BAB V
SIMPULAN DAN SARAN

Berdasarkan analisis dan evaluasi data yang telah dilakukan terhadap variable-variabel dalam penelitian ini, maka dapat diambil beberapa simpulan dan saran sebagai berikut:

1.1 Simpulan

Sesuai dengan uraian-uraian diatas serta hasil analisis dan interpretasi data yang telah dijelaskan sebelumnya, maka dapat diambil kesimpulan sebagai berikut:

1. Secara parsial promosi berpengaruh positif namun tidak signifikan terhadap loyalitas pelanggan pada produk max malino.
2. Secara parsial harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan pada produk max malino.
3. Secara simultan promosi dan harga berpengaruh signifikan terhadap loyalitas pelanggan pada produk max malino.

1.2 Saran

Berdasarkan hasil penelitian diatas, maka peneliti dapat memberikan beberapa saran sebagai berikut:

1. Dalam hal promosi saat ini sudah cukup untuk dapat diketahui masyarakat. Akan tetapi ada baiknya jika pihak max malino meningkatkan lagi promosi mereka agar dapat menjangkau masyarakat lebih luas.
2. Dalam hal pendistribusian nya max malino masih belum sampai ke warung-warung. Sebaiknya pihak max malino memperluas pendistribusianya agar mempermudah pelanggan untuk membeli.
3. Sebaiknya pihak max malino dapat memperhatikan keluhan pelanggan.
4. Mengadakan edukasi atau sosialisasi agar pelanggan dapat lebih mengenal produk max malino dengan lebih baik.

5. Diperlukanya penelitian kelanjutan dengan variable-variabel lainya, untuk mengetahui variable dominan apa yang mempengaruhi loyalitas pelanggan pada produk max malino.

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Lampiran 1

LAMPIRAN KUESIONER

NO	PERNYATAAN	STS	TS	N	S	SS
VARIABEL PROMOSI (X1)						
	Periklanan					
1.	Produk Max malino membuat promosi dimedia social					
2.	Iklan yang dibuat max malino sangat menarik					
	Promosi penjualan					
3.	Saya mendapat penawaran langsung					
4.	Max malino menawarkan berbagai produk					
	Karyawan					
5.	Agen max malino memberikan pelayanan yang baik					
6.	Agen max malino sangat ramah					
	Penjualan pribadi					
7.	Agen max malino mudah dihubungi					
8.	Max malino dapat dipesan melalui media sosial					

NO	PERNYATAAN	STS	TS	N	S	SS
VARIABEL HARGA (X2)						
	Keterjangkauan					
1.	Harga yang diberikan sesuai dengan kualitas produk yang saya harapkan					
2.	Harga tidak jauh beda dengan produk lain					
	Daya saing					
3.	Harga Max malino lebih terjangkau dari produk lain					

4.	Harga Max malino dapat bersain di mini market dengan produk lain					
	Kesesuaian dengan manfaat					
5.	Harga sesuai dengan yang saya harapkan					
6.	Saya merasa harga Produk max malino sudah sesuai dengan kualitas yang diberikan					
	Permintaan pasar					
7.	Harga yang tertera dapat dijangkau dan diterima oleh ekspektasi saya					
8.	Harga diaplikasi online tidak terlalu mahal juga tidak terlalu murah					

NO	PERNYATAAN	STS	TS	N	S	SS
VARIABEL LOYALITAS PELANGGAN (Y1)						
1.	Saya percaya bahwa max malino selalu menjaga kualitas produk nya secara konsisten					
2.	Saya yakin max malino tidak akan mengecewakan saya sebagai pelanggan					
3.	Saya merasa memiliki ikatan emosional denga max malino karena wanginya yang khas dan berbeda					
4.	Saya merasa bangga saat merekomendasikan max malino kepada orang lain					
5.	Akan sulit bagi saya menemukan produk lain yang dapat menggantikan max malino					

6	Saya tetap memilih max malino karena berpindah ke produk sejenis akan memerlukan penyesuaian yang tidak nyaman					
7	Saya sering membagikan pengalaman positif menggunakan produk max malino kepada teman dan keluarga					
8	Tanpa diminta, saya menganjurkan orang lain untuk mencoba max malino karena kualitasnya					
9	Saya merasa max malino terbuka terhadap masukan dan keluhan dari pelangganya					
10	Saya merasa max malino dan pelanggannya memiliki hubungan yang saling menguntungkan					

Lampiran Tabulasi Data

NO	IDENTITAS RESPONDEN											
	Jenis Kelamin		Usia		Pekerjaan							
	1	Laki-laki	1	< 20 tahun	1	Karyawan						
	2	Perempuan	2	21-30 tahun	2	Ibu rumah tangga						
			3	31-40 tahun	3	Wiraswasta						
			4	> 40 tahun	4	Lainya	X1.1	X1.2	X1.3	X1.4		
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Lampiran Hasil Output SPSS

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  /MISSING=PAIRWISE.
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Correlations

Notes

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	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.

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Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TOTAL_X1
X1.1	Pearson Correlation	1	.311**	.099	.437**	.176	.287*	-.172	.172	.590**
	Sig. (2-tailed)		.008	.413	.000	.141	.015	.151	.152	.000
	N	71	71	71	71	71	71	71	71	71
X1.2	Pearson Correlation	.311**	1	.254*	.379**	.369**	.400**	-.167	.191	.647**
	Sig. (2-tailed)	.008		.033	.001	.002	.001	.163	.111	.000
	N	71	71	71	71	71	71	71	71	71
X1.3	Pearson Correlation	.099	.254*	1	.162	.329**	.110	.098	.163	.487**
	Sig. (2-tailed)	.413	.033		.178	.005	.360	.418	.173	.000
	N	71	71	71	71	71	71	71	71	71
X1.4	Pearson Correlation	.437**	.379**	.162	1	.232	.457**	-.015	.158	.687**
	Sig. (2-tailed)	.000	.001	.178		.051	.000	.904	.189	.000
	N	71	71	71	71	71	71	71	71	71
X1.5	Pearson Correlation	.176	.369**	.329**	.232	1	.283*	.077	.112	.563**
	Sig. (2-tailed)	.141	.002	.005	.051		.017	.525	.352	.000
	N	71	71	71	71	71	71	71	71	71
X1.6	Pearson Correlation	.287*	.400**	.110	.457**	.283*	1	-.003	.065	.619**
	Sig. (2-tailed)	.015	.001	.360	.000	.017		.980	.592	.000
	N	71	71	71	71	71	71	71	71	71

X1.7	Pearson Correlation	-.172	-.167	.098	-.015	.077	-.003	1	.063	.175
	Sig. (2-tailed)	.151	.163	.418	.904	.525	.980		.601	.145
	N	71	71	71	71	71	71	71	71	71
X1.8	Pearson Correlation	.172	.191	.163	.158	.112	.065	.063	1	.468**
	Sig. (2-tailed)	.152	.111	.173	.189	.352	.592	.601		.000
	N	71	71	71	71	71	71	71	71	71
TOTAL_X1	Pearson Correlation	.590**	.647**	.487**	.687**	.563**	.619**	.175	.468**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.145	.000	
	N	71	71	71	71	71	71	71	71	71

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

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

```
CORRELATIONS
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Correlations

Notes

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	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2.6 X2.7 X2.8 TOTAL_X2 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.05

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTAL_X2
X2.1	Pearson Correlation	1	.253*	.233	.230	.097	-.109	-.104	.162	.459**
	Sig. (2-tailed)		.033	.051	.054	.422	.365	.390	.178	.000
	N	71	71	71	71	71	71	71	71	71
X2.2	Pearson Correlation	.253*	1	.167	-.012	.255*	.220	.006	-.103	.515**
	Sig. (2-tailed)	.033		.164	.919	.032	.065	.960	.391	.000
	N	71	71	71	71	71	71	71	71	71
X2.3	Pearson Correlation	.233	.167	1	.125	.097	.095	-.035	.079	.540**
	Sig. (2-tailed)	.051	.164		.300	.422	.432	.773	.512	.000
	N	71	71	71	71	71	71	71	71	71
X2.4	Pearson Correlation	.230	-.012	.125	1	.049	.042	.064	.129	.481**
	Sig. (2-tailed)	.054	.919	.300		.683	.727	.594	.282	.000
	N	71	71	71	71	71	71	71	71	71
X2.5	Pearson Correlation	.097	.255*	.097	.049	1	.165	.079	.123	.512**

	Sig. (2-tailed)	.422	.032	.422	.683		.169	.515	.306	.000
	N	71	71	71	71	71	71	71	71	71
X2.6	Pearson Correlation	-.109	.220	.095	.042	.165	1	-.101	-.099	.379**
	Sig. (2-tailed)	.365	.065	.432	.727	.169		.403	.410	.001
	N	71	71	71	71	71	71	71	71	71
X2.7	Pearson Correlation	-.104	.006	-.035	.064	.079	-.101	1	-.050	.215
	Sig. (2-tailed)	.390	.960	.773	.594	.515	.403		.681	.072
	N	71	71	71	71	71	71	71	71	71
X2.8	Pearson Correlation	.162	-.103	.079	.129	.123	-.099	-.050	1	.366**
	Sig. (2-tailed)	.178	.391	.512	.282	.306	.410	.681		.002
	N	71	71	71	71	71	71	71	71	71
TOTAL_X2	Pearson Correlation	.459**	.515**	.540**	.481**	.512**	.379**	.215	.366**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.072	.002	
	N	71	71	71	71	71	71	71	71	71

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

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

```
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Correlations

Notes

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	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5 Y.6 Y.7 Y.8 Y.9 Y.10 TOTAL_Y /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.05

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	TOTAL_Y
Y.1	Pearson Correlation	1	.371**	.232	.135	.126	.085	.195	.255*	.095	.035	.541**
	Sig. (2-tailed)		.001	.052	.263	.295	.481	.102	.032	.431	.772	.000
	N	71	71	71	71	71	71	71	71	71	71	71
Y.2	Pearson Correlation	.371**	1	.387**	.268*	.061	.336**	.090	.197	.005	.152	.581**
	Sig. (2-tailed)	.001		.001	.024	.611	.004	.454	.099	.966	.206	.000
	N	71	71	71	71	71	71	71	71	71	71	71

Y.3	Pearson Correlation	.232	.387**	1	.169	.196	.191	.333**	.035	.059	.218	.565**
	Sig. (2-tailed)	.052	.001		.159	.102	.111	.005	.772	.627	.068	.000
	N	71	71	71	71	71	71	71	71	71	71	71
Y.4	Pearson Correlation	.135	.268*	.169	1	-.192	-.084	.180	.016	-.078	.083	.265*
	Sig. (2-tailed)	.263	.024	.159		.108	.486	.132	.894	.517	.490	.025
	N	71	71	71	71	71	71	71	71	71	71	71
Y.5	Pearson Correlation	.126	.061	.196	-.192	1	.366**	.431**	.185	.185	-.058	.491**
	Sig. (2-tailed)	.295	.611	.102	.108		.002	.000	.123	.123	.629	.000
	N	71	71	71	71	71	71	71	71	71	71	71
Y.6	Pearson Correlation	.085	.336**	.191	-.084	.366**	1	.087	.130	.080	.139	.516**
	Sig. (2-tailed)	.481	.004	.111	.486	.002		.471	.281	.505	.246	.000
	N	71	71	71	71	71	71	71	71	71	71	71
Y.7	Pearson Correlation	.195	.090	.333**	.180	.431**	.087	1	-.024	.207	.107	.538**
	Sig. (2-tailed)	.102	.454	.005	.132	.000	.471		.839	.084	.374	.000
	N	71	71	71	71	71	71	71	71	71	71	71
Y.8	Pearson Correlation	.255*	.197	.035	.016	.185	.130	-.024	1	.057	.199	.411**
	Sig. (2-tailed)	.032	.099	.772	.894	.123	.281	.839		.640	.097	.000
	N	71	71	71	71	71	71	71	71	71	71	71
Y.9	Pearson Correlation	.095	.005	.059	-.078	.185	.080	.207	.057	1	.017	.434**

	Sig. (2-tailed)	.431	.966	.627	.517	.123	.505	.084	.640		.890	.000
	N	71	71	71	71	71	71	71	71	71	71	71
Y.10	Pearson Correlation	.035	.152	.218	.083	-.058	.139	.107	.199	.017	1	.372**
	Sig. (2-tailed)	.772	.206	.068	.490	.629	.246	.374	.097	.890		.001
	N	71	71	71	71	71	71	71	71	71	71	71
TOTAL_Y	Pearson Correlation	.541**	.581**	.565**	.265*	.491**	.516**	.538**	.411**	.434**	.372**	1
	Sig. (2-tailed)	.000	.000	.000	.025	.000	.000	.000	.000	.000	.001	
	N	71	71	71	71	71	71	71	71	71	71	71

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

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

```
RELIABILITY
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Reliability

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	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
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Scale: ALL VARIABLES

Case Processing Summary

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Cases	Valid	71	100.0
	Excluded[a]	0	.0
	Total	71	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.638	8

```
RELIABILITY
  /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2.6 X2.7 X2.8
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Notes

Output Created		18-JUL-2025 17:45:57
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	71
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2.6 X2.7 X2.8 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	71	100.0
	Excluded[a]	0	.0
	Total	71	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.383	8

```
RELIABILITY
  /VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5 Y.6 Y.7 Y.8 Y.9 Y.10
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Notes

Output Created		18-JUL-2025 17:47:17
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	71
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5 Y.6 Y.7 Y.8 Y.9 Y.10 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	71	100.0
	Excluded[a]	0	.0
	Total	71	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.600	10

```
CORRELATIONS
  /VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8 TOTAL_X1
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Notes

Output Created		18-JUL-2025 17:51:07
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	71
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.

Syntax		CORRELATIONS /VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8 TOTAL_X1 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TOTAL_X1
X1.1	Pearson Correlation	1	.311**	.099	.437**	.176	.287*	-.172	.172	.590**
	Sig. (2-tailed)		.008	.413	.000	.141	.015	.151	.152	.000
	N	71	71	71	71	71	71	71	71	71
X1.2	Pearson Correlation	.311**	1	.254*	.379**	.369**	.400**	-.167	.191	.647**
	Sig. (2-tailed)	.008		.033	.001	.002	.001	.163	.111	.000
	N	71	71	71	71	71	71	71	71	71
X1.3	Pearson Correlation	.099	.254*	1	.162	.329**	.110	.098	.163	.487**
	Sig. (2-tailed)	.413	.033		.178	.005	.360	.418	.173	.000
	N	71	71	71	71	71	71	71	71	71
X1.4	Pearson Correlation	.437**	.379**	.162	1	.232	.457**	-.015	.158	.687**
	Sig. (2-tailed)	.000	.001	.178		.051	.000	.904	.189	.000
	N	71	71	71	71	71	71	71	71	71
X1.5	Pearson Correlation	.176	.369**	.329**	.232	1	.283*	.077	.112	.563**
	Sig. (2-tailed)	.141	.002	.005	.051		.017	.525	.352	.000
	N	71	71	71	71	71	71	71	71	71
X1.6	Pearson Correlation	.287*	.400**	.110	.457**	.283*	1	-.003	.065	.619**
	Sig. (2-tailed)	.015	.001	.360	.000	.017		.980	.592	.000
	N	71	71	71	71	71	71	71	71	71

X1.7	Pearson Correlation	-.172	-.167	.098	-.015	.077	-.003	1	.063	.675
	Sig. (2-tailed)	.151	.163	.418	.904	.525	.980		.601	.145
	N	71	71	71	71	71	71	71	71	71
X1.8	Pearson Correlation	.172	.191	.163	.158	.112	.065	.063	1	.468**
	Sig. (2-tailed)	.152	.111	.173	.189	.352	.592	.601		.000
	N	71	71	71	71	71	71	71	71	71
TOTAL_X1	Pearson Correlation	.590**	.647**	.487**	.687**	.563**	.619**	.175	.468**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.145	.000	
	N	71	71	71	71	71	71	71	71	71

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

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

```
CORRELATIONS
  /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2.6 X2.7 X2.8 TOTAL_X2
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Notes

Output Created		18-JUL-2025 17:52:57
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	71
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2.6 X2.7 X2.8 TOTAL_X2 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTAL_X2
X2.1	Pearson Correlation	1	.253*	.233	.230	.097	-.109	.005	.162	.477**
	Sig. (2-tailed)		.033	.051	.054	.422	.365	.967	.178	.000
	N	71	71	71	71	71	71	71	71	71
X2.2	Pearson Correlation	.253*	1	.167	-.012	.255*	.220	-.014	-.103	.501**
	Sig. (2-tailed)	.033		.164	.919	.032	.065	.905	.391	.000
	N	71	71	71	71	71	71	71	71	71
X2.3	Pearson Correlation	.233	.167	1	.125	.097	.095	.037	.079	.547**
	Sig. (2-tailed)	.051	.164		.300	.422	.432	.758	.512	.000
	N	71	71	71	71	71	71	71	71	71
X2.4	Pearson Correlation	.230	-.012	.125	1	.049	.042	-.009	.129	.454**
	Sig. (2-tailed)	.054	.919	.300		.683	.727	.943	.282	.000
	N	71	71	71	71	71	71	71	71	71
X2.5	Pearson Correlation	.097	.255*	.097	.049	1	.165	.104	.123	.508**

	Sig. (2-tailed)	.422	.032	.422	.683		.169	.388	.306	.000
	N	71	71	71	71	71	71	71	71	71
X2.6	Pearson Correlation	-.109	.220	.095	.042	.165	1	.115	-.099	.425**
	Sig. (2-tailed)	.365	.065	.432	.727	.169		.338	.410	.000
	N	71	71	71	71	71	71	71	71	71
X2.7	Pearson Correlation	.005	-.014	.037	-.009	.104	.115	1	-.077	.488*
	Sig. (2-tailed)	.967	.905	.758	.943	.388	.338		.524	.015
	N	71	71	71	71	71	71	71	71	71
X2.8	Pearson Correlation	.162	-.103	.079	.129	.123	-.099	-.077	1	.353**
	Sig. (2-tailed)	.178	.391	.512	.282	.306	.410	.524		.003
	N	71	71	71	71	71	71	71	71	71
TOTAL_X2	Pearson Correlation	.477**	.501**	.547**	.454**	.508**	.425**	.288*	.353**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.015	.003	
	N	71	71	71	71	71	71	71	71	71

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

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

```
CORRELATIONS
  /VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5 Y.6 Y.7 Y.8 Y.9 Y.10 TOTAL_Y
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Notes

Output Created		18-JUL-2025 17:54:10
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	71
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5 Y.6 Y.7 Y.8 Y.9 Y.10 TOTAL_Y /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.02

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	TOTAL_Y
Y.1	Pearson Correlation	1	.371**	.232	.135	.126	.085	.195	.255*	.095	.035	.541**
	Sig. (2-tailed)		.001	.052	.263	.295	.481	.102	.032	.431	.772	.000
	N	71	71	71	71	71	71	71	71	71	71	71
Y.2	Pearson Correlation	.371**	1	.387**	.268*	.061	.336**	.090	.197	.005	.152	.581**
	Sig. (2-tailed)	.001		.001	.024	.611	.004	.454	.099	.966	.206	.000
	N	71	71	71	71	71	71	71	71	71	71	71

Y.3	Pearson Correlation	.232	.387**	1	.169	.196	.191	.333**	.035	.059	.218	.565**
	Sig. (2-tailed)	.052	.001		.159	.102	.111	.005	.772	.627	.068	.000
	N	71	71	71	71	71	71	71	71	71	71	71
Y.4	Pearson Correlation	.135	.268*	.169	1	-.192	-.084	.180	.016	-.078	.083	.465*
	Sig. (2-tailed)	.263	.024	.159		.108	.486	.132	.894	.517	.490	.025
	N	71	71	71	71	71	71	71	71	71	71	71
Y.5	Pearson Correlation	.126	.061	.196	-.192	1	.366**	.431**	.185	.185	-.058	.491**
	Sig. (2-tailed)	.295	.611	.102	.108		.002	.000	.123	.123	.629	.000
	N	71	71	71	71	71	71	71	71	71	71	71
Y.6	Pearson Correlation	.085	.336**	.191	-.084	.366**	1	.087	.130	.080	.139	.516**
	Sig. (2-tailed)	.481	.004	.111	.486	.002		.471	.281	.505	.246	.000
	N	71	71	71	71	71	71	71	71	71	71	71
Y.7	Pearson Correlation	.195	.090	.333**	.180	.431**	.087	1	-.024	.207	.107	.538**
	Sig. (2-tailed)	.102	.454	.005	.132	.000	.471		.839	.084	.374	.000
	N	71	71	71	71	71	71	71	71	71	71	71
Y.8	Pearson Correlation	.255*	.197	.035	.016	.185	.130	-.024	1	.057	.199	.411**
	Sig. (2-tailed)	.032	.099	.772	.894	.123	.281	.839		.640	.097	.000
	N	71	71	71	71	71	71	71	71	71	71	71
Y.9	Pearson Correlation	.095	.005	.059	-.078	.185	.080	.207	.057	1	.017	.434**

	Sig. (2-tailed)	.431	.966	.627	.517	.123	.505	.084	.640		.890	.000
	N	71	71	71	71	71	71	71	71	71	71	71
Y.10	Pearson Correlation	.035	.152	.218	.083	-.058	.139	.107	.199	.017	1	.372**
	Sig. (2-tailed)	.772	.206	.068	.490	.629	.246	.374	.097	.890		.001
	N	71	71	71	71	71	71	71	71	71	71	71
TOTAL_Y	Pearson Correlation	.541**	.581**	.565**	.265*	.491**	.516**	.538**	.411**	.434**	.372**	1
	Sig. (2-tailed)	.000	.000	.000	.025	.000	.000	.000	.000	.000	.001	
	N	71	71	71	71	71	71	71	71	71	71	71

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

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

```
RELIABILITY
  /VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Notes

Output Created		18-JUL-2025 17:56:19
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>

	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	71
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	71	100.0
	Excluded[a]	0	.0
	Total	71	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.638	8

```
RELIABILITY
  /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2.6 X2.7 X2.8
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Notes

Output Created		18-JUL-2025 17:56:43
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	71
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2.6 X2.7 X2.8 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.03

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	71	100.0
	Excluded[a]	0	.0
	Total	71	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.614	8

```
RELIABILITY
  /VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5 Y.6 Y.7 Y.8 Y.9 Y.10
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Notes

Output Created		18-JUL-2025 17:57:42
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	71
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5 Y.6 Y.7 Y.8 Y.9 Y.10 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	71	100.0
	Excluded[a]	0	.0
	Total	71	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.700	10

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT TOTAL_Y
  /METHOD=ENTER TOTAL_X1 TOTAL_X2
  /SCATTERPLOT=(*SRESID ,*ZPRED)
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID)
  /SAVE RESID.
```

Regression

Notes

Output Created		18-JUL-2025 18:01:03
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	71
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT TOTAL_Y /METHOD=ENTER TOTAL_X1 TOTAL_X2 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) /SAVE RESID.
Resources	Processor Time	00:00:00.69
	Elapsed Time	00:00:00.72
	Memory Required	2164 bytes
	Additional Memory Required for Residual Plots	904 bytes
Variables Created or Modified	RES_1	Unstandardized Residual

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	TOTAL_X2, TOTAL_X1[b]	.	Enter

a. Dependent Variable: TOTAL_Y

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.297[a]	.088	.061	3.054

a. Predictors: (Constant), TOTAL_X2, TOTAL_X1

b. Dependent Variable: TOTAL_Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.434	2	30.717	3.292	.043[b]
	Residual	634.397	68	9.329		
	Total	695.831	70			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X2, TOTAL_X1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	28.212	5.308		5.315	.000
	TOTAL_X1	.109	.125	.112	1.971	.003
	TOTAL_X2	.316	.175	.231	2.802	.040

a. Dependent Variable: TOTAL_Y

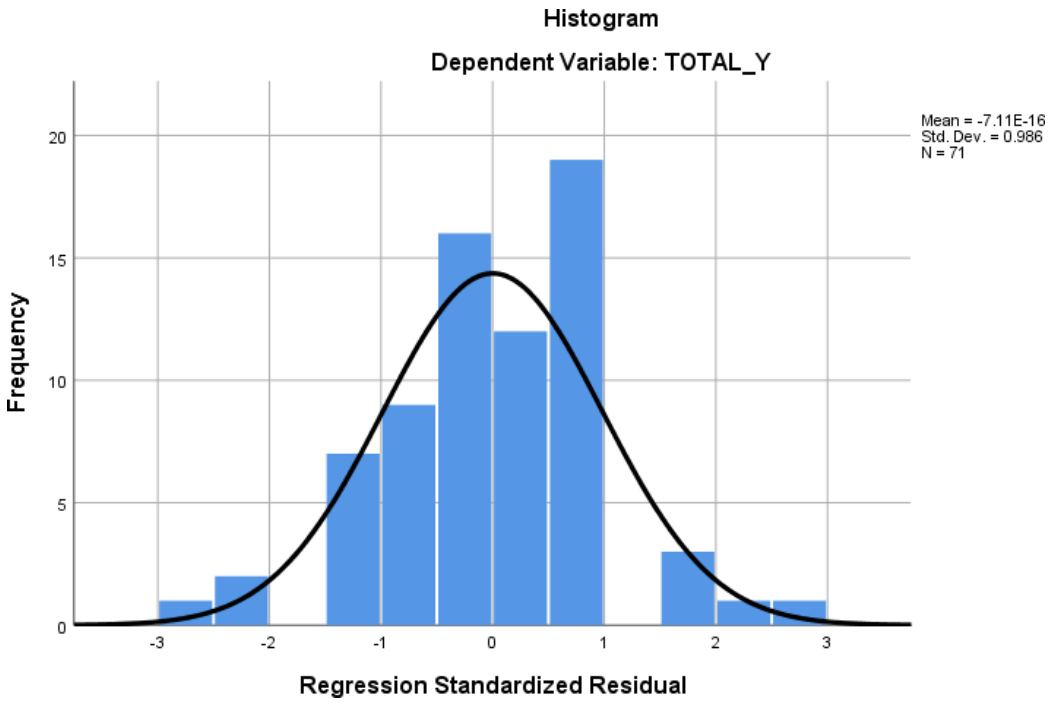
Residuals Statistics[a]

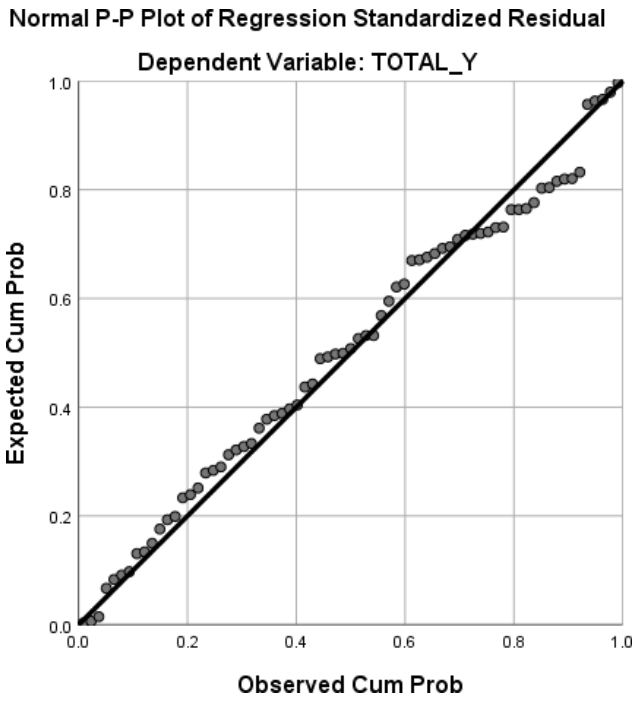
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	39.47	43.61	41.79	.937	71
Std. Predicted Value	-2.476	1.940	.000	1.000	71
Standard Error of Predicted Value	.363	1.302	.607	.163	71
Adjusted Predicted Value	39.28	43.60	41.79	.950	71

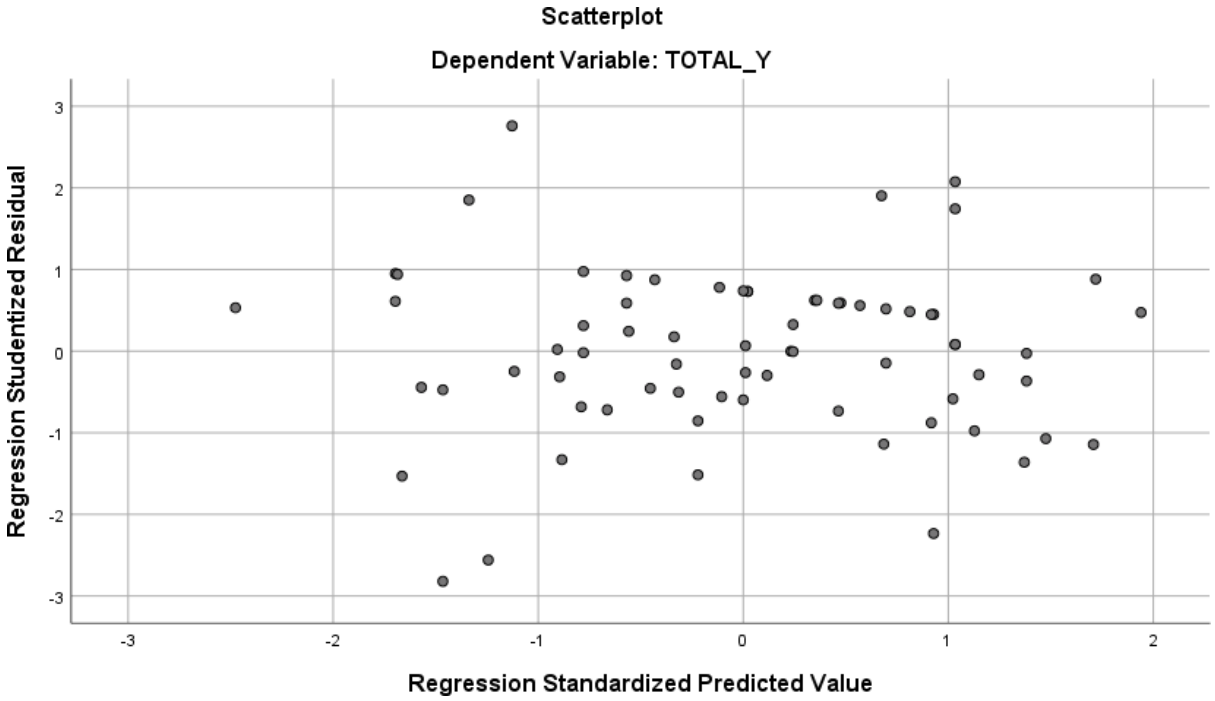
Residual	-8.416	8.268	.000	3.010	71
Std. Residual	-2.756	2.707	.000	.986	71
Stud. Residual	-2.821	2.760	-.001	1.011	71
Deleted Residual	-8.821	8.593	-.006	3.170	71
Stud. Deleted Residual	-2.980	2.907	-.002	1.034	71
Mahal. Distance	.001	11.731	1.972	1.780	71
Cook's Distance	.000	.173	.018	.034	71
Centered Leverage Value	.000	.168	.028	.025	71

a. Dependent Variable: TOTAL_Y

Charts




Normal P-P Plot of Regression Standardized Residual
Dependent Variable: TOTAL_Y
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0


Scatterplot
Dependent Variable: TOTAL_Y
Regression Studentized Residual
Regression Standardized Predicted Value
3
2
1
0
-1
-2
-3

```
NPAR TESTS
  /K-S(NORMAL)=RES_1
  /MISSING ANALYSIS.
```

NPar Tests

Notes

Output Created		18-JUL-2025 18:16:56
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	71
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax		NPAR TESTS /K-S(NORMAL)=RES_1 /MISSING ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01
	Number of Cases Allowed[a]	393216

a. Based on availability of workspace memory.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		71
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.01045142
Most Extreme Differences	Absolute	.094
	Positive	.094
	Negative	-.066
Test Statistic		.094
Asymp. Sig. (2-tailed)		.200[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

GICI
GICI BUSINESS SCHOOL
SEKOLAH TINGGI ILMU EKONOMI

KARTU BIMBINGAN

NAMA : Khoirul Anam
NIM : 61201021008660
PROGRAM STUDI : Manajemen
JENJANG STUDI : Sarjana
JUDUL SKRIPSI : Pengaruh Promosi Dan Harga Terhadap Loyalitas Pelanggan Pada Produk Max Malino (Studi Kasus Kelurahan Tugu Kecamatan Cimanggis Depok)
NAMA PEMBIMBING : Mei Iswandi, SE, MM
PERIODE BIMBINGAN : Februari 2025 - Agustus 2025
PERPANJANGAN :

NO	TANGGAL	TOPIK BAHASAN	TANDA TANGAN PEMBIMBING	TANDA TANGAN MAHASISWA
1.	11 Februari	konsultasi judul		
2.	12 Februari	Perbaikan judul		
3.	6 maret	Pembahasan bab I		
4.	11 maret	Bimbingan bab II		
5.	12 maret	Revisi bab II		
6.	13 maret	Bimbingan bab III		
7.	17 maret	sempro		
8.	10 April	Revisi sempro		
9.	14 April	Bimbingan IV		
10.	15 April	Revisi bab IV		
11.	16 juni	Pembahasan bab V		
12.	17 juni	Revisi bab V		

Depok, 05 Februari 2025

STIE "GICI"

Kajur Manajemen
Drs. Henky Hendrawan , MM, M.Si

Daftar Riwayat Hidup

Nama Lengkap	: Khoirul Anam
Tempat, Tgl Lahir	: Garut, 21 Juli 2001
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Pendidikan Formal

2015 - 2018	SMPIT At- taufiq Depok
2018 – 2021	MAN 6 Jakarta
2021 – 2025	Jurusan Manajemen, STIE GICI Business School

Pengalaman Kerja

2019 – 2021	Pelayan Restoran Pondok Laras Depok
2021 – 2022	Marketing komunikasi Laznas WIZ Jakarta
2022 – 2024	Volunteer Beewhite Management

TABEL r PRODUCT -MOMENT (two-tailed test)

df	Alpha 5%	df	Alpha 5%	df	Alpha 5%	df	Alpha 5%
1	0,997	26	0,374	51	0,271	76	0,223
2	0,950	27	0,367	52	0,268	77	0,221
3	0,878	28	0,361	53	0,266	78	0,220
4	0,811	29	0,355	54	0,263	79	0,219
5	0,775	30	0,349	55	0,261	80	0,217
6	0,707	31	0,344	56	0,257	81	0,216
7	0,666	32	0,339	57	0,256	82	0,215
8	0,632	33	0,334	58	0,254	83	0,213
9	0,602	34	0,329	59	0,252	84	0,212
10	0,576	35	0,325	60	0,250	85	0,211
11	0,553	36	0,320	61	0,248	86	0,210
12	0,532	37	0,316	62	0,246	87	0,208
13	0,514	38	0,312	63	0,244	88	0,207
14	0,497	39	0,308	64	0,242	89	0,206
15	0,482	40	0,304	65	0,240	90	0,205
16	0,468	41	0,301	66	0,239	91	0,204
17	0,456	42	0,297	67	0,237	92	0,203
18	0,444	43	0,294	68	0,235	93	0,202
19	0,433	44	0,291	69	0,234	94	0,201
20	0,423	45	0,288	70	0,232	95	0,200
21	0,413	46	0,285	71	0,230	96	0,199
22	0,404	47	0,282	72	0,229	97	0,198
23	0,396	48	0,279	73	0,227	98	0,197
24	0,388	49	0,276	74	0,226	99	0,196
25	0,381	50	0,273	75	0,224	100	0,195

Tabel F ($\alpha = 0,05$)

dk penyebut	dk pembilang														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	161	200	216	225	230	234	237	239	241	242	243	244	245	245	246
2	18,51	19,00	19,16	19,25	19,30	19,33	19,35	19,37	19,38	19,40	19,40	19,41	19,42	19,42	19,43
3	10,13	9,55	9,28	9,12	9,01	8,94	8,89	8,85	8,81	8,79	8,76	8,74	8,73	8,71	8,70
4	7,71	6,94	6,59	6,39	6,26	6,16	6,09	6,04	6,00	5,96	5,94	5,91	5,89	5,87	5,86
5	6,61	5,79	5,41	5,19	5,05	4,95	4,88	4,82	4,77	4,74	4,70	4,68	4,66	4,64	4,62
6	5,99	5,14	4,76	4,53	4,39	4,28	4,21	4,15	4,10	4,06	4,03	4,00	3,98	3,96	3,94
7	5,59	4,74	4,35	4,12	3,97	3,87	3,79	3,73	3,68	3,64	3,60	3,57	3,55	3,53	3,51
8	5,32	4,46	4,07	3,84	3,69	3,58	3,50	3,44	3,39	3,35	3,31	3,28	3,26	3,24	3,22
9	5,12	4,26	3,86	3,63	3,48	3,37	3,29	3,23	3,18	3,14	3,10	3,07	3,05	3,03	3,01
10	4,96	4,10	3,71	3,48	3,33	3,22	3,14	3,07	3,02	2,98	2,94	2,91	2,89	2,86	2,85
11	4,84	3,98	3,59	3,36	3,20	3,09	3,01	2,95	2,90	2,85	2,82	2,79	2,76	2,74	2,72
12	4,75	3,89	3,49	3,26	3,11	3,00	2,91	2,85	2,80	2,75	2,72	2,69	2,66	2,64	2,62
13	4,67	3,81	3,41	3,18	3,03	2,92	2,83	2,77	2,71	2,67	2,63	2,60	2,58	2,55	2,53
14	4,60	3,74	3,34	3,11	2,96	2,85	2,76	2,70	2,65	2,60	2,57	2,53	2,51	2,48	2,46
15	4,54	3,68	3,29	3,06	2,90	2,79	2,71	2,64	2,59	2,54	2,51	2,48	2,45	2,42	2,40
16	4,49	3,63	3,24	3,01	2,85	2,74	2,66	2,59	2,54	2,49	2,46	2,42	2,40	2,37	2,35
17	4,45	3,59	3,20	2,96	2,81	2,70	2,61	2,55	2,49	2,45	2,41	2,38	2,35	2,33	2,31
18	4,41	3,55	3,16	2,93	2,77	2,66	2,58	2,51	2,46	2,41	2,37	2,34	2,31	2,29	2,27
19	4,38	3,52	3,13	2,90	2,74	2,63	2,54	2,48	2,42	2,38	2,34	2,31	2,28	2,26	2,23
20	4,35	3,49	3,10	2,87	2,71	2,60	2,51	2,45	2,39	2,35	2,31	2,28	2,25	2,22	2,20
21	4,32	3,47	3,07	2,84	2,68	2,57	2,49	2,42	2,37	2,32	2,28	2,25	2,22	2,20	2,18
22	4,30	3,44	3,05	2,82	2,66	2,55	2,46	2,40	2,34	2,30	2,26	2,23	2,20	2,17	2,15
23	4,28	3,42	3,03	2,80	2,64	2,53	2,44	2,37	2,32	2,27	2,24	2,20	2,18	2,15	2,13
24	4,26	3,40	3,01	2,78	2,62	2,51	2,42	2,36	2,30	2,25	2,22	2,18	2,15	2,13	2,11
25	4,24	3,39	2,99	2,76	2,60	2,49	2,40	2,34	2,28	2,24	2,20	2,16	2,14	2,11	2,09
26	4,23	3,37	2,98	2,74	2,59	2,47	2,39	2,32	2,27	2,22	2,18	2,15	2,12	2,09	2,07
27	4,21	3,35	2,96	2,73	2,57	2,46	2,37	2,31	2,25	2,20	2,17	2,13	2,10	2,08	2,06
28	4,20	3,34	2,95	2,71	2,56	2,45	2,36	2,29	2,24	2,19	2,15	2,12	2,09	2,06	2,04
29	4,18	3,33	2,93	2,70	2,55	2,43	2,35	2,28	2,22	2,18	2,14	2,10	2,08	2,05	2,03
30	4,17	3,32	2,92	2,69	2,53	2,42	2,33	2,27	2,21	2,16	2,13	2,09	2,06	2,04	2,01
31	4,16	3,30	2,91	2,68	2,52	2,41	2,32	2,25	2,20	2,15	2,11	2,08	2,05	2,03	2,00
32	4,15	3,29	2,90	2,67	2,51	2,40	2,31	2,24	2,19	2,14	2,10	2,07	2,04	2,01	1,99
33	4,14	3,28	2,89	2,66	2,50	2,39	2,30	2,23	2,18	2,13	2,09	2,06	2,03	2,00	1,98
34	4,13	3,28	2,88	2,65	2,49	2,38	2,29	2,23	2,17	2,12	2,08	2,05	2,02	1,99	1,97
35	4,12	3,27	2,87	2,64	2,49	2,37	2,29	2,22	2,16	2,11	2,07	2,04	2,01	1,99	1,96
36	4,11	3,26	2,87	2,63	2,48	2,36	2,28	2,21	2,15	2,11	2,07	2,03	2,00	1,98	1,95
37	4,11	3,25	2,86	2,63	2,47	2,36	2,27	2,20	2,14	2,10	2,06	2,02	2,00	1,97	1,95
38	4,10	3,24	2,85	2,62	2,46	2,35	2,26	2,19	2,14	2,09	2,05	2,02	1,99	1,96	1,94
39	4,09	3,24	2,85	2,61	2,46	2,34	2,26	2,19	2,13	2,08	2,04	2,01	1,98	1,95	1,93
40	4,08	3,23	2,84	2,61	2,45	2,34	2,25	2,18	2,12	2,08	2,04	2,00	1,97	1,95	1,92
41	4,08	3,23	2,83	2,60	2,44	2,33	2,24	2,17	2,12	2,07	2,03	2,00	1,97	1,94	1,92
42	4,07	3,22	2,83	2,59	2,44	2,32	2,24	2,17	2,11	2,06	2,03	1,99	1,96	1,94	1,91
43	4,07	3,21	2,82	2,59	2,43	2,32	2,23	2,16	2,11	2,06	2,02	1,99	1,96	1,93	1,91
44	4,06	3,21	2,82	2,58	2,43	2,31	2,23	2,16	2,10	2,05	2,01	1,98	1,95	1,92	1,90
45	4,06	3,20	2,81	2,58	2,42	2,31	2,22	2,15	2,10	2,05	2,01	1,97	1,94	1,92	1,89
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

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

d.f	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$
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