LAMPIRAN

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KUESIONER PENELITIAN

ANALISIS PENGARUH KUALITAS PELAYANAN DAN HARGATERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN KONSUMEN JASA GO-RIDE

</div>

Demi tercapainya tujuan penelitian ini, maka peneliti memohon kesediaan Bapak/ Ibu/ Saudara/ I untuk mengisi angket atau daftar pernyataan yang telah disediakan berikut sesuai dengan keadaan yang sebenarnya. Jawaban yang Anda berikan adalah informasi bagi penulis sebagai data penelitian. Atas kesediaan Bapak/ Ibu/ Saudara/ i untuk meluangkan waktunya guna mengisi kuesioner ini, penyusun mengucapkan terima kasih.

I. Petunjuk Pengisian

1. Kuesioner ini semata-mata untuk keperluan akademis penelitian.

2. Berilah tanda *checklist* (√) pada profil responden.

3. Baca dan jawablah semua pernyataan secara teliti.

4. Berilah tanda *checklist* (√) pada pilihan yang telah disediakan di dalam pernyataan   daftar kuesioner.

Keterangan :

- 4 = Sangat Setuju (SS)
- 3 = Setuju (S)
- 2 = Tidak Setuju (TS)
- 1 = Sangat Tidak Setuju (STS)

II. Profil Responden

1. Jenis kelamin   : (   ) Laki-laki   (   ) Perempuan

2. Umur   : (   ) 17 – 20 Tahun   (   ) 21 - 25 Tahun
                            (   ) 26 - 30 Tahun   (   ) >31 Tahun

3. Pendidikan terakhir   : (   ) SMU/sederajat   (   ) diploma (D3)
                            (   ) Sarjana S1   (   ) Pasca Sarjana S2
                            (   ) Lainnya................

4. Pekerjaan   : (   ) Pelajar/Mahasiswa   (   ) Pegawai Negri
                            (   ) Pegawai Swasta   (   ) Wiraswasta
                            (   ) Lainnya.............

5. Sudah berapa kali anda telah menggunakan jasa lanyanan Go-Ride dalam jangka
   waktu 1 bulan terakhir   : (   ) 1 Kali   (   ) 2 Kali
                            (   ) 3 Kali   (   ) > 5 Kali
                            (   ) Lainnya................

No	Pertanyaan	Alternatif Jawaban			
		SS	S	TS	STS
	Variabel Kualitas Pelayanan **Tangble (Berwujud)**				
1	kondisi kendaraan yang digunakan dalam keadaan baik.				
2	Driver go-ride selalu menggunakan kelengkapan berkendara/seragam dengan lengkap saat beropersi.				
	Empathy (Empati)				
3	Driver go-ride selalu membuat pelanggan merasa aman karena berkendaran dengan baik.				
4	Driver go-ride selalu ramah dan sopan kepada pelanggan.				
	Responsiveness (Daya Tangkap)				
5	Driver go-ride selalu cepat tanggap terhadap keluhan pelanggannya.				
6	Driver go-ride akan memberikan solusi yang cepat dan tepat kepada pelanggan disaat ada keluhan.				
	Realibility (Keandalan)				
7	Kemampuan dan keterampilan driver go-ride dapat dipercaya dalam berkendara.				
8	Driver memiliki pengetahuan lokasi dengan baik.				
	Assurance (Jaminan)				
9	Driver selalu dalam kondisi fit saat beroperasi.				
10	Go-ride selalu tepat waktu dalam penjemputan sesuai dengan estimasi waktu yang diberikan dalam aplikasi.				
	Variabel Harga **Keterjangkauan Harga**				
11	Harga jasa go-ride sangat wajar bagi masyarakat.				

12	Harga jasa go-ride sesuai dengan harapan pelanggan.				
Kesesuaian Harga Dengan Manfaat					
13	Harga jasa go-ride sesuai dengan pelayanan yang diberikan.				
14	Harga yang ditetapkan jasa go-ride sesuai dengan jarak yang ditempuh.				
Daya Saing Harga					
15	Harga jasa go-ride lebih murah dibandingkan jasa ojek online dan konvensional lainnya.				
16	Harga jasa go-ride dapat bersaing dengan ojek online lainnya.				
Variabel Kepuasan Pelanggan **Tetap Setia**					
17	Saya tidak akan beralih menggunakan ojek online lain.				
18	Saya akan selalu menggunakan go-ride sebagai sebagai jasa ojek online.				
19	Go-ride selalu menjadi pilihan pertama saya dalam menggunakan jasa ojek online.				
Memrekomendasikan Produk/jasa					
20	Saya akan merekomendasikan go-ride kepada orang lain/keluarga sebagai jasa layanan ojek online.				
21	Saya akan menyampaikan hal positif tentang go-ride kepada orang lain/keluarga.				
Berani Membayar Lebih					
22	Saya akan tetap menggunakan go-ride walaupun harga sedang naik.				
Variabel Loyalitas Pelanggan **Melakukan Pembelian Secara Teratur**					
23	Saya selalu menggunakan jasa go-ride sebagai jasa layanan ojek online.				

	Menunjukan Kekebalan Dari Daya Tarik Produk Sejenis Dari Pesaing				
24	Saya tidak tergoda dengan promosi yang ditawarkan oleh jasa ojek online lainnya.				
	Merekomendasikan Produk				
25	Saya selalu membicarakan keunggulan go-ride kepada orang lain/keluarga.				
26	Saya selalu merekomendasikan jasa go-ride kepada orang lain sebagai jasa layanan ojek online.				

Terima kasih atas partisipasi dan kerjasamanya yang Bapak/ Ibu/ Saudara/ I berikan, dan semoga Bapak/ Ibu/ Saudara/ I sukses selalu.

LAMPIRAN 1.2 TABULASI DATA PRE-TEST 30 RESPONDEN

No.	KUALITAS PELAYANAN (X1)											HARGA (X2)						KEPUASAN PELANGGAN (Z)						LOYALITAS PELANGGAN (Y)					Total
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	
1	3	3	2	3	3	3	3	3	4	3	3	3	3	3	3	3	3	2	3	3	3	3	4	3	2	2	3	3	82
2	3	3	3	2	3	3	2	3	3	3	2	3	4	3	3	4	3	2	3	3	3	3	3	3	2	2	3	3	80
3	3	3	3	2	2	2	3	2	3	3	2	3	3	3	3	3	3	2	2	2	3	3	3	2	2	3	3	3	74
4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2	2	3	3	81
5	3	3	3	4	2	3	3	2	3	3	1	3	4	3	3	3	3	2	1	2	3	3	3	3	2	2	3	3	76
6	3	3	3	3	3	3	3	3	3	3	3	4	4	3	4	3	3	3	3	3	3	3	4	3	3	3	3	3	88
7	3	3	3	3	3	3	4	4	3	4	3	3	3	3	4	3	3	3	3	3	3	3	4	3	4	3	3	3	90
8	4	3	3	4	2	2	3	3	3	4	3	3	3	3	3	3	4	2	2	2	2	3	3	3	3	2	3	3	81
9	3	2	3	3	2	2	3	2	3	3	3	3	3	3	2	2	3	3	3	3	3	3	2	3	3	2	2	3	75
10	3	3	3	3	3	4	4	3	3	3	4	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	89
11	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	2	2	2	2	2	3	2	2	2	2	2	72
12	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	84
13	3	3	3	3	3	2	3	2	3	3	2	2	2	2	3	2	3	2	2	2	3	3	3	2	2	2	2	3	70
14	2	3	2	3	3	3	3	2	3	3	3	3	3	3	3	2	3	2	2	2	3	3	2	2	2	2	2	2	71
15	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	3	4	4	4	4	4	4	3	4	3	3	3	4	97
16	3	2	3	3	3	3	3	2	3	3	2	3	3	3	3	2	3	2	2	2	3	2	2	2	2	2	3	2	71
17	3	3	2	2	2	2	3	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	76
18	3	3	3	3	3	4	3	4	4	3	3	1	1	1	1	1	1	2	2	2	3	3	4	2	2	2	3	3	70
19	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	2	4	4	108
20	3	4	3	4	4	3	4	3	4	4	4	3	4	3	3	2	3	3	3	3	3	3	3	3	3	2	3	3	90
21	3	2	3	3	3	2	3	4	3	3	3	3	3	4	4	2	2	2	3	3	2	3	3	3	3	4	4	2	82
22	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	81
23	3	3	3	3	3	3	3	3	3	4	3	4	3	3	3	4	3	3	3	3	3	4	3	3	3	3	3	4	89
24	2	3	3	3	2	3	3	3	3	2	2	4	4	4	3	4	2	3	4	4	4	4	4	4	4	4	4	4	93
25	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	84
26	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	2	4	4	103
27	3	2	3	3	3	3	4	4	3	3	3	3	3	4	4	4	4	3	4	3	3	3	3	3	3	3	3	3	90
28	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	84
29	3	3	4	3	2	4	4	4	3	3	3	4	3	3	4	4	4	4	3	4	4	3	4	3	4	3	3	4	97
30	3	3	3	3	2	2	3	2	3	2	2	3	3	3	3	3	3	4	3	3	3	3	3	3	2	2	3	3	78

LAMPIRAN 1.3 UJI VALIDITAS 30 RESPONDEN

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	Total
P1	Pearson Correlation	1	.346	.550**	.469**	.305	.014	.310	.249	.403*	.635**	.353	.113	.106	.123	.226	.212	.512**	.256	.129	.139	-.176	-.012	.123	.167	-.084	-.331	.317	.276	.378*
	Sig. (2-tailed)		.061	.002	.009	.101	.943	.096	.184	.027	.000	.055	.551	.577	.516	.230	.262	.004	.173	.496	.465	.353	.948	.516	.377	.659	.074	.088	.140	.040
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.346	1	.309	.414*	.455*	.336	.320	.095	.588**	.434*	.861**	.223	.323	.012	.127	.268	.227	.364*	.180	.308	.292	.323	.359	.244	-.035	-.279	.268	.491**	.477**
	Sig. (2-tailed)			.096	.023	.011	.070	.085	.618	.001	.016	.050	.236	.081	.952	.503	.152	.227	.048	.342	.097	.118	.081	.051	.194	.852	.135	.152	.006	.008
	N	30		30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.550**	.309	1	.437*	.256	.374*	.470**	.439*	.200	.299	.305	.344	.222	.250	.342	.385*	.356	.521**	.311	.458*	.309	.469	.374*	.277	.229	.120	.433*	.520**	.610**
	Sig. (2-tailed)	.002	.096		.016	.172	.042	.009	.015	.289	.109	.102	.063	.237	.183	.064	.036	.054	.003	.094	.011	.096	.373	.042	.139	.223	.526	.017	.003	.000
	N	30	30		30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.469**	.414*	.437*	1	.373*	.240	.492**	.204	.466**	.487**	.384*	.180	.266	.196	.159	0.000	.297	.224	.024	.120	-.009	.128	.196	.266	.067	-.210	.252	.212	.411*
	Sig. (2-tailed)	.009	.023	.016		.043	.202	.006	.279	.009	.006	.036	.341	.156	.299	.400	1.000	.111	.233	.899	.527	.962	.502	.299	.155	.726	.265	.179	.261	.024
	N	30	30	30		30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.305	.455*	.256	.373*	1	.017	.361	.393*	.589**	.536**	.657**	.044	.142	.144	.263	0.000	.121	.147	.346	.220	.020	.043	.144	.053	-.147	-.139	.222	.033	.407*
	Sig. (2-tailed)	.101	.011	.172	.043		.043	.050	.052	.001	.002	.000	.817	.453	.448	.160	1.000	.523	.439	.061	.243	.917	.821	.448	.780	.439	.465	.239	.861	.025
	N	30	30	30	30		30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Tabel korelasi (Pearson Correlation) — lanjutan (N = 30).

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
P6	Pearson Correlation	.014	.336	.374*	.240	.431*	1	.422*	.558**	.374*	.157	.418*	.112	.033	-.065	.137	.288	.018	.257	.202	.317	.475**	.151	.495**	.176	.086	.045	.216	.311	.455*
	Sig. (2-tailed)	.943	.070	.042	.202	.017		.020	.001	.042	.408	.021	.557	.861	.731	.471	.122	.926	.170	.284	.087	.008	.424	.005	.352	.652	.813	.251	.094	.012
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.310	.470**	.492**	.361*	.422*	.558**	1	.453*	.376*	.449*	.307	.572**	.258	.125	.281	.514**	.271	.401*	.528**	.371*	.387*	.262	.281	.095	.208	.431*	.113	.317	.623**
	Sig. (2-tailed)	.320	.009	.006	.032	.020	.001		.012	.041	.013	.099	.001	.258	.125	.281	.514	.271	.401	.528	.371	.095	.163	.132	.618	.270	.017	.552	.087	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.249	.439*	.204	.393*	.558**	.453*	.376*	1	.307	.321	.512**	-.090	-.054	.181	.330	.253	.242	.460**	.460**	.437**	.109	.237	.673**	.346	.402*	.396*	.475**	.268	.574**
	Sig. (2-tailed)	.095	.015	.279	.032	.001	.012		.307	.084	.321	.512	.090	.044	.181	.330	.253	.146	.208	.206	.109	.237	.000	.061	.027	.030	.008	.152	.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	.403*	.299	.466**	.589**	.374*	.376*	.449*	.307	1	.418*	.467**	-.069	.044	-.075	-.137	-.115	-.047	.146	.208	.206	.155	.155	.374*	.083	-.184	-.361	.346	.260	.328
	Sig. (2-tailed)	.027	.109	.009	.001	.042	.013	.021	.084		.021	.009	.718	.815	.694	.471	.543	.804	.442	.271	.274	.414	.477	.042	.665	.332	.050	.061	.165	.077
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.635**	.487**	.384*	.536**	.157	.449*	.418*	.321	.418*	1	.516**	.164	.146	.067	.225	.086	.397*	.087	.050	.041	-.157	.111	.067	.050	.137	-.216	.129	.202	.387*
	Sig. (2-tailed)	.000	.006	.036	.002	.408	.013	.021	.084	.021		.004	.386	.441	.725	.232	.650	.030	.647	.795	.829	.407	.560	.725	.795	.470	.252	.496	.285	.035
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P11	Pearson Correlation	.353	.102	.036	.000	.021	.001	.009	.004	.004	.009	1	.193	.113	.155	.060	.537	.092	.017	.003	.012	.563	.202	.314	.113	.303	.110	.176	.264	.610**
	Sig. (2-tailed)	.055	.050	.036	.000	.021	.001	.009	.004	.004	.009		.193	.552	.155	.060	.537	.092	.017	.003	.012	.110	.202	.190	.295	.104	.563	.353	.159	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
P12	Pearson Correlation	.113	.223	.344	.180	.044	.112	.258	.090	-.069	.164	.244	1	.811**	.746**	.659**	.661**	.554**	.623**	.599**	.732**	.521**	.556**	.146	.694**	.473**	.372*	.496**	.607**	.756**
	Sig. (2-tailed)	.551	.236	.063	.341	.817	.557	.168	.635	.718	.386	.193		.000	.000	.000	.000	.001	.000	.000	.000	.003	.001	.442	.000	.008	.043	.005	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P13	Pearson Correlation	.106	.323	.222	.266	.142	.033	.125	-.054	.044	.146	.113	.811**	1	.716**	.548**	.514**	.454**	.412*	.453*	.566**	.399*	.420*	.050	.684**	.255	.461*	.482**	.411*	.613**
	Sig. (2-tailed)	.577	.081	.237	.156	.453	.861	.509	.778	.815	.441	.552	.000		.000	.002	.004	.012	.024	.012	.001	.029	.021	.793	.000	.173	.396	.007	.024	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P14	Pearson Correlation	.123	.012	.250	.196	.144	-.065	.281	.181	-.075	.067	.266	.746**	.716**	1	.718**	.576**	.515**	.445*	.653**	.626**	.220	.353	-.028	.655**	.344	.406*	.540**	.273	.650**
	Sig. (2-tailed)	.516	.952	.183	.299	.448	.731	.132	.340	.694	.725	.266	.000	.000		.000	.001	.004	.014	.000	.001	.243	.055	.883	.000	.063	.026	.002	.145	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P15	Pearson Correlation	.226	.127	.342	.159	.263	-.137	.514**	.401*	.253	.177	.348	.659**	.548**	.718**	1	.593**	.617**	.456*	.483**	.518**	.243	.353	.205	.436*	.393*	.412*	.395*	.231	.676**
	Sig. (2-tailed)	.230	.503	.064	.400	.160	.471	.004	.028	.177	.543	.060	.000	.002	.000		.001	.000	.011	.007	.003	.185	.055	.205	.016	.063	.024	.031	.219	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P16	Pearson Correlation	.212	.268	.356	.297	0.000	.288	.271	.253	-.115	.086	.117	.661**	.514**	.578**	.593**	1	.547**	.481**	.539**	.595**	.557**	.589**	.288	.559**	.351	.278	.417*	.600**	.669**
	Sig. (2-tailed)	.262	.152	.086	.111	1.000	.122	.147	.177	.543	.650	.537	.000	.004	.001	.001		.002	.007	.002	.001	.001	.001	.122	.001	.074	.137	.022	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P17	Pearson Correlation	.512**	.227	.356	.297	.121	.018	.401*	.010	-.047	.397*	.313	.554**	.454**	.515**	.617**	.547**	1	.479**	.315	.342	.213	.104	-.106	.315	.136	-.171	0.000	.357	.516**
	Sig. (2-tailed)	.004	.227	.054	.111	.523	.926	.028	.957	.804	.030	.092	.001	.012	.004	.000	.002		.007	.090	.064	.259	.585	.575	.090	.474	.366	1.000	.053	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

		P18	P19	P20	P21	P22	P23																					
P18	Pearson Correlation	.761**	.688**	.561	.188	.478**	.631**	.211	.470**	.602**	.809**	.718**	.479**	.481**	.456*	.445*	.412*	.623**	.454*	.087	.146	.242	.528**	.257	.147	.224	.521**	.364*	.256
	Sig. (2-tailed)	.000	.000	.050	.320	.008	.000	.264	.009	.000	.000	.000	.007	.007	.011	.014	.024	.000	.017	.647	.442	.198	.003	.170	.439	.233	.005	.048	.173
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P19	Pearson Correlation	.790**	.588**	.559**	.375*	.476**	.741**	.264	.553**	.495**	.899**	1	.315	.559**	.483**	.653**	.455*	.599**	.527**	.050	.208	.460**	.371*	.202	.346	.024	.311	.180	.129
	Sig. (2-tailed)	.000	.001	.002	.041	.008	.000	.158	.002	.005	.000		.090	.002	.007	.000	.012	.000	.003	.795	.271	.011	.044	.284	.061	.899	.094	.342	.496
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P20	Pearson Correlation	.869**	.733**	.595**	.372	.552**	.828**	.369*	.602**	.649**	1	.899**	.342	.595**	.518**	.626**	.566**	.732**	.454*	.041	.206	.437*	.387*	.317	.220	.120	.458*	.308	.189
	Sig. (2-tailed)	.000	.000	.001	.043	.002	.000	.045	.000	.000		.000	.064	.001	.003	.000	.001	.000	.012	.829	.274	.016	.034	.087	.243	.527	.011	.097	.465
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P21	Pearson Correlation	.548**	.716**	.268	.168	.248	.527**	.356	.615**	1	.649**	.602**	.213	.357	.191	.220	.399*	.521**	.110	-.157	.155	.109	.262	.475**	.020	-.009	.309	.292	-.176
	Sig. (2-tailed)	.002	.000	.152	.376	.186	.003	.070	.000		.000	.000	.259	.053	.313	.243	.029	.003	.563	.407	.414	.568	.165	.008	.917	.962	.096	.118	.353
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P22	Pearson Correlation	.601**	.771**	.438*	.365*	.309	.728**	.353	1	.615**	.602**	.495**	.104	.389*	.185	.353	.420*	.556**	.240	.111	.135	.287	.281	.151	.043	.128	.169	.323	-.012
	Sig. (2-tailed)	.000	.000	.016	.047	.096	.000	.055		.000	.002	.005	.585	.033	.329	.055	.021	.001	.202	.560	.477	.208	.618	.424	.821	.502	.373	.081	.948
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P23	Pearson Correlation	.488**	.467**	.432*	.316	.258	.342	1	.353	.336	.369*	.264	-.106	.288	.205	-.028	.050	.146	.314	.067	.042	.673**	.000	.495**	.144	.496**	.374*	.359	.123
	Sig. (2-tailed)	.006	.009	.017	.089	.169	.064		.055	.070	.045	.158	.575	.122	.277	.883	.793	.442	.725	.042	.000	.000	.132	.005	.448	.299	.042	.051	.516
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	Total
P24	Pearson Correlation	.167	.244	.277	.266	.053	.176	.208	.346	.083	.050	.295	.694**	.684**	.653**	.486*	.559**	.315	.651**	.741**	.828**	.527**	.728**	.342	1	.476**	.350	.599**	.669**	.774**
	Sig. (2-tailed)	.377	.194	.139	.155	.780	.352	.270	.061	.663	.795	.113	.000	.000	.000	.016	.001	.090	.000	.000	.000	.003	.000	.064		.008	.058	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P25	Pearson Correlation	-.084	-.055	.229	.067	-.147	.086	.431*	.402*	-.184	.137	.303	.473**	.255	.344	.393*	.331	.136	.478**	.476**	.552**	.248	.309	.258	.476**	1	.663**	.298	.417*	.539**
	Sig. (2-tailed)	.659	.852	.223	.726	.439	.652	.017	.027	.332	.470	.104	.008	.173	.063	.032	.074	.474	.008	.008	.002	.186	.096	.169	.008		.000	.110	.022	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P26	Pearson Correlation	-.331	-.279	.120	-.210	-.139	.045	.113	-.396*	-.361*	-.216	.110	.372*	.161	.406*	.412*	.278	-.171	.188	.375*	.372*	.168	.365*	.316	.350	.663**	1	.417*	.188	.351
	Sig. (2-tailed)	.074	.135	.526	.265	.465	.813	.552	.030	.050	.252	.563	.043	.396	.026	.024	.137	.366	.320	.041	.043	.376	.047	.089	.058	.000		.022	.320	.057
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P27	Pearson Correlation	.317	.268	.433*	.252	.222	.216	.271	.475**	.346	.129	.176	.496**	.482**	.540**	.395*	.417*	0.000	.361*	.589**	.595**	.268	.438*	.432*	.599**	.298	.417*	1	.450*	.656**
	Sig. (2-tailed)	.088	.152	.017	.179	.239	.251	.147	.008	.061	.496	.353	.005	.007	.002	.031	.022	1.000	.050	.002	.001	.152	.016	.017	.000	.110	.022		.013	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P28	Pearson Correlation	.276	.491**	.520**	.212	.083	.311	.317	.268	.260	.202	.264	.607**	.411*	.273	.281	.600**	.357	.688**	.588**	.733**	.716**	.771**	.467**	.669**	.417*	.188	.450*	1	.747**
	Sig. (2-tailed)	.140	.006	.003	.261	.861	.094	.087	.152	.165	.285	.159	.000	.024	.145	.219	.000	.053	.000	.001	.000	.000	.000	.009	.000	.022	.320	.013		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.378*	.477**	.610**	.411*	.407*	.455*	.623**	.574**	.328	.387*	.610**	.756**	.613**	.650**	.676**	.669**	.516**	.761**	.790**	.869**	.548**	.601**	.488**	.774**	.539**	.351	.656**	.747**	1
	Sig. (2-tailed)	.040	.008	.000	.024	.025	.012	.000	.001	.077	.035	.000	.000	.000	.000	.000	.000	.004	.000	.000	.000	.002	.000	.006	.000	.002	.057	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Lampiran 1.4 Uji Reabilitas
30 Responden

Uji Reabilitas Kualitas Pelayanan

Reliability Statistics

Cronbach's Alpha	N of Items
,859	10

Uji Reabilitas Harga

Reliability Statistics

Cronbach's Alpha	N of Items
,903	6

Uji Reabilitas Kepuasan Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
,867	6

Uji Reabilitas Loyalitas Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
,782	4

LAMPIRAN 1.5 TABULASI DATA 100 RESPONDEN

No	Kualitas Pelayanan (X1)											Harga (X2)							Kepuasan (Z)							loyalitas (Y)				
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Total	P11	P12	P13	P14	P15	P16	Total	P17	P18	P19	P20	P21	P22	Total	P23	P24	P25	P26	Total
1	3	3	2	4	3	2	3	3	3	3	29	2	4	4	4	3	3	20	2	3	4	2	2	4	17	3	4	3	2	12
2	2	2	3	4	3	4	4	4	3	4	33	4	3	3	4	2	3	19	3	4	4	4	4	4	23	4	3	4	3	14
3	3	4	2	2	3	3	4	4	3	3	31	2	2	3	4	4	3	18	3	3	4	3	3	3	19	2	4	3	4	13
4	3	3	3	3	3	4	3	4	4	3	33	3	3	4	4	4	3	21	3	4	3	3	4	3	20	3	3	3	3	12
5	3	3	3	3	3	4	3	3	3	4	32	4	3	4	3	4	3	21	3	3	4	3	3	3	18	4	3	3	4	14
6	4	4	4	4	3	3	3	4	4	3	36	4	4	4	4	4	3	24	3	4	4	4	4	3	22	3	4	4	3	15
7	4	4	4	4	3	3	3	4	4	4	37	3	3	4	3	4	3	20	4	4	4	4	4	4	24	3	4	4	4	15
8	3	4	4	3	3	3	3	4	2	4	33	3	3	3	3	3	4	19	4	4	4	3	4	4	23	3	3	3	4	13
9	3	4	3	4	3	4	2	4	4	3	32	3	4	4	3	3	3	20	4	3	4	4	3	4	22	3	4	3	2	14
10	2	3	2	4	3	3	2	3	3	3	28	2	3	4	4	2	3	20	2	3	4	2	2	4	17	4	3	3	3	12
11	3	2	4	4	3	3	4	4	3	4	33	4	3	3	4	4	3	23	3	4	4	4	4	4	23	2	4	4	4	14
12	3	4	2	3	3	3	4	2	3	3	31	2	4	3	4	3	3	19	3	3	3	3	4	3	19	3	3	3	4	13
13	3	3	4	4	3	3	4	3	3	3	34	4	3	4	4	4	4	24	3	3	3	4	3	3	19	3	4	3	3	15
14	4	3	2	3	3	3	3	3	3	3	30	3	3	2	2	3	3	16	3	3	2	4	3	2	18	3	3	3	2	12
15	3	2	2	3	3	3	3	4	3	3	30	3	3	3	3	3	3	18	3	2	4	4	3	3	13	3	2	3	3	10
16	4	3	4	4	3	4	3	3	3	2	27	3	3	3	3	3	3	18	3	4	3	4	3	3	18	3	2	3	3	11
17	3	2	4	4	3	4	4	3	4	3	29	3	3	4	2	3	3	17	3	2	4	3	3	3	18	3	3	3	3	12
18	4	3	4	4	3	4	3	3	4	3	35	4	3	3	3	3	3	20	4	2	3	3	4	4	22	4	3	4	3	12
19	3	2	4	4	3	4	3	3	4	3	33	3	3	3	2	3	3	17	4	2	3	3	4	3	19	4	3	3	3	14
20	3	2	4	4	3	4	3	3	3	4	34	3	3	3	2	3	3	17	4	2	3	3	4	3	19	3	3	3	3	13
21	2	2	1	4	3	3	3	3	4	3	34	3	3	3	3	2	3	17	4	2	3	3	4	3	19	3	3	4	3	13
22	2	2	3	3	3	3	2	2	3	3	25	4	3	2	3	2	3	17	2	3	3	3	3	4	18	3	2	4	2	11
23	3	2	3	3	3	2	2	3	4	3	28	3	3	4	2	4	3	19	3	4	3	1	3	2	16	3	3	2	3	11

24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51
12	13	15	11	12	11	14	11	10	11	16	15	14	10	13	13	11	12	16	14	10	13	13	11	12	16	14	12
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19	20	24	16	19	19	19	16	19	15	21	19	20	18	21	19	20	20	22	20	18	21	19	20	20	22	22	18
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	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79
	15	13	14	14	15	14	12	12	9	12	14	12	12	12	8	11	12	13	14	11	12	10	10	10	12	10	15	12
	4	4	4	3	4	4	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	4	2	4	4
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	4	2	3	4	4	3	3	3	2	3	4	3	3	2	3	3	3	3	3	3	2	2	2	3	3	4	4	2
	4	3	4	3	4	4	3	2	3	4	4	4	4	1	3	3	3	4	2	3	3	3	3	2	2	4	4	3
	19	21	21	18	21	21	18	17	15	17	21	19	19	18	18	16	20	19	21	18	18	17	20	17	19	16	22	18
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	2	4	4	3	4	4	3	3	3	3	3	3	3	3	2	4	3	3	4	3	3	3	3	3	3	3	3	3
	4	4	3	3	3	3	3	2	3	3	4	4	3	3	3	1	4	3	3	3	3	3	4	3	3	3	3	3
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	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100

Lampiran 1.6 UJI PATH TAHAP I

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594[a]	,352	,339	1,818

a. Predictors: (Constant), harga, kualitas_pelayanan

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174,401	2	87,201	26,397	.000[b]
	Residual	320,439	97	3,303		
	Total	494,840	99			

a. Dependent Variable: kepuasan_pelanggan

b. Predictors: (Constant), harga, kualitas_pelayanan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,810	1,931		3,008	,003
	kualitas_pelayanan	,213	,065	,310	3,252	,002
	Harga	,359	,092	,372	3,901	,000

a. Dependent Variable: kepuasan_pelanggan

Lampiran 1.7 UJI PATH TAHAP II

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.688[a]	,473	,456	1,235

a. Predictors: (Constant), kepuasan_pelanggan, kualitas_pelayanan, harga

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131,318	3	43,773	28,689	.000[b]
	Residual	146,472	96	1,526		
	Total	277,790	99			

a. Dependent Variable: loyalitas

b. Predictors: (Constant), kepuasan_pelanggan, kualitas_pelayanan, harga

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,270	1,372		,197	,844
	kualitas_pelayanan	,114	,047	,223	2,445	,016
	Harga	,202	,067	,279	3,006	,003
	kepuasan_pelanggan	,248	,069	,331	3,591	,001

a. Dependent Variable: loyalitas