



**B. Pernyataan :**

Pilihlah pernyataan yang saudara anggap tepat dengan memberikan tanda (√) atau (X) pada kolom yang sesuai dengan jawaban anda

**SS : Sangat setuju****S : Setuju****N : Setuju & tidak setuju****TS : Tidak Setuju****STS : Sangat tidak setuju**

No	PERNYATAAN	SS	S	N	TS	STS
		5	4	3	2	1
1	RS. Medika Permata Hijau memiliki peralatan yang terbaru					
2	Fasilitas – fasilitas RS. Medika Permata Hijau menarik di lihat mata					
3	Karyawan RS. Medika Permata Hijau berpenampilan rapih					
4	Fasilitas fisik RS. Medika Permata Hijau yang terlihat mata sesuai dengan jenis pelayanan yang diberikan					
5	Saat RS Medika Permata Hijau menjanjikan sesuatu mereka pasti menepatinya secara tepat					
6	Saat pelanggan punya masalah RS Medika Permata Hijau cepat tahu dan segera membantu					
7	RS Medika Permata Hijau dapat diandalkan					
8	RS Medika Permata Hijau memberikan pelayanan sesuai yang dijanjikan					
9	RS Medika Permata Hijau mempunyai catatan yang lengkap					
10	RS Medika Permata Hijau tidak memberitahukan pelanggan, kapan pelayanan akan mereka berikan					
11	Pelanggan tidak menerima pelayanan yang segera dari para karyawan RS Medika Permata Hijau					
12	Para karyawan RS Medika Permata Hijau tidak berkeinginan membantu pera pelanggannya					
13	Karyawan RS Medika Permata Hijau terlalu sibuk untuk merespon permintaan pelanggan					
14	Saya bisa mempercayai karyawan RS Medika Permata Hijau					
15	Saya merasa kenyamanan dalam bertransaksi dengan karyawan RS Medika Permata Hijau					
16	Karyawan RS Medika Permata Hijau sopan-sopan					
17	Karyawan mendapatkan dukungan yang memadai dari RS Medika Permata Hijau untuk melakukan pekerjaan mereka					
18	RS Medika Permata Hijau tidak memberikan perhatian secara personal					
19	Karyawan RS Medika Permata Hijau tidak memberikan perhatian secara personal					
20	Karyawan RS Medika Permata Hijau tidak mengetahui yang dibutuhkan pelanggan					
21	RS Medika Permata Hijau tidak memiliki pelanggan terbaik					

No	PERNYATAAN	SS	S	N	TS	STS
		5	4	3	2	1
23	Saya senang dengan hasil pekerjaan dokter.					
24	Saya puas dengan kinerja dokter					
25	Saya puas dengan keseluruhan jasa yang diberikan oleh RS Medika Permata Hijau					
26	Saya akan terus berlangganan di RS Medika Permata Hijau					
27	Saya yakin kualitas RS Medika Permata Hijau ini secara keseluruhan tidak akan menurun					
28	Saya yakin kualitas RS Medika Permata Hijau ini akan meningkat di masa mendatang					
29	Saya tidak akan pindah ke rumah sakit lain					
30	Saya tidak akan pindah, walaupun ada rumah sakit lain yang lebih dekat dengan tempat tinggal saya					
31	Saya tidak akan berpindah, walaupun ada rumah sakit lain yang lebih murah					
32	Saya akan bercerita kelebihan RS Medika Permata Hijau					
33	Saya senang jika teman-teman saya berlangganan di RS Sakit Medika Permata Hijau					

**Frekuensi Demografi**

<b>No</b>	<b>Karakteristik Demografi</b>	<b>Kategori</b>	<b>Frekuensi (orang)</b>
1	Jenis Kelamin	1.1 Laki-laki	71
		1.2 Perempuan	99
2	Usia	2.1 17-31	44
		2.2 31-40	52
		2.3 41-50	40
		2.4 51-60	17
		2.5 >61	17
3	Pendidikan Formal Terakhir	3.1 SMU	42
		3.2 Akademi	43
		3.3 Sarjana	79
		3.4 Magister	6
		3.5 Doktor	0
4	Pekerjaan	4.1 Pelajar/Mahasiswa	1
		4.2 Kar..Swasta	84
		4.3 Wiraswasta	61
		4.4 PNS	15
		4.5 Lain-lain	9
5	Jumlah Kunjungan Pasien	5.1 Dua kali	28
		5.2 Tiga kali	32
		5.3 Empat kali	32
		5.4 Lebih dari empat kali	78

***Tabulasi data pretest***

Responden	T1	T2	T3	T4	R1	R2	R3	R4	R4	RE1	RE2	RE3	RE4	AS1	AS2	AS3	AS4	E1	E2	E3	E4	E5		K1	K2	K3		L1	L2	L3	L4	L5	L6	L7	L8		Total	
	Kualitas Pelayanan																					Kepuasan			Loyalitas													
1	4	4	4	4	4	4	5	2	3	2	2	2	3	5	4	4	4	4	4	4	4	4		4	4	4		3	4	3	3	3	2	3	3		116	
2	5	5	5	5	5	5	5	5	5	2	5	2	1	5	5	5	5	5	5	5	5	5		5	5	5		5	5	5	5	5	5	5	5	5		155
3	4	4	4	4	3	4	3	4	4	1	4	2	2	4	5	4	4	4	4	4	4	4		4	4	3		4	5	4	4	4	3	3	4		122	
4	5	4	4	4	5	5	4	3	4	3	3	2	1	4	5	5	5	4	5	5	5	5		5	5	5		4	4	4	4	4	3	3	4		135	
5	4	3	4	4	4	4	4	4	4	2	3	1	2	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	3	3	3		120	
6	4	4	4	4	4	4	4	2	4	3	2	1	3	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	4		123	
7	4	4	4	4	4	4	4	2	4	3	4	1	1	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	4		123	
8	5	4	4	4	4	4	4	2	4	3	3	1	1	4	4	4	4	4	4	2	4	4		4	2	4		2	4	4	4	4	4	4	4		117	
9	3	3	4	3	3	4	3	3	4	2	3	2	3	4	3	3	3	3	4	4	3	3		3	4	3		3	3	3	3	3	2	3	3		103	
10	3	3	3	3	3	3	3	3	3	1	4	1	2	3	3	3	3	3	3	3	3	3		3	4	4		4	4	4	4	4	4	4	4		105	
11	4	4	4	4	4	4	4	4	4	2	3	2	2	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	3	3		123	
12	4	4	5	4	4	5	4	4	4	2	4	2	3	5	5	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	3	3		129
13	4	4	4	4	4	4	4	4	4	2	3	2	3	4	3	3	3	3	3	4	4	4		4	4	4		3	3	4	3	3	4	3	3		115	
14	4	3	2	4	3	4	4	4	4	1	3	2	3	4	4	4	3	4	4	4	4	4		4	4	4		3	3	3	3	3	2	3	3		111	
15	3	4	4	3	4	5	5	5	5	1	3	2	1	3	5	4	5	5	5	4	4	4		4	3	3		4	5	5	5	3	3	3	5		127	
16	4	4	3	3	3	3	4	3	3	1	3	2	3	3	4	3	3	3	4	4	3	3		3	4	4		3	4	3	3	3	3	3	3		105	
17	4	4	4	4	4	3	4	3	3	3	3	2	1	3	3	4	4	5	5	4	5	4		5	5	5		5	4	4	4	4	4	4	4		127	
18	5	5	5	5	4	5	5	5	4	3	3	2	1	5	5	4	4	4	5	4	4	4		4	4	4		4	5	5	5	5	5	5	5		142	
19	5	5	5	5	5	4	4	5	5	3	3	2	1	5	5	5	5	4	5	5	4	4		5	5	5		5	5	5	4	4	4	5	5		146	
20	4	4	4	4	4	5	5	5	5	4	3	2	1	4	4	4	5	5	5	5	5	5		5	5	5		5	5	5	5	5	4	4	4		144	
21	5	5	5	5	5	4	4	5	4	1	3	2	1	4	4	4	5	5	5	5	5	4		4	4	4		4	3	4	4	4	4	3	3		131	
22	5	5	5	5	5	4	4	5	5	2	4	1	2	5	5	4	4	4	5	5	4	3		4	4	5		5	5	4	4	4	5	4	4		139	
23	5	5	4	4	5	4	4	4	4	3	2	1	1	5	4	5	4	4	4	3	3	4		5	5	4		5	4	4	4	4	5	4	4		130	
24	4	4	4	5	5	5	5	5	4	2	2	2	3	4	4	4	5	4	4	4	4	5		5	4	5		4	4	5	4	4	4	5	4		136	
25	4	4	4	4	4	5	5	4	5	3	2	2	1	4	5	4	5	4	5	5	5	4		4	4	4		5	4	4	4	5	5	4	5		136	
26	5	5	5	5	4	4	4	4	3	3	2	1	1	4	3	4	4	4	5	4	4	4		5	4	4		4	4	4	4	4	3	5	4		127	
27	5	4	4	4	3	5	4	3	4	2	3	2	1	4	4	3	3	4	4	4	5	5		5	4	4		5	5	4	4	4	5	4	3		127	
28	4	4	3	4	4	4	3	3	4	3	2	2	3	4	4	4	4	4	5	4	4	5		4	4	4		4	5	5	4	4	4	4	4		127	
29	3	4	4	3	3	4	3	4	4	3	2	2	2	4	4	4	3	4	4	4	4	3		4	4	4		4	4	3	4	4	4	4	3		117	
30	2	2	2	2	4	4	4	2	4	2	2	2	3	4	4	4	4	4	4	4	4	4		4	4	4		3	4	4	4	4	2	3	4		111	

## 1. UJI VALIDITAS : Tangibles / Bukti Fisik

**Correlation Matrix<sup>a</sup>**

		Tangibles1	Tangibles2	Tangibles3	Tangibles4
Correlation	Tangibles1	1.000	.796	.620	.837
	Tangibles2	.796	1.000	.792	.775
	Tangibles3	.620	.792	1.000	.707
	Tangibles4	.837	.775	.707	1.000
Sig. (1-tailed)	Tangibles1		.000	.000	.000
	Tangibles2	.000		.000	.000
	Tangibles3	.000	.000		.000
	Tangibles4	.000	.000	.000	

a. Determinant = ,033

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.767
Bartlett's Test of Sphericity	Approx. Chi-Square	91.717
	df	6
	Sig.	.000

**Communalities**

	Initial	Extraction
Tangibles1	1.000	.814
Tangibles2	1.000	.868
Tangibles3	1.000	.739
Tangibles4	1.000	.846

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.267	81.673	81.673	3.267	81.673	81.673
2	.410	10.253	91.925			
3	.202	5.042	96.968			
4	.121	3.032	100.000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component
	1
Tangibles1	.902
Tangibles2	.932
Tangibles3	.859
Tangibles4	.920

**UJI RELIABILITAS****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	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
.924	.925	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
Tangibles1	12.03	4.240	.817	.766	.903
Tangibles2	12.13	4.326	.874	.779	.885
Tangibles3	12.17	4.351	.755	.664	.924
Tangibles4	12.17	4.282	.853	.760	.891

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.17	7.454	2.730	4

## 2. UJI VALIDITAS *RELIABILITY* / KEANDALAN

**Correlation Matrix<sup>a</sup>**

		Reliability1	Reliability2	Reliability3	Reliability4	Reliability5
Correlation	Reliability1	1.000	.325	.466	.376	.404
	Reliability2	.325	1.000	.583	.418	.625
	Reliability3	.466	.583	1.000	.337	.345
	Reliability4	.376	.418	.337	1.000	.547
	Reliability5	.404	.625	.345	.547	1.000
Sig. (1-tailed)	Reliability1		.040	.005	.020	.014
	Reliability2	.040		.000	.011	.000
	Reliability3	.005	.000		.034	.031
	Reliability4	.020	.011	.034		.001
	Reliability5	.014	.000	.031	.001	

a. Determinant = ,188



**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.699
Bartlett's Test of Sphericity	Approx. Chi-Square	44.314
	df	10
	Sig.	.000

**Anti-image Matrices**

		Reliability1	Reliability2	Reliability3	Reliability4	Reliability5
Anti-image Covariance	Reliability1	.692	.064	-.226	-.100	-.130
	Reliability2	.064	.450	-.249	-.023	-.235
	Reliability3	-.226	-.249	.559	-.053	.085
	Reliability4	-.100	-.023	-.053	.660	-.204
	Reliability5	-.130	-.235	.085	-.204	.480
Anti-image Correlation	Reliability1	.742 <sup>a</sup>	.115	-.363	-.148	-.225
	Reliability2	.115	.661 <sup>a</sup>	-.497	-.041	-.506
	Reliability3	-.363	-.497	.656 <sup>a</sup>	-.086	.164
	Reliability4	-.148	-.041	-.086	.818 <sup>a</sup>	-.363
	Reliability5	-.225	-.506	.164	-.363	.676 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
Reliability1	1.000	.449
Reliability2	1.000	.654
Reliability3	1.000	.532
Reliability4	1.000	.510
Reliability5	1.000	.635

**Component Matrix<sup>a</sup>**

	Component
	1
Reliability1	.670
Reliability2	.809
Reliability3	.730
Reliability4	.714
Reliability5	.797

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

## UJI RELIABILITAS

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	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	.799	5

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
Reliability1	16.00	5.172	.502	.308	.747
Reliability2	15.80	5.131	.629	.550	.714
Reliability3	15.93	5.237	.545	.441	.736
Reliability4	16.30	3.872	.543	.340	.768
Reliability5	15.97	5.068	.648	.520	.708

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.00	7.241	2.691	5

### .3. UJI VALIDITAS *RESPONSIVENESS* / Daya Tanggap

Correlation Matrix<sup>a</sup>

		Responsiveness1	Responsiveness2	Responsiveness3	Responsiveness4
Correlation	Responsiveness1	1.000	.915	.751	.535
	Responsiveness2	.915	1.000	.695	.477
	Responsiveness3	.751	.695	1.000	.798
	Responsiveness4	.535	.477	.798	1.000
Sig. (1-tailed)	Responsiveness1		.000	.000	.001
	Responsiveness2	.000		.000	.004
	Responsiveness3	.000	.000		.000
	Responsiveness4	.001	.004	.000	

a. Determinant = ,025

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.702
Bartlett's Test of Sphericity	Approx. Chi-Square
	99.068
	df
	6
	Sig.
	.000

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.096	77.394	77.394	3.096	77.394	77.394
2	.676	16.895	94.289			
3	.148	3.697	97.986			
4	.081	2.014	100.000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component
	1
Responsiveness1	.918
Responsiveness2	.885
Responsiveness3	.922
Responsiveness4	.787

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**UJI RELIABILITAS *RESPONSIVENESS* / Daya Tanggap****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	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
.897	.901	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
Responsiveness1	12.63	1.482	.828	.863	.847
Responsiveness2	12.60	1.490	.766	.838	.868
Responsiveness3	12.73	1.444	.864	.785	.834
Responsiveness4	12.63	1.482	.650	.649	.917

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.87	2.533	1.592	4

**4. UJI VALIDITAS Assurance /JAMINAN****Correlation Matrix<sup>a</sup>**

		Assurance1	Assurance2	Assurance3	Assurance4
Correlation	Assurance1	1.000	.467	.521	.229
	Assurance2	.467	1.000	.558	.554
	Assurance3	.521	.558	1.000	.693
	Assurance4	.229	.554	.693	1.000
Sig. (1-tailed)	Assurance1		.005	.002	.112
	Assurance2	.005		.001	.001
	Assurance3	.002	.001		.000
	Assurance4	.112	.001	.000	

a. Determinant = ,204

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.643
Bartlett's Test of Sphericity	Approx. Chi-Square	42.606
	df	6
	Sig.	.000

**Anti-image Matrices**

		Assurance1	Assurance2	Assurance3	Assurance4
Anti-image Covariance	Assurance1	.620	-.195	-.220	.158
	Assurance2	-.195	.566	-.044	-.174
	Assurance3	-.220	-.044	.378	-.247
	Assurance4	.158	-.174	-.247	.434
Anti-image Correlation	Assurance1	.571 <sup>a</sup>	-.329	-.454	.305
	Assurance2	-.329	.777 <sup>a</sup>	-.095	-.352
	Assurance3	-.454	-.095	.644 <sup>a</sup>	-.610
	Assurance4	.305	-.352	-.610	.588 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
Assurance1	1.000	.447
Assurance2	1.000	.664
Assurance3	1.000	.784
Assurance4	1.000	.634

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.531	63.266	63.266	2.531	63.266	63.266
2	.781	19.536	82.803			
3	.466	11.656	94.458			
4	.222	5.542	100.000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component
	1
Assurance1	.669
Assurance2	.815
Assurance3	.886
Assurance4	.796

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**UJI RELIABILITAS****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	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
.796	.802	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
Assurance1	12.13	2.809	.461	.380	.811
Assurance2	12.10	2.300	.654	.434	.721
Assurance3	12.27	2.478	.759	.622	.683
Assurance4	12.20	2.303	.595	.566	.756

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.23	4.116	2.029	4

## 5. UJI VALIDITAS EMPATHY

**Correlation Matrix<sup>a</sup>**

		Empathi1	Empathi2	Empathi3	Empathi4	Empathi5
Correlation	Empathi1	1.000	.682	.365	.704	.501
	Empathi2	.682	1.000	.601	.562	.339
	Empathi3	.365	.601	1.000	.575	.246
	Empathi4	.704	.562	.575	1.000	.637
	Empathi5	.501	.339	.246	.637	1.000
Sig. (1-tailed)	Empathi1		.000	.024	.000	.002
	Empathi2	.000		.000	.001	.033
	Empathi3	.024	.000		.000	.095
	Empathi4	.000	.001	.000		.000
	Empathi5	.002	.033	.095	.000	

a. Determinant = ,074



**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.672
Bartlett's Test of Sphericity	Approx. Chi-Square
	69.092
	df
	10
	Sig.
	.000

**Anti-image Matrices**

		Empathi1	Empathi2	Empathi3	Empathi4	Empathi5
Anti-image Covariance	Empathi1	.339	-.204	.130	-.155	-.028
	Empathi2	-.204	.386	-.217	.037	-.004
	Empathi3	.130	-.217	.480	-.182	.086
	Empathi4	-.155	.037	-.182	.292	-.197
	Empathi5	-.028	-.004	.086	-.197	.569
Anti-image Correlation	Empathi1	.668 <sup>a</sup>	-.565	.321	-.493	-.064
	Empathi2	-.565	.682 <sup>a</sup>	-.505	.111	-.009
	Empathi3	.321	-.505	.587 <sup>a</sup>	-.487	.165
	Empathi4	-.493	.111	-.487	.680 <sup>a</sup>	-.484
	Empathi5	-.064	-.009	.165	-.484	.758 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
Empathi1	1.000	.707
Empathi2	1.000	.665
Empathi3	1.000	.488
Empathi4	1.000	.794
Empathi5	1.000	.462

Extraction Method: Principal  
Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.115	62.298	62.298	3.115	62.298	62.298
2	.853	17.065	79.363			
3	.560	11.202	90.565			
4	.314	6.281	96.845			
5	.158	3.155	100.000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component
	1
Empathi1	.841
Empathi2	.815
Empathi3	.698
Empathi4	.891
Empathi5	.679

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**UJI RELIABILITAS****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	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
.841	.845	5

**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
Empathi1	16.57	3.840	.710	.661	.794
Empathi2	16.27	3.720	.688	.614	.798
Empathi3	16.50	3.845	.545	.520	.839
Empathi4	16.50	3.500	.804	.708	.765
Empathi5	16.57	4.047	.514	.431	.844

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
20.60	5.697	2.387	5

**6. UJI VALIDITAS *KEPUASAN*****Correlation Matrix<sup>a</sup>**

		Kepuasan1	Kepuasan2	kepuasan3
Correlation	Kepuasan1	1.000	.502	.613
	Kepuasan2	.502	1.000	.556
	kepuasan3	.613	.556	1.000
Sig. (1-tailed)	Kepuasan1		.002	.000
	Kepuasan2	.002		.001
	kepuasan3	.000	.001	

a. Determinant = ,405

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.697
Bartlett's Test of Sphericity	Approx. Chi-Square
	24.565
	df
	3
	Sig.
	.000

**Anti-image Matrices**

		Kepuasan1	Kepuasan2	kepuasan3
Anti-image Covariance	Kepuasan1	.586	-.151	-.262
	Kepuasan2	-.151	.649	-.216
	kepuasan3	-.262	-.216	.541
Anti-image Correlation	Kepuasan1	.695 <sup>a</sup>	-.246	-.464
	Kepuasan2	-.246	.745 <sup>a</sup>	-.364
	kepuasan3	-.464	-.364	.663 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
Kepuasan1	1.000	.708
Kepuasan2	1.000	.657
kepuasan3	1.000	.751

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Compo nent	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.116	70.528	70.528	2.116	70.528	70.528
2	.506	16.868	87.396			
3	.378	12.604	100.000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component
	1
Kepuasan1	.841
Kepuasan2	.811
kepuasan3	.867

Extraction Method: Principal

Component Analysis.

a. 1 components extracted.

## UJI RELIABILITAS

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	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
.789	.791	3

**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
Kepuasan1	8.23	1.082	.630	.414	.714
Kepuasan2	8.33	1.126	.588	.351	.759
kepuasan3	8.30	1.114	.675	.459	.669

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.43	2.254	1.501	3

## 7. UJI VALIDITAS LOYALITAS

**Correlation Matrix<sup>a</sup>**

		Loyalitas1	Loyalitas2	Loyalitas3	Loyalitas4	Loyalitas5	Loyalitas6	Loyalitas7	Loyalitas8
Correlation	Loyalitas1	1.000	.541	.479	.551	.600	.649	.473	.429
	Loyalitas2	.541	1.000	.638	.686	.487	.413	.456	.596
	Loyalitas3	.479	.638	1.000	.782	.567	.487	.549	.709
	Loyalitas4	.551	.686	.782	1.000	.737	.508	.481	.677
	Loyalitas5	.600	.487	.567	.737	1.000	.655	.597	.546
	Loyalitas6	.649	.413	.487	.508	.655	1.000	.586	.378
	Loyalitas7	.473	.456	.549	.481	.597	.586	1.000	.613
	Loyalitas8	.429	.596	.709	.677	.546	.378	.613	1.000
Sig. (1-tailed)	Loyalitas1		.001	.004	.001	.000	.000	.004	.009
	Loyalitas2	.001		.000	.000	.003	.012	.006	.000
	Loyalitas3	.004	.000		.000	.001	.003	.001	.000
	Loyalitas4	.001	.000	.000		.000	.002	.004	.000
	Loyalitas5	.000	.003	.001	.000		.000	.000	.001
	Loyalitas6	.000	.012	.003	.002	.000		.000	.020
	Loyalitas7	.004	.006	.001	.004	.000	.000		.000
	Loyalitas8	.009	.000	.000	.000	.001	.020	.000	

a. Determinant = ,004

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.854
Bartlett's Test of Sphericity	Approx. Chi-Square	139.354
	df	28
	Sig.	.000

**Communalities**

	Initial	Extraction
Loyalitas1	1.000	.550
Loyalitas2	1.000	.584
Loyalitas3	1.000	.694
Loyalitas4	1.000	.754
Loyalitas5	1.000	.681
Loyalitas6	1.000	.538
Loyalitas7	1.000	.560
Loyalitas8	1.000	.621

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	4.983	62.284	62.284	4.983	62.284	62.284
	.910	11.370	73.654			
	.625	7.817	81.471			
	.470	5.874	87.345			
	.336	4.200	91.545			
	.318	3.969	95.514			
	.228	2.856	98.371			
	.130	1.629	100.000			

Extraction Method: Principal Component Analysis.

**Anti-image Matrices**

	Loyalitas1	Loyalitas2	Loyalitas3	Loyalitas4	Loyalitas5	Loyalitas6	Loyalitas7	Loyalitas8
Anti-image Covariance Loyalitas1	.468	-.120	.012	-.010	-.057	-.170	.005	-.005
Loyalitas2	-.120	.443	-.038	-.097	.058	.012	-.036	-.055
Loyalitas3	.012	-.038	.301	-.120	.053	-.051	-.053	-.095
Loyalitas4	-.010	-.097	-.120	.210	-.135	.011	.077	-.049
Loyalitas5	-.057	.058	.053	-.135	.304	-.102	-.096	-.011
Loyalitas6	-.170	.012	-.051	.011	-.102	.411	-.123	.076
Loyalitas7	.005	-.036	-.053	.077	-.096	-.123	.434	-.152
Loyalitas8	-.005	-.055	-.095	-.049	-.011	.076	-.152	.371

Anti-image Correlation	Loyalitas1	.892 <sup>a</sup>	-.263	.031	-.030	-.151	-.387	.011	-.013
	Loyalitas2	-.263	.903 <sup>a</sup>	-.103	-.317	.157	.027	-.082	-.137
	Loyalitas3	.031	-.103	.869 <sup>a</sup>	-.476	.175	-.145	-.146	-.285
	Loyalitas4	-.030	-.317	-.476	.802 <sup>a</sup>	-.535	.037	.256	-.177
	Loyalitas5	-.151	.157	.175	-.535	.831 <sup>a</sup>	-.287	-.265	-.034
	Loyalitas6	-.387	.027	-.145	.037	-.287	.841 <sup>a</sup>	-.291	.193
	Loyalitas7	.011	-.082	-.146	.256	-.265	-.291	.839 <sup>a</sup>	-.378
	Loyalitas8	-.013	-.137	-.285	-.177	-.034	.193	-.378	.881 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)



## UJI RELIABILITAS

Scale: ALL VARIABLES

## Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	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
.904	.913	8

## 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
Loyalitas1	27.40	14.662	.674	.532	.894
Loyalitas2	27.23	15.495	.674	.557	.893
Loyalitas3	27.33	15.195	.751	.699	.887
Loyalitas4	27.43	15.564	.793	.790	.886
Loyalitas5	27.47	15.499	.765	.696	.888
Loyalitas6	27.67	13.816	.661	.589	.900
Loyalitas7	27.67	14.920	.680	.566	.893
Loyalitas8	27.60	15.007	.693	.629	.892

## Scale Statistics

Mean	Variance	Std. Deviation	N of Items
31.40	19.352	4.399	8

**Tabulasi data full responden**

Responden	T1	T2	T3	T4	R1	R2	R3	R4	R4	R1	R2	R3	R4	A1	A2	A3	A4	E1	E2	E3	E4	E5		K1	K2	K3		L1	L2	L3	L4	L5	L6	L7	L8		Tota	
	Kualitas Pelayanan															Kepuasan			Loyalitas																			
1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4		4	4	4		4	4	4	4	4	3	4	4		134	
2	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3		3	3	4		4	4	4	4	4	5	5	5		136	
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	5	4		133	
4	4	4	4	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	5		143	
5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	3	4	4		131	
6	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	5	5	5	4	4		4	4	4		4	4	4	4	4	4	4	4		140	
7	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	4		139	
8	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4		4	4	4		4	4	4	4	4	4	4	4		144	
9	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	5	5	5	4	4	4	4		3	3	3		4	4	4	4	4	3	3	3		134	
10	4	4	4	5	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	4	4		4	3	3		4	4	4	4	4	4	4	3		142	
11	5	5	5	5	5	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	3	4	4		141	
12	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	3	4	4		135	
13	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4		4	4	4		4	4	4	4	4	3	3	4		137
14	5	5	5	5	4	5	4	5	4	5	5	5	5	5	5	5	5	4	4	4	4	4		4	4	4		4	4	4	4	4	3	3	4		144	
15	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	5	5	4		134	
16	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	3	4	3		132	
17	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	5		136	
18	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	5	5	4		138	
19	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	5		4	4	4		4	4	4	4	4	5	5	4		139
20	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	5	5		145	
21	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	3	3	5		137	
22	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	5	4		133	
23	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	3		131	
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25	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	5	4	5		136	
26	5	5	4	4	4	5	5	5	4	4	5	4	4	4	4	4	4	5	4	4	4	4		4	4	4		4	4	4	4	4	4	4	4		139	
27	5	5	5	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	3	5	5		137		
28	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	5	5	5	5	4	4	4		4	4	4		4	4	4	4	4	4	5	4		139	
29	4	4	4	4	4	5	5	5	4	4	4	3	3	4	4	4	3	3	4	4	4	4		3	3	3		4	4	4	4	4	3	4	4		127	
30	4	4	4	5	5	5	5	5	4	4	4	4	5	5	4	4	4	4	4	4	5	5		4	4	4		4	4	4	4	4	4	4	4		141	

**Tabulasi data full responden**

Responden	T1	T2	T3	T4	R1	R2	R3	R4	R4	R1	R2	R3	R4	A1	A2	A3	A4	E1	E2	E3	E4	E5		K1	K2	K3		L1	L2	L3	L4	L5	L6	L7	L8		Tota	
	Kualitas Pelayanan																				Kepuasan			Loyalitas														
31	5	5	5	4	4	4	4	4	3	3	4	4	4	4	4	4	5	5	5	4	4	4		4	4	5		5	4	4	4	4	3	3	4		136	
32	4	4	5	5	5	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	5	4	3		3	4	4		4	4	4	3	4	5	5	5		135
33	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	3	4	4		131	
34	4	3	4	4	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	4	3	4	5		129	
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43	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		5	5	5		5	5	5	5	5	3	3	4		160	
44	3	3	4	3	4	4	3	3	4	5	4	4	4	4	5	4	4	4	4	4	3	3	3		4	4	4		3	2	4	4	2	3	3	4		119
45	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	3	4	4		131	
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51	4	5	4	5	4	4	4	4	5	5	5	5	4	5	5	5	4	4	5	4	4	5		5	5	5		4	4	3	4	4	3	4	5		145	
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53	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	5	5	5		4	4	4		4	4	5	4	5	4	5	3		149
54	5	5	5	5	5	4	4	4	5	5	5	5	4	4	5	5	4	5	4	5	5	4	4		4	4	4		4	4	4	4	4	5	4	4		146
55	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	4	4	5		4	4	4		5	4	4	4	5	4	5	5		146
56	5	4	5	4	5	5	5	5	4	5	5	4	4	4	4	4	5	5	5	5	5	4	4		4	4	3		4	4	4	4	4	5	4	4		144
57	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	5	5	5	5	5	4		4	4	4		4	4	4	4	4	4	5	4		146
58	5	5	5	5	5	5	5	5	4	4	5	5	4	4	4	4	4	4	5		4	4	4		4	4	4		4	4	4	4	4	4	4	4		139
59	5	5	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	5		4	4	4		4	5	4	4	4	4	4	4		140
60	5	5	5	5	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	5	5	4		4	4	5		4	4	4	4	4	3	3	4		142

**Tabulasi data full responden**

Responden	T1	T2	T3	T4	R1	R2	R3	R4	R4	R1	R2	R3	R4	A1	A2	A3	A4	E1	E2	E3	E4	E5	Keuasan			Loyalitas								Tota										
	Kualitas Pelayanan																		K1	K2	K3	L1	L2	L3	L4	L5	L6	L7	L8															
61	5	5	5	5	5	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	140			
62	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	5	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	142		
63	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	144	
64	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	140	
65	5	5	5	5	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	137	
66	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	132		
67	5	5	5	5	5	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	138		
68	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	134		
69	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	131	
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71	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	132	
72	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	145
73	5	5	5	4	4	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	139
74	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	139	
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76	4	4	5	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	137		
77	4	4	4	4	4	4	4	3	4	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	148	
78	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	144	
79	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	142	
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82	4	4	4	4	4	5	5	5	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	132	
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84	5	5	5	5	5	5	5	5	4	4	5	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	147
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89	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	138
90	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	137	

**Tabulasi data full responden**

Responden	T1	T2	T3	T4	R1	R2	R3	R4	R4	R1	R2	R3	R4	A1	A2	A3	A4	E1	E2	E3	E4	E5		K1	K2	K3		L1	L2	L3	L4	L5	L6	L7	L8	Tota	
	Kualitas Pelayanan															Kepuasan			Loyalitas																		
91	5	5	5	4	4	4	4	4	4	4	5	5	4	4	4	5	4	4	4	4	4	4		4	4	4		4	4	5	4	4	3	4	4	138	
92	4	4	5	5	5	5	5	5	4	4	4	4	4	4	5	4	4	4	4	4	5	4	4		4	4	4		4	4	4	4	4	5	5	5	143
93	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4		4	4	4		4	4	4	4	4	4	4	4	4	136
94	4	4	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	5	4	140	
95	5	5	5	5	4	4	4	4	4	5	5	4	4	3	4	3	4	4	4	3	4	4		4	4	3		3	4	4	4	4	4	4	4	4	133
96	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	4	4	133
97	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	4	4	136
98	4	4	4	4	4	4	4	4	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	4	130
99	4	4	4	5	5	5	5	5	5	5	5	3	4	4	4	4	4	4	4	5	5	4	4		4	4	4		4	4	4	4	4	3	4	3	139
100	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	5	4	4		5	4	4		4	5	4	4	4	4	4	3	145	
101	4	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	4	4	134
102	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	4	4	134
103	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	3	4	3	130	
104	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	3	4	4	134	
105	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	3	3	5	143	
106	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4		4	4	4		4	4	4	4	4	3	4	3	133	
107	5	5	5	5	5	5	5	4	4	5	5	4	4	5	4	5	4	4	4	3	4	4		4	4	4		4	4	4	4	4	4	5	5	144	
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110	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	5	5	5	140	
111	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	5	133	
112	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	4	4	137
113	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	5	4	140	
114	5	5	5	5	5	4	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	4	4	139
115	4	4	5	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	5	4	4	135	
116	5	5	5	4	4	5	5	5	4	4	4	4	5	5	4	4	4	4	4	4	4	4		4	5	5		4	4	4	4	4	4	4	4	4	142
117	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	4	4	139
118	5	5	4	4	5	5	5	5	4	4	4	4	5	5	4	4	4	4	4	5	5			5	4	4		4	4	4	4	4	4	4	4	4	144
119	5	5	5	5	4	4	4	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4		5	5	5		5	4	4	4	5	4	4	4	4	143
120	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4		4	4	4		4	4	4	4	4	4	4	4	4	133

**Tabulasi data full responden**

Responden	T1	T2	T3	T4	R1	R2	R3	R4	R5	R1	R2	R3	R4	A1	A2	A3	A4	E1	E2	E3	E4	E5	K1	K2	K3	L1	L2	L3	L4	L5	L6	L7	L8	Total
	Kualitas Pelayanan														Kepuasan			Loyalitas																
121	5	5	5	5	5	5	5	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	140	
122	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	136	
123	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	137	
124	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	3	4	4	4	4	5	5	133	
125	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	140	
126	4	4	4	4	4	4	4	4	4	3	3	4	4	5	5	5	4	4	4	4	5	5	4	3	3	4	4	4	4	4	4	4	133	
127	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	137	
128	5	5	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	137	
129	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	3	3	3	3	135		
130	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	136	
131	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	137	
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133	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	3	4	4	3	4	3	128		
134	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	138	
135	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	5	4	5	4	5	142	
136	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	129			
137	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	137	
138	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	3	4	5	5	5	4	4	4	4	5	4	4	4	4	146		
139	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	5	5	5	143		
140	5	5	5	5	5	5	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	143		
141	4	4	4	4	4	4	4	4	5	4	4	3	3	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	128	
142	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	3	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	124	
143	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4	3	4	5	4	130		
144	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	3	3	4	4	4	5	5	137		
145	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	137		
146	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	133		
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149	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	3	132		
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**Tabulasi data full responden**

Responden	T1	T2	T3	T4	R1	R2	R3	R4	R4	R1	R2	R3	R4	A1	A2	A3	A4	E1	E2	E3	E4	E5		K1	K2	K3		L1	L2	L3	L4	L5	L6	L7	L8		Total	
	Kualitas Pelayanan														Kepuasan			Loyalitas																				
151	4	4	4	5	5	5	5	5	4	4	4	4	4	4	5	5	5	4	4	4	4	4		4	4	4		4	4	4	4	4	3	4	4		139	
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163	3	2	1	2	3	4	1	2	4	2	1	2	3	4	3	4	4	4	4	4	4	5		4	4	4		3	5	5	4	4	4	4	3		110	
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166	3	1	3	2	3	2	1	2	4	1	1	3	3	4	4	4	3	2	3	3	4	4		3	4	3		4	4	4	4	4	3	3	3		99	
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169	3	3	2	2	3	3	2	2	3	2	2	3	1	4	3	4	5	3	4	5	4	4		5	4	4		5	3	4	3	3	5	4	5		112	
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**Ouput Lisrel ver 8.70 Normalitas Data**

## Goodness of Fit Statistics

Degrees of Freedom = 101  
 Minimum Fit Function Chi-Square = 148.02 (P = 0.0016)  
 Normal Theory Weighted Least Squares Chi-Square = 147.55 (P = 0.0017)  
 Estimated Non-centrality Parameter (NCP) = 46.55  
 90 Percent Confidence Interval for NCP = (18.08 ; 83.01)

Minimum Fit Function Value = 0.88  
 Population Discrepancy Function Value (F0) = 0.28  
 90 Percent Confidence Interval for F0 = (0.11 ; 0.49)  
 Root Mean Square Error of Approximation (RMSEA) = 0.052  
 90 Percent Confidence Interval for RMSEA = (0.033 ; 0.070)  
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.40

Expected Cross-Validation Index (ECVI) = 1.29  
 90 Percent Confidence Interval for ECVI = (1.12 ; 1.50)  
 ECVI for Saturated Model = 1.61  
 ECVI for Independence Model = 36.51

Chi-Square for Independence Model with 120 Degrees of Freedom =  
 6138.34

Independence AIC = 6170.34  
 Model AIC = 217.55  
 Saturated AIC = 272.00  
 Independence CAIC = 6236.52  
 Model CAIC = 362.30  
 Saturated CAIC = 834.47

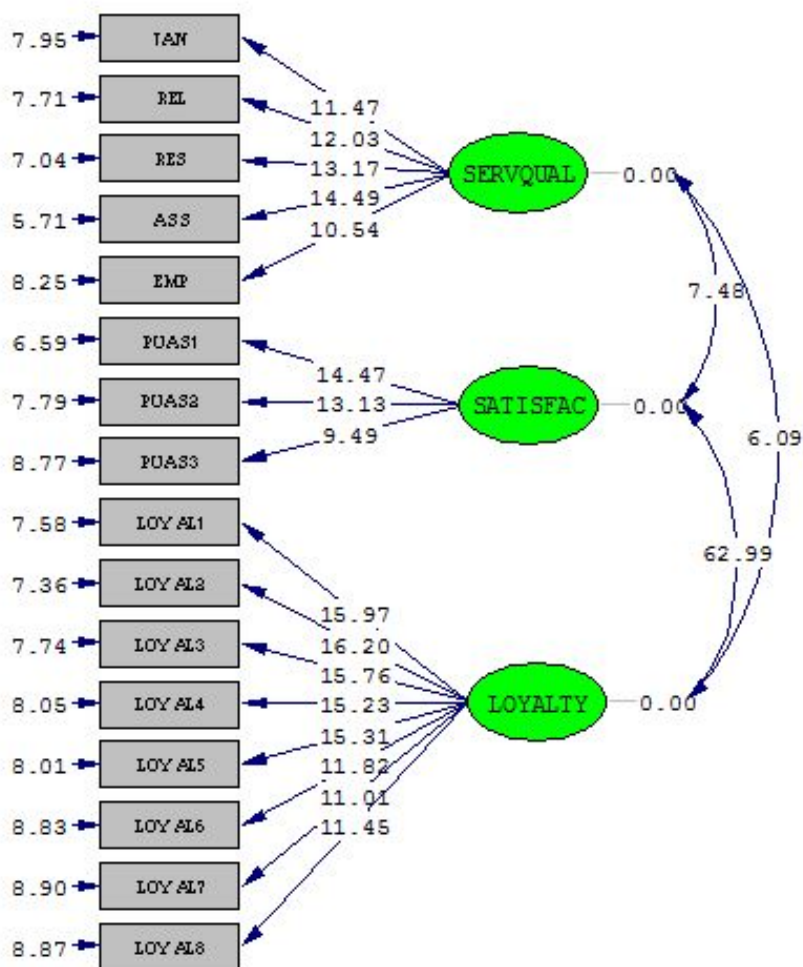
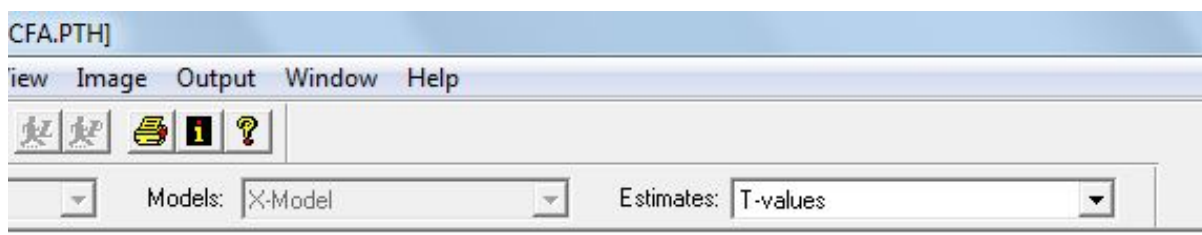
Normed Fit Index (NFI) = 0.98  
 Non-Normed Fit Index (NNFI) = 0.99  
 Parsimony Normed Fit Index (PNFI) = 0.82  
 Comparative Fit Index (CFI) = 0.99  
 Incremental Fit Index (IFI) = 0.99  
 Relative Fit Index (RFI) = 0.97

Critical N (CN) = 157.39

Root Mean Square Residual (RMR) = 0.047  
 Standardized RMR = 0.048  
 Goodness of Fit Index (GFI) = 0.90  
 Adjusted Goodness of Fit Index (AGFI) = 0.87  
 Parsimony Goodness of Fit Index (PGFI) = 0.67

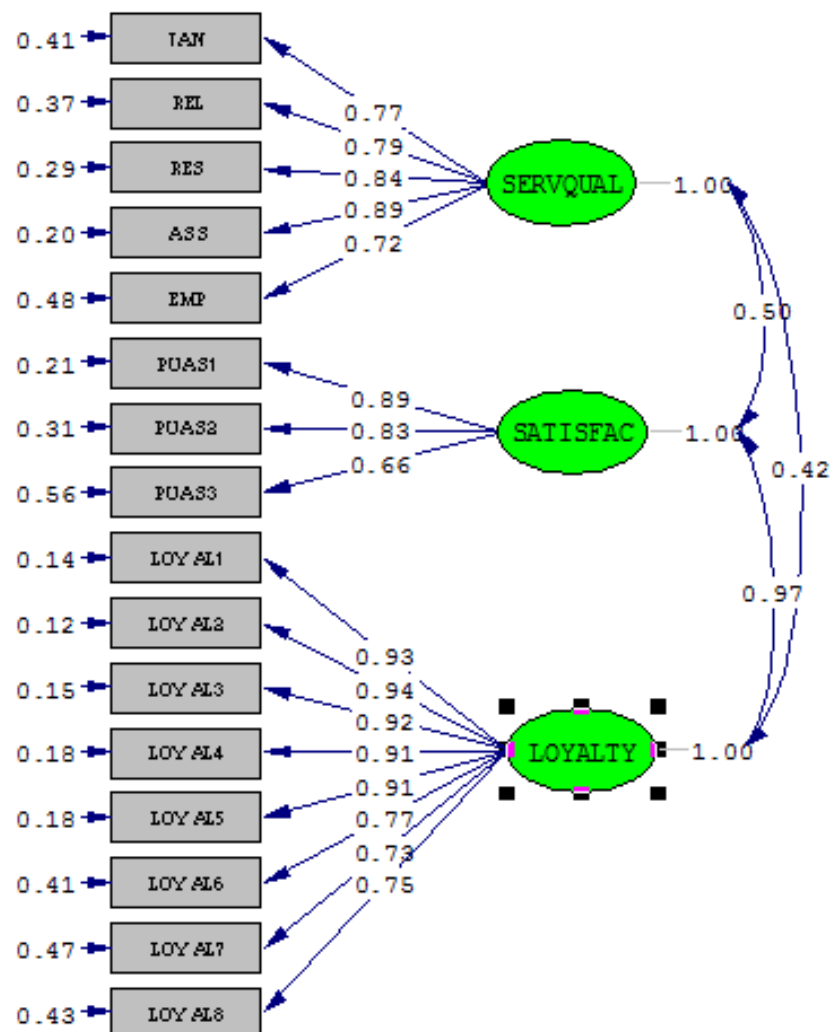
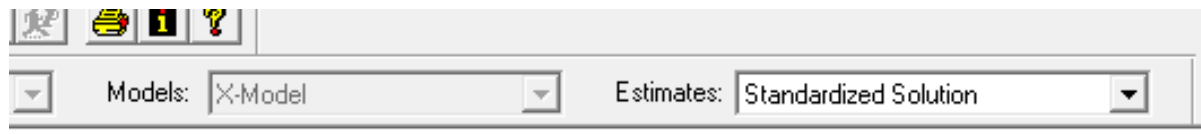


**Path Diagram Confirmatory Factor Analysis (t-value)**



Chi-Square=147.55, df=101, P-value=0.00175, RMSEA=0.052

**Path Diagram Confirmatory Factor Analysis (standardized solution)**



Chi-Square=147.55, df=101, P-value=0.00175, RMSEA=0.052

### Output Lisrel Ver 8.70 Model Struktural

#### Goodness of Fit Statistics

Degrees of Freedom = 98  
 Minimum Fit Function Chi-Square = 112.67 (P = 0.15)  
 Normal Theory Weighted Least Squares Chi-Square = 108.85 (P = 0.21)  
 Estimated Non-centrality Parameter (NCP) = 10.85  
 90 Percent Confidence Interval for NCP = (0.0 ; 40.52)

Minimum Fit Function Value = 0.67  
 Population Discrepancy Function Value (F0) = 0.064  
 90 Percent Confidence Interval for F0 = (0.0 ; 0.24)  
 Root Mean Square Error of Approximation (RMSEA) = 0.026  
 90 Percent Confidence Interval for RMSEA = (0.0 ; 0.049)  
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.95

Expected Cross-Validation Index (ECVI) = 1.09  
 90 Percent Confidence Interval for ECVI = (1.03 ; 1.27)  
 ECVI for Saturated Model = 1.61  
 ECVI for Independence Model = 36.51

Chi-Square for Independence Model with 120 Degrees of Freedom = 6138.34  
 Independence AIC = 6170.34  
 Model AIC = 184.85  
 Saturated AIC = 272.00  
 Independence CAIC = 6236.52  
 Model CAIC = 342.01  
 Saturated CAIC = 834.47

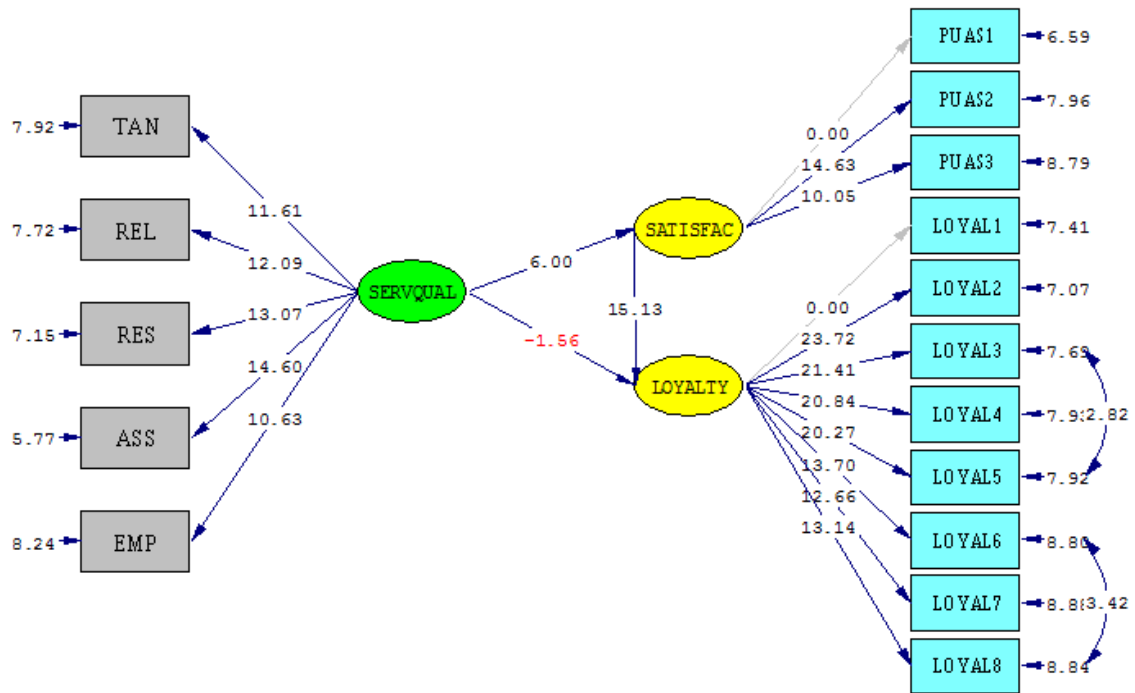
Normed Fit Index (NFI) = 0.98  
 Non-Normed Fit Index (NNFI) = 1.00  
 Parsimony Normed Fit Index (PNFI) = 0.80  
 Comparative Fit Index (CFI) = 1.00  
 Incremental Fit Index (IFI) = 1.00  
 Relative Fit Index (RFI) = 0.98

Critical N (CN) = 201.21

Root Mean Square Residual (RMR) = 0.044  
 Standardized RMR = 0.046  
 Goodness of Fit Index (GFI) = 0.93  
 Adjusted Goodness of Fit Index (AGFI) = 0.90  
 Parsimony Goodness of Fit Index (PGFI) = 0.67

**Path Diagram Model Struktural (t-value)**

Models: Basic Model Estimates: T-values



Chi-Square=108.85, df=98, P-value=0.21317, RMSEA=0.026

**Model Struktural**

