

# **LAMPIRAN-LAMPIRAN**

**LAMPIRAN 1**  
**KUESIONER PENELITIAN**

Lampiran 1

**KUESIONER PENELITIAN**

**PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS  
PELANGGAN MELALUI KEPUASAN PELANGGAN SEBAGAI  
VARIABEL PEMEDIASI**

**(Studikusus di Larissa *Skincare* Yogyakarta)**

Responden yang terhormat,

Saya Diani Constanty Permata Putri (20130410188), Mahasiswa Manajemen, Jurusan Ekonomi, Universitas Muhammadiyah Yogyakarta, sedang melakukan penelitian tentang Pengaruh Kualitas Pelayanan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai Variabel Pemediiasi (Studi pada Larissa *Skincare* Yogyakarta). Kuesioner ini merupakan sumber data utama dalam penelitian saya. Hasil kuesioner ini tidak untuk dipublikasikan, melainkan untuk kepentingan penelitian semata. Atas bantuan, kesediaan waktu, dan kerjasamanya saya ucapkan terimakasih.

Hormat Saya,

Diani Constanty Permata Putri

NIM : 20130410188

## KARAKTERISTIK RESPONDEN

### **Petunjuk Pengisian:**

Berilah tanda *checklist* (✓) pada salah satu jawaban

Profil Responden :

1. Jenis kelamin :

Laki- laki

Perempuan

2. Usia :

17– 24 tahun

25 – 34 tahun

35 – 40 tahun

41 – 60 tahun

Sumber : WHO (2007) dalam Effendy F (2009)

3. Pekerjaan :

Pelajar

Mahasiswa

PNS

dan lain-lain

4. Frekuensi Berkunjung :

Kurang dari dua kali

Lebih dari dua kali

Sumber : Kartajaya (2014)

Jawab pernyataan dibawah ini sesuai dengan pengaruh kualitas pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan (studi kasus di Larissa *Skincare* Yogyakarta) dan pilihlah yang sesuai dengan pendapat anda :

**Petunjuk pengisian :**

Berilah tanda checklist (✓) pada masing-masing pernyataan yang telah disediakan

Keterangan :

SS = Sangat Setuju, S = Setuju, N = Netral, TS = , STS = SangatTidak Setuju

**Kualitas Pelayanan**

No	PERNYATAAN	SUMBER
1.	<i>Tangible</i>  a. Fasilitas yang bersih membuat anda nyaman melakukan perawatan di Larissa  b. Kemutakhiran (kemoderenan) sarana fisik yang dimiliki Larissa	Aryani dan Rosinta  (2010)
2.	<i>Empathy</i>  a. Karyawan Larissa individual kepada anda  b. Larissa memperhatikan kebutuhan anda dengan sungguh-sungguh	Aryani dan Rosinta  (2010)
3.	<i>Reliability</i>  a. Larissa memiliki keakuratan pengatministrasian dokumen (struk pembelian)	Aryani dan Rosinta  (2010)
4.	<i>Responsiveness</i>  a. Kesiediaan karyawan dalam memberikan pelayanan yang cepat	Aryani dan Rosinta  (2010)

	b. Ketersediaan karyawan dalam membantu kesulitan pelanggan dengan cepat	
5.	<i>Assurance</i> a. Keramahan karyawan dalam memberikan layanan	Aryani dan Rosinta (2010)

### **Kepuasan Pelanggan**

No	PERNYATAAN	SUMBER
1.	a. Saya merasa senang dengan perawatan dan pelayanan yang diberikan di Larissa b. Saya merasa bahwa kebutuhan saya sudah dipenuhi di Larissa c. Saya merasa puas melakukan perawatan di Larissa d. Saya percaya bahwa Larissa menyenangkan hati saya ketika melakukan perawatan	Aryani dan Rosinta (2010)

### **Loyalitas Pelanggan**

No	PERNYATAAN	SUMBER
1.	a. Saya selalu berminat untuk datang kembali ke Larissa b. Saya tidak akan berpindah ke klinik perawatan wajah lainnya	Aryani dan Rosinta (2010)

	<p>c. Larissa merupakan pilihan pertama saat saya ingin melakukan perawatan wajah</p> <p>d. Saya percaya bahwa Larissa merupakan klinik perawatan wajah terbaik</p>	
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**LAMPIRAN 2**

**INPUT DATA**



Responden	Variabel KP										Variabel KP					Variabel LP					
	KL 1	KL 2	KL 3	KL 4	KL 5	KL 6	KL 7	KL 8	KL 9	K L	KP 1	KP 2	KP 3	KP 4	K P	LP 1	LP 2	LP 3	LP 4	LP 5	L P
1	5	5	5	5	5	5	4	5	5	44	4	4	4	4	16	4	4	4	4	4	20
2	4	4	4	4	4	4	4	4	4	36	4	5	4	4	17	4	4	4	5	4	21
3	5	4	5	4	3	4	5	4	4	38	4	4	4	4	16	4	4	4	4	5	21
4	5	5	4	5	4	4	5	4	4	40	4	4	4	4	16	4	4	4	4	4	20
5	5	5	4	5	4	4	5	4	4	40	4	4	4	4	16	4	4	4	4	4	20
6	5	4	4	4	4	5	4	4	4	38	4	4	5	4	17	4	5	4	4	4	21
7	5	4	4	4	4	5	4	4	4	38	4	4	4	4	16	4	4	4	4	5	21
8	5	4	4	4	4	5	4	4	4	38	4	4	4	4	16	4	4	4	4	5	21
9	4	5	4	4	4	4	5	4	4	38	4	4	4	4	16	4	4	4	5	4	21
10	5	4	4	4	4	4	4	4	4	37	4	4	4	4	16	4	4	4	4	4	20
11	5	4	4	4	4	4	4	4	4	37	4	4	4	4	16	4	4	4	4	4	20
12	5	4	5	4	4	4	4	4	5	39	4	4	4	4	16	4	4	5	4	5	22
13	5	4	4	4	4	4	4	4	4	37	4	4	4	4	16	4	4	4	4	4	20
14	4	4	4	4	4	4	4	4	4	36	4	4	5	4	17	4	5	5	5	4	23
15	4	4	4	4	4	4	5	4	4	37	4	4	5	4	17	4	4	4	4	4	20
16	5	4	4	4	4	4	4	4	4	37	5	4	4	4	17	4	4	4	4	4	20
17	5	4	4	4	4	4	4	4	4	37	5	4	4	4	17	4	4	4	4	4	20
18	4	4	4	5	5	4	4	4	5	39	4	5	4	4	17	4	4	4	3	4	19
19	4	4	4	5	4	4	4	4	4	37	4	4	5	4	17	4	4	4	4	4	20
20	4	5	4	4	4	4	4	4	5	38	4	4	4	4	16	4	4	4	4	4	20
21	4	4	4	4	5	4	4	4	4	37	5	5	4	4	18	4	4	5	4	4	21
22	4	4	5	4	4	4	5	4	4	38	4	5	5	4	18	4	4	5	4	5	22

23	4	4	5	5	5	4	4	4	4	39	5	4	5	4	18	5	5	4	4	4	22
24	4	4	4	4	4	4	5	4	4	37	4	4	5	5	18	4	4	4	4	4	20
25	4	4	4	4	4	4	4	4	4	36	4	4	4	4	16	4	4	4	4	4	20
26	4	4	4	4	4	4	5	4	4	37	4	4	4	4	16	4	5	4	4	5	22
27	4	4	4	4	4	4	4	4	4	36	4	4	4	4	16	5	4	4	4	4	21
28	4	4	4	4	4	4	4	4	4	36	4	4	4	4	16	4	4	4	4	4	20
29	4	4	4	4	4	4	4	5	4	37	4	5	4	4	17	4	4	4	4	5	21
30	4	4	4	4	4	5	4	5	4	38	4	4	4	5	17	4	4	4	4	4	20
31	4	4	4	4	5	5	4	4	4	38	4	4	4	4	16	4	4	4	4	4	20
32	5	4	5	4	4	4	4	4	4	38	4	4	4	4	16	4	4	4	4	4	20
33	4	5	4	4	4	4	5	3	4	37	4	3	4	3	14	3	4	4	3	4	18
34	3	4	3	4	3	4	3	4	3	31	4	4	4	4	16	4	4	4	4	3	19
35	4	4	3	4	4	3	4	3	4	33	4	4	4	4	16	4	4	4	4	3	19
36	4	3	3	4	3	3	4	4	4	32	4	4	4	4	16	4	4	4	4	4	20
37	4	4	4	4	4	5	4	4	4	37	4	4	4	4	16	4	4	4	4	4	20
38	4	5	4	5	5	4	4	4	4	39	4	4	4	4	16	4	5	4	4	4	21
39	4	4	4	4	4	4	4	4	4	36	4	4	4	4	16	4	4	4	4	4	20
40	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	4	4	4	4	4	20
41	4	4	4	4	4	4	4	5	4	37	4	4	4	4	16	4	4	4	4	4	20
42	4	4	4	3	4	3	4	4	3	33	4	4	4	4	16	4	4	3	4	4	19
43	4	3	4	4	4	4	4	4	4	35	4	4	4	4	16	4	4	4	4	4	20
44	4	4	5	4	5	5	4	5	4	40	4	4	5	4	17	4	4	4	4	5	21
45	5	5	4	4	4	4	3	4	5	38	4	4	5	5	18	4	4	4	4	3	19
46	4	5	4	4	3	4	4	3	3	34	4	5	4	3	16	4	5	4	4	4	21
47	4	4	3	4	5	4	4	3	4	35	4	4	4	3	15	5	4	4	4	3	20

48	4	5	4	4	5	4	3	4	4	37	5	4	4	4	17	5	3	4	5	4	21
49	3	5	4	3	4	4	3	5	4	35	5	4	4	3	16	4	3	4	4	5	20
50	4	4	5	4	5	5	4	4	5	40	4	4	4	5	17	4	5	4	4	4	21
51	3	3	3	3	3	3	3	3	3	27	3	3	3	3	12	3	3	3	3	3	15
52	5	5	4	4	5	5	4	5	5	42	5	5	4	5	19	5	4	4	4	4	21
53	3	5	4	5	4	5	4	4	5	39	3	5	4	5	17	3	4	5	4	4	20
54	3	3	4	2	4	3	3	3	3	28	4	3	2	3	12	3	3	2	3	3	14
55	4	4	4	3	5	3	4	4	4	35	4	4	4	4	16	3	3	3	4	4	17
56	3	4	3	5	4	4	4	3	3	33	4	3	3	3	13	3	3	3	3	3	15
57	4	4	3	4	3	3	4	5	5	35	4	4	4	4	16	4	4	4	4	4	20
58	4	4	4	4	4	4	4	4	4	36	4	4	4	4	16	4	4	4	4	4	20
59	5	4	5	5	4	5	5	4	5	42	5	4	5	4	18	4	5	4	5	4	22
60	4	5	4	4	5	4	4	4	4	38	4	4	5	4	17	4	4	4	3	3	18
61	4	4	4	4	5	4	4	4	4	37	4	4	4	4	16	4	4	3	2	3	16
62	3	4	3	3	3	3	3	3	4	29	3	3	3	3	12	3	3	3	2	3	14
63	4	3	4	4	4	5	4	4	4	36	4	4	4	4	16	5	4	4	4	5	22
64	4	5	4	5	4	4	4	4	4	38	3	4	4	4	15	4	4	4	5	5	22
65	4	4	4	4	4	4	4	5	4	37	4	4	4	5	17	4	4	4	4	4	20
66	4	4	4	5	4	4	4	4	4	37	4	4	4	5	17	5	5	5	5	5	25
67	4	4	4	4	4	4	4	4	4	36	5	4	4	4	17	4	4	4	4	4	20
68	5	5	5	5	5	4	4	4	4	41	5	4	4	4	17	4	5	4	4	4	21
69	5	4	4	4	4	4	4	4	4	37	4	4	4	4	16	4	4	4	4	4	20
70	4	4	4	4	4	4	5	5	5	39	5	5	4	4	18	4	3	4	4	5	20
71	5	5	5	5	5	5	5	4	4	43	4	5	4	5	18	4	4	4	4	4	20
72	5	4	4	4	4	4	4	4	4	37	4	4	4	4	16	5	5	5	5	5	25

73	4	5	5	5	5	5	5	5	4	43	4	4	4	4	16	4	4	4	4	4	20
74	4	4	4	3	4	4	4	3	4	34	4	4	4	4	16	4	4	4	4	4	20
75	4	3	3	4	4	4	4	4	4	34	4	4	4	4	16	4	4	4	4	4	20
76	4	4	4	4	4	4	4	4	4	36	4	4	5	4	17	4	4	5	5	5	23
77	4	3	4	4	4	4	4	4	4	35	5	4	4	5	18	5	4	5	4	4	22
78	4	4	4	5	5	5	4	4	4	39	5	5	5	4	19	5	5	5	5	5	25
79	5	4	5	5	5	4	4	4	4	40	5	5	4	4	18	4	4	5	5	5	23
80	4	4	5	5	5	4	4	4	4	39	5	5	4	4	18	5	5	4	4	4	22
81	4	4	4	4	4	4	4	4	4	36	4	4	4	4	16	5	5	5	5	5	25
82	4	4	4	4	4	4	4	4	4	36	4	5	4	5	18	5	4	5	4	4	22
83	4	4	4	4	4	4	4	4	4	36	5	4	4	4	17	4	4	4	5	5	22
84	4	4	4	4	5	5	5	4	4	39	4	4	4	4	16	4	4	4	4	4	20
85	4	4	4	4	4	4	4	4	3	35	4	5	4	4	17	4	4	4	4	4	20
86	4	3	4	4	3	4	4	4	4	34	4	4	4	4	16	4	4	4	4	4	20
87	4	4	4	4	4	4	4	4	4	36	5	4	5	4	18	5	4	4	4	5	22
88	5	3	4	3	4	4	4	4	4	35	4	4	4	4	16	3	4	4	5	5	21
89	4	4	4	4	4	4	4	4	4	36	4	4	4	4	16	4	4	5	5	4	22
90	3	3	4	4	4	4	5	4	4	35	4	3	4	4	15	4	4	4	4	4	20
91	4	4	4	4	4	4	4	4	4	36	4	4	4	4	16	4	4	4	4	4	20
92	4	4	4	4	4	5	5	5	5	40	5	5	4	4	18	4	4	4	4	4	20
93	5	5	4	4	4	5	5	4	4	40	5	5	4	4	18	5	5	5	4	5	24
94	4	4	4	4	4	4	3	4	4	35	3	4	4	4	15	5	4	5	4	4	22
95	4	5	4	4	4	4	4	4	4	37	4	4	4	4	16	5	5	4	4	4	22

**LAMPIRAN 3**  
**UJI VALIDITAS DAN UJI RELIABILITAS**

**35 SAMPEL**

**Uji Validitas dan Reliabilitas**

(Kualita Layanan)

**correlations**

		KL1	KL2	KL3	KL4	KL5	KL6	KL7	KL8	KL9	KL
KL1	Pearson Correlation	1	,108	.401*	,108	-,014	,268	,088	,271	,053	.520**
	Sig. (2-tailed)		,535	,017	,535	,937	,120	,614	,115	,762	,001
	N	35	35	35	35	35	35	35	35	35	35
KL2	Pearson Correlation	,108	1	,051	.397*	,084	,026	-,034	,306	,152	.397*
	Sig. (2-tailed)	,535		,770	,018	,632	,884	,844	,074	,385	,018
	N	35	35	35	35	35	35	35	35	35	35
KL3	Pearson Correlation	.401*	,051	1	,215	,232	,207	,308	.444**	.339*	.673**
	Sig. (2-tailed)	,017	,770		,216	,179	,232	,072	,008	,047	,000
	N	35	35	35	35	35	35	35	35	35	35
KL4	Pearson Correlation	,108	.397*	,215	1	.429*	,026	,167	,306	,152	.544**
	Sig. (2-tailed)	,535	,018	,216		,010	,884	,339	,074	,385	,001
	N	35	35	35	35	35	35	35	35	35	35
KL5	Pearson Correlation	-,014	,084	,232	.429*	1	,241	,158	.485**	.391*	.597**
	Sig. (2-tailed)	,937	,632	,179	,010		,162	,365	,003	,020	,000
	N	35	35	35	35	35	35	35	35	35	35
KL6	Pearson Correlation	,268	,026	,207	,026	,241	1	.511**	,105	,000	.496**
	Sig. (2-tailed)	,120	,884	,232	,884	,162		,002	,550	1,000	,002
	N	35	35	35	35	35	35	35	35	35	35
KL7	Pearson Correlation	,088	-,034	,308	,167	,158	.511**	1	,188	,152	.502**
	Sig. (2-tailed)	,614	,844	,072	,339	,365	,002		,279	,385	,002
	N	35	35	35	35	35	35	35	35	35	35
KL8	Pearson Correlation	,271	,306	.444**	,306	.485**	,105	,188	1	,272	.675**
	Sig. (2-tailed)	,115	,074	,008	,074	,003	,550	,279		,114	,000
	N	35	35	35	35	35	35	35	35	35	35
KL9	Pearson Correlation	,053	,152	.339*	,152	.391*	,000	,152	,272	1	.500**
	Sig. (2-tailed)	,762	,385	,047	,385	,020	1,000	,385	,114		,002

	N	35	35	35	35	35	35	35	35	35	35
KL	Pearson Correlation	.520**	.397*	.673**	.544**	.597**	.496**	.502**	.675**	.500**	1
	Sig. (2-tailed)	,001	,018	,000	,001	,000	,002	,002	,000	,002	
	N	35	35	35	35	35	35	35	35	35	35

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

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

## Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	35	100.0
	Excluded <sup>a</sup>	0	.0
	Total	35	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.728	10

## Uji Validitas dan Reliabilitas

(Kepuasan Pelanggan)

### Correlations

		KP1	KP2	KP3	KP4	KP
KP1	Pearson Correlation	1	.123	.045	-.035	.465**
	Sig. (2-tailed)		.483	.798	.841	.005
	N	35	35	35	35	35
KP2	Pearson Correlation	.123	1	.036	.218	.640**
	Sig. (2-tailed)	.483		.838	.208	.000
	N	35	35	35	35	35
KP3	Pearson Correlation	.045	.036	1	.196	.603**
	Sig. (2-tailed)	.798	.838		.259	.000
	N	35	35	35	35	35
KP4	Pearson Correlation	-.035	.218	.196	1	.553**
	Sig. (2-tailed)	.841	.208	.259		.001
	N	35	35	35	35	35
KP	Pearson Correlation	.465**	.640**	.603**	.553**	1
	Sig. (2-tailed)	.005	.000	.000	.001	
	N	35	35	35	35	35

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

## Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded <sup>a</sup>	0	.0
	Total	35	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.694	5

## Uji Validitas dan Reliabilitas

(Loyalitas Pelanggan)

Correlations

		LP1	LP2	LP3	LP4	LP5	LP
LP1	Pearson Correlation	1	.273	-.035	.253	-.029	.451**
	Sig. (2-tailed)		.113	.841	.143	.870	.007
	N	35	35	35	35	35	35
LP2	Pearson Correlation	.273	1	.153	.211	.079	.568**
	Sig. (2-tailed)	.113		.380	.224	.651	.000
	N	35	35	35	35	35	35
LP3	Pearson Correlation	-.035	.153	1	.211	.264	.568**
	Sig. (2-tailed)	.841	.380		.224	.126	.000
	N	35	35	35	35	35	35
LP4	Pearson Correlation	.253	.211	.211	1	-.022	.578**
	Sig. (2-tailed)	.143	.224	.224		.899	.000
	N	35	35	35	35	35	35
LP5	Pearson Correlation	-.029	.079	.264	-.022	1	.582**
	Sig. (2-tailed)	.870	.651	.126	.899		.000
	N	35	35	35	35	35	35
LP	Pearson Correlation	.451**	.568**	.568**	.578**	.582**	1
	Sig. (2-tailed)	.007	.000	.000	.000	.000	
	N	35	35	35	35	35	35

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

## Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded <sup>a</sup>	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.698	6

**95 SAMPEL**

**Uji Validitas dan Uji Reliabilitas**

(Kualitas Layanan)

### Correlations

		KL1	KL2	KL3	KL4	KL5	KL6	KL7	KL8	KL9	KL
KL1	Pearson Correlation	1	.236*	.448**	.279**	.314**	.314**	.207*	.327**	.269**	.594**
	Sig. (2-tailed)		,022	,000	,006	,002	,002	,045	,001	,008	,000
	N	95	95	95	95	95	95	95	95	95	95
KL2	Pearson Correlation	.236*	1	.276**	.404**	.271**	.271**	,178	.261*	,193	.545**
	Sig. (2-tailed)	,022		,007	,000	,008	,008	,084	,011	,061	,000
	N	95	95	95	95	95	95	95	95	95	95
KL3	Pearson Correlation	.448**	.276**	1	.358**	.449**	.449**	.341**	.308**	.283**	.673**
	Sig. (2-tailed)	,000	,007		,000	,000	,000	,001	,002	,005	,000
	N	95	95	95	95	95	95	95	95	95	95
KL4	Pearson Correlation	.279**	.404**	.358**	1	.424**	.424**	.222*	.309**	.450**	.679**
	Sig. (2-tailed)	,006	,000	,000		,000	,000	,031	,002	,000	,000
	N	95	95	95	95	95	95	95	95	95	95
KL5	Pearson Correlation	.314**	.271**	.449**	.424**	1	1.000**	.395**	.362**	.237*	.769**
	Sig. (2-tailed)	,002	,008	,000	,000		,000	,000	,000	,021	,000
	N	95	95	95	95	95	95	95	95	95	95
KL6	Pearson Correlation	.314**	.271**	.449**	.424**	1.000**	1	.395**	.362**	.237*	.769**
	Sig. (2-tailed)	,002	,008	,000	,000	,000		,000	,000	,021	,000
	N	95	95	95	95	95	95	95	95	95	95
KL7	Pearson Correlation	.207*	,178	.341**	.222*	.395**	.395**	1	.471**	,183	.569**
	Sig. (2-tailed)	,045	,084	,001	,031	,000	,000		,000	,076	,000
	N	95	95	95	95	95	95	95	95	95	95
KL8	Pearson Correlation	.327**	.261*	.308**	.309**	.362**	.362**	.471**	1	.354**	.631**
	Sig. (2-tailed)	,001	,011	,002	,002	,000	,000	,000		,000	,000
	N	95	95	95	95	95	95	95	95	95	95
KL9	Pearson Correlation	.269**	,193	.283**	.450**	.237*	.237*	,183	.354**	1	.557**
	Sig. (2-tailed)	,008	,061	,005	,000	,021	,021	,076	,000		,000
	N	95	95	95	95	95	95	95	95	95	95
KL	Pearson Correlation	.594**	.545**	.673**	.679**	.769**	.769**	.569**	.631**	.557**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	95	95	95	95	95	95	95	95	95	95

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

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

## Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded <sup>a</sup>	0	.0
	Total	95	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.758	10

## Uji Validitas dan Uji Reliabilitas

(Kepuasan Pelanggan)

### Correlations

		KP1	KP2	KP3	KP4	KP
KP1	Pearson Correlation	1	.359**	.249*	,112	.634**
	Sig. (2-tailed)		,000	,015	,281	,000
	N	95	95	95	95	95
KP2	Pearson Correlation	.359**	1	.310**	.402**	.756**
	Sig. (2-tailed)	,000		,002	,000	,000
	N	95	95	95	95	95
KP3	Pearson Correlation	.249*	.310**	1	.372**	.696**
	Sig. (2-tailed)	,015	,002		,000	,000
	N	95	95	95	95	95
KP4	Pearson Correlation	,112	.402**	.372**	1	.673**
	Sig. (2-tailed)	,281	,000	,000		,000
	N	95	95	95	95	95
KP	Pearson Correlation	.634**	.756**	.696**	.673**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	95	95	95	95	95

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

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

## Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded <sup>a</sup>	0	.0
	Total	95	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.773	5

## Uji Validitas dan Uji Reliabilitas

(Loyalitas Pelanggan)

### Correlations

		LP1	LP2	LP3	LP4	LP5	LP
LP1	Pearson Correlation	1	.474**	.495**	.362**	.290**	.696**
	Sig. (2-tailed)		,000	,000	,000	,004	,000
	N	95	95	95	95	95	95
LP2	Pearson Correlation	.474**	1	.466**	.370**	.262*	.680**
	Sig. (2-tailed)	,000		,000	,000	,010	,000
	N	95	95	95	95	95	95
LP3	Pearson Correlation	.495**	.466**	1	.577**	.503**	.820**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	95	95	95	95	95	95
LP4	Pearson Correlation	.362**	.370**	.577**	1	.553**	.783**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	95	95	95	95	95	95
LP5	Pearson Correlation	.290**	.262*	.503**	.553**	1	.721**
	Sig. (2-tailed)	,004	,010	,000	,000		,000
	N	95	95	95	95	95	95
LP	Pearson Correlation	.696**	.680**	.820**	.783**	.721**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	95	95	95	95	95	95

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

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

## Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded <sup>a</sup>	0	.0
	Total	95	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.790	6

**LAMPIRAN 4**  
**HASIL UJI REGRESI**

## Persamaan 1

### Regresi Linier Sederhana

#### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	KL <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: KP

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667 <sup>a</sup>	.445	.439	.98756

a. Predictors: (Constant), KL

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.605	1	72.605	74.446	.000 <sup>a</sup>
	Residual	90.700	93	.975		
	Total	163.305	94			

a. Predictors: (Constant), KL

b. Dependent Variable: KP

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

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.729	1.245		4.604	.000
	KL	.290	.034	.667	8.628	.000

a. Dependent Variable: KP

## Persamaan 2

### Regresi Linier Berganda

#### Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	KP, KL <sup>a</sup>		Enter

a. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600 <sup>a</sup>	.360	.346	1.58606

a. Predictors: (Constant), KP, KL

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.998	2	64.999	25.839	.000 <sup>a</sup>
	Residual	231.433	92	2.516		
	Total	361.432	94			

a. Predictors: (Constant), KP, KL

b. Dependent Variable: LP

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

Model	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	t	Sig.	
1	(Constant)	4.778	2.215		2.157	.034
	KL	.118	.072	.183	1.637	.105
	KP	.687	.167	.462	4.125	.000

a. Dependent Variable: LP