

# **LAMPIRAN**

## Lampiran 1 Kuesioner

### KUESIONER

**PENGARUH KEPERCAYAAN KONSUMEN, WORD OF MOUTH DAN  
NILAI PELANGGAN TERHADAP KEPUASAN DALAM  
MENINGKATKAN LOYALITAS PELANGGAN**  
(Studi Pelanggan pada Toko Pakaian Pasar Bintoro Demak)

#### I. Identitas Responden

- Jenis Kelamin :  Laki-laki  Perempuan
- Umur :
- Pekerjaan :
- Pendapatan / Bulan :  < Rp.1500.000  Rp.1500.000-Rp.3.000.000  
 Rp.3000.001-Rp.5.000.000  > Rp.5.000.000
- Berapa kali membeli :  3-5 kali  > 5 kali

#### II. Petunjuk Pengisian

Berilah tanda ( $\checkmark$ ) *check list* sesuai dengan pilihan jawaban yang ada pada kolom isian yang tersedia. Penelitian ini dilakukan hanya semata-mata untuk ilmu pengetahuan dan kepentingan skripsi peneliti. Penelitian ini dapat dilakukan berdasarkan skala berikut ini :

No	Pernyataan	Skor
1	Sangat Tidak Setuju (STS)	1
2	Tidak Setuju (TS)	2
3	Netral (N)	3
4	Setuju (S)	4
5	Sangat Setuju (STS)	5

**KEPERCAYAAN**

No	Pernyataan	STS	TS	N	S	SS
1	Penjual bertanggungjawab					
2	Penjual jujur dalam bertransaksi					
3	Penjual mengembalikan barang yang tertinggal					
4	Saya percaya toko memiliki reputasi yang baik					

**WORD OF MOUTH**

No	Pernyataan	STS	TS	N	S	SS
1	Saya mengetahui informasi toko di sini dari perbincangan teman/keluarga					
2	Saya mendapat rekomendasi toko di sini dari orang yang dapat dipercaya					
3	Saya sering mendengar informasi mengenai keunggulan berbelanja di sini					
4	Saya berbelanja di sini karena tempat ini populer					

**NILAI PELANGGAN**

No	Pernyataan	STS	TS	N	S	SS
1	Saya merasa senang setelah berkunjung ke toko pakaian di sini					
2	Saya merasa adanya kedekatan dengan karyawan karena sering berbelanja di sini					
3	Pakaian yang saya beli memiliki kualitas yang baik					
4	Pakaian yang saya beli sebanding dengan harganya					

**KEPUASAN**

No	Pernyataan	STS	TS	N	S	SS
1	Harapan saya terpenuhi setelah berbelanja di sini					
2	Saya merasa puas setelah berbelanja di sini					
3	Saya senang menggunakan produk yang saya beli di sini					
4	Saya tidak pernah komplain setelah membeli					

**LOYALITAS**

No	Pernyataan	STS	TS	N	S	SS
1	Saya akan datang kembali untuk berbelanja di sini					
2	Saya bersedia merekomendasikan kepada orang lain secara intensif untuk berbelanja pakaian di sini					
3	Saya akan tetap berbelanja di sini meskipun ada tawaran dan rekomendasi untuk berbelanja ke tempat lain					

## Lampiran 2 Tabulasi Data

No	VARIABEL																							
	Kepercayaan				JML	Word of Mouth				JML	Nilai Pelanggan				JML	Kepuasan				JML	Loyalitas Pelanggan			JML
	1	2	3	4		1	2	3	4		1	2	3	4		1	2	3	4		1	2	3	
1	5	5	4	5	19	5	4	4	5	18	5	5	4	4	18	5	4	5	5	19	4	5	5	14
2	4	5	4	5	18	4	4	4	4	16	4	3	4	5	16	4	4	3	5	16	5	4	4	13
3	4	4	3	4	15	3	4	4	3	14	3	4	4	3	14	3	4	4	3	14	4	4	4	12
4	4	3	3	4	14	3	4	3	3	13	4	3	3	3	13	3	3	3	4	13	4	3	4	11
5	5	4	4	4	17	4	4	4	3	15	5	3	4	4	16	4	4	4	5	17	4	4	5	13
6	4	3	4	5	16	3	3	4	3	13	4	3	3	5	15	4	5	4	3	16	4	4	4	12
7	4	3	4	3	14	3	3	3	3	12	3	4	3	3	13	4	4	3	3	14	4	4	3	11
8	3	3	3	3	12	2	2	2	3	9	3	3	3	3	12	3	4	3	3	13	4	3	3	10
9	3	4	4	4	15	4	4	3	4	15	4	3	3	3	13	3	4	4	3	14	4	4	4	12
10	4	4	4	4	16	4	4	4	4	16	3	4	3	4	14	3	4	4	5	16	5	4	4	13
11	5	5	5	4	19	5	4	5	5	19	5	5	3	4	17	5	5	4	5	19	4	5	5	14
12	3	3	4	3	13	4	3	3	3	13	3	3	4	3	13	3	4	4	3	14	4	4	3	11
13	2	3	2	2	9	3	2	2	3	10	3	2	2	2	9	3	3	4	3	13	3	4	3	10
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16	3	4	3	4	14	3	4	3	3	13	3	3	4	3	13	4	4	3	3	14	4	5	4	13
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27	4	3	4	4	15	4	5	5	4	18	4	3	4	4	15	4	4	5	5	18	4	4	5	13
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No	VARIABEL																							
	Kepercayaan				JML	Word of Mouth				JML	Nilai Pelanggan				JML	Kepuasan				JML	Loyalitas Pelanggan			JML
	1	2	3	4		1	2	3	4		1	2	3	4		1	2	3	4		1	2	3	
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38	3	4	3	4	14	4	4	3	4	15	5	4	3	4	16	3	4	3	4	14	4	4	5	13
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43	2	2	2	2	8	3	2	2	3	10	2	3	2	2	9	3	3	3	2	11	4	3	3	10
44	2	2	2	1	7	2	2	3	2	9	2	2	2	2	8	2	3	2	3	10	3	3	3	9
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60	3	3	3	3	12	2	2	2	3	9	3	3	2	3	11	3	3	3	4	13	3	3	2	8
61	4	4	4	4	16	3	4	3	3	13	5	4	4	5	18	3	4	4	4	15	4	4	4	12
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63	5	4	3	4	16	5	4	4	4	17	4	3	3	3	13	4	3	3	3	13	5	3	4	12
64	4	4	4	4	16	4	5	5	3	17	3	3	3	4	13	3	3	3	4	13	4	3	5	12
65	5	4	5	5	19	4	5	4	5	18	3	3	4	4	14	5	5	4	5	19	4	5	4	13
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67	5	5	5	5	20	5	4	4	5	18	4	5	5	5	19	5	4	5	4	18	4	5	5	14
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73	4	4	4	3	15	3	4	5	3	15	3	4	3	4	14	3	3	3	4	13	3	4	4	11
74	4	4	5	4	17	4	5	3	4	16	3	4	4	4	15	4	3	4	3	14	5	4	4	13

No	VARIABEL																							
	Kepercayaan				JML	Word of Mouth				JML	Nilai Pelanggan				JML	Kepuasan				JML	Loyalitas Pelanggan			JML
	1	2	3	4		1	2	3	4		1	2	3	4		1	2	3	4		1	2	3	
75	3	3	3	3	12	3	3	4	3	13	3	2	2	3	10	3	2	4	3	12	4	3	4	11
76	4	5	4	5	18	3	3	4	4	14	4	3	4	4	15	5	3	5	4	17	5	4	5	14
77	4	4	4	5	17	5	3	5	4	17	4	3	3	4	14	4	4	5	3	16	5	3	4	12
78	2	2	2	3	9	3	3	2	2	10	3	2	2	2	9	2	3	2	2	9	2	3	2	7
79	3	2	3	3	11	3	4	4	3	14	4	3	3	3	13	5	3	4	2	14	4	3	4	11
80	4	4	5	4	17	5	3	5	4	17	4	3	4	5	16	3	4	4	5	16	4	5	5	14
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85	5	4	4	4	17	4	5	5	4	18	5	4	5	5	19	5	5	3	4	17	5	5	4	14
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90	5	5	5	5	20	5	4	5	4	18	4	5	4	5	18	5	4	5	4	18	5	4	5	14
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92	3	2	3	4	12	4	4	4	3	15	4	3	4	4	15	3	4	2	4	13	4	4	4	12
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## Lampiran 3 Hasil Olah Data

### Uji Deskriptif

#### Kepercayaan (X1) Statistics

		X1.1	X1.2	X1.3	X1.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.9100	3.8300	3.8700	3.9100
Median		4.0000	4.0000	4.0000	4.0000
Std. Deviation		.76667	.85345	.84871	.85393
Sum		391.00	383.00	387.00	391.00

### Frequency Table

#### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	5.0	5.0	5.0
	3.00	19	19.0	19.0	24.0
	4.00	56	56.0	56.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

#### X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	6.0	6.0	6.0
	3.00	28	28.0	28.0	34.0
	4.00	43	43.0	43.0	77.0
	5.00	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

#### X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	6.0	6.0	6.0
	3.00	25	25.0	25.0	31.0
	4.00	45	45.0	45.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

**X1.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
3.00	26	26.0	26.0	30.0
4.00	44	44.0	44.0	74.0
5.00	26	26.0	26.0	100.0
Total	100	100.0	100.0	

**Word of Mouth (X2)****Statistics**

		X2.1	X2.2	X2.3	X2.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.7200	3.5300	3.5400	3.6200
Median		4.0000	3.0000	4.0000	4.0000
Std. Deviation		.80503	.78438	.77094	.74914
Sum		372.00	353.00	354.00	362.00

**Frequency Table****X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	5	5.0	5.0	5.0
3.00	35	35.0	35.0	40.0
4.00	43	43.0	43.0	83.0
5.00	17	17.0	17.0	100.0
Total	100	100.0	100.0	

**X2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	7	7.0	7.0	7.0
3.00	44	44.0	44.0	51.0
4.00	38	38.0	38.0	89.0
5.00	11	11.0	11.0	100.0
Total	100	100.0	100.0	

**X2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	8	8.0	8.0	8.0
3.00	39	39.0	39.0	47.0
4.00	44	44.0	44.0	91.0
5.00	9	9.0	9.0	100.0
Total	100	100.0	100.0	



**X2.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	5	5.0	5.0	5.0
3.00	39	39.0	39.0	44.0
4.00	45	45.0	45.0	89.0
5.00	11	11.0	11.0	100.0
Total	100	100.0	100.0	

**Nilai Pelanggan (X3)****Statistics**

	X3.1	X3.2	X3.3	X3.4
N Valid	100	100	100	100
Missing	0	0	0	0
Mean	3.8500	3.8100	3.8400	3.7500
Median	4.0000	4.0000	4.0000	4.0000
Std. Deviation	.79614	.80019	.82536	.77035
Sum	385.00	381.00	384.00	375.00

**Frequency Table****X3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	5	5.0	5.0	5.0
3.00	25	25.0	25.0	30.0
4.00	50	50.0	50.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

**X3.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	6	6.0	6.0	6.0
3.00	25	25.0	25.0	31.0
4.00	51	51.0	51.0	82.0
5.00	18	18.0	18.0	100.0
Total	100	100.0	100.0	

**X3.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	5	5.0	5.0	5.0
3.00	28	28.0	28.0	33.0
4.00	45	45.0	45.0	78.0
5.00	22	22.0	22.0	100.0
Total	100	100.0	100.0	

**X3.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	4	4.0	4.0	4.0
3.00	33	33.0	33.0	37.0
4.00	47	47.0	47.0	84.0
5.00	16	16.0	16.0	100.0
Total	100	100.0	100.0	

**Kepuasan (Y1)****Statistics**

	Y1.1	Y1.2	Y1.3	Y1.4
N Valid	100	100	100	100
Missing	0	0	0	0
Mean	3.7200	3.7100	3.8000	3.6300
Median	4.0000	4.0000	4.0000	4.0000
Std. Deviation	.71181	.78232	.80403	.84871
Sum	372.00	371.00	380.00	363.00

**Frequency Table****Y1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	2.0	2.0	2.0
3.00	37	37.0	37.0	39.0
4.00	48	48.0	48.0	87.0
5.00	13	13.0	13.0	100.0
Total	100	100.0	100.0	

**Y1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	5	5.0	5.0	5.0
3.00	34	34.0	34.0	39.0
4.00	46	46.0	46.0	85.0
5.00	15	15.0	15.0	100.0
Total	100	100.0	100.0	

**Y1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	4	4.0	4.0	4.0
3.00	32	32.0	32.0	36.0
4.00	44	44.0	44.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

**Y1.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	7	7.0	7.0	7.0
3.00	40	40.0	40.0	47.0
4.00	36	36.0	36.0	83.0
5.00	17	17.0	17.0	100.0
Total	100	100.0	100.0	

**Loyalitas (Y2)**

**Statistics**

	Y2.1	Y2.2	Y2.3
N Valid	100	100	100
Missing	0	0	0
Mean	4.2300	4.0500	4.0400
Median	4.0000	4.0000	4.0000
Std. Deviation	.69420	.70173	.77746
Sum	423.00	405.00	404.00

**Frequency Table**

**Y2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	2.0	2.0	2.0
3.00	9	9.0	9.0	11.0
4.00	53	53.0	53.0	64.0
5.00	36	36.0	36.0	100.0
Total	100	100.0	100.0	

**Y2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.0	1.0	1.0
3.00	19	19.0	19.0	20.0
4.00	54	54.0	54.0	74.0
5.00	26	26.0	26.0	100.0
Total	100	100.0	100.0	

**Y2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	3	3.0	3.0	3.0
3.00	19	19.0	19.0	22.0
4.00	49	49.0	49.0	71.0
5.00	29	29.0	29.0	100.0
Total	100	100.0	100.0	

## Uji Reliabel

### Kepercayaan (X1) 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	N of Items
.861	4

### Item Statistics

	Mean	Std. Deviation	N
X1.1	3.9100	.76667	100
X1.2	3.8300	.85345	100
X1.3	3.8700	.84871	100
X1.4	3.9100	.85393	100

### Word of Mouth (X2) 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	N of Items
.761	4

### Item Statistics

	Mean	Std. Deviation	N
X2.1	3.7200	.80503	100
X2.2	3.5300	.78438	100
X2.3	3.5400	.77094	100
X2.4	3.6200	.74914	100

**Nilai Pelanggan (X3)**  
**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	N of Items
.738	4

**Item Statistics**

	Mean	Std. Deviation	N
X3.1	3.8500	.79614	100
X3.2	3.8100	.80019	100
X3.3	3.8400	.82536	100
X3.4	3.7500	.77035	100

**Kepuasan (Y1)**

**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	N of Items
.700	4

**Item Statistics**

	Mean	Std. Deviation	N
Y1.1	3.7200	.71181	100
Y1.2	3.7100	.78232	100
Y1.3	3.8000	.80403	100
Y1.4	3.6300	.84871	100

**Loyalitas (Y2)**  
**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	N of Items
.650	3

**Item Statistics**

	Mean	Std. Deviation	N
Y2.1	4.2300	.69420	100
Y2.2	4.0500	.70173	100
Y2.3	4.0400	.77746	100

**Uji Validitas**

**Kepercayaan**  
**Correlations**

		X1.1	X1.2	X1.3	X1.4	Kepercayaan
X1.1	Pearson Correlation	1	.578**	.665**	.605**	.838**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.578**	1	.597**	.602**	.830**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.665**	.597**	1	.611**	.855**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.605**	.602**	.611**	1	.841**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Kepercayaan	Pearson Correlation	.838**	.830**	.855**	.841**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

**Word of Mouth  
Correlations**

		X2.1	X2.2	X2.3	X2.4	Word_of_Mouth
X2.1	Pearson Correlation	1	.381**	.474**	.475**	.769**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.381**	1	.424**	.432**	.734**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.474**	.424**	1	.481**	.777**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.475**	.432**	.481**	1	.776**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Word_of_Mouth	Pearson Correlation	.769**	.734**	.777**	.776**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

**Nilai Pelanggan  
Correlations**

		X3.1	X3.2	X3.3	X3.4	Nilai_Pelanggan
X3.1	Pearson Correlation	1	.335**	.547**	.432**	.774**
	Sig. (2-tailed)		.001	.000	.000	.000
	N	100	100	100	100	100
X3.2	Pearson Correlation	.335**	1	.382**	.479**	.733**
	Sig. (2-tailed)	.001		.000	.000	.000
	N	100	100	100	100	100
X3.3	Pearson Correlation	.547**	.382**	1	.302**	.753**
	Sig. (2-tailed)	.000	.000		.002	.000
	N	100	100	100	100	100
X3.4	Pearson Correlation	.432**	.479**	.302**	1	.732**
	Sig. (2-tailed)	.000	.000	.002		.000
	N	100	100	100	100	100
Nilai_Pelanggan	Pearson Correlation	.774**	.733**	.753**	.732**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

**Kepuasan (Y1)**  
**Correlations**

		Y1.1	Y1.2	Y1.3	Y1.4	Kepuasan
Y1.1	Pearson Correlation	1	.324**	.519**	.328**	.726**
	Sig. (2-tailed)		.001	.000	.001	.000
	N	100	100	100	100	100
Y1.2	Pearson Correlation	.324**	1	.292**	.415**	.700**
	Sig. (2-tailed)	.001		.003	.000	.000
	N	100	100	100	100	100
Y1.3	Pearson Correlation	.519**	.292**	1	.349**	.743**
	Sig. (2-tailed)	.000	.003		.000	.000
	N	100	100	100	100	100
Y1.4	Pearson Correlation	.328**	.415**	.349**	1	.738**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	100	100	100	100	100
Kepuasan	Pearson Correlation	.726**	.700**	.743**	.738**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

**Loyalitas Pelanggan (Y2)**  
**Correlations**

		Y2.1	Y2.2	Y2.3	Loyalitas_Pelanggan
Y2.1	Pearson Correlation	1	.266**	.469**	.747**
	Sig. (2-tailed)		.007	.000	.000
	N	100	100	100	100
Y2.2	Pearson Correlation	.266**	1	.404**	.719**
	Sig. (2-tailed)	.007		.000	.000
	N	100	100	100	100
Y2.3	Pearson Correlation	.469**	.404**	1	.831**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Loyalitas_Pelanggan	Pearson Correlation	.747**	.719**	.831**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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



## Uji Normalitas

### NPar Tests (Model 1) One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.39597993
Most Extreme Differences	Absolute	.038
	Positive	.038
	Negative	-.034
Kolmogorov-Smirnov Z		.384
Asymp. Sig. (2-tailed)		.998

a. Test distribution is Normal.

b. Calculated from data.

### NPar Tests (Model 2) One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.89360198
Most Extreme Differences	Absolute	.054
	Positive	.042
	Negative	-.054
Kolmogorov-Smirnov Z		.542
Asymp. Sig. (2-tailed)		.931

a. Test distribution is Normal.

b. Calculated from data.

## Uji Hipotesis

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

Model	Variables Entered	Variables Removed	Method
1	Nilai_Pelanggan, Word_of_Mouth, Kepercayaan <sup>b</sup>	.	Enter

a. Dependent Variable: Kepuasan

b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 <sup>a</sup>	.628	.616	1.41762

a. Predictors: (Constant), Nilai\_Pelanggan, Word\_of\_Mouth, Kepercayaan

b. Dependent Variable: Kepuasan

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	325.113	3	108.371	53.925	.000 <sup>b</sup>
	Residual	192.927	96	2.010		
	Total	518.040	99			

a. Dependent Variable: Kepuasan

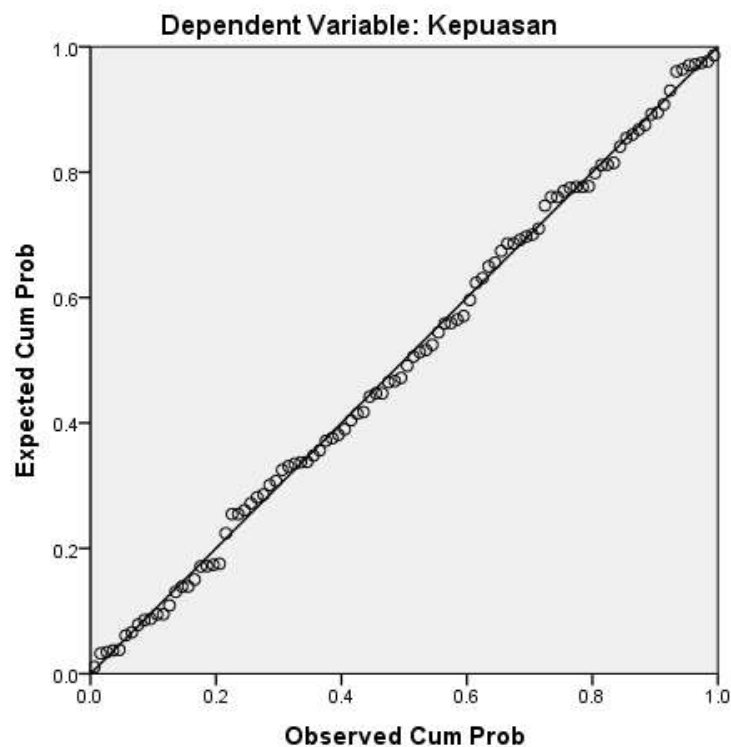
b. Predictors: (Constant), Nilai\_Pelanggan, Word\_of\_Mouth, Kepercayaan

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.019	.986		3.063	.003	
	Kepercayaan	.265	.094	.323	2.823	.006	.296
	Word_of_Mouth	.331	.098	.344	3.389	.001	.377
	Nilai_Pelanggan	.194	.091	.203	2.122	.036	.425

a. Dependent Variable: Kepuasan

**Normal P-P Plot of Regression Standardized Residual**



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

Model	Variables Entered	Variables Removed	Method
1	Kepuasan, Nilai_Pelanggan, Word_of_Mouth, Kepercayaan <sup>b</sup>	.	Enter

a. Dependent Variable: Loyalitas\_Pelanggan

b. All requested variables entered.

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 <sup>a</sup>	.713	.701	.91222

a. Predictors: (Constant), Kepuasan, Nilai\_Pelanggan, Word\_of\_Mouth, Kepercayaan

b. Dependent Variable: Loyalitas\_Pelanggan

#### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	196.706	4	49.177	59.096	.000 <sup>b</sup>
Residual	79.054	95	.832		
Total	275.760	99			

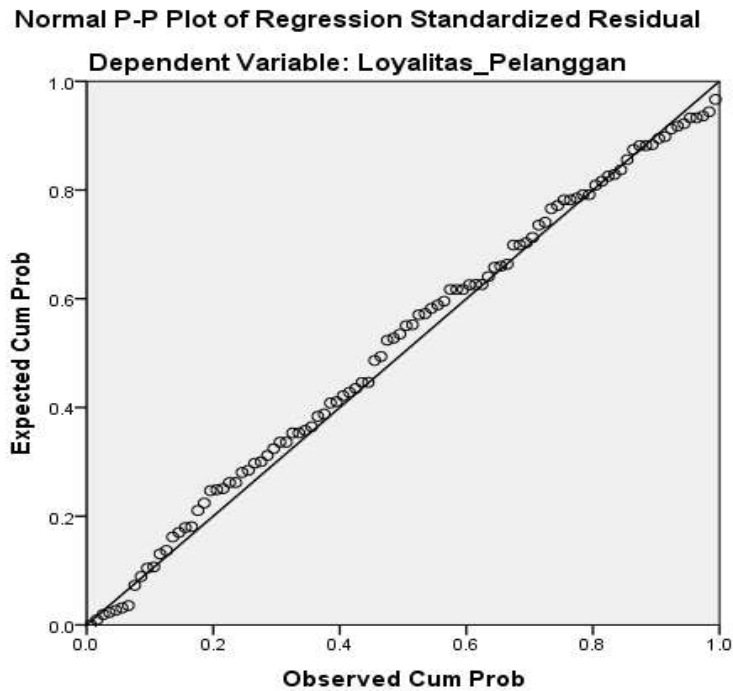
a. Dependent Variable: Loyalitas\_Pelanggan

b. Predictors: (Constant), Kepuasan, Nilai\_Pelanggan, Word\_of\_Mouth, Kepercayaan

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.772	.665		4.170	.000		
1 Kepercayaan	.204	.063	.341	3.242	.002	.273	3.660
Word_of_Mouth	.062	.067	.088	.934	.353	.337	2.971
Nilai_Pelanggan	.203	.060	.291	3.374	.001	.406	2.462
Kepuasan	.161	.066	.221	2.454	.016	.372	2.685

a. Dependent Variable: Loyalitas\_Pelanggan



**Uji Gleizer**

**Uji Heteroskedastisitas (Model 1)**

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.523	.572		.915	.362
Kepercayaan	-.024	.054	-.081	-.439	.662
Word_of_Mouth	-.014	.057	-.042	-.254	.800
Nilai_Pelanggan	.077	.053	.225	1.456	.149

a. Dependent Variable: Residual\_1

**Uji Heteroskedastisitas (Model 2)**

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
2 (Constant)	2.078	.374		5.553	.000
Kepercayaan	.033	.035	.172	.938	.351
Word_of_Mouth	-.033	.037	-.147	-.891	.375
Nilai_Pelanggan	-.062	.034	-.272	-1.814	.073
Kepuasan	-.031	.037	-.132	-.845	.400

a. Dependent Variable: residual2