

## LAMPIRAN 4

### Hasil Uji Validitas Reliabilitas Faktor Analisis 30 Responden

#### Factor Analysis Kualitas Pelayanan (*Tangibles*)

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,733
Bartlett's Test of Sphericity	Approx. Chi-Square	126,223
	Df	6
	Sig.	,000

##### Anti-image Matrices

		KP1	KP2	KP3	KP4
Anti-image Covariance	KP1	,603	-,185	-,007	,001
	KP2	-,185	,390	-,014	-,005
	KP3	-,007	-,014	,032	-,031
	KP4	,001	-,005	-,031	,033
Anti-image Correlation	KP1	,867 <sup>a</sup>	-,381	-,052	,007
	KP2	-,381	,900 <sup>a</sup>	-,121	-,044
	KP3	-,052	-,121	,656 <sup>a</sup>	-,963
	KP4	,007	-,044	-,963	,658 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

##### Communalities

	Initial	Extraction
KP1	1,000	,552
KP2	1,000	,771
KP3	1,000	,889
KP4	1,000	,882

Extraction Method:  
Principal Component  
Analysis.

##### Component Matrix<sup>a</sup>

	Component
	1
KP1	,743
KP2	,878
KP3	,943
KP4	,939

Extraction  
Method: Principal  
Component  
Analysis.

a. 1 components  
extracted.

#### **Reliability Kualitas Pelayanan (*Tangibles*)**

##### **Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	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
,902	,899	4

#### **Factor Analysis Kualitas Pelayanan (*Reliability*)**

##### **KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,612
Bartlett's Test of Sphericity	Approx. Chi-Square	34,289
	Df	3
	Sig.	,000

### Anti-image Matrices

		KP5	KP6	KP7
Anti-image Covariance	KP5	,390	-,265	,004
	KP6	-,265	,338	-,180
	KP7	,004	-,180	,726
Anti-image Correlation	KP5	,592 <sup>a</sup>	-,731	,008
	KP6	-,731	,570 <sup>a</sup>	-,363
	KP7	,008	-,363	,768 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

### Communalities

	Initial	Extraction
		n
KP5	1,000	,773
KP6	1,000	,854
KP7	1,000	,528

Extraction Method:  
Principal Component  
Analysis.

### Component Matrix<sup>a</sup>

	Component
	t
	1
KP5	,879
KP6	,924
KP7	,727

Extraction  
Method: Principal  
Component  
Analysis.

a. 1 components  
extracted.

### Reliability Kualitas Pelayanan (*Reliability*)

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	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
,801	,799	3

### Factor Analysis Kualitas Pelayanan (*Responsiveness*)

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,830
Bartlett's Test of Sphericity	Approx. Chi-Square	143,214
	Df	15
	Sig.	,000

#### Anti-image Matrices

		KP8	KP9	KP10	KP11	KP12	KP13
Anti-image Covariance	KP8	,218	-,012	,026	-,078	-,114	,028
	KP9	-,012	,184	-,114	,013	-,058	,063
	KP10	,026	-,114	,181	-,090	-,010	-,007
	KP11	-,078	,013	-,090	,230	-,021	-,124
	KP12	-,114	-,058	-,010	-,021	,173	-,016
	KP13	,028	,063	-,007	-,124	-,016	,866
Anti-image Correlation	KP8	,830 <sup>a</sup>	-,062	,129	-,349	-,587	,064
	KP9	-,062	,826 <sup>a</sup>	-,624	,061	-,324	,157

KP10	,129	-,624	,805 <sup>a</sup>	-,443	-,057	-,017
KP11	-,349	,061	-,443	,859 <sup>a</sup>	-,107	-,279
KP12	-,587	-,324	-,057	-,107	,850 <sup>a</sup>	-,041
KP13	,064	,157	-,017	-,279	-,041	,602 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

#### Communalities

	Initial	Extraction
		n
KP8	1,000	,795
KP9	1,000	,819
KP10	1,000	,823
KP11	1,000	,826
KP12	1,000	,862
KP13	1,000	,057

Extraction Method:  
Principal Component  
Analysis.

#### Component Matrix<sup>a</sup>

	Component
	t
	1
KP8	,892
KP9	,905
KP10	,907
KP11	,909
KP12	,929
KP13	,238

Extraction  
Method: Principal  
Component  
Analysis.

a. 1 components  
extracted.

### Reliability Kualitas Pelayanan (*Responsiveness*)

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	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
,896	,892	6

### Factor Analysis Kualitas Pelayanan (*Assurance*)

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,793
Bartlett's Test of Sphericity	Approx. Chi-Square	102,877
	Df	6
	Sig.	,000

#### Anti-image Matrices

		KP14	KP15	KP16	KP17
Anti-image Covariance	KP14	,220	-,122	,019	,005
	KP15	-,122	,128	-,073	-,059
	KP16	,019	-,073	,272	-,119
	KP17	,005	-,059	-,119	,295
Anti-image	KP14	,764 <sup>a</sup>	-,728	,079	,019

Correlation	KP15	-,728	,729 <sup>a</sup>	-,392	-,306
	KP16	,079	-,392	,842 <sup>a</sup>	-,420
	KP17	,019	-,306	-,420	,867 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

#### Communalities

	Initial	Extraction
KP14	1,000	,798
KP15	1,000	,919
KP16	1,000	,819
KP17	1,000	,808

Extraction Method:  
Principal Component  
Analysis.

#### Component Matrix<sup>a</sup>

	Component
	1
KP14	,893
KP15	,958
KP16	,905
KP17	,899

Extraction  
Method: Principal  
Component  
Analysis.

a. 1 components  
extracted.

#### Reliability Kualitas Pelayanan (*Assurance*)

##### Case Processing Summary

		N	%
Cases	Valid	30	100,0

Excluded <sup>a</sup>	0	,0
Total	30	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
,933	,934	4

#### Factor Analysis Kualitas Pelayanan (*Emphaty*)

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,668
Bartlett's Test of Sphericity	Approx. Chi-Square	44,710
	Df	3
	Sig.	,000

##### Anti-image Matrices

		KP18	KP19	KP20
Anti-image Covariance	KP18	,378	-,007	-,218
	KP19	-,007	,510	-,192
	KP20	-,218	-,192	,280
Anti-image Correlation	KP18	,675 <sup>a</sup>	-,015	-,671
	KP19	-,015	,756 <sup>a</sup>	-,509
	KP20	-,671	-,509	,611 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

##### Communalities

	Initial	Extraction
KP18	1,000	,781
KP19	1,000	,707

KP20	1,000	,881
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Extraction Method:  
Principal Component  
Analysis.

**Component  
Matrix<sup>a</sup>**

	Componen t
	1
KP18	,884
KP19	,841
KP20	,939

Extraction  
Method: Principal  
Component  
Analysis.  
a. 1 components  
extracted.

**Reliability Kualitas Pelayanan (*Emphaty*)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	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

,863	,866	3
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### Factor Analysis Kepuasan Pelanggan

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,704
Bartlett's Test of Sphericity	Approx. Chi-Square	48,220
	df	3
	Sig.	,000

#### Anti-image Matrices

		KK1	KK2	KK3
Anti-image Covariance	KK1	,283	-,119	-,206
	KK2	-,119	,543	-,085
	KK3	-,206	-,085	,298
Anti-image Correlation	KK1	,653 <sup>a</sup>	-,304	-,709
	KK2	-,304	,859 <sup>a</sup>	-,210
	KK3	-,709	-,210	,666 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

#### Communalities

	Initial	Extraction
KK1	1,000	,862
KK2	1,000	,708
KK3	1,000	,846

Extraction Method:  
Principal Component  
Analysis.

#### Component Matrix<sup>a</sup>

	Component
	1
KK1	,929
KK2	,842
KK3	,920

Extraction  
Method: Principal  
Component  
Analysis.  
a. 1 components  
extracted.

### Reliability Kepuasan Pelanggan

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	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
,877	,878	3

### Factor Analysis Loyalitas Pelanggan (Berlangganan)

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,652
Bartlett's Test of Sphericity	Approx. Chi-Square	86,399
	df	3
	Sig.	,000

#### Anti-image Matrices

		LP1	LP2	LP3
Anti-image Covariance	LP1	,151	-,096	,040
	LP2	-,096	,092	-,101
	LP3	,040	-,101	,265
Anti-image	LP1	,662 <sup>a</sup>	-,817	,202

Correlation	LP2	-,817	,591 <sup>a</sup>	-,646
	LP3	,202	-,646	,735 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

#### Communalities

	Initial	Extraction
		n
LP1	1,000	,883
LP2	1,000	,959
LP3	1,000	,833

Extraction Method:  
Principal Component  
Analysis.

#### Component Matrix<sup>a</sup>

	Component
	t
	1
LP1	,940
LP2	,979
LP3	,912

Extraction  
Method: Principal  
Component  
Analysis.

a. 1 components  
extracted.

#### Reliability Loyalitas Pelanggan (Berlangganan)

##### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	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
,937	,939	3

### Factor Analysis Loyalitas Pelanggan (Perilaku Pembelian)

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,714
Bartlett's Test of Sphericity	Approx. Chi-Square	40,246
	df	3
	Sig.	,000

#### Anti-image Matrices

		LP4	LP5	LP6
Anti-image Covariance	LP4	,361	-,229	-,169
	LP5	-,229	,403	-,103
	LP6	-,169	-,103	,537
Anti-image Correlation	LP4	,667 <sup>a</sup>	-,599	-,383
	LP5	-,599	,699 <sup>a</sup>	-,221
	LP6	-,383	-,221	,805 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

#### Communalities

	Initial	Extraction
LP4	1,000	,836
LP5	1,000	,799
LP6	1,000	,719

Extraction Method:  
Principal Component  
Analysis.

**Component  
Matrix<sup>a</sup>**

	Component
	1
LP4	,914
LP5	,894
LP6	,848

Extraction

Method: Principal

Component

Analysis.

a. 1 components  
extracted.

**Reliability Loyalitas Pelanggan (Perilaku Pembelian)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	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
,858	,862	3

**Factor Analysis Loyalitas Pelanggan (Rekomendasi)**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,686
Bartlett's Test of Sphericity	Approx. Chi-Square	61,600
	df	3
	Sig.	,000

#### Anti-image Matrices

		LP7	LP8	LP9
Anti-image Covariance	LP7	,499	-,019	-,111
	LP8	-,019	,207	-,154
	LP9	-,111	-,154	,179
Anti-image Correlation	LP7	,866 <sup>a</sup>	-,061	-,373
	LP8	-,061	,652 <sup>a</sup>	-,802
	LP9	-,373	-,802	,623 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

#### Communalities

	Initial	Extraction
LP7	1,000	,724
LP8	1,000	,869
LP9	1,000	,908

Extraction Method:  
Principal Component  
Analysis.

#### Component Matrix<sup>a</sup>

	Component
	1
LP7	,851
LP8	,932
LP9	,953

Extraction  
Method: Principal  
Component  
Analysis.

a. 1 components  
extracted.

### Reliability Loyalitas Pelanggan (Rekomendasi)

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	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
,896	,899	3