



NO	ITEM PERTANYAAN	SS	S	N	TS	STS
<b>Kualitas Pelayanan</b>						
Berwujud (tangible)						
1	Tersedia lahan parkir yang luas di Lion Parcel Mall Taman Palem					
2	Ruang tunggu di Lion Parcel Mall Taman Palem bersih dan rapih					
3	Penampilan pegawai Lion Parcel Mall Taman Palem bersih dan rapih					
Reliabilitas ( <i>reliability</i> )						
4	Kinerja pegawai Lion Parcel Mall Taman Palem sesuai dengan prosedur					
5	Pengiriman barang Lion Parcel kepada konsumen cepat dan tepat waktu					
6	Pelayanan Lion Parcel Mall Taman Palem dimulai tepat waktu					
Ketanggapan ( <i>Responsivens</i> )						
7	Pegawai Lion Parcel tanggap dalam menangani keluhan konsumen					
8	Pegawai Lion Parcel tanggap dalam memberikan layanan kepada konsumen					
9	Pegawai Lion Parcel Mall Taman Palem memberikan informasi dengan jelas dan mudah di mengerti					
Jaminan dan kepastian						
10	Lion Parcel Bertanggung jawab dengan kerusakan paket kiriman kepada konsumen					
11	Lion Parcel Menyediakan asuransi untuk kerusakan barang					

NO	ITEM PERTANYAAN	SS	S	N	TS	STS
12	Reputasi Lion Parcel terjamin					
<b>Empati (<i>Empathy</i>)</b>						
13	Pegawai Lion Parcel Mall Taman Palem sopan santun dalam berinteraksi dengan konsumen					
14	Lion Parcel menyediakan layanan customer service untuk informasi dan keluhan konsumen					
15	Pegawai Lion Parcel Mall Taman Palem Mementingkan rasa puas pelanggan					
<b>Kepercayaan</b>						
16	Pegawai Lion Parcel Mall Taman Palem jujur dan terbuka untuk informasi produk dan keberadaan barang					
17	Pegawai Lion Parcel Mall Taman Palem memberikan pelayanan sesuai dengan yang dijanjikan					
18	Saya percaya dengan jasa pengiriman Lion Parcel					
19	Pegawai Lion Parcel Mall Taman Palem memiliki empati terhadap konsumen yang merasa dirugikan					
20	Pegawai Lion Parcel Mall Taman Palem perhatian dalam memberikan layanan					
21	Pegawai Lion Parcel Mall Taman Palem kompeten dalam menggunakan sistem booking barang					
22	Pegawai Lion parcel Mall Taman Palem kompeten dalam memberikan informasi mengenai jenis jenis pelayanan dalam pengiriman					

NO	ITEM PERTANYAAN	SS	S	N	TS	STS
23	Pegawai Lion Parcel Mall Taman Palem kompeten dalam menangani masalah dalam pengiriman					
24	Saya puas dengan jenis paket kiriman Lion Parcel					
25	Saya puas dengan harga yang ditawarkan Lion Parcel terjangkau sesuai harapan					
26	Saya puas dengan waktu pengiriman sesuai dengan yang diharapkan					
27	saya puas dengan keamanan pengiriman barang Lion parcel Mall Taman Palem					
28	Saya puas dengan kemudahan dalam pengiriman Lion Parcel Mall Taman Palem					
29	Saya puas terhadap pelayanan yang diberikan pegawai Lion Parcel Mall Taman Palem					
30	Saya puas terhadap fasilitas yang tersedia di Lion Parcel Mall Taman Palem					
31	Saya puas terhadap keakuratan sistem tracking barang Lion Parcel					
<b>Loyalitas Pelanggan</b>						
32	Saya lebih sering menggunakan jasa pengiriman Lion Parcel dibandingkan dengan jasa pengiriman lainnya					
33	Saya akan menggunakan jasa Lion Parcel Mall Taman palem secara teratur					
34	Saya tertarik untuk menggunakan jasa/produk selain jasa pengiriman Lion Parcel					
35	Saya akan menggunakan jasa /produk selain jasa pengiriman Lion Parcel					

NO	ITEM PERTANYAAN	SS	S	N	TS	STS
36	Saya akan merekomendasikan pengiriman paket Lion Parcel kepada keluarga dan kerabat					
37	Saya bersedia memberikan informasi dan kesan positif mengenai Lion Parcel kepada keluarga dan kerabat lain					
38	Saya tidak akan terpikat dengan promosi yang diberikan oleh kompetitor Lion Parcel					
39	Saya tidak akan terpengaruh dengan harga kompetitor dari Lion Parcel					

**LAMPIRAN 1.2**  
**INPUT DATA KUALITAS PELAYANAN**  
**30 RESPONDEN**

Responden	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	Total
1	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4	73
2	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	59
3	4	4	4	4	4	4	4	5	5	4	4	4	4	5	5	64
4	4	4	5	4	4	3	4	4	4	5	4	4	4	4	4	61
5	4	4	4	4	3	4	5	5	4	4	4	4	4	4	4	61
6	4	4	3	4	4	4	4	4	4	3	4	4	4	4	4	58
7	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
8	5	5	4	4	4	4	5	4	5	4	4	4	4	4	4	64
9	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	59
10	4	3	3	3	4	4	4	3	4	3	3	3	3	4	4	52
11	4	4	3	3	4	4	4	3	4	3	3	3	3	4	4	53
12	4	4	3	3	4	4	4	4	4	3	3	4	3	3	5	55
13	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	73
14	3	4	5	4	4	4	4	5	4	5	4	4	4	4	4	62
15	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	59
16	4	4	4	4	4	4	3	4	4	4	4	4	5	4	4	60
17	4	4	4	4	3	4	4	4	4	4	4	3	4	4	4	58
18	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
19	4	4	4	4	4	4	4	5	4	4	4	4	4	4	5	62
20	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	61
21	4	3	4	5	4	4	4	4	4	4	5	5	4	4	5	63
22	4	4	5	5	5	4	4	4	4	5	5	4	4	4	4	65
23	5	4	4	4	4	4	5	4	5	4	4	5	4	4	5	65
24	4	4	5	4	4	4	4	4	3	5	4	4	4	4	5	62
25	5	5	5	4	5	5	4	5	4	5	4	5	5	5	5	71
26	4	3	4	5	4	4	4	4	4	4	5	4	4	5	4	62
27	5	5	4	5	5	4	5	4	5	4	5	4	5	5	5	70
28	4	4	3	4	5	5	4	4	4	3	4	4	3	4	4	59
29	4	4	4	4	5	5	5	4	4	4	4	5	3	4	5	64
30	4	5	5	4	4	4	4	5	5	5	4	4	4	4	4	65

**LAMPIRAN 1.3**  
**INPUT DATA KEPERCAYAAN**  
**30 RESPONDEN**

No. Responden	p16	p17	p18	p19	p20	p21	p22	p23	Total
1	5	4	5	4	5	4	4	4	35
2	3	4	4	4	5	5	4	4	33
3	5	5	3	5	5	5	4	4	36
4	4	4	4	4	4	4	3	4	31
5	4	4	4	4	4	4	4	5	33
6	4	3	3	4	4	5	5	4	32
7	4	4	3	4	4	4	4	4	31
8	4	4	4	4	3	4	4	5	32
9	4	3	2	4	4	4	4	4	29
10	4	3	4	5	4	4	4	4	32
11	4	4	3	4	4	4	4	5	32
12	4	4	3	4	4	4	5	5	33
13	4	5	4	4	5	3	5	4	34
14	5	4	5	5	5	5	5	4	38
15	4	4	3	4	4	4	4	5	32
16	4	4	4	4	4	3	4	4	31
17	5	5	3	4	4	5	4	5	35
18	4	4	3	4	4	3	3	5	30
19	4	4	5	4	3	4	4	3	31
20	4	3	2	3	4	4	3	4	27
21	5	3	5	5	5	5	4	4	36
22	3	3	4	3	3	3	3	3	25
23	4	4	4	5	3	4	5	4	33
24	4	4	3	4	3	2	2	3	25
25	4	4	2	4	4	4	4	4	30
26	5	5	4	5	5	5	5	5	39
27	4	3	5	4	4	4	4	3	31
28	3	4	3	4	5	5	4	3	31
29	5	5	5	5	5	4	4	5	38
30	4	4	4	4	4	5	5	5	35

**LAMPIRAN 1.4**  
**INPUT DATA KEPUASAN PELANGGAN**  
**30 RESPONDEN**

No. Responden	p24	p25	p26	p27	p28	p29	p30	p31	Total
1	4	5	5	5	5	5	5	5	39
2	4	4	4	4	4	3	4	3	30
3	3	4	4	4	4	3	3	4	29
4	4	5	5	4	4	4	4	4	34
5	4	5	4	4	4	4	3	4	32
6	4	5	4	4	4	4	4	4	33
7	4	4	4	5	3	4	4	4	32
8	2	3	3	2	4	2	4	4	24
9	4	4	4	4	4	4	4	4	32
10	4	5	5	4	4	4	4	3	33
11	4	3	3	3	3	3	3	3	25
12	4	5	5	4	4	4	4	4	34
13	4	3	3	4	3	4	3	3	27
14	4	4	4	3	4	4	4	4	31
15	4	4	4	4	4	3	4	3	30
16	4	4	4	5	4	5	4	5	35
17	3	4	4	4	4	4	4	4	31
18	4	5	4	5	4	4	4	4	34
19	5	5	5	5	4	4	5	4	37
20	4	5	4	5	4	4	4	5	35
21	3	4	4	5	4	4	4	4	32
22	3	4	4	5	4	3	4	3	30
23	4	4	4	5	4	4	4	4	33
24	4	4	4	4	4	4	4	4	32
25	3	4	4	5	4	4	4	4	32
26	3	4	4	5	4	4	4	4	32
27	3	4	4	5	4	4	4	4	32
28	4	4	4	5	4	4	5	5	35
29	4	5	4	4	4	4	4	4	33
30	4	4	4	5	4	5	4	4	34



**LAMPIRAN 1.5**  
**INPUT DATA LOYALITAS PELANGGAN**  
**30 RESPONDEN**

No. Responden	p32	p33	p34	p35	p36	p37	p38	p39	Total
1	5	5	5	5	5	5	5	5	40
2	5	4	5	4	4	4	4	4	34
3	3	4	3	2	4	4	4	4	28
4	4	4	3	3	5	4	4	4	31
5	4	5	3	3	5	4	4	4	32
6	4	4	4	3	5	4	4	4	32
7	4	4	4	4	4	5	4	4	33
8	5	4	4	4	5	4	4	4	34
9	5	4	4	4	4	4	4	4	33
10	4	4	4	4	4	4	4	4	32
11	5	4	4	4	4	4	4	4	33
12	4	3	3	3	4	3	4	4	28
13	5	4	3	3	5	4	4	4	32
14	4	4	2	2	4	3	4	4	27
15	4	3	4	4	5	3	4	4	31
16	4	3	3	3	5	3	4	4	29
17	4	4	4	4	4	4	4	4	32
18	4	3	3	3	4	5	4	4	30
19	4	4	4	4	4	3	4	4	31
20	5	3	3	3	4	4	4	4	30
21	4	4	4	4	5	4	4	4	33
22	4	3	3	3	4	4	3	4	28
23	4	4	3	3	4	3	4	4	29
24	4	4	4	4	4	3	4	4	31
25	4	3	4	4	4	4	4	4	31
26	4	4	4	4	4	3	3	4	30
27	4	3	3	3	4	4	4	4	29
28	4	4	4	4	5	4	4	4	33
29	4	3	4	4	5	3	4	4	31
30	4	5	4	4	5	4	4	4	34

LAMPIRAN 1.6

UJI VALIDITAS KUALITAS PELAYANAN

Correlations

	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	Total
p1 Pearson Correlation	1	,432*	,078	,239	,341	,277	,514**	,023	,514**	,078	,239	,383*	,426*	,389*	,233	,549**
Sig. (2-tailed)		,017	,682	,203	,065	,138	,004	,902	,004	,682	,203	,037	,019	,034	,215	,002
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p2 Pearson Correlation	,432*	1	,323	-,009	,244	,146	,280	,376*	,432*	,323	-,009	,126	,384*	,132	,424*	,509**
Sig. (2-tailed)	,017		,082	,962	,194	,441	,134	,041	,017	,082	,962	,507	,036	,488	,019	,004
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p3 Pearson Correlation	,078	,323	1	,504**	,177	-,016	,078	,576**	,078	1,000**	,504**	,400*	,588**	,314	,202	,699**
Sig. (2-tailed)	,682	,082		,005	,349	,933	,682	,001	,682	,000	,005	,028	,001	,091	,285	,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p4 Pearson Correlation	,239	-,009	,504**	1	,338	,128	,239	,333	,239	,504**	1,000**	,492**	,603**	,523**	-,028	,702**
Sig. (2-tailed)	,203	,962	,005		,067	,502	,203	,072	,203	,005	,000	,006	,000	,003	,885	,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p5 Pearson Correlation	,341	,244	,177	,338	1	,532**	,205	,059	,205	,177	,338	,459*	,125	,354	,354	,540**
Sig. (2-tailed)	,065	,194	,349	,067		,002	,278	,756	,278	,349	,067	,011	,512	,055	,055	,002
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p6 Pearson Correlation	,277	,146	-,016	,128	,532**	1	,277	,241	,111	-,016	,128	,422*	,009	,287	,287	,400*
Sig. (2-tailed)	,138	,441	,933	,502	,002		,138	,200	,560	,933	,502	,020	,962	,124	,124	,028
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p7 Pearson Correlation	,514**	,280	,078	,239	,205	,277	1	,164	,514**	,078	,239	,383*	,022	,233	,233	,469**
Sig. (2-tailed)	,004	,134	,682	,203	,278	,138		,385	,004	,682	,203	,037	,906	,215	,215	,009
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p8 Pearson Correlation	,023	,376*	,576**	,333	,059	,241	,164	1	,305	,576**	,333	,457*	,487**	,338	,203	,631**
Sig. (2-tailed)	,902	,041	,001	,072	,756	,200	,385		,101	,001	,072	,011	,006	,068	,283	,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

p9 Pearson Correlation	,514**	,432*	,078	,239	,205	,111	,514**	,305	1	,078	,239	,239	,291	,389*	,078	,501**
Sig. (2-tailed)	,004	,017	,682	,203	,278	,560	,004	,101		,682	,203	,203	,118	,034	,683	,005
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p10 Pearson Correlation	,078	,323	1,000**	,504**	,177	-,016	,078	,576**	,078	1	,504**	,400*	,588**	,314	,202	,699**
Sig. (2-tailed)	,682	,082	,000	,005	,349	,933	,682	,001	,682		,005	,028	,001	,091	,285	,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p11 Pearson Correlation	,239	-,009	,504**	1,000**	,338	,128	,239	,333	,239	,504**	1	,492**	,603**	,523**	-,028	,702**
Sig. (2-tailed)	,203	,962	,005	,000	,067	,502	,203	,072	,203	,005		,006	,000	,003	,885	,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p12 Pearson Correlation	,383*	,126	,400*	,492**	,459*	,422*	,383*	,457*	,239	,400*	,492**	1	,365*	,248	,110	,673**
Sig. (2-tailed)	,037	,507	,028	,006	,011	,020	,037	,011	,203	,028	,006		,047	,186	,562	,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p13 Pearson Correlation	,426*	,384*	,588**	,603**	,125	,009	,022	,487**	,291	,588**	,603**	,365*	1	,529**	,142	,712**
Sig. (2-tailed)	,019	,036	,001	,000	,512	,962	,906	,006	,118	,001	,000	,047		,003	,454	,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p14 Pearson Correlation	,389*	,132	,314	,523**	,354	,287	,233	,338	,389*	,314	,523**	,248	,529**	1	,403*	,662**
Sig. (2-tailed)	,034	,488	,091	,003	,055	,124	,215	,068	,034	,091	,003	,186	,003		,027	,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p15 Pearson Correlation	,233	,424*	,202	-,028	,354	,287	,233	,203	,078	,202	-,028	,110	,142	,403*	1	,415*
Sig. (2-tailed)	,215	,019	,285	,885	,055	,124	,215	,283	,683	,285	,885	,562	,454	,027		,023
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Total Pearson Correlation	,549**	,509**	,699**	,702**	,540**	,400*	,469**	,631**	,501**	,699**	,702**	,673**	,712**	,662**	,415*	1
Sig. (2-tailed)	,002	,004	,000	,000	,002	,028	,009	,000	,005	,000	,000	,000	,000	,000	,023	
N	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).

**LAMPIRAN 1.7**  
**UJI VALIDITAS KEPERCAYAAN**

## Correlations

	p16	p17	p18	p19	p20	p21	p22	p23	Total2
p16 Pearson Correlation	1	,403*	,284	,607**	,396*	,286	,241	,374*	,691**
Sig. (2-tailed)		,027	,129	,000	,030	,125	,200	,042	,000
N	30	30	30	30	30	30	30	30	30
p17 Pearson Correlation	,403*	1	,078	,339	,338	,085	,230	,411*	,553**
Sig. (2-tailed)	,027		,682	,067	,068	,654	,221	,024	,002
N	30	30	30	30	30	30	30	30	30
p18 Pearson Correlation	,284	,078	1	,399*	,183	,099	,226	-,125	,480**
Sig. (2-tailed)	,129	,682		,029	,333	,604	,231	,511	,007
N	30	30	30	30	30	30	30	30	30
p19 Pearson Correlation	,607**	,339	,399*	1	,413*	,385*	,437*	,201	,738**
Sig. (2-tailed)	,000	,067	,029		,023	,035	,016	,286	,000
N	30	30	30	30	30	30	30	30	30
p20 Pearson Correlation	,396*	,338	,183	,413*	1	,507**	,343	,169	,669**
Sig. (2-tailed)	,030	,068	,333	,023		,004	,064	,372	,000
N	30	30	30	30	30	30	30	30	30
p21 Pearson Correlation	,286	,085	,099	,385*	,507**	1	,563**	,228	,646**
Sig. (2-tailed)	,125	,654	,604	,035	,004		,001	,227	,000
N	30	30	30	30	30	30	30	30	30
p22 Pearson Correlation	,241	,230	,226	,437*	,343	,563**	1	,332	,692**
Sig. (2-tailed)	,200	,221	,231	,016	,064	,001		,073	,000
N	30	30	30	30	30	30	30	30	30
p23 Pearson Correlation	,374*	,411*	-,125	,201	,169	,228	,332	1	,502**
Sig. (2-tailed)	,042	,024	,511	,286	,372	,227	,073		,005
N	30	30	30	30	30	30	30	30	30
Total2 Pearson Correlation	,691**	,553**	,480**	,738**	,669**	,646**	,692**	,502**	1
Sig. (2-tailed)	,000	,002	,007	,000	,000	,000	,000	,005	
N	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).

LAMPIRAN 1.8

UJI VALIDITAS KEPUASAN PELANGGAN

Correlations

	p24	p25	p26	p27	p28	p29	p30	p31	Total3
p24 Pearson Correlation	1	,460*	,401*	,208	-,086	,464**	,209	,047	,522**
Sig. (2-tailed)		,011	,028	,270	,650	,010	,268	,804	,003
N	30	30	30	30	30	30	30	30	30
p25 Pearson Correlation	,460*	1	,797**	,339	,523**	,432*	,363*	,327	,769**
Sig. (2-tailed)	,011		,000	,067	,003	,017	,048	,077	,000
N	30	30	30	30	30	30	30	30	30
p26 Pearson Correlation	,401*	,797**	1	,378*	,568**	,449*	,549**	,242	,783**
Sig. (2-tailed)	,028	,000		,039	,001	,013	,002	,197	,000
N	30	30	30	30	30	30	30	30	30
p27 Pearson Correlation	,208	,339	,378*	1	,208	,603**	,402*	,364*	,691**
Sig. (2-tailed)	,270	,067	,039		,271	,000	,028	,048	,000
N	30	30	30	30	30	30	30	30	30
p28 Pearson Correlation	-,086	,523**	,568**	,208	1	,260	,565**	,464**	,580**
Sig. (2-tailed)	,650	,003	,001	,271		,165	,001	,010	,001
N	30	30	30	30	30	30	30	30	30
p29 Pearson Correlation	,464**	,432*	,449*	,603**	,260	1	,321	,539**	,779**
Sig. (2-tailed)	,010	,017	,013	,000	,165		,084	,002	,000
N	30	30	30	30	30	30	30	30	30
p30 Pearson Correlation	,209	,363*	,549**	,402*	,565**	,321	1	,474**	,679**
Sig. (2-tailed)	,268	,048	,002	,028	,001	,084		,008	,000
N	30	30	30	30	30	30	30	30	30
p31 Pearson Correlation	,047	,327	,242	,364*	,464**	,539**	,474**	1	,628**
Sig. (2-tailed)	,804	,077	,197	,048	,010	,002	,008		,000
N	30	30	30	30	30	30	30	30	30
Total3 Pearson Correlation	,522**	,769**	,783**	,691**	,580**	,779**	,679**	,628**	1
Sig. (2-tailed)	,003	,000	,000	,000	,001	,000	,000	,000	
N	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).

**LAMPIRAN 1.9**  
**UJI VALIDITAS LOYALITAS PELANGGAN**

		Correlations								
		p32	p33	p34	p35	p36	p37	p38	p39	Total4
p32	Pearson Correlation	1	,140	,341	,397*	,086	,257	,267	,312	,555**
	Sig. (2-tailed)		,461	,065	,030	,652	,171	,153	,093	,001
	N	30	30	30	30	30	30	30	30	30
p33	Pearson Correlation	,140	1	,321	,265	,272	,259	,318	,371*	,605**
	Sig. (2-tailed)	,461		,084	,156	,146	,167	,087	,043	,000
	N	30	30	30	30	30	30	30	30	30
p34	Pearson Correlation	,341	,321	1	,898**	,145	,237	,263	,386*	,793**
	Sig. (2-tailed)	,065	,084		,000	,445	,208	,160	,035	,000
	N	30	30	30	30	30	30	30	30	30
p35	Pearson Correlation	,397*	,265	,898**	1	,162	,182	,243	,407*	,780**
	Sig. (2-tailed)	,030	,156	,000		,391	,335	,196	,026	,000
	N	30	30	30	30	30	30	30	30	30
p36	Pearson Correlation	,086	,272	,145	,162	1	,045	,303	,227	,425*
	Sig. (2-tailed)	,652	,146	,445	,391		,812	,104	,227	,019
	N	30	30	30	30	30	30	30	30	30
p37	Pearson Correlation	,257	,259	,237	,182	,045	1	,318	,371*	,539**
	Sig. (2-tailed)	,171	,167	,208	,335	,812		,087	,043	,002
	N	30	30	30	30	30	30	30	30	30
p38	Pearson Correlation	,267	,318	,263	,243	,303	,318	1	,610**	,568**
	Sig. (2-tailed)	,153	,087	,160	,196	,104	,087		,000	,001
	N	30	30	30	30	30	30	30	30	30
p39	Pearson Correlation	,312	,371*	,386*	,407*	,227	,371*	,610**	1	,642**
	Sig. (2-tailed)	,093	,043	,035	,026	,227	,043	,000		,000
	N	30	30	30	30	30	30	30	30	30
Total4	Pearson Correlation	,555**	,605**	,793**	,780**	,425*	,539**	,568**	,642**	1
	Sig. (2-tailed)	,001	,000	,000	,000	,019	,002	,001	,000	
	N	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).

**LAMPIRAN 1.10**  
**UJI RELIABILITAS KUALITAS PELAYANAN**

## Case Processing Summary

		N	%
Cases	Valid	30	96,8
	Excluded <sup>a</sup>	1	3,2
	Total	31	100,0

a. Listwise deletion based on all variables in the procedure.

## Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,886	,885	15

**LAMPIRAN 1.11**  
**UJI RELIABILITAS KEPERCAYAAN**

## Case Processing Summary

		N	%
Cases	Valid	30	96,8
	Excluded <sup>a</sup>	1	3,2
	Total	31	100,0

a. Listwise deletion based on all variables in the procedure.

## Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,751	,775	8

**LAMPIRAN 1.12****UJI RELIABILITAS KEPUASAN PELANGGAN****Case Processing Summary**

		N	%
Cases	Valid	30	96,8
	Excluded <sup>a</sup>	1	3,2
	Total	31	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,827	,835	8

**LAMPIRAN 1.13****UJI RELIABILITAS LOYALITAS PELANGGAN****Case Processing Summary**

		N	%
Cases	Valid	30	96,8
	Excluded <sup>a</sup>	1	3,2
	Total	31	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,740	,774	8



**LAMPIRAN 1.14**  
**INPUT DATA KUALITAS PELAYANAN 195 RESPONDEN**

**Kualitas Pelayanan**

Responden	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	Total
1	4	3	3	3	3	3	5	5	4	4	5	4	1	1	2	50
2	3	3	3	5	3	3	4	5	4	5	4	3	5	5	2	57
3	2	3	4	4	4	5	4	2	3	4	1	4	5	4	4	53
4	4	4	3	3	3	4	5	5	4	1	2	3	1	5	4	51
5	2	2	3	3	2	4	2	1	1	1	3	1	5	4	4	38
6	5	3	3	4	3	3	3	4	3	4	2	2	4	4	4	51
7	3	3	3	4	3	5	4	4	3	4	3	5	2	4	3	53
8	3	3	3	3	2	3	2	5	3	3	5	3	4	3	2	47
9	5	3	3	3	5	3	2	3	1	3	2	4	2	2	1	42
10	5	3	3	2	3	3	4	5	4	2	2	1	2	3	2	44
11	3	5	3	2	4	2	3	2	1	2	3	4	1	1	4	40
12	4	4	4	2	5	5	4	3	4	2	3	5	1	1	2	49
13	3	5	4	2	3	4	5	4	5	3	4	4	3	4	3	56
14	3	4	4	3	4	3	4	5	5	3	1	4	4	4	4	55
15	3	4	3	3	3	1	4	4	4	2	1	3	4	3	1	43
16	3	3	3	3	3	1	3	3	3	4	3	1	3	3	3	42
17	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	43
18	2	3	4	4	4	3	3	4	5	5	2	1	4	3	1	48
19	3	3	3	3	1	2	2	1	3	3	5	3	5	2	1	40
20	4	5	4	3	5	4	2	1	3	1	4	5	2	1	2	46
21	3	4	3	2	3	2	5	2	1	2	3	4	1	1	4	40
22	4	4	4	2	5	5	4	3	4	2	3	5	1	1	2	49
23	3	5	4	2	3	4	5	4	5	3	4	4	3	4	3	56
24	3	4	4	3	4	3	4	5	5	3	1	4	4	4	4	55
25	4	4	3	3	4	1	4	3	3	2	1	3	4	3	1	43
26	3	3	3	3	3	1	3	3	3	3	4	1	3	3	3	42
27	3	1	3	3	4	3	3	3	3	2	3	3	2	3	4	43
28	2	3	4	4	4	3	3	4	5	5	2	1	4	3	1	48
29	3	3	3	1	1	2	2	1	4	4	5	3	5	2	1	40
30	4	5	4	3	5	4	2	1	3	1	4	5	2	1	2	46
31	5	3	3	1	2	3	4	2	1	3	1	3	4	1	5	41
32	2	4	3	3	3	2	5	2	3	3	2	3	3	5	3	46
33	3	3	5	4	5	4	2	2	3	3	1	4	3	1	3	46
34	4	4	3	4	5	5	4	2	4	3	1	3	3	2	2	49
35	4	2	3	3	3	4	4	2	5	2	5	5	4	3	4	53

36	4	5	4	2	3	3	3	5	4	1	1	5	1	5	2	48
37	3	3	3	4	3	1	3	3	3	4	3	3	5	4	4	49
38	5	4	4	4	4	4	4	4	5	4	4	4	5	4	4	63
39	4	3	4	4	5	4	4	4	5	4	4	4	5	4	4	62
40	4	3	4	4	4	4	4	4	5	4	4	4	5	4	4	61
41	4	3	4	4	5	3	3	3	3	3	3	4	3	4	5	54
42	2	2	3	2	4	4	3	2	1	1	2	3	4	4	3	40
43	5	3	3	3	3	4	2	4	1	3	2	4	2	2	1	42
44	5	1	5	2	3	3	4	5	4	2	2	1	2	3	2	44
45	3	4	3	2	3	2	5	2	1	2	3	4	1	1	4	40
46	4	4	4	2	5	5	4	3	4	2	3	5	1	1	2	49
47	3	5	4	2	3	4	5	4	5	3	4	4	3	4	3	56
48	3	4	4	3	4	3	4	5	5	3	1	4	4	4	4	55
49	4	4	3	3	4	1	4	3	3	2	1	3	4	3	1	43
50	3	1	3	3	3	1	3	5	3	3	4	1	3	3	3	42
51	5	3	4	4	4	4	5	4	4	4	4	4	4	4	4	61
52	5	3	5	4	4	4	5	4	4	3	3	4	4	4	3	59
53	5	3	4	4	4	2	4	4	4	4	3	4	4	4	4	57
54	5	3	4	4	4	4	4	4	4	4	2	4	4	4	4	58
55	4	3	4	3	5	3	4	4	4	4	3	4	4	4	4	57
56	4	3	4	4	5	4	4	4	4	4	3	3	5	4	4	59
57	4	4	4	4	5	4	4	4	4	4	3	4	5	4	4	61
58	4	4	5	4	5	3	4	4	4	4	2	4	5	4	5	61
59	5	3	3	1	2	5	3	2	1	3	1	3	3	1	5	41
60	2	4	3	3	4	2	3	2	4	3	2	5	3	3	3	46
61	3	3	5	4	3	4	2	2	4	3	1	4	4	1	3	46
62	5	4	4	4	5	3	4	4	4	4	3	4	5	4	5	62
63	3	3	3	3	2	3	4	2	1	3	1	3	4	1	5	41
64	2	4	3	3	4	2	5	2	4	3	2	3	3	3	3	46
65	3	3	5	4	5	4	2	2	4	3	1	3	3	1	3	46
66	2	3	5	2	1	3	3	1	1	2	1	5	2	1	3	35
67	3	4	5	3	5	3	4	5	4	3	2	2	1	3	1	48
68	5	3	5	2	4	4	5	3	1	1	2	3	1	2	1	42
69	4	4	5	3	3	3	3	5	1	1	2	4	2	5	5	50
70	5	4	3	2	4	4	3	2	3	2	2	3	2	1	5	45
71	4	5	4	3	4	4	4	2	2	1	2	5	2	1	1	44
72	5	4	4	2	5	3	5	3	1	2	2	5	1	1	2	45
73	4	3	4	3	5	4	3	4	3	1	3	3	1	3	5	49
74	5	4	5	3	5	3	4	4	2	1	1	5	2	2	1	47
75	2	3	3	3	4	3	5	5	3	1	4	2	3	5	5	51
76	4	4	5	1	3	3	3	4	1	2	2	5	1	1	2	41

77	4	4	5	2	2	3	3	4	2	2	2	5	2	3	4	47
78	5	3	3	3	4	1	3	2	5	3	2	1	1	3	2	41
79	3	2	3	3	2	3	3	4	4	1	4	3	4	5	3	47
80	2	3	4	3	3	3	3	1	5	3	1	3	2	3	3	42
81	4	3	3	3	4	3	4	5	4	4	5	4	1	1	2	50
82	3	3	3	4	3	3	5	5	4	5	4	3	5	5	2	57
83	2	3	4	4	4	5	4	2	3	4	1	4	5	4	4	53
84	4	4	3	3	3	4	5	5	4	1	2	3	1	5	4	51
85	2	2	3	3	2	4	2	1	1	1	3	1	5	4	4	38
86	5	3	3	4	3	3	3	4	3	4	2	2	4	4	4	51
87	3	3	3	4	3	5	4	4	3	4	3	5	2	4	3	53
88	3	3	3	3	2	4	2	5	4	3	4	3	3	3	2	47
89	3	3	3	3	5	4	2	4	1	3	2	4	2	2	1	42
90	5	3	5	2	3	3	3	5	3	2	2	1	2	3	2	44
91	3	3	3	2	4	2	5	2	1	2	3	4	1	1	4	40
92	4	4	4	2	5	5	4	3	4	2	3	5	1	1	2	49
93	3	5	4	2	3	4	5	4	5	3	4	4	3	4	3	56
94	3	4	4	3	4	3	4	5	5	3	1	4	4	4	4	55
95	4	4	3	3	4	1	3	4	3	2	1	3	4	3	1	43
96	3	3	3	3	4	1	3	3	3	3	3	1	3	3	3	42
97	3	2	3	3	3	3	3	3	3	2	3	3	2	3	3	42
98	2	1	4	4	4	3	5	4	5	5	2	1	4	3	1	48
99	3	3	3	3	1	2	2	1	3	3	5	3	5	2	1	40
100	4	5	4	3	5	4	2	1	3	1	4	5	2	1	2	46
101	2	1	3	3	1	1	4	5	4	3	5	1	3	5	4	45
102	3	3	3	2	2	2	3	3	3	2	3	3	3	1	4	40
103	2	2	3	3	2	2	3	4	3	1	2	1	4	3	4	39
104	5	2	4	5	2	4	4	4	5	2	4	2	1	3	3	50
105	2	4	3	4	3	3	1	3	5	2	3	1	5	2	1	42
106	5	1	3	4	1	4	4	5	4	3	3	4	4	4	3	52
107	5	4	5	1	3	2	1	4	1	3	5	1	4	3	2	44
108	4	4	4	4	2	3	3	5	3	4	5	1	4	5	4	55
109	5	4	5	3	4	2	1	2	4	4	4	3	3	4	4	52
110	5	5	3	2	4	2	1	4	2	3	1	3	3	3	5	46
111	2	2	3	3	2	3	1	3	1	3	1	4	3	1	4	36
112	3	2	3	3	2	3	3	2	3	4	4	1	3	2	5	43
113	2	5	3	4	2	4	2	2	3	3	2	4	3	2	4	45
114	5	4	3	3	4	5	3	4	5	4	5	5	3	4	5	62
115	5	3	4	1	3	3	4	5	5	1	1	4	3	5	4	51
116	4	5	3	3	4	1	4	2	3	3	2	1	3	5	5	48
117	3	2	3	4	2	4	3	5	4	5	5	2	4	4	4	54

118	5	5	4	1	2	3	3	1	3	3	1	3	3	4	3	44
119	2	4	3	3	2	5	5	4	5	4	2	5	3	2	4	53
120	5	3	3	1	2	4	4	3	1	3	1	3	4	1	5	43
121	2	4	3	1	3	2	4	2	4	3	2	5	3	5	3	46
122	3	3	5	4	4	4	2	2	4	3	1	3	4	1	3	46
123	5	2	4	3	2	4	3	5	3	5	3	4	3	2	2	50
124	3	3	5	3	3	5	4	2	4	3	3	5	4	2	3	52
125	5	3	4	3	4	5	4	3	4	3	3	5	1	3	3	53
126	3	3	4	3	4	4	5	4	3	3	3	4	2	3	5	53
127	5	5	5	2	5	4	4	4	5	2	1	4	4	2	1	53
128	4	4	3	4	5	5	4	2	4	3	1	3	3	2	2	49
129	4	2	3	3	3	5	3	2	5	2	5	5	4	3	4	53
130	4	5	4	2	4	4	1	5	4	1	1	5	1	5	2	48
131	2	2	5	2	4	3	2	3	3	3	3	4	1	2	5	44
132	3	2	5	5	2	1	5	4	3	4	5	1	4	5	5	54
133	5	2	3	4	2	5	5	3	3	1	3	5	3	1	1	46
134	3	3	5	3	4	5	5	1	4	3	2	5	2	2	4	51
135	4	3	4	4	5	3	3	3	3	3	3	4	3	4	5	54
136	2	2	3	2	3	3	3	2	1	1	2	4	5	4	3	40
137	5	5	3	3	2	1	5	2	3	3	3	3	4	2	2	46
138	4	5	3	3	4	1	4	4	1	3	3	3	1	3	1	43
139	3	3	4	4	4	3	2	3	3	3	3	4	1	4	5	49
140	3	4	4	3	4	4	5	2	3	1	4	3	1	4	4	49
141	1	4	4	4	5	3	3	5	2	4	5	4	5	2	5	56
142	4	4	3	4	5	4	2	5	2	5	1	1	4	3	4	51
143	4	2	4	1	4	1	4	4	1	1	4	1	4	5	5	45
144	4	4	3	3	3	4	3	3	2	4	4	3	5	5	4	54
145	3	5	5	1	3	4	3	3	3	1	3	3	4	1	5	47
146	3	3	4	4	3	3	3	3	3	3	5	3	3	5	4	52
147	2	1	3	3	2	3	5	4	4	2	3	3	3	4	4	46
148	3	3	3	3	3	4	4	2	1	1	4	3	4	5	5	48
149	5	1	3	4	1	1	5	3	1	4	2	1	3	5	5	44
150	2	3	3	3	1	2	4	5	4	3	4	1	3	2	3	43
151	4	4	3	3	1	1	5	1	2	1	3	5	1	3	5	42
152	4	4	3	3	4	4	5	2	1	1	4	4	1	5	4	49
153	4	4	3	4	2	3	4	5	1	1	3	5	3	5	4	51
154	4	3	3	3	4	4	4	4	4	4	2	4	5	1	5	54
155	2	2	5	2	3	1	4	5	1	4	4	2	4	2	4	45
156	3	3	3	3	2	1	5	2	1	4	3	4	4	1	5	44
157	5	5	5	3	3	3	4	1	5	3	3	1	4	2	4	51
158	4	4	5	3	3	4	5	1	3	1	4	4	1	2	1	45

159	4	3	3	5	4	5	1	3	3	3	3	2	4	4	2	49
160	5	2	5	4	1	4	2	2	3	3	3	4	5	4	5	52
161	5	2	5	2	2	4	4	2	2	1	2	1	2	1	5	40
162	4	3	3	4	2	4	3	3	4	1	4	3	3	4	4	49
163	4	5	5	2	3	1	3	5	3	5	4	4	2	3	4	53
164	4	2	3	4	2	3	2	2	1	4	2	2	4	3	2	40
165	3	4	3	3	4	2	1	3	1	2	1	5	3	3	2	40
166	4	5	3	4	5	1	4	1	2	3	2	4	5	1	4	48
167	5	2	4	5	2	5	1	5	3	4	5	3	5	2	2	53
168	3	1	3	3	3	2	3	4	5	3	5	2	4	3	4	48
169	3	2	3	5	4	3	3	1	4	4	4	3	4	1	3	47
170	5	4	4	4	3	3	1	2	4	5	5	4	5	1	3	53
171	3	3	3	3	5	4	4	5	5	1	4	3	4	3	1	51
172	4	3	3	2	4	5	1	1	4	5	5	2	5	1	2	47
173	4	3	3	2	5	4	4	5	3	4	4	2	3	1	1	48
174	4	3	3	3	5	3	4	5	3	4	5	1	5	3	1	52
175	5	4	3	5	2	5	5	4	3	4	3	1	2	3	3	52
176	5	2	5	2	5	2	3	2	3	1	2	2	2	2	2	40
177	4	3	2	2	4	4	4	2	4	2	5	2	1	2	2	43
178	4	4	3	2	4	3	4	5	4	2	4	2	1	2	4	48
179	3	3	3	4	3	2	3	4	5	3	4	2	2	1	2	44
180	3	3	3	2	2	5	2	3	3	4	5	1	2	2	3	43
181	5	5	3	1	2	4	3	2	4	5	2	1	1	2	1	41
182	3	3	3	5	3	4	5	4	5	3	4	5	3	3	3	56
183	3	2	3	1	5	3	4	3	5	4	3	4	3	3	3	49
184	3	2	3	3	3	4	3	3	3	1	1	3	2	1	1	36
185	4	5	3	4	1	1	3	3	1	5	5	5	5	1	1	47
186	2	2	2	5	2	1	4	1	2	4	4	2	3	5	2	41
187	3	5	3	1	3	1	3	2	2	1	2	2	1	5	1	35
188	3	4	3	2	3	4	3	3	2	4	3	3	2	1	1	41
189	5	4	5	2	3	2	5	3	3	3	2	3	1	1	1	43
190	3	3	4	2	2	3	4	3	3	4	1	3	1	1	3	40
191	4	2	3	3	4	1	2	2	4	3	1	4	1	2	3	39
192	5	5	4	2	3	5	2	2	5	2	2	3	2	2	3	47
193	2	4	5	2	2	2	4	2	2	2	1	4	2	2	2	38
194	4	4	3	3	3	4	4	3	2	2	1	3	2	2	4	44
195	3	2	4	1	2	5	4	5	2	1	1	5	2	1	4	42

**LAMPIRAN 1.15**  
**INPUT DATA KEPERCAYAAN 195 RESPONDEN**

Responden	Kepercayaan								Total
	p16	p17	p18	p19	p20	p21	p22	p23	
1	3	2	3	3	3	2	3	3	22
2	3	2	3	3	4	4	3	2	24
3	3	3	3	2	3	3	4	4	25
4	5	3	1	3	3	5	4	4	28
5	3	3	3	3	4	5	4	5	30
6	3	2	5	4	4	5	4	4	31
7	3	3	3	4	4	4	4	4	29
8	3	3	3	3	3	4	4	3	26
9	3	2	3	3	3	2	3	3	22
10	3	2	3	3	4	4	3	2	24
11	3	3	4	2	3	2	3	3	23
12	3	2	3	3	3	2	3	3	22
13	3	2	3	3	2	4	3	2	22
14	3	3	4	3	3	4	4	4	28
15	3	3	3	3	4	3	2	3	24
16	3	3	3	2	4	3	4	3	25
17	3	2	3	3	3	5	5	3	27
18	3	3	3	3	4	5	4	5	30
19	4	2	5	3	4	5	4	4	31
20	3	3	3	5	4	4	5	4	31
21	5	3	3	3	4	4	5	3	30
22	3	3	4	5	3	2	5	4	29
23	3	3	4	4	3	2	4	4	27
24	3	4	3	4	3	2	4	4	27
25	3	3	4	4	4	3	3	3	27
26	4	3	3	3	4	2	4	4	27
27	4	4	4	3	4	3	3	3	28
28	4	4	4	2	4	3	3	3	27
29	5	4	5	4	4	4	4	4	34
30	5	4	5	4	4	4	4	4	34
31	5	4	4	5	5	4	5	4	36
32	5	4	4	5	4	3	5	4	34
33	5	4	4	3	5	4	3	4	32
34	5	4	4	4	4	4	4	5	34
35	5	4	3	4	4	4	4	5	33
36	5	4	4	5	2	4	5	3	32

37	5	4	4	4	2	4	4	4	31
38	5	4	4	4	3	2	4	4	30
39	5	4	4	5	3	4	5	3	33
40	5	4	4	5	3	4	5	2	32
41	4	4	4	5	3	4	5	2	31
42	5	5	4	5	2	4	4	3	32
43	5	4	5	4	4	4	4	3	33
44	3	4	3	3	3	3	5	3	27
45	5	4	3	3	3	3	2	3	26
46	5	5	5	5	4	4	5	3	36
47	3	5	4	3	4	3	4	2	28
48	3	2	5	3	3	2	3	4	25
49	3	3	2	4	3	3	4	5	27
50	3	2	2	2	3	2	2	2	18
51	3	2	2	3	2	3	4	2	21
52	3	2	2	3	3	2	3	4	22
53	3	2	2	2	3	2	3	2	19
54	3	2	3	3	3	3	2	3	22
55	3	2	3	3	4	3	3	3	24
56	3	3	2	3	3	2	2	3	21
57	3	1	4	3	3	4	2	5	25
58	4	4	4	4	4	4	4	4	32
59	4	4	4	4	4	4	4	5	33
60	3	2	3	3	3	4	3	4	25
61	3	3	3	3	2	5	3	4	26
62	3	2	3	2	2	2	2	3	19
63	3	3	3	2	4	3	3	4	25
64	3	2	3	3	3	5	5	4	28
65	3	3	3	3	4	5	4	5	30
66	3	2	2	3	3	3	3	3	22
67	3	3	3	3	3	4	3	3	25
68	3	3	3	4	3	3	3	3	25
69	3	4	4	5	3	4	4	4	31
70	2	1	4	3	2	2	2	2	18
71	4	3	5	5	3	4	3	4	31
72	3	2	2	3	3	2	2	2	19
73	3	3	5	3	3	4	3	4	28
74	3	3	4	3	5	3	3	4	28
75	3	2	3	3	5	3	2	2	23
76	3	2	4	5	4	4	3	3	28
77	3	2	4	3	3	4	3	3	25

78	3	3	4	5	3	1	2	2	23
79	2	2	2	2	2	2	2	2	16
80	3	3	2	3	2	3	3	4	23
81	3	3	2	5	4	4	4	4	29
82	3	2	3	3	3	4	3	4	25
83	3	3	5	3	2	3	4	3	26
84	3	2	3	2	2	2	2	3	19
85	3	3	3	3	4	3	4	2	25
86	3	2	3	5	4	5	3	3	28
87	3	3	3	3	4	5	4	5	30
88	3	2	5	4	4	5	4	4	31
89	3	3	3	3	3	1	4	3	23
90	3	3	2	3	3	3	4	3	24
91	3	3	2	3	5	3	3	3	25
92	3	4	3	3	4	5	4	5	31
93	3	3	4	3	4	5	4	4	30
94	3	2	5	3	3	2	3	4	25
95	3	3	3	5	3	3	4	3	27
96	2	2	2	3	2	3	2	2	18
97	3	2	2	3	2	3	4	2	21
98	3	2	2	3	3	2	3	4	22
99	3	2	1	2	2	3	3	3	19
100	3	2	2	3	4	3	2	3	22
101	3	2	3	5	3	3	3	2	24
102	3	3	2	3	3	2	2	3	21
103	2	3	2	3	3	3	3	2	21
104	3	5	3	3	5	3	3	2	27
105	3	2	3	3	3	3	2	2	21
106	3	3	4	4	3	4	4	2	27
107	3	3	3	3	3	3	3	3	24
108	4	4	5	4	4	4	4	4	33
109	5	5	5	3	3	3	2	2	28
110	5	3	2	5	3	3	4	3	28
111	3	3	4	2	2	1	3	1	19
112	3	3	2	2	2	2	3	3	20
113	3	4	5	4	2	2	2	3	25
114	4	5	2	5	2	3	2	2	25
115	5	3	5	4	3	3	3	3	29
116	3	3	3	3	2	2	3	3	22
117	3	2	3	3	2	2	3	3	21
118	3	2	3	5	2	2	2	5	24



119	3	3	3	2	2	1	3	2	19
120	5	3	3	5	2	1	3	3	25
121	3	4	3	3	3	4	3	3	26
122	3	3	3	3	1	3	2	3	21
123	3	2	4	3	4	4	4	4	28
124	3	3	3	3	4	3	4	5	28
125	3	3	4	3	3	2	4	5	27
126	4	4	4	5	2	4	3	2	28
127	4	4	3	4	3	3	3	3	27
128	3	3	4	3	3	3	3	3	25
129	3	2	4	4	3	3	3	3	25
130	3	2	4	3	3	3	3	2	23
131	3	1	2	3	3	1	1	1	15
132	3	2	2	5	3	4	2	3	24
133	3	5	2	3	3	3	3	2	24
134	3	2	1	3	2	2	2	2	17
135	3	3	2	3	3	3	2	3	22
136	3	2	2	3	3	2	2	2	19
137	3	3	3	2	2	3	3	2	21
138	3	3	3	3	1	1	3	2	19
139	3	2	3	3	3	3	4	4	25
140	3	3	3	3	5	5	4	3	29
141	3	3	5	4	4	4	4	4	31
142	3	3	3	2	2	2	3	3	21
143	3	3	3	3	2	3	3	3	23
144	3	2	2	3	2	1	2	2	17
145	3	3	3	3	3	3	3	3	24
146	3	2	3	2	3	1	2	2	18
147	3	2	2	2	1	1	1	2	14
148	5	3	3	2	2	2	3	1	21
149	3	3	2	3	3	3	3	3	23
150	3	3	2	3	2	3	3	2	21
151	3	3	4	3	3	3	3	3	25
152	3	3	3	3	3	3	3	3	24
153	3	2	3	3	5	3	3	3	25
154	3	3	3	3	3	3	4	3	25
155	3	2	2	3	3	2	3	2	20
156	3	3	2	3	4	2	3	2	22
157	3	1	2	3	3	3	2	3	20
158	3	2	3	3	3	2	3	3	22
159	4	3	3	5	2	3	5	3	28

160	4	3	2	2	5	3	3	3	25
161	3	3	3	3	3	1	3	3	22
162	3	3	3	3	3	2	3	3	23
163	3	3	3	3	3	2	3	3	23
164	3	2	2	2	4	3	4	3	23
165	3	1	1	2	3	2	3	2	17
166	3	2	3	5	4	5	3	2	27
167	3	3	3	2	3	1	3	2	20
168	3	3	3	3	3	1	3	3	22
169	5	5	3	4	5	3	3	2	30
170	3	3	3	3	3	3	5	3	26
171	2	2	2	2	3	4	3	3	21
172	2	3	3	2	2	2	2	2	18
173	3	2	3	3	3	2	2	2	20
174	2	2	2	2	2	2	2	2	16
175	3	3	3	2	5	2	4	2	24
176	3	2	2	2	3	2	2	3	19
177	3	3	1	2	3	1	3	2	18
178	3	2	1	2	3	3	3	2	19
179	3	2	3	3	3	3	3	3	23
180	3	2	2	3	2	2	2	1	17
181	3	3	5	4	3	1	3	3	25
182	3	3	3	5	3	3	3	3	26
183	3	2	2	3	4	3	3	3	23
184	3	3	2	2	3	2	2	2	19
185	3	3	3	2	3	5	4	3	26
186	3	4	3	2	4	4	5	3	28
187	3	3	3	4	5	4	4	3	29
188	3	2	3	3	3	2	3	3	22
189	3	2	3	3	4	4	3	2	24
190	3	2	4	4	3	5	4	4	29
191	3	3	3	3	2	3	2	3	22
192	3	1	3	3	3	4	5	3	25
193	3	3	3	3	4	3	3	3	25
194	3	2	3	3	3	2	3	3	22
195	3	2	3	3	4	4	3	2	24

**LAMPIRAN 1.15**  
**INPUT DATA KEPUASAN PELANGGAN 195 RESPONDEN**

<b>Kepuasan Pelanggan</b>									
Responden	p24	p25	p26	p27	p28	p29	p30	p31	Total
1	2	4	3	3	3	4	3	3	25
2	4	3	3	3	3	3	3	4	26
3	2	3	3	3	3	3	3	4	24
4	2	3	5	3	2	5	3	3	26
5	2	4	4	3	3	3	3	3	25
6	3	4	4	1	3	3	3	3	24
7	3	4	3	5	3	3	2	3	26
8	3	4	1	1	4	3	2	3	21
9	3	2	1	1	2	3	2	3	17
10	3	4	2	1	2	4	2	3	21
11	2	4	4	1	2	3	2	4	22
12	2	4	3	3	4	3	2	4	25
13	2	2	2	3	1	3	1	3	17
14	1	2	2	2	3	3	1	3	17
15	1	4	2	3	4	2	4	3	23
16	4	3	2	2	3	4	4	3	25
17	2	3	2	3	4	3	1	3	21
18	3	5	1	3	2	3	1	2	20
19	3	5	4	4	2	3	1	3	25
20	3	3	4	3	2	3	4	3	25
21	3	3	2	2	2	1	5	3	21
22	4	3	4	2	4	3	5	3	28
23	2	3	4	2	2	3	3	5	24
24	4	3	3	1	3	3	1	4	22
25	2	4	2	3	3	3	5	4	26
26	2	4	3	3	4	3	4	4	27
27	2	4	4	1	3	3	2	3	22
28	1	4	5	1	4	4	1	3	23
29	4	3	1	3	3	4	1	4	23
30	3	4	1	2	4	4	2	4	24
31	3	4	5	4	4	4	4	3	31
32	2	4	5	4	3	4	4	4	30
33	3	4	4	2	3	4	4	4	28
34	3	4	4	2	4	4	2	4	27
35	3	4	3	4	3	3	4	3	27

36	3	4	3	4	4	4	2	4	28
37	3	4	4	2	3	5	3	4	28
38	2	4	4	2	3	3	3	4	25
39	1	5	5	4	2	3	3	3	26
40	4	5	4	1	4	3	4	4	29
41	5	5	3	1	3	3	4	5	29
42	4	4	3	1	3	3	3	4	25
43	2	4	4	3	4	4	3	3	27
44	1	5	3	2	4	3	2	4	24
45	4	5	4	3	3	3	3	4	29
46	4	5	4	2	3	3	3	3	27
47	3	5	4	2	4	3	3	3	27
48	3	5	3	2	2	3	3	4	25
49	1	4	3	4	3	3	4	4	26
50	1	3	4	3	3	4	4	3	25
51	4	4	3	3	3	3	2	3	25
52	2	5	3	4	4	3	2	3	26
53	1	4	3	3	4	3	4	4	26
54	4	5	3	3	3	3	2	3	26
55	3	4	3	3	3	5	2	3	26
56	4	4	2	4	3	3	2	3	25
57	3	4	3	4	4	3	2	3	26
58	3	4	3	3	4	3	2	4	26
59	4	4	3	2	3	3	2	4	25
60	3	5	5	4	3	3	2	4	29
61	4	4	5	4	3	3	3	3	29
62	3	4	5	2	4	3	3	3	27
63	3	4	4	2	3	3	3	3	25
64	3	4	3	4	2	3	3	4	26
65	4	4	3	4	3	3	4	4	29
66	3	4	5	2	3	3	3	3	26
67	3	4	4	4	3	3	3	3	27
68	3	4	3	4	3	3	3	3	26
69	3	3	3	2	1	4	3	3	22
70	5	3	4	2	3	4	3	4	28
71	2	3	3	3	4	3	3	4	25
72	2	3	3	2	3	3	2	4	22
73	1	4	3	3	2	3	3	4	23
74	4	4	3	4	3	3	3	3	27
75	3	4	4	2	4	2	3	4	26
76	1	4	4	2	4	4	3	4	26

77	2	4	4	4	4	3	3	3	27
78	4	3	2	2	3	2	3	4	23
79	3	3	2	4	2	3	2	4	23
80	3	3	3	4	5	3	2	3	26
81	3	3	3	3	3	3	2	4	24
82	2	3	3	4	3	3	3	4	25
83	2	4	3	2	4	2	3	4	24
84	1	4	4	3	2	3	1	3	21
85	4	4	2	3	2	3	3	3	24
86	4	4	2	3	4	3	3	3	26
87	2	5	2	3	3	3	2	3	23
88	2	4	4	4	2	3	4	2	25
89	2	3	2	3	4	3	5	4	26
90	3	3	4	4	2	3	4	4	27
91	3	3	4	3	1	2	2	4	22
92	1	4	4	4	4	3	2	3	25
93	2	4	2	3	4	3	4	4	26
94	2	4	1	3	2	3	3	3	21
95	1	4	4	4	1	3	2	4	23
96	3	4	3	3	3	3	4	2	25
97	3	4	3	3	3	4	2	4	26
98	3	5	2	5	4	4	2	3	28
99	3	4	3	2	1	3	4	4	24
100	3	4	3	4	4	3	4	4	29
101	3	4	3	4	3	3	2	4	26
102	1	5	3	2	4	2	2	2	21
103	4	5	3	4	4	3	4	3	30
104	1	5	3	4	3	3	4	4	27
105	1	4	3	4	4	4	4	4	28
106	1	4	3	5	3	3	1	3	23
107	4	4	3	2	3	3	2	4	25
108	2	4	4	4	4	3	2	4	27
109	2	3	4	4	1	4	2	4	24
110	4	3	4	3	2	3	4	3	26
111	2	3	4	3	4	4	4	1	25
112	2	3	5	4	2	3	4	3	26
113	2	4	4	2	3	3	3	4	25
114	4	3	4	3	4	2	2	4	26
115	4	3	4	3	2	3	2	2	23
116	3	3	4	2	4	3	3	4	26
117	3	4	3	4	2	3	4	5	28

118	3	4	3	4	2	3	3	2	24
119	4	4	3	4	4	2	3	4	28
120	4	4	4	4	4	3	4	4	31
121	3	4	4	3	3	3	4	5	29
122	3	3	3	2	4	3	2	4	24
123	4	4	4	4	4	4	3	3	30
124	4	3	3	2	3	3	4	3	25
125	4	4	4	4	3	4	1	4	28
126	3	4	4	2	4	3	3	4	27
127	4	5	4	4	3	3	2	3	28
128	3	5	3	1	4	4	2	3	25
129	4	5	3	4	4	4	2	4	30
130	4	5	4	1	3	4	3	4	28
131	3	5	3	4	3	3	2	4	27
132	3	4	4	3	4	4	3	3	28
133	4	4	4	3	3	3	1	4	26
134	4	4	4	4	3	3	4	4	30
135	4	4	4	4	3	5	4	3	31
136	3	4	3	3	5	4	4	3	29
137	2	4	3	3	3	4	3	2	24
138	4	4	4	4	3	3	4	4	30
139	4	4	4	4	4	3	3	4	30
140	4	4	4	4	3	4	3	4	30
141	3	4	4	4	4	4	4	3	30
142	2	4	4	4	3	3	3	4	27
143	3	4	3	4	4	3	3	4	28
144	4	4	3	4	3	3	4	4	29
145	2	4	4	4	4	3	3	4	28
146	3	5	4	3	3	3	3	3	27
147	1	4	4	3	3	3	3	4	25
148	4	4	4	3	3	4	4	4	30
149	4	4	4	3	3	5	4	3	30
150	3	4	3	3	3	3	3	3	25
151	2	4	3	4	3	3	4	4	27
152	3	4	4	2	3	3	4	4	27
153	1	3	4	4	4	3	3	3	25
154	2	3	4	4	4	3	3	3	26
155	4	3	3	4	4	4	4	4	30
156	2	4	3	4	3	3	4	3	26
157	4	4	4	4	3	4	4	4	31
158	2	4	4	4	3	2	3	4	26

159	2	4	4	3	4	2	3	2	24
160	2	4	4	4	4	4	4	3	29
161	3	4	4	4	3	5	4	4	31
162	2	4	4	4	3	4	2	4	27
163	4	4	4	4	4	4	3	4	31
164	4	5	3	4	4	4	3	3	30
165	3	4	3	5	4	3	3	3	28
166	2	5	4	3	2	3	4	4	27
167	4	3	4	3	4	4	3	3	28
168	4	3	4	4	5	4	4	4	32
169	4	3	4	5	2	4	3	4	29
170	3	3	4	3	4	3	4	3	27
171	3	5	3	3	4	3	3	4	28
172	4	5	3	4	4	4	4	3	31
173	3	3	2	5	4	4	3	3	27
174	4	5	3	3	2	3	4	4	28
175	4	3	3	3	2	3	2	3	23
176	4	2	3	3	4	4	3	4	27
177	4	2	4	5	4	4	3	4	30
178	3	3	4	2	5	3	4	3	27
179	3	3	4	5	3	4	4	3	29
180	2	3	4	2	5	3	3	4	26
181	2	3	4	5	3	3	3	3	26
182	4	3	4	2	4	4	3	4	28
183	3	3	3	5	4	3	4	4	29
184	4	3	3	4	4	4	2	3	27
185	4	4	3	2	3	4	3	4	27
186	4	4	3	1	4	4	4	4	28
187	2	4	3	3	4	2	4	3	25
188	4	4	4	4	3	4	4	4	31
189	2	4	3	2	4	4	3	3	25
190	2	4	4	2	4	4	3	3	26
191	4	4	3	3	4	3	3	3	27
192	4	4	4	4	4	4	4	3	31
193	4	4	3	3	4	2	4	4	28
194	4	4	2	2	3	4	4	4	27
195	3	4	4	2	4	2	2	3	24

**LAMPIRAN 1.17**  
**INPUT DATA LOYALITAS PELANGGAN 195 RESPONDEN**

Loyalitas Pelanggan									
Responden	p32	p33	p34	p35	p36	p37	p38	p39	Total
1	2	4	2	2	3	3	3	3	22
2	4	4	4	3	3	3	4	4	29
3	3	4	4	3	4	3	4	4	29
4	3	3	3	3	4	4	3	4	27
5	4	4	3	3	4	4	3	3	28
6	3	4	2	2	3	4	3	3	24
7	5	3	4	4	4	3	4	4	31
8	2	5	4	4	4	3	3	4	29
9	4	3	4	4	5	4	4	4	32
10	4	5	2	2	5	4	4	4	30
11	1	3	2	2	4	4	4	3	23
12	4	3	2	2	4	3	3	5	26
13	4	5	4	4	4	4	3	4	32
14	4	3	2	2	4	4	4	3	26
15	3	3	2	2	4	4	3	3	24
16	3	2	2	2	4	4	3	3	23
17	3	3	2	2	3	4	3	4	24
18	3	4	4	4	3	3	3	4	28
19	4	4	2	2	3	4	2	3	24
20	4	4	3	3	3	4	3	3	27
21	3	4	3	3	4	3	3	4	27
22	2	3	3	3	4	3	3	4	25
23	3	3	3	3	4	3	2	5	26
24	3	4	3	3	4	4	3	5	29
25	2	3	4	4	4	4	3	4	28
26	4	3	2	2	3	5	3	4	26
27	2	4	2	2	3	4	3	4	24
28	4	3	2	2	3	4	3	4	25
29	5	4	2	2	3	4	3	4	27
30	2	4	4	4	5	4	3	3	29
31	1	4	4	4	3	4	3	3	26
32	3	3	3	3	3	3	2	3	23
33	4	5	4	4	3	4	3	3	30
34	5	3	1	1	3	3	3	5	24



35	3	3	4	4	3	3	3	5	28
36	3	4	2	2	4	5	3	4	27
37	4	4	2	2	4	4	3	4	27
38	4	4	4	4	3	3	3	4	29
39	3	3	4	4	3	3	4	4	28
40	4	4	3	3	4	4	2	4	28
41	4	4	4	4	4	4	2	4	30
42	3	4	4	4	3	4	4	3	29
43	3	3	3	3	4	3	4	3	26
44	4	3	4	4	4	4	2	3	28
45	3	4	3	3	3	4	4	3	27
46	4	3	1	1	4	3	4	4	24
47	2	4	4	4	4	3	4	4	29
48	4	3	3	3	3	3	2	5	26
49	4	4	3	3	3	4	3	5	29
50	3	3	4	4	3	4	3	4	28
51	3	5	4	4	4	3	3	4	30
52	4	4	4	4	4	3	3	3	29
53	3	3	2	2	3	4	4	4	25
54	4	4	4	4	3	4	4	3	30
55	3	3	2	2	3	3	2	3	21
56	3	3	2	2	3	3	4	4	24
57	3	5	2	2	3	4	4	4	27
58	3	4	4	4	3	3	5	4	30
59	3	4	4	4	4	2	4	4	29
60	5	3	2	2	3	5	3	4	27
61	4	4	4	4	3	3	3	4	29
62	3	4	4	4	3	3	3	4	28
63	4	4	2	2	3	3	4	4	26
64	4	3	2	2	4	3	2	3	23
65	4	4	4	4	4	2	3	3	28
66	3	3	4	4	3	3	3	3	26
67	3	4	1	1	4	3	4	3	23
68	4	4	4	4	4	3	3	4	30
69	4	3	2	2	3	4	4	4	26
70	4	4	4	4	4	4	3	4	31
71	3	5	3	3	3	3	2	4	26
72	3	5	2	2	4	3	4	3	26
73	2	4	4	4	4	2	2	3	25
74	5	3	2	2	3	3	2	4	24
75	4	4	4	4	3	3	2	5	29

76	3	3	2	3	3	3	3	3	23
77	4	3	4	4	4	3	4	3	29
78	4	3	4	4	4	3	3	4	29
79	3	3	2	2	4	3	3	3	23
80	4	4	4	4	4	3	4	4	31
81	4	4	4	4	4	3	3	4	30
82	4	3	1	1	3	3	4	3	22
83	2	3	4	4	4	4	4	3	28
84	4	3	4	4	4	4	3	3	29
85	4	4	1	1	3	4	3	5	25
86	2	4	4	4	4	3	3	4	28
87	3	3	3	3	3	3	3	3	24
88	4	4	4	4	5	3	4	5	33
89	4	4	2	2	3	3	3	4	25
90	3	3	3	3	4	4	3	4	27
91	2	5	3	3	4	4	3	3	27
92	4	4	2	2	4	3	3	4	26
93	5	4	4	4	4	3	4	4	32
94	5	3	4	4	4	3	4	3	30
95	3	2	2	2	3	3	3	3	21
96	2	4	2	2	3	3	3	4	23
97	4	3	4	4	4	4	4	4	31
98	4	4	2	2	4	4	3	4	27
99	3	4	2	2	4	3	3	3	24
100	2	4	4	4	4	3	3	3	27
101	4	3	4	4	4	4	4	3	30
102	4	4	3	3	4	3	5	4	30
103	4	3	4	4	4	3	4	4	30
104	4	5	3	3	5	5	4	3	32
105	3	3	3	3	4	4	4	3	27
106	4	4	4	4	4	3	3	4	30
107	4	3	3	3	4	3	3	4	27
108	3	3	3	3	3	4	4	4	27
109	3	3	3	3	4	3	4	3	26
110	2	3	3	3	4	3	4	4	26
111	5	4	4	4	4	4	4	3	32
112	4	3	3	3	4	4	4	4	29
113	4	3	3	3	3	3	4	4	27
114	2	3	2	2	3	3	4	4	23
115	4	3	4	4	3	3	3	5	29
116	5	4	3	3	4	3	3	4	29

117	2	4	3	3	5	4	3	3	27
118	4	3	3	3	4	3	3	5	28
119	5	3	2	2	4	3	4	5	28
120	2	4	4	4	4	4	2	4	28
121	3	3	2	2	3	3	3	3	22
122	5	3	4	4	3	3	3	4	29
123	3	4	4	4	3	4	3	4	29
124	3	3	2	2	4	4	3	3	24
125	3	4	4	4	4	3	3	4	29
126	2	3	4	4	4	4	2	3	26
127	4	3	2	2	5	5	3	2	26
128	2	3	4	4	4	4	3	4	28
129	2	4	4	4	4	3	3	3	27
130	3	3	2	2	3	3	2	4	22
131	4	3	4	4	3	4	4	3	29
132	4	3	4	4	3	4	3	4	29
133	3	4	2	2	4	3	2	4	24
134	3	4	3	3	4	3	3	3	26
135	4	4	3	3	4	3	3	4	28
136	4	4	4	4	5	4	3	3	31
137	3	3	4	4	4	3	4	4	29
138	3	3	3	3	4	3	4	3	26
139	3	3	4	4	4	4	4	4	30
140	4	4	4	4	4	4	3	3	30
141	4	3	4	4	4	3	3	4	29
142	3	3	3	3	4	4	3	3	26
143	4	4	2	2	5	5	4	4	30
144	4	3	4	4	4	3	4	4	30
145	4	3	4	4	4	3	5	3	30
146	3	3	4	4	4	2	4	4	28
147	3	4	2	2	4	4	3	4	26
148	3	4	2	2	5	4	3	4	27
149	4	4	2	2	5	2	3	3	25
150	3	5	4	4	4	4	4	3	31
151	3	3	4	4	5	4	4	4	31
152	3	3	3	3	4	3	4	4	27
153	4	3	4	4	4	3	4	4	30
154	4	4	2	2	3	4	3	3	25
155	3	4	4	4	3	4	5	5	32
156	4	4	4	4	4	3	3	4	30
157	3	3	4	4	3	4	3	4	28

158	3	3	2	2	4	4	3	3	24
159	4	3	4	4	5	3	4	4	31
160	5	3	2	2	4	4	4	4	28
161	3	4	4	4	5	5	3	4	32
162	4	4	4	4	5	3	3	3	30
163	3	4	2	2	5	4	3	4	27
164	4	3	4	4	3	4	4	3	29
165	4	3	4	4	4	4	4	4	31
166	3	3	4	4	4	4	4	4	30
167	3	3	1	1	4	3	4	3	22
168	3	3	4	4	4	3	3	4	28
169	3	3	2	2	3	4	3	4	24
170	4	4	4	4	3	4	3	4	30
171	3	4	4	4	3	3	4	3	28
172	3	4	4	4	3	4	4	5	31
173	3	4	4	4	4	3	3	3	28
174	4	3	2	2	4	4	3	4	26
175	4	3	4	4	4	4	4	4	31
176	3	2	2	2	3	5	4	3	24
177	3	3	2	1	5	3	3	3	23
178	4	3	4	4	3	4	4	4	30
179	3	4	4	4	5	4	3	4	31
180	4	4	4	4	5	4	3	4	32
181	4	4	4	4	5	3	4	4	32
182	3	4	2	2	5	3	4	3	26
183	4	3	4	4	3	4	3	4	29
184	3	3	2	2	5	3	3	3	24
185	4	3	4	4	4	5	3	3	30
186	4	3	3	3	4	5	5	3	30
187	3	5	4	4	3	4	4	3	30
188	3	4	3	3	4	5	4	4	30
189	3	4	3	3	3	4	4	3	27
190	3	3	4	4	3	4	3	4	28
191	3	4	3	3	4	4	3	3	27
192	2	3	4	4	4	4	4	3	28
193	3	4	3	3	3	4	3	3	26
194	3	3	4	4	4	4	3	3	28
195	3	3	3	3	5	3	4	3	27

**LAMPIRAN 1.18**  
**ANALISIS JALUR TAHAP 1**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,079	1,724		5,265	,000
	Kualitas Pelayanan	,264	,038	,415	6,937	,000
	Kepercayaan	,213	,045	,284	4,748	,000

a. Dependent Variable: Kepuasan Pelanggan

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,595 <sup>a</sup>	,354	,348	3,38931

a. Predictors: (Constant), Kepercayaan, Kualitas Pelayanan

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1396,034	2	698,017	60,764	,000 <sup>b</sup>
	Residual	2550,206	222	11,487		
	Total	3946,240	224			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kepercayaan, Kualitas Pelayanan

**LAMPIRAN 1.19**  
**ANALISIS JALUR TAHAP 2**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-12,302	2,193		-5,610	,000
Kualitas Pelayanan	,228	,050	,218	4,536	,000
Kepercayaan	,318	,057	,257	5,613	,000
Kepuasan Pelanggan	,832	,080	,506	10,341	,000

a. Dependent Variable: Loyalitas Pelanggan

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,811 <sup>a</sup>	,657	,653	4,06372

a. Predictors: (Constant), Kepuasan Pelanggan, Kepercayaan, Kualitas Pelayanan

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7003,434	3	2334,478	141,365	,000 <sup>b</sup>
	Residual	3649,561	221	16,514		
	Total	10652,996	224			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kepuasan Pelanggan, Kepercayaan, Kualitas Pelayanan



Universitas  
**Esa Unggul**

Universitas  
**Esa Unggul**

Universitas  
**Esa Unggul**