

LAMPIRAN

Lampiran 1. Instrumen Penelitian

INSTRUMEN PENELITIAN

PENGARUH KOMPLAIN, *TANGIBLE*, DAN *WORD OF MOUTH* TERHADAP LOYALITAS NASABAH DENGAN KEPUASAN NASABAH SEBAGAI VARIABEL INTERVENING PADA PT. BANK RAKYAT INDONESIA CABANG SEMARANG PATTIMURA

Kepada

Yth. Bapak / Ibu

di

tempat

Bersama ini kami memohon kesediaan bapak/ibu untuk mengisi kuesioner ini, tujuan dari penelitian ini adalah untuk mengetahui dan mengukur **Pengaruh Penanganan Komplain, *Tangible*, dan *Word of Mouth* Terhadap Loyalitas Nasabah dengan Kepuasan Nasabah Sebagai Variabel Intervening pada PT. Bank Rakyat Indonesia Cabang Semarang Pattimura.**

Penelitian ini semata-mata digunakan untuk kepentingan skripsi dalam rangka memenuhi salah satu persyaratan memperoleh Gelar Sarjana S1 pada Fakultas Ekonomi di Universita Islam Sultan Agung Semarang.

Sudilah kiranya bapak/ibu meluangkan waktu sejenak guna mengisi daftar pertanyaan yang kami ajukan di bawah ini. Maksud dan tujuan dari penelitian ini adalah semata-mata untuk tujuan ilmiah, oleh karena itu saya mohon dalam pengisian pertanyaan ini, diisi sesuai dengan keadaan yang sesungguhnya. Atas kepedulian serta kesediaan dari bapak/ibu untuk mengisi dan mengembalikan kuesioner, kami ucapkan terima kasih.

Semarang, Agustus 2018
Hormat Kami

Peneliti
No. Responden :
(diisi oleh peneliti)

IDENTITAS RESPONDEN

Nama :(boleh diisi/tidak)
 Jenis Kelamin :
 Umur :
 Pekerjaan :

Petunjuk :

Untuk mengukur seberapa besar Pengaruh Penanganan Komplain, *Tangible*, dan *Word of Mouth* Terhadap Loyalitas Nasabah dengan Kepuasan Nasabah Sebagai Variabel Intervening, Pilihlah salah satu jawaban yang paling sesuai dengan keadaan anda dengan memberi tanda silang (X) pada kolom yang tersedia.

SS = Sangat setuju = skor 5
 S = Setuju = skor 4
 N = Netral = skor 3
 TS = Tidak Setuju = skor 2
 STS = Sangat tidak Setuju = skor 1

1. Penanganan Komplain (X₁)

No	Pernyataan	SS	S	N	TS	STS
1.	Penanganan keluhan di Bank Rakyat Indonesia Cabang Semarang Pattimura dilakukan dengan cepat					
2.	Pihak Bank Rakyat Indonesia Cabang Semarang Pattimura menyelesaikan masalah nasabah dengan memuaskan					
3.	BRI Cabang Semarang Pattimura memberikan kemudahan prosedur mengajukan komplain					

2. Tangible (X₂)

No	Pernyataan	SS	S	N	TS	STS
1.	Kenyamanan ruangan tempat bertransaksi					
2.	Peralatan untuk transaksi yang digunakan di BRI cangguh					
3.	Penampilan karyawan menarik					
4.	Tersedia ruang tunggu yang nyaman					

3. Word of mouth (X₃)

No	Pernyataan	SS	S	N	TS	STS
1.	Sayabangga menceritakan hal positif kepada orang lain tentang pengalaman bertransaksi di Bank BRI					
2.	Saya menyerap semua isu positif tentang BRI					
3.	Saya suka fakta yang positif tentang BRI baik dari media massamaupuna media sosial					
4.	Saya sering mendengarkan pembicaraan tentang BRI					

4. Kepuasan Nasabah (Y₁)

No	Pernyataan	SS	S	N	TS	STS
1.	Pelayanan transaksi yang disediakan Bank BRI mampu memenuhi harapan					
2.	Fasilitas transaksi perbankan yang telah disediakan oleh Bank BRI telah memenuhi harapan					
3.	Selama menjadi nasabah Bank BRI, saya jarang memberikan keluhan tentang pelayanannya					
4.	Saya senang bertransaksi menggunakan BRI					

5. Loyalitas Nasabah (Y₂)

No	Pernyataan	SS	S	N	TS	STS
1.	Saya ingin menjalin hubungan jangka panjang dengan pihak perbankan					
2.	Saya akan mereferensikan pada orang lain mengenai produk-produk bank BRI					
3.	Saldo tabungan akan lebih saya tingkatkan					
4.	Saya tidak ingin pindah ke bank yang lain					

Lampiran 2. Hasil Angket Responden

HASIL ANGKET RESPONDEN

No.	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2.4	X2	X3.1	X3.2	X3.3	X3.4	X3	Y1.1	Y1.2	Y1.3	Y1.4	Y1	Y2.1	Y2.2	Y2.3	Y2.4	Y2
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Lampiran 3. Hasil Analisa Data

Correlations

		Correlations			
		Item 1	Item 2	Item 3	Komplain Pelanggan
Item 1	Pearson Correlation	1	.530**	.377**	.811**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Item 2	Pearson Correlation	.530**	1	.412**	.803**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Item 3	Pearson Correlation	.377**	.412**	1	.759**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Komplain Pelanggan	Pearson Correlation	.811**	.803**	.759**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.699	3

Correlations

		Correlations				
		Item 1	Item 2	Item 3	Item 4	Tangible
Item 1	Pearson Correlation	1	-.047	.104	.358**	.595**
	Sig. (2-tailed)		.644	.304	.000	.000
	N	100	100	100	100	100
Item 2	Pearson Correlation	-.047	1	-.023	.171	.456**
	Sig. (2-tailed)	.644		.821	.089	.000
	N	100	100	100	100	100
Item 3	Pearson Correlation	.104	-.023	1	.368**	.593**
	Sig. (2-tailed)	.304	.821		.000	.000
	N	100	100	100	100	100
Item 4	Pearson Correlation	.358**	.171	.368**	1	.776**
	Sig. (2-tailed)	.000	.089	.000		.000
	N	100	100	100	100	100
Tangible	Pearson Correlation	.595**	.456**	.593**	.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).

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
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CORRELATIONS
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 /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

Correlations

[DataSet0]

		Item 1	Item 2	Item 3	Item 4	Word of Mouth
Item 1	Pearson Correlation	1	.332**	.134	.054	.601**
	Sig. (2-tailed)		.001	.185	.591	.000
	N	100	100	100	100	100
Item 2	Pearson Correlation	.332**	1	.126	.248*	.698**
	Sig. (2-tailed)	.001		.211	.013	.000
	N	100	100	100	100	100
Item 3	Pearson Correlation	.134	.126	1	.146	.570**
	Sig. (2-tailed)	.185	.211		.149	.000
	N	100	100	100	100	100
Item 4	Pearson Correlation	.054	.248*	.146	1	.596**
	Sig. (2-tailed)	.591	.013	.149		.000
	N	100	100	100	100	100
Word of Mouth	Pearson Correlation	.601**	.698**	.570**	.596**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

* . Correlation is significant at the 0.05 level (2-tailed).

RELIABILITY

```

/VARIABLES=X3.1 X3.2 X3.3 X3.4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

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Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.757	4

CORRELATIONS
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 /MISSING=PAIRWISE.

Correlations

[DataSet0]

Correlations

		Item 1	Item 2	Item 3	Item 4	Kepuasan Nasabah
Item 1	Pearson Correlation	1	.241	.510**	.723**	.813**
	Sig. (2-tailed)		.016	.000	.000	.000
	N	100	100	100	100	100
Item 2	Pearson Correlation	.241	1	.483**	.279**	.644**
	Sig. (2-tailed)	.016		.000	.005	.000
	N	100	100	100	100	100
Item 3	Pearson Correlation	.510**	.483**	1	.342**	.806**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Item 4	Pearson Correlation	.723**	.279**	.342**	1	.757**
	Sig. (2-tailed)	.000	.005	.000		.000
	N	100	100	100	100	100
Kepuasan Nasabah	Pearson Correlation	.813**	.644**	.806**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

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

RELIABILITY
 /VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.747	4

Correlations

[DataSet0]

Correlations

		Item 1	Item 2	Item 3	Item 4	Loyalitas Nasabah
Item 1	Pearson Correlation	1	.319**	.584**	-.019	.714**
	Sig. (2-tailed)		.001	.000	.847	.000
	N	100	100	100	100	100
Item 2	Pearson Correlation	.319**	1	.268**	.006	.675**
	Sig. (2-tailed)	.001		.007	.956	.000
	N	100	100	100	100	100
Item 3	Pearson Correlation	.584**	.268**	1	-.035	.677**
	Sig. (2-tailed)	.000	.007		.729	.000
	N	100	100	100	100	100
Item 4	Pearson Correlation	-.019	.006	-.035	1	.423**
	Sig. (2-tailed)	.847	.956	.729		.000
	N	100	100	100	100	100
Loyalitas Nasabah	Pearson Correlation	.714**	.675**	.677**	.423**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

RELIABILITY

/VARIABLES=Y2.1 Y2.2 Y2.3 Y2.4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.744	4

NPar Tests

[DataSet1] K:\KERJAKAN SEKARANG\SKRIPSI ELMA UNISULLA\SPSS\Data Elma.sav

One-Sample Kolmogorov-Smirnov Test

		Penanganan Komplain	Tangibles	Word of Mouth	Kepuasan Nasabah	Loyalitas Nasabah
N		100	100	100	100	100
Normal Parameters ^a	Mean	13.20	17.15	17.07	17.56	17.69
	Std. Deviation	1.518	1.585	1.707	1.839	1.516
Most Extreme Differences	Absolute	.245	.156	.157	.192	.168
	Positive	.245	.156	.119	.192	.168
	Negative	-.182	-.154	-.157	-.143	-.156
Kolmogorov-Smirnov Z		2.455	1.559	1.570	1.919	1.676
Asymp. Sig. (2-tailed)		.120	.115	.214	.201	.127
a. Test distribution is Normal.						

Regression

[DataSet1] K:\KERJAKAN SEKARANG\SKRIPSI ELMA UNISULLA\SPSS\Data Elma.sav

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Word of Mouth, Penanganan Komplain, Tangibles ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan Nasabah

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.592 ^a	.351	.330	1.505

a. Predictors: (Constant), Word of Mouth, Penanganan Komplain, Tangibles

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.318	3	39.106	17.275	.000 ^a
	Residual	217.322	96	2.264		
	Total	334.640	99			

a. Predictors: (Constant), Word of Mouth, Penanganan Komplain, Tangibles

b. Dependent Variable: Kepuasan Nasabah

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.728	2.115		3.181	.002
	Penanganan Komplain	.572	.114	.473	5.002	.000
	Tangibles	.232	.114	.200	2.042	.044
	Word of Mouth	.141	.092	.138	2.445	.037

a. Dependent Variable: Kepuasan Nasabah

Regression

[DataSet1] K:\KERJAKAN SEKARANG\SKRIPSI ELMA UNISULLA\SPSS\Data Elma.sav

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Word of Mouth, Penanganan Komplain, Tangibles ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas Nasabah

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612 ^a	.375	.355	1.217

a. Predictors: (Constant), Word of Mouth, Penanganan Komplain, Tangibles

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.238	3	28.413	19.188	.000 ^a
	Residual	142.152	96	1.481		
	Total	227.390	99			

a. Predictors: (Constant), Word of Mouth, Penanganan Komplain, Tangibles

b. Dependent Variable: Loyalitas Nasabah

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.442	1.711		4.350	.000
	Penanganan Komplain	.493	.093	.494	5.329	.000
	Tangibles	.177	.092	.185	1.926	.057
	Word of Mouth	.041	.075	.046	.551	.583

a. Dependent Variable: Loyalitas Nasabah

REGRESSION
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT Y2
 /METHOD=ENTER X1 X2 X3 Y1.

Regression

[DataSet1] K:\KERJAKAN SEKARANG\SKRIPSI ELMA UNISULLA\SPSS\Data Elma.sav

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Nasabah, Word of Mouth, Tangibles, Penanganan Komplain ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas Nasabah

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 ^a	.745	.734	.781

a. Predictors: (Constant), Kepuasan Nasabah, Word of Mouth, Tangibles, Penanganan Komplain

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	169.434	4	42.359	69.433	.000 ^a
	Residual	57.956	95	.610		
	Total	227.390	99			

a. Predictors: (Constant), Kepuasan Nasabah, Word of Mouth, Tangibles, Penanganan Komplain

b. Dependent Variable: Loyalitas Nasabah

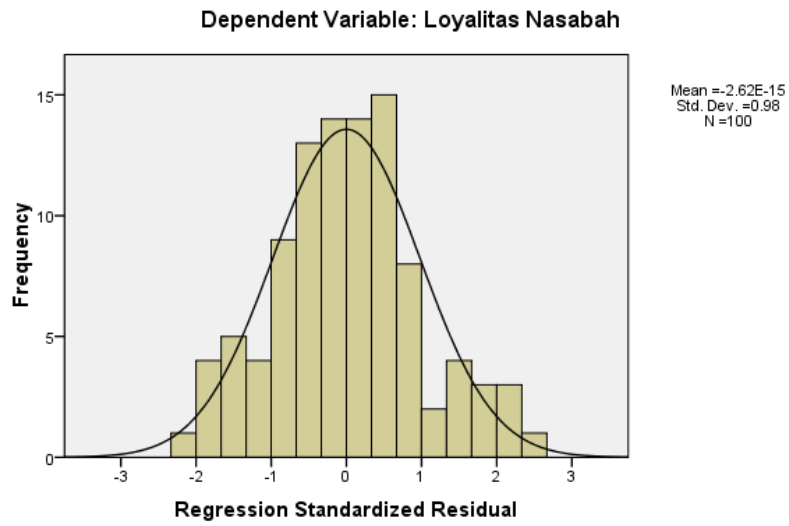
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.254	1.155		2.819	.006
	Penanganan Komplain	.137	.067	.137	2.052	.043
	Tangibles	.033	.060	.034	2.541	.010
	Word of Mouth	.067	.048	.075	2.391	.017
	Kepuasan Nasabah	.622	.053	.755	11.748	.000

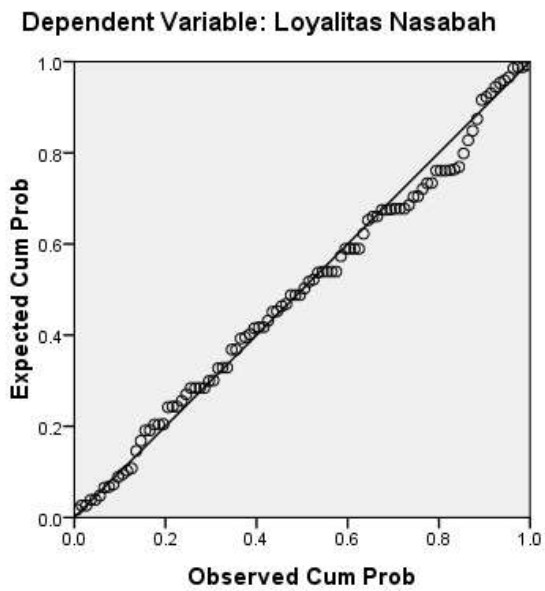
a. Dependent Variable: Loyalitas Nasabah

Charts

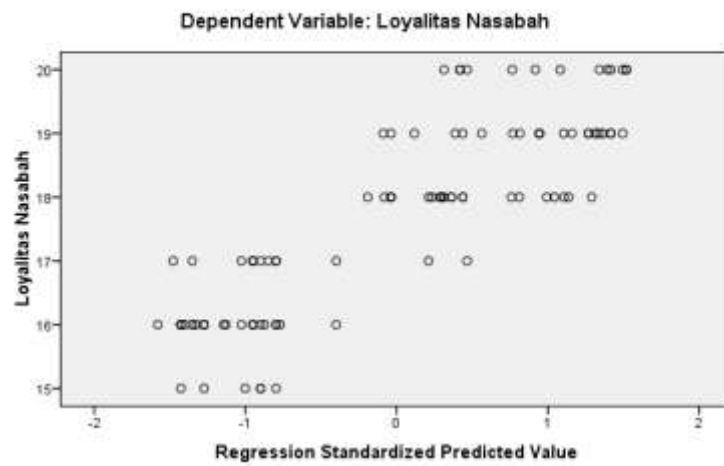
Histogram



Normal P-P Plot of Regression Standardized Residual

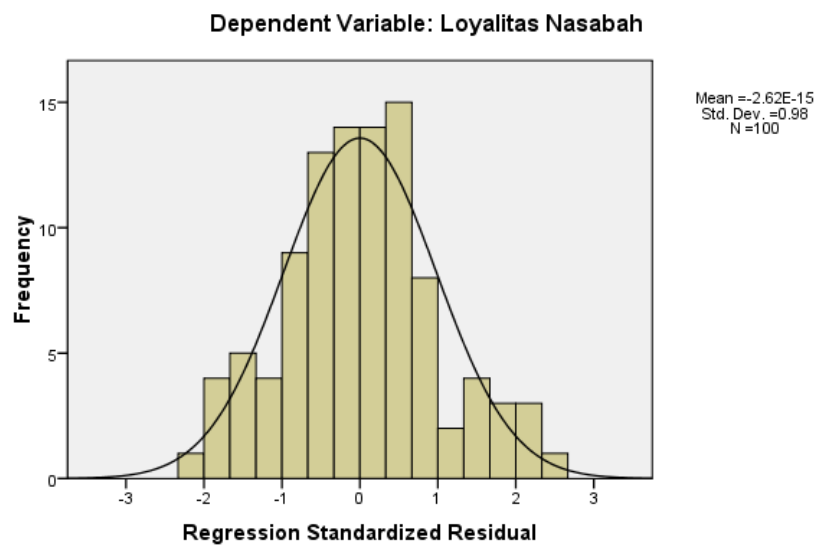


Scatterplot



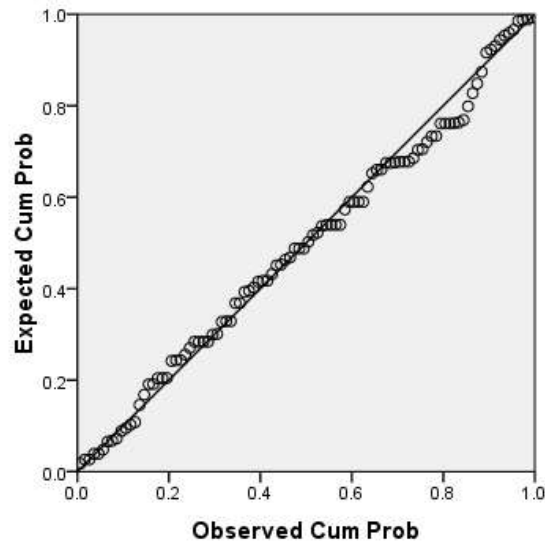
Charts

Histogram



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Loyalitas Nasabah



Scatterplot

Dependent Variable: Loyalitas Nasabah

