

LAMPIRAN 1

LEMBAR KUESIONER

Responden yang terhormat

Bersama ini saya sangat mengharapkan kesediaan sdr/sdri untuk mengisi daftar pernyataan dalam kuesioner ini dengan tujuan sebagai data untuk penyusunan skripsi dengan judul : **“PENGARUH KUALITAS LAYANAN TERHADAP LOYALITAS PELANGGAN DIMODERASI DENGAN KEPUASAN PELANGGAN**

(Studi Kasus pada Rumah Makan Spesial Sambal / SS)”.

Atas kesediaan sdr/sdri menjawabnya dengan sejujurnya dan sebaik-baiknya saya mengucapkan terima kasih sebesar-besarnya.

IDENTITAS RESPONDEN

1. No. Kuesioner : (diisi petugas)
2. Nama : (boleh tidak diisi)
3. Jenis Kelamin : Laki-laki
 Perempuan
4. Berapa kali anda melakukan pembelian
di Spesial Sambal : 2 kali
 Lebih dari 2 kali

KETERANGAN

- STS = Sangat Tidak Setuju
- TS = Tidak Setuju
- KS = Kurang Setuju
- S = Setuju
- SS = Sangat Setuju

Isilah kuesioner ini dengan tanda (√) pada kolom yang tersedia

Pernyataan	STS	TS	KS	S	SS
1. Kebersihan ruangan restoran SS sudah baik					
2. Kerapian penampilan karyawan SS sudah baik					
3. Kemoderenan peralatan makan yang dimiliki SS sudah baik					
4. karyawan SS melayani pelanggan tanpa ada perbedaan					
5. Lokasi SS mudah di akses					
6. Keakuratan penanganan atau pengadministrasian catatan/dokumen (misal,struk pembelian)sudah akurat					
7. Karyawan SS menanggapi keluhan pelanggan dengan cepat					
8. Keluasan waktu karyawan untuk menanggapi permintaan konsumen dengan cepat					
9. Kesiapan karyawan dalam membantu pelanggan yang kesulitan dengan cepat					
10. Reputasi restoran SS sudah terjamin					
11. Kompetensi (kemampuan) karyawan dalam bidang pelayanan yang diberikan sudah baik					
12. Karyawan sangat ramah dalam memberikan pelayanan					
13. Berdasarkan pengalaman, pelanggan merasa senang makan di SS					
14. Biaya yang di keluarkan sudah sesuai dengan yang di dapatkan					
15. SS telah memenuhi harapan pelanggan					
16. Pelanggan mengatakan hal positif tentang SS					
17. Saya akan makan di SS lagi					
18. Saya yakin bahwa SS merupakan restoran terbaik					
19. Saya akan jarang melakukan peralihan ke restoran lain					
20. Saya akan merekomendasikan kepada orang lain untuk makan di SS					

Lampiran 2

HASIL PENELITIAN VARIABEL KUALITAS LAYANAN														
Resp	1	2	3	4	5	6	7	8	9	10	11	12	Total	Rata2
1	4	3	3	3	3	3	3	2	3	3	3	3	36	3.00
2	3	3	3	3	3	3	3	3	3	3	3	3	36	3.00
3	2	3	4	2	3	4	3	3	3	3	3	3	36	3.00
4	3	3	3	3	3	3	3	3	2	3	3	3	35	2.92
5	2	3	3	3	3	2	3	4	3	3	4	3	36	3.00
6	3	3	4	3	3	3	4	3	3	3	4	3	39	3.25
7	3	3	3	2	3	4	3	4	3	3	4	3	38	3.17
8	3	3	3	3	3	3	3	3	3	3	3	3	36	3.00
9	3	3	2	3	3	3	4	3	4	3	3	4	38	3.17
10	2	3	2	2	3	2	3	2	3	3	3	2	30	2.50
11	2	3	3	3	3	4	3	2	3	2	2	3	33	2.75
12	2	3	2	3	2	3	3	2	3	3	3	4	33	2.75
13	2	3	4	2	3	3	3	3	3	3	3	3	35	2.92
14	3	3	3	4	3	3	3	3	3	3	2	2	35	2.92
15	3	3	3	3	3	4	3	3	4	3	3	4	39	3.25
16	3	4	3	4	3	3	3	3	3	4	4	2	39	3.25
17	2	3	3	2	3	3	2	3	2	3	3	3	32	2.67
18	4	4	3	4	3	3	2	3	3	4	3	4	40	3.33
19	3	3	3	3	3	3	2	3	3	2	4	3	35	2.92
20	3	3	3	3	3	3	3	3	3	3	3	3	36	3.00
21	3	4	3	3	2	3	2	3	2	3	3	3	34	2.83
22	3	3	4	3	3	4	3	3	4	4	3	4	41	3.42
23	4	4	3	3	3	3	3	2	2	3	2	3	35	2.92
24	3	3	3	3	3	3	3	3	2	3	3	2	34	2.83
25	4	4	4	3	2	3	2	3	2	3	3	2	35	2.92
26	4	3	3	3	3	3	3	2	3	3	2	3	35	2.92
27	2	3	3	3	2	3	3	4	3	3	4	3	36	3.00
28	2	3	3	2	3	4	3	3	3	3	3	3	35	2.92
29	3	3	3	2	3	3	4	3	3	3	2	3	35	2.92
30	2	3	4	4	3	3	3	3	4	3	3	3	38	3.17
31	3	4	4	4	4	3	3	2	3	3	3	3	38	3.17
32	2	3	3	2	3	3	2	3	2	3	3	3	32	2.67
33	4	3	4	4	3	3	3	3	2	3	4	3	39	3.25
34	3	3	2	3	3	3	3	3	4	3	4	3	37	3.08
35	3	3	3	3	3	3	3	3	3	3	3	3	36	3.00
36	3	4	3	3	2	2	4	3	2	3	2	3	34	2.83
37	4	3	3	3	2	3	3	3	3	3	3	3	36	3.00
38	2	3	3	3	2	2	3	2	3	5	3	3	34	2.83
39	3	3	3	3	3	3	3	3	3	3	3	3	36	3.00
40	4	3	4	3	3	4	3	3	3	4	3	2	39	3.25
41	3	4	4	4	4	3	4	3	4	3	3	4	43	3.58
42	2	3	2	3	2	3	3	2	2	2	3	3	30	2.50
43	3	3	3	3	2	3	3	4	2	3	3	3	35	2.92
44	2	3	3	2	2	3	3	2	3	2	3	3	31	2.58
45	2	3	3	3	3	4	3	3	3	2	2	3	34	2.83
46	3	3	3	4	3	3	2	3	2	3	4	2	35	2.92
47	2	3	3	3	3	3	4	3	3	4	4	3	38	3.17
48	3	4	4	4	3	3	2	3	4	4	3	3	40	3.33
49	2	3	3	2	3	3	3	2	3	2	3	3	32	2.67
50	4	4	3	4	3	3	3	3	3	3	3	4	40	3.33
51	3	3	3	3	2	3	3	3	3	2	3	3	34	2.83
52	4	4	4	4	3	3	3	3	2	4	5	3	42	3.50
53	4	2	3	3	3	3	3	2	3	3	3	3	35	2.92
54	3	3	3	3	3	3	2	3	2	2	3	3	33	2.75
55	3	3	3	3	2	3	3	3	2	3	4	3	35	2.92

HASIL PENELITIAN VARIABEL KUALITAS LAYANAN														
Resp	1	2	3	4	5	6	7	8	9	10	11	12	Total	Rata2
56	3	3	3	3	2	2	3	2	3	3	3	3	33	2.75
57	2	3	3	2	2	3	2	3	2	3	3	3	31	2.58
58	2	3	3	3	3	2	3	3	3	3	3	4	35	2.92
59	3	3	3	4	3	3	3	3	2	3	2	3	35	2.92
60	2	3	4	3	3	2	3	3	4	3	4	3	37	3.08
61	3	3	3	3	2	3	3	3	3	5	3	3	37	3.08
62	3	4	3	3	3	2	3	3	4	3	4	3	38	3.17
63	3	3	3	3	3	3	3	3	3	3	3	3	36	3.00
64	2	3	4	3	2	3	3	2	3	2	3	3	33	2.75
65	3	3	2	2	3	3	2	2	2	3	3	3	31	2.58
66	3	3	3	3	2	3	3	2	2	3	2	3	32	2.67
67	3	3	3	2	3	3	3	3	2	3	5	3	36	3.00
68	2	4	3	3	2	3	2	3	3	3	4	4	36	3.00
69	3	3	3	4	2	3	3	2	3	3	3	4	36	3.00
70	3	3	3	3	3	3	3	3	3	3	4	3	37	3.08
71	3	3	3	3	3	2	3	3	2	3	2	3	33	2.75
72	3	4	3	3	3	3	3	3	3	2	2	3	35	2.92
73	4	3	3	3	3	4	3	4	2	3	3	4	39	3.25
74	2	3	4	3	3	4	3	3	3	3	4	4	39	3.25
75	3	4	2	3	3	4	3	3	3	3	3	4	38	3.17
76	2	2	2	3	2	3	3	2	2	2	3	2	28	2.33
77	2	3	2	3	2	3	2	2	2	2	2	3	28	2.33
78	3	4	3	3	2	3	3	2	4	3	4	3	37	3.08
79	3	3	2	3	4	3	3	4	3	4	2	2	36	3.00
80	3	2	4	3	3	2	3	4	3	4	2	3	36	3.00
81	3	3	3	3	3	4	3	4	3	4	4	4	41	3.42
82	3	2	3	3	3	2	2	3	3	3	3	3	33	2.75
83	3	3	3	4	4	4	5	4	4	3	3	4	44	3.67
84	3	3	3	3	3	2	4	3	3	2	3	3	35	2.92
85	3	3	3	3	3	3	3	3	3	3	3	3	36	3.00
86	4	3	3	4	3	4	2	3	3	4	3	4	40	3.33
87	2	3	3	2	4	2	3	4	3	2	3	4	35	2.92
88	4	4	3	3	3	3	4	3	2	3	2	3	37	3.08
89	3	3	3	3	3	3	4	3	3	4	4	3	39	3.25
90	4	2	4	3	3	4	3	3	4	4	3	3	40	3.33
91	3	2	3	3	3	3	3	3	2	2	2	2	31	2.58
92	4	4	3	3	4	3	4	4	3	4	3	3	42	3.50
93	3	4	3	3	3	4	3	3	3	4	4	4	41	3.42
94	4	3	3	2	3	3	4	3	3	4	4	4	40	3.33
95	3	3	3	3	3	3	4	3	4	4	3	3	39	3.25
96	4	3	3	2	3	4	3	3	4	4	3	3	39	3.25
97	3	4	3	4	3	3	4	4	4	3	4	3	42	3.50
98	3	3	3	3	4	3	3	4	3	3	3	3	38	3.17
99	3	3	3	3	3	4	3	3	4	2	3	3	37	3.08
100	3	3	3	3	3	3	3	3	3	3	3	3	36	3.00
101	3	4	3	2	3	3	3	4	3	3	3	3	37	3.08
102	2	2	2	3	3	4	3	3	2	3	4	3	34	2.83
103	3	3	2	2	3	2	3	2	3	3	3	3	32	2.67
104	4	3	3	4	4	3	2	4	3	4	4	4	42	3.50
105	2	2	3	4	3	4	3	3	3	3	2	3	35	2.92
106	4	4	3	3	3	3	3	4	3	4	2	3	39	3.25
107	3	3	2	3	3	3	3	3	3	3	2	3	34	2.83
108	3	3	3	3	3	2	3	3	2	3	2	3	33	2.75
109	3	3	3	3	3	3	3	3	3	3	3	3	36	3.00
110	4	4	4	4	4	3	3	3	3	3	3	4	42	3.50

HASIL PENELITIAN VARIABEL KEPUASAN PELANGGAN						
Resp	1	2	3	4	Total	Rata2
1	3	3	5	3	14	3.50
2	3	3	3	3	12	3.00
3	3	3	3	3	12	3.00
4	2	3	3	4	12	3.00
5	3	3	3	3	12	3.00
6	3	4	3	4	14	3.50
7	3	3	3	3	12	3.00
8	3	3	5	4	15	3.75
9	3	4	3	3	13	3.25
10	2	3	3	3	11	2.75
11	3	3	3	3	12	3.00
12	3	3	5	3	14	3.50
13	3	3	3	3	12	3.00
14	2	3	3	4	12	3.00
15	3	3	4	3	13	3.25
16	3	4	3	3	13	3.25
17	3	5	3	3	14	3.50
18	4	4	4	3	15	3.75
19	3	3	3	4	13	3.25
20	3	3	3	3	12	3.00
21	2	3	3	3	11	2.75
22	3	4	4	4	15	3.75
23	3	3	4	3	13	3.25
24	5	3	3	3	14	3.50
25	3	4	3	4	14	3.50
26	3	3	3	3	12	3.00
27	3	3	3	3	12	3.00
28	3	3	3	3	12	3.00
29	2	3	3	4	12	3.00
30	4	3	4	3	14	3.50
31	3	5	3	3	14	3.50
32	5	3	3	3	14	3.50
33	4	4	4	3	15	3.75
34	3	3	3	4	13	3.25
35	3	3	3	3	12	3.00
36	2	3	3	3	11	2.75
37	3	5	3	3	14	3.50
38	3	3	3	3	12	3.00
39	3	3	3	3	12	3.00
40	4	3	3	4	14	3.50
41	3	3	4	1	11	2.75
42	2	3	3	3	11	2.75
43	3	3	3	3	12	3.00
44	3	3	3	3	12	3.00
45	3	1	3	3	10	2.50
46	2	3	3	4	12	3.00
47	3	3	4	3	13	3.25
48	4	3	4	3	14	3.50
49	1	3	3	3	10	2.50
50	4	4	4	3	15	3.75
51	2	3	3	3	11	2.75
52	3	4	4	4	15	3.75
53	3	3	4	3	13	3.25
54	3	3	3	3	12	3.00
55	3	4	3	4	14	3.50

HASIL PENELITIAN VARIABEL KEPUASAN PELANGGAN

Resp	1	2	3	4	Total	Rata2
56	3	3	3	3	12	3.00
57	3	3	3	3	12	3.00
58	3	3	3	3	12	3.00
59	2	3	3	4	12	3.00
60	3	3	4	3	13	3.25
61	3	3	4	4	14	3.50
62	4	5	4	3	16	4.00
63	2	2	2	2	8	2.00
64	2	3	3	2	10	2.50
65	4	3	3	3	13	3.25
66	3	3	4	3	13	3.25
67	3	3	3	3	12	3.00
68	3	3	3	3	12	3.00
69	3	3	3	3	12	3.00
70	4	5	4	3	16	4.00
71	3	3	3	3	12	3.00
72	3	3	3	3	12	3.00
73	3	3	3	4	13	3.25
74	3	3	4	4	14	3.50
75	3	3	4	3	13	3.25
76	2	3	3	2	10	2.50
77	3	1	3	2	9	2.25
78	4	4	3	3	14	3.50
79	3	3	3	4	13	3.25
80	2	2	2	2	8	2.00
81	3	3	3	4	13	3.25
82	4	3	4	3	14	3.50
83	3	4	3	4	14	3.50
84	3	3	3	3	12	3.00
85	4	4	4	4	16	4.00
86	4	3	3	3	13	3.25
87	3	4	5	4	16	4.00
88	4	2	4	3	13	3.25
89	3	4	4	4	15	3.75
90	4	3	3	3	13	3.25
91	3	4	3	4	14	3.50
92	4	4	4	4	16	4.00
93	4	5	4	4	17	4.25
94	4	3	4	4	15	3.75
95	4	4	4	4	16	4.00
96	3	4	4	2	13	3.25
97	4	5	4	4	17	4.25
98	2	3	4	4	13	3.25
99	3	4	4	4	15	3.75
100	2	2	2	2	8	2.00
101	3	4	4	4	15	3.75
102	4	4	4	3	15	3.75
103	3	3	3	3	12	3.00
104	4	4	1	4	13	3.25
105	2	2	2	3	9	2.25
106	3	3	4	4	14	3.50
107	2	2	3	2	9	2.25
108	3	3	5	3	14	3.50
109	3	3	3	3	12	3.00
110	4	3	4	4	15	3.75

HASIL PENELITIAN VARIABEL LOYALITAS PELANGGAN							
Resp	1	2	3	4	5	Total	Rata2
1	3	3	3	3	3	15	3.00
2	3	1	3	3	2	12	2.40
3	2	2	2	2	2	10	2.00
4	3	4	4	3	3	17	3.40
5	4	3	4	4	4	19	3.80
6	4	4	3	4	4	19	3.80
7	4	4	4	4	4	20	4.00
8	4	4	3	4	4	19	3.80
9	4	4	3	3	3	17	3.40
10	3	3	3	3	3	15	3.00
11	3	3	3	3	3	15	3.00
12	3	3	3	3	3	15	3.00
13	4	3	4	4	4	19	3.80
14	3	4	4	3	3	17	3.40
15	4	5	4	4	4	21	4.20
16	3	3	4	4	3	17	3.40
17	3	3	3	3	3	15	3.00
18	4	4	4	4	4	20	4.00
19	3	3	3	4	3	16	3.20
20	2	3	3	3	3	14	2.80
21	3	4	3	3	3	16	3.20
22	4	4	4	4	4	20	4.00
23	3	4	3	3	3	16	3.20
24	3	3	3	4	3	16	3.20
25	3	3	3	4	3	16	3.20
26	5	3	3	3	3	17	3.40
27	2	2	2	2	2	10	2.00
28	4	3	4	4	4	19	3.80
29	3	4	4	3	4	18	3.60
30	4	3	4	4	4	19	3.80
31	3	2	4	4	3	16	3.20
32	3	3	3	3	3	15	3.00
33	4	4	4	4	4	20	4.00
34	5	3	3	4	4	19	3.80
35	2	3	3	3	3	14	2.80
36	3	4	3	3	3	16	3.20
37	3	4	3	4	4	18	3.60
38	3	3	3	3	3	15	3.00
39	2	2	2	2	2	10	2.00
40	4	4	3	4	4	19	3.80
41	5	4	4	4	4	21	4.20
42	3	3	3	3	3	15	3.00
43	3	3	3	3	3	15	3.00
44	3	3	3	3	3	15	3.00
45	4	3	4	4	4	19	3.80
46	3	4	4	3	4	18	3.60
47	4	3	4	4	4	19	3.80
48	3	4	4	4	4	19	3.80
49	3	3	3	3	3	15	3.00
50	4	4	4	4	4	20	4.00
51	3	4	3	3	3	16	3.20
52	4	4	4	4	4	20	4.00
53	3	4	3	3	3	16	3.20
54	3	3	3	4	3	16	3.20
55	3	3	3	4	3	16	3.20

HASIL PENELITIAN VARIABEL LOYALITAS PELANGGAN

Resp	1	2	3	4	5	Total	Rata2
56	3	3	3	3	3	15	3.00
57	3	3	3	3	3	15	3.00
58	4	3	4	4	4	19	3.80
59	3	4	4	3	4	18	3.60
60	4	3	4	4	4	19	3.80
61	3	3	4	4	4	18	3.60
62	4	4	4	4	4	20	4.00
63	2	2	2	2	2	10	2.00
64	4	3	3	4	4	18	3.60
65	3	3	3	3	3	15	3.00
66	2	2	2	2	2	10	2.00
67	2	2	2	2	2	10	2.00
68	3	2	2	3	3	13	2.60
69	2	2	2	2	2	10	2.00
70	4	4	4	4	4	20	4.00
71	3	3	3	3	3	15	3.00
72	3	3	3	3	3	15	3.00
73	4	4	3	3	4	18	3.60
74	4	3	3	4	4	18	3.60
75	4	3	3	4	4	18	3.60
76	3	3	3	3	3	15	3.00
77	3	3	3	3	3	15	3.00
78	3	3	3	4	4	17	3.40
79	3	3	3	3	3	15	3.00
80	2	3	3	2	3	13	2.60
81	4	5	4	3	4	20	4.00
82	2	2	2	2	2	10	2.00
83	4	5	4	4	4	21	4.20
84	2	4	2	3	3	14	2.80
85	3	3	3	4	4	17	3.40
86	2	2	2	2	2	10	2.00
87	2	3	2	4	4	15	3.00
88	3	4	3	4	4	18	3.60
89	4	4	4	3	4	19	3.80
90	3	3	3	3	3	15	3.00
91	3	4	3	3	3	16	3.20
92	4	4	4	4	4	20	4.00
93	4	3	4	3	3	17	3.40
94	4	4	2	3	3	16	3.20
95	4	4	2	3	3	16	3.20
96	4	4	2	3	3	16	3.20
97	4	4	4	4	4	20	4.00
98	3	4	3	4	3	17	3.40
99	4	4	4	3	4	19	3.80
100	2	2	2	2	2	10	2.00
101	4	4	2	3	3	16	3.20
102	4	4	3	2	4	17	3.40
103	4	3	2	2	2	13	2.60
104	4	2	4	4	4	18	3.60
105	3	3	3	3	3	15	3.00
106	3	4	3	4	4	18	3.60
107	3	4	3	2	3	15	3.00
108	4	3	2	2	3	14	2.80
109	3	4	2	2	2	13	2.60
110	4	4	4	4	4	20	4.00

Lampiran 3

Frequency Table

Jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perempuan	68	61.8	61.8	61.8
	Laki-laki	42	38.2	38.2	100.0
	Total	110	100.0	100.0	

Jumlah konsumsi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 kali	12	10.9	10.9	10.9
	> 2 kali	98	89.1	89.1	100.0
	Total	110	100.0	100.0	

Lampiran 4

Uji Validitas dan Reliabilitas Variabel Kualitas Layanan (X)

Correlations

Correlations														
		butir1	butir2	butir3	butir4	butir5	butir6	butir7	butir8	butir9	butir10	butir11	butir12	total
butir1	Pearson Correlation	1	.265**	.163	.308**	.246**	.105	.071	.162	.005	.360**	-.030	.071	.513**
	Sig. (2-tailed)		.005	.088	.001	.010	.275	.463	.092	.957	.000	.757	.462	.000
	N	110	110	110	110	110	110	110	110	110	110	110	110	110
butir2	Pearson Correlation	.265**	1	.145	.210*	.032	-.053	.009	.110	.075	.138	.101	.187	.392**
	Sig. (2-tailed)	.005		.132	.028	.742	.582	.928	.252	.436	.149	.292	.051	.000
	N	110	110	110	110	110	110	110	110	110	110	110	110	110
butir3	Pearson Correlation	.163	.145	1	.236*	.123	.085	.003	.186	.181	.182	.142	.049	.447**
	Sig. (2-tailed)	.088	.132		.013	.199	.379	.977	.052	.059	.058	.140	.608	.000
	N	110	110	110	110	110	110	110	110	110	110	110	110	110
butir4	Pearson Correlation	.308**	.210*	.236*	1	.128	.054	.001	.111	.129	.173	.021	.117	.455**
	Sig. (2-tailed)	.001	.028	.013		.184	.572	.996	.249	.181	.071	.826	.222	.000
	N	110	110	110	110	110	110	110	110	110	110	110	110	110
butir5	Pearson Correlation	.246**	.032	.123	.128	1	.116	.218*	.456**	.273**	.143	.000	.151	.509**
	Sig. (2-tailed)	.010	.742	.199	.184		.227	.022	.000	.004	.135	.996	.114	.000
	N	110	110	110	110	110	110	110	110	110	110	110	110	110
butir6	Pearson Correlation	.105	-.053	.085	.054	.116	1	.003	.118	.144	.068	.062	.202*	.344**
	Sig. (2-tailed)	.275	.582	.379	.572	.227		.978	.218	.134	.481	.518	.035	.000
	N	110	110	110	110	110	110	110	110	110	110	110	110	110
butir7	Pearson Correlation	.071	.009	.003	.001	.218*	.003	1	.141	.309**	.082	-.020	.100	.342**
	Sig. (2-tailed)	.463	.928	.977	.996	.022	.978		.141	.001	.395	.832	.297	.000
	N	110	110	110	110	110	110	110	110	110	110	110	110	110
butir8	Pearson Correlation	.162	.110	.186	.111	.456**	.118	.141	1	.117	.261**	.170	.134	.535**
	Sig. (2-tailed)	.092	.252	.052	.249	.000	.218	.141		.225	.006	.076	.162	.000
	N	110	110	110	110	110	110	110	110	110	110	110	110	110
butir9	Pearson Correlation	.005	.075	.181	.129	.273**	.144	.309**	.117	1	.206*	.147	.285**	.527**
	Sig. (2-tailed)	.957	.436	.059	.181	.004	.134	.001	.225		.031	.126	.003	.000
	N	110	110	110	110	110	110	110	110	110	110	110	110	110
butir10	Pearson Correlation	.360**	.138	.182	.173	.143	.068	.082	.261**	.206*	1	.199*	.117	.557**
	Sig. (2-tailed)	.000	.149	.058	.071	.135	.481	.395	.006	.031		.037	.225	.000
	N	110	110	110	110	110	110	110	110	110	110	110	110	110
butir11	Pearson Correlation	-.030	.101	.142	.021	.000	.062	-.020	.170	.147	.199*	1	.158	.386**
	Sig. (2-tailed)	.757	.292	.140	.826	.996	.518	.832	.076	.126	.037		.099	.000
	N	110	110	110	110	110	110	110	110	110	110	110	110	110
butir12	Pearson Correlation	.071	.187	.049	.117	.151	.202*	.100	.134	.285**	.117	.158	1	.455**
	Sig. (2-tailed)	.462	.051	.608	.222	.114	.035	.297	.162	.003	.225	.099		.000
	N	110	110	110	110	110	110	110	110	110	110	110	110	110
total	Pearson Correlation	.513**	.392**	.447**	.455**	.509**	.344**	.342**	.535**	.527**	.557**	.386**	.455**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110	110	110	110	110	110	110	110

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

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.651	12

Uji Validitas dan Reliabilitas Variabel Kepuasan Pelanggan (Z)

Correlations

Correlations

		butir1	butir2	butir3	butir4	total
butir1	Pearson Correlation	1	.348**	.305**	.159	.681**
	Sig. (2-tailed)		.000	.001	.097	.000
	N	110	110	110	110	110
butir2	Pearson Correlation	.348**	1	.269**	.364**	.749**
	Sig. (2-tailed)	.000		.004	.000	.000
	N	110	110	110	110	110
butir3	Pearson Correlation	.305**	.269**	1	.203*	.655**
	Sig. (2-tailed)	.001	.004		.034	.000
	N	110	110	110	110	110
butir4	Pearson Correlation	.159	.364**	.203*	1	.614**
	Sig. (2-tailed)	.097	.000	.034		.000
	N	110	110	110	110	110
total	Pearson Correlation	.681**	.749**	.655**	.614**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	110	100.0
Excluded ^a	0	.0
Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.605	4

Uji Validitas dan Reliabilitas Variabel Loyalitas Pelanggan (Y)

Correlations

Correlations

	butir1	butir2	butir3	butir4	butir5	total
butir1 Pearson Correlation	1	.485**	.523**	.539**	.659**	.796**
Sig. (2-tailed)		.000	.000	.000	.000	.000
N	110	110	110	110	110	110
butir2 Pearson Correlation	.485**	1	.419**	.343**	.579**	.706**
Sig. (2-tailed)	.000		.000	.000	.000	.000
N	110	110	110	110	110	110
butir3 Pearson Correlation	.523**	.419**	1	.644**	.725**	.814**
Sig. (2-tailed)	.000	.000		.000	.000	.000
N	110	110	110	110	110	110
butir4 Pearson Correlation	.539**	.343**	.644**	1	.778**	.811**
Sig. (2-tailed)	.000	.000	.000		.000	.000
N	110	110	110	110	110	110
butir5 Pearson Correlation	.659**	.579**	.725**	.778**	1	.921**
Sig. (2-tailed)	.000	.000	.000	.000		.000
N	110	110	110	110	110	110
total Pearson Correlation	.796**	.706**	.814**	.811**	.921**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	110	110	110	110	110	110

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.866	5

Lampiran 5

Uji Regresi Pengaruh Kualitas Layanan (X) terhadap Kepuasan Pelanggan (Z)

Regression

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	X ^a	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: Z

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.482 ^a	.232	.225	.40472

- a. Predictors: (Constant), X

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.353	1	5.353	32.680	.000 ^a
	Residual	17.690	108	.164		
	Total	23.043	109			

- a. Predictors: (Constant), X
 b. Dependent Variable: Z

Coefficients^c

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.708	.442		1.604	.112
	X	.835	.146	.482	5.717	.000

- a. Dependent Variable: Z

Lampiran 6

Uji Regresi Pengaruh Kualitas Layanan (X) terhadap Loyalitas Pelanggan (Y)

Regression

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	X ^a	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.475 ^a	.226	.219	.50800

- a. Predictors: (Constant), X

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.123	1	8.123	31.477	.000 ^a
	Residual	27.871	108	.258		
	Total	35.995	109			

- a. Predictors: (Constant), X
b. Dependent Variable: Y

Coefficients^c

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.166	.554		.300	.765
	X	1.029	.183	.475	5.610	.000

- a. Dependent Variable: Y

Lampiran 7

Uji Regresi Pengaruh Kepuasan Pelanggan (Z) terhadap Loyalitas Pelanggan (Y)

Regression

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	Z ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.427 ^a	.182	.175	.52209

a. Predictors: (Constant), Z

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.556	1	6.556	24.051	.000 ^a
	Residual	29.439	108	.273		
	Total	35.995	109			

a. Predictors: (Constant), Z

b. Dependent Variable: Y

Coefficients^c

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.545	.354		4.363	.000
	Z	.533	.109	.427	4.904	.000

a. Dependent Variable: Y

Lampiran 8

Uji MRA

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Z*X, X, Z	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.552 ^a	.305	.286	.48573

a. Predictors: (Constant), Z*X, X, Z

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.985	3	3.662	15.521	.000 ^a
	Residual	25.009	106	.236		
	Total	35.995	109			

a. Predictors: (Constant), Z*X, X, Z

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.229	3.534		2.045	.043
	X	-1.672	1.182	-.772	-1.414	.160
	Z	-1.951	1.095	-1.561	-1.782	.078
	Z*X	.754	.361	2.563	2.087	.039

a. Dependent Variable: Y