

KARAKTERISTIK RESPONDEN**Statistics**

		JK	Usia	Pekerjaan	Kunjungan
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		1.37	1.51	1.90	2.40
Median		1.00	2.00	2.00	2.00
Mode		1	2	2	3
Minimum		1	1	1	1
Maximum		2	2	4	4

JK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	63	63.0	63.0	63.0
	Perempuan	37	37.0	37.0	100.0
Total		100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang dari 20 tahun	49	49.0	49.0	49.0
	Lebih dari 20 tahun	51	51.0	51.0	100.0
Total		100	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa / Pelajar	40	40.0	40.0	40.0
	Karyawan Swasta	44	44.0	44.0	84.0
	PNS/TNI/Polisi	2	2.0	2.0	86.0
	lain lain	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Kunjungan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Antara 1-2 kali	19	19.0	19.0	19.0
	Antara 3-4 kali	33	33.0	33.0	52.0
	Antara 4-5 Kali	37	37.0	37.0	89.0
	Lebih dari 5 kali	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 4

DISTRIBUSI JAWABAN KUESIONER RESPONDEN

Statistics

		x1_1	x1_2	x1_3	Tangible
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.05	4.03	4.14	12.22
Median		4.00	4.00	4.00	12.00
Mode		4	4	4	11
Minimum		3	1	2	9
Maximum		5	5	5	15

x1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cukup Setuju	25	25.0	25.0	25.0
	Setuju	45	45.0	45.0	70.0
	Sangat setuju	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

x1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	3	3.0	3.0	4.0
	Cukup Setuju	21	21.0	21.0	25.0
	Setuju	42	42.0	42.0	67.0
	Sangat setuju	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

x1_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Cukup Setuju	18	18.0	18.0	19.0
	Setuju	47	47.0	47.0	66.0
	Sangat setuju	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Tangible

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	1	1.0	1.0	1.0
	10	14	14.0	14.0	15.0
	11	25	25.0	25.0	40.0
	12	20	20.0	20.0	60.0
	13	18	18.0	18.0	78.0
	14	6	6.0	6.0	84.0
	15	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Statistics

		x2_1	x2_2	x2_3	Reliability
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.23	4.11	4.12	12.46
Median		4.00	4.00	4.00	12.00
Mode		4	4	4	12
Minimum		2	2	2	9
Maximum		5	5	5	15

x2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Cukup Setuju	16	16.0	16.0	17.0
	Setuju	42	42.0	42.0	59.0
	Sangat setuju	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

x2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Cukup Setuju	18	18.0	18.0	19.0
	Setuju	50	50.0	50.0	69.0
	Sangat setuju	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

x2_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Cukup Setuju	23	23.0	23.0	24.0
	Setuju	39	39.0	39.0	63.0
	Sangat setuju	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Reliability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	5	5.0	5.0	5.0
	10	9	9.0	9.0	14.0
	11	16	16.0	16.0	30.0
	12	29	29.0	29.0	59.0
	13	9	9.0	9.0	68.0
	14	10	10.0	10.0	78.0
	15	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

Statistics

		x3_1	x3_2	x3_3	Responsiveness
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.07	3.54	3.74	10.35
Median		3.00	4.00	4.00	10.00
Mode		3	4	4	10
Minimum		1	1	1	5
Maximum		4	5	5	12

x3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Cukup Setuju	90	90.0	90.0	91.0
	Setuju	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

x3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	3	3.0	3.0	3.0
	Tidak setuju	2	2.0	2.0	5.0
	Cukup Setuju	36	36.0	36.0	41.0
	Setuju	56	56.0	56.0	97.0
	Sangat setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

x3_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	3	3.0	3.0	3.0
	Cukup Setuju	24	24.0	24.0	27.0
	Setuju	66	66.0	66.0	93.0
	Sangat setuju	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Responsiveness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	1	1.0	1.0	1.0
	7	1	1.0	1.0	2.0
	8	4	4.0	4.0	6.0
	9	7	7.0	7.0	13.0
	10	40	40.0	40.0	53.0
	11	36	36.0	36.0	89.0
	12	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Statistics

		x4_1	x4_2	x4_3	Assurance
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		2.94	3.11	3.15	9.20
Median		3.00	3.00	3.00	9.00
Mode		3	3	3	9
Minimum		1	1	1	4
Maximum		5	5	5	12

x4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	9	9.0	9.0	9.0
	Tidak setuju	18	18.0	18.0	27.0
	Cukup Setuju	47	47.0	47.0	74.0
	Setuju	22	22.0	22.0	96.0
	Sangat setuju	4	4.0	4.0	100.0
Total		100	100.0	100.0	

x4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	4	4.0	4.0	4.0
	Tidak setuju	15	15.0	15.0	19.0
	Cukup Setuju	48	48.0	48.0	67.0
	Setuju	32	32.0	32.0	99.0
	Sangat setuju	1	1.0	1.0	100.0
Total		100	100.0	100.0	

x4_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	5	5.0	5.0	5.0
	Tidak setuju	9	9.0	9.0	14.0
	Cukup Setuju	54	54.0	54.0	68.0
	Setuju	30	30.0	30.0	98.0
	Sangat setuju	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Assurance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1	1.0	1.0	1.0
	6	6	6.0	6.0	7.0
	7	7	7.0	7.0	14.0
	8	11	11.0	11.0	25.0
	9	37	37.0	37.0	62.0
	10	17	17.0	17.0	79.0
	11	12	12.0	12.0	91.0
	12	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Statistics

		x5_1	x5_2	x5_3	Emphaty
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.39	4.32	4.27	12.98
Median		5.00	5.00	4.00	13.00
Mode		5	5	5	15
Minimum		2	2	3	9
Maximum		5	5	5	15

x5_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Cukup Setuju	10	10.0	10.0	11.0
	Setuju	38	38.0	38.0	49.0
	Sangat setuju	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

x5_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	2	2.0	2.0	2.0
	Cukup Setuju	15	15.0	15.0	17.0
	Setuju	32	32.0	32.0	49.0
	Sangat setuju	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

x5_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cukup Setuju	21	21.0	21.0	21.0
	Setuju	31	31.0	31.0	52.0
	Sangat setuju	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

Emphaty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	3	3.0	3.0	3.0
	10	9	9.0	9.0	12.0
	11	14	14.0	14.0	26.0
	12	15	15.0	15.0	41.0
	13	14	14.0	14.0	55.0
	14	10	10.0	10.0	65.0
	15	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Statistics

		y1_1	y1_2	y1_3	Loyalitas
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.94	4.10	4.01	12.05
Median		4.00	4.00	4.00	12.00
Mode		4	4	4	12
Minimum		3	3	3	9
Maximum		5	5	5	15

y1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cukup Setuju	27	27.0	27.0	27.0
	Setuju	52	52.0	52.0	79.0
	Sangat setuju	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

y1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cukup Setuju	18	18.0	18.0	18.0
	Setuju	54	54.0	54.0	72.0
	Sangat setuju	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

y1_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cukup Setuju	28	28.0	28.0	28.0
	Setuju	43	43.0	43.0	71.0
	Sangat setuju	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Loyalitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	10	10.0	10.0	10.0
	10	7	7.0	7.0	17.0
	11	22	22.0	22.0	39.0
	12	26	26.0	26.0	65.0
	13	11	11.0	11.0	76.0
	14	12	12.0	12.0	88.0
	15	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

UJI VALIDITAS DAN RELIABILITAS**UJI VALIDITAS DAN RELIABILITAS VARIABEL X₁****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	Cronbach's Alpha Based on Standardized Items	N of Items
.774	.782	4

Inter-Item Correlation Matrix

	x1_1	x1_2	x1_3	Tangible
x1_1	1.000	.279	.300	.730
x1_2	.279	1.000	.151	.718
x1_3	.300	.151	1.000	.660
Tangible	.730	.718	.660	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6.110	4.030	12.220	8.190	3.032	16.594	4
Inter-Item Correlations	.473	.151	.730	.579	4.846	.060	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
x1_1	20.39	7.917	.594	.	.734
x1_2	20.41	7.578	.547	.	.740
x1_3	20.30	8.273	.503	.	.766
Tangible	12.22	2.739	1.000	.	.484

UJI VALIDITAS DAN RELIABILITAS VARIABEL X₂

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	Cronbach's Alpha Based on Standardized Items	N of Items
.824	.868	4

Inter-Item Correlation Matrix

	x2_1	x2_2	x2_3	Reliability
x2_1	1.000	.307	.411	.719
x2_2	.307	1.000	.627	.804
x2_3	.411	.627	1.000	.862
Reliability	.719	.804	.862	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6.230	4.110	12.460	8.350	3.032	17.253	4
Inter-Item Correlations	.621	.307	.862	.555	2.811	.044	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
x2_1	20.69	9.711	.593	.	.818
x2_2	20.81	9.368	.712	.	.787
x2_3	20.80	8.727	.785	.	.753
Reliability	12.46	3.261	1.000	.	.710

UJI VALIDITAS DAN RELIABILITAS VARIABEL X₃

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	Cronbach's Alpha Based on Standardized Items	N of Items
.688	.636	4

Inter-Item Correlation Matrix

	x3_1	x3_2	x3_3	Responsiveness
x3_1	1.000	-.108	.151	.343
x3_2	-.108	1.000	.058	.654
x3_3	.151	.058	1.000	.727
Responsiveness	.343	.654	.727	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.175	3.070	10.350	7.280	3.371	11.981	4
Inter-Item Correlations	.304	-.108	.727	.835	-6.721	.101	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
x3_1	17.63	4.619	.293	.	.749
x3_2	17.16	3.429	.398	.	.667
x3_3	16.96	3.211	.509	.	.603
Responsiveness	10.35	1.260	1.000	.	.098

UJI VALIDITAS DAN RELIABILITAS VARIABEL X₄**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	Cronbach's Alpha Based on Standardized Items	N of Items
.715	.691	4

Inter-Item Correlation Matrix

	x4_1	x4_2	x4_3	Assurance
x4_1	1.000	-.004	.103	.643
x4_2	-.004	1.000	.174	.587
x4_3	.103	.174	1.000	.647
Assurance	.643	.587	.647	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.600	2.940	9.200	6.260	3.129	9.413	4
Inter-Item Correlations	.358	-.004	.647	.652	-147.848	.081	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
x4_1	15.46	7.423	.411	.	.703
x4_2	15.29	8.067	.383	.	.718
x4_3	15.25	7.765	.463	.	.686
Assurance	9.20	2.626	1.000	.	.218

UJI VALIDITAS DAN RELIABILITAS VARIABEL X₅

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	Cronbach's Alpha Based on Standardized Items	N of Items
.833	.885	4

Inter-Item Correlation Matrix

	x5_1	x5_2	x5_3	Emphaty
x5_1	1.000	.577	.387	.786
x5_2	.577	1.000	.532	.868
x5_3	.387	.532	1.000	.793
Emphaty	.786	.868	.793	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6.490	4.270	12.980	8.710	3.040	18.722	4
Inter-Item Correlations	.657	.387	.868	.481	2.241	.032	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
x5_1	21.57	10.450	.695	.	.811
x5_2	21.64	9.546	.797	.	.768
x5_3	21.69	10.054	.691	.	.802
Emphaty	12.98	3.535	1.000	.	.749

UJI VALIDITAS DAN RELIABILITAS VARIABEL Y

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	Cronbach's Alpha Based on Standardized Items	N of Items
.837	.894	4

Inter-Item Correlation Matrix

	y1_1	y1_2	y1_3	Loyalitas
y1_1	1.000	.531	.500	.813
y1_2	.531	1.000	.551	.830
y1_3	.500	.551	1.000	.839
Loyalitas	.813	.830	.839	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6.025	3.940	12.050	8.110	3.058	16.138	4
Inter-Item Correlations	.677	.500	.839	.339	1.678	.025	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
y1_1	20.16	8.903	.727	.	.804
y1_2	20.00	8.909	.753	.	.800
y1_3	20.09	8.487	.754	.	.787
Loyalitas	12.05	3.098	1.000	.	.768

LAMPIRAN 6

UJI REGRESI

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalitas	12.05	1.760	100
Tangible	12.22	1.655	100
Reliability	12.46	1.806	100
Responsiveness	10.35	1.123	100
Assurance	9.20	1.621	100
Emphaty	12.98	1.880	100

Correlations

		Loyalitas	Tangible	Reliability	Responsiveness	Assurance	Emphaty
Pearson Correlation	Loyalitas	1.000	.395	.349	.083	-.007	.400
	Tangible	.395	1.000	.131	-.058	.153	.297
	Reliability	.349	.131	1.000	-.090	.168	.232
	Responsiveness	.083	-.058	-.090	1.000	.267	-.174
	Assurance	-.007	.153	.168	.267	1.000	.064
	Emphaty	.400	.297	.232	-.174	.064	1.000
Sig. (1-tailed)	Loyalitas	.	.000	.000	.206	.472	.000
	Tangible	.000	.	.096	.283	.064	.001
	Reliability	.000	.096	.	.186	.047	.010
	Responsiveness	.206	.283	.186	.	.004	.042
	Assurance	.472	.064	.047	.004	.	.262
	Emphaty	.000	.001	.010	.042	.262	.
N	Loyalitas	100	100	100	100	100	100
	Tangible	100	100	100	100	100	100
	Reliability	100	100	100	100	100	100
	Responsiveness	100	100	100	100	100	100
	Assurance	100	100	100	100	100	100
	Emphaty	100	100	100	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Emphaty, Assurance, Reliability, Tangiable, Responsiveness ^b		Enter

- a. Dependent Variable: Loyalitas
 b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.601 ^a	.361	.327	1.444	.361	10.633	5	94	.000	1.656

- a. Predictors: (Constant), Emphaty, Assurance, Reliability, Tangiable, Responsiveness
 b. Dependent Variable: Loyalitas

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.815	5	22.163	10.633	.000 ^b
	Residual	195.935	94	2.084		
	Total	306.750	99			

- a. Dependent Variable: Loyalitas
 b. Predictors: (Constant), Emphaty, Assurance, Reliability, Tangiable, Responsiveness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Beta	Zero-order	Partial	Partial	Tolerance
		1	(Constant)	-.930	2.175		-.427	.670			
	Tangible	.331	.093	.311	3.563	.001	.395	.345	.294	.890	1.123
	Reliability	.284	.084	.291	3.375	.001	.349	.329	.278	.911	1.097
	Responsiveness	.356	.138	.227	2.583	.011	.083	.257	.213	.881	1.135
	Assurance	.299	.096	.283	2.070	.041	.007	.209	.171	.869	1.150
	Empathy	.273	.084	.291	3.264	.002	.400	.319	.269	.853	1.172

a. Dependent Variable: Loyalitas

Coefficient Correlations^a

Model		Empathy	Assurance	Reliability	Tangible	Responsiveness	
1	Correlations	Empathy	1.000	-.036	-.184	-.265	.154
		Assurance	-.036	1.000	-.173	-.139	-.298
		Reliability	-.184	-.173	1.000	-.041	.100
		Tangible	-.265	-.139	-.041	1.000	.045
		Responsiveness	.154	-.298	.100	.045	1.000
Covariances	Empathy	.007	.000	-.001	-.002	.002	
	Assurance	.000	.009	-.001	-.001	-.004	
	Reliability	-.001	-.001	.007	.000	.001	
	Tangible	-.002	-.001	.000	.009	.001	
	Responsiveness	.002	-.004	.001	.001	.019	

a. Dependent Variable: Loyalitas

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	Tangibility	Reliability	Responsiveness	Assurance	Emphaticity
1	1	5.924	1.000	.00	.00	.00	.00	.00	.00
	2	.027	14.901	.00	.04	.04	.03	.53	.17
	3	.017	18.523	.00	.18	.69	.07	.05	.00
	4	.016	19.216	.02	.06	.07	.24	.41	.17
	5	.013	21.671	.00	.63	.08	.04	.00	.54
	6	.003	42.261	.97	.10	.12	.62	.01	.12

a. Dependent Variable: Loyalitas

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.87	14.32	12.05	1.058	100
Residual	-3.777	3.130	.000	1.407	100
Std. Predicted Value	-2.060	2.141	.000	1.000	100
Std. Residual	-2.616	2.168	.000	.974	100

a. Dependent Variable: Loyalitas

A. Identitas Responden

1. Nama Responden :
2. Jenis Kelamin : Laki-laki / Perempuan (Coret yang tidak perlu)
3. Usia : 1. Kurang dari 20 Tahun (Lingkari Jawaban)
2. Lebih 20 Tahun
4. Pekerjaan : 1. Pelajar / Mahasiswa
2. Karyawan Swasta
3. PNS/TNI/Polisi
4. Lainnya
4. Berapa kali anda berkunjung ke De'Oak Café, Resto and Bakery Surabaya dalam 3 bulan terakhir :
1. Antara 1 – 2 kali (Lingkari Jawaban)
2. Antara 3 – 4 kali
3. Antara 4 – 5 kali
4. Lebih dari 5 kali

Berilah tanda (X) pada salah satu jawaban saudara

- Sangat Setuju (SS) : jika saudara sangat setuju dengan pernyataan.
- Setuju (S) : jika saudara kemungkinan besar setuju dengan pernyataan.
- Cukup Setuju (CS) : jika saudara mungkin tidak dan mungkin ya terhadap pernyataan.
- Tidak Setuju (TS) : jika saudara kemungkinan besar tidak setuju dengan pernyataan.
- Sangat Tidak Setuju (STS) : jika saudara sangat tidak setuju dengan pernyataan sama sekali.

No.	Instrumen	SS	S	CS	TS	STS
	Variabel (X1) : Tangible (Bukti Fisik)					
1.	Karyawan De'Oak Café, Resto and Bakery berpenampilan rapi dan sopan dalam menjalankan tugasnya.					
2.	Fasilitas De'Oak Café, Resto and Bakery yang memadai seperti gedung, tempat parkir dan toilet.					
3.	Kebersihan area De'Oak Café, Resto and Bakery					

No.	Instrumen	SS	S	CS	TS	STS
	Variabel (X2) : Reliability (Kehandalan)					
1.	Pelayanan De'Oak Café, Resto and Bakery dilakukan secara cepat dan tepat sesuai dengan keinginan pelanggan.					
2.	Keterampilan karyawan De'Oak Café, Resto and Bakery dalam melayani pelanggan sesuai dengan harapan.					
3.	Penyelesaian masalah oleh karyawan De'Oak Café, Resto and Bakery sesuai dengan harapan.					

No.	Instrumen	SS	S	CS	TS	STS
	Variabel (X3) : Responsiveness (Daya Tanggap)					
1.	Karyawan De'Oak Café, Resto and Bakery member tanggapan yang baik terhadap permintaan pelanggan dengan cepat.					
2.	Kecepatan karyawan De'Oak Café, Resto and Bakery dalam melayani pelanggan yang baru datang.					
3.	Karyawan De'Oak Café, Resto and Bakery selalu bersikap profesional dalam membantu dan melayani keinginan pelanggan.					

No.	Instrumen	SS	S	CS	TS	STS
	Variabel (X4) : Assurance (Jaminan)					
1.	Karyawan De'Oak Café, Resto and Bakery memiliki sifat yang sopan, ramah, jujur dan dapat dipercaya.					
2.	Karyawan De'Oak Café, Resto and Bakery memiliki kemampuan pengetahuan yang luas dan kecakapan dalam menjalankan tugas untuk melayani pelanggan.					
3.	Perilaku karyawan dalam menumbuhkan kepercayaan pelanggan dilakukan dengan baik.					

No.	Instrumen	SS	S	CS	TS	STS
	Variabel (X5) : Emphaty (Empati)					
1.	Komunikasi yang terjalin antara karyawan De'Oak Café, Resto and Bakery dengan pelanggan berjalan dengan baik dan lancar.					
2.	Karyawan De'Oak Café, Resto and Bakery selalu memberikan perhatian yang baik terhadap pelanggan.					
3.	Dalam memberikan pelayanan pada pelanggan karyawan De'Oak Café, Resto and Bakery memberikan rasa nyaman.					

No.	Instrumen	SS	S	CS	TS	STS
	Variabel (Y) : Loyalitas Pelanggan					
1.	Setelah berkunjung di De'Oak Café, Resto and Bakery saya akan merekomendasikan kepada orang lain untuk berkunjung di De'Oak Café, Resto and Bakery.					
2.	Saya menceritakan hal-hal yang baik tentang pelayanan De'Oak Café, Resto and Bakery kepada orang-orang yang saya kenal.					
3.	Saya akan kembali untuk berkunjung ke De'Oak Café, Resto and Bakery					