

Lampiran 6

Uji Validitas dan Reliabilitas Kualitas Pelayanan 155 Responden

Correlations

		p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	Skor_ total
p1	Pearson Correlation	1	.405**	.500**	.248**	.136	.167*	.452**	.426**	.278**	.372**	.277**	.297**	.595**
	Sig. (2-tailed)		.000	.000	.002	.092	.037	.000	.000	.000	.000	.000	.000	.000
	N	155	155	155	155	155	155	155	155	155	155	155	155	155
p2	Pearson Correlation	.405**	1	.579**	.429**	.119	.218**	.380**	.428**	.405**	.423**	.262**	.316**	.642**
	Sig. (2-tailed)	.000		.000	.000	.139	.006	.000	.000	.000	.000	.001	.000	.000
	N	155	155	155	155	155	155	155	155	155	155	155	155	155
p3	Pearson Correlation	.500**	.579**	1	.460**	.205*	.386**	.443**	.460**	.509**	.411**	.310**	.266**	.722**
	Sig. (2-tailed)	.000	.000		.000	.010	.000	.000	.000	.000	.000	.000	.001	.000
	N	155	155	155	155	155	155	155	155	155	155	155	155	155
p4	Pearson Correlation	.248**	.429**	.460**	1	.085	.393**	.254**	.382**	.471**	.280**	.346**	.333**	.608**
	Sig. (2-tailed)	.002	.000	.000		.295	.000	.001	.000	.000	.000	.000	.000	.000
	N	155	155	155	155	155	155	155	155	155	155	155	155	155

p5	Pearson Correlation	.136	.119	.205*	.085	1	.295**	.242**	.247**	.257**	.305**	.243**	.161*	.469**
	Sig. (2-tailed)	.092	.139	.010	.295		.000	.002	.002	.001	.000	.002	.046	.000
	N	155	155	155	155	155	155	155	155	155	155	155	155	155
p6	Pearson Correlation	.167*	.218**	.386**	.393**	.295**	1	.471**	.482**	.468**	.089	.231**	.443**	.614**
	Sig. (2-tailed)	.037	.006	.000	.000	.000		.000	.000	.000	.271	.004	.000	.000
	N	155	155	155	155	155	155	155	155	155	155	155	155	155
p7	Pearson Correlation	.452**	.380**	.443**	.254**	.242**	.471**	1	.660**	.440**	.315**	.342**	.357**	.692**
	Sig. (2-tailed)	.000	.000	.000	.001	.002	.000		.000	.000	.000	.000	.000	.000
	N	155	155	155	155	155	155	155	155	155	155	155	155	155
p8	Pearson Correlation	.426**	.428**	.460**	.382**	.247**	.482**	.660**	1	.634**	.348**	.392**	.490**	.776**
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.000	.000		.000	.000	.000	.000	.000
	N	155	155	155	155	155	155	155	155	155	155	155	155	155
p9	Pearson Correlation	.278**	.405**	.509**	.471**	.257**	.468**	.440**	.634**	1	.252**	.261**	.435**	.712**
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.000	.000		.002	.001	.000	.000
	N	155	155	155	155	155	155	155	155	155	155	155	155	155
p10	Pearson Correlation	.372**	.423**	.411**	.280**	.305**	.089	.315**	.348**	.252**	1	.293**	.319**	.585**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.271	.000	.000	.002		.000	.000	.000
	N	155	155	155	155	155	155	155	155	155	155	155	155	155

p11	Pearson Correlation	.277**	.262**	.310**	.346**	.243**	.231**	.342**	.392**	.261**	.293**	1	.419**	.560**
	Sig. (2-tailed)	.000	.001	.000	.000	.002	.004	.000	.000	.001	.000		.000	.000
	N	155	155	155	155	155	155	155	155	155	155	155	155	155
p12	Pearson Correlation	.297**	.316**	.266**	.333**	.161*	.443**	.357**	.490**	.435**	.319**	.419**	1	.633**
	Sig. (2-tailed)	.000	.000	.001	.000	.046	.000	.000	.000	.000	.000	.000		.000
	N	155	155	155	155	155	155	155	155	155	155	155	155	155
Sko	Pearson Correlation	.595**	.642**	.722**	.608**	.469**	.614**	.692**	.776**	.712**	.585**	.560**	.633**	1
r_to	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
tal	N	155	155	155	155	155	155	155	155	155	155	155	155	155

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

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.858	12

Uji Validitas dan Reliabilitas Kepuasan Pelanggan 155 Responden

Correlations

		p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	p23	p24	Skor_ total
p13	Pearson Correlation	1	.500**	.567**	.451**	.366**	.134	.355**	.333**	.335**	.316**	.378**	.423**	.595**
	Sig. (2-tailed)		.000	.000	.000	.000	.098	.000	.000	.000	.000	.000	.000	.000
	N	155	155	155	155	155	154	155	155	155	155	155	155	155
p14	Pearson Correlation	.500**	1	.660**	.570**	.428**	.379**	.459**	.412**	.454**	.392**	.477**	.522**	.722**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	155	155	155	155	155	154	155	155	155	155	155	155	155
p15	Pearson Correlation	.567**	.660**	1	.409**	.344**	.298**	.440**	.416**	.314**	.272**	.476**	.462**	.655**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.001	.000	.000	.000
	N	155	155	155	155	155	154	155	155	155	155	155	155	155
p16	Pearson Correlation	.451**	.570**	.409**	1	.547**	.389**	.537**	.426**	.557**	.467**	.523**	.496**	.733**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	155	155	155	155	155	154	155	155	155	155	155	155	155

p17	Pearson Correlation	.366**	.428**	.344**	.547**	1	.565**	.478**	.476**	.455**	.445**	.397**	.620**	.723**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	155	155	155	155	155	154	155	155	155	155	155	155	155
p18	Pearson Correlation	.134	.379**	.298**	.389**	.565**	1	.551**	.605**	.360**	.507**	.403**	.457**	.652**
	Sig. (2-tailed)	.098	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154
p19	Pearson Correlation	.355**	.459**	.440**	.537**	.478**	.551**	1	.772**	.503**	.576**	.717**	.514**	.781**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	155	155	155	155	155	154	155	155	155	155	155	155	155
p20	Pearson Correlation	.333**	.412**	.416**	.426**	.476**	.605**	.772**	1	.640**	.654**	.626**	.524**	.779**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	155	155	155	155	155	154	155	155	155	155	155	155	155
p21	Pearson Correlation	.335**	.454**	.314**	.557**	.455**	.360**	.503**	.640**	1	.656**	.657**	.552**	.737**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	155	155	155	155	155	154	155	155	155	155	155	155	155
p22	Pearson Correlation	.316**	.392**	.272**	.467**	.445**	.507**	.576**	.654**	.656**	1	.646**	.577**	.734**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	155	155	155	155	155	154	155	155	155	155	155	155	155

p23	Pearson Correlation	.378**	.477**	.476**	.523**	.397**	.403**	.717**	.626**	.657**	.646**	1	.645**	.788**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	155	155	155	155	155	154	155	155	155	155	155	155	155
p24	Pearson Correlation	.423**	.522**	.462**	.496**	.620**	.457**	.514**	.524**	.552**	.577**	.645**	1	.791**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	155	155	155	155	155	154	155	155	155	155	155	155	155
Sko r_ tal	Pearson Correlation	.595**	.722**	.655**	.733**	.723**	.652**	.781**	.779**	.737**	.734**	.788**	.791**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	155	155	155	155	155	154	155	155	155	155	155	155	155

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

Reliability Statistics

Cronbach's Alpha	N of Items
.915	12

Uji Validitas dan Reliabilitas Loyalitas Pelanggan 155 Responden

Correlations

		p25	p26	p27	p28	p29	p30	p31	Skor_total
p25	Pearson Correlation	1	.437**	.313**	.479**	.497**	.293**	.470**	.694**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	155	155	155	155	155	155	155	155
p26	Pearson Correlation	.437**	1	.572**	.582**	.442**	.424**	.375**	.731**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	155	155	155	155	155	155	155	155
p27	Pearson Correlation	.313**	.572**	1	.609**	.387**	.459**	.434**	.723**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	155	155	155	155	155	155	155	155
p28	Pearson Correlation	.479**	.582**	.609**	1	.501**	.498**	.528**	.799**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	155	155	155	155	155	155	155	155
p29	Pearson Correlation	.497**	.442**	.387**	.501**	1	.567**	.651**	.779**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	155	155	155	155	155	155	155	155

p30	Pearson Correlation	.293**	.424**	.459**	.498**	.567**	1	.570**	.716**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	155	155	155	155	155	155	155	155
p31	Pearson Correlation	.470**	.375**	.434**	.528**	.651**	.570**	1	.768**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	155	155	155	155	155	155	155	155
Skor _tota 1	Pearson Correlation	.694**	.731**	.723**	.799**	.779**	.716**	.768**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	155	155	155	155	155	155	155	155

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

Reliability Statistics

Cronbach's Alpha	N of Items
.861	7

Lampiran 7

Analisis Jalur Tahap I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.546	.543	3.873

a. Predictors: (Constant), Kualitas Pelayanan

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2756.471	1	2756.471	183.748	.000 ^b
	Residual	2295.207	153	15.001		
	Total	5051.677	154			
a. Dependent Variable: Kepuasan						
b. Predictors: (Constant), Kualitas Pelayanan						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.572	2.247		3.370	.001
	Kualitas Pelayanan	.801	.059	.739	13.555	.000
a. Dependent Variable: Kepuasan						

Analisis Jalur Tahap II

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 ^a	.463	.456	2.856
a. Predictors: (Constant), Kepuasan, Kualitas Pelayanan				

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1066.830	2	533.415	65.414	.000 ^b
	Residual	1239.467	152	8.154		
	Total	2306.297	154			
a. Dependent Variable: Loyalitas Pelanggan						
b. Predictors: (Constant), Kepuasan, Kualitas Pelayanan						

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.335	1.717		.778	.438
	Kualitas Pelayanan	.244	.065	.333	3.780	.000
	Kepuasan	.267	.060	.396	4.484	.000
a. Dependent Variable: Loyalitas Pelanggan						

