

LAMPIRAN I
KUESIONER

Dengan hormat,

Terima kasih yang sebesar-besarnya saya ucapkan sebelumnya, atas kesediaan Bapak-bapak untuk menjadi responden dalam melengkapi kuesioner ini. Kuesioner ini sendiri bertujuan untuk mengetahui pengaruh kepuasan pelanggan terhadap loyalitas pelanggan, sekaligus untuk menunjang pembuatan tugas akhir saya sebagai mahasiswi, dimana tugas akhir tersebut merupakan salah satu syarat untuk memperoleh gelar sarjana program Strata 1 (S1) di Fakultas Ekonomi Jurusan Manajemen Universitas Indonesia Esa Unggul.

Saya mengharapkan kesediaan dari Bapak-bapak untuk mengisi kuesioner ini sesuai dengan petunjuk yang ada. Semua informasi yang diperoleh hanya akan digunakan untuk melengkapi penelitian ini.

Hormat saya,

Farina

Umur : 20 tahun s/d 29 tahun 50 tahun s/d 59 tahun
 30 tahun s/d 39 tahun 60 tahun s/d 69 tahun
 40 tahun s/d 49 tahun

Pendidikan terakhir : SD Akademi / Diploma
 SLTP Sarjana (S1/S2/S3)
 SMU / Sederajat

Pekerjaan saat ini : Top or middle management (Direktur, Manager, Supervisor)
 Professional (guru, dokter, pengacara, dan lain-lain)
 Pengusaha / Wiraswasta Pensiunan
 Pelajar / Mahasiswa

Daftar pertanyaan untuk mendata kepuasan pelanggan (*customer satisfaction*).

Berilah tanda silang (X) pada jawaban yang dipilih!

1. Puaskah Anda dengan kualitas T-shirt merek Crocodile ?
 - a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas
2. Puaskah Anda dengan daya tahan materi dari T-shirt merek Crocodile ?
 - a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas
3. Puaskah Anda terhadap kenyamanan T-shirt merek Crocodile ?
 - a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas

4. Bagaimana penilaian Anda mengenai kecekatan karyawan yang melayani konsumen merek Crocodile ?
 - a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas
5. Puaskah Anda atas keramahan karyawan dalam melayani konsumen T-shirt merek Crocodile ?
 - a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas
6. Puaskah Anda dengan alternatif karyawan PT. Sinta Pertiwi untuk membeli T-shirt yang sudah habis persediaannya ?
 - a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas
7. Bagaimana dengan *prestice* yang Anda rasakan ketika memakai T-shirt merek Crocodile ?
 - a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas
8. Bagaimanakah tanggapan Anda terhadap posisi T-shirt merek Crocodile di masyarakat dibandingkan merek lain yang setara ?
 - a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas
9. Tanggapan Anda terhadap penampilan secara keseluruhan, baik model, corak dan warna dari T-shirt merek Crocodile.
 - a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas

10. Puaskah Anda dengan harga yang ditetapkan untuk T-shirt merek Crocodile ?
- a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas
11. Puaskah Anda dengan potongan harga (*discount*) yang diberikan pada masa – masa tertentu ?
- a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas
12. Puaskah Anda dengan jangka waktu potongan harga (*discount*) yang diberikan ?
- a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas
13. Puaskah Anda dengan kemudahan yang diciptakan untuk mendapatkan T-shirt merek Crocodile ?
- a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas
14. Puaskah Anda dengan biaya yang dikeluarkan ketika Anda ingin membeli T-shirt merek Crocodile?
- a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas
15. Puaskah Anda dengan waktu yang terpakai untuk menemukan *counter* yang menjual T-shirt merek Crocodile ?
- a. Sangat Puas
 - b. Puas
 - c. Netral
 - d. Tidak Puas
 - e. Sangat Tidak Puas

Daftar pertanyaan untuk mendata loyalitas pelanggan (*customer loyalty*).
Berilah tanda silang (X) pada jawaban yang dipilih!

1. Saya telah melakukan pembelian T-shirt merek Crocodile lebih dari 3 (tiga) kali.
 - a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju
2. Saya akan selalu kembali membeli ketika ada model atau corak terbaru dari T-shirt merek Crocodile tersebut.
 - a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju
3. Saya akan tetap melakukan pembelian T-shirt merek Crocodile tersebut meskipun tidak ada potongan harga maupun promosi tertentu.
 - a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju
4. Saya akan selalu memakai T-shirt merek Crocodile pada setiap kesempatan.
 - a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju
5. T-shirt merek Crocodile mempunyai kualitas yang bagus, oleh sebab itu saya tidak akan pindah ke T-shirt merek lain.
 - a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju
6. Saya akan tetap membeli T-shirt merek Crocodile walaupun T-shirt merek lain menawarkan berbagai macam bonus yang menarik.
 - a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju

7. Dibandingkan T-shirt lain yang lebih murah, saya akan tetap membeli T-shirt merek Crocodile karena kualitasnya.
- a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju
8. Meskipun potongan harga (*discount*) yang diberikan lebih kecil dibandingkan potongan harga yang diberikan T-shirt saingan, saya akan tetap membeli T-shirt merek Crocodile.
- a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju
9. Saya tidak keberatan jika mengeluarkan biaya sampingan (ongkos parkir) untuk bisa membeli T-shirt merek Crocodile.
- a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju
10. Saya tidak akan tertarik dengan T-shirt produk lain meskipun produk tersebut memberikan potongan harga spesial.
- a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju
11. Saya tidak akan goyah dengan bujukan teman atau kerabat untuk mencoba T-shirt merek lain selain T-shirt merek Crocodile.
- a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju
12. Tidak ada alasan bagi saya untuk tidak beralih kepada T-shirt merek lain.
- a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju

13. Dengan memakai T-shirt merek Crocodile, saya lebih menjadi pusat perhatian dikalangan teman atau kerabat saya.
- a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju
14. Saya akan memberikan T-shirt merek Crocodile sebagai hadiah kepada teman ataupun kerabat.
- a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju
15. Jika ada kesempatan, saya akan mempromosikan kepada teman dan kerabat mengenai kualitas T-shirt merek Crocodile.
- a. Sangat Setuju
 - b. Setuju
 - c. Netral
 - d. Tidak Setuju
 - e. Sangat Tidak Setuju

Jawaban Kuesioner untuk Pengujian Validitas dan Reabilitas Kepuasan Pelanggan

| No Cust. | Skor Item Untuk No. | | | | | | | | | | | | | | | Jumlah |
|-------------|---------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| 1 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 2 | 2 | 1 | 4 | 3 | 4 | 4 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 3 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 63 |
| 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 58 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 63 |
| 6 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 58 |
| 7 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 69 |
| 8 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 62 |
| 9 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 71 |
| 10 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 47 |
| 11 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 73 |
| 12 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 60 |
| 13 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 14 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 54 |
| 15 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 65 |
| 16 | 3 | 4 | 3 | 3 | 3 | 5 | 3 | 4 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 51 |
| 17 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 70 |
| 18 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 55 |
| 19 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 57 |
| 20 | 3 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 64 |
| 21 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 58 |
| 22 | 4 | 3 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 49 |
| 23 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 50 |
| 24 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 64 |
| 25 | 5 | 5 | 2 | 5 | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 60 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 64 |
| 27 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 69 |
| 28 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 53 |
| 29 | 4 | 5 | 3 | 3 | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 51 |
| 30 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 54 |
| Total | | | | | | | | | | | | | | | 1777 | |

CUSTOMER SATISFACTION

Reliability

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .892 | 15 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| butir_1 | 55.2000 | 44.303 | .595 | .884 |
| butir_2 | 55.3333 | 46.644 | .291 | .898 |
| butir_3 | 55.3000 | 44.769 | .496 | .888 |
| butir_4 | 55.3000 | 43.045 | .707 | .879 |
| butir_5 | 55.2667 | 43.651 | .664 | .881 |
| butir_6 | 55.3000 | 44.631 | .583 | .884 |
| butir_7 | 55.2000 | 44.303 | .595 | .884 |
| butir_8 | 55.3333 | 46.644 | .291 | .898 |
| butir_9 | 55.3667 | 44.861 | .675 | .882 |
| butir_10 | 55.1333 | 43.982 | .634 | .882 |
| butir_11 | 55.3667 | 45.551 | .589 | .884 |
| butir_12 | 55.3000 | 44.631 | .583 | .884 |
| butir_13 | 55.2000 | 43.683 | .660 | .881 |
| butir_14 | 55.4000 | 46.455 | .582 | .886 |
| butir_15 | 55.2667 | 43.651 | .664 | .881 |

Jawaban Kuesioner untuk Pengujian Validitas dan Reabilitas Loyalitas Pelanggan

| No Cust. | Skor Item Untuk No. | | | | | | | | | | | | | | | Jumlah |
|-------------|---------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| 1 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 65 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 58 |
| 3 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 58 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 66 |
| 5 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 59 |
| 6 | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 61 |
| 7 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 71 |
| 8 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 65 |
| 9 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 58 |
| 10 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 66 |
| 11 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 59 |
| 12 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 59 |
| 13 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 53 |
| 14 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 64 |
| 15 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 65 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 61 |
| 17 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 64 |
| 18 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 70 |
| 19 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 59 |
| 20 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 54 |
| 21 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 68 |
| 22 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 62 |
| 23 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 59 |
| 24 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 66 |
| 25 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 58 |
| 26 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 58 |
| 27 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 64 |
| 28 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 68 |
| 29 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 63 |
| 30 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 62 |
| Total | | | | | | | | | | | | | | | 1863 | |

CUSTOMER LOYALTY

Reliability

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .825 | 15 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| butir_1 | 57.0667 | 19.857 | .566 | .805 |
| butir_2 | 57.1333 | 20.671 | .590 | .806 |
| butir_3 | 57.1667 | 20.557 | .442 | .814 |
| butir_4 | 57.5000 | 20.672 | .454 | .813 |
| butir_5 | 57.3000 | 20.562 | .486 | .811 |
| butir_6 | 57.1667 | 20.351 | .435 | .815 |
| butir_7 | 57.1000 | 21.541 | .371 | .819 |
| butir_8 | 57.2667 | 21.168 | .396 | .817 |
| butir_9 | 57.2667 | 22.271 | .273 | .823 |
| butir_10 | 57.2000 | 19.890 | .487 | .811 |
| butir_11 | 57.0000 | 20.897 | .521 | .810 |
| butir_12 | 57.2333 | 22.047 | .212 | .829 |
| butir_13 | 57.2000 | 21.200 | .393 | .817 |
| butir_14 | 57.1333 | 20.464 | .638 | .804 |
| butir_15 | 57.0000 | 20.759 | .426 | .815 |

Hasil Kuesioner Kepuasan Pelanggan

| No. responden | Skor Item Untuk No | | | | | | | | | | | | | | Jumlah |
|------------------|--------------------|---|---|---|---|---|---|----|----|----|----|----|----|----|--------|
| | 1 | 3 | 4 | 5 | 6 | 7 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | |
| 1 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 56 | |
| 2 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 57 | |
| 3 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 5 | 53 | |
| 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 54 | |
| 5 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 54 | |
| 6 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 52 | |
| 7 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 52 | |
| 8 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 57 | |
| 9 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 58 | |
| 10 | 3 | 5 | 4 | 5 | 2 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 49 | |
| 11 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 2 | 53 | |
| 12 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 56 | |
| 13 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 58 | |
| 14 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 51 | |
| 15 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 55 | |
| 16 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 59 | |
| 17 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 59 | |
| 18 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 55 | |
| 19 | 4 | 5 | 4 | 5 | 5 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 51 | |
| 20 | 5 | 5 | 4 | 5 | 4 | 1 | 4 | 4 | 5 | 3 | 3 | 4 | 2 | 49 | |
| 21 | 5 | 5 | 4 | 5 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | |
| 22 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 53 | |
| 23 | 3 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 2 | 52 | |
| 24 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | 53 | |
| 25 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | 54 | |
| 26 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | 56 | |
| 27 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 53 | |
| 28 | 4 | 3 | 4 | 3 | 3 | 1 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 46 | |
| 29 | 4 | 3 | 4 | 5 | 5 | 1 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 53 | |
| 30 | 3 | 5 | 4 | 5 | 5 | 1 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | 51 | |
| 31 | 3 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 2 | 53 | |
| 32 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 55 | |
| 33 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 55 | |
| 34 | 3 | 3 | 4 | 5 | 5 | 2 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | 50 | |
| 35 | 4 | 3 | 4 | 5 | 5 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 2 | 50 | |
| 36 | 4 | 5 | 4 | 5 | 5 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 55 | |
| 37 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 52 | |
| 38 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 46 | |
| 39 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 50 | |
| 40 | 3 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 53 | |
| 41 | 4 | 5 | 4 | 5 | 5 | 2 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 56 | |
| 42 | 4 | 5 | 4 | 5 | 5 | 2 | 4 | 3 | 5 | 5 | 4 | 4 | 2 | 52 | |
| 43 | 3 | 5 | 4 | 5 | 5 | 2 | 3 | 4 | 5 | 5 | 4 | 4 | 2 | 51 | |
| 44 | 3 | 5 | 4 | 5 | 5 | 1 | 3 | 3 | 5 | 2 | 3 | 4 | 2 | 45 | |

| | | | | | | | | | | | | | | |
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| 85 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 3 | 47 |
| 86 | 2 | 5 | 3 | 4 | 2 | 5 | 4 | 4 | 5 | 2 | 4 | 4 | 3 | 47 |
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| 100 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 1 | 53 |
| Total | | | | | | | | | | | | | 5191 | |

Hasil Kuesioner Loyalitas Pelanggan

| No. responden | Skor Item Untuk No | | | | | | | | | | | | | | Jumlah |
|------------------|--------------------|---|---|---|---|---|---|---|----|----|----|----|----|----|--------|
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