

LAMPIRAN

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PEMBIMBING
JUDUL SKRIPSI

No	Tanggal Konsultasi	Tanda Tangan Pembimbing	Keterangan
1	23 Nov 18	JAM	konsultasi mengenai judul / problem yang akan diteliti.
2	30 Nov 18	JAM	Pengajuan berbagai variabel
3	7 Des 18	JAM	Pengajuan judul
4	6 Maret 19	JAM	Mengorevisi latar belakang / bab I dan sub bab lain / sampai Bab II
5	24 April 19	JAM	Konsultasi Bab I & Bab II, sub bab melengkapi Bab II dan melalui riset gap.

No	Tanggal Konsultasi	Tanda Tangan Pembimbing	Keterangan
6	9 Mei 19	JAM	melengkapi indikator - indikator
7	22/5/19	JAM	lanjut keasjoran
8	4/7/19	JAM	interviewing 2.
9	16/7/19	JAM	lewatkap dr depan - belakang
10	30/7/19	JAM	see.

**KUESIONER MODEL PENINGKATAN LOYALITAS PELANGGAN DENGAN
KEPUASAN KONSUMEN**

(Studi Pada Konsumen Motor Vespa Piaggio Di Wilayah Semarang, Jawa Tengah)

Keterangan pilihan jawaban:

- STS (Sangat Tidak Setuju) = 1
- TS (Tidak Setuju) = 2
- N (Netral) = 3
- S (Setuju) = 4
- SS (Sangat Setuju) = 5

No	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
	Brand Image					
1	Kemudahan dalam mengingat dan mengenali merek Vespa Piaggio					
2	Vespa Piaggio merupakan merek yang berkelas					
3	Kemudahan mengucapkan merek Vespa Piaggio					
4	Kepercayaan tinggi terhadap merek Vespa Piaggio					
	Kualitas Produk					
1	Daya tahan motor Vespa Piaggio yang tahan lama					
2	Design motor Vespa Piaggio merupakan design yang cocok sepanjang masa					
3	Kenyamanan pemakaian produk Vespa Piaggio					
4	Adanya jaminan pada produk Vespa Piaggio					
	Kualitas Layanan					
1	Adanya bukti fisik (tangibles) yang dirasakan konsumen					
2	Adanya layanan yang cepat tanggap (responsiveness) yang dirasakan konsumen					
3	Adanya pemberian layanan yang sesuai dengan kehandalan (reliability) yang dirasakan konsumen					
4	Adanya jaminan (assurance) yang diberikan sehingga konsumen percaya pada layanan yang diberikan					
5	Adanya empati (emphaty) yang diberikan dari pelayanan untuk konsumen					
	Kepuasan Konsumen					
1	Puas terhadap brand Vespa Piaggio					
2	Puas terhadap kualitas Vespa Piaggio					
3	Adanya perasaan puas atau bangga karena menggunakan Vespa Piaggio					
	Loyalitas pelanggan					
1	Kualitas produk yang sesuai dengan harapan konsumen					
2	Harga yang berbanding lurus dengan kualitas yang didapatkan					
3	Konsumen mendapatkan layanan yang baik dari dealer Vespa Piaggio					
4	Selalu menggunakan Vespa Piaggio dibandingkan skuter lain					

Olah Data Penelitian

No	X1					X2					X3						Y1				Y2				
	X1.1	X1.2	X1.3	X1.4	Jumlah	X2.1	X2.2	X2.3	X2.4	Jumlah	X3.1	X3.2	X3.3	X3.4	X3.5	Jumlah	Y1.1	Y1.2	Y1.3	Jumlah	Y2.1	Y2.2	Y2.3	Y2.4	Jumlah
1	5	5	5	5	20	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	4	5	5	5	19
2	5	5	5	5	20	5	5	5	5	20	5	4	5	5	5	24	3	3	3	9	2	5	5	5	17
3	2	4	3	3	12	4	5	5	5	19	4	5	5	5	3	22	4	3	5	12	3	4	4	4	15
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9	5	5	5	5	20	5	5	5	4	19	5	4	5	5	5	24	4	5	5	14	5	5	4	4	18
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11	4	3	3	3	13	5	5	4	3	17	5	1	3	1	2	12	3	2	5	10	5	3	3	2	13
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61	5	5	5	3	18	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	5	5	4	5	19
Jumlah	27	27	27	25	109	25	27	269	27	108	25	24	25	25	23	124	23	22	24	711	24	24	24	24	977
%	91.48	91.48	89.84	84.92	89.43	84.92	91.48	88.20	90.49	88.77	83.61	79.67	82.95	83.61	78.36	81.64	78.36	74.10	80.66	77.70	78.69	80.66	81.64	79.34	80.08
Kategori	SB	SB	SB	B	SB	B	SB	SB	SB	SB	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B

Prosentase Maksimal	100
Prosentase Minimal	20
Rentang Kelas	80
Panjang Interval Kelas	16

Kategori Kelas Interval	
Kelas Interval Prosentase	Kategori
85 % - 100 %	SB
69 % - 84 %	B
53 % - 68 %	C
37 % - 52 %	TB
<= 36 %	STB

Normalitas Variabel Kepuasan Konsumen

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Kepuasan Konsumen	61	100.0%	0	0.0%	61	100.0%

Descriptives

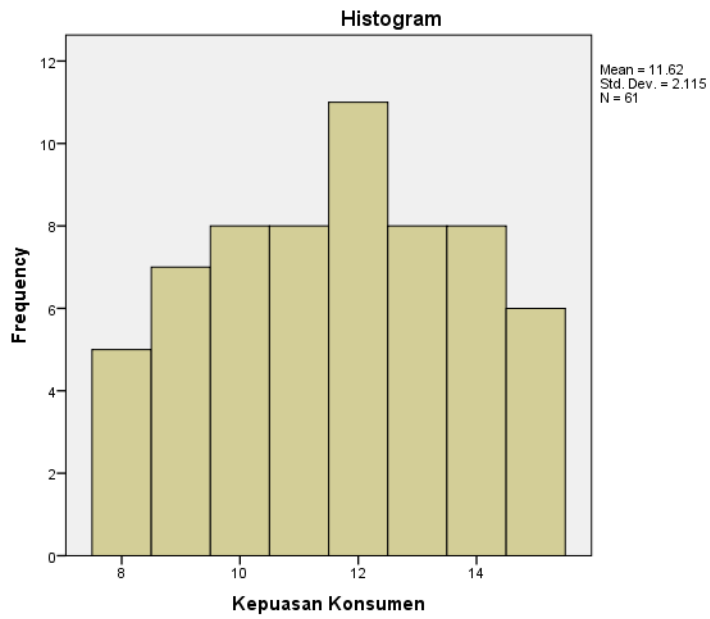
		Statistic	Std. Error
Kepuasan Konsumen	Mean	11.62	.271
95% Confidence Interval for Mean	Lower Bound	11.08	
	Upper Bound	12.16	
5% Trimmed Mean		11.64	
Median		12.00	
Variance		4.472	
Std. Deviation		2.115	
Minimum		8	
Maximum		15	
Range		7	
Interquartile Range		3	
Skewness		-.073	.306
Kurtosis		-1.025	.604

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Kepuasan Konsumen	.112	61	.056	.945	61	.008

a. Lilliefors Significance Correction

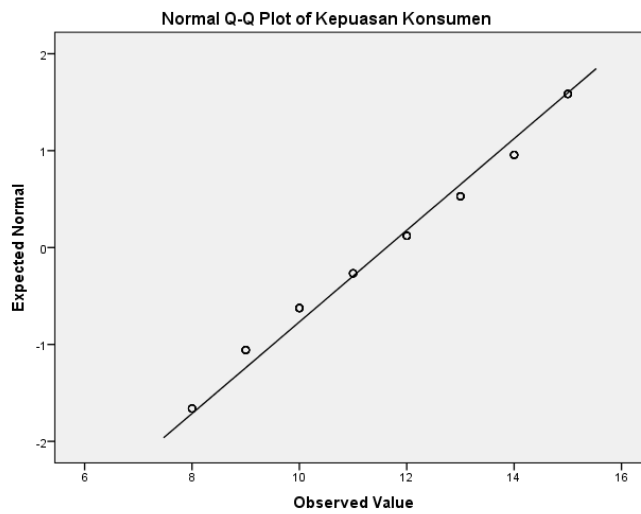
Kepuasan Konsumen

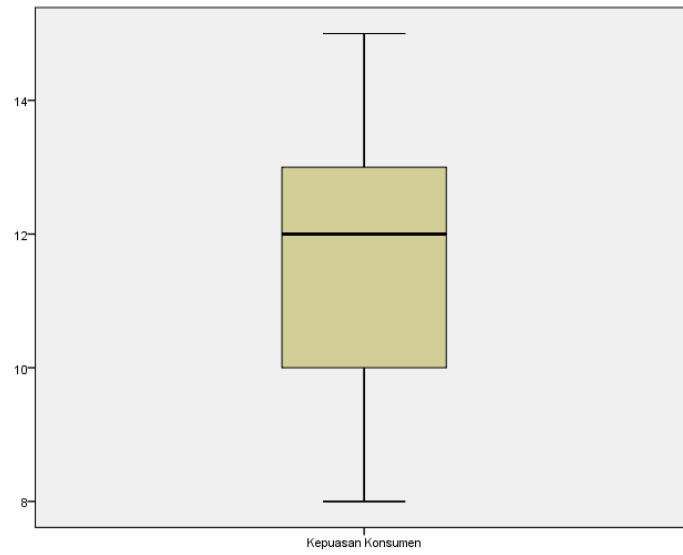
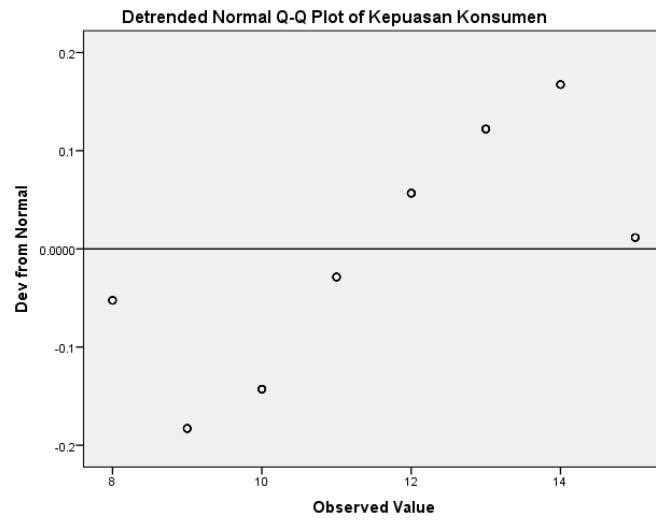


Kepuasan Konsumen Stem-and-Leaf Plot

Frequency	Stem & Leaf
5.00	8 . 00000
7.00	9 . 0000000
8.00	10 . 00000000
8.00	11 . 00000000
11.00	12 . 00000000000
8.00	13 . 00000000
8.00	14 . 00000000
6.00	15 . 000000

Stem width: 1
Each leaf: 1 case(s)





Normalitas Variabel Loyalitas Pelanggan

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Loyalitas pelanggan	61	100.0%	0	0.0%	61	100.0%

Descriptives

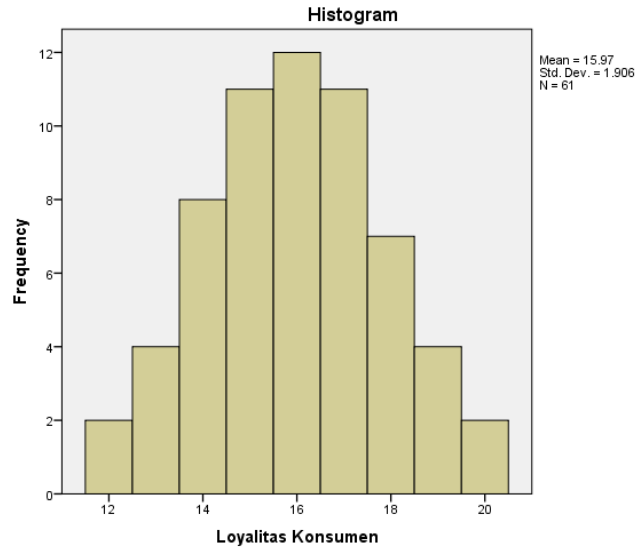
			Statistic	Std. Error
Loyalitas pelanggan	Mean		15.97	.244
	95% Confidence Interval for Mean	Lower Bound	15.48	
		Upper Bound	16.46	
	5% Trimmed Mean		15.96	
	Median		16.00	
	Variance		3.632	
	Std. Deviation		1.906	
	Minimum		12	
	Maximum		20	
	Range		8	
	Interquartile Range		2	
	Skewness		.033	.306
	Kurtosis		-.455	.604

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Loyalitas pelanggan	.104	61	.099	.971	61	.164

a. Lilliefors Significance Correction

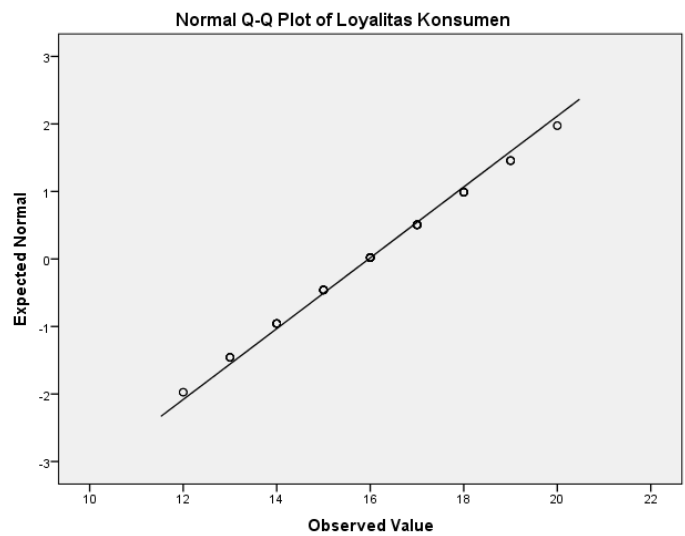
Loyalitas Pelanggan

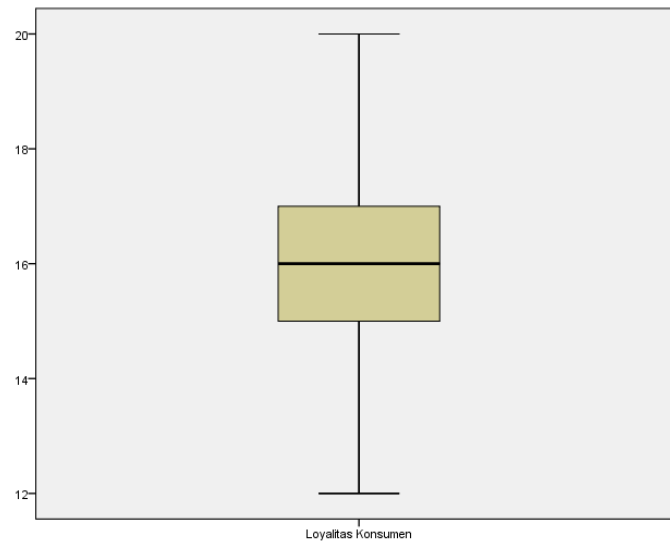
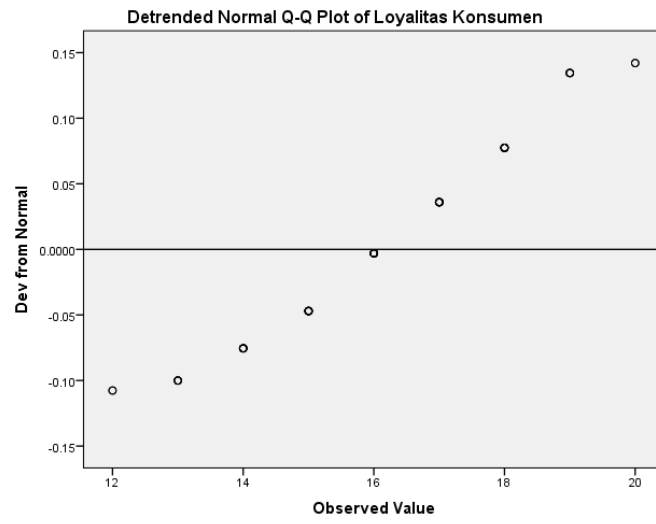


Loyalitas pelanggan Stem-and-Leaf Plot

Frequency	Stem & Leaf
2.00	12 . 00
4.00	13 . 0000
8.00	14 . 00000000
11.00	15 . 00000000000
12.00	16 . 000000000000
11.00	17 . 00000000000
7.00	18 . 0000000
4.00	19 . 0000
2.00	20 . 00

Stem width: 1
Each leaf: 1 case(s)





Regresi Pertama

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Layanan, Brand Image, Kualitas Produk ^b		Enter

a. Dependent Variable: Kepuasan Konsumen

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638 ^a	.408	.377	1.670

a. Predictors: (Constant), Kualitas Layanan, Brand Image, Kualitas Produk

b. Dependent Variable: Kepuasan Konsumen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.391	3	36.464	13.077	.000 ^b
	Residual	158.937	57	2.788		
	Total	268.328	60			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Kualitas Layanan, Brand Image, Kualitas Produk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.118	1.896		.062	.951		
	Brand Image	.180	.075	.248	2.388	.020	.967	1.034
	Kualitas Produk	.301	.073	.428	4.099	.000	.954	1.049
	Kualitas Layanan	.144	.053	.280	2.708	.009	.972	1.029

a. Dependent Variable: Kepuasan Konsumen

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Brand Image	Kualitas Produk	Kualitas Layanan
1	1	3.938	1.000	.00	.00	.00	.00
	2	.031	11.298	.01	.14	.08	.86
	3	.022	13.365	.00	.48	.67	.00
	4	.009	20.477	.99	.38	.24	.13

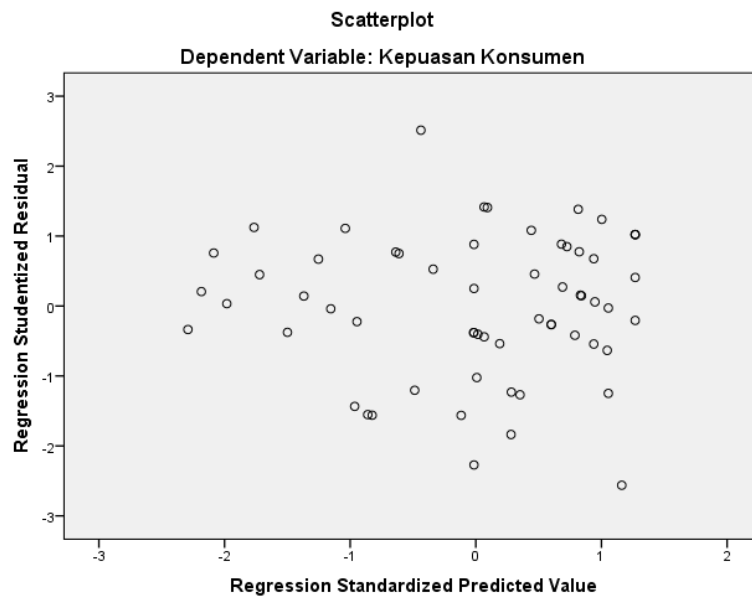
a. Dependent Variable: Kepuasan Konsumen

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.53	13.34	11.62	1.350	61
Std. Predicted Value	-2.291	1.269	.000	1.000	61
Standard Error of Predicted Value	.232	.618	.415	.104	61
Adjusted Predicted Value	8.59	13.37	11.62	1.365	61
Residual	-4.191	3.968	.000	1.628	61
Std. Residual	-2.510	2.376	.000	.975	61
Stud. Residual	-2.563	2.514	.001	1.009	61
Deleted Residual	-4.368	4.441	.002	1.747	61
Stud. Deleted Residual	-2.700	2.642	-.003	1.028	61
Mahal. Distance	.179	7.223	2.951	1.908	61
Cook's Distance	.000	.188	.018	.033	61
Centered Leverage Value	.003	.120	.049	.032	61

a. Dependent Variable: Kepuasan Konsumen

Charts



Regresi Kedua Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Konsumen, Brand Image, Kualitas Layanan, Kualitas Produk ^b	.	Enter

a. Dependent Variable: Loyalitas pelanggan

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 ^a	.523	.489	1.362

a. Predictors: (Constant), Kepuasan Konsumen, Brand Image, Kualitas Layanan, Kualitas Produk

b. Dependent Variable: Loyalitas pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114.007	4	28.502	15.358	.000 ^b
	Residual	103.927	56	1.856		
	Total	217.934	60			

a. Dependent Variable: Loyalitas pelanggan

b. Predictors: (Constant), Kepuasan Konsumen, Brand Image, Kualitas Layanan, Kualitas Produk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.784	1.547		3.092	.003		
	Brand Image	.141	.064	.215	2.186	.033	.879	1.137
	Kualitas Produk	.177	.068	.279	2.598	.012	.737	1.358
	Kualitas Layanan	.103	.046	.222	2.228	.030	.861	1.161
	Kepuasan Konsumen	.294	.108	.327	2.723	.009	.592	1.688

a. Dependent Variable: Loyalitas pelanggan

Collinearity Diagnostics^a

Mode	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Brand Image	Kualitas Produk	Kualitas Layanan	Kepuasan Konsumen
1		4.922	1.000	.00	.00	.00	.00	.00
2		.031	12.609	.00	.10	.07	.79	.00
3		.023	14.543	.02	.46	.32	.01	.09
4		.015	17.844	.18	.04	.21	.01	.71
5		.009	23.964	.80	.40	.40	.20	.19

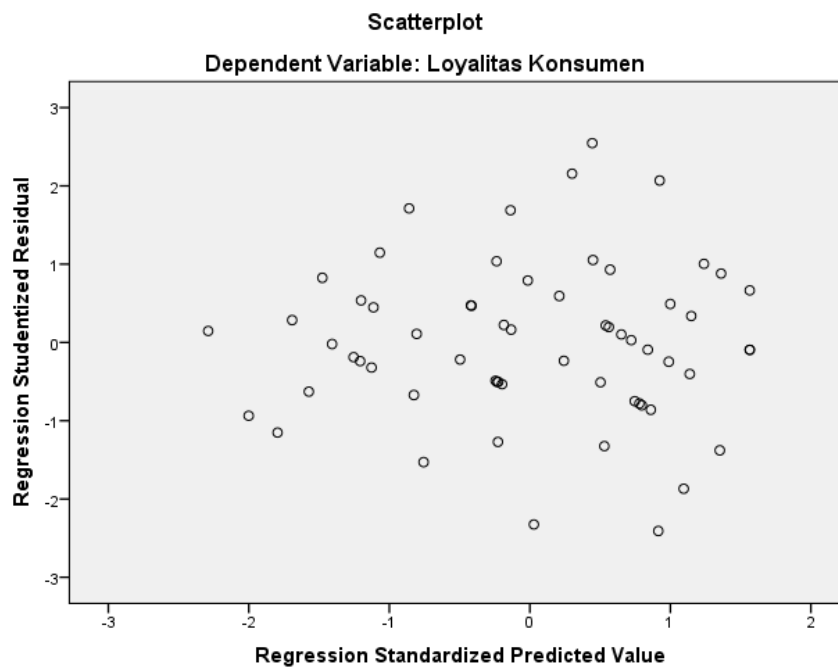
a. Dependent Variable: oyalitas Konsumen

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	12.81	18.12	15.97	1.378	61
Std. Predicted Value	-2.289	1.565	.000	1.000	61
Standard Error of Predicted Value	.225	.618	.379	.093	61
Adjusted Predicted Value	12.79	18.13	15.97	1.377	61
Residual	-3.227	3.421	.000	1.316	61
Std. Residual	-2.369	2.511	.000	.966	61
Stud. Residual	-2.409	2.546	-.001	1.006	61
Deleted Residual	-3.337	3.517	-.002	1.431	61
Stud. Deleted Residual	-2.521	2.684	.000	1.029	61
Mahal. Distance	.660	11.349	3.934	2.378	61
Cook's Distance	.000	.241	.018	.036	61
Centered Leverage Value	.011	.189	.066	.040	61

a. Dependent Variable: Loyalitas pelanggan

Charts



Validitas Variabel *Brand Image*

```

CORRELATIONS
/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
  
```

Correlations

		Correlations				
		X1.1	X1.2	X1.3	X1.4	X1
X1.1	Pearson Correlation	1	.284	.437	.603**	.715**
	Sig. (2-tailed)		.225	.054	.005	.000
	N	20	20	20	20	20
X1.2	Pearson Correlation	.284	1	.392	.536*	.748**
	Sig. (2-tailed)	.225		.088	.015	.000
	N	20	20	20	20	20
X1.3	Pearson Correlation	.437	.392	1	.589**	.772**
	Sig. (2-tailed)	.054	.088		.006	.000
	N	20	20	20	20	20
X1.4	Pearson Correlation	.603**	.536*	.589**	1	.870**
	Sig. (2-tailed)	.005	.015	.006		.000
	N	20	20	20	20	20
X1	Pearson Correlation	.715**	.748**	.772**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	20	20	20	20	20

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

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

Reliabilitas Variabel *Brand Image*

```
RELIABILITY  
  /VARIABLES=X1.1 X1.2 X1.3 X1.4  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.774	4

Validitas Variabel Kualitas Produk

CORRELATIONS

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

		Correlations				
		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.552*	.614**	.353	.845**
	Sig. (2-tailed)		.012	.004	.126	.000
	N	20	20	20	20	20
X2.2	Pearson Correlation	.552*	1	.242	.399	.721**
	Sig. (2-tailed)	.012		.303	.081	.000
	N	20	20	20	20	20
X2.3	Pearson Correlation	.614**	.242	1	.346	.728**
	Sig. (2-tailed)	.004	.303		.136	.000
	N	20	20	20	20	20
X2.4	Pearson Correlation	.353	.399	.346	1	.708**
	Sig. (2-tailed)	.126	.081	.136		.000
	N	20	20	20	20	20
X2	Pearson Correlation	.845**	.721**	.728**	.708**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	20	20	20	20	20

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

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

Reliabilitas Variabel Kualitas Produk

```
RELIABILITY  
  /VARIABLES=X2.1 X2.2 X2.3 X2.4  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.742	4

Validitas Variabel Kualitas Layanan

CORRELATIONS

/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5 X3

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

		Correlations					
		X3.1	X3.2	X3.3	X3.4	X3.5	X3
X3.1	Pearson Correlation	1	.466*	.535*	.229	.160	.684**
	Sig. (2-tailed)		.038	.015	.331	.500	.001
	N	20	20	20	20	20	20
X3.2	Pearson Correlation	.466*	1	.606**	.321	.373	.810**
	Sig. (2-tailed)	.038		.005	.168	.105	.000
	N	20	20	20	20	20	20
X3.3	Pearson Correlation	.535*	.606**	1	.228	.159	.761**
	Sig. (2-tailed)	.015	.005		.333	.503	.000
	N	20	20	20	20	20	20
X3.4	Pearson Correlation	.229	.321	.228	1	.331	.568**
	Sig. (2-tailed)	.331	.168	.333		.155	.009
	N	20	20	20	20	20	20
X3.5	Pearson Correlation	.160	.373	.159	.331	1	.607**
	Sig. (2-tailed)	.500	.105	.503	.155		.005
	N	20	20	20	20	20	20
X3	Pearson Correlation	.684**	.810**	.761**	.568**	.607**	1
	Sig. (2-tailed)	.001	.000	.000	.009	.005	
	N	20	20	20	20	20	20

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

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

Reliabilitas Variabel Kualitas Layanan

```
RELIABILITY  
/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.715	5

Validitas Variabel Kepuasan Konsumen

```

CORRELATIONS
/VARIABLES=Y1.1 Y1.2 Y1.3 Y1
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
  
```

Correlations

		Y1.1	Y1.2	Y1.3	Y1
Y1.1	Pearson Correlation	1	.508 [*]	.572 ^{**}	.819 ^{**}
	Sig. (2-tailed)		.022	.008	.000
	N	20	20	20	20
Y1.2	Pearson Correlation	.508 [*]	1	.385	.789 ^{**}
	Sig. (2-tailed)	.022		.093	.000
	N	20	20	20	20
Y1.3	Pearson Correlation	.572 ^{**}	.385	1	.822 ^{**}
	Sig. (2-tailed)	.008	.093		.000
	N	20	20	20	20
Y1	Pearson Correlation	.819 ^{**}	.789 ^{**}	.822 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	
	N	20	20	20	20

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

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

Reliabilitas Variabel Kepuasan Konsumen

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

Reliability Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.721	3

Validitas Variabel Loyalitas Pelanggan

CORRELATIONS

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

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

		Correlations				
		Y2.1	Y2.2	Y2.3	Y2.4	Y2
Y2.1	Pearson Correlation	1	.702**	.621**	.033	.760**
	Sig. (2-tailed)		.001	.003	.891	.000
	N	20	20	20	20	20
Y2.2	Pearson Correlation	.702**	1	.468*	.239	.795**
	Sig. (2-tailed)	.001		.037	.311	.000
	N	20	20	20	20	20
Y2.3	Pearson Correlation	.621**	.468*	1	.528*	.871**
	Sig. (2-tailed)	.003	.037		.017	.000
	N	20	20	20	20	20
Y2.4	Pearson Correlation	.033	.239	.528*	1	.602**
	Sig. (2-tailed)	.891	.311	.017		.005
	N	20	20	20	20	20
Y2	Pearson Correlation	.760**	.795**	.871**	.602**	1
	Sig. (2-tailed)	.000	.000	.000	.005	
	N	20	20	20	20	20

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

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

Reliabilitas Variabel Loyalitas Pelanggan

```
RELIABILITY  
  /VARIABLES=Y2.1 Y2.2 Y2.3 Y2.4  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

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

Cronbach's Alpha	N of Items
.752	4