

Lampiran 3

Tabulasi Pretest 30 Responden

No.	Customer Relationship Management													Total	Kualitas Pelayanan																	Total	Kepuasan					Total	Loyalitas					Total
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2	4	4	4	4	4	4	4	5	5	4	5	4	5	56	5	4	5	5	5	5	4	5	4	5	4	5	5	5	4	4	4	78	4	4	4	4	4	20	4	4	4	5	5	22
3	3	3	3	3	3	3	3	3	5	3	3	3	3	41	5	3	5	5	5	5	3	3	3	5	3	3	3	3	2	3	3	62	2	2	2	3	3	12	3	3	3	3	3	15
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7	4	4	4	4	4	4	4	4	5	4	5	4	4	54	5	4	5	5	5	5	4	4	4	5	4	4	4	5	5	4	4	76	3	3	3	3	3	15	4	4	4	4	4	20
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13	3	3	3	3	3	3	3	4	4	3	4	3	4	43	5	3	4	4	5	5	4	4	3	5	3	4	5	4	4	3	3	68	3	2	2	2	2	11	3	3	3	4	5	18
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27	4	4	4	4	4	3	3	4	5	4	4	4	4	51	4	3	4	4	4	4	5	5	4	4	3	4	4	4	4	4	3	67	2	2	2	2	2	10	4	4	3	4	4	19
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Lampiran 4

Tabulasi 96 Responden

No.	Customer Relationship Management													Total	Kualitas Pelayanan																	Total	Kepuasan Pelanggan					Total	Loyalitas Pelanggan					Total	
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1	2	2	3	3	3	3	3	3	4	3	3	2	3	37	4	3	4	4	4	4	2	3	3	4	3	3	3	3	3	3	3	56	2	3	2	3	2	12	3	3	3	3	3	15	
2	4	4	3	3	4	4	4	2	5	3	2	4	2	44	5	4	5	5	5	5	3	2	3	5	4	2	3	2	3	3	3	62	3	2	3	3	2	13	3	4	4	2	3	16	
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No.	Customer Relationship Management													Total	Kualitas Pelayanan																	Total	Kepuasan Pelanggan					Total	Loyalitas Pelanggan					Total
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33	4	4	4	4	4	4	4	5	4	4	4	4	5	54	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	3	3	68	2	2	2	2	3	11	4	4	4	5	5	22
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55	3	3	3	3	3	2	2	3	4	3	4	3	3	39	4	2	4	4	4	4	4	4	3	4	2	3	4	4	4	3	3	60	1	1	2	2	2	8	3	3	2	3	4	15
56	3	3	3	3	3	3	3	4	4	3	4	3	4	43	4	3	4	4	4	4	4	4	3	4	3	4	3	3	3	5	5	64	3	3	4	4	4	18	3	3	3	4	3	16
57	4	4	4	4	4	4	4	4	4	4	5	4	4	53	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	66	3	3	3	3	3	15	4	4	4	4	4	20
58	2	2	2	3	3	3	3	3	4	3	4	2	3	37	4	3	4	4	4	4	4	4	3	4	3	3	3	3	3	3	3	59	3	3	3	3	3	15	3	3	3	3	3	15
59	2	2	2	2	2	2	2	2	4	2	4	2	2	30	4	2	4	4	4	4	3	3	2	4	2	2	2	2	3	3	3	51	4	4	4	4	4	20	2	2	2	2	2	10
60	2	2	2	1	2	2	2	2	4	1	4	2	4	30	3	2	3	4	3	4	2	2	1	3	2	2	2	2	3	3	3	44	3	3	3	3	3	15	1	2	2	2	2	9
61	2	3	2	2	2	3	3	3	2	2	3	3	3	33	2	3	2	3	2	2	2	3	3	3	2	2	2	3	3	3	3	43	2	2	3	3	3	13	2	2	3	3	3	13
62	3	3	2	4	4	3	3	4	4	4	3	3	4	44	3	2	3	3	2	4	4	3	3	4	2	4	4	3	3	3	3	53	4	4	3	3	4	18	4	4	3	3	4	18
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64	3	3	3	3	3	3	3	3	3	3	3	3	3	39	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	53	3	3	3	3	3	15	3	3	3	3	3	15
65	3	4	3	3	3	3	3	3	3	3	3	3	3	40	3	4	3	4	3	3	3	3	3	3	3	3	3	3	3	4	4	55	3	3	3	3	3	15	3	3	3	3	3	15

No.	Customer Relationship Management													Total	Kualitas Pelayanan																	Total	Kepuasan Pelanggan					Total	Loyalitas Pelanggan					Total
	1	2	3	4	5	6	7	8	9	10	11	12	13		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17		1	2	3	4	5		1	2	3	4	5	
66	5	4	5	5	5	5	4	4	5	5	5	4	4	60	5	4	5	4	5	5	5	5	4	4	5	5	5	5	4	3	3	76	5	5	5	4	4	23	5	5	5	4	4	23
67	3	4	3	5	5	5	4	4	5	5	5	4	4	56	3	4	3	4	3	5	5	5	4	4	3	5	5	5	4	3	3	68	5	5	5	4	4	23	5	5	5	4	4	23
68	4	4	4	3	3	3	3	3	3	3	3	3	3	42	4	4	4	4	4	3	3	3	3	3	4	3	3	3	3	4	4	59	3	3	3	3	3	15	3	3	3	3	3	15
69	4	3	3	4	3	3	3	3	4	3	3	3	3	42	4	3	4	3	3	4	3	3	3	3	3	4	3	3	3	3	3	55	4	3	3	3	3	16	4	3	3	3	3	16
70	2	1	1	3	2	2	2	2	3	2	2	2	2	26	2	2	2	1	1	3	2	2	2	3	1	3	2	2	2	3	3	36	3	2	2	2	2	11	3	2	2	2	2	11
71	3	3	3	2	1	1	2	2	2	1	1	2	2	25	3	3	3	3	3	2	1	1	2	3	3	2	1	1	2	3	3	39	2	1	1	2	2	8	2	1	1	2	2	8
72	2	2	2	2	2	2	3	2	2	2	2	3	2	28	2	2	2	2	2	2	2	2	3	3	2	2	2	2	3	1	1	35	2	2	2	3	2	11	2	2	2	3	2	11
73	3	3	3	2	2	2	2	1	2	2	2	2	1	27	3	3	3	3	3	2	2	2	2	3	3	2	2	2	2	2	2	41	2	2	2	2	1	9	2	2	2	2	1	9
74	5	4	4	4	4	4	4	4	4	4	4	4	4	53	5	5	5	4	4	4	4	4	4	3	4	4	4	4	4	3	2	67	4	4	4	4	4	20	4	4	4	4	4	20
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91	3	3	3	3	3	3	3	3	3	3	3	2	2	37	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	5	5	65	3	3	3	3	3	15	4	4	4	4	4	20
92	4	4	3	3	3	3	3	3	3	3	3	3	3	41	2	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48	4	4	4	4	4	20	4	4	4	4	4	20
93	4	4	4	4	4	4	4	4	4	4	4	4	4	52	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	3	3	56	3	3	3	3	3	15	4	4	4	4	4	20
94	4	4	4	4	4	4	4	4	4	4	3	3	3	49	4	4	4	4	3	3	3	3	3	3	4	4	4	4	4	2	2	58	4	4	4	4	4	20	4	4	4	4	4	20
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96	3	3	3	4	4	4	4	4	4	4	4	4	4	49	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	2	2	63	4	4	4	4	4	20	4	4	4	4	5	21

Uji Validitas

[illegible]

Universitas

0.110	0.344	0.282	0.217
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Correlations																			Kualitas Pelayanan
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	X2.14	X2.15	X2.16	X2.17	
X2.10	Pearson Correlation	1.000**	0.182	.441*	.441*	1.000**	.814**	0.012	0.011	0.103	1	0.182	0.107	0.199	0.199	0.076	0.096	0.232	.405*
	Sig. (2-tailed)	0.000	0.336	0.015	0.015	0.000	0.000	0.949	0.952	0.589		0.336	0.573	0.291	0.291	0.691	0.613	0.217	0.026
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.11	Pearson Correlation	0.182	1.000**	.374*	.374*	0.182	0.182	.551**	.511**	.663**	0.182	1	.581**	.499**	.600**	.574**	.676**	.903**	.842**
	Sig. (2-tailed)	0.336	0.000	0.042	0.042	0.336	0.336	0.002	0.004	0.000	0.336		0.001	0.005	0.000	0.001	0.000	0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.12	Pearson Correlation	0.107	.581**	0.211	0.211	0.107	0.107	.554**	.704**	0.311	0.107	.581**	1	.838**	.729**	.635**	0.351	.547**	.731**
	Sig. (2-tailed)	0.573	0.001	0.264	0.264	0.573	0.573	0.001	0.000	0.094	0.573	0.001		0.000	0.000	0.000	0.057	0.002	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.13	Pearson Correlation	0.199	.499**	0.199	0.199	0.199	0.199	.525**	.607**	0.355	0.199	.499**	.838**	1	.845**	.765**	0.332	.518**	.746**
	Sig. (2-tailed)	0.291	0.005	0.291	0.291	0.291	0.291	0.003	0.000	0.055	0.291	0.005	0.000		0.000	0.000	0.073	0.003	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.14	Pearson Correlation	0.199	.600**	.494**	.494**	0.199	0.298	.525**	.607**	.535**	0.199	.600**	.729**	.845**	1	.928**	.501**	.570**	.850**
	Sig. (2-tailed)	0.291	0.000	0.006	0.006	0.291	0.110	0.003	0.000	0.002	0.291	0.000	0.000	0.000		0.000	0.005	0.001	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.15	Pearson Correlation	0.076	.574**	.386*	.386*	0.076	0.179	.559**	.582**	.557**	0.076	.574**	.635**	.765**	.928**	1	.522**	.529**	.787**
	Sig. (2-tailed)	0.691	0.001	0.035	0.035	0.691	0.344	0.001	0.001	0.001	0.691	0.001	0.000	0.000	0.000		0.003	0.003	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.16	Pearson Correlation	0.096	.676**	.417*	.417*	0.096	0.203	.473**	.504**	.937**	0.096	.676**	0.351	0.332	.501**	.522**	1	.613**	.726**
	Sig. (2-tailed)	0.613	0.000	0.022	0.022	0.613	0.282	0.008	0.004	0.000	0.613	0.000	0.057	0.073	0.005	0.003		0.000	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.17	Pearson Correlation	0.232	.903**	0.330	0.330	0.232	0.232	.525**	.487**	.595**	0.232	.903**	.547**	.518**	.570**	.529**	.613**	1	.812**
	Sig. (2-tailed)	0.217	0.000	0.075	0.075	0.217	0.217	0.003	0.006	0.001	0.217	0.000	0.002	0.003	0.001	0.003	0.000		0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kualitas Pelayanan	Pearson Correlation	.405*	.842**	.581**	.581**	.405*	.467**	.666**	.706**	.724**	.405*	.842**	.731**	.746**	.850**	.787**	.726**	.812**	1
	Sig. (2-tailed)	0.026	0.000	0.001	0.001	0.026	0.009	0.000	0.000	0.000	0.026	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Correlations

		Y1	Y2	Y3	Y4	Y5	Kepuasan Pelanggan
Y1	Pearson Correlation	1	.864**	.756**	.650**	.655**	.863**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
Y2	Pearson Correlation	.864**	1	.921**	.815**	.794**	.963**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
Y3	Pearson Correlation	.756**	.921**	1	.897**	.824**	.959**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
Y4	Pearson Correlation	.650**	.815**	.897**	1	.872**	.912**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
Y5	Pearson Correlation	.655**	.794**	.824**	.872**	1	.894**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
Kepuasan Pelanggan	Pearson Correlation	.863**	.963**	.959**	.912**	.894**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

Correlations

		Z1	Z2	Z3	Z4	Z5	Loyalitas Pelanggan
Z1	Pearson Correlation	1	.832**	.663**	.311	.355	.764**
	Sig. (2-tailed)		.000	.000	.094	.055	.000
	N	30	30	30	30	30	30
Z2	Pearson Correlation	.832**	1	.800**	.483**	.457*	.873**
	Sig. (2-tailed)	.000		.000	.007	.011	.000
	N	30	30	30	30	30	30
Z3	Pearson Correlation	.663**	.800**	1	.581**	.499**	.872**
	Sig. (2-tailed)	.000	.000		.001	.005	.000
	N	30	30	30	30	30	30
Z4	Pearson Correlation	.311	.483**	.581**	1	.838**	.793**
	Sig. (2-tailed)	.094	.007	.001		.000	.000
	N	30	30	30	30	30	30
Z5	Pearson Correlation	.355	.457*	.499**	.838**	1	.777**
	Sig. (2-tailed)	.055	.011	.005	.000		.000
	N	30	30	30	30	30	30
Loyalitas Pelanggan	Pearson Correlation	.764**	.873**	.872**	.793**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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