



**LAMPIRAN 1:**  
**Kuisisioner**

## KUESIONER PENELITIAN



### ANALISIS PENGARUH KUALITAS LAYANAN TERHADAP LOYALITAS PELANGGAN PADA MEDIN BEAUTY SKIN CARE BALUNG JEMBER

#### Identitas Peneliti

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Jurusan/ Prog. Studi : S1 Manajemen Universitas Muhammadiyah Jember

Fakultas : Ekonomi

Dalam rangka menyelesaikan pendidikan strata satu (S1) pada jurusan Manajemen Universitas Muhammadiyah Jember, peneliti melaksanakan penelitian sebagai bentuk tugas dan kewajiban yang harus dilakukan. Secara akademik penelitian ini bertujuan ingin menganalisis pengaruh kualitas layanan terhadap loyalitas pelanggan pada Medin Beauty Skin Care Balung Jember.

Peneliti memohon dengan hormat kesediaan saudara untuk mengisi kuisisioner yang peneliti ajukan sesuai dengan keadaan yang sebenarnya dan kerahasiaan dari jawaban yang diberikan akan dijaga sepenuhnya. Penelitian ini hanya semata-mata sebagai bahan penyusunan skripsi, maka sangat dibutuhkan pendapat dari responden untuk melengkapi penelitian ini. Informasi yang anda berikan sangat berarti bagi penelitian ini. Atas bantuannya saya ucapkan terima kasih.

**No. Responden:** ..... (di isi oleh peneliti)

**Identitas responden**

- 1. Usia : .....
- 2. Jenis Kelamin : .....

**Petunjuk Pengisian**

- 1. Kuesioner berisi beberapa pernyataan mengenai beberapa variabel yang teliti. Kemudian responden dapat memberikan tanggapan atau jawaban terhadap kuesioner tersebut sesuai kolom jawaban yang tersedia.
- 2. Berilah tanda cek list (√) pada jawaban yang dipilih.
  - a. Sangat setuju (SS)
  - b. Setuju (S)
  - c. Kurang Setuju (KS)
  - d. Tidak setuju (TS)
  - e. Sangat tidak setuju (STS)
- 3. Jika pada kuesioner terdapat pernyataan yang tidak jelas, responden dapat menanyakan langsung pada peneliti.

Jawaban dari pernyataan pada kuesioner ini tidak ada yang salah, oleh karena itu dimohon untuk menjawab semua pernyataan agar tidak ada jawaban yang kosong.

**Variabel Kualitas Layanan :**

**1. Bukti Fisik (Tangibles) (X1)**

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1.	Menurut saya kondisi bangunan / Gedung bagus					
2.	Saya merasa lingkungan Medin Beauty Skin Care Balung bersih					
3.	Menurut saya alat – alat kecantikan Medin Beauty Skin Care Balung berkualitas					
4.	Menurut saya ruang tunggu di Medin Beauty Skin Care Balung nyaman					
5.	Medin Beauty Skin Care Balung dilengkapi dengan fasilitas parkir yang luas					

**2. Keandalan (Reliability) (X2)**

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1.	Medin Beauty Skin Care Balung memberikan pelayanan sesuai dengan apa yang dijanjikan					
2.	Karyawan Medin Beauty Skin Care Balung selalu memberi saran sebelum melakukan perawatan					
3.	Saya merasa karyawan Medin Beauty Skin Care Balung selalu melakukan pekerjaannya dengan cepat dan tepat waktu					

**3. Daya Tanggap (Responsiveness) (X3)**

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1.	Saya merasa karyawan Medin Beauty Skin Care Balung tanggap dalam menangani keluhan pelanggan					
2.	Saya merasa karyawan Medin Beauty Skin Care Balung memberikan pelayanan kepada pelanggan secara sukarela					

**4. Jaminan (Assurance) (X4)**

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1.	Karyawan Medin Beauty Skin Care Balung memberikan pelayanan kepada pelanggan dengan sopan santun dan profesional					

2.	Karyawan Medin Beauty Skin Care Balung memiliki pengetahuan yang luas mengenai semua hal tentang perawatan kulit dengan baik dan benar					
3.	Medin Beauty Skin Care Balung memberi jaminan dan kepercayaan kepada pelanggan untuk tetap menggunakan layanan yang telah diberikan oleh para karyawannya					
4.	Saya merasa nyaman dan puas selama melakukan perawatan di Medin Beauty Skin Care Balung					

### 5. Empati (Empathy) (X5)

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1.	Karyawan Medin Beauty Skin Care Balung sangat ramah selalu memberikan senyuman saat memberikan pelayanan kepada pelanggan					
2.	Karyawan Medin Beauty Skin Care selalu berusaha untuk mengerti keinginan dan kebutuhan pelanggannya					

### Variabel Loyalitas (Y) :

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1.	Saya memiliki niat untuk terus melakukan perawatan di Medin Beauty Skin Care Balung – Jember					
2.	Saya akan mereferensikan kepada kerabat saya yang belum menggunakan jasa layanan Medin Beauty Skin Care Balung – Jember					
3.	Saya akan mengatakan hal – hal positif mengenai Medin Beauty Skin Care Balung – Jember					
4.	Saya tidak akan tertarik dengan apa yang dimiliki oleh pesaing Medin Beauty Skin Care Balung – Jember					

**LAMPIRAN 2:**  
**Frekuensi Pernyataan**  
**Responden**





**OUTPUT SPSS  
FREKUENSI JAWABAN RESPONDEN**

**Usia**

	Frequency	Percent	Valid Percent	Cumulative Percent
18 – 22 tahun	4	4,0	4,0	4,0
23 – 27 tahun	20	20,0	20,0	33,0
28 – 32 tahun	29	29,0	29,0	62,0
33 – 34 tahun	38	38,0	38,0	100,0
>35 tahun	9	9,0	9,0	13,0
Total	100	100,0	100,0	

**Pendidikan**

	Frequency	Percent	Valid Percent	Cumulative Percent
SMP	5	5,0	5,0	5,0
SMA	48	48,0	48,0	64,0
Diploma	36	36,0	36,0	100,0
Sarjana	11	11,0	11,0	16,0
Total	100	100,0	100,0	

**X1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	16	16,0	16,0	16,0
Valid 4	47	47,0	47,0	63,0
Valid 5	37	37,0	37,0	100,0
Total	100	100,0	100,0	

**X1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	15	15,0	15,0	15,0
Valid 4	38	38,0	38,0	53,0
Valid 5	47	47,0	47,0	100,0
Total	100	100,0	100,0	

**X1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	15	15,0	15,0	15,0
4	36	36,0	36,0	51,0
5	49	49,0	49,0	100,0
Total	100	100,0	100,0	

#### X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
3	12	12,0	12,0	13,0
4	40	40,0	40,0	53,0
5	47	47,0	47,0	100,0
Total	100	100,0	100,0	

#### X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	14	14,0	14,0	14,0
4	35	35,0	35,0	49,0
5	51	51,0	51,0	100,0
Total	100	100,0	100,0	

#### X2.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	13	13,0	13,0	14,0
4	36	36,0	36,0	50,0
5	50	50,0	50,0	100,0
Total	100	100,0	100,0	

#### X2.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4,0	4,0	4,0
3	8	8,0	8,0	12,0
4	79	79,0	79,0	91,0
5	9	9,0	9,0	100,0
Total	100	100,0	100,0	

#### X3.8



	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	20	20,0	20,0	21,0
4	46	46,0	46,0	67,0
Valid 5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

### X3.9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	13	13,0	13,0	14,0
4	44	44,0	44,0	58,0
Valid 5	42	42,0	42,0	100,0
Total	100	100,0	100,0	

### X3.10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	14	14,0	14,0	15,0
4	47	47,0	47,0	62,0
Valid 5	38	38,0	38,0	100,0
Total	100	100,0	100,0	

### X3.11

	Frequency	Percent	Valid Percent	Cumulative Percent
3	14	14,0	14,0	14,0
4	47	47,0	47,0	61,0
Valid 5	39	39,0	39,0	100,0
Total	100	100,0	100,0	

### X4.12

	Frequency	Percent	Valid Percent	Cumulative Percent
3	16	16,0	16,0	16,0
4	42	42,0	42,0	58,0
Valid 5	42	42,0	42,0	100,0
Total	100	100,0	100,0	

### X4.13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	19	19,0	19,0	19,0
Valid 4	33	33,0	33,0	52,0
Valid 5	48	48,0	48,0	100,0
Total	100	100,0	100,0	

#### X4.14

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	14	14,0	14,0	14,0
Valid 4	34	34,0	34,0	48,0
Valid 5	52	52,0	52,0	100,0
Total	100	100,0	100,0	

#### X5.15

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
Valid 3	19	19,0	19,0	20,0
Valid 4	47	47,0	47,0	67,0
Valid 5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

#### X5.16

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	18	18,0	18,0	18,0
Valid 4	32	32,0	32,0	50,0
Valid 5	50	50,0	50,0	100,0
Total	100	100,0	100,0	

#### X5.17

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
Valid 3	16	16,0	16,0	17,0
Valid 4	30	30,0	30,0	47,0
Valid 5	53	53,0	53,0	100,0
Total	100	100,0	100,0	

#### X5.18

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	15	15,0	15,0	17,0
4	36	36,0	36,0	53,0
Valid 5	47	47,0	47,0	100,0
Total	100	100,0	100,0	

**Y.19**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	6	6,0	6,0	6,0
4	45	45,0	45,0	51,0
Valid 5	49	49,0	49,0	100,0
Total	100	100,0	100,0	

**Y.20**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	6	6,0	6,0	6,0
4	25	25,0	25,0	31,0
Valid 5	69	69,0	69,0	100,0
Total	100	100,0	100,0	

**Y.21**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	6	6,0	6,0	6,0
4	32	32,0	32,0	38,0
Valid 5	62	62,0	62,0	100,0
Total	100	100,0	100,0	

**LAMPIRAN 3:**  
**Hasil Uji Validitas , Hasil**  
**Uji Reliabilitas**



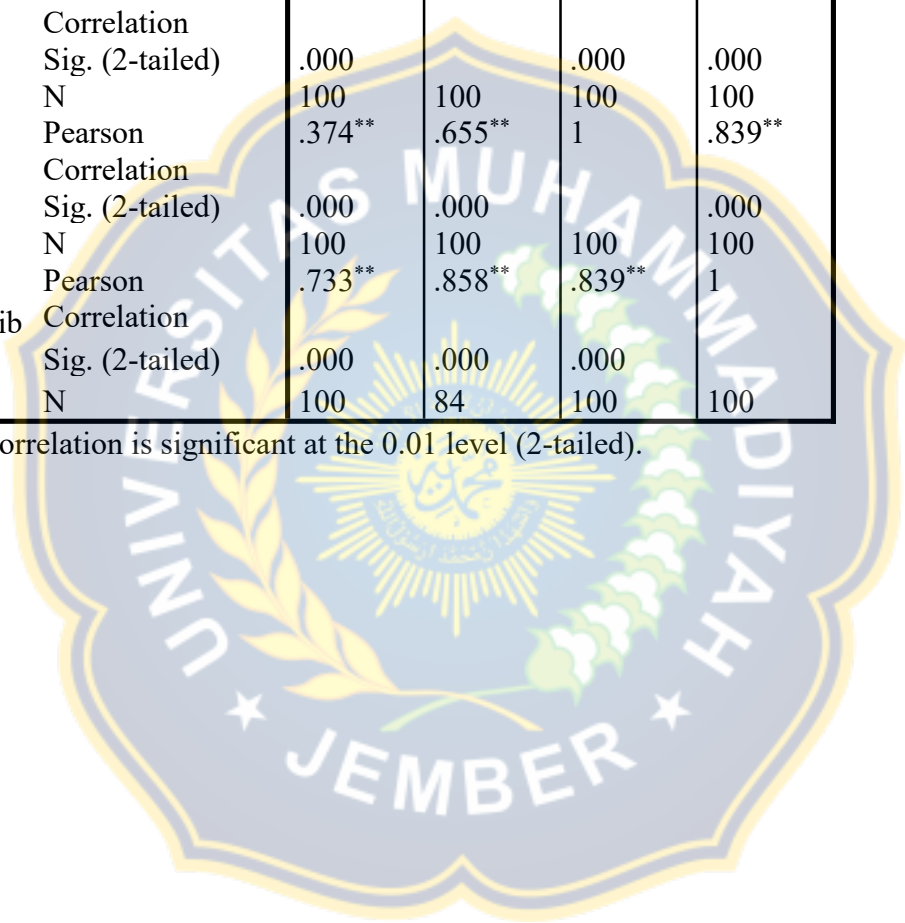
**OUTPUT SPSS  
UJI INSTRUMEN**

**A. UJI VALIDITAS**

**Correlations**

		X1.1	X1.2	X1.3	Tangible
X1.1	Pearson Correlation	1	.424**	.374**	.733**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.424**	1	.655**	.858**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.374**	.655**	1	.839**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Tangible	Pearson Correlation	.733**	.858**	.839**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	84	100	100

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



**Correlations**

		X2.4	X2.5	X2.6	X2.7	Reliability
X2.4	Pearson Correlation	1	.503**	.385**	.416**	.737**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.5	Pearson Correlation	.503**	1	.584**	.534**	.829**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.6	Pearson Correlation	.385**	.584**	1	.583**	.805**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.7	Pearson Correlation	.416**	.534**	.583**	1	.793**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Reliability	Pearson Correlation	.737**	.829**	.805**	.793*	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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



### Correlations

		X3.8	X3.9	X3.10	X3.11	Responsiveness
X3.8	Pearson Correlation	1	.554**	.494**	.029**	.795**
	Sig. (2-tailed)		.000	.000	.777	.000
	N	100	100	100	100	100
X3.9	Pearson Correlation	.554**	1	.567**	.014	.808**
	Sig. (2-tailed)	.000		.000	.887	.000
	N	100	100	100	100	100
X3.10	Pearson Correlation	.494**	.567**	1	.013	.782**
	Sig. (2-tailed)	.000	.000		.898	.000
	N	100	100	100	100	100
X3.11	Pearson Correlation	.029**	.014**	.013**	1	.306**
	Sig. (2-tailed)	.777	.887	.898		.002
	N	100	100	100	100	100
Responsiveness	Pearson Correlation	.795**	.808**	.782**	.306**	1
	Sig. (2-tailed)	.000	.000	.000	.002	
	N	100	100	100	100	100

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

### Correlations

		X4.12	X4.13	X4.14	Assurance
X4.12	Pearson Correlation	1	.446**	.567**	.810**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X4.13	Pearson Correlation	.446**	1	.527**	.810**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X4.14	Pearson Correlation	.567**	.527**	1	.845**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Assurance	Pearson Correlation	.810**	.810**	.845**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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



**Correlations**

		X5.15	X5.16	X5.17	X5.18	Empathy
X5.15	Pearson Correlation	1	.377**	.222**	.269**	.590**
	Sig. (2-tailed)		.000	.000	.007	.000
	N	100	100	100	100	100
X5.16	Pearson Correlation	.377**	1	.520**	.868**	.891**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X5.17	Pearson Correlation	.222**	.520**	1	.573**	.750**
	Sig. (2-tailed)	.026	.000		.000	.000
	N	100	100	100	100	100
X5.18	Pearson Correlation	.269**	.868**	.537**	1	.876**
	Sig. (2-tailed)	.007	.000	.898		.000 rr
	N	100	100	100	100	100
Empathy	Pearson Correlation	.590**	.891**	.750**	.876**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

### Correlations

		Y.19	Y.20	Y.21	Loyalitas Pelanggan
Y.19	Pearson Correlation	1	.360**	.326**	.741**
	Sig. (2-tailed)		.000	.001	.000
	N	100	100	100	100
Y.20	Pearson Correlation	.360**	1	.409**	.773**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y.21	Pearson Correlation	.326**	.409**	1	.763**
	Sig. (2-tailed)	.001	.000		.000
	N	100	100	100	100
Loyalitas Pelanggan	Pearson Correlation	.741**	.773**	.763**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

### B. UJI RELIABILITAS

#### Tangible

##### Reliability Statistics

Cronbach's Alpha	N of Items
.739	3

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	8,66	1,742	,439	,791
X1.2	8,55	1,402	,654	,544
X1.3	8,53	1,444	,612	,596

#### Reliability

##### Reliability Statistics

Cronbach's Alpha	N of Items
.775	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.4	12,70	3,121	,513	,755
X2.5	12,54	2,918	,650	,682
X2.6	12,59	2,992	,618	,699
X2.7	12,60	3,172	,535	,742

**Responsiveness****Reliability Statistics**

Cronbach's Alpha	N of Items
.635	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.8	12,65	2,008	,553	,454
X3.9	12,60	2,040	,597	,423
X3.10	12,62	2,076	,540	,467
X3.11	13,04	3,433	,012	,777

**Assurance****Reliability Statistics**

Cronbach's Alpha	N of Items
.759	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1 2	8,67	1,698	,577	,690
X4.1 3	8,64	1,627	,550	,723
X4.1 4	8,55	1,604	,642	,616

### Empathy

#### Reliability Statistics

Cronbach's Alpha	N of Items
.759	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X5.1 5	12,77	3,088	,447	,762
X5.1 6	12,42	2,610	,682	,629
X5.1 7	12,54	2,796	,533	,719
X5.1 8	12,94	3,188	,599	,691

### Loyalitas Pelanggan

#### Reliability Statistics

Cronbach's Alpha	N of Items
.633	3



### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.19	9,19	1,024	,408	,581
Y.20	8,99	,980	,472	,492
Y.21	9,06	,986	,445	,529



The logo of Universitas Islam Jember is a circular emblem with a scalloped border. It features a central sunburst, a crescent moon, and a banner with Arabic calligraphy. The text 'UNIVERSITAS ISLAM JEMBER' is written around the perimeter, with 'JEMBER' at the bottom. The logo is semi-transparent and serves as a background for the text.

**LAMPIRAN 4:**  
**Hasil Uji Regresi, Uji**  
**Asumsi Klasik dan Uji**  
**Hipotesis**

**REGRESI LINIER BERGANDA**  
**Descriptive Statistics**

	Mean	Std. Deviation	N
Loyalitas Pelanggan	13,62	1,367	100
Tangible	12,87	1,745	100
Reliability	16,85	2,276	100
Responsiveness	16,97	1,946	100
Assurance	12,93	1,816	100
Empathy	17,07	2,401	100

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 <sup>a</sup>	.592	.570	.903

a. Predictors: (Constant), Tangible, Reliability, Responsiveness, Assurance, Empathy

b. Dependent Variable: LOYALITAS PELANGGAN

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

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	110,942	5	22,188	27,222	.000 <sup>b</sup>
	Residual	76,618	94	,815		
	Total	187,560	99			

a. Dependent Variable: LOYALITAS PELANGGAN

b. Predictors: (Constant), Tangible, Reliability, Responsiveness, Assurance, Empathy

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	3.521	.886		3.975	.000	
	Tangible	.149	.070	.188	2.119	.037	.549
	Reliability	.120	.058	.199	2.086	.040	.479
	Responsiveness	.200	.065	.283	3.066	.003	.509
	Assurance	.170	.069	.225	2.457	.016	.520
	Empathy	.033	.050	.057	.659	.512	.576

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(constant)	Tangible	Reliability	Responsiveness	Assurance	Empathy
1	1	5,958	1,000	,00	,00	,00	,00	,00	,00
	2	,012	22,107	,03	,04	,03	,02	,32	,40
	3	,010	24,910	,69	,10	,02	,02	,00	,24
	4	,008	26,583	,07	,66	,26	,07	,03	,00
	5	,007	30,268	,01	,11	,58	,01	,59	,15
	6	,005	34,585	,20	,09	,10	,89	,06	,21

a. Dependent Variable: LOYALITAS PELANGGAN

**Residuals Statistics<sup>a</sup>**

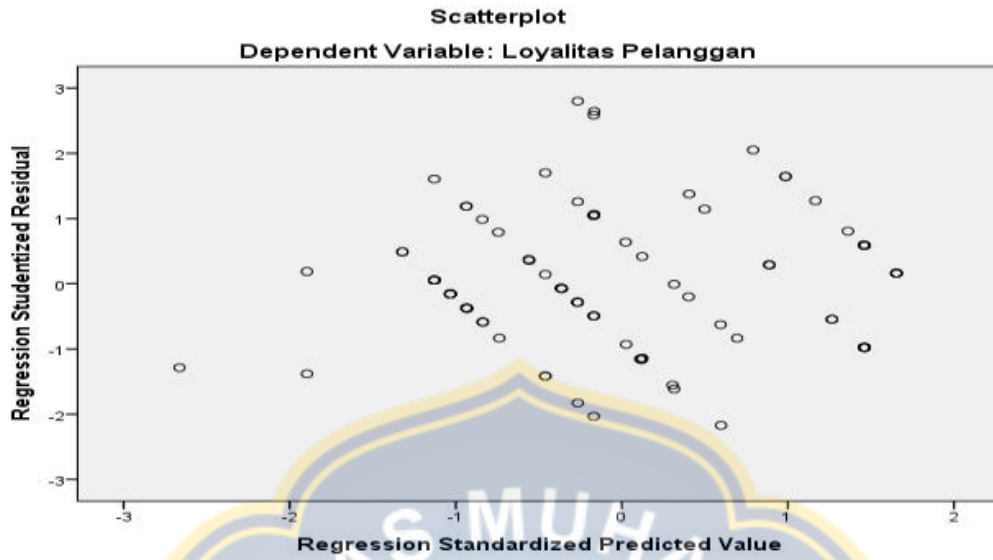
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10,36	15,17	13,62	1,059	100
Std. Predicted Value	-3,082	1,465	,000	1,000	100
Standard Error of Predicted Value	,107	,461	,206	,081	100
Adjusted Predicted Value	10,54	15,18	13,60	1,088	100
Residual	-2,265	2,460	,000	,880	100
Std. Residual	-2,508	2,724	,000	,974	100
Stud. Residual	-2,624	3,043	,011	1,035	100
Deleted Residual	-2,479	3,084	,022	,996	100
Stud. Deleted Residual	-2,711	3,188	,013	1,055	100
Mahal. Distance	,390	24,867	4,950	5,168	100
Cook's Distance	,000	,401	,024	,064	100
Centered Leverage Value	,004	,251	,050	,052	100

a. Dependent Variable: LOYALITAS PELANGGAN



## Charts

### Hasil Pengujian Heteroskedastisitas



### Hasil Pengujian Normalitas

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: loyalitas pelanggan

