

LAMPIRAN 2
KUESIONER PENELITIAN



KUESIONER PENELITIAN

No.

Responden yang terhormat kuesioner ini merupakan instrument dalam penelitian dengan judul **“Pengaruh kualitas pelayanan dan harga terhadap loyalitas pelanggan melalui kepuasan pelanggan (Studi kasus Pada Bengkel Motor Trimora Citra Raya Tangerang)”** dalam rangka menyelesaikan tugas akhir pada program Studi Manajemen S1 Fakultas Ekonomi Universitas Esa Unggul, yang dilakukan oleh:

Nama : Anita Rosiana

NIM : 2016010379

Peneliti sangat mengharapkan kesediaan Bapak/Ibu/Saudara/i dapat meluangkan waktunya untuk mengisi kuesioner ini secara lengkap dan benar. Informasi yang diterima dalam kuesioner ini bersifat rahasia dan hanya digunakan untuk kepentingan akademis. Terima kasih atas bantuan dan kerjasama Bapak/Ibu/Saudara/i.

- I. Berilah tanda centang (\checkmark) pada daftar pernyataan kuesioner dengan memperhatikan bobot dan katagori sebagai berikut:

| Bobot | Kategori | Singkatan |
|-------|---------------------|-----------|
| 4 | Sangat Setuju | SS |
| 3 | Setuju | S |
| 2 | Tidak Setuju | TS |
| 1 | Sangat Tidak Setuju | STS |

II. Data Demografi Responden

Jenis Kelamin :

- Laki-laki
 Perempuan

Usia :

- tahun s/d 20 Tahun
 tahun s/d 30 Tahun
 31 Tahun s/d 40 Tahun
 > 40 Tahun

Pendidikan Terakhir :

- SMA
 Sarjana (S1)
 Magister (S2)
 Lain Lain-lain ()

Pekerjaan :

- Mahasiswa/Pelajar
 PNS
 Pegawai Swasta
 Lain-lain ()

Pendapatan (Perbulan) :

- < Rp.3.000.000
 Rp. 3.000.000 – Rp. 5.000.000
 Rp. 5.000.000 - Rp. 10.000.000
 > RP. 10.000.000

Frekuensi Datang di Bengkel Trimora motor Dalam Setahun :

< 10 Kali > 30 kali
 10 Kali

III. Daftar Pernyataan Kuesioner**a. Distribusi Jawaban Responden Kualitas Pelayanan (X₁)**

| Pernyataan | STS | TS | S | SS |
|---|-----|----|---|----|
| 1. Bengkel motor trimora mampu menanggapi keluhan | | | | |
| 2. Bengkel motor trimora memberikan pelayanan yang ramah | | | | |
| 3. Bengkel motor trimora Memberikan informasi produk yang tepat | | | | |
| 4. Pelayanan Bengkel motor trimora cukup cepat | | | | |

b. Distribusi Jawaban Responden Variabel Harga (X₂)

| Pernyataan | STS | TS | S | SS |
|--|-----|----|---|----|
| 5. Harga yang ditawarkan Bengkel motor trimora sesuai dengan manfaat produk yang diperoleh | | | | |
| 6. Harga yang di tetapkan sesuai dengan kualitas yang dirasakan | | | | |
| 7. Harga yang di tawarkan Bengkel motor trimora mampu bersaing | | | | |
| 8. Harga yang di tetapkan bengkel motor trimora lebih ekonomis | | | | |

c. Distribusi Jawaban Responden Variabel Loyalitas Pelanggan (Y)

| Pernyataan | STS | TS | S | SS |
|---|-----|----|---|----|
| 9. Berminat untuk datang kembali ke Bengkel motor trimora karena nilai atau manfaat yang sudah di rasakan | | | | |

| | | | | |
|---|--|--|--|--|
| 10. Tidak terpengaruh terhadap penawaran dari bengkel lain | | | | |
| 11. Bersedia informasi positif kepada orang lain tentang Bengkel motor trimora | | | | |
| 12. Bersedia menyarankan kepada orang lain untuk datang dan service kembali ke Bengkel motor trimora karena manfaat yang di rasakan | | | | |
| 13. Bersedia menyarankan kepada orang lain untuk datang dan service kembali ke Bengkel motor trimora karena pelayanan yang memuaskan | | | | |
| 14. Bersedia menyarankan kepada orang lain untuk datang dan service kembali yang di tawarkan karena fasilitas penunjang yang disediakan memadai | | | | |

d. Distribusi Jawaban Responden Variabel Kepuasan pelanggan (Z)

| Pernyataan | STS | TS | S | SS |
|---|-----|----|---|----|
| 15. Produk yang diperoleh Bapak / Ibu sesuai dengan yang diharapkan | | | | |
| 16. Pelayanan karyawan Bengel motor trimora yang diperoleh sesuai yang di harapkan | | | | |
| 17. Bengkel motor trimora menangani langsung keluhan | | | | |
| 18. Bengkel motor trimora menghubungi Bapak / Ibu yang tidak melakukan service kendaraan lagi | | | | |
| 19. Bengkel motor trimora bertindak cepat terhadap komplain | | | | |
| 20. Bengkel motor trimora menghubungi pelanggan jika ada program diskon | | | | |

IV. Ucapan Terima kasih

Saya ucapkan banyak terima kasih atas kesediaan Bapak/Ibu/Saudara/i yang telah meluangkan waktunya mengisi kuesioner ini secara lengkap dan benar. Semoga dengan penelitian ini menjadi bahan masukan bagi pihak Bengkel Motor Trimora Citra Raya Tangerang untuk melakukan evaluasi ke arah yang lebih baik.

LAMPIRAN 3

TABULASI DATA PRE TEST 30 RESPONDEN

| X1 | kualitas pelayanan | | | | X2 | Harga | | | | Y | loyalitas pelanggan | | | | Z | kepuasan pelanggan | | | | |
|----|--------------------|---|---|---|----|-------|---|---|---|----|---------------------|----|----|----|---|--------------------|----|----|----|----|
| | 1 | 2 | 3 | 4 | | 5 | 6 | 7 | 8 | | 9 | 10 | 11 | 12 | | 13 | 14 | 15 | 16 | 17 |
| 1 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 3 |
| 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 6 | 4 | 4 | 4 | 4 | 6 | 4 | 4 | 4 | 4 | 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 7 | 4 | 3 | 4 | 4 | 7 | 4 | 3 | 4 | 4 | 7 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 8 | 4 | 4 | 4 | 4 | 8 | 4 | 4 | 4 | 4 | 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 9 | 4 | 4 | 4 | 4 | 9 | 4 | 4 | 4 | 4 | 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 10 | 4 | 3 | 4 | 4 | 10 | 4 | 3 | 4 | 4 | 10 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 11 | 4 | 4 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 12 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 13 | 3 | 3 | 3 | 2 | 13 | 3 | 3 | 3 | 2 | 13 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 3 |
| 14 | 4 | 4 | 4 | 4 | 14 | 4 | 4 | 4 | 4 | 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 15 | 4 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 16 | 4 | 3 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 17 | 4 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 18 | 4 | 4 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 19 | 4 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 20 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 21 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 22 | 3 | 3 | 3 | 2 | 22 | 3 | 3 | 3 | 4 | 22 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 3 |
| 23 | 4 | 4 | 4 | 3 | 23 | 4 | 4 | 4 | 3 | 23 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |
| 24 | 4 | 3 | 4 | 4 | 24 | 4 | 3 | 4 | 4 | 24 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 25 | 4 | 4 | 4 | 4 | 25 | 4 | 4 | 4 | 4 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 26 | 4 | 4 | 4 | 4 | 26 | 4 | 4 | 4 | 4 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 27 | 4 | 3 | 4 | 4 | 27 | 4 | 3 | 4 | 4 | 27 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 28 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 29 | 4 | 4 | 4 | 4 | 29 | 4 | 4 | 4 | 4 | 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 30 | 4 | 3 | 4 | 4 | 30 | 4 | 3 | 4 | 4 | 30 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |

LAMPIRAN 4

TABULASI DATA PENELITIAN 100 RESPONDE

| X1 | kualitas pelayanan | | | | X2 | Harga | | | | Y | loyalitas pelanggan | | | | | | Z | kepuasan pelanggan | | | | | | | | | |
|----|--------------------|---|---|---|----|-------|---|---|---|---|---------------------|----|----|----|----|---|---|--------------------|----|----|----|----|----|---|----|---|----|
| | 1 | 2 | 3 | 4 | | 5 | 6 | 7 | 8 | | 9 | 10 | 11 | 12 | 13 | # | | 15 | 16 | 17 | 18 | 19 | 20 | | | | |
| 1 | 4 | 4 | 4 | 4 | 16 | 1 | 4 | 4 | 4 | 4 | 16 | 1 | 4 | 4 | 4 | 4 | 4 | 24 | 1 | 4 | 4 | 4 | 4 | 4 | 24 | | |
| 2 | 3 | 3 | 3 | 2 | 11 | 2 | 3 | 3 | 3 | 2 | 11 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 17 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 3 | 4 | 4 | 2 | 1 | 15 | 3 | 4 | 1 | 2 | 3 | 15 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 4 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 3 | 1 | 2 | 2 | 3 | 15 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 5 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 6 | 4 | 4 | 4 | 4 | 16 | 6 | 4 | 4 | 4 | 4 | 16 | 6 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 6 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 7 | 4 | 3 | 4 | 4 | 15 | 7 | 4 | 3 | 4 | 4 | 15 | 7 | 4 | 3 | 4 | 4 | 4 | 3 | 22 | 7 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 8 | 4 | 4 | 4 | 4 | 16 | 8 | 4 | 4 | 4 | 4 | 16 | 8 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 8 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 9 | 4 | 4 | 4 | 4 | 16 | 9 | 4 | 4 | 4 | 4 | 16 | 9 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 9 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 10 | 4 | 3 | 4 | 4 | 15 | 10 | 4 | 3 | 4 | 4 | 15 | 10 | 4 | 3 | 4 | 4 | 4 | 3 | 22 | 10 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 11 | 4 | 4 | 4 | 4 | 16 | 11 | 4 | 4 | 4 | 4 | 16 | 11 | 4 | 2 | 3 | 3 | 4 | 1 | 24 | 11 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 12 | 4 | 4 | 4 | 4 | 16 | 12 | 4 | 4 | 4 | 4 | 16 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 13 | 3 | 3 | 3 | 2 | 11 | 13 | 3 | 3 | 3 | 2 | 11 | 13 | 3 | 3 | 3 | 2 | 3 | 3 | 17 | 13 | 3 | 3 | 3 | 2 | 3 | 3 | 17 |
| 14 | 4 | 4 | 4 | 4 | 16 | 14 | 4 | 4 | 4 | 4 | 16 | 14 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 14 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 15 | 4 | 4 | 4 | 4 | 16 | 15 | 4 | 4 | 4 | 4 | 16 | 15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 15 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 16 | 4 | 3 | 4 | 4 | 15 | 16 | 4 | 3 | 4 | 4 | 15 | 16 | 4 | 3 | 4 | 4 | 4 | 3 | 22 | 16 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 17 | 4 | 4 | 4 | 4 | 16 | 17 | 4 | 4 | 4 | 4 | 16 | 17 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 17 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 18 | 4 | 4 | 4 | 4 | 16 | 18 | 4 | 4 | 4 | 4 | 16 | 18 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 18 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 19 | 4 | 4 | 4 | 4 | 16 | 19 | 4 | 4 | 4 | 4 | 16 | 19 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 19 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 20 | 4 | 4 | 4 | 4 | 16 | 20 | 4 | 4 | 4 | 4 | 16 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 21 | 4 | 4 | 4 | 4 | 16 | 21 | 4 | 4 | 4 | 4 | 16 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 22 | 3 | 3 | 3 | 2 | 11 | 22 | 3 | 3 | 3 | 4 | 13 | 22 | 3 | 3 | 3 | 2 | 3 | 3 | 17 | 22 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 23 | 4 | 4 | 4 | 3 | 15 | 23 | 4 | 4 | 4 | 3 | 15 | 23 | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 23 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 24 | 4 | 3 | 4 | 4 | 15 | 24 | 4 | 3 | 4 | 4 | 15 | 24 | 4 | 3 | 4 | 4 | 4 | 3 | 22 | 24 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 25 | 4 | 4 | 4 | 4 | 16 | 25 | 4 | 4 | 4 | 4 | 16 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 26 | 4 | 4 | 4 | 4 | 16 | 26 | 4 | 4 | 4 | 4 | 16 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 27 | 4 | 3 | 4 | 4 | 15 | 27 | 4 | 3 | 4 | 4 | 15 | 27 | 4 | 3 | 4 | 4 | 4 | 3 | 22 | 27 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 28 | 4 | 4 | 4 | 4 | 16 | 28 | 4 | 4 | 4 | 4 | 16 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 29 | 4 | 4 | 4 | 4 | 16 | 29 | 4 | 4 | 4 | 4 | 16 | 29 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 29 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 30 | 4 | 3 | 4 | 4 | 15 | 30 | 4 | 3 | 4 | 4 | 15 | 30 | 4 | 3 | 4 | 4 | 4 | 3 | 22 | 30 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 31 | 4 | 4 | 4 | 4 | 16 | 31 | 4 | 4 | 4 | 4 | 16 | 31 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 31 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 32 | 3 | 3 | 3 | 2 | 11 | 32 | 3 | 3 | 3 | 2 | 11 | 32 | 3 | 3 | 3 | 2 | 3 | 3 | 17 | 32 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 33 | 4 | 4 | 4 | 3 | 15 | 33 | 4 | 4 | 4 | 3 | 15 | 33 | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 33 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 34 | 4 | 3 | 4 | 4 | 15 | 34 | 4 | 3 | 4 | 4 | 15 | 34 | 4 | 3 | 4 | 4 | 4 | 3 | 22 | 34 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 35 | 4 | 4 | 4 | 4 | 16 | 35 | 4 | 4 | 4 | 4 | 16 | 35 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 35 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 36 | 4 | 4 | 4 | 4 | 16 | 36 | 4 | 4 | 4 | 4 | 16 | 36 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 36 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 37 | 4 | 3 | 4 | 4 | 15 | 37 | 4 | 3 | 4 | 4 | 15 | 37 | 4 | 3 | 4 | 4 | 4 | 3 | 22 | 37 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 38 | 4 | 4 | 4 | 4 | 16 | 38 | 4 | 4 | 4 | 4 | 16 | 38 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 38 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 39 | 4 | 4 | 4 | 4 | 16 | 39 | 4 | 4 | 4 | 4 | 16 | 39 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 39 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 40 | 4 | 3 | 4 | 4 | 15 | 40 | 4 | 3 | 4 | 4 | 15 | 40 | 4 | 3 | 4 | 4 | 4 | 3 | 22 | 40 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|----|----|---|---|---|---|----|----|---|---|---|---|----|----|---|---|---|---|---|----|----|
| 41 | 4 | 4 | 4 | 4 | 16 | 41 | 4 | 4 | 4 | 4 | 16 | 41 | 4 | 4 | 4 | 4 | 24 | 41 | 4 | 4 | 4 | 4 | 4 | 24 | |
| 42 | 4 | 4 | 4 | 4 | 16 | 42 | 4 | 4 | 4 | 4 | 16 | 42 | 4 | 4 | 4 | 4 | 24 | 42 | 4 | 4 | 4 | 4 | 4 | 24 | |
| 43 | 3 | 3 | 3 | 2 | 11 | 43 | 3 | 3 | 3 | 2 | 11 | 43 | 3 | 3 | 3 | 2 | 17 | 43 | 3 | 3 | 3 | 2 | 3 | 3 | 17 |
| 44 | 4 | 4 | 4 | 4 | 16 | 44 | 4 | 4 | 4 | 4 | 16 | 44 | 4 | 4 | 4 | 4 | 24 | 44 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 45 | 4 | 4 | 4 | 4 | 16 | 45 | 4 | 4 | 4 | 4 | 16 | 45 | 4 | 4 | 4 | 4 | 24 | 45 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 46 | 4 | 3 | 4 | 4 | 15 | 46 | 4 | 3 | 4 | 4 | 15 | 46 | 4 | 3 | 4 | 4 | 22 | 46 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 47 | 4 | 4 | 4 | 4 | 16 | 47 | 4 | 4 | 4 | 4 | 16 | 47 | 4 | 4 | 4 | 4 | 24 | 47 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 48 | 4 | 4 | 4 | 4 | 16 | 48 | 4 | 4 | 4 | 4 | 16 | 48 | 4 | 4 | 4 | 4 | 24 | 48 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 49 | 4 | 4 | 4 | 4 | 16 | 49 | 4 | 4 | 4 | 4 | 16 | 49 | 4 | 4 | 4 | 4 | 24 | 49 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 50 | 4 | 4 | 4 | 4 | 16 | 50 | 4 | 4 | 4 | 4 | 16 | 50 | 4 | 4 | 4 | 4 | 24 | 50 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 51 | 4 | 4 | 4 | 4 | 16 | 51 | 4 | 4 | 4 | 4 | 16 | 51 | 4 | 4 | 4 | 4 | 24 | 51 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 52 | 3 | 3 | 3 | 2 | 11 | 52 | 3 | 3 | 3 | 4 | 13 | 52 | 3 | 3 | 3 | 2 | 17 | 52 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 53 | 4 | 4 | 4 | 3 | 15 | 53 | 4 | 4 | 4 | 3 | 15 | 53 | 4 | 4 | 4 | 3 | 23 | 53 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 54 | 4 | 3 | 4 | 4 | 15 | 54 | 4 | 3 | 4 | 4 | 15 | 54 | 4 | 3 | 4 | 4 | 22 | 54 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 55 | 4 | 4 | 4 | 4 | 16 | 55 | 4 | 4 | 4 | 4 | 16 | 55 | 4 | 4 | 4 | 4 | 24 | 55 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 56 | 4 | 4 | 4 | 4 | 16 | 56 | 4 | 4 | 4 | 4 | 16 | 56 | 4 | 4 | 4 | 4 | 24 | 56 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 57 | 4 | 3 | 4 | 4 | 15 | 57 | 4 | 3 | 4 | 4 | 15 | 57 | 4 | 3 | 4 | 4 | 22 | 57 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 58 | 4 | 4 | 4 | 4 | 16 | 58 | 4 | 4 | 4 | 4 | 16 | 58 | 4 | 4 | 4 | 4 | 24 | 58 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 59 | 4 | 4 | 4 | 4 | 16 | 59 | 4 | 4 | | 4 | 12 | 59 | 4 | 4 | 4 | 4 | 24 | 59 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 60 | 4 | 3 | 4 | 4 | 15 | 60 | 4 | 3 | 4 | 4 | 15 | 60 | 4 | 3 | 4 | 4 | 22 | 60 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 61 | 4 | 4 | 4 | 4 | 16 | 61 | 4 | 4 | 4 | 4 | 16 | 61 | 4 | 4 | 4 | 4 | 24 | 61 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 62 | 3 | 3 | 3 | 2 | 11 | 62 | 3 | 3 | 3 | 2 | 11 | 62 | 3 | 3 | 3 | 2 | 17 | 62 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 63 | 4 | 4 | 4 | 3 | 15 | 63 | 4 | 4 | 4 | 3 | 15 | 63 | 4 | 4 | 4 | 3 | 23 | 63 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 64 | 4 | 3 | 4 | 4 | 15 | 64 | 4 | 3 | 4 | 4 | 15 | 64 | 4 | 3 | 4 | 4 | 22 | 64 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 65 | 4 | 4 | 4 | 4 | 16 | 65 | 4 | 4 | 4 | 4 | 16 | 65 | 4 | 4 | 4 | 4 | 24 | 65 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 66 | 4 | 4 | 4 | 4 | 16 | 66 | 4 | 4 | 4 | 4 | 16 | 66 | 4 | 4 | 4 | 4 | 24 | 66 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 67 | 4 | 3 | 4 | 4 | 15 | 67 | 4 | 3 | 4 | 4 | 15 | 67 | 4 | 3 | 4 | 4 | 22 | 67 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 68 | 4 | 4 | 4 | 4 | 16 | 68 | 4 | 4 | 4 | 4 | 16 | 68 | 4 | 4 | 4 | 4 | 24 | 68 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 69 | 4 | 4 | 4 | 4 | 16 | 69 | 4 | 4 | 4 | 4 | 16 | 69 | 4 | 4 | 4 | 4 | 24 | 69 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 70 | 4 | 3 | 4 | 4 | 15 | 70 | 4 | 3 | 4 | 4 | 15 | 70 | 4 | 3 | 4 | 4 | 22 | 70 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 71 | 4 | 4 | 4 | 4 | 16 | 71 | 4 | 4 | 4 | 4 | 16 | 71 | 4 | 4 | 4 | 4 | 24 | 71 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 72 | 4 | 4 | 4 | 4 | 16 | 72 | 4 | 4 | 4 | 4 | 16 | 72 | 4 | 4 | 4 | 4 | 24 | 72 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 73 | 3 | 3 | 3 | 2 | 11 | 73 | 3 | 3 | 3 | 2 | 11 | 73 | 3 | 3 | 3 | 2 | 17 | 73 | 3 | 3 | 3 | 2 | 3 | 3 | 17 |
| 74 | 4 | 4 | 4 | 4 | 16 | 74 | 4 | 4 | 4 | 4 | 16 | 74 | 4 | 4 | 4 | 4 | 24 | 74 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 75 | 4 | 4 | 4 | 4 | 16 | 75 | 4 | 4 | 4 | 4 | 16 | 75 | 4 | 4 | 4 | 4 | 24 | 75 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 76 | 4 | 3 | 4 | 4 | 15 | 76 | 4 | 3 | 4 | 4 | 15 | 76 | 4 | 3 | 4 | 4 | 22 | 76 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 77 | 4 | 4 | 4 | 4 | 16 | 77 | 4 | 4 | 4 | 4 | 16 | 77 | 4 | 4 | 4 | 4 | 24 | 77 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

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|-----|---|---|---|---|----|-----|---|---|---|---|----|-----|---|---|---|---|----|-----|---|---|---|---|----|
| 78 | 4 | 4 | 4 | 4 | 16 | 78 | 4 | 4 | 4 | 4 | 16 | 78 | 4 | 4 | 4 | 4 | 24 | 78 | 4 | 4 | 4 | 4 | 24 |
| 79 | 4 | 4 | 4 | 4 | 16 | 79 | 4 | 4 | 4 | 4 | 16 | 79 | 4 | 4 | 4 | 4 | 24 | 79 | 4 | 4 | 4 | 4 | 24 |
| 80 | 4 | 4 | 4 | 4 | 16 | 80 | 4 | 4 | 4 | 4 | 16 | 80 | 4 | 4 | 4 | 4 | 24 | 80 | 4 | 4 | 4 | 4 | 24 |
| 81 | 4 | 4 | 4 | 4 | 16 | 81 | 4 | 4 | 4 | 4 | 16 | 81 | 4 | 4 | 4 | 4 | 24 | 81 | 4 | 4 | 4 | 4 | 24 |
| 82 | 3 | 3 | 3 | 2 | 11 | 82 | 3 | 3 | 3 | 4 | 13 | 82 | 3 | 3 | 3 | 2 | 17 | 82 | 3 | 3 | 3 | 4 | 19 |
| 83 | 4 | 4 | 4 | 3 | 15 | 83 | 4 | 4 | 4 | 3 | 15 | 83 | 4 | 4 | 4 | 3 | 23 | 83 | 4 | 4 | 4 | 3 | 23 |
| 84 | 4 | 3 | 4 | 4 | 15 | 84 | 4 | 3 | 4 | 4 | 15 | 84 | 4 | 3 | 4 | 4 | 22 | 84 | 4 | 3 | 4 | 4 | 22 |
| 85 | 4 | 4 | 4 | 4 | 16 | 85 | 4 | 4 | 4 | 4 | 16 | 85 | 4 | 4 | 4 | 4 | 24 | 85 | 4 | 4 | 4 | 4 | 24 |
| 86 | 4 | 4 | 4 | 4 | 16 | 86 | 4 | 4 | 4 | 4 | 16 | 86 | 4 | 4 | 4 | 4 | 24 | 86 | 4 | 4 | 4 | 4 | 24 |
| 87 | 4 | 3 | 4 | 4 | 15 | 87 | 4 | 3 | 4 | 4 | 15 | 87 | 4 | 3 | 4 | 4 | 22 | 87 | 4 | 3 | 4 | 4 | 22 |
| 88 | 4 | 4 | 4 | 4 | 16 | 88 | 4 | 4 | 4 | 4 | 16 | 88 | 4 | 4 | 4 | 4 | 24 | 88 | 4 | 4 | 4 | 4 | 24 |
| 89 | 4 | 4 | 4 | 4 | 16 | 89 | 4 | 4 | 4 | 4 | 12 | 89 | 4 | 4 | 4 | 4 | 24 | 89 | 4 | 4 | 4 | 3 | 23 |
| 90 | 4 | 3 | 4 | 4 | 15 | 90 | 4 | 3 | 4 | 4 | 15 | 90 | 4 | 3 | 4 | 4 | 22 | 90 | 4 | 3 | 4 | 4 | 22 |
| 91 | 4 | 4 | 4 | 4 | 16 | 91 | 4 | 4 | 4 | 4 | 16 | 91 | 4 | 4 | 4 | 4 | 24 | 91 | 4 | 4 | 4 | 4 | 24 |
| 92 | 3 | 3 | 3 | 2 | 11 | 92 | 3 | 3 | 3 | 2 | 11 | 92 | 3 | 3 | 3 | 2 | 17 | 92 | 3 | 3 | 3 | 4 | 19 |
| 93 | 4 | 4 | 4 | 3 | 15 | 93 | 4 | 4 | 4 | 3 | 15 | 93 | 4 | 4 | 4 | 3 | 23 | 93 | 4 | 4 | 4 | 3 | 23 |
| 94 | 4 | 3 | 4 | 4 | 15 | 94 | 4 | 3 | 4 | 4 | 15 | 94 | 4 | 3 | 4 | 4 | 22 | 94 | 4 | 3 | 4 | 4 | 22 |
| 95 | 4 | 4 | 4 | 4 | 16 | 95 | 4 | 4 | 4 | 4 | 16 | 95 | 4 | 4 | 4 | 4 | 24 | 95 | 4 | 4 | 4 | 4 | 24 |
| 96 | 4 | 4 | 4 | 4 | 16 | 96 | 4 | 4 | 4 | 4 | 16 | 96 | 4 | 4 | 4 | 4 | 24 | 96 | 4 | 4 | 3 | 4 | 23 |
| 97 | 4 | 3 | 4 | 4 | 15 | 97 | 4 | 3 | 4 | 4 | 15 | 97 | 4 | 3 | 4 | 4 | 22 | 97 | 4 | 3 | 4 | 4 | 22 |
| 98 | 4 | 4 | 4 | 4 | 16 | 98 | 4 | 4 | 4 | 4 | 16 | 98 | 4 | 4 | 4 | 4 | 24 | 98 | 4 | 4 | 4 | 4 | 24 |
| 99 | 4 | 4 | 4 | 4 | 16 | 99 | 4 | 4 | 4 | 4 | 16 | 99 | 4 | 4 | 4 | 4 | 24 | 99 | 4 | 4 | 4 | 4 | 24 |
| 100 | 4 | 3 | 4 | 4 | 15 | 100 | 4 | 3 | 4 | 4 | 15 | 100 | 4 | 3 | 4 | 4 | 22 | 100 | 4 | 3 | 4 | 4 | 22 |

| | KUALITAS | HARGA | LOYALITAS | KEPUASAN |
|----|----------|-------|-----------|----------|
| 1 | 16 | 16 | 24 | 24 |
| 2 | 11 | 11 | 17 | 19 |
| 3 | 15 | 15 | 23 | 23 |
| 4 | 15 | 15 | 22 | 22 |
| 5 | 16 | 16 | 24 | 24 |
| 6 | 16 | 16 | 24 | 23 |
| 7 | 15 | 15 | 22 | 22 |
| 8 | 16 | 16 | 24 | 24 |
| 9 | 16 | 16 | 24 | 24 |
| 10 | 15 | 15 | 22 | 22 |
| 11 | 16 | 16 | 24 | 24 |
| 12 | 16 | 16 | 24 | 24 |
| 13 | 11 | 11 | 17 | 17 |
| 14 | 16 | 16 | 24 | 24 |
| 15 | 16 | 16 | 24 | 23 |
| 16 | 15 | 15 | 22 | 22 |
| 17 | 16 | 16 | 24 | 24 |
| 18 | 16 | 16 | 24 | 24 |
| 19 | 16 | 16 | 24 | 24 |
| 20 | 16 | 16 | 24 | 24 |

| | | | | |
|----|----|----|----|----|
| 21 | 16 | 16 | 24 | 24 |
| 22 | 11 | 13 | 17 | 19 |
| 23 | 15 | 15 | 23 | 23 |
| 24 | 15 | 15 | 22 | 22 |
| 25 | 16 | 16 | 24 | 24 |
| 26 | 16 | 16 | 24 | 24 |
| 27 | 15 | 15 | 22 | 22 |
| 28 | 16 | 16 | 24 | 24 |
| 29 | 16 | 12 | 24 | 23 |
| 30 | 15 | 15 | 22 | 22 |
| 31 | 16 | 16 | 24 | 24 |
| 32 | 11 | 11 | 17 | 19 |
| 33 | 15 | 15 | 23 | 23 |
| 34 | 15 | 15 | 22 | 22 |
| 35 | 16 | 16 | 24 | 24 |
| 36 | 16 | 16 | 24 | 23 |
| 37 | 15 | 15 | 22 | 22 |
| 38 | 16 | 16 | 24 | 24 |
| 39 | 16 | 16 | 24 | 24 |
| 40 | 15 | 15 | 22 | 22 |
| 41 | 16 | 16 | 24 | 24 |
| 42 | 16 | 16 | 24 | 24 |
| 43 | 11 | 11 | 17 | 17 |
| 44 | 16 | 16 | 24 | 24 |
| 45 | 16 | 16 | 24 | 23 |
| 46 | 15 | 15 | 22 | 22 |
| 47 | 16 | 16 | 24 | 24 |
| 48 | 16 | 16 | 24 | 24 |
| 49 | 16 | 16 | 24 | 24 |
| 50 | 16 | 16 | 24 | 24 |
| 51 | 16 | 16 | 24 | 24 |
| 52 | 11 | 13 | 17 | 19 |
| 53 | 15 | 15 | 23 | 23 |
| 54 | 15 | 15 | 22 | 22 |
| 55 | 16 | 16 | 24 | 24 |
| 56 | 16 | 16 | 24 | 24 |
| 57 | 15 | 15 | 22 | 22 |
| 58 | 16 | 16 | 24 | 24 |
| 59 | 16 | 12 | 24 | 23 |
| 60 | 15 | 15 | 22 | 22 |
| 61 | 16 | 16 | 24 | 24 |
| 62 | 11 | 11 | 17 | 19 |
| 63 | 15 | 15 | 23 | 23 |
| 64 | 15 | 15 | 22 | 22 |
| 65 | 16 | 16 | 24 | 24 |
| 66 | 16 | 16 | 24 | 23 |
| 67 | 15 | 15 | 22 | 22 |
| 68 | 16 | 16 | 24 | 24 |
| 69 | 16 | 16 | 24 | 24 |
| 70 | 15 | 15 | 22 | 22 |
| 71 | 16 | 16 | 24 | 24 |
| 72 | 16 | 16 | 24 | 24 |
| 73 | 11 | 11 | 17 | 17 |
| 74 | 16 | 16 | 24 | 24 |
| 75 | 16 | 16 | 24 | 23 |
| 76 | 15 | 15 | 22 | 22 |
| 77 | 16 | 16 | 24 | 24 |

| | | | | |
|-----|----|----|----|----|
| 78 | 16 | 16 | 24 | 24 |
| 79 | 16 | 16 | 24 | 24 |
| 80 | 16 | 16 | 24 | 24 |
| 81 | 16 | 16 | 24 | 24 |
| 82 | 11 | 13 | 17 | 19 |
| 83 | 15 | 15 | 23 | 23 |
| 84 | 15 | 15 | 22 | 22 |
| 85 | 16 | 16 | 24 | 24 |
| 86 | 16 | 16 | 24 | 24 |
| 87 | 15 | 15 | 22 | 22 |
| 88 | 16 | 16 | 24 | 24 |
| 89 | 16 | 12 | 24 | 23 |
| 90 | 15 | 15 | 22 | 22 |
| 91 | 16 | 16 | 24 | 24 |
| 92 | 11 | 11 | 17 | 19 |
| 93 | 15 | 15 | 23 | 23 |
| 94 | 15 | 15 | 22 | 22 |
| 95 | 16 | 16 | 24 | 24 |
| 96 | 16 | 16 | 24 | 23 |
| 97 | 15 | 15 | 22 | 22 |
| 98 | 16 | 16 | 24 | 24 |
| 99 | 16 | 16 | 24 | 24 |
| 100 | 15 | 15 | 22 | 22 |

LAMPIRAN 5
KARAKTERISTIK RESPONDEN

| KETERANGAN | JUMAH RESPONDEN | TOTAL |
|------------------|-----------------|-------|
| USIA | 8 | 100 |
| | 40 | |
| | 29 | |
| | 23 | |
| PENDIDIKAN | 6 | 100 |
| | 24 | |
| | 65 | |
| | 5 | |
| PEKERJAAN | 29 | 100 |
| | 17 | |
| | 39 | |
| | 15 | |
| PENDAPATAN | 5 | 100 |
| | 27 | |
| | 51 | |
| | 17 | |
| FREKUENSI DATANG | 11 | 100 |
| | 22 | |
| | 67 | |

LAMPIRAN 6**UJI VALIDITAS DAN UJI RELIABILITAS****UJI VALIDITAS KUALITAS PELAYANAN****Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----------|-------------------------------|-----------------------------------|--------------------------------------|---------------------------------|-------------------------------------|
| VAR00001 | 11.30 | 1.459 | .926 | . | .747 |
| VAR00002 | 11.53 | 1.499 | .431 | . | .904 |
| VAR00003 | 11.30 | 1.459 | .926 | . | .747 |
| VAR00004 | 11.47 | .878 | .790 | . | .789 |

UJI RELIABILITAS KUALITAS PELAYANAN**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|---|------------|
| .841 | .900 | 4 |

UJI VALIDITAS HARGA**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----------|-------------------------------|-----------------------------------|--------------------------------------|---------------------------------|-------------------------------------|
| VAR00001 | 11.33 | 1.126 | .852 | .814 | .631 |
| VAR00002 | 11.57 | 1.151 | .380 | .242 | .827 |
| VAR00003 | 11.37 | 1.137 | .698 | .727 | .673 |
| VAR00004 | 11.43 | .875 | .576 | .494 | .741 |

UJI RELIABILITAS HARGA**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|---|------------|
| .772 | .821 | 4 |

UJI VALIDITAS LOYALITAS PELANGGAN**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----------|-------------------------------|-----------------------------------|--------------------------------------|---------------------------------|-------------------------------------|
| VAR00001 | 18.87 | 3.430 | .891 | . | .865 |
| VAR00002 | 19.10 | 3.197 | .644 | . | .891 |
| VAR00003 | 18.87 | 3.430 | .891 | . | .865 |
| VAR00004 | 19.03 | 2.585 | .747 | . | .893 |
| VAR00005 | 18.87 | 3.430 | .891 | . | .865 |
| VAR00006 | 19.10 | 3.197 | .644 | . | .891 |

UJI RELIABILITAS LOYALITAS PELANGGAN**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|---|------------|
| .896 | .930 | 6 |

UJI VALIDITAS KEPUASAN PELANGGAN**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----------|-------------------------------|-----------------------------------|--------------------------------------|---------------------------------|-------------------------------------|
| VAR00001 | 18.90 | 2.990 | .770 | . | .842 |
| VAR00002 | 19.17 | 2.489 | .669 | . | .843 |
| VAR00003 | 18.93 | 2.823 | .794 | . | .831 |
| VAR00004 | 19.03 | 2.447 | .568 | . | .874 |
| VAR00005 | 18.97 | 2.723 | .778 | . | .827 |
| VAR00006 | 19.17 | 2.489 | .669 | . | .843 |

UJI RELIABILITAS LOYALITAS PELANGGAN

| Reliability Statistics | | |
|------------------------|---|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .865 | .896 | 6 |

LAMPIRAN 7**DESKRIPSI INDEKS****TABEL FREKUENSI KUALITAS PELAYANAN****VAR00001**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| Valid 3 | 10 | 10.0 | 10.0 | 10.0 |
| Valid 4 | 90 | 90.0 | 90.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

VAR00002

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| Valid 3 | 34 | 34.0 | 34.0 | 34.0 |
| Valid 4 | 66 | 66.0 | 66.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

VAR00003

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| Valid 3 | 10 | 10.0 | 10.0 | 10.0 |
| Valid 4 | 90 | 90.0 | 90.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

VAR00004

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 10 | 10.0 | 10.0 | 10.0 |
| 3 | 7 | 7.0 | 7.0 | 17.0 |
| 4 | 83 | 83.0 | 83.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

TABEL FREKUENSI INDEKS HARGA

VAR00001

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 10 | 10.0 | 10.0 | 10.0 |
| 4 | 90 | 90.0 | 90.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

VAR00002

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 34 | 34.0 | 34.0 | 34.0 |
| 4 | 66 | 66.0 | 66.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

VAR00003

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid 3 | 10 | 10.0 | 10.3 | 10.3 |
| 4 | 87 | 87.0 | 89.7 | 100.0 |
| Total | 97 | 97.0 | 100.0 | |
| Missing System | 3 | 3.0 | | |
| Total | 100 | 100.0 | | |

VAR00004

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| Valid 2 | 7 | 7.0 | 7.0 | 7.0 |
| Valid 3 | 7 | 7.0 | 7.0 | 14.0 |
| Valid 4 | 86 | 86.0 | 86.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

TABEL FREKUENSI INDEKS LOYALITAS PELANGGAN

VAR00001

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| Valid 3 | 10 | 10.0 | 10.0 | 10.0 |
| Valid 4 | 90 | 90.0 | 90.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

VAR00002

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| Valid 3 | 34 | 34.0 | 34.0 | 34.0 |
| Valid 4 | 66 | 66.0 | 66.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

VAR00003

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| Valid 3 | 10 | 10.0 | 10.0 | 10.0 |
| Valid 4 | 90 | 90.0 | 90.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

VAR00004

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| Valid 2 | 10 | 10.0 | 10.0 | 10.0 |
| 3 | 7 | 7.0 | 7.0 | 17.0 |
| 4 | 83 | 83.0 | 83.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

VAR00005

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| Valid 3 | 10 | 10.0 | 10.0 | 10.0 |
| 4 | 90 | 90.0 | 90.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

VAR00006

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| Valid 3 | 34 | 34.0 | 34.0 | 34.0 |
| 4 | 66 | 66.0 | 66.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

TABEL FREKUENSI INDEKS KEPUASAN PELANGGAN**VAR00001**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| Valid 3 | 10 | 10.0 | 10.0 | 10.0 |
| 4 | 90 | 90.0 | 90.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

VAR00002

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| 3 | 34 | 34.0 | 34.0 | 34.0 |
| Valid 4 | 66 | 66.0 | 66.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

VAR00003

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| 3 | 17 | 17.0 | 17.0 | 17.0 |
| Valid 4 | 83 | 83.0 | 83.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

VAR00004

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| 2 | 3 | 3.0 | 3.0 | 3.0 |
| Valid 3 | 10 | 10.0 | 10.0 | 13.0 |
| 4 | 87 | 87.0 | 87.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

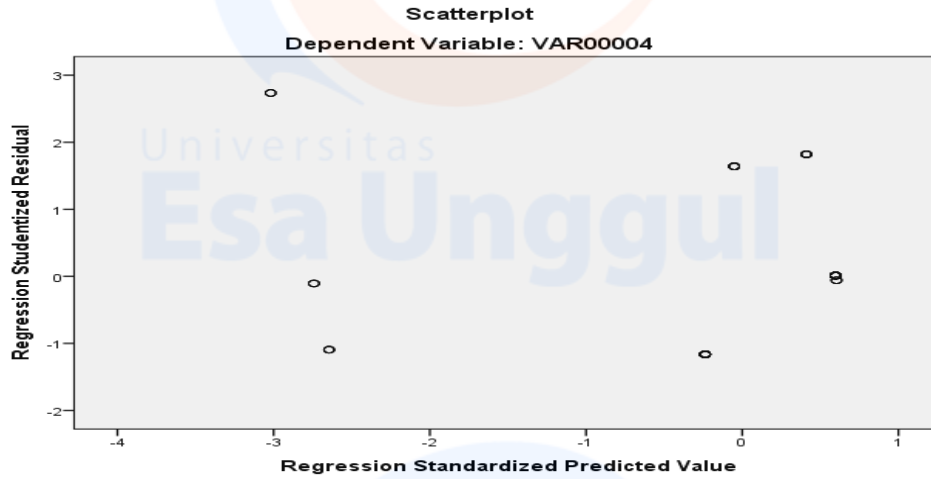
VAR00005

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| 3 | 10 | 10.0 | 10.0 | 10.0 |
| Valid 4 | 90 | 90.0 | 90.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

VAR00006

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|-----------------------|
| 3 | 34 | 34.0 | 34.0 | 34.0 |
| Valid 4 | 66 | 66.0 | 66.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

LAMPIRAN 8
UJI ASUMSI KLASIK



LAMPIRAN 9

JALUR SATU (X1,X2 TERHADAP Z)

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 5.495 | .549 | | 10.000 | .000 |
| 1 VAR00001 | .897 | .067 | .775 | 13.391 | .000 |
| VAR00002 | .243 | .069 | .205 | 3.535 | .001 |

a. Dependent Variable: VAR00003

ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|---------|-------------------|
| 1 Regression | 263.932 | 2 | 131.966 | 519.134 | .000 ^b |
| Residual | 24.658 | 97 | .254 | | |
| Total | 288.590 | 99 | | | |

a. Dependent Variable: VAR00003

b. Predictors: (Constant), VAR00002, VAR00001

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|---|----------|-------------------|----------------------------|---------------|
| 1 | | | | | |

| | | | | | |
|---|-------------------|------|------|------|-------|
| 1 | .956 ^a | .915 | .913 | .504 | 2.106 |
|---|-------------------|------|------|------|-------|

a. Predictors: (Constant), VAR00002, VAR00001

b. Dependent Variable: VAR00003

LAMPIRAN 10
JALUR DUA (X1,X2,Z TERHADAP Y)

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .995 ^a | .989 | .989 | .220 | 2.705 |

a. Predictors: (Constant), VAR00003, VAR00002, VAR00001

b. Dependent Variable: VAR00004

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.800 | .341 | | -2.345 | .021 |
| | VAR00001 | 1.065 | .049 | .748 | 21.623 | .000 |
| | VAR00002 | -.101 | .032 | -.069 | -3.176 | .002 |
| | VAR00003 | .390 | .044 | .317 | 8.817 | .000 |

a. Dependent Variable: VAR00004

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|----------|-------------------|
| 1 | Regression | 432.114 | 3 | 144.038 | 2982.939 | .000 ^b |
| | Residual | 4.636 | 96 | .048 | | |
| | Total | 436.750 | 99 | | | |

a. Dependent Variable: VAR00004

b. Predictors: (Constant), VAR00003, VAR00002, VAR00001