

Lampiran 1

KUESIONER PENELITIAN

Kepada Yth,
Pelanggan Gombel Golf Semarang

Dengan Hormat,
Bersama ini saya :

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Sedang mengadakan penelitian dengan judul penelitian ” **Pengaruh Kualitas Pelayanan dan Harga terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan (Studi Pada Gombel Golf Semarang)**”. Untuk keperluan tersebut, saya mohon bantuan Bpk/Ibu atau Saudara/i untuk memberikan penilaian melalui kuesioner ini dengan sebenar-benarnya berdasarkan atas apa yang Bpk/ Ibu/ Sdr/ i lakukan berkaitan dengan apa yang Bapak/ Ibu/ Sdr/I rasakan terhadap kualitas pelayanan, kepercayaan dan fasilitas terhadap kepuasan pelanggan. Semoga partisipasi yang Bpk/ Ibu/ Sdr/ i berikan dapat bermanfaat untuk kepentingan ilmu pengetahuan serta dapat membantu upaya meningkatkan kepuasan pelanggan. Atas kerjasama dan partisipasi yang diberikan, saya ucapkan terima kasih.

Identitas responden

Nama :

Umur :Tahun

Pendidikan :

Variabel Kualitas Pelayanan

No.	Pernyataan	STS	TS	N	S	SS
1.	Saya merasa kebersihan seluruh area Gombel Golf selama ini baik					
2.	Saya merasa karyawan memiliki pengetahuan dan informasi mengenai Gombel Golf					
3.	Saya Merasa karyawan Gombel Golf cepat dan tanggap dalam memenuhi kebutuhan konsumen					
4.	Saya merasa aman saat berada di Gombel Golf					
5.	Saya merasa karyawan Gombel Golf selalu menanyakan keluhan pelanggan dan menjadi teman bagi pelanggan					

Variabel Harga

No.	Pernyataan	STS	TS	N	S	SS
1.	Saya merasa harga Gombel Golf sesuai dengan kemampuan daya beli masyarakat					
2.	Saya merasa potongan harga yang diberikan Gombel Golf selama ini sesuai dengan harapan					
3.	Saya merasa Gombel Golf memiliki harga yang mampu bersaing dengan lapangan golf lainnya					
4.	Saya merasa harga Gombel Golf wajar dan kompetitif					

Variabel Kepuasan Pelanggan

No.	Pernyataan	STS	TS	N	S	SS
1.	Harapan saya akan jasa Gombel Golf telah terpenuhi					
2.	Saya merasa puas menggunakan jasa Gombel Golf					
3.	Saya merasa puas dengan fasilitas yang telah diberikan Gombel Golf					

Variabel Loyalitas Pelanggan

No.	Pernyataan	STS	TS	N	S	SS
1.	Saya akan bermain di Gombel Golf lagi					
2.	Saya akan merekomendasikan Gombel Golf kepada pihak lain					
3.	Saya tidak akan berniat pindah dari lapangan golf lain					

Lampiran 2

Kualitas Pelayanan						
No. Responden	Jawaban Responden					Jumlah
	1	2	3	4	5	
1	4	5	3	4	3	19
2	4	4	5	5	5	23
3	4	5	5	4	5	23
4	3	4	3	4	3	17
5	4	3	3	3	3	16
6	3	3	3	3	3	15
7	3	3	3	3	3	15
8	3	5	3	5	3	19
9	3	4	4	3	4	18
10	4	5	5	4	5	23
11	4	5	4	4	5	22
12	5	5	5	5	3	23
13	4	4	5	5	4	22
14	4	5	4	4	4	21
15	5	4	5	5	5	24
16	4	3	3	4	3	17
17	5	4	4	5	4	22
18	4	4	3	3	3	17
19	4	3	3	4	3	17
20	4	4	5	5	5	23
21	4	4	4	4	4	20
22	3	3	3	3	3	15
23	4	4	5	5	5	23
24	4	5	4	4	4	21
25	5	5	5	5	5	25
26	4	4	5	5	5	23
27	4	5	4	4	4	21
28	5	4	5	5	5	24
29	4	3	3	4	3	17
30	5	5	5	5	5	25

Harga					
No. Responden	Jawaban Responden				Jumlah
	1	2	3	4	
1	3	2	2	4	11
2	5	4	4	5	18
3	4	4	4	3	15
4	3	3	3	3	12
5	3	4	4	5	16
6	5	5	5	5	20
7	5	5	5	5	20
8	5	5	5	5	20
9	3	4	4	5	16
10	4	5	5	4	18
11	4	4	4	4	16
12	4	5	5	3	17
13	4	2	2	4	12
14	4	3	4	4	15
15	4	5	5	4	18
16	3	4	3	3	13
17	4	3	4	3	14
18	3	3	3	3	12
19	4	4	4	4	16
20	4	5	5	4	18
21	3	4	4	3	14
22	4	3	5	4	16
23	3	4	4	3	14
24	4	4	4	4	16
25	4	5	5	3	17
26	4	2	2	4	12
27	4	3	4	4	15
28	4	5	5	4	18
29	3	4	3	3	13
30	5	4	4	5	18

31	4	5	5	4	5	23
32	4	5	4	5	4	22
33	4	4	4	4	4	20
34	4	5	5	4	5	23
35	3	3	3	3	3	15
36	4	4	5	5	5	23
37	4	4	5	5	5	23
38	5	5	4	4	4	22
39	3	4	3	4	3	17
40	4	3	3	3	3	16
41	3	3	3	3	3	15
42	3	3	3	3	3	15
43	3	4	3	4	3	17
44	3	5	3	5	3	19
45	3	4	4	3	4	18
46	4	5	5	4	5	23
47	4	3	3	3	3	16
48	4	4	4	4	4	20
49	5	4	3	3	3	18
50	4	5	3	4	3	19
51	5	4	2	4	2	17
52	4	5	3	3	3	18
53	4	4	3	4	3	18
54	3	3	4	4	4	18
55	4	4	3	3	3	17
56	5	4	4	5	4	22
57	5	4	4	5	4	22
58	4	3	3	4	3	17
59	4	4	5	5	5	23
60	3	3	3	3	3	15
61	5	5	4	4	4	22
62	4	3	3	4	3	17
63	5	5	5	5	5	25
64	3	4	3	4	3	17
65	3	5	3	5	3	19
66	3	4	4	3	4	18
67	4	5	5	4	5	23
68	4	3	3	3	3	16

31	4	4	4	3	15
32	5	4	4	5	18
33	4	3	4	4	15
34	3	4	4	4	15
35	5	5	5	5	20
36	5	4	4	5	18
37	5	4	4	5	18
38	4	5	4	4	17
39	3	3	3	3	12
40	3	4	4	5	16
41	5	5	5	5	20
42	5	5	5	5	20
43	3	3	3	3	12
44	5	5	5	5	20
45	3	4	4	5	16
46	4	5	5	4	18
47	3	4	3	5	15
48	3	3	3	3	12
49	4	5	5	4	18
50	3	2	2	4	11
51	4	5	5	4	18
52	3	4	3	5	15
53	4	4	4	4	16
54	4	5	5	4	18
55	4	4	4	4	16
56	4	3	4	3	14
57	3	4	3	5	15
58	4	4	4	4	16
59	4	5	5	4	18
60	4	3	5	4	16
61	4	3	4	3	14
62	5	4	5	5	19
63	5	5	5	5	20
64	3	3	3	3	12
65	5	5	5	5	20
66	3	4	4	5	16
67	4	5	5	4	18
68	3	4	3	5	15

69	4	4	4	4	4	20
70	4	5	3	4	3	19
71	5	4	2	4	2	17
72	5	4	4	5	4	22
73	5	4	4	5	4	22
74	4	5	3	4	3	19
75	4	4	5	5	5	23
76	4	5	5	4	5	23
77	3	4	3	4	3	17
78	4	3	3	3	3	16
79	3	3	3	3	3	15
80	3	3	3	3	3	15
81	3	5	3	5	3	19
82	3	4	4	3	4	18
83	4	5	5	4	5	23
84	4	3	3	3	3	16
85	4	4	4	4	4	20
86	4	4	4	4	4	20
87	3	3	3	3	3	15
88	5	5	4	4	4	22
89	4	3	3	4	3	17
90	5	5	5	5	5	25
91	3	4	3	4	3	17
92	3	5	3	5	3	19
93	3	4	4	3	4	18
94	4	5	5	4	5	23
95	3	4	3	4	3	17
96	5	5	4	4	4	22
97	4	5	5	4	5	23
98	4	3	3	3	3	16
99	4	4	4	4	4	20
100	4	4	4	4	4	20

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

Loyalitas_Pelanggan			
No. Responden	Jawaban Responden		Jumlah
	1	2	
1	4	3	10
2	4	4	12
3	4	4	11
4	4	4	12
5	4	3	11
6	5	5	15
7	5	5	15
8	4	4	12
9	4	3	10
10	5	4	13
11	5	5	15
12	4	4	12
13	4	5	14
14	3	4	10
15	4	5	13
16	4	3	11
17	4	3	11
18	4	5	13
19	4	4	11
20	4	5	13
21	5	4	14
22	4	4	12
23	4	3	11
24	5	5	15
25	4	4	12
26	4	5	14
27	3	4	10
28	4	5	13
29	4	3	11
30	5	5	15
31	4	4	11
32	4	5	13
33	3	4	11
34	4	3	11

Loyalitas_Pelanggan				
No. Responden	Jawaban Responden			Jumlah
	1	2	3	
1	4	4	4	12
2	4	5	5	14
3	5	4	5	14
4	3	4	3	10
5	4	4	4	12
6	4	5	4	13
7	4	5	4	13
8	4	5	4	13
9	4	4	4	12
10	4	5	5	14
11	4	5	5	14
12	5	4	5	14
13	4	4	4	12
14	4	4	4	12
15	5	4	5	14
16	4	4	3	11
17	4	5	5	14
18	4	3	4	11
19	4	3	4	11
20	5	4	4	13
21	4	4	4	12
22	3	3	3	9
23	5	4	5	14
24	4	5	5	14
25	5	4	5	14
26	4	4	4	12
27	4	4	4	12
28	5	4	5	14
29	4	4	3	11
30	5	5	4	14
31	5	4	5	14
32	5	5	4	14
33	4	4	4	12
34	4	5	5	14

35	5	5	15
36	4	3	11
37	4	4	12
38	4	5	14
39	4	4	12
40	4	3	11
41	5	5	15
42	5	5	15
43	4	4	12
44	4	4	12
45	4	3	10
46	5	4	13
47	5	5	15
48	4	4	12
49	3	3	9
50	4	3	10
51	5	5	15
52	3	4	11
53	4	3	11
54	5	4	13
55	4	5	14
56	4	3	11
57	3	4	12
58	4	4	11
59	4	5	13
60	4	4	12
61	5	5	15
62	3	4	10
63	3	4	11
64	4	4	12
65	4	4	12
66	4	3	10
67	5	4	13
68	5	5	15
69	4	4	12
70	4	3	10
71	5	5	15
72	4	3	11

35	4	5	4	13
36	4	5	5	14
37	4	5	5	14
38	4	5	5	14
39	3	4	3	10
40	4	4	4	12
41	4	5	4	13
42	4	5	4	13
43	3	4	3	10
44	4	5	4	13
45	4	4	4	12
46	4	5	5	14
47	4	4	4	12
48	4	4	4	12
49	4	3	4	11
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51	4	5	5	14
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54	4	4	4	12
55	4	4	4	12
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58	4	3	4	11
59	5	4	4	13
60	3	3	3	9
61	5	5	4	14
62	4	4	4	12
63	4	5	5	14
64	3	4	3	10
65	4	5	4	13
66	4	4	4	12
67	4	5	5	14
68	4	4	4	12
69	4	4	4	12
70	4	4	4	12
71	4	5	5	14
72	4	5	5	14

73	3	4	12
74	4	3	10
75	4	4	12
76	4	4	11
77	4	4	12
78	4	3	11
79	5	5	15
80	5	5	15
81	4	4	12
82	4	3	10
83	5	4	13
84	5	5	15
85	4	4	12
86	5	4	14
87	4	4	12
88	5	5	15
89	3	4	10
90	3	4	11
91	4	4	12
92	4	4	12
93	4	3	10
94	5	4	13
95	4	3	11
96	5	5	15
97	5	4	13
98	5	5	15
99	4	4	12
100	5	4	14

73	5	5	5	15
74	4	4	4	12
75	4	5	5	14
76	5	4	5	14
77	3	4	3	10
78	4	4	4	12
79	4	5	4	13
80	4	5	4	13
81	4	5	4	13
82	4	4	4	12
83	4	5	5	14
84	4	4	4	12
85	4	4	4	12
86	4	4	4	12
87	3	3	3	9
88	5	5	4	14
89	4	4	4	12
90	4	5	5	14
91	3	4	3	10
92	4	5	4	13
93	4	4	4	12
94	4	5	5	14
95	4	3	3	10
96	5	5	4	14
97	4	5	5	14
98	4	4	4	12
99	4	4	4	12
100	4	4	4	12

Lampiran 3 UJI VALIDITAS

Loyalitas Pelanggan

Correlations

		V1	V2	V3	Loyalitas_Pelanggan
V1	Pearson Correlation	1	,437**	,511**	,782**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
V2	Pearson Correlation	,437**	1	,543**	,823**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
V3	Pearson Correlation	,511**	,543**	1	,840**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Loyalitas_Pelanggan	Pearson Correlation	,782**	,823**	,840**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Kepuasan Pelanggan

Correlations

		V5	V6	V7	Kepuasan_Pelanggan
V5	Pearson Correlation	1	,418**	,522**	,776**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
V6	Pearson Correlation	,418**	1	,543**	,822**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
V7	Pearson Correlation	,522**	,543**	1	,843**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Kepuasan_Pelanggan	Pearson Correlation	,776**	,822**	,843**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Kualitas Pelayanan

Correlations

		V9	V10	V11	V12	V13	Kualitas_Pelayan an
V9	Pearson Correlation	1	,411**	,544**	,544**	,544**	,700**
	Sig. (2- tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
V10	Pearson Correlation	,411**	1	,612**	,612**	,612**	,750**
	Sig. (2- tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
V11	Pearson Correlation	,544**	,612**	1	1,000**	1,000**	,907**
	Sig. (2- tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
V12	Pearson Correlation	,544**	,612**	1,000**	1	1,000**	,907**
	Sig. (2- tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
V13	Pearson Correlation	,544**	,612**	1,000**	1,000**	1	,907**
	Sig. (2- tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Kualitas_Pelayan an	Pearson Correlation	,700**	,750**	,907**	,907**	,907**	1
	Sig. (2- tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

Harga

Correlations

		V15	V16	V17	V18	Harga
V15	Pearson Correlation	1	,405**	,653**	,335**	,711**
	Sig. (2-tailed)		,000	,000	,001	,000
	N	100	100	100	100	100
V16	Pearson Correlation	,405**	1	,697**	,802**	,889**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
V17	Pearson Correlation	,653**	,697**	1	,543**	,875**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
V18	Pearson Correlation	,335**	,802**	,543**	1	,822**
	Sig. (2-tailed)	,001	,000	,000		,000
	N	100	100	100	100	100
Harga	Pearson Correlation	,711**	,889**	,875**	,822**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Lampiran 4 RELIABILITAS

Loyalitas Pelanggan

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,833	,884	4

Kepuasan Pelanggan

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,832	,883	4

Kualitas Pelayanan

Reliability Statistics

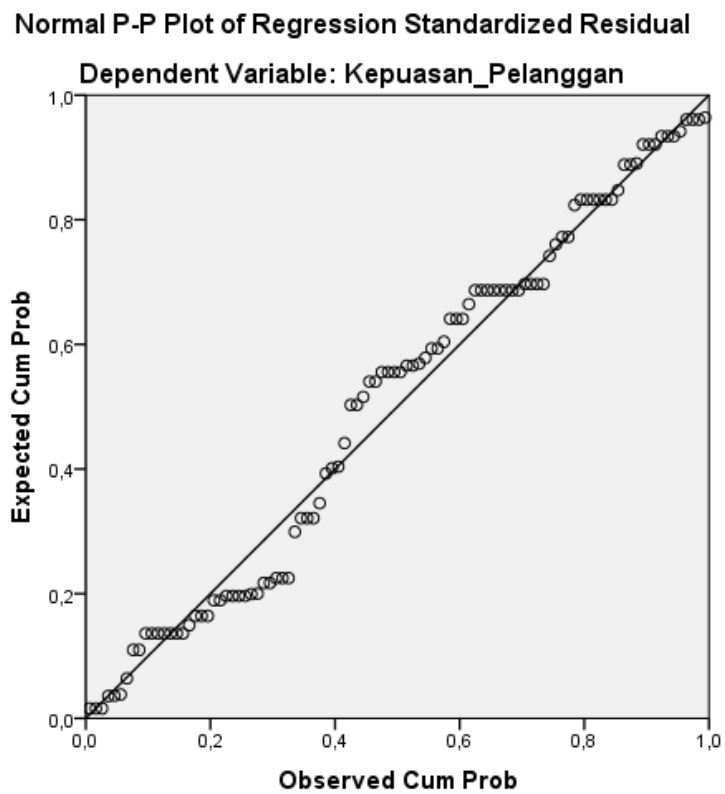
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,849	,944	6

Harga

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,823	,911	5

Lampiran 5 P Plot



Lampiran 6 Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,29730426
Most Extreme Differences	Absolute	,107
	Positive	,107
	Negative	-,091
Test Statistic		,107
Asymp. Sig. (2-tailed)		,199

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

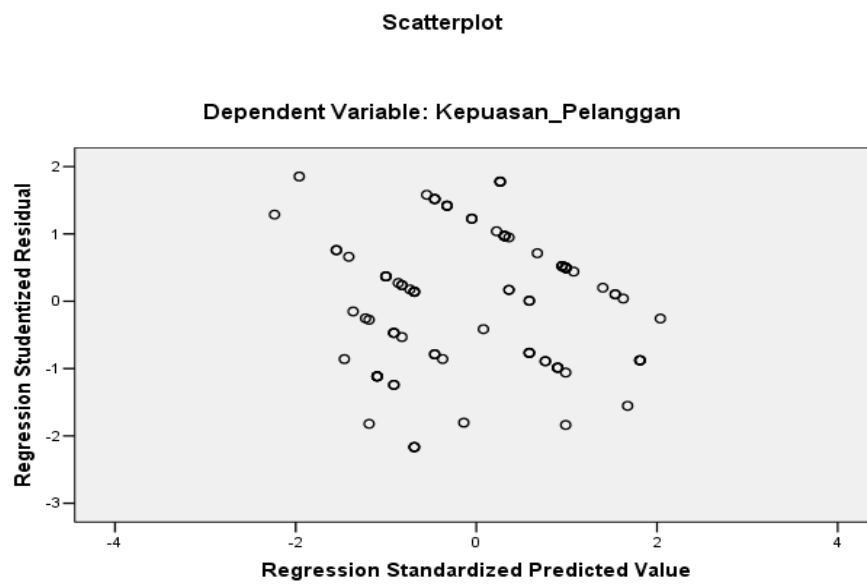
Lampiran 7 UJI MULTIKOLINIERITAS

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Kualitas_Pelayanan	,706	1,416
Harga	,919	1,088
Kepuasan_Pelanggan	,664	1,505

a. Dependent Variable: Loyalitas_Pelanggan

Lampiran 8 Scatter Plot



Lampiran 9 UJI GLEJSER

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,355	,577		,616	,539
1 Kualitas_Pelayanan	,044	,028	,191	1,599	,113
Harga	-,002	,023	-,010	-,092	,927
Kepuasan_Pelanggan	-,067	,044	-,190	-1,544	,126

a. Dependent Variable: absres

Regresi Linier Berganda

Lampiran 10 Persamaan I

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3,570	1,291		2,766	,007					
	Kualitas_Pelayanan	,334	,055	,511	6,100	,000	,542	,527	,505	,977	1,023
	Harga	,126	,051	,207	2,468	,015	,284	,243	,204	,977	1,023

a. Dependent Variable: Kepuasan_Pelanggan

Lampiran 11 Persamaan II

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	,258	,719		,358	,721					
	Kualitas_Pelayanan	,072	,035	,112	2,088	,039	,559	,208	,095	,706	1,416
	Harga	,069	,028	,115	2,435	,017	,357	,241	,110	,919	1,088
	Kepuasan_Pelanggan	,775	,054	,791	14,239	,000	,884	,824	,645	,664	1,505

a. Dependent Variable: Loyalitas_Pelanggan

UJI HIPOTESIS (Uji t)

Lampiran 12 Persamaan I

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3,570	1,291		2,766	,007					
	Kualitas_Pelayanan	,334	,055	,511	6,100	,000	,542	,527	,505	,977	1,023
	Harga	,126	,051	,207	2,468	,015	,284	,243	,204	,977	1,023

a. Dependent Variable: Kepuasan_Pelanggan

Lampiran 13 Persamaan II

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	,258	,719		,358	,721					
	Kualitas_Pelayanan	,072	,035	,112	2,088	,039	,559	,208	,095	,706	1,416
	Harga	,069	,028	,115	2,435	,017	,357	,241	,110	,919	1,088
	Kepuasan_Pelanggan	,775	,054	,791	14,239	,000	,884	,824	,645	,664	1,505

a. Dependent Variable: Loyalitas_Pelanggan

Lampiran 14 KOEFISIEN DETERMINASI

Persamaan I**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,579 ^a	,336	,322	1,311

a. Predictors: (Constant), Harga, Kualitas_Pelayanan

b. Dependent Variable: Kepuasan_Pelanggan

Persamaan II**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,896 ^a	,803	,797	,703

a. Predictors: (Constant), Kepuasan_Pelanggan, Harga, Kualitas_Pelayanan

c. Dependent Variable: Loyalitas_Pelanggan

Lampiran 15 Path Model Regresi I

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Harga, Kualitas_Pelaya nan ^b		Enter

a. Dependent Variable: Kepuasan_Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,579 ^a	,336	,322	1,311

a. Predictors: (Constant), Harga, Kualitas_Pelayanan

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	84,133	2	42,067	24,490	,000 ^b
	Residual	166,617	97	1,718		
	Total	250,750	99			

a. Dependent Variable: Kepuasan_Pelanggan

b. Predictors: (Constant), Harga, Kualitas_Pelayanan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,570	1,291		2,766	,007
	Kualitas_Pelayanan	,334	,055	,511	6,100	,000
	Harga	,126	,051	,207	2,468	,015

a. Dependent Variable: Kepuasan_Pelanggan

Lampiran 16 Path Analysis Model Regresi II

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan_Pelanggan, Harga, Kualitas_Pelayanan ^b		Enter

a. Dependent Variable: Loyalitas_Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,896 ^a	,803	,797	,703

a. Predictors: (Constant), Kepuasan_Pelanggan, Harga,

Kualitas_Pelayanan

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	193,553	3	64,518	130,649	,000 ^b
	Residual	47,407	96	,494		
	Total	240,960	99			

a. Dependent Variable: Loyalitas_Pelanggan

b. Predictors: (Constant), Kepuasan_Pelanggan, Harga, Kualitas_Pelayanan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,258	,719		,358	,721
	Kualitas_Pelayanan	,072	,035	,112	2,088	,039
	Harga	,069	,028	,115	2,435	,017
	Kepuasan_Pelanggan	,775	,054	,791	14,239	,000

a. Dependent Variable: Loyalitas_Pelanggan

