LAMPIRAN 1

Surat Permohonan Pengisian Kuesioner

UNIVERSITAS ESA UNGGUL

FAKULTAS EKONOMI DAN BISNIS

LAMPIRAN LEMBAR KUESIONER

Responden Yth,

Saya, mahasiswa program studi Ilmu Manajemen, Fakultas Ekonomi dan Bisnis Universitas Esa Unggul.

Nama : Yoga Septyan Malik

NIM : 2012-11-044

Saya sedang meneliti Persepsi Kualitas Pelayanan dan Loyalitas Pelanggan di Rumah Sakit Ibu dan Anak PKU Muhammadiyah Cipondoh Tangerang untuk menyelesaikan Tugas Akhir. Maka dari itu, saya mengharapkan kesediaaan saudara/i untuk mengisi kuesioner ini.

Atas kesediaan saudara/i menjawabnya dengan sejujurnya dan sebaik-baiknya saya mengucapkan terima kasih.

A. Data Responden

Silahkan beri tanda ceklis (√) untuk jawaban yang sesuai.

1. Jenis Kelamin:

   ☐ Pria ☐ Wanita

2. Usia:

   ☐ 17 tahun – 25 Tahun ☐ 36 tahun – 40 tahun

   ☐ 26 tahun – 30 tahun ☐ > 41tahun

   ☐ 31 tahun – 35 tahun

3. Pendidikan Terakhir:

   ☐ SMP ☐ Perguruan Tinggi (D3/S1)

   ☐ SMA/SMK ☐ Lain-lain:…

4. Bagaimana Anda membayar tindakan yang dilakukan rumah sakit:

   ☐ Bayar Pribadi

   ☐ Asuransi, sebutkan nama asuransinya ……

   ☐ Jamkesmas

   ☐ Lain-lain:……

5. Mengapa anda lebih memilih RSIA PKU Muhammadiyah Cipondoh Tangerang:

   ☐ Rekomendasi teman/keluarga

   ☐ Lokasi mudah terjangkau dan Harga yang terjangkau

   ☐ Fasilitas Lengkap

   ☐ Kecocokan dokter

   ☐ Lain-lain:.....

6. Frekuensi jumlah rawat jalan di poliklinik dalam setahun terkahir :

☐	< 3 kali / tahun.	☐	5 – 8 kali / tahun.
☐	3 – 5 kali / tahun.	☐	> 8 kali / tahun.

B. Daftar Pertanyaan

Kuesioner ini mengenai penelitian dan pendapat anda mengenai Persepsi Kualitas Pelayanan Dan Loyalitas Pelanggan dengan memberikan tanda ceklis (√ atau ×).

5 = Sangat Setuju

4 = Setuju

3 = Antara Setuju dan Tidak Setuju

2 = Tidak Setuju

1 = Sangat Tidak Setuju

NO	Pernyataan	Alternatif Jawaban				
		1	2	3	4	5
1.	RSIA PKU Muhammadiyah Cipondoh Tangerang memiliki peralatan medis yang modern					
2.	Fasilitas ruang tunggu yang ada di RSIA PKU Muhammadiyah Cipondoh Tangerang terlihat menarik					
3.	Petugas Medis di RSIA PKU Muhammadiyah Cipondoh Tangerang berpenampilan rapi					
4.	Tampilan ruang tunggu yang ada di RSIA PKU Muhammadiyah Cipondoh Tangerang sesuai dengan standar rumah sakit pada umumnya					
5.	RSIA PKU Muhammadiyah Cipondoh Tangerang tidak memberikan perhatian khusus kepada pasien					
6.	Petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang tidak memberikan perhatian khusus kepada pasien					
7.	RSIA PKU Muhammadiyah Cipondoh Tangerang tidak memahami keinginan pasien					
8.	Petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang tidak memberikan pelayanan seperti yang pasien inginkan					
9.	RSIA PKU Muhammadiyah Cipondoh Tangerang tidak memiliki jam beroperasi yang sesuai dengan keinginan pasien					
10.	Pengobatan RSIA PKU Muhammadiyah Cipondoh Tangerang yang sesuai jadwal					
11.	Ketika Saya memiliki masalah, RSIA PKU Muhammadiyah Cipondoh Tangerang memberikan solusi yang menentramkan hati					
12.	RSIA PKU Muhammadiyah Cipondoh Tangerang dapat dipercaya					
13.	Petugas resepsionis RSIA PKU Muhammadiyah Cipondoh Tangerang memberikan informasi pengobatan sesuai dengan jadwal yang diberikan					
14.	RSIA PKU Muhammadiyah Cipondoh Tangerang memiliki pencatatan data pasien yang akurat					
15.	RSIA PKU Muhammadiyah Cipondoh Tangerang tidak memberikan informasi yang jelas kepada pasien kapan pengobatan akan dilakukan					
16.	Saya tidak menenrima layanan secara cepat dari petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang					
17.	Petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang tidak bersedia untuk membantu pasien					

NO	Pernyataan	Alternatif Jawaban				
		1	2	3	4	5
18.	Petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang terlalu sibuk untuk menanggapi permintaan pasien dengan cepat					
19.	Saya memberikan kepercayaan kepada petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang					
20.	Pasien merasakan aman saat melakukan transaksi pembayaran diloket RSIA PKU Muhammadiyah Cipondoh Tangerang					
21.	Petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang bersikap sopan					
22.	Petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang mendapat dukungan yang cukup dari RSIA PKU Muhammadiyah Cipondoh Tangerang untuk melakukan pekerjaannya					
23.	Jika saya sakit saya akan berobat kembali di RSIA PKU Muhammadiyah Cipondoh Tangerang					
24.	Saya yakin kualitas pelayanan RSIA PKU Muhammadiyah Cipondoh Tangerang secara keseluruhan tidak akan menurun					
25.	Saya yakin kualitas pelayanan RSIA PKU Muhammadiyah Cipondoh Tangerang akan meningkat di masa yang akan datang					
26.	Jika saya sakit lagi, saya tidak akan pindah berobat dari RSIA PKU Muhammadiyah Cipondoh Tangerang					
27.	Jika saya sakit lagi, saya tidak akan pindah berobat dari RSIA PKU Muhammadiyah Cipondoh Tangerang, walaupun ada Rumah Sakit lain yang lebih dekat dari tempat tinggal saya					
28.	Jika saya sakit lagi, saya tidak akan pindah berobat dari RSIA PKU Muhammadiyah Cipondoh Tangerang walaupun ada Rumah Sakit lain yang lebih murah					
29.	Jika rekan saya sakit, Saya akan merekomendasikan RSIA PKU Muhammadiyah Cipondoh Tangerang kepada rekan saya					
30.	Saya akan bercerita hal-hal baik tentang RSIA PKU Muhammadiyah Cipondoh Tangerang kepada rekan saya					
31.	Saya senang apabila teman-teman saya juga berobat ke RSIA PKU Muhammadiyah Cipondoh Tangerang					

LAMPIRAN 2

Data Tabulasi Karakteristik 30 dan 100 Responden

1. 30 Responden

Jenis Kelamin		Usia				
Laki-laki	Perempuan	17-25	26-30	31-35	36-40	>41
8	22	2	10	15	3	0
30 Responden		30 Responden				

Pendidikan Terakhir				Jenis Pembayaran			
SMP	SMA/ SMK	D3/ S1	Lain-lain	Bayar Pribadi	Asuransi	Jam kesmas	Lain-lain
8	20	2	0	30	0	0	0
30 Responden				30 Responden			

Alasan					Frekuensi			
Rekomendasi	Lokasi & Harga	Fasilitas Lengkap	Dokter	Lain-lain	< 3 kali / tahun	3 – 5 kali / tahun	5 – 8 kali / tahun	> 8 kali / tahun.
5	14	0	11	0	20	6	4	0
30 Responden					30 Responden			

2. 100 Responden

Jenis Kelamin		Usia				
Laki-laki	Perempuan	17-25	26-30	31-35	36-40	>41
23	77	14	24	37	17	8
100 Responden		100 Responden				

Pendidikan Terakhir				Jenis Pembayaran			
SMP	SMA/ SMK	D3/ S1	Lain-lain	Bayar Pribadi	Asuransi	Jam kesmas	Lain-lain
30	48	12	10	100	0	0	0
100 Responden				100 Responden			

Alasan					Frekuensi			
Rekomendasi	Lokasi & Harga	Fasilitas Lengkap	Dokter	Lain-lain	< 3 kali / tahun	3 – 5 kali / tahun	5 – 8 kali / tahun	> 8 kali / tahun.
14	62	2	22	0	40	52	8	0
100 Responden					100 Responden			

LAMPIRAN 3

Tabulasi Data Pre-Test 30 (Tiga Puluh) Responden

Butir Soal Pernyataan																													
	Tangible				Emphaty					Reliability					Responsiveness				Assurance				Repeat Patronage			Switching Behavior			Word of Mouth		
No	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	29	30	31
1	5	5	5	5	4	5	3	4	4	5	4	5	5	4	4	5	4	5	5	5	5	4	5	4	5	4	4	4	4	2	4
2	4	5	4	4	5	4	5	2	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	4	4	4	4	2	4
3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	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	3	5	5	5	5	5	5
5	5	4	4	5	5	5	5	5	5	5	4	5	5	4	5	5	5	5	4	5	5	4	5	5	5	5	5	4	5	5	5
6	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5
7	5	5	5	5	4	5	5	5	5	5	4	4	5	4	4	5	5	5	4	4	5	4	5	5	5	4	4	4	4	4	4
8	4	2	4	2	4	4	4	2	4	4	5	4	4	4	4	4	4	2	5	4	4	4	4	4	2	5	4	4	4	4	4
9	4	5	4	3	4	4	5	1	4	3	4	3	3	3	4	4	4	3	4	3	3	3	4	4	3	5	4	5	4	5	4
10	4	4	4	3	4	4	4	2	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	4	4	4	4	5	4
11	4	5	4	4	4	4	4	3	5	4	4	4	4	5	4	4	4	1	4	4	4	5	4	4	1	5	5	5	5	5	5
12	4	4	4	4	4	5	5	3	4	4	5	4	4	5	4	4	4	5	5	4	4	5	4	4	5	4	4	4	5	5	4
13	4	5	4	4	4	4	4	3	4	5	4	4	5	4	4	4	4	2	4	4	5	4	4	4	2	5	5	5	5	5	5
14	4	5	4	4	4	4	4	3	5	4	4	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4
15	5	5	5	5	4	5	5	5	5	4	4	4	4	5	4	5	5	2	4	4	4	5	5	5	4	4	4	4	4	4	4
16	5	5	5	5	5	5	4	4	4	4	4	4	4	4	5	5	4	5	4	4	4	4	5	4	5	5	5	5	5	5	5
17	5	4	5	5	5	5	5	5	4	5	5	5	5	4	5	5	5	4	5	5	5	4	5	5	4	5	5	5	5	5	5
18	4	4	4	4	4	2	4	2	4	4	4	2	4	3	4	2	4	4	4	2	4	3	2	4	4	4	4	4	4	2	4
19	4	4	4	4	4	4	4	3	4	4	5	1	4	3	4	4	4	3	5	1	4	3	4	4	3	4	4	4	4	4	4
20	4	4	4	4	4	4	4	3	4	4	4	2	4	3	4	4	4	4	4	2	4	3	4	4	4	4	4	4	4	2	4
21	3	3	3	3	3	3	4	2	4	5	4	3	5	5	3	3	4	3	4	3	5	5	3	4	3	3	3	3	3	3	3
22	4	3	4	4	4	4	4	3	4	3	4	2	3	3	4	4	4	4	4	2	3	3	4	4	4	4	4	4	4	4	4
23	4	5	4	4	4	4	4	3	4	3	4	2	3	2	4	4	4	4	4	2	3	2	4	4	4	4	4	4	4	4	4
24	3	3	3	3	3	3	3	4	4	4	4	4	4	3	3	3	3	2	4	4	4	3	3	3	2	3	3	3	3	3	3
25	5	3	4	5	4	4	5	5	5	4	4	4	4	4	4	4	5	3	4	4	4	4	4	5	3	4	4	4	4	4	4
26	4	5	5	4	4	4	5	4	5	5	4	5	5	5	4	4	5	4	4	5	5	5	4	5	4	5	5	4	4	4	5
27	5	4	4	5	4	5	4	5	5	4	5	4	4	4	4	4	4	5	5	4	4	4	4	4	5	4	4	5	4	5	4
28	4	5	5	4	5	4	4	5	5	5	5	5	5	4	5	5	4	4	5	5	5	4	5	4	4	5	5	4	5	4	5
29	5	5	5	5	5	5	4	4	5	4	5	2	4	4	5	5	4	5	5	2	4	4	5	4	5	5	5	5	5	5	5
30	5	4	5	5	4	4	5	5	4	5	5	3	4	3	4	4	5	1	5	3	4	3	4	5	1	5	5	4	4	4	5

■ Pernyataan yang Tidak Valid

LAMPIRAN 4

Tabulasi Data 100 (Seratus) Responden

Butir Soal Pernyataan																												
	Tangible			Emphaty					Reliability				Responsiveness				Assurance				Repeat Patronage			Switching Behavior			Word of Mouth		
No	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	29
1	4	4	5	4	5	5	4	4	5	4	5	4	5	5	5	4	5	5	5	5	4	5	5	5	4	4	5	4	5
2	5	5	5	5	4	4	2	4	5	5	4	2	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5
3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	4
6	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	4	4
7	4	4	5	4	5	5	5	5	5	5	5	5	4	4	5	4	5	5	5	4	5	5	5	5	5	5	4	4	4
8	4	4	5	4	4	2	2	4	5	4	2	2	5	4	4	4	4	4	4	5	4	5	4	2	2	4	4	4	4
9	3	4	3	4	4	3	1	4	3	3	3	1	4	3	3	3	4	4	3	4	4	3	3	3	1	4	3	3	3
10	4	4	3	4	4	3	2	4	3	4	3	2	4	4	4	4	4	4	3	4	4	3	4	3	2	4	4	4	4
11	5	4	4	4	4	4	3	5	4	5	4	3	4	4	4	5	4	4	4	4	4	4	4	4	3	5	4	5	5
12	5	4	4	4	5	4	3	4	4	5	4	3	5	4	4	5	4	4	4	5	4	4	4	4	3	4	4	5	5
13	4	4	4	4	4	4	3	4	4	4	4	3	4	4	5	4	4	4	4	4	4	4	5	4	3	4	4	4	4
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19	3	4	4	4	4	4	3	4	4	3	4	3	5	1	4	3	4	4	4	5	4	4	4	4	3	4	1	3	3
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27	4	4	5	4	5	5	5	5	5	4	5	5	5	4	4	4	4	4	5	5	4	5	4	5	5	5	4	4	4
28	4	5	4	5	4	4	5	5	4	4	4	5	5	5	5	5	5	4	4	5	5	4	5	4	5	5	5	4	5
29	5	5	5	5	5	5	4	5	5	5	5	4	5	5	4	4	5	5	5	5	5	5	4	5	4	5	5	5	4
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31	5	5	4	4	4	4	4	4	4	5	4	4	5	3	3	3	4	2	4	5	5	4	3	4	4	4	3	5	3
32	4	4	4	4	4	4	5	4	4	4	4	5	3	4	4	4	4	3	4	3	4	4	4	4	5	4	4	4	4
33	5	5	5	4	4	4	4	4	5	5	4	4	3	4	4	4	4	3	4	3	5	5	4	4	4	4	4	5	4
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37	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	4	4	5	5	5	5	5	4	5	5	5	5	5	4
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39	4	4	4	4	4	4	5	1	4	4	4	5	5	5	5	5	5	5	5	5	4	4	5	4	5	4	5	4	5
40	4	4	4	4	4	4	4	2	4	4	4	4	4	4	5	5	4	4	4	4	4	4	5	4	4	2	4	4	5
41	3	5	3	3	4	3	4	3	3	3	3	4	5	5	5	5	5	5	5	5	5	3	5	3	4	3	5	3	5
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46	5	5	5	5	5	5	5	5	5	5	5	5	4	4	3	4	4	4	5	4	5	5	5	5	5	5	4	5	4
47	4	4	4	4	2	4	4	2	4	4	4	4	5	4	1	5	4	4	4	5	4	4	4	4	4	2	4	4	5
48	3	4	4	5	1	4	3	3	4	5	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	4
49	3	4	4	4	2	4	4	3	4	3	4	4	5	5	4	4	4	4	4	5	4	4	4	4	4	3	5	3	4
50	4	4	4	4	3	4	4	1	4	4	4	4	5	4	5	5	4	4	4	5	4	4	5	4	4	4	4	4	5
51	4	4	5	5	3	5	4	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	4	5

Butir Soal Pernyataan																													
	Tangible			Emphaty					Reliability				Responsiveness				Assurance				Repeat Patronage			Switching Behavior			Word of Mouth		
No	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	29
52	4	4	4	4	3	4	5	2	4	4	4	5	5	5	5	4	2	4	4	2	4	4	5	4	5	2	5	4	5
53	4	4	4	4	3	4	4	4	4	4	4	4	4	4	3	4	1	4	4	4	4	4	3	4	4	4	4	4	4
54	5	5	5	5	5	5	4	4	5	5	5	4	4	4	4	4	2	4	5	5	5	5	4	5	4	4	4	5	4
55	5	5	5	4	4	5	4	5	5	5	5	5	3	4	3	3	3	5	5	3	5	5	5	5	4	5	4	5	3
56	5	5	5	5	5	5	5	4	5	5	5	5	4	3	4	4	5	4	5	4	5	5	4	5	5	4	3	5	4
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62	4	3	4	4	4	4	4	2	4	4	4	4	4	3	3	5	5	4	4	4	3	4	3	4	4	2	3	4	5
63	5	5	5	3	4	3	4	3	5	5	3	4	4	4	4	4	4	4	3	4	5	5	4	3	4	3	4	5	4
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100	5	5	4	5	5	4	4	4	4	5	4	4	4	5	4	4	4	2	4	4	5	4	4	4	4	4	5	5	4

LAMPIRAN 5

Hasil Uji Validitas 30 Responden

1. *Tangible*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.586
Bartlett's Test of Sphericity	Approx. Chi-Square	70.552
	df	6
	Sig.	.000

Anti-image Matrices

		soal1	soal2	soal3	soal4
Anti-image Covariance	soal1	.178	.135	-.145	-.158
	soal2	.135	.571	-.221	-.152
	soal3	-.145	-.221	.313	.051
	soal4	-.158	-.152	.051	.244
Anti-image Correlation	soal1	.547[a]	.424	-.614	-.755
	soal2	.424	.480[a]	-.522	-.408
	soal3	-.614	-.522	.651[a]	.184
	soal4	-.755	-.408	.184	.632[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal1	1.000	.804
soal2	1.000	.402
soal3	1.000	.789
soal4	1.000	.802

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.797	69.928	69.928	2.797	69.928	69.928
2	.765	19.136	89.064			
3	.338	8.442	97.506			
4	.100	2.494	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal1	.897
soal2	.634
soal3	.888
soal4	.896

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

2. *Emphaty*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.718
Bartlett's Test of Sphericity	Approx. Chi-Square	35.088
	df	10
	Sig.	.000

Anti-image Matrices

		soal5	soal6	soal7	soal8	soal9
Anti-image Covariance	soal5	.657	-.245	-.168	-.005	-.030
	soal6	-.245	.543	-.083	-.216	-.012
	soal7	-.168	-.083	.794	.039	-.147
	soal8	-.005	-.216	.039	.560	-.272
	soal9	-.030	-.012	-.147	-.272	.650
Anti-image Correlation	soal5	.738[a]	-.411	-.232	-.009	-.045
	soal6	-.411	.714[a]	-.127	-.392	-.021
	soal7	-.232	-.127	.782[a]	.058	-.205
	soal8	-.009	-.392	.058	.678[a]	-.452
	soal9	-.045	-.021	-.205	-.452	.718[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal5	1.000	.502
soal6	1.000	.645
soal7	1.000	.355
soal8	1.000	.573
soal9	1.000	.500

xtraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.575	51.506	51.506	2.575	51.506	51.506
2	.889	17.786	69.292			
3	.726	14.515	83.807			
4	.467	9.333	93.139			
5	.343	6.861	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal5	.709
soal6	.803
soal7	.596
soal8	.757
soal9	.707

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

3. *Reliability*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.667
Bartlett's Test of Sphericity	Approx. Chi-Square	101.391
	df	10
	Sig.	.000

Anti-image Matrices

		soal10	soal11	soal12	soal13	soal14
Anti-image Covariance	soal10	.070	-.073	-.006	-.063	.044
	soal11	-.073	.872	.064	.051	-.079
	soal12	-.006	.064	.469	-.022	-.215
	soal13	-.063	.051	-.022	.064	-.054
	soal14	.044	-.079	-.215	-.054	.525
Anti-image Correlation	soal10	.608[a]	-.294	-.032	-.937	.229
	soal11	-.294	.440[a]	.099	.217	-.117
	soal12	-.032	.099	.846[a]	-.130	-.432
	soal13	-.937	.217	-.130	.621[a]	-.297
	soal14	.229	-.117	-.432	-.297	.739[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal10	1.000	.823
soal11	1.000	.077
soal12	1.000	.668
soal13	1.000	.870
soal14	1.000	.570

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.008	60.162	60.162	3.008	60.162	60.162
2	.989	19.782	79.943			
3	.629	12.589	92.532			
4	.339	6.781	99.314			
5	.034	.686	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal10	.907
soal11	.278
soal12	.818
soal13	.933
soal14	.755

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

4. *Responsiveness*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.696
Bartlett's Test of Sphericity	Approx. Chi-Square	36.240
	df	6
	Sig.	.000

Anti-image Matrices

		soal15	soal16	soal17	soal18
Anti-image Covariance	soal15	.404	-.242	-.105	-.191
	soal16	-.242	.432	-.157	-.044
	soal17	-.105	-.157	.716	.106
	soal18	-.191	-.044	.106	.753
Anti-image Correlation	soal15	.662[a]	-.579	-.196	-.346
	soal16	-.579	.686[a]	-.282	-.077
	soal17	-.196	-.282	.774[a]	.144
	soal18	-.346	-.077	.144	.723[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal15	1.000	.799
soal16	1.000	.769
soal17	1.000	.445
soal18	1.000	.366

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.379	59.477	59.477	2.379	59.477	59.477
2	.891	22.287	81.764			
3	.469	11.723	93.487			
4	.261	6.513	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal15	.894
soal16	.877
soal17	.667
soal18	.605

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

5. *Assurance*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.710
Bartlett's Test of Sphericity	Approx. Chi-Square	32.322
	df	6
	Sig.	.000

Anti-image Matrices

		soal19	soal20	soal21	soal22
Anti-image Covariance	soal19	.923	.018	-.164	.020
	soal20	.018	.474	-.220	-.222
	soal21	-.164	-.220	.515	-.136
	soal22	.020	-.222	-.136	.556
Anti-image Correlation	soal19	.655[a]	.027	-.237	.027
	soal20	.027	.686[a]	-.444	-.433
	soal21	-.237	-.444	.717[a]	-.254
	soal22	.027	-.433	-.254	.744[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal19	1.000	.124
soal20	1.000	.755
soal21	1.000	.740
soal22	1.000	.684

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.303	57.568	57.568	2.303	57.568	57.568
2	.952	23.793	81.361			
3	.419	10.481	91.842			
4	.326	8.158	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal19	.352
soal20	.869
soal21	.860
soal22	.827

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

6. *Repeat Patronage*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.584
Bartlett's Test of Sphericity	Approx. Chi-Square	14.667
	df	3
	Sig.	.002

Anti-image Matrices

		soal23	soal24	soal25
Anti-image Covariance	soal23	.619	-.308	-.290
	soal24	-.308	.750	-.005
	soal25	-.290	-.005	.778
Anti-image Correlation	soal23	.555[a]	-.452	-.418
	soal24	-.452	.602[a]	-.007
	soal25	-.418	-.007	.617[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal23	1.000	.752
soal24	1.000	.550
soal25	1.000	.516

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.819	60.621	60.621	1.819	60.621	60.621
2	.759	25.312	85.933			
3	.422	14.067	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal23	.867
soal24	.742
soal25	.718

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

7. *Switching Behavior*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.709
Bartlett's Test of Sphericity	Approx. Chi-Square	55.633
	df	3
	Sig.	.000

Anti-image Matrices

		soal26	soal27	soal28
Anti-image Covariance	soal26	.255	-.179	-.062
	soal27	-.179	.232	-.115
	soal28	-.062	-.115	.491
Anti-image Correlation	soal26	.674[a]	-.736	-.175
	soal27	-.736	.652[a]	-.340
	soal28	-.175	-.340	.865[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal26	1.000	.862
soal27	1.000	.886
soal28	1.000	.740

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.489	82.955	82.955	2.489	82.955	82.955
2	.372	12.400	95.355			
3	.139	4.645	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal26	.928
soal27	.942
soal28	.860

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

8. *Word of Mouth*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.652
Bartlett's Test of Sphericity	Approx. Chi-Square	48.013
	df	3
	Sig.	.000

Anti-image Matrices

		soal29	soal30	soal31
Anti-image Covariance	soal29	.240	-.134	-.201
	soal30	-.134	.627	-.016
	soal31	-.201	-.016	.272
Anti-image Correlation	soal29	.598[a]	-.346	-.787
	soal30	-.346	.845[a]	-.038
	soal31	-.787	-.038	.621[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal29	1.000	.883
soal30	1.000	.626
soal31	1.000	.834

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.342	78.080	78.080	2.342	78.080	78.080
2	.516	17.213	95.294			
3	.141	4.706	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal29	.940
soal30	.791
soal31	.913

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

LAMPIRAN 6

Hasil Uji Validitas 100 Responden

1. *Tangible*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.719
Bartlett's Test of Sphericity	Approx. Chi-Square	105.690
	df	3
	Sig.	.000

Anti-image Matrices

		soal1	soal2	soal3
Anti-image Covariance	soal1	.528	-.229	-.181
	soal2	-.229	.515	-.197
	soal3	-.181	-.197	.568
Anti-image Correlation	soal1	.712[a]	-.440	-.331
	soal2	-.440	.702[a]	-.364
	soal3	-.331	-.364	.745[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal1	1.000	.746
soal2	1.000	.757
soal3	1.000	.716

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.218	73.939	73.939	2.218	73.939	73.939
2	.421	14.030	87.969			
3	.361	12.031	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal1	.864
soal2	.870
soal3	.846

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

2. *Emphaty*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.698
Bartlett's Test of Sphericity	Approx. Chi-Square	96.210
	df	10
	Sig.	.000

Anti-image Matrices

		soal4	soal5	soal6	soal7	soal8
Anti-image Covariance	soal4	.814	-.021	-.212	.062	-.093
	soal5	-.021	.739	-.144	-.114	-.172
	soal6	-.212	-.144	.526	-.278	-.134
	soal7	.062	-.114	-.278	.682	.058
	soal8	-.093	-.172	-.134	.058	.812
Anti-image Correlation	soal4	.707[a]	-.026	-.324	.083	-.115
	soal5	-.026	.792[a]	-.231	-.161	-.222
	soal6	-.324	-.231	.656[a]	-.464	-.205
	soal7	.083	-.161	-.464	.647[a]	.078
	soal8	-.115	-.222	-.205	.078	.753[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal4	1.000	.320
soal5	1.000	.501
soal6	1.000	.714
soal7	1.000	.442
soal8	1.000	.355

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.332	46.648	46.648	2.332	46.648	46.648
2	.917	18.331	64.979			
3	.793	15.863	80.842			
4	.587	11.749	92.592			
5	.370	7.408	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal4	.566
soal5	.708
soal6	.845
soal7	.665
soal8	.596

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

3. *Reliability*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.711
Bartlett's Test of Sphericity	Approx. Chi-Square	169.553
	df	6
	Sig.	.000

Anti-image Matrices

		soal9	soal10	soal11	soal12
Anti-image Covariance	soal9	.344	-.202	-.222	.021
	soal10	-.202	.576	.013	-.115
	soal11	-.222	.013	.373	-.186
	soal12	.021	-.115	-.186	.670
Anti-image Correlation	soal9	.663[a]	-.453	-.619	.045
	soal10	-.453	.773[a]	.029	-.185
	soal11	-.619	.029	.682[a]	-.372
	soal12	.045	-.185	-.372	.792[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal9	1.000	.780
soal10	1.000	.604
soal11	1.000	.762
soal12	1.000	.513

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.659	66.463	66.463	2.659	66.463	66.463
2	.642	16.046	82.510			
3	.493	12.335	94.845			
4	.206	5.155	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal9	.883
soal10	.777
soal11	.873
soal12	.716

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

4. *Responsiveness*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.737
Bartlett's Test of Sphericity	Approx. Chi-Square	66.529
	df	6
	Sig.	.000

Anti-image Matrices

		soal13	soal14	soal15	soal16
Anti-image Covariance	soal13	.838	-.168	-.080	-.104
	soal14	-.168	.671	-.223	-.198
	soal15	-.080	-.223	.737	-.160
	soal16	-.104	-.198	-.160	.749
Anti-image Correlation	soal13	.790[a]	-.224	-.102	-.132
	soal14	-.224	.701[a]	-.318	-.280
	soal15	-.102	-.318	.737[a]	-.215
	soal16	-.132	-.280	-.215	.752[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal13	1.000	.400
soal14	1.000	.636
soal15	1.000	.547
soal16	1.000	.539

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.121	53.024	53.024	2.121	53.024	53.024
2	.750	18.755	71.779			
3	.614	15.338	87.117			
4	.515	12.883	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal13	.632
soal14	.797
soal15	.739
soal16	.734

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

5. *Assurance*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.719
Bartlett's Test of Sphericity	Approx. Chi-Square	43.512
	df	6
	Sig.	.000

Anti-image Matrices

		soal17	soal18	soal19	soal20
Anti-image Covariance	soal17	.826	-.154	-.136	-.174
	soal18	-.154	.838	-.122	-.167
	soal19	-.136	-.122	.838	-.183
	soal20	-.174	-.167	-.183	.794
Anti-image Correlation	soal17	.723[a]	-.185	-.163	-.215
	soal18	-.185	.730[a]	-.146	-.204
	soal19	-.163	-.146	.728[a]	-.224
	soal20	-.215	-.204	-.224	.700[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal17	1.000	.477
soal18	1.000	.456
soal19	1.000	.455
soal20	1.000	.531

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.919	47.972	47.972	1.919	47.972	47.972
2	.734	18.353	66.325			
3	.699	17.483	83.807			
4	.648	16.193	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal17	.691
soal18	.675
soal19	.674
soal20	.728

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

6. *Repeat Patronage*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.555
Bartlett's Test of Sphericity	Approx. Chi-Square	55.949
	df	3
	Sig.	.000

Anti-image Matrices

		soal21	soal22	soal23
Anti-image Covariance	soal21	.593	-.363	-.072
	soal22	-.363	.590	-.090
	soal23	-.072	-.090	.939
Anti-image Correlation	soal21	.537[a]	-.614	-.096
	soal22	-.614	.537[a]	-.121
	soal23	-.096	-.121	.807[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal21	1.000	.750
soal22	1.000	.757
soal23	1.000	.258

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.764	58.798	58.798	1.764	58.798	58.798
2	.869	28.982	87.780			
3	.367	12.220	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal21	.866
soal22	.870
soal23	.508

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

7. *Swicthing Behavior*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.626
Bartlett's Test of Sphericity	Approx. Chi-Square	54.947
	df	3
	Sig.	.000

Anti-image Matrices

		soal24	soal25	soal26
Anti-image Covariance	soal24	.632	-.326	-.201
	soal25	-.326	.674	-.095
	soal26	-.201	-.095	.830
Anti-image Correlation	soal24	.591[a]	-.500	-.277
	soal25	-.500	.610[a]	-.126
	soal26	-.277	-.126	.736[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal24	1.000	.721
soal25	1.000	.659
soal26	1.000	.479

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.859	61.978	61.978	1.859	61.978	61.978
2	.711	23.695	85.673			
3	.430	14.327	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal24	.849
soal25	.812
soal26	.692

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

8. *Word of Mouth*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.539
Bartlett's Test of Sphericity	Approx. Chi-Square	45.564
	df	3
	Sig.	.040

Anti-image Matrices

		soal27	soal28	soal29
Anti-image Covariance	soal27	.641	-.217	-.357
	soal28	-.217	.896	.020
	soal29	-.357	.020	.698
Anti-image Correlation	soal27	.525[a]	-.286	-.534
	soal28	-.286	.609[a]	.026
	soal29	-.534	.026	.533[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
soal27	1.000	.757
soal28	1.000	.322
soal29	1.000	.633

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.712	57.070	57.070	1.712	57.070	57.070
2	.866	28.861	85.931			
3	.422	14.069	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
soal27	.870
soal28	.568
soal29	.796

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

LAMPIRAN 7
Hasil Uji Validitas 100 (Seratus) Responden

No	Pernyataan	Nilai Anti Image	Nilai KMO MSA	Keterangan
Kualitas Pelayanan (X)				
Tangible				
1	RSIA PKU Muhammadiyah Cipondoh Tangerang memiliki peralatan medis yang modern	0,712	0,719	Valid
2	Petugas Medis di RSIA PKU Muhammadiyah Cipondoh Tangerang berpenampilan rapi	0,702		Valid
3	Tampilan ruang tunggu yang ada di RSIA PKU Muhammadiyah Cipondoh Tangerang sesuai dengan standar rumah sakit pada umumnya	0,745		Valid
Empathy				
4	RSIA PKU Muhammadiyah Cipondoh Tangerang tidak memberikan perhatian khusus kepada pasien	0,707	0,698	Valid
5	Petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang tidak memberikan perhatian khusus kepada pasien	0,792		Valid
6	RSIA PKU Muhammadiyah Cipondoh Tangerang tidak memahami keinginan pasien	0,656		Valid
7	Petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang tidak memberikan pelayanan seperti yang pasien inginkan	0,647		Valid
8	RSIA PKU Muhammadiyah Cipondoh Tangerang tidak memiliki jam beroperasi yang sesuai dengan keinginan pasien	0,753		Valid
Reliability				
9	Pengobatan RSIA PKU Muhammadiyah Cipondoh Tangerang yang sesuai jadwal	0,663	0,711	Valid
10	RSIA PKU Muhammadiyah Cipondoh Tangerang dapat dipercaya	0,773		Valid
11	Petugas resepsionis RSIA PKU Muhammadiyah Cipondoh Tangerang memberikan informasi pengobatan sesuai dengan jadwal yang diberikan	0,682		Valid
12	RSIA PKU Muhammadiyah Cipondoh Tangerang memiliki pencatatan data pasien yang akurat	0,792		Valid

No	Pernyataan	Nilai Anti Image	Nilai KMO MSA	Keterangan
Responsiveness				
13	RSIA PKU Muhammadiyah Cipondoh Tangerang tidak memberikan informasi yang jelas kepada pasien kapan pengobatan akan dilakukan	0,790	0,737	Valid
14	Saya tidak menenrima layanan secara cepat dari petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang	0,701		Valid
15	Petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang tidak bersedia untuk membantu pasien	0,737		Valid
16	Petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang terlalu sibuk untuk menanggapi permintaan pasien dengan cepat	0,752		Valid
Assurance				
17	Saya memberikan kepercayaan kepada petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang	0,723	0,719	Valid
18	Pasien merasakan aman saat melakukan transaksi pembayaran diloket RSIA PKU Muhammadiyah Cipondoh Tangerang	0,730		Valid
19	Petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang bersikap sopan	0,728		Valid
20	Petugas medis RSIA PKU Muhammadiyah Cipondoh Tangerang mendapat dukungan yang cukup dari RSIA PKU Muhammadiyah Cipondoh Tangerang untuk melakukan pekerjaannya	0,700		Valid
Loyalitas Pelanggan (Y)				
Repeat Patronage				
21	Jika saya sakit saya akan berobat kembali di RSIA PKU Muhammadiyah Cipondoh Tangerang	0,537		Valid
22	Saya yakin kualitas pelayanan RSIA PKU Muhammadiyah Cipondoh Tangerang secara keseluruhan tidak akan menurun	0,537		Valid
23	Saya yakin kualitas pelayanan RSIA PKU Muhammadiyah Cipondoh Tangerang akan meningkat di masa yang akan datang	0,807		Valid

No	Pernyataan	Nilai Anti Image	Nilai KMO MSA	Keterangan
SwitchingBehavior				
24	Jika saya sakit lagi, saya tidak akan pindah berobat dari RSIA PKU Muhammadiyah Cipondoh Tangerang	0,591	0,626	Valid
25	Jika saya sakit lagi, saya tidak akan pindah berobat dari RSIA PKU Muhammadiyah Cipondoh Tangerang, walaupun ada Rumah Sakit lain yang lebih dekat dari tempat tinggal saya	0,610		Valid
26	Jika saya sakit lagi, saya tidak akan pindah berobat dari RSIA PKU Muhammadiyah Cipondoh Tangerang walaupun ada Rumah Sakit lain yang lebih murah	0,736		Valid
Word of Mouth				
27	Jika rekan saya sakit, Saya akan merekomendasikan RSIA PKU Muhammadiyah Cipondoh Tangerang kepada rekan saya	0,525	0,539	Valid
28	Saya akan bercerita hal-hal baik tentang RSIA PKU Muhammadiyah Cipondoh Tangerang kepada rekan saya	0,609		Valid
29	Saya senang apabila teman-teman saya juga berobat ke RSIA PKU Muhammadiyah Cipondoh Tangerang	0,533		Valid

LAMPIRAN 8

Hasil Uji Realibilitas 100 (Seratus) Responden

1. *Tangible*

Reliability Statistics

Cronbach's Alpha	N of Items
.823	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
soal1	8.54	1.120	.685	.751
soal2	8.47	1.201	.696	.737
soal3	8.41	1.295	.657	.778

2. *Emphaty*

Reliability Statistics

Cronbach's Alpha	N of Items
.682	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
soal4	16.12	5.804	.350	.669
soal5	16.09	5.436	.487	.611
soal6	15.97	5.484	.660	.561
soal7	16.13	5.670	.392	.651
soal8	16.29	5.056	.383	.669

3. *Reliability*

Reliability Statistics

Cronbach's Alpha	N of Items
.813	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
soal9	12.50	3.040	.732	.731
soal10	12.57	3.035	.592	.784
soal11	12.60	2.828	.728	.722
soal12	12.73	2.684	.540	.830

4. *Responsiveness*

Reliability Statistics

Cronbach's Alpha	N of Items
.704	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
soal13	12.41	3.295	.397	.692
soal14	12.65	2.432	.573	.585
soal15	12.43	2.773	.502	.632
soal16	12.40	2.970	.496	.637

5. *Assurance*

Reliability Statistics

Cronbach's Alpha	N of Items
.613	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
soal17	12.68	2.664	.414	.559
soal18	12.73	2.381	.402	.579
soal19	12.58	2.953	.396	.576
soal20	12.62	2.703	.451	.536

6. *Repeat Patronage*

Reliability Statistics

Cronbach's Alpha	N of Items
.613	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
soal21	8.57	.975	.520	.369
soal22	8.53	1.019	.539	.356
soal23	8.56	1.158	.247	.775

7. *Swicthing*

Reliability Statistics

Cronbach's Alpha	N of Items
.667	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
soal24	8.06	1.895	.580	.478
soal25	8.14	1.758	.499	.545
soal26	8.28	1.598	.401	.713

8. *Word of Mouth*

Reliability Statistics

Cronbach's Alpha	N of Items
.620	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
soal27	8.46	1.059	.578	.270
soal28	8.30	1.889	.281	.700
soal29	8.18	1.523	.465	.473

LAMPIRAN 9

Hasil Uji Asumsi Klasik

1. Normalitas

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.982[a]	.964	.962	.19420202

a. Predictors: (Constant), Assurance, Emphaty, Responsiveness, Reliability, Tangible

b. Dependent Variable: Loyalitas Pelanggan

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.455	5	19.091	506.198	.000[b]
	Residual	3.545	94	.038		
	Total	99.000	99			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Assurance, Emphaty, Responsiveness, Reliability, Tangible

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.005E-013	.019		.000	1.000
	Tangible	.317	.038	.317	8.377	.000
	Emphaty	.244	.036	.244	6.761	.000
	Reliability	.379	.048	.379	7.817	.000
	Responsiveness	.309	.024	.309	12.669	.000
	Assurance	-.037	.027	-.037	-1.377	.172

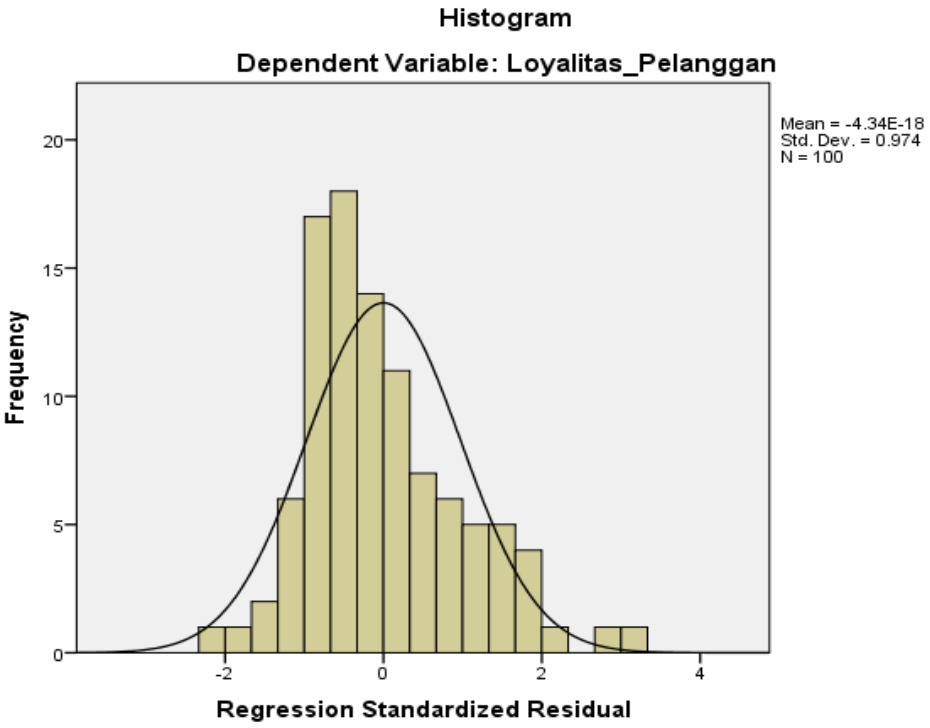
a. Dependent Variable: Loyalitas Pelanggan

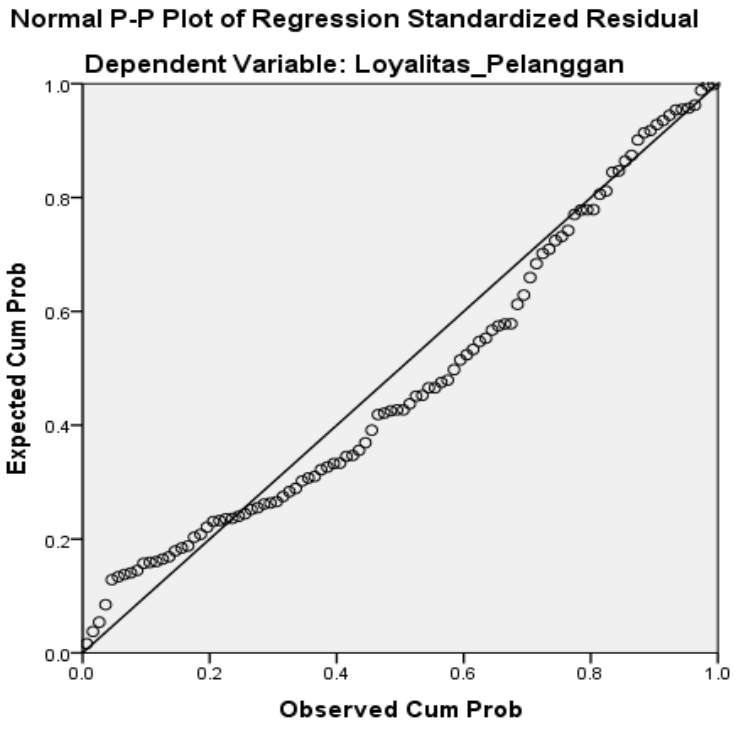
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-2.5321238	1.8463627	.0000000	.98193195	100
Residual	-.41517606	.59804189	.00000000	.18923439	100
Std. Predicted Value	-2.579	1.880	.000	1.000	100
Std. Residual	-2.138	3.079	.000	.974	100

a. Dependent Variable: Loyalitas Pelanggan

Charts


Histogram
Dependent Variable: Loyalitas_Pelanggan
Mean = -4.34E-18
Std. Dev. = 0.974
N = 100
Frequency
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Loyalitas_Pelanggan
Expected Cum Prob
Observed Cum Prob

2. Multikolinieritas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.982[a]	.964	.962	.19420202

a. Predictors: (Constant), Assurance, Emphaty, Responsiveness, Reliability, Tangible

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.455	5	19.091	506.198	.000[b]
	Residual	3.545	94	.038		
	Total	99.000	99			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Assurance, Emphaty, Responsiveness, Reliability, Tangible

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.005E-013	.019		.000	1.000
	Tangible	.317	.038	.317	8.377	.000
	Emphaty	.244	.036	.244	6.761	.000
	Reliability	.379	.048	.379	7.817	.000
	Responsiveness	.309	.024	.309	12.669	.000
	Assurance	-.037	.027	-.037	-1.377	.172

Coefficient Correlationsa

Model			Assurance	Tangible	Responsiveness	Empathy
1	Correlations	Assurance	1.000	-.079	-.554	-.338
		Tangible	-.079	1.000	.024	.081
		Responsiveness	-.554	.024	1.000	.198
		Empathy	-.338	.081	.198	1.000
		Reliability	.100	-.702	-.145	-.611
	Covariances	Assurance	.001	-8.119E-005	.000	.000
		Tangible	-8.119E-005	.001	2.246E-005	.000
		Responsiveness	.000	2.246E-005	.001	.000
		Empathy	.000	.000	.000	.001
		Reliability	.000	-.001	.000	-.001

Collinearity Diagnosticsa

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Tangible	Empathy	Reliability
1	1	3.062	1.000	.00	.02	.02	.01
	2	1.121	1.653	.00	.02	.02	.01
	3	1.000	1.750	1.00	.00	.00	.00
	4	.439	2.640	.00	.08	.08	.01
	5	.275	3.337	.00	.31	.44	.00
	6	.103	5.442	.00	.57	.43	.96

Collinearity Diagnostics[a]

Model	Dimension	Variance Proportions	
		Responsiveness	Assurance
1	1	.02	.03
	2	.30	.12
	3	.00	.00
	4	.44	.49
	5	.21	.32
	6	.04	.05

a. Dependent Variable: Loyalitas Pelanggan

3. Heteroskedastisitas

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.982[a]	.964	.962	.19420202

a. Predictors: (Constant), Assurance, Emphaty, Responsiveness, Reliability, Tangible

b. Dependent Variable: Loyalitas Pelanggan

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.455	5	19.091	506.198	.000[b]
	Residual	3.545	94	.038		
	Total	99.000	99			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Assurance, Emphaty, Responsiveness, Reliability, Tangible

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.005E-013	.019		.000	1.000
	Tangible	.317	.038	.317	8.377	.000
	Emphaty	.244	.036	.244	6.761	.000
	Reliability	.379	.048	.379	7.817	.000
	Responsiveness	.309	.024	.309	12.669	.000
	Assurance	-.037	.027	-.037	-1.377	.172

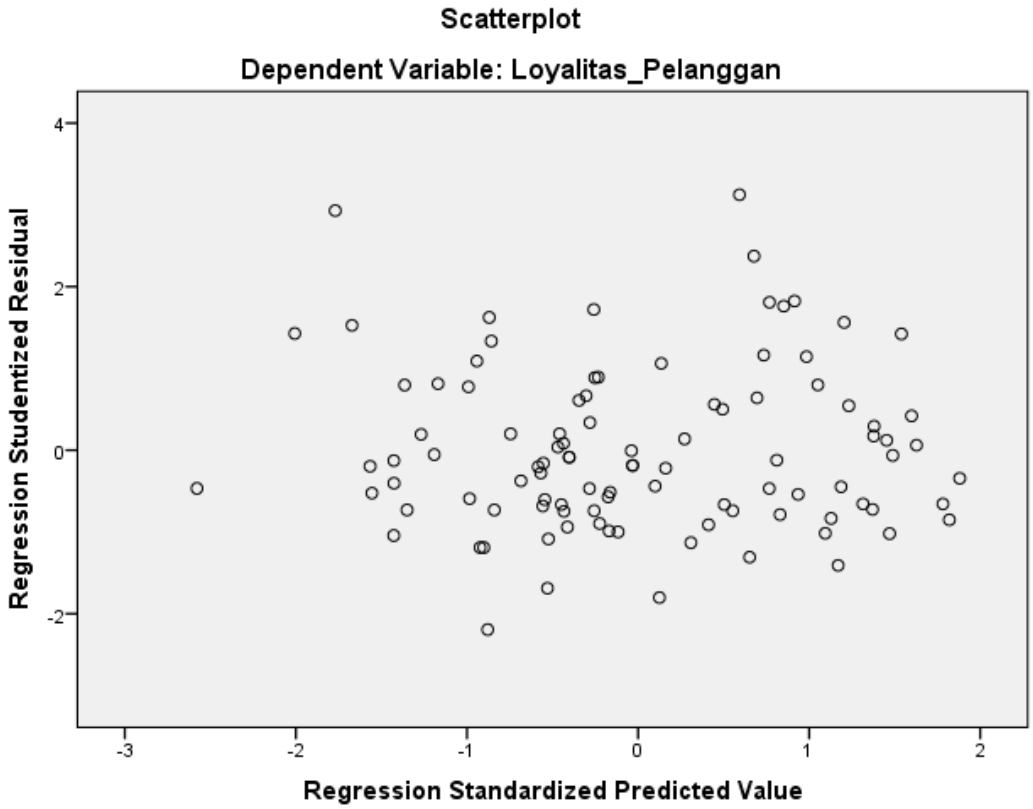
a. Dependent Variable: Loyalitas Pelanggan

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-2.5321238	1.8463627	.0000000	.98193195	100
Std. Predicted Value	-2.579	1.880	.000	1.000	100
Standard Error of Predicted Value	.024	.114	.045	.014	100
Adjusted Predicted Value	-2.5180657	1.8502285	.0006498	.98257013	100
Residual	-.41517606	.59804189	.00000000	.18923439	100
Std. Residual	-2.138	3.079	.000	.974	100
Stud. Residual	-2.193	3.124	-.001	1.007	100
Deleted Residual	-.43693393	.61563730	-.00064977	.20244079	100
Stud. Deleted Residual	-2.240	3.283	.003	1.021	100
Mahal. Distance	.478	33.216	4.950	4.221	100
Cook's Distance	.000	.151	.012	.022	100
Centered Leverage Value	.005	.336	.050	.043	100

a. Dependent Variable: Loyalitas Pelanggan

Charts



4. Uji Autokorelasi

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.982[a]	.964	.962	.19420202	2.303

a. Predictors: (Constant), Assurance, Emphaty, Responsiveness, Reliability, Tangible

b. Dependent Variable: Loyalitas Pelanggan

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.455	5	19.091	506.198	.000[b]
	Residual	3.545	94	.038		
	Total	99.000	99			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Assurance, Emphaty, Responsiveness, Reliability, Tangible

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.005E-013	.019		.000	1.000
	Tangible	.317	.038	.317	8.377	.000
	Emphaty	.244	.036	.244	6.761	.000
	Reliability	.379	.048	.379	7.817	.000
	Responsiveness	.309	.024	.309	12.669	.000
	Assurance	-.037	.027	-.037	-1.377	.172

a. Dependent Variable: Loyalitas Pelanggan

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-2.5321238	1.8463627	.0000000	.98193195	100
Residual	-.41517606	.59804189	.00000000	.18923439	100
Std. Predicted Value	-2.579	1.880	.000	1.000	100
Std. Residual	-2.138	3.079	.000	.974	100

a. Dependent Variable: Loyalitas Pelanggan

LAMPIRAN 10

Hasil Uji Analisis Regresi

1. Regresi Linier Berganda Kesatu

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.982[a]	.964	.962	.19420202

a. Predictors: (Constant), Assurance, Tangible, Responsiveness, Empathy, Reliability

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.455	5	19.091	506.198	.000[b]
	Residual	3.545	94	.038		
	Total	99.000	99			

a. Dependent Variable: Loyalitas_Pelanggan
b. Predictors: (Constant), Assurance, Tangible, Responsiveness, Empathy, Reliability

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.005E-013	.019		.000	1.000
	Tangible	.317	.038	.317	8.377	.000
	Empathy	.244	.036	.244	6.761	.000
	Reliability	.379	.048	.379	7.817	.000
	Responsiveness	.309	.024	.309	12.669	.000
	Assurance	-.037	.027	-.037	-1.377	.172

a. Dependent Variable: Loyalitas_Pelanggan

2. Regresi Linier Berganda Kedua

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.966[a]	.933	.932	.26032358

a. Predictors: (Constant), Kualitas_Pelayanan

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.359	1	92.359	1362.859	.000[b]
	Residual	6.641	98	.068		
	Total	99.000	99			

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)	1.005E-013	.026		.000	1.000
	Kualitas_Pelayanan	.966	.026	.966	36.917	.000

a. Dependent Variable: Loyalitas_Pelanggan

3. Regresi Linier Berganda Ketiga

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939[a]	.881	.875	.35408657

a. Predictors: (Constant), Assurance, Tangible, Responsiveness, Empathy, Reliability

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.215	5	17.443	139.123	.000[b]
	Residual	11.785	94	.125		
	Total	99.000	99			

a. Dependent Variable: Repeat_Patronage
b. b. Predictors: (Constant), Assurance, Tangible, Responsiveness, Empathy, Reliability

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.006E-013	.035		.000	1.000
	Tangible	.702	.069	.702	10.178	.000
	Empathy	-.072	.066	-.072	-1.094	.277
	Reliability	.209	.088	.209	2.362	.020
	Responsiveness	.140	.044	.140	3.141	.002
	Assurance	.111	.049	.111	2.251	.027

a. Dependent Variable: Repeat_Patronage

4. Regresi Linier Berganda Keempat

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.934[a]	.873	.866	.36547972

a. Predictors: (Constant), Assurance, Tangible, Responsiveness, Empathy, Reliability

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.444	5	17.289	129.431	.000[b]
	Residual	12.556	94	.134		
	Total	99.000	99			

a. Dependent Variable: Switching_Behavior
b. Predictors: (Constant), Assurance, Tangible, Responsiveness, Empathy, Reliability

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.003E-013	.037		.000	1.000
	Tangible	-.337	.071	-.337	-4.729	.000
	Empathy	.574	.068	.574	8.455	.000
	Reliability	.665	.091	.665	7.297	.000
	Responsiveness	.003	.046	.003	.060	.952
	Assurance	.010	.051	.010	.198	.843

a. Dependent Variable: Switching_Behavior

5. Regresi Linier Berganda Kelima

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918[a]	.842	.833	.40809861

a. Predictors: (Constant), Assurance, Tangible, Responsiveness, Empathy, Reliability

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.345	5	16.669	100.087	.000[b]
	Residual	15.655	94	.167		
	Total	99.000	99			

a. Dependent Variable: Word_of_Mouth
b. Predictors: (Constant), Assurance, Tangible, Responsiveness, Empathy, Reliability

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.003E-013	.041		.000	1.000
	Tangible	.270	.079	.270	3.402	.001
	Empathy	.109	.076	.109	1.443	.152
	Reliability	.027	.102	.027	.267	.790
	Responsiveness	.903	.051	.903	17.623	.000
	Assurance	-.264	.057	-.264	-4.649	.000

a. Dependent Variable: Word_of_Mouth