

LAMPIRAN 1

KUESIONER PENELITIAN

Saya adalah Alfian Noer (NIM : 2012-11-138), Mahasiswa Universitas Esa Unggul Fakultas Ekonomi & Bisnis Jurusan Manajemen yang berfokus pada bidang Pemasaran. Penelitian ini dilakukan dalam rangka penyusunan Skripsi S-1 sebagai salah satu persyaratan kelulusan pada Fakultas Ekonomi & Bisnis Universitas Esa Unggul. Penelitian ini merupakan mengenai **“Pengaruh Kualitas Pelayanan terhadap Loyalitas Pelanggan di Cinema XXI Mall Taman Anggrek, Jakarta Barat”**. Demi tercapainya tujuan penelitian ini saya mengharapkan ketersediaan Bapak/Ibu/Saudara/i untuk meluangkan sedikit waktu guna mengisi kuesioner penelitian ini.

Atas kerja sama dan kesediaan dalam berpartisipasi mengisi kuesioner penelitian ini saya ucapkan terima kasih.

A. Data Responden

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

1. Jenis Kelamin:

☐ Pria

☐ Wanita

2. Usia:

17-21 tahun

27 tahun – 31 tahun

22 tahun – 26 tahun

> 31 tahun

3. Pendidikan Terakhir:

SMP

D3

SMA/SMK

S1

4. Pekerjaan:

Pelajar/Mahasiwa

Karyawan Swasta

PNS

Wirausaha

5. Pernah menonton bioskop selain di Cinema XXI Mall Taman Anggrek:

Tidak

Ya, Jika “Ya” sebutkan nama bioskop:

6. Berapa kali kunjungan menonton bioskop di Cinema XXI dalam 3 bulan:

2 kali / bulan

4 kali / bulan

3 kali / bulan

5 kali / bulan

B. Daftar Isian

Petunjuk :

Isilah semua pertanyaan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda (√) pada kotak pilihan yang sudah tersedia.

Keterangan:

No.	Pernyataan	Skor
1.	Sangat Tidak Setuju (STS)	1
2.	Tidak Setuju (TS)	2
3.	Setuju (S)	3
4.	Sangat Setuju (SS)	4

No	Pernyataan	STS	TS	S	SS
		1	2	3	4
	Kualitas Pelayanan (X1)				
	Tangible	STS	TS	S	SS
1.	Cinema XXI memiliki kursi yang modern.				
2.	Display interior Cinema XXI menarik.				
3.	Karyawan Cinema XXI berpakaian rapih.				
4.	Tampilan ruangan bioskop Cinema XXI sesuai dengan standar layanan bioskop.				
	Emphaty	STS	TS	S	SS
5.	Cinema XXI tidak memberikan informasi khusus kepada penonton sebelum / sesudah masuk bioskop.				
6.	Karyawan Cinema XXI tidak memeriksa barang bawaan kepada penonton sebelum masuk bioskop.				
7.	Karyawan Cinema XXI tidak mengarahkan anda ketempat duduk.				
8.	Cinema XXI bukan pilihan utama saya.				
9.	Cinema XXI tidak memiliki jam pemutaran film yang sesuai bagi penonton.				
	Reliability	STS	TS	S	SS
10.	Pemutaran film tepat waktu.				
11.	Ketika kuota tiket penuh Cinema XXI memberikan solusi yang tepat dengan menawarkan jam menonton lain.				
12.	Cinema XXI dapat diandalkan.				
13.	Cinema XXI menayangkan film sesuai dengan jadwal yang diberikan.				
14.	Cinema XXI memiliki daftar film terbaru yang lengkap.				
	Assurance	STS	TS	S	SS
15.	Saya dapat mempercayai karyawan Cinema XXI dalam memberikan pelayanan.				
16.	Penonton merasa aman saat melakukan transaksi dan pembayaran di kasir Cinema XXI.				
17.	karyawan Cinema XXI bersikap sopan.				
18.	Karyawan mendapat dukungan yang cukup dari Cinema XXI dalam memberikan peraturan kepada penonton.				
	Responsiveness	STS	TS	S	SS
19.	Cinema XXI tidak memberikan informasi yang jelas kapan film akan ditayangkan.				

No	Pernyataan	STS	TS	S	SS
		1	2	3	4
20.	Saya tidak menerima layanan secara cepat dari karyawan XXI.				
21.	Karyawan Cinema XXI tidak bersedia membantu apabila penonton mengalami kebingungan.				
22.	Karyawan Cinema XXI terlalu sibuk menanggapi permintaan penonton dengan cepat.				
Loyalitas Pelanggan (Y)					
Repeat Patronage		STS	TS	S	SS
23.	Saya akan terus berkunjung di Cinema XXI Mall Taman Anggrek				
24.	Saya yakin kualitas Cinema XXI Mall Taman Anggrek ini secara keseluruhan tidak akan menurun				
25.	Saya yakin kualitas Cinema XXI Mall Taman Anggrek akan meningkat dimasa yang akan datang				
Switching Behavior		STS	TS	S	SS
26.	Saya tidak akan pindah ke tempat bioskop lain				
27.	Saya tidak akan pindah, walaupun ada tempat bioskop yang lebih dekat dengan tempat tinggal saya				
28.	Saya tidak akan pindah, walaupun ada tempat bioskop yang lebih murah				
Word of Mounth		STS	TS	S	SS
29.	Saya akan merekomendasikan Cinema XXI Mall Taman Anggrek kepada teman-teman saya				
30.	Saya akan bercerita hal-hal baik tentang Cinema XXI Mall Taman Anggrek				
31.	Saya akan senang apabila teman-teman saya menonton juga di Cinema XXI Mall Taman Anggrek				

Terima Kasih-

LAMPIRAN 2
Tabulasi Data Pre Test 30 Responden

NO	Tangible				Emphaty					Reliability					Assurance				Responsiveness				Loyalitas Pelanggan											skor_total
	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	3	3	4	4	3	4	3	3	3	4	4	4	3	4	4	2	4	4	4	3	3	3	2	3	4	4	4	2	4	3	4	106		
2	1	2	2	2	3	4	3	2	4	3	3	2	2	2	2	1	1	2	2	1	2	1	1	1	2	2	1	1	2	2	2	60		
3	3	3	3	3	2	2	2	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	88		
4	3	3	3	3	3	3	3	2	3	3	3	3	4	3	3	2	2	2	3	2	3	3	2	3	2	2	3	3	2	3	3	85		
5	3	2	4	4	3	3	3	3	3	4	3	4	4	4	4	3	3	4	4	3	4	2	3	3	3	4	4	3	3	4	3	104		
6	2	3	4	4	3	3	3	3	3	3	4	4	4	4	4	2	4	4	4	4	4	3	2	2	4	4	4	2	4	4	4	106		
7	1	2	4	3	2	3	3	3	3	3	3	2	2	2	2	1	2	2	2	1	2	1	1	1	2	2	4	1	1	2	2	65		
8	3	3	3	3	3	3	4	3	3	2	4	3	3	3	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3	3	3	96		
9	2	3	3	3	3	3	2	3	3	3	4	3	3	3	3	2	2	4	3	2	3	3	2	3	2	4	3	3	2	3	3	88		
10	3	4	4	3	3	3	3	2	2	3	3	4	3	4	3	3	3	4	4	3	4	2	3	3	3	3	4	3	3	4	4	100		
11	2	3	4	3	3	3	3	3	4	2	4	4	4	4	4	3	4	4	4	4	3	3	2	2	4	4	4	2	4	4	3	104		
12	1	2	2	3	3	3	4	4	3	3	3	2	2	2	3	1	2	2	2	1	2	1	1	1	2	2	2	1	1	2	2	65		
13	4	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	93		
14	2	3	3	3	3	3	3	4	3	3	2	3	3	3	3	2	2	3	3	2	4	3	2	3	2	3	3	3	2	3	4	88		
15	3	4	4	4	3	3	2	3	3	3	3	3	4	4	4	3	3	4	4	3	4	2	3	3	3	4	4	3	3	4	4	104		
16	2	3	4	4	3	2	3	3	3	3	4	3	4	4	4	2	4	4	4	4	4	3	2	2	4	4	4	2	4	4	4	104		
17	1	2	2	2	3	4	4	4	3	2	2	2	2	2	2	1	1	2	2	1	4	1	1	1	1	2	2	1	4	2	4	67		
18	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	4	94		
19	2	3	3	3	3	3	3	3	4	3	2	3	3	3	3	2	2	3	3	2	4	3	2	3	2	3	3	3	2	3	4	88		
20	3	2	4	4	4	3	3	3	2	3	3	4	4	4	4	3	3	4	4	3	4	2	3	3	3	4	4	3	3	4	4	104		
21	2	3	4	4	3	3	3	3	3	4	3	4	3	4	3	2	4	4	4	4	4	3	2	2	4	4	4	2	4	4	4	104		
22	1	2	2	2	2	3	3	3	3	3	1	2	2	3	2	1	1	3	2	1	2	1	1	1	1	3	2	1	4	2	2	62		

Tabulasi Data Pre Test 30 Responden

NO	Tangible				Emphaty					Reliability					Assurance				Responsiveness				Loyalitas Pelanggan										skor_total
	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		
23	3	3	3	3	3	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	98		
24	2	3	3	3	3	2	3	2	3	4	2	4	4	3	3	2	2	3	3	2	3	3	2	3	2	3	3	2	4	3	87		
25	3	2	4	4	3	3	3	2	3	3	3	4	3	4	4	3	3	4	4	3	4	2	3	3	3	4	4	3	3	4	4	102	
26	2	3	4	4	2	3	3	3	2	3	4	4	4	4	4	2	4	4	4	4	4	3	2	2	4	4	4	2	4	4	4	104	
27	1	2	2	2	3	3	3	3	3	2	3	2	2	2	2	1	1	2	2	1	3	1	1	1	1	2	4	4	1	2	3	65	
28	3	3	3	3	3	2	3	4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	92	
29	2	3	3	3	3	2	3	2	3	4	4	3	3	3	3	2	2	3	3	2	3	3	2	3	2	3	3	3	2	3	3	86	
30	3	2	4	4	3	3	3	3	3	3	3	4	4	4	4	3	3	4	4	3	4	2	3	3	3	4	4	3	3	4	4	104	

LAMPIRAN 3
Tabulasi Data 100 Responden

NO	Tangible				Emphaty					Reliability					Assurance				Responsiveness				Loyalitas Pelanggan											skor_tota l
	1	2	3	4	5	6	7	8	9	10	11	12	1 3	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
1	4	4	4	4	2	3	3	3	4	2	2	2	2	3	3	3	2	2	2	2	3	2	2	3	4	3	3	2	3	4	4	89		
2	4	4	4	4	3	2	2	2	3	4	4	4	4	2	2	4	4	3	1	2	1	1	3	3	3	4	4	3	4	3	3	94		
3	3	3	3	4	3	3	3	2	2	2	3	4	4	4	4	4	4	3	2	3	2	2	3	3	3	3	3	4	4	4	4	98		
4	3	3	4	4	2	2	2	3	2	3	3	3	3	4	4	3	4	2	1	2	2	2	3	3	3	3	3	3	3	4	4	90		
5	3	3	4	4	2	2	1	1	4	4	3	3	3	3	3	3	3	3	2	3	2	2	3	3	3	3	3	3	3	3	4	4	90	
6	4	4	3	4	1	1	1	1	3	4	4	4	3	4	4	2	4	3	1	1	1	2	4	4	4	4	4	3	4	3	4	93		
7	4	4	4	4	1	1	2	1	1	4	4	4	4	3	2	4	3	2	1	2	1	1	4	4	4	4	3	4	4	4	3	91		
8	4	3	3	3	1	1	2	2	2	3	4	3	3	4	4	3	3	4	1	2	1	1	4	3	3	3	3	4	3	4	3	87		
9	3	3	4	3	3	3	2	2	2	3	3	3	4	3	3	3	3	3	2	2	1	1	3	4	4	3	3	4	3	4	3	90		
10	4	3	4	3	2	3	3	3	2	2	3	2	2	3	3	3	4	3	2	2	3	1	3	3	4	3	3	2	3	4	4	89		
11	4	4	4	4	3	2	2	2	1	4	2	3	4	2	2	4	4	3	1	1	1	1	3	3	3	4	4	3	4	3	3	88		
12	3	3	3	4	2	3	2	2	2	2	4	4	4	4	4	2	4	4	2	4	2	2	4	4	4	3	4	4	4	3	3	99		
13	3	3	3	3	2	1	2	3	2	3	4	4	4	4	4	3	4	3	2	1	2	2	3	4	4	3	4	4	3	3	4	94		
14	3	3	3	3	3	2	2	2	2	3	3	3	3	3	3	3	2	3	2	3	2	2	3	3	3	3	3	3	3	3	3	85		
15	3	3	3	3	2	2	2	3	2	3	3	2	3	3	1	3	3	3	3	2	2	3	2	2	2	3	3	2	3	3	3	80		
16	3	3	3	3	3	3	2	2	2	3	3	2	3	3	3	3	3	3	3	2	3	2	3	3	2	3	3	3	3	2	3	85		
17	3	3	3	2	2	2	2	2	3	3	3	3	3	3	3	2	2	3	2	3	2	2	3	2	3	3	3	3	2	2	3	80		
18	3	3	4	3	2	1	2	2	2	4	4	3	4	4	3	4	3	3	1	2	2	1	3	4	3	3	3	3	3	4	3	89		
19	3	4	4	3	3	2	3	2	2	3	2	3	3	3	3	3	2	2	3	3	1	2	2	3	3	4	4	3	3	3	3	87		
20	4	3	4	3	2	2	2	2	1	3	3	3	3	3	2	3	2	2	3	3	1	2	2	3	3	3	4	3	3	4	3	84		
21	4	3	4	4	2	2	2	2	1	3	3	3	3	3	3	3	2	4	3	3	1	2	4	3	3	3	4	3	3	4	3	90		
22	3	3	3	3	2	1	2	2	2	4	3	3	3	3	2	3	3	3	2	3	2	1	3	3	2	4	3	2	3	2	3	81		

Tabulasi Data 100 Responden

NO	Tangible				Emphaty					Reliability					Assurance				Responsiveness				Loyalitas Pelanggan											skor_tota l
	1	2	3	4	5	6	7	8	9	10	11	12	1 3	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
23	3	3	3	4	2	2	2	1	2	3	3	3	3	4	1	1	2	2	1	3	2	3	2	1	3	2	3	3	4	2	3	76		
24	3	3	3	3	3	2	2	2	2	4	4	3	4	3	3	3	3	3	2	2	1	2	3	3	3	3	3	3	3	4	3	88		
25	3	3	3	3	2	2	1	1	1	3	4	3	3	3	3	3	3	3	2	2	2	1	3	3	3	3	3	4	3	2	4	82		
26	4	3	3	3	1	1	1	1	2	3	3	3	4	4	4	3	3	2	1	1	2	1	2	3	4	3	4	4	3	3	4	83		
27	3	3	3	4	2	2	2	2	2	3	3	3	3	3	3	4	2	3	2	3	2	3	3	3	3	3	3	2	4	1	3	85		
28	4	3	4	3	2	2	2	2	3	3	3	3	3	3	3	3	3	3	1	2	1	1	3	3	3	3	3	3	3	3	3	84		
29	3	3	4	2	3	2	2	2	3	3	3	3	3	3	3	4	4	4	2	1	2	1	4	3	3	3	3	2	2	2	3	85		
30	4	4	3	3	3	2	2	2	2	3	3	3	3	3	3	3	3	3	1	2	1	1	3	3	3	4	4	3	3	2	3	85		
31	4	3	4	3	3	2	2	2	2	2	2	2	2	3	4	3	3	3	3	3	2	2	3	3	2	3	3	3	3	2	3	84		
32	4	3	4	2	3	3	1	3	3	3	3	2	3	3	3	2	3	2	2	2	2	2	2	3	2	3	3	2	2	3	4	82		
33	3	3	3	3	2	3	3	2	3	3	3	3	4	3	3	3	2	2	2	3	2	2	2	3	3	3	3	2	3	2	2	83		
34	4	4	3	3	2	1	1	1	1	3	4	4	4	4	3	2	3	3	1	2	1	1	3	4	4	4	4	4	2	3	4	87		
35	3	4	3	4	2	2	2	2	1	1	4	4	4	3	3	4	3	3	3	2	1	3	3	3	4	4	4	3	4	4	3	93		
36	4	3	3	4	1	1	1	1	2	3	2	4	4	4	3	4	2	3	1	3	2	3	4	3	4	3	4	3	4	3	4	90		
37	4	3	3	3	2	2	2	2	2	4	2	3	4	4	4	3	2	3	2	3	3	2	3	3	3	2	3	2	2	4	2	86		
38	3	3	4	3	1	1	1	1	2	4	3	2	3	3	3	3	2	2	2	1	1	2	1	2	2	3	4	4	3	3	4	76		
39	2	2	2	2	2	3	3	2	2	4	3	4	3	2	4	4	4	3	2	1	3	2	3	3	4	2	4	3	2	3	3	86		
40	3	3	3	2	2	1	2	2	1	3	3	3	4	3	3	2	3	3	1	2	2	1	3	3	3	3	3	2	2	3	3	77		
41	4	4	4	4	2	2	2	2	2	3	2	3	4	4	4	4	3	4	2	2	2	1	2	3	3	3	3	3	4	3	3	91		
42	4	4	4	3	1	1	1	2	1	3	3	4	3	4	4	3	3	3	1	2	1	1	3	4	4	4	4	4	3	3	4	89		
43	4	3	4	4	1	1	1	1	2	3	4	4	4	3	3	4	2	4	1	3	2	3	4	3	4	3	4	3	4	3	4	93		
44	4	4	3	4	2	2	2	2	2	3	3	3	4	4	4	4	4	3	2	3	1	2	3	3	3	2	3	2	2	4	2	89		

45	3	3	4	3	2	1	1	1	1	3	3	2	3	3	3	3	4	3	2	1	1	2	3	2	2	3	4	4	3	3	4	80
----	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	----

Tabulasi Data 100 Responden

NO	Tangible				Emphaty					Reliability					Assurance				Responsiveness				Loyalitas Pelanggan											skor_tota l
	1	2	3	4	5	6	7	8	9	10	11	12	1 3	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
46	4	3	3	3	2	1	2	2	2	2	2	4	3	2	2	2	4	3	2	1	3	2	3	3	4	2	4	3	2	3	3	81		
47	3	3	3	3	2	2	2	2	1	4	3	3	2	3	3	4	3	4	1	2	2	1	4	3	3	3	3	2	2	3	3	82		
48	3	3	4	4	2	2	2	2	2	3	3	3	2	2	4	4	3	3	2	2	2	1	3	3	3	3	3	3	4	3	3	86		
49	4	4	4	3	1	1	1	2	1	4	3	4	3	4	4	3	3	3	1	2	1	1	3	4	4	4	4	4	3	3	4	90		
50	4	4	4	4	2	2	1	1	1	3	4	3	3	3	3	4	4	3	1	1	1	1	3	4	3	4	4	3	4	4	4	90		
51	3	3	4	3	2	3	2	2	3	4	1	3	2	3	3	2	2	1	1	3	3	2	1	3	3	2	3	4	2	4	3	80		
52	4	3	3	4	2	1	1	1	1	3	3	3	4	4	4	4	4	3	1	1	2	2	3	4	4	3	4	4	4	4	2	90		
53	3	4	3	3	2	2	2	1	2	2	1	2	2	1	4	3	3	3	1	2	2	2	4	3	2	4	3	4	3	3	3	79		
54	3	3	3	3	1	2	2	2	2	3	4	3	4	3	4	3	3	3	1	2	2	1	3	3	3	3	4	4	3	3	3	86		
55	3	4	3	3	1	1	2	2	2	1	2	3	4	3	3	3	3	3	2	2	2	2	3	3	4	4	3	3	3	3	3	83		
56	4	3	3	4	1	2	3	2	2	4	4	4	4	4	2	2	4	2	1	1	2	2	1	4	4	3	4	4	4	3	4	91		
57	3	3	3	4	1	2	2	2	1	4	3	3	4	3	3	4	3	4	2	2	2	1	4	3	3	3	4	4	4	3	3	90		
58	3	3	3	4	3	2	2	2	2	3	3	3	3	3	3	2	3	3	2	2	2	2	3	3	3	3	3	3	2	3	3	84		
59	3	3	3	3	2	2	3	2	3	2	3	3	2	3	3	3	2	3	2	3	2	2	3	3	3	3	3	3	3	3	3	2	83	
60	4	2	4	3	3	3	2	2	2	2	3	2	3	2	4	2	4	3	3	3	3	3	3	3	2	2	2	3	3	3	3	86		
61	3	3	3	3	3	2	2	2	3	3	3	3	3	2	1	3	3	2	2	2	3	2	4	3	3	3	3	3	3	2	3	83		
62	4	3	3	4	2	2	1	2	1	3	3	1	3	3	3	4	4	4	3	1	1	2	4	3	4	3	4	3	4	3	4	89		
63	3	3	4	3	3	1	3	2	2	3	4	3	3	4	2	2	3	3	1	2	1	2	3	4	3	2	4	3	3	4	3	86		
64	3	3	4	3	2	1	2	1	2	3	3	3	3	4	3	3	3	3	2	2	2	1	3	4	3	2	4	3	3	4	3	85		
65	3	3	4	3	3	1	2	1	2	3	3	3	3	3	3	3	3	3	1	2	2	1	3	4	3	2	4	3	3	4	3	84		
66	2	2	2	2	2	2	1	2	2	1	4	2	2	1	1	2	2	3	2	3	1	2	3	3	2	2	1	3	2	3	4	66		

67	3	3	3	4	3	2	3	1	3	3	3	3	3	4	3	4	2	2	1	3	2	2	4	2	3	2	3	3	4	1	2	84
----	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	----

Tabulasi Data 100 Responden

NO	Tangible				Emphaty					Reliability					Assurance				Responsiveness				Loyalitas Pelanggan											skor_tota l
	1	2	3	4	5	6	7	8	9	10	11	12	1 3	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
68	2	3	3	3	2	3	2	2	3	3	3	3	3	3	3	3	3	3	1	2	2	2	3	3	3	3	3	3	3	3	3	84		
69	4	3	4	4	2	2	2	2	2	3	3	3	4	3	3	4	4	4	1	1	1	2	4	3	3	3	3	4	4	3	4	92		
70	3	3	3	4	1	2	1	3	3	4	4	3	4	3	3	2	3	2	2	2	2	1	2	3	3	3	4	4	4	3	4	88		
71	3	3	3	3	3	2	3	2	2	3	3	3	2	4	4	4	4	4	1	3	2	2	4	3	3	3	2	3	3	3	2	89		
72	3	3	3	4	2	1	1	2	2	3	2	3	3	3	3	4	4	3	2	1	2	2	3	3	3	3	3	3	4	2	4	84		
73	3	3	3	3	1	2	1	3	2	3	3	2	2	2	2	3	3	3	2	2	3	2	3	2	2	2	3	3	3	2	4	77		
74	3	2	4	3	2	2	1	2	2	3	4	2	3	3	4	4	4	3	1	3	2	3	3	2	2	2	3	3	3	3	3	4	85	
75	3	3	3	3	3	2	2	2	2	2	3	2	3	3	3	2	4	3	2	1	2	3	3	3	2	2	3	3	2	3	3	80		
76	3	3	3	3	2	2	2	3	2	2	3	3	2	2	2	2	2	2	2	3	2	1	2	4	3	3	2	4	2	2	3	76		
77	3	3	3	3	3	2	2	2	2	3	3	3	2	3	3	3	2	3	2	3	3	2	3	3	3	3	2	2	3	2	3	82		
78	4	3	4	4	2	1	1	2	2	4	4	4	3	4	4	4	3	3	3	2	1	1	3	4	4	3	4	4	4	4	4	97		
79	4	3	4	4	1	1	2	1	1	1	4	2	3	3	3	4	3	3	2	2	1	1	3	4	2	3	3	4	4	4	3	83		
80	3	4	4	3	1	1	2	1	2	3	4	2	4	4	4	4	4	2	2	2	2	1	2	3	2	4	3	4	3	3	3	86		
81	3	3	3	4	1	2	3	3	1	2	4	3	3	4	4	2	2	3	2	3	2	2	3	4	3	2	3	3	2	3	2	84		
82	4	4	3	3	2	1	1	2	2	2	3	3	3	3	3	3	4	4	1	1	1	2	4	4	3	4	2	2	3	2	4	83		
83	3	3	4	3	2	1	2	3	2	3	3	3	3	4	4	2	2	4	2	3	1	2	4	2	3	3	3	4	2	4	3	87		
84	4	4	3	3	2	2	3	2	2	3	4	4	4	3	3	3	3	2	2	2	1	3	3	3	4	4	3	3	3	4	2	91		
85	3	4	4	3	2	2	2	2	2	3	3	4	3	3	3	3	4	3	1	1	2	2	3	3	4	4	3	3	3	3	3	88		
86	4	3	3	4	2	1	1	2	2	4	3	4	3	4	4	4	4	3	2	1	1	1	3	4	4	3	4	4	4	4	4	94		
87	3	4	4	3	1	1	2	1	2	3	4	4	4	4	4	3	3	2	1	2	2	1	2	3	2	4	3	4	3	3	3	85		
88	3	3	4	3	2	2	3	3	2	2	4	3	3	4	4	2	4	4	2	3	2	2	2	4	3	2	3	3	2	3	2	88		

89	4	4	3	3	2	2	3	2	2	4	4	3	3	3	3	3	4	4	1	1	1	2	4	4	3	4	2	2	3	2	4	89
----	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	----

Tabulasi Data 100 Responden

NO	Tangible				Emphaty					Reliability					Assurance				Responsiveness				Loyalitas Pelanggan											skor_tota l
	1	2	3	4	5	6	7	8	9	10	11	12	1 3	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
90	3	3	4	3	2	2	2	3	2	3	3	3	3	4	4	2	2	4	2	3	1	2	4	2	3	3	3	4	2	4	3	88		
91	4	4	3	3	1	2	3	3	2	3	3	4	4	3	3	3	3	3	2	2	1	1	3	3	4	4	3	3	3	4	2	89		
92	3	4	4	3	1	2	2	2	2	3	3	4	3	3	3	3	4	3	1	1	2	2	3	3	4	4	3	3	3	3	3	87		
93	4	4	4	4	2	2	2	4	2	4	3	4	3	4	4	2	4	3	2	1	1	1	3	4	4	3	4	4	4	4	4	98		
94	4	3	4	4	2	1	1	3	2	4	4	4	3	4	4	3	3	3	1	2	1	1	1	4	4	3	4	4	4	4	4	93		
95	4	3	4	4	1	1	2	1	1	4	4	2	3	3	3	4	3	3	2	2	1	3	3	4	2	3	3	4	4	4	3	88		
96	3	4	4	3	1	1	2	1	2	3	4	2	4	4	4	3	3	2	2	2	2	1	2	3	2	4	3	4	3	3	3	84		
97	2	2	2	2	1	2	3	3	1	2	4	3	3	4	4	4	4	2	2	3	2	2	2	4	3	2	3	3	2	3	2	81		
98	4	4	3	3	2	2	2	2	2	4	4	3	3	3	3	3	4	4	1	1	1	2	4	4	3	4	2	2	3	2	4	88		
99	3	3	4	4	2	1	2	3	2	3	3	3	3	4	1	2	2	3	2	3	1	2	3	2	3	3	3	4	2	4	3	83		
100	3	3	4	3	1	3	2	3	2	3	3	4	4	3	3	3	3	2	2	2	2	1	2	4	4	3	3	4	3	4	3	89		

LAMPIRAN 4

Karakteristik 30 dan 100 Responden

KETERANGAN		JUMLAH RESPONDEN	TOTAL
Jenis Kelamin	Laki – Laki	18	30
	Perempuan	12	
Usia	17 - 21 tahun	21	30
	22 - 26 tahun	9	
	27 - 31 tahun	0	
	> 31 tahun	0	
Pendidikan Terakhir	SMP	0	30
	SMA/SMK	25	
	D3	0	
	S1	5	
Pekerjaan	Pelajar / Mahasiswa	23	30
	PNS	6	
	Karyawan Swasta	1	
	Wirausaha	0	
Pernah menonton bioskop selain di Cinema XXI Mall Taman Anggrek	Ya		30
	BLITZ MEGAPLEX	12	
	PREMIERE	9	
	CINEMA 21	2	
	I-MAX	4	
	Tidak	3	
Berapa kali menonton bioskop di Cinema XXI Mall Taman Anggrek dalam 3 bulan terakhir	2 Kali	16	30
	3 Kali	12	
	4 Kali	2	
	5 Kali	0	
Berdomisili Jakarta Barat	Ya	30	30
	Tidak	0	

KETERANGAN		JUMLAH RESPONDEN	TOTAL
Jenis Kelamin	Laki – Laki	42	100
	Perempuan	58	
Usia	17 - 21 tahun	38	100
	22 - 26 tahun	44	
	27 - 31 tahun	11	
	> 31 tahun	7	
Pendidikan Terakhir	SMP	0	100
	SMA/SMK	73	
	D3	8	
	S1	19	
Pekerjaan	Pelajar / Mahasiswa	70	100
	Karyawan Swasta	7	
	PNS	21	
	Wirausaha	2	
Pernah menonton bioskop selain di Cinema XXI Mall Taman Anggrek	Ya		100
	BLITZ MEGAPLEX	33	
	PREMIERE	22	
	CINEMA 21	9	
	I-MAX	13	
	Tidak	23	
Berapa kali menonton bioskop di Cinema XXI Mall Taman Anggrek dalam 3 bulan terakhir	2 Kali	28	100
	3 Kali	54	
	4 Kali	13	
	5 Kali	5	
Berdomisili Jakarta Barat	Ya	100	100
	Tidak		

LAMPIRAN 5
Validitas 30 responden

1. Tangible pretest

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,607
Approx. Chi-Square	54,178
Bartlett's Test of Sphericity	df
	6
Sig.	,000

Anti-image Matrices

		tangible1	tangible2	tangible3	tangible4
Anti-image Covariance	tangible1	,623	-,267	,009	-,102
	tangible2	-,267	,743	-,105	,087
	tangible3	,009	-,105	,225	-,187
	tangible4	-,102	,087	-,187	,221
Anti-image Correlation	tangible1	,751 ^a	-,392	,024	-,275
	tangible2	-,392	,580 ^a	-,257	,214
	tangible3	,024	-,257	,588 ^a	-,837
	tangible4	-,275	,214	-,837	,565 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
tangible1	,766
tangible2	,571
tangible3	,892
tangible4	,878

Extraction Method:

Principal Component

Analysis.

a. 1 components extracted.

2. *Emphaty pretest*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,648
Approx. Chi-Square	15,679
Bartlett's Test of Sphericity df	10
Sig.	,109

Anti-image Matrices

		empahty1	emphaty2	emphaty3	emphaty4	emphaty5
Anti-image Covariance	empahty1	,962	-,045	-,084	-,031	-,052
	emphaty2	-,045	,727	-,148	-,137	-,287
	emphaty3	-,084	-,148	,753	-,269	-,083
	emphaty4	-,031	-,137	-,269	,803	,067
	emphaty5	-,052	-,287	-,083	,067	,810
Anti-image Correlation	empahty1	,805 ^a	-,054	-,098	-,036	-,058
	emphaty2	-,054	,650 ^a	-,200	-,179	-,374
	emphaty3	-,098	-,200	,672 ^a	-,346	-,107
	emphaty4	-,036	-,179	-,346	,626 ^a	,083
	emphaty5	-,058	-,374	-,107	,083	,603 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
empahty1	,370
emphaty2	,754
emphaty3	,734
emphaty4	,619
emphaty5	,589

Extraction Method:

Principal Component

Analysis.

a. 1 components extracted.

3. Reliability Pretest

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,778
Approx. Chi-Square	76,797
Bartlett's Test of Sphericity df	10
Sig.	,000

Anti-image Matrices

		reliability1	reliability2	reliability3	reliability4	reliability5
Anti-image Covariance	reliability1	,806	,127	-,114	,044	,011
	reliability2	,127	,831	-,037	-,061	-,019
	reliability3	-,114	-,037	,189	-,079	-,130
	reliability4	,044	-,061	-,079	,341	-,083
	reliability5	,011	-,019	-,130	-,083	,204
Anti-image Correlation	reliability1	,734 ^a	,155	-,292	,084	,026
	reliability2	,155	,889 ^a	-,094	-,114	-,046
	reliability3	-,292	-,094	,727 ^a	-,313	-,659
	reliability4	,084	-,114	-,313	,867 ^a	-,314
	reliability5	,026	-,046	-,659	-,314	,750 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
reliability1	,449
reliability2	,497
reliability3	,941
reliability4	,885
reliability5	,929

Extraction Method: Principal
Component Analysis.

a. 1 components extracted.

4. Assurance pretest

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,839
Approx. Chi-Square	74,801
Bartlett's Test of Sphericity df	6
Sig.	,000

Anti-image Matrices

		assurance1	assurance2	assurance3	assurance4
Anti-image Covariance	assurance1	,266	-,057	-,133	-,121
	assurance2	-,057	,543	-,068	-,089
	assurance3	-,133	-,068	,301	-,089
	assurance4	-,121	-,089	-,089	,309
Anti-image Correlation	assurance1	,799 ^a	-,151	-,469	-,424
	assurance2	-,151	,923 ^a	-,168	-,217
	assurance3	-,469	-,168	,829 ^a	-,291
	assurance4	-,424	-,217	-,291	,839 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
assurance1	,918
assurance2	,803
assurance3	,906
assurance4	,906

Extraction Method: Principal

Component Analysis.

a. 1 components extracted.

5. Responsiveness pretest

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,690
Approx. Chi-Square	76,593
Bartlett's Test of Sphericity df	6
Sig.	,000

Anti-image Matrices

		responsiveness 1	responsiveness 2	responsiveness 3	responsiveness 4
Anti-image Covariance	responsiveness1	,168	-,126	-,134	,053
	responsiveness2	-,126	,159	,019	-,151
	responsiveness3	-,134	,019	,506	-,006
	responsiveness4	,053	-,151	-,006	,514
Anti-image Correlation	responsiveness1	,649 ^a	-,773	-,461	,179
	responsiveness2	-,773	,644 ^a	,067	-,529
	responsiveness3	-,461	,067	,818 ^a	-,012
	responsiveness4	,179	-,529	-,012	,738 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
responsiveness1	,930
responsiveness2	,940
responsiveness3	,776
responsiveness4	,744

Extraction Method: Principal

Component Analysis.

a. 1 components extracted.

1. Loyalitas Pelanggan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,774
Approx. Chi-Square	198,124
Bartlett's Test of Sphericity df	36
Sig.	,000

Anti-image Matrices

	loyal1	loyal2	loyal3	loyal4	loyal5	loyal6	loyal7	loyal8	loyal9
Anti-image Covariance	loyal1	,176	-,090	-,053	,016	,014	-,077	-,055	-,024
	loyal2	-,090	,161	-,025	-,052	,090	-,083	,079	-,029
	loyal3	-,053	-,025	,213	-,018	-,121	,087	-,091	-,025
	loyal4	,016	-,052	-,018	,247	-,059	,024	-,113	-,081
	loyal5	,014	,090	-,121	-,059	,268	-,114	,113	-,075
	loyal6	-,077	-,083	,087	,024	-,114	,275	,031	,027
	loyal7	-,055	,079	-,091	-,113	,113	,031	,300	,007
	loyal8	-,024	-,029	-,025	-,081	-,075	,027	,007	,213
	loyal9	,057	-,077	,040	,057	-,097	-,028	-,177	-,064
Anti-image Correlation	loyal1	,815 ^a	-,533	-,274	,078	,065	-,352	-,241	-,126
	loyal2	-,533	,708 ^a	-,137	-,261	,435	-,397	,358	-,156
	loyal3	-,274	-,137	,812 ^a	-,077	-,507	,361	-,361	-,116
	loyal4	,078	-,261	-,077	,860 ^a	-,228	,091	-,416	-,352
	loyal5	,065	,435	-,507	-,228	,662 ^a	-,420	,397	-,314
	loyal6	-,352	-,397	,361	,091	-,420	,693 ^a	,108	,110
	loyal7	-,241	,358	-,361	-,416	,397	,108	,639 ^a	,028
	loyal8	-,126	-,156	-,116	-,352	-,314	,110	,028	,906 ^a
	loyal9	,210	-,299	,132	,177	-,290	-,082	-,498	-,215

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
loyal1	,805
loyal2	,725
loyal3	,834
loyal4	,853
loyal5	,718
loyal6	,513
loyal7	,603
loyal8	,904
loyal9	,738

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

LAMPIRAN 6
UJI VALIDITAS 100 RESPONDEN

1. Tangible

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,672
Approx. Chi-Square		45,972
Bartlett's Test of Sphericity	Df	6
	Sig.	,000

Anti-image Matrices

		tangible1	tangible2	tangible3	tangible4
Anti-image Covariance	tangible1	,706	-,256	-,161	-,235
	tangible2	-,256	,814	-,092	-,047
	tangible3	-,161	-,092	,886	-,075
	tangible4	-,235	-,047	-,075	,843
Anti-image Correlation	tangible1	,626 ^a	-,338	-,204	-,305
	tangible2	-,338	,678 ^a	-,108	-,057
	tangible3	-,204	-,108	,755 ^a	-,087
	tangible4	-,305	-,057	-,087	,693 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
tangible1	,805
tangible2	,684
tangible3	,599
tangible4	,646

Extraction Method:

Principal Component

Analysis.

a. 1 components extracted.

2. *Emphaty*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,687
Approx. Chi-Square		60,314
Bartlett's Test of Sphericity	Df	10
	Sig.	,000

Anti-image Matrices

		emphaty1	emphaty2	emphaty3	emphaty4	emphaty5
Anti-image Covariance	emphaty1	,843	-,212	-,060	,058	-,108
	emphaty2	-,212	,653	-,208	-,204	-,172
	emphaty3	-,060	-,208	,813	-,134	-,001
	emphaty4	,058	-,204	-,134	,842	-,028
	emphaty5	-,108	-,172	-,001	-,028	,881
Anti-image Correlation	emphaty1	,688 ^a	-,286	-,072	,068	-,125
	emphaty2	-,286	,648 ^a	-,285	-,275	-,227
	emphaty3	-,072	-,285	,728 ^a	-,162	-,001
	emphaty4	,068	-,275	-,162	,689 ^a	-,032
	emphaty5	-,125	-,227	-,001	-,032	,742 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
emphaty1	,578
emphaty2	,817
emphaty3	,651
emphaty4	,576
emphaty5	,541

Extraction Method:

Principal Component

Analysis.

a. 1 components extracted.

3. Reliability

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,718
Approx. Chi-Square	50,802
Bartlett's Test of Sphericity Df	10
Sig.	,000

Anti-image Matrices

		reliability1	reliability2	reliability3	reliability4	reliability5
Anti-image Covariance	reliability1	,916	-,012	-,154	-,053	-,089
	reliability2	-,012	,888	-,029	-,161	-,141
	reliability3	-,154	-,029	,791	-,225	-,129
	reliability4	-,053	-,161	-,225	,762	-,159
	reliability5	-,089	-,141	-,129	-,159	,822
Anti-image Correlation	reliability1	,755 ^a	-,014	-,181	-,063	-,102
	reliability2	-,014	,735 ^a	-,035	-,196	-,165
	reliability3	-,181	-,035	,700 ^a	-,289	-,160
	reliability4	-,063	-,196	-,289	,694 ^a	-,201
	reliability5	-,102	-,165	-,160	-,201	,745 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
reliability1	,489
reliability2	,543
reliability3	,695
reliability4	,733
reliability5	,677

Extraction Method: Principal

Component Analysis.

a. 1 components extracted.

4. Assurance

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,669
Approx. Chi-Square		23,524
Bartlett's Test of Sphericity	Df	6
Sig.		,001

Anti-image Matrices

		assurance1	assurance2	assurance3	assurance4
Anti-image Covariance	assurance1	,899	-,129	-,164	-,112
	assurance2	-,129	,908	-,157	-,093
	assurance3	-,164	-,157	,869	-,162
	assurance4	-,112	-,093	-,162	,913
Anti-image Correlation	assurance1	,674 ^a	-,143	-,186	-,124
	assurance2	-,143	,681 ^a	-,177	-,102
	assurance3	-,186	-,177	,648 ^a	-,181
	assurance4	-,124	-,102	-,181	,683 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
assurance1	,644
assurance2	,621
assurance3	,699
assurance4	,609

Extraction Method: Principal

Component Analysis.

a. 1 components extracted.

5. Responsiveness

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,644
Approx. Chi-Square		19,493
Bartlett's Test of Sphericity	df	6
Sig.		,003

Anti-image Matrices

		responsiveness 1	responsiveness 2	responsiveness 3	responsiveness 4
Anti-image Covariance	responsiveness1	,912	-,178	-,044	-,143
	responsiveness2	-,178	,887	-,121	-,159
	responsiveness3	-,044	-,121	,949	-,113
	responsiveness4	-,143	-,159	-,113	,903
Anti-image Correlation	responsiveness1	,641 ^a	-,198	-,047	-,158
	responsiveness2	-,198	,630 ^a	-,132	-,178
	responsiveness3	-,047	-,132	,675 ^a	-,122
	responsiveness4	-,158	-,178	-,122	,648 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
responsiveness1	,630
responsiveness2	,694
responsiveness3	,518
responsiveness4	,663

Extraction Method: Principal

Component Analysis.

a. 1 components extracted.

1. Loyalitas Pelanggan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,672
Approx. Chi-Square		115,907
Bartlett's Test of Sphericity	df	36
	Sig.	,000

Anti-image Matrices

		loyal1	loyal2	loyal3	loyal4	loyal5	loyal6	loyal7	loyal8	loyal9
Anti-image Covariance	loyal1	,918	,023	-,120	-,082	,110	,091	-,088	,041	,015
	loyal2	,023	,809	-,224	-,087	,064	-,046	-,050	-,134	-,019
	loyal3	-,120	-,224	,682	-,088	-,233	,067	-,020	-,115	-,007
	loyal4	-,082	-,087	-,088	,861	,034	-,040	-,155	,090	-,094
	loyal5	,110	,064	-,233	,034	,659	-,154	-,181	-,095	-,061
	loyal6	,091	-,046	,067	-,040	-,154	,767	-,102	-,203	-,087
	loyal7	-,088	-,050	-,020	-,155	-,181	-,102	,754	,077	-,143
	loyal8	,041	-,134	-,115	,090	-,095	-,203	,077	,779	,063
	loyal9	,015	-,019	-,007	-,094	-,061	-,087	-,143	,063	,883
Anti-image Correlation	loyal1	,504 ^a	,027	-,152	-,092	,141	,108	-,106	,049	,017
	loyal2	,027	,679 ^a	-,302	-,105	,088	-,058	-,064	-,169	-,022
	loyal3	-,152	-,302	,641 ^a	-,116	-,348	,093	-,027	-,158	-,008
	loyal4	-,092	-,105	-,116	,687 ^a	,045	-,050	-,192	,110	-,108
	loyal5	,141	,088	-,348	,045	,666 ^a	-,217	-,256	-,133	-,080
	loyal6	,108	-,058	,093	-,050	-,217	,696 ^a	-,134	-,263	-,105
	loyal7	-,106	-,064	-,027	-,192	-,256	-,134	,703 ^a	,100	-,175
	loyal8	,049	-,169	-,158	,110	-,133	-,263	,100	,660 ^a	,076
	loyal9	,017	-,022	-,008	-,108	-,080	-,105	-,175	,076	,756 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
loyal1	-,021
loyal2	,525
loyal3	,653
loyal4	,379
loyal5	,705
loyal6	,578
loyal7	,591
loyal8	,476
loyal9	,415

Extraction Method: Principal
Component Analysis.

a. 1 components extracted.

LAMPIRAN 7

HASIL UJI VALIDITAS 100 RESPONDEN

No	Pernyataan	MSA	KMO	Keterangan
Kualitas Pelayanan (X)				
Tangibles				
1.	Cinema XXI memiliki kursi yang modern	0,626	0,672	Valid
2.	Display interior Cinema XXI menarik.	0,678		Valid
3.	Karyawan Cinema XXI berpakaian rapih.	0,755		Valid
4.	Tampilan ruangan bioskop Cinema XXI sesuai dengan standar layanan bioskop.	0,693		Valid
Emphaty				
5.	Cinema XXI tidak memberikan informasi khusus kepada penonton sebelum / sesudah masuk bioskop.	0,688	0,687	Valid
6.	Karyawan Cinema XXI tidak memeriksa barang bawaan kepada penonton sebelum masuk bioskop.	0,648		Valid
7.	Karyawan Cinema XXI tidak mengarahkan anda ketempat duduk.	0,728		Valid
8.	Cinema XXI bukan pilihan utama saya.	0,689		Valid
9.	Cinema XXI tidak memiliki jam pemutaran film yang sesuai bagi penonton.	0,742		Valid
Reliability				
10	Pemutaran film tepat waktu.	0,755	0,718	Valid
11	Ketika kuota tiket penuh Cinema XXI memberikan solusi yang tepat dengan menawarkan jam menonton lain.	0,735		Valid
12	Cinema XXI dapat diandalkan.	0,700		Valid
13	Cinema XXI menayangkan film sesuai dengan jadwal yang diberikan.	0,694		Valid
14	Cinema XXI memiliki daftar film terbaru yang lengkap.	0,745		Valid
Assurance				
15	Saya dapat mempercayai karyawan Cinema XXI dalam memberikan pelayanan.	0,674	0,669	Valid
16	Penonton merasa aman saat melakukan transaksi dan pembayaran di kasir Cinema XXI.	0,681		Valid
17	karyawan Cinema XXI bersikap sopan.	0,648		Valid
18	Karyawan mendapat dukungan yang cukup dari Cinema XXI dalam memberikan peraturan kepada penonton.	0,683		Valid
Responsiveness				
19	Cinema XXI tidak memberikan informasi yang jelas kapan film akan ditayangkan.	0,641	0,644	Valid
20	Saya tidak menerima layanan secara cepat dari karyawan XXI.	0,630		Valid

No	Pernyataan	MSA	KMO	Keterangan
21	Karyawan Cinema XXI tidak bersedia membantu apabila penonton mengalami kebingungan.	0,675		Valid
22	Karyawan Cinema XXI terlalu sibuk menanggapi permintaan penonton dengan cepat.	0,648		Valid
Loyalitas Pelanggan (Y)				
23	Saya akan terus berlangganan di Cinema XXI Mall Taman Anggrek	0,504	0,672	Valid
24	Saya yakin kualitas Cinema XXI Mall Taman Anggrek ini secara keseluruhan tidak akan menurun	0,679		Valid
25	Saya yakin kualitas Cinema XXI Mall Taman Anggrek akan meningkat dimasa yang akan datang	0,641		Valid
26	Saya tidak akan pindah ke tempat bioskop lain saya	0,687		Valid
27	Saya tidak akan pindah, walaupun ada tempat bioskop yang lebih dekat dengan tempat tinggal saya	0,666		Valid
28	Saya tidak akan pindah, walaupun ada tempat bioskop yang lebih murah	0,696		Valid
29	Saya akan merekomendasikan Cinema XXI Mall Taman Anggrek kepada teman-teman saya	0,703		Valid
30	Saya akan bercerita hal-hal baik tentang Cinema XXI Mall Taman Anggrek	0,660		Valid
31	Saya akan senang apabila teman-teman saya menonton juga di Cinema XXI Mall Taman Anggrek	0,756		Valid

LAMPIRAN 8

Hasil Uji Reliabilitas 100 responden

1. *Tangible***Reliability Statistics**

Cronbach's Alpha	N of Items
,622	4

2. *Emphaty***Reliability Statistics**

Cronbach's Alpha	N of Items
,629	5

3. *Reliability***Reliability Statistics**

Cronbach's Alpha	N of Items
,615	5

4. *Assurance***Reliability Statistics**

Cronbach's Alpha	N of Items
,528	4

5. *Responsiveness***Reliability Statistics**

Cronbach's Alpha	N of Items
,489	4

1. *Loyalitas Pelanggan (Y)***Reliability Statistics**

Cronbach's Alpha	N of Items
,607	9

LAMPIRAN 9
Hasil Uji Asumsi Klasik

1. Normalitas

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,752 ^a	,565	,542	2,038

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

b. Dependent Variable: loyalitas pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	507,752	5	101,550	24,458	,000 ^b
	Residual	390,288	94	4,152		
	Total	898,040	99			

a. Dependent Variable: loyalitas pelanggan

b. Predictors: (Constant), reponsiveness, assurance, tangible, emphaty, reliability

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,878	3,451		4,311	,000
	tangible	,712	,147	,361	4,842	,000
	emphaty	-,232	,109	-,161	-2,137	,035
	reliability	,344	,105	,248	3,268	,002
	assurance	,262	,114	,165	2,296	,024
	reponsiveness	-,350	,147	-,197	-2,381	,019

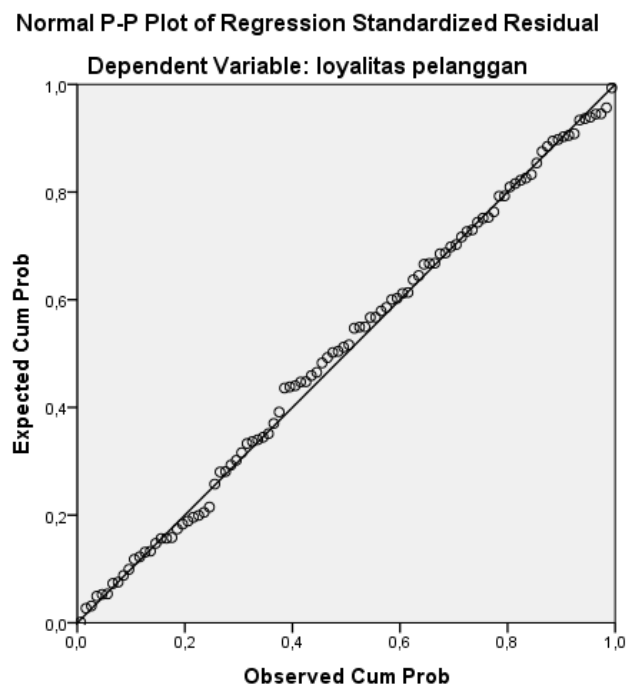
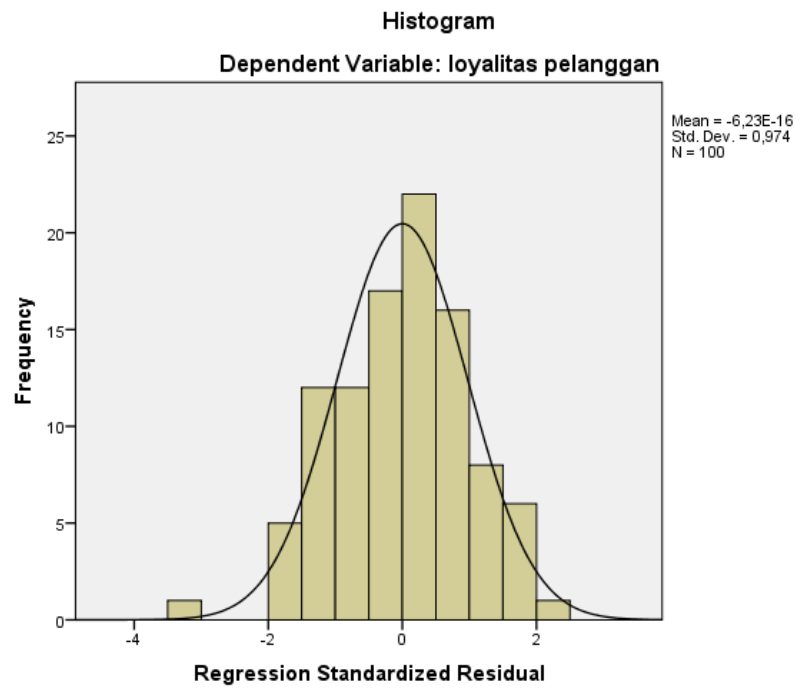
a. Dependent Variable: loyalitas pelanggan

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	21,22	32,54	28,14	2,265	100
Residual	-6,208	5,067	,000	1,986	100
Std. Predicted Value	-3,058	1,943	,000	1,000	100
Std. Residual	-3,047	2,487	,000	,974	100

a. Dependent Variable: loyalitas pelanggan

Charts



2. Multikolinearitas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,752 ^a	,565	,542	2,038

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

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	507,752	5	101,550	24,458	,000 ^b
	Residual	390,288	94	4,152		
	Total	898,040	99			

a. Dependent Variable: loyalitas pelanggan

b. Predictors: (Constant), reponsiveness, assurance, tangible, emphaty, reliability

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,878	3,451		4,311	,000
	tangible	,712	,147	,361	4,842	,000
	emphaty	-,232	,109	-,161	-2,137	,035
	reliability	,344	,105	,248	3,268	,002
	assurance	,262	,114	,165	2,296	,024
	reponsiveness	-,350	,147	-,197	-2,381	,019

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Tangible	,831	1,203
	Emphaty	,818	1,223
	Reliability	,804	1,244
	Assurance	,900	1,111
	Reponsiveness	,674	1,484

a. Dependent Variable: loyalitas pelanggan

Coefficient Correlations^a

Model		reponsiveness	assurance	Tangible	emphaty	
1	Correlations	reponsiveness	1,000	,187	,250	-,282
		assurance	,187	1,000	-,065	,031
		tangible	,250	-,065	1,000	,075
		emphaty	-,282	,031	,075	1,000
		reliability	,253	-,088	-,126	,127
	Covariances	reponsiveness	,022	,003	,005	-,005
		assurance	,003	,013	-,001	,000
		tangible	,005	-,001	,022	,001
		emphaty	-,005	,000	,001	,012
		reliability	,004	-,001	-,002	,001

Coefficient Correlations^a

Model		Coefficient Correlations		reliability
1	Correlations	reponsiveness		,253
		assurance		-,088
		tangible		-,126
		emphaty		,127
		reliability		1,000
	Covariances	reponsiveness		,004
		assurance		-,001
		tangible		-,002
		emphaty		,001
		reliability		,011

a. Dependent Variable: loyalitas pelanggan

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	tangible	emphaty	reliability
1	1	5,868	1,000	,00	,00	,00	,00
	2	,072	9,010	,00	,01	,11	,03
	3	,028	14,509	,00	,00	,79	,00
	4	,017	18,362	,00	,04	,00	,21
	5	,011	22,850	,00	,54	,01	,54
	6	,003	45,670	,99	,40	,09	,22

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions	
		assurance	reponsiveness
1	1	,00	,00
	2	,04	,20
	3	,00	,47
	4	,81	,00
	5	,03	,01
	6	,13	,32

a. Dependent Variable: loyalitas pelanggan

3. Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,752 ^a	,565	,542	2,038	1,651

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

b. Dependent Variable: loyalitas pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	507,752	5	101,550	24,458	,000 ^b
	Residual	390,288	94	4,152		
	Total	898,040	99			

a. Dependent Variable: loyalitas pelanggan

b. Predictors: (Constant), reponsiveness, assurance, tangible, emphaty, reliability

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,878	3,451		4,311	,000
	Tangible	,712	,147	,361	4,842	,000
	Emphaty	-,232	,109	-,161	-2,137	,035
	Reliability	,344	,105	,248	3,268	,002
	assurance	,262	,114	,165	2,296	,024
	reponsiveness	-,350	,147	-,197	-2,381	,019

a. Dependent Variable: loyalitas pelanggan

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	21,22	32,54	28,14	2,265	100
Residual	-6,208	5,067	,000	1,986	100
Std. Predicted Value	-3,058	1,943	,000	1,000	100
Std. Residual	-3,047	2,487	,000	,974	100

a. Dependent Variable: loyalitas pelanggan

4. Heteroskedastisitas.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,752 ^a	,565	,542	2,038

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

b. Dependent Variable: loyalitas pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	507,752	5	101,550	24,458	,000 ^b
	Residual	390,288	94	4,152		
	Total	898,040	99			

a. Dependent Variable: loyalitas pelanggan

b. Predictors: (Constant), reponsiveness, assurance, tangible, emphaty, reliability

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,878	3,451		4,311	,000
	Tangible	,712	,147	,361	4,842	,000
	Emphaty	-,232	,109	-,161	-2,137	,035
	Reliability	,344	,105	,248	3,268	,002
	assurance	,262	,114	,165	2,296	,024
	reponsiveness	-,350	,147	-,197	-2,381	,019

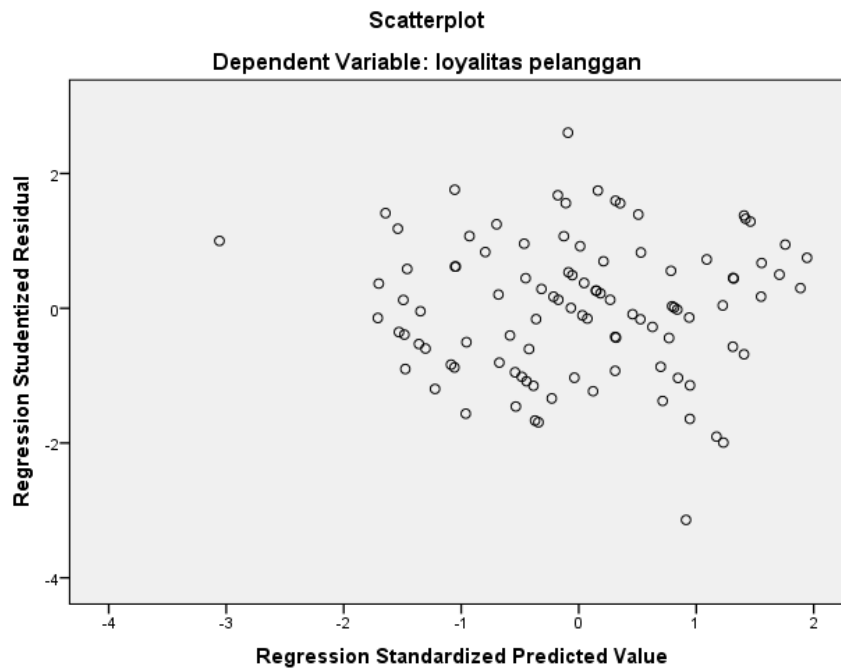
a. Dependent Variable: loyalitas pelanggan

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	21,22	32,54	28,14	2,265	100
Std. Predicted Value	-3,058	1,943	,000	1,000	100
Standard Error of Predicted Value	,234	,984	,480	,139	100
Adjusted Predicted Value	20,67	32,40	28,12	2,295	100
Residual	-6,208	5,067	,000	1,986	100
Std. Residual	-3,047	2,487	,000	,974	100
Stud. Residual	-3,140	2,606	,005	1,010	100
Deleted Residual	-6,596	5,562	,020	2,134	100
Stud. Deleted Residual	-3,302	2,691	,003	1,021	100
Mahal. Distance	,315	22,111	4,950	3,817	100
Cook's Distance	,000	,112	,013	,022	100
Centered Leverage Value	,003	,223	,050	,039	100

a. Dependent Variable: loyalitas pelanggan

Charts



LAMPIRAN 10
Hasil Uji Regresi Linier Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
loyalitas pelanggan	28,14	3,012	100
tangible	13,30	1,528	100
emphaty	9,64	2,082	100
reliability	15,65	2,171	100
assurance	12,23	1,890	100
responsiveness	7,29	1,695	100

Correlations

		loyalitas pelanggan	tangible	emphaty	reliability
Pearson Correlation	loyalitas pelanggan	1,000	,570	-,419	,503
	Tangible	,570	1,000	-,233	,273
	Emphaty	-,419	-,233	1,000	-,278
	reliability	,503	,273	-,278	1,000
	assurance	,365	,182	-,161	,207
	responsiveness	-,544	-,377	,399	-,397
Sig. (1-tailed)	loyalitas pelanggan	.	,000	,000	,000
	Tangible	,000	.	,010	,003
	Emphaty	,000	,010	.	,003
	Reliability	,000	,003	,003	.
	assurance	,000	,035	,055	,019
	responsiveness	,000	,000	,000	,000
N	loyalitas pelanggan	100	100	100	100
	Tangible	100	100	100	100
	Emphaty	100	100	100	100
	Reliability	100	100	100	100
	Assurance	100	100	100	100
	Responsiveness	100	100	100	100

Correlations

		assurance	responsiveness
Pearson Correlation	loyalitas pelanggan	,365	-,544
	Tangible	,182	-,377
	Emphaty	-,161	,399
	Reliability	,207	-,397
	assurance	1,000	-,292
	responsiveness	-,292	1,000
Sig. (1-tailed)	loyalitas pelanggan	,000	,000
	Tangible	,035	,000
	Emphaty	,055	,000
	Reliability	,019	,000
	assurance	.	,002
	responsiveness	,002	.
N	loyalitas pelanggan	100	100
	Tangible	100	100
	Emphaty	100	100
	Reliability	100	100
	assurance	100	100
	responsiveness	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	tangible		Stepwise (Criteria: Probability-of-F-t o-enter <= ,050, Probability-of-F-t o-remove >= ,100).
2	reliability		Stepwise (Criteria: Probability-of-F-t o-enter <= ,050, Probability-of-F-t o-remove >= ,100).
3	responsiveness		Stepwise (Criteria: Probability-of-F-t o-enter <= ,050, Probability-of-F-t o-remove >= ,100).
4	assurance		Stepwise (Criteria: Probability-of-F-t o-enter <= ,050, Probability-of-F-t o-remove >= ,100).
5	emphaty		Stepwise (Criteria: Probability-of-F-t o-enter <= ,050, Probability-of-F-t o-remove >= ,100).

a. Dependent Variable: loyalitas pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,570 ^a	,325	,318	2,486
2	,675 ^b	,456	,445	2,244
3	,720 ^c	,518	,503	2,122
4	,738 ^d	,544	,525	2,076
5	,752 ^e	,565	,542	2,038

a. Predictors: (Constant), tangible

b. Predictors: (Constant), tangible, reliability

c. Predictors: (Constant), tangible, reliability, responsiveness

d. Predictors: (Constant), tangible, reliability, responsiveness, assurance

e. Predictors: (Constant), tangible, reliability, responsiveness, assurance, emphaty

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	292,191	1	292,191	47,264	,000 ^b
	Residual	605,849	98	6,182		
	Total	898,040	99			
2	Regression	409,610	2	204,805	40,673	,000 ^c
	Residual	488,430	97	5,035		
	Total	898,040	99			
3	Regression	465,591	3	155,197	34,452	,000 ^d
	Residual	432,449	96	4,505		
	Total	898,040	99			
4	Regression	488,798	4	122,200	28,367	,000 ^e
	Residual	409,242	95	4,308		
	Total	898,040	99			
5	Regression	507,752	5	101,550	24,458	,000 ^f
	Residual	390,288	94	4,152		
	Total	898,040	99			

a. Dependent Variable: loyalitas pelanggan

b. Predictors: (Constant), tangible

c. Predictors: (Constant), tangible, reliability

d. Predictors: (Constant), tangible, reliability, responsiveness

e. Predictors: (Constant), tangible, reliability, responsiveness, assurance

f. Predictors: (Constant), tangible, reliability, responsiveness, assurance, empathy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,182	2,190		6,019	,000
	tangible	1,125	,164	,570	6,875	,000
2	(Constant)	7,710	2,278		3,384	,001
	tangible	,923	,153	,468	6,013	,000
	reliability	,521	,108	,376	4,829	,000
3	(Constant)	15,558	3,098		5,021	,000
	tangible	,759	,152	,385	4,982	,000
	reliability	,395	,108	,285	3,653	,000
	responsiveness	-,507	,144	-,286	-3,525	,001
4	(Constant)	12,430	3,316		3,748	,000
	tangible	,736	,149	,373	4,926	,000
	reliability	,372	,106	,268	3,503	,001
	responsiveness	-,439	,144	-,247	-3,054	,003
	assurance	,270	,116	,169	2,321	,022
5	(Constant)	14,878	3,451		4,311	,000
	tangible	,712	,147	,361	4,842	,000
	reliability	,344	,105	,248	3,268	,002
	responsiveness	-,350	,147	-,197	-2,381	,019
	assurance	,262	,114	,165	2,296	,024
	emphaty	-,232	,109	-,161	-2,137	,035

a. Dependent Variable: loyalitas pelanggan

Excluded Variables ^a						
Model		Beta In	T	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	emphaty	-,303 ^b	-3,779	,000	-,358	,946
	reliability	,376 ^b	4,829	,000	,440	,926
	assurance	,270 ^b	3,366	,001	,323	,967
	responsiveness	-,384 ^b	-4,724	,000	-,432	,858
2	emphaty	-,229 ^c	-3,016	,003	-,294	,896
	assurance	,215 ^c	2,887	,005	,283	,940
	responsiveness	-,286 ^c	-3,525	,001	-,339	,764
3	emphaty	-,166 ^d	-2,162	,033	-,217	,819
	assurance	,169 ^d	2,321	,022	,232	,901
4	emphaty	-,161 ^e	-2,137	,035	-,215	,818

a. Dependent Variable: loyalitas pelanggan

b. Predictors in the Model: (Constant), tangible

c. Predictors in the Model: (Constant), tangible, reliability

d. Predictors in the Model: (Constant), tangible, reliability, responsiveness

e. Predictors in the Model: (Constant), tangible, reliability, responsiveness, assurance