



**LAMPIRAN 1**  
**Pengantar Kuesioner**

## KUESIONER PENELITIAN

**Hal : Permohonan Menjadi Responden**

Kepada :

Yth. Bapak/Ibu/Saudara/(i)

Di- tempat

Dengan Hormat,

Yang bertanda tangan dibawah ini, saya:

Nama : Ahmad Lutfi Yanto

NIM : 1410411327

No. Hp : 082332223052

Email : ahmadlutfiyanto083@gmail.com

Judul Skripsi : Pengaruh Kepuasan, Kepercayaan dan Kualitas Pelayanan terhadap Loyalitas Pelanggan ( Studi Kasus Pada Benkel Motor HM Jember).

Kuesioner ini ditujukan untuk responden guna memperoleh data yang akan digunakan untuk tugas akhir (skripsi) sebagai salah satu syarat untuk memperoleh gelar sarjana dalam bidang manajemen. Untuk itu, saya memohon kesediaan Bapak/Ibu/Saudara/(i) untuk mengisi kuesioner ini. Saya menyadari bahwa dalam pengisian kuesioner ini akan menyita waktu Bapak/Ibu/Saudara/(i). Akan tetapi, Kontribusi Bapak/Ibu/Saudara (i) sangat penting bagi penelitian ini secara keseluruhan.

Saya akan menjaga kerahasiaan dari semua jawaban/ pendapat yang telah Bapak/Ibu/Saudara/(i) berikan dalam kuesioner terlampir. Informasi yang diberikan hanya digunakan untuk kepentingan terbatas. Data yang diperoleh semata-mata hanya untuk kepentingan penelitian ilmiah, dan hanya ringkasan dari hasil analisis yang akan dilaporkan atau dipublikasikan.

Demikian permohonan ini saya ajukan, atas kesediaan, partisipasi dan kerjasama yang baik, saya sampaikan terima kasih.

Hormat saya,

**Ahmad Lutfi Yanto**

**NIM. 1410411327**

## BAGIAN I

### IDENTITAS RESPONDEN

Petunjuk : Dimohon Bapak/Ibu/Saudara/(i) berkenan untuk mengisi identitas secara lengkap dan dengan memberikan tanda *thickmark* ( ) pada kolom pilihan sesuai dengan keterangan yang ada pada setiap pertanyaan.

1. Nama :
2. Jenis Kelamin : Laki  Perempuan
3. Umur :
4. Domisili :
5. Pekerjaan :
6. Tempat biasa servis :
7. Frekuensi kedatangan :
8. No. Tlp/Hp :

## BAGIAN II

### DAFTAR PERTANYAAN

Petunjuk : Dimohon Bapak/Ibu/Saudara/(i) berkenan untuk memberikan tanda *thickmark* ( ) pada salah satu kolom di samping pertanyaan untuk menentukan seberapa setuju Bapak/Ibu/Saudara/(i) mengenai hal-hal berikut:

STS = Sangat Tidak Setuju

TS = Tidak Setuju

KS = Kurang Setuju

S = Setuju

SS = Sangat Setuju

### Kepuasan

NO.	PERTANYAAN	STS	TS	KS	S	SS
1.	Bengkel motor HM Jember memberikan jasa yang berkualitas dan sesuai harapan.					
2.	Kecepatan layanan Bengkel motor HM Jember baik.					
3.	Harga yang di berikan bengkel motor HM Jember sesuai dan memberikan kemudahan bagi pengguna jasa.					

### Kepercayaan

NO.	PERTANYAAN	STS	TS	KS	S	SS
1.	Karyawan bengkel motor HM Jember memberikan informasi yang dapat dipercaya.					
2.	Karyawan bengkel motor HM Jember dapat di andalkan dalam melakukan pelayanan.					
3.	Karyawan bengkel motor HM Jember mampu memberi solusi terhadap masalah yang di hadapi.					

### Kualitas Pelayanan

NO.	PERTANYAAN	STS	TS	KS	S	SS
1.	Peralatan dan fasilitas pelayanan di bengkel motor HM Jember sesuai dengan harapan pelanggan					
2.	Karyawan bengkel motor HM Jember akrab pada konsumen dan mengutamakan kepentingan pengguna jasa					
3.	Karyawan bengkel motor HM Jember tangap dalam mengatasi keluhan pelanggan					
4.	Karyawan bengkel motor HM Jember memberikan pelayanan yang memuaskan					
5.	Bengkel motor HM Jember memberikan jaminan keamanan yang sesuai harapan pelanggan					

### Loyalitas Pelanggan

NO.	PERTANYAAN	STS	TS	KS	S	SS
1.	Bengkel motor HM Jember menjadi pilihan utama, saat saya akan melakukan servis motor.					
2.	Saya tidak terpengaruh terhadap bengkel lain, dan tetap menggunakan produk atau jasa servis bengkel motor HM Jember..					
3.	Saya selalu merekomendasikan kepada orang lain untuk menggunakan produk atau jasa bengkel motor HM Jember.					

# **LAMPIRAN 2**

## **Rekapitulasi Kuesioner**



Tabulasi Data Kuesioner Responden

No.	Kepuasan			Kepercayaan				Kualitas Pelayanan				Loyalitas						
	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2	X3.1	X3.2	X3.3	X3.4	X3.5	X3	Y1	Y2	Y3	Y
1	5	5	5	15	5	5	5	15	5	5	5	5	4	24	5	5	5	15
2	5	5	4	14	4	4	4	12	4	3	5	4	4	20	3	4	5	12
3	4	4	4	12	5	4	4	13	4	4	3	4	4	19	4	4	4	12
4	4	4	4	12	4	4	4	12	4	4	4	2	5	19	4	4	4	12
5	3	2	3	8	3	2	3	8	3	2	3	2	2	12	1	2	3	6
6	1	1	2	4	2	1	3	6	2	1	2	2	3	10	2	1	1	4
7	4	5	4	13	5	4	4	13	5	5	3	5	5	23	5	5	4	14
8	2	1	2	5	3	2	1	6	2	2	3	2	2	11	3	2	2	7
9	5	4	4	13	5	5	5	15	4	3	4	4	4	19	5	4	5	14
10	4	5	5	14	4	4	3	11	4	4	5	4	5	22	4	4	4	12
11	4	5	4	13	3	4	4	11	4	4	3	4	5	20	4	4	4	12
12	2	1	3	6	3	2	1	6	2	3	2	2	2	11	3	3	2	8
13	5	5	3	13	4	5	4	13	5	5	3	4	4	21	5	4	5	14
14	5	5	4	14	4	5	5	14	4	4	4	4	4	20	4	4	5	13
15	1	2	1	4	2	2	2	6	2	1	3	2	4	12	2	2	1	5
16	4	4	4	12	5	4	4	13	5	4	4	5	4	22	4	4	4	12
17	2	2	2	6	1	1	1	3	2	2	3	2	3	12	3	2	2	7
18	4	3	4	11	4	4	4	12	5	3	5	4	4	21	5	4	4	13
19	3	4	4	11	3	4	4	11	5	3	4	4	3	19	5	5	3	13
20	5	4	4	13	3	5	3	11	4	4	4	4	4	20	4	4	5	13
21	5	4	4	13	4	5	3	12	4	4	5	5	4	22	4	4	5	13
22	5	5	4	14	4	5	4	13	4	4	4	5	3	20	4	4	5	13
23	4	4	3	11	4	4	4	12	4	5	4	4	5	22	4	4	4	12
24	4	4	4	12	5	4	4	13	5	5	4	4	5	23	4	4	4	12
25	2	3	2	7	2	3	3	8	2	2	3	2	2	11	1	3	2	6
26	2	2	1	5	2	2	4	8	2	4	2	2	2	12	3	2	2	7
27	4	5	3	12	5	4	4	13	4	4	3	4	4	19	5	4	4	13
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29	4	4	4	12	5	5	5	15	4	4	4	4	4	20	4	4	4	12
30	5	4	4	13	3	5	4	12	4	4	4	4	3	19	5	4	5	14
31	2	2	4	8	3	3	2	8	3	3	2	2	2	12	1	3	2	6
32	3	2	3	8	2	2	3	7	2	3	4	2	2	13	2	2	3	7
33	4	4	5	13	4	4	4	12	5	4	4	4	4	21	4	4	4	12
34	4	4	4	12	2	4	4	10	4	4	4	2	4	18	4	5	4	13
35	3	4	2	9	2	1	2	5	2	2	3	1	2	10	3	2	3	8
36	4	4	4	12	3	4	4	11	4	5	3	4	5	21	4	4	4	12
37	5	4	4	13	4	5	5	14	4	4	4	5	5	22	4	4	5	13
38	5	4	4	13	5	4	4	13	5	4	5	3	4	21	4	4	5	13
39	2	2	2	6	3	4	2	9	4	2	3	1	2	12	2	2	2	6
40	5	4	4	13	4	4	4	12	4	5	4	4	4	21	4	4	5	13

41	2	2	2	6	1	2	2	5	1	3	2	2	3	11	3	2	2	7
42	4	4	4	12	4	4	5	13	4	4	4	2	4	18	3	4	4	11
43	4	4	4	12	4	4	4	12	5	4	4	4	4	21	4	4	4	12
44	5	4	4	13	4	5	4	13	5	5	4	4	4	22	5	4	5	14
45	5	4	5	14	4	4	4	12	5	5	4	3	4	21	5	4	5	14
46	2	2	3	7	3	2	2	7	1	2	3	2	2	10	2	3	2	7
47	4	4	4	12	5	4	4	13	5	4	5	4	4	22	4	4	4	12
48	5	5	5	15	4	4	5	13	4	4	5	4	4	21	4	4	5	13
49	4	4	4	12	4	4	5	13	4	4	5	3	4	20	3	4	4	11
50	4	5	5	14	5	5	5	15	4	3	5	4	4	20	5	4	4	13
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52	5	5	5	15	5	4	4	13	4	5	4	4	4	21	4	4	5	13
53	4	4	4	12	3	4	4	11	4	4	3	4	5	20	4	4	4	12
54	5	4	4	13	4	4	4	12	5	4	4	4	5	22	4	5	5	14
55	2	3	3	8	2	2	2	6	3	3	2	2	2	12	3	3	2	8
56	4	4	4	12	4	5	5	14	4	4	5	4	4	21	4	5	4	13
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58	4	4	5	13	4	4	4	12	4	4	4	3	4	19	5	4	4	13
59	1	2	2	5	3	2	2	7	3	3	2	3	3	14	3	2	1	6
60	2	3	2	7	3	2	3	8	3	2	2	3	3	13	2	2	2	6
61	5	4	4	13	4	5	5	14	4	3	5	5	4	21	4	4	5	13
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63	4	5	5	14	4	5	4	13	5	4	4	5	4	22	5	4	4	13
64	2	2	2	6	2	3	3	8	2	3	2	2	2	11	3	2	2	7
65	5	5	5	15	5	4	4	13	5	5	5	4	4	23	4	5	5	14
66	5	4	5	14	3	2	4	9	5	4	5	5	5	24	4	5	4	13
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69	5	4	5	14	3	4	4	11	5	4	5	3	5	22	4	3	4	11
70	5	4	5	14	3	4	4	11	5	4	5	5	5	24	4	3	4	11







**LAMPIRAN 3**  
**Frekuensi Pernyataan Responden**

## Frekuensi Pernyataan Responden

### 1. KEPUASAN Frequencies

		Statistics			
		Kepuasan (X1.1)	Kepuasan (X1.2)	Kepuasan (X1.3)	Kepuasan (X1)
N	Valid	70	70	70	70
	Missing	0	0	0	0

### Frequency Table

		Kepuasan (X1.1)			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	4,3	4,3	4,3
	2	12	17,1	17,1	21,4
	3	4	5,7	5,7	27,1
	4	27	38,6	38,6	65,7
	5	24	34,3	34,3	100,0
	Total	70	100,0	100,0	

		Kepuasan (X1.2)			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	4,3	4,3	4,3
	2	11	15,7	15,7	20,0
	3	5	7,1	7,1	27,1
	4	36	51,4	51,4	78,6
	5	15	21,4	21,4	100,0
	Total	70	100,0	100,0	

### Kepuasan (X1.3)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2,9	2,9	2,9
	2	10	14,3	14,3	17,1
	3	8	11,4	11,4	28,6
	4	33	47,1	47,1	75,7
	5	17	24,3	24,3	100,0
	Total	70	100,0	100,0	

## 2. KEPERCAYAAN

### Frequencies

		Statistics			
		Kepercayaan (X2.1)	Kepercayaan (X2.2)	Kepercayaan (X2.3)	Kepercayaan (X2)
N	Valid	70	70	70	70
	Missing	0	0	0	0

### Frequency Table

		Kepercayaan (X2.1)			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2,9	2,9	2,9
	2	9	12,9	12,9	15,7
	3	20	28,6	28,6	44,3
	4	26	37,1	37,1	81,4
	5	13	18,6	18,6	100,0
Total		70	100,0	100,0	

		Kepercayaan (X2.2)			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	4,3	4,3	4,3
	2	12	17,1	17,1	21,4
	3	3	4,3	4,3	25,7
	4	36	51,4	51,4	77,1
	5	16	22,9	22,9	100,0
Total		70	100,0	100,0	

### Kepercayaan (X2.3)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	4,3	4,3	4,3
	2	8	11,4	11,4	15,7
	3	9	12,9	12,9	28,6
	4	37	52,9	52,9	81,4
	5	13	18,6	18,6	100,0
Total		70	100,0	100,0	

### 3. KUALITAS PELAYANAN

#### Frequencies

		Statistics					
		Kualitas Pelayanan (X3.1)	Kualitas Pelayanan (X3.2)	Kualitas Pelayanan (X3.3)	Kualitas Pelayanan (X3.4)	Kualitas Pelayanan (X3.5)	Kualitas Pelayanan (X3)
N	Valid	70	70	70	70	70	70
	Missing	0	0	0	0	0	0

#### Frequency Table

Kualitas Pelayanan (X3.1)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2,9	2,9	2,9
2	10	14,3	14,3	17,1
3	5	7,1	7,1	24,3
4	32	45,7	45,7	70,0
5	21	30,0	30,0	100,0
Total	70	100,0	100,0	

Kualitas Pelayanan (X3.2)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2,9	2,9	2,9
2	8	11,4	11,4	14,3
3	14	20,0	20,0	34,3
4	35	50,0	50,0	84,3
5	11	15,7	15,7	100,0
Total	70	100,0	100,0	

Kualitas Pelayanan (X3.3)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	9	12,9	12,9	12,9
3	15	21,4	21,4	34,3
4	27	38,6	38,6	72,9
5	19	27,1	27,1	100,0
Total	70	100,0	100,0	

Kualitas Pelayanan (X3.4)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2,9	2,9	2,9
2	17	24,3	24,3	27,1
3	8	11,4	11,4	38,6
4	30	42,9	42,9	81,4
5	13	18,6	18,6	100,0
Total	70	100,0	100,0	

Kualitas Pelayanan (X3.5)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	12	17,1	17,1	17,1
3	8	11,4	11,4	28,6
4	36	51,4	51,4	80,0
5	14	20,0	20,0	100,0
Total	70	100,0	100,0	

#### 4. LOYALITAS PELANGGAN

##### Frequencies

Statistics				
	Loyalitas (Y1)	Loyalitas (Y2)	Loyalitas (Y3)	Loyalitas (Y)
N Valid	70	70	70	70
Missing	0	0	0	0

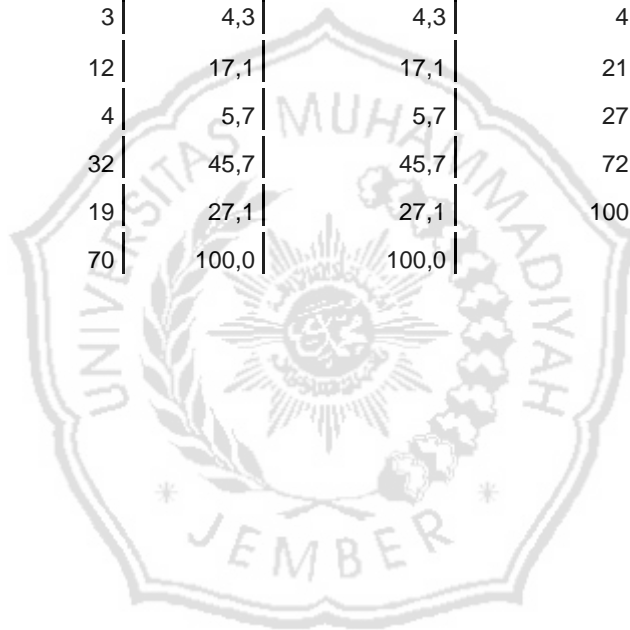
##### Frequency Table

##### Loyalitas (Y1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	4,3	4,3	4,3
2	6	8,6	8,6	12,9
3	12	17,1	17,1	30,0
4	34	48,6	48,6	78,6
5	15	21,4	21,4	100,0
Total	70	100,0	100,0	

		Loyalitas (Y2)			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,4	1,4	1,4
	2	12	17,1	17,1	18,6
	3	8	11,4	11,4	30,0
	4	40	57,1	57,1	87,1
	5	9	12,9	12,9	100,0
	Total	70	100,0	100,0	

		Loyalitas (Y3)			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	4,3	4,3	4,3
	2	12	17,1	17,1	21,4
	3	4	5,7	5,7	27,1
	4	32	45,7	45,7	72,9
	5	19	27,1	27,1	100,0
	Total	70	100,0	100,0	





**LAMPIRAN 4**  
**Hasil Uji Validitas**

## Uji Validitas

### 1. KEPUASAN Correlations

		Correlations			
		Kepuasan (X1.1)	Kepuasan (X1.2)	Kepuasan (X1.3)	Kepuasan (X1)
Kepuasan (X1.1)	Pearson Correlation	1	,803**	,795**	,946**
	Sig. (2-tailed)		,000	,000	,000
	N	70	70	70	70
Kepuasan (X1.2)	Pearson Correlation	,803**	1	,708**	,910**
	Sig. (2-tailed)	,000		,000	,000
	N	70	70	70	70
Kepuasan (X1.3)	Pearson Correlation	,795**	,708**	1	,903**
	Sig. (2-tailed)	,000	,000		,000
	N	70	70	70	70
Kepuasan (X1)	Pearson Correlation	,946**	,910**	,903**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	70	70	70	70

### 2. KEPERCAYAAN Correlations

		Correlations			
		Kepercayaan (X2.1)	Kepercayaan (X2.2)	Kepercayaan (X2.3)	Kepercayaan (X2)
Kepercayaan (X2.1)	Pearson Correlation	1	,686**	,618**	,861**
	Sig. (2-tailed)		,000	,000	,000
	N	70	70	70	70
Kepercayaan (X2.2)	Pearson Correlation	,686**	1	,739**	,917**
	Sig. (2-tailed)	,000		,000	,000
	N	70	70	70	70
Kepercayaan (X2.3)	Pearson Correlation	,618**	,739**	1	,884**
	Sig. (2-tailed)	,000	,000		,000
	N	70	70	70	70
Kepercayaan (X2)	Pearson Correlation	,861**	,917**	,884**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	70	70	70	70



### 3. KUALITAS PELAYANAN

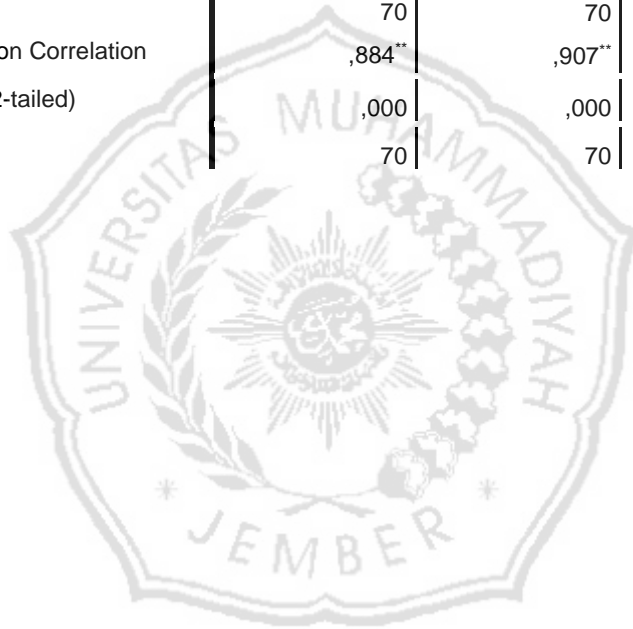
#### Correlations

		Correlations					
		Kualitas Pelayanan (X3.1)	Kualitas Pelayanan (X3.2)	Kualitas Pelayanan (X3.3)	Kualitas Pelayanan (X3.4)	Kualitas Pelayanan (X3.5)	Kualitas Pelayanan (X3)
Kualitas Pelayanan (X3.1)	Pearson Correlation	1	,696**	,671**	,721**	,714**	,908**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	70	70	70	70	70	70
Kualitas Pelayanan (X3.2)	Pearson Correlation	,696**	1	,435**	,605**	,633**	,798**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	70	70	70	70	70	70
Kualitas Pelayanan (X3.3)	Pearson Correlation	,671**	,435**	1	,593**	,579**	,777**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	70	70	70	70	70	70
Kualitas Pelayanan (X3.4)	Pearson Correlation	,721**	,605**	,593**	1	,680**	,865**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	70	70	70	70	70	70
Kualitas Pelayanan (X3.5)	Pearson Correlation	,714**	,633**	,579**	,680**	1	,854**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	70	70	70	70	70	70
Kualitas Pelayanan (X3)	Pearson Correlation	,908**	,798**	,777**	,865**	,854**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	70	70	70	70	70	70

#### 4. LOYALITAS PELANGGAN Correlations

Correlations

		Loyalitas (Y1)	Loyalitas (Y2)	Loyalitas (Y3)	Loyalitas (Y)
Loyalitas (Y1)	Pearson Correlation	1	,703**	,705**	,884**
	Sig. (2-tailed)		,000	,000	,000
	N	70	70	70	70
Loyalitas (Y2)	Pearson Correlation	,703**	1	,778**	,907**
	Sig. (2-tailed)	,000		,000	,000
	N	70	70	70	70
Loyalitas (Y3)	Pearson Correlation	,705**	,778**	1	,923**
	Sig. (2-tailed)	,000	,000		,000
	N	70	70	70	70
Loyalitas (Y)	Pearson Correlation	,884**	,907**	,923**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	70	70	70	70





**LAMPIRAN 5**  
**Hasil Uji Reliabilitas**

## Uji Reliabilitas

### 1. KEPUASAN

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,869	,956	4

#### Item Statistics

	Mean	Std. Deviation	N
Kepuasan (X1.1)	3,81	1,207	70
Kepuasan (X1.2)	3,70	1,108	70
Kepuasan (X1.3)	3,76	1,069	70
Kepuasan (X1)	11,27	3,116	70

#### Inter-Item Correlation Matrix

	Kepuasan (X1.1)	Kepuasan (X1.2)	Kepuasan (X1.3)	Kepuasan (X1)
Kepuasan (X1.1)	1,000	,803	,795	,946
Kepuasan (X1.2)	,803	1,000	,708	,910
Kepuasan (X1.3)	,795	,708	1,000	,903
Kepuasan (X1)	,946	,910	,903	1,000

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Kepuasan (X1.1)	18,73	26,056	,918	.	,805
Kepuasan (X1.2)	18,84	27,497	,870	.	,829
Kepuasan (X1.3)	18,79	27,939	,863	.	,835
Kepuasan (X1)	11,27	9,708	1,000	.	,908

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22,54	38,831	6,231	4

## 2. KEPERCAYAAN

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,859	,936	4

### Item Statistics

	Mean	Std. Deviation	N
Kepercayaan (X2.1)	3,56	1,030	70
Kepercayaan (X2.2)	3,71	1,131	70
Kepercayaan (X2.3)	3,70	1,040	70
Kepercayaan (X2)	10,97	2,844	70

### Inter-Item Correlation Matrix

	Kepercayaan (X2.1)	Kepercayaan (X2.2)	Kepercayaan (X2.3)	Kepercayaan (X2)
Kepercayaan (X2.1)	1,000	,686	,618	,861
Kepercayaan (X2.2)	,686	1,000	,739	,917
Kepercayaan (X2.3)	,618	,739	1,000	,884
Kepercayaan (X2)	,861	,917	,884	1,000

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Kepercayaan (X2.1)	18,39	23,313	,801	.	,828
Kepercayaan (X2.2)	18,23	21,831	,874	.	,797
Kepercayaan (X2.3)	18,24	22,969	,831	.	,819
Kepercayaan (X2)	10,97	8,086	1,000	.	,865

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21,94	32,345	5,687	4

### 3. KUALITAS PELAYANAN

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,815	,934	6

#### Item Statistics

	Mean	Std. Deviation	N
Kualitas Pelayanan (X3.1)	3,86	1,094	70
Kualitas Pelayanan (X3.2)	3,64	,979	70
Kualitas Pelayanan (X3.3)	3,80	,987	70
Kualitas Pelayanan (X3.4)	3,50	1,139	70
Kualitas Pelayanan (X3.5)	3,74	,973	70
Kualitas Pelayanan (X3)	18,54	4,356	70

#### Inter-Item Correlation Matrix

	Kualitas Pelayanan (X3.1)	Kualitas Pelayanan (X3.2)	Kualitas Pelayanan (X3.3)	Kualitas Pelayanan (X3.4)	Kualitas Pelayanan (X3.5)
Kualitas Pelayanan (X3.1)	1,000	,696	,671	,721	,714
Kualitas Pelayanan (X3.2)	,696	1,000	,435	,605	,633
Kualitas Pelayanan (X3.3)	,671	,435	1,000	,593	,579
Kualitas Pelayanan (X3.4)	,721	,605	,593	1,000	,680
Kualitas Pelayanan (X3.5)	,714	,633	,579	,680	1,000
Kualitas Pelayanan (X3)	,908	,798	,777	,865	,854

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Kualitas Pelayanan (X3.1)	33,23	59,802	,881	.	,766
Kualitas Pelayanan (X3.2)	33,44	63,265	,751	.	,788
Kualitas Pelayanan (X3.3)	33,29	63,511	,726	.	,790
Kualitas Pelayanan (X3.4)	33,59	60,043	,825	.	,770
Kualitas Pelayanan (X3.5)	33,34	62,373	,819	.	,781
Kualitas Pelayanan (X3)	18,54	18,976	1,000	.	,896

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
37,09	75,906	8,712	6

**4. LOYALITAS PELANGGAN**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,864	,947	4

**Item Statistics**

	Mean	Std. Deviation	N
Loyalitas (Y1)	3,74	1,031	70
Loyalitas (Y2)	3,63	,966	70
Loyalitas (Y3)	3,74	1,163	70
Loyalitas (Y)	11,11	2,862	70

**Inter-Item Correlation Matrix**

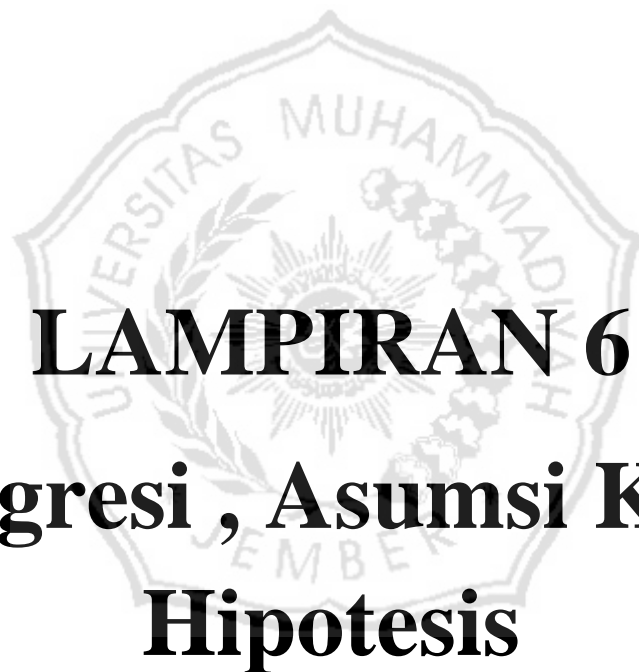
	Loyalitas (Y1)	Loyalitas (Y2)	Loyalitas (Y3)	Loyalitas (Y)
Loyalitas (Y1)	1,000	,703	,705	,884
Loyalitas (Y2)	,703	1,000	,778	,907
Loyalitas (Y3)	,705	,778	1,000	,923
Loyalitas (Y)	,884	,907	,923	1,000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Loyalitas (Y1)	18,49	23,384	,833	.	,828
Loyalitas (Y2)	18,60	23,664	,869	.	,828
Loyalitas (Y3)	18,49	21,819	,882	.	,800
Loyalitas (Y)	11,11	8,190	1,000	.	,887

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
22,23	32,759	5,724	4



## **LAMPIRAN 6**

**Hasil Uji Regresi , Asumsi Klasikdan Uji  
Hipotesis**



## Uji Regresi, Uji Asumsi Klasik, Dan Uji Hipotesis

### Regression

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2 X3
  /SCATTERPLOT=( *SRESID , *ZPRED)
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) .
    
```

### Regression

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan (X3), Kepercayaan (X2), Kepuasan (X1) <sup>b</sup>		Enter

- a. Dependent Variable: Loyalitas (Y)  
 b. All requested variables entered.

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,674 <sup>a</sup>	,688	,654	1,013

- a. Predictors: (Constant), Kualitas Pelayanan (X3), Kepercayaan (X2), Kepuasan (X1)  
 b. Dependent Variable: Loyalitas (Y)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	497,419	3	165,806	161,723	,000 <sup>b</sup>
	Residual	67,667	66	1,025		
	Total	565,086	69			

- a. Dependent Variable: Loyalitas (Y)  
 b. Predictors: (Constant), Kualitas Pelayanan (X3), Kepercayaan (X2), Kepuasan (X1)

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,390	,548		,712	,479
1 Kepuasan (X1)	,475	,100	,517	4,731	,000
1 Kepercayaan (X2)	,219	,083	,218	2,635	,010
1 Kualitas Pelayanan (X3)	,160	,070	,244	2,299	,025

a. Dependent Variable: Loyalitas (Y)

	Residuals Statistics <sup>a</sup>				N
	Minimum	Maximum	Mean	Std. Deviation	
Predicted Value	5,20	14,64	11,11	2,685	70
Std. Predicted Value	-2,201	1,313	,000	1,000	70
Standard Error of Predicted Value	,133	,469	,231	,072	70
Adjusted Predicted Value	5,33	14,62	11,12	2,694	70
Residual	-2,290	1,935	,000	,990	70
Std. Residual	-2,262	1,911	,000	,978	70
Stud. Residual	-2,367	1,928	-,001	1,007	70
Deleted Residual	-2,508	1,969	-,003	1,051	70
Stud. Deleted Residual	-2,455	1,969	-,003	1,020	70
Mahal. Distance	,200	13,787	2,957	2,627	70
Cook's Distance	,000	,133	,015	,023	70
Centered Leverage Value	,003	,200	,043	,038	70

a. Dependent Variable: Loyalitas (Y)

## Charts

```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL ZPP
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X1 X2 X3
/SCATTERPLOT=( *SRESID , *ZPRED)
/RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID) .

```

ion

Notes

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Definition of Missing		User-defined missing values are treated as missing.
Cases Used		Statistics are based on cases with no missing values for any variable used. REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X1 X2 X3 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).
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Elapsed Time		00:00:02,42
Memory Required		2316 bytes
Additional Memory Required for Residual Plots		896 bytes

E:\Dekstop\SKRIPSI AHMAD LUTFI YANTO\Untitled1 aYUK.sav

Variables Entered/Removed<sup>a</sup>

Variables Entered	Variables Removed	Method
ualitas elayanan (X3), percayaan (X2), Kepuasan (1) <sup>b</sup>		Enter

b. All requested variables entered.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,938 <sup>a</sup>	,880	,875	1,013	1,403

a. Predictors: (Constant), Kualitas Pelayanan (X3), Kepercayaan (X2), Kepuasan (X1)

b. Dependent Variable: Loyalitas (Y)

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	497,419	3	165,806	161,723	,000 <sup>b</sup>
	Residual	67,667	66	1,025		
	Total	565,086	69			

a. Dependent Variable: Loyalitas (Y)

b. Predictors: (Constant), Kualitas Pelayanan (X3), Kepercayaan (X2), Kepuasan (X1)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	14,785	3,238	,712	,479
	Kepuasan (X1)	,475	,100	,517	,000
	Kepercayaan (X2)	,219	,083	,218	,002
	Kualitas Pelayanan (X3)	,160	,070	,244	,004

a. Dependent Variable: Loyalitas (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics				
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
	Beta									
1	(Constant)	,390	,548	,712	,479					
	Kepuasan (X1)	,475	,100	,517	,000	,921	,503	,202	,152	6,583
	Kepercayaan (X2)	,219	,083	,218	,010	,855	,309	,112	,266	3,758
	Kualitas Pelayanan (X3)	,160	,070	,244	,025	,894	,272	,098	,161	6,196

a. Dependent Variable: Loyalitas (Y)

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Kepuasan (X1)	Kepercayaan (X2)	Kualitas Pelayanan (X3)
1	1	3,940	1,000	,00	,00	,00	,00
	2	,043	9,570	,84	,04	,03	,01
	3	,012	18,503	,00	,18	,97	,09
	4	,005	26,975	,16	,78	,00	,90

a. Dependent Variable: Loyalitas (Y)

### Residuals Statistics<sup>a</sup>

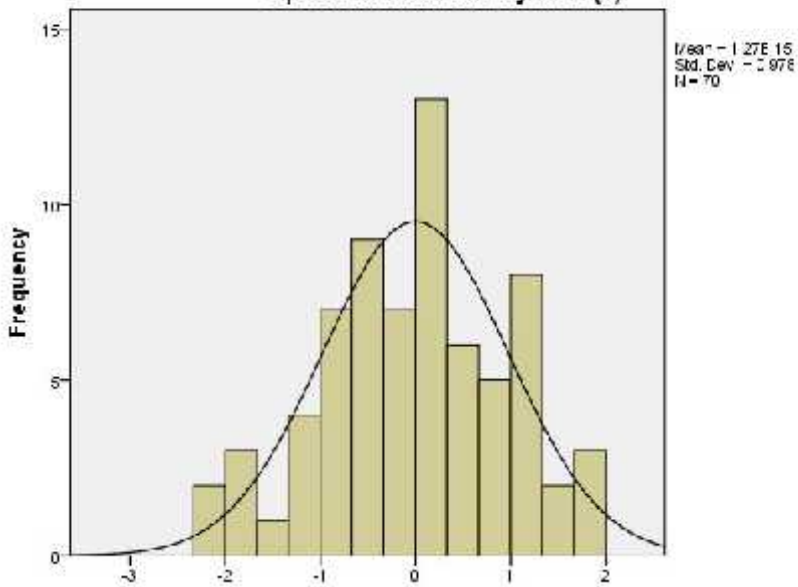
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5,20	14,64	11,11	2,685	70
Std. Predicted Value	-2,201	1,313	,000	1,000	70
Standard Error of Predicted Value	,133	,469	,231	,072	70
Adjusted Predicted Value	5,33	14,62	11,12	2,694	70
Residual	-2,290	1,935	,000	,990	70
Std. Residual	-2,262	1,911	,000	,978	70
Stud. Residual	-2,367	1,928	-,001	1,007	70
Deleted Residual	-2,508	1,969	-,003	1,051	70
Stud. Deleted Residual	-2,455	1,969	-,003	1,020	70
Mahal. Distance	,200	13,787	2,957	2,627	70
Cook's Distance	,000	,133	,015	,023	70
Centered Leverage Value	,003	,200	,043	,038	70

a. Dependent Variable: Loyalitas (Y)

## Charts

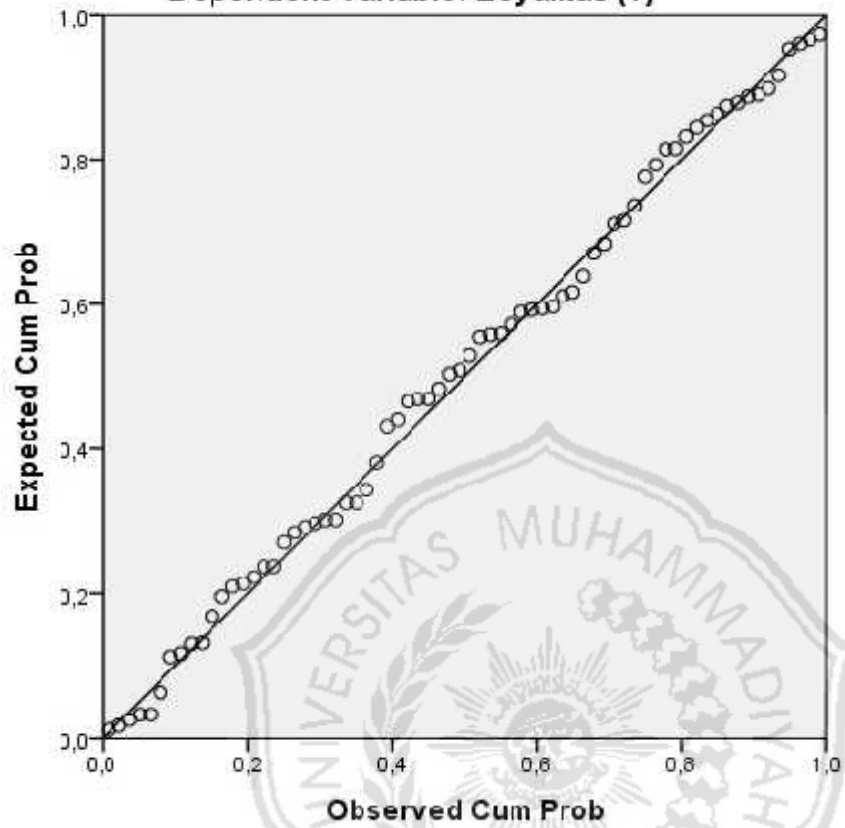
Histogram

Dependent Variable: Loyalitas (Y)



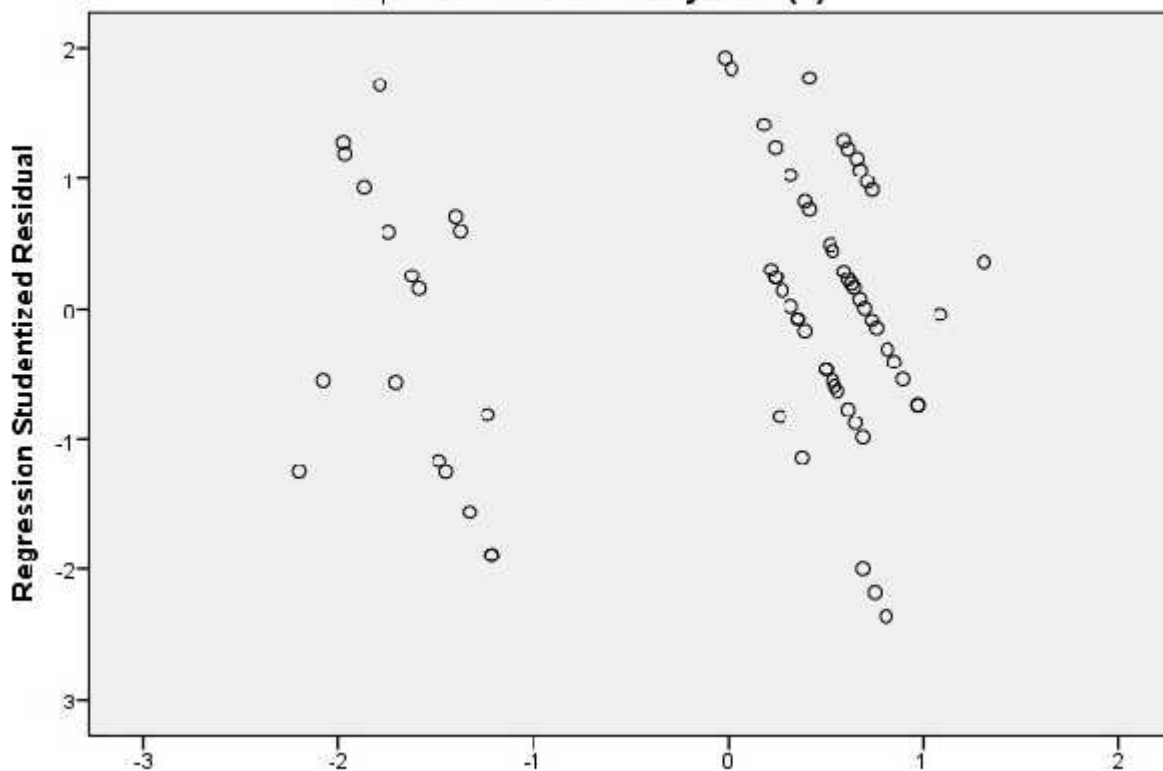
**Normal P-P Plot of Regression Standardized Residual**

**Dependent Variable: Loyalitas (Y)**



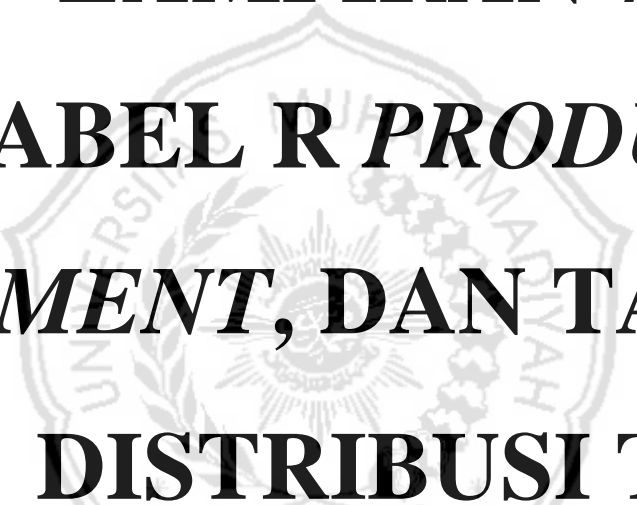
**Scatterplot**

**Dependent Variable: Loyalitas (Y)**



**LAMPIRAN 7**

**TABEL R *PRODUCT***  
***MOMENT*, DAN TABEL**  
**DISTRIBUSI T**

The image features a large, faint watermark of the Universitas Muhammadiyah Jember logo in the background. The logo is a shield-shaped emblem with a central sunburst and the text 'UNIVERSITAS MUHAMMADIYAH JEMBER' around the perimeter.

**Tabel r product Moment (Sig = 0,05)**

df	R	df	R	df	r	df	R
1	0.9969	26	0.3739	51	0.2706	76	0.2227
2	0.9500	27	0.3673	52	0.2681	77	0.2213
3	0.8783	28	0.3610	53	0.2656	78	0.2199
4	0.8114	29	0.3550	54	0.2632	79	0.2165
5	0.7545	30	0.3494	55	0.2609	80	0.2162
6	0.7067	31	0.3440	56	0.2586	81	0.2159
7	0.6664	32	0.3388	57	0.2564	82	0.2146
8	0.6319	33	0.3388	58	0.2542	83	0.2133
9	0.6021	34	0.3291	59	0.2521	84	0.2120
10	0.5760	35	0.3246	60	0.2500	85	0.2108
11	0.5529	36	0.3202	61	0.2480	86	0.2096
12	0.5324	37	0.3160	62	0.2461	87	0.2084
13	0.5140	38	0.3120	63	0.2441	88	0.2072
14	0.4973	39	0.3081	64	0.2423	89	0.2061
15	0.4821	40	0.3044	65	0.2404	90	0.2050
16	0.4683	41	0.3008	66	0.2387	91	0.2039
17	0.4555	42	0.2973	67	0.2369	92	0.2028
18	0.4438	43	0.2940			93	0.2017
19	0.4329	44	0.2907	69	0.2335	94	0.2006
20	0.4227	45	0.2876	70	0.2319	95	0.1996
21	0.4132	46	0.2845	71	0.2303	96	0.1986
22	0.4044	47	0.2816	72	0.2287	97	0.1975
23	0.3961	48	0.2787	73	0.2272	98	0.1966
24	0.3882	49	0.2759	74	0.2257	99	0.1956
25	0.3809	50	0.2732	75	0.2242	100	0.1946

Sumber: Data primer yang diolah 2017



Tabel Distribusi t			
Df	0,1	0,05	0,025
1	3.0777	6.3138	12.7062
2	1.8856	2.9200	4.3027
3	1.6377	2.3534	3.1824
4	1.5332	2.1318	2.7764
5	1.4759	2.0150	2.5706
6	1.4398	1.9432	2.4469
7	1.4149	1.8946	2.3646
8	1.3968	1.8595	2.3060
9	1.3830	1.8331	2.2622
10	1.3722	1.8125	2.2281
11	1.3634	1.7959	2.2010
12	1.3562	1.7823	2.1788
13	1.3502	1.7709	2.1604
14	1.3450	1.7613	2.1448
15	1.3406	1.7531	2.1314
16	1.3368	1.7459	2.1199
17	1.3334	1.7396	2.1098
18	1.3304	1.7341	2.1009
19	1.3277	1.7291	2.0930
20	1.3253	1.7247	2.0860
21	1.3232	1.7207	2.0796
22	1.3212	1.7171	2.0739
23	1.3195	1.7139	2.0687
24	1.3178	1.7109	2.0639
25	1.3163	1.7081	2.0595
26	1.3150	1.7056	2.0555
27	1.3137	1.7033	2.0518
28	1.3125	1.7011	2.0484
29	1.3114	1.6991	2.0452
30	1.3104	1.6973	2.0423
31	1.3095	1.6955	2.0395
32	1.3086	1.6939	2.0369
33	1.3077	1.6924	2.0345
34	1.3070	1.6909	2.0322
35	1.3062	1.6896	2.0301
36	1.3055	1.6883	2.0281
37	1.3049	1.6871	2.0262
38	1.3042	1.6860	2.0244
39	1.3036	1.6849	2.0227
40	1.3031	1.6839	2.0211
41	1.3025	1.6829	2.0195
42	1.3020	1.6820	2.0181
43	1.3016	1.6811	2.0167
44	1.3011	1.6802	2.0154
45	1.3006	1.6794	2.0141
46	1.3002	1.6787	2.0129
47	1.2998	1.6779	2.0117
48	1.2994	1.6772	2.0106
49	1.2991	1.6766	2.0096
50	1.2987	1.6759	2.0086
51	1.2984	1.6753	2.0076
52	1.2980	1.6747	2.0066
53	1.2977	1.6741	2.0057

54	1.2974	1.6736	2.0049
55	1.2971	1.6730	2.0040
56	1.2969	1.6725	2.0032
57	1.2966	1.6720	2.0025
58	1.2963	1.6716	2.0017
59	1.2961	1.6711	2.0010
60	1.2958	1.6706	2.0003
61	1.2956	1.6702	1.9996
62	1.2954	1.6698	1.9990
63	1.2951	1.6694	1.9983
64	1.2949	1.6690	1.9977
65	1.2947	1.6686	1.9971
68	1.2941	1.6676	1.9955
69	1.2939	1.6672	1.9949
70	1.2938	1.6669	1.9944
71	1.2936	1.6666	1.9939
72	1.2934	1.6663	1.9935
73	1.2933	1.6660	1.9930
74	1.2931	1.6657	1.9925
75	1.2929	1.6654	1.9921
76	1.2928	1.6652	1.9917
77	1.2926	1.6649	1.9913
78	1.2925	1.6646	1.9908
79	1.2924	1.6644	1.9905
80	1.2922	1.6641	1.9901
81	1.2921	1.6639	1.9897
82	1.2920	1.6636	1.9893
83	1.2918	1.6634	1.9890
84	1.2917	1.6632	1.9886
85	1.2916	1.6630	1.9883
86	1.2915	1.6628	1.9879
87	1.2914	1.6626	1.9876
88	1.2912	1.6624	1.9873
89	1.2911	1.6622	1.987
90	1.291	1.6623	1.9867
91	1.2909	1.6618	1.9864
92	1.2908	1.6616	1.9861
93	1.2907	1.6614	1.9858
94	1.2906	1.6612	1.9855
95	1.2905	1.6611	1.9853
96	1.2904	1.6609	1.985
97	1.2903	1.6607	1.9847
98	1.2902	1.6606	1.9845
99	1.2902	1.6604	1.9842
100	1.2901	1.6602	1.984

Sumber: Data primer yang diolah 2018

# **LAMPIRAN 8**

## **Dokumentasi**



