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**Correlations**

		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	TOTALX
X1	Pearson Correlation	1	.871**	.983**	.958**	.983**	1.000**	.938**	.958**	.938**	.938**	.958**	.958**	.938**	.998**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X2	Pearson Correlation	.871**	1	.838**	.784**	.838**	.871**	.855**	.847**	.855**	.929**	.784**	.847**	.855**	.885**
	Sig. (2-tailed)	.000		.001	.004	.001	.000	.001	.001	.001	.000	.004	.001	.001	.000
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3	Pearson Correlation	.983**	.838**	1	.947**	.959**	.983**	.891**	.920**	.954**	.923**	.947**	.947**	.891**	.981**
	Sig. (2-tailed)	.000	.001		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X4	Pearson Correlation	.958**	.784**	.947**	1	.920**	.958**	.939**	.896**	.939**	.899**	.931**	.931**	.858**	.962**
	Sig. (2-tailed)	.000	.004	.000		.000	.000	.000	.000	.000	.000	.000	.000	.001	.000
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X5	Pearson Correlation	.983**	.838**	.959**	.920**	1	.983**	.891**	.974**	.891**	.891**	.974**	.947**	.923**	.981**
	Sig. (2-tailed)	.000	.001	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X6	Pearson Correlation	1.000**	.871**	.983**	.958**	.983**	1	.938**	.958**	.938**	.938**	.958**	.958**	.938**	.998**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X7	Pearson Correlation	.938**	.855**	.891**	.939**	.891**	.938**	1	.899**	.857**	.904**	.858**	.899**	.904**	.941**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000		.000	.001	.000	.001	.000	.000	.000
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X8	Pearson Correlation	.958**	.847**	.920**	.896**	.974**	.958**	.899**	1	.858**	.899**	.965**	.896**	.899**	.962**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000		.001	.000	.000	.000	.000	.000
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X9	Pearson Correlation	.938**	.855**	.954**	.939**	.891**	.938**	.857**	.858**	1	.952**	.899**	.899**	.809**	.944**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.001	.001		.000	.000	.000	.003	.000
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X10	Pearson Correlation	.938**	.929**	.923**	.899**	.891**	.938**	.904**	.899**	.952**	1	.858**	.899**	.857**	.948**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.001	.000	.001	.000
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X10	Pearson Correlation	.958**	.784**	.947**	.931**	.974**	.958**	.858**	.965**	.899**	.858**	1	.896**	.858**	.959**
	Sig. (2-tailed)	.000	.004	.000	.000	.000	.000	.001	.000	.000	.001		.000	.001	.000
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X12	Pearson Correlation	.958**	.847**	.947**	.931**	.947**	.958**	.899**	.896**	.899**	.899**	.896**	1	.899**	.962**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000

	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X13	Pearson Correlation	.938**	.855**	.891**	.858**	.923**	.938**	.904**	.899**	.809**	.857**	.858**	.899**	1	.932**
	Sig. (2-tailed)	.000	.001	.000	.001	.000	.000	.000	.000	.003	.001	.001	.000		.000
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10
TOTALX	Pearson Correlation	.998**	.885**	.981**	.962**	.981**	.998**	.941**	.962**	.944**	.948**	.959**	.962**	.932**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10

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

### Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	TOTALY
Y1	Pearson Correlation	1	.917**	.945**	.891**	.917**	.904**	.858**	.904**	.940**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.001	.000	.000
	N	10	10	10	10	10	10	10	10	10
Y2	Pearson Correlation	.917**	1	.983**	.991**	.983**	.917**	.965**	.945**	.993**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	10	10	10	10	10	10	10	10	10
Y3	Pearson Correlation	.945**	.983**	1	.972**	.983**	.917**	.941**	.945**	.991**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	10	10	10	10	10	10	10	10	10
Y4	Pearson Correlation	.891**	.991**	.972**	1	.991**	.923**	.974**	.923**	.989**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	10	10	10	10	10	10	10	10	10
Y5	Pearson Correlation	.917**	.983**	.983**	.991**	1	.945**	.965**	.917**	.993**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	10	10	10	10	10	10	10	10	10
Y6	Pearson Correlation	.904**	.917**	.917**	.923**	.945**	1	.939**	.809**	.944**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.003	.000
	N	10	10	10	10	10	10	10	10	10
Y7	Pearson Correlation	.858**	.965**	.941**	.974**	.965**	.939**	1	.899**	.971**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000		.000	.000
	N	10	10	10	10	10	10	10	10	10
Y8	Pearson Correlation	.904**	.945**	.945**	.923**	.917**	.809**	.899**	1	.944**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.003	.000		.000
	N	10	10	10	10	10	10	10	10	10



TOTALY	Pearson Correlation	.940**	.993**	.991**	.989**	.993**	.944**	.971**	.944**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	10	10	10	10	10	10	10	10	10

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

## Reliabilitas

### Reliability Statistics

Cronbach's Alpha	N of Items
.993	21

## Hasil Uji Regresi Linear Sederhana

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.999 <sup>a</sup>	.999	.999	1.534

a. Predictors: (Constant), Marketing Public Relations

## Hasil Uji Hipotesis

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.005	.175		.027	.978
	Marketing Public Relations	.647	.002	.999	280.757	.000

a. Dependent Variable: Loyalitas Pelanggan

Mean

Descriptive Statistics

	N	Minimum	Maximum	Mean
X1	80	0	1	.65
X2	80	0	1	.16
X3	80	0	1	.98
X4	80	0	1	.94
X5	80	0	1	.64
X6	80	0	1	.89
X7	80	0	1	.24
X8	80	0	1	.83
X9	80	0	1	.20
X10	80	0	1	.91
X11	80	0	1	.92
X12	80	0	1	.51
X13	80	0	1	.61
TOTALX	80	5	12	8.47
Valid N (listwise)	80			

Descriptive Statistics

	N	Minimum	Maximum	Mean
Y1	80	0	1	.77
Y2	80	0	1	.80
Y3	80	0	1	.56
Y4	80	0	1	.85
Y5	80	0	1	.93
Y6	80	0	1	.06
Y7	80	0	1	.71
Y8	80	0	1	.80
TOTALY	80	2	8	5.49
Valid N (listwise)	80			