Lampiran 1
<u>Kuesioner Penelitian</u>

A. Karateristik Responden

Berikan tanda centang (√) atau silang (X) pada satu pilihan yang sesuai dengan jawaban anda.

1. Jenis kelamin
   ☐ Laki-laki ☐ Perempuan

2. Usia
   ☐ < 20 tahun ☐ 31 – 40 tahun
   ☐ 20 – 30 tahun ☐ > 40 tahun

3. Pendidikan formal terakhir
   ☐ SD / sederajat ☐ SMA / sederajat ☐ S1 ☐ S3
   ☐ SMP / sederajat ☐ D3 ☐ S2

4. Pekerjaan
   ☐ Pelajar / mahasiswa ☐ Ibu rumah tangga
   ☐ Pegawai swasta ☐ Tidak / belum bekerja
   ☐ Pegawai negeri sipil ☐ Lainnya
   ☐ Profesional

5. Pengeluaran perbulan di luar belanja rutin bulanan
   ☐ < Rp. 1.000.000 ☐ Rp. 5.000.001 – Rp. 7.000.00
   ☐ Rp. 1.000.000 – Rp. 3.000.000 ☐ Rp. 7.000.001 – Rp. 10.000.000
   ☐ Rp. 3.000.001 – Rp. 5.000.000 ☐ > Rp. 10.000.000

6. Lama menjadi nasabah Bank BRI
   ☐ < 1 tahun ☐ 1 tahun – 2 tahun
   ☐ > 2 tahun

B. Pernyataan

Berikan tanda centang (√) atau silang (X) pada satu pilihan yang sesuai dengan keseluruhan penilaian anda sebagai nasabah Bank BRI cabang Jakarta Daan Mogot.

Keterangan:

STS : Sangat Tidak Setuju S : Setuju

TS : TidakSetuju SS : SangatSetuju

N : Netral

No	Pernyataan	STS	TS	N	S	SS
1.	Bank BRI memiliki peralatan yang terbaru					
2.	Fasilitas fisik Bank BRI terlihat menarik					
3.	Karyawan Bank BRI berpenampilan menarik					
4.	Penampilan fasilitas fisik Bank BRI sesuai dengan jenis pelayanan yang diberikan					
5.	Bila Bank BRI berjanji memberikan layanan pada waktu yang disepakati, bank merealisasikannya dengan tepat					
6.	Bila nasabah mendapat masalah, Bank BRI menunjukkan sikap untuk menyelesaikannya					
7.	Bank BRI dapat diandalkan untuk memberikan pelayanan dengan tepat					
8.	Bank BRI menyampaikan layanannya dengan tepat sesuai waktu yang dijanjikan					
9.	Bank BRI memiliki pencatatan yang akurat					
10.	Bank BRI memberitahu nasabah, tepatnya layanan akan diterima nasabah					
11.	Karyawan bank memberikan layanan kepada nasabah dengan cepat					
12.	Karyawan Bank BRI selalu bersedia membantu nasabah					
13.	Karyawan Bank BRI selalu merespon permintaan nasabah dengan cepat					

No	Pernyataan	STS	TS	N	S	SS
14.	Karyawan Bank BRI menumbuhkan rasa percaya pada nasabah					
15.	Nasabah merasa aman bertransaksi dengan Bank BRI					
16.	Karyawan Bank BRI bersikap sopan					
17.	Karyawan Bank BRI mendapat bantuan yang memadai dari perusahaan untuk melakukan pekerjaan dengan baik					
18.	Bank memberikan perhatian individual kepada semua nasabah					
19.	Bank memiliki karyawan yang memberikan perhatian individual kepada nasabah					
20.	Karyawan bank memahami kebutuhan nasabah					
21.	Pada dasarnya, bank selalu memperhatikan kepentingan terbaik nasabah					
22.	Bank memiliki waktu operasional yang sesuai bagi semua nasabahnya					
23.	Bank BRI dikenal sebagai perusahaan yang memperhatikan nasabah dengan baik					
24.	Nasabah dapat menilai dengan tepat, layanan Bank BRI yang sangat bermanfaat					
25.	Dibanding dengan bank lain, Bank BRI dikenal selalu memberikan kualitas yang baik secara konsisten					
26.	Dibanding dengan bank lain, Bank BRI memiliki hubungan baik dengan nasabah					
27.	Bank BRI memiliki reputasi yang baik					
28.	Saya puas menggunakan jasa Bank BRI					
29.	Saya puas dengan keseluruhan kualitas produk/ jasa Bank BRI					
30.	Secara keseluruhan, saya memiliki kesan positif terhadap Bank BRI					

No	Pernyataan	STS	TS	N	S	SS
31.	Saya akan menyampaikan hal-hal positif tentang Bank BRI kepada orang lain					
32.	Saya akan merekomendasikan Bank BRI pada orang lain					
33.	Saya akan menganjurkan kerabat untuk menjadi nasabah Bank BRI					
34.	Bank BRI menjadi pilihan pertama Saya untuk menyimpan uang					
35.	Saya akan menambah simpanan di Bank BRI dalam beberapa tahun mendatang					

Lampiran 2
Frekuensi Demografi

No	KarateristikDemografi	Kategori	Frekuensi (orang)
1	JenisKelamin	1.1 Laki-laki	103
		1.2 Perempuan	77
2	Usia	2.1 < 20	13
		2.2 20-30	49
		2.3 31-40	86
		2.4 > 40	32
3	Pendidikan Formal Terakhir	3.1 SD	0
		3.2 SMP	11
		3.3 SMA	84
		3.4 D3	26
		3.5 S1	57
		3.6 S2	2
		3.7 S3	0
4	Pekerjaan	4.1 Pelajar/ Mahasiswa	34
		4.2 Peg. Swasta	47
		4.3 PNS	18
		4.4 Profesional	11
		4.5 IRT	24
		4.6 Wiraswasta	40
		4.7 Belum Bekerja	6
5	Penghasilan Perbulan	5.1 < 1 juta	0
		5.2 1-3 juta	58
		5.3 3-5 juta	82

No	KarateristikDemografi	Kategori	Frekuensi (orang)
		5.4 5-7 juta	26
		5.5 7-10 juta	11
		5.6 > 10 juta	3
6	Lama menjadi Nasabah	6.1 < 1 tahun	35
		6.2 1 tahun – 2 tahun	86
		6.3 > 2 tahun	59

Lampiran 3
Tabulasi Hasil Penilaian Seluruh Responden

No	KUALITAS PELAYANAN																										CITRA MEREK					KEPUASAN			LOYALITAS				
	Tangible					Reliability						Responsiveness					Assurance					Empathy																		
	SQ1	SQ2	SQ3	SQ4	SC	SQ5	SQ6	SQ7	SQ8	SQ9	SC	SQ10	SQ11	SQ12	SQ13	SC	SQ14	SQ15	SQ16	SQ17	SC	SQ18	SQ19	SQ20	SQ21	SQ22	SC	BI1	BI2	BI3	BI4	BI5	KN1	KN2	KN3	LN1	LN2	LN3	LN4	LN5
1	4	3	2	2	-1,2	1	3	2	2	1	-2,5	2	3	2	2	-1,6	2	2	2	2	-1,8	3	4	5	4	5	0,69	5	4	3	4	5	2	2	2	3	2	2	1	2
2	2	3	4	3	-0,8	2	3	4	3	4	-0,7	3	4	3	3	-0,4	4	4	3	2	-0,4	2	3	4	5	4	0,01	5	4	4	5	4	4	5	4	4	5	4	4	4
3	4	4	4	4	0,39	5	4	4	4	5	0,86	3	3	3	4	-0,4	5	5	5	4	1,33	3	3	3	4	3	-0,5	2	2	2	2	2	4	5	5	4	3	5	5	4
4	4	3	4	3	-0,3	4	3	4	3	4	-0,2	3	2	3	4	-0,7	3	3	4	5	0,16	4	5	5	4	5	1,17	5	4	4	5	5	5	4	5	5	4	5	5	5
5	2	3	5	4	-0,2	5	3	5	4	5	0,85	3	4	4	4	0,2	3	4	4	3	-0,1	3	4	5	5	5	0,96	4	4	4	4	5	5	4	5	5	4	3	4	5
6	4	5	4	3	0,4	3	5	4	3	3	-0,1	3	2	3	2	-1,3	4	4	4	4	0,46	5	4	3	4	4	0,44	2	3	3	4	3	4	5	5	4	5	4	3	4
7	3	2	3	3	-1,1	4	3	3	3	4	-0,4	5	5	5	5	1,66	4	3	3	2	-0,7	3	4	3	5	4	0,25	5	5	5	4	4	2	2	3	4	3	5	4	5
8	4	3	3	3	-0,6	3	3	3	3	3	-1	3	3	2	3	-1	4	4	3	3	-0,1	2	2	2	2	2	-2	5	4	4	5	4	4	4	4	5	4	4	4	4
9	4	5	5	3	0,69	4	5	5	3	2	0,12	3	2	3	3	-1	4	4	4	4	0,46	5	4	5	4	5	1,15	4	5	5	5	4	5	4	5	4	5	5	5	5
10	3	3	3	3	-0,8	3	3	3	3	3	-1	3	4	4	4	0,2	5	4	3	2	-0,1	1	1	1	1	1	-3,2	2	1	3	2	2	2	2	2	5	4	5	5	5
11	3	4	3	4	-0,2	5	4	3	2	4	-0,2	2	3	4	5	-0,1	4	3	4	3	-0,1	4	4	4	4	4	0,46	5	5	4	5	5	5	4	4	4	5	4	4	5
12	2	3	3	3	-1,1	3	3	3	3	3	-1	4	4	4	4	0,48	5	4	5	4	1,04	5	5	5	5	5	1,67	4	5	5	4	5	4	5	4	5	5	4	5	4
13	3	4	2	3	-0,8	4	4	4	3	4	0,09	4	3	3	4	-0,1	2	3	2	1	-1,8	1	2	2	3	3	-1,7	2	3	4	4	4	4	4	5	5	5	5	5	5
14	1	1	1	1	-3,2	1	1	1	1	1	-3,6	2	3	4	3	-0,7	3	4	2	3	-0,7	2	2	2	3	4	-1,3	4	4	4	4	4	2	2	2	2	1	1	3	3
15	2	2	2	2	-2	3	2	2	2	2	-2	2	3	3	4	-0,7	5	4	3	5	0,76	4	5	5	4	5	1,17	5	4	5	4	4	5	4	5	5	5	4	5	5
16	2	3	2	3	-1,4	2	3	2	3	3	-1,5	2	2	3	3	-1,3	3	3	3	3	-0,7	3	4	3	5	5	0,47	5	5	5	5	3	4	5	4	4	4	4	4	4
17	4	5	5	4	1,01	2	5	5	4	2	-0,1	3	3	2	2	-1,3	2	3	3	4	-0,7	4	4	3	4	4	0,21	4	5	5	3	4	4	4	4	2	3	2	4	4
18	4	4	4	4	0,39	4	4	4	4	4	0,35	2	2	2	3	-1,6	3	4	3	2	-0,7	3	3	3	3	3	-0,8	5	4	5	4	4	4	5	4	5	5	5	5	5
19	3	2	3	2	-1,5	3	2	3	2	3	-1,5	3	2	3	2	-1,3	1	1	1	1	-3	1	2	3	3	2	-1,7	4	4	5	5	5	5	4	5	5	4	5	4	5
20	2	4	2	3	-1	4	4	2	3	4	-0,4	2	2	3	2	-1,6	2	4	2	3	-1	3	4	3	5	4	0,25	4	5	4	5	5	5	5	5	4	5	5	3	4
21	5	4	4	4	0,65	5	4	4	4	5	0,86	5	5	5	5	1,66	5	5	5	5	1,6	4	3	4	5	4	0,47	3	4	5	5	4	5	5	4	5	5	5	5	5
22	2	3	4	3	-0,8	2	3	4	3	4	-0,7	5	4	2	3	-0,1	4	5	5	4	1,03	3	3	5	4	5	0,44	4	5	5	3	5	4	5	4	5	4	5	4	4
23	4	3	2	4	-0,5	4	3	2	4	3	-0,7	3	3	2	3	-1	4	5	4	5	1,03	4	3	3	4	3	-0,3	4	4	4	4	4	5	4	3	4	4	3	4	5
24	3	3	3	2	-1,1	4	3	3	2	4	-0,7	3	4	3	2	-0,7	3	4	3	2	-0,7	3	3	5	4	5	0,44	4	5	5	4	5	5	5	4	4	5	5	4	5
25	2	2	2	2	-2	2	2	2	2	2	-2,3	2	3	2	2	-1,6	1	2	2	3	-1,8	3	4	3	4	4	-0	5	5	5	5	5	2	2	2	5	4	5	5	5
26	4	4	3	3	-0,2	4	4	3	3	4	-0,2	2	4	5	4	0,22	4	4	4	4	0,46	4	3	4	3	3	-0,3	4	4	4	5	5	4	4	5	5	5	5	4	4
27	2	2	3	4	-1,1	5	4	3	4	5	0,59	5	4	5	3	0,77	4	5	3	3	0,19	4	4	4	4	4	0,46	5	5	5	4	5	5	5	5	4	5	4	5	5
28	3	4	3	2	-0,8	4	4	3	2	3	-0,7	2	2	1	2	-2,2	3	3	3	3	-0,7	2	3	2	3	4	-1	4	5	4	3	4	5	3	4	4	5	5	4	5
29	4	2	3	2	-1,2	3	2	3	2	4	-1,2	1	1	2	3	-2,2	2	2	2	2	-1,8	3	2	2	1	3	-1,8	4	2	3	3	4	2	3	2	2	2	1	2	1
30	2	2	2	3	-1,7	3	2	2	3	3	-1,5	4	5	5	5	1,38	5	4	3	4	0,48	2	2	2	2	2	-2	5	3	2	4	5	4	4	4	4	5	5	5	4
31	3	4	4	3	-0,2	3	2	3	4	4	-0,7	3	4	3	3	-0,4	3	5	4	5	0,73	5	4	5	5	4	1,19	5	5	5	5	5	4	5	4	3	3	4	4	4
32	5	4	5	4	0,94	3	2	3	2	3	-1,5	4	3	3	4	-0,1	4	3	3	4	-0,1	3	4	3	4	3	-0,2	4	5	3	4	5	4	4	5	4	4	5	4	5
33	3	4	3	4	-0,2	2	2	3	2	3	-1,7	2	3	3	4	-0,7	4	3	4	5	0,46	4	4	3	4	3	-0	4	5	5	5	4	3	4	3	4	5	4	4	5
34	5	4	3	3	0,04	3	4	5	5	4	0,64	3	3	3	3	-0,7	3	3	2	2	-1,2	4	5	3	4	3	0,25	5	5	5	5	5	5	5	5	5	4	5	5	5
35	2	3	3	2	-1,4	2	3	2	1	2	-2,2	1	1	1	1	-3,1	4	4	3	2	-0,4	2	2	3	2	2	-1,7	4	2	3	4	4	3	2	2	3	2	2	1	2
36	1	1	2	2	-2,6	3	3	2	4	4	-0,7	4	3	4	5	0,47	4	3	4	3	-0,1	2	2	2	2	2	-2	2	3	4	3	5	4	3	4	4	4	3	2	3
37	1	2	1	2	-2,6	3	2	3	2	3	-1,5	5	4	5	3	0,77	3	3	3	3	-0,7	3	4	2	3	4	-0,5	5	4	4	5	5	2	2	2	3	3	4	3	4
38	3	2	2	1	-2,1	2	3	3	3	3	-1,2	4	4	4	4	0,48	4	3	4	5	0,46	5	4	4	3	2	-0	5	5	5	4	5	4	5	4	3	4	3	5	5
39	2	3	4	3	-0,8	2	3	4	4	5	-0,2	5	5	5	5	1,66	4	4	5	4	0,74	3	4	5	4	5	0,69	4	5	4	4	5	5	4	4	4	4	4	4	4
40	3	3	4	4	-0,2	4	3	4	3	4	-0,2	3	4	4	4	0,2	3	5	4	3	0,18	4	5	5	3	4	0,68	3	3	4	2	3	3	3	3	4	3	3	5	4
41	4	5	5	5	1,33	4	4	4	4	4	0,35	3	4	4	5	0,49	5	4	4	4	0,76	3	2	2	2	3	-1,5	5	5	4	4	4	4	5	4	4	5	5	4	5
42	3	4	4	3	-0,2	4	5	4	3	4	0,36	4	5	3	5	0,78	5	5	4	4	1,05	5	4	3	4	4	0,44	4	4	4	4	5	5	5	4	5	5	5	5	5
43	5	4	3	4	0,36	4	5	5	5	5	1,41	4	4	4	4	0,48	3	4	3	4	-0,1	5	5	5	5	5	1,67	5	4	5	4	5	5	4	4	5	4	5	5	4
44	5	4	5	5	1,26	4	4	4	5	4	0,62	5	4	4	3	0,47	4	3	2	4	-0,4	3	3	2	3	2	-1,2	3	4	5	5	4	4	4	4	4	5	5	4	5
45	4	3	4	4	0,06	3	4	4	5	4	0,37	3	3	3	3	-0,7	4	3	2	4	-0,4	4	4	5	4	5	0,92	4	4	5	5	3	4	4	4	5	4	3	3	4

No	KUALITAS PELAYANAN																										CITRA MEREK					KEPUASAN			LOYALITAS				
	Tangible					Reliability						Responsiveness					Assurance					Empathy																			
	SQ1	SQ2	SQ3	SQ4	SC	SQ5	SQ6	SQ7	SQ8	SQ9	SC	SQ10	SQ11	SQ12	SQ13	SC	SQ14	SQ15	SQ16	SQ17	SC	SQ18	SQ19	SQ20	SQ21	SQ22	SC	BI1	BI2	BI3	BI4	BI5	KN1	KN2	KN3	LN1	LN2	LN3	LN4	LN5
46	3	2	4	4	-0,5	4	4	5	5	4	0,88	5	4	3	4	0,46	3	4	5	5	0,73	4	5	5	4	3	0,73	3	3	4	5	4	5	4	5	4	4	3	3	4
47	5	5	5	4	1,27	4	5	5	5	3	0,9	3	4	5	4	0,5	4	4	4	5	0,74	4	4	4	4	4	0,46	3	4	4	4	4	5	5	4	4	5	4	4	5
48	4	3	2	2	-1,2	1	2	3	4	3	-1,5	2	2	2	2	-1,9	2	1	2	3	-1,8	2	2	2	2	2	-2	4	4	4	5	4	4	5	5	5	5	5	4	5
49	5	4	4	4	0,65	3	2	2	3	2	-1,7	1	2	3	2	-1,9	4	4	4	4	0,46	3	2	2	3	3	-1,3	3	4	3	5	4	4	3	3	3	2	1	1	2
50	5	4	4	5	0,97	4	3	3	4	3	-0,4	3	3	3	3	-0,7	4	4	4	3	0,19	2	2	4	3	2	-1,2	4	5	4	4	5	4	4	5	4	5	4	4	5
51	2	3	2	4	-1	3	3	3	3	3	-1	4	5	4	3	0,49	2	2	2	2	-1,8	3	4	3	4	3	-0,2	2	3	4	5	5	4	3	4	4	4	4	4	5
52	4	3	4	5	0,38	4	3	4	4	3	-0,2	2	3	4	3	-0,7	4	4	3	4	0,18	3	3	4	3	3	-0,5	4	3	5	5	4	5	5	4	4	5	4	4	4
53	3	4	4	5	0,45	4	3	4	4	5	0,34	5	5	5	5	1,66	4	5	4	4	0,75	5	4	5	4	5	1,15	5	4	3	3	5	4	5	5	4	5	5	5	4
54	4	4	3	4	0,1	5	5	5	3	4	0,88	5	4	5	5	1,36	4	4	4	3	0,19	4	4	4	4	4	0,46	3	4	5	5	5	5	4	5	5	4	5	5	4
55	4	3	5	4	0,35	5	5	4	4	5	1,13	4	4	5	5	1,08	4	5	5	4	1,03	4	4	3	4	4	0,21	5	4	5	5	4	5	5	5	5	5	5	4	5
56	4	4	4	4	0,39	3	4	3	4	4	-0,2	4	4	4	4	0,48	3	4	3	4	-0,1	3	3	3	3	3	-0,8	3	4	5	5	5	5	5	4	5	4	5	5	5
57	5	4	3	3	0,04	3	4	4	3	3	-0,4	3	4	3	2	-0,7	1	1	1	1	-3	2	3	4	5	4	0,01	4	4	5	4	5	4	4	4	5	4	5	5	4
58	5	4	4	3	0,33	4	3	3	4	5	0,07	4	4	5	4	0,78	3	3	3	3	-0,7	4	4	3	2	3	-0,5	4	4	4	5	5	4	3	5	4	5	4	4	5
59	3	4	4	5	0,45	5	4	5	4	3	0,61	4	4	4	4	0,48	3	3	2	2	-1,2	1	2	3	4	3	-1,2	4	3	3	4	4	5	4	3	4	5	4	4	3
60	3	4	5	4	0,42	4	3	4	5	5	0,6	4	3	3	4	-0,1	4	4	4	4	0,46	3	4	5	5	5	0,96	4	5	5	4	3	4	3	5	4	5	5	5	4
61	5	4	4	4	0,65	3	4	4	3	2	-0,7	3	3	3	3	-0,7	4	5	3	2	-0,1	2	5	4	3	4	-0	3	4	5	5	5	4	4	3	4	5	3	3	3
62	5	4	5	4	0,94	4	4	4	4	4	0,35	4	5	4	4	0,79	4	5	4	5	1,03	5	4	5	5	5	1,41	3	4	5	4	5	4	3	5	5	4	3	4	5
63	2	3	4	5	-0,1	4	3	3	4	4	-0,2	3	3	3	5	-0,1	4	5	5	4	1,03	4	3	4	2	3	-0,6	4	5	5	5	5	5	5	5	4	4	5	5	5
64	3	4	3	4	-0,2	4	5	4	5	5	1,14	5	4	4	4	0,76	5	4	5	5	1,32	4	5	4	4	3	0,49	3	4	5	4	4	4	5	5	4	4	5	5	5
65	5	5	4	5	1,3	5	4	4	5	4	0,87	4	4	4	3	0,18	3	2	3	4	-0,7	3	3	4	4	5	0,19	4	4	5	5	4	5	4	4	5	5	4	4	4
66	3	4	5	3	0,1	4	4	4	3	3	-0,2	2	2	2	2	-1,9	4	5	4	3	0,47	3	4	5	5	3	0,52	4	4	5	5	4	3	4	5	5	5	4	4	5
67	5	3	4	5	0,64	3	4	3	4	3	-0,4	4	4	4	4	0,48	3	2	1	2	-1,8	3	3	3	2	4	-0,8	5	4	5	5	5	5	4	4	5	5	4	4	5
68	4	5	3	4	0,43	3	4	5	5	4	0,64	4	3	3	2	-0,7	2	2	2	2	-1,8	3	2	3	3	4	-0,8	5	5	5	5	5	4	4	5	4	3	4	4	5
69	4	5	4	5	1,04	5	4	5	5	5	1,39	4	5	5	4	1,09	3	4	4	5	0,45	4	4	4	4	4	0,46	3	4	3	5	5	4	3	2	2	3	2	3	4
70	5	3	4	3	-0	4	5	5	4	5	1,15	3	4	4	4	0,2	3	3	4	3	-0,4	3	4	4	4	5	0,45	5	4	5	5	5	4	5	4	3	4	4	3	3
71	3	4	5	4	0,42	4	4	4	4	4	0,35	4	3	3	3	-0,4	4	5	3	5	0,75	5	4	5	4	5	1,15	5	5	5	4	5	4	3	3	3	3	4	4	3
72	2	3	5	4	-0,2	3	4	5	5	4	0,64	4	3	2	4	-0,4	3	4	5	5	0,73	4	3	4	5	4	0,47	2	3	4	4	4	4	4	4	4	4	5	4	3
73	4	3	4	5	0,38	4	5	4	5	4	0,89	5	4	3	5	0,75	4	4	4	4	0,46	4	5	5	4	5	1,17	4	4	5	5	5	5	4	4	5	3	4	5	5
74	4	3	5	4	0,35	4	4	4	5	5	0,87	4	5	4	3	0,49	3	4	5	4	0,45	5	4	3	2	5	0,13	4	5	4	5	5	4	5	4	4	5	5	4	3
75	5	5	5	4	1,27	4	4	5	5	5	1,14	4	5	4	4	0,79	5	4	5	5	1,32	4	3	4	3	4	-0,1	5	4	3	3	4	3	3	3	5	5	3	4	4
76	5	4	4	5	0,97	4	4	4	4	4	0,35	4	3	4	4	0,17	4	5	5	5	1,31	4	5	5	4	5	1,17	4	5	5	5	4	3	3	4	4	3	5	5	5
77	4	3	4	5	0,38	4	4	5	4	4	0,62	5	5	4	3	0,77	2	3	4	5	-0,1	4	4	4	4	4	0,46	5	5	4	4	3	3	3	4	5	4	4	3	4
78	3	4	4	4	0,13	5	4	5	4	4	0,87	3	3	4	4	-0,1	4	4	5	4	0,74	4	5	5	4	5	1,17	5	5	5	5	5	4	3	4	5	4	3	3	3
79	5	4	4	4	0,65	4	4	5	5	4	0,88	4	3	3	4	-0,1	3	3	3	3	-0,7	5	4	5	4	3	0,71	3	4	3	4	5	4	4	4	4	4	5	5	4
80	5	4	3	3	0,04	2	2	2	2	2	-2,3	3	4	4	3	-0,1	4	5	4	3	0,47	3	3	3	4	5	-0	4	4	5	3	4	5	5	4	5	5	5	5	5
81	4	5	4	4	0,72	4	3	5	4	4	0,35	3	3	3	3	-0,7	4	3	3	4	-0,1	3	4	4	3	3	-0,3	3	4	5	5	4	3	3	3	3	4	3	3	3
82	2	3	5	3	-0,5	2	3	2	1	3	-2	2	3	4	4	-0,4	3	4	5	4	0,45	3	3	3	3	3	-0,8	5	5	5	5	5	5	4	4	5	4	4	4	5
83	1	1	1	2	-2,9	3	3	3	3	3	-1	3	2	3	2	-1,3	1	1	1	1	-3	2	1	2	1	1	-2,7	3	2	2	2	1	2	2	2	2	3	2	1	1
84	4	3	4	4	0,06	3	3	4	5	4	0,1	5	5	4	4	1,07	5	5	5	5	1,6	4	5	5	4	4	0,95	3	4	4	3	4	3	3	4	4	3	3	4	3
85	3	3	3	4	-0,5	3	3	3	4	5	-0,2	4	5	5	4	1,09	3	4	5	4	0,45	5	4	5	4	5	1,15	4	3	5	4	4	4	4	5	4	4	4	4	4
86	3	4	3	4	-0,2	5	5	5	5	5	1,66	4	5	5	4	1,09	4	4	3	4	0,18	5	5	4	5	5	1,43	4	4	4	4	4	5	5	5	5	4	5	4	5
87	5	4	4	5	0,97	3	4	3	2	3	-0,9	4	3	4	3	-0,1	3	2	3	4	-0,7	4	3	4	3	4	-0,1	3	4	4	5	4	4	5	5	4	5	5	4	5
88	4	5	4	4	0,72	4	5	4	5	4	0,89	4	3	2	2	-1	3	3	3	3	-0,7	4	5	5	4	3	0,73	3	4	4	4	3	3	3	3	4	5	4	4	3
89	4	3	3	4	-0,2	5	4	4	5	5	1,12	5	5	5	4	1,37	5	5	4	4	1,05	5	5	5	5	5	1,67	4	4	3	2	3	4	3	3	2	3	3	4	5
90	3	3	3	3	-0,8	4	4	4	4	4	0,35	3	4	3	4	-0,1	5	5	4	4	1,05	3	5	4	4	5	0,7	4	4	5	5	5	3	4	5	5	5	4	3	4

No	KUALITAS PELAYANAN																											CITRA MEREK					KEPUASAN			LOYALITAS				
	Tangible					Reliability						Responsiveness					Assurance					Empathy																			
	SQ1	SQ2	SQ3	SQ4	SC	SQ5	SQ6	SQ7	SQ8	SQ9	SC	SQ10	SQ11	SQ12	SQ13	SC	SQ14	SQ15	SQ16	SQ17	SC	SQ18	SQ19	SQ20	SQ21	SQ22	SC	BI1	BI2	BI3	BI4	BI5	KN1	KN2	KN3	LN1	LN2	LN3	LN4	LN5
91	4	3	4	5	0,38	4	4	3	4	4	0,09	5	4	4	5	1,06	5	5	5	5	1,6	5	3	2	3	3	-0,5	4	4	3	5	4	4	4	3	4	4	3	2	3
92	4	4	4	4	0,39	4	3	3	2	3	-1	4	4	5	4	0,78	5	4	5	4	1,04	5	4	5	4	2	0,49	3	4	3	2	3	2	2	3	3	2	4	3	2
93	4	5	3	4	0,43	5	4	4	3	3	0,08	3	4	3	4	-0,1	3	4	3	4	-0,1	3	4	3	4	3	-0,2	4	4	5	4	3	3	3	2	2	3	3	2	3
94	3	4	4	2	-0,5	2	2	2	2	2	-2,3	3	2	2	1	-1,9	3	2	3	4	-0,7	5	4	5	4	5	1,15	2	2	3	4	5	3	3	2	3	3	3	2	2
95	4	4	4	4	0,39	4	4	5	4	4	0,62	4	3	4	5	0,47	4	5	5	5	1,31	5	4	5	5	4	1,19	5	4	5	4	5	5	5	4	4	3	4	4	3
96	5	4	4	5	0,97	4	3	4	3	4	-0,2	5	4	4	4	0,76	5	4	2	3	-0,1	4	3	4	3	4	-0,1	5	4	4	3	2	3	2	4	3	2	3	4	4
97	5	4	2	3	-0,3	2	3	4	4	3	-0,7	2	2	3	4	-1	2	2	2	2	-1,8	4	5	5	4	3	0,73	3	2	2	4	5	4	2	3	4	3	2	2	3
98	5	4	5	4	0,94	5	4	4	3	4	0,34	3	3	3	3	-0,7	5	5	4	3	0,77	4	3	3	4	3	-0,3	4	4	2	2	3	4	2	3	4	4	3	2	3
99	3	4	4	4	0,13	4	4	3	4	4	0,09	2	2	2	2	-1,9	3	4	4	3	-0,1	4	3	2	3	2	-1	3	2	4	4	3	2	3	4	3	2	4	4	3
100	4	4	5	4	0,68	5	4	3	2	2	-0,7	1	1	1	1	-3,1	4	3	3	3	-0,4	2	2	2	2	2	-2	4	4	4	4	4	4	5	5	5	4	5	4	3
101	4	5	4	4	0,72	4	3	4	3	3	-0,4	4	3	4	3	-0,1	4	3	4	3	-0,1	5	4	3	4	4	0,44	5	5	5	5	5	3	4	4	5	4	4	4	5
102	1	2	3	4	-1,3	3	1	2	3	2	-2	2	2	2	2	-1,9	1	1	1	1	-3	2	2	1	2	3	-2	4	5	5	2	4	4	5	4	2	3	2	1	1
103	3	4	3	3	-0,5	5	5	3	4	3	0,35	4	3	3	3	-0,4	4	3	3	4	-0,1	5	4	3	4	3	0,22	4	4	4	4	4	4	5	4	4	3	3	4	3
104	3	2	4	4	-0,5	5	5	4	4	3	0,62	4	4	5	4	0,78	4	5	4	5	1,03	4	4	4	4	3	0,24	3	4	5	5	4	4	5	5	4	4	4	4	4
105	5	5	5	5	1,59	4	3	2	3	3	-1	2	2	3	2	-1,6	3	2	2	3	-1,2	3	3	3	3	3	-0,8	5	4	4	5	4	4	5	3	5	4	5	4	5
106	4	5	5	5	1,33	3	4	4	3	4	-0,2	3	4	5	5	0,79	5	4	4	4	0,76	4	5	4	3	3	0,22	4	3	3	4	4	5	4	3	4	4	4	4	4
107	5	4	4	4	0,65	5	3	4	4	4	0,33	3	4	4	4	0,2	3	3	3	3	-0,7	4	5	5	5	4	1,22	3	4	4	3	4	4	4	5	4	4	5	5	5
108	4	5	5	4	1,01	5	5	4	4	4	0,87	4	3	3	4	-0,1	5	4	5	4	1,04	5	4	5	4	5	1,15	4	3	3	4	3	4	4	5	5	5	5	4	4
109	5	4	4	4	0,65	5	4	5	5	4	1,13	4	4	5	4	0,78	4	5	5	5	1,31	4	3	4	3	4	-0,1	4	4	4	5	4	5	5	4	5	5	5	5	4
110	5	5	4	3	0,66	4	5	5	5	4	1,16	4	4	4	4	0,48	3	4	4	4	0,17	4	5	5	4	5	1,17	4	3	4	4	4	5	5	4	5	4	5	5	5
111	5	4	4	5	0,97	5	5	4	4	4	0,87	5	5	5	5	1,66	4	5	4	4	0,75	2	2	2	2	2	-2	4	4	5	5	5	4	4	4	5	5	5	5	5
112	2	3	3	4	-0,8	2	1	2	2	3	-2,3	3	2	3	2	-1,3	2	2	1	2	-2,1	3	3	4	4	3	-0,2	3	4	4	4	3	3	4	5	3	2	2	2	1
113	5	5	5	5	1,59	4	4	3	3	3	-0,4	4	4	4	4	0,48	4	3	4	3	-0,1	4	3	5	4	4	0,44	4	3	3	2	3	4	4	4	3	4	4	3	4
114	5	4	5	5	1,26	4	5	5	4	4	0,89	4	4	5	4	0,78	5	4	4	5	1,04	4	4	5	5	4	0,97	3	4	4	3	2	3	5	4	4	3	5	4	4
115	5	4	5	4	0,94	5	5	5	5	5	1,66	5	4	5	4	1,06	4	4	5	4	0,74	5	4	5	5	4	1,19	4	3	3	2	4	4	5	5	4	4	4	4	4
116	3	4	4	4	0,13	4	3	4	4	5	0,34	3	2	4	4	-0,4	5	4	3	4	0,48	4	5	4	4	3	0,49	2	3	2	3	4	5	5	5	4	5	5	4	4
117	4	4	3	4	0,1	4	4	4	4	4	0,35	5	5	5	5	1,66	4	3	4	4	0,18	3	3	3	3	3	-0,8	3	4	4	3	3	3	3	3	5	5	4	4	4
118	5	4	5	4	0,94	4	5	5	4	5	1,15	4	5	5	5	1,38	4	5	3	4	0,47	3	4	3	4	5	0,21	3	3	4	4	3	3	4	5	4	4	4	5	5
119	3	4	4	5	0,45	4	3	2	2	2	-1,5	3	3	3	3	-0,7	4	3	4	3	-0,1	4	3	4	3	4	-0,1	4	4	5	4	3	4	4	5	4	3	4	5	5
120	4	4	5	5	1	5	5	3	4	3	0,35	4	3	4	4	0,17	3	4	4	3	-0,1	4	4	3	4	4	0,21	5	3	4	5	5	5	5	5	4	5	4	3	4
121	5	4	5	5	1,26	5	5	4	4	4	0,87	4	4	3	3	-0,1	4	4	4	4	0,46	5	4	5	4	5	1,15	4	5	5	4	3	4	5	4	3	2	4	3	2
122	4	3	4	4	0,06	4	4	5	5	3	0,63	5	5	4	3	0,77	4	5	4	4	0,75	4	5	4	5	4	0,98	5	5	3	4	4	4	5	5	2	3	3	2	3
123	5	4	5	4	0,94	3	4	4	5	4	0,37	4	5	4	4	0,79	5	5	5	5	1,6	4	5	5	4	5	1,17	4	3	5	5	5	4	5	5	3	3	3	2	2
124	4	5	5	5	1,33	5	3	4	5	4	0,59	4	3	3	4	-0,1	3	4	4	5	0,45	4	5	5	5	4	1,22	5	4	4	3	4	4	5	5	4	3	4	4	3
125	3	3	4	4	-0,2	5	5	4	4	4	0,87	4	3	4	3	-0,1	5	4	5	4	1,04	3	3	5	4	3	-0	2	3	3	4	5	5	5	5	4	4	4	4	4
126	1	2	1	3	-2,2	4	4	5	3	2	-0,2	3	3	3	3	-0,7	3	4	3	2	-0,7	3	3	3	3	3	-0,8	5	5	4	3	4	4	3	5	3	4	5	5	4
127	5	4	4	5	0,97	4	5	4	5	5	1,14	3	4	3	3	-0,4	4	4	5	5	1,02	5	4	5	4	3	0,71	4	4	3	2	3	4	5	5	5	4	4	5	4
128	4	4	5	4	0,68	5	4	5	5	4	1,13	4	3	5	5	0,77	4	3	3	4	-0,1	5	4	5	4	3	0,71	3	2	4	3	2	3	4	4	4	3	3	4	4
129	5	5	5	5	1,59	5	5	5	5	5	1,66	5	4	5	4	1,06	4	4	5	4	0,74	5	4	5	5	4	1,19	2	3	3	2	3	4	5	3	3	4	4	3	4
130	2	3	4	3	-0,8	4	3	4	3	2	-0,7	3	2	4	4	-0,4	3	2	3	4	-0,7	4	3	4	4	3	-0	3	3	3	2	2	4	5	5	4	3	3	4	3
131	2	3	2	3	-1,4	4	4	4	4	4	0,35	5	5	5	5	1,66	4	3	4	4	0,18	3	3	3	3	3	-0,8	5	3	4	5	5	5	5	5	4	4	4	5	4
132	2	2	1	2	-2,3	2	3	1	3	4	-1,5	5	4	2	3	-0,1	4	3	2	1	-1,2	2	1	3	4	5	-0,8	4	5	5	4	3	2	2	2	4	3	4	4	4
133	2	3	3	4	-0,8	4	4	4	4	4	0,35	5	4	3	4	0,46	4	3	3	4	-0,1	4	3	2	3	4	-0,5	5	5	3	4	4	4	5	4	4	4	5	5	5
134	5	4	5	4	0,94	5	5	5	4	3	0,89	2	2	2	2	-1,9	3	4	5	4	0,45	2	3	4	3	2	-1	4	3	5	5	5	4	4	5	5	5	5	4	5
135	3	4	4	4	0,13	4	4	5	4	4	0,62	4	4	4	4	0,48	5	4	3	4	0,48	4	4	4	4	4	0,46	5	4	4	3	4	3	3	4	2	3	4	4	4

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	Tangible					Reliability						Responsiveness					Assurance					Empathy																			
	SQ1	SQ2	SQ3	SQ4	SC	SQ5	SQ6	SQ7	SQ8	SQ9	SC	SQ10	SQ11	SQ12	SQ13	SC	SQ14	SQ15	SQ16	SQ17	SC	SQ18	SQ19	SQ20	SQ21	SQ22	SC	BI1	BI2	BI3	BI4	BI5	KN1	KN2	KN3	LN1	LN2	LN3	LN4	LN5
136	4	4	3	4	0,1	4	4	3	3	4	-0,2	5	5	5	5	1,66	4	4	3	4	0,18	5	4	5	5	5	1,41	5	4	3	3	3	5	5	4	4	4	5	5	5
137	5	3	4	5	0,64	4	4	3	4	3	-0,2	4	3	4	3	-0,1	3	3	3	3	-0,7	3	4	3	4	3	-0,2	4	4	5	5	4	4	5	5	4	5	4	5	5
138	4	4	4	4	0,39	3	3	4	4	3	-0,4	3	4	3	4	-0,1	3	2	3	4	-0,7	3	4	3	4	4	-0	5	5	5	5	5	4	5	4	5	4	3	3	4
139	5	5	5	5	1,59	4	4	4	4	5	0,61	4	4	5	5	1,08	5	5	5	5	1,6	4	5	5	4	4	0,95	3	4	3	3	3	5	5	5	4	5	5	5	4
140	5	4	5	4	0,94	4	5	4	3	4	0,36	3	3	4	5	0,18	4	5	5	4	1,03	3	4	5	4	4	0,47	3	4	4	3	4	4	5	4	5	5	4	4	3
141	3	2	3	4	-0,8	4	5	5	3	4	0,63	5	3	4	3	0,16	3	3	3	3	-0,7	3	4	3	2	1	-1,2	2	3	4	4	4	5	4	5	5	5	5	5	5
142	3	4	5	4	0,42	3	5	5	4	4	0,64	5	4	3	4	0,46	4	3	4	3	-0,1	2	3	4	4	2	-0,7	4	5	5	4	4	4	4	4	3	4	3	4	5
143	4	3	4	5	0,38	4	4	3	5	5	0,61	4	4	5	4	0,78	3	4	3	3	-0,4	3	3	3	3	3	-0,8	3	3	4	5	4	5	5	5	3	4	4	3	4
144	5	4	5	4	0,94	5	3	4	4	3	0,08	5	4	3	4	0,46	4	3	5	5	0,74	4	3	3	4	4	-0	4	4	5	5	4	4	5	5	4	3	5	4	4
145	3	4	4	4	0,13	3	4	3	4	3	-0,4	4	4	4	4	0,48	3	2	4	4	-0,4	5	4	4	4	4	0,68	2	3	4	3	4	3	3	4	4	4	4	4	4
146	4	4	3	4	0,1	4	5	5	4	4	0,89	3	3	4	4	-0,1	5	5	4	4	1,05	3	4	3	2	1	-1,2	3	2	2	3	3	5	5	4	3	4	4	5	4
147	4	5	4	4	0,72	4	4	4	4	4	0,35	5	4	4	5	1,06	4	5	5	5	1,31	3	4	5	4	3	0,25	4	4	3	3	4	4	4	3	5	4	4	5	5
148	3	4	5	3	0,1	4	4	3	2	2	-1	3	4	5	4	0,5	5	5	5	5	1,6	4	4	3	3	4	-0,1	4	4	3	3	4	5	5	5	5	5	5	4	5
149	3	3	2	3	-1,1	5	5	5	5	5	1,66	5	4	5	4	1,06	4	4	5	4	0,74	5	4	5	5	4	1,19	2	3	4	5	4	3	4	5	4	5	4	4	5
150	2	3	2	2	-1,7	4	3	4	4	5	0,34	3	2	4	4	-0,4	5	4	3	4	0,48	4	5	4	4	3	0,49	5	4	4	5	4	5	5	4	3	3	4	2	3
151	3	3	3	4	-0,5	4	4	4	4	4	0,35	5	5	4	5	1,36	5	4	4	4	0,76	5	5	5	5	5	1,67	4	4	4	4	5	4	4	5	5	5	5	5	5
152	5	4	4	5	0,97	4	4	4	5	3	0,36	4	4	4	4	0,48	3	3	3	3	-0,7	2	2	2	2	2	-2	2	3	3	4	3	3	3	4	5	4	5	5	4
153	4	3	4	4	0,06	3	4	3	5	4	0,1	3	3	4	4	-0,1	4	4	5	4	0,74	3	3	3	3	4	-0,5	5	5	5	4	4	3	4	5	4	4	3	4	5
154	5	4	5	4	0,94	3	4	3	5	4	0,1	4	4	3	2	-0,4	3	3	3	3	-0,7	4	4	4	4	4	0,46	5	4	4	5	4	4	4	5	4	5	5	4	5
155	3	4	4	4	0,13	2	2	2	2	2	-2,3	3	3	3	3	-0,7	3	4	2	4	-0,4	1	2	3	2	3	-1,7	4	5	5	5	4	2	2	2	5	4	5	5	5
156	4	4	3	4	0,1	3	4	3	4	3	-0,4	3	3	3	3	-0,7	3	2	3	3	-1	2	1	2	3	4	-1,5	5	5	5	5	5	5	4	5	5	5	5	5	5
157	2	3	4	4	-0,5	4	4	5	4	4	0,62	3	4	3	3	-0,4	4	3	4	3	-0,1	3	4	4	4	4	0,23	3	4	3	3	3	4	5	4	4	5	5	4	4
158	1	1	1	1	-3,2	2	1	1	2	2	-2,8	3	2	2	2	-1,6	2	3	2	2	-1,5	2	2	1	2	3	-2	4	5	5	4	5	4	4	4	2	1	1	3	3
159	3	3	2	3	-1,1	5	4	5	4	3	0,61	5	5	3	4	0,76	5	4	3	3	0,2	2	2	2	2	2	-2	2	3	4	4	4	3	4	5	5	5	4	5	5
160	4	3	3	4	-0,2	4	4	5	5	3	0,63	5	5	4	4	1,07	3	3	3	4	-0,4	5	5	5	5	5	1,67	4	5	5	4	4	5	4	5	4	4	4	4	4
161	3	2	3	4	-0,8	4	4	4	4	4	0,35	4	3	5	5	0,77	2	2	2	2	-1,8	3	4	4	5	5	0,71	5	5	4	5	5	4	3	4	2	3	2	4	4
162	3	4	4	4	0,13	4	3	3	4	3	-0,4	3	4	4	5	0,49	3	4	2	3	-0,7	3	4	3	4	3	-0,2	4	5	5	4	5	4	4	4	5	5	5	5	5
163	5	4	5	4	0,94	4	3	5	3	4	0,09	5	3	4	5	0,75	3	5	4	4	0,46	5	4	3	3	2	-0,3	2	3	4	4	4	4	5	4	5	4	5	4	5
164	5	4	5	4	0,94	4	5	5	4	5	1,15	4	3	4	3	-0,1	3	4	3	4	-0,1	3	3	2	3	4	-0,8	4	4	4	4	4	5	4	4	5	5	5	5	5
165	5	4	5	4	0,94	3	3	4	4	3	-0,4	2	3	4	4	-0,4	3	3	2	3	-1	3	3	4	5	4	0,24	5	4	5	4	4	4	5	4	4	4	4	5	4
166	3	4	4	4	0,13	5	4	5	4	5	1,13	3	3	2	2	-1,3	4	4	4	4	0,46	4	5	4	5	4	0,98	5	5	5	5	3	5	5	4	4	3	4	4	4
167	4	4	3	4	0,1	5	4	5	4	5	1,13	5	5	5	5	1,66	4	4	4	4	0,46	3	4	4	4	3	0,01	4	5	5	3	4	5	5	4	5	5	5	5	5
168	1	2	1	1	-2,9	2	3	3	4	4	-0,7	3	3	3	3	-0,7	2	1	1	1	-2,7	2	2	2	3	4	-1,3	5	4	5	4	4	2	2	2	4	5	5	4	5
169	3	4	5	5	0,74	5	5	5	5	5	1,66	5	4	5	4	1,06	4	4	5	4	0,74	5	4	5	5	4	1,19	4	4	5	5	5	4	5	5	5	4	5	5	5
170	4	5	5	4	1,01	4	3	4	4	5	0,34	3	2	4	4	-0,4	5	4	3	4	0,48	4	5	4	4	3	0,49	4	5	4	5	5	4	4	5	5	5	5	4	4
171	4	5	5	5	1,33	4	4	4	4	4	0,35	5	5	5	5	1,66	4	3	4	4	0,18	3	3	3	3	3	-0,8	4	4	5	4	5	5	5	5	3	4	4	3	4
172	2	4	3	3	-0,7	2	3	3	4	5	-0,4	4	3	2	3	-0,7	4	5	5	4	1,03	3	3	3	3	3	-0,8	4	4	4	5	5	4	5	5	4	3	3	4	3
173	3	5	3	4	0,17	3	5	5	5	5	1,16	4	3	4	4	0,17	5	4	5	4	1,04	4	5	4	3	3	0,22	4	3	3	4	4	5	4	4	4	4	3	4	5
174	5	5	4	4	0,98	4	4	5	4	4	0,62	3	4	2	2	-1	4	3	2	2	-0,9	3	4	4	3	4	-0	4	5	5	4	3	4	5	4	4	5	5	4	5
175	2	3	5	5	0,15	4	5	4	5	4	0,89	2	4	3	2	-1	1	1	1	1	-3	2	2	2	2	2	-2	3	4	5	5	5	3	3	3	5	4	5	5	5
176	3	3	3	3	-0,8	4	4	3	5	5	0,61	4	5	4	3	0,49	4	2	3	5	-0,1	4	3	4	5	5	0,69	4	4	5	5	4	3	3	4	5	5	5	4	5
177	5	4	5	4	0,94	5	5	5	5	5	1,66	5	4	5	4	1,06	4	4	5	4	0,74	5	4	5	5	4	1,19	4	4	5	5	4	4	4	5	4	5	4	4	5
178	3	4	4	4	0,13	4	3	4	4	5	0,34	3	2	4	4	-0,4	5	4	3	4	0,48	4	5	4	4	3	0,49	5	4	5	5	5	5	5	5	3	3	4	2	3
179	4	4	3	4	0,1	4	4	4	4	4	0,35	5	5	5	5	1,66	4	3	4	4	0,18	3	3	3	3	3	-0,8	5	5	5	5	5	4	5	5	5	5	5	5	5
180	5	4	5	4	0,94	5	4	3	4	4	0,34	5	5	5	5	1,66	4	3	4	3	-0,1	4	3	4	3	3	-0,3	4	4	5	5	4	3	3	3	5	4	5	5	4

Lampiran 4

Hasil Uji Validitas dan Reliabilitas pada *Pretest*

Bukti Fisik
Factor Analysis

Correlation Matrix[a]

		KP1	KP2	KP3	KP4
Correlation	KP1	1,000	,569	,433	,343
	KP2	,569	1,000	,575	,509
	KP3	,433	,575	1,000	,543
	KP4	,343	,509	,543	1,000
Sig. (1-tailed)	KP1		,001	,008	,032
	KP2	,001		,000	,002
	KP3	,008	,000		,001
	KP4	,032	,002	,001	

a. Determinant = ,286

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,761
Bartlett's Test of Sphericity	Approx. Chi-Square	33,625
	df	6
	Sig.	,000

Anti-image Matrices

		KP1	KP2	KP3	KP4
Anti-image Covariance	KP1	,659	-,240	-,086	-,014
	KP2	-,240	,509	-,170	-,144
	KP3	-,086	-,170	,573	-,213
	KP4	-,014	-,144	-,213	,647
Anti-image Correlation	KP1	,766[a]	-,415	-,139	-,021
	KP2	-,415	,732[a]	-,315	-,251
	KP3	-,139	-,315	,772[a]	-,349
	KP4	-,021	-,251	-,349	,783[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP1	1,000	,538
KP2	1,000	,723
KP3	1,000	,663
KP4	1,000	,569

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,493	62,324	62,324	2,493	62,324	62,324
2	,688	17,207	79,531			
3	,443	11,078	90,609			
4	,376	9,391	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
KP1	,733
KP2	,850
KP3	,814
KP4	,754

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Bukti Fisik
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	Cronbach's Alpha Based on Standardized Items	N of Items
,796	,797	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
KP1	9,23	5,702	,546	,341	,776
KP2	9,10	5,059	,699	,491	,696
KP3	9,17	5,247	,636	,427	,730
KP4	9,30	6,355	,563	,353	,769

Keandalan
Factor Analysis

Correlation Matrix[a]

		KP5	KP6	KP7	KP8	KP9
Correlation	KP5	1,000	,457	,384	,485	,758
	KP6	,457	1,000	,644	,561	,290
	KP7	,384	,644	1,000	,568	,436
	KP8	,485	,561	,568	1,000	,551
	KP9	,758	,290	,436	,551	1,000
Sig. (1-tailed)	KP5		,006	,018	,003	,000
	KP6	,006		,000	,001	,060
	KP7	,018	,000		,001	,008
	KP8	,003	,001	,001		,001
	KP9	,000	,060	,008	,001	

a. Determinant = ,083

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,662
Bartlett's Test of Sphericity	Approx. Chi-Square	65,839
	df	10
	Sig.	,000

Anti-image Matrices

		KP5	KP6	KP7	KP8	KP9
Anti-image Covariance	KP5	,351	-,157	,071	,020	-,241
	KP6	-,157	,437	-,235	-,151	,139
	KP7	,071	-,235	,483	-,090	-,109
	KP8	,020	-,151	-,090	,500	-,135
	KP9	-,241	,139	-,109	-,135	,326
Anti-image Correlation	KP5	,624[a]	-,401	,173	,049	-,713
	KP6	-,401	,606[a]	-,512	-,324	,370
	KP7	,173	-,512	,729[a]	-,184	-,274
	KP8	,049	-,324	-,184	,823[a]	-,334
	KP9	-,713	,370	-,274	-,334	,581[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP5	1,000	,625
KP6	1,000	,563
KP7	1,000	,598
KP8	1,000	,663
KP9	1,000	,608

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,056	61,119	61,119	3,056	61,119	61,119
2	,929	18,577	79,696			
3	,457	9,136	88,832			
4	,396	7,921	96,753			
5	,162	3,247	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
KP5	,791
KP6	,750
KP7	,773
KP8	,814
KP9	,780

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Keandalan
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	Cronbach's Alpha Based on Standardized Items	N of Items
,835	,841	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
KP5	12,70	9,528	,668	,649	,794
KP6	12,80	10,855	,594	,563	,813
KP7	12,90	10,507	,621	,517	,806
KP8	13,17	11,316	,683	,500	,797
KP9	12,70	9,941	,650	,674	,798

Daya Tanggap
Factor Analysis

Correlation Matrix[a]

		KP10	KP11	KP12	KP13
Correlation	KP10	1,000	,687	,468	,391
	KP11	,687	1,000	,662	,552
	KP12	,468	,662	1,000	,690
	KP13	,391	,552	,690	1,000
Sig. (1-tailed)	KP10		,000	,005	,016
	KP11	,000		,000	,001
	KP12	,005	,000		,000
	KP13	,016	,001	,000	

a. Determinant = ,151

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,734
Bartlett's Test of Sphericity	Approx. Chi-Square	50,815
	df	6
	Sig.	,000

Anti-image Matrices

		KP10	KP11	KP12	KP13
Anti-image Covariance	KP10	,527	-,249	-,008	-,004
	KP11	-,249	,372	-,147	-,062
	KP12	-,008	-,147	,411	-,237
	KP13	-,004	-,062	-,237	,508
Anti-image Correlation	KP10	,727[a]	-,563	-,017	-,007
	KP11	-,563	,718[a]	-,375	-,142
	KP12	-,017	-,375	,734[a]	-,518
	KP13	-,007	-,142	-,518	,764[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP10	1,000	,581
KP11	1,000	,781
KP12	1,000	,739
KP13	1,000	,633

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,734	68,339	68,339	2,734	68,339	68,339
2	,701	17,533	85,872			
3	,319	7,975	93,847			
4	,246	6,153	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
KP10	,762
KP11	,884
KP12	,860
KP13	,795

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Daya Tanggap
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	Cronbach's Alpha Based on Standardized Items	N of Items
,844	,844	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
KP10	9,57	7,633	,592	,473	,839
KP11	9,40	6,938	,772	,628	,762
KP12	9,37	6,792	,725	,589	,782
KP13	9,27	7,651	,637	,492	,820

Jaminan
Factor Analysis

Correlation Matrix[a]

		KP14	KP15	KP16	KP17
Correlation	KP14	1,000	,744	,721	,524
	KP15	,744	1,000	,682	,536
	KP16	,721	,682	1,000	,689
	KP17	,524	,536	,689	1,000
Sig. (1-tailed)	KP14		,000	,000	,001
	KP15	,000		,000	,001
	KP16	,000	,000		,000
	KP17	,001	,001	,000	

a. Determinant = ,100

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,788
Bartlett's Test of Sphericity	Approx. Chi-Square	61,837
	df	6
	Sig.	,000

Anti-image Matrices

		KP14	KP15	KP16	KP17
Anti-image Covariance	KP14	,361	-,188	-,133	,004
	KP15	-,188	,397	-,079	-,051
	KP16	-,133	-,079	,330	-,201
	KP17	,004	-,051	-,201	,517
Anti-image Correlation	KP14	,774[a]	-,496	-,385	,008
	KP15	-,496	,810[a]	-,219	-,113
	KP16	-,385	-,219	,771[a]	-,486
	KP17	,008	-,113	-,486	,806[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP14	1,000	,765
KP15	1,000	,749
KP16	1,000	,816
KP17	1,000	,625

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,955	73,864	73,864	2,955	73,864	73,864
2	,544	13,607	87,471			
3	,278	6,938	94,409			
4	,224	5,591	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
KP14	,875
KP15	,865
KP16	,903
KP17	,790

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Jaminan
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	Cronbach's Alpha Based on Standardized Items	N of Items
,878	,881	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
KP14	10,03	7,689	,756	,639	,837
KP15	9,83	8,695	,751	,603	,840
KP16	10,23	8,185	,815	,670	,814
KP17	10,30	8,493	,645	,483	,881

Empati
Factor Analysis

Correlation Matrix[a]

		KP18	KP19	KP20	KP21	KP22
Correlation	KP18	1,000	,753	,608	,490	,576
	KP19	,753	1,000	,709	,745	,795
	KP20	,608	,709	1,000	,643	,780
	KP21	,490	,745	,643	1,000	,737
	KP22	,576	,795	,780	,737	1,000
Sig. (1-tailed)	KP18		,000	,000	,003	,000
	KP19	,000		,000	,000	,000
	KP20	,000	,000		,000	,000
	KP21	,003	,000	,000		,000
	KP22	,000	,000	,000	,000	

a. Determinant = ,021

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,823
Bartlett's Test of Sphericity	Approx. Chi-Square	102,368
	df	10
	Sig.	,000

Anti-image Matrices

		KP18	KP19	KP20	KP21	KP22
Anti-image Covariance	KP18	,399	-,164	-,087	,066	,034
	KP19	-,164	,201	-,004	-,108	-,084
	KP20	-,087	-,004	,348	-,041	-,139
	KP21	,066	-,108	-,041	,374	-,079
	KP22	,034	-,084	-,139	-,079	,250
Anti-image Correlation	KP18	,778[a]	-,578	-,233	,172	,107
	KP19	-,578	,782[a]	-,016	-,393	-,375
	KP20	-,233	-,016	,867[a]	-,114	-,473
	KP21	,172	-,393	-,114	,869[a]	-,257
	KP22	,107	-,375	-,473	-,257	,827[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP18	1,000	,617
KP19	1,000	,860
KP20	1,000	,750
KP21	1,000	,701
KP22	1,000	,817

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,746	74,921	74,921	3,746	74,921	74,921
2	,548	10,955	85,876			
3	,361	7,220	93,096			
4	,210	4,210	97,305			
5	,135	2,695	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
KP18	,785
KP19	,928
KP20	,866
KP21	,837
KP22	,904

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Empati
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	Cronbach's Alpha Based on Standardized Items	N of Items
,914	,915	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
KP18	14,23	15,702	,675	,601	,915
KP19	14,03	14,999	,877	,799	,876
KP20	13,90	14,438	,785	,652	,894
KP21	13,63	15,275	,739	,626	,902
KP22	13,53	14,740	,838	,750	,882

Citra Merek
Factor Analysis

Correlation Matrix[a]

		CM1	CM2	CM3	CM4	CM5
Correlation	CM1	1,000	,589	,361	,498	,577
	CM2	,589	1,000	,745	,513	,595
	CM3	,361	,745	1,000	,406	,345
	CM4	,498	,513	,406	1,000	,513
	CM5	,577	,595	,345	,513	1,000
Sig. (1-tailed)	CM1		,000	,025	,003	,000
	CM2	,000		,000	,002	,000
	CM3	,025	,000		,013	,031
	CM4	,003	,002	,013		,002
	CM5	,000	,000	,031	,002	

a. Determinant = ,100

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,753
Bartlett's Test of Sphericity	Approx. Chi-Square	60,936
	Df	10
	Sig.	,000

Anti-image Matrices

		CM1	CM2	CM3	CM4	CM5
Anti-image Covariance	CM1	,545	-,118	,052	-,122	-,141
	CM2	-,118	,280	-,236	-,031	-,132
	CM3	,052	-,236	,421	-,063	,079
	CM4	-,122	-,031	-,063	,634	-,139
	CM5	-,141	-,132	,079	-,139	,523
Anti-image Correlation	CM1	,830[a]	-,302	,109	-,208	-,265
	CM2	-,302	,689[a]	-,686	-,073	-,344
	CM3	,109	-,686	,648[a]	-,123	,168
	CM4	-,208	-,073	-,123	,885[a]	-,241
	CM5	-,265	-,344	,168	-,241	,795[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CM1	1,000	,599
CM2	1,000	,790
CM3	1,000	,531
CM4	1,000	,549
CM5	1,000	,602

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,071	61,421	61,421	3,071	61,421	61,421
2	,794	15,870	77,291			
3	,529	10,580	87,871			
4	,422	8,442	96,313			
5	,184	3,687	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
CM1	,774
CM2	,889
CM3	,729
CM4	,741
CM5	,776

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Citra Merek
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	Cronbach's Alpha Based on Standardized Items	N of Items
,842	,841	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
CM1	16,57	8,875	,632	,455	,815
CM2	16,60	7,834	,797	,720	,764
CM3	16,50	9,500	,582	,579	,827
CM4	16,57	9,564	,596	,366	,823
CM5	16,43	9,495	,638	,477	,813

Kepuasan Nasabah
Factor Analysis

Correlation Matrix[a]

		KN1	KN2	KN3
Correlation	KN1	1,000	,726	,813
	KN2	,726	1,000	,727
	KN3	,813	,727	1,000
Sig. (1-tailed)	KN1		,000	,000
	KN2	,000		,000
	KN3	,000	,000	

a. Determinant = ,142

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,742
Bartlett's Test of Sphericity	Approx. Chi-Square	53,057
	df	3
	Sig.	,000

Anti-image Matrices

		KN1	KN2	KN3
Anti-image Covariance	KN1	,301	-,119	-,181
	KN2	-,119	,418	-,121
	KN3	-,181	-,121	,300
Anti-image Correlation	KN1	,713[a]	-,337	-,604
	KN2	-,337	,821[a]	-,342
	KN3	-,604	-,342	,712[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KN1	1,000	,858
KN2	1,000	,794
KN3	1,000	,859

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,511	83,702	83,702	2,511	83,702	83,702
2	,302	10,057	93,759			
3	,187	6,241	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
KN1	,926
KN2	,891
KN3	,927

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Kepuasan Nasabah
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	Cronbach's Alpha Based on Standardized Items	N of Items
,902	,902	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
KN1	7,93	3,926	,828	,699	,842
KN2	7,97	4,309	,763	,582	,896
KN3	7,97	4,102	,830	,700	,841

Loyalitas Nasabah
Factor Analysis

Correlation Matrix[a]

		LN1	LN2	LN3	LN4	LN5
Correlation	LN1	1,000	,653	,768	,643	,661
	LN2	,653	1,000	,709	,553	,641
	LN3	,768	,709	1,000	,667	,695
	LN4	,643	,553	,667	1,000	,742
	LN5	,661	,641	,695	,742	1,000
Sig. (1-tailed)	LN1		,000	,000	,000	,000
	LN2	,000		,000	,001	,000
	LN3	,000	,000		,000	,000
	LN4	,000	,001	,000		,000
	LN5	,000	,000	,000	,000	

a. Determinant = ,034

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,867
Bartlett's Test of Sphericity	Approx. Chi-Square	89,490
	df	10
	Sig.	,000

Anti-image Matrices

		LN1	LN2	LN3	LN4	LN5
Anti-image Covariance	LN1	,358	-,070	-,141	-,061	-,041
	LN2	-,070	,441	-,121	,011	-,088
	LN3	-,141	-,121	,300	-,061	-,050
	LN4	-,061	,011	-,061	,395	-,176
	LN5	-,041	-,088	-,050	-,176	,349
Anti-image Correlation	LN1	,880[a]	-,175	-,430	-,162	-,117
	LN2	-,175	,895[a]	-,333	,026	-,224
	LN3	-,430	-,333	,852[a]	-,178	-,156
	LN4	-,162	,026	-,178	,859[a]	-,474
	LN5	-,117	-,224	-,156	-,474	,857[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
LN1	1,000	,754
LN2	1,000	,680
LN3	1,000	,803
LN4	1,000	,702
LN5	1,000	,758

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,696	73,912	73,912	3,696	73,912	73,912
2	,487	9,748	83,660			
3	,353	7,059	90,719			
4	,243	4,858	95,577			
5	,221	4,423	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
LN1	,868
LN2	,825
LN3	,896
LN4	,838
LN5	,870

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Loyalitas Nasabah
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	Cronbach's Alpha Based on Standardized Items	N of Items
,909	,911	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
LN1	16,80	13,614	,790	,642	,886
LN2	16,83	12,971	,731	,559	,897
LN3	16,87	11,499	,827	,700	,878
LN4	16,83	13,523	,741	,605	,894
LN5	16,67	13,402	,789	,651	,885

Lampiran 5

Uji ANOVA Berdasarkan Jenis Kelamin

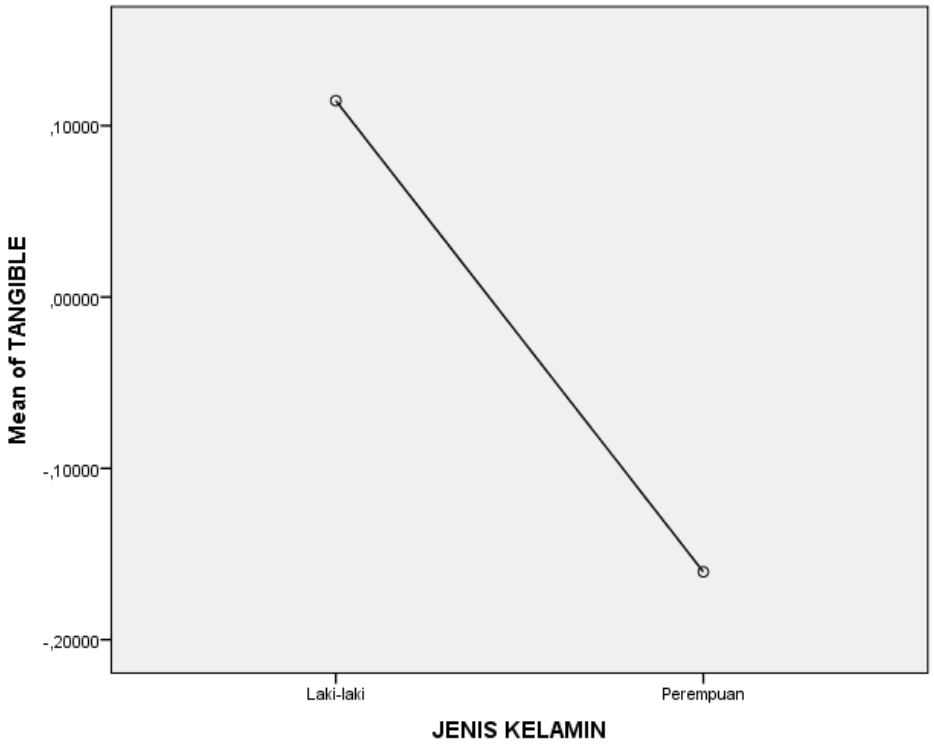
ANOVA

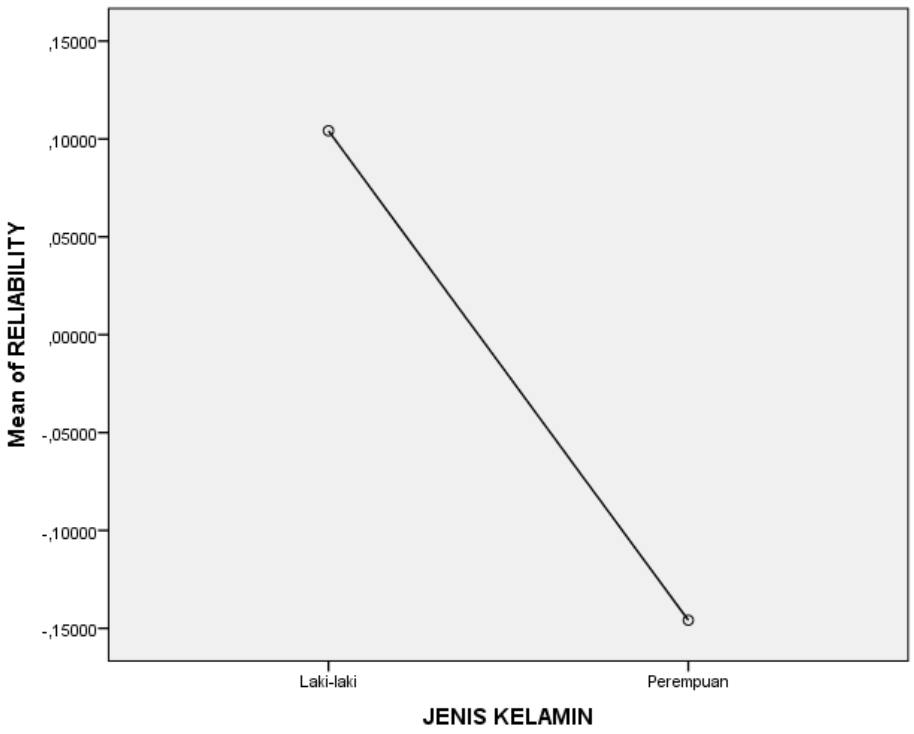
		Sum of Squares	df	Mean Square	F	Sig.
TANGIBLE	Between Groups	3,308	1	3,308	3,351	,069
	Within Groups	175,692	178	,987		
	Total	179,000	179			
RELIABILITY	Between Groups	2,735	1	2,735	2,762	,098
	Within Groups	176,265	178	,990		
	Total	179,000	179			
RESPONSIVENESS	Between Groups	,287	1	,287	,286	,594
	Within Groups	178,713	178	1,004		
	Total	179,000	179			
ASSURANCE	Between Groups	,663	1	,663	,662	,417
	Within Groups	178,337	178	1,002		
	Total	179,000	179			
EMPHATY	Between Groups	,028	1	,028	,028	,868
	Within Groups	178,972	178	1,005		
	Total	179,000	179			
CITRA MEREK	Between Groups	,829	1	,829	,828	,364
	Within Groups	178,171	178	1,001		
	Total	179,000	179			
KEPUASAN	Between Groups	,492	1	,492	,491	,484
	Within Groups	178,508	178	1,003		
	Total	179,000	179			
LOYALITAS	Between Groups	,863	1	,863	,862	,354
	Within Groups	178,137	178	1,001		
	Total	179,000	179			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
TANGIBLE	3,589	1	178	,060
RELIABILITY	4,170	1	178	,043
RESPONSIVENESS	,125	1	178	,725
ASSURANCE	,542	1	178	,463
EMPHATY	,331	1	178	,566
CITRA MEREK	3,329	1	178	,070
KEPUASAN	8,824	1	178	,003
LOYALITAS	5,466	1	178	,020

Means Plot

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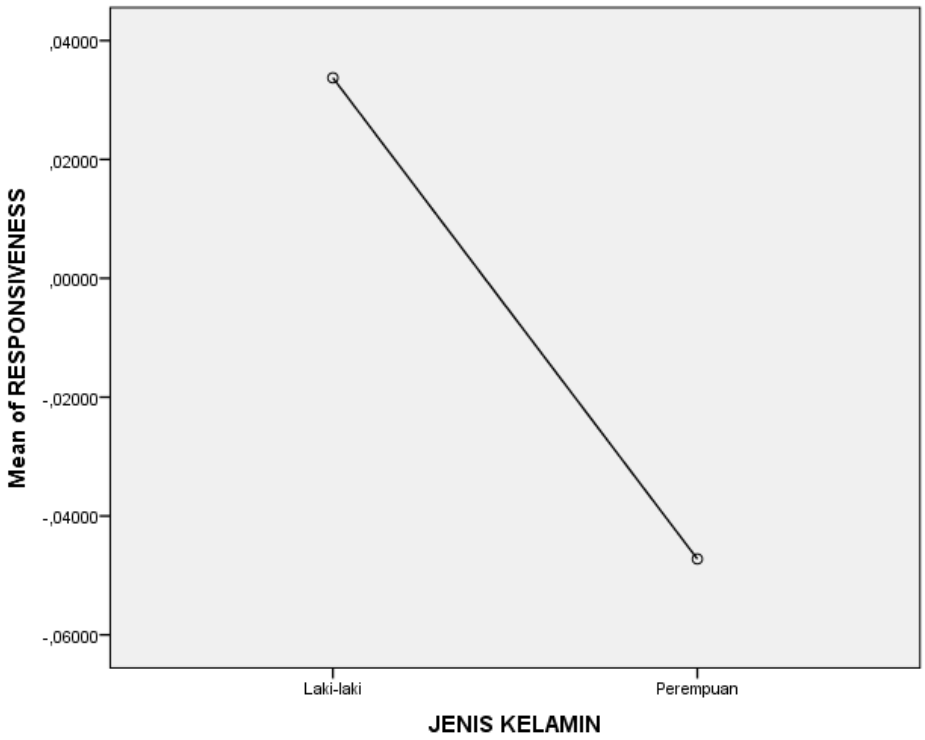
Laki-laki
Perempuan
JENIS KELAMIN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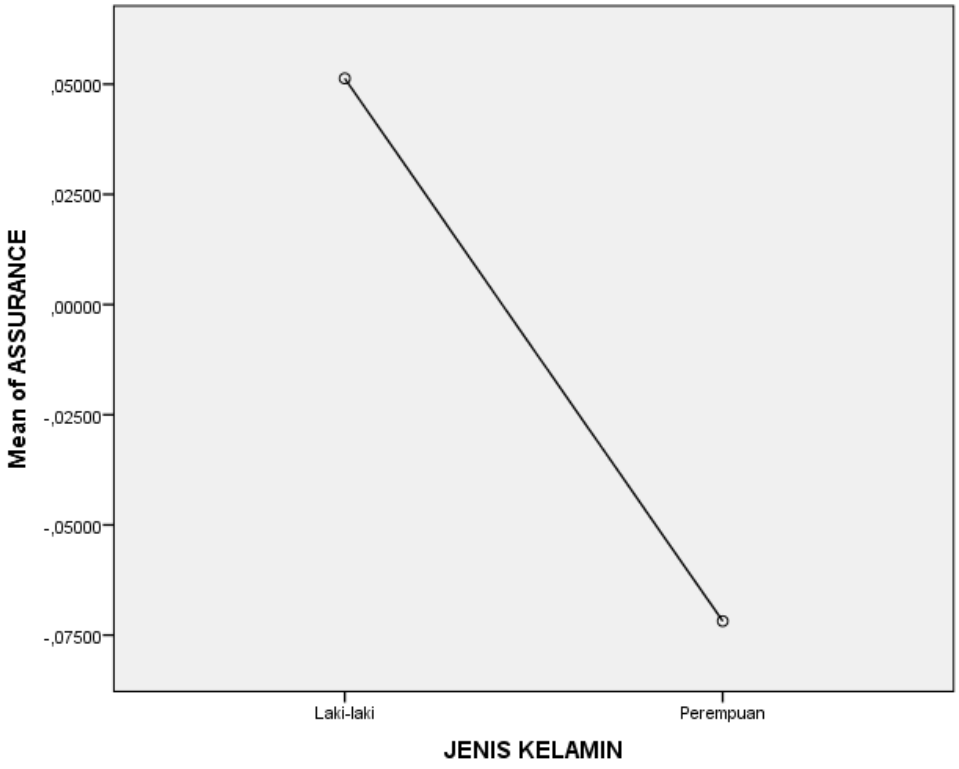
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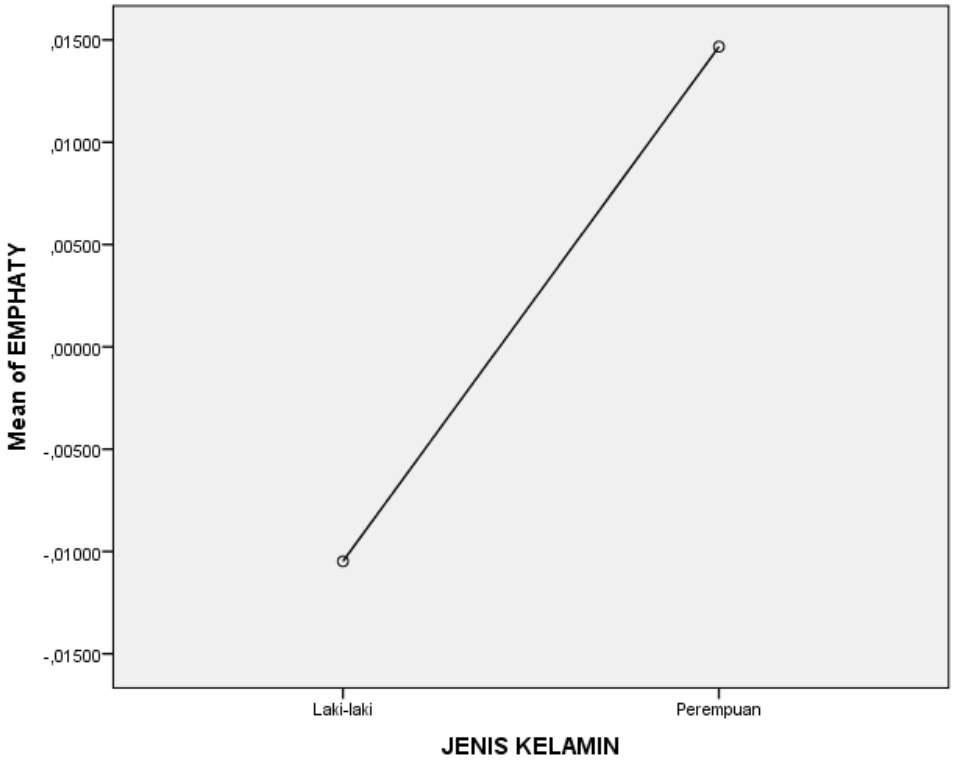
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Perempuan
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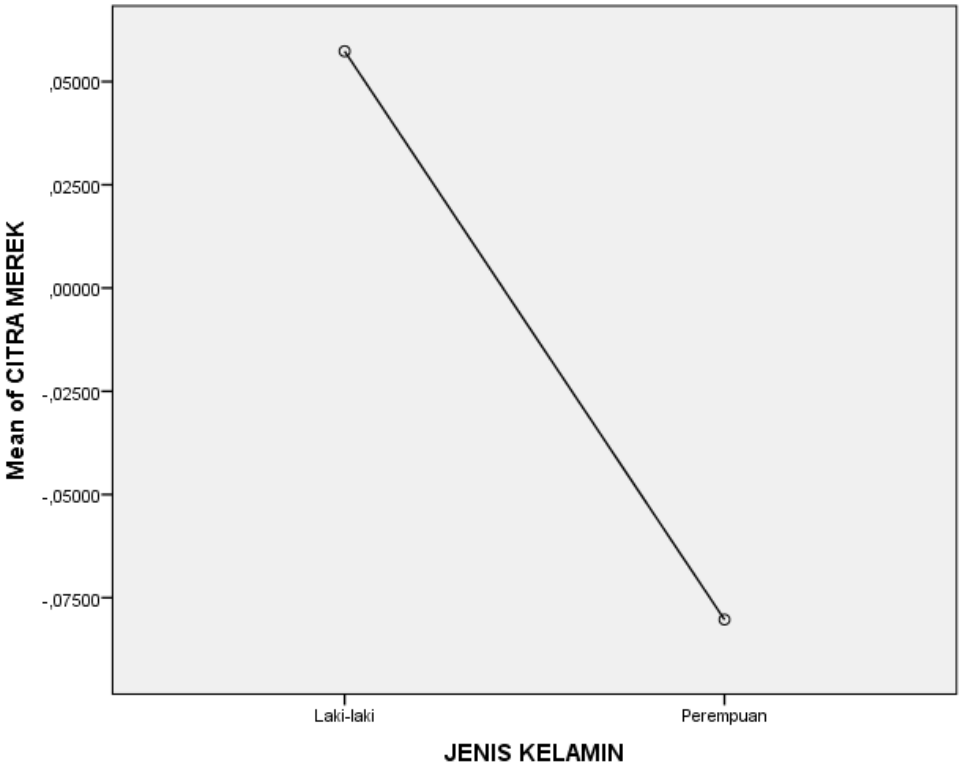
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Perempuan
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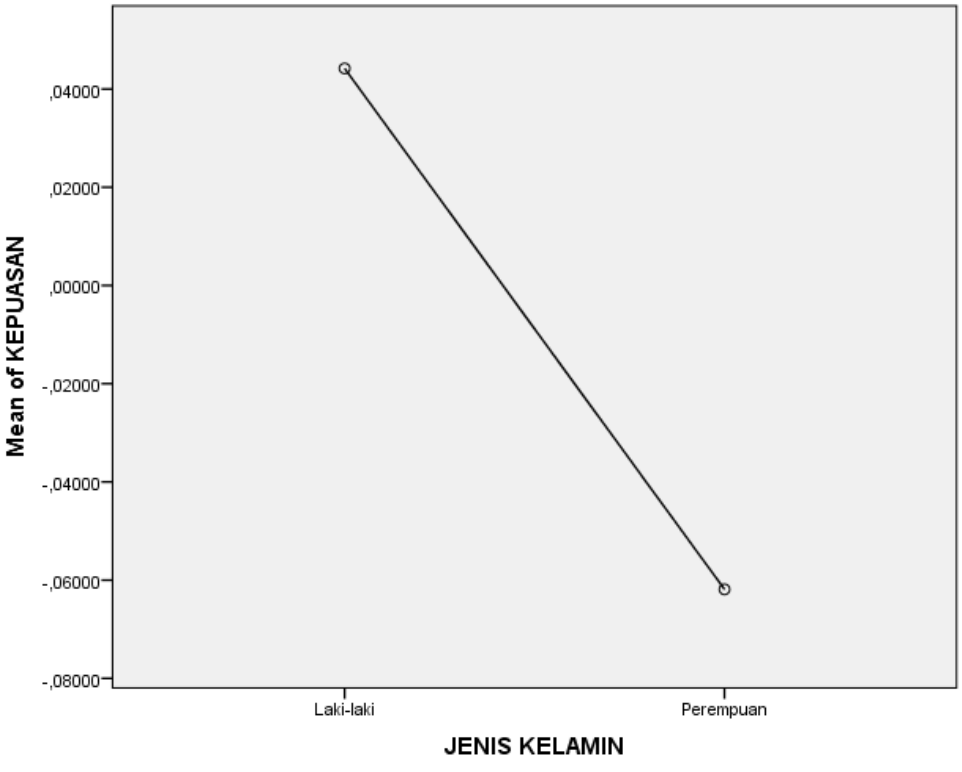
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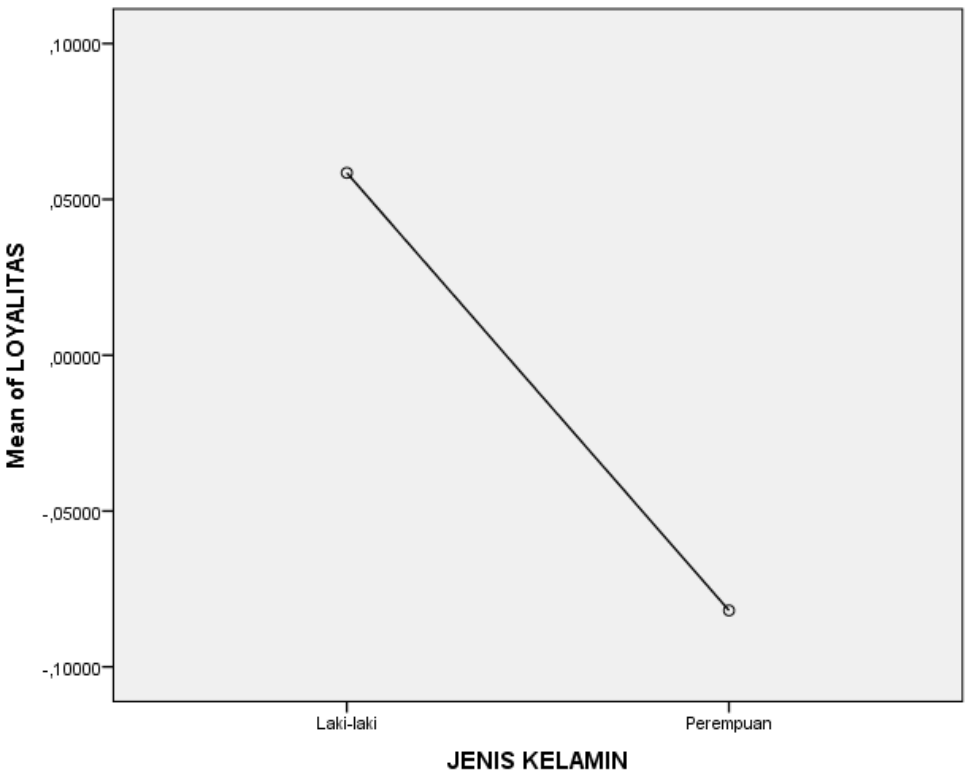
Perempuan
JENIS KELAMIN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Mean of LOYALITAS
Laki-laki
Perempuan
JENIS KELAMIN

Lampiran 6

Uji ANOVA Berdasarkan Usia

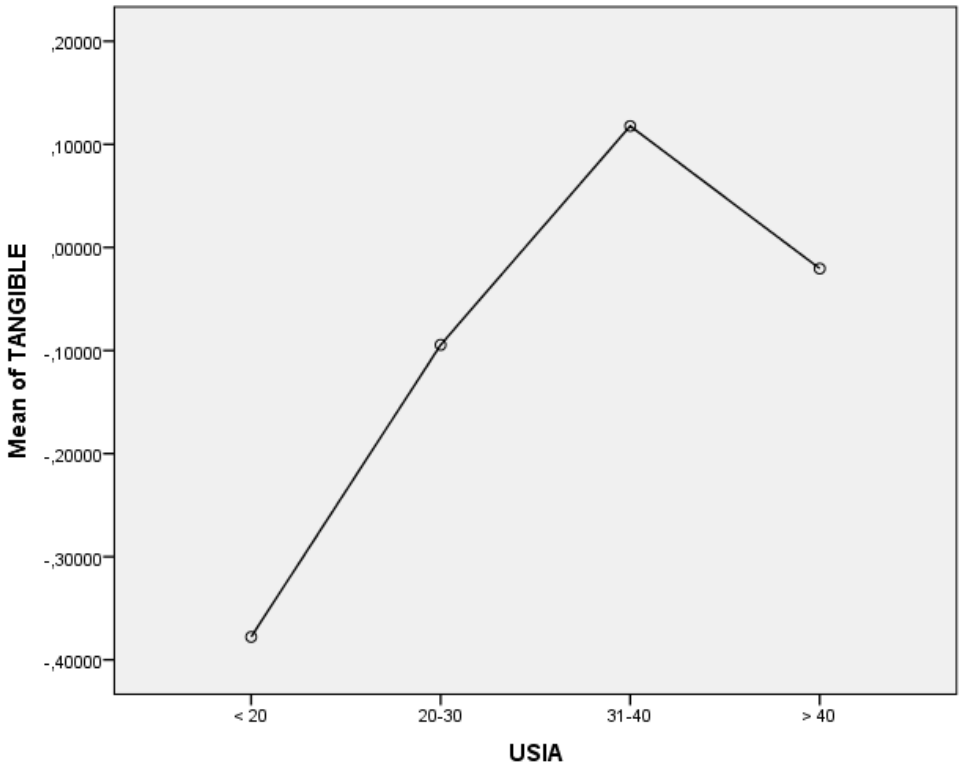
ANOVA

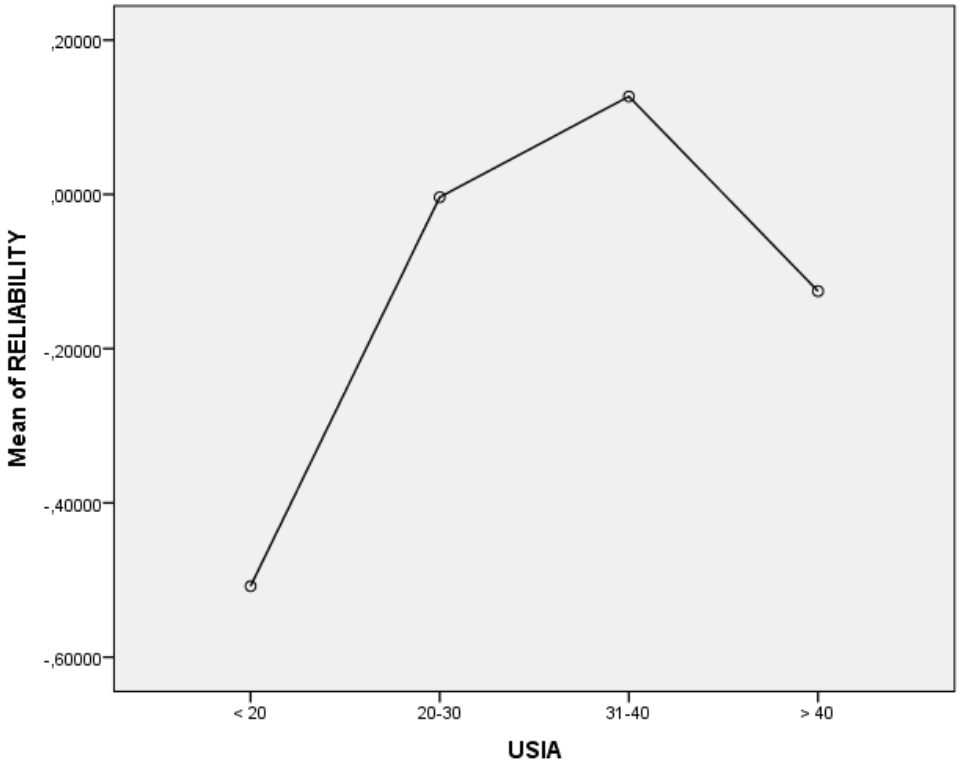
		Sum of Squares	Df	Mean Square	F	Sig.
TANGIBLE	Between Groups	3,490	3	1,163	1,167	,324
	Within Groups	175,510	176	,997		
	Total	179,000	179			
RELIABILITY	Between Groups	5,260	3	1,753	1,776	,153
	Within Groups	173,740	176	,987		
	Total	179,000	179			
RESPONSIVENESS	Between Groups	3,393	3	1,131	1,134	,337
	Within Groups	175,607	176	,998		
	Total	179,000	179			
ASSURANCE	Between Groups	,992	3	,331	,327	,806
	Within Groups	178,008	176	1,011		
	Total	179,000	179			
EMPHATY	Between Groups	3,850	3	1,283	1,290	,280
	Within Groups	175,150	176	,995		
	Total	179,000	179			
CITRA MEREK	Between Groups	4,328	3	1,443	1,454	,229
	Within Groups	174,672	176	,992		
	Total	179,000	179			
KEPUASAN	Between Groups	7,579	3	2,526	2,594	,054
	Within Groups	171,421	176	,974		
	Total	179,000	179			
LOYALITAS	Between Groups	4,564	3	1,521	1,535	,207
	Within Groups	174,436	176	,991		
	Total	179,000	179			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
TANGIBLE	3,030	3	176	,031
RELIABILITY	3,581	3	176	,015
RESPONSIVENESS	,475	3	176	,700
ASSURANCE	1,181	3	176	,319
EMPHATY	1,349	3	176	,260
CITRA MEREK	1,339	3	176	,263
KEPUASAN	5,515	3	176	,001
LOYALITAS	1,808	3	176	,147

Means Plot

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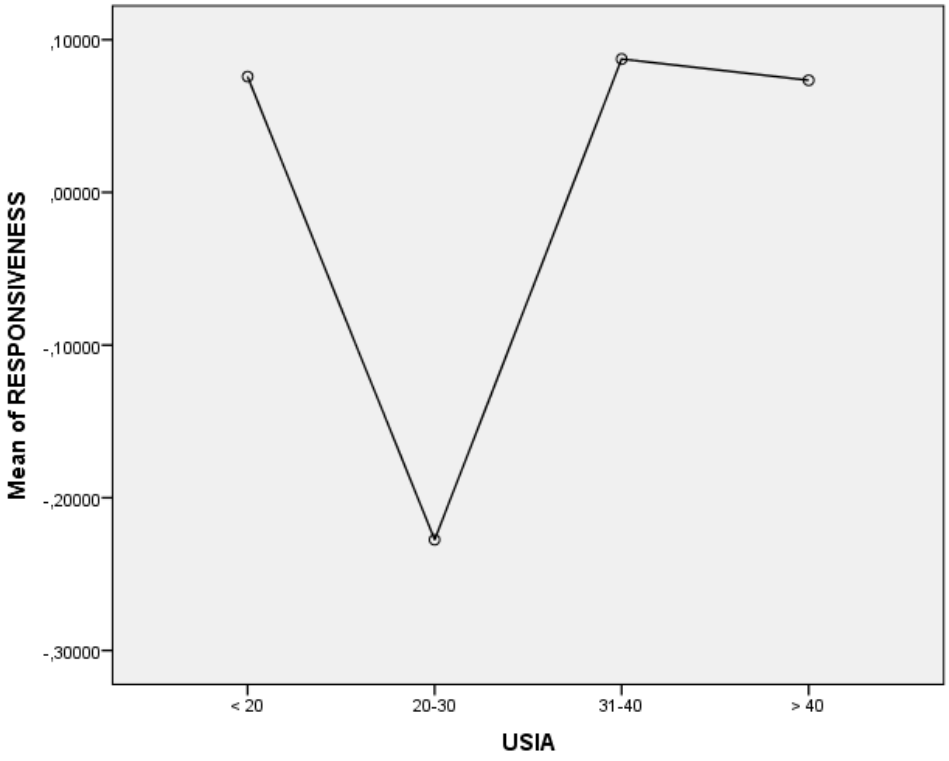
20-30
31-40
> 40
USIA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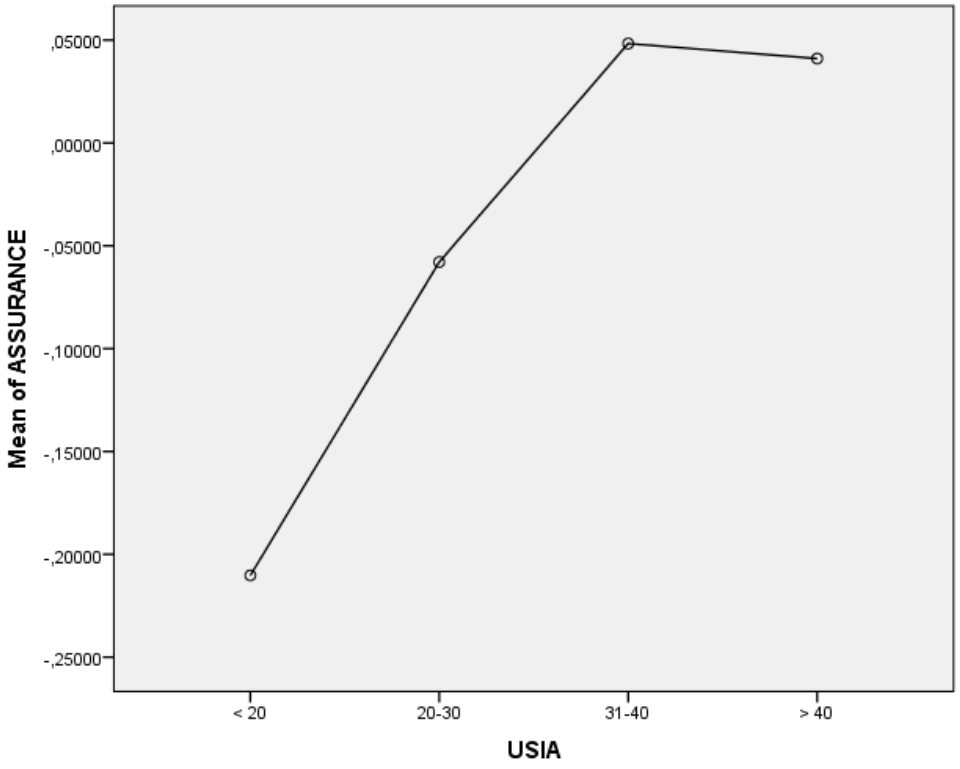
Mean of RESPONSIVENESS
< 20
20-30
31-40
> 40
USIA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20-30
31-40
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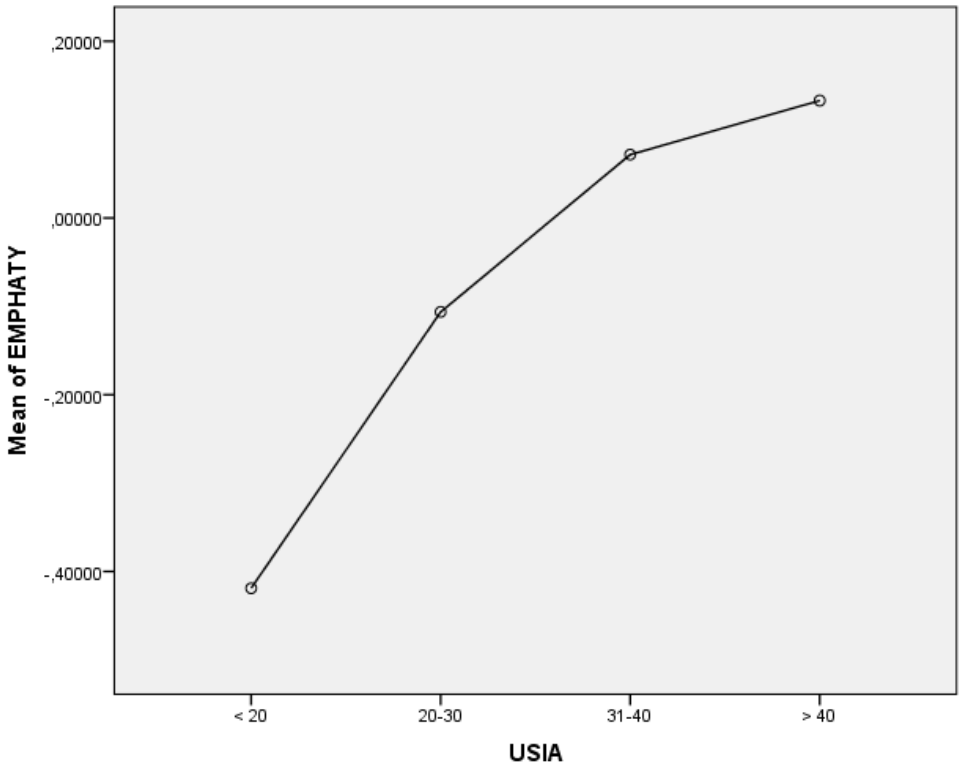
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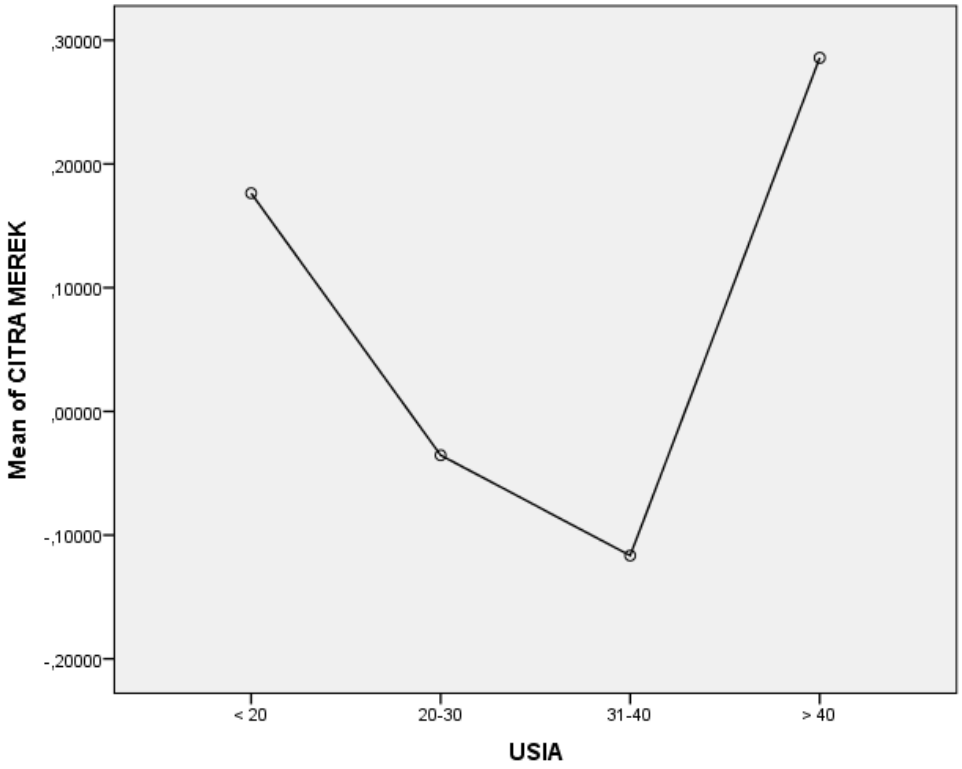
31-40
> 40
USIA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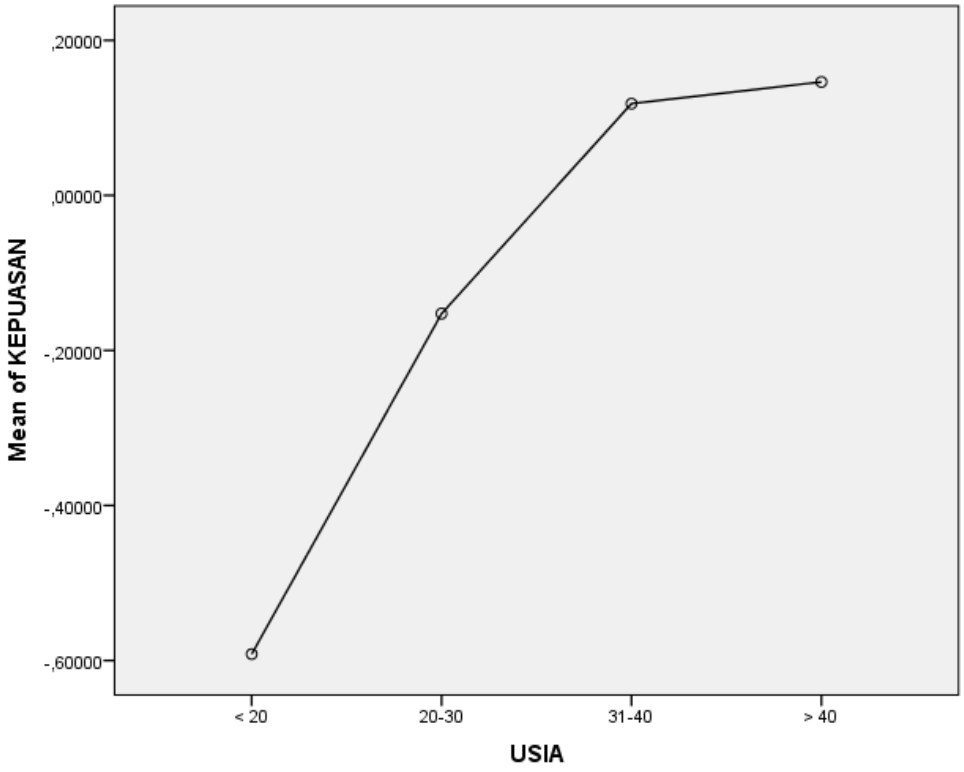
Mean of CITRA MEREK
< 20
20-30
31-40
> 40
USIA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Mean of KEPUASAN
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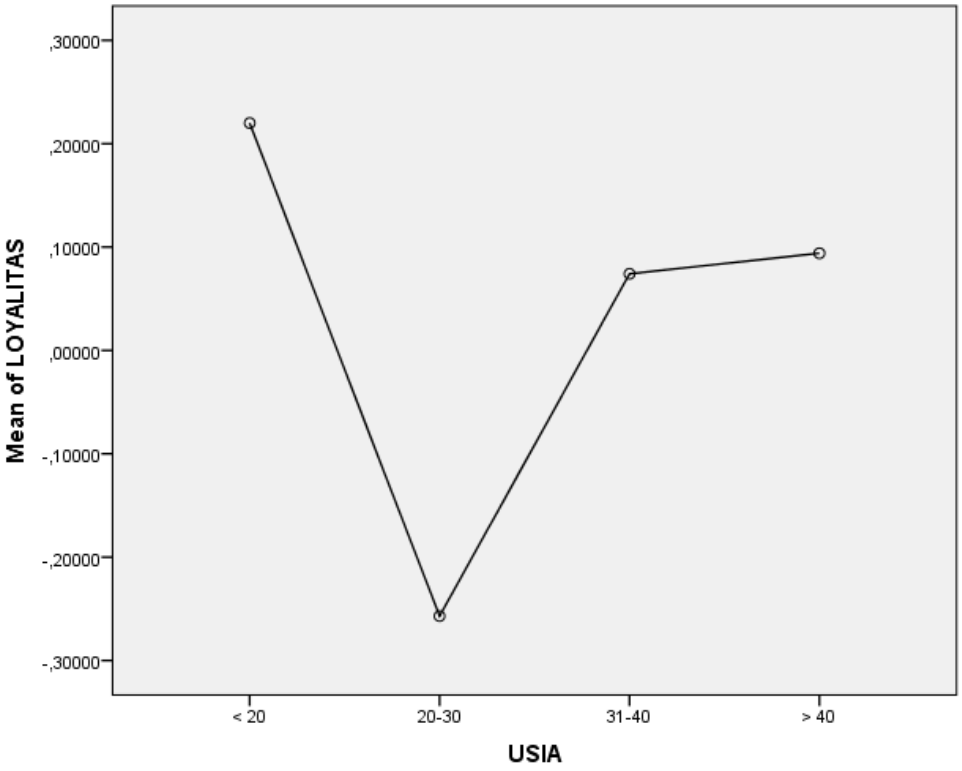
20-30
31-40
> 40
USIA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Mean of LOYALITAS
< 20
20-30
31-40
> 40
USIA

Lampiran 7

Uji ANOVA Berdasarkan Pendidikan Terakhir

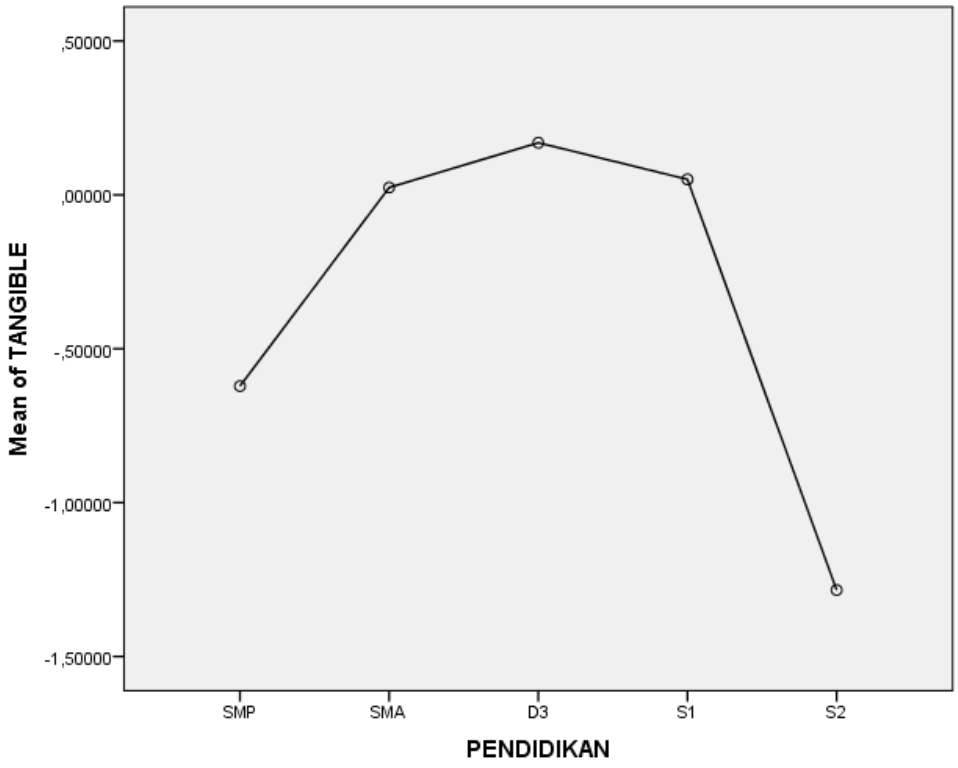
ANOVA

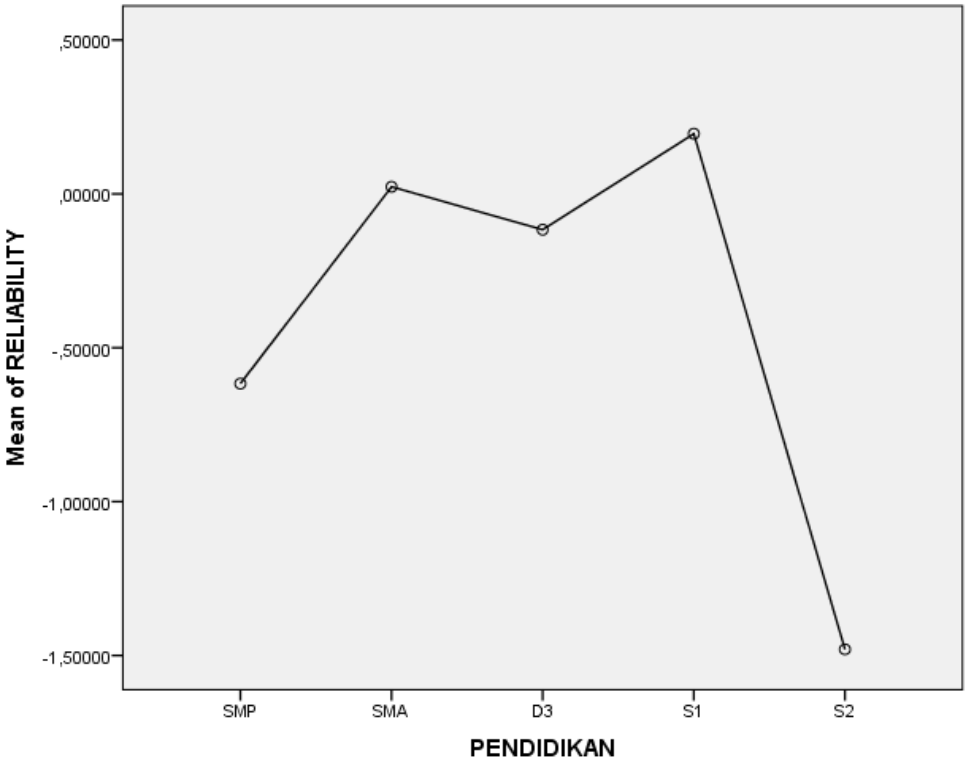
		Sum of Squares	df	Mean Square	F	Sig.
TANGIBLE	Between Groups	8,511	4	2,128	2,184	,073
	Within Groups	170,489	175	,974		
	Total	179,000	179			
RELIABILITY	Between Groups	11,112	4	2,778	2,896	,024
	Within Groups	167,888	175	,959		
	Total	179,000	179			
RESPONSIVENESS	Between Groups	2,499	4	,625	,619	,649
	Within Groups	176,501	175	1,009		
	Total	179,000	179			
ASSURANCE	Between Groups	,299	4	,075	,073	,990
	Within Groups	178,701	175	1,021		
	Total	179,000	179			
EMPHATY	Between Groups	,842	4	,210	,207	,934
	Within Groups	178,158	175	1,018		
	Total	179,000	179			
CITRA MEREK	Between Groups	4,534	4	1,134	1,137	,341
	Within Groups	174,466	175	,997		
	Total	179,000	179			
KEPUASAN	Between Groups	3,221	4	,805	,802	,526
	Within Groups	175,779	175	1,004		
	Total	179,000	179			
LOYALITAS	Between Groups	1,250	4	,313	,308	,873
	Within Groups	177,750	175	1,016		
	Total	179,000	179			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
TANGIBLE	,699	4	175	,594
RELIABILITY	3,149	4	175	,016
RESPONSIVENESS	1,024	4	175	,396
ASSURANCE	,556	4	175	,695
EMPHATY	1,171	4	175	,325
CITRA MEREK	2,218	4	175	,069
KEPUASAN	1,799	4	175	,131
LOYALITAS	,239	4	175	,916

Means Plot

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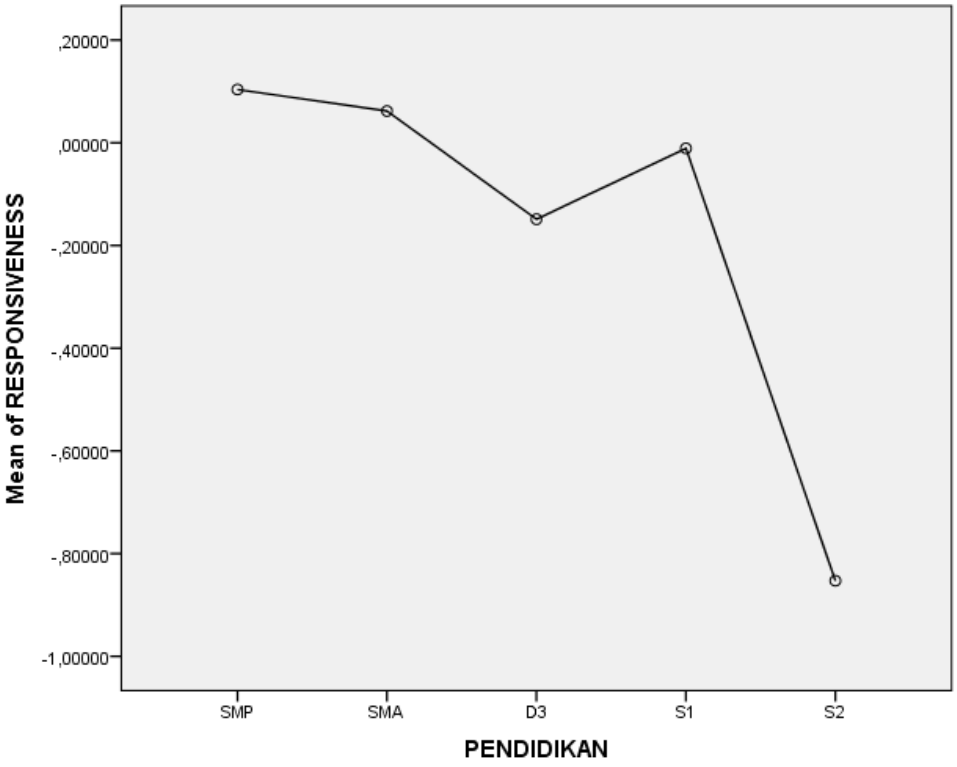
Mean of RELIABILITY
SMP
SMA
D3
S1
S2
PENDIDIKAN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Mean of RESPONSIVENESS
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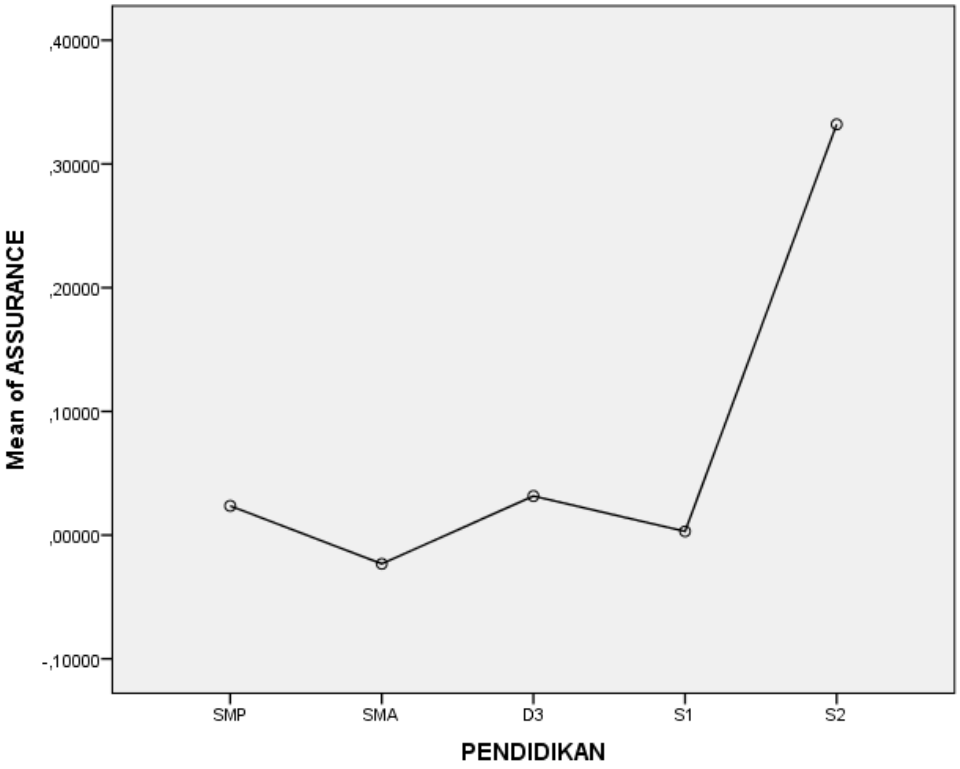
D3
S1
S2
PENDIDIKAN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Mean of ASSURANCE
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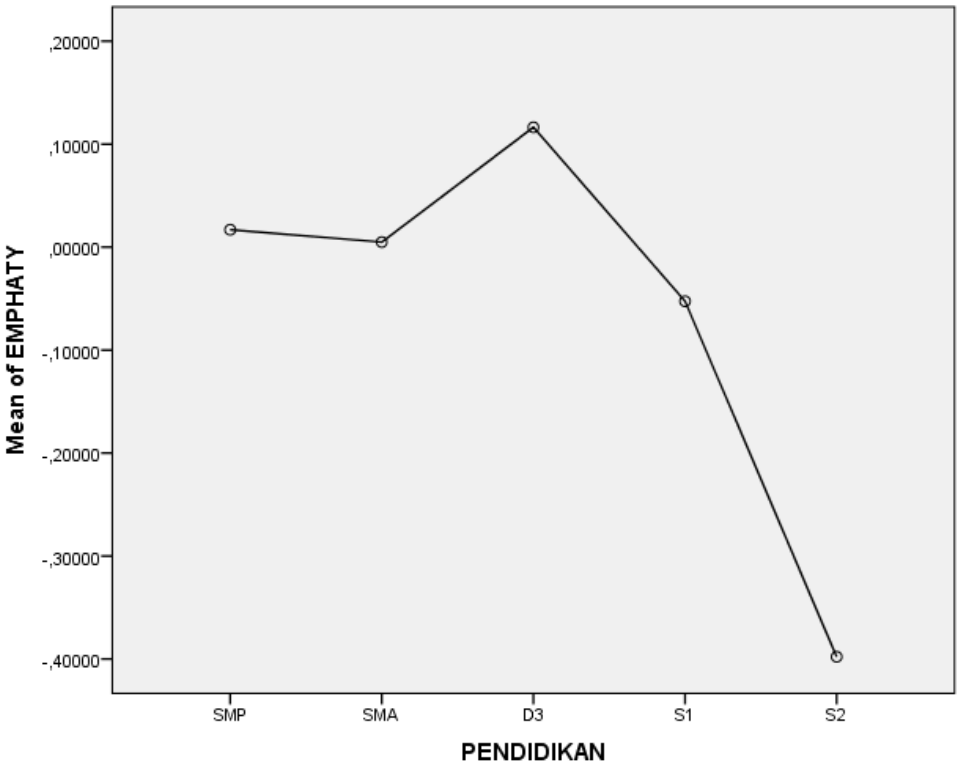
SMA
D3
S1
S2
PENDIDIKAN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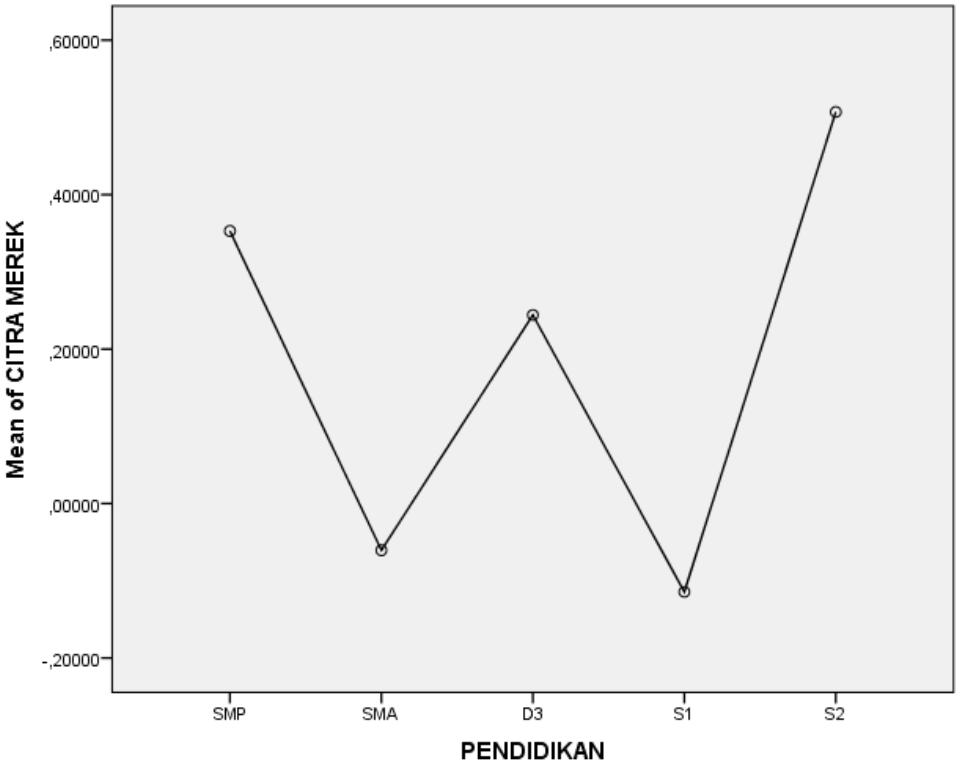
Mean of EMPHATY
SMP
SMA
D3
S1
S2
PENDIDIKAN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Mean of CITRA MEREK
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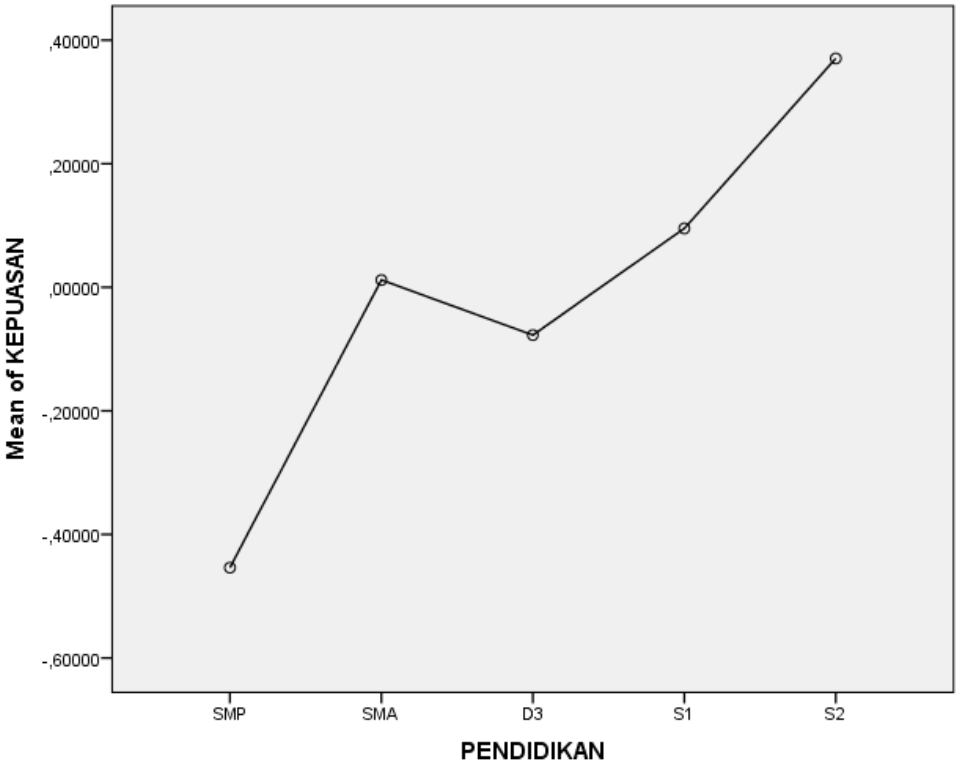
SMA
D3
S1
S2
PENDIDIKAN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Mean of KEPUASAN
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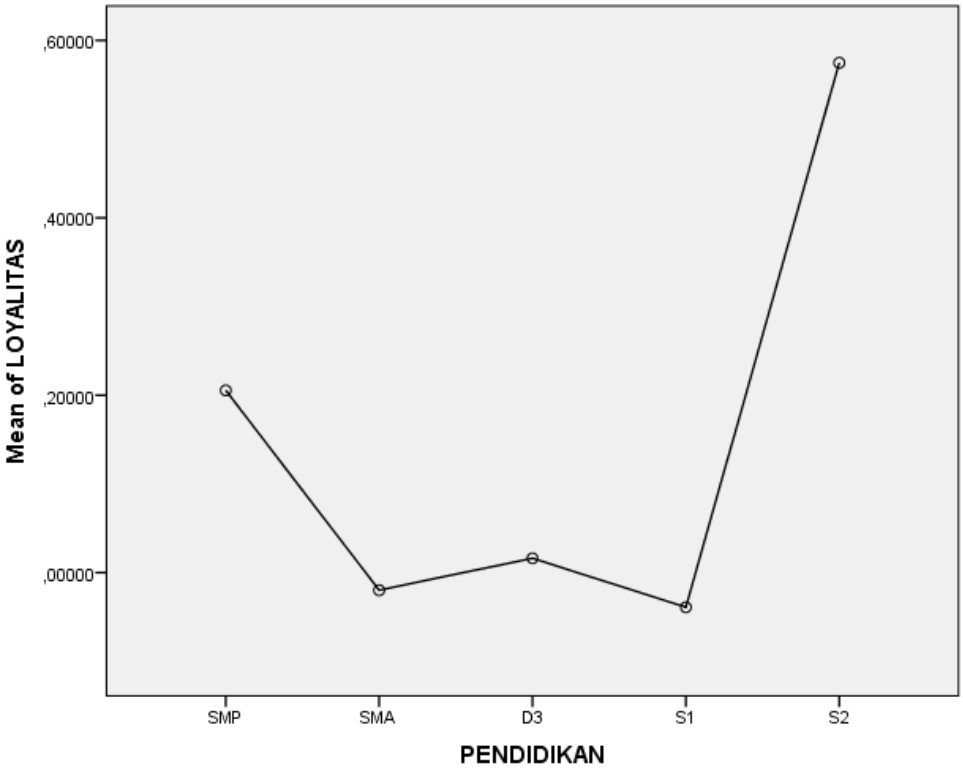
D3
S1
S2
PENDIDIKAN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Mean of LOYALITAS
SMP
SMA
D3
S1
S2
PENDIDIKAN

Lampiran 8

Uji ANOVA Berdasarkan Pekerjaan

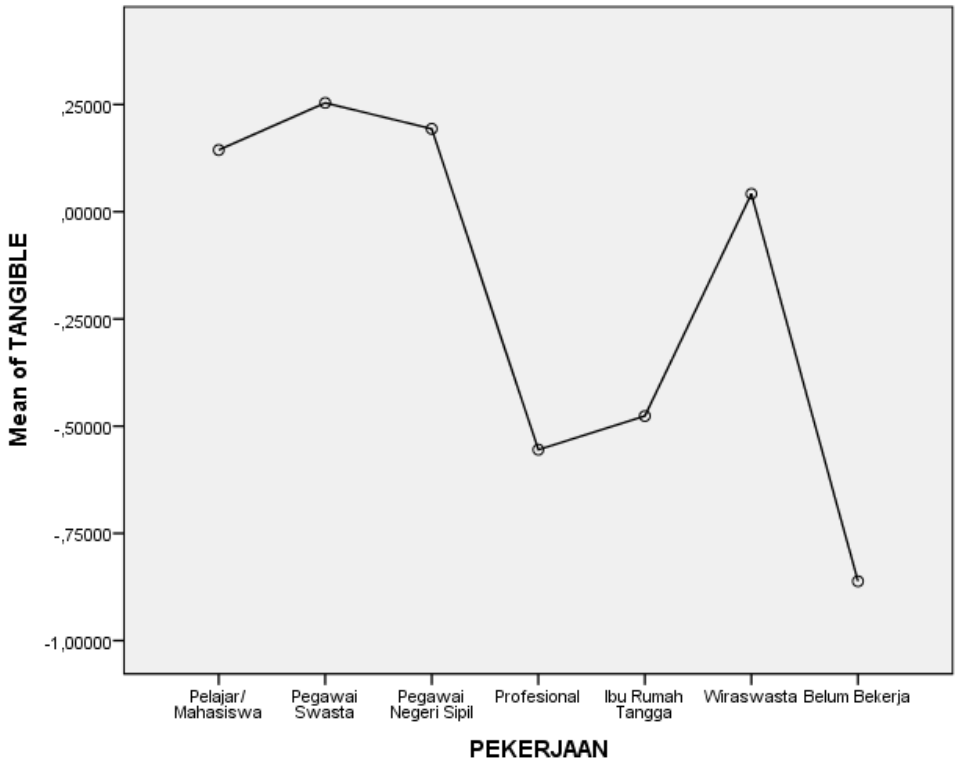
ANOVA

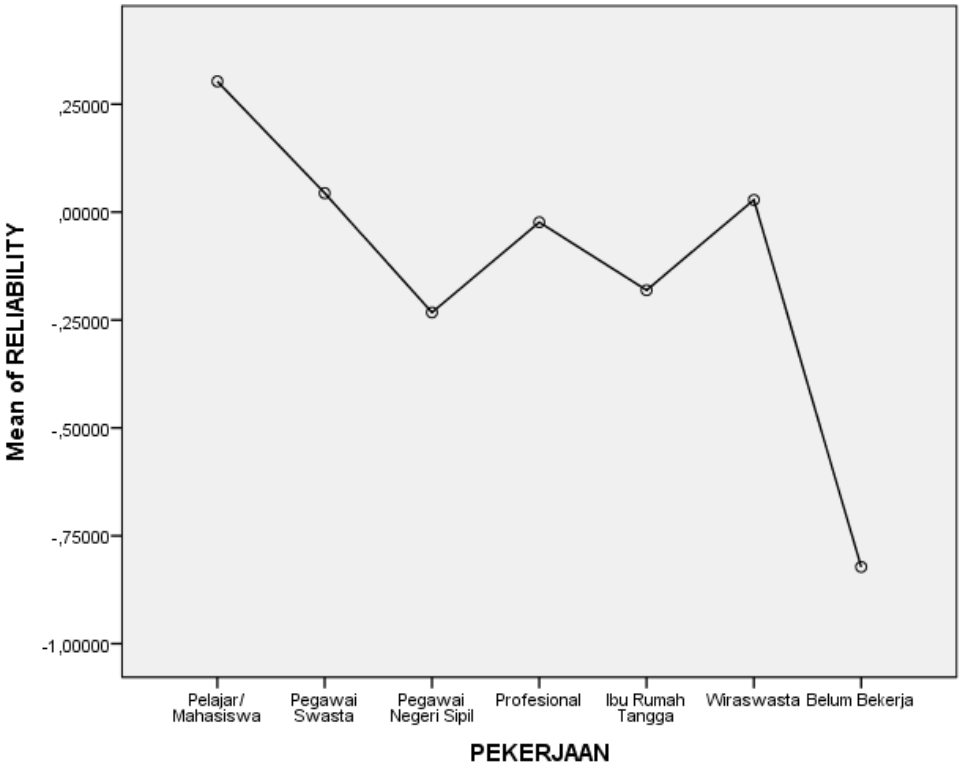
		Sum of Squares	df	Mean Square	F	Sig.
TANGIBLE	Between Groups	17,601	6	2,933	3,144	,006
	Within Groups	161,399	173	,933		
	Total	179,000	179			
RELIABILITY	Between Groups	9,032	6	1,505	1,532	,170
	Within Groups	169,968	173	,982		
	Total	179,000	179			
RESPONSIVENESS	Between Groups	8,261	6	1,377	1,395	,219
	Within Groups	170,739	173	,987		
	Total	179,000	179			
ASSURANCE	Between Groups	4,536	6	,756	,750	,610
	Within Groups	174,464	173	1,008		
	Total	179,000	179			
EMPHATY	Between Groups	10,365	6	1,728	1,772	,107
	Within Groups	168,635	173	,975		
	Total	179,000	179			
CITRA MEREK	Between Groups	16,628	6	2,771	2,953	,009
	Within Groups	162,372	173	,939		
	Total	179,000	179			
KEPUASAN	Between Groups	14,710	6	2,452	2,582	,020
	Within Groups	164,290	173	,950		
	Total	179,000	179			
LOYALITAS	Between Groups	11,242	6	1,874	1,932	,078
	Within Groups	167,758	173	,970		
	Total	179,000	179			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
TANGIBLE	2,446	6	173	,027
RELIABILITY	,853	6	173	,531
RESPONSIVENESS	,265	6	173	,953
ASSURANCE	1,082	6	173	,375
EMPHATY	,907	6	173	,491
CITRA MEREK	1,716	6	173	,120
KEPUASAN	3,157	6	173	,006
LOYALITAS	,770	6	173	,594

Means Plot




Mean of RELIABILITY
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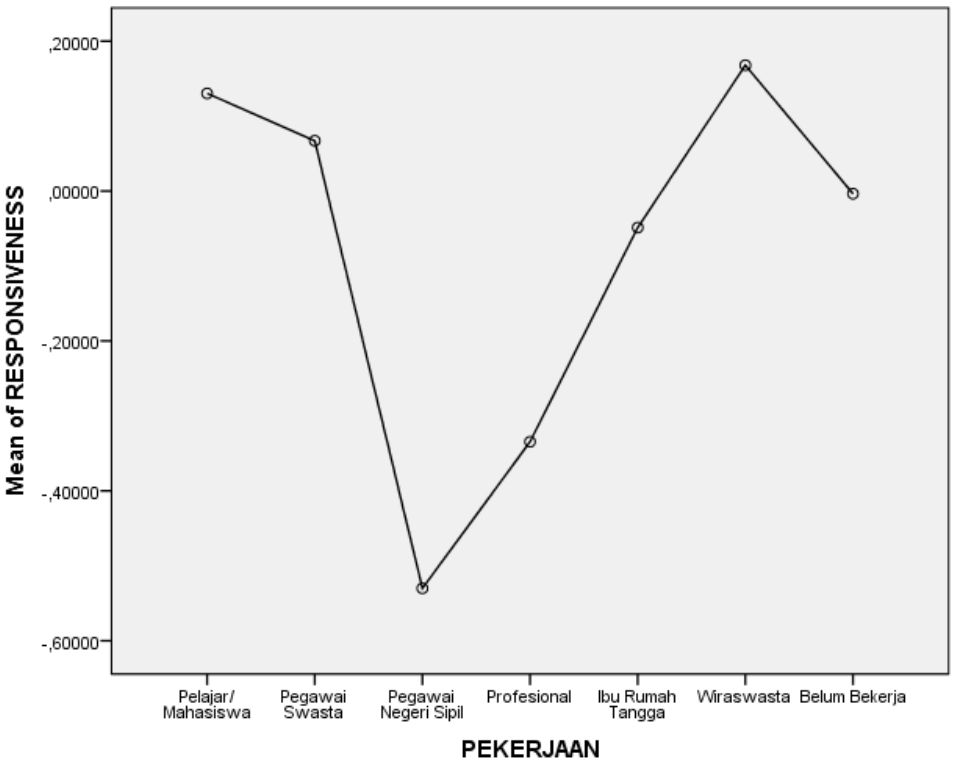
Pelajar/ Mahasiswa
Pegawai Swasta
Pegawai Negeri Sipil
Profesional
Ibu Rumah Tangga
Wiraswasta
Belum Bekerja
PEKERJAAN


Mean of RESPONSIVENESS
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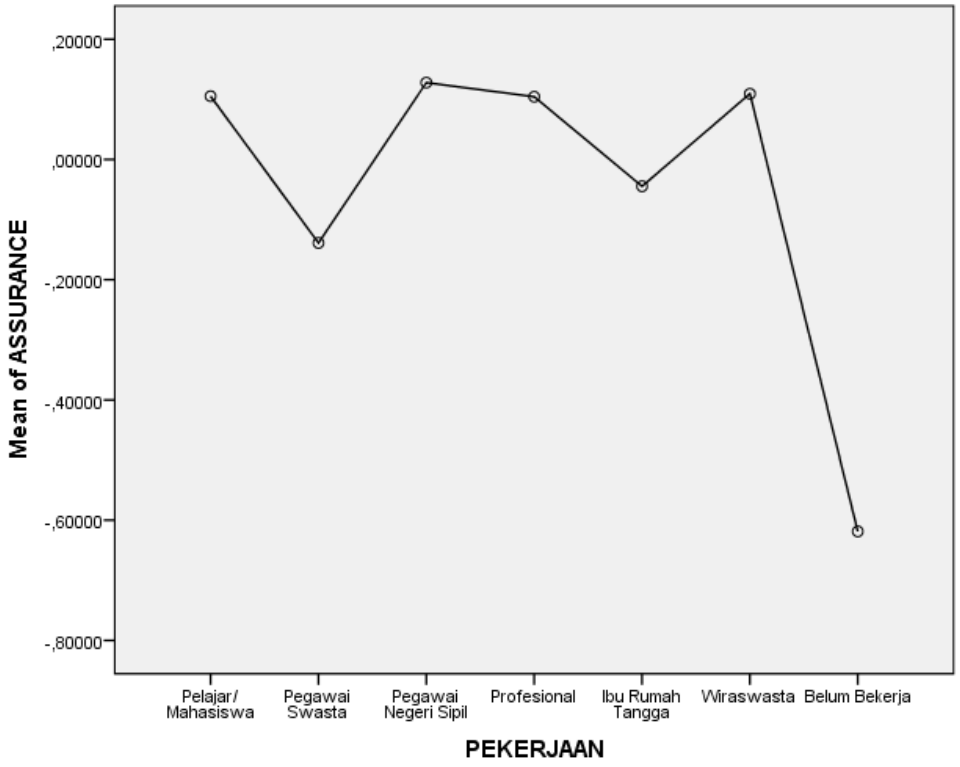
Pelajar/ Mahasiswa
Pegawai Swasta
Pegawai Negeri Sipil
Profesional
Ibu Rumah Tangga
Wiraswasta
Belum Bekerja
PEKERJAAN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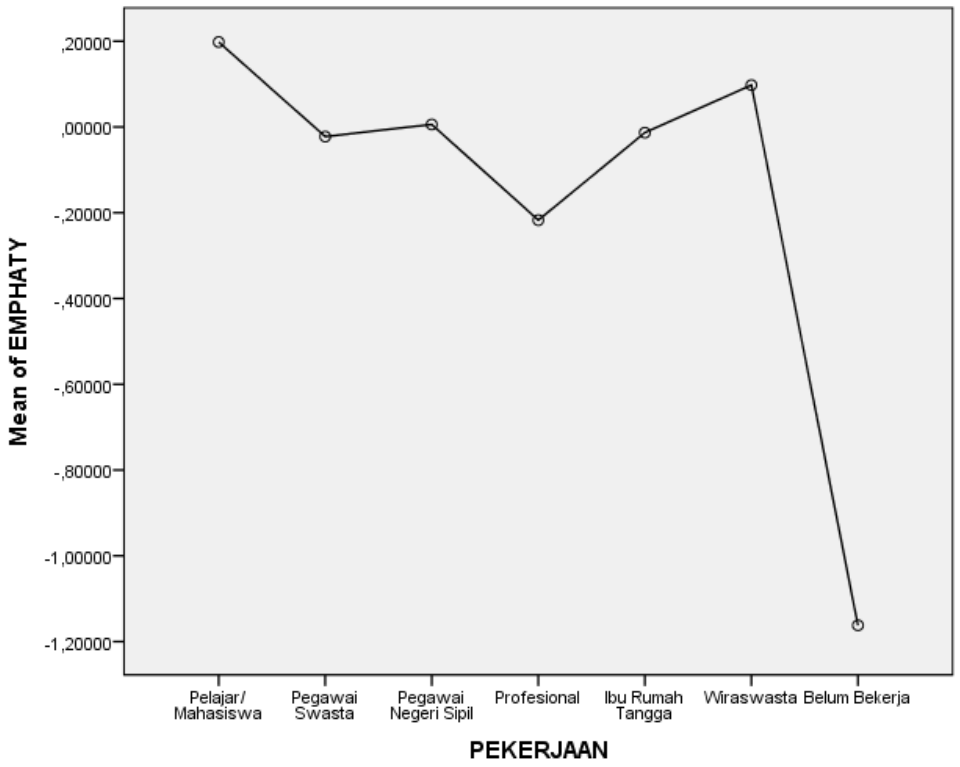
Mean of ASSURANCE
Pelajar/ Mahasiswa
Pegawai Swasta
Pegawai Negeri Sipil
Profesional
Ibu Rumah Tangga
Wiraswasta
Belum Bekerja
PEKERJAAN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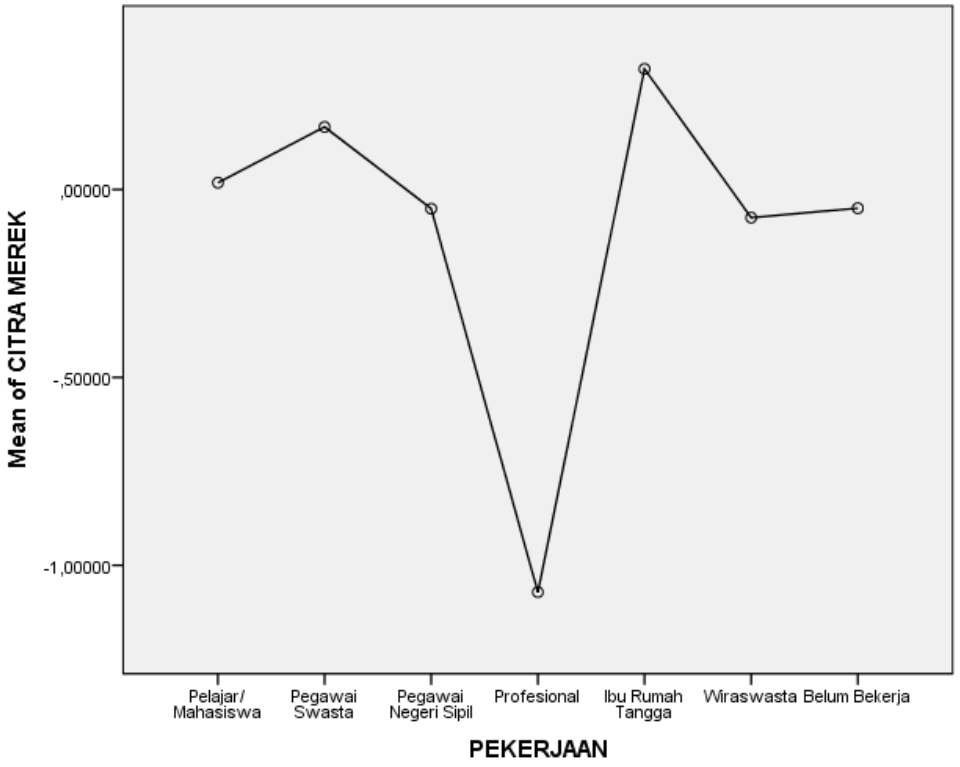
Mean of EMPHATY
Pelajar/ Mahasiswa
Pegawai Swasta
Pegawai Negeri Sipil
Profesional
Ibu Rumah Tangga
Wiraswasta
Belum Bekerja
PEKERJAAN


Mean of CITRA MEREK
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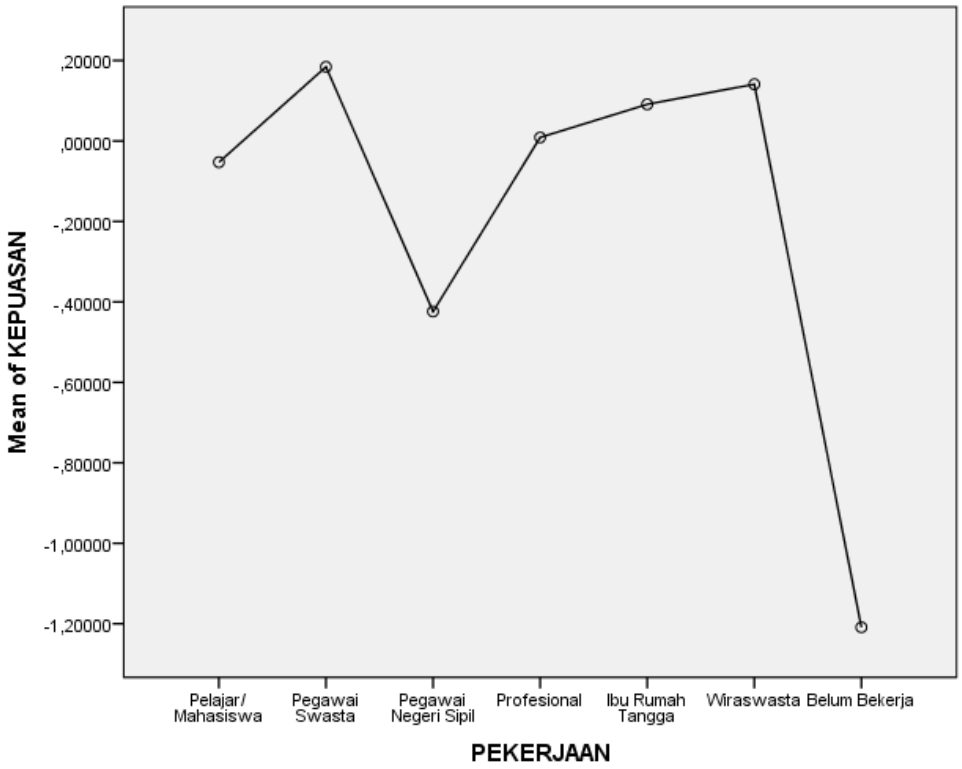
Pelajar/ Mahasiswa
Pegawai Swasta
Pegawai Negeri Sipil
Profesional
Ibu Rumah Tangga
Wiraswasta
Belum Bekerja
PEKERJAAN


Mean of KEPUASAN
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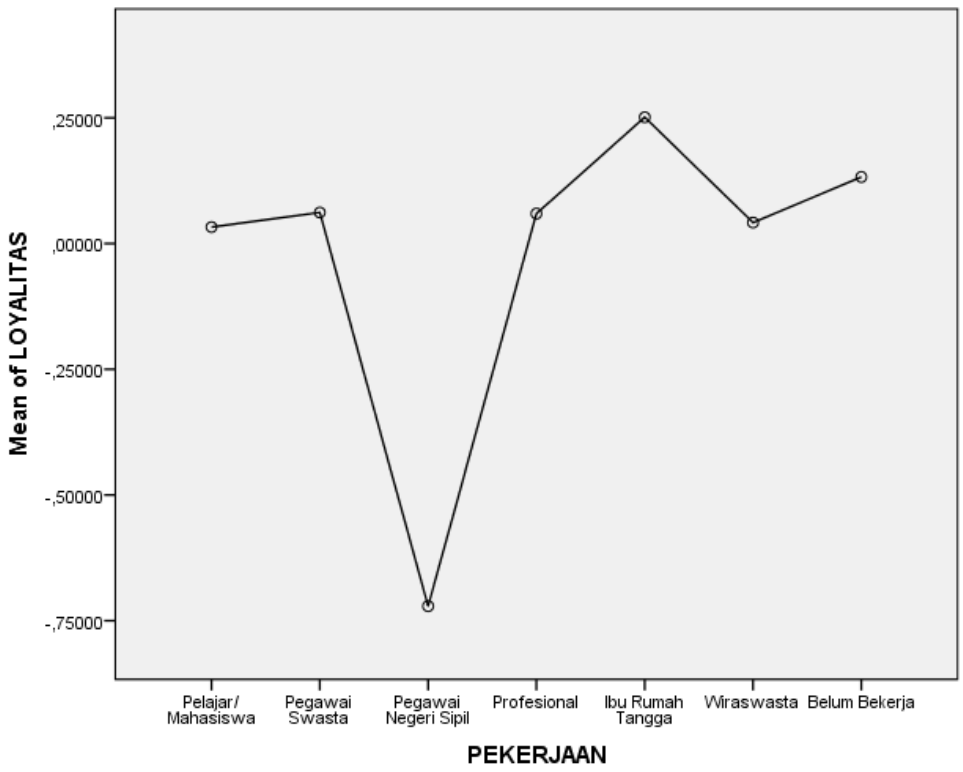
-1,20000
Pelajar/ Mahasiswa
Pegawai Swasta
Pegawai Negeri Sipil
Profesional
Ibu Rumah Tangga
Wiraswasta
Belum Bekerja
PEKERJAAN


Mean of LOYALITAS
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Pelajar/ Mahasiswa
Pegawai Swasta
Pegawai Negeri Sipil
Profesional
Ibu Rumah Tangga
Wiraswasta
Belum Bekerja
PEKERJAAN

Lampiran 9

Uji ANOVA Berdasarkan Penghasilan per Bulan

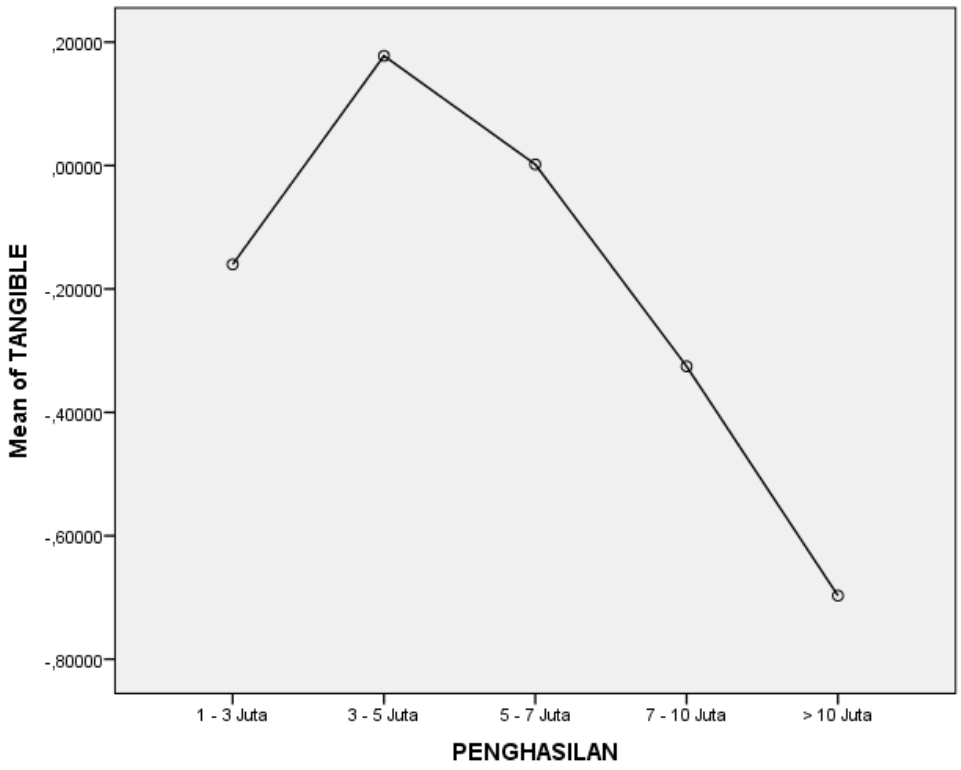
ANOVA

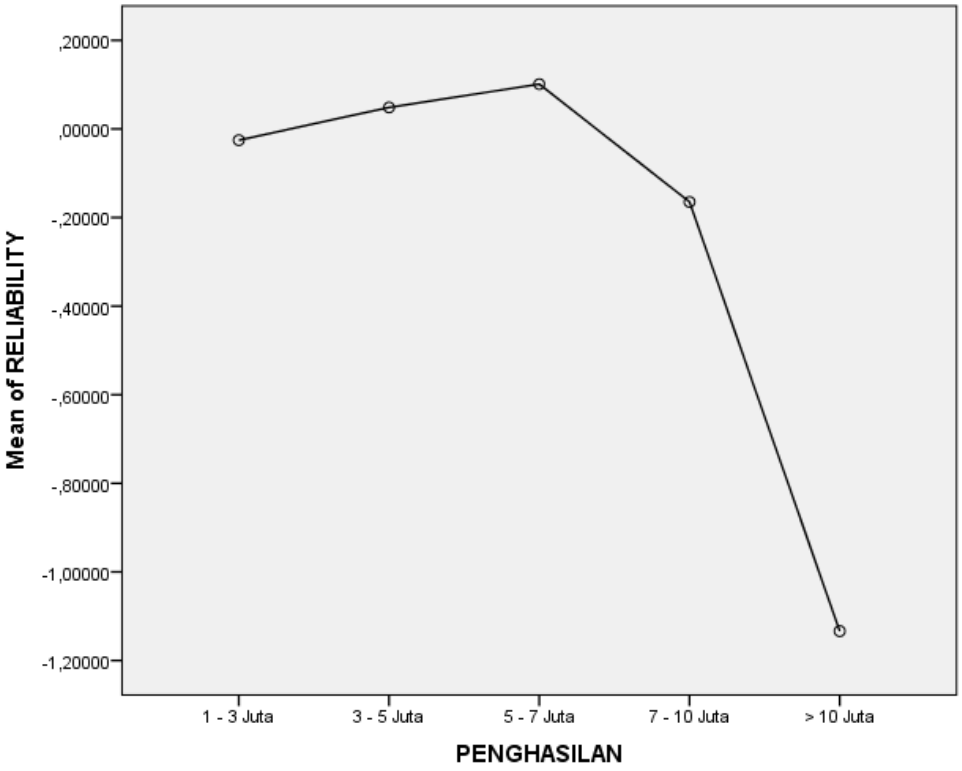
		Sum of Squares	df	Mean Square	F	Sig.
TANGIBLE	Between Groups	6,709	4	1,677	1,704	,151
	Within Groups	172,291	175	,985		
	Total	179,000	179			
RELIABILITY	Between Groups	4,652	4	1,163	1,167	,327
	Within Groups	174,348	175	,996		
	Total	179,000	179			
RESPONSIVENESS	Between Groups	2,175	4	,544	,538	,708
	Within Groups	176,825	175	1,010		
	Total	179,000	179			
ASSURANCE	Between Groups	3,432	4	,858	,855	,492
	Within Groups	175,568	175	1,003		
	Total	179,000	179			
EMPHATY	Between Groups	2,521	4	,630	,625	,645
	Within Groups	176,479	175	1,008		
	Total	179,000	179			
CITRA MEREK	Between Groups	1,454	4	,363	,358	,838
	Within Groups	177,546	175	1,015		
	Total	179,000	179			
KEPUASAN	Between Groups	1,258	4	,314	,310	,871
	Within Groups	177,742	175	1,016		
	Total	179,000	179			
LOYALITAS	Between Groups	2,884	4	,721	,716	,582
	Within Groups	176,116	175	1,006		
	Total	179,000	179			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
TANGIBLE	,462	4	175	,763
RELIABILITY	1,084	4	175	,366
RESPONSIVENESS	1,635	4	175	,168
ASSURANCE	1,006	4	175	,406
EMPHATY	1,479	4	175	,210
CITRA MEREK	,911	4	175	,459
KEPUASAN	1,392	4	175	,239
LOYALITAS	,667	4	175	,616

Means Plot

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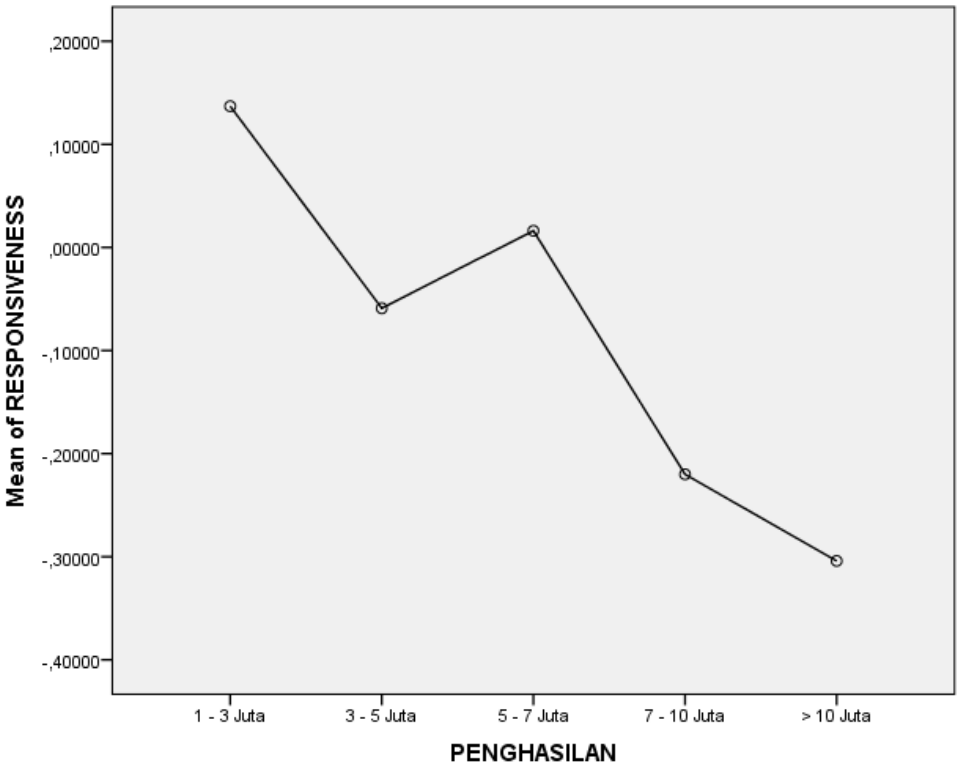
Mean of RELIABILITY
1 - 3 Juta
3 - 5 Juta
5 - 7 Juta
7 - 10 Juta
> 10 Juta
PENGHASILAN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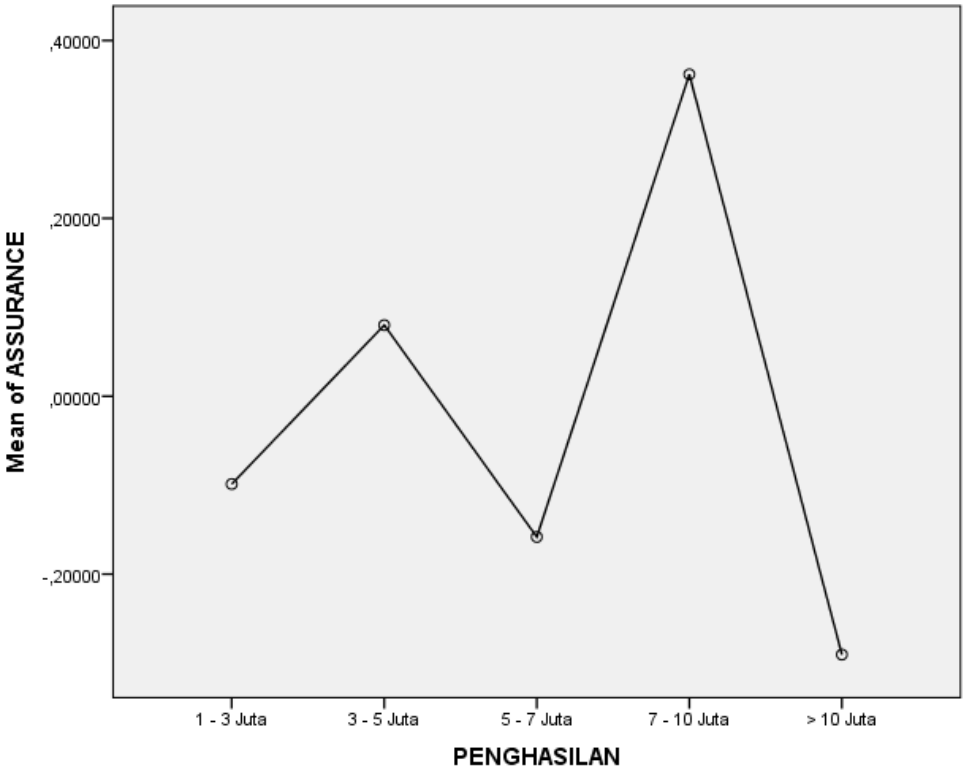
Mean of RESPONSIVENESS
1 - 3 Juta
3 - 5 Juta
5 - 7 Juta
7 - 10 Juta
> 10 Juta
PENGHASILAN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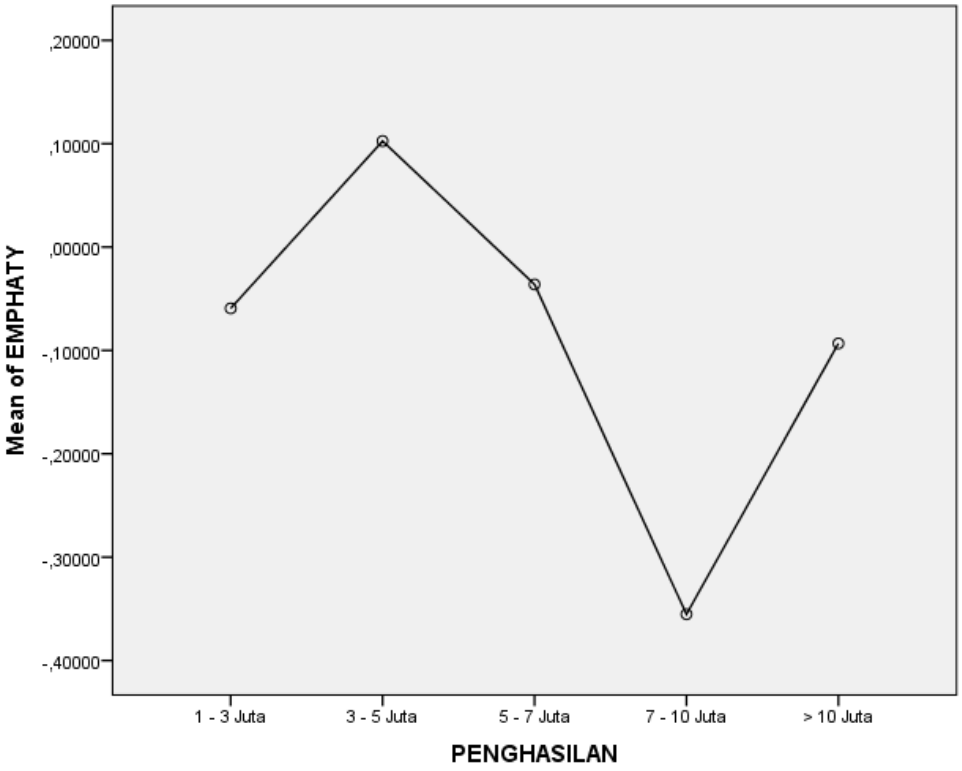
PENGHASILAN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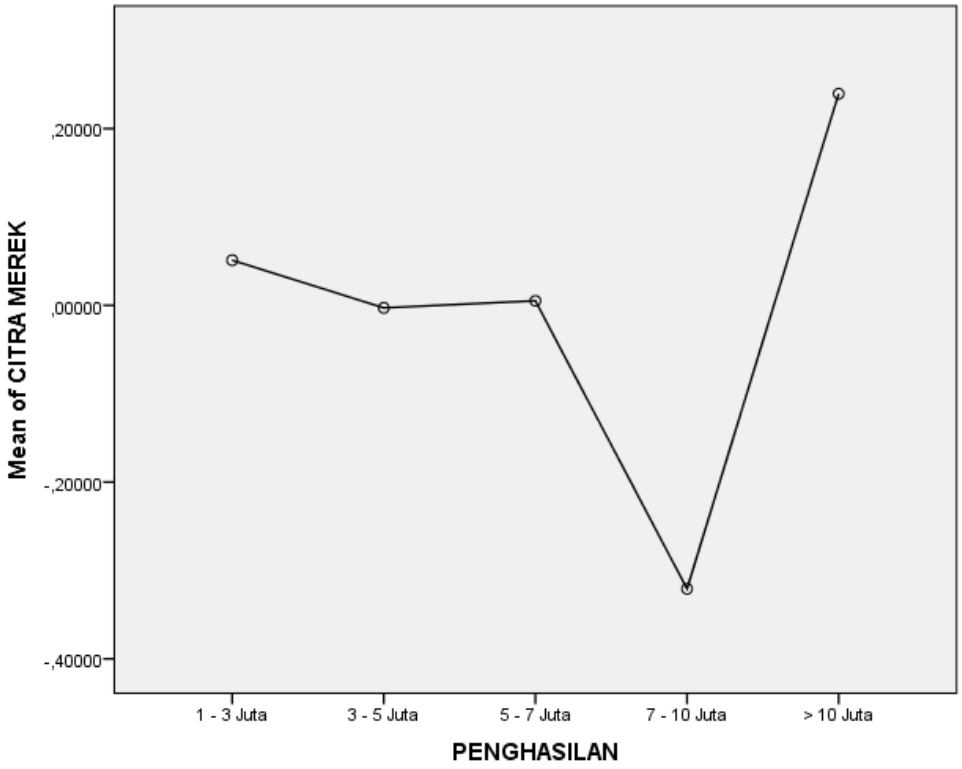
Mean of EMPHATY
1 - 3 Juta
3 - 5 Juta
5 - 7 Juta
7 - 10 Juta
> 10 Juta
PENGHASILAN


Mean of CITRA MEREK
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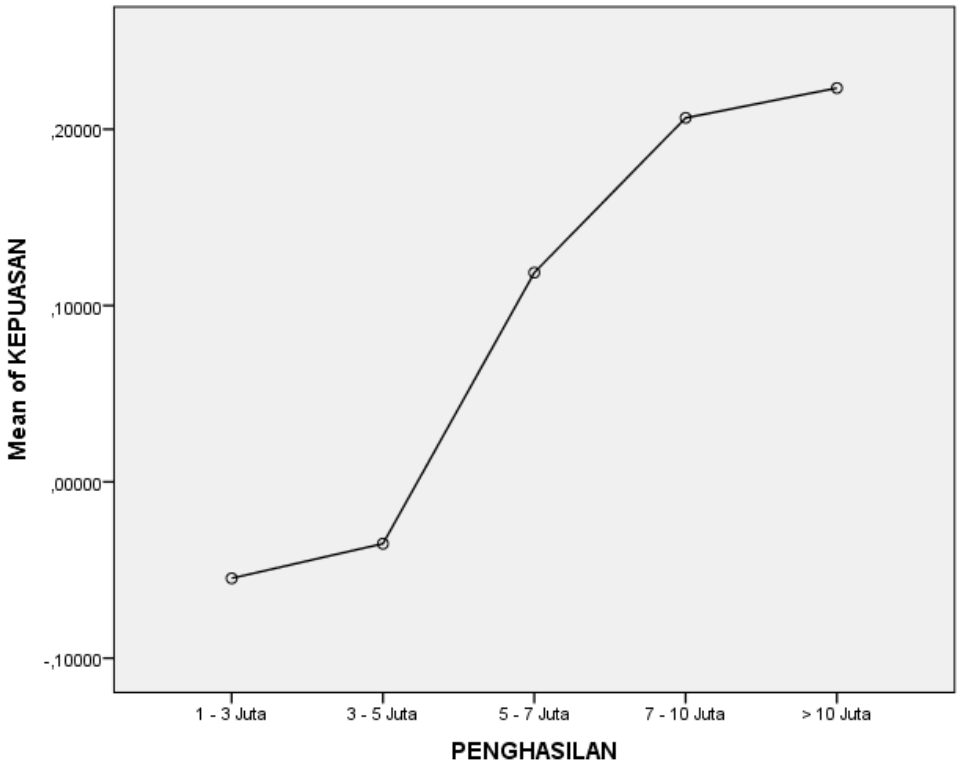
5 - 7 Juta
7 - 10 Juta
> 10 Juta
PENGHASILAN


Mean of KEPUASAN
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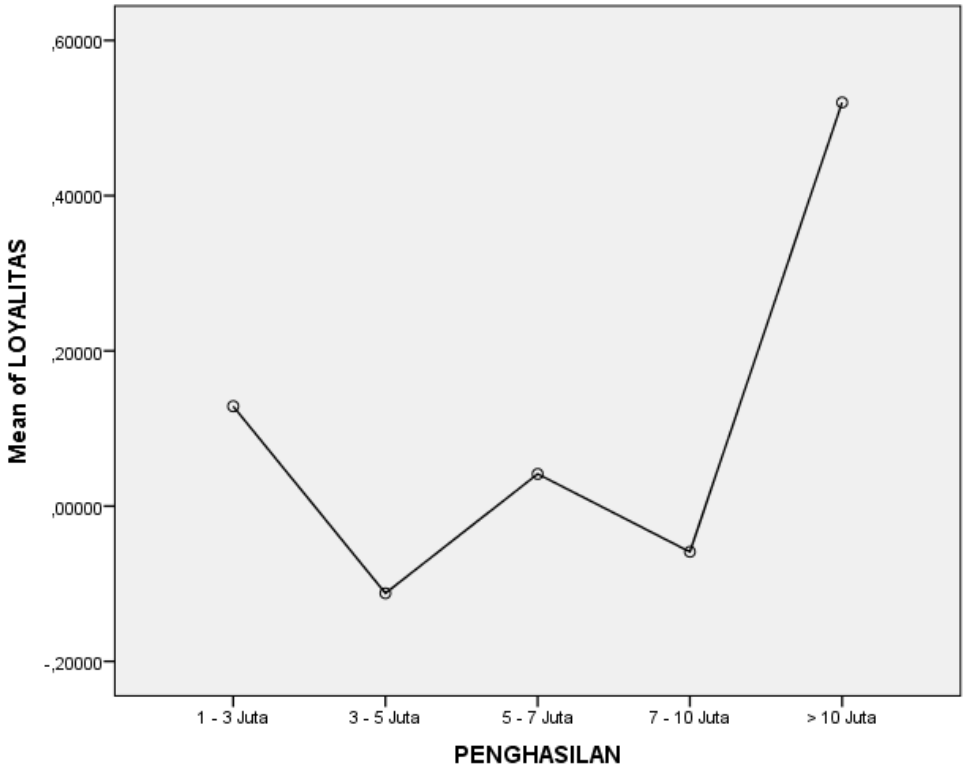
1 - 3 Juta
3 - 5 Juta
5 - 7 Juta
7 - 10 Juta
> 10 Juta
PENGHASILAN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Mean of LOYALITAS
1 - 3 Juta
3 - 5 Juta
5 - 7 Juta
7 - 10 Juta
> 10 Juta
PENGHASILAN

Lampiran 10

Uji ANOVA Berdasarkan Lama Menjadi Nasabah

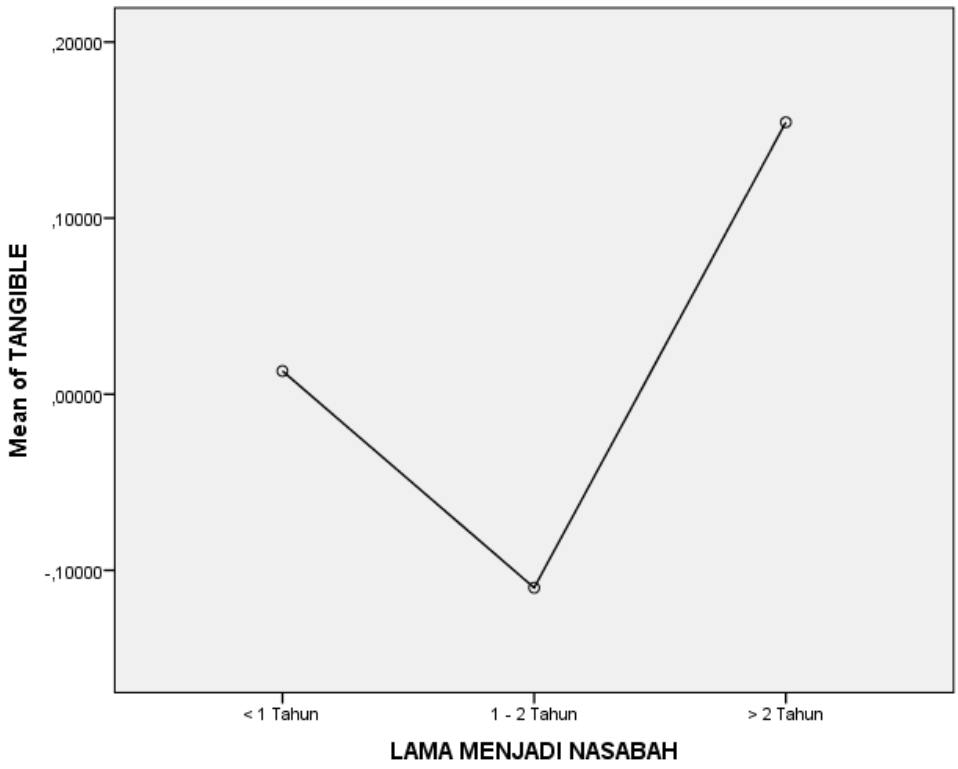
ANOVA

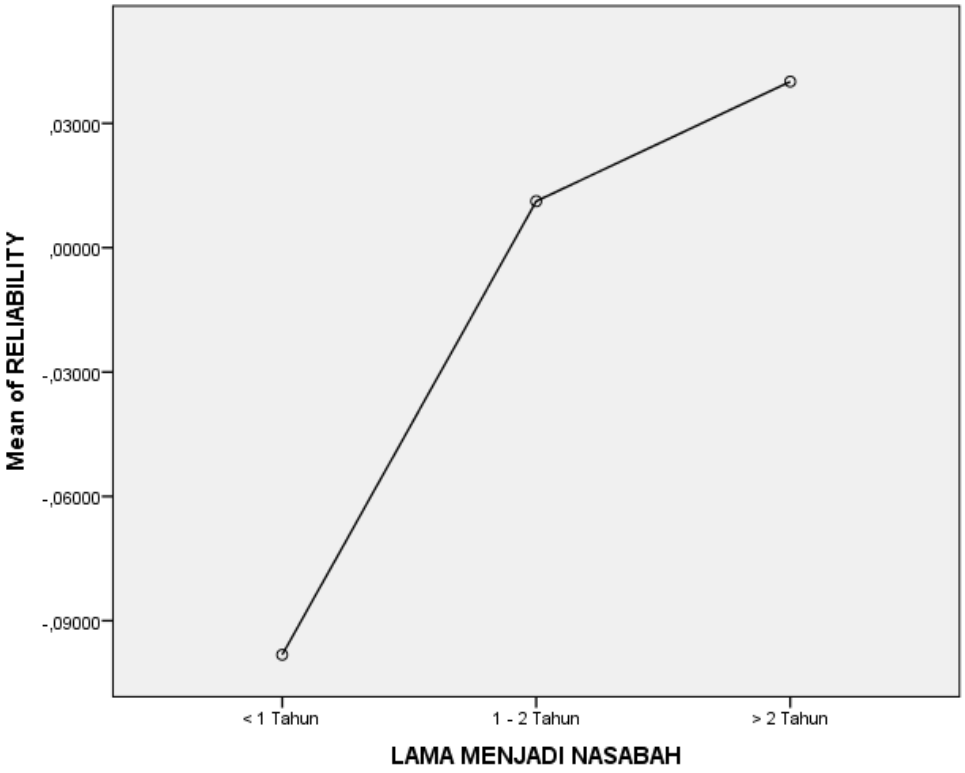
		Sum of Squares	df	Mean Square	F	Sig.
TANGIBLE	Between Groups	2,465	2	1,233	1,236	,293
	Within Groups	176,535	177	,997		
	Total	179,000	179			
RELIABILITY	Between Groups	,434	2	,217	,215	,807
	Within Groups	178,566	177	1,009		
	Total	179,000	179			
RESPONSIVENESS	Between Groups	,078	2	,039	,039	,962
	Within Groups	178,922	177	1,011		
	Total	179,000	179			
ASSURANCE	Between Groups	,268	2	,134	,133	,876
	Within Groups	178,732	177	1,010		
	Total	179,000	179			
EMPHATY	Between Groups	,140	2	,070	,070	,933
	Within Groups	178,860	177	1,011		
	Total	179,000	179			
CITRA MEREK	Between Groups	5,749	2	2,875	2,937	,056
	Within Groups	173,251	177	,979		
	Total	179,000	179			
KEPUASAN	Between Groups	4,000	2	2,000	2,023	,135
	Within Groups	175,000	177	,989		
	Total	179,000	179			
LOYALITAS	Between Groups	3,313	2	1,657	1,669	,191
	Within Groups	175,687	177	,993		
	Total	179,000	179			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
TANGIBLE	,450	2	177	,638
RELIABILITY	,946	2	177	,390
RESPONSIVENESS	,294	2	177	,746
ASSURANCE	,215	2	177	,807
EMPHATY	,900	2	177	,408
CITRA MEREK	5,174	2	177	,007
KEPUASAN	5,672	2	177	,004
LOYALITAS	1,057	2	177	,350

Means Plot




Mean of RELIABILITY
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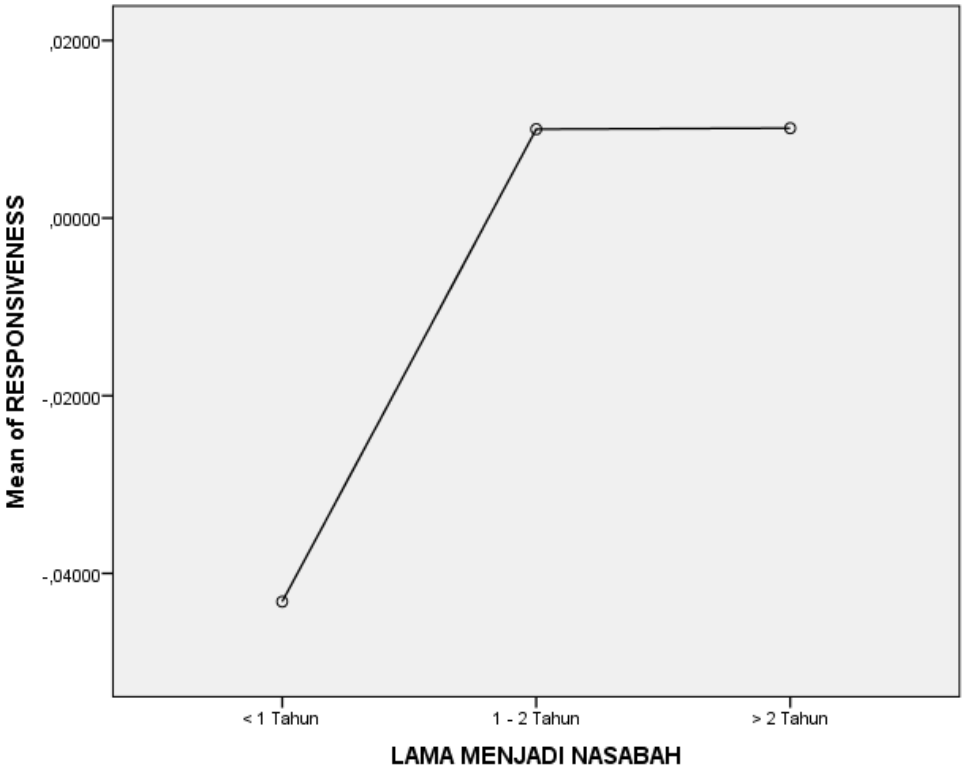
1 - 2 Tahun
> 2 Tahun
LAMA MENJADI NASABAH


Mean of RESPONSIVENESS
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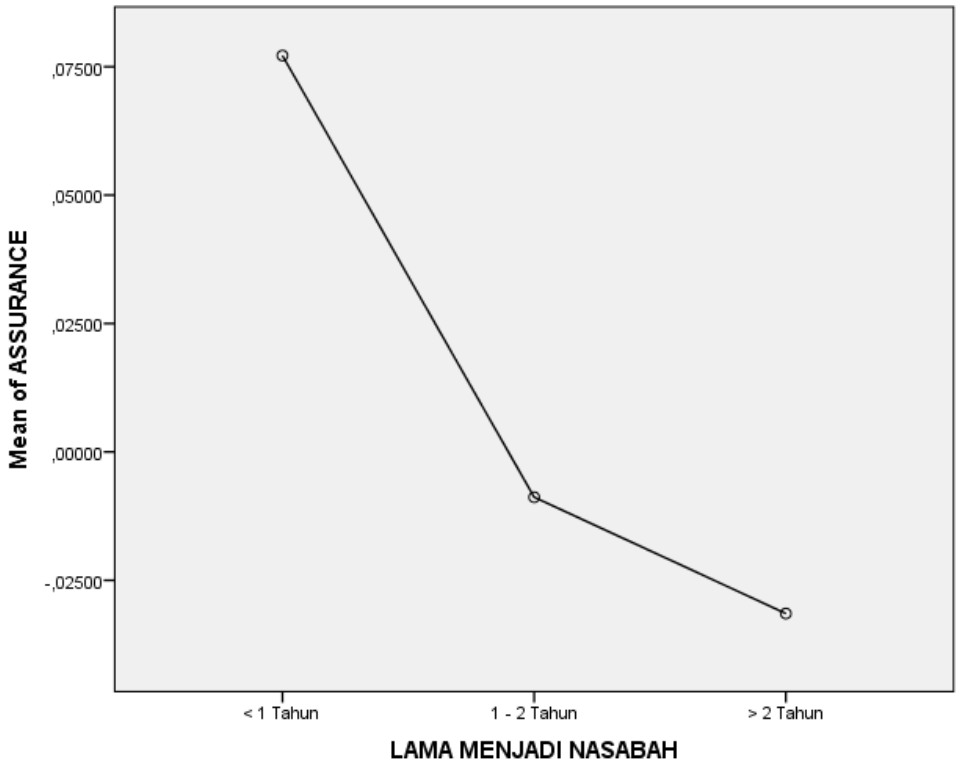
1 - 2 Tahun
> 2 Tahun
LAMA MENJADI NASABAH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Mean of ASSURANCE
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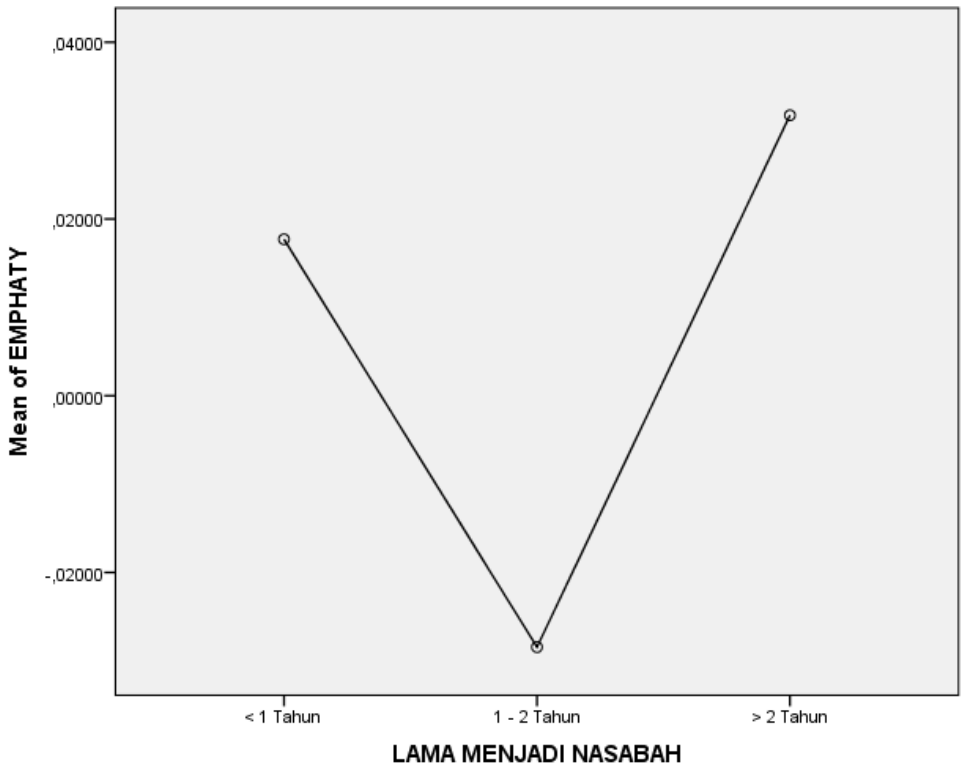
1 - 2 Tahun
> 2 Tahun
LAMA MENJADI NASABAH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Mean of EMPHATY
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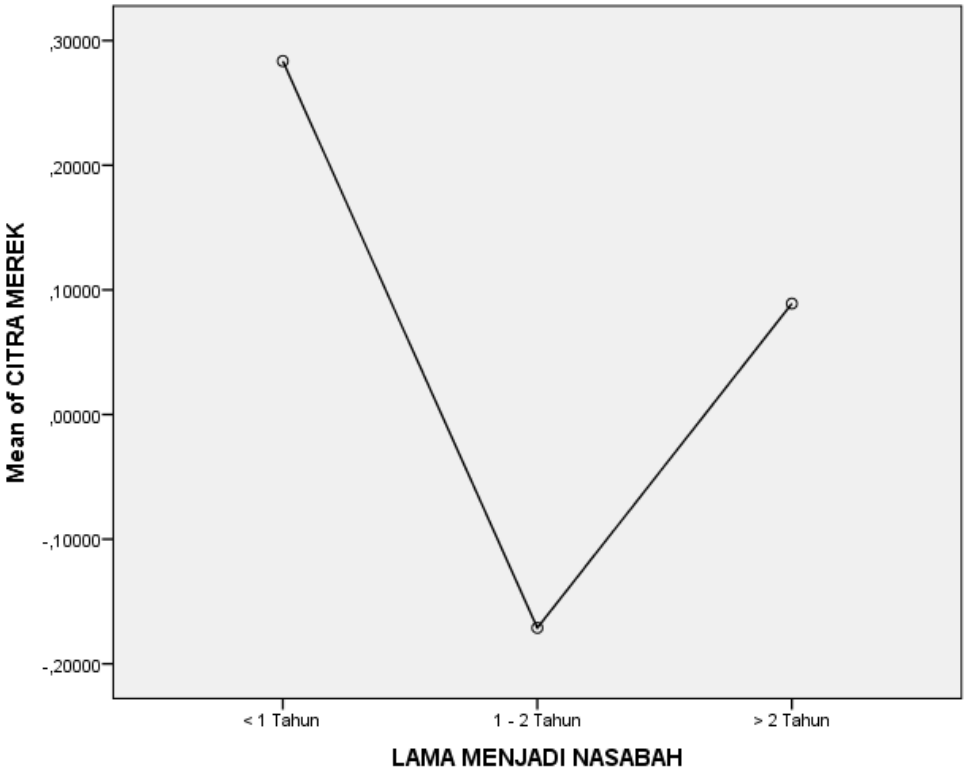
1 - 2 Tahun
> 2 Tahun
LAMA MENJADI NASABAH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Mean of CITRA MEREK
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1 - 2 Tahun
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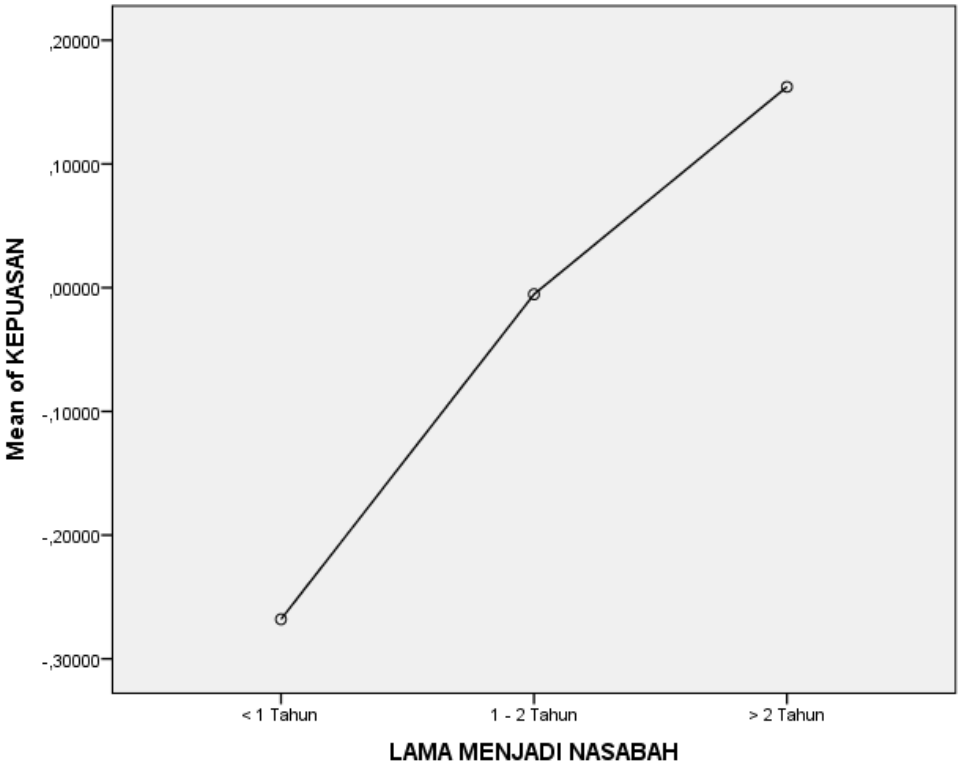
LAMA MENJADI NASABAH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Mean of KEPUASAN
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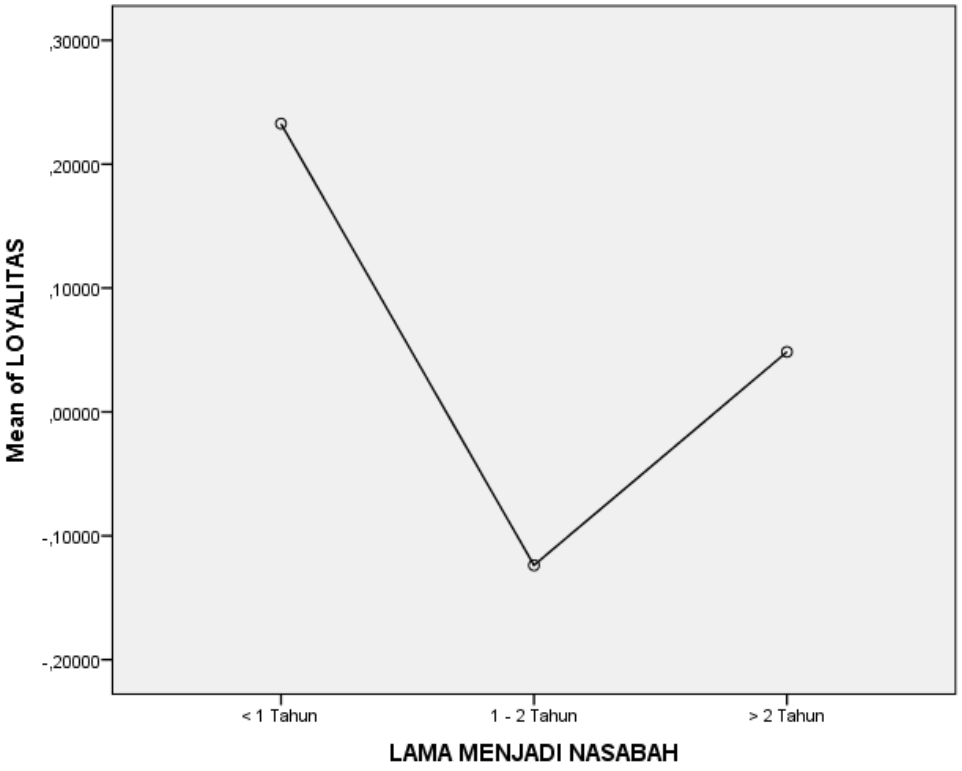
LAMA MENJADI NASABAH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Mean of LOYALITAS
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1 - 2 Tahun
> 2 Tahun
LAMA MENJADI NASABAH

Lampiran 11

Hasil *Confirmatory Factor Analysis* (CFA)

DATE: 8/23/2015
TIME: 21:17

L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

The following lines were read from file D:\Data\MM\Tesis\Tesis\SEM\AnalisisSQ-LN1.spl:

Raw data from file AnalisisSQ-LN2.psf

Latent variables KP CM KN LN
Relationships

TAN = KP
REL = KP
RES = KP
ASS = KP
EMP = KP
CM1 = CM
CM2 = CM
CM3 = CM
CM4 = CM
CM5 = CM
KN1 = KN
KN2 = KN
KN3 = KN
LN1 = LN
LN2 = LN
LN3 = LN
LN4 = LN
LN5 = LN

Options SC
Path Diagram
End of programs

Sample Size = 180

Covariance Matrix

	TAN	REL	RES	ASS	EMP	CM1
TAN	1.00					
REL	0.53	1.00				
RES	0.22	0.50	1.00			
ASS	0.37	0.41	0.45	1.00		
EMP	0.29	0.39	0.32	0.43	1.00	
CM1	-0.08	-0.11	-0.04	-0.05	0.10	0.85
CM2	-0.01	-0.07	0.01	-0.01	0.15	0.43
CM3	-0.02	-0.01	-0.01	-0.09	0.08	0.25
CM4	0.00	0.00	-0.06	-0.08	-0.02	0.22
CM5	-0.10	-0.07	0.04	-0.04	0.05	0.22
KN1	0.20	0.27	0.13	0.21	0.18	0.09
KN2	0.27	0.29	0.12	0.29	0.19	0.07
KN3	0.19	0.31	0.14	0.21	0.20	0.01
LN1	0.17	0.15	0.11	0.10	0.01	0.00
LN2	0.19	0.27	0.18	0.12	0.00	-0.01
LN3	0.23	0.28	0.22	0.12	0.05	0.02
LN4	0.15	0.26	0.32	0.17	0.08	0.04
LN5	0.14	0.21	0.28	0.10	0.04	0.10

Covariance Matrix

	CM2	CM3	CM4	CM5	KN1	KN2
CM2	0.71					
CM3	0.39	0.75				
CM4	0.22	0.41	0.83			
CM5	0.23	0.24	0.41	0.70		
KN1	0.09	0.05	0.14	0.22	0.75	
KN2	0.10	0.11	0.10	0.10	0.54	0.91
KN3	0.09	0.13	0.13	0.12	0.41	0.52
LN1	0.05	0.16	0.19	0.13	0.17	0.16
LN2	0.08	0.09	0.17	0.14	0.30	0.28
LN3	0.12	0.14	0.13	0.06	0.22	0.30
LN4	0.13	0.19	0.02	0.06	0.20	0.23
LN5	0.19	0.23	0.20	0.14	0.23	0.16

Covariance Matrix

	KN3	LN1	LN2	LN3	LN4	LN5
KN3	0.82					
LN1	0.22	0.76				
LN2	0.28	0.49	0.86			
LN3	0.31	0.52	0.55	0.97		
LN4	0.28	0.48	0.40	0.64	0.97	
LN5	0.27	0.45	0.50	0.56	0.67	0.93

Number of Iterations = 12

LISREL Estimates (Maximum Likelihood)

Measurement Equations

TAN = 0.60*KP, Errorvar.= 0.64 , R^2 = 0.36
(0.075) (0.079)
7.96 8.13

REL = 0.80*KP, Errorvar.= 0.36 , R^2 = 0.64
(0.071) (0.068)
11.28 5.35

RES = 0.59*KP, Errorvar.= 0.65 , R^2 = 0.35
(0.076) (0.079)
7.82 8.19

ASS = 0.61*KP, Errorvar.= 0.63 , R^2 = 0.37
(0.075) (0.078)
8.11 8.06

EMP = 0.51*KP, Errorvar.= 0.74 , R^2 = 0.26
(0.078) (0.086)
6.57 8.65

CM1 = 0.50*CM, Errorvar.= 0.60 , R^2 = 0.29
(0.072) (0.072)
6.88 8.39

CM2 = 0.57*CM, Errorvar.= 0.39 , R^2 = 0.45
(0.063) (0.054)
8.95 7.26

CM3 = 0.62*CM, Errorvar.= 0.36 , R^2 = 0.52
(0.064) (0.055)
9.71 6.61

CM4 = 0.58*CM, Errorvar.= 0.49 , R^2 = 0.41
(0.069) (0.065)
8.46 7.60

CM5 = 0.48*CM, Errorvar.= 0.47 , R^2 = 0.33
(0.065) (0.057)
7.50 8.13

KN1 = 0.66*KN, Errorvar.= 0.31 , R^2 = 0.59
(0.060) (0.047)
11.05 6.57

KN2 = 0.79*KN, Errorvar.= 0.28 , R^2 = 0.69
(0.065) (0.055)
12.21 5.12

KN3 = 0.65*KN, Errorvar.= 0.39 , R^2 = 0.52
(0.064) (0.053)
10.28 7.30

LN1 = 0.64*LN, Errorvar.= 0.35 , R^2 = 0.53
(0.059) (0.044)
10.84 8.05

LN2 = 0.66*LN, Errorvar.= 0.43 , R^2 = 0.50
(0.063) (0.052)
10.39 8.22

LN3 = 0.80*LN, Errorvar.= 0.33 , R^2 = 0.66
(0.063) (0.047)
12.61 7.05

LN4 = 0.78*LN, Errorvar.= 0.35 , R^2 = 0.63
(0.064) (0.049)
12.24 7.31

LN5 = 0.76*LN, Errorvar.= 0.35 , R^2 = 0.63
(0.063) (0.047)
12.17 7.36

Correlation Matrix of Independent Variables

	KP	CM	KN	LN
KP	1.00			
CM	-0.07	1.00		
	(0.09)			
	-0.73			
KN	0.49	0.26	1.00	
	(0.08)	(0.09)		
	6.50	2.91		

LN	0.37	0.30	0.45	1.00
	(0.08)	(0.08)	(0.07)	
	4.69	3.53	6.18	

Goodness of Fit Statistics

Degrees of Freedom = 129
Minimum Fit Function Chi-Square = 294.98 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 299.18 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 170.18
90 Percent Confidence Interval for NCP = (123.60 ; 224.48)

Minimum Fit Function Value = 1.65
Population Discrepancy Function Value (F0) = 0.95
90 Percent Confidence Interval for F0 = (0.69 ; 1.25)
Root Mean Square Error of Approximation (RMSEA) = 0.086
90 Percent Confidence Interval for RMSEA = (0.073 ; 0.099)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 2.14
90 Percent Confidence Interval for ECVI = (1.88 ; 2.44)
ECVI for Saturated Model = 1.91
ECVI for Independence Model = 12.17

Chi-Square for Independence Model with 153 Degrees of Freedom = 2142.40
Independence AIC = 2178.40
Model AIC = 383.18
Saturated AIC = 342.00
Independence CAIC = 2253.87
Model CAIC = 559.29
Saturated CAIC = 1059.00

Normed Fit Index (NFI) = 0.86
Non-Normed Fit Index (NNFI) = 0.90
Parsimony Normed Fit Index (PNFI) = 0.73
Comparative Fit Index (CFI) = 0.92
Incremental Fit Index (IFI) = 0.92
Relative Fit Index (RFI) = 0.84

Critical N (CN) = 103.72

Root Mean Square Residual (RMR) = 0.058
Standardized RMR = 0.067
Goodness of Fit Index (GFI) = 0.84
Adjusted Goodness of Fit Index (AGFI) = 0.79
Parsimony Goodness of Fit Index (PGFI) = 0.64

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
RES	TAN	11.0	-0.20
ASS	REL	16.5	-0.26
CM2	CM1	29.3	0.26
CM4	CM2	24.6	-0.24
CM5	CM4	21.6	0.21
KN1	CM3	9.0	-0.10
KN1	CM5	15.5	0.14
LN2	LN1	9.0	0.11
LN4	CM4	14.8	-0.15
LN4	LN2	24.6	-0.19
LN5	KN2	9.4	-0.10
LN5	LN3	9.0	-0.12
LN5	LN4	18.8	0.17

Standardized Solution

LAMBDA-X

	KP	CM	KN	LN
TAN	0.60	- -	- -	- -
REL	0.80	- -	- -	- -
RES	0.59	- -	- -	- -
ASS	0.61	- -	- -	- -
EMP	0.51	- -	- -	- -
CM1	- -	0.50	- -	- -
CM2	- -	0.57	- -	- -
CM3	- -	0.62	- -	- -
CM4	- -	0.58	- -	- -
CM5	- -	0.48	- -	- -
KN1	- -	- -	0.66	- -
KN2	- -	- -	0.79	- -
KN3	- -	- -	0.65	- -
LN1	- -	- -	- -	0.64
LN2	- -	- -	- -	0.66
LN3	- -	- -	- -	0.80
LN4	- -	- -	- -	0.78
LN5	- -	- -	- -	0.76

PHI

	KP	CM	KN	LN
KP	1.00			
CM	-0.07	1.00		
KN	0.49	0.26	1.00	
LN	0.37	0.30	0.45	1.00

Completely Standardized Solution

LAMBDA-X

	KP	CM	KN	LN
TAN	0.60	- -	- -	- -
REL	0.80	- -	- -	- -
RES	0.59	- -	- -	- -
ASS	0.61	- -	- -	- -
EMP	0.51	- -	- -	- -
CM1	- -	0.54	- -	- -
CM2	- -	0.67	- -	- -
CM3	- -	0.72	- -	- -
CM4	- -	0.64	- -	- -
CM5	- -	0.58	- -	- -
KN1	- -	- -	0.77	- -
KN2	- -	- -	0.83	- -
KN3	- -	- -	0.72	- -
LN1	- -	- -	- -	0.73
LN2	- -	- -	- -	0.71
LN3	- -	- -	- -	0.81
LN4	- -	- -	- -	0.80
LN5	- -	- -	- -	0.79

PHI

	KP	CM	KN	LN
KP	1.00			
CM	-0.07	1.00		
KN	0.49	0.26	1.00	
LN	0.37	0.30	0.45	1.00

THETA-DELTA

TAN	REL	RES	ASS	EMP	CM1
0.64	0.36	0.65	0.63	0.74	0.71

THETA-DELTA

CM2	CM3	CM4	CM5	KN1	KN2
0.55	0.48	0.59	0.67	0.41	0.31

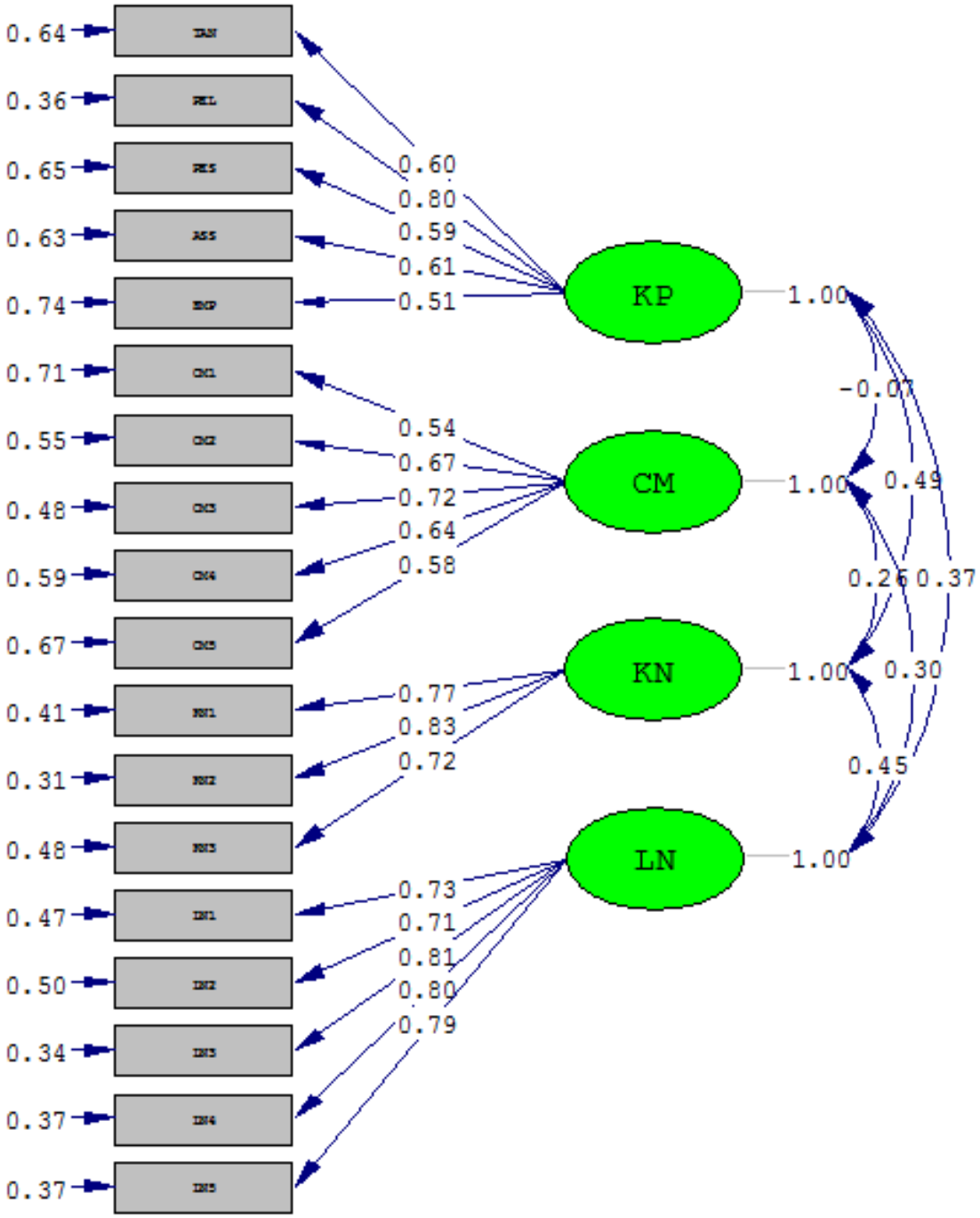
THETA-DELTA

KN3	LN1	LN2	LN3	LN4	LN5
0.48	0.47	0.50	0.34	0.37	0.37

Time used: 0.078 Seconds

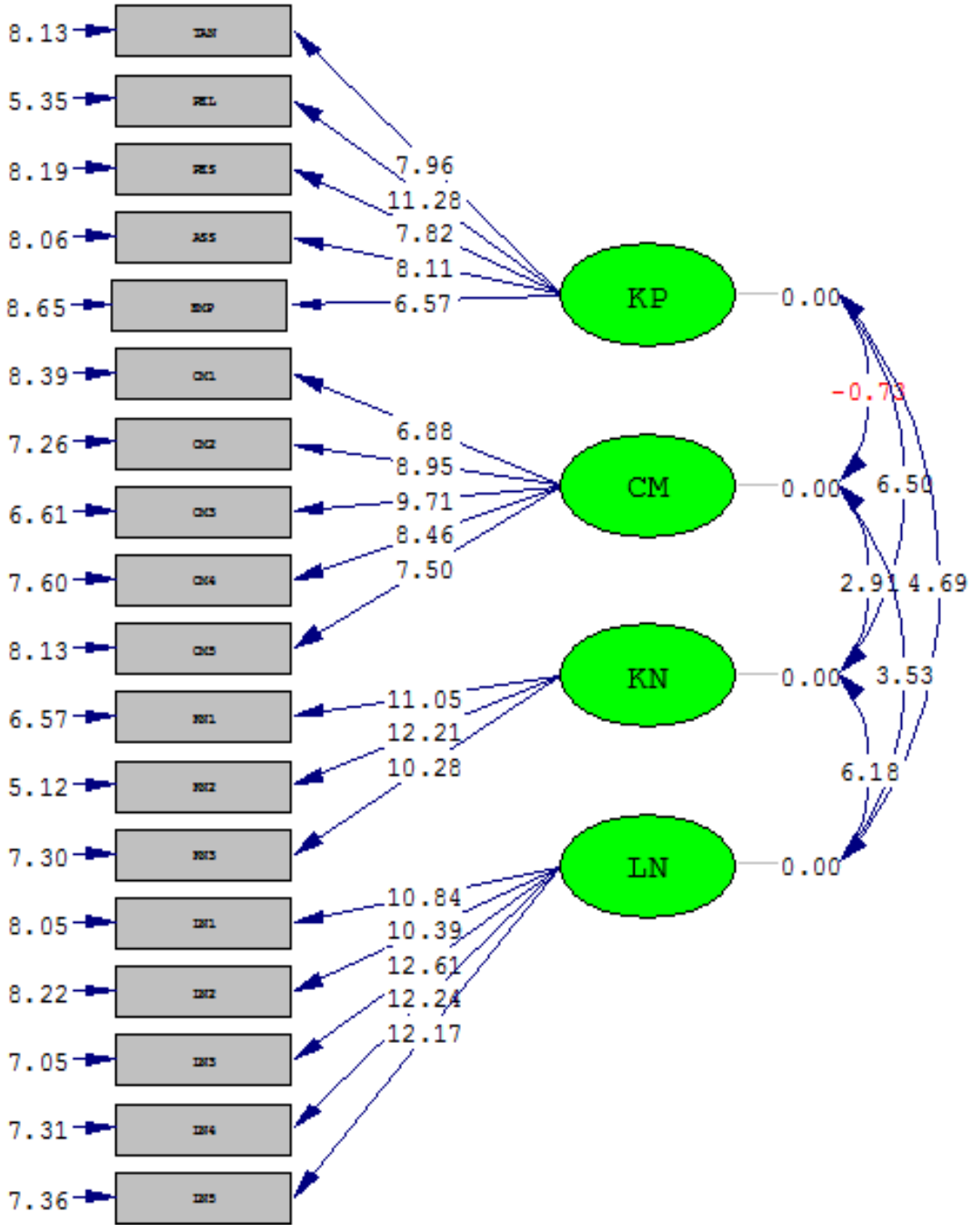
Lampiran 12

Path Diagram Confirmatory Factor Analysis (Standardized Solution)



Lampiran 13

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



Lampiran 14

Hasil Analisis Model Struktural

DATE: 9/ 6/2015
TIME: 20:45

L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\Data\MM\Tesis\Tesis\SEM\AnalisisSQ-LN2.spl:

Raw data from file AnalisisSQ-LN2.psf

Latent variables KP CM KN LN
Relationships
TAN = KP
REL = KP
RES = KP
ASS = KP
EMP = KP
CM1 = CM
CM2 = CM
CM3 = CM
CM4 = CM
CM5 = CM
KN1 = KN
KN2 = KN
KN3 = KN
LN1 = LN
LN2 = LN
LN3 = LN
LN4 = LN
LN5 = LN
KN = KP

KN = CM
LN = KP
LN = CM
LN = KP KN
LN = CM KN
Set error covariance from CM2 to CM1 Free
Set error covariance from LN4 to LN2 Free
Set error covariance from CM3 to CM2 Free
Set error covariance from ASS to REL Free
Set error covariance from CM4 to LN4 Free
Set error covariance from CM5 to KN1 Free
Set error covariance from LN5 to LN4 Free

Options SC
Path Diagram
End of programs

Sample Size = 180

Covariance Matrix

	KN1	KN2	KN3	LN1	LN2	LN3
KN1	0.75					
KN2	0.54	0.91				
KN3	0.41	0.52	0.82			
LN1	0.17	0.16	0.22	0.76		
LN2	0.30	0.28	0.28	0.49	0.86	
LN3	0.22	0.30	0.31	0.52	0.55	0.97
LN4	0.20	0.23	0.28	0.48	0.40	0.64
LN5	0.23	0.16	0.27	0.45	0.50	0.56
TAN	0.20	0.27	0.19	0.17	0.19	0.23
REL	0.27	0.29	0.31	0.15	0.27	0.28
RES	0.13	0.12	0.14	0.11	0.18	0.22
ASS	0.21	0.29	0.21	0.10	0.12	0.12
EMP	0.18	0.19	0.20	0.01	0.00	0.05
CM1	0.09	0.07	0.01	0.00	-0.01	0.02
CM2	0.09	0.10	0.09	0.05	0.08	0.12
CM3	0.05	0.11	0.13	0.16	0.09	0.14
CM4	0.14	0.10	0.13	0.19	0.17	0.13
CM5	0.22	0.10	0.12	0.13	0.14	0.06

Covariance Matrix

	LN4	LN5	TAN	REL	RES	ASS
LN4	0.97					
LN5	0.67	0.93				
TAN	0.15	0.14	1.00			
REL	0.26	0.21	0.53	1.00		
RES	0.32	0.28	0.22	0.50	1.00	
ASS	0.17	0.10	0.37	0.41	0.45	1.00
EMP	0.08	0.04	0.29	0.39	0.32	0.43

CM1	0.04	0.10	-0.08	-0.11	-0.04	-0.05
CM2	0.13	0.19	-0.01	-0.07	0.01	-0.01
CM3	0.19	0.23	-0.02	-0.01	-0.01	-0.09
CM4	0.02	0.20	0.00	0.00	-0.06	-0.08
CM5	0.06	0.14	-0.10	-0.07	0.04	-0.04

Covariance Matrix

	EMP	CM1	CM2	CM3	CM4	CM5
EMP	1.00					
CM1	0.10	0.85				
CM2	0.15	0.43	0.71			
CM3	0.08	0.25	0.39	0.75		
CM4	-0.02	0.22	0.22	0.41	0.83	
CM5	0.05	0.22	0.23	0.24	0.41	0.70

Number of Iterations = 18

LISREL Estimates (Maximum Likelihood)

Measurement Equations

KN1 = 0.66*KN, Errorvar.= 0.31 , R^2 = 0.58
(0.047)
6.74

KN2 = 0.79*KN, Errorvar.= 0.28 , R^2 = 0.70
(0.079) (0.054)
10.02 5.12

KN3 = 0.65*KN, Errorvar.= 0.39 , R^2 = 0.52
(0.071) (0.053)
9.11 7.44

LN1 = 0.65*LN, Errorvar.= 0.34 , R^2 = 0.55
(0.042)
8.11

LN2 = 0.72*LN, Errorvar.= 0.33 , R^2 = 0.61
(0.073) (0.048)
9.90 6.92

LN3 = 0.79*LN, Errorvar.= 0.34 , R^2 = 0.65
(0.074) (0.047)
10.74 7.22

LN4 = 0.78*LN, Errorvar.= 0.35 , R^2 = 0.63
(0.079) (0.058)
9.90 6.09

LN5 = 0.70*LN, Errorvar.= 0.43 , R^2 = 0.53
(0.076) (0.057)
9.27 7.64

TAN = 0.55*KP, Errorvar.= 0.70 , R^2 = 0.30
(0.072) (0.078)
7.56 9.00

REL = 0.90*KP, Errorvar.= 0.18 , R^2 = 0.82
(0.073) (0.085)
12.32 2.15

RES = 0.56*KP, Errorvar.= 0.68 , R^2 = 0.32
(0.072) (0.076)
7.82 8.91

ASS = 0.77*KP, Errorvar.= 0.41 , R^2 = 0.59
(0.081) (0.089)
9.55 4.60

EMP = 0.48*KP, Errorvar.= 0.77 , R^2 = 0.23
(0.073) (0.083)
6.58 9.24

CM1 = 0.35*CM, Errorvar.= 0.73 , R^2 = 0.15
(0.075) (0.081)
4.70 9.00

CM2 = 0.37*CM, Errorvar.= 0.56 , R^2 = 0.19
(0.068) (0.062)
5.37 9.04

CM3 = 0.56*CM, Errorvar.= 0.43 , R^2 = 0.43
(0.066) (0.059)
8.48 7.26

CM4 = 0.70*CM, Errorvar.= 0.32 , R^2 = 0.60
(0.068) (0.066)
10.34 4.83

CM5 = 0.53*CM, Errorvar.= 0.42 , R^2 = 0.40
(0.062) (0.056)
8.41 7.54

Error Covariance for LN4 and LN2 = -0.15
(0.033)
-4.64

Error Covariance for LN5 and LN4 = 0.12
(0.047)
2.61

Error Covariance for ASS and REL = -0.29
(0.066)
-4.39

Error Covariance for CM2 and CM1 = 0.28
(0.052)
5.47

Error Covariance for CM3 and CM2 = 0.16
(0.041)
3.90

Error Covariance for CM4 and LN4 = -0.13
(0.034)
-4.01

Error Covariance for CM5 and KN1 = 0.13
(0.035)
3.77

Structural Equations

KN = 0.47*KP + 0.28*CM, Errorvar.= 0.72 , R^2 = 0.28
(0.084) (0.087) (0.13)
5.61 3.26 5.44

LN = 0.33*KN + 0.20*KP + 0.23*CM, Errorvar.= 0.71 , R^2 = 0.29
(0.100) (0.086) (0.088) (0.13)
3.25 2.30 2.63 5.34

Reduced Form Equations

KN = 0.47*KP + 0.28*CM, Errorvar.= 0.72, R^2 = 0.28
(0.084) (0.087)
5.61 3.26

LN = 0.35*KP + 0.32*CM, Errorvar.= 0.79, R^2 = 0.21
(0.080) (0.088)
4.36 3.70

Correlation Matrix of Independent Variables

	KP	CM
KP	1.00	
CM	-0.08	1.00
	(0.08)	
	-0.95	

Covariance Matrix of Latent Variables

	KN	LN	KP	CM
KN	1.00			
LN	0.47	1.00		
KP	0.45	0.32	1.00	
CM	0.25	0.30	-0.08	1.00

Goodness of Fit Statistics

Degrees of Freedom = 122
Minimum Fit Function Chi-Square = 155.96 (P = 0.021)
Normal Theory Weighted Least Squares Chi-Square = 150.15 (P = 0.043)
Estimated Non-centrality Parameter (NCP) = 28.15
90 Percent Confidence Interval for NCP = (1.13 ; 63.36)

Minimum Fit Function Value = 0.87
Population Discrepancy Function Value (F0) = 0.16
90 Percent Confidence Interval for F0 = (0.0063 ; 0.35)
Root Mean Square Error of Approximation (RMSEA) = 0.036
90 Percent Confidence Interval for RMSEA = (0.0072 ; 0.054)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.90

Expected Cross-Validation Index (ECVI) = 1.39
90 Percent Confidence Interval for ECVI = (1.24 ; 1.58)
ECVI for Saturated Model = 1.91
ECVI for Independence Model = 12.17

Chi-Square for Independence Model with 153 Degrees of Freedom = 2142.40
Independence AIC = 2178.40
Model AIC = 248.15
Saturated AIC = 342.00
Independence CAIC = 2253.87
Model CAIC = 453.61
Saturated CAIC = 1059.00

Normed Fit Index (NFI) = 0.93
Non-Normed Fit Index (NNFI) = 0.98
Parsimony Normed Fit Index (PNFI) = 0.74
Comparative Fit Index (CFI) = 0.98
Incremental Fit Index (IFI) = 0.98
Relative Fit Index (RFI) = 0.91

Critical N (CN) = 186.08

Root Mean Square Residual (RMR) = 0.050
Standardized RMR = 0.056
Goodness of Fit Index (GFI) = 0.91
Adjusted Goodness of Fit Index (AGFI) = 0.88
Parsimony Goodness of Fit Index (PGFI) = 0.65

Standardized Solution

LAMBDA-Y

	KN	LN
KN1	0.66	- -
KN2	0.79	- -
KN3	0.65	- -
LN1	- -	0.65
LN2	- -	0.72
LN3	- -	0.79
LN4	- -	0.78
LN5	- -	0.70

LAMBDA-X

	KP	CM
TAN	0.55	- -
REL	0.90	- -
RES	0.56	- -
ASS	0.77	- -
EMP	0.48	- -
CM1	- -	0.35
CM2	- -	0.37
CM3	- -	0.56
CM4	- -	0.70
CM5	- -	0.53

BETA

	KN	LN
KN	- -	- -
LN	0.33	- -

GAMMA

	KP	CM
KN	0.47	0.28
LN	0.20	0.23

Correlation Matrix of ETA and KSI

	KN	LN	KP	CM
KN	1.00			
LN	0.47	1.00		
KP	0.45	0.32	1.00	
CM	0.25	0.30	-0.08	1.00

PSI

Note: This matrix is diagonal.

KN	LN
0.72	0.71

Regression Matrix ETA on KSI (Standardized)

	KP	CM
KN	0.47	0.28
LN	0.35	0.32

Completely Standardized Solution

LAMBDA-Y

	KN	LN
KN1	0.76	- -
KN2	0.83	- -
KN3	0.72	- -
LN1	- -	0.74
LN2	- -	0.78
LN3	- -	0.80
LN4	- -	0.80
LN5	- -	0.73

LAMBDA-X

	KP	CM
TAN	0.55	- -
REL	0.90	- -
RES	0.56	- -
ASS	0.77	- -
EMP	0.48	- -
CM1	- -	0.38
CM2	- -	0.44
CM3	- -	0.65
CM4	- -	0.78
CM5	- -	0.63

BETA

	KN	LN
KN	- -	- -
LN	0.33	- -

GAMMA

	KP	CM
KN	0.47	0.28
LN	0.20	0.23

Correlation Matrix of ETA and KSI

	KN	LN	KP	CM
KN	1.00			
LN	0.47	1.00		
KP	0.45	0.32	1.00	
CM	0.25	0.30	-0.08	1.00

PSI
Note: This matrix is diagonal.

KN	LN
0.72	0.71

THETA-EPS

	KN1	KN2	KN3	LN1	LN2	LN3
KN1	0.42					
KN2	- -	0.30				
KN3	- -	- -	0.48			
LN1	- -	- -	- -	0.45		
LN2	- -	- -	- -	- -	0.39	
LN3	- -	- -	- -	- -	- -	0.35
LN4	- -	- -	- -	- -	-0.17	- -
LN5	- -	- -	- -	- -	- -	- -

THETA-EPS

	LN4	LN5
LN4	0.37	
LN5	0.13	0.47

THETA-DELTA-EPS

	KN1	KN2	KN3	LN1	LN2	LN3
TAN	- -	- -	- -	- -	- -	- -
REL	- -	- -	- -	- -	- -	- -
RES	- -	- -	- -	- -	- -	- -
ASS	- -	- -	- -	- -	- -	- -
EMP	- -	- -	- -	- -	- -	- -
CM1	- -	- -	- -	- -	- -	- -
CM2	- -	- -	- -	- -	- -	- -
CM3	- -	- -	- -	- -	- -	- -

CM4	- -	- -	- -	- -	- -	- -
CM5	0.18	- -	- -	- -	- -	- -

THETA-DELTA-EPS

	LN4	LN5
TAN	- -	- -
REL	- -	- -
RES	- -	- -
ASS	- -	- -
EMP	- -	- -
CM1	- -	- -
CM2	- -	- -
CM3	- -	- -
CM4	-0.15	- -
CM5	- -	- -

THETA-DELTA

	TAN	REL	RES	ASS	EMP	CM1
TAN	0.70					
REL	- -	0.18				
RES	- -	- -	0.68			
ASS	- -	-0.29	- -	0.41		
EMP	- -	- -	- -	- -	0.77	
CM1	- -	- -	- -	- -	- -	0.85
CM2	- -	- -	- -	- -	- -	0.37
CM3	- -	- -	- -	- -	- -	- -
CM4	- -	- -	- -	- -	- -	- -
CM5	- -	- -	- -	- -	- -	- -

THETA-DELTA

	CM2	CM3	CM4	CM5
CM2	0.81			
CM3	0.22	0.57		
CM4	- -	- -	0.40	
CM5	- -	- -	- -	0.60

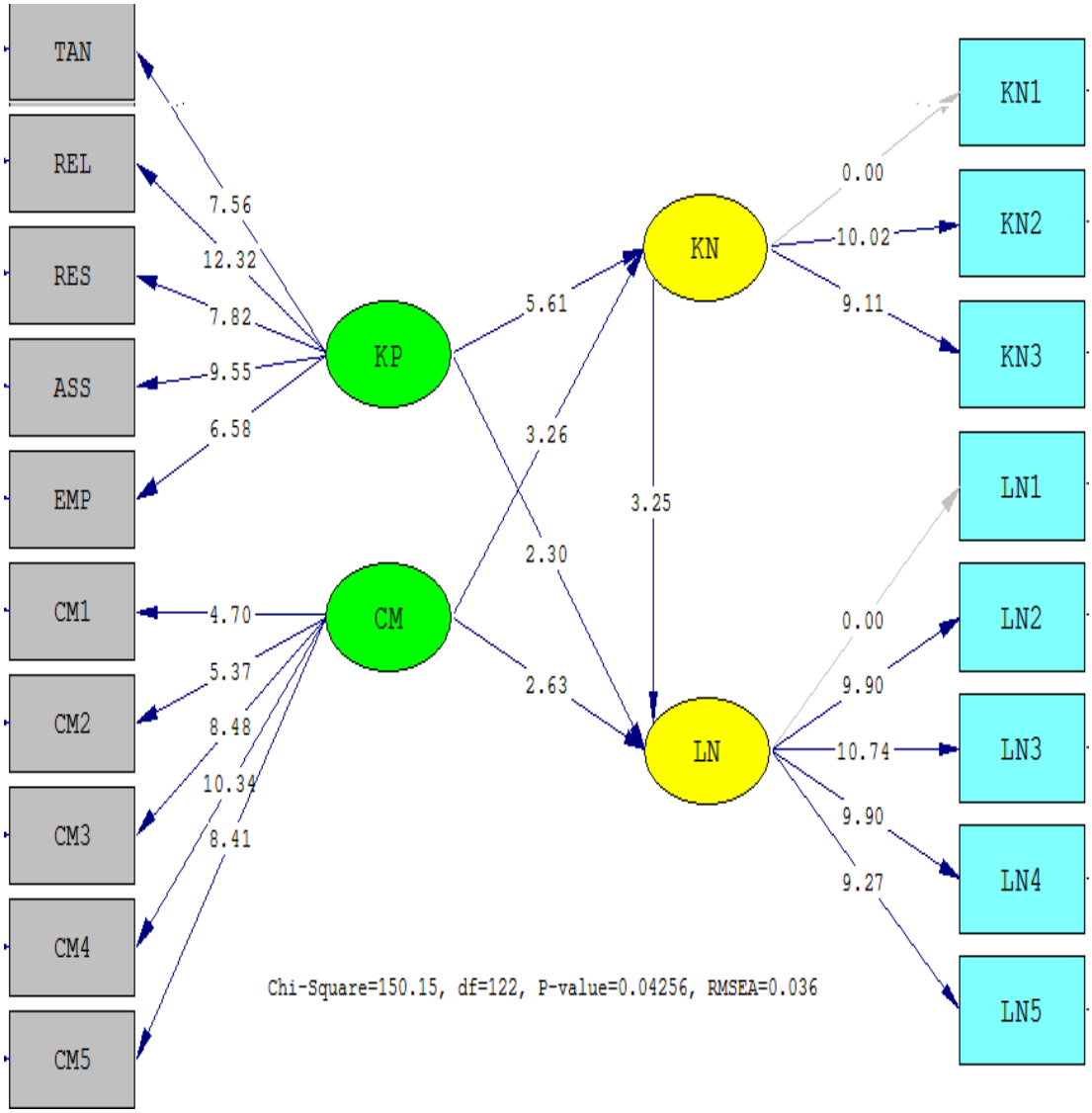
Regression Matrix ETA on KSI (Standardized)

	KP	CM
KN	0.47	0.28
LN	0.35	0.32

Time used: 0.031 Seconds

Lampiran 15

Path Diagram Model Struktural (*t-value*)



BIODATA PENULIS

Erwin Syahfudin lahir di Jakarta pada 29 tahun yang lalu tepatnya pada tangal 26 Desember 1986, merupakan anak pertama dari tiga bersudara yang tumbuh dan besar di Jakarta.

Penulis menyelesaikan pendidikan dasar di SDN 05 Pegadungan pada tahun 1998, kemudian melanjutkan ke pendidikan menengah di SLTP Negeri 204 Kalideres dan selesai pada tahun 2001. Pendidikan menengah atas ditempuh di SMAN 95 Jakarta Barat dan selesai pada tahun 2004.

Pada tahun 2004, penulis diterima pada Jurusan Akuntansi Fakultas Ekonomi Universitas INDONUSA Esa Unggul Jakarta. Pada akhir semester, penulis bekerja di perusahaan jasa profesi Kantor Konsultan Pajak Drs. Sempurna Bahri, AK, BKP & Rekan sebagai *junior tax consultant*. Penulis dinyatakan lulus pada tahun 2008 dan diwisuda pada tahun 2009. Untuk mengisi waktu menunggu hari wisuda, penulis bekerja di PT. Dada Indonesia sebagai *tax & accounting staff* selama beberapa bulan saja. Sebelum melanjutkan pendidikan strata-2 penulis bekerja sebagai *junior auditor* di perusahaan jasa profesi Kantor Akuntan Publik Dra Ellya Noorlisyati, AK, CPA & Rekan dari tahun 2009 hingga tahun 2010.

Penulis memulai pendidikan strata-2 pada tahun 2013 program studi Magister Manajemen pada Fakultas Ekonomi Universitas Esa Unggul, dan selesai pada tahun 2015. Selain melanjutkan pendidikan strata-2, penulis juga aktif bekerja pada PT. Bank Mandiri (Persero), Tbk Area Jakarta Daan Mogot sebagai g*eneral affair assistant* sejak tahun 2010 hingga saat ini.