

Lampiran 1 Kuesioner Penelitian**KUESIONER PENELITIAN**

Penelitian tentang : Manajemen Pemasaran

Kepada Yth,

Nasabah Bank CIMB Niaga

Di Tangerang

Dengan Hormat,

Saat ini saya sedang melakukan penelitian untuk penulisan tesis dalam rangka penyelesaian studi pada Magister Manajemen Universitas Esa Unggul Jakarta. Penelitian ini mengenai “Pemasaran Relasional, Kualitas Relasional Terhadap Loyalitas Nasabah Prioritas Bank CIMB Niaga Alam Sutera”.

Sehubungan dengan hal tersebut di atas, saya memohon kesediaan Bapak/Ibu/Sdr(i) agar meluangkan waktu sejenak untuk mengisi kuesioner ini dengan sebenar-benarnya berdasarkan atas apa yang Bpk/Ibu/Sdr(i) rasakan.

Semoga partisipasi yang Bpk/Ibu/Sdr(i) berikan dapat bermanfaat untuk kepentingan ilmu pengetahuan serta dapat membantu upaya meningkatkan loyalitas pelanggan pada Bank CIMB Niaga. Demikian, atas kerjasama dan partisipasi yang diberikan, saya ucapkan terimakasih.

Hormat Saya,

(Widiyanti Permata Lestari)

Universitas Esa Unggul

Lampiran 1 Kuesioner Penelitian (lanjutan)**IDENTITAS RESPONDEN**

Pilihlah salah satu jawaban dibawah ini.

1. Jenis Kelamin : a. Pria b. Wanita

2. Usia : a. < 25 tahun
b. 26 – 35 tahun
c. 36 – 45 tahun
d. > 45 tahun

3. Pendidikan terakhir : a. SMA
b. Diploma (D3)
c. S1
d. S2

4. Pekerjaan saat ini : a. PNS
b. Pegawai Swasta
c. Wiraswasta
d. TNI/Polri
e. Lain-lain

5. Penghasilan per bulan : a. < Rp 2.000.000
b. \geq Rp 2.000.000 – Rp 5.000.000
c. > Rp 5.000.000 – Rp 10.000.000
d. > Rp 10.000.000 – Rp 20.000.000
e. > Rp 20.000.000

6. Sudah berapa lama menjadi nasabah CIMB Niaga :
 - a. < 6 bulan
 - b. \geq 6 bulan – 1 tahun
 - c. > 1 tahun – 2 tahun
 - d. > 2 tahun

Lampiran 1 Kuesioner Penelitian (lanjutan)

PETUNJUK PENGISIAN

Silahkan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada, dengan cara memberikan tanda (√) pada pilihan jawaban yang tersedia.

Keterangan : STS = Sangat Tidak Setuju
 TS = Tidak Setuju
 N = Netral
 ST = Setuju
 SS = Sangat Setuju

N O	INDIKATOR	JAWABAN				
		STS	TS	N	ST	SS
		1	2	3	4	5
1	Relationship Marketing Bank CIMB Niaga memiliki pengetahuan yang cukup mengenai layanan perbankan yang saya perlukan					
2	Relationship Marketing Bank CIMB Niaga memiliki pengetahuan yang cukup mengenai pasar modal					
3	Relationship Marketing Bank CIMB Niaga memberikan saran kepada saya bagaimana seharusnya menginvestasikan uang saya					
4	Relationship Marketing Bank CIMB Niaga membantu saya untuk merencanakan investasi saya					
5	Bank CIMB Niaga memberikan promosi penjualan yang efektif					
6	Bank CIMB Niaga membuat kustomisasi produk sesuai dengan kebutuhan saya					
7	Relationship Marketing Bank CIMB Niaga memberikan informasi yang tepat waktu					
8	Relationship Marketing Bank CIMB Niaga memberikan informasi yang dapat dipercaya					
9	Relationship Marketing Bank CIMB Niaga memberikan informasi jika terdapat layanan perbankan baru					
10	Relationship Marketing Bank CIMB Niaga memenuhi janji-janjinya					
11	Relationship Marketing Bank CIMB Niaga memberikan informasi yang akurat					
12	Relationship Marketing Bank CIMB Niaga memberikan informasi ketika ada masalah dengan transaksi saya					
13	Relationship Marketing Bank CIMB Niaga berusaha menghindari potensi konflik antara saya dan bank					
14	Relationship Marketing Bank CIMB Niaga berusaha untuk menyelesaikan sumber konflik yang ada sebelum menjadi masalah					
15	Relationship Marketing Bank CIMB Niaga memiliki kemampuan untuk secara terbuka mendiskusikan solusi ketika masalah timbul					
16	Relationship Marketing Bank CIMB Niaga menunjukkan profesionalisme yang tinggi dalam pelayanan					
17	Hubungan saya dengan Bank CIMB Niaga memenuhi harapan saya					
18	Hubungan saya dengan Bank CIMB Niaga memenuhi tujuan saya					
19	Hubungan saya dengan Bank CIMB Niaga menyenangkan					
20	Saya memiliki hubungan yang baik dengan Bank CIMB Niaga					
21	Saya melakukan semua urusan perbankan dengan Bank CIMB Niaga					
22	Saya tidak pernah berfikir untuk menjadi nasabah prioritas Bank lain					
23	Saya akan merekomendasikan Bank CIMB Niaga kepada orang lain					
24	Walaupun mendapatkan bunga lebih rendah dari bank lain, saya tidak akan pindah ke bank lain					
25	Saya suka membicarakan hal-hal positif tentang Bank CIMB Niaga kepada orang lain					
26	Saya akan memutuskan Bank CIMB Niaga sebagai pilihan utama saya di masa depan					

----- *Terima Kasih* -----

Lampiran 2 Data Demografi *Pre Test*DATA DEMOGRAFI *PRE TEST*

NO	Kelamin	Usia	Pendidikan	Pekerjaan	Penghasilan	Lama mjd nsb
1	1	4	3	3	4	3
2	1	4	3	3	4	3
3	1	2	3	3	4	3
4	2	3	3	3	5	3
5	1	3	4	3	5	4
6	2	4	4	3	5	4
7	1	3	3	3	5	4
8	2	2	3	2	5	4
9	2	4	3	2	5	4
10	2	4	3	2	5	4
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16	1	2	2	3	5	3
17	1	3	3	2	5	3
18	2	3	3	2	5	4
19	1	4	3	1	5	3
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21	1	4	3	3	4	3
22	2	4	3	3	4	4
23	1	4	4	3	4	4
24	1	3	3	3	5	4
25	1	4	3	3	3	3
26	2	4	3	3	5	3
27	2	2	3	2	4	4
28	2	2	3	2	4	4
29	1	3	3	2	5	4
30	2	4	4	3	5	3

Lampiran 3 Data Variabel *Pre Test*DATA VARIABEL *PRE TEST*

N O	X1						X2						X3			Y					Z					
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	1	2	3	4	5	1	2	3	4	5	6
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2	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	3	4	3	4	4
3	5	4	5	4	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
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6	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
7	4	4	4	4	3	4	4	4	4	3	4	4	4	4	3	3	4	4	4	4	4	4	4	3	4	4
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11	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
12	4	4	4	4	3	3	4	4	4	3	3	4	4	4	3	3	3	3	3	4	3	3	4	2	4	3
13	5	5	5	5	4	5	5	5	5	4	5	5	5	5	4	4	5	5	5	5	5	5	5	4	5	5
14	5	4	5	4	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
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19	4	3	4	4	3	4	4	4	4	3	3	4	4	4	3	3	3	4	4	4	4	3	4	3	4	4
20	5	4	5	5	4	5	5	5	5	4	4	5	5	5	4	4	4	5	5	5	5	4	5	4	5	5
21	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
22	4	4	4	4	3	3	4	4	4	3	3	4	4	4	3	3	3	3	3	4	3	3	4	2	4	3
23	5	5	5	5	4	5	5	5	5	4	5	5	5	5	4	4	5	5	5	5	5	5	5	4	5	5
24	4	4	4	4	4	4	4	4	4	4	5	4	4	3	4	4	4	5	5	5	4	4	4	3	4	4
25	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
26	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
27	4	4	4	4	4	3	3	4	3	3	3	4	3	3	3	3	3	3	3	4	4	3	4	4	4	4
28	3	3	4	4	4	3	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4
29	3	3	3	3	4	4	4	4	4	4	4	3	3	4	3	3	3	3	4	4	4	3	3	3	3	3
30	4	4	4	3	4	4	4	4	4	3	3	3	4	3	4	4	3	3	3	4	4	4	4	3	3	3

Lampiran 4 Data Demografi

DATA DEMOGRAFI

NO	Kelamin	Usia	Pendidikan	Pekerjaan	Penghasilan	Lama mjd nsb
1	2	1	3	2	3	3
2	2	4	3	3	5	4
3	2	4	3	3	5	4
4	1	4	3	3	5	4
5	1	4	4	3	5	3
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33	1	2	1	2	3	3
34	1	2	1	2	3	4
35	1	1	3	3	3	4
36	1	2	3	2	3	4
37	2	1	3	2	3	4
38	2	2	3	2	3	4

Lampiran 4 Data Demografi (lanjutan)

NO	Kelamin	Usia	Pendidikan	Pekerjaan	Penghasilan	Lama mjd nsb
39	2	1	2	2	3	4
40	2	1	2	2	3	3
41	2	4	3	3	5	4
42	1	4	3	3	5	3
43	1	3	3	3	5	3
44	2	4	4	3	5	4
45	2	4	3	3	5	3
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65	2	2	3	2	4	4
66	1	2	3	2	4	4
67	1	3	4	2	4	4
68	1	4	3	3	5	4
69	1	4	3	3	5	4
70	2	1	3	3	5	4
71	2	3	3	3	4	4
72	1	3	3	2	4	3
73	1	4	3	2	4	4
74	1	4	3	3	3	3
75	2	4	2	2	3	3
76	1	3	3	3	4	4
77	2	4	3	3	4	3
78	2	3	3	3	4	4

Lampiran 4 Data Demografi (lanjutan)

NO	Kelamin	Usia	Pendidikan	Pekerjaan	Penghasilan	Lama mjd nsb
79	1	4	4	3	4	4
80	2	3	4	3	4	4
81	1	4	3	3	4	3
82	2	4	3	3	4	4
83	1	4	4	3	5	4
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101	1	2	3	2	5	3
102	2	3	2	2	4	3
103	1	4	4	3	4	4
104	1	2	4	3	4	4
105	2	3	3	3	3	4
106	2	4	3	3	3	4
107	1	4	3	3	4	4
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109	1	4	3	3	4	4
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113	2	1	3	2	5	4
114	1	4	4	2	4	3
115	1	4	4	3	5	3
116	2	4	3	3	5	4
117	2	3	3	2	5	4
118	2	3	3	3	5	4

Lampiran 4 Data Demografi (lanjutan)

NO	Kelamin	Usia	Pendidikan	Pekerjaan	Penghasilan	Lama mjd nsb
119	1	2	3	3	4	3
120	1	4	3	2	4	3
121	1	4	3	2	5	3
122	2	4	3	4	5	4
123	1	3	4	3	5	4
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125	1	4	3	2	5	3
126	2	4	3	2	4	4
127	2	4	3	3	5	4
128	1	1	2	3	3	4
129	1	4	3	3	5	3
130	2	3	4	3	4	3

Lampiran 5 Data Variabel

DATA VARIABEL

NO	X1						X2						X3			Y					Z					
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	1	2	3	4	5	1	2	3	4	5	6
1	4	4	3	4	4	4	4	5	4	4	3	4	4	4	4	3	5	4	4	5	4	4	4	4	4	4
2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4
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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	4	4
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11	4	4	4	3	4	4	4	4	4	3	3	3	4	3	4	4	3	3	3	4	4	4	4	3	3	
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Lampiran 5 Data Variabel (lanjutan)

NO	X1						X2						X3			Y					Z					
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	1	2	3	4	5	1	2	3	4	5	6
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98	4	4	3	4	4	5	5	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4
99	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4
100	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

Lampiran 5 Data Variabel (lanjutan)

NO	X1						X2						X3			Y					Z					
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	1	2	3	4	5	1	2	3	4	5	6
101	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4
102	5	4	5	5	4	4	4	5	4	5	4	5	4	4	4	4	4	4	5	5	5	4	5	4	5	4
103	4	3	4	4	3	3	3	4	3	4	3	4	3	3	3	3	3	3	4	4	4	3	4	3	4	3
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111	4	3	3	4	4	3	4	4	4	4	3	4	3	3	4	4	3	3	4	5	3	4	4	3	4	4
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124	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
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128	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4
129	5	4	4	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	5	4	4	4	4	5	4
130	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

Lampiran 6 Data Deskripsi Demografi Responden

Tabel Data Demografi Responden

Jenis Kelamin	Frekuensi (orang)	Prosentase (%)
Pria	64	49,2
Wanita	66	50,8
Usia		
< 25 th	15	11,5
26 - 35 th	24	18,5
36 - 45 th	31	23,8
> 45 th	60	46,2
Pendidikan terakhir		
SMA	7	5,4
D3	7	5,4
S1	97	74,6
S2	19	14,6
Pekerjaan		
Pegawai swasta	48	36,9
Wiraswasta	77	59,2
TNI/Polri	3	2,3
Lain-lain	2	1,5
Penghasilan		
> Rp 5.000.000 - Rp 10.000.000	32	24,6
> Rp 10.000.000 - Rp 20.000.000	38	29,2
> Rp 20.000.000	60	46,2
Lama menjadi nasabah		
> 1 tahun - 2 tahun	50	38,5
> 2 tahun	80	61,5
TOTAL	130 Responden	

Lampiran 7 Data Deskripsi Penilaian Responden Terhadap Variabel

Tabel Distribusi prosentase penilaian responden terhadap variabel kompetensi (X1)

NO	INDIKATOR	Rating (%)					Rata-rata Rating
		1	2	3	4	5	
1	Relationship Marketing Bank CIMB Niaga memiliki pengetahuan yang cukup mengenai layanan perbankan yang saya perlukan	0	0	11	63	26	4,15
2	Relationship Marketing Bank CIMB Niaga memiliki pengetahuan yang cukup mengenai pasar modal	0	0	19	59	22	4,03
3	Relationship Marketing Bank CIMB Niaga memberikan saran kepada saya bagaimana seharusnya menginvestasikan uang saya	0	0	22	60	18	3,95
4	Relationship Marketing Bank CIMB Niaga membantu saya untuk merencanakan investasi saya	0	0	15	67	18	4,03
5	Bank CIMB Niaga memberikan promosi penjualan yang efektif	0	0	16	72	12	3,95
6	Bank CIMB Niaga membuat kustomisasi produk sesuai dengan kebutuhan saya	0	0	26	52	22	3,97
Jumlah Dimensi X1		0	0	109	373	118	4,01

Tabel Distribusi prosentase penilaian responden terhadap variabel komunikasi (X2)

NO	INDIKATOR	Rating (%)					Rata-rata Rating
		1	2	3	4	5	
1	Relationship Marketing Bank CIMB Niaga memberikan informasi yang tepat waktu	0	0	8	68	24	4,15
2	Relationship Marketing Bank CIMB Niaga memberikan informasi yang dapat dipercaya	0	0	4	68	28	4,24
3	Relationship Marketing Bank CIMB Niaga memberikan informasi jika terdapat layanan perbankan baru	0	4	7	74	15	4
4	Relationship Marketing Bank CIMB Niaga memenuhi janji-janjinya	0	0	21	71	8	3,87
5	Relationship Marketing Bank CIMB Niaga memberikan informasi yang akurat	0	4	21	55	20	3,91
6	Relationship Marketing Bank CIMB Niaga memberikan informasi ketika ada masalah dengan transaksi saya	0	4	6	58	32	4,18
Jumlah Dimensi X2		0	12	67	394	127	4,06

**Lampiran 7 Data Deskripsi Penilaian Responden Terhadap Variabel
(lanjutan)**

**Tabel Distribusi prosentase penilaian responden terhadap variabel penganan
konflik (X3)**

N O	INDIKATOR	Rating (%)					Rata- rata Rating
		1	2	3	4	5	
1	Relationship Marketing Bank CIMB Niaga berusaha menghindari potensi konflik antara saya dan bank	0	0	19	62	19	3,99
2	Relationship Marketing Bank CIMB Niaga berusaha untuk menyelesaikan sumber konflik yang ada sebelum menjadi masalah	0	0	20	61	19	3,99
3	Relationship Marketing Bank CIMB Niaga memiliki kemampuan untuk secara terbuka mendiskusikan solusi ketika masalah timbul	0	0	14	70	16	4,02
Jumlah Dimensi X3		0	0	53	193	54	4

**Tabel Distribusi prosentase penilaian responden terhadap variabel kualitas
relasional (Y)**

N O	INDIKATOR	Rating (%)					Rata- rata Rating
		1	2	3	4	5	
1	Relationship Marketing Bank CIMB Niaga menunjukkan profesionalisme yang tinggi dalam pelayanan	0	0	18	71	11	3,92
2	Hubungan saya dengan Bank CIMB Niaga memenuhi harapan saya	0	0	23	63	14	3,91
3	Hubungan saya dengan Bank CIMB Niaga memenuhi tujuan saya	0	0	18	71	11	3,92
4	Hubungan saya dengan Bank CIMB Niaga menyenangkan	0	0	18	70	12	3,94
5	Saya memiliki hubungan yang baik dengan Bank CIMB Niaga	0	0	3	62	35	4,32
Jumlah Dimensi Y		0	0	80	337	83	4

**Lampiran 7 Data Deskripsi Penilaian Responden Terhadap Variabel
(lanjutan)**

**Tabel Distribusi prosentase rating penilaian responden terhadap variabel
loyalitas pelanggan (Z)**

N O	INDIKATOR	Rating (%)					Rata- rata Rating
		1	2	3	4	5	
1	Saya melakukan semua urusan perbankan dengan Bank CIMB Niaga	0	0	17	69	14	3,97
2	Saya tidak pernah berfikir untuk menjadi nasabah prioritas Bank lain	0	0	16	71	13	3,97
3	Saya akan merekomendasikan Bank CIMB Niaga kepada orang lain	0	0	15	67	18	4,04
4	Walaupun mendapatkan bunga lebih rendah dari bank lain, saya tidak akan pindah ke bank lain	0	4	36	56	4	3,60
5	Saya suka membicarakan hal-hal positif tentang Bank CIMB Niaga kepada orang lain	0	0	6	79	15	4,08
6	Saya akan memutuskan Bank CIMB Niaga sebagai pilihan utama saya di masa depan	0	0	10	78	12	4,02
Jumlah Dimensi Z		0	4	100	420	76	3,95

Lampiran 8 Analisis Faktor

Variabel Kompetensi

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.824
Bartlett's Test of Sphericity	Approx. Chi-Square
	131.455
	Df
	15
	Sig.
	.000

Anti-image Matrices

		X1_1	X1_2	X1_3	X1_4	X1_5	X1_6
Anti-image Covariance	X1_1	.124	-.050	-.077	-.088	.035	-.099
	X1_2	-.050	.442	-.087	.006	-.164	.058
	X1_3	-.077	-.087	.250	-.042	.069	-.018
	X1_4	-.088	.006	-.042	.306	-.103	.045
	X1_5	.035	-.164	.069	-.103	.456	-.154
	X1_6	-.099	.058	-.018	.045	-.154	.238
Anti-image Correlation	X1_1	.781 ^a	-.214	-.438	-.454	.149	-.573
	X1_2	-.214	.871 ^a	-.261	.016	-.366	.178
	X1_3	-.438	-.261	.877 ^a	-.152	.203	-.076
	X1_4	-.454	.016	-.152	.873 ^a	-.277	.168
	X1_5	.149	-.366	.203	-.277	.757 ^a	-.467
	X1_6	-.573	.178	-.076	.168	-.467	.793 ^a

a. Measures of Sampling Adequacy(MSA)

Variabel Komunikasi

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.824
Bartlett's Test of Sphericity	Approx. Chi-Square
	169.969
	Df
	15
	Sig.
	.000

Lampiran 8 Analisis Faktor (lanjutan)

Anti-image Matrices

		X2_1	X2_2	X2_3	X2_4	X2_5	X2_6
Anti-image Covariance	X2_1	.090	-.008	-.068	.043	-.015	.009
	X2_2	-.008	.250	-.021	-.079	.019	-.108
	X2_3	-.068	-.021	.068	-.027	-.004	-.030
	X2_4	.043	-.079	-.027	.330	-.192	.025
	X2_5	-.015	.019	-.004	-.192	.289	-.063
	X2_6	.009	-.108	-.030	.025	-.063	.271
Anti-image Correlation	X2_1	.762 ^a	-.053	-.865	.249	-.092	.059
	X2_2	-.053	.906 ^a	-.162	-.274	.070	-.417
	X2_3	-.865	-.162	.777 ^a	-.181	-.031	-.222
	X2_4	.249	-.274	-.181	.773 ^a	-.623	.084
	X2_5	-.092	.070	-.031	-.623	.839 ^a	-.225
	X2_6	.059	-.417	-.222	.084	-.225	.903 ^a

a. Measures of Sampling Adequacy(MSA)

Variabel Penangan Konflik

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.651
Bartlett's Test of Sphericity	Approx. Chi-Square	62.981
	Df	3
	Sig.	.000

Anti-image Matrices

		X3_1	X3_2	X3_3
Anti-image Covariance	X3_1	.162	-.152	-.142
	X3_2	-.152	.225	.032
	X3_3	-.142	.032	.432
Anti-image Correlation	X3_1	.593 ^a	-.793	-.536
	X3_2	-.793	.646 ^a	.103
	X3_3	-.536	.103	.762 ^a

a. Measures of Sampling Adequacy(MSA)

Lampiran 8 Analisis Faktor (lanjutan)

Variabel Kualitas Relasional

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.841
Bartlett's Test of Sphericity	Approx. Chi-Square
	170.529
	Df
	10
	Sig.
	.000

Anti-image Matrices

		Y_1	Y_2	Y_3	Y_4	Y_5
Anti-image Covariance	Y_1	.332	-.122	-.002	.010	-.092
	Y_2	-.122	.180	-.029	-.003	.012
	Y_3	-.002	-.029	.049	-.046	-.017
	Y_4	.010	-.003	-.046	.058	-.020
	Y_5	-.092	.012	-.017	-.020	.306
Anti-image Correlation	Y_1	.863 ^a	-.499	-.017	.069	-.288
	Y_2	-.499	.884 ^a	-.312	-.026	.051
	Y_3	-.017	-.312	.773 ^a	-.851	-.134
	Y_4	.069	-.026	-.851	.787 ^a	-.150
	Y_5	-.288	.051	-.134	-.150	.949 ^a

a. Measures of Sampling Adequacy(MSA)

Variabel Loyalitas Pelanggan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.823
Bartlett's Test of Sphericity	Approx. Chi-Square
	187.370
	Df
	15
	Sig.
	.000

Lampiran 8 Analisis Faktor (lanjutan)

Anti-image Matrices

		Z_1	Z_2	Z_3	Z_4	Z_5	Z_6
Anti-image Covariance	Z_1	.140	-.076	.006	-.037	.023	-.058
	Z_2	-.076	.250	-.058	-.062	-.014	.012
	Z_3	.006	-.058	.208	-.066	-.078	.011
	Z_4	-.037	-.062	-.066	.342	.079	-.050
	Z_5	.023	-.014	-.078	.079	.102	-.061
	Z_6	-.058	.012	.011	-.050	-.061	.071
Anti-image Correlation	Z_1	.847 ^a	-.405	.035	-.171	.195	-.576
	Z_2	-.405	.909 ^a	-.255	-.211	-.088	.093
	Z_3	.035	-.255	.871 ^a	-.248	-.537	.091
	Z_4	-.171	-.211	-.248	.837 ^a	.426	-.321
	Z_5	.195	-.088	-.537	.426	.736 ^a	-.720
	Z_6	-.576	.093	.091	-.321	-.720	.776 ^a

a. Measures of Sampling Adequacy(MSA)

Lampiran 9 Uji Reliabilitas

Variabel Kompetensi

Reliability Statistics

Cronbach's Alpha	N of Items
.915	6

Variabel Komunikasi

Reliability Statistics

Cronbach's Alpha	N of Items
.930	6

Variabel Penanganan Konflik

Reliability Statistics

Cronbach's Alpha	N of Items
.897	3

Variabel Kualitas Relasional

Reliability Statistics

Cronbach's Alpha	N of Items
.947	5

Variabel Loyalitas Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.944	6

Lampiran 10 Uji Anova Data Demografi

Faktor Jenis Kelamin

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kompetensi	1.009	1	128	.317
Komunikasi	.079	1	128	.779
Penanganan_Konflik	.207	1	128	.650
Kualitas_Relasional	1.644	1	128	.202
Loyalitas_Pelanggan	.024	1	128	.878
Pemasaran_Relasional	.782	1	128	.378

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kompetensi	Between Groups	1.170	1	1.170	1.172	.281
	Within Groups	127.830	128	.999		
	Total	129.000	129			
Komunikasi	Between Groups	3.051	1	3.051	3.101	.081
	Within Groups	125.949	128	.984		
	Total	129.000	129			
Penanganan_Konflik	Between Groups	1.357	1	1.357	1.361	.246
	Within Groups	127.643	128	.997		
	Total	129.000	129			
Kualitas_Relasional	Between Groups	3.736	1	3.736	3.818	.053
	Within Groups	125.264	128	.979		
	Total	129.000	129			
Loyalitas_Pelanggan	Between Groups	3.725	1	3.725	3.806	.053
	Within Groups	125.275	128	.979		
	Total	129.000	129			
Pemasaran_Relasional	Between Groups	2.199	1	2.199	2.220	.139
	Within Groups	126.801	128	.991		
	Total	129.000	129			

Lampiran 10 Uji Anova Data Demografi (lanjutan)

Faktor Usia

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kompetensi	.662	3	126	.577
Komunikasi	1.535	3	126	.209
Penanganan_Konflik	1.098	3	126	.353
Kualitas_Relasional	.484	3	126	.694
Loyalitas_Pelanggan	1.295	3	126	.279
Pemasaran_Relasional	.741	3	126	.529

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kompetensi	Between Groups	.852	3	.284	.279	.840
	Within Groups	128.148	126	1.017		
	Total	129.000	129			
Komunikasi	Between Groups	1.562	3	.521	.515	.673
	Within Groups	127.438	126	1.011		
	Total	129.000	129			
Penanganan_Konflik	Between Groups	5.997	3	1.999	2.048	.111
	Within Groups	123.003	126	.976		
	Total	129.000	129			
Kualitas_Relasional	Between Groups	.100	3	.033	.032	.992
	Within Groups	128.900	126	1.023		
	Total	129.000	129			
Loyalitas_Pelanggan	Between Groups	1.831	3	.610	.605	.613
	Within Groups	127.169	126	1.009		
	Total	129.000	129			
Pemasaran_Relasional	Between Groups	2.400	3	.800	.796	.498
	Within Groups	126.600	126	1.005		
	Total	129.000	129			

Lampiran 10 Uji Anova Data Demografi (lanjutan)

Faktor Pendidikan

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kompetensi	.692	3	126	.559
Komunikasi	.518	3	126	.671
Penanganan_Konflik	.327	3	126	.806
Kualitas_Relasional	.059	3	126	.981
Loyalitas_Pelanggan	1.949	3	126	.125
Pemasaran_Relasional	.216	3	126	.885

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kompetensi	Between Groups	.603	3	.201	.197	.898
	Within Groups	128.397	126	1.019		
	Total	129.000	129			
Komunikasi	Between Groups	3.511	3	1.170	1.175	.322
	Within Groups	125.489	126	.996		
	Total	129.000	129			
Penanganan_Konflik	Between Groups	2.746	3	.915	.914	.436
	Within Groups	126.254	126	1.002		
	Total	129.000	129			
Kualitas_Relasional	Between Groups	5.393	3	1.798	1.832	.145
	Within Groups	123.607	126	.981		
	Total	129.000	129			
Loyalitas_Pelanggan	Between Groups	4.862	3	1.621	1.645	.182
	Within Groups	124.138	126	.985		
	Total	129.000	129			
Pemasaran_Relasional	Between Groups	1.382	3	.461	.455	.714
	Within Groups	127.618	126	1.013		
	Total	129.000	129			

Lampiran 10 Uji Anova Data Demografi (lanjutan)

Faktor Pekerjaan

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kompetensi	1.299	3	126	.278
Komunikasi	1.180	3	126	.320
Penanganan_Konflik	.485	3	126	.693
Kualitas_Relasional	.208	3	126	.891
Loyalitas_Pelanggan	2.393	3	126	.072
Pemasaran_Relasional	.296	3	126	.828

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kompetensi	Between Groups	4.147	3	1.382	1.395	.247
	Within Groups	124.853	126	.991		
	Total	129.000	129			
Komunikasi	Between Groups	4.229	3	1.410	1.424	.239
	Within Groups	124.771	126	.990		
	Total	129.000	129			
Penanganan_Konflik	Between Groups	7.156	3	2.385	2.467	.065
	Within Groups	121.844	126	.967		
	Total	129.000	129			
Kualitas_Relasional	Between Groups	2.120	3	.707	.702	.553
	Within Groups	126.880	126	1.007		
	Total	129.000	129			
Loyalitas_Pelanggan	Between Groups	1.331	3	.444	.438	.726
	Within Groups	127.669	126	1.013		
	Total	129.000	129			
Pemasaran_Relasional	Between Groups	5.861	3	1.954	1.999	.117
	Within Groups	123.139	126	.977		
	Total	129.000	129			

Lampiran 10 Uji Anova Data Demografi (lanjutan)

Faktor Penghasilan

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kompetensi	2.391	2	127	.096
Komunikasi	4.008	2	127	.021
Penanganan_Konflik	.869	2	127	.422
Kualitas_Relasional	6.067	2	127	.003
Loyalitas_Pelanggan	2.242	2	127	.110
Pemasaran_Relasional	2.238	2	127	.111

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kompetensi	Between Groups	1.467	2	.734	.731	.484
	Within Groups	127.533	127	1.004		
	Total	129.000	129			
Komunikasi	Between Groups	.925	2	.462	.459	.633
	Within Groups	128.075	127	1.008		
	Total	129.000	129			
Penanganan_Konflik	Between Groups	2.594	2	1.297	1.303	.275
	Within Groups	126.406	127	.995		
	Total	129.000	129			
Kualitas_Relasional	Between Groups	.465	2	.233	.230	.795
	Within Groups	128.535	127	1.012		
	Total	129.000	129			
Loyalitas_Pelanggan	Between Groups	.381	2	.191	.188	.829
	Within Groups	128.619	127	1.013		
	Total	129.000	129			
Pemasaran_Relasional	Between Groups	1.569	2	.785	.782	.460
	Within Groups	127.431	127	1.003		
	Total	129.000	129			

Lampiran 10 Uji Anova Data Demografi (lanjutan)

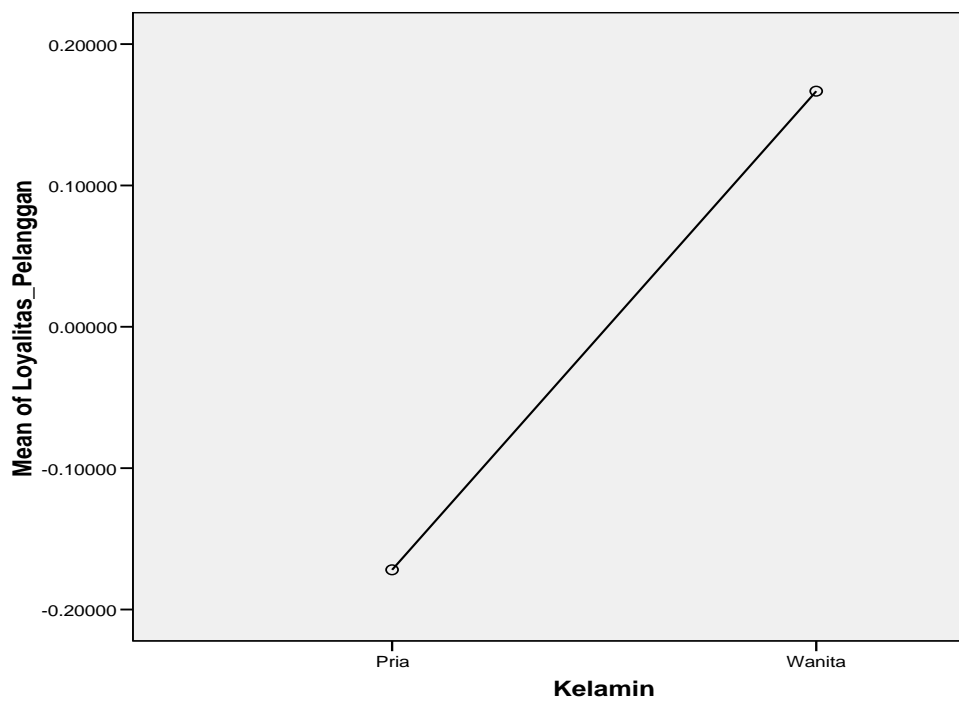
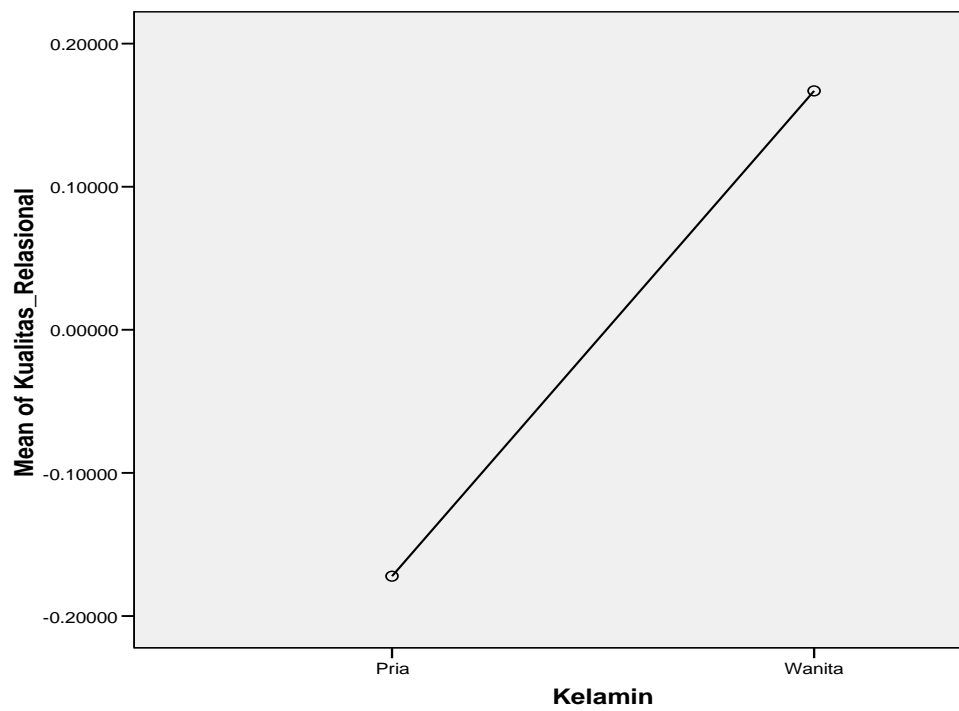
Faktor Lama Menjadi Nasabah

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kompetensi	2.456	1	128	.120
Komunikasi	3.940	1	128	.049
Penanganan_Konflik	6.860	1	128	.010
Kualitas_Relasional	1.604	1	128	.208
Loyalitas_Pelanggan	.086	1	128	.769
Pemasaran_Relasional	7.287	1	128	.008

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kompetensi	Between Groups	.433	1	.433	.431	.513
	Within Groups	128.567	128	1.004		
	Total	129.000	129			
Komunikasi	Between Groups	.017	1	.017	.017	.897
	Within Groups	128.983	128	1.008		
	Total	129.000	129			
Penanganan_Konflik	Between Groups	.164	1	.164	.163	.687
	Within Groups	128.836	128	1.007		
	Total	129.000	129			
Kualitas_Relasional	Between Groups	.040	1	.040	.040	.842
	Within Groups	128.960	128	1.007		
	Total	129.000	129			
Loyalitas_Pelanggan	Between Groups	.006	1	.006	.006	.939
	Within Groups	128.994	128	1.008		
	Total	129.000	129			
Pemasaran_Relasional	Between Groups	.195	1	.195	.194	.661
	Within Groups	128.805	128	1.006		
	Total	129.000	129			

Lampiran 10 Uji Anova Data Demografi (lanjutan)

Lampiran 11 Hasil Olah Data SPSS Regresi Linier Sederhana

HASIL OLAH DATA SPSS: REGRESI LINEAR SEDERHANA (*SIMPLE REGRESSION ANALYSIS*)

X1 (Kompetensi) ke Y (Kualitas Relasional)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kompetensi ^b	.	Enter

a. Dependent Variable: Kualitas Relasional

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.620 ^a	.384	.379	1.660	2.073

a. Predictors: (Constant), Kompetensi

b. Dependent Variable: Kualitas Relasional

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	220.205	1	220.205	79.896	.000 ^b
	Residual	352.787	128	2.756		
	Total	572.992	129			

a. Dependent Variable: Kualitas Relasional

b. Predictors: (Constant), Kompetensi

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	9.542	1.180		8.087	.000		
Kompetensi	.434	.049	.620	8.938	.000	1.000	1.000

a. Dependent Variable: Kualitas Relasional

Lampiran 11 Hasil Olah Data SPSS Regresi Linier Sederhana (lanjutan)

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Kompetensi
1	1	1.992	1.000	.00	.00
	2	.008	16.145	1.00	1.00

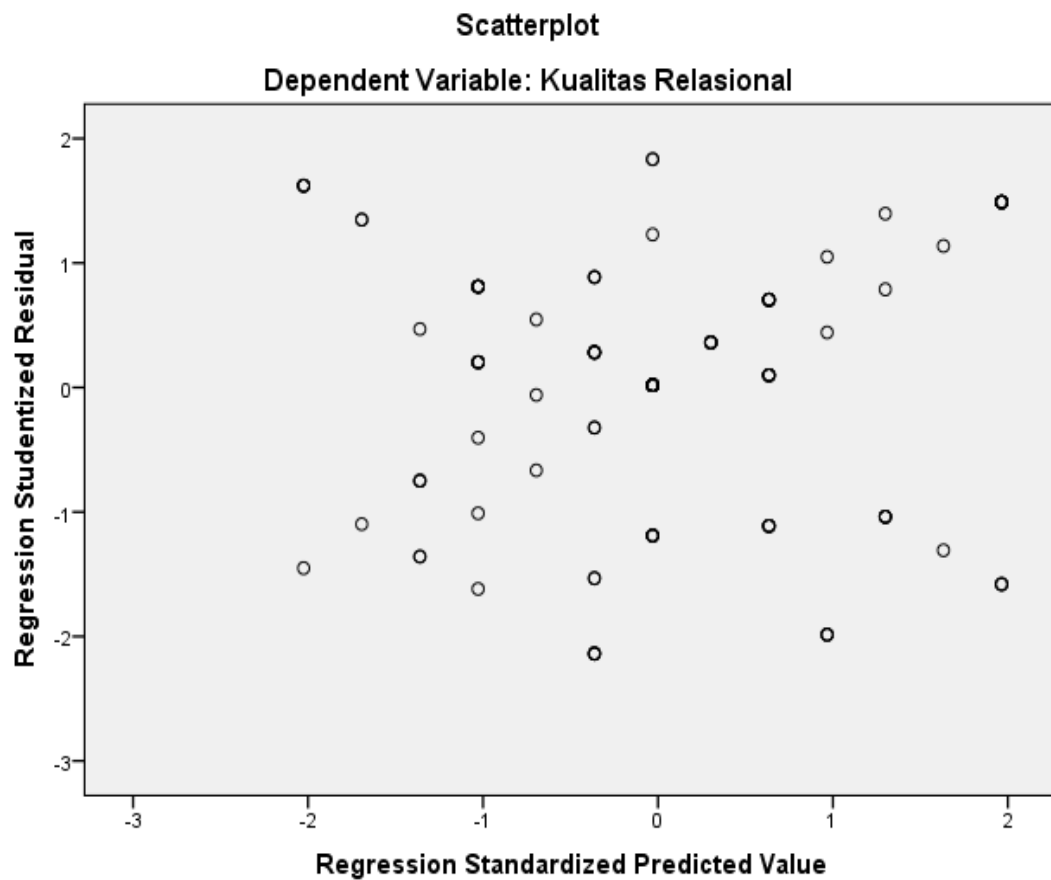
a. Dependent Variable: Kualitas Relasional

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	17.36	22.57	20.01	1.307	130
Std. Predicted Value	-2.026	1.964	.000	1.000	130
Standard Error of Predicted Value	.146	.330	.197	.061	130
Adjusted Predicted Value	17.25	22.67	20.00	1.307	130
Residual	-3.533	3.032	.000	1.654	130
Std. Residual	-2.128	1.827	.000	.996	130
Stud. Residual	-2.138	1.834	.001	1.007	130
Deleted Residual	-3.564	3.056	.004	1.689	130
Stud. Deleted Residual	-2.168	1.851	.000	1.012	130
Mahal. Distance	.001	4.103	.992	1.309	130
Cook's Distance	.000	.054	.011	.016	130
Centered Leverage Value	.000	.032	.008	.010	130

a. Dependent Variable: Kualitas Relasional

Lampiran 11 Hasil Olah Data SPSS Regresi Linier Sederhana (lanjutan)



X2 (Komunikasi) ke Y (Kualitas Relasional)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Komunikasi ^b	.	Enter

a. Dependent Variable: Kualitas Relasional

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.735 ^a	.541	.537	1.434	2.204

a. Predictors: (Constant), Komunikasi

b. Dependent Variable: Kualitas Relasional

Lampiran 11 Hasil Olah Data SPSS Regresi Linier Sederhana (lanjutan)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	309.719	1	309.719	150.582	.000 ^b
	Residual	263.273	128	2.057		
	Total	572.992	129			

a. Dependent Variable: Kualitas Relasional

b. Predictors: (Constant), Komunikasi

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	7.132	1.057		6.749	.000		
Komunikasi	.529	.043	.735	12.271	.000	1.000	1.000

a. Dependent Variable: Kualitas Relasional

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Komunikasi
1	1	1.993	1.000	.00	.00
	2	.007	16.743	1.00	1.00

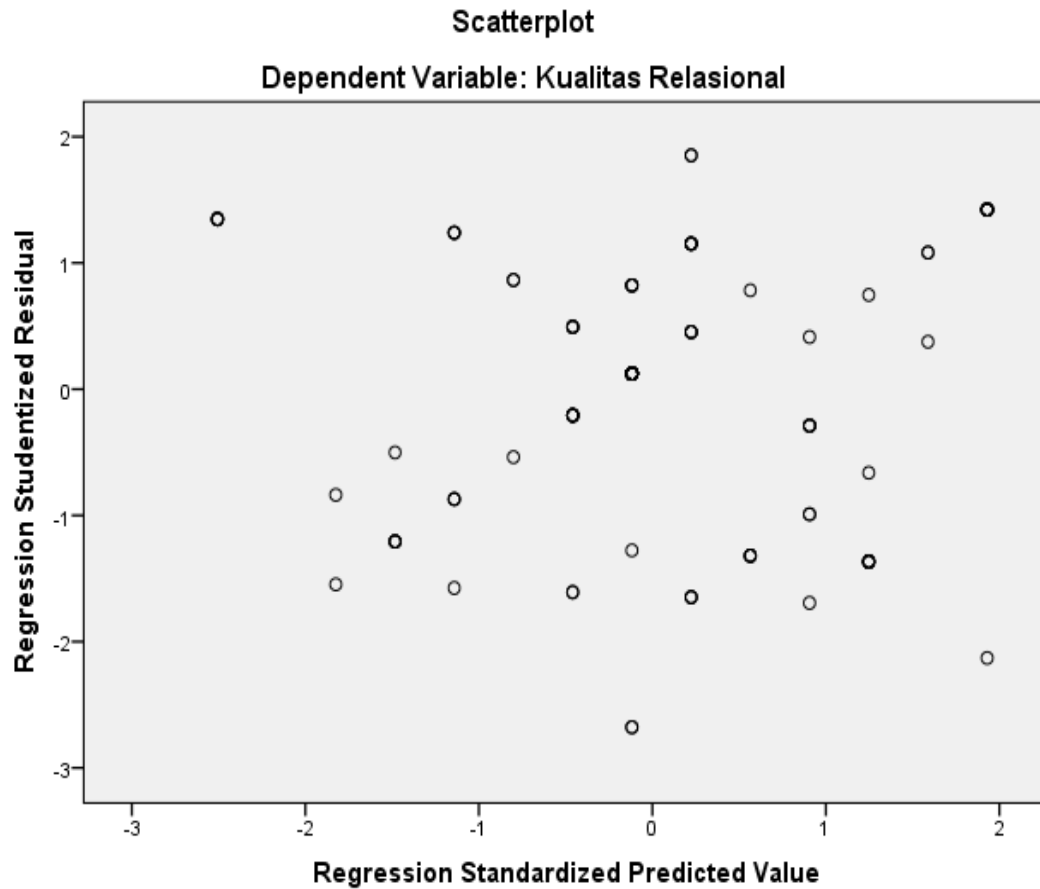
a. Dependent Variable: Kualitas Relasional

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	16.12	23.00	20.01	1.549	130
Std. Predicted Value	-2.507	1.930	.000	1.000	130
Standard Error of Predicted Value	.127	.341	.168	.058	130
Adjusted Predicted Value	16.01	23.11	20.00	1.552	130
Residual	-3.825	2.647	.000	1.429	130
Std. Residual	-2.667	1.845	.000	.996	130
Stud. Residual	-2.677	1.853	.001	1.006	130
Deleted Residual	-3.855	2.668	.004	1.458	130
Stud. Deleted Residual	-2.745	1.871	.000	1.013	130
Mahal. Distance	.014	6.286	.992	1.533	130
Cook's Distance	.000	.086	.010	.016	130
Centered Leverage Value	.000	.049	.008	.012	130

a. Dependent Variable: Kualitas Relasional

Lampiran 11 Hasil Olah Data SPSS Regresi Linier Sederhana (lanjutan)



X3 (Penanganan Konflik) ke (Kualitas Relasional)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Penanganan Konflik ^b		Enter

a. Dependent Variable: Kualitas Relasional

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.709 ^a	.503	.499	1.492	2.160

a. Predictors: (Constant), Penanganan Konflik

b. Dependent Variable: Kualitas Relasional

Lampiran 11 Hasil Olah Data SPSS Regresi Linier Sederhana (lanjutan)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	288.216	1	288.216	129.546	.000 ^b
	Residual	284.777	128	2.225		
	Total	572.992	129			

a. Dependent Variable: Kualitas Relasional

b. Predictors: (Constant), Penanganan Konflik

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.734	.999		8.743	.000		
Penanganan Konflik	.939	.082	.709	11.382	.000	1.000	1.000

a. Dependent Variable: Kualitas Relasional

Collinearity Diagnostics^a

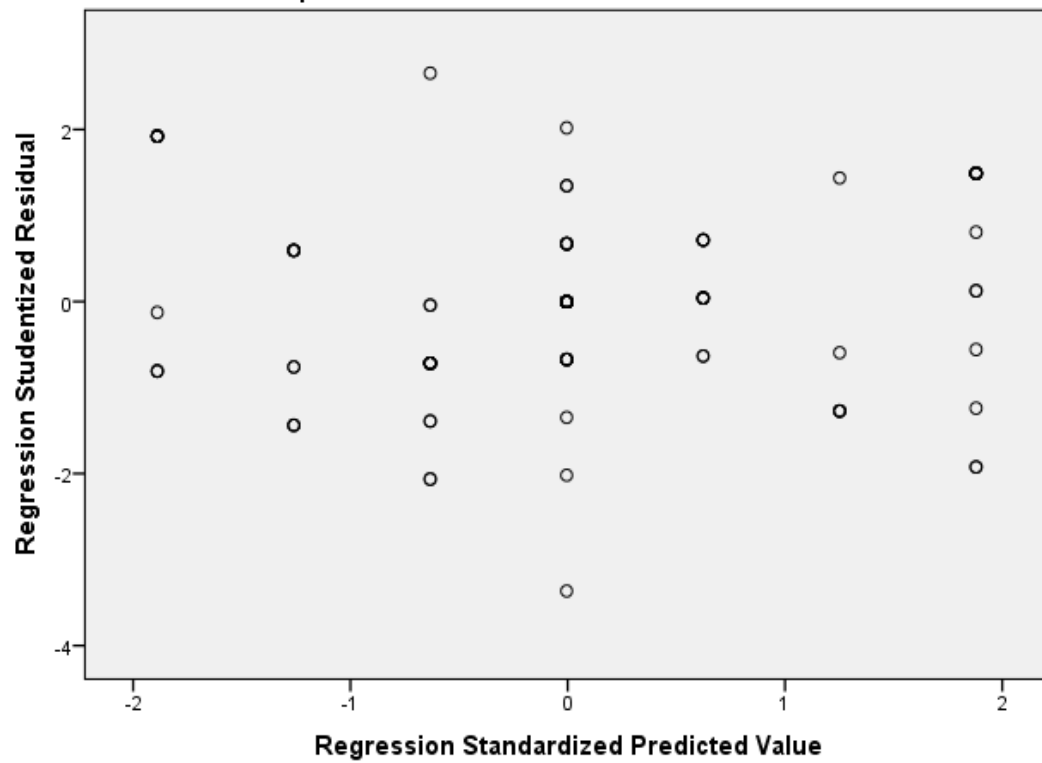
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Penanganan Konflik
1	1	1.991	1.000	.00	.00
	2	.009	15.208	1.00	1.00

a. Dependent Variable: Kualitas Relasional

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	17.18	22.82	20.01	1.495	130
Std. Predicted Value	-1.889	1.879	.000	1.000	130
Standard Error of Predicted Value	.131	.280	.176	.058	130
Adjusted Predicted Value	17.08	22.92	20.00	1.497	130
Residual	-5.000	3.938	.000	1.486	130
Std. Residual	-3.352	2.640	.000	.996	130
Stud. Residual	-3.365	2.655	.002	1.007	130
Deleted Residual	-5.039	3.981	.005	1.519	130
Stud. Deleted Residual	-3.511	2.720	.002	1.018	130
Mahal. Distance	.000	3.569	.992	1.375	130
Cook's Distance	.000	.068	.011	.019	130
Centered Leverage Value	.000	.028	.008	.011	130

a. Dependent Variable: Kualitas Relasional

Lampiran 11 Hasil Olah Data SPSS Regresi Linier Sederhana (lanjutan)**Scatterplot****Dependent Variable: Kualitas Relasional**

Lampiran 12 Uji Normalitas

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Kompetensi	Komunikasi	Penanganan Konflik	Kualitas Relasional	Loyalitas Pelanggan
N		130	130	130	130	130
Normal Parameters ^{a,b}	Mean	24.09	24.35	12.01	20.01	23.68
	Std. Deviation	3.008	2.930	1.592	2.108	2.525
Most Extreme Differences	Absolute	.174	.170	.240	.232	.226
	Positive	.174	.170	.240	.232	.226
	Negative	-.112	-.168	-.213	-.206	-.112
Test Statistic		.174	.170	.240	.232	.226
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Lampiran 13 Hasil Olah Data SPSS Regresi Linier Berganda

Analisis Regresi Linier Berganda

Variables Entered/Removed^a

Variables Entered	Variables Removed	Method
Penanganan Konflik, Kompetensi, Komunikasi ^b		Enter

a. Dependent Variable: Kualitas Relasional

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.777 ^a	.604	.594	1.343	2.349

a. Predictors: (Constant), Penanganan Konflik, Kompetensi, Komunikasi

b. Dependent Variable: Kualitas Relasional

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.653	1.069		5.287	.000		
	Kompetensi	.089	.058	.128	1.533	.128	.454	2.202
	Komunikasi	.310	.063	.431	4.896	.000	.405	2.466
	Penanganan Konflik	.387	.127	.292	3.052	.003	.343	2.917

a. Dependent Variable: Kualitas Relasional

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	345.834	3	115.278	63.942	.000 ^b
	Residual	227.159	126	1.803		
	Total	572.992	129			

a. Dependent Variable: Kualitas Relasional

b. Predictors: (Constant), Penanganan Konflik, Kompetensi, Komunikasi

Lampiran 14 Tabel Durbin Watson

Tabel Durbin-Watson (DW), $\alpha = 5\%$

n	k=1		k=2		k=3		k=4		k=5	
	dL	dU	dL	dU	dL	dU	dL	dU	dL	dU
71	1.5865	1.6435	1.5577	1.6733	1.5284	1.7041	1.4987	1.7358	1.4685	1.7685
72	1.5895	1.6457	1.5611	1.6751	1.5323	1.7054	1.5029	1.7366	1.4732	1.7688
73	1.5924	1.6479	1.5645	1.6768	1.5360	1.7067	1.5071	1.7375	1.4778	1.7691
74	1.5953	1.6500	1.5677	1.6785	1.5397	1.7079	1.5112	1.7383	1.4822	1.7694
75	1.5981	1.6521	1.5709	1.6802	1.5432	1.7092	1.5151	1.7390	1.4866	1.7698
76	1.6009	1.6541	1.5740	1.6819	1.5467	1.7104	1.5190	1.7399	1.4909	1.7701
77	1.6036	1.6561	1.5771	1.6835	1.5502	1.7117	1.5228	1.7407	1.4950	1.7704
78	1.6063	1.6581	1.5801	1.6851	1.5535	1.7129	1.5265	1.7415	1.4991	1.7708
79	1.6089	1.6601	1.5830	1.6867	1.5568	1.7141	1.5302	1.7423	1.5031	1.7712
80	1.6114	1.6620	1.5859	1.6882	1.5600	1.7153	1.5337	1.7430	1.5070	1.7716
81	1.6139	1.6639	1.5888	1.6898	1.5632	1.7164	1.5372	1.7438	1.5109	1.7720
82	1.6164	1.6657	1.5915	1.6913	1.5663	1.7176	1.5406	1.7446	1.5146	1.7724
83	1.6188	1.6675	1.5942	1.6928	1.5693	1.7187	1.5440	1.7454	1.5183	1.7728
84	1.6212	1.6693	1.5969	1.6942	1.5723	1.7199	1.5472	1.7462	1.5219	1.7732
85	1.6235	1.6711	1.5995	1.6957	1.5752	1.7210	1.5505	1.7470	1.5254	1.7736
86	1.6258	1.6728	1.6021	1.6971	1.5780	1.7221	1.5536	1.7478	1.5289	1.7740
87	1.6280	1.6745	1.6046	1.6985	1.5808	1.7232	1.5567	1.7485	1.5322	1.7745
88	1.6302	1.6762	1.6071	1.6999	1.5836	1.7243	1.5597	1.7493	1.5356	1.7749
89	1.6324	1.6778	1.6095	1.7013	1.5863	1.7254	1.5627	1.7501	1.5388	1.7754
90	1.6345	1.6794	1.6119	1.7026	1.5889	1.7264	1.5656	1.7508	1.5420	1.7758
91	1.6366	1.6810	1.6143	1.7040	1.5915	1.7275	1.5685	1.7516	1.5452	1.7763
92	1.6387	1.6826	1.6166	1.7053	1.5941	1.7285	1.5713	1.7523	1.5482	1.7767
93	1.6407	1.6841	1.6188	1.7066	1.5966	1.7295	1.5741	1.7531	1.5513	1.7772
94	1.6427	1.6857	1.6211	1.7078	1.5991	1.7306	1.5768	1.7538	1.5542	1.7776
95	1.6447	1.6872	1.6233	1.7091	1.6015	1.7316	1.5795	1.7546	1.5572	1.7781
96	1.6466	1.6887	1.6254	1.7103	1.6039	1.7326	1.5821	1.7553	1.5600	1.7785
97	1.6485	1.6901	1.6275	1.7116	1.6063	1.7335	1.5847	1.7560	1.5628	1.7790
98	1.6504	1.6916	1.6296	1.7128	1.6086	1.7345	1.5872	1.7567	1.5656	1.7795
99	1.6522	1.6930	1.6317	1.7140	1.6108	1.7355	1.5897	1.7575	1.5683	1.7799
100	1.6540	1.6944	1.6337	1.7152	1.6131	1.7364	1.5922	1.7582	1.5710	1.7804
101	1.6558	1.6958	1.6357	1.7163	1.6153	1.7374	1.5946	1.7589	1.5736	1.7809
102	1.6576	1.6971	1.6376	1.7175	1.6174	1.7383	1.5969	1.7596	1.5762	1.7813
103	1.6593	1.6985	1.6396	1.7186	1.6196	1.7392	1.5993	1.7603	1.5788	1.7818
104	1.6610	1.6998	1.6415	1.7198	1.6217	1.7402	1.6016	1.7610	1.5813	1.7823
105	1.6627	1.7011	1.6433	1.7209	1.6237	1.7411	1.6038	1.7617	1.5837	1.7827
106	1.6644	1.7024	1.6452	1.7220	1.6258	1.7420	1.6061	1.7624	1.5861	1.7832
107	1.6660	1.7037	1.6470	1.7231	1.6277	1.7428	1.6083	1.7631	1.5885	1.7837
108	1.6676	1.7050	1.6488	1.7241	1.6297	1.7437	1.6104	1.7637	1.5909	1.7841
109	1.6692	1.7062	1.6505	1.7252	1.6317	1.7446	1.6125	1.7644	1.5932	1.7846
110	1.6708	1.7074	1.6523	1.7262	1.6336	1.7455	1.6146	1.7651	1.5955	1.7851
111	1.6723	1.7086	1.6540	1.7273	1.6355	1.7463	1.6167	1.7657	1.5977	1.7855
112	1.6738	1.7098	1.6557	1.7283	1.6373	1.7472	1.6187	1.7664	1.5999	1.7860
113	1.6753	1.7110	1.6574	1.7293	1.6391	1.7480	1.6207	1.7670	1.6021	1.7864
114	1.6768	1.7122	1.6590	1.7303	1.6410	1.7488	1.6227	1.7677	1.6042	1.7869
115	1.6783	1.7133	1.6606	1.7313	1.6427	1.7496	1.6246	1.7683	1.6063	1.7874
116	1.6797	1.7145	1.6622	1.7323	1.6445	1.7504	1.6265	1.7690	1.6084	1.7878
117	1.6812	1.7156	1.6638	1.7332	1.6462	1.7512	1.6284	1.7696	1.6105	1.7883
118	1.6826	1.7167	1.6653	1.7342	1.6479	1.7520	1.6303	1.7702	1.6125	1.7887
119	1.6839	1.7178	1.6669	1.7352	1.6496	1.7528	1.6321	1.7709	1.6145	1.7892
120	1.6853	1.7189	1.6684	1.7361	1.6513	1.7536	1.6339	1.7715	1.6164	1.7896
121	1.6867	1.7200	1.6699	1.7370	1.6529	1.7544	1.6357	1.7721	1.6184	1.7901
122	1.6880	1.7210	1.6714	1.7379	1.6545	1.7552	1.6375	1.7727	1.6203	1.7905
123	1.6893	1.7221	1.6728	1.7388	1.6561	1.7559	1.6392	1.7733	1.6222	1.7910
124	1.6906	1.7231	1.6743	1.7397	1.6577	1.7567	1.6409	1.7739	1.6240	1.7914
125	1.6919	1.7241	1.6757	1.7406	1.6592	1.7574	1.6426	1.7745	1.6258	1.7919
126	1.6932	1.7252	1.6771	1.7415	1.6608	1.7582	1.6443	1.7751	1.6276	1.7923
127	1.6944	1.7261	1.6785	1.7424	1.6623	1.7589	1.6460	1.7757	1.6294	1.7928
128	1.6957	1.7271	1.6798	1.7432	1.6638	1.7596	1.6476	1.7763	1.6312	1.7932
129	1.6969	1.7281	1.6812	1.7441	1.6653	1.7603	1.6492	1.7769	1.6329	1.7937
130	1.6981	1.7291	1.6825	1.7449	1.6667	1.7610	1.6508	1.7774	1.6346	1.7941
131	1.6993	1.7301	1.6838	1.7458	1.6682	1.7617	1.6523	1.7780	1.6363	1.7945
132	1.7005	1.7310	1.6851	1.7466	1.6696	1.7624	1.6539	1.7786	1.6380	1.7950
133	1.7017	1.7319	1.6864	1.7474	1.6710	1.7631	1.6554	1.7791	1.6397	1.7954
134	1.7028	1.7329	1.6877	1.7482	1.6724	1.7638	1.6569	1.7797	1.6413	1.7958
135	1.7040	1.7338	1.6889	1.7490	1.6738	1.7645	1.6584	1.7802	1.6429	1.7962
136	1.7051	1.7347	1.6902	1.7498	1.6751	1.7652	1.6599	1.7808	1.6445	1.7967

Lampiran 15 Tabel t

Titik Persentase Distribusi t (df = 121 –160)

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
121	0.67652	1.28859	1.65754	1.97976	2.35756	2.61707	3.15895
122	0.67651	1.28853	1.65744	1.97960	2.35730	2.61673	3.15838
123	0.67649	1.28847	1.65734	1.97944	2.35705	2.61639	3.15781
124	0.67647	1.28842	1.65723	1.97928	2.35680	2.61606	3.15726
125	0.67646	1.28836	1.65714	1.97912	2.35655	2.61573	3.15671
126	0.67644	1.28831	1.65704	1.97897	2.35631	2.61541	3.15617
127	0.67643	1.28825	1.65694	1.97882	2.35607	2.61510	3.15565
128	0.67641	1.28820	1.65685	1.97867	2.35583	2.61478	3.15512
129	0.67640	1.28815	1.65675	1.97852	2.35560	2.61448	3.15461
130	0.67638	1.28810	1.65666	1.97838	2.35537	2.61418	3.15411
131	0.67637	1.28805	1.65657	1.97824	2.35515	2.61388	3.15361
132	0.67635	1.28800	1.65648	1.97810	2.35493	2.61359	3.15312
133	0.67634	1.28795	1.65639	1.97796	2.35471	2.61330	3.15264
134	0.67633	1.28790	1.65630	1.97783	2.35450	2.61302	3.15217
135	0.67631	1.28785	1.65622	1.97769	2.35429	2.61274	3.15170
136	0.67630	1.28781	1.65613	1.97756	2.35408	2.61246	3.15124
137	0.67628	1.28776	1.65605	1.97743	2.35387	2.61219	3.15079
138	0.67627	1.28772	1.65597	1.97730	2.35367	2.61193	3.15034
139	0.67626	1.28767	1.65589	1.97718	2.35347	2.61166	3.14990
140	0.67625	1.28763	1.65581	1.97705	2.35328	2.61140	3.14947
141	0.67623	1.28758	1.65573	1.97693	2.35309	2.61115	3.14904
142	0.67622	1.28754	1.65566	1.97681	2.35289	2.61090	3.14862
143	0.67621	1.28750	1.65558	1.97669	2.35271	2.61065	3.14820
144	0.67620	1.28746	1.65550	1.97658	2.35252	2.61040	3.14779
145	0.67619	1.28742	1.65543	1.97646	2.35234	2.61016	3.14739
146	0.67617	1.28738	1.65536	1.97635	2.35216	2.60992	3.14699
147	0.67616	1.28734	1.65529	1.97623	2.35198	2.60969	3.14660
148	0.67615	1.28730	1.65521	1.97612	2.35181	2.60946	3.14621
149	0.67614	1.28726	1.65514	1.97601	2.35163	2.60923	3.14583
150	0.67613	1.28722	1.65508	1.97591	2.35146	2.60900	3.14545
151	0.67612	1.28718	1.65501	1.97580	2.35130	2.60878	3.14508
152	0.67611	1.28715	1.65494	1.97569	2.35113	2.60856	3.14471
153	0.67610	1.28711	1.65487	1.97559	2.35097	2.60834	3.14435
154	0.67609	1.28707	1.65481	1.97549	2.35081	2.60813	3.14400
155	0.67608	1.28704	1.65474	1.97539	2.35065	2.60792	3.14364
156	0.67607	1.28700	1.65468	1.97529	2.35049	2.60771	3.14330
157	0.67606	1.28697	1.65462	1.97519	2.35033	2.60751	3.14295
158	0.67605	1.28693	1.65455	1.97509	2.35018	2.60730	3.14261
159	0.67604	1.28690	1.65449	1.97500	2.35003	2.60710	3.14228
160	0.67603	1.28687	1.65443	1.97490	2.34988	2.60691	3.14195

Catatan: Probabilita yang lebih kecil yang ditunjukkan pada judul tiap kolom adalah luas daerah dalam satu ujung, sedangkan probabilitas yang lebih besar adalah luas daerah dalam kedua ujung

Lampiran 16 Tabel F

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.68	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74

Lampiran 17 Output Lisrel

Tabel Hasil Pengukuran Validitas Indikator *Order Construct*

INDIKATOR	KONSTRUK	LOADING FACTOR	NILAI T	KETERANGAN
X1	Pemasaran relasional	0,80	10,65	<i>Valid</i>
X2		0,85	11,59	<i>Valid</i>
X3		0,89	12,46	<i>Valid</i>
Y_1	Kualitas Relasional	0,56	0,00	<i>Tidak Valid</i>
Y_2		0,86	6,77	<i>Valid</i>
Y_3		0,89	6,86	<i>Valid</i>
Y_4		0,77	6,37	<i>Valid</i>
Y_5		0,43	4,20	<i>Tidak Valid</i>
Z_1	Loyalitas Pelanggan	0,76	0,00	<i>Tidak Valid</i>
Z_2		0,79	9,12	<i>Valid</i>
Z_3		0,66	7,43	<i>Valid</i>
Z_4		0,69	7,76	<i>Valid</i>
Z_5		0,66	7,48	<i>Valid</i>
Z_6		0,85	9,77	<i>Valid</i>

Lampiran 17 Output Lisrel (lanjutan)

DATE: 9/20/2015
TIME: 12:05

L I S R E L 8.51

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file G:\9\SEM Studi 2\SEM Studi 2.spl:

raw data from file relational2.psf
latent variables: PR KR LP
relationship:

X1 = PR
X2 = PR
X3 = PR
!Y_1 = KR
Y_2 = KR
Y_3 = KR
Y_4 = KR
!Y_5 = KR
!Z_1 = LP
Z_2 = LP
Z_3 = LP
Z_4 = LP
Z_5 = LP
Z_6 = LP

KR = PR
LP = PR KR
set error covariance of X2 and Y_2 free
set error covariance of Z_4 and Z_3 free
set error covariance of Z_5 and Z_3 free
set error covariance of Z_6 and Z_2 free
set error covariance of Z_4 and Y_2 free
!set error covariance of Y_3 and Y_2 free
set error covariance of X2 and Y_4 free
!set error covariance of Y_5 and Y_4 free
!set error covariance of Z_3 and Y_5 free

Lampiran 17 Output Lisrel (lanjutan)

options:sc
 path diagram
 end of problem

Sample Size = 130

Covariance Matrix

	Y_2	Y_3	Y_4	Z_2	Z_3	Z_4
Y_2	0.36					
Y_3	0.26	0.29				
Y_4	0.20	0.19	0.29			
Z_2	0.13	0.14	0.13	0.29		
Z_3	0.12	0.10	0.10	0.13	0.33	
Z_4	0.21	0.16	0.16	0.17	0.23	0.40
Z_5	0.11	0.11	0.10	0.10	0.16	0.11
Z_6	0.13	0.15	0.12	0.19	0.15	0.14
X1	0.30	0.30	0.24	0.32	0.20	0.30
X2	0.42	0.30	0.38	0.28	0.24	0.36
X3	0.37	0.34	0.29	0.29	0.23	0.36

Covariance Matrix

	Z_5	Z_6	X1	X2	X3
Z_5	0.20				
Z_6	0.13	0.22			
X1	0.22	0.28	1.00		
X2	0.21	0.22	0.65	1.00	
X3	0.24	0.25	0.72	0.75	1.00

Number of Iterations = 15

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$Y_2 = 0.52 * KR, \text{ Errorvar.} = 0.085, R^2 = 0.76$$

(0.016)
5.34

$$Y_3 = 0.50 * KR, \text{ Errorvar.} = 0.040, R^2 = 0.86$$

(0.036) (0.011)
13.95 3.68

$$Y_4 = 0.38 * KR, \text{ Errorvar.} = 0.14, R^2 = 0.51$$

(0.040) (0.020)
9.58 7.29

Lampiran 17 Output Lisrel (lanjutan)

$$Z_2 = 0.38*LP, \text{ Errorvar.} = 0.15, R^2 = 0.48$$

(0.023)
6.52

$$Z_3 = 0.32*LP, \text{ Errorvar.} = 0.24, R^2 = 0.30$$

(0.058) (0.030)
5.56 7.88

$$Z_4 = 0.42*LP, \text{ Errorvar.} = 0.22, R^2 = 0.44$$

(0.063) (0.031)
6.66 7.04

$$Z_5 = 0.30*LP, \text{ Errorvar.} = 0.11, R^2 = 0.46$$

(0.045) (0.016)
6.75 6.85

$$Z_6 = 0.36*LP, \text{ Errorvar.} = 0.089, R^2 = 0.59$$

(0.035) (0.015)
10.29 5.87

$$X1 = 0.81*PR, \text{ Errorvar.} = 0.34, R^2 = 0.66$$

(0.074) (0.052)
10.92 6.61

$$X2 = 0.81*PR, \text{ Errorvar.} = 0.33, R^2 = 0.66$$

(0.072) (0.049)
11.23 6.83

$$X3 = 0.90*PR, \text{ Errorvar.} = 0.19, R^2 = 0.81$$

(0.070) (0.040)
12.77 4.89

$$\text{Error Covariance for } Z_4 \text{ and } Y_2 = 0.036$$

(0.012)
3.04

$$\text{Error Covariance for } Z_4 \text{ and } Z_3 = 0.11$$

(0.022)
4.88

$$\text{Error Covariance for } Z_5 \text{ and } Z_3 = 0.069$$

(0.015)
4.56

$$\text{Error Covariance for } Z_6 \text{ and } Z_2 = 0.052$$

(0.015)
3.37

$$\text{Error Covariance for } X2 \text{ and } Y_2 = 0.096$$

(0.018)
5.48

$$\text{Error Covariance for } X2 \text{ and } Y_4 = 0.14$$

Lampiran 17 Output Lisrel (lanjutan)

(0.023)
5.97

Structural Equations

KR = 0.76*PR, Errorvar.= 0.43 , R² = 0.57
(0.090) (0.073)
8.43 5.82

LP = 0.27*KR + 0.67*PR, Errorvar.= 0.20 , R² = 0.80
(0.11) (0.13) (0.086)
2.36 5.15 2.39

Reduced Form Equations

KR = 0.76*PR, Errorvar.= 0.43, R² = 0.57
(0.090)
8.43

LP = 0.88*PR, Errorvar.= 0.23, R² = 0.77
(0.12)
7.58

Correlation Matrix of Independent Variables

PR

1.00

Covariance Matrix of Latent Variables

	KR	LP	PR
KR	1.00		
LP	0.78	1.00	
PR	0.76	0.88	1.00

Goodness of Fit Statistics

Degrees of Freedom = 35
Minimum Fit Function Chi-Square = 65.62 (P = 0.0013)
Normal Theory Weighted Least Squares Chi-Square = 62.51 (P = 0.0029)
Estimated Non-centrality Parameter (NCP) = 27.51
90 Percent Confidence Interval for NCP = (9.26 ; 53.60)

Minimum Fit Function Value = 0.51
Population Discrepancy Function Value (F0) = 0.21
90 Percent Confidence Interval for F0 = (0.072 ; 0.42)
Root Mean Square Error of Approximation (RMSEA) = 0.078
90 Percent Confidence Interval for RMSEA = (0.045 ; 0.11)

Lampiran 17 Output Lisrel (lanjutan)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.075

Expected Cross-Validation Index (ECVI) = 0.97
 90 Percent Confidence Interval for ECVI = (0.82 ; 1.17)
 ECVI for Saturated Model = 1.02
 ECVI for Independence Model = 8.51

Chi-Square for Independence Model with 55 Degrees of Freedom = 1075.42

Independence AIC = 1097.42
 Model AIC = 124.51
 Saturated AIC = 132.00
 Independence CAIC = 1139.96
 Model CAIC = 244.41
 Saturated CAIC = 387.26

Normed Fit Index (NFI) = 0.94
 Non-Normed Fit Index (NNFI) = 0.95
 Parsimony Normed Fit Index (PNFI) = 0.60
 Comparative Fit Index (CFI) = 0.97
 Incremental Fit Index (IFI) = 0.97
 Relative Fit Index (RFI) = 0.90

Critical N (CN) = 113.73

Root Mean Square Residual (RMR) = 0.018
 Standardized RMR = 0.043
 Goodness of Fit Index (GFI) = 0.92
 Adjusted Goodness of Fit Index (AGFI) = 0.85
 Parsimony Goodness of Fit Index (PGFI) = 0.49

Standardized Solution

LAMBDA-Y

	KR	LP
Y_2	0.52	--
Y_3	0.50	--
Y_4	0.38	--
Z_2	--	0.38
Z_3	--	0.32
Z_4	--	0.42
Z_5	--	0.30
Z_6	--	0.36

LAMBDA-X

	PR
X1	0.81
X2	0.81

Lampiran 17 *Output* Lisrel (lanjutan)

X3 0.90
BETA

	KR	LP
KR	--	--
LP	0.27	--

GAMMA

	PR
KR	0.76
LP	0.67

Correlation Matrix of ETA and KSI

	KR	LP	PR
KR	1.00		
LP	0.78	1.00	
PR	0.76	0.88	1.00

PSI

Note: This matrix is diagonal.

	KR	LP
	0.43	0.20

Regression Matrix ETA on KSI (Standardized)

	PR
KR	0.76
LP	0.88

Completely Standardized Solution

LAMBDA-Y

	KR	LP
Y_2	0.87	--
Y_3	0.93	--
Y_4	0.71	--
Z_2	--	0.70
Z_3	--	0.55
Z_4	--	0.67
Z_5	--	0.68
Z_6	--	0.77

Lampiran 17 *Output* Lisrel (lanjutan)

LAMBDA-X

	PR
X1	0.81
X2	0.81
X3	0.90

BETA

	KR	LP
KR	--	--
LP	0.27	--

GAMMA

	PR
KR	0.76
LP	0.67

Correlation Matrix of ETA and KSI

	KR	LP	PR
KR	1.00		
LP	0.78	1.00	
PR	0.76	0.88	1.00

PSI

Note: This matrix is diagonal.

	KR	LP
	0.43	0.20

THETA-EPS

	Y_2	Y_3	Y_4	Z_2	Z_3	Z_4
Y_2	0.24					
Y_3	--	0.14				
Y_4	--	--	0.49			
Z_2	--	--	--	0.52		
Z_3	--	--	--	--	0.70	
Z_4	0.10	--	--	--	0.29	0.56
Z_5	--	--	--	--	0.26	--
Z_6	--	--	--	0.21	--	--

THETA-EPS

	Z_5	Z_6
Z_5	0.54	
Z_6	--	0.41

Lampiran 17 Output Lisrel (lanjutan)

THETA-DELTA-EPS

	Y_2	Y_3	Y_4	Z_2	Z_3	Z_4
X1	--	--	--	--	--	--
X2	0.16	--	0.26	--	--	--
X3	--	--	--	--	--	--

THETA-DELTA-EPS

	Z_5	Z_6
X1	--	--
X2	--	--
X3	--	--

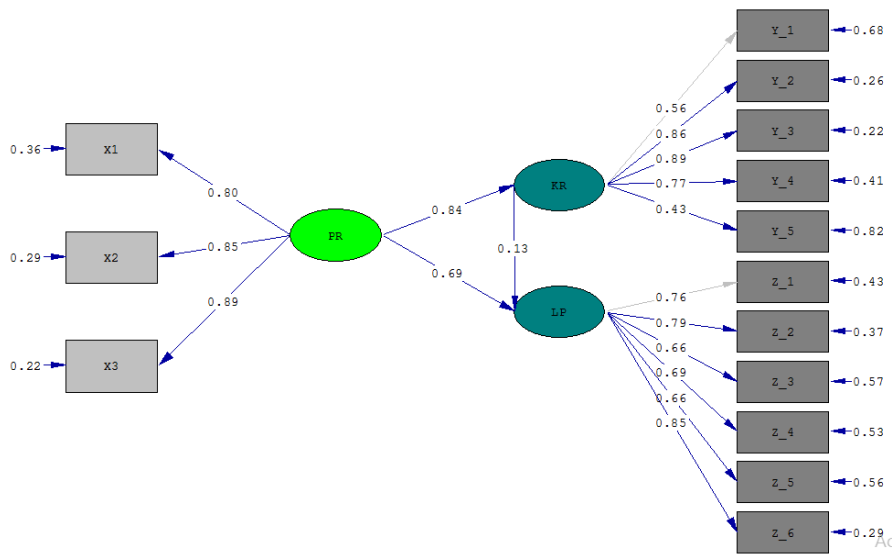
THETA-DELTA

	X1	X2	X3
	0.34	0.34	0.19

Regression Matrix ETA on KSI (Standardized)

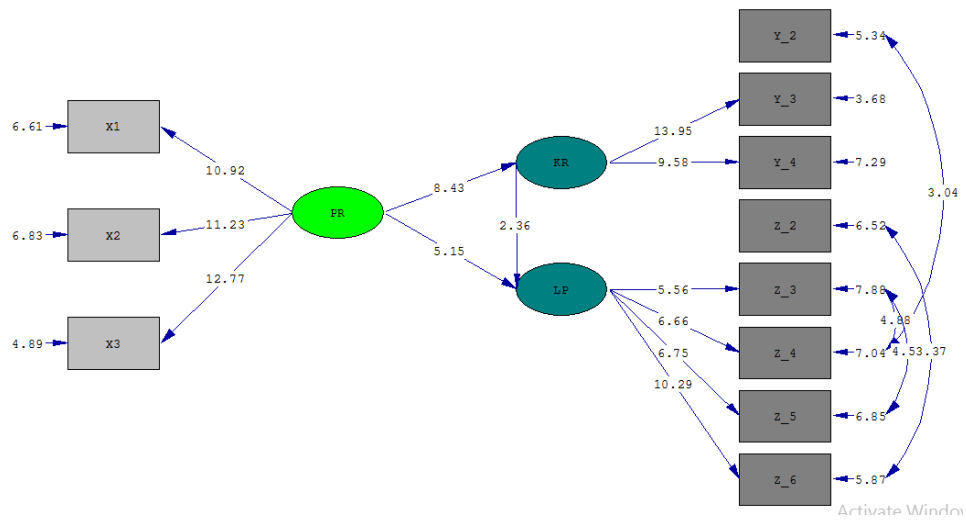
	PR
KR	0.76
LP	0.88

Time used: 0.047 Seconds




Gambar Path Diagram Standardized Solution

Lampiran 17 Output Lisrel (lanjutan)



Gambar Path Diagram T-Value

Lampiran 18 Curriculum Vitae

CURRICULUM VITAE					
Name	:	WIDIYANTI PERMATA LESTARI			
Date and Place of Birth	:	Palembang January 15 th 1982			
Address	:	Jl. Nusa Indah IV No.31 RT.01 RW.07 Kel. Nusa Jaya Kec. Karawaci Perumnas I Tangerang 15160			
Home Phone	:	(021) 5580450			
Mobile Phone	:	081905027278			
Email Address	:	widiyanti.permatal@gmail.com			
Marital Status	:	Married			
Religion	:	Islam			
EDUCATIONAL BACKGROUND					
<i>(start form the last education)</i>					
NO	NAME OF SCHOOL	CITY	PERIOD	PASS/NO	
1	Trisakti University Industrial Technology Faculty, Industrial Engineering Department	Jakarta	2000-2004	Pass (GPA 3,21 on 4 scale)	
2	SMUN 1 Science Class	Jambi	1997-2000	Pass	
3	SMPN 1 Superior Class	Padang	1994 - 1997	Pass	
WORKING EXPERIENCE					
<i>(start from the last)</i>					
1	December 2012 - present	Position Held	: Sub Branch Frontliner Manager		
		Employer	: PT. Bank CIMB Niaga Tbk.		
		Location	: Icon Alam Sutera Branch		
2	January 2011 - November 2012	Position Held	: Service Officer		
		Employer	: PT. Bank CIMB Niaga Tbk.		
		Location	: Tangerang Karawaci Branch		
3	April 2010 - December 2010	Position Held	: Service Officer		
		Employer	: PT. Bank CIMB Niaga Tbk.		
		Location	: Central Park Branch		
4	March 2008 - March 2010	Position Held	: Kios Officer/Service Officer		
		Employer	: PT. Bank Niaga Tbk / PT. Bank CIMB Niaga Tbk.		
		Location	: Taman Anggrek Mall Branch		
5	September 2006 - February 2008	Position Held	: Kios Officer		
		Employer	: PT. Bank Niaga Tbk.		
		Location	: Tanjung Duren Branch		
6	February 2006 - August 2006	Position Held	: Sales Officer Funding		
		Employer	: PT. Bank Niaga Tbk.		
		Location	: Kebon Jeruk District		
7	October 2005 - January 2006	Position Held	: Business Development Officer Preferred Circle		
		Employer	: PT. Bank Niaga Tbk.		
		Location	: Marketing Communication Jakarta I		
8	August 2005 - September 2005	Position Held	: Business Development Officer Car Loan		
		Employer	: PT. Bank Niaga Tbk.		
		Location	: Marketing Communication Jakarta I		
9	January 2005 - August 2005	PROGRAM PENDIDIKAN EKSEKUTIF (PPE) BATCH II 2005			
		Employer	: PT. BANK NIAGA TBK		
		Location	: JAKARTA		
10	December 2004	Position Held	: Associate Personal Banker		
		Employer	: Citibank		
		Location	: Jakarta		

Lampiran 18 *Curriculum Vitae* (lanjutan)

PROFESSIONAL CERTIFICATION				
<i>(start from the last)</i>				
NO	NAME OF CERTIFICATION	PERIOD	PASS/ NO	MARK
				(on 100 scale)
1	FRONTLINERS CERTIFICATION	April 2015	Pass	90
2	RISK MANAGEMENT CERTIFICATION	September 2014	Pass	95
3	FRONTLINERS CERTIFICATION	May 2014	Pass	88
4	FRONTLINERS CERTIFICATION	April 2013	Pass	90
5	FRONTLINERS CERTIFICATION	June 2012	Pass	91
6	FRONTLINERS CERTIFICATION	November 2011	Pass	93
7	MULTIMEDIA INTERACTIVE LEARNING FOR SALES & SERVICE S&D	SEPTEMBER 2011	Pass	95
8	FRONTLINERS CERTIFICATION	February 2011	Pass	85
9	FRONTLINERS CERTIFICATION	August 2010	Pass	83
10	BSMR I	March 2010	Pass	92
11	FRONTLINERS CERTIFICATION	November 2009	Pass	82
TRAINING AND COURSE				
<i>(start from the last)</i>				
NO	NAME OF TRAINING	HELD BY	MONTH - YEAR	
1	SMILE Series	Sinar Mas MSIG Life	June - 2015	
2	SMILE Basic Training	Sinar Mas MSIG Life	May - 2015	
3	Sertifikasi Keagenan Asuransi Jiwa	AAJI	April - 2015	
4	Risk Management	BANK CIMB NIAGA	August - 2014	
5	Anti Money Laundering	BANK CIMB NIAGA	June - 2012	
6	Document Imaging System	BANK CIMB NIAGA	November 2011	
7	FOREIGN CURRENCY	BANK CIMB NIAGA	Juli 2011	
8	CORPORATE CULTURE	BANK CIMB NIAGA	Februari 2011	
9	BSMR I	GARP	March 2010	
10	Niaga Excellent Service Quality	BANK NIAGA	June - 2007	
11	Niaga Advance Selling Skill	TANDIKA	June - 2007	
12	ESQ Leadership Training	ESQ Leadership Center	October - 2005	
13	Great Person Great Teamwork Program	SELARAS	August - 2005	
14	Table Manner	BANK NIAGA	August - 2005	
15	The 7th Habits	BANK NIAGA	August - 2005	
16	Niaga Basic Selling Skill	TANDIKA	August - 2005	
17	Niaga Basic Supervisory Development	BANK NIAGA	August - 2005	
18	English Course (Advance Level)	IEC	2002 - 2004	
QUALIFICATIONS				
LANGUAGE	* INDONESIAN			
	* ENGLISH			
COMPUTER LITERATE	* Operation Sytem :			
	Microsoft Windows 7 & 8			
	* Application Program :			
	Microsoft Office (MS Word, MS Excel, MS Power Point, MS Outlook)			
	* Banking software :			
	Mosaic, AS 400			
INTERNET LITERATE				