Lampiran 1. Kuesioner

No.Kuesioner :

Kuesioner : Analisis Pengaruh *Relationship Marketing* terhadap *Customer Loyalty* yang dimediasi oleh *Customer Satisfaction*
(studi kasus : Distributor Lenovo PT. Visiland Dharma Sarana)

Dengan hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Sarjana S1 di Universitas Esa Unggul, peneliti berusaha untuk mengumpulkan data dan informasi mengenai **Analisis Pengaruh *Relationship Marketing* terhadap *Customer Loyalty* yang dimediasi oleh *Customer Satisfaction*.**

Oleh karena itu, saya ingin mengajak Bapak/Ibu/Saudara/i untuk ikut berpatisipasi dalam pengisian kuesioner ini agar hasil penelitian ini dapat memiliki kredibilitas yang tinggi. Saya sangat berterima kasih atas kesediaan dan partisipasi Bapak /Ibu/Saudara/i dalam meluangkan waktu untuk mengisi kuesioner ini.

Atas perhatian dan kerjasamanya, saya ucapkan terima kasih.

Hormat saya,

Johan Cheynu Brata
Bouncue_bro@yahoo.com

Petunjuk Pengisian :

1. Bacalah setiap pertanyaan dengan seksama sebelum menjawab.
2. Anda hanya dapat memberikan satu jawaban di setiap pertanyaan.
3. Isilah kuesioner dengan memberi tanda (√) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

Keterangan :
STS : Sangat Tidak Setuju
TS : Tidak Setuju
RG : Ragu-ragu
S : Setuju
SS : Sangat Setuju

Contoh Pengisian :

No.	Pernyataan	STS	TS	RG	S	SS
1	Kami saling percaya satu sama lain					√

Data responden :

1. Jenis kelamin anda :
   a. Pria b. Wanita
2. Usia anda saat ini :
   a. <25 tahun c. 31-35 tahun e. >45 tahun
   b. 26-30 tahun d. 35-45 tahun
3. Sudah berapa lama anda melakukan pembelian produk PC Lenovo dengan PT.Visiland Dharma Sarana (VDS) sampai saat ini :
   a. < 1 tahun c. 1.5 – 2 tahun e. >2.5 tahun
   b. 1 – 1.5 tahun d. 2 – 2.5 tahun

Relationship Marketing

No	Pernyataan	STS	TS	RG	S	SS
1.	Kami saling percaya satu sama lain					
2.	VDS bisa dipercaya untuk hal-hal penting					
3.	Berdasarkan relasi bisnis kami di masa lalu, saya yakin bahwa VDS adalah orang – orang terpercaya					
4	Perusahaan saya dapat mempercayai VDS					
5	Kami sering berkomunikasi dan mengungkapkan opini					
6	Kami saling mengungkapkan ketidakpuasan melalui komunikasi					
7	Kami bisa berkomunikasi secara jujur					
8	Kami selalu memandang sesuatu dari sudut pandang mitra bisnis kami					
9	Kami memiliki perasaan masing-masing pihak					
10	Kami saling memahami nilai dan tujuan masing-masing					
11	Kami saling memperhatikan perasaan masing-masing					

Customer Satisfaction

No	Pernyataan	STS	TS	RG	S	SS
12	VDS memberikan kepuasan					
13	Kinerja produk sesuai dengan spesifikasi produk yang saya inginkan					
14	Harapan sesuai dengan keinginan saya					
15	VDS dapat memenuhi harapan saya					
16	Memiliki kualitas kerjasama yang baik					

Customer Loyalty

No	Pernyataan	STS	TS	RG	S	SS
17	Saya mau membayar harga lebih tinggi dibandingkan kompetitor karena manfaat lain					
18	Saya terbuka dengan tipe baru yang ditawarkan dan mepertimbangkan penawaran tipe baru					
19	Saya bersedia merekomendasikan VDS sebagai distributor PC Lenovo kepada pihak lain					
20	VDS merupakan distributor PC Lenovo yang terbaik					

Lampiran 2. Skala Pernyataan

No	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20
1	5	4	1	4	3	4	5	5	4	4	1	1	1	1	2	2	1	1	2	2
2	5	4	4	4	3	4	5	5	3	4	4	2	1	2	3	4	1	3	1	4
3	5	5	4	4	5	5	5	5	4	5	4	4	4	4	4	5	4	4	4	5
4	5	4	4	4	4	4	4	5	5	5	4	2	3	4	4	4	3	3	3	4
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70	5	4	5	5	4	5	3	5	5	4	5	4	5	4	5	5	4	4	5	5

Lampiran 3. Uji validitas instrumen *Relationship Marketing*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.601
Bartlett's Test of Sphericity	Approx. Chi-Square	393.045
	df	55
	Sig.	.000

Anti-image Matrices

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11
Anti-image Covariance	P1	.691	-.260	-.003	-.067	-.057	.133	.031	-.055	-.006	-.119	.006
	P2	-.260	.597	-.017	-.057	-.121	-.101	.094	-.011	.060	-.008	.013
	P3	-.003	-.017	.024	.003	.005	-.003	.030	.014	.000	.004	-.024
	P4	-.067	-.057	.003	.644	-.212	.032	.051	-.028	-.116	.022	-.009
	P5	-.057	-.121	.005	-.212	.504	-.218	-.178	.134	-.031	.019	-.006
	P6	.133	-.101	-.003	.032	-.218	.561	-.035	-.179	.033	-.087	.008
	P7	.031	.094	.030	.051	-.178	-.035	.684	-.178	.097	.052	-.028
	P8	-.055	-.011	.014	-.028	.134	-.179	-.178	.533	-.192	-.180	-.014
	P9	-.006	.060	.000	-.116	-.031	.033	.097	-.192	.734	-.150	.000
	P10	-.119	-.008	.004	.022	.019	-.087	.052	-.180	-.150	.686	-.004
	P11	.006	.013	-.024	-.009	-.006	.008	-.028	-.014	.000	-.004	.025
Anti-image Correlation	P1	.619[a]	-.405	-.027	-.100	-.097	.214	.046	-.090	-.008	-.172	.050
	P2	-.405	.682[a]	-.137	-.092	-.220	-.174	.148	-.019	.091	-.012	.107
	P3	-.027	-.137	.533[a]	.024	.048	-.029	.230	.121	-.003	.030	-.985
	P4	-.100	-.092	.024	.768[a]	-.373	.054	.078	-.048	-.168	.033	-.070
	P5	-.097	-.220	.048	-.373	.578[a]	-.409	-.304	.259	-.051	.032	-.049
	P6	.214	-.174	-.029	.054	-.409	.647[a]	-.056	-.328	.051	-.140	.067
	P7	.046	.148	.230	.078	-.304	-.056	.509[a]	-.295	.137	.076	-.218
	P8	-.090	-.019	.121	-.048	.259	-.328	-.295	.592[a]	-.307	-.297	-.119
	P9	-.008	.091	-.003	-.168	-.051	.051	.137	-.307	.668[a]	-.211	-.003
	P10	-.172	-.012	.030	.033	.032	-.140	.076	-.297	-.211	.736[a]	-.034
	P11	.050	.107	-.985	-.070	-.049	.067	-.218	-.119	-.003	-.034	.526[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P1	1.000	.678
P2	1.000	.690
P3	1.000	.954
P4	1.000	.539
P5	1.000	.773
P6	1.000	.638
P7	1.000	.644
P8	1.000	.725
P9	1.000	.577
P10	1.000	.642
P11	1.000	.956

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component			
	1	2	3	4
P1	.522	.065	-.151	-.616
P2	.634	.186	-.369	-.342
P3	.314	.847	.234	.289
P4	.656	.277	-.168	.059
P5	.642	-.085	-.546	.235
P6	.501	-.533	-.188	.260
P7	.172	-.476	-.148	.605
P8	.460	-.515	.484	.122
P9	.454	-.151	.583	-.091
P10	.502	-.320	.498	-.201
P11	.328	.821	.251	.334

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Lampiran 4. Uji validitas instrumen *Customer Satisfaction*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.727
Bartlett's Test of Sphericity	Approx. Chi-Square	305.004
	df	10
	Sig.	.000

Anti-image Matrices

		P12	P13	P14	P15	P16
Anti-image Covariance	P12	.171	-.097	-.092	.108	-.089
	P13	-.097	.135	-.039	-.085	-.008
	P14	-.092	-.039	.317	-.094	.099
	P15	.108	-.085	-.094	.246	-.157
	P16	-.089	-.008	.099	-.157	.278
Anti-image Correlation	P12	.666[a]	-.642	-.397	.527	-.408
	P13	-.642	.785[a]	-.190	-.469	-.044
	P14	-.397	-.190	.812[a]	-.337	.333
	P15	.527	-.469	-.337	.645[a]	-.600
	P16	-.408	-.044	.333	-.600	.743[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P12	1.000	.771
P13	1.000	.904
P14	1.000	.705
P15	1.000	.688
P16	1.000	.717

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
P12	.878
P13	.951
P14	.840
P15	.829
P16	.847

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 5. Uji validitas instrumen *Customer Loyalty*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.756
Bartlett's Test of Sphericity	Approx. Chi-Square	307.748
	df	6
	Sig.	.000

Anti-image Matrices

		P17	P18	P19	P20
Anti-image Covariance	P17	.133	-.098	-.043	.040
	P18	-.098	.117	-.012	-.044
	P19	-.043	-.012	.163	-.130
	P20	.040	-.044	-.130	.229
Anti-image Correlation	P17	.724[a]	-.785	-.291	.232
	P18	-.785	.753[a]	-.085	-.267
	P19	-.291	-.085	.792[a]	-.676
	P20	.232	-.267	-.676	.756[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P17	1.000	.853
P18	1.000	.900
P19	1.000	.893
P20	1.000	.796

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
P17	.924
P18	.949
P19	.945
P20	.892

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 6. Uji reliability instrumen *Relationship Marketing*

Reliability Statistics

Cronbach's Alpha	N of Items
.659	11

Lampiran 7. Uji reliability instrumen *Customer Satisfaction*

Reliability Statistics

Cronbach's Alpha	N of Items
.918	5

Lampiran 8. Uji reliability instrumen *Customer Loyalty*

Reliability Statistics

Cronbach's Alpha	N of Items
.944	4

Lampiran 9. Uji Descriptive Statistics Sub-struktur 1

Descriptive Statistics

	Mean	Std. Deviation	N
Customer Satisfaction	3.3086	1.10791	70
Relationship Marketing	4.3707	.29794	70

Lampiran 10. Uji Correlations Sub-struktur 1

Correlations

		Customer Satisfaction	Relationship Marketing
Pearson Correlation	Customer Satisfaction	1.000	.916
	Relationship Marketing	.916	1.000
Sig. (1-tailed)	Customer Satisfaction	.	.000
	Relationship Marketing	.000	.
N	Customer Satisfaction	70	70
	Relationship Marketing	70	70

Lampiran 11. Uji Model Summary[b] Sub-struktur 1

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.916[a]	.838	.836	.44864	.838	352.781	1	68	.000

a. Predictors: (Constant), Relationship Marketing

b. Dependent Variable: Customer Satisfaction

Lampiran 12. Uji Anova[b] Sub-struktur 1

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.008	1	71.008	352.781	.000[a]
	Residual	13.687	68	.201		
	Total	84.695	69			

a. Predictors: (Constant), Relationship Marketing

b. Dependent Variable: Customer Satisfaction

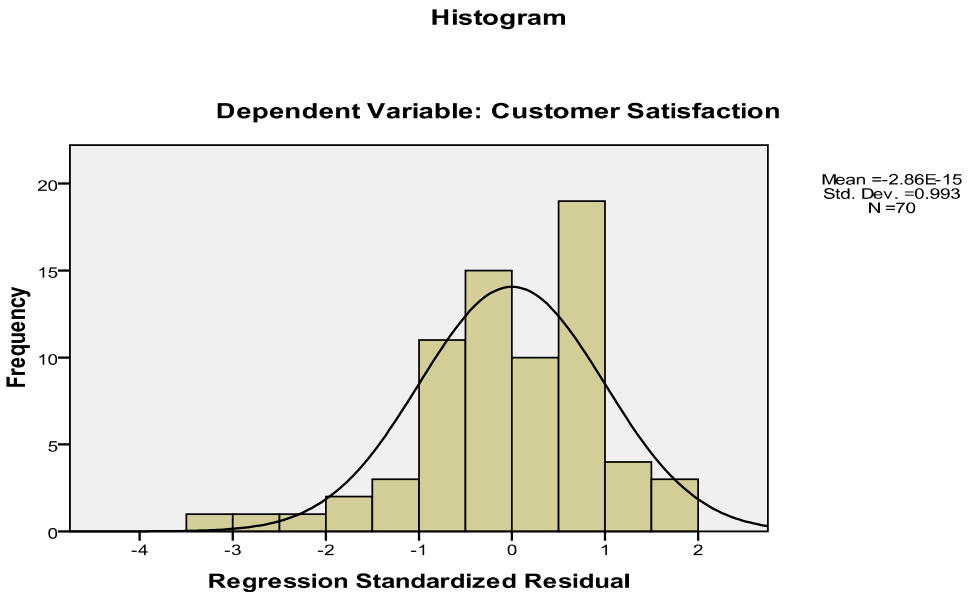
Lampiran 13. Coefficients[a] Sub-struktur 1

Coefficients[a]

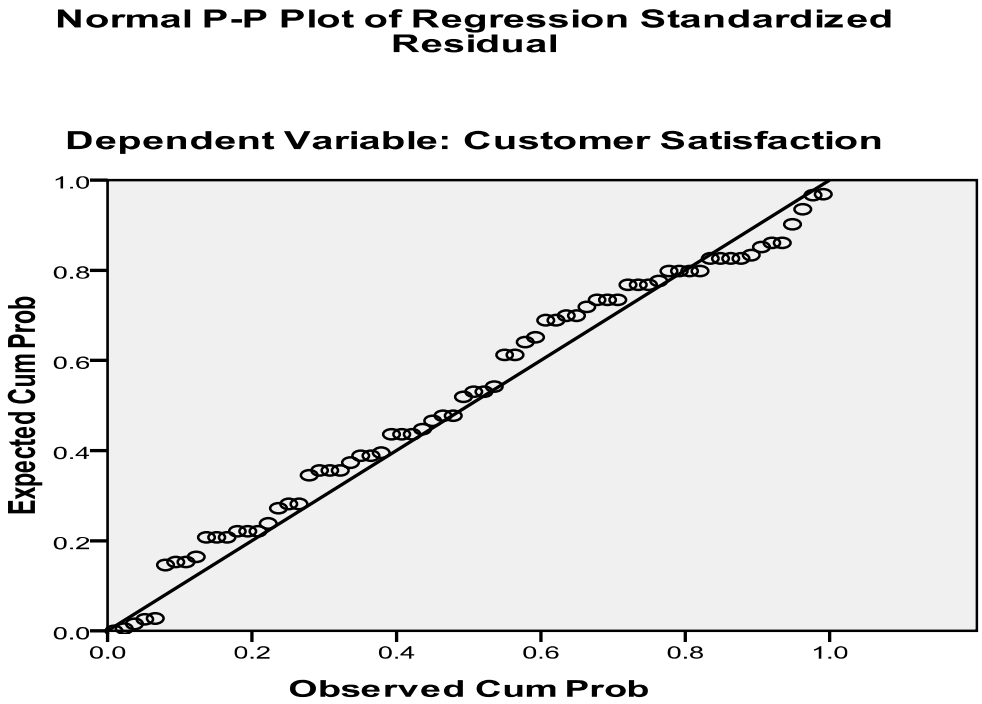
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-11.573	.794		-14.573	.000
	Relationship Marketing	3.405	.181	.916	18.782	.000

a. Dependent Variable: Customer Satisfaction

Lampiran 14. Histogram Sub-struktur 1



Lampiran 15. Normal P-P Plot Sub-struktur 1



Lampiran 16. Uji Descriptive Statistics Sub-struktur 2

Descriptive Statistics

	Mean	Std. Deviation	N
Customer Loyalty	3.2679	1.11991	70
Relationship Marketing	4.3707	.29794	70
Customer Satisfaction	3.3086	1.10791	70

Lampiran 17. Uji Correlations Sub-struktur 2

Correlations

		Customer Loyalty	Relationship Marketing	Customer Satisfaction
Pearson Correlation	Customer Loyalty	1.000	.901	.994
	Relationship Marketing	.901	1.000	.916
	Customer Satisfaction	.994	.916	1.000
Sig. (1-tailed)	Customer Loyalty	.	.000	.000
	Relationship Marketing	.000	.	.000
	Customer Satisfaction	.000	.000	.
N	Customer Loyalty	70	70	70
	Relationship Marketing	70	70	70
	Customer Satisfaction	70	70	70

Lampiran 18. Uji Model Summary[b] Sub-struktur 2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.994[a]	.988	.987	.12601	.988	2691.570	2	67	.000

a. Predictors: (Constant), Customer Satisfaction, Relationship Marketing

b. Dependent Variable: Customer Loyalty

Lampiran 19. Uji Anova[b] Sub-struktur 2

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.476	2	42.738	2691.570	.000[a]
	Residual	1.064	67	.016		
	Total	86.540	69			

a. Predictors: (Constant), Customer Satisfaction, Relationship Marketing

b. Dependent Variable: Customer Loyalty

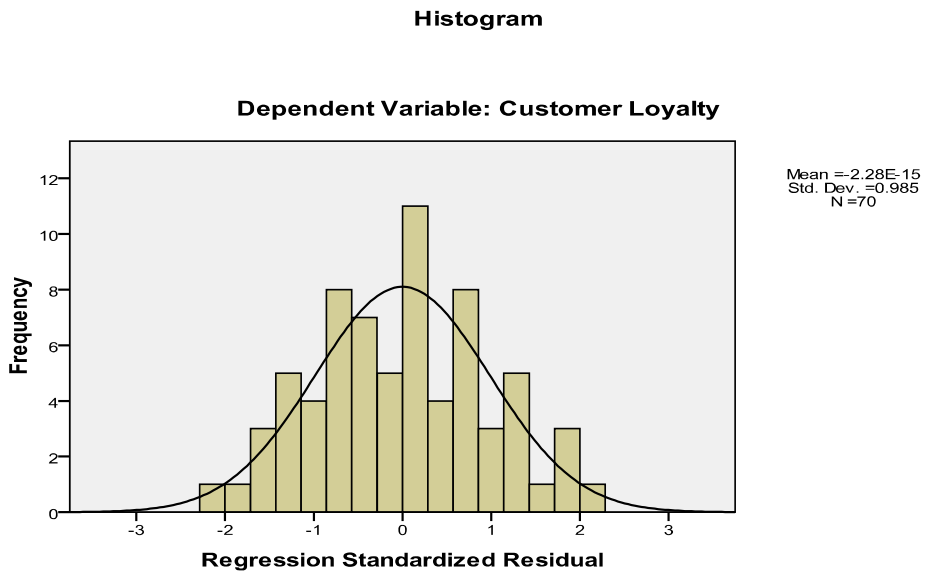
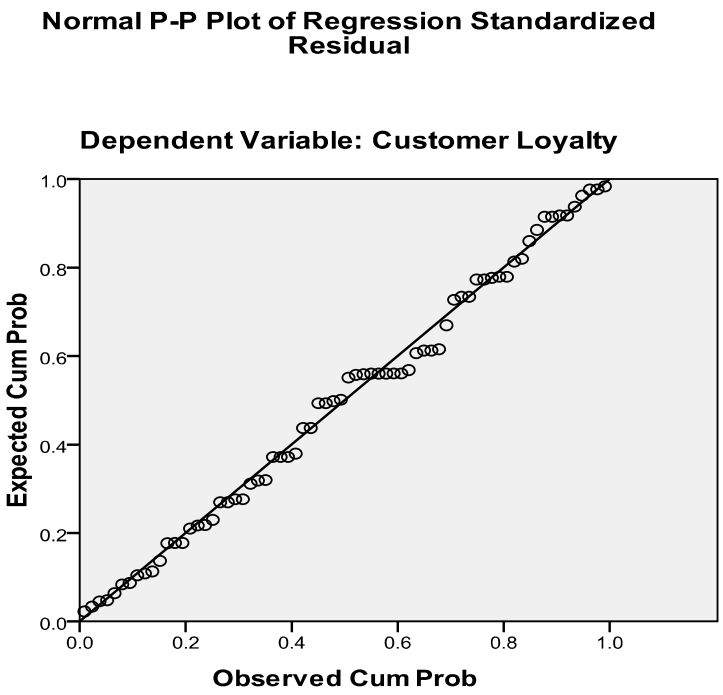
Lampiran 20. Coefficients[a] Sub-struktur 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.669	.453		1.476	.145
	Relationship Marketing	-.204	.127	-.054	-1.607	.113
	Customer Satisfaction	1.054	.034	1.043	30.959	.000

a. Dependent Variable: Customer Loyalty

Lampiran 21. Histogram Sub-struktur 2



Lampiran 22. Normal P-P Plot Sub-struktur 2