

## LAMPIRAN

Lampiran 1 : Kuesioner

### Kuesioner

#### IDENTITAS RESPONDEN

Nama :

Umur :

Intensitas Pembelian :

Nama Toko :

Jenis Kelamin : Laki-laki / Perempuan

#### Petunjuk Pengisian

Berikan Penilaian bapak/ibu/saudara dengan tanda (x) menurut keadaan sesungguhnya dengan kriteria sebagai berikut :

STS	TS	N	S	SS
1	2	3	4	5

Keterangan :

STS : Sangat Tidak Setuju diberi nilai 1

TS : Tidak Setuju diberi nilai 2

N : Netral diberi nilai 3

S : Setuju diberi nilai 4

SS : Sangat Setuju diberi nilai 5

## 1. KUALITAS PELAYANAN

No	Indikator	Score				
		STS	TS	N	S	SS
		1	2	3	4	5
1	Karyawan di toko jam dapat diandalkan					
2	Karyawan di toko tanggap pada pelanggan					
3	Pihak toko memberikan jaminan kepada pelanggan					
4	Karyawan toko memiliki ketulusan dalam melayani pelanggan					

1. Bagaimana pendapat anda mengenai kualitas pelayanan pada toko jam di Kota Semarang ?

Jawaban :

## 2. *SERVICESCAPE*

No	Indikator	Score				
		STS	TS	N	S	SS
		1	2	3	4	5
1	Toko jam memiliki suasana latar belakang yang nyaman					
2	Toko jam memiliki fasilitas yang menarik					
3	Toko jam memiliki pengaturan spasial yang strategis					
4	Toko jam memiliki simbol-simbol yang interaktif					

1. Bagaimana pendapat anda tentang *Servicescape* pada Toko jam di Kota Semarang ?

Jawaban :

### 3. KEPUASAN PELANGGAN

No	Indikator	Score				
		STS	TS	N	S	SS
		1	2	3	4	5
1	Toko jam dapat memenuhi harapan pelanggan					
2	pelanggan merasa puas dengan membeli produk di Toko jam					
3	Toko jam dapat membuat pelanggan merasa puas dengan kualitas pelayanan					
4	Toko jam dapat membuat pelanggan puas dengan Servicescape					

1. Bagaimana menurut anda tentang Kepuasan Pelanggan yang didapatkan setelah membeli produk di Toko jam ?

Jawaban :

#### 4. LOYALITAS PELANGGAN

No	Indikator	Score				
		STS	TS	N	S	SS
		1	2	3	4	5
1	Saya merasa akan lakukan pembelian ulang di Toko jam					
2	Saya akan merekomendasikan kepada orang lain untuk membeli produk di Toko jam					
3	Saya tidak akan membeli di toko jam lain selain di Toko jam					
4	Saya juga akan membeli di cabang Toko jam yang lain.					

1. Bagaimana pendapat anda tentang loyalitas pelanggan yang anda rasakan di Toko jam ?

Jawaban :

Lampiran 2 : Tabulasi data

No	Kualitas Pelayanan					Servicescape					Kepuasan Pelanggan					Loyalitas Pelanggan				
	x1.1	x1.2	x1.3	x1.4	tot.x1	x2.1	x2.2	x2.3	x2.4	tot.x2	y1.1	y1.2	y1.3	y1.4	tot.y1	y2.1	y2.2	y2.3	y2.4	tot.y2
1	4	5	4	4	<b>17</b>	4	5	4	4	<b>17</b>	4	4	4	4	<b>16</b>	5	5	4	4	<b>18</b>
2	4	4	4	4	<b>16</b>	4	3	4	3	<b>14</b>	4	3	3	3	<b>13</b>	3	4	4	4	<b>15</b>
3	3	3	3	3	<b>12</b>	3	3	4	4	<b>14</b>	3	3	3	3	<b>12</b>	3	3	3	3	<b>12</b>
4	4	4	5	4	<b>17</b>	4	4	3	4	<b>15</b>	5	5	3	3	<b>16</b>	4	3	4	4	<b>15</b>
5	3	4	3	4	<b>14</b>	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>	4	3	3	4	<b>14</b>
6	5	4	4	4	<b>17</b>	3	4	3	3	<b>13</b>	4	3	4	4	<b>15</b>	4	4	4	3	<b>15</b>
7	5	4	5	5	<b>19</b>	4	4	5	4	<b>17</b>	4	4	5	4	<b>17</b>	4	4	4	4	<b>16</b>
8	4	5	5	5	<b>19</b>	4	4	4	4	<b>16</b>	5	4	4	4	<b>17</b>	4	3	3	3	<b>13</b>
9	4	5	4	5	<b>18</b>	4	3	3	3	<b>13</b>	3	3	3	3	<b>12</b>	3	2	3	2	<b>10</b>
10	4	4	3	4	<b>15</b>	4	4	4	4	<b>16</b>	4	4	3	3	<b>14</b>	4	4	4	4	<b>16</b>
11	5	5	5	5	<b>20</b>	4	4	4	4	<b>16</b>	5	5	4	5	<b>19</b>	5	5	5	5	<b>20</b>
12	3	3	3	3	<b>12</b>	4	3	3	4	<b>14</b>	4	3	4	3	<b>14</b>	4	4	3	4	<b>15</b>
13	5	4	4	4	<b>17</b>	5	4	5	4	<b>18</b>	4	5	5	5	<b>19</b>	4	4	4	5	<b>17</b>
14	5	5	5	5	<b>20</b>	4	4	4	3	<b>15</b>	4	4	5	4	<b>17</b>	4	4	3	3	<b>14</b>
15	3	4	4	3	<b>14</b>	5	5	5	5	<b>20</b>	5	5	5	5	<b>20</b>	5	3	3	5	<b>16</b>
16	2	4	5	5	<b>16</b>	5	5	5	5	<b>20</b>	4	4	4	4	<b>16</b>	5	4	5	4	<b>18</b>
17	5	5	5	5	<b>20</b>	5	5	5	5	<b>20</b>	5	5	5	5	<b>20</b>	5	4	5	4	<b>18</b>
18	4	4	3	4	<b>15</b>	4	4	4	4	<b>16</b>	4	4	3	3	<b>14</b>	4	4	4	4	<b>16</b>
19	5	4	4	4	<b>17</b>	4	4	4	4	<b>16</b>	5	4	4	4	<b>17</b>	4	4	4	4	<b>16</b>
20	4	5	5	4	<b>18</b>	3	4	4	4	<b>15</b>	3	4	3	4	<b>14</b>	4	4	4	3	<b>15</b>
21	5	5	5	5	<b>20</b>	5	5	5	5	<b>20</b>	5	5	5	5	<b>20</b>	5	5	4	4	<b>18</b>
22	3	3	4	3	<b>13</b>	3	3	3	3	<b>12</b>	3	3	3	3	<b>12</b>	3	3	3	2	<b>11</b>
23	3	4	3	3	<b>13</b>	3	3	3	3	<b>12</b>	3	3	3	3	<b>12</b>	4	3	3	3	<b>13</b>
24	5	5	5	4	<b>19</b>	4	5	4	5	<b>18</b>	4	4	4	4	<b>16</b>	5	5	4	4	<b>18</b>
25	2	2	2	2	<b>8</b>	3	3	5	3	<b>14</b>	3	3	2	3	<b>11</b>	3	4	3	3	<b>13</b>
26	4	5	5	5	<b>19</b>	4	4	4	4	<b>16</b>	4	3	4	4	<b>15</b>	4	4	4	3	<b>15</b>
27	4	5	5	5	<b>19</b>	4	4	4	4	<b>16</b>	3	3	4	4	<b>14</b>	4	3	4	4	<b>15</b>
28	4	5	5	5	<b>19</b>	4	5	5	5	<b>19</b>	5	5	5	5	<b>20</b>	4	5	4	5	<b>18</b>
29	4	5	4	4	<b>17</b>	4	3	4	3	<b>14</b>	4	5	5	4	<b>18</b>	4	4	4	4	<b>16</b>
30	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>	4	4	3	3	<b>14</b>	4	4	4	4	<b>16</b>

31	4	4	4	4	<b>16</b>	2	2	2	3	<b>9</b>	4	5	4	4	<b>17</b>	3	3	3	4	<b>13</b>
32	4	4	4	4	<b>16</b>	3	3	3	3	<b>12</b>	3	3	3	3	<b>12</b>	4	4	3	3	<b>14</b>
33	3	4	4	4	<b>15</b>	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>	3	4	3	4	<b>14</b>
34	4	3	4	4	<b>15</b>	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>
35	4	3	4	4	<b>15</b>	4	3	3	3	<b>13</b>	3	3	3	3	<b>12</b>	3	3	3	3	<b>12</b>
36	4	5	4	4	<b>17</b>	4	4	5	4	<b>17</b>	5	5	4	5	<b>19</b>	5	5	5	4	<b>19</b>
37	3	3	3	4	<b>13</b>	4	4	3	4	<b>15</b>	3	3	3	3	<b>12</b>	4	3	3	3	<b>13</b>
38	3	3	3	3	<b>12</b>	2	4	3	4	<b>13</b>	3	4	3	3	<b>13</b>	3	4	3	3	<b>13</b>
39	4	5	4	5	<b>18</b>	4	3	3	3	<b>13</b>	3	3	3	3	<b>12</b>	3	2	3	2	<b>10</b>
40	4	4	4	4	<b>16</b>	3	4	4	4	<b>15</b>	4	4	3	3	<b>14</b>	4	4	3	3	<b>14</b>
41	4	4	5	5	<b>18</b>	3	4	4	4	<b>15</b>	4	4	5	4	<b>17</b>	4	5	4	4	<b>17</b>
42	4	4	4	3	<b>15</b>	2	2	2	2	<b>8</b>	4	3	4	4	<b>15</b>	5	5	5	4	<b>19</b>
43	5	4	4	4	<b>17</b>	2	4	4	2	<b>12</b>	3	5	5	5	<b>18</b>	4	4	4	4	<b>16</b>
44	5	4	4	4	<b>17</b>	4	4	4	4	<b>16</b>	5	4	4	5	<b>18</b>	4	4	4	3	<b>15</b>
45	4	5	5	5	<b>19</b>	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>	5	4	4	5	<b>18</b>
46	4	4	4	4	<b>16</b>	3	4	3	3	<b>13</b>	4	5	4	4	<b>17</b>	4	4	4	4	<b>16</b>
47	4	5	5	5	<b>19</b>	4	4	4	4	<b>16</b>	4	3	4	4	<b>15</b>	4	4	4	3	<b>15</b>
48	4	4	4	4	<b>16</b>	3	3	3	3	<b>12</b>	4	3	4	3	<b>14</b>	4	4	4	3	<b>15</b>
49	4	4	4	4	<b>16</b>	5	5	5	5	<b>20</b>	4	4	4	4	<b>16</b>	5	4	4	4	<b>17</b>
50	2	3	3	3	<b>11</b>	2	2	2	2	<b>8</b>	3	3	3	3	<b>12</b>	3	3	3	3	<b>12</b>
51	4	5	4	4	<b>17</b>	5	5	5	5	<b>20</b>	4	4	4	4	<b>16</b>	5	4	4	4	<b>17</b>
52	4	4	4	4	<b>16</b>	4	3	4	3	<b>14</b>	4	4	4	4	<b>16</b>	3	4	4	4	<b>15</b>
53	5	3	3	3	<b>14</b>	4	4	4	3	<b>15</b>	3	5	4	3	<b>15</b>	3	3	3	2	<b>11</b>
54	3	4	3	3	<b>13</b>	3	3	3	3	<b>12</b>	4	3	4	4	<b>15</b>	3	3	3	2	<b>11</b>
55	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>	3	3	3	3	<b>12</b>	3	4	4	4	<b>15</b>
56	5	5	5	5	<b>20</b>	4	3	4	4	<b>15</b>	4	4	4	4	<b>16</b>	4	5	5	4	<b>18</b>
57	3	4	5	5	<b>17</b>	4	4	4	2	<b>14</b>	4	5	3	3	<b>15</b>	3	3	3	3	<b>12</b>
58	4	5	4	4	<b>17</b>	4	4	4	4	<b>16</b>	4	4	3	4	<b>15</b>	4	4	4	4	<b>16</b>
59	4	4	4	4	<b>16</b>	3	4	3	4	<b>14</b>	4	4	3	3	<b>14</b>	4	4	4	4	<b>16</b>
60	3	3	3	3	<b>12</b>	3	3	3	4	<b>13</b>	3	3	3	3	<b>12</b>	3	3	3	3	<b>12</b>
61	5	5	5	5	<b>20</b>	5	5	5	5	<b>20</b>	5	5	5	5	<b>20</b>	5	4	4	4	<b>17</b>
62	5	5	5	5	<b>20</b>	5	5	4	5	<b>19</b>	5	5	5	5	<b>20</b>	5	5	5	4	<b>19</b>
63	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>	3	4	3	4	<b>14</b>	4	3	3	3	<b>13</b>
64	4	3	3	3	<b>13</b>	4	4	4	4	<b>16</b>	4	5	2	5	<b>16</b>	4	5	4	4	<b>17</b>
65	5	5	5	5	<b>20</b>	4	4	4	4	<b>16</b>	5	4	5	4	<b>18</b>	4	4	4	4	<b>16</b>
66	5	5	5	5	<b>20</b>	4	3	4	4	<b>15</b>	5	5	2	2	<b>14</b>	4	5	5	4	<b>18</b>

67	4	4	5	4	<b>17</b>	4	4	4	4	<b>16</b>	5	4	4	4	<b>17</b>	4	3	3	3	<b>13</b>
68	4	4	4	4	<b>16</b>	3	3	4	3	<b>13</b>	3	3	4	4	<b>14</b>	4	4	4	3	<b>15</b>
69	3	3	4	4	<b>14</b>	4	4	4	4	<b>16</b>	4	4	5	4	<b>17</b>	4	4	3	3	<b>14</b>
70	4	4	3	4	<b>15</b>	4	4	4	4	<b>16</b>	3	4	4	4	<b>15</b>	4	4	4	2	<b>14</b>
71	5	4	5	4	<b>18</b>	4	4	4	4	<b>16</b>	4	4	5	4	<b>17</b>	3	4	3	3	<b>13</b>
72	4	4	3	4	<b>15</b>	4	4	3	4	<b>15</b>	3	4	4	3	<b>14</b>	3	4	4	3	<b>14</b>
73	5	5	5	5	<b>20</b>	4	5	4	5	<b>18</b>	5	5	5	5	<b>20</b>	5	5	5	5	<b>20</b>
74	5	4	4	4	<b>17</b>	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>	4	5	4	4	<b>17</b>
75	4	4	3	3	<b>14</b>	3	4	4	4	<b>15</b>	4	4	3	3	<b>14</b>	3	4	4	4	<b>15</b>
76	3	3	3	3	<b>12</b>	3	3	3	3	<b>12</b>	2	2	3	3	<b>10</b>	4	3	2	2	<b>11</b>
77	4	3	4	3	<b>14</b>	4	4	4	4	<b>16</b>	5	3	3	4	<b>15</b>	5	4	4	4	<b>17</b>
78	4	3	4	4	<b>15</b>	4	4	3	4	<b>15</b>	4	3	3	3	<b>13</b>	2	2	3	2	<b>9</b>
79	4	5	5	5	<b>19</b>	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>	5	4	4	4	<b>17</b>
80	5	3	5	5	<b>18</b>	3	3	3	3	<b>12</b>	3	3	4	3	<b>13</b>	4	4	4	4	<b>16</b>
81	5	4	5	4	<b>18</b>	4	4	4	4	<b>16</b>	4	5	4	5	<b>18</b>	4	5	4	4	<b>17</b>
82	4	4	5	5	<b>18</b>	4	3	3	3	<b>13</b>	4	3	2	4	<b>13</b>	3	4	3	4	<b>14</b>
83	5	5	4	4	<b>18</b>	5	4	4	5	<b>18</b>	5	4	5	4	<b>18</b>	4	4	5	4	<b>17</b>
84	4	4	4	4	<b>16</b>	3	3	4	4	<b>14</b>	3	3	3	4	<b>13</b>	4	4	4	3	<b>15</b>
85	5	4	5	5	<b>19</b>	5	5	4	5	<b>19</b>	4	5	5	5	<b>19</b>	5	4	5	5	<b>19</b>
86	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>	4	4	3	3	<b>14</b>	4	4	3	3	<b>14</b>
87	4	4	5	4	<b>17</b>	4	4	4	3	<b>15</b>	5	5	4	5	<b>19</b>	4	4	4	3	<b>15</b>
88	2	2	2	2	<b>8</b>	3	3	3	3	<b>12</b>	2	3	3	3	<b>11</b>	3	2	3	3	<b>11</b>
89	4	4	4	4	<b>16</b>	3	4	4	3	<b>14</b>	4	4	4	4	<b>16</b>	4	3	4	4	<b>15</b>
90	4	3	4	3	<b>14</b>	3	3	3	3	<b>12</b>	3	3	3	3	<b>12</b>	4	4	4	4	<b>16</b>
91	4	4	3	4	<b>15</b>	4	3	4	3	<b>14</b>	3	3	3	3	<b>12</b>	4	4	4	3	<b>15</b>
92	5	4	5	5	<b>19</b>	5	5	5	5	<b>20</b>	4	4	5	4	<b>17</b>	4	5	5	5	<b>19</b>
93	5	5	5	5	<b>20</b>	4	4	4	5	<b>17</b>	5	5	5	5	<b>20</b>	5	3	5	5	<b>18</b>
94	4	3	5	5	<b>17</b>	4	4	5	5	<b>18</b>	5	4	5	5	<b>19</b>	4	5	4	5	<b>18</b>
95	5	5	5	5	<b>20</b>	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>	5	5	5	5	<b>20</b>
96	3	3	4	4	<b>14</b>	4	4	3	3	<b>14</b>	3	3	3	3	<b>12</b>	3	3	3	3	<b>12</b>
97	5	4	4	4	<b>17</b>	4	5	4	4	<b>17</b>	4	5	4	4	<b>17</b>	5	3	5	3	<b>16</b>
98	2	2	2	2	<b>8</b>	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>
99	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>	4	4	4	4	<b>16</b>	4	4	4	2	<b>14</b>
100	4	5	4	4	<b>17</b>	3	4	4	3	<b>14</b>	5	4	4	4	<b>17</b>	4	4	4	3	<b>15</b>



## Lampiran 3 : Hasil output program SPSS 16

**Regression**

[DataSet1] E:\Kuliah\Skripsi\Skripsi Paul\Data Paul.sav

**Descriptive Statistics**

	Mean	Std. Deviation	N
Loyalitas Pelanggan	15.24	2.413	100
Kualitas Pelayanan	16.27	2.700	100
Servicescape	15.27	2.482	100
Kepuasan Pelanggan	15.45	2.508	100

**Correlations**

		Loyalitas Pelanggan	Kualitas Pelayanan	Servicescape	Kepuasan Pelanggan
Pearson Correlation	Loyalitas Pelanggan	1.000	.533	.542	.648
	Kualitas Pelayanan	.533	1.000	.444	.584
	Servicescape	.542	.444	1.000	.626
	Kepuasan Pelanggan	.648	.584	.626	1.000
Sig. (1-tailed)	Loyalitas Pelanggan	.	.000	.000	.000
	Kualitas Pelayanan	.000	.	.000	.000
	Servicescape	.000	.000	.	.000
	Kepuasan Pelanggan	.000	.000	.000	.
N	Loyalitas Pelanggan	100	100	100	100
	Kualitas Pelayanan	100	100	100	100
	Servicescape	100	100	100	100
	Kepuasan Pelanggan	100	100	100	100

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

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Pelanggan, Kualitas Pelayanan, Servicescape <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas Pelanggan

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.692 <sup>a</sup>	.479	.463	1.768	.479	29.459	3	96	.000

a. Predictors: (Constant), Kepuasan Pelanggan, Kualitas Pelayanan, Servicescape

b. Dependent Variable: Loyalitas Pelanggan

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	276.206	3	92.069	29.459	.000 <sup>a</sup>
	Residual	300.034	96	3.125		
	Total	576.240	99			

a. Predictors: (Constant), Kepuasan Pelanggan, Kualitas Pelayanan, Servicescape

b. Dependent Variable: Loyalitas Pelanggan

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
	1 (Constant)	3.284	1.313				2.501	.014		
Kualitas Pelayanan	.188	.082	.210	2.299	.024	.533	.228	.169	.648	1.543
Servicescape	.192	.093	.198	2.077	.040	.542	.207	.153	.599	1.671
Kepuasan Pelanggan	.386	.101	.401	3.819	.000	.648	.363	.281	.491	2.037

a. Dependent Variable: Loyalitas Pelanggan

Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Kualitas Pelayanan	Servicescape	Kepuasan Pelanggan
1	1	3.963	1.000	.00	.00	.00	.00
	2	.015	16.502	.00	.65	.46	.01
	3	.014	16.937	.96	.09	.03	.15
	4	.009	21.588	.04	.26	.51	.84

a. Dependent Variable: Loyalitas Pelanggan

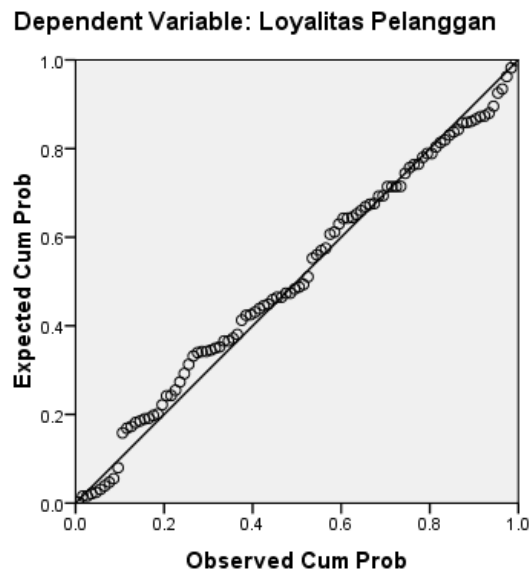
Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.34	18.61	15.24	1.670	100
Std. Predicted Value	-2.335	2.015	.000	1.000	100
Standard Error of Predicted Value	.186	.732	.336	.111	100
Adjusted Predicted Value	11.38	18.70	15.23	1.685	100
Residual	-5.004	5.570	.000	1.741	100
Std. Residual	-2.830	3.151	.000	.985	100
Stud. Residual	-2.865	3.402	.003	1.011	100
Deleted Residual	-5.126	6.493	.010	1.836	100
Stud. Deleted Residual	-2.980	3.608	.002	1.027	100
Mahal. Distance	.112	15.996	2.970	2.965	100
Cook's Distance	.000	.480	.014	.050	100
Centered Leverage Value	.001	.162	.030	.030	100

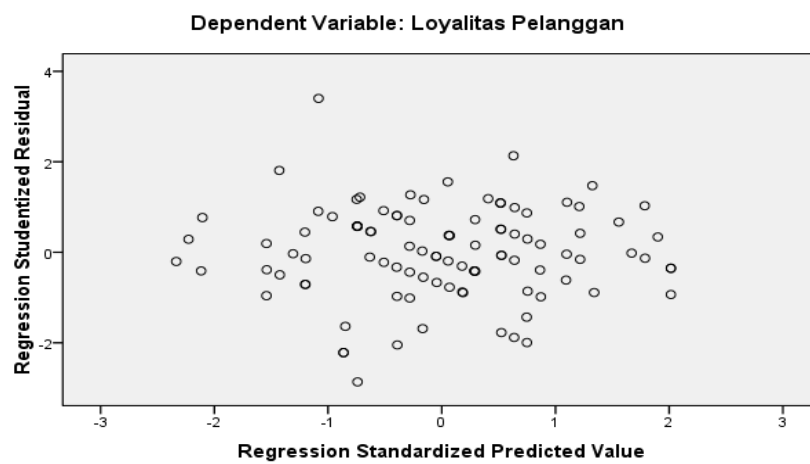
a. Dependent Variable: Loyalitas Pelanggan

## Charts

Normal P-P Plot of Regression Standardized Residual



Scatterplot



## Regression

[DataSet0]

### Descriptive Statistics

	Mean	Std. Deviation	N
Kepuasan Pelanggan	15.45	2.508	100
Kualitas Pelayanan	16.27	2.700	100
Servicescape	15.27	2.482	100

### Correlations

		Kepuasan Pelanggan	Kualitas Pelayanan	Servicescape
Pearson Correlation	Kepuasan Pelanggan	1.000	.584	.626
	Kualitas Pelayanan	.584	1.000	.444
	Servicescape	.626	.444	1.000
Sig. (1-tailed)	Kepuasan Pelanggan	.	.000	.000
	Kualitas Pelayanan	.000	.	.000
	Servicescape	.000	.000	.
N	Kepuasan Pelanggan	100	100	100
	Kualitas Pelayanan	100	100	100
	Servicescape	100	100	100

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

Model	Variables Entered	Variables Removed	Method
1	Servicescape, Kualitas Pelayanan <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan Pelanggan

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.713 <sup>a</sup>	.509	.499	1.775	.509	50.277	2	97	.000

a. Predictors: (Constant), Servicescape, Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	316.976	2	158.488	50.277	.000 <sup>a</sup>
	Residual	305.774	97	3.152		
	Total	622.750	99			

a. Predictors: (Constant), Servicescape, Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
		1	(Constant)	2.635			1.291		2.041	.044	
	Kualitas Pelayanan	.354	.074	.382	4.805	.000	.584	.439	.342	.803	1.246
	Servicescape	.461	.080	.457	5.750	.000	.626	.504	.409	.803	1.246

a. Dependent Variable: Kepuasan Pelanggan

Collinearity Diagnostics<sup>a</sup>

Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Kualitas Pelayanan	Servicescape
1	1	2.973	1.000	.00	.00	.00
	2	.015	14.314	.02	.86	.56
	3	.013	15.370	.97	.14	.44

a. Dependent Variable: Kepuasan Pelanggan

Residuals Statistics<sup>a</sup>

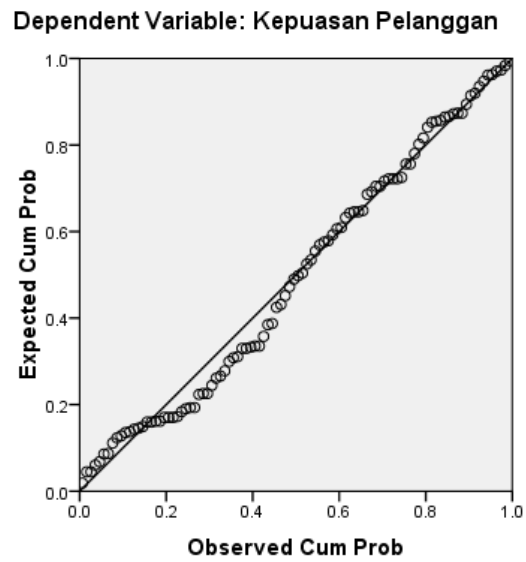
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.23	18.96	15.45	1.789	100
Std. Predicted Value	-2.919	1.959	.000	1.000	100
Standard Error of Predicted Value	.179	.663	.291	.101	100
Adjusted Predicted Value	10.03	18.90	15.44	1.811	100
Residual	-3.691	4.539	.000	1.757	100
Std. Residual	-2.079	2.557	.000	.990	100
Stud. Residual	-2.091	2.677	.003	1.010	100
Deleted Residual	-3.734	4.975	.012	1.831	100
Stud. Deleted Residual	-2.129	2.767	.005	1.018	100
Mahal. Distance	.015	12.794	1.980	2.392	100
Cook's Distance	.000	.229	.014	.035	100
Centered Leverage Value	.000	.129	.020	.024	100

a. Dependent Variable: Kepuasan Pelanggan

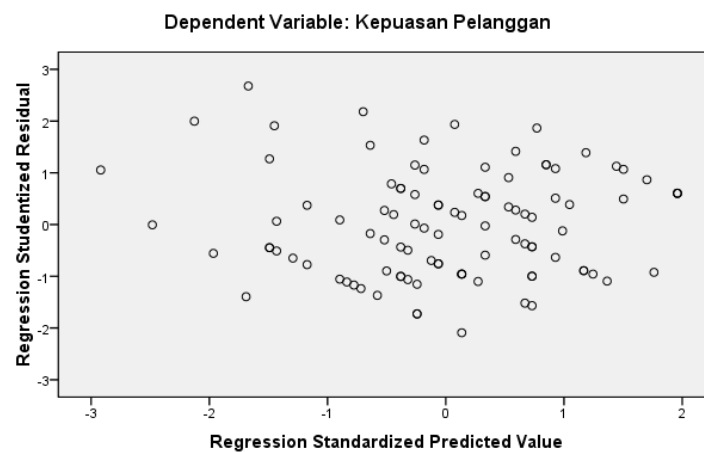


## Charts

Normal P-P Plot of Regression Standardized Residual



Scatterplot



## Reliability

[DataSet0]

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.837	.839	4

**Inter-Item Correlation Matrix**

	Y2.1	Y2.2	Y2.3	Y2.4
Y2.1	1.000	.495	.614	.531
Y2.2	.495	1.000	.616	.551
Y2.3	.614	.616	1.000	.588
Y2.4	.531	.551	.588	1.000

## Reliability

[DataSet0]

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.836	.838	4

**Inter-Item Correlation Matrix**

	Y1.1	Y1.2	Y1.3	Y1.4
Y1.1	1.000	.604	.470	.565
Y1.2	.604	1.000	.471	.584
Y1.3	.470	.471	1.000	.685
Y1.4	.565	.584	.685	1.000

## Reliability

[DataSet0]

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.888	.889	4

**Inter-Item Correlation Matrix**

	X2.1	X2.2	X2.3	X2.4
X2.1	1.000	.653	.646	.673
X2.2	.653	1.000	.670	.737
X2.3	.646	.670	1.000	.617
X2.4	.673	.737	.617	1.000

## Reliability

[DataSet0]

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.881	.882	4

**Inter-Item Correlation Matrix**

	X1.1	X1.2	X1.3	X1.4
X1.1	1.000	.564	.595	.579
X1.2	.564	1.000	.634	.705
X1.3	.595	.634	1.000	.829
X1.4	.579	.705	.829	1.000

## Correlations

[DataSet0]

		Correlations				
		Y2.1	Y2.2	Y2.3	Y2.4	Loyalitas Pelanggan
Y2.1	Pearson Correlation	1	.495**	.614**	.531**	.795**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y2.2	Pearson Correlation	.495**	1	.616**	.551**	.813**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y2.3	Pearson Correlation	.614**	.616**	1	.588**	.851**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y2.4	Pearson Correlation	.531**	.551**	.588**	1	.826**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Loyalitas Pelanggan	Pearson Correlation	.795**	.813**	.851**	.826**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Correlations

[DataSet0]

		Correlations				
		Y1.1	Y1.2	Y1.3	Y1.4	Kepuasan Pelanggan
Y1.1	Pearson Correlation	1	.604**	.470**	.565**	.800**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y1.2	Pearson Correlation	.604**	1	.471**	.584**	.809**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y1.3	Pearson Correlation	.470**	.471**	1	.685**	.809**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y1.4	Pearson Correlation	.565**	.584**	.685**	1	.861**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Kepuasan Pelanggan	Pearson Correlation	.800**	.809**	.809**	.861**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Correlations

[DataSet0]

		Correlations				
		X2.1	X2.2	X2.3	X2.4	Servicescape
X2.1	Pearson Correlation	1	.653**	.646**	.673**	.858**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.653**	1	.670**	.737**	.883**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.646**	.670**	1	.617**	.843**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.673**	.737**	.617**	1	.879**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Servicescape	Pearson Correlation	.858**	.883**	.843**	.879**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).



## Correlations

[DataSet0]

		Correlations				
		X1.1	X1.2	X1.3	X1.4	Kualitas Pelayanan
X1.1	Pearson Correlation	1	.564**	.595**	.579**	.799**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.564**	1	.634**	.705**	.844**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.595**	.634**	1	.829**	.890**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.579**	.705**	.829**	1	.904**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Kualitas Pelayanan	Pearson Correlation	.799**	.844**	.890**	.904**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Regression

[DataSet1] E:\Kuliah\Skripsi\Skripsi Paul\Data Paul.sav

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

Model	Variables Entered	Variables Removed	Method
1	Servicescape, Kualitas Pelayanan <sup>a</sup>		Enter

- a. All requested variables entered.  
b. Dependent Variable: RES\_2

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.187 <sup>a</sup>	.035	.015	.94375

- a. Predictors: (Constant), Servicescape, Kualitas Pelayanan

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.114	2	1.557	1.748	.180 <sup>a</sup>
	Residual	86.395	97	.891		
	Total	89.508	99			

- a. Predictors: (Constant), Servicescape, Kualitas Pelayanan  
b. Dependent Variable: RES\_2

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.002	.686		2.918	.004
	Kualitas Pelayanan	.041	.039	.118	1.057	.293
	Servicescape	-.079	.043	-.206	-1.851	.067

a. Dependent Variable: RES\_2

## Regression

[DataSet1] E:\Kuliah\Skripsi\Skripsi Paul\Data Paul.sav

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

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Pelanggan, Kualitas Pelayanan, Servicescape <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: RES\_4

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.204 <sup>a</sup>	.042	.012	1.09728

a. Predictors: (Constant), Kepuasan Pelanggan, Kualitas Pelayanan, Servicescape

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.010	3	1.670	1.387	.251 <sup>a</sup>
	Residual	115.587	96	1.204		
	Total	120.597	99			

a. Predictors: (Constant), Kepuasan Pelanggan, Kualitas Pelayanan, Servicescape

b. Dependent Variable: RES\_4

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.941	.815		2.382	.019
	Kualitas Pelayanan	.067	.051	.164	1.322	.189
	Servicescape	-.084	.057	-.190	-1.471	.145
	Kepuasan Pelanggan	-.026	.063	-.059	-.415	.679

a. Dependent Variable: RES\_4

## NPar Tests

[DataSet1] E:\Kuliah\Skripsi\Skripsi Paul\Data Paul.sav

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.75744830
Most Extreme Differences	Absolute	.086
	Positive	.086
	Negative	-.045
Kolmogorov-Smirnov Z		.862
Asymp. Sig. (2-tailed)		.447

a. Test distribution is Normal.

## NPar Tests

## Notes

Output Created		15-Sep-2018 23:12:48
Comments		
Input	Data	E:\Kuliah\Skripsi\Skripsi Paul\Data Paul.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax		NPAR TESTS /K-S(NORMAL)=RES_7 /MISSING ANALYSIS.
Resources	Processor Time <sup>a</sup>	00:00:00.016
	Elapsed Time	00:00:00.017
	Number of Cases Allowed	196608

a. Based on availability of workspace memory.

[DataSet1] E:\Kuliah\Skripsi\Skripsi Paul\Data Paul.sav

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.74087397
Most Extreme Differences	Absolute	.069
	Positive	.056
	Negative	-.069
Kolmogorov-Smirnov Z		.692
Asymp. Sig. (2-tailed)		.725

a. Test distribution is Normal.