

## LAMPIRAN 5

### Hasil Uji Validitas Dan Reabilitas Faktor 160 Responden

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

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,784
Bartlett's Test of Sphericity	Approx. Chi-Square	553,579
	df	6
	Sig.	,000

##### Anti-image Matrices

		KP1	KP2	KP3	KP4
Anti-image Covariance	KP1	,297	-,156	,003	-,001
	KP2	-,156	,185	-,073	-,046
	KP3	,003	-,073	,234	-,150
	KP4	-,001	-,046	-,150	,274
Anti-image Correlation	KP1	,777 <sup>a</sup>	-,667	,011	-,003
	KP2	-,667	,760 <sup>a</sup>	-,349	-,202
	KP3	,011	-,349	,792 <sup>a</sup>	-,591
	KP4	-,003	-,202	-,591	,812 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

##### Communalities

	Initial	Extraction
KP1	1,000	,750
KP2	1,000	,885
KP3	1,000	,838
KP4	1,000	,801

Extraction Method:  
Principal Component  
Analysis.

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

	Component
	1
KP1	,866
KP2	,941
KP3	,915
KP4	,895

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

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

##### Case Processing Summary

		N	%
Cases	Valid	160	100,0
	Excluded <sup>a</sup>	0	,0
	Total	160	100,0

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

##### Reliability Statistics

Cronbach's Alpha	N of Items
,925	4

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

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,689
Bartlett's Test of Sphericity	Approx. Chi-Square	199,915
	df	3
	Sig.	,000

### Anti-image Matrices

		KP5	KP6	KP7
Anti-image Covariance	KP5	,396	-,259	-,164
	KP6	-,259	,427	-,099
	KP7	-,164	-,099	,632
Anti-image Correlation	KP5	,642 <sup>a</sup>	-,629	-,327
	KP6	-,629	,663 <sup>a</sup>	-,191
	KP7	-,327	-,191	,816 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

### Communalities

	Initial	Extraction
KP5	1,000	,818
KP6	1,000	,785
KP7	1,000	,650

Extraction Method:  
Principal Component  
Analysis.

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

	Component
	1
KP5	,905
KP6	,886
KP7	,806

Extraction  
Method: Principal  
Component  
Analysis.

a. 1 components  
extracted.

### Reliability Kualitas Pelayanan (*Reliability*)

#### Case Processing Summary

	N	%
Valid	160	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	160	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,831	3

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

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,875
Bartlett's Test of Sphericity	Approx. Chi-Square	962,955
	df	15
	Sig.	,000

##### Anti-image Matrices

		KP8	KP9	KP10	KP11	KP12	KP13
Anti-image Covariance	KP8	,187	-,090	,030	-,013	-,058	-,018
	KP9	-,090	,109	-,062	-,019	-,030	,021
	KP10	,030	-,062	,170	-,090	,011	-,038
	KP11	-,013	-,019	-,090	,176	-,046	-,055
	KP12	-,058	-,030	,011	-,046	,330	-,072
	KP13	-,018	,021	-,038	-,055	-,072	,626
Anti-image Correlation	KP8	,849 <sup>a</sup>	-,634	,171	-,069	-,235	-,052
	KP9	-,634	,827 <sup>a</sup>	-,455	-,140	-,158	,080
	KP10	,171	-,455	,847 <sup>a</sup>	-,519	,045	-,117
	KP11	-,069	-,140	-,519	,893 <sup>a</sup>	-,192	-,167
	KP12	-,235	-,158	,045	-,192	,946 <sup>a</sup>	-,159
	KP13	-,052	,080	-,117	-,167	-,159	,951 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
KP8	1,000	,807
KP9	1,000	,894
KP10	1,000	,830
KP11	1,000	,859
KP12	1,000	,752
KP13	1,000	,466

Extraction Method:  
Principal Component  
Analysis.

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

	Component
	1
KP8	,898
KP9	,945
KP10	,911
KP11	,927
KP12	,867
KP13	,683

Extraction  
Method: Principal  
Component  
Analysis.

a. 1 components  
extracted.

**Reliability Kualitas Pelayanan (*Responsiveness*)****Case Processing Summary**

		N	%
Cases	Valid	160	100,0
	Excluded <sup>a</sup>	0	,0

Total	160	100,0
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a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,938	6

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

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,816
Bartlett's Test of Sphericity	Approx. Chi-Square	613,184
	df	6
	Sig.	,000

##### Anti-image Matrices

		KP14	KP15	KP16	KP17
Anti-image Covariance	KP14	,288	-,093	-,047	-,043
	KP15	-,093	,437	,011	-,065
	KP16	-,047	,011	,140	-,098
	KP17	-,043	-,065	-,098	,122
Anti-image Correlation	KP14	,911 <sup>a</sup>	-,261	-,236	-,231
	KP15	-,261	,908 <sup>a</sup>	,045	-,284
	KP16	-,236	,045	,760 <sup>a</sup>	-,751
	KP17	-,231	-,284	-,751	,747 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

##### Communalities

	Initial	Extraction
KP14	1,000	,833
KP15	1,000	,711
KP16	1,000	,880
KP17	1,000	,911

Extraction Method:  
Principal Component  
Analysis.

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

	Component
	1
KP14	,913
KP15	,843
KP16	,938
KP17	,955

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

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

**Case Processing Summary**

		N	%
Cases	Valid	160	100,0
	Excluded <sup>a</sup>	0	,0
	Total	160	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,932	4

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

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,732
Bartlett's Test of Sphericity	Approx. Chi-Square	296,112
	df	3
	Sig.	,000

#### Anti-image Matrices

		KP18	KP19	KP20
Anti-image Covariance	KP18	,389	-,173	-,078
	KP19	-,173	,285	-,178
	KP20	-,078	-,178	,374
Anti-image Correlation	KP18	,772 <sup>a</sup>	-,521	-,204
	KP19	-,521	,679 <sup>a</sup>	-,546
	KP20	-,204	-,546	,760 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

#### Communalities

	Initial	Extraction
		n
KP18	1,000	,804
KP19	1,000	,875
KP20	1,000	,811

Extraction Method:  
Principal Component  
Analysis.

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

	Component
	t
	1
KP18	,897
KP19	,935
KP20	,901



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

### Reliability Kualitas Pelayanan (*Emphaty*)

#### Case Processing Summary

		N	%
Cases	Valid	160	100,0
	Excluded <sup>a</sup>	0	,0
	Total	160	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,897	3

### Factor Analysis Kepuasan Pelanggan

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,677
Bartlett's Test of Sphericity	Approx. Chi-Square	312,531
	df	3
	Sig.	,000

#### Anti-image Matrices

		KK1	KK2	KK3
Anti-image Covariance	KK1	,494	-,009	-,150
	KK2	-,009	,277	-,184
	KK3	-,150	-,184	,219
Anti-image	KK1	,808 <sup>a</sup>	-,023	-,457

Correlation	KK2	-,023	,664 <sup>a</sup>	-,745
	KK3	-,457	-,745	,617 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

#### Communalities

	Initial	Extraction
		n
KK1	1,000	,721
KK2	1,000	,833
KK3	1,000	,900

Extraction Method:  
Principal Component  
Analysis.

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

	Component
	1
KK1	,849
KK2	,913
KK3	,949

Extraction  
Method: Principal  
Component  
Analysis.

a. 1 components  
extracted.

#### Reliability Kepuasan Pelanggan

##### Case Processing Summary

		N	%
Cases	Valid	160	100,0
	Excluded <sup>a</sup>	0	,0
	Total	160	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,885	3

**Factor Analysis Loyalitas Pelanggan (Berlangganan)****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,700
Bartlett's Test of Sphericity	Approx. Chi-Square	249,617
	df	3
	Sig.	,000

**Anti-image Matrices**

		LP1	LP2	LP3
Anti-image Covariance	LP1	,500	-,189	-,055
	LP2	-,189	,316	-,219
	LP3	-,055	-,219	,403
Anti-image Correlation	LP1	,779 <sup>a</sup>	-,475	-,122
	LP2	-,475	,643 <sup>a</sup>	-,613
	LP3	-,122	-,613	,707 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
LP1	1,000	,731
LP2	1,000	,863
LP3	1,000	,786

Extraction Method:  
Principal Component  
Analysis.

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

	Component
	1
LP1	,855
LP2	,929
LP3	,886

Extraction  
Method: Principal  
Component  
Analysis.

a. 1 components  
extracted.

#### Reliability Loyalitas Pelanggan (Berlangganan)

##### Case Processing Summary

		N	%
Cases	Valid	160	100,0
	Excluded <sup>a</sup>	0	,0
	Total	160	100,0

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

##### Reliability Statistics

Cronbach's Alpha	N of Items
,868	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	205,108
	df	3
	Sig.	,000

**Anti-image Matrices**

		LP4	LP5	LP6
Anti-image Covariance	LP4	,561	-,182	-,124
	LP5	-,182	,415	-,240
	LP6	-,124	-,240	,455
Anti-image Correlation	LP4	,787 <sup>a</sup>	-,378	-,245
	LP5	-,378	,673 <sup>a</sup>	-,552
	LP6	-,245	-,552	,703 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
		n
LP4	1,000	,708
LP5	1,000	,812
LP6	1,000	,776

Extraction Method:  
Principal Component  
Analysis.

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

	Component
	t
	1
LP4	,841
LP5	,901
LP6	,881

Extraction  
Method: Principal  
Component  
Analysis.

a. 1 components  
extracted.

**Reliability Loyalitas Pelanggan (Perilaku Pembelian)**

### Case Processing Summary

	N	%
Valid	160	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	160	100,0

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

### Factor Analysis Loyalitas Pelanggan (Rekomendasi)

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,738
Bartlett's Test of Sphericity	Approx. Chi-Square	261,098
	df	3
	Sig.	,000

#### Anti-image Matrices

		KP7	KP8	KP9
Anti-image Covariance	KP7	,457	-,135	-,150
	KP8	-,135	,371	-,200
	KP9	-,150	-,200	,358
Anti-image Correlation	KP7	,796 <sup>a</sup>	-,328	-,372
	KP8	-,328	,721 <sup>a</sup>	-,549
	KP9	-,372	-,549	,710 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

#### Communalities

	Initial	Extraction
KP7	1,000	,774
KP8	1,000	,825
KP9	1,000	,834

Extraction Method:  
Principal Component  
Analysis.

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

	Component
	t
	1
KP7	,880
KP8	,908
KP9	,913

Extraction  
Method: Principal  
Component  
Analysis.

a. 1 components  
extracted.

**Reliability Loyalitas Pelanggan (Rekomendasi)**

**Case Processing Summary**

		N	%
Cases	Valid	160	100,0
	Excluded <sup>a</sup>	0	,0
	Total	160	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,883	3