

## LAMPIRAN I

## KUISIONER

ANALISIS PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS  
NASABAH

Mohon mengisi Kuisisioner ini dengan baik.

## DATA RESPONDEN

Jenis kelamin

Pria

Wanita

USIA :

< 25 tahun

36-45 tahun

> 55 tahun

26 -35 tahun

46-55 tahun

Lama Menabung

< 1 tahun

> 5 tahun

1 – 5 tahun

Keterangan:

STS : Sangat tidak setuju

S : Setuju

TS : Tidak setuju

SS : Sangat Setuju

R : Ragu-ragu

NO	PERNYATAAN					
		STS	TS	R	S	SS
	Tangible					
1	CSO menggunakan sales kit (brosur/booklet/katalog/monitor komputer/dll)					
2	Memiliki ruang tunggu yang nyaman					
3	CSO berpenampilan profesional					
4	CSO menggunakan name tag					
5	Situasi meja CSO bersih dan rapi					
	Reliability					
1	CSO menyebutkan beberapa jenis produk bank dan menjelaskan fiturnya					
2	Memberikan pelayanan dengan tepat waktu					
3	CSO menjajaki/menggali/menanyakan kebutuhan nasabah					
4	CSO memberikan penjelasan yang dapat dipercaya					
5	CSO memberikan penjelasan dengan jelas dan meyakinkan					
	Assurance					
1	CSO melayani dengan ramah					
2	CSO dapat menjawab pertanyaan nasabah tentang produk dengan baik					
3	CSO dapat menjawab pertanyaan nasabah tentang produk dengan tepat					
4	CSO memberikan rasa aman pada nasabah saat melakukan transaksi di dalam lingkungan bank					
5	CSO menginformasikan beberapa fitur dan benefit layanan e banking					

	Emphaty					
1	CSO memberi perhatian penuh pada nasabahnya					
2	CSO menghargai setiap nasabahnya					
3	CSO merespon permintaan nasabah dengan tepat					
4	CSO memberikan salam kepada nasabah					
5	CSO membantu nasabah dengan sepenuh hati					
	Responsiveness					
1	CSO memberikan pelayanan dengan tepat					
2	CSO memberikan pelayanan dengan cepat					
3	CSO dengan sigap menjawab pertanyaan nasabah					
4	CSO menjawab dan merespon semua keinginan nasabah dalam waktu yang cepat					
5	CSO menanggapi keluhan konsumen dengan baik dan cepat					
	Loyalitas					
1	Saya tidak akan beralih menabung di bank lain					
2	Saya merasa aman menabung di BCA walaupun suku bunganya rendah					
3	Saya percaya bahwa produk-produk BCA selalu memberikan yang terbaik untuk nasabahnya					
4	Saya akan merekomendasikan teman dan kerabat saya untuk bertransaksi di BCA					
5	Setiap ada kesempatan saya akan selalu berusaha untuk memberikan informasi yang baik tentang BCA					

TERIMA KASIH

**JAWABAN KUISIONER 30 RESPONDEN**

No.	tangible	tangible	tangible	tangible	tangible	Total	Rata-rata	reliability	reliability	reliability	reliability	reliability	Total	Rata-rata	No.	assurance	assurance	assurance	assurance	assurance	Total	Rata-rata	emphaty	emphaty	emphaty	emphaty	emphaty	Total	Rata-rata	No.	responsiven	responsiven	responsiven	responsiven	responsiven	Total	Rata-rata	loyalitas	loyalitas	loyalitas	loyalitas	loyalitas	Total	Rata-rata	
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Jawaban Kuisisioner 100 Responden

No.	tangible	tangible2	tangible3	tangible4	tangible5	Total	Rata-rata	No.	reliability	reliability2	reliability3	reliability4	reliability5	Total	Rata-rata	No.	assurance	assurance2	assurance3	assurance4	assurance5	Total	Rata-rata	No.	emphaty	emphaty2	emphaty3	emphaty4	emphaty5	Total	Rata-rata	No.	response1	response2	response3	response4	response5	Total	Rata-rata	No.	loyaltas1	loyaltas2	loyaltas3	loyaltas4	loyaltas5	Total	Rata-rata
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## LAMPIRAN II

**Reliability****Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.977	30

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
tangible1	122.8667	103.844	.567	.977
tangible2	122.5667	101.840	.814	.975
tangible3	122.7333	102.892	.857	.975
tangible4	122.7000	102.838	.689	.976
tangible5	122.7333	103.651	.763	.976
reliability1	122.7000	102.907	.807	.975
reliability2	122.7000	102.838	.689	.976
reliability3	122.7333	103.651	.763	.976
reliability4	122.7333	103.582	.771	.976
reliability5	122.6667	102.299	.718	.976
assurance1	122.6000	102.386	.775	.976
assurance2	122.5667	101.840	.814	.975
assurance3	122.7333	102.892	.857	.975
assurance4	122.7333	103.651	.763	.976
assurance5	122.7000	102.907	.807	.975
emphaty1	122.7000	102.907	.807	.975
emphaty2	122.7000	102.838	.689	.976
emphaty3	122.7333	103.651	.763	.976
emphaty4	122.7333	103.582	.771	.976
emphaty5	122.6667	102.299	.718	.976
respon1	122.6667	102.368	.711	.976
respon2	122.7000	102.976	.799	.976
respon3	122.6667	102.575	.691	.976
respon4	122.7667	103.426	.851	.975
respon5	122.6667	103.471	.706	.976
loyalitas1	122.7667	102.116	.837	.975
loyalitas2	122.6667	103.471	.706	.976
loyalitas3	122.7333	103.651	.763	.976
loyalitas4	122.7333	103.651	.763	.976
loyalitas5	122.7000	102.907	.807	.975

## Scale Statistics

Mean	Variance	Std. Deviation	N of Items
1.2693E2	110.133	10.49444	30

### LAMPIRAN III

#### Regression Simultan

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	responsive, tangible, reliability, assurance, emphaty <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: loyalitas

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.974 <sup>a</sup>	.948	.945	.30178

a. Predictors: (Constant), responsive, tangible, reliability, assurance, emphaty

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.529	5	30.506	334.960	.000 <sup>a</sup>
	Residual	8.379	92	.091		
	Total	160.908	97			

a. Predictors: (Constant), responsive, tangible, reliability, assurance, emphaty

b. Dependent Variable: loyalitas



Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.384	.495		4.818	.000
	tangible	.094	.030	.114	3.172	.002
	reliability	.152	.025	.237	6.092	.000
	assurance	.301	.044	.312	6.288	.000
	emphaty	.276	.054	.327	5.520	.000
	responsive	.096	.045	.088	2.135	.035

a. Dependent Variable: loyalitas

## Regression Parsial

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	tangible <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: loyalitas

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 <sup>a</sup>	.580	.576	.83874

a. Predictors: (Constant), tangible

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.681	.983		7.810	.000
	tangible	.626	.054	.762	11.521	.000

a. Dependent Variable: loyalitas

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	reliability <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: loyalitas

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 <sup>a</sup>	.711	.708	.69603

a. Predictors: (Constant), reliability

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.132	.644		14.180	.000
	reliability	.541	.035	.843	15.367	.000

a. Dependent Variable: loyalitas

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	assurance <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: loyalitas

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910 <sup>a</sup>	.828	.826	.53659

a. Predictors: (Constant), assurance

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.359	.681		6.399	.000
	assurance	.806	.037	.910	21.514	.000

a. Dependent Variable: loyalitas

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	emphaty <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: loyalitas

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935 <sup>a</sup>	.874	.872	.46035

a. Predictors: (Constant), emphaty

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.659	.596		6.137	.000
	emphaty	.860	.033	.935	25.754	.000

a. Dependent Variable: loyalitas

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	responsive <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: loyalitas

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820 <sup>a</sup>	.672	.669	.74138

a. Predictors: (Constant), responsive

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.449	1.180		2.075	.041
	responsive	.888	.063	.820	14.027	.000

a. Dependent Variable: loyalitas