

LAMPIRAN 1

KUESIONER PENELITIAN

UNIVERSITAS ESA UNGGUL

Fakultas Ekonomi Jurusan Manajemen

KUESIONER PENELITIAN

**“PENGARUH KUALITAS PELAYANAN DAN KEPERCAYAAN TERHADAP
LOYALITAS NASABAH BANK MANDIRI (PERSERO) Tbk CABANG KOTABUMI
LAMPUNG UTARA”**

Respoden Yth.

Saya, mahasiswi Jurusan Manajemen, Fakultas Ekonomi Universitas Esa Unggul. Saya sedang meneliti pengaruh Kualitas pelayanan dan Kepercayaan terhadap Loyalitas Nasabah Bank Mandiri cabang Kotabumi Lampung Utara sebagai tugas akhir dalam rangka memenuhi syarat lulus Strata satu (S-1). Untuk itu, saya mohon dengan hormat kesediaan saudara/i untuk pengisian kuesioner ini dengan jujur dan jelas. Terima kasih atas bantuan dan kerjasamanya.

Atas kesediaan dan partisipasi saudara/i, saya ucapkan terima kasih.

Hormat Saya,
Sherly Karim

BAGIAN 1 : DATA RESPONDEN

Pilihlah salah satu jawaban pada setiap pertanyaan berikut ini dengan memberikan tanda silang (X).

Nama :

1. Jenis Kelamin Anda?
 - a. Pria
 - b. Wanita

2. Berapa Usia Anda?
 - a. 17 - 25 tahun
 - b. 26 - 35 tahun
 - c. 36-45tahun
 - d. > 46 tahun

3. Pekerjaan anda ?
 - a. Pelajar / Mahasiswa
 - b. Pegawai Negeri
 - e. Karyawan
 - f. Wiraswasta
 - e. Lain – lain

4. Sudah berapa lama menjadi nasabah bank mandiri ?
 - a. < 1 tahun
 - b. 1 – 2 Tahun
 - c. 3 – 4 Tahun
 - d. > 5 Tahun

5. Frekuensi kunjungan dalam sebulan ?
 - a. 1-3 kali
 - b. 4-6 kali
 - c. > 7 kali

BAGIAN 2 : PERTANYAAN PENELITIAN

Pilihlah salah satu jawaban yang paling sesuai menurut pendapat saudara/i dengan memberikan tanda silang (X) pada kolom jawaban yang saudara/i anggap paling sesuai.

Keterangan Kolom Jawaban

SS = Sangat Setuju

S = Setuju

CS = Antara Setuju dan
Tidak Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

No	PERTANYAAN	SS	S	CS	TS	STS
A. Kualitas Pelayanan (X1)						
Tangibles (Keberwujudan)						
1	Peralatan yang digunakan Bank Mandiri modern					
2	Bentuk fisik bangunan yang disediakan Bank Mandiri terlihat bagus (menarik)					
3	Penampilan karyawan Bank Mandiri rapih					
Reliability (Kehandalan)						
4	Memberikan pelayanan sesuai janji					
5	Pertanggungjawaban akan penanganan masalah					
6	Memberikan pelayanan yang baik saat kesan pertama					
Emphaty (Empati)						

7	Bank Mandiri memiliki jam operasi yang sesuai untuk nasabah					
8	Bank Mandiri menunjukkan sikap perhatian kepada nasabah					
9	Karyawan mengerti kebutuhan nasabah					
Responsives (Daya Tangkap)						
10	Memberikan pelayanan yang cepat					
11	Kerelaan untuk membantu nasabah					
12	Siap tanggap untuk menangani respon nasabah					
Asurance (Jaminan)						
13	Bank Mandiri memberikan rasa aman kepada nasabah saat bertransaksi					
14	Karyawan memiliki poengetahuan yang luas sehingga dapat menjawab setiap pertanyaan dengan tepat kepada nasabah					
15	Kesopanan karyawan Bank Mandiri pada saat memberikan pelayanan					
16	keramahan karyawan Bank Mandiri pada saat memberikan pelayanan					
C. Kepercayaan (X2)						
Credibility						
17	Kemampuan Bank Mandiri dapat dipercaya dalam memberikan pelayanan yang terbaik					
18	Bank Mandiri dapat dipercaya dalam keamanan melakukan transaksi					
Integrity						
19	Bank Mandiri mengutamakan kepentingan nasabah					

20	Bank Mandiri penuh tanggung jawab dalam memberikan pelayanannya kepada nasabah					
E. Loyalitas Nasabah						
Melakukan pembelian secara berulang						
21	Selalu mendatangi Bank Mandiri dalam melakukan setiap transaksi					
22	Selalu datang kembali ke Bank Mandiri saat membutuhkan pelayanan perbankan					
Melakukan Pembelian secara teratur						
23	Tetap menjadi nasabah setia Bank mandiri					
24	Melakukan transaksi secara teratur (seperti datang ke Bank Mandiri untuk melakukan transaksi baik transfer atau jenis lainnya dalam jangka waktu yang teratur)					
Rekomendasi						
25	Merekomendasikan Bank Mandiri kepada orang lain					
26	Mengajak orang lain untuk menjadi nasabah Bank Mandiri					
Kekebalan dari daya tarik pesaing						
27	Akan tetap menjadi nasabah Bank Mandiri walaupun banyak yang merekomendasikan bank lain					
28	Akan tetap menjadi nasabah Bank Mandiri meskipun ditawarkan sesuatu yang lebih dari pesaing					

TERIMAKASIH

LAMPIRAN 2

Tabulasi 30 Responden

	Kualitas Pelayanan (X1)																Kepercayaan (X2)				Loyalitas Pelanggan (Y)							
	Tangibles			Reliability			Empathy			Responsiveness				assurance		Credibility		Integrity		pembelianberulang		pembelianteratur		Rekomendasi		Kekebalandaripesaing		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
1	5	4	5	5	5	5	5	4	5	4	4	5	5	5	4	4	5	4	4	4	4	3	4	5	4	3		
2	4	4	4	4	4	4	4	4	4	4	4	5	4	4	3	4	4	3	4	3	2	2	4	2	5	2	4	
3	5	4	5	5	5	5	3	4	5	4	4	4	5	3	4	4	5	3	4	4	4	4	3	4	3	4	4	
4	5	5	5	5	5	5	4	5	5	5	5	5	4	5	4	5	5	5	5	5	2	3	5	2	4	2	2	
5	5	5	5	5	5	4	5	5	5	5	5	5	4	4	5	5	5	3	5	5	2	4	3	2	4	2	4	
6	5	5	5	4	5	5	3	5	4	5	5	4	3	5	5	5	4	4	5	4	3	4	3	3	4	3	4	
7	4	4	4	4	4	4	5	4	4	4	4	4	5	4	4	4	4	5	4	5	3	4	2	3	4	3	3	
8	5	4	5	4	5	5	5	4	4	4	4	4	5	5	4	4	4	4	5	4	4	5	5	5	5	5	5	
9	5	5	5	4	5	5	4	5	4	4	5	5	4	5	4	5	4	4	5	3	5	4	4	5	5	5	5	
10	5	4	5	5	5	5	5	4	5	4	4	4	4	5	5	4	4	5	5	4	5	5	4	5	5	5	5	
11	5	4	5	4	5	5	5	4	4	5	4	4	4	5	5	5	4	4	5	4	5	5	3	5	5	5	5	
12	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	
13	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	4	5	4	3	3	3	3	4	3	5	
14	4	4	4	5	4	4	5	4	5	5	4	4	5	5	4	5	4	5	5	4	4	3	2	4	3	3	4	
15	5	5	5	3	5	5	5	5	3	5	5	5	5	5	5	5	5	3	4	5	4	3	4	3	4	3	4	
16	4	4	4	3	4	4	5	4	3	4	4	4	5	5	4	4	4	3	5	4	3	4	4	3	4	5	4	
17	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4	3	4	5	2	2	4	2	5	2	4	
18	3	3	3	3	3	3	3	3	3	4	3	3	4	3	3	4	3	3	3	3	4	2	3	4	3	4	4	
19	5	4	5	3	5	5	4	4	3	4	4	4	4	5	4	4	4	3	5	4	3	2	3	2	4	2	2	
20	3	5	3	3	3	3	4	5	3	5	5	5	4	3	5	5	3	4	5	5	2	4	3	2	4	2	4	

Lampiran 3

KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.807
Approx. Chi-Square	2038.571
df	512
Bartlett's Test of Sphericity	.000
Sig.	

LAMPIRAN 4

Anti-image Matrices

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28
Anti-image Covariance	P1	-.029	-.046	-.072	.069	.024	-.033	.040	.023	.011	-.029	-.029	.014	.064	.016	.063	.021	-.011	.001	.021	-.068	.000	.041	.042	-.023	-.077	.012	-.045	-.114
	P2	.002	.002	-.027	.002	.009	.060	.024	.022	.016	.010	.055	.011	.001	.045	-.045	.000	-.018	-.078	-.018	.034	.048	-.065	-.032	-.018	.028	-.092	.005	.016
	P3	-.016	-.059	.052	-.051	.085	.027	.022	.127	.060	.076	.010	.035	.013	.021	-.049	.040	.046	.023	-.001	.039	-.068	-.094	-.088	-.022	.005	-.029	-.182	.097
	P4	.071	.049	.050	.035	.008	.024	.073	.050	.068	.069	.025	.005	.018	.016	.006	.033	-.050	-.046	.068	.071	.020	.067	-.076	-.088	.030	-.088	.003	.045
	P5	.040	.021	-.067	.012	.063	.050	.051	.003	.014	.059	.010	.021	.010	.081	-.054	.007	.049	-.118	.046	.051	-.023	-.070	.089	.011	.031	.001	-.076	.081
	P6	.040	.057	.048	.055	.050	.082	.053	.016	.026	.026	.008	.035	.004	.049	.030	.026	-.092	.059	-.043	.038	-.004	.071	-.088	-.060	.080	.025	-.032	-.070
	P7	.087	.063	.013	.065	.014	.150	.474	.062	.028	.022	.034	.009	.058	.032	.032	.032	-.070	.008	-.031	.005	-.080	.044	-.011	.009	.006	-.016	-.061	-.023
	P8	.004	.078	-.002	.018	.100	.062	.062	.384	.005	.163	.068	.056	.008	.041	-.084	.031	.119	-.074	.011	.069	-.011	-.065	-.053	.014	.030	.003	-.081	.021
	P9	.061	.013	-.003	.045	.096	.032	.028	.005	.432	.054	.023	.015	.053	.097	-.066	.011	-.026	-.046	.030	.056	-.032	.010	.048	-.038	.053	-.120	-.031	.033
	P10	.072	.034	.030	.003	.050	.006	.022	.163	.054	.512	.027	.080	.018	.031	.099	.102	-.048	.023	-.052	.001	.006	.077	.059	.005	.034	.009	-.008	.041
	P11	.027	.043	.049	.054	.037	.045	.034	-.068	.023	.027	.561	.141	.054	.056	-.057	.088	-.177	.212	-.021	.088	-.060	-.013	.028	-.002	.054	.010	.037	-.044
	P12	.042	.023	.021	.017	.071	.004	.009	.056	.015	.080	.141	.468	.178	.062	-.033	.089	.128	-.150	.122	.035	.035	-.009	-.040	.063	.020	-2.657E-5	.012	.017
	P13	.096	.031	-.104	.006	.001	.007	.058	.008	.053	.018	.054	.178	.533	.053	-.028	.079	-.031	.021	-.055	.041	.025	-.021	-.030	-.064	.005	.057	.021	-.012
	P14	.067	.024	-.042	.031	.039	.017	.032	.041	.097	.031	.056	.062	.053	.659	.031	.018	-.010	.030	-.058	.021	.044	-.003	-.078	-.041	.116	-.036	.049	-.072
	P15	.050	.024	-.047	.008	.031	.062	.032	.084	.066	.099	.057	.033	.028	.031	.433	.016	-.020	-.001	-.056	.058	-.047	.073	-.002	.087	.004	-.038	-.043	-.089
	P16	.007	.091	-.080	.004	.033	.014	.032	.031	.011	.102	.088	.089	.079	.018	-.016	.586	-.188	.063	-.071	.005	-.016	.003	.010	-.037	.044	-.030	.074	-.071
	P17	.006	.015	-.044	.067	.038	.108	.070	.119	.026	.048	.177	.128	.031	.010	-.020	.188	.506	-.154	.045	.046	.022	.019	.027	-.001	.032	.054	-.050	.077
	P18	.013	.009	.087	.006	.033	.056	.008	.074	.046	.023	.212	.150	.021	.030	-.001	.063	-.154	.490	-.119	.068	.001	-.040	.028	-.021	.006	-.015	.039	-.079

	P19	.047	-.010	.002	.048	.086	.013	.031	.011	.030	.052	.021	.122	.055	.058	.056	.071	.045	-.119	.566	.101	.032	-.043	-.004	.081	.030	.020	-.058	.045
	P20	.032	-.035	.057	.007	.053	.038	.005	.069	.056	.001	.088	-.035	.041	.021	.058	.005	-.046	.068	-.101	.316	.150	-.057	.006	.010	.015	-.045	.049	.003
	P21	.034	.076	.023	.001	.018	.028	.080	.011	.032	.006	.060	.035	.025	.044	.047	.016	.022	.001	-.032	.150	.361	-.064	-.056	.060	.066	.011	.040	.001
	P22	.077	.105	.007	.023	.051	.031	.044	.065	.010	.077	.013	-.009	.021	.003	.073	.003	.019	-.040	-.043	.057	.064	.598	-.028	.093	.018	.014	.007	-.008
	P23	.062	.051	.068	.041	.015	.008	.011	.053	.048	.059	.028	-.040	.030	.078	.002	.010	.027	.028	-.004	.006	.056	-.028	.511	.120	.137	-.027	.041	.017
	P24	.021	-.097	.044	.055	.071	.070	.009	.014	.038	.005	.002	.063	.064	.041	.087	.037	-.001	-.021	.081	.010	.060	-.093	-.120	.486	.062	.032	.010	-.034
	P25	.100	.018	.033	.006	.015	.012	.006	.030	.053	.034	.054	.020	.005	.116	.004	.044	-.032	-.006	-.030	.015	.066	-.018	-.137	.062	.487	-.009	.017	-.115
	P26	.018	-.040	.008	.017	.038	.062	.016	.003	.120	.009	.010	2.657E-5	.057	.036	.038	.030	.054	-.015	.020	.045	.011	.014	-.027	.032	.009	.484	-.003	-.045
	P27	.015	.052	.041	.005	.080	.038	.061	.081	.031	.008	.037	.012	.021	.049	.043	.074	-.050	.039	-.058	.049	.040	.007	.041	.010	.017	-.003	.458	-.128
	P28	.010	-.027	.002	.075	.014	.031	.023	.021	.033	.041	.044	.017	.012	.072	.089	.071	.077	-.079	.045	.003	.001	-.008	.017	.034	.115	-.045	-.128	.460
Anti-image Correlation	P1	.721 _a	-.161	.070	.183	.210	.022	.194	.011	.143	.155	.055	-.095	.202	.127	.116	.015	.013	.028	-.097	.087	.088	-.153	.133	.046	.220	-.039	.033	-.022
	P2	.161	.818 ^a	.076	.296	.002	.129	.136	.187	.030	.070	.085	-.049	.063	.043	.053	.176	-.031	-.019	-.020	.092	.188	.202	.105	.206	.037	-.086	.114	-.060
	P3	.070	-.076	.721 _a	.164	.031	.371	.029	.005	.006	.062	.097	.045	.210	.077	.104	.153	-.092	.182	.004	.150	.057	.014	-.140	.094	.070	.017	-.090	-.003
	P4	.183	-.296	.164	.820 _a	.032	.012	.141	.043	.103	.007	.109	-.038	.013	.057	.018	.008	-.140	.013	.095	.018	.002	-.045	.085	.117	.013	.037	-.010	-.165
	P5	.210	.002	.031	.032	.721 _a	.122	.030	.230	.208	.099	.070	-.148	.002	.069	.066	.062	-.076	.068	-.163	.133	.043	.095	.031	.144	.030	-.077	.169	-.029
	P6	.022	-.129	.371	.012	.122	.721 _a	.341	.157	.075	.013	.094	-.009	.015	.033	.146	.029	.236	-.125	-.026	.105	.073	.062	.017	.158	.027	.139	-.088	.071

P7	.194	.136	.029	.141	.030	.341	.773 _a	.145	.061	.046	.065	-.019	.116	.057	.070	.061	-.143	.016	-.060	.014	.192	.083	-.022	.020	.013	-.032	-.131	-.050
P8	.011	-.187	.005	.043	.230	.157	.145	.802 _a	.012	.369	.146	.131	.019	.082	.206	.065	.270	-.170	.024	.199	.030	-.136	-.119	.032	.070	.008	-.194	.050
P9	.143	.030	.006	.103	.208	.075	.061	.839 _a	.012	.115	.047	-.033	.111	.182	.153	.023	-.055	-.101	.060	.152	.080	.019	.102	.083	-.116	-.262	-.070	.074
P10	.155	-.070	.062	.007	.099	.013	.046	.369	.115	.821 _a	.050	-.163	.035	.053	.211	.186	-.093	.045	-.097	.003	.015	.139	.116	.010	-.068	.018	-.017	.084
P11	.055	-.085	.097	.109	.070	.094	.065	.146	.047	.050	.818 _a	-.275	.099	.093	.116	.153	-.332	.405	-.037	.209	.132	-.023	.052	.004	-.104	.019	.073	-.087
P12	.095	-.049	.045	.038	.148	.009	.019	.131	.033	.163	.275	.701 ^a	.356	.111	.073	.169	.262	-.312	.236	.091	.086	-.018	-.081	.133	.041	-5.582E-5	.025	.038
P13	.202	.063	.210	.013	.002	.015	.116	.019	.111	.035	.099	-.356	.813 _{0^a}	.090	.058	.142	-.059	.041	-.101	.100	.056	-.036	-.057	.126	-.009	.111	.043	-.024
P14	.127	-.043	.077	.057	.069	.033	.057	.082	.182	.053	.093	-.111	.090	.573 _a	.057	.029	-.017	.053	-.094	.045	.090	-.004	-.134	.073	.205	-.064	.089	-.131
P15	.116	-.053	.104	.018	.066	.146	.070	.206	.153	.211	.116	-.073	.058	.057	.721 _a	.033	-.043	-.002	-.113	.158	.119	.144	-.005	.190	.008	-.083	-.097	-.200
P16	.015	.176	.153	.008	.062	.029	.061	.065	.023	.186	.153	-.169	.142	.029	.033	.758 _a	-.345	.117	-.123	.011	.035	.005	.019	.070	-.082	-.057	.144	-.137
P17	.013	-.031	.092	.140	.076	.236	.143	.270	.055	.093	.332	.262	.059	.017	.043	.345	.506 ^a	-.310	.084	.116	.052	.035	.054	.002	-.064	.109	-.103	.161
P18	.028	-.019	.182	.013	.068	.125	.016	.170	.101	.045	.405	-.312	.041	.053	.002	.117	-.310	.712 ^a	-.225	.173	.004	-.073	.057	.043	-.012	-.032	.082	-.167
P19	.097	-.020	.004	.095	.163	.026	.060	.024	.060	.097	.037	.236	.101	.094	.113	.123	.084	-.225	.612 ^a	.240	.070	-.075	-.008	.155	-.057	.038	-.113	.088
P20	.087	-.092	.150	.018	.133	.105	.014	.199	.152	.003	.209	-.091	.100	.045	.158	.011	-.116	.173	-.240	.618 _a	.444	-.131	.014	.025	.038	-.115	.130	.008
P21	.088	.188	.057	.002	.043	.073	.192	.030	.080	.015	.132	.086	.056	.090	.119	.035	.052	.004	-.070	.444	.813 _a	-.139	-.131	.142	.157	.027	.099	.004
P22	.153	.202	.014	.045	.095	.062	.083	.136	.019	.139	.023	-.018	.036	.004	.144	.005	.035	-.073	-.075	.131	.139	.775 ^a	-.051	.172	-.033	.025	.014	-.015
P23	.133	.105	.140	.085	.031	.017	.022	.119	.102	.116	.052	-.081	.057	.134	.005	.019	.054	.057	-.008	.014	.131	-.051	.651 ^a	.240	-.274	-.055	.085	.034
P24	.046	-.206	.094	.117	.144	.158	.020	.032	.083	.010	.004	.133	.126	.073	.190	.070	-.002	-.043	.155	.025	.142	-.172	-.240	.813 _a	-.128	.066	.022	-.073
P25	.220	.037	.070	.013	.030	.027	.013	.070	.116	.068	.104	.041	.009	.205	.008	.082	-.064	-.012	-.057	.038	.157	-.033	-.274	.128	.728 ^a	-.018	.037	-.243
P26	.039	-.086	.017	.037	.077	.139	.032	.008	.262	.018	.019	5.582E-5	.111	.064	.083	.057	.109	-.032	.038	.115	.027	.025	-.055	.066	-.018	.831 ^a	-.006	-.095
P27	.033	.114	.090	.010	.169	.088	.131	.194	.070	.017	.073	.025	.043	.089	.097	.144	-.103	.082	-.113	.130	.099	.014	.085	.022	.037	-.006	.775 ^a	-.279

	P28	-	-	-0.003	-	-	.071	-	.050	.074	.084	-	.038	-	-	-	.161	-0.167	.088	.008	.004	-0.015	.034	-	-0.243	-0.095	-0.279	.712 ^a
		.022	.060		.165	.029						.087		.024	.131	.200	.137							.073				

a. Measures of Sampling Adequacy(MSA)

LAMPIRAN 5

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.648	13.029	13.029	3.648	13.029	13.029
2	2.926	10.450	23.480	2.926	10.450	23.480
3	2.730	9.749	33.229	2.730	9.749	33.229
4	2.412	8.614	41.843	2.412	8.614	41.843
5	2.134	7.622	49.465	2.134	7.622	49.465
6	1.827	6.525	55.990	1.827	6.525	55.990
7	1.639	5.852	61.842	1.639	5.852	61.842
8	1.483	5.295	67.138	1.483	5.295	67.138
9	1.384	4.944	72.081	1.384	4.944	72.081
10	1.160	4.145	76.226	1.160	4.145	76.226
11	1.062	3.791	80.017	1.062	3.791	80.017
12	1.023	3.653	83.670	1.023	3.653	83.670
13	.834	2.977	86.648			
14	.741	2.646	89.294			
15	.680	2.429	91.723			
16	.493	1.761	93.484			
17	.457	1.632	95.117			
18	.368	1.314	96.431			
19	.267	.953	97.384			
20	.220	.786	98.169			
21	.151	.540	98.710			
22	.122	.435	99.144			
23	.088	.316	99.460			
24	.077	.276	99.736			
25	.034	.122	99.858			
26	.024	.085	99.943			
27	.014	.051	99.994			
28	.002	.006	100.000			

Extraction Method: Principal Component Analysis.

LAMPIRAN 6

Component Matrix

Component Matrix^a

	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
p1	-.437	.510	-.057	-.057	-.438	-.029	.244	.119	.143	-.077	.159	.202
p2	-.368	-.273	-.206	-.201	.131	-.483	.088	-.145	.208	.279	-.174	-.340
p3	.022	-.354	.152	.175	-.375	.575	.273	.235	.239	.008	.163	-.200
p4	-.568	.093	-.270	.045	.518	-.048	.181	.244	-.009	-.222	.179	.107
p5	-.046	.577	-.234	-.432	.355	.097	.113	.175	.086	-.214	-.005	-.106
p6	.370	-.454	.356	.060	-.229	-.385	.287	.157	.242	-.116	-.030	-.084
p7	-.137	-.257	.553	.242	.311	.142	.266	.148	-.112	-.073	-.335	-.039
p8	.551	.442	.116	.077	-.213	.057	.077	.376	.031	.265	-.108	-.137
p9	.584	-.024	-.253	.206	.323	.248	-.383	-.072	.115	-.025	.118	.152
p10	.337	.053	-.615	-.090	.095	-.158	.474	.094	-.277	.064	-.014	-.255
p11	.010	.239	.639	-.198	.180	.032	-.115	.153	.083	-.062	.236	-.399
p12	-.270	-.118	.430	-.435	.070	-.084	-.487	-.054	-.036	.115	.071	-.046
p13	-.530	-.046	.128	.573	-.173	-.128	-.016	-.250	.173	.109	-.043	-.267
p14	.343	-.095	.284	.237	.542	.003	.085	.205	.369	.274	-.070	.117
p15	.180	-.086	-.050	-.344	.211	.590	.359	-.311	.088	.188	.208	-.020
p16	.149	-.361	-.055	-.021	.140	.030	-.008	.668	-.411	.170	.086	-.044
p17	.490	.078	.550	-.029	.331	-.277	.113	-.150	-.141	.037	.029	.142
p18	-.602	-.008	.166	-.066	.013	-.159	-.036	.396	-.006	.143	-.082	.471
p19	-.009	.608	-.084	-.016	.170	-.031	.259	-.164	.119	.475	-.359	.119
p20	-.358	-.123	-.148	.006	-.333	.503	-.160	.157	-.020	.349	-.237	.050
p21	.272	.468	.311	-.227	-.264	-.045	.087	.071	.498	-.043	.130	.183
p22	.125	-.521	.168	-.395	-.238	-.076	.294	-.056	-.066	-.188	-.214	.230
p23	-.546	.247	.306	.181	.031	-.005	.523	-.099	-.195	-.038	.233	.006
p24	-.012	.138	.318	.592	.190	.343	.074	-.275	-.253	-.170	-.158	.097
p25	.536	.337	.166	-.140	-.469	-.095	.041	-.133	-.454	-.010	-.097	.052
p26	.045	.358	.052	.611	-.151	-.281	-.110	.106	-.211	.264	.368	-.022
p27	.315	.045	-.436	.545	-.047	-.144	-.014	.166	.314	-.354	-.189	.033
p28	.219	-.566	-.222	.107	.019	-.170	.200	-.214	.064	.297	.419	.284

Extraction Method: Principal Component Analysis.

a. 12 components extracted.

LAMPIRAN 7

UJI RELIABILITAS 30 RESPONDEN

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

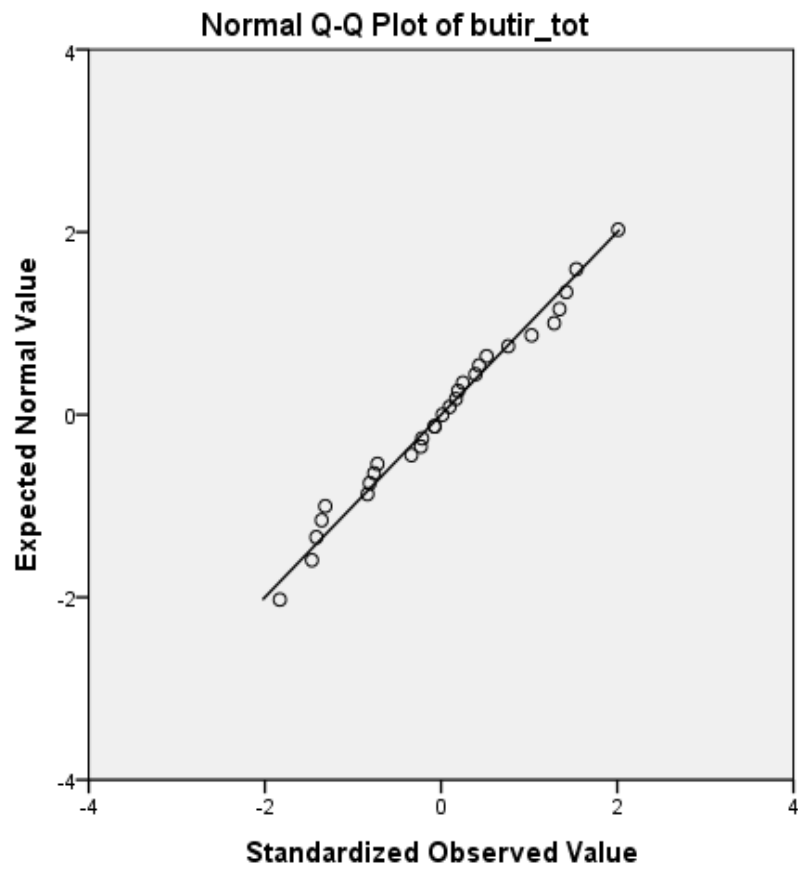
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.910	.918	28

LAMPIRAN 8

HASIL UJI NORMALITAS 30 RESPONDEN



Transforms: natural logarithm, difference(1)

LAMPIRAN 9

Uji Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov Test

		kualitaspelayan an	kepercayaan	loyalitas
N		30	30	30
Normal Parameters ^{a,b}	Mean	50.6667	4.6667	21.3000
	Std. Deviation	8.07010	1.66782	3.47553
Most Extreme Differences	Absolute	.104	.146	.105
	Positive	.067	.141	.079
	Negative	-.104	-.146	-.105
Kolmogorov-Smirnov Z		.572	.799	.572
Asymp. Sig. (2-tailed)		.900	.546	.899

a. Test distribution is Normal.

b. Calculated from data.

LAMPIRAN 10

Tabulasi 100 Responden

	Kualitas Pelayanan (X1)																Kepercayaan (X2)				Loyalitas Pelanggan (Y)							
	Tangibles			Reliability			Empathy			Responsiveness				assurance		Credibility		Integrity		pembelianberulang		pembelianteratur		Rekomendasi		Kekebalandaripesaing		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
1	5	4	5	5	5	5	5	4	5	4	4	5	5	5	4	4	5	4	4	4	4	3	4	5	4	3		
2	4	4	4	4	4	4	4	4	4	3	4	4	5	4	4	3	4	4	3	4	3	2	2	4	2	5	2	4
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89	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	4	4	5	5	4	4	4	4	4	4
90	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4
91	4	4	4	4	4	4	3	4	4	2	4	4	4	3	4	2	4	4	3	4	3	3	3	3	3	2	3
92	4	4	4	4	4	4	5	4	4	5	4	4	4	5	4	5	4	4	5	4	4	3	3	4	3	3	4
93	5	5	5	5	5	5	4	5	5	4	5	5	5	5	4	5	5	5	5	5	5	2	3	5	2	4	2
94	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4
95	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	4	4	3	4	5	2	2	4	2	5	2
96	3	3	3	3	3	3	3	3	3	4	3	3	4	3	3	4	3	3	3	3	3	4	2	3	4	3	4
97	5	4	5	3	5	5	4	4	3	3	4	4	4	4	5	4	4	3	5	4	3	2	3	2	2	4	2
98	3	5	3	3	3	3	4	5	3	5	5	5	5	4	3	5	5	3	4	5	5	2	4	3	2	4	2
99	5	4	5	5	5	5	5	4	5	5	4	4	5	5	5	5	4	5	4	4	4	5	4	5	5	5	5
100	5	4	4	3	4	4	5	4	4	5	4	4	4	4	4	5	4	4	5	4	4	3	3	4	3	3	3

LAMPIRAN 11

HASIL REGRESI LINIER BERGANDA

Descriptive Statistics

	Mean	Std. Deviation	N
Y_LOYALITAS	3.8180	.69185	100
X1_KUALITASPELAYANAN	4.2976	.46781	100
X2_KEPERCAYAAN	4.7680	.58996	100

Correlations

		Y_LOYALITAS	X1_KUALITASPELAYANAN	X2_KEPERCAYAAN
Pearson Correlation	Y_LOYALITAS	1.000	.297	.078
	X1_KUALITASPELAYANAN	.297	1.000	.154
	X2_KEPERCAYAAN	.078	.154	1.000
Sig. (1-tailed)	Y_LOYALITAS	.	.001	.221
	X1_KUALITASPELAYANAN	.001	.	.063
	X2_KEPERCAYAAN	.221	.063	.
N	Y_LOYALITAS	100	100	100
	X1_KUALITASPELAYANAN	100	100	100
	X2_KEPERCAYAAN	100	100	100

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.299 ^a	.089	.070	.66703

a. Predictors: (Constant), X2_KEPERCAYAAN, X1_KUALITASPELAYANAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.230	2	2.115	4.753	.011 ^b
	Residual	43.158	97	.445		
	Total	47.388	99			

a. Dependent Variable: Y_LOYALITAS

b. Predictors: (Constant), X2_KEPERCAYAAN, X1_KUALITASPELAYANAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.779	.767		2.319	.022
	X1_KUALITASPELAYANAN	.432	.145	.292	2.977	.004
	X2_KEPERCAYAAN	.039	.115	.033	.335	.738

a. Dependent Variable: Y_LOYALITAS