

LAMPIRAN 1

Kuesioner

Kualitas Layanan dan Efek Mediasi Citra Perusahaan pada Pengaruh Antara Kepuasan Pelanggan dan Loyalitas Pelanggan pada Maskapai Penerbangan Lion Air

Responden yang terhormat,

Dalam rangka penyusunan laporan penelitian dengan judul “Kualitas Layanan dan Efek Mediasi Citra Perusahaan pada Pengaruh Antara Kepuasan Pelanggan dan Loyalitas Pelanggan pada Maskapai Penerbangan Lion Air”.

Berkaitan dengan hal tersebut, saya memohon kepada kesediaan Bapak/Ibu/Saudara/i meluangkan waktu untuk mengisi kuesioner ini. Kuesioner ini adalah salah satu sarana untuk memperoleh data yang diperlukan untuk penulisan skripsi. Jawaban yang Anda berikan dijamin kerahasiaannya.

Saya sangat menghargai pengorbanan waktu dan sumbangan pemikiran Bapak/Ibu/Saudara/i untuk mengisi kuesioner ini. Oleh karena itu, saya mengucapkan banyak terimakasih. Semoga bantuan dan amal baik Bapak/Ibu/Saudara/i mendapat imbalan dari Tuhan yang Maha Esa. Saya mengharapkan kesediaan Bapak/Ibu/Saudara/i untuk menjawab beberapa pertanyaan dengan baik.

Hormat saya,

Moch Rizki Cahya Permana

I. Identitas Responden

Berikan tanda (√) pada kolom yang telah disediakan sesuai dengan jawaban Anda

1. Jenis kelamin:

Pria Wanita

2. Usia Anda:

17-26 Tahun 27-36 Tahun 37-46 Tahun > 46 Tahun

3. Tingkat pendidikan terakhir yang Anda:

SD SMP SMA/Sederajat Diploma S1 > S2

4. Jenis pekerjaan Anda:

Pelajar/mahasiswa Pegawai negeri

Pegawai swasta Wiraswasta

5. Tingkat pendapatan perbulan:

< Rp. 2.000.000 Rp 2.000.000 – Rp. 5.000.000

Rp. 6.000.000 – Rp. 9.000.000 > Rp. 9.000.000

6. Dalam satu tahun telah beberapa kali Anda menggunakan jasa maskapai penerbangan Lion Air

2-3 Kali 4-5 Kali > 6 Kali

II. Petunjuk Pengisian

Isilah daftar pernyataan berikut dengan memberikan tanda (√) pada jawaban yang anda pilih pada jawaban yang sudah disediakan yang sesuai persepsi Bapak/Ibu/Saudara/i. Tidak ada jawaban yang salah ataupun benar tetapi peneliti lebih melihat angka-angka terbaik dari persepsi Bapak/Ibu/Saudara/i.

III. Terdapat 5 (lima) alternatif pengisian jawaban

1. Sangat setuju (SS)
2. Setuju (S)
3. Netral (N)
4. Tidak setuju (TS)
5. Sangat tidak setuju (STS)

IV. Daftar Pernyataan

Variabel Kualitas Layanan.

No.	PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
	Bukti langsung (<i>Tangibles</i>)					
1	Saya merasakan kebersihan fisik pesawat Lion Air.					
2	Saya melihat karyawan Lion Air berpenampilan yang rapi.					
3	Saya melihat Lion Air mempunyai sarana fisik yang modern.					
	Kehandalan (<i>Reliability</i>)	SS	S	N	TS	STS
4	Karyawan Lion Air memberikan layanan yang baik kepada Saya.					

5	Saya merasakan karyawan Lion Air memberikan penanganan yang tepat terhadap masalah yang saya alami.					
6	Saya merasa pelayanan yang baik dan sesuai dengan yang saya inginkan.					
Daya tanggap (<i>Responsiveness</i>)		SS	S	N	TS	STS
7	Kesediaan karyawan dalam memberikan layanan kepada Saya dengan cepat.					
8	Kesediaan karyawan dalam membantu kesulitan Saya dengan cepat.					
9	Keluagan waktu karyawan untuk menanggapi permintaan Saya dengan cepat.					
Jaminan (<i>Assurance</i>)		SS	S	N	TS	STS
10	Keamanan barang Saya bawa terjamin.					
11	Kemampuan karyawan dalam pelayanan yang baik kepada Saya.					
12	Keramahan karyawan dalam memberikan layanan kepada Saya.					
Empati (<i>Empathy</i>)		SS	S	N	TS	STS
13	Perhatian karyawan Lion Air kepada Saya secara personal					
14	Karyawan Lion Air dengan cepat memberikan respon pelayanan kepada Saya.					
15	Karyawan Lion Air memberikan kebutuhan Saya dengan sungguh-sungguh.					

Variabel Kepuasan Pelanggan.

PERNYATAAN		SS	S	N	TS	STS
16	Berdasarkan pengalaman, Saya merasa senang menggunakan Lion Air.					
17	Saya merasakan terpenuhinya harapan Saya ketika menggunakan Lion Air.					
18	Saya percaya bahwa menggunakan Lion Air adalah pengalaman yang memuaskan.					
19	Secara keseluruhan, Saya percaya bahwa menyenangkan hati ketika menggunakan Lion Air.					

Variabel Citra Perusahaan.

PERNYATAAN		SS	S	N	TS	STS
20	Iklan di media sosial dan media cetak mempengaruhi saya untuk menggunakan Lion Air.					
21	Saya merasa puas dengan pelayanan yang diberikan oleh Lion Air.					
22	Saya dapat langsung mengetahui maskapai Lion Air hanya dengan melihat simbol dan atribut.					
23	Saya puas memilih maskapai Lion Air sebagai transportasi udara.					

Variabel Loyalitas Pelanggan.

	PERNYATAAN	SS	S	N	TS	STS
24	Saya akan mengatakan hal yang positif tentang Lion Air.					
25	Saya akan memberikan rekomendasi baik tentang Lion Air kepada orang lain.					
26	Kemungkinan besar, Saya akan menggunakan Lion Air kembali.					
27	Saya tidak pernah melakukan peralihan pilihan maskapai selain Lion Air.					
28	Saya memilih Lion Air jika ingin menggunakan transportasi udara					
29	Saya percaya bahwa Lion Air adalah maskapai penerbangan terbaik.					

LAMPIRAN 2

Hasil Sampel Uji Kecil

Variabel Kualitas Layanan (X1)

Uji Validitas

Correlations

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.1 0	X1.1 1	X1.1 2	X1.1 3	X1.1 4	X1.1 5	X1
X1.1 Pearson Correlation	1	.815*	.843*	.780*	.763*	.850*	.703*	.612*	.812*	.838*	.811*	.686*	.886*	.799*	.674*	.902*
Sig. (2- tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.2 Pearson Correlation	.815*	1	.866*	.715*	.724*	.759*	.685*	.647*	.784*	.858*	.775*	.673*	.712*	.766*	.704*	.875*
Sig. (2- tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.3 Pearson Correlation	.843*	.866*	1	.713*	.795*	.780*	.724*	.564*	.906*	.880*	.798*	.600*	.797*	.794*	.791*	.904*
Sig. (2- tailed)	.000	.000		.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.4 Pearson Correlation	.780*	.715*	.713*	1	.746*	.780*	.802*	.692*	.762*	.761*	.757*	.778*	.746*	.735*	.636*	.863*
Sig. (2- tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.763*	.724*	.795*	.746*	1	.779*	.685*	.685*	.869*	.786*	.805*	.589*	.853*	.694*	.610*	.866*
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.850*	.759*	.780*	.780*	.779*	1	.808*	.701*	.757*	.828*	.851*	.704*	.845*	.794*	.689*	.905*
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.703*	.685*	.724*	.802*	.685*	.808*	1	.701*	.706*	.742*	.751*	.768*	.711*	.773*	.785*	.859*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	.612*	.647*	.564*	.692*	.685*	.701*	.701*	1	.619*	.706*	.701*	.705*	.639*	.663*	.640*	.777*
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	.812*	.784*	.906*	.762*	.869*	.757*	.706*	.619*	1	.842*	.882*	.599*	.840*	.774*	.767*	.909*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.10	Pearson Correlation	.838*	.858*	.880*	.761*	.786*	.828*	.742*	.706*	.842*	1	.798*	.758*	.861*	.912*	.848*	.944*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000

	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.1	Pearson	.811*	.775*	.798*	.757*	.805*	.851*	.751*	.701*	.882*	.798*	1	.690*	.800*	.808*	.695*	.906*
1	Correlation	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.1	Pearson	.686*	.673*	.600*	.778*	.589*	.704*	.768*	.705*	.599*	.758*	.690*	1	.650*	.760*	.755*	.809*
2	Correlation	*	*	*	*	*	*	*	*	*	*	*		*	*	*	*
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.1	Pearson	.886*	.712*	.797*	.746*	.853*	.845*	.711*	.639*	.840*	.861*	.800*	.650*	1	.803*	.698*	.899*
3	Correlation	*	*	*	*	*	*	*	*	*	*	*	*		*	*	*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.1	Pearson	.799*	.766*	.794*	.735*	.694*	.794*	.773*	.663*	.774*	.912*	.808*	.760*	.803*	1	.856*	.905*
4	Correlation	*	*	*	*	*	*	*	*	*	*	*	*	*		*	*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.1	Pearson	.674*	.704*	.791*	.636*	.610*	.689*	.785*	.640*	.767*	.848*	.695*	.755*	.698*	.856*	1	.847*
5	Correlation	*	*	*	*	*	*	*	*	*	*	*	*	*	*		*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1	Pearson	.902*	.875*	.904*	.863*	.866*	.905*	.859*	.777*	.909*	.944*	.906*	.809*	.899*	.905*	.847*	1
	Correlation	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	

N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
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** . Correlation is significant at the 0.01 level (2-tailed).

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.978	15

Variabel Kepuasan Pelanggan (X2)

Uji Validitas

Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.501**	.514**	.303	.729**
	Sig. (2-tailed)		.005	.004	.104	.000
	N	30	30	30	30	30
X2.2	Pearson Correlation	.501**	1	.680**	.600**	.846**
	Sig. (2-tailed)	.005		.000	.000	.000
	N	30	30	30	30	30
X2.3	Pearson Correlation	.514**	.680**	1	.559**	.858**
	Sig. (2-tailed)	.004	.000		.001	.000
	N	30	30	30	30	30
X2.4	Pearson Correlation	.303	.600**	.559**	1	.776**
	Sig. (2-tailed)	.104	.000	.001		.000
	N	30	30	30	30	30
X2	Pearson Correlation	.729**	.846**	.858**	.776**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.805	4

Variabel Citra Perusahaan (Z)

Uji Validitas

Correlations

		Z.1	Z.2	Z.3	Z.4	Z
Z.1	Pearson Correlation	1	.741**	.505**	.613**	.820**
	Sig. (2-tailed)		.000	.004	.000	.000
	N	30	30	30	30	30
Z.2	Pearson Correlation	.741**	1	.662**	.764**	.932**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
Z.3	Pearson Correlation	.505**	.662**	1	.623**	.808**
	Sig. (2-tailed)	.004	.000		.000	.000
	N	30	30	30	30	30
Z.4	Pearson Correlation	.613**	.764**	.623**	1	.875**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Z	Pearson Correlation	.820**	.932**	.808**	.875**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.880	4

Variabel Loyalitas Pelanggan (Y1) Uji Validitas

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y
Y.1	Pearson Correlation	1	.575**	.571**	.538**	.398*	.493**	.783**
	Sig. (2-tailed)		.001	.001	.002	.029	.006	.000
	N	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.575**	1	.595**	.634**	.581**	.563**	.842**
	Sig. (2-tailed)	.001		.001	.000	.001	.001	.000
	N	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.571**	.595**	1	.716**	.416*	.450*	.797**
	Sig. (2-tailed)	.001	.001		.000	.022	.013	.000
	N	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.538**	.634**	.716**	1	.170	.373*	.725**
	Sig. (2-tailed)	.002	.000	.000		.368	.042	.000
	N	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.398*	.581**	.416*	.170	1	.787**	.722**
	Sig. (2-tailed)	.029	.001	.022	.368		.000	.000
	N	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.493**	.563**	.450*	.373*	.787**	1	.790**
	Sig. (2-tailed)	.006	.001	.013	.042	.000		.000
	N	30	30	30	30	30	30	30
Y	Pearson Correlation	.783**	.842**	.797**	.725**	.722**	.790**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.867	6

LAMPIRAN 3

Hasil Uji Validitas dan Reliabilitas

Variabel Kualitas Layanan

Uji Validitas

Correlations

	KL.1	KL.2	KL.3	KL.4	KL.5	KL.6	KL.7	KL.8	KL.9	KL.10	KL.11	KL.12	KL.13	KL.14	KL.15	KL
KL.1 Pearson Correlation	1	.787**	.785**	.767**	.709**	.728**	.519**	.604**	.581**	.549**	.663**	.623**	.531**	.535**	.566**	.829**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
KL.2 Pearson Correlation	.787**	1	.826**	.768**	.746**	.725**	.595**	.603**	.581**	.504**	.650**	.662**	.580**	.579**	.641**	.855**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
KL.3 Pearson Correlation	.785**	.826**	1	.789**	.736**	.725**	.560**	.589**	.628**	.536**	.666**	.615**	.496**	.562**	.530**	.839**
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
KL.4 Pearson Correlation	.767**	.768**	.789**	1	.688**	.720**	.585**	.604**	.604**	.545**	.625**	.635**	.506**	.553**	.565**	.830**
Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
KL.5 Pearson Correlation	.709**	.746**	.736**	.688**	1	.795**	.565**	.584**	.594**	.540**	.674**	.525**	.423**	.493**	.480**	.797**
Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
KL.6	Pearson Correlation	.728**	.725**	.725**	.720**	.795**	1	.584**	.626**	.604**	.627**	.666**	.543**	.500**	.522**	.510**	.822**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
KL.7	Pearson Correlation	.519**	.595**	.560**	.585**	.565**	.584**	1	.750**	.734**	.658**	.670**	.634**	.589**	.633**	.630**	.797**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
KL.8	Pearson Correlation	.604**	.603**	.589**	.604**	.584**	.626**	.750**	1	.694**	.720**	.666**	.645**	.600**	.560**	.557**	.806**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
KL.9	Pearson Correlation	.581**	.581**	.628**	.604**	.594**	.604**	.734**	.694**	1	.668**	.639**	.694**	.590**	.622**	.607**	.810**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
KL.10	Pearson Correlation	.549**	.504**	.536**	.545**	.540**	.627**	.658**	.720**	.668**	1	.654**	.555**	.499**	.505**	.451**	.739**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
KL.11	Pearson Correlation	.663**	.650**	.666**	.625**	.674**	.666**	.670**	.666**	.639**	.654**	1	.606**	.546**	.569**	.565**	.815**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
KL.12	Pearson Correlation	.623**	.662**	.615**	.635**	.525**	.543**	.634**	.645**	.694**	.555**	.606**	1	.807**	.801**	.759**	.831**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150

KL.13	Pearson Correlation	.531**	.580**	.496**	.506**	.423**	.500**	.589**	.600**	.590**	.499**	.546**	.807**	1	.807**	.785**	.759**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
KL.14	Pearson Correlation	.535**	.579**	.562**	.553**	.493**	.522**	.633**	.560**	.622**	.505**	.569**	.801**	.807**	1	.783**	.782**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
KL.15	Pearson Correlation	.566**	.641**	.530**	.565**	.480**	.510**	.630**	.557**	.607**	.451**	.565**	.759**	.785**	.783**	1	.776**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
KL	Pearson Correlation	.829**	.855**	.839**	.830**	.797**	.822**	.797**	.806**	.810**	.739**	.815**	.831**	.759**	.782**	.776**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.961	15

Variabel Kepuasan Pelanggan

Uji Validitas

Correlations

		KP.1	KP.2	KP.3	KP.4	KP
KP.1	Pearson Correlation	1	.723**	.724**	.715**	.886**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
KP.2	Pearson Correlation	.723**	1	.783**	.739**	.901**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
KP.3	Pearson Correlation	.724**	.783**	1	.741**	.907**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
KP.4	Pearson Correlation	.715**	.739**	.741**	1	.891**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
KP	Pearson Correlation	.886**	.901**	.907**	.891**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.917	4

Variabel Citra Perusahaan

Uji Validitas

Correlations

		CP.1	CP.2	CP.3	CP.4	CP
CP.1	Pearson Correlation	1	.738**	.716**	.652**	.891**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
CP.2	Pearson Correlation	.738**	1	.688**	.621**	.873**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
CP.3	Pearson Correlation	.716**	.688**	1	.661**	.882**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
CP.4	Pearson Correlation	.652**	.621**	.661**	1	.839**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
CP	Pearson Correlation	.891**	.873**	.882**	.839**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.894	4

Variabel Loyalitas Pelanggan

Uji Validitas

Correlations

		LP.1	LP.2	LP.3	LP.4	LP.5	LP.6	LP
LP.1	Pearson Correlation	1	.711**	.661**	.803**	.595**	.521**	.851**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150
LP.2	Pearson Correlation	.711**	1	.645**	.707**	.713**	.607**	.872**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150
LP.3	Pearson Correlation	.661**	.645**	1	.687**	.527**	.552**	.808**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	150
LP.4	Pearson Correlation	.803**	.707**	.687**	1	.617**	.601**	.880**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150	150
LP.5	Pearson Correlation	.595**	.713**	.527**	.617**	1	.691**	.824**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150	150
LP.6	Pearson Correlation	.521**	.607**	.552**	.601**	.691**	1	.792**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150	150
LP	Pearson Correlation	.851**	.872**	.808**	.880**	.824**	.792**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.915	6

LAMPIRAN 4

Hasil Mean Analisis Deskripsi Variabel Penelitian

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KL.1	150	2	5	3.84	.820
KL.2	150	1	5	3.81	.857
KL.3	150	2	5	3.83	.855
KL.4	150	2	5	3.75	.853
KL.5	150	2	5	3.83	.831
KL.6	150	2	5	3.79	.822
KL.7	150	2	5	3.87	.739
KL.8	150	2	5	3.87	.745
KL.9	150	2	5	3.89	.764
KL.10	150	2	5	3.82	.696
KL.11	150	2	5	3.91	.777
KL.12	150	2	5	3.68	.754
KL.13	150	2	5	3.75	.741
KL.14	150	2	5	3.69	.759
KL.15	150	2	5	3.71	.754
KP.1	150	1	5	3.67	.930
KP.2	150	2	5	3.76	.841
KP.3	150	1	5	3.77	.906
KP.4	150	1	5	3.75	.884
CP.1	150	1	5	3.93	.800
CP.2	150	2	5	3.89	.796
CP.3	150	1	5	3.81	.833
CP.4	150	2	5	3.97	.781
LP.1	150	2	5	3.87	.708
LP.2	150	2	5	3.86	.751
LP.3	150	2	5	3.91	.723
LP.4	150	2	5	3.88	.777
LP.5	150	2	5	3.71	.727
LP.6	150	2	5	3.92	.755
Valid N (listwise)	150				

LAMPIRAN 5

Karakteristik Responden

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	66	44.0	44.0	44.0
Valid Perempuan	84	56.0	56.0	100.0
Total	150	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-26 Tahun	123	82.0	82.0	82.0
Valid 27-36 Tahun	22	14.7	14.7	96.7
Valid 37-46 Tahun	5	3.3	3.3	100.0
Total	150	100.0	100.0	

Pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMP	7	4.6	4.6	4.6
Valid SMA/Sederajat	19	12.7	12.7	17.3
Valid Diploma	21	14.0	14.0	31.3
Valid S1	97	64.7	64.7	96.0
Valid S2	6	4.0	4.0	100.0
Total	150	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Pelajar/Mahasiswa	109	72.7	72.7	72.7
Pegawai Negeri	8	5.3	5.3	78.0
Valid Pegawai Swasta	21	14.0	14.0	92.0
Wiraswasta	12	8.0	8.0	100.0
Total	150	100.0	100.0	

Pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp. 2.000.000	9	6.0	6.0	6.0
Valid Rp. 2.000.000 - Rp. 5.000.000	113	75.3	75.3	81.3
Rp. 6.000.000 - Rp. 9.000.000	28	18.7	18.7	100.0
Total	150	100.0	100.0	

Berapa Kali Menggunakan Jasa Maskapai Penerbangan Lion Air

	Frequency	Percent	Valid Percent	Cumulative Percent
2-3 Kali	135	90.0	90.0	90.0
Valid 4-5 Kali	13	8.7	8.7	98.7
> 5 Kali	2	1.3	1.3	100.0
Total	150	100.0	100.0	

LAMPIRAN 6

Analisis Regresi Linier Sederhana

Uji Linier Sederhana

Persamaan 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.393 ^a	.155	.149	2.943

a. Predictors: (Constant), Kualitas Layanan

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	234.792	1	234.792	27.108	.000 ^b
Residual	1281.881	148	8.661		
Total	1516.673	149			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Layanan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.412	1.468		5.049	.000
Kualitas Layanan	.132	.025	.393	5.207	.000

a. Dependent Variable: Kepuasan Pelanggan

Persamaan 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.207 ^a	.043	.036	3.654

a. Predictors: (Constant), Kepuasan Pelanggan

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	88.380	1	88.380	6.620	.011 ^b
Residual	1975.780	148	13.350		
Total	2064.160	149			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kepuasan Pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.550	1.434		13.631	.000
	Kepuasan Pelanggan	.241	.094	.207	2.573	.011

a. Dependent Variable: Loyalitas Pelanggan

Persamaan 3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.357 ^a	.127	.121	2.622

a. Predictors: (Constant), Kepuasan Pelanggan

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	148.262	1	148.262	21.560	.000 ^b
1 Residual	1017.738	148	6.877		
Total	1166.000	149			

a. Dependent Variable: Citra Perusahaan

b. Predictors: (Constant), Kepuasan Pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.925	1.029		10.613	.000
	Kepuasan Pelanggan	.313	.067	.357	4.643	.000

a. Dependent Variable: Citra Perusahaan

Persamaan 4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664 ^a	.440	.437	2.794

a. Predictors: (Constant), Citra Perusahaan

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	909.156	1	909.156	116.498	.000 ^b
1 Residual	1155.004	148	7.804		
Total	2064.160	149			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Citra Perusahaan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.385	1.296		7.239	.000
1 Citra Perusahaan	.883	.082	.664	10.793	.000

a. Dependent Variable: Loyalitas Pelanggan