

LAMPIRAN

A. Karakteristik Responden

Jenis Kelamin

	Frekuensi	Percent	Valid Percent	Cumulative Percent
Laki-Laki	69	51.1	51.1	51.1
Valid Perempuan	66	48.9	48.9	100.0
Total	135	100.0	100.0	

Usia

	Frekuensi	Percent	Valid Percent	Cumulative Percent
Valid 18-25 Tahun	40	29.6	29.6	29.6
26-35 Tahun	29	21.5	21.5	51.1
36-45 Tahun	27	20.0	20.0	71.1
46-50 Tahun	20	14.8	14.8	85.9
> 50 Tahun	19	14.1	14.1	100.0
Total	135	100.0	100.0	

Pendidikan

	Frequenc y	Percent	Valid Percent	Cumulative Percent
SMA	40	29.6	29.6	29.6
D3	25	18.5	18.5	48.1
S1	33	24.4	24.4	72.6
S2	28	20.7	20.7	93.3
S3	9	6.7	6.7	100.0
Total	135	100.0	100.0	

Pekerjaan

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Pelajar	6	4.4	4.4	4.4
Mahasiswa	49	36.3	36.3	40.7
Pegawai Negeri	15	11.1	11.1	51.9
Pegawai Swasta	27	20.0	20.0	71.9
Wiraswasta	38	28.1	28.1	100.0
Total	135	100.0	100.0	

Menggunakan Pesawat Lion Dalam Satu Tahun

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2 Kali	47	34.8	34.8	34.8
3 Kali	36	26.7	26.7	61.5
4 Kali	24	17.8	17.8	79.3
> 4 Kali	28	20.7	20.7	100.0
Total	135	100.0	100.0	

Descriptive

Descriptive Statistics

	N	Minimu m	Maximu m	Mean	Std. Deviation
Kualitas Pelayanan	135	9	30	20.05	5.992
Kepercayaan	135	6	25	16.61	4.319
Citra Perusahaan	135	8	34	24.09	5.855
Kepuasan Pelanggan	135	6	20	13.36	3.426
Loyalitas Merek	135	7	23	16.50	4.255
Valid N (listwise)	135				

B. Uji Validitas

1. Kualitas Pelayanan

Correlations		
		Kualitas_Pelayanan
Kualitas_Pelayanan1	Pearson Correlation	.928**
	Sig. (2- tailed)	,000
	N	135
Kualitas_Pelayanan2	Pearson Correlation	.936**
	Sig. (2- tailed)	,000
	N	135
Kualitas_Pelayanan3	Pearson Correlation	.930**
	Sig. (2- tailed)	,000
	N	135
Kualitas_Pelayanan4	Pearson Correlation	.934**
	Sig. (2- tailed)	,000
	N	135
Kualitas_Pelayanan5	Pearson Correlation	.927**

	Sig. (2-tailed)	,000
	N	135
Kualitas_Pelayanan6	Pearson Correlation	.923**
	Sig. (2-tailed)	,000
	N	135
Kualitas_Pelayanan	Pearson Correlation	1
	Sig. (2-tailed)	
	N	135
**. Correlation is significant at the 0.01 level (2-tailed).		

2. Kepercayaan

Correlations		
		Kepercayaan
Kepercayaan1	Pearson Correlation	.914**
	Sig. (2-tailed)	,000
	N	135
Kepercayaan2	Pearson Correlation	.904**
	Sig. (2-tailed)	,000
	N	135
Kepercayaan3	Pearson Correlation	.930**
	Sig. (2-tailed)	,000
	N	135
Kepercayaan4	Pearson Correlation	.914**
	Sig. (2-tailed)	,000
	N	135
Kepercayaan5	Pearson	.894**

	Correlation	
	Sig. (2-tailed)	,000
	N	135
Kepercayaan	Pearson Correlation	1
	Sig. (2-tailed)	
	N	135
**. Correlation is significant at the 0.01 level (2-tailed).		

3. Citra Perusahaan

Correlations		
		Citra_Perusahaan
Citra_Perusahaan1	Pearson Correlation	.902**
	Sig. (2-tailed)	,000
	N	135
Citra_Perusahaan2	Pearson Correlation	.890**
	Sig. (2-tailed)	,000
	N	135
Citra_Perusahaan3	Pearson Correlation	.896**
	Sig. (2-tailed)	,000
	N	135
Citra_Perusahaan4	Pearson Correlation	.884**
	Sig. (2-tailed)	,000
	N	135
Citra_Perusahaan5	Pearson Correlation	.893**
	Sig. (2-tailed)	,000

	N	135
Citra_Perusahaan6	Pearson Correlation	.903**
	Sig. (2-tailed)	,000
	N	135
Citra_Perusahaan7	Pearson Correlation	.885**
	Sig. (2-tailed)	,000
	N	135
Citra_Perusahaan	Pearson Correlation	1
	Sig. (2-tailed)	
	N	135
**. Correlation is significant at the 0.01 level (2-tailed).		

4. Kepuasan Pelanggan

Correlations		
		Kepuasan_Pelanggan
Kepuasan_Pelanggan1	Pearson Correlation	.920**
	Sig. (2-tailed)	,000
	N	135
Kepuasan_Pelanggan2	Pearson Correlation	.943**
	Sig. (2-tailed)	,000
	N	135
Kepuasan_Pelanggan3	Pearson Correlation	.918**
	Sig. (2-tailed)	,000
	N	135
Kepuasan_Pelanggan4	Pearson Correlation	.881**
	Sig. (2-	,000

	tailed)	
	N	135
Kepuasan_Pelanggan	Pearson Correlation	1
	Sig. (2-tailed)	
	N	135
**. Correlation is significant at the 0.01 level (2-tailed).		

5. Loyalitas Merek

Correlations		
		Loyalitas_Merek
Loyalitas_Merek1	Pearson Correlation	.917**
	Sig. (2-tailed)	,000
	N	135
Loyalitas_Merek2	Pearson Correlation	.923**
	Sig. (2-tailed)	,000
	N	135
Loyalitas_Merek3	Pearson Correlation	.913**
	Sig. (2-tailed)	,000
	N	135
Loyalitas_Merek4	Pearson Correlation	.925**
	Sig. (2-tailed)	,000
	N	135
Loyalitas_Merek5	Pearson Correlation	.906**
	Sig. (2-tailed)	,000
	N	135
Loyalitas_Merek	Pearson Correlation	1

	Sig. (2-tailed)	
	N	135
**. Correlation is significant at the 0.01 level (2-tailed).		

C. Uji Reliabilitas

1. Kualitas Pelayanan

Reliability Statistics	
Cronbach's Alpha	N of Items
,969	6

2. Kepercayaan

Reliability Statistics	
Cronbach's Alpha	N of Items
,949	5

3. Citra Perusahaan

Reliability Statistics	
Cronbach's Alpha	N of Items
,958	7

4. Kepuasan Pelanggan

Reliability Statistics	
Cronbach's Alpha	N of Items
,934	4

5. Loyalitas Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.952	5

D. Uji Regresi Linear Berganda

1. Persamaan 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921 ^a	.849	.845	1.348

a. Predictors: (Constant), Citra Perusahaan, Kualitas Pelayanan, Kepercayaan

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1335.040	3	445.013	245.054	.000 ^b
Residual	237.893	131	1.816		
Total	1572.933	134			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Citra Perusahaan, Kualitas Pelayanan, Kepercayaan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.419	.503		.834	.406
Kualitas Pelayanan	.113	.034	.198	3.315	.001
Kepercayaan	.377	.053	.476	7.085	.000
Citra Perusahaan	.183	.036	.312	5.099	.000

a. Dependent Variable: Kepuasan Pelanggan

2. Persamaan 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968 ^a	.938	.936	1.077

a. Predictors: (Constant), Kepuasan Pelanggan, Kualitas Pelayanan, Citra Perusahaan, Kepercayaan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2274.970	4	568.742	490.365	.000 ^b
	Residual	150.778	130	1.160		
	Total	2425.748	134			

a. Dependent Variable: Loyalitas Merek

b. Predictors: (Constant), Kepuasan Pelanggan, Kualitas Pelayanan, Citra Perusahaan, Kepercayaan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.060	.403		-.148	.882
	Kualitas Pelayanan	.091	.028	.128	3.203	.002
	Kepercayaan	.123	.050	.125	2.454	.015
	Citra Perusahaan	.076	.031	.105	2.426	.017
	Kepuasan Pelanggan	.814	.070	.655	11.653	.000

a. Dependent Variable: Loyalitas Merek