

LAMPIRAN

LAMPIRAN

Lampiran 1 Kuesioner

KUESIONER PENELITIAN

**ANALISIS PENGARUH KUALITAS PELAYANAN, KEPERCAYAAN DAN
PERSEPSI HARGA MELALUI KEPUASAN PELANGGAN TERHADAP
LOYALITAS PELANGGAN**

(STUDI PADA PELANGGAN JASA TITIP SURABAYA-ENDE)

Responden yang terhormat,

Saya mohon ijin kepada Saudara untuk kesediaannya mengisi kuesioner ini. Maksud dari kuesioner ini adalah sebagai alat pengumpulan data dalam penulisan tesis yang saya buat sesuai dengan judul diatas. Jawaban Saudara akan diproses sampai akhirnya menjadi informasi yang bermanfaat bagi penulis dan perusahaan yang bersangkutan. Atas kesediaan Saudara saya ucapkan terimakasih.

Saya mohon Saudara bersedia memberikan tanggapan terhadap pertanyaan angket sebagai berikut sesuai pendapat saudara/saudari dengan memberikan centang (✓) pada pilihan jawaban yang telah tersedia sesuai dengan pendapat Saudara.

Hormat Saya,

Nita Griselda Kiik

PETUNJUK PENGISIAN

1. Pilih salah satu alternatif jawaban untuk memberikan tanggapan setiap pernyataan dibawah ini berdasarkan pendapat Bapak/Ibu/Saudara/i yang objektif terhadap kuesioner penelitian ini.
2. Berilah tanda (√) di kolom yang sudah disediakan untuk pengisian kuesioner dibawah ini.

Keterangan:

1= Sangat TidakSetuju

2= Tidak Setuju

3= Netral

4= Setuju

5= Sangat Setuju

1. *Kualitas Pelayanan (X1)*

No	Indikator	Pertanyaan	STS	TS	N	S	SS
X1.1	Interaktivitas	Saya bisa berkomunikasi dua arah dengan Jastip Surabaya-Ende via Whatsapp	1	2	3	4	5
		Jastip Surabaya-Ende bersedia menanggapi kebutuhan informasi saya tentang jadwal pengiriman barang					
X1.2	Kualitas konten Instagram	Konten yang diberikan Jastip Surabaya-Ende di Instagram sangat bermanfaat					
		Konten Instagram Jastip Surabaya-Ende memenuhi kebutuhan pengiriman barang saya					
X1.3	Kualitas desain Instagram	Desain pesan Instagram memiliki komposisi warna yang menarik					
		Desain pesan Instagram memiliki komposisi grafis yang menarik					
X1.4	Konfirmasi	Evaluasi langsung pertama hal mengenai Jastip Surabaya-Ende secara keseluruhan. Saya memiliki kesan yang baik					
		Pengalaman saya menggunakan Jastip Surabaya-Ende lebih baik daripada yang saya harapkan					
X1.5	Kegunaan yang dirasakan	Menggunakan Jastip Surabaya-Ende mempermudah saya dalam pengiriman barang					

		Harga Jastip yang terjangkau membuat saya selalu ingin menggunakan jastip ini					
X1.6	Kepuasan	Saya merasa telah membuat pilihan tepat Ketika memutuskan untuk menggunakan Jastip Surabaya-Ende					
		Setelah menggunakan Jastip Surabaya-Ende, secara keseluruhan saya memiliki kesan yang baik					

2. Kepercayaan (X2)

No	Indikator	Pertanyaan	STS	TS	N	S	SS
X2.1	<i>Benevolence</i> (kesungguhan / ketulusan)	Saya memilih Jastip Surabaya-Ende karena ada ikatan emosional setempat	1	2	3	4	5
		Saya menaruh kepercayaan kepada Jastip Surabaya-Ende karena pembayaran dilakukan setelah barang diterima					
X2.2	<i>Ability</i> (Kemampuan)	Saya merasa Jastip Surabaya-Ende memiliki kemampuan untuk menyediakan layanan yang berkualitas					
		Kemampuan dalam melacak barang sudah di terapkan dalam Jastip Surabaya-Ende					
X2.3	<i>Integrity</i> (Integritas)	Jastip memberikan layanan sesuai janji					

		Pengiriman barang dari Jastip Surabaya-Ende terlaksana dengan aman					
X2.4	<i>Willingness to depend /</i> Kesediaan untuk bergantung	Saya bersedia menerima resiko yang terjadi atas pengiriman barang					
		Saya menempatkan toleransi jika terjadi konsekuensi negatif					

3. Persepsi Harga (X3)

No	Indikator	Pertanyaan	STS	TS	N	S	SS
X3.1	Keterjangkauan harga	Biaya pengiriman yang murah membuat konsumen ingin menggunakan Jastip kembali	1	2	3	4	5
		Harga bervariasi sesuai dengan jumlah barang					
X3.2	Kesesuaian Harga dengan kualitas jasa	Kualitas jasa sudah sesuai dengan harga yang dibayar					
		Saya memperoleh nilai positif dari membayar harga jasa titip Surabaya-Ende					

4. Kepuasan Pelanggan (Z)

No	Indikator	Pertanyaan	STS	TS	N	S	SS
			1	2	3	4	5

Z.1	Kesesuaian layanan dengan yang diharapkan	Pengiriman jasa melalui Jastip Surabaya-Ende telah memenuhi harapan saya					
		Kualitas jasa yang diterima sesuai dengan yang dijanjikan					
Z.2	Kesesuaian layanan dengan tarif yang dibayarkan	Tarif yang dibayarkan sudah sesuai dengan layanan yang saya dapatkan					
		Harga jasa titip sesuai dengan manfaat yang saya terima					
Z.3	Kepuasan pelanggan akan layanan yang ditawarkan	Saya memiliki kepuasan menggunakan jasa layanan ini di bandingkan dengan jasa layanan lainnya					
		Saya merasa Jastip Surabaya-Ende telah memenuhi harapan saya					

5. Loyalitas Pelanggan (Y)

No	Indikator	Pertanyaan	STS	TS	N	S	SS
Y.1	Melakukan Pembelian Ulang	Saya sering menggunakan jasa pengiriman barang ini	1	2	3	4	5
		Saya sebagai pelanggan tidak akan menggunakan jasa pengiriman lain					
Y.2	Merekomendasikan kepada pihak lain	saya merekomendasikan jasa titip kepada keluarga dan kerabat					
		saya merekomendasikan jasa titip melalui sosial media Instagram					

Y.3	Tidak berniat untuk pindah	Saya sebagai pelanggan tidak mudah terpicat akan penawaran yang diberikan para pesaing jasa titip					
		Saya menjadikan jasa titip seagai priorias dalam pengiriman barang					
Y.4	Membicarakn hal-hal positif	Saya bersedia memberikan informasi dan kesan positif terhadap layanan jasa titip					
		Saya akan menyatakan hal-hal positif mengenai jasa titip ini kepada teman-teman saya					

Lampiran 2

Karakteristik Responden

KARAKTERISTIK RESPONDEN

No.	Jenis Kelamin	Usia	Pekerjaan	Pendidikan	Penghasilan
1	Perempuan	20-30	Kar_Swasta	S1-S3	<Rp.2 jt
2	Perempuan	20-30	Kar_Swasta	S1-S3	<Rp.2 jt
3	Perempuan	20-30	Wirausaha	S1-S3	<Rp.2 jt
4	Perempuan	20-30	Wirausaha	SD-SMA	<Rp.2 jt
5	Perempuan	20-30	Lain-lain	SD-SMA	<Rp.2 jt
6	Laki-Laki	20-30	PNS	S1-S3	> Rp.5 jt
7	Laki-Laki	20-30	Kar_Swasta	SD-SMA	<Rp.2 jt
8	Perempuan	20-30	Wirausaha	S1-S3	<Rp.2 jt
9	Perempuan	20-30	Wirausaha	S1-S3	<Rp.2 jt
10	Perempuan	20-30	Wirausaha	SD-SMA	<Rp.2 jt
11	Perempuan	20-30	Kar_Swasta	S1-S3	<Rp.2 jt
12	Perempuan	20-30	Wirausaha	SD-SMA	<Rp.2 jt
13	Perempuan	20-30	Kar_Swasta	D1-D3	<Rp.2 jt
14	Perempuan	20-30	Kar_Swasta	S1-S3	<Rp.2 jt
15	Perempuan	20-30	Wirausaha	S1-S3	> Rp.5 jt
16	Perempuan	20-30	Kar_Swasta	SD-SMA	Rp. 2jt - Rp. 5jt
17	Laki-Laki	20-30	Lain-lain	SD-SMA	
18	Laki-Laki	20-30	PNS	S1-S3	<Rp.2 jt
19	Perempuan	20-30	Lain-lain	S1-S3	
20	Laki-Laki	20-30	Wirausaha	S1-S3	<Rp.2 jt

No.	Jenis Kelamin	Usia	Pekerjaan	Pendidikan	Penghasilan
21	Perempuan	20-30	Wirausaha	SD-SMA	<Rp.2 jt
22	Perempuan	20-30	Kar_Swasta	S1-S3	<Rp.2 jt
23	Laki-Laki	20-30	Kar_Swasta	D1-D3	Rp. 2jt - Rp. 5jt
24	Perempuan	20-30	Lain-lain	S1-S3	<Rp.2 jt
25	Perempuan	20-30	Wirausaha	S1-S3	<Rp.2 jt
26	Perempuan	20-30	Kar_Swasta	D1-D3	<Rp.2 jt
27	Perempuan	20-30	Lain-lain	S1-S3	<Rp.2 jt
28	Laki-Laki	20-30	Wirausaha	S1-S3	<Rp.2 jt
29	Laki-Laki	20-30	Lain-lain	S1-S3	
30	Laki-Laki	20-30	Wirausaha	S1-S3	<Rp.2 jt
31	Laki-Laki	20-30	Kar_Swasta	D1-D3	<Rp.2 jt
32	Perempuan	20-30	Kar_Swasta	SD-SMA	Rp. 2jt - Rp. 5jt
33	Perempuan	20-30	Kar_Swasta	D1-D3	Rp. 2jt - Rp. 5jt
34	Laki-Laki	20-30	Lain-lain	S1-S3	
35	Laki-Laki	20-30	Kar_Swasta	SD-SMA	Rp. 2jt - Rp. 5jt
36	Perempuan	20-30	Lain-lain	S1-S3	
37	Laki-Laki	20-30	Wirausaha	S1-S3	<Rp.2 jt
38	Perempuan	20-30	Lain-lain	S1-S3	<Rp.2 jt
39	Perempuan	20-30	Lain-lain	SD-SMA	
40	Laki-Laki	20-30	Kar_Swasta	SD-SMA	Rp. 2jt - Rp. 5jt
41	Laki-Laki	20-30	Kar_Swasta	D1-D3	Rp. 2jt - Rp. 5jt
42	Perempuan	31-45	Kar_Swasta	S1-S3	Rp. 2jt - Rp. 5jt
43	Perempuan	20-30	Wirausaha	S1-S3	<Rp.2 jt
44	Perempuan	20-30	Wirausaha	SD-SMA	<Rp.2 jt

No.	Jenis Kelamin	Usia	Pekerjaan	Pendidikan	Penghasilan
45	Perempuan	20-30	Wirausaha	S1-S3	<Rp.2 jt
46	Perempuan	20-30	Wirausaha	S1-S3	<Rp.2 jt
47	Perempuan	>45	PNS	S1-S3	<Rp.2 jt
48	Perempuan	20-30	Kar_Swasta	S1-S3	Rp. 2jt - Rp. 5jt
49	Laki-Laki	20-30	Wirausaha	S1-S3	Rp. 2jt - Rp. 5jt
50	Perempuan	20-30	Kar_Swasta	S1-S3	<Rp.2 jt
51	Laki-Laki	20-30	Lain-lain	S1-S3	
52	Laki-Laki	20-30	Kar_Swasta	S1-S3	<Rp.2 jt
53	Perempuan	20-30	Lain-lain	S1-S3	
54	Perempuan	20-30	Kar_Swasta	D1-D3	<Rp.2 jt
55	Perempuan	20-30	Lain-lain	S1-S3	
56	Laki-Laki	20-30	Kar_Swasta	S1-S3	Rp. 2jt - Rp. 5jt
57	Perempuan	20-30	Lain-lain	S1-S3	<Rp.2 jt
58	Perempuan	20-30	Wirausaha	S1-S3	<Rp.2 jt
59	Laki-Laki	20-30	Kar_Swasta	D1-D3	Rp. 2jt - Rp. 5jt
60	Perempuan	20-30	Wirausaha	SD-SMA	<Rp.2 jt
61	Laki-Laki	20-30	Wirausaha	D1-D3	Rp. 2jt - Rp. 5jt
62	Laki-Laki	20-30	Wirausaha	SD-SMA	<Rp.2 jt
63	Perempuan	20-30	Wirausaha	S1-S3	<Rp.2 jt
64	Perempuan	20-30	Wirausaha	SD-SMA	<Rp.2 jt
65	Perempuan	20-30	Kar_Swasta	S1-S3	<Rp.2 jt
66	Laki-Laki	20-30	Wirausaha	SD-SMA	<Rp.2 jt
67	Perempuan	20-30	Wirausaha	S1-S3	<Rp.2 jt
68	Laki-Laki	20-30	Wirausaha	SD-SMA	<Rp.2 jt

No.	Jenis Kelamin	Usia	Pekerjaan	Pendidikan	Penghasilan
69	Laki-Laki	20-30	Kar_Swasta	S1-S3	<Rp.2 jt
70	Laki-Laki	20-30	Kar_Swasta	SD-SMA	Rp. 2jt - Rp. 5jt
71	Laki-Laki	20-30	Kar_Swasta	SD-SMA	<Rp.2 jt
72	Laki-Laki	20-30	Kar_Swasta	S1-S3	Rp. 2jt - Rp. 5jt
73	Perempuan	20-30	Wirausaha	SD-SMA	Rp. 2jt - Rp. 5jt
74	Perempuan	20-30	Lain-lain		<Rp.2 jt
75	Laki-Laki	20-30	Kar_Swasta	D1-D3	<Rp.2 jt
76	Laki-Laki	20-30	PNS	S1-S3	<Rp.2 jt
77	Laki-Laki	20-30	Wirausaha	S1-S3	Rp. 2jt - Rp. 5jt
78	Laki-Laki	20-30	Wirausaha	SD-SMA	<Rp.2 jt
79	Perempuan	20-30	Lain-lain	S1-S3	
80	Perempuan	20-30	Lain-lain	S1-S3	<Rp.2 jt
81	Perempuan	20-30	Lain-lain	S1-S3	
82	Laki-Laki	20-30	Wirausaha	S1-S3	Rp. 2jt - Rp. 5jt
83	Perempuan	20-30	Wirausaha	S1-S3	Rp. 2jt - Rp. 5jt
84	Perempuan	20-30	Kar_Swasta	S1-S3	Rp. 2jt - Rp. 5jt
85	Laki-Laki	20-30	Wirausaha	S1-S3	<Rp.2 jt
86	Laki-Laki	20-30	Kar_Swasta	SD-SMA	<Rp.2 jt
87	Laki-Laki	20-30	Kar_Swasta	S1-S3	<Rp.2 jt
88	Perempuan	20-30	Wirausaha	S1-S3	<Rp.2 jt
89	Perempuan	31-45	PNS	S1-S3	Rp. 2jt - Rp. 5jt
90	Laki-Laki	31-45	Kar_Swasta	S1-S3	Rp. 2jt - Rp. 5jt
91	Laki-Laki	20-30	Wirausaha	S1-S3	Rp. 2jt - Rp. 5jt
92	Laki-Laki	20-30	Lain-lain	SD-SMA	<Rp.2 jt

No.	Jenis Kelamin	Usia	Pekerjaan	Pendidikan	Penghasilan
93	Perempuan	20-30	Lain-lain	SD-SMA	
94	Laki-Laki	20-30	Lain-lain	SD-SMA	
95	Perempuan	20-30	Lain-lain	S1-S3	
96	Perempuan	20-30	Lain-lain	S1-S3	
97	Perempuan	20-30	Lain-lain	S1-S3	
98	Perempuan	20-30	Lain-lain	S1-S3	
99	Laki-Laki	20-30	Wirausaha	S1-S3	Rp. 2jt - Rp. 5jt
100	Laki-Laki	20-30	Wirausaha	SD-SMA	Rp. 2jt - Rp. 5jt
101	Perempuan	20-30	Lain-lain	S1-S3	
102	Perempuan	20-30	Lain-lain	S1-S3	
103	Perempuan	20-30	Lain-lain	S1-S3	
104	Perempuan	20-30	Lain-lain	S1-S3	
105	Perempuan	20-30	Lain-lain	SD-SMA	
106	Perempuan	20-30	Lain-lain	SD-SMA	
107	Perempuan	31-45	PNS	S1-S3	Rp. 2jt - Rp. 5jt
108	Laki-Laki	20-30	Wirausaha	S1-S3	Rp. 2jt - Rp. 5jt
109	Laki-Laki	20-30	PNS	S1-S3	Rp. 2jt - Rp. 5jt
110	Perempuan	20-30	PNS	S1-S3	Rp. 2jt - Rp. 5jt
111	Perempuan	20-30	Wirausaha	S1-S3	Rp. 2jt - Rp. 5jt
112	Perempuan	31-45	Lain-lain	D1-D3	Rp. 2jt - Rp. 5jt
113	Laki-Laki	31-45	PNS	S1-S3	Rp. 2jt - Rp. 5jt
114	Perempuan	20-30	Lain-lain	S1-S3	
115	Laki-Laki	20-30	Lain-lain	SD-SMA	
116	Perempuan	20-30	Lain-lain	S1-S3	

No.	Jenis Kelamin	Usia	Pekerjaan	Pendidikan	Penghasilan
117	Perempuan	20-30	Lain-lain	D1-D3	
118	Laki-Laki	20-30	Lain-lain	S1-S3	
119	Perempuan	31-45	PNS	S1-S3	Rp. 2jt - Rp. 5jt
120	Perempuan	31-45	Lain-lain	S1-S3	<Rp.2 jt

Lampiran 3

Data Penelitian

TABULASI TANGGAPAN RESPONDEN

No	Kualitas Layanan												Kepercayaan							
	X1_1_1	X1_1_2	X1_2_1	X1_2_2	X1_3_1	X1_3_2	X1_4_1	X1_4_2	X1_5_1	X1_5_2	X1_6_1	X1_6_2	X2_1_1	X2_1_2	X2_2_1	X2_2_2	X2_3_1	X2_3_2	X2_4_1	X2_4_2
1	4	4	4	3	4	4	4	3	4	3	4	4	3	3	3	3	4	3	3	3
2	4	3	4	3	4	3	4	3	4	3	4	3	4	4	4	4	4	3	4	4
3	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	5	5	4	5	5
4	4	4	5	4	4	4	5	5	5	4	4	4	4	4	4	4	4	3	4	4
5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	3	5	5	4	5	5
6	5	5	5	5	5	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5
7	5	4	5	3	5	5	5	5	5	4	5	5	4	3	3	3	4	3	4	3
8	5	5	5	5	5	4	5	3	5	5	5	5	5	4	3	5	5	4	5	5
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12	5	4	5	4	5	5	4	4	5	4	5	5	4	3	5	5	5	5	5	5
13	4	3	4	3	3	4	4	3	4	3	4	4	4	4	5	5	5	5	5	5
14	4	4	3	4	3	4	4	4	4	4	5	4	4	3	4	3	4	3	4	3
15	4	4	5	4	5	4	4	4	4	4	4	4	4	3	3	3	4	3	4	3

No.	Kualitas Layanan												Kepercayaan								
	X1_1_1	X1_1_2	X1_2_1	X1_2_2	X1_3_1	X1_3_2	X1_4_1	X1_4_2	X1_5_1	X1_5_2	X1_6_1	X1_6_2	X2_1_1	X2_1_2	X2_2_1	X2_2_2	X2_3_1	X2_3_2	X2_4_1	X2_4_2	
16	4	5	4	3	4	4	3	3	4	3	4	4	4	5	5	5	5	5	5	5	5
17	4	4	4	4	3	4	4	4	4	4	5	4	4	3	3	5	4	3	3	3	3
18	4	4	4	3	4	4	4	3	4	3	4	4	5	4	5	4	5	4	5	4	4
19	4	3	4	4	3	4	3	3	4	4	4	4	5	4	5	4	5	4	5	4	4
20	4	5	5	4	3	4	5	4	4	4	4	5	4	3	3	4	4	5	3	3	3
21	5	4	5	4	4	4	5	4	4	4	4	4	3	3	3	3	3	3	4	3	3
22	5	4	5	4	4	4	5	4	4	4	4	3	5	5	5	4	5	4	4	4	5
23	4	4	4	3	4	4	4	3	3	4	4	5	4	3	3	3	4	4	5	3	3
24	5	5	5	4	5	5	5	4	5	5	5	5	5	4	5	4	5	4	5	4	4
25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	4
26	5	4	5	4	5	5	5	4	5	4	5	5	5	4	4	4	4	4	4	3	3
27	4	4	4	3	4	4	4	3	4	4	4	4	4	3	3	3	4	3	4	5	5
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30	4	4	5	4	4	4	5	4	5	4	4	4	5	4	4	4	5	4	5	4	4
31	5	4	5	4	5	5	5	4	5	4	5	5	4	3	4	4	4	3	4	3	3
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33	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5
34	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	4	5	4	4
35	5	4	5	4	5	4	5	4	5	4	5	4	5	5	5	5	5	5	5	5	5
36	5	5	5	5	5	5	5	5	5	5	5	5	4	3	3	3	4	3	3	3	3

No.	Kualitas Layanan												Kepercayaan							
	X1_1_1	X1_1_2	X1_2_1	X1_2_2	X1_3_1	X1_3_2	X1_4_1	X1_4_2	X1_5_1	X1_5_2	X1_6_1	X1_6_2	X2_1_1	X2_1_2	X2_2_1	X2_2_2	X2_3_1	X2_3_2	X2_4_1	X2_4_2
37	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5	4	4	4
38	4	4	5	4	4	4	5	4	4	4	4	4	5	5	5	5	5	5	5	5
39	5	5	5	4	5	5	5	4	5	5	5	5	5	4	4	4	5	4	4	4
40	5	5	5	5	5	5	5	5	4	5	5	5	3	3	4	4	4	3	4	3
41	5	5	5	4	5	5	5	4	4	4	5	5	4	5	5	5	5	5	5	5
42	4	3	4	3	4	3	4	3	4	3	4	3	4	5	5	5	5	5	5	5
43	4	4	4	3	4	4	4	3	4	3	4	4	3	4	4	4	5	4	4	4
44	4	3	4	3	4	3	4	3	3	3	4	4	4	3	5	3	4	3	3	3
45	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	4	3	4	3
46	4	4	4	4	4	4	5	4	3	4	4	4	4	3	5	4	4	3	4	3
47	4	4	5	4	4	4	5	4	5	4	4	4	5	5	3	5	5	5	5	5
48	4	5	4	3	4	3	4	3	4	3	4	3	5	5	5	5	5	4	5	5
49	4	5	4	3	4	4	4	5	4	4	4	4	5	5	4	4	5	5	5	5
50	5	3	4	4	5	4	4	3	4	4	4	4	5	4	4	5	5	4	4	4
51	3	3	4	3	4	4	4	3	4	3	4	4	4	3	5	4	4	3	4	3
52	5	3	4	4	4	4	4	3	4	4	4	4	5	5	5	4	5	5	5	5
53	4	5	5	4	5	5	5	5	5	5	5	5	4	4	4	3	4	3	4	4
54	4	5	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
55	5	5	5	4	4	5	5	4	5	5	5	5	5	5	5	4	5	5	5	5
56	5	4	5	5	5	4	5	4	5	4	4	4	5	4	5	5	5	4	5	4
57	5	5	5	3	5	5	5	5	5	5	5	5	5	4	4	4	5	4	4	4

No.	Kualitas Layanan												Kepercayaan							
	X1_1_1	X1_1_2	X1_2_1	X1_2_2	X1_3_1	X1_3_2	X1_4_1	X1_4_2	X1_5_1	X1_5_2	X1_6_1	X1_6_2	X2_1_1	X2_1_2	X2_2_1	X2_2_2	X2_3_1	X2_3_2	X2_4_1	X2_4_2
58	5	4	5	3	5	4	5	4	5	4	5	5	5	4	5	5	5	4	5	4
59	5	5	5	4	5	5	5	4	5	5	5	5	5	4	5	4	5	4	5	4
60	4	4	5	4	4	4	5	4	5	4	4	4	5	4	5	5	5	4	5	4
61	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	4	5	5	5	5
62	4	3	4	3	4	4	4	3	4	3	4	4	5	5	5	3	5	5	5	5
63	5	5	5	4	5	4	5	4	5	5	5	5	4	4	4	5	4	4	4	4
64	4	3	4	3	4	4	4	3	4	5	3	3	3	3	3	5	3	3	3	3
65	4	4	4	3	4	4	4	3	4	4	4	4	4	3	3	3	4	3	4	3
66	5	5	5	5	5	5	5	5	5	3	5	5	5	4	4	5	5	4	4	4
67	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	4	5	4	5	5
68	5	4	5	4	5	5	5	4	5	3	5	5	5	5	5	4	5	5	5	5
69	4	3	4	3	4	3	4	3	4	4	4	4	4	4	4	4	5	4	4	4
70	4	4	5	4	4	4	5	4	4	5	4	4	3	3	3	3	4	3	3	3
71	4	4	4	3	4	4	4	3	4	4	4	4	5	5	5	5	4	5	5	5
72	4	3	4	3	3	3	4	3	4	3	3	3	4	3	4	3	5	3	4	3
73	4	4	5	4	4	4	5	4	5	4	4	4	3	3	3	3	4	3	3	3
74	4	3	4	3	4	3	4	3	4	3	3	3	5	4	4	4	4	4	4	4
75	4	4	4	4	4	4	5	4	4	4	4	4	3	3	3	3	5	3	3	3
76	4	4	4	4	4	4	5	4	4	4	3	4	5	5	5	5	4	5	5	5
77	4	3	4	3	4	3	4	3	4	3	5	3	5	4	5	5	4	4	5	5
78	5	5	5	5	5	5	5	5	5	5	4	5	4	3	4	3	4	3	4	3

N o.	Kualitas Layanan												Kepercayaan							
	X1_1_1	X1_1_2	X1_2_1	X1_2_2	X1_3_1	X1_3_2	X1_4_1	X1_4_2	X1_5_1	X1_5_2	X1_6_1	X1_6_2	X2_1_1	X2_1_2	X2_2_1	X2_2_2	X2_3_1	X2_3_2	X2_4_1	X2_4_2
79	5	5	5	5	5	5	5	4	5	5	4	4	5	4	5	5	5	4	5	4
80	4	4	5	4	4	4	5	4	5	4	4	4	3	3	3	3	3	3	3	3
81	4	4	4	4	4	4	5	4	4	4	4	5	5	5	5	5	5	5	5	5
82	5	5	5	5	5	5	5	5	5	5	5	3	5	4	5	5	5	4	5	5
83	5	5	5	4	5	5	5	4	5	4	5	5	3	2	3	3	3	5	3	3
84	5	5	5	4	5	5	5	4	5	4	5	3	4	3	4	3	4	4	4	3
85	5	4	5	4	5	4	5	4	5	4	5	4	4	4	4	4	5	4	4	4
86	5	5	5	5	5	5	5	5	5	5	5	5	3	3	3	3	4	5	3	3
87	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5
88	5	5	5	5	5	5	5	4	5	5	5	5	3	2	2	2	3	5	4	2
89	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	4	4	3
90	4	3	4	3	3	3	4	3	4	3	3	3	4	3	3	3	4	3	4	3
91	5	4	5	4	5	4	5	4	5	4	5	5	5	5	5	5	5	5	3	5
92	5	5	5	4	5	5	5	4	5	5	5	5	3	3	3	3	4	3	4	3
93	5	5	5	5	5	5	5	4	5	5	5	5	5	4	4	4	5	4	3	4
94	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	4
95	4	4	4	3	4	4	4	3	4	3	4	4	3	2	3	3	3	2	4	3
96	5	5	5	4	5	5	5	4	5	5	5	5	3	2	3	3	3	2	4	3
97	5	4	5	4	5	5	5	4	5	4	5	5	4	3	4	3	4	3	3	3
98	4	4	5	4	4	4	5	4	5	4	4	4	5	4	4	4	5	4	4	4
99	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	4	5	4	4	4

No.	Kualitas Layanan												Kepercayaan							
	X1_1_1	X1_1_2	X1_2_1	X1_2_2	X1_3_1	X1_3_2	X1_4_1	X1_4_2	X1_5_1	X1_5_2	X1_6_1	X1_6_2	X2_1_1	X2_1_2	X2_2_1	X2_2_2	X2_3_1	X2_3_2	X2_4_1	X2_4_2
100	4	3	4	3	4	4	4	3	4	3	4	4	4	4	4	4	4	3	4	4
101	4	4	4	4	4	4	4	3	4	4	4	4	5	4	4	4	5	4	4	4
102	4	3	4	3	4	3	4	3	4	3	3	3	2	3	3	3	2	5	3	
103	4	4	4	4	4	4	5	4	4	4	4	4	3	2	2	2	3	2	3	2
104	4	3	4	3	4	4	4	3	4	3	4	4	4	4	4	4	5	4	4	4
105	5	5	5	5	5	5	5	5	5	5	5	5	3	3	3	3	4	3	3	3
106	4	4	4	3	4	4	4	3	4	3	4	4	3	2	2	2	3	2	3	4
107	5	5	5	5	5	5	5	5	5	5	5	5	3	3	3	3	3	2	3	5
108	4	4	4	3	4	4	4	3	4	4	4	4	3	5	3	2	3	2	3	4
109	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	4
110	5	5	5	4	5	5	5	4	5	4	5	5	5	3	5	4	5	4	5	4
111	5	4	5	4	4	4	5	4	5	4	4	4	4	5	4	3	4	3	4	5
112	4	4	5	4	4	4	5	4	4	4	4	4	5	4	4	4	5	4	4	5

No.	Kualitas Layanan												Kepercayaan							
	X1_1_1	X1_1_2	X1_2_1	X1_2_2	X1_3_1	X1_3_2	X1_4_1	X1_4_2	X1_5_1	X1_5_2	X1_6_1	X1_6_2	X2_1_1	X2_1_2	X2_2_1	X2_2_2	X2_3_1	X2_3_2	X2_4_1	X2_4_2
113	4	4	4	4	4	4	5	4	4	4	4	4	5	5	4	4	5	4	5	4
114	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	3	4	3	4	3
115	4	4	5	4	4	4	5	4	5	4	4	4	5	3	2	2	3	2	3	2
116	5	5	5	5	5	5	5	4	5	5	5	5	5	4	4	4	5	4	4	4
117	4	4	4	3	4	4	4	3	4	3	4	4	3	3	4	4	4	3	4	3
118	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4
119	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5
120	5	5	5	5	5	5	5	5	5	5	5	5	5	3	4	4	4	3	4	4

No	Harga				Kepuasan Pelanggan						Loyalitas Pelanggan							
	X3_1_1	X3_1_2	X3_2_1	X3_2_2	Z_1_1	Z_1_2	Z_2_1	Z_2_2	Z_3_1	Z_3_2	Y_1_1	Y_1_2	Y_2_1	Y_2_2	Y_3_1	Y_3_2	Y_4_1	Y_4_2
1	4	5	5	4	5	4	4	4	4	5	4	4	4	4	4	4	4	5
2	4	4	4	3	5	5	5	5	5	5	4	4	4	4	4	3	3	4
3	5	5	5	4	5	5	5	5	5	5	5	5	5	4	5	4	4	5
4	5	5	5	4	5	5	5	5	5	5	5	5	5	4	5	4	4	5
5	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	4	5
6	4	4	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5
7	4	4	4	4	4	4	4	4	5	5	5	5	4	4	5	4	4	5
8	3	5	4	4	5	5	5	5	5	5	5	5	5	4	5	5	4	5
9	4	3	5	4	5	5	5	5	5	5	5	5	5	5	5	4	4	5
10	3	4	4	3	5	4	5	4	5	5	5	4	4	4	5	5	4	5
11	4	4	4	3	4	4	4	4	4	5	5	5	5	5	5	5	4	5
12	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
13	4	3	4	3	5	5	4	5	5	5	5	5	5	4	5	5	4	5
14	4	4	5	3	4	4	4	4	4	4	4	4	4	3	4	4	3	4
15	3	4	4	4	4	4	4	4	5	5	4	4	3	3	4	3	3	4
16	5	4	3	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
17	4	5	4	4	5	5	4	5	5	5	5	4	5	4	5	4	4	5
18	3	4	5	3	4	4	4	4	4	4	5	5	4	5	5	5	4	5
19	4	4	3	4	4	5	4	4	4	4	4	5	5	4	5	4	4	5
20	4	4	4	4	5	5	4	5	5	5	4	4	4	4	4	4	4	5

No	Harga				Kepuasan Pelanggan						Loyalitas Pelanggan							
	X3_1_1	X3_1_2	X3_2_1	X3_2_2	Z_1_1	Z_1_2	Z_2_1	Z_2_2	Z_3_1	Z_3_2	Y_1_1	Y_1_2	Y_2_1	Y_2_2	Y_3_1	Y_3_2	Y_4_1	Y_4_2
21	3	3	3	3	5	4	4	4	4	5	4	4	4	4	5	4	4	5
22	5	5	5	4	5	5	4	5	5	5	5	5	5	4	5	4	4	5
23	3	3	4	3	5	5	5	4	5	5	4	4	5	4	5	4	4	5
24	4	4	5	4	5	4	4	4	4	4	4	5	5	4	4	4	4	5
25	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
26	3	4	4	3	5	4	4	4	5	4	5	5	5	5	5	5	5	5
27	4	4	4	4	5	5	5	5	5	5	5	5	5	4	5	4	4	5
28	3	3	4	3	5	5	5	5	5	5	5	4	4	4	5	4	4	5
29	4	4	5	4	5	5	5	5	5	5	5	5	4	4	5	4	4	5
30	3	3	3	3	5	5	5	5	5	5	5	5	5	5	5	4	4	5
31	4	4	4	4	5	4	4	4	4	5	5	4	4	4	5	4	4	5
32	3	3	4	3	5	4	4	4	4	4	4	4	4	4	4	4	4	5
33	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
34	3	3	4	3	5	5	5	5	5	5	5	5	5	4	5	4	4	5
35	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
36	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
37	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5
38	4	5	5	4	5	5	5	5	5	5	4	4	4	4	4	4	4	4
39	4	4	5	4	5	5	5	4	5	5	5	4	4	4	5	4	4	5
40	4	4	4	3	5	5	5	4	5	5	4	4	4	4	4	4	4	5
41	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5

No	Harga				Kepuasan Pelanggan						Loyalitas Pelanggan							
	X3_1_1	X3_1_2	X3_2_1	X3_2_2	Z_1_1	Z_1_2	Z_2_1	Z_2_2	Z_3_1	Z_3_2	Y_1_1	Y_1_2	Y_2_1	Y_2_2	Y_3_1	Y_3_2	Y_4_1	Y_4_2
42	4	4	4	4	5	5	5	5	5	5	5	5	5	4	5	4	4	5
43	4	4	4	4	5	5	5	4	5	5	4	4	4	4	4	3	3	4
44	4	4	4	3	5	4	4	4	4	4	5	4	4	4	5	4	4	5
45	4	4	4	4	5	5	5	4	5	5	4	4	4	4	4	4	4	4
46	4	4	4	3	5	5	5	5	5	5	5	4	4	4	5	4	4	5
47	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5
48	4	4	4	3	5	5	5	5	5	5	4	4	4	4	4	4	4	4
49	3	3	4	3	5	5	5	5	5	5	4	4	4	4	4	4	4	4
50	5	4	4	3	5	4	4	4	4	4	5	5	4	4	5	4	4	5
51	4	4	4	4	4	4	3	3	4	4	4	4	4	3	4	3	3	4
52	3	4	4	3	5	5	5	5	5	5	5	5	5	4	5	4	4	5
53	3	4	4	3	5	5	5	5	5	5	5	5	5	5	5	5	4	5
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55	3	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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57	4	4	3	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
58	3	5	5	4	5	5	5	5	5	5	4	4	4	4	4	4	4	4
59	3	4	3	3	5	5	5	4	5	5	4	4	4	4	4	4	3	4
60	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	4	4	5
61	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
62	4	3	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5

No	Harga				Kepuasan Pelanggan						Loyalitas Pelanggan							
	X3_1_1	X3_1_2	X3_2_1	X3_2_2	Z_1_1	Z_1_2	Z_2_1	Z_2_2	Z_3_1	Z_3_2	Y_1_1	Y_1_2	Y_2_1	Y_2_2	Y_3_1	Y_3_2	Y_4_1	Y_4_2
63	4	3	4	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5
64	4	3	3	4	4	4	4	4	4	4	4	4	4	3	4	3	3	4
65	4	5	4	3	5	5	5	5	5	5	5	4	4	4	5	4	4	5
66	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
67	4	4	5	4	5	5	5	5	5	5	5	5	5	4	5	4	4	5
68	3	3	4	5	5	5	4	5	5	5	5	5	5	5	5	4	4	5
69	4	4	4	5	5	5	4	5	5	5	5	4	4	4	5	4	4	5
70	4	4	5	4	5	5	5	5	5	5	5	5	5	4	5	4	4	5
71	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5
72	3	3	4	4	4	3	4	3	4	4	3	3	3	3	3	3	2	3
73	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	4	4	5
74	4	4	4	4	4	4	4	4	4	4	3	3	3	3	4	3	3	4
75	4	5	5	4	5	5	5	5	5	5	4	4	4	4	5	4	4	5
76	4	5	5	4	5	5	5	4	5	5	4	4	4	4	4	3	3	4
77	3	3	4	3	5	4	5	4	4	4	4	3	3	3	4	3	3	4
78	4	4	4	3	5	5	4	5	5	5	4	4	4	4	4	3	3	4
79	3	4	4	3	5	5	4	5	5	5	4	4	4	3	4	3	3	4
80	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
81	4	4	4	3	4	5	5	5	5	5	4	4	4	3	4	3	3	4
82	4	4	5	4	5	4	5	5	5	5	5	5	5	5	5	5	4	5
83	4	4	5	4	5	5	4	5	5	5	5	5	5	5	5	5	4	5

No	Harga				Kepuasan Pelanggan						Loyalitas Pelanggan							
	X3_1_1	X3_1_2	X3_2_1	X3_2_2	Z_1_1	Z_1_2	Z_2_1	Z_2_2	Z_3_1	Z_3_2	Y_1_1	Y_1_2	Y_2_1	Y_2_2	Y_3_1	Y_3_2	Y_4_1	Y_4_2
84	4	4	5	4	5	5	5	5	5	5	4	4	3	3	4	3	3	4
85	3	4	4	3	5	4	5	5	5	5	5	5	5	5	5	5	5	5
86	4	4	5	4	5	4	4	5	5	5	4	4	4	4	4	4	4	4
87	4	4	5	4	5	4	5	5	5	5	4	4	4	4	5	4	4	5
88	3	4	4	3	4	5	3	3	4	4	3	3	3	3	3	3	2	3
89	3	3	4	3	5	4	4	4	4	5	3	3	3	3	3	3	3	4
90	3	3	4	3	5	4	5	5	4	5	4	4	4	4	4	4	4	4
91	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5
92	3	4	4	3	5	5	5	5	4	5	5	5	5	5	5	5	4	5
93	4	4	4	4	5	5	5	5	4	5	4	4	4	4	4	3	3	4
94	3	3	3	3	5	5	5	5	4	5	5	5	5	5	5	5	5	5
95	3	4	4	3	4	4	4	4	5	4	3	3	3	3	3	3	3	3
96	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
97	5	5	5	4	5	5	5	4	5	5	4	4	4	4	5	4	4	5
98	4	4	5	4	5	5	5	4	5	5	4	4	4	4	4	3	3	4
99	4	4	4	4	5	5	5	5	5	5	4	4	4	4	5	4	4	5
100	3	4	4	3	5	4	4	4	4	5	4	4	4	4	4	3	3	4
101	4	4	4	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5
102	4	4	5	4	5	5	5	5	5	5	5	4	4	4	5	4	4	5

No	Harga				Kepuasan Pelanggan						Loyalitas Pelanggan							
	X3_1_1	X3_1_2	X3_2_1	X3_2_2	Z_1_1	Z_1_2	Z_2_1	Z_2_2	Z_3_1	Z_3_2	Y_1_1	Y_1_2	Y_2_1	Y_2_2	Y_3_1	Y_3_2	Y_4_1	Y_4_2
103	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
104	4	4	4	3	5	4	4	4	4	4	4	4	4	4	4	4	4	5
105	3	3	4	3	5	5	5	5	5	5	5	4	4	4	5	4	4	5
106	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
107	4	4	4	3	5	5	5	5	5	5	4	4	4	4	4	4	4	5
108	3	3	4	3	5	5	5	4	5	5	4	4	4	3	4	3	3	4
109	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
110	4	4	4	4	5	5	5	5	5	5	5	5	5	4	5	4	4	5
111	3	4	4	3	5	5	5	4	5	5	4	4	4	3	4	3	3	4
112	4	5	5	4	5	5	5	5	5	5	5	4	4	4	5	4	4	5
113	3	3	4	3	5	5	5	5	5	5	4	4	4	4	4	3	3	4
114	5	5	5	4	5	4	4	4	4	5	5	5	5	5	5	4	4	5
115	4	4	4	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5

No	Harga				Kepuasan Pelanggan						Loyalitas Pelanggan							
	X3_1_1	X3_1_2	X3_2_1	X3_2_2	Z_1_1	Z_1_2	Z_2_1	Z_2_2	Z_3_1	Z_3_2	Y_1_1	Y_1_2	Y_2_1	Y_2_2	Y_3_1	Y_3_2	Y_4_1	Y_4_2
116	4	4	4	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5
117	3	4	4	3	5	4	4	4	4	4	4	4	4	4	5	4	4	5
118	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
119	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
120	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	4	5

LAMPIRAN 4

STATISTIK DESKRIPTIF

KARAKTERISTIK RESPONDEN

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	47	39.2	39.2	39.2
	Perempuan	73	60.8	60.8	100.0
	Total	120	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>45	1	.8	.8	.8
	20-30	111	92.5	92.5	93.3
	31-45	8	6.7	6.7	100.0
	Total	120	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Karyawan Swasta	33	27.5	27.5	27.5
	Lain-lain	38	31.7	31.7	59.2
	Pegawai Negeri Sipil (PNS)	10	8.3	8.3	67.5
	Wirausaha	39	32.5	32.5	100.0
	Total	120	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.8	.8	.8
	D1-D3	12	10.0	10.0	10.8
	S1-S3	77	64.2	64.2	75.0
	SD-SMA	30	25.0	25.0	100.0
	Total	120	100.0	100.0	

Penghasilan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	28	23.3	23.3	23.3
<Rp.500.000	57	47.5	47.5	70.8
> Rp.6.000.000	2	1.7	1.7	72.5
Rp.1.000.000- Rp.5.000.000	33	27.5	27.5	100.0
Total	120	100.0	100.0	

TANGGAPAN RESPONDEN

Kualitas Layanan

Statistics

	X1_1_1	X1_1_2	X1_2_1	X1_2_2	X1_3_1	X1_3_2
N Valid	120	120	120	120	120	120
Missing	0	0	0	0	0	0
Mean	4.48	4.21	4.58	3.94	4.38	4.26

Statistics

	X1_4_1	X1_4_2	X1_5_1	X1_5_2	X1_6_1	X1_6_2
N Valid	120	120	120	120	120	120
Missing	0	0	0	0	0	0
Mean	4.61	3.90	4.49	4.07	4.38	4.28

X1_1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	1	.8	.8	.8
S	60	50.0	50.0	50.8
SS	59	49.2	49.2	100.0
Total	120	100.0	100.0	

X1_1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	20	16.7	16.7	16.7
S	55	45.8	45.8	62.5
SS	45	37.5	37.5	100.0
Total	120	100.0	100.0	

X1_2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	1	.8	.8	.8
	S	49	40.8	40.8	41.7
	SS	70	58.3	58.3	100.0
	Total	120	100.0	100.0	

X1_2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	35	29.2	29.2	29.2
	S	57	47.5	47.5	76.7
	SS	28	23.3	23.3	100.0
	Total	120	100.0	100.0	

X1_3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	9	7.5	7.5	7.5
	S	56	46.7	46.7	54.2
	SS	55	45.8	45.8	100.0
	Total	120	100.0	100.0	

X1_3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	12	10.0	10.0	10.0
	S	65	54.2	54.2	64.2
	SS	43	35.8	35.8	100.0
	Total	120	100.0	100.0	

X1_4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	1.7	1.7	1.7
	S	43	35.8	35.8	37.5
	SS	75	62.5	62.5	100.0
	Total	120	100.0	100.0	

X1_4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	38	31.7	31.7	31.7
	S	56	46.7	46.7	78.3
	SS	26	21.7	21.7	100.0
	Total	120	100.0	100.0	

X1_5_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	3	2.5	2.5	2.5
	S	55	45.8	45.8	48.3
	SS	62	51.7	51.7	100.0
	Total	120	100.0	100.0	

X1_5_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	27	22.5	22.5	22.5
	S	58	48.3	48.3	70.8
	SS	35	29.2	29.2	100.0
	Total	120	100.0	100.0	

X1_6_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	8	6.7	6.7	6.7
	S	58	48.3	48.3	55.0
	SS	54	45.0	45.0	100.0
	Total	120	100.0	100.0	

X1_6_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	14	11.7	11.7	11.7
	S	58	48.3	48.3	60.0
	SS	48	40.0	40.0	100.0
	Total	120	100.0	100.0	

Kepercayaan

Statistics

		X2_1_1	X2_1_2	X2_2_1	X2_2_2	X2_3_1	X2_3_2	X2_4_1	X2_4_2
N	Valid	120	120	120	120	120	120	120	120
	Missing	0	0	0	0	0	0	0	0
Mean		4.28	3.78	4.03	3.94	4.40	3.76	4.22	3.91

X2_1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	24	20.0	20.0	20.0
	S	38	31.7	31.7	51.7
	SS	58	48.3	48.3	100.0
	Total	120	100.0	100.0	

X2_1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	5.8	5.8	5.8
	N	39	32.5	32.5	38.3
	S	47	39.2	39.2	77.5
	SS	27	22.5	22.5	100.0
	Total	120	100.0	100.0	

X2_2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	3.3	3.3	3.3
	N	30	25.0	25.0	28.3
	S	44	36.7	36.7	65.0
	SS	42	35.0	35.0	100.0
	Total	120	100.0	100.0	

X2_2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	4.2	4.2	4.2
	N	33	27.5	27.5	31.7
	S	46	38.3	38.3	70.0
	SS	36	30.0	30.0	100.0
	Total	120	100.0	100.0	

X2_3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	14	11.7	11.7	11.7
	S	44	36.7	36.7	48.3
	SS	62	51.7	51.7	100.0
	Total	120	100.0	100.0	

X2_3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	6.7	6.7	6.7
	N	36	30.0	30.0	36.7
	S	53	44.2	44.2	80.8
	SS	23	19.2	19.2	100.0
	Total	120	100.0	100.0	

X2_4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	21	17.5	17.5	17.5
	S	52	43.3	43.3	60.8
	SS	47	39.2	39.2	100.0
	Total	120	100.0	100.0	

X2_4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.5	2.5	2.5
	N	39	32.5	32.5	35.0
	S	44	36.7	36.7	71.7
	SS	34	28.3	28.3	100.0
	Total	120	100.0	100.0	

Harga**Statistics**

		X3_1_1	X3_1_2	X3_2_1	X3_2_2
N	Valid	120	120	120	120
	Missing	0	0	0	0
Mean		3.88	4.09	4.33	3.68

X3_1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	36	30.0	30.0	30.0
	S	63	52.5	52.5	82.5
	SS	21	17.5	17.5	100.0
	Total	120	100.0	100.0	

X3_1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	21	17.5	17.5	17.5
	S	67	55.8	55.8	73.3
	SS	32	26.7	26.7	100.0
	Total	120	100.0	100.0	

X3_2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	8	6.7	6.7	6.7
	S	65	54.2	54.2	60.8
	SS	47	39.2	39.2	100.0
	Total	120	100.0	100.0	

X3_2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	46	38.3	38.3	38.3
	S	66	55.0	55.0	93.3
	SS	8	6.7	6.7	100.0
	Total	120	100.0	100.0	

Kepuasan Pelanggan**Statistics**

		Z_1_1	Z_1_2	Z_2_1	Z_2_2	Z_3_1	Z_3_2
N	Valid	120	120	120	120	120	120
	Missing	0	0	0	0	0	0
Mean		4.88	4.71	4.66	4.63	4.77	4.84

Z_1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	15	12.5	12.5	12.5
	SS	105	87.5	87.5	100.0
	Total	120	100.0	100.0	

Z_1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	1	.8	.8	.8
	S	33	27.5	27.5	28.3
	SS	86	71.7	71.7	100.0
	Total	120	100.0	100.0	

Z_2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	1.7	1.7	1.7
	S	37	30.8	30.8	32.5
	SS	81	67.5	67.5	100.0
	Total	120	100.0	100.0	

Z_2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	3	2.5	2.5	2.5
	S	38	31.7	31.7	34.2
	SS	79	65.8	65.8	100.0
	Total	120	100.0	100.0	

Z_3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	28	23.3	23.3	23.3
	SS	92	76.7	76.7	100.0
	Total	120	100.0	100.0	

Z_3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	19	15.8	15.8	15.8
	SS	101	84.2	84.2	100.0
	Total	120	100.0	100.0	

Loyalitas Pelanggan**Statistics**

		Y_1_1	Y_1_2	Y_2_1	Y_2_2	Y_3_1	Y_3_2	Y_4_1	Y_4_2
N	Valid	120	120	120	120	120	120	120	120
	Missing	0	0	0	0	0	0	0	0
Mean		4.56	4.47	4.43	4.24	4.63	4.13	4.02	4.70

Y_1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	5	4.2	4.2	4.2
	S	43	35.8	35.8	40.0
	SS	72	60.0	60.0	100.0
	Total	120	100.0	100.0	

Y_1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	6	5.0	5.0	5.0
	S	52	43.3	43.3	48.3
	SS	62	51.7	51.7	100.0
	Total	120	100.0	100.0	

Y_2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	8	6.7	6.7	6.7
	S	53	44.2	44.2	50.8
	SS	59	49.2	49.2	100.0
	Total	120	100.0	100.0	

Y_2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	15	12.5	12.5	12.5
	S	61	50.8	50.8	63.3
	SS	44	36.7	36.7	100.0
	Total	120	100.0	100.0	

Y_3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	4	3.3	3.3	3.3
	S	36	30.0	30.0	33.3
	SS	80	66.7	66.7	100.0
	Total	120	100.0	100.0	

Y_3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	22	18.3	18.3	18.3
	S	61	50.8	50.8	69.2
	SS	37	30.8	30.8	100.0
	Total	120	100.0	100.0	

Y_4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.7	1.7	1.7
	N	22	18.3	18.3	20.0
	S	68	56.7	56.7	76.7
	SS	28	23.3	23.3	100.0
	Total	120	100.0	100.0	

Y_4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	3	2.5	2.5	2.5
	S	30	25.0	25.0	27.5
	SS	87	72.5	72.5	100.0
	Total	120	100.0	100.0	

VALIDITAS INSTRUMEN (N = 30)

Kualitas Pelayanan

Correlations

		X1_1_1	X1_1_2	X1_2_1	X1_2_2	X1_3_1	X1_3_2	X1_4_1	X1_4_2	X1_5_1	X1_5_2	X1_6_1	X1_6_2	T_X1
X1_1_1	Pearson Correlation	1	.486**	.657**	.604**	.729**	.671**	.696**	.473**	.705**	.627**	.639**	.501**	.817**
	Sig. (2-tailed)		.006	.000	.000	.000	.000	.000	.008	.000	.000	.000	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1_1_2	Pearson Correlation	.486**	1	.501**	.634**	.577**	.511**	.474**	.480**	.444*	.688**	.601**	.714**	.762**
	Sig. (2-tailed)	.006		.005	.000	.001	.004	.008	.007	.014	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1_2_1	Pearson Correlation	.657**	.501**	1	.560**	.699**	.437*	.722**	.621**	.642**	.565**	.397*	.488**	.774**
	Sig. (2-tailed)	.000	.005		.001	.000	.016	.000	.000	.000	.001	.030	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1_2_2	Pearson Correlation	.604**	.634**	.560**	1	.487**	.448*	.565**	.599**	.613**	.823**	.624**	.521**	.800**
	Sig. (2-tailed)	.000	.000	.001		.006	.013	.001	.000	.000	.000	.000	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1_3_1	Pearson Correlation	.729**	.577**	.699**	.487**	1	.581**	.516**	.484**	.663**	.574**	.635**	.593**	.804**
	Sig. (2-tailed)	.000	.001	.000	.006		.001	.004	.007	.000	.001	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1_3_2	Pearson Correlation	.671**	.511**	.437*	.448*	.581**	1	.440*	.464**	.622**	.528**	.619**	.701**	.738**
	Sig. (2-tailed)	.000	.004	.016	.013	.001		.015	.010	.000	.003	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1_4_1	Pearson Correlation	.696**	.474**	.722**	.565**	.516**	.440*	1	.608**	.665**	.591**	.424*	.403*	.750**
	Sig. (2-tailed)	.000	.008	.000	.001	.004	.015		.000	.000	.001	.020	.027	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1_4_2	Pearson Correlation	.473**	.480**	.621**	.599**	.484**	.464**	.608**	1	.572**	.568**	.573**	.463*	.741**
	Sig. (2-tailed)	.008	.007	.000	.000	.007	.010	.000		.001	.001	.001	.010	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1_5_1	Pearson Correlation	.705**	.444*	.642**	.613**	.663**	.622**	.665**	.572**	1	.555**	.606**	.469**	.796**
	Sig. (2-tailed)	.000	.014	.000	.000	.000	.000	.000	.001		.001	.000	.009	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1_5_2	Pearson Correlation	.627**	.688**	.565**	.823**	.574**	.528**	.591**	.558**	.555**	1	.681**	.672**	.838**
	Sig. (2-tailed)	.000	.000	.001	.000	.001	.003	.001	.001	.001		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1_6_1	Pearson Correlation	.639**	.601**	.397*	.624**	.635**	.619**	.424*	.573**	.606**	.681**	1	.726**	.802**
	Sig. (2-tailed)	.000	.000	.030	.000	.000	.000	.020	.001	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1_6_2	Pearson Correlation	.501**	.714**	.488**	.521**	.593**	.701**	.403*	.463*	.469**	.672**	.726**	1	.775**
	Sig. (2-tailed)	.005	.000	.006	.003	.001	.000	.027	.010	.009	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
T_X1	Pearson Correlation	.817**	.762**	.774**	.800**	.804**	.738**	.750**	.741**	.796**	.838**	.802**	.775**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Kepercayaan

Correlations

		X2_1_1	X2_1_2	X2_2_1	X2_2_2	X2_3_1	X2_3_2	X2_4_1	X2_4_2	T_X2
X2_1_1	Pearson Correlation	1	.539**	.468**	.529**	.664**	.419*	.592**	.389*	.736**
	Sig. (2-tailed)		.002	.009	.003	.000	.021	.001	.034	.000
	N	30	30	30	30	30	30	30	30	30
X2_1_2	Pearson Correlation	.539**	1	.491**	.572**	.446*	.368*	.497**	.471**	.727**
	Sig. (2-tailed)	.002		.006	.001	.013	.046	.005	.009	.000
	N	30	30	30	30	30	30	30	30	30
X2_2_1	Pearson Correlation	.468**	.491**	1	.482**	.511**	.465**	.554**	.401*	.728**
	Sig. (2-tailed)	.009	.006		.007	.004	.010	.001	.028	.000
	N	30	30	30	30	30	30	30	30	30
X2_2_2	Pearson Correlation	.529**	.572**	.482**	1	.568**	.610**	.487**	.551**	.794**
	Sig. (2-tailed)	.003	.001	.007		.001	.000	.006	.002	.000
	N	30	30	30	30	30	30	30	30	30
X2_3_1	Pearson Correlation	.664**	.446*	.511**	.568**	1	.645**	.612**	.723**	.834**
	Sig. (2-tailed)	.000	.013	.004	.001		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2_3_2	Pearson Correlation	.419*	.368*	.465**	.610**	.645**	1	.529**	.502**	.741**
	Sig. (2-tailed)	.021	.046	.010	.000	.000		.003	.005	.000
	N	30	30	30	30	30	30	30	30	30
X2_4_1	Pearson Correlation	.592**	.497**	.554**	.487**	.612**	.529**	1	.543**	.783**
	Sig. (2-tailed)	.001	.005	.001	.006	.000	.003		.002	.000
	N	30	30	30	30	30	30	30	30	30
X2_4_2	Pearson Correlation	.389*	.471**	.401*	.551**	.723**	.502**	.543**	1	.757**
	Sig. (2-tailed)	.034	.009	.028	.002	.000	.005	.002		.000
	N	30	30	30	30	30	30	30	30	30
T_X2	Pearson Correlation	.736**	.727**	.728**	.794**	.834**	.741**	.783**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

Harga

Correlations

		X3_1_1	X3_1_2	X3_2_1	X3_2_2	T_X3
X3_1_1	Pearson Correlation	1	.565**	.407*	.583**	.816**
	Sig. (2-tailed)		.001	.026	.001	.000
	N	30	30	30	30	30
X3_1_2	Pearson Correlation	.565**	1	.490**	.603**	.848**
	Sig. (2-tailed)	.001		.006	.000	.000
	N	30	30	30	30	30
X3_2_1	Pearson Correlation	.407*	.490**	1	.331	.727**
	Sig. (2-tailed)	.026	.006		.074	.000
	N	30	30	30	30	30
X3_2_2	Pearson Correlation	.583**	.603**	.331	1	.758**
	Sig. (2-tailed)	.001	.000	.074		.000
	N	30	30	30	30	30
T_X3	Pearson Correlation	.816**	.848**	.727**	.758**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

Kepuasan Pelanggan

Correlations

		Z_1_1	Z_1_2	Z_2_1	Z_2_2	Z_3_1	Z_3_2	T_Z
Z_1_1	Pearson Correlation	1	.484**	.535**	.612**	.512**	.447*	.743**
	Sig. (2-tailed)		.007	.002	.000	.004	.013	.000
	N	30	30	30	30	30	30	30
Z_1_2	Pearson Correlation	.484**	1	.536**	.791**	.562**	.402*	.806**
	Sig. (2-tailed)	.007		.002	.000	.001	.028	.000
	N	30	30	30	30	30	30	30
Z_2_1	Pearson Correlation	.535**	.536**	1	.600**	.590**	.478**	.794**
	Sig. (2-tailed)	.002	.002		.000	.001	.008	.000
	N	30	30	30	30	30	30	30
Z_2_2	Pearson Correlation	.612**	.791**	.600**	1	.676**	.548**	.894**
	Sig. (2-tailed)	.000	.000	.000		.000	.002	.000
	N	30	30	30	30	30	30	30
Z_3_1	Pearson Correlation	.512**	.562**	.590**	.676**	1	.599**	.820**
	Sig. (2-tailed)	.004	.001	.001	.000		.000	.000
	N	30	30	30	30	30	30	30
Z_3_2	Pearson Correlation	.447*	.402*	.478**	.548**	.599**	1	.707**
	Sig. (2-tailed)	.013	.028	.008	.002	.000		.000
	N	30	30	30	30	30	30	30
T_Z	Pearson Correlation	.743**	.806**	.794**	.894**	.820**	.707**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

ggan

Loyalitas Pelanggan

Correlations

	Y_1_1	Y_1_2	Y_2_1	Y_2_2	Y_3_1	Y_3_2	Y_4_1	Y_4_2	T_Y
Y_1_1 Pearson Correlation	1	.617**	.447*	.558**	.764**	.558**	.511**	.509**	.777**
Sig. (2-tailed)		.000	.013	.001	.000	.001	.004	.004	.000
N	30	30	30	30	30	30	30	30	30
Y_1_2 Pearson Correlation	.617**	1	.638**	.575**	.530**	.452*	.506**	.471**	.762**
Sig. (2-tailed)	.000		.000	.001	.003	.012	.004	.009	.000
N	30	30	30	30	30	30	30	30	30
Y_2_1 Pearson Correlation	.447*	.638**	1	.546**	.542**	.441*	.564**	.562**	.758**
Sig. (2-tailed)	.013	.000		.002	.002	.015	.001	.001	.000
N	30	30	30	30	30	30	30	30	30
Y_2_2 Pearson Correlation	.558**	.575**	.546**	1	.523**	.595**	.734**	.542**	.822**
Sig. (2-tailed)	.001	.001	.002		.003	.001	.000	.002	.000
N	30	30	30	30	30	30	30	30	30
Y_3_1 Pearson Correlation	.764**	.530**	.542**	.523**	1	.523**	.553**	.667**	.786**
Sig. (2-tailed)	.000	.003	.002	.003		.003	.002	.000	.000
N	30	30	30	30	30	30	30	30	30
Y_3_2 Pearson Correlation	.558**	.452*	.441*	.595**	.523**	1	.734**	.542**	.783**
Sig. (2-tailed)	.001	.012	.015	.001	.003		.000	.002	.000
N	30	30	30	30	30	30	30	30	30
Y_4_1 Pearson Correlation	.511**	.506**	.564**	.734**	.553**	.734**	1	.694**	.847**
Sig. (2-tailed)	.004	.004	.001	.000	.002	.000		.000	.000
N	30	30	30	30	30	30	30	30	30
Y_4_2 Pearson Correlation	.509**	.471**	.562**	.542**	.667**	.542**	.694**	1	.762**
Sig. (2-tailed)	.004	.009	.001	.002	.000	.002	.000		.000
N	30	30	30	30	30	30	30	30	30
T_Y Pearson Correlation	.777**	.762**	.758**	.822**	.786**	.783**	.847**	.762**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30	30	30	30

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

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

Lampiran 6

Realibilitas Instrumen

RELIABILITAS INSTRUMEN (N = 30)

Kualitas Pelayanan

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.940	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1_1_1	45.87	30.809	.786	.934
X1_1_2	46.20	29.890	.709	.936
X1_2_1	45.80	30.510	.731	.935
X1_2_2	46.47	29.292	.751	.935
X1_3_1	46.17	28.626	.750	.935
X1_3_2	46.10	30.921	.691	.937
X1_4_1	45.87	30.257	.698	.936
X1_4_2	46.53	29.568	.677	.938
X1_5_1	45.90	30.438	.757	.935
X1_5_2	46.37	29.482	.802	.933
X1_6_1	45.97	30.033	.761	.934
X1_6_2	46.07	29.651	.723	.936

KEPERCAYAAN

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.892	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2_1_1	28.50	15.638	.659	.880
X2_1_2	29.10	14.990	.627	.882
X2_2_1	28.90	14.645	.618	.885
X2_2_2	28.77	14.461	.712	.874
X2_3_1	28.47	15.430	.787	.871
X2_3_2	29.10	15.128	.653	.880
X2_4_1	28.50	15.086	.711	.875
X2_4_2	28.97	14.447	.657	.880

PERSEPSI HARGA

Harga

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.788	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3_1_1	12.03	2.378	.631	.718
X3_1_2	11.83	2.282	.689	.685
X3_2_1	11.63	2.654	.491	.791
X3_2_2	12.30	2.976	.624	.740

KEPUASAN PELANGGAN

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.883	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z_1_1	23.37	3.551	.639	.872
Z_1_2	23.53	3.223	.700	.862
Z_2_1	23.63	3.206	.678	.867
Z_2_2	23.57	3.013	.829	.838
Z_3_1	23.40	3.352	.736	.856
Z_3_2	23.33	3.678	.601	.877

LOYALITAS PELANGGAN

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

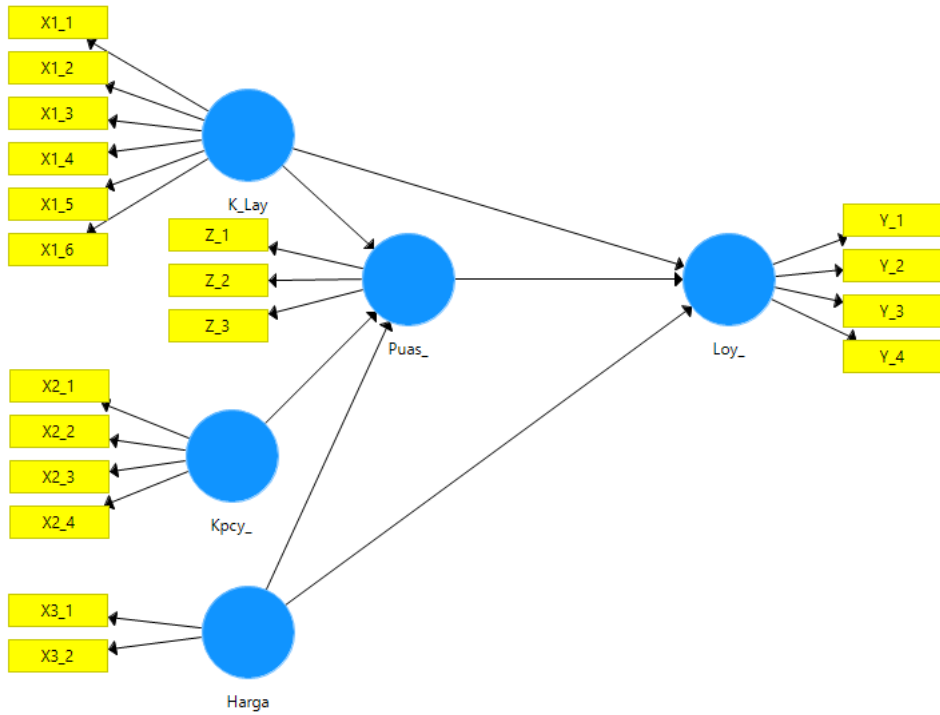
Cronbach's Alpha	N of Items
.906	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y_1_1	31.57	7.495	.705	.893
Y_1_2	31.60	7.490	.683	.895
Y_2_1	31.67	7.195	.662	.898
Y_2_2	32.00	6.897	.743	.890
Y_3_1	31.47	7.706	.727	.893
Y_3_2	32.00	7.034	.691	.896
Y_4_1	32.20	7.062	.787	.885
Y_4_2	31.37	8.171	.716	.898

Lampiran 7

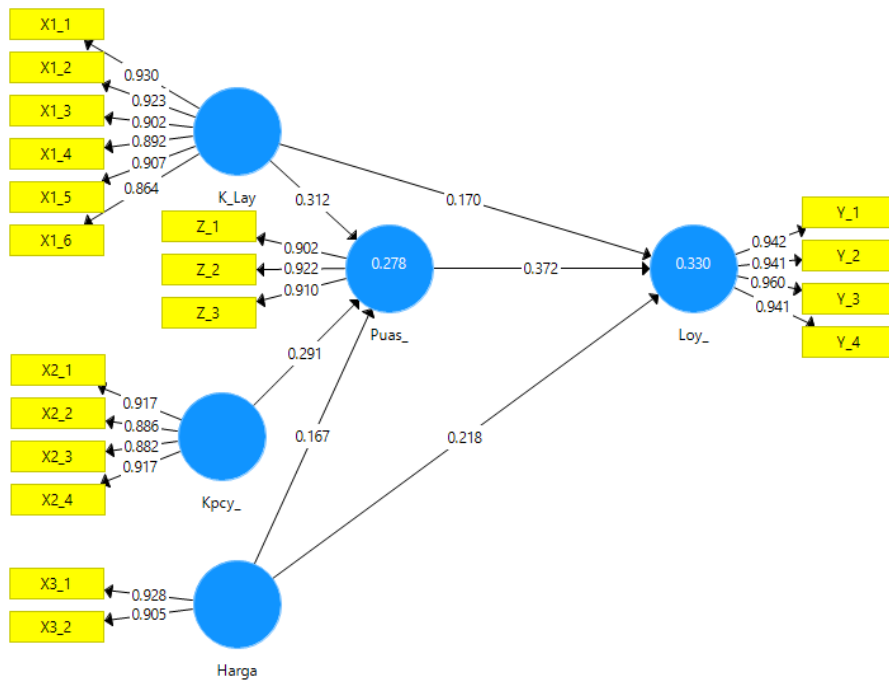
HASIL PERHITUNGAN SMART-PLS



Hipotesis

1. K_Lay -> Puas_
2. Kpcy_ -> Puas_
3. Harga -> Puas_
4. K_Lay -> Loy_
5. Kpcy_ -> Loy_
6. Harga -> Loy_
7. Puas_ -> Loy_

EVALUASI INNER MODEL



Outer Loadings

	Harga	K_Lay	Kpcy_	Loy_	Puas_
X1_1		0.930			
X1_2		0.923			
X1_3		0.902			
X1_4		0.892			
X1_5		0.907			
X1_6		0.864			
X2_1			0.917		
X2_2			0.886		
X2_3			0.882		

X2_4			0.917		
X3_1	0.928				
X3_2	0.905				
Y_1				0.942	
Y_2				0.941	
Y_3				0.960	
Y_4				0.941	
Z_1					0.902
Z_2					0.922
Z_3					0.910

Cross Loadings

	Harga	K_Lay	Kpcy_	Loy_	Puas_
X1_1	0.169	0.930	0.151	0.337	0.389
X1_2	0.276	0.923	0.164	0.342	0.407
X1_3	0.191	0.902	0.084	0.313	0.248
X1_4	0.251	0.892	0.108	0.287	0.427
X1_5	0.186	0.907	0.105	0.326	0.345
X1_6	0.185	0.864	0.121	0.384	0.271
X2_1	0.153	0.126	0.917	0.326	0.353
X2_2	0.221	0.087	0.886	0.313	0.282
X2_3	0.202	0.188	0.882	0.339	0.301
X2_4	0.138	0.099	0.917	0.324	0.370
X3_1	0.928	0.175	0.161	0.373	0.271
X3_2	0.905	0.260	0.197	0.297	0.273
Y_1	0.382	0.353	0.378	0.942	0.505

Y_2	0.356	0.387	0.384	0.941	0.495
Y_3	0.306	0.321	0.304	0.960	0.435
Y_4	0.342	0.321	0.290	0.941	0.463
Z_1	0.241	0.347	0.307	0.431	0.902
Z_2	0.261	0.347	0.400	0.528	0.922
Z_3	0.311	0.379	0.284	0.406	0.910

R Square

	R Square	R Square Adjusted
Loy_	0.330	0.313
Puas_	0.278	0.260

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Harga	0.811	0.822	0.913	0.841
K_Lay	0.955	0.959	0.964	0.816
Kpcy_	0.923	0.934	0.945	0.811
Loy_	0.961	0.964	0.972	0.895
Puas_	0.898	0.906	0.936	0.830

Discriminant Validity

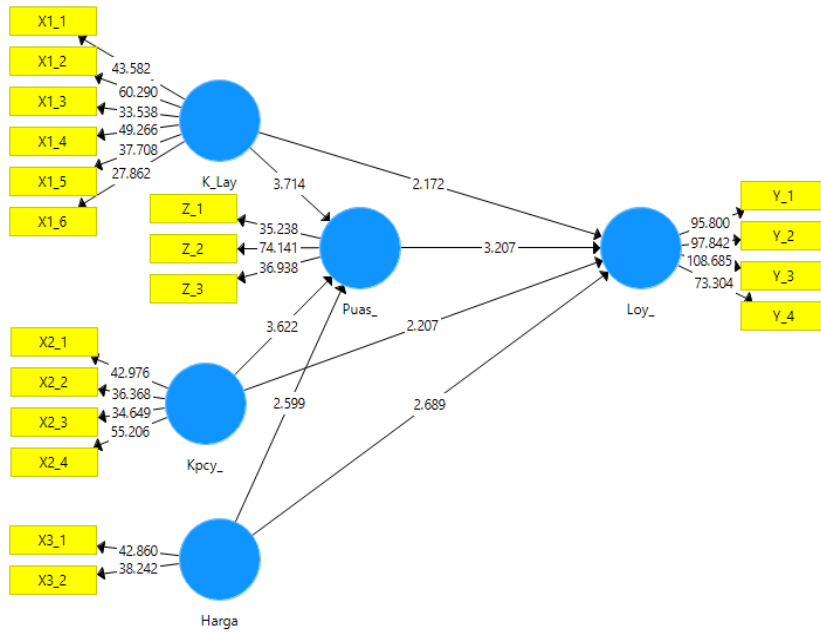
Fornell-Larcker Criterion

	Harga	K_Lay	Kpcy_	Loy_	Puas_
Harga	0.917				
K_Lay	0.234	0.903			
Kpcy_	0.194	0.138	0.901		
Loy_	0.368	0.367	0.361	0.946	
Puas_	0.297	0.391	0.366	0.504	0.911

Cross Loadings

	Harga	K_Lay	Kpcy_	Loy_	Puas_
X1_1	0.169	0.930	0.151	0.337	0.389
X1_2	0.276	0.923	0.164	0.342	0.407
X1_3	0.191	0.902	0.084	0.313	0.248
X1_4	0.251	0.892	0.108	0.287	0.427
X1_5	0.186	0.907	0.105	0.326	0.345
X1_6	0.185	0.864	0.121	0.384	0.271
X2_1	0.153	0.126	0.917	0.326	0.353
X2_2	0.221	0.087	0.886	0.313	0.282
X2_3	0.202	0.188	0.882	0.339	0.301
X2_4	0.138	0.099	0.917	0.324	0.370
X3_1	0.928	0.175	0.161	0.373	0.271
X3_2	0.905	0.260	0.197	0.297	0.273
Y_1	0.382	0.353	0.378	0.942	0.505
Y_2	0.356	0.387	0.384	0.941	0.495

EVALUASI INNER MODEL



Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Harga -> Loy_	0.199	0.200	0.074	2.689	0.007
Harga -> Puas_	0.167	0.170	0.064	2.599	0.010
K_Lay -> Loy_	0.174	0.176	0.080	2.172	0.030
K_Lay -> Puas_	0.312	0.316	0.084	3.714	0.000
Kpcy_ -> Loy_	0.186	0.188	0.084	2.207	0.028
Kpcy_ -> Puas_	0.288	0.287	0.080	3.622	0.000
Puas_ -> Loy_	0.309	0.299	0.096	3.207	0.001


Specific indirect effect

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Harga -> Puas_ -> Loy_	0.052	0.051	0.026	2.001	0.046
K_Lay -> Puas_ -> Loy_	0.096	0.095	0.042	2.274	0.023
Kpcy_ -> Puas_ -> Loy_	0.089	0.087	0.040	2.237	0.026

LAMPIRAN 8


KARTU BIMBINGAN TESIS



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2. DR. I. B. CHEPEVA, M.M.

Judul TESIS : ANALISIS PENGARUH KUALITAS PELAYANAN, KEPERCAYAAN DAN HARGA MELALUI KEPUASAN PELANEGAN TERHADAP LOYALITAS PELANGGAN STUDI KHASUS PADA JASA TITIP SURABAYA

Mulai Program Tesis : Semester Thn. Ak. Selesai Bimbingan Tanggal

No.	HARI / TANGGAL	KONSENTRASI		PARAF
		BAB / HAL	KETERANGAN REVISI	
1.	Sabtu / 19/03	PROPOSAL	ACC JUDUL	A ✓
2.	2 April / 2022	SEMUA HR. POSAL	REVISI TEORI	A ✓
3.	Jumat / 09 April / 2022	BAB II-IV	REVISI KONSEPTUAL DAN HIPOTESIS	A ✓
4.	Sabtu / 23 Mei / 2022	BAB I-IV	REVISI POPULASI, SAMPEL, INDIKATOR	A ✓
5.	17-18 Juni 2022	BAB I-IV	ACC	A ✓
6.	Jumat / 24 Juni	BAB V	ACC KUESIONER DAN UJI	A ✓
7.	Rabu / 6 Juli	BAB VI-VII	REVISI KARAKTERISTIK RESPONDEN	A ✓
8.	Kamis / 07 Juli	IV-V, V	Setujn dan sign ujian progres	A ✓
9.	Jumat / 08 Juli	Ujian progres	revisi	A ✓