

Lampiran

LAMPIRAN 1 KUISIONER

Kepada Yth
Pelanggan Indomaret *Drive Thru*
Di tempat

Penelitian ini dilakukan rangka penulisan Skripsi Pengaruh “**Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan dengan Mediasi Kepuasan Pelanggan (Studi Pada Layanan *Drive Thru* Indomaret di Dki Jakarta).**”

Mohon kepada Bapak / Ibu / Sdr / i dalam melakukan pengisian dapat memberi tanda cek list (√) ketika memilih salah satu dari kategori jawaban yang dianggap tepat pada kolom yang telah disediakan. Seluruh jawaban akan dirahasiakan.

Penulis mengucapkan terima kasih yang sebesar-besarnya atas bantuan dan kesediaan Bapak / Ibu / Sdr / i untuk menjawab kuisisioner ini.

Jakarta, 1 May 2020

Devy
(xxx nim)

A. Profil Responden

1. Jenis Kelamin

- Laki - laki
 Perempuan

2. Usia

- < 20 Tahun
 20 – 30 Tahun
 31 – 40 Tahun
 41 – 50 Tahun
 >50 Tahun

3. Pendidikan Terakhir

- SMP / Setara
 SMA / Setara
 D3 / D4
 S1

4. Pekerjaan:

- Pelajar
 Karyawan
 Wiraswasta
 Tidak bekerja

5. Penghasilan Perbulan

- a. < Rp 4.000.000
- b. Rp 4.000.000 – Rp 6.000.000
- c. Rp 6.000.000 – Rp 8.000.000
- d. > Rp 8.000.000

6. Pengeluaran perbulan

- a. < Rp 3.000.000
- b. Rp 3.000.000 – Rp 4.000.000
- c. Rp 4.000.000 – Rp 5.000.000
- d. < Rp 5.000.000

7. Kerutinan berbelanja di Indomaret *drive-thru* selama 3 bulan terakhir

- a. < 3 kali
- b. 3 kali – 5 kali
- c. 6 kali – 8 kali
- d. 9 kali – 10 kali
- e. > 10 kali

B. Variabel Penelitian

Petunjuk Pengisian

Jawablah pertanyaan dibawah ini dengan memberi tanda check list (√) pada jawaban yang telah tersedia sesuai dengan tanggapan Anda, dengan alternative jawaban antara lain:

1. STS : Sangat Tidak Setuju
2. TS : Tidak Setuju
3. S : Setuju
4. SS : Sangat Setuju

No	Pertanyaan	STS	TS	S	SS
A	Kualitas pelayanan				
1	Pakaian yang dikenakan karyawan rapih dan bersih				
2	Terdapat papan informasi petunjuk dan promo yang mudah dilihat dan diketahui				
3	Space untuk <i>drive thru</i> cukup luas				
4	Karyawan memberikan barang pesanan secara lengkap sesuai dengan pesanan pelanggan				
5	Karyawan menjelaskan Informasi (harga, promo, jasa) yang akurat saat menjelaskan kepada pelanggan				
6	Karyawan sanggup menanggapi permintaan pelanggan dengan cepat				
7	Karyawan mampu memberikan pelayanan dengan cepat dan tepat waktu				
8	Karyawan selalu tanggap dalam menghadapi kebutuhan dan permintaan pelanggan dengan cepat dan akurat				
9	Karyawan bersedia menerima keluhan dan pelanggan				
10	Karyawan selalu menyapa dengan senyum.				
11	Karyawan selalu berbicara dengan sopan dan ramah				
12	Karyawan tulus dalam memberikan bantuan kepada pelanggan.				
13	Kebersihan dari produk yang diberikan terjaga				

14	Karyawan memberikan masukan / pengertian tentang masalah yang dihadapi pelanggan				
----	--	--	--	--	--

No	Pertanyaan	STS	TS	S	SS
15	Karyawan memahami kebutuhan / keinginan pelanggan				
B	Kepuasan pelanggan				
16	Saya puas setelah menggunakan Layanan Indomaret <i>Drive Thru</i>				
17	Berbelanja dengan Layanan Indomaret <i>Drive thru</i> sesuai dengan harapan Saya				
18	Kualitas Layanan yang diberikan <i>Indomaret Drive Thru</i> sesuai dengan standar layanan <i>drive thru</i> brand lain				
C	Loyalitas pelanggan				
19	Saya akan kembali berbelanja dengan menggunakan Layanan Indomaret <i>Drive Thru</i>				
20	Saya akan tetap berbelanja di Indomaret <i>drive thru</i> meskipun ada penawaran lain				
21	Saya membutuhkan pertimbangan yang besar untuk merubah pilihan tempat berbelanja selain di Indomaret <i>drive thru</i>				
22	Saya akan merekomendasikan Layanan Indomaret <i>Drive thru</i> kepada orang lain				

TABULASI DATA RESPONDEN

Kualitas Pelayanan (X)															
No	X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	X.9	X.10	X.11	X.12	X.13	X.14	X.15
1	4	4	4	4	4	4	2	4	3	4	4	4	4	4	4
2	4	4	4	4	4	4	2	4	3	4	4	4	4	4	4
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	2	4	1	1
5	4	3	3	4	4	4	4	4	4	3	3	4	3	3	3
6	4	3	4	3	4	4	4	4	3	3	3	3	3	3	3
7	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4
8	4	3	3	4	3	4	4	4	3	4	4	4	3	3	4
9	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4
10	2	3	4	4	3	3	2	4	3	3	3	3	4	3	3
11	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4
12	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
13	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
14	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
15	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
16	3	3	2	3	3	3	3	3	3	4	4	3	3	3	3
17	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4
18	3	3	3	4	2	4	4	3	3	4	4	4	4	4	4
19	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3
20	4	3	3	4	3	4	4	4	3	4	4	4	3	3	4
21	3	3	3	4	4	4	3	4	4	3	4	4	4	4	4
22	4	4	4	4	4	4	2	3	3	3	4	4	2	4	4
23	3	4	4	4	4	3	2	3	3	4	4	4	4	4	4
24	4	4	4	4	4	1	2	2	3	4	4	4	2	3	3
25	4	4	4	4	2	4	3	4	4	4	4	4	4	4	4
26	4	4	4	4	2	4	3	4	4	4	4	4	4	4	4
27	4	4	4	4	3	4	3	4	4	4	4	4	4	4	4
28	4	4	4	4	3	4	3	4	4	4	4	4	4	4	4
29	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
30	4	4	4	3	3	3	3	3	4	4	4	3	4	3	4
31	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
32	4	4	4	4	4	2	2	4	4	4	4	4	4	4	4
33	4	4	4	4	4	4	2	3	4	4	3	4	4	4	4
34	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
35	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
36	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4

37	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
38	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
39	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
40	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
41	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
42	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
43	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
44	4	4	3	4	4	4	3	4	3	4	3	4	3	4	4
45	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
46	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
47	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4
48	3	4	3	3	4	4	3	4	3	4	4	3	4	4	3
49	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
50	4	3	4	3	4	4	3	4	3	4	3	4	3	4	3
51	3	4	3	4	4	4	3	4	4	3	4	3	4	3	4
52	3	4	3	4	3	4	3	4	3	4	3	3	4	4	3
53	3	4	3	4	3	4	3	4	3	3	3	4	3	4	4
54	3	4	3	4	3	4	3	4	3	4	3	4	3	4	4
55	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
56	3	4	3	4	3	4	3	3	4	3	4	4	3	3	4
57	3	4	3	4	3	4	3	4	3	4	3	4	3	3	4
58	3	4	3	4	3	4	3	4	4	3	4	3	4	4	3
59	3	4	3	4	3	4	3	4	3	4	4	3	4	3	4
60	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
61	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
62	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
63	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
64	3	4	3	4	4	3	4	3	4	3	4	3	4	3	4
65	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
66	3	4	3	4	3	4	3	4	3	4	3	4	3	3	3
67	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
68	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
69	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
70	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
71	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
72	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
73	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
74	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
75	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
76	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4
77	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4
78	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
79	3	4	3	4	3	4	3	4	4	3	4	3	3	4	3

80	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
81	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
82	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
83	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
84	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
85	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
86	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
87	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
88	3	4	3	4	3	4	3	4	3	3	4	3	4	3	4
89	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
90	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
91	3	4	3	4	3	4	3	4	3	3	4	3	4	3	3
92	3	3	4	3	4	3	4	3	4	3	4	3	4	3	4
93	3	3	4	3	4	3	4	3	4	3	4	3	4	3	4
94	3	4	3	4	3	4	3	4	3	4	3	4	3	4	4
95	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
96	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
97	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
98	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
99	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
100	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
101	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
102	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
103	3	4	3	4	3	4	3	3	4	3	4	3	4	3	3
104	3	4	3	4	3	4	3	4	3	4	3	3	4	3	4
105	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
106	3	4	3	4	3	4	3	4	3	3	4	3	4	3	4
107	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
108	3	4	3	4	3	4	3	4	3	4	3	3	4	3	4
109	3	4	3	4	3	3	4	3	4	3	4	3	4	3	4
110	3	4	3	4	3	3	4	3	4	3	4	3	4	3	4
111	3	4	3	4	3	4	3	4	3	4	4	3	4	3	4
112	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
113	3	4	3	4	3	3	4	3	4	3	4	3	4	3	4
114	4	3	4	3	4	3	4	3	4	3	3	4	4	3	4
115	3	4	3	4	3	4	3	4	3	4	3	4	3	3	4
116	3	4	3	4	3	4	4	3	4	3	3	3	4	4	3
117	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
118	3	4	3	4	3	4	3	4	3	4	3	4	3	3	4
119	3	4	3	3	4	3	4	3	4	3	4	3	4	3	4
120	3	4	4	3	3	4	4	3	4	3	4	3	3	4	3
121	3	4	3	4	3	4	3	4	3	4	3	4	3	3	4
122	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3

123	3	4	3	4	3	4	3	3	4	3	4	3	4	3	4
124	4	3	4	3	4	3	4	3	4	3	4	3	4	3	3
125	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
126	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
127	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
128	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
129	3	4	3	4	3	4	3	4	3	4	3	3	4	3	4
130	3	4	3	3	4	3	4	3	3	4	3	4	3	4	3
131	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
132	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
133	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
134	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
135	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
136	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
137	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
138	3	4	3	4	3	3	4	3	4	3	4	3	4	3	4
139	3	4	3	3	4	3	4	3	4	3	3	4	3	4	3
140	3	4	3	4	3	4	3	4	3	3	4	3	4	3	3
141	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
142	3	4	3	4	3	4	3	4	3	4	3	4	3	3	4
143	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
144	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
145	3	4	3	4	3	4	3	4	3	4	3	4	3	3	3
146	3	4	3	4	3	4	3	4	3	3	4	3	4	3	4
147	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
148	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
149	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
150	4	3	4	3	3	4	3	4	3	4	3	4	3	4	3
151	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
152	3	4	3	4	4	3	4	3	4	3	3	4	3	4	3
153	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3
154	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
155	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
156	4	4	4	4	3	3	3	3	3	4	4	4	4	3	4
157	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
158	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
159	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
160	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3
161	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
162	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
163	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
164	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
165	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

166	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
-----	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

No	Kepuasan Pelanggan (Z)		
	Z.1	Z.2	Z.3
1	4	4	4
2	4	4	4
3	4	4	4
4	3	4	3
5	4	3	4
6	4	3	4
7	3	3	4
8	4	4	4
9	4	4	4
10	3	3	3
11	4	4	3
12	4	4	4
13	3	2	2
14	4	4	4
15	4	4	4
16	3	3	3
17	4	4	3
18	4	4	4
19	3	3	3
20	4	4	4
21	4	4	4
22	4	4	4
23	4	4	4
24	3	3	4
25	4	4	4
26	4	4	4
27	4	4	4
28	4	4	4
29	4	4	4
30	4	4	4
31	4	4	4
32	4	4	4
33	4	4	4
34	4	4	4
35	4	4	4
36	4	4	4
37	4	4	4

38	4	4	4
39	4	4	4
40	4	4	4
41	4	4	4
42	4	4	4
43	4	4	4
44	3	3	4
45	4	3	4
46	4	3	4
47	3	4	3
48	3	3	3
49	4	3	4
50	4	3	4
51	3	4	3
52	3	4	3
53	3	3	4
54	4	4	3
55	4	3	4
56	4	4	4
57	4	3	3
58	4	3	3
59	3	4	3
60	3	4	3
61	4	3	4
62	3	4	3
63	4	3	4
64	3	4	3
65	4	3	4
66	4	3	4
67	4	3	4
68	4	3	4
69	4	3	4
70	4	4	4
71	4	4	4
72	4	3	4
73	4	3	4
74	3	4	3
75	4	3	4
76	3	4	3
77	4	4	4
78	4	3	4
79	4	3	4

80	4	3	4
81	4	3	4
82	4	3	4
83	4	3	4
84	4	3	4
85	4	4	3
86	4	3	4
87	4	3	4
88	3	4	3
89	4	3	4
90	4	3	4
91	4	3	4
92	3	3	4
93	3	4	3
94	3	4	3
95	4	4	4
96	4	3	4
97	4	4	4
98	4	3	4
99	4	4	4
100	4	3	4
101	4	3	4
102	4	3	4
103	4	3	4
104	3	3	4
105	4	3	4
106	3	4	3
107	4	3	4
108	3	4	3
109	3	3	4
110	3	4	3
111	3	4	3
112	3	4	3
113	3	4	3
114	3	4	3
115	3	4	3
116	4	3	4
117	4	3	4
118	4	3	3
119	3	4	3
120	4	3	4
121	3	4	3

122	4	3	4
123	3	4	3
124	3	4	3
125	4	3	4
126	4	3	4
127	4	3	4
128	4	3	3
129	3	4	3
130	4	3	4
131	4	3	4
132	4	3	4
133	4	3	4
134	3	4	3
135	4	3	4
136	4	3	4
137	4	3	3
138	3	4	3
139	4	3	4
140	4	3	4
141	4	3	3
142	3	4	3
143	4	3	4
144	4	3	4
145	4	3	4
146	3	4	3
147	4	3	4
148	4	3	4
149	4	3	4
150	4	3	4
151	4	3	4
152	4	3	4
153	4	3	4
154	4	4	4
155	4	4	4
156	3	3	3
157	4	4	4
158	4	4	4
159	4	4	4
160	3	3	3
161	4	4	4
162	4	4	4
163	4	4	4

164	4	4	4
165	3	3	3
166	4	4	4

No	Loyalitas Pelanggan (Y)			
	Y. 1	Y. 2	Y. 3	Y. 4
1	4	4	4	4
2	4	4	4	4
3	4	4	4	4
4	3	3	2	3
5	3	4	3	4
6	4	4	4	3
7	4	4	4	4
8	4	3	2	4
9	4	4	4	4
10	3	3	3	3
11	4	4	4	4
12	4	4	4	4
13	2	2	2	3
14	4	4	4	4
15	4	4	4	4
16	3	3	3	3
17	3	3	3	3
18	4	4	3	3
19	3	3	3	3
20	4	3	2	4
21	4	4	4	4
22	4	4	4	4
23	4	4	4	4
24	4	4	4	4
25	4	4	4	4
26	4	4	4	4
27	4	4	4	4
28	4	4	4	4
29	4	4	4	4
30	3	3	3	4
31	4	4	4	4
32	4	4	4	4

33	4	4	4	4
----	---	---	---	---



Universitas
Esa Unggul



Universitas
Esa Unggul



Universitas
Esa Unggul

34	4	4	4	4
35	4	4	4	4
36	4	4	4	4
37	4	4	4	4
38	4	4	4	4
39	4	4	4	4
40	4	4	4	4
41	4	4	4	4
42	4	4	4	4
43	4	4	4	4
44	4	3	4	3
45	3	4	3	4
46	3	3	4	3
47	4	3	4	3
48	4	4	3	4
49	3	4	4	4
50	3	4	3	4
51	4	4	3	4
52	4	3	4	3
53	3	3	4	3
54	4	4	3	4
55	3	4	3	4
56	4	3	4	4
57	4	4	4	3
58	4	3	4	3
59	4	3	4	3
60	4	3	4	3
61	3	4	4	3
62	4	4	3	3
63	3	3	4	3
64	4	3	4	4
65	3	4	3	4
66	4	3	4	3
67	3	4	3	4
68	3	4	3	4
69	3	4	3	4
70	4	4	4	4
71	4	4	4	4
72	3	4	3	4
73	3	4	3	4
74	4	3	4	3
75	3	4	4	3

76	4	3	4	3
77	4	4	4	4
78	3	4	3	4
79	3	4	3	4
80	3	4	3	4
81	3	4	3	4
82	3	4	3	4
83	3	4	3	4
84	3	4	3	4
85	4	3	4	3
86	3	4	3	4
87	3	4	3	3
88	4	3	4	3
89	3	4	4	3
90	3	4	3	4
91	3	3	4	4
92	3	4	3	4
93	4	3	4	3
94	4	3	4	4
95	4	4	4	4
96	3	4	3	4
97	4	4	4	4
98	3	4	3	4
99	4	4	4	4
100	3	4	3	4
101	3	4	3	4
102	3	4	3	4
103	3	4	3	4
104	3	4	3	3
105	3	4	3	4
106	4	3	3	3
107	3	4	3	4
108	4	3	4	3
109	3	4	3	4
110	4	3	4	3
111	4	3	4	3
112	4	3	4	3
113	4	4	3	4
114	4	3	4	4
115	4	3	4	3
116	4	3	4	3
117	3	3	4	3

118	4	3	4	3
119	4	3	4	3
120	3	4	3	4
121	4	3	4	3
122	3	3	4	3
123	4	3	4	3
124	3	4	3	4
125	3	3	3	4
126	3	4	3	4
127	3	4	3	4
128	3	4	3	4
129	4	3	4	3
130	3	4	3	4
131	3	4	3	4
132	3	4	3	4
133	3	4	3	4
134	4	3	4	3
135	3	4	3	4
136	3	4	3	4
137	4	3	4	3
138	4	3	3	4
139	3	4	3	4
140	3	4	3	4
141	4	3	4	4
142	4	3	4	3
143	3	4	3	4
144	3	4	3	4
145	3	4	3	4
146	4	3	4	3
147	3	4	3	3
148	3	4	3	4
149	3	4	3	4
150	3	4	3	4
151	3	4	3	4
152	4	3	4	3
153	3	4	3	4
154	4	4	4	4
155	4	4	4	4
156	4	4	4	4
157	4	4	4	4
158	4	4	4	4
159	4	4	4	4

160	3	3	3	3
161	4	4	4	4
162	4	4	4	4
163	4	4	4	4
164	4	4	4	4
165	3	3	3	3
166	4	4	4	4

LAMPIRAN 2
HASIL OLAH DATA

Frequencies**Statistics**

		Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	Penghasilan perbulan
N	Valid	166	166	166	166	166
	Missing	0	0	0	0	0

Statistics

		Pengeluaran pebulan	Kerutinan belanja di Indomaret
N	Valid	166	166
	Missing	0	0

Frequency Table**Jenis Kelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki - laki	76	45.8	45.8	45.8
	Perempuan	90	54.2	54.2	100.0
	Total	166	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 tahun	17	10.2	10.2	10.2
	> 50 tahun	10	6.0	6.0	16.3
	21 - 30 tahun	80	48.2	48.2	64.5
	31 - 40 tahun	42	25.3	25.3	89.8
	41 - 50 tahun	17	10.2	10.2	100.0
	Total	166	100.0	100.0	

Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D3 / D4	15	9.0	9.0	9.0
	S1	62	37.3	37.3	46.4
	S2	35	21.1	21.1	67.5
	S3	7	4.2	4.2	71.7
	SMA / Setara	29	17.5	17.5	89.2
	SMP / Setara	18	10.8	10.8	100.0
	Total	166	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Karyawan	74	44.6	44.6	44.6
	Pelajar	26	15.7	15.7	60.2
	Tidak Bekerja	13	7.8	7.8	68.1
	Wiraswasta	53	31.9	31.9	100.0
	Total	166	100.0	100.0	

Penghasilan perbulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 4.000.000	45	27.1	27.1	27.1
	> Rp 8.000.000	37	22.3	22.3	49.4
	Rp 4.000.000 - Rp 6.000.000	34	20.5	20.5	69.9
	Rp 6.000.000 - Rp 8.000.000	50	30.1	30.1	100.0
	Total	166	100.0	100.0	

Pengeluaran pebulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 3.000.000	60	36.1	36.1	36.1
	> Rp 6.000.000	27	16.3	16.3	52.4
	Rp 4.000.000 - Rp 5.000.000	52	31.3	31.3	83.7
	Rp 5.000.000 - Rp 6.000.000	27	16.3	16.3	100.0
	Total	166	100.0	100.0	

Kerutinan belanja di Indomaret

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 3 kali	24	14.5	14.5	14.5
	> 12 kali	19	11.4	11.4	25.9
	10 - 12 kali	30	18.1	18.1	44.0
	3 - 6 kali	52	31.3	31.3	75.3
	7 - 9 kali	41	24.7	24.7	100.0
	Total	166	100.0	100.0	

Descriptives**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X.1	166	2	4	3.39	.500
X.2	166	3	4	3.76	.429
X.3	166	2	4	3.36	.505
X.4	166	3	4	3.76	.429
X.5	166	2	4	3.33	.519
X.6	166	1	4	3.72	.503
X.7	166	2	4	3.30	.556
X.8	166	2	4	3.71	.468
X.9	166	3	4	3.41	.493
X.10	166	3	4	3.69	.465
X.11	166	3	4	3.49	.501
X.12	166	2	4	3.66	.487
X.13	166	2	4	3.47	.524
X.14	166	1	4	3.63	.521
X.15	166	1	4	3.48	.536
Kualitas Pelayanan	166	2.93	4.00	3.5426	.32369
Valid N (listwise)	166				

Descriptives**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Z.1	166	3	4	3.69	.465

Z.2	166	2	4	3.69	.476
Z.3	166	2	4	3.66	.489
Kepuasan pelanggan	166	2.33	4.00	3.6787	.36679
Valid N (listwise)	166				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y.1	166	2	4	3.61	.502
Y.2	166	2	4	3.71	.468
Y.3	166	2	4	3.60	.538
Y.4	166	3	4	3.71	.455
Loyalitas Pelanggan	166	2.25	4.00	3.6581	.33404
Valid N (listwise)	166				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Kualitas Pelayanan	166	2.93	4.00	3.5426	.32369
Kepuasan pelanggan	166	2.33	4.00	3.6787	.36679
Loyalitas Pelanggan	166	2.25	4.00	3.6581	.33404

Correlations

Correlations

		X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	X.9	X.10
X.1	Pearson Correlation	1	.238**	.750**	.181*	.611*	.172*	.495**	.246*	.608*	.392*
	Sig. (2-tailed)		.002	.000	.019	.000	.027	.000	.001	.000	.000
	N	166	166	166	166	166	166	166	166	166	166

X.2	Pearson Correlation	.238*	1	.230**	.769*	.191*	.553*	.103	.557*	.269*	.591*
	Sig. (2-tailed)	.002		.003	.000	.014	.000	.187	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166
X.3	Pearson Correlation	.750*	.230**	1	.146	.574*	.089	.372**	.181*	.605*	.296*
	Sig. (2-tailed)	.000	.003		.060	.000	.257	.000	.019	.000	.000
	N	166	166	166	166	166	166	166	166	166	166
X.4	Pearson Correlation	.181*	.769**	.146	1	.191*	.637*	.128	.647*	.212*	.591*
	Sig. (2-tailed)	.019	.000	.060		.014	.000	.099	.000	.006	.000
	N	166	166	166	166	166	166	166	166	166	166
X.5	Pearson Correlation	.611*	.191*	.574**	.191*	1	.123	.457**	.190*	.589*	.199*
	Sig. (2-tailed)	.000	.014	.000	.014		.115	.000	.014	.000	.010
	N	166	166	166	166	166	166	166	166	166	166
X.6	Pearson Correlation	.172*	.553**	.089	.637*	.123	1	.264**	.784*	.128	.526*
	Sig. (2-tailed)	.027	.000	.257	.000	.115		.001	.000	.099	.000
	N	166	166	166	166	166	166	166	166	166	166
X.7	Pearson Correlation	.495*	.103	.372**	.128	.457*	.264*	1	.197*	.675*	.133
	Sig. (2-tailed)	.000	.187	.000	.099	.000	.001		.011	.000	.088
	N	166	166	166	166	166	166	166	166	166	166
X.8	Pearson Correlation	.246*	.557**	.181*	.647*	.190*	.784*	.197*	1	.122	.695*
	Sig. (2-tailed)	.001	.000	.019	.000	.014	.000	.011		.116	.000
	N	166	166	166	166	166	166	166	166	166	166
X.9	Pearson Correlation	.608*	.269**	.605**	.212*	.589*	.128	.675**	.122	1	.114
	Sig. (2-tailed)	.000	.000	.000	.006	.000	.099	.000	.116		.145
	N	166	166	166	166	166	166	166	166	166	166
X.10	Pearson Correlation	.392*	.591**	.296**	.591*	.199*	.526*	.133	.695*	.114	1
	Sig. (2-tailed)	.000	.000	.000	.000	.010	.000	.088	.000	.145	
	N	166	166	166	166	166	166	166	166	166	166
X.11	Pearson Correlation	.622*	.268**	.604**	.268*	.504*	.119	.492**	.140	.731*	.166*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.128	.000	.072	.000	.033
	N	166	166	166	166	166	166	166	166	166	166
X.12	Pearson Correlation	.388*	.537**	.294**	.624*	.269*	.499*	.154*	.580*	.175*	.735*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.048	.000	.024	.000
	N	166	166	166	166	166	166	166	166	166	166
X.13	Pearson Correlation	.483*	.318**	.556**	.318*	.437*	.255*	.489**	.285*	.704*	.185*
	Sig. (2-tailed)										
	N										

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.000	.000	.000	.017
	N	166	166	166	166	166	166	166	166	166	166
X.14	Pearson Correlation	.277*	.544**	.277**	.489*	.250*	.519*	.161*	.548*	.221*	.614*

	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.039	.000	.004	.000
	N	166	166	166	166	166	166	166	166	166	166
X.15	Pearson Correlation	.546*	.297**	.505**	.350*	.413*	.217*	.385**	.221*	.555*	.244*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.005	.000	.004	.000	.002
	N	166	166	166	166	166	166	166	166	166	166
Kualitas Pelayanan	Pearson Correlation	.726*	.639**	.672**	.648*	.624*	.587*	.580**	.637*	.700*	.644*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166	166	166	166	166

Correlations

		X.11	X.12	X.13	X.14	X.15	Kualitas Pelayanan
X.1	Pearson Correlation	.622**	.388*	.483*	.277**	.546*	.726**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166
X.2	Pearson Correlation	.268**	.537*	.318*	.544**	.297*	.639**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166
X.3	Pearson Correlation	.604**	.294*	.556*	.277**	.505*	.672**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166
X.4	Pearson Correlation	.268**	.624*	.318*	.489**	.350*	.648**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	166	166	166	166	166	166
X.5	Pearson Correlation	.504**	.269*	.437*	.250**	.413*	.624**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000
	N	166	166	166	166	166	166
X.6	Pearson Correlation	.119	.499*	.255*	.519**	.217*	.587**
	Sig. (2-tailed)	.128	.000	.001	.000	.005	.000
	N	166	166	166	166	166	166

X.7	Pearson Correlation	.492**	.154*	.489*	.161*	.385*	.580**
	Sig. (2-tailed)	.000	.048	.000	.039	.000	.000
	N	166	166	166	166	166	166

X.8	Pearson Correlation	.140	.580*	.285*	.548**	.221*	.637**
	Sig. (2-tailed)	.072	.000	.000	.000	.004	.000
	N	166	166	166	166	166	166
X.9	Pearson Correlation	.731**	.175*	.704*	.221**	.555*	.700**
	Sig. (2-tailed)	.000	.024	.000	.004	.000	.000
	N	166	166	166	166	166	166
X.10	Pearson Correlation	.166*	.735*	.185*	.614**	.244*	.644**
	Sig. (2-tailed)	.033	.000	.017	.000	.002	.000
	N	166	166	166	166	166	166
X.11	Pearson Correlation	1	.107	.760*	.099	.675*	.682**
	Sig. (2-tailed)		.168	.000	.206	.000	.000
	N	166	166	166	166	166	166
X.12	Pearson Correlation	.107	1	.007	.814**	.348*	.653**
	Sig. (2-tailed)	.168		.924	.000	.000	.000
	N	166	166	166	166	166	166
X.13	Pearson Correlation	.760**	.007	1	.136	.656*	.684**
	Sig. (2-tailed)	.000	.924		.081	.000	.000
	N	166	166	166	166	166	166
X.14	Pearson Correlation	.099	.814*	.136	1	.279*	.626**
	Sig. (2-tailed)	.206	.000	.081		.000	.000
	N	166	166	166	166	166	166
X.15	Pearson Correlation	.675**	.348*	.656*	.279**	1	.693**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	166	166	166	166	166	166
Kualitas Pelayanan	Pearson Correlation	.682**	.653*	.684*	.626**	.693*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	166	166	166	166	166	166

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

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

Correlations

		Z.1	Z.2	Z.3	Kualitas Pelanggan
Z.1	Pearson Correlation	1	.439**	.457**	.815**
	Sig. (2-tailed)		.000	.000	.000
	N	166	166	166	166
Z.2	Pearson Correlation	.439**	1	.273**	.739**
	Sig. (2-tailed)	.000		.000	.000
	N	166	166	166	166
Z.3	Pearson Correlation	.457**	.273**	1	.756**
	Sig. (2-tailed)	.000	.000		.000
	N	166	166	166	166
Kualitas Pelanggan	Pearson Correlation	.815**	.739**	.756**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	166	166	166	166

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

Correlations

Correlations

		Y.1	Y.2	Y.3	Y.4
Y.1	Pearson Correlation	1	.083	.722**	.085
	Sig. (2-tailed)		.289	.000	.276
	N	166	166	166	166
Y.2	Pearson Correlation	.083	1	.094	.744**
	Sig. (2-tailed)	.289		.227	.000
	N	166	166	166	166
Y.3	Pearson Correlation	.722**	.094	1	-.027
	Sig. (2-tailed)	.000	.227		.731
	N	166	166	166	166
Y.4	Pearson Correlation	.085	.744**	-.027	1
	Sig. (2-tailed)	.276	.000	.731	
	N	166	166	166	166

N	166	166	166	166
---	-----	-----	-----	-----

Universitas
Esa Unggul

Universitas
Esa Unggul

Universitas
Esa Unggul

Loyalitas	Pearson Correlation	.724**	.672**	.698**	.622**
Pelanggan	Sig. (2-tailed)	.000	.000	.000	.000
	N	166	166	166	166

Correlations

Universitas Loyalitas Pelanggan
Esa Unggul

Universitas
Esa Unggul

Universitas
Esa Unggul

Y.1	Pearson Correlation	.724**
	Sig. (2-tailed)	.000
	N	166
Y.2	Pearson Correlation	.672**
	Sig. (2-tailed)	.000
	N	166
Y.3	Pearson Correlation	.698**
	Sig. (2-tailed)	.000
	N	166
Y.4	Pearson Correlation	.622**
	Sig. (2-tailed)	.000
	N	166
Loyalitas Pelanggan	Pearson Correlation	1
	Sig. (2-tailed)	
	N	166

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	166	100.0
	Excluded ^a	0	.0
	Total	166	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.903	15

Regression (Hasil analisis jalur tahap 1)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan ^b	.	Enter

a. Dependent Variable: Kualitas Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607 ^a	.369	.365	.29235

a. Predictors: (Constant), Kualitas Pelayanan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.181	1	8.181	95.719	.000 ^b
	Residual	14.017	164	.085		
	Total	22.198	165			

a. Dependent Variable: Kualitas Pelanggan

b. Predictors: (Constant), Kualitas Pelayanan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.242	.250		4.965	.000
	Kualitas Pelayanan	.688	.070	.607	9.784	.000

a. Dependent Variable: Kualitas Pelanggan

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan ^b	.	Enter

a. Dependent Variable: Loyalitas Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 ^a	.458	.455	.24667

a. Predictors: (Constant), Kualitas Pelayanan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.433	1	8.433	138.592	.000 ^b
	Residual	9.979	164	.061		
	Total	18.412	165			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kualitas Pelayanan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.184	.211		5.610	.000
	Kualitas Pelayanan	.698	.059	.677	11.773	.000

a. Dependent Variable: Loyalitas Pelanggan

Regression (Hasil analisis jalur tahap 2)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelanggan ^b	.	Enter

a. Dependent Variable: Loyalitas Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702 ^a	.492	.489	.23876

a. Predictors: (Constant), Kualitas Pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.063	1	9.063	158.986	.000 ^b
	Residual	9.349	164	.057		
	Total	18.412	165			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kualitas Pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.308	.187		6.980	.000
	Kualitas Pelanggan	.639	.051	.702	12.609	.000

a. Dependent Variable: Loyalitas Pelanggan

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelanggan, Kualitas Pelayanan ^b	.	Enter

a. Dependent Variable: Loyalitas Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.592	.587	.21471

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

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.897	2	5.449	118.198	.000 ^b
	Residual	7.514	163	.046		
	Total	18.412	165			

a. Dependent Variable: Loyalitas Pelanggan

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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.663	.197		3.367	.001

Kualitas Pelayanan	.410	.065	.397	6.309	.000
Kualitas Pelanggan	.419	.057	.460	7.312	.000

a. Dependent Variable: Loyalitas Pelanggan