

DAFTAR LAMPIRAN

Lampiran 1 Kuesioner

Lampiran 2 Data variabel kualitas produk

Lampiran 3 Data variabel kualitas pelayanan

Lampiran 4 Data kepuasan konsumen

Lampiran 5 Data variabel loyalitas konsumen

Lampiran 6 Data interval kualitas produk

Lampiran 7 Data interval kualitas pelayanan

Lampiran 8 Data interval kepuasan konsumen

Lampiran 9 Data interval loyalitas konsumen

Lampiran 10 Uji validitas dan reliabilitas

Lampiran 11 Output pengolahan data



Filename: DAFTAR LAMPIRAN.docx
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Title:
Subject:
Author: Corporate Edition
Keywords:
Comments:
Creation Date: 9/8/2015 7:44:00 PM
Change Number: 3
Last Saved On: 9/9/2015 9:55:00 PM
Last Saved By: Corporate Edition
Total Editing Time: 3 Minutes
Last Printed On: 9/9/2015 10:25:00 PM
As of Last Complete Printing
Number of Pages: 1
Number of Words: 67 (approx.)
Number of Characters: 387 (approx.)



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