

LAMPIRAN 1
Kuesioner Penelitian



Kuesioner Penelitian

“MODEL PENINGKATAN LOYALITAS PELANGGAN MELALUI KUALITAS PELAYANAN, NILAI PELANGGAN, DAN KEPUASAN PELANGGAN KERETA API KALIGUNG”

1. IDENTITAS RESPONDEN

Nama :

Jenis Kelamin : a. Laki – laki b. Perempuan

Asal Universitas :

Prodi :

2. PETUNJUK PENGISIAN

Terima kasih atas perhatian saudara/saudari mengisi kuesioner ini. Anda diminta untuk memilih salah satu dari beberapa alternatif jawaban yang tersedia dengan cara memberikan tanda centang (√). Dalam skala ini tidak ada penilaian benar atau salah, jawaban yang paling baik adalah yang sesuai dengan diri anda. Adapun jawaban yang tersedia yaitu :

5 : SangatSetuju (SS) 

4 : Setuju (S)

3 : KurangSetuju (KS)

2 : TidakSetuju (TS)

1 : SangatTidakSetuju(STS)

3. DAFTAR PERNYATAAN

1. Variabel Kualitas Pelayanan

No.	Pernyataan	SS	S	KS	TS	STS
1	Tersedianya fasilitas toilet yang bersih.					
2	Kesigapan steward/stewardess dalam mengetahui dan mengerti kebutuhan penumpang di dalam kereta api.					
3	Kemampuan customer service dalam memberikan penjelasan informasi yang diperlukan penumpang.					

2. Variabel Nilai Pelanggan

No.	Pernyataan	SS	S	KS	TS	STS
1	Saya merasa senang dan nyaman memakai kereta api kaligung.					
2	Saya merasa kereta api kaligung memiliki kebersihan yang terjamin.					
3	Kualitas pelayanan Kereta Api Kaligung lebih baik dibanding dengan Kereta Api lainnya					

3. Variabel Kepuasan Pelanggan

No.	Pernyataan	SS	S	KS	TS	STS
1	Jasa yang diberikan sesuai dengan harapan penumpang.					
2	Tarif tiket yang ditawarkan sebanding dengan pelayanan yang diterima.					
3	Saya merasa puas akan layanan yang ditawarkan di Kereta Api Kaligung.					

4. Variabel Loyalitas Pelanggan

No.	Pernyataan	SS	S	KS	TS	STS
1	Saya menggunakan jasa kereta api kaligung secara teratur.					
2	Saya akan merekomendasikan kereta api kaligung kepada orang lain.					
3	Saya tetap memilih Kereta Api Kaligung meskipun terjadi perubahan pada harga tiket kereta api kaligung.					



LAMPIRAN 2
TABULASI DATA

x1.1	x1.2	x1.3	x1	x2.1	x2.2	x2.3	x2	y1.1	y1.2	y1.3	y1	y2.1	y2.2	y2.3	y2
4	3	4	11	3	3	3	9	4	3	3	10	3	3	3	9
4	4	4	12	4	3	4	11	4	4	4	12	4	4	3	11
3	4	3	10	4	4	4	12	3	4	3	10	4	3	4	11
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4	5	4	13	4	4	4	12	5	4	5	14	4	4	5	13
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5	4	4	13	3	3	3	9	5	4	5	14	4	4	4	12



ANALISIS DESKRIPTIF

Frequencies

Statistics

		x1.1	x1.2	x1.3	Kualitas Pelayanan
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.8800	3.9400	3.9100	11.7300
Std. Deviation		.74237	.80177	.69769	1.90085

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	28	28.0	28.0	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	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	26	26.0	26.0	29.0
	4.00	45	45.0	45.0	74.0
	5.00	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	26	26.0	26.0	27.0
	4.00	54	54.0	54.0	81.0
	5.00	19	19.0	19.0	100.0
Total		100	100.0	100.0	

Statistics

		x2.1	x2.2	x2.3	Nilai pelanggan
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.9700	3.9300	3.9800	11.8800
Std. Deviation		.68836	.70000	.76515	1.78818

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	25	25.0	25.0	25.0
	4.00	53	53.0	53.0	78.0
	5.00	22	22.0	22.0	100.0
Total		100	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	28	28.0	28.0	28.0
	4.00	51	51.0	51.0	79.0
	5.00	21	21.0	21.0	100.0
Total		100	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	27	27.0	27.0	28.0
	4.00	45	45.0	45.0	73.0
	5.00	27	27.0	27.0	100.0
Total		100	100.0	100.0	

Statistics

		y1.1	y1.2	y1.3	Kepuasan Pelanggan
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.9300	3.8800	3.9000	11.7100
Std. Deviation		.67052	.71464	.71774	1.65935

y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	26	26.0	26.0	26.0
	4.00	55	55.0	55.0	81.0
	5.00	19	19.0	19.0	100.0
Total		100	100.0	100.0	

y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	29	29.0	29.0	30.0
	4.00	51	51.0	51.0	81.0
	5.00	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	31	31.0	31.0	31.0
	4.00	48	48.0	48.0	79.0
	5.00	21	21.0	21.0	100.0
Total		100	100.0	100.0	

Statistics

		y2.1	y2.2	y2.3	Loyalitas pelanggan
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.9000	4.0600	3.8600	11.8200
Std. Deviation		.64354	.72223	.68195	1.68403

y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	26	26.0	26.0	26.0
	4.00	58	58.0	58.0	84.0
	5.00	16	16.0	16.0	100.0
Total		100	100.0	100.0	

y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	23	23.0	23.0	23.0
	4.00	48	48.0	48.0	71.0
	5.00	29	29.0	29.0	100.0
Total		100	100.0	100.0	

y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	28	28.0	28.0	29.0
	4.00	55	55.0	55.0	84.0
	5.00	16	16.0	16.0	100.0
Total		100	100.0	100.0	

HASIL UJI VALIDITAS

		x1.1	x1.2	x1.3	Kualitas Pelayanan
x1.1	Pearson Correlation	1	.616**	.584**	.864**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x1.2	Pearson Correlation	.616**	1	.532**	.858**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x1.3	Pearson Correlation	.584**	.532**	1	.819**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Kualitas Pelayanan	Pearson Correlation	.864**	.858**	.819**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

		x2.1	x2.2	x2.3	Nilai pelanggan
x2.1	Pearson Correlation	1	.499**	.517**	.801**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.499**	1	.582**	.832**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.517**	.582**	1	.855**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Nilai pelanggan	Pearson Correlation	.801**	.832**	.855**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		y1.1	y1.2	y1.3	Kepuasan Pelanggan
y1.1	Pearson Correlation	1	.362**	.468**	.762**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y1.2	Pearson Correlation	.362**	1	.469**	.780**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.468**	.469**	1	.824**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Kepuasan Pelanggan	Pearson Correlation	.762**	.780**	.824**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		y2.1	y2.2	y2.3	Loyalitas pelanggan
y2.1	Pearson Correlation	1	.622**	.474**	.841**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y2.2	Pearson Correlation	.622**	1	.448**	.848**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y2.3	Pearson Correlation	.474**	.448**	1	.778**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Loyalitas pelanggan	Pearson Correlation	.841**	.848**	.778**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

HASIL UJI RELIABILITAS

X1

Reliability Statistics

Cronbach's Alpha	N of Items
.802	3

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.773	3

Y1

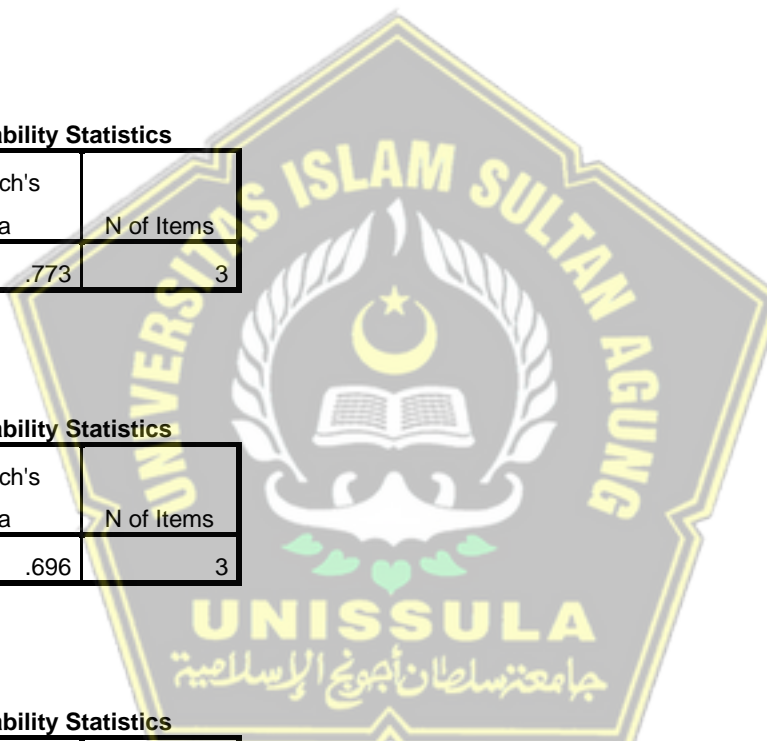
Reliability Statistics

Cronbach's Alpha	N of Items
.696	3

Y2

Reliability Statistics

Cronbach's Alpha	N of Items
.759	3



HASIL UJI NORMALITAS

MODEL 1

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.30720397
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.045
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

MODEL 2

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.08890156
Most Extreme Differences	Absolute	.060
	Positive	.050
	Negative	-.060
Test Statistic		.060

Asymp. Sig. (2-tailed)

.200^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.



HASIL UJI REGRESI LINIER BERGANDA

PERSAMAAN 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Nilai pelanggan , Kualitas Pelayanan ^b		Enter

a. Dependent Variable: Kepuasan Pelanggan

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.616 ^a	.379	.367	1.32061

a. Predictors: (Constant), Nilai pelanggan , Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.421	2	51.710	29.650	.000 ^b
	Residual	169.169	97	1.744		
	Total	272.590	99			

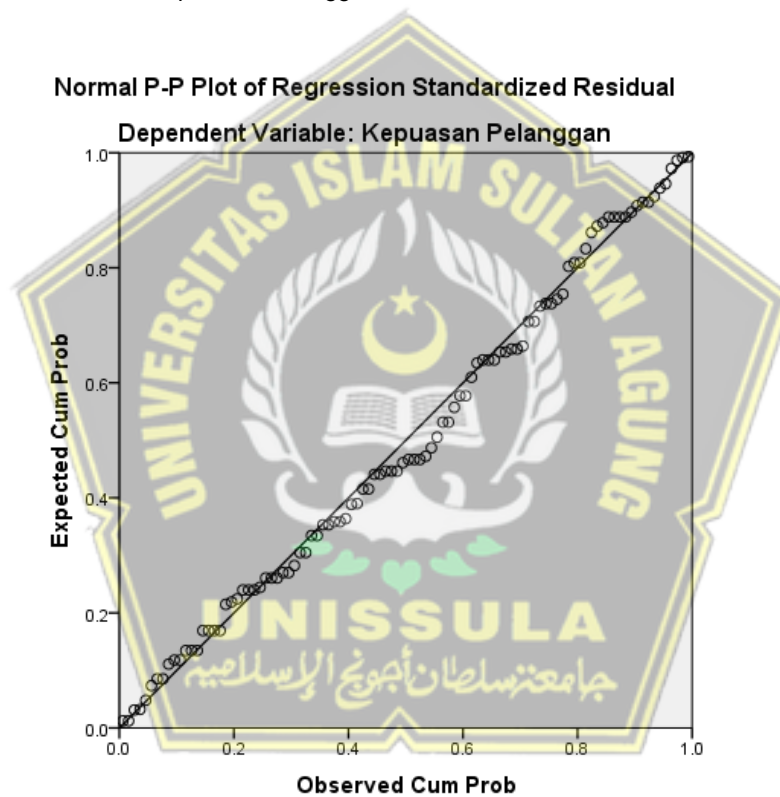
a. Dependent Variable: Kepuasan Pelanggan

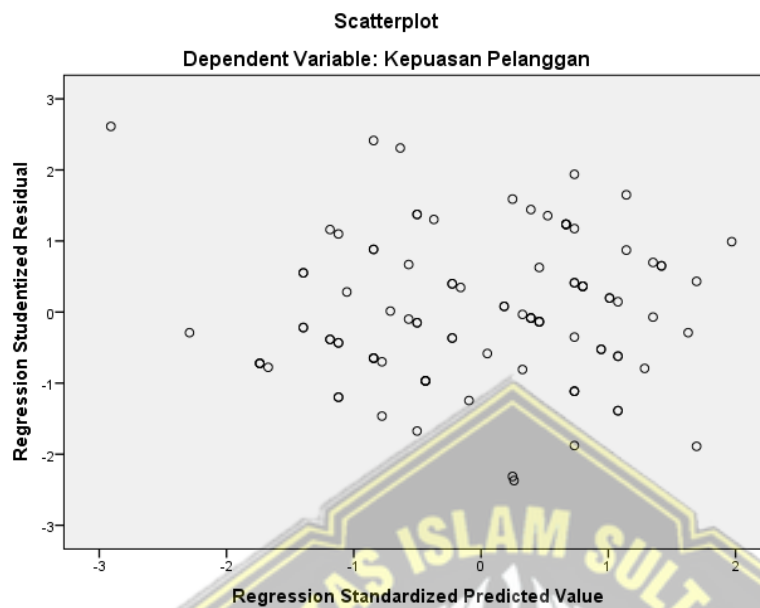
b. Predictors: (Constant), Nilai pelanggan , Kualitas Pelayanan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.247	.978		4.341	.000
	Kualitas Pelayanan	.282	.083	.323	3.385	.001
	Nilai pelanggan	.350	.089	.377	3.946	.000

a. Dependent Variable: Kepuasan Pelanggan





MULTIKOLINIERITAS

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kualitas Pelayanan	.702	1.425
	Nilai pelanggan	.702	1.425

a. Dependent Variable: Kepuasan Pelanggan

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Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.292	.584		2.214	.029
	Kualitas Pelayanan	-.016	.050	-.040	-.332	.741
	Nilai pelanggan	-.005	.053	-.011	-.088	.930

a. Dependent Variable: Absres1

PERSAMAAN 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Pelanggan , Kualitas Pelayanan , Nilai pelanggan ^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	.763 ^a	.582	.569	1.10578

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

b. Dependent Variable: Loyalitas pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	163.375	3	54.458	44.537	.000 ^b
	Residual	117.385	96	1.223		
	Total	280.760	99			

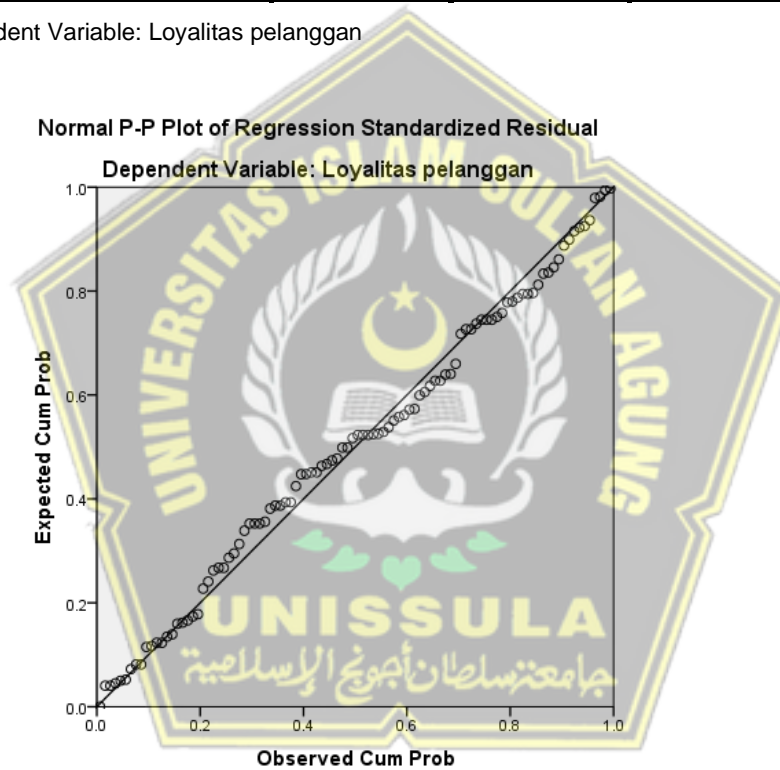
a. Dependent Variable: Loyalitas pelanggan

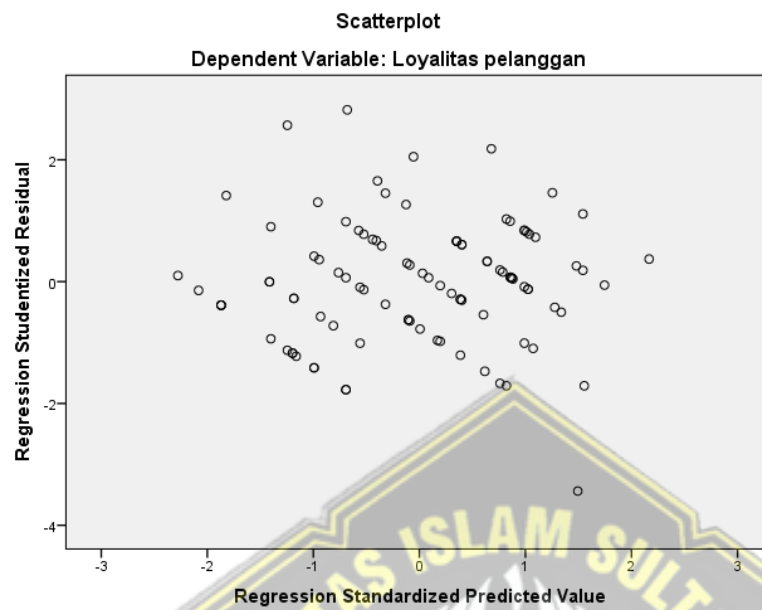
b. Predictors: (Constant), Kepuasan Pelanggan , Kualitas Pelayanan , Nilai pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.642	.895		1.834	.070
	Kualitas Pelayanan	.262	.074	.296	3.548	.001
	Nilai pelanggan	.324	.080	.344	4.050	.000
	Kepuasan Pelanggan	.279	.085	.274	3.277	.001

a. Dependent Variable: Loyalitas pelanggan





MULTIKOLINEARITAS

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kualitas Pelayanan	.628	1.593
	Nilai pelanggan	.605	1.654
	Kepuasan Pelanggan	.621	1.611

a. Dependent Variable: Loyalitas pelanggan

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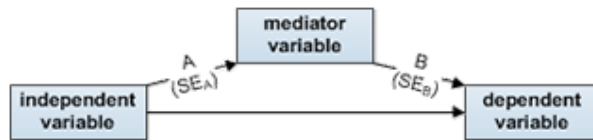
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.954	.585		1.632	.106
	Kualitas Pelayanan	-.020	.048	-.053	-.411	.682
	Nilai pelanggan	.022	.052	.055	.421	.675
	Kepuasan Pelanggan	-.014	.056	-.033	-.252	.802

a. Dependent Variable: Absres2

UJI SOBEL (SOBEL TEST)

Kualitas Pelayanan



A: ?

B: ?

SE_A: ?

SE_B: ?

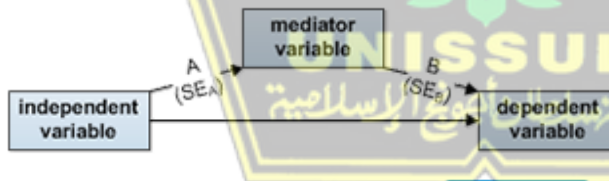
Calculate!

Sobel test statistic: 2.36066250

One-tailed probability: 0.00912116

Two-tailed probability: 0.01824232

Nilai Pelanggan



A: ?

B: ?

SE_A: ?

SE_B: ?

Calculate!

Sobel test statistic: 2.51993408

One-tailed probability: 0.00586884

Two-tailed probability: 0.01173768