

No. Responden

Bandar Lampung.....2017

Hal : Mohon Bantuan Pengisian Kuisisioner

Kepada Yth,

Bapak/Ibu

Di

Tempat

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian pada perusahaan Asuransi Prudential *One Favor Agency* Bandar Lampung. Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IBI Darmajaya. Konsentrasi Manajemen Pemasaran, tentang “**Analisis Faktor-Faktor Yang Mempengaruhi Loyalitas Konsumen Terhadap Asuransi Prudential Di Bandar Lampung**” dengan objek perusahaan Asuransi Prudential *One Favor Agency* Bandar Lampung. Sehubungan dengan maksud di atas, saya sangat mengharapkan bantuan Bapak/Ibu/Saudara/i nasabah Asuransi Prudential untuk bersedia mengisi lembar kuisisioner yang saya ajukan ini. Oleh karena itu Bapak/Ibu/Saudara/i diharapkan dapat memberikan jawaban sejujurnya sesuai dengan keadaan sesungguhnya, dan jawaban tersebut tidak berpengaruh terhadap kondisi Saudara. Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Dan untuk itu semuanya saya ucapkan terima kasih.

Hormat Saya,

Paramita Novi Cesilia P

III. Kuesioner

1. Citra Perusahaan

No	Pernyataan	SS	S	CS	TS	STS
	Kepribadian					
1.	Asuransi Prudential mampu bertanggungjawab pada setiap nasabahnya.					
2.	Asuransi Prudential memiliki Visi dan Misi yang jelas.					
3.	Asuransi Prudential memiliki banyak prestasi dan penghargaan sebagai asuransi terbaik.					
4.	Dengan banyak prestasi dan penghargaan yang dimiliki, Asuransi Prudential mampu mendapatkan kepercayaan publik.					
	Reputasi					
5.	Asuransi Prudential mampu bersaing pada asuransi ternama lainnya.					
6.	Asuransi Prudential memiliki standar kompetensi yang cukup baik.					
7.	Asuransi Prudential memiliki sistem keamanan yang canggih.					
	Nilai					
8.	Asuransi Prudential mampu melakukan tindakan secara cepat, tanggap dan mengevaluasi terhadap keluhan nasabah.					
9.	Keramahtamahan yang diberikan Asuransi Prudential sangat memuaskan.					
	Identitas Perusahaan					
10.	Nama perusahaan Asuransi Prudential banyak diketahui dikalangan masyarakat.					
11.	Identitas Asuransi Prudential dapat dengan mudah diketahui dimedia masa.					

2. Kualitas Pelayanan

No	Pertanyaan	SS	S	CS	TS	STS
	Tangible (Bukti Langsung)					
1.	Perlengkapan dan material yang digunakan setiap agen Asuransi Prudential meyakinkan nasabah.					
	Reliability (Kehandalan)					
2.	Asuransi mampu memberikan pelayanan dengan cepat, akurat, dan memuaskan nasabahnya.					
	Responsiveness (Daya Tanggap)					
3.	Setiap agen Asuransi Prudential selalu membantu atau merespon permintaan nasabah.					
4.	Asuransi prudential mampu memberikan pelayanan secara tanggap kapanpun nasabah membutuhkan.					
	Assurance (Jaminan)					
5.	Kemampuan setiap agen untuk menumbuhkan rasa percaya akan perusahaan sangatlah baik.					
6.	Setiap karyawan maupun agen memiliki keterampilan dan pengetahuan yang berhubungan dengan kebutuhan nasabahnya.					
7.	Memiliki sikap yang sopan santun dan keramahtamahan pada setiap agen terhadap nasabahnya.					
8.	Nama perusahaan, reputasi, serta dalam interaksi terhadap nasabah mampu membuat kepercayaan terhadap nasabah.					
	Emphaty (Kepedulian)					
9.	Asuransi Prudential sangat memiliki kepedulian terhadap nasabahnya dengan menjalin komunikasi yang erat.					
10.	Setiap agen mampu memberikan penjelasan dalam bahasa yang mudah dipahami pada nasabahnya					
11.	Asuransi Prudential selalu mengutamakan setiap keluhan dan saran dari nasabahnya.					
12.	Asuransi Prudential selalu memahami dalam setiap pembelian produk yang dibutuhkan nasabah.					

3. Kepuasan Pelanggan

No	Pernyataan	SS	S	CS	TS	STS
	Re-Purchase					
1.	Saya selalu memprioritaskan jasa asuransi dengan menggunakan Asuransi Prudential.					
	Word of Mouth					
2.	Saya merekomendasikan kepada kerabat untuk menggunakan Asuransi Prudential.					
3.	Saya mendapatkan pengalaman yang baik dari Asuransi Prudential.					
	Image					
4.	Asuransi Prudential memiliki banyak kelebihan.					
5.	Saya mendapatkan keuntungan dari Asuransi Prudential selama menjadi nasabah.					
	Keputusan Pembelian					
6.	Saya akan membeli produk yang lainnya di perusahaan Asuransi Prudential.					
7.	Saya yakin dengan berbagai produk yang di tawarkan oleh Asuransi Prudential.					

4. Loyalitas Nasabah

No	Pernyataan	SS	S	CS	TS	STS
	Repeat Purchase					
1.	Saya selalu melakukan transaksi pembayaran premi secara teratur di Asuransi Prudential					
	Retention					
2.	Saya yakin dengan kualitas pelayanan yang Asuransi Prudential berikan.					
3.	Kualitas produk yang ditawarkan Asuransi Prudential pada nasabah sangat baik					
	Referalls					
4.	Saya menilai Asuransi Prudential memiliki keunggulan dari Asuransi lainnya.					
5.	Asuransi Prudnetial memiliki kesan baik di dalam benak masyarakat.					
	Advocates					
6.	Saya melakukan pembelaan terhadap komentar negatif orang lain tentang Asuransi prudential					
7.	Asuransi Prudential memiliki reputasi sebagai Asuransi Indonesia terbaik.					

Lampiran 2

Tabulasi Data 100 Responden Pengisian Kuisiner

1. Data 100 Responden Variabel Citra Perusahaan (X1)

NO	Citra Perusahaan (X1)											Total
	X1Q1	X1Q2	X1Q3	X1Q4	X1Q5	X1Q6	X1Q7	X1Q8	X1Q9	X1Q10	X1Q11	
1	4	4	4	3	3	3	4	4	3	3	4	39
2	3	3	3	4	3	4	3	3	4	4	3	37
3	4	4	4	4	5	5	4	4	5	4	4	47
4	4	4	4	5	5	5	4	4	5	5	4	49
5	4	3	4	4	4	3	3	3	3	4	3	38
6	4	4	4	4	4	4	4	5	4	4	5	46
7	4	4	4	4	5	3	3	3	3	4	3	40
8	3	3	3	3	4	3	4	4	3	3	4	37
9	3	3	3	3	3	4	4	4	4	3	4	38
10	4	5	4	4	4	4	4	5	4	4	5	47
11	4	5	4	3	3	4	4	4	4	3	4	42
12	4	4	4	4	4	3	3	4	3	4	4	41
13	4	4	4	4	5	5	4	4	5	4	4	47
14	4	4	4	3	4	3	4	3	3	3	3	38
15	3	4	3	4	3	3	4	4	3	4	4	39
16	4	5	4	3	4	3	4	4	3	3	4	41
17	4	4	4	3	4	4	4	4	4	3	4	42
18	4	4	4	4	5	4	4	4	4	4	4	45

19	4	4	4	4	3	3	4	2	3	4	2	37
20	5	5	5	3	3	4	4	4	4	3	4	44
21	4	4	4	5	3	4	4	4	4	5	4	45
22	4	4	4	5	4	4	5	5	4	5	5	49
23	4	4	4	4	3	4	4	4	4	4	4	43
24	3	3	3	3	4	5	3	3	5	3	3	38
25	4	4	4	4	4	4	3	3	4	4	3	41
26	4	4	4	3	4	4	4	4	4	3	4	42
27	4	5	4	3	4	3	4	4	3	3	4	41
28	4	4	4	3	4	4	4	4	4	3	4	42
29	4	4	4	4	5	4	4	4	4	4	4	45
30	4	4	4	4	3	3	4	2	3	4	2	37
31	3	2	2	2	3	3	3	2	5	5	2	32
32	4	3	3	4	3	3	3	3	5	3	3	37
33	4	5	4	4	3	4	4	4	3	3	4	42
34	3	4	4	5	5	4	4	4	4	3	4	44
35	4	5	4	4	4	4	5	4	5	4	4	47
36	3	4	4	4	3	3	3	4	4	3	4	39
37	3	4	3	4	4	4	5	3	5	2	3	40
38	3	3	4	5	4	5	3	4	5	4	4	44
39	4	3	5	3	3	3	4	2	2	4	3	36
40	4	4	3	4	3	3	4	5	4	3	3	40
41	4	4	4	5	4	4	4	5	5	5	4	48
42	3	3	4	3	2	2	5	5	5	5	4	41
43	4	3	4	4	4	5	3	3	3	5	5	43
44	4	4	5	2	5	2	5	4	5	5	5	46
45	3	5	4	4	5	3	5	4	3	5	4	45

46	4	3	4	4	5	3	5	4	3	4	4	43
47	5	4	5	4	3	4	4	5	4	4	4	46
48	4	3	4	3	4	4	3	5	5	3	4	42
49	4	3	5	3	5	4	5	5	4	5	3	46
50	5	3	4	2	4	4	4	4	5	3	4	42
51	4	3	5	5	4	5	3	4	3	4	4	44
52	4	3	4	4	3	3	5	4	3	4	4	41
53	4	4	4	4	4	4	4	3	5	4	5	45
54	3	4	5	3	5	5	5	5	5	4	4	48
55	4	4	4	3	5	4	4	5	4	3	4	44
56	4	4	2	2	3	2	3	3	3	3	4	33
57	4	3	4	5	5	4	5	4	4	4	4	46
58	3	5	4	3	4	4	4	4	4	4	3	42
59	5	2	3	4	5	3	5	5	4	4	5	45
60	4	3	5	4	5	3	5	3	3	4	5	44
61	4	4	5	4	5	5	5	4	3	3	3	45
62	3	3	4	2	3	2	4	4	4	5	4	38
63	4	4	5	4	3	5	3	3	5	3	4	43
64	5	4	3	3	3	4	3	3	3	3	5	39
65	2	3	4	3	3	4	4	4	4	4	3	38
66	4	3	5	3	3	3	5	5	5	5	5	46
67	4	5	4	3	3	3	4	4	4	4	3	41
68	4	3	2	4	3	2	3	3	2	3	4	33
69	3	3	4	4	4	5	5	5	4	5	3	45
70	4	3	4	4	4	3	4	4	4	4	3	41
71	4	5	3	4	4	4	5	5	3	5	3	45
72	4	3	5	5	4	4	5	5	5	5	4	49

73	4	4	5	3	4	4	4	5	5	4	3	45
74	4	3	5	4	5	2	5	3	4	5	4	44
75	4	4	3	3	4	3	3	5	3	3	5	40
76	4	3	4	4	5	4	3	4	4	3	3	41
77	5	5	4	4	4	5	3	5	4	3	3	45
78	3	4	4	5	5	5	4	5	4	4	4	47
79	4	4	4	5	3	4	4	5	4	4	4	45
80	3	4	4	3	4	4	3	5	4	3	3	40
81	4	3	4	3	4	4	4	2	4	4	5	41
82	4	3	5	4	4	4	4	3	5	4	3	43
83	3	4	4	5	3	3	3	4	4	3	3	39
84	4	2	3	4	5	5	3	4	3	3	3	39
85	4	4	4	4	4	4	4	4	4	4	4	44
86	3	3	3	5	3	4	3	4	3	3	4	38
87	4	3	3	3	2	3	3	3	3	3	4	34
88	5	3	3	3	3	3	5	4	3	5	3	40
89	4	4	4	4	3	4	3	5	4	3	4	42
90	3	3	2	5	5	2	3	3	2	3	5	36
91	4	2	4	5	3	3	3	5	4	3	3	39
92	5	5	4	3	3	4	3	5	4	3	2	41
93	3	4	5	4	3	4	5	5	5	5	3	46
94	4	2	4	5	4	4	4	5	4	4	5	45
95	4	3	4	4	3	4	3	3	4	3	3	38
96	4	4	4	5	5	3	4	3	4	4	4	44
97	5	4	5	5	4	4	4	4	5	4	3	47
98	4	3	3	5	5	5	3	3	3	3	3	40
99	3	4	4	4	4	3	3	5	4	3	3	40

21	5	4	5	5	4	3	3	4	3	3	3	5	47
22	4	3	4	4	3	4	3	4	4	3	4	4	44
23	3	4	3	3	4	4	4	4	3	4	3	3	42
24	3	4	3	3	4	3	3	4	4	3	4	3	41
25	4	4	4	4	4	4	3	4	4	3	4	4	46
26	4	4	4	4	4	4	4	4	4	4	4	4	48
27	3	3	3	3	3	4	5	4	4	5	4	3	44
28	4	5	4	4	5	4	5	4	5	5	5	4	54
29	4	3	4	4	3	5	4	5	4	4	4	4	48
30	3	3	3	3	3	3	3	3	3	3	3	3	36
31	4	4	4	4	5	4	4	3	3	3	2	3	43
32	4	4	3	3	3	4	3	3	3	3	4	3	40
33	3	4	4	4	5	4	4	3	4	3	3	4	45
34	4	5	4	5	3	5	5	2	4	4	3	4	48
35	5	3	3	3	4	3	3	4	4	5	4	4	45
36	3	4	3	3	4	4	3	3	3	3	4	3	40
37	4	5	4	5	5	5	5	4	2	3	3	4	49
38	4	3	4	4	5	5	2	4	2	3	5	3	44
39	4	4	4	5	3	4	5	3	3	4	3	3	45
40	5	2	5	2	5	3	2	3	3	4	4	3	41
41	4	4	5	3	5	2	3	4	5	2	4	3	44
42	4	4	5	3	5	3	3	4	4	5	5	2	47
43	5	4	3	4	4	5	4	4	4	3	4	3	47
44	4	3	4	4	3	5	4	5	2	5	3	2	44
45	5	5	5	5	5	5	5	5	3	5	2	3	53
46	4	2	4	4	4	4	4	5	3	5	3	3	45
47	5	5	4	5	3	4	5	3	2	4	3	4	47

48	4	4	3	3	5	4	3	4	4	3	5	4	46		
49	4	4	4	4	4	3	4	3	3	3	4	4	44		
50	5	3	5	5	5	5	5	4	4	4	4	4	53		
51	4	3	5	4	4	4	5	4	4	4	3	4	49		
52	2	4	3	5	3	3	5	3	3	5	4	3	43		
53	4	5	5	4	5	4	4	4	4	4	4	3	4	50	
54	4	3	4	4	4	4	4	4	4	4	2	3	5	45	
55	3	4	5	3	5	5	3	5	4	4	4	5	4	50	
56	5	4	5	5	5	5	5	5	3	5	3	3	5	53	
57	5	4	5	5	5	4	5	3	4	4	4	4	4	52	
58	4	2	3	2	4	2	2	4	4	4	4	4	4	39	
59	5	4	3	5	3	4	5	5	3	5	5	5	3	50	
60	3	3	3	4	3	3	4	3	2	5	5	5	3	41	
61	4	3	3	4	4	4	3	4	3	5	4	4	4	2	43
62	5	3	3	3	5	3	3	3	3	2	4	2	2	38	
63	4	3	3	3	4	3	3	3	5	3	4	4	5	43	
64	2	4	3	2	3	4	2	3	4	3	3	3	4	37	
65	4	4	4	5	5	4	5	3	4	4	4	3	4	49	
66	4	4	4	3	4	4	3	3	3	3	5	3	3	43	
67	3	4	4	4	4	5	4	4	3	3	4	3	3	44	
68	5	5	4	4	5	5	4	3	2	3	4	4	2	46	
69	5	3	4	4	4	4	3	4	4	5	5	4	4	49	
70	5	4	5	5	5	5	4	5	4	3	4	4	4	3	51
71	3	3	4	3	3	3	3	3	3	4	3	4	4	4	40
72	4	4	5	4	3	4	4	4	4	4	3	3	4	46	
73	4	4	4	5	3	4	5	4	4	4	4	3	4	48	
74	4	5	5	5	4	5	5	4	5	3	4	4	4	53	

75	4	5	3	4	4	5	4	4	3	3	3	3	45
76	4	3	4	4	3	3	4	5	4	3	4	4	45
77	4	3	4	4	4	3	4	3	5	3	4	3	44
78	5	4	4	4	4	4	4	3	3	4	4	5	48
79	4	5	3	3	3	5	3	3	4	4	5	4	46
80	3	4	5	5	3	4	5	4	4	3	3	4	47
81	4	4	4	4	4	4	4	4	4	4	3	4	47
82	3	5	3	4	3	5	4	4	4	4	4	4	47
83	3	3	4	3	3	3	3	3	3	3	5	3	39
84	3	3	3	3	5	3	3	5	4	3	4	3	42
85	4	4	3	4	3	4	4	3	3	4	4	3	43
86	2	5	5	4	3	5	2	3	4	3	5	3	44
87	4	5	4	4	4	5	4	4	3	3	3	3	46
88	4	3	3	4	3	3	4	3	3	5	3	3	41
89	5	4	3	4	5	4	4	3	4	3	4	4	47
90	4	5	4	4	4	5	4	5	4	3	5	2	49
91	4	4	3	4	3	4	4	3	4	4	2	3	42
92	4	5	5	3	4	5	3	3	4	3	3	4	46
93	5	5	4	4	4	5	4	3	2	5	3	4	48
94	3	5	5	5	3	5	5	3	4	3	5	2	48
95	4	4	4	5	5	4	5	3	4	3	4	4	49
96	4	5	4	5	4	5	3	3	3	4	4	3	47
97	5	3	4	4	4	5	2	4	4	4	3	4	46
98	5	4	3	3	5	3	3	2	5	3	4	5	45
99	4	4	3	4	4	4	2	3	3	2	4	3	40
100	5	3	4	2	4	4	3	4	3	4	3	5	44

3. Data 100 Responden Variabel Kepuasan Pelanggan (X3)

NO	Kepuasan Pelanggan							Total
	X3Q1	X3Q2	X3Q3	X3Q4	X3Q5	X3Q6	X3Q7	
1	5	4	5	5	4	5	4	32
2	4	4	3	3	4	4	3	25
3	3	3	4	4	4	3	4	25
4	4	3	3	3	3	3	4	23
5	4	4	4	4	4	4	4	28
6	4	4	4	4	4	4	4	28
7	5	5	5	5	5	5	3	33
8	5	5	5	4	5	3	3	30
9	5	5	5	5	5	3	3	31
10	4	4	4	3	4	3	4	26
11	5	5	5	3	5	3	5	31
12	4	5	5	3	5	3	3	28
13	3	3	4	3	4	3	4	24
14	3	3	3	3	3	3	3	21
15	2	3	3	3	2	3	3	19
16	4	4	4	4	4	5	5	30
17	3	3	3	3	3	3	3	21
18	4	5	5	3	5	3	3	28
19	3	4	4	4	3	4	4	26
20	4	5	5	4	5	3	3	29

21	4	4	4	4	4	3	4	27
22	5	5	5	5	5	5	5	35
23	4	4	4	4	4	4	4	28
24	3	3	2	3	3	2	3	19
25	2	3	3	3	4	4	4	23
26	4	4	4	4	4	4	4	28
27	4	4	5	5	4	4	5	31
28	4	4	5	5	4	3	3	28
29	3	4	4	4	5	5	2	27
30	2	3	3	5	5	2	4	24
31	4	3	3	3	3	4	4	24
32	3	4	4	3	4	3	4	25
33	3	4	4	3	4	3	3	24
34	3	4	4	3	4	5	3	26
35	3	3	3	3	3	5	2	22
36	3	4	4	3	4	3	3	24
37	4	4	4	4	4	4	4	28
38	3	4	5	4	3	4	3	26
39	4	4	4	4	4	4	4	28
40	4	5	4	4	3	3	3	26
41	4	4	4	4	4	2	4	26
42	3	2	3	2	3	1	3	17
43	3	3	3	5	5	5	3	27
44	3	2	2	5	3	5	1	21
45	4	4	4	4	3	3	3	25
46	4	5	4	3	4	5	4	29
47	3	3	5	4	4	3	3	25

48	4	3	1	1	3	3	3	18
49	4	4	5	5	5	3	3	29
50	3	3	3	4	3	4	3	23
51	3	3	3	3	3	3	3	21
52	3	3	4	3	3	3	3	22
53	3	3	4	4	4	3	4	25
54	5	4	3	4	3	5	3	27
55	3	3	3	3	3	4	4	23
56	3	3	3	3	4	3	4	23
57	4	4	3	3	3	3	4	24
58	3	3	3	3	4	3	3	22
59	3	2	4	4	3	2	2	20
60	2	2	3	4	4	4	4	23
61	3	3	3	4	4	3	4	24
62	4	4	4	4	4	4	4	28
63	5	5	5	5	4	4	5	33
64	3	3	4	4	3	3	3	23
65	4	4	5	5	4	3	3	28
66	4	4	3	3	3	3	3	23
67	4	5	4	5	5	5	4	32
68	4	4	4	4	3	4	4	27
69	4	4	3	4	3	3	4	25
70	3	4	4	5	5	4	4	29
71	4	5	5	3	4	3	4	28
72	5	5	5	3	5	3	3	29
73	3	3	4	5	4	4	3	26
74	4	4	3	3	4	3	3	24

75	4	4	5	4	5	4	5	31
76	4	4	3	3	4	4	4	26
77	4	5	5	5	4	5	4	32
78	3	3	3	3	4	4	5	25
79	4	5	4	4	5	4	4	30
80	4	4	3	4	5	4	5	29
81	4	4	5	5	4	5	5	32
82	4	4	4	3	5	5	4	29
83	5	5	4	4	5	4	5	32
84	5	3	3	3	3	3	3	23
85	3	3	3	3	3	3	3	21
86	4	4	5	5	5	3	5	31
87	4	4	4	4	4	3	4	27
88	3	3	3	3	3	3	3	21
89	4	4	4	4	4	3	4	27
90	4	4	4	4	4	4	4	28
91	5	5	5	3	5	3	4	30
92	4	3	4	4	5	4	5	29
93	5	5	5	5	5	5	5	35
94	4	4	4	4	4	4	4	28
95	3	3	3	3	3	3	3	21
96	4	4	4	4	4	4	4	28
97	4	4	4	4	4	4	4	28
98	5	4	4	5	5	4	4	31
99	4	5	5	3	3	3	5	28
100	5	5	3	3	3	3	5	27

4. Data 100 Responden Variabel Loyalitas Konsumen (Y)

NO	Loyalitas							total
	YQ1	YQ2	YQ3	YQ4	YQ5	YQ6	YQ7	
1	4	5	3	3	3	4	5	27
2	3	3	3	3	3	3	3	21
3	4	3	3	3	3	4	3	23
4	5	5	4	4	3	5	5	31
5	4	3	3	3	4	4	3	24
6	4	4	3	3	4	4	4	26
7	4	4	3	2	3	4	4	24
8	4	3	4	3	3	4	3	24
9	3	2	3	3	3	3	2	19
10	3	3	3	3	3	3	3	21
11	4	4	3	3	3	4	4	25
12	3	3	4	4	3	3	3	23
13	4	4	4	5	5	4	4	30
14	4	3	4	4	3	4	3	25
15	3	3	4	4	3	3	3	23
16	4	4	5	4	4	4	4	29
17	4	4	4	4	4	4	4	28
18	3	4	4	3	4	3	4	25
19	4	4	4	5	4	4	4	29
20	3	3	3	4	4	3	3	23

21	3	3	4	4	5	3	3	25
22	4	3	5	3	4	4	3	26
23	3	3	5	4	4	3	3	25
24	4	4	3	4	4	4	4	27
25	5	3	3	4	4	5	3	27
26	5	5	4	4	4	5	5	32
27	3	3	4	4	3	3	3	23
28	4	4	5	4	4	4	4	29
29	4	4	4	4	4	4	4	28
30	3	4	4	3	4	3	4	25
31	3	3	2	3	3	2	3	19
32	3	3	4	3	3	3	4	23
33	4	4	4	3	4	4	4	27
34	4	2	5	5	4	4	5	29
35	4	4	4	4	4	4	4	28
36	3	4	4	3	3	4	4	25
37	4	2	4	4	4	3	3	24
38	5	4	4	4	2	4	3	26
39	3	2	3	3	3	5	4	23
40	3	4	4	3	3	3	4	24
41	5	4	5	4	3	3	5	29
42	4	2	2	5	5	5	5	28
43	5	4	5	3	4	4	5	30
44	2	5	2	5	3	5	5	27
45	3	5	3	5	2	5	3	26
46	3	5	3	5	3	5	3	27
47	4	3	4	4	5	3	4	27

48	4	4	4	3	5	3	3	26
49	5	5	4	3	5	4	3	29
50	4	4	4	4	4	3	2	25
51	5	4	5	3	4	3	5	29
52	3	3	3	5	4	5	3	26
53	4	4	4	4	3	3	4	26
54	5	5	5	5	5	3	3	31
55	4	5	4	4	5	3	3	28
56	5	3	2	3	3	3	2	21
57	4	5	4	5	4	4	5	31
58	4	4	4	4	4	4	3	27
59	3	5	3	5	5	4	4	29
60	5	5	4	3	4	4	4	29
61	5	5	3	4	4	5	4	30
62	2	3	2	4	2	2	4	19
63	5	3	5	3	4	5	4	29
64	4	3	4	3	3	4	3	24
65	4	3	4	4	3	4	4	26
66	3	3	3	5	3	3	5	25
67	3	3	3	4	3	3	5	24
68	2	3	2	3	4	2	3	19
69	5	4	5	5	4	5	5	33
70	3	4	3	4	4	3	4	25
71	4	4	4	5	4	4	5	30
72	4	4	4	5	5	4	5	31
73	4	4	4	4	3	4	5	28
74	5	5	5	5	4	5	5	34

75	3	4	3	3	3	3	5	24
76	4	5	4	3	4	4	3	27
77	5	4	5	3	4	5	5	31
78	5	5	5	4	5	5	5	34
79	4	3	4	4	5	4	4	28
80	4	4	4	3	3	4	4	26
81	4	4	4	4	3	4	5	28
82	4	4	4	4	4	4	5	29
83	3	3	3	3	5	3	4	24
84	5	5	5	3	4	5	4	31
85	4	4	4	4	4	4	4	28
86	4	3	4	3	5	4	4	27
87	3	2	3	3	3	3	3	20
88	3	3	3	5	3	3	4	24
89	4	3	4	3	4	4	4	26
90	4	5	2	3	5	2	3	24
91	4	3	3	3	5	3	4	25
92	4	3	4	3	3	4	4	25
93	4	3	4	5	4	4	5	29
94	4	4	4	4	5	4	4	29
95	4	3	4	3	4	4	4	26
96	3	5	3	4	5	3	3	26
97	4	4	4	4	5	4	5	30
98	5	5	5	3	5	5	4	32
99	5	4	3	3	4	3	4	26
100	5	4	5	5	5	5	4	33

Tabulasi Data 100 Responden Pengisian Kuisisioner Berdasarkan Jenis Kelamin, Usia dan Pekerjaan

No	USIA	JENIS KELAMIN	pekerjaan
1	2	1	1
2	3	1	3
3	1	1	1
4	2	1	3
5	1	1	1
6	2	1	1
7	2	1	1
8	2	2	1
9	1	2	1
10	2	1	2
11	1	1	1
12	1	2	1
13	2	2	2
14	1	1	1
15	2	1	1
16	1	2	1
17	1	1	1
18	1	1	1
19	1	1	1
20	1	2	2

21	1	1	1
22	1	1	1
23	1	1	1
24	1	1	3
25	1	2	1
26	2	1	3
27	1	2	2
28	1	1	3
29	1	1	1
30	1	1	1
31	1	2	1
32	1	1	1
33	1	1	1
34	1	2	3
35	4	2	2
36	1	1	1
37	2	1	3
38	1	1	2
39	1	2	2
40	1	1	4
41	1	2	1
42	1	2	1
43	1	2	1
44	1	2	3
45	1	1	3

46	1	2	1
47	2	1	2
48	1	1	3
49	2	1	2
50	1	2	4
51	1	2	1
52	3	1	1
53	1	1	1
54	3	2	1
55	1	1	1
56	1	2	1
57	1	2	1
58	1	2	2
59	1	1	2
60	2	1	1
61	1	1	1
62	1	1	2
63	2	2	2
64	1	2	1
65	1	2	1
66	1	1	2
67	1	1	1
68	1	1	1
69	1	2	1
70	2	1	2

71	1	2	1
72	1	1	1
73	1	2	1
74	3	1	1
75	1	1	2
76	3	1	1
77	2	1	2
78	3	1	1
79	1	1	1
80	1	2	1
81	1	2	2
82	1	1	1
83	1	1	1
84	3	1	2
85	2	1	2
86	1	1	1
87	3	1	1
88	2	1	1
89	2	2	2
90	4	1	1
91	1	1	2
92	1	1	2
93	1	2	2
94	3	1	2
95	3	1	1

96	1	1	2
97	2	2	1
98	3	1	1
99	2	2	1
100	4	1	2

Lampiran 3

Uji Frekuensi Jenis Kelamin, Usia, dan Pekerjaan

1. Frequency Table Jenis Kelamin

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
laki-laki	65	65,0	65,0	65,0
Valid Perempuan	35	35,0	35,0	100,0
Total	100	100,0	100,0	

2. Frequency Table Usia

usia

	Frequency	Percent	Valid Percent	Cumulative Percent
20-30	65	65,0	65,0	65,0
31-40	21	21,0	21,0	86,0
Valid 41-50	11	11,0	11,0	97,0
51-60	3	3,0	3,0	100,0
Total	100	100,0	100,0	

3. Frequency Table Pekerjaan

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Pegawai	61	61,0	61,0	61,0
karyawan swasta	27	27,0	27,0	88,0
Valid Wiraswasta	10	10,0	10,0	98,0
Lainnya	2	2,0	2,0	100,0
Total	100	100,0	100,0	

Lampiran 4

Uji Frekuensi Jawaban Responden Citra Perusahaan (X1), Kualitas Pelayanan (X2), Kepuasan Pelanggan (X3), dan Loyaitas Konsumen

a. Uji Frekuensi Jawaban Responden Citra Perusahaan (X1)

1. Frequency Table X1p1

X1p1				
	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	27	27,0	27,0	30,0
Valid 4	49	49,0	49,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

2. Frequency Table X1p2

X1p2				
	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
Valid 3	35	35,0	35,0	40,0
4	47	47,0	47,0	87,0

5	13	13,0	13,0	100,0
Total	100	100,0	100,0	

3. Frequency Table X1p3

X1p3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	17	17,0	17,0	21,0
Valid 4	62	62,0	62,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

4. Frequency Table X1p4

X1p4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
3	30	30,0	30,0	35,0
Valid 4	45	45,0	45,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

5. Frequency Table X1p5

X1p5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	35	35,0	35,0	37,0
Valid 4	39	39,0	39,0	76,0
5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

6. Frequency Table X1p6

X1p6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	31	31,0	31,0	38,0
Valid 4	46	46,0	46,0	84,0
5	16	16,0	16,0	100,0
Total	100	100,0	100,0	

7. Frequency Table X1p7

X1p7

	Frequency	Percent	Valid Percent	Cumulative Percent
3	32	32,0	32,0	32,0
4	46	46,0	46,0	78,0
5	22	22,0	22,0	100,0
Total	100	100,0	100,0	

8. Frequency Table X1p8

X1p8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	22	22,0	22,0	28,0
4	44	44,0	44,0	72,0
5	28	28,0	28,0	100,0
Total	100	100,0	100,0	

9. Frequency Table X1p9

X1p9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	28	28,0	28,0	31,0
Valid 4	46	46,0	46,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

10. Frequency Table X1p10

X1p10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	40	40,0	40,0	41,0
Valid 4	40	40,0	40,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

11. Frequency Table X1p11

X1p11

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	32	32,0	32,0	36,0
Valid 4	49	49,0	49,0	85,0
5	15	15,0	15,0	100,0
Total	100	100,0	100,0	

b. Uji Frekuensi Jawaban Responden Kualitas Pelayanan (X2)

1. Frequency Table X2p1

X2p1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	27	27,0	27,0	30,0
Valid 4	49	49,0	49,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

2. Frequency Table X2p2

X2p2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	30	30,0	30,0	33,0
Valid 4	46	46,0	46,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

3. Frequency Table X2p3

X2p3

	Frequency	Percent	Valid Percent	Cumulative Percent
3	39	39,0	39,0	39,0
Valid 4	42	42,0	42,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

4. Frequency Table X2p4

X2p4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	32	32,0	32,0	36,0
Valid 4	44	44,0	44,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

5. Frequency Table X2p5

X2p5

	Frequency	Percent	Valid Percent	Cumulative Percent
3	33	33,0	33,0	33,0
Valid 4	40	40,0	40,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

6. Frequency Table X2p6

X2p6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	28	28,0	28,0	30,0
Valid 4	43	43,0	43,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

7. Frequency Table X2p7

X2p7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	34	34,0	34,0	41,0
Valid 4	36	36,0	36,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

8. Frequency Table X2p8

X2p8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	44	44,0	44,0	46,0
Valid 4	42	42,0	42,0	88,0
5	12	12,0	12,0	100,0
Total	100	100,0	100,0	

9. Frequency Table X2p9

X2p9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	28	28,0	28,0	31,0
Valid 4	46	46,0	46,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

10. Frequency Table X2p10

X2p10				
	Frequency	Percent	Valid Percent	Cumulative Percent
	2	3	3,0	3,0
	3	47	47,0	50,0
Valid	4	32	32,0	82,0
	5	18	18,0	100,0
Total	100	100,0	100,0	

11. Frequency Table X2p11

X2p11				
	Frequency	Percent	Valid Percent	Cumulative Percent
	2	4	4,0	4,0
	3	32	32,0	36,0
Valid	4	49	49,0	85,0
	5	15	15,0	100,0
Total	100	100,0	100,0	

12. Frequency Table X2p12

X2p12

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	43	43,0	43,0	50,0
Valid 4	41	41,0	41,0	91,0
5	9	9,0	9,0	100,0
Total	100	100,0	100,0	

c. Uji Frekuensi Jawaban Responden Kepuasan Pelanggan (X3)

1. Frequency Table X3p1

X3p1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	33	33,0	33,0	37,0
Valid 4	48	48,0	48,0	85,0
5	15	15,0	15,0	100,0
Total	100	100,0	100,0	

2. Frequency Table X3p2

X3p2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	30	30,0	30,0	34,0
Valid 4	45	45,0	45,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

3. Frequency Table X3p3

X3p3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	2	2,0	2,0	3,0
Valid 3	31	31,0	31,0	34,0
4	41	41,0	41,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

4. Frequency Table X3p4

X3p4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	1	1,0	1,0	2,0
Valid 3	39	39,0	39,0	41,0
4	39	39,0	39,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

5. Frequency Table X3p5

X3p5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	30	30,0	30,0	31,0
Valid 4	44	44,0	44,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

6. Frequency Table X3p6

X3p6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	4	4,0	4,0	5,0
3	47	47,0	47,0	52,0
4	32	32,0	32,0	84,0
5	16	16,0	16,0	100,0
Total	100	100,0	100,0	

7. Frequency Table X3p7

X3p7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	3	3,0	3,0	4,0
3	38	38,0	38,0	42,0
4	43	43,0	43,0	85,0
5	15	15,0	15,0	100,0
Total	100	100,0	100,0	

d. Uji Frekuensi Jawaban Responden Loyalitas Konsumen (Y)

1. Frequency Table Yp1

Yp1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	28	28,0	28,0	31,0
Valid 4	48	48,0	48,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

2. Frequency Table Yp2

Yp2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	35	35,0	35,0	41,0
Valid 4	39	39,0	39,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

3. Frequency Table Yp3

Yp3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	28	28,0	28,0	35,0
Valid 4	48	48,0	48,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

4. Frequency Table Yp4

Yp4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	42	42,0	42,0	43,0
Valid 4	38	38,0	38,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

5. Frequency Table Yp5

Yp5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	34	34,0	34,0	37,0
Valid 4	42	42,0	42,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

6. Frequency Table Yp6

Yp6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	33	33,0	33,0	37,0
Valid 4	45	45,0	45,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

7. Frequency Table Yp7

Yp7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	31	31,0	31,0	34,0
Valid 4	42	42,0	42,0	76,0
5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

T_CP	Pearson Correlation	,358**	,251**	,576**	,387**	,492**	,486**	,567**	,516**	,509**	,500**	,354**	1
	Sig. (1-tailed)	,000	,006	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100	100	100	100

*. Correlation is significant at the 0.05 level (1-tailed).

**. Correlation is significant at the 0.01 level (1-tailed).

2. Uji Validitas Kualitas Pelayanan (X2)

		Correlations												
		X2p1	X2p2	X2p3	X2p4	X2p5	X2p6	X2p7	X2p8	X2p9	X2p10	X2p11	X2p12	T_KL
X2p1	Pearson Correlation	1	,037	,331**	,320**	,394**	,089	,177*	,067	,178*	,175*	,035	,299**	,560**
	Sig. (1-tailed)		,358	,000	,001	,000	,189	,039	,253	,039	,040	,366	,001	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2p2	Pearson Correlation	,037	1	,227*	,385**	,201*	,441**	,293**	-,079	,006	-,068	,158	,014	,482**
	Sig. (1-tailed)	,358		,012	,000	,022	,000	,002	,217	,478	,251	,059	,447	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2p3	Pearson Correlation	,331**	,227*	1	,442**	,314**	,241**	,230*	,168*	,135	-,017	,036	,260**	,603**
	Sig. (1-tailed)	,000	,012		,000	,001	,008	,011	,048	,090	,434	,361	,005	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2p4	Pearson Correlation	,320**	,385**	,442**	1	,045	,379**	,704**	,031	-,019	,140	,017	,156	,671**
	Sig. (1-tailed)	,001	,000	,000		,327	,000	,000	,378	,425	,083	,435	,061	,000

X2p11	Pearson Correlation	,035	,158	,036	,017	-,026	,197*	,071	,279**	-,013	,153	1	-,053	,329**
	Sig. (1-tailed)	,366	,059	,361	,435	,400	,025	,241	,002	,450	,065		,301	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2p12	Pearson Correlation	,299**	,014	,260**	,156	,105	,043	,105	-,005	,198*	-,063	-,053	1	,368**
	Sig. (1-tailed)	,001	,447	,005	,061	,149	,334	,150	,480	,024	,268	,301		,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
T_KL	Pearson Correlation	,560**	,482**	,603**	,671**	,391**	,509**	,610**	,346**	,268**	,349**	,329**	,368**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,003	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

3. Uji Validitas Kepuasan Pelanggan (X3)

	X3p1	X3p2	X3p3	X3p4	X3p5	X3p6	X3p7	T_KP
X3p1 Pearson Correlation	1	,719**	,448**	,223*	,366**	,206*	,342**	,698**
X3p1 Sig. (1-tailed)		,000	,000	,013	,000	,020	,000	,000
X3p1 N	100	100	100	100	100	100	100	100
X3p2 Pearson Correlation	,719**	1	,648**	,229*	,503**	,236**	,353**	,784**
X3p2 Sig. (1-tailed)	,000		,000	,011	,000	,009	,000	,000
X3p2 N	100	100	100	100	100	100	100	100
X3p3 Pearson Correlation	,448**	,648**	1	,493**	,543**	,135	,279**	,760**

	Sig. (1-tailed)	,000	,000		,000	,000	,091	,002	,000
	N	100	100	100	100	100	100	100	100
	Pearson Correlation	,223*	,229*	,493**	1	,423**	,394**	,174*	,633**
X3p4	Sig. (1-tailed)	,013	,011	,000		,000	,000	,042	,000
	N	100	100	100	100	100	100	100	100
	Pearson Correlation	,366**	,503**	,543**	,423**	1	,250**	,324**	,723**
X3p5	Sig. (1-tailed)	,000	,000	,000	,000		,006	,001	,000
	N	100	100	100	100	100	100	100	100
	Pearson Correlation	,206*	,236**	,135	,394**	,250**	1	,188*	,522**
X3p6	Sig. (1-tailed)	,020	,009	,091	,000	,006		,031	,000
	N	100	100	100	100	100	100	100	100
	Pearson Correlation	,342**	,353**	,279**	,174*	,324**	,188*	1	,565**
X3p7	Sig. (1-tailed)	,000	,000	,002	,042	,001	,031		,000
	N	100	100	100	100	100	100	100	100
	Pearson Correlation	,698**	,784**	,760**	,633**	,723**	,522**	,565**	1
T_KP	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

4. Uji Validitas Loyalitas Kepuasan (Y)

	Yp1	Yp2	Yp3	Yp4	Yp5	Yp6	Yp7	T_LK
Yp1 Pearson Correlation	1	,345**	,536**	-,038	,302**	,480**	,230*	,690**

	Sig. (1-tailed)		,000	,000	,353	,001	,000	,011	,000
	N	100	100	100	100	100	100	100	100
	Pearson Correlation	,345**	1	,192*	,143	,206*	,297**	,241**	,598**
Yp2	Sig. (1-tailed)	,000		,028	,079	,020	,001	,008	,000
	N	100	100	100	100	100	100	100	100
	Pearson Correlation	,536**	,192*	1	,092	,250**	,316**	,254**	,641**
Yp3	Sig. (1-tailed)	,000	,028		,182	,006	,001	,005	,000
	N	100	100	100	100	100	100	100	100
	Pearson Correlation	-,038	,143	,092	1	,135	,253**	,254**	,438**
Yp4	Sig. (1-tailed)	,353	,079	,182		,090	,006	,005	,000
	N	100	100	100	100	100	100	100	100
	Pearson Correlation	,302**	,206*	,250**	,135	1	,090	,086	,501**
Yp5	Sig. (1-tailed)	,001	,020	,006	,090		,187	,198	,000
	N	100	100	100	100	100	100	100	100
	Pearson Correlation	,480**	,297**	,316**	,253**	,090	1	,347**	,671**
Yp6	Sig. (1-tailed)	,000	,001	,001	,006	,187		,000	,000
	N	100	100	100	100	100	100	100	100
	Pearson Correlation	,230*	,241**	,254**	,254**	,086	,347**	1	,586**
Yp7	Sig. (1-tailed)	,011	,008	,005	,005	,198	,000		,000
	N	100	100	100	100	100	100	100	100
	Pearson Correlation	,690**	,598**	,641**	,438**	,501**	,671**	,586**	1
T_LK	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Lampiran 6

Uji Reliabilitas

5. Uji Reliability Citra Perusahaan (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,612	11

6. Uji Reliability Kualitas Pelayanan (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,659	12

7. Uji Reliability Kepuasan Pelanggan (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
,793	7

8. Uji Reliability Loyalitas Konsumen (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,687	7

Lampiran 7

Uji Normalitas Sampel dengan *One-Sample Kolmogorov-Smirnov Test*

		One-Sample Kolmogorov-Smirnov Test			
		Loyalitas Konsumen	Citra Perusahaan	Kualitas Pelayanan	Kepuasan Pelanggan
N		100	100	100	100
Normal Parameters ^{a,b}	Mean	26,5500	42,0900	45,4200	26,3900
	Std. Deviation	3,31320	3,89534	4,31624	3,77363
	Absolute	,076	,082	,083	,105
Most Extreme Differences	Positive	,076	,070	,063	,065
	Negative	-,071	-,082	-,083	-,105
Kolmogorov-Smirnov Z		,759	,825	,828	1,052
Asymp. Sig. (2-tailed)		,612	,504	,699	,822

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 8

Uji Homogenitas Sampel

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Citra Perusahaan	1,633	13	85	,092
Kualitas Pelayanan	1,420	13	85	,167
Kepuasan Pelanggan	,940	13	85	,516

Lampiran 9

Uji Linieritas Variabel Independet (X) terhadap Variabel Dependent (Y)

1. Uji Linieritas Citra Perusahaan (X1)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas Pelanggan * Citra Perusahaan		(Combined)	544,519	15	36,301	5,624	,000
	Between Groups	Linearity	399,885	1	399,885	61,948	,000
		Deviation from Linearity	144,635	14	10,331	1,600	,096
	Within Groups		542,231	84	6,455		
	Total		1086,750	99			

2. Uji Linieritas Kualitas Pelayanan (X2)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas Pelanggan * Kualitas Pelayanan		(Combined)	148,160	19	7,798	,665	,842
	Between Groups	Linearity	26,697	1	26,697	2,276	,135
		Deviation from Linearity	121,463	18	6,748	,575	,907
	Within Groups		938,590	80	11,732		
	Total		1086,750	99			

3. Uji Linieritas Kepuasan Pelayanan (X3)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			47,525	17	2,796	,221	,999
Loyalitas Pelanggan * Kepuasan Pelanggan	Between Groups	Linearity	3,827	1	3,827	,302	,584
		Deviation from Linearity	43,698	16	2,731	,215	,999
	Within Groups		1039,225	82	12,673		
Total			1086,750	99			

Lampiran 10

Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	7,809	3,950		1,977	,051		
	Citra Perusahaan	,535	,073	,629	7,320	,000	,879	1,137
	Kualitas Pelayanan	-,048	,066	-,062	-,726	,469	,879	1,137
	Kepuasan Pelanggan	-,061	,071	-,069	-,862	,391	,999	1,001

a. Dependent Variable: Loyalitas Pelanggan

Lampiran 11

Uji Regresi Linier Berganda

a. Hasil Uji Regresi Berganda

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,613 ^a	,376	,357	2,65767

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

b. Dependent Variable: Loyalitas Konsumen

b. Hasil Uji Persamaan Regresi

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	7,809	3,950		1,977	,051
	Citra Perusahaan	,535	,073	,629	7,320	,000
	Kualitas Pelayanan	-,048	,066	-,062	-,726	,469
	Kepuasan Pelanggan	-,061	,071	-,069	-,862	,391

a. Dependent Variable: Loyalitas Konsumen

Lampiran 12

Hasil Uji t pada variabel Citra Perusahaan (X1), Kualitas Pelayanan (X2), Kepuasan Pelayanan (X3) terhadap loyalitas Konsumen (Y)

a) Hasil Uji t Citra Perusahaan(X1) terhadap Loyalitas Konsumen (X1)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,834	2,887		1,674	,097
	Citra Perusahaan	,516	,068	,607	7,553	,000

a. Dependent Variable: Loyalitas Konsumen

b) Hasil Uji t Kualitas Pelayanan (X2) terhadap Loyalitas Konsumen (X2)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21,085	3,494		6,035	,000
	Kualitas Pelayanan	,120	,077	,157	1,571	,119

a. Dependent Variable: Loyalitas Konsumen

c) Hasil Uji t Kepuasan Pelanggan (X3) terhadap Loyalitas Konsumen (Y)

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	27,925	2,360		11,833	,000
	Kepuasan Pelanggan	-,052	,089	-,059	-,588	,558

a. Dependent Variable: Loyalitas Konsumen

Lampiran 13

Uji F

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	408,682	3	136,227	19,287	,000 ^b
Residual	678,068	96	7,063		
Total	1086,750	99			

a. Dependent Variable: Loyalitas Konsumen

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