali	5	5	5	5	20	4	5	5	5	19	5	5	5	15	5	5	5	15	5	5	5	5	20
Sasa	Perempuan	Milenial	Ya	Ya	5-8 kali	5	4	5	4	18	3	4	4	4	15	4	5	4	13	5	4	4	13	5	4	4	4	17

Lampiran 4: Hasil Uji SPSS

- Karakteristik responden

		Statistics		
		Jenis Kelamin	Generasi	Frekuensi pembelian 6 bulan terakhir
N	Valid	100	100	100
	Missing	0	0	0

		Jenis Kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	5	5.0	5.0	5.0
	Perempuan	95	95.0	95.0	100.0
	Total	100	100.0	100.0	

		Generasi			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Generasi Z	62	62.0	62.0	62.0
	Generasi Milenial	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

		Frekuensi pembelian 6 bulan terakhir			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-4	16	16.0	16.0	16.0
	5-8	80	80.0	80.0	96.0
	>9	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

- Uji Frekuensi *Product*

		Statistics			
		X1.1	X1.2	X1.3	X1.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.60	4.44	4.23	4.12
Median		5.00	5.00	4.00	4.00
Mode		5	5	5	4
Sum		460	444	423	412

		X1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	4	4.0	4.0	4.0
	S	32	32.0	32.0	36.0
	SS	64	64.0	64.0	100.0
	Total	100	100.0	100.0	

		X1.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	8	8.0	8.0	10.0
	S	34	34.0	34.0	44.0
	SS	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

		X1.3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	15	15.0	15.0	17.0
	S	41	41.0	41.0	58.0
	SS	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	12	12.0	12.0	12.0
	S	64	64.0	64.0	76.0
	SS	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

- Uji Frekuensi *Price*

Statistics

		X2.1	X2.2	X2.3	X2.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.09	4.15	3.94	3.94
Median		4.00	4.00	4.00	4.00
Mode		4	4	4	4
Sum		409	415	394	394

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	13	13.0	13.0	17.0
	S	53	53.0	53.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	14	14.0	14.0	15.0
	S	54	54.0	54.0	69.0
	SS	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	23	23.0	23.0	25.0
	S	54	54.0	54.0	79.0
	SS	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.0	5.0	5.0
	N	22	22.0	22.0	27.0
	S	47	47.0	47.0	74.0
	SS	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

- Uji Frekuensi Place

Statistics

		X3.1	X3.2	X3.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.11	4.22	4.34
Median		4.00	4.00	4.00
Mode		4	4	4
Sum		411	422	434

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	15	15.0	15.0	15.0
	S	59	59.0	59.0	74.0
	SS	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	11	11.0	11.0	11.0
	S	56	56.0	56.0	67.0
	SS	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	6	6.0	6.0	6.0
	S	54	54.0	54.0	60.0
	SS	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

- Uji Frekuensi *Promotion*

Statistics

		X4.1	X4.2	X4.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.07	4.28	4.27
Median		4.00	4.00	4.00
Mode		4	4	4
Sum		407	428	427

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	14	14.0	14.0	15.0
	S	62	62.0	62.0	77.0
	SS	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	10	10.0	10.0	11.0
	S	49	49.0	49.0	60.0
	SS	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	14	14.0	14.0	14.0
	S	45	45.0	45.0	59.0
	SS	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

- Uji Frekuensi Loyalitas Pelanggan

Statistics

		Y1.1	Y1.2	Y1.3	Y1.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.40	4.24	4.28	4.08
Median		4.00	4.00	4.00	4.00
Mode		5	4	4	4
Sum		440	424	428	408

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	7	7.0	7.0	7.0
	S	46	46.0	46.0	53.0
	SS	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	12	12.0	12.0	12.0
	S	52	52.0	52.0	64.0
	SS	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	9	9.0	9.0	9.0
	S	54	54.0	54.0	63.0
	SS	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	20	20.0	20.0	20.0
	S	52	52.0	52.0	72.0
	SS	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

- Uji Validitas

		Correlations				
		X1.1	X1.2	X1.3	X1.4	PRODUCT
X1.1	Pearson Correlation	1	.599**	.416**	.415**	.763**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.599**	1	.586**	.345**	.838**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.416**	.586**	1	.380**	.807**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.415**	.345**	.380**	1	.665**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
PRODUCT	Pearson Correlation	.763**	.838**	.807**	.665**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		X2.1	X2.2	X2.3	X2.4	PRICE
X2.1	Pearson Correlation	1	.511**	.411**	.503**	.757**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.511**	1	.568**	.567**	.810**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.411**	.568**	1	.620**	.803**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.503**	.567**	.620**	1	.848**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
PRICE	Pearson Correlation	.757**	.810**	.803**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		X3.1	X3.2	X3.3	PLACE
X3.1	Pearson Correlation	1	.420**	.520**	.801**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.420**	1	.532**	.803**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.520**	.532**	1	.833**
	Sig. (2-tailed)	.000	.000		.000

N		100	100	100	100
PLACE	Pearson Correlation	.801**	.803**	.833**	1
	Sig. (2-tailed)	.000	.000	.000	
N		100	100	100	100

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

Correlations

		X4.1	X4.2	X4.3	PROMOTION
X4.1	Pearson Correlation	1	.510**	.526**	.805**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X4.2	Pearson Correlation	.510**	1	.585**	.842**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X4.3	Pearson Correlation	.526**	.585**	1	.851**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
PROMOTION	Pearson Correlation	.805**	.842**	.851**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

		Correlations				LOYALITAS PELANGGA N
		Y1.1	Y1.2	Y1.3	Y1.4	
Y1.1	Pearson Correlation	1	.359**	.520**	.349**	.726**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y1.2	Pearson Correlation	.359**	1	.405**	.605**	.791**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y1.3	Pearson Correlation	.520**	.405**	1	.324**	.733**
	Sig. (2-tailed)	.000	.000		.001	.000
	N	100	100	100	100	100
Y1.4	Pearson Correlation	.349**	.605**	.324**	1	.770**
	Sig. (2-tailed)	.000	.000	.001		.000
	N	100	100	100	100	100
LOYALITAS PELANGGAN	Pearson Correlation	.726**	.791**	.733**	.770**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

- Uji Reabilitas

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.768	4

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.817	4

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.741	3

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.779	3

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

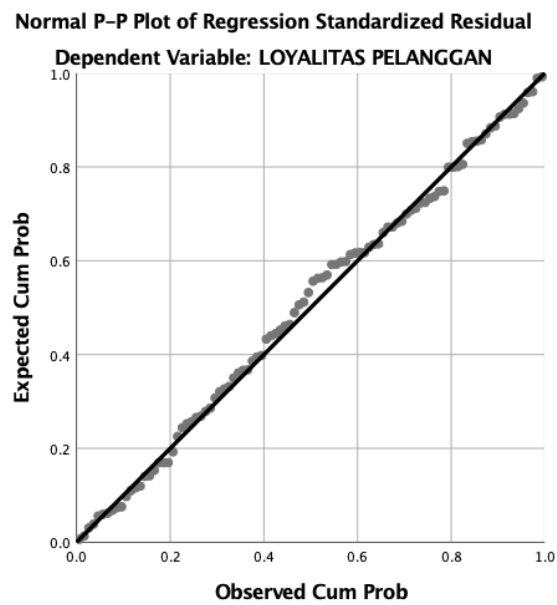
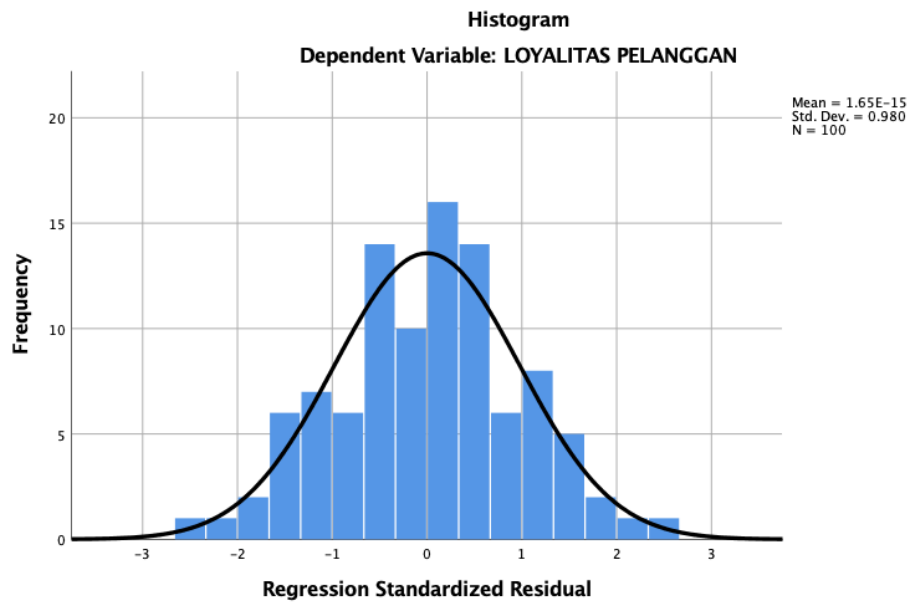
a. Listwise deletion based on all variables in the procedure.

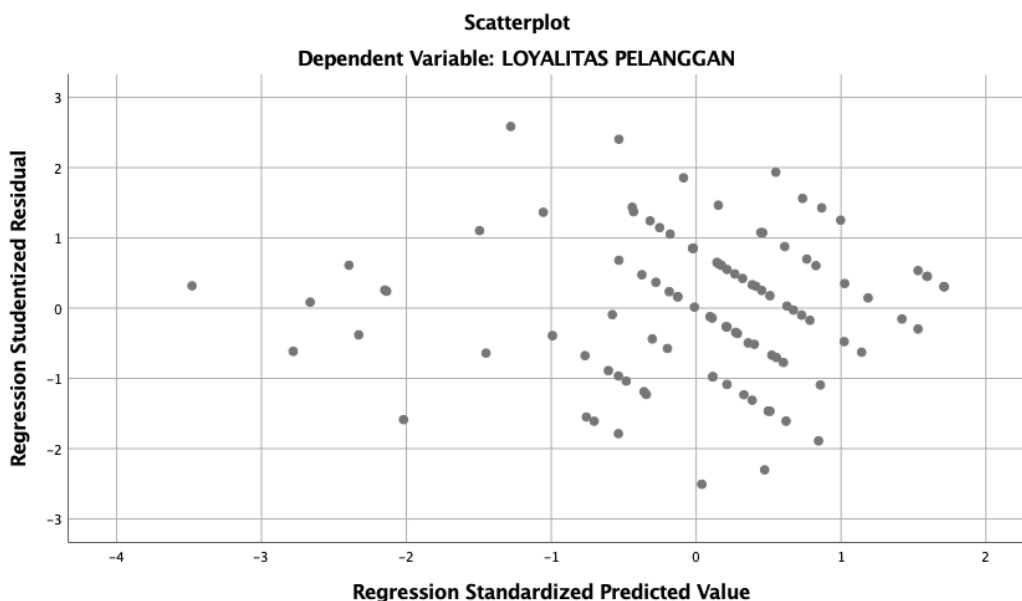
Reliability Statistics

Cronbach's Alpha	N of Items
.749	4

- Uji Asumsi Klasik

Charts





One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.20437167
Most Extreme Differences	Absolute	.058
	Positive	.037
	Negative	-.058
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 ^{c,d}

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

- Uji Autokorealitas

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.787 ^a	.620	.604	1.229	1.931

- Uji multikolinieritas

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	2.802	1.159		2.418	.018		
	PRODUCT	.268	.095	.283	2.810	.006	.395	2.531
	PRICE	.180	.063	.223	2.853	.005	.657	1.521
	PLACE	.277	.127	.213	2.179	.032	.418	2.395
	PROMOTIO N	.249	.115	.214	2.156	.034	.407	2.456

a. Dependent Variable: LOYALITAS PELANGGAN

Analisis Regresi Linier Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
LOYALITAS PELANGGAN	17.00	1.954	100
PRODUCT	17.39	2.064	100
PRICE	16.12	2.417	100
PLACE	12.67	1.505	100
PROMOTION	12.62	1.680	100

Correlations

		LOYALITAS PELANGGAN	PRODUCT	PRICE	PLACE	PROMOTION
Pearson Correlation	LOYALITAS PELANGGAN	1.000	.704	.594	.673	.680
	PRODUCT	.704	1.000	.537	.705	.707
	PRICE	.594	.537	1.000	.503	.529
	PLACE	.673	.705	.503	1.000	.697
	PROMOTION	.680	.707	.529	.697	1.000
Sig. (1-tailed)	LOYALITAS PELANGGAN	.	.000	.000	.000	.000

	PRODUCT	.000	.	.000	.000	.000
	PRICE	.000	.000	.	.000	.000
	PLACE	.000	.000	.000	.	.000
	PROMOTION	.000	.000	.000	.000	.
N	LOYALITAS PELANGGAN	100	100	100	100	100
	PRODUCT	100	100	100	100	100
	PRICE	100	100	100	100	100
	PLACE	100	100	100	100	100
	PROMOTION	100	100	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PROMOTION, PRICE, PLACE, PRODUCT ^b	.	Enter

a. Dependent Variable: LOYALITAS PELANGGAN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.787 ^a	.620	.604	1.229	.620	38.767	4	95	.000

Model Summary

Model	Sig. F Change
1	.000

a. Predictors: (Constant), PROMOTION, PRICE, PLACE, PRODUCT

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	234.399	4	58.600	38.767	.000 ^b
	Residual	143.601	95	1.512		
	Total	378.000	99			

a. Dependent Variable: LOYALITAS PELANGGAN

b. Predictors: (Constant), PROMOTION, PRICE, PLACE, PRODUCT

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.802	1.159		2.418	.018
	PRODUCT	.268	.095	.283	2.810	.006
	PRICE	.180	.063	.223	2.853	.005
	PLACE	.277	.127	.213	2.179	.032
	PROMOTION	.249	.115	.214	2.156	.034

a. Dependent Variable: LOYALITAS PELANGGAN

