

Lampiran 1

KUESIONER

PENGARUH KUALITAS JASA, KEPERCAYAAN DAN HARGA TERHADAP LOYALITAS PELANGGAN PADA OJEK *ONLINE* GOJEK DI BANDAR LAMPUNG

Petunjuk Pengisian Kuesioner :

Isilah pernyataan dibawah ini dengan memberi tanda centang (✓) sesuai dengan apa yang anda anggap benar:

SS : Sangat Setuju

N : Netral

S : Setuju

TS: Tidak Setuju

STS : Sangat Tidak Setuju

Karakteristik Responden:

Usia : 17-20th ☐ 21-25 th ☐ 26-30 th ☐ 31th-35 th ☐

Jenis Kelamin : Pria ☐ Wanita ☐

Pekerjaan : Pelajar/ Mahasiswa ☐ Pegawai Negeri ☐

Pegawai Swasta ☐ Lainnya ☐

Berapakah pengeluaran anda tiap bulan

☐ < Rp 1.000.000

☐ Rp.1.000.000 – Rp.2 .000.000

☐ Rp.2.000.000 – Rp.3.000.000

☐ >Rp.3000.000

Dalam menggunakan jasa Transportasi *online* Gojek Sudah berapa lama kah anda menggunakan jasa tersebut :

☐ < 3 Bulan ☐ 3-6 Bulan ☐ 6-12 Bulan ☐ > 12 Bulan

1. Variabel Kualitas Jasa (X1)

No	Pernyataan	STS 1	TS 2	N 3	S 4	SS 5
Tangible (Berwujud)						
1	Kendaraan motor pengendara Gojek layak pakai					
2	Perlengkapan atribut berkendara lengkap seperti helm dan jaket Gojek					
Reliability (Kehandalan)						
3	Pengendara mengemudi kendaraan dengan baik ketika mengantar pengguna					
4	Pengendara Gojek menguasai jalan dan daerah-daerah yang ingin dituju oleh pengguna					
Responsiveness (Ketanggapan)						
5	Gojek sigap terhadap pemesanan dan segera menghubungi pemesan					
6	Pengendara menjemput pengguna Gojek dengan cepat					
Assurance (Jaminan)						
7	Gojek mengutamakan keselamatan pengguna jasa					
8	Gojek menjaga kerahasiaan data nomor ponsel pribadi pengguna jasa Gojek					
9	Identitas pengendara sesuai dengan yang tertera pada aplikasi Gojek					
Emphaty (Empati)						
10	Ketika hujan pengendara bersedia meminjamkan jas hujan kepada pengguna jasa					
11	Gojek mengutamakan keamanan pada pengguna jasa					

2. Variabel Kepercayaan (X2)

No	Pernyataan	STS 1	TS 2	N 3	S 4	SS 5
Ability (Kemampuan)						
1	Pengendara Gojek terampil dalam mengemudikan Kendaraannya					
2	Pengendara Gojek memiliki keahlian dalam menggunakan petunjuk arah di smartphonenya					
3	Gojek dapat menangani keluhan pengguna jasa terkait pelayanan yang dirasakan					
Benevolence (Kebaikan)						
4	Pengendara Gojek melayani dengan ramah					
5	Pengendara Gojek memberikan masker, helm, Dan penutup rambut ketika dibutuhkan					
6	Gojek sering memberikan vocer potongan tarif di momen tertentu					
Integrity (Integritas)						
7	Pengendara Gojek setia menunggu ketika Diminta					
8	Gojek menghubungi atau memberikan pesan pada anda apabila telah sampai di tempat anda					

3. Variabel Harga (X3)

No	Pernyataan	STS 1	TS 2	N 3	S 4	SS 5
Keterjangkauan harga						
1	Setuju dengan tarif yang telah ditetapkan Gojek					
2	Tidak perlu tawar menawar tarif dengan pengendara					
3	Gojek memberikan potongan harga pada penggunanya agar meringankan tarif yang harus dibayarkan					
Kesesuaian harga dengan kualitas produk						
4	Tarif sesuai dengan pelayanan yang diberikan Gojek					

5	Tarif Gojek sesuai jarak yang ditempuh					
6	Sistem pembayaran Gojek memudahkan pengguna untuk mengetahui jumlah tarif yang harus dibayarkan melalui aplikasi Gojek di smartphone					
Kesesuaian harga dengan manfaat						
7	Harga yang ditetapkan Gojek sesuai dengan fasilitas (Helm, Masker) yang didapatkan					
8	Tarif Gojek sesuai dengan manfaat yang dirasakan (untuk menghindari macet yang terjadi dijalanan)					

4. Variabel Loyalitas (Y)

No	Pernyataan	STS 1	TS 2	N 3	S 4	SS 5
<i>Repeat Purchase</i> (kesetiaan dalam pembelian produk dari perusahaan)						
1	Tidak akan beralih ke transportasi online lain selain Gojek					
2	Berencana menggunakan Gojek sebagai jasa transportasi <i>online</i> dimasa yang akan datang					
3	Akan terus menggunakan jasa transportasi <i>online</i> Gojek					
<i>Retention</i> (ketahanan terhadap pengaruh negatif mengenai perusahaan)						
4	Tetap menggunakan jasa Gojek meskipun tarif berubah					
5	Meski tidak ada promo yang ditawarkan tetap menggunakan jasa Gojek					
6	Bila ada kekurangan dalam pelayanan pada jasa Gojek tidak akan langsung beralih					
<i>Referalls</i> (merefereasikan secara total mengenai eksistensi dari perusahaan)						
7	Merekomendasikan Gojek kepada orang lain (teman, sahabat, kerabat)					
8	Akan membicarakan pengalaman positif selama menggunakan jasa Gojek kepada orang					

	lain					
9	Akan mendorong teman dan kerabat untuk menggunakan Gojek sebagai transportasi <i>online</i>					

Lampiran 2

Hasil Pengumpulan Data Jawaban Responden

1. Kualitas Jasa (X1)

NO.	Butir Soal											Skor Total
	1	2	3	4	5	6	7	8	9	10	11	
1	3	3	4	4	4	4	4	5	4	4	4	43
2	4	5	5	5	4	4	3	4	3	4	5	46
3	4	4	3	4	4	5	5	4	5	4	4	46
4	5	5	5	5	5	4	4	3	4	4	4	48
5	3	2	4	4	4	4	4	5	3	4	4	41
6	3	4	5	5	4	5	5	4	5	5	5	50
7	5	5	5	5	4	5	4	4	4	5	4	50
8	4	4	4	4	3	4	4	4	4	4	4	43
9	5	5	4	4	3	3	4	4	3	4	4	43
10	4	4	4	4	5	4	4	5	4	4	3	45
11	3	4	4	4	4	4	4	4	4	4	4	43
12	4	5	5	5	4	5	5	4	5	5	5	52
13	4	3	5	4	5	5	5	4	5	5	4	49
14	5	4	4	4	4	5	5	3	5	5	3	47
15	3	4	3	4	3	3	3	3	3	4	4	37
16	5	3	5	4	4	4	5	5	5	4	4	48
17	5	4	4	4	5	4	4	4	4	4	3	45
18	5	5	4	5	5	4	4	4	3	3	5	47
19	3	3	4	4	5	4	4	5	4	4	4	44
20	5	3	5	5	3	5	4	4	4	4	4	46
21	4	4	5	5	4	5	4	3	4	4	4	46
22	4	4	3	4	4	3	3	4	3	3	4	39
23	4	4	4	5	4	4	4	5	4	4	4	46
24	4	4	4	4	3	4	4	5	4	4	4	44
25	5	5	5	5	4	5	5	4	4	4	4	50
26	5	5	4	5	5	5	5	3	4	5	5	51
27	5	5	5	5	3	5	5	4	4	3	5	49
28	3	4	5	4	4	5	4	4	4	4	5	46
29	5	4	3	4	3	3	4	5	3	4	4	42
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31	5	5	4	4	4	5	5	5	5	5	3	50
32	5	5	4	4	3	3	4	3	4	3	4	42
33	5	5	3	4	4	4	4	4	5	5	5	48
34	5	5	4	4	4	3	4	4	3	4	4	44

35	3	4	2	3	5	4	5	4	4	4	3	41
36	4	5	4	4	5	5	5	4	5	5	5	51
37	3	4	3	4	3	5	5	4	5	4	3	43
38	5	3	4	4	4	5	5	3	5	5	3	46
39	3	4	5	5	4	5	5	3	1	2	3	40
40	4	4	5	5	5	4	4	4	3	3	3	44
41	4	5	3	4	5	4	5	3	4	5	4	46
42	4	3	3	4	5	5	5	4	4	4	4	45
43	4	2	3	4	5	3	5	3	5	4	4	42
44	4	4	4	4	3	4	4	4	4	4	5	44
45	4	3	4	3	3	4	4	5	4	4	4	42
46	4	4	5	5	5	4	4	4	4	4	3	46
47	4	3	3	4	3	4	5	5	4	4	4	43
48	4	4	5	5	4	4	5	1	5	4	3	44
49	5	5	5	5	3	5	5	4	5	5	5	52
50	5	4	5	5	4	5	5	5	5	5	4	52
51	5	5	5	5	5	3	4	5	5	5	5	52
52	2	1	3	4	5	3	5	4	3	3	1	34
53	4	4	3	5	5	5	4	5	5	4	4	48
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55	1	4	2	5	4	4	4	5	4	3	5	41
56	5	5	3	4	4	4	4	5	4	4	4	46
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63	5	5	5	5	5	4	5	4	5	4	5	52
64	4	5	4	4	4	5	4	4	5	5	5	49
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67	4	4	3	4	5	4	3	4	4	2	3	40
68	5	5	4	4	5	4	4	5	4	4	3	47
69	5	5	4	5	2	5	4	4	4	4	4	46
70	3	3	3	3	4	5	4	5	5	4	3	42
71	2	4	3	4	5	4	4	4	4	4	4	42
72	5	3	3	4	5	3	5	4	5	5	2	44
73	4	4	4	4	5	4	5	4	5	5	4	48
74	4	4	3	3	4	5	5	4	4	5	5	46
75	4	5	5	3	5	5	4	3	3	3	4	44

76	5	4	4	4	4	5	4	4	5	4	5	48
77	5	5	4	4	5	4	3	4	3	3	5	45
78	4	5	5	5	4	4	3	3	3	4	4	44
79	5	4	4	5	3	4	4	4	4	4	5	46
80	2	3	3	3	4	4	3	4	4	4	4	38
81	4	5	3	5	5	3	4	3	4	4	5	45
82	5	4	4	4	5	4	3	4	3	3	5	44
83	3	4	5	5	4	4	4	5	3	3	4	44
84	5	5	4	4	5	3	5	4	5	5	4	49
85	4	3	4	5	3	4	4	5	4	4	4	44
86	3	4	3	4	4	3	5	4	5	4	4	43
87	4	5	4	3	4	4	5	4	4	5	4	46
88	3	4	4	4	3	4	4	3	5	4	4	42
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91	4	5	5	5	5	3	5	5	4	4	5	50
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37	3	3	3	3	4	4	3	3	26
38	3	4	5	4	5	5	4	4	34
39	4	4	4	4	5	5	4	5	35
40	3	3	4	4	5	5	4	4	32
41	4	4	4	3	3	4	3	4	29
42	3	3	3	4	4	4	4	3	28
43	4	3	3	4	3	3	4	3	27
44	4	4	4	4	4	5	4	5	34
45	3	3	3	4	4	4	4	3	28
46	4	4	4	4	4	4	4	4	32
47	3	3	3	4	4	4	4	3	28
48	4	4	4	3	3	5	3	4	30
49	5	5	5	4	3	5	4	5	36
50	5	4	5	4	5	5	4	4	36
51	4	5	5	5	4	5	5	5	38
52	1	1	3	5	4	5	5	4	28
53	3	4	4	5	5	4	5	3	33
54	4	5	3	3	4	5	3	4	31
55	5	5	5	4	4	5	4	5	37
56	5	4	4	3	4	5	3	5	33
57	4	5	4	3	4	4	3	4	31
58	4	3	4	4	5	4	4	4	32
59	5	5	4	3	4	4	3	4	32
60	5	5	5	4	4	5	4	5	37
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66	4	5	4	5	4	4	5	4	35
67	4	4	3	5	4	3	5	3	31
68	4	4	4	4	4	4	5	4	33
69	5	5	4	4	4	4	5	5	36
70	3	3	3	4	4	3	4	3	27
71	3	4	4	4	3	4	4	4	30
72	4	5	5	4	4	4	4	4	34
73	4	4	3	5	5	4	5	4	34
74	5	5	5	5	4	5	4	5	38
75	5	4	4	4	5	4	5	4	35
76	3	4	4	4	3	5	5	4	32
77	5	4	4	4	4	4	4	4	33

78	4	4	4	4	5	5	4	4	34
79	5	4	4	5	5	5	4	4	36
80	4	4	2	5	5	3	3	4	30
81	5	4	4	5	1	5	4	5	33
82	5	4	5	4	3	5	5	5	36
83	5	5	5	4	4	3	3	5	34
84	5	5	4	4	4	4	4	4	34
85	4	4	4	3	5	5	4	4	33
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91	5	4	4	4	5	5	4	5	36
92	4	3	5	4	5	5	3	4	33
93	4	3	3	5	5	3	5	5	33
94	5	4	5	3	3	4	5	4	33
95	4	5	4	4	5	5	4	5	36
96	5	4	5	4	4	4	4	3	33
97	4	3	4	4	4	5	5	4	33
98	5	5	5	5	4	5	4	5	38
99	5	5	4	3	3	5	5	4	34
100	5	4	5	5	4	5	4	4	36

Hasil Pengumpulan Data Jawaban Responden

3. Harga (X3)

NO.	Butir Soal								Skor Total
	1	2	3	4	5	6	7	8	
1	4	4	4	4	5	4	5	4	34
2	5	5	5	4	5	5	4	3	36
3	4	4	5	4	5	4	4	4	34
4	5	5	5	5	4	5	4	5	38
5	4	4	4	4	4	4	5	4	33
6	5	5	5	5	5	5	4	3	37
7	4	4	4	4	4	4	5	4	33
8	4	4	4	4	4	4	5	4	33
9	5	5	4	3	3	4	5	3	32

10	4	3	4	3	4	3	4	5	30
11	4	4	3	4	4	5	4	4	32
12	5	5	5	5	5	5	4	4	38
13	4	4	4	4	4	3	4	4	31
14	4	4	4	4	4	4	4	4	32
15	3	4	3	3	4	3	5	3	28
16	5	4	4	3	3	3	4	5	31
17	4	4	4	4	4	4	4	4	32
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19	5	5	5	4	4	4	4	5	36
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26	5	5	5	5	5	5	5	5	40
27	5	5	5	5	5	5	4	5	39
28	3	4	4	3	4	3	3	3	27
29	5	4	4	4	5	4	4	5	35
30	4	4	4	4	4	4	3	4	31
31	3	3	4	3	4	3	3	3	26
32	4	4	4	4	4	4	4	4	32
33	4	4	5	4	4	4	5	4	34
34	4	4	4	3	5	4	4	3	31
35	3	3	4	3	3	3	5	4	28
36	4	4	4	5	4	4	4	5	34
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40	4	3	3	3	4	3	4	4	28
41	4	4	4	4	5	3	4	4	32
42	3	4	4	4	3	4	4	3	29
43	4	4	4	3	2	3	5	4	29
44	5	5	5	5	5	5	5	4	39
45	4	3	4	3	3	4	4	4	29
46	5	5	4	4	4	3	5	3	33
47	3	4	4	4	3	4	4	4	30
48	4	4	4	3	4	4	4	3	30
49	5	5	5	5	5	5	4	4	38
50	5	4	4	4	4	4	4	4	33

51	5	5	5	5	4	5	5	5	39
52	1	2	2	1	5	5	3	4	23
53	3	3	4	4	3	3	4	5	29
54	4	5	5	2	5	5	4	5	35
55	4	4	4	5	5	5	4	5	36
56	5	4	5	5	4	3	5	3	34
57	4	4	3	5	4	3	4	4	31
58	4	4	4	4	4	4	5	5	34
59	4	4	5	4	4	4	5	3	33
60	4	4	3	4	5	4	4	4	32
61	5	4	4	4	4	4	3	5	33
62	5	5	5	5	5	5	5	5	40
63	5	5	5	5	5	5	3	4	37
64	5	5	4	5	4	5	3	3	34
65	3	3	3	3	3	3	4	5	27
66	5	4	5	3	5	4	4	3	33
67	4	3	3	3	3	3	4	3	26
68	4	3	3	3	3	4	4	5	29
69	4	4	5	3	4	4	5	3	32
70	3	3	3	3	4	4	5	4	29
71	4	4	4	3	4	4	5	4	32
72	4	3	4	5	4	3	5	4	32
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76	5	4	4	5	5	4	5	4	36
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80	4	2	5	4	5	4	4	4	32
81	5	4	5	4	4	4	5	5	36
82	5	5	5	5	5	5	5	5	40
83	5	5	4	4	5	4	5	5	37
84	5	5	4	5	4	4	2	5	34
85	4	4	5	5	5	5	4	4	36
86	4	5	4	4	5	4	5	4	35
87	5	4	4	4	4	5	5	4	35
88	5	5	4	4	4	5	5	5	37
89	5	4	4	4	5	5	4	4	35
90	5	4	5	5	5	5	5	5	39
91	5	4	5	5	5	5	4	5	38

92	4	5	4	4	5	5	5	4	36
93	4	5	3	5	5	4	4	5	35
94	5	4	5	5	3	5	4	4	35
95	5	5	5	4	5	4	4	4	36
96	4	3	4	4	4	4	5	4	32
97	5	4	5	5	4	5	5	4	37
98	5	5	5	4	5	4	4	5	37
99	5	5	4	5	5	5	5	4	38
100	5	4	5	5	4	5	3	4	35

Hasil Pengumpulan Data Jawaban Responden

4. Loyalitas (Y)

NO.	Butir Soal									Skor Total
	1	2	3	4	5	6	7	8	9	
1	4	4	4	5	4	4	4	5	5	39
2	5	5	4	5	5	5	4	5	5	43
3	4	5	4	5	5	5	3	5	5	41
4	5	5	5	4	5	4	4	3	3	38
5	4	4	4	4	4	5	4	4	4	37
6	5	5	5	4	4	4	5	4	4	40
7	5	4	4	4	3	4	5	3	3	35
8	4	4	4	4	4	4	4	4	4	36
9	5	3	3	5	5	4	4	5	4	38
10	4	4	3	4	4	5	3	4	4	35
11	4	4	4	4	3	3	4	3	3	32
12	5	5	5	4	5	4	5	5	4	42
13	4	3	4	4	3	4	5	3	3	33
14	5	4	4	3	3	3	5	3	3	33
15	3	3	3	5	3	3	5	4	4	33
16	4	3	3	3	3	4	4	4	3	31
17	5	4	4	4	4	5	3	4	4	37
18	4	4	4	4	4	3	4	4	4	35
19	4	4	4	4	4	2	4	3	3	32
20	4	4	4	5	5	5	3	5	5	40
21	4	4	4	4	4	3	5	3	4	35
22	4	3	3	4	3	4	3	4	4	32

23	4	4	4	4	4	3	4	4	4	35
24	4	4	4	4	3	4	3	3	3	32
25	5	5	5	5	5	5	5	5	5	45
26	5	5	5	4	4	4	4	4	4	39
27	5	5	5	5	5	4	4	4	5	42
28	3	3	3	2	1	5	4	1	3	25
29	4	4	4	4	4	3	3	4	3	33
30	4	4	4	5	4	5	3	4	3	36
31	3	3	3	4	5	5	5	5	5	38
32	4	4	4	5	4	4	4	5	3	37
33	5	4	4	3	3	4	4	5	1	33
34	4	4	3	4	4	4	5	4	4	36
35	3	3	3	5	4	4	5	4	4	35
36	5	4	5	3	4	5	4	4	4	38
37	3	3	3	4	4	4	4	4	4	33
38	3	3	3	5	5	5	4	5	5	38
39	4	4	5	5	5	5	4	5	5	42
40	4	3	3	4	5	4	5	5	4	37
41	4	4	4	3	4	3	5	3	3	33
42	4	4	4	5	4	5	5	5	3	39
43	3	3	3	3	3	3	4	3	3	28
44	5	5	5	3	3	3	4	4	4	36
45	3	4	3	5	4	4	3	3	4	33
46	4	4	4	3	3	4	4	4	3	33
47	4	4	4	4	4	4	4	5	4	37
48	3	3	3	4	2	3	4	5	2	29
49	5	5	5	4	4	3	4	4	3	37
50	4	4	4	4	5	5	3	5	5	39
51	4	5	5	4	4	4	4	5	5	40
52	1	3	1	4	5	5	3	5	5	32
53	4	3	4	4	5	4	4	5	4	37
54	4	3	2	5	4	4	5	5	4	36
55	5	5	5	5	5	4	4	3	4	40
56	5	3	5	5	4	4	4	5	3	38
57	5	1	5	5	5	4	3	4	5	37
58	4	4	4	5	5	5	3	5	5	40
59	4	4	4	4	4	3	5	5	5	38
60	4	4	4	4	4	4	3	4	4	35
61	4	4	4	5	4	4	5	4	4	38
62	5	5	5	3	5	4	3	4	4	38
63	5	5	5	4	5	4	4	4	5	41

64	5	4	5	4	3	3	4	3	4	35
65	3	3	3	4	4	4	3	4	3	31
66	5	3	3	3	4	4	4	4	4	34
67	3	3	3	4	5	5	5	4	5	37
68	4	4	3	5	5	5	4	5	5	40
69	3	4	3	3	5	5	5	3	5	36
70	4	3	3	4	5	4	5	4	3	35
71	5	4	3	3	3	4	4	4	4	34
72	5	2	5	3	3	3	5	4	4	34
73	4	3	4	4	5	5	5	5	4	39
74	5	5	5	3	3	4	5	3	3	36
75	5	5	4	4	4	4	4	5	4	39
76	5	5	5	4	3	4	5	4	5	40
77	5	4	4	5	4	5	5	4	3	39
78	5	4	4	5	5	5	4	5	4	41
79	3	4	4	3	5	5	5	4	3	36
80	5	3	4	4	5	5	4	5	3	38
81	4	5	4	4	5	5	4	2	4	37
82	5	5	5	5	4	4	5	3	3	39
83	5	5	4	5	4	5	4	5	4	41
84	4	4	5	5	5	5	5	4	3	40
85	4	4	5	5	3	5	4	4	4	38
86	4	5	4	3	4	4	5	4	4	37
87	5	4	4	3	4	4	4	4	3	35
88	5	5	4	5	4	4	4	4	4	39
89	5	5	4	3	4	5	4	4	3	37
90	5	4	5	4	4	5	5	4	4	40
91	4	4	5	3	5	5	4	5	5	40
92	4	5	4	4	5	5	5	5	5	42
93	4	5	5	5	3	4	4	5	4	39
94	5	4	5	5	3	5	5	3	1	36
95	4	5	4	5	5	4	5	4	3	39
96	5	4	4	5	3	3	3	3	4	34
97	5	5	5	4	4	4	5	3	5	40
98	4	3	4	4	4	4	5	4	5	37
99	5	4	5	3	3	3	3	3	4	33
100	5	4	5	4	4	4	4	4	4	38

Lampiran 3

Profil Responden

Statistics

		Usia	Jenis_Kelamin	Pekerjaan	Pengeluaran_P erbulan	Lama_Menggun akan_Gojek
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-20	35	35.0	35.0	35.0
21-25	27	27.0	27.0	62.0
26-30	20	20.0	20.0	82.0
31-35	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	37	37.0	37.0	37.0
wanita	63	63.0	63.0	100.0
Total	100	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/Mahasiswa	38	38.0	38.0	38.0
Pegawai negeri	12	12.0	12.0	50.0
Pegawai swasta	33	33.0	33.0	83.0
Lainnya	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Pengeluaran Perbulan

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp. 1.000.000	21	21.0	21.0	21.0
Rp. 1.000.000 - Rp. 2.000.000	36	36.0	36.0	57.0
Valid Rp. 2.000.0000 - Rp. 3.000.000	24	24.0	24.0	81.0
> Rp. > 3.000.000	19	19.0	19.0	100.0
Total	100	100.0	100.0	

Lama Menggunakan Gojek

	Frequency	Percent	Valid Percent	Cumulative Percent
3 - 6 Bulan	16	16.0	16.0	16.0
Valid 6-12 Bulan	37	37.0	37.0	53.0
> 12 Bulan	47	47.0	47.0	100.0
Total	100	100.0	100.0	

Lampiran 4
Hasil jawaban responden

Variabel Kualitas Jasa

Kualitas.Jasa.1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	3	3.0	3.0	4.0
3	15	15.0	15.0	19.0
4	45	45.0	45.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

Kualitas.Jasa.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	3	3.0	3.0	4.0
3	15	15.0	15.0	19.0
4	44	44.0	44.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

Kualitas.Jasa.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	27	27.0	27.0	29.0
4	39	39.0	39.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

Kualitas.Jasa.4

	Frequency	Percent	Valid Percent	Cumulative Percent
3	8	8.0	8.0	8.0
Valid 4	55	55.0	55.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

Kualitas.Jasa.5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	21	21.0	21.0	22.0
Valid 4	42	42.0	42.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

Kualitas.Jasa.6

	Frequency	Percent	Valid Percent	Cumulative Percent
3	21	21.0	21.0	21.0
Valid 4	45	45.0	45.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

Kualitas.Jasa.7

	Frequency	Percent	Valid Percent	Cumulative Percent
3	14	14.0	14.0	14.0
Valid 4	50	50.0	50.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

Kualitas.Jasa.8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	16	16.0	16.0	17.0
Valid 4	51	51.0	51.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

Kualitas.Jasa.9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	17	17.0	17.0	18.0
Valid 4	50	50.0	50.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

Kualitas.Jasa.10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	16	16.0	16.0	18.0
Valid 4	57	57.0	57.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Kualitas.Jasa.11

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
Valid 3	15	15.0	15.0	17.0
4	57	57.0	57.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

Variabel Kepercayaan**KEPERCAYAAN.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	17	17.0	17.0	18.0
Valid 4	42	42.0	42.0	60.0
5	40	40.0	40.0	100.0
Total	100	100.0	100.0	

KEPERCAYAAN.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	17	17.0	17.0	18.0
Valid 4	49	49.0	49.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

KEPERCAYAAN.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	19	19.0	19.0	20.0
Valid 4	49	49.0	49.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

KEPERCAYAAN.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	19	19.0	19.0	20.0
Valid 4	55	55.0	55.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

KEPERCAYAAN.5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
Valid 3	22	22.0	22.0	24.0
4	50	50.0	50.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

KEPERCAYAAN.6

	Frequency	Percent	Valid Percent	Cumulative Percent
3	10	10.0	10.0	10.0
Valid 4	47	47.0	47.0	57.0
5	43	43.0	43.0	100.0
Total	100	100.0	100.0	

KEPERCAYAAN.7

	Frequency	Percent	Valid Percent	Cumulative Percent
3	16	16.0	16.0	16.0
4	54	54.0	54.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

KEPERCAYAAN.8

	Frequency	Percent	Valid Percent	Cumulative Percent
3	13	13.0	13.0	13.0
4	55	55.0	55.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

Variabel Harga**HARGA.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	11	11.0	11.0	12.0
4	47	47.0	47.0	59.0
5	41	41.0	41.0	100.0
Total	100	100.0	100.0	

HARGA.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	12	12.0	12.0	14.0
Valid 4	53	53.0	53.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

HARGA.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	11	11.0	11.0	12.0
Valid 4	52	52.0	52.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

HARGA.4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
Valid 3	22	22.0	22.0	24.0
4	46	46.0	46.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

HARGA.5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	13	13.0	13.0	14.0
Valid 4	49	49.0	49.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

HARGA.6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	21	21.0	21.0	22.0
Valid 4	46	46.0	46.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

HARGA.7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	10	10.0	10.0	11.0
Valid 4	54	54.0	54.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

HARGA.8

	Frequency	Percent	Valid Percent	Cumulative Percent
3	19	19.0	19.0	19.0
Valid 4	49	49.0	49.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

Variabel Loyalitas

LOYALITAS.1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	13	13.0	13.0	14.0
Valid 4	45	45.0	45.0	59.0
5	41	41.0	41.0	100.0
Total	100	100.0	100.0	

LOYALITAS.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
Valid 3	24	24.0	24.0	26.0
4	47	47.0	47.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

LOYALITAS.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
Valid 3	22	22.0	22.0	24.0
4	46	46.0	46.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

LOYALITAS.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	20	20.0	20.0	21.0
Valid 4	46	46.0	46.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

LOYALITAS.5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
Valid 3	22	22.0	22.0	24.0
4	43	43.0	43.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

LOYALITAS.6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	17	17.0	17.0	18.0
Valid 4	48	48.0	48.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

LOYALITAS.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	18	18.0	18.0	18.0
4	47	47.0	47.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

LOYALITAS.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
3	20	20.0	20.0	22.0
4	45	45.0	45.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

LOYALITAS.9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	1	1.0	1.0	3.0
3	29	29.0	29.0	32.0
4	44	44.0	44.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Lampiran 5

Uji validitas

Variabel Kualitas Jasa (X1)

Correlations													
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	KUALITAS .JASA
X1.1	Pearson	1	.503**	.550**	.425**	.331*	.448**	.579**	.391*	.315*	.592**	.479**	.646**
	Correlation												
	Sig. (1-tailed)		.002	.001	.010	.037	.007	.000	.016	.045	.000	.004	.000
X1.2	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.503**	1	.752**	.383*	.566*	.386*	.689**	.528*	.444*	.905**	.538**	.766**
	Correlation					*			*	*			
X1.3	Sig. (1-tailed)	.002		.000	.018	.001	.017	.000	.001	.007	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.550**	.752**	1	.751**	.566*	.439**	.977**	.812*	.492*	.759**	.690**	.895**
X1.4	Correlation					*			*	*			
	Sig. (1-tailed)	.001	.000		.000	.001	.008	.000	.000	.003	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson	.425**	.383*	.751**	1	.568*	.501**	.778**	.892*	.630*	.481**	.586**	.806**
	Correlation					*			*	*			
	Sig. (1-tailed)	.010	.018	.000		.001	.002	.000	.000	.000	.004	.000	.000
X1.6	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.331*	.566**	.566**	.568**	1	.630**	.546**	.588*	.953*	.552**	.851**	.817**
	Correlation								*	*			
X1.7	Sig. (1-tailed)	.037	.001	.001	.001		.000	.001	.000	.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.448**	.386*	.439**	.501**	.630*	1	.422*	.469*	.651*	.374*	.522**	.665**
X1.8	Correlation					*			*	*			
	Sig. (1-tailed)	.007	.017	.008	.002	.000		.010	.004	.000	.021	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson	.579**	.689**	.977**	.778**	.546*	.422*	1	.749*	.520*	.787**	.711**	.892**
	Correlation					*			*	*			
	Sig. (1-tailed)	.000	.000	.000	.000	.001	.010		.000	.002	.000	.000	.000
X1.10	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.391*	.528**	.812**	.892**	.588*	.469**	.749**	1	.515*	.443**	.562**	.800**
	Correlation					*				*			

X1.9	Sig. (1-tailed)	.016	.001	.000	.000	.000	.004	.000		.002	.007	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.315*	.444**	.492**	.630**	.953*	.651**	.520**	.515*	1	.526**	.811**	.784**
X1.10	Sig. (1-tailed)	.045	.007	.003	.000	.000	.000	.002	.002		.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.592**	.905**	.759**	.481**	.552*	.374*	.787**	.443*	.526*	1	.618**	.807**
X1.11	Sig. (1-tailed)	.000	.000	.000	.004	.001	.021	.000	.007	.001		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.479**	.538**	.690**	.586**	.851*	.522**	.711**	.562*	.811*	.618**	1	.843**
KUALITA S.JA SA	Sig. (1-tailed)	.004	.001	.000	.000	.000	.002	.000	.001	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.646**	.766**	.895**	.806**	.817*	.665**	.892**	.800*	.784*	.807**	.843**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Variabel Kepercayaan (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	KEPERCAYAAN
X2.1	Pearson Correlation	1	.592**	.579**	.425**	.315*	.487**	.097	.293	.679**
	Sig. (1-tailed)		.000	.000	.010	.045	.003	.304	.058	.000
	N	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.592**	1	.787**	.481**	.526**	.422*	.257	.302	.779**
	Sig. (1-tailed)	.000		.000	.004	.001	.010	.085	.053	.000
	N	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.579**	.787**	1	.778**	.520**	.469**	.304	.293	.847**
	Sig. (1-tailed)	.000	.000		.000	.002	.004	.051	.058	.000
	N	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.425**	.481**	.778**	1	.630**	.544**	.196	.475**	.810**
	Sig. (1-tailed)	.010	.004	.000		.000	.001	.150	.004	.000
	N	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.315*	.526**	.520**	.630**	1	.682**	.144	.361*	.744**
	Sig. (1-tailed)	.045	.001	.002	.000		.000	.224	.025	.000
	N	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.487**	.422*	.469**	.544**	.682**	1	.313*	.558**	.789**
	Sig. (1-tailed)	.003	.010	.004	.001	.000		.046	.001	.000
	N	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.097	.257	.304	.196	.144	.313*	1	.004	.404*
	Sig. (1-tailed)	.304	.085	.051	.150	.224	.046		.492	.013
	N	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.293	.302	.293	.475**	.361*	.558**	.004	1	.574**
	Sig. (1-tailed)	.058	.053	.058	.004	.025	.001	.492		.000
	N	30	30	30	30	30	30	30	30	30
KEPE	Pearson Correlation	.679**	.779**	.847**	.810**	.744**	.789**	.404*	.574**	1
RCAY	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	.013	.000	
AAN	N	30	30	30	30	30	30	30	30	30

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

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

Variabel Harga (X3)

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	HARGA
X3.1	Pearson Correlation	1	.605**	.398*	.526**	.430**	.502**	.252	.315*	.735**
	Sig. (1-tailed)		.000	.015	.001	.009	.002	.090	.045	.000
	N	30	30	30	30	30	30	30	30	30
X3.2	Pearson Correlation	.605**	1	.601**	.451**	.573**	.368*	.362*	.246	.758**
	Sig. (1-tailed)	.000		.000	.006	.000	.023	.025	.095	.000
	N	30	30	30	30	30	30	30	30	30
X3.3	Pearson Correlation	.398*	.601**	1	.531**	.405*	.478**	.263	.521**	.776**
	Sig. (1-tailed)	.015	.000		.001	.013	.004	.080	.002	.000
	N	30	30	30	30	30	30	30	30	30
X3.4	Pearson Correlation	.526**	.451**	.531**	1	.391*	.582**	.245	.295	.754**
	Sig. (1-tailed)	.001	.006	.001		.016	.000	.096	.057	.000
	N	30	30	30	30	30	30	30	30	30
X3.5	Pearson Correlation	.430**	.573**	.405*	.391*	1	.589**	.110	.178	.647**
	Sig. (1-tailed)	.009	.000	.013	.016		.000	.282	.173	.000
	N	30	30	30	30	30	30	30	30	30
X3.6	Pearson Correlation	.502**	.368*	.478**	.582**	.589**	1	.312*	.285	.756**
	Sig. (1-tailed)	.002	.023	.004	.000	.000		.047	.063	.000
	N	30	30	30	30	30	30	30	30	30
X3.7	Pearson Correlation	.252	.362*	.263	.245	.110	.312*	1	.083	.489**
	Sig. (1-tailed)	.090	.025	.080	.096	.282	.047		.332	.003
	N	30	30	30	30	30	30	30	30	30
X3.8	Pearson Correlation	.315*	.246	.521**	.295	.178	.285	.083	1	.537**
	Sig. (1-tailed)	.045	.095	.002	.057	.173	.063	.332		.001
	N	30	30	30	30	30	30	30	30	30
HARGA	Pearson Correlation	.735**	.758**	.776**	.754**	.647**	.756**	.489**	.537**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	.003	.001	
	N	30	30	30	30	30	30	30	30	30

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

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

Variabel Loyalitas (Y)

		Correlations									
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	LOYALITAS
Y1.1	Pearson Correlation	1	.649**	.731**	.050	.294	.145	.048	.213	.104	.728**
	Sig. (1-tailed)		.000	.000	.396	.058	.222	.400	.129	.292	.000
	N	30	30	30	30	30	30	30	30	30	30
Y1.2	Pearson Correlation	.649**	1	.808**	.220	.304	.016	.260	.129	.157	.802*
	Sig. (1-tailed)	.000		.000	.121	.051	.466	.083	.248	.203	.000
	N	30	30	30	30	30	30	30	30	30	30
Y1.3	Pearson Correlation	.731**	.808**	1	.228	.221	.027	.355*	-.048	.132	.781**
	Sig. (1-tailed)	.000	.000		.113	.120	.443	.027	.400	.243	.000
	N	30	30	30	30	30	30	30	30	30	30
Y1.4	Pearson Correlation	.050	.220	.228	1	.004	.039	.415*	-.240	-.081	.334*
	Sig. (1-tailed)	.396	.121	.113		.492	.418	.011	.101	.336	.035
	N	30	30	30	30	30	30	30	30	30	30
Y1.5	Pearson Correlation	.294	.304	.221	.004	1	.215	-.149	.093	.291	.477**
	Sig. (1-tailed)	.058	.051	.120	.492		.127	.216	.312	.059	.004
	N	30	30	30	30	30	30	30	30	30	30
Y1.6	Pearson Correlation	.145	.016	.027	.039	.215	1	.024	.221	.122	.366*
	Sig. (1-tailed)	.222	.466	.443	.418	.127		.450	.121	.261	.023
	N	30	30	30	30	30	30	30	30	30	30
Y1.7	Pearson Correlation	.048	.260	.355*	.415*	-.149	.024	1	.085	-.100	.417*
	Sig. (1-tailed)	.400	.083	.027	.011	.216	.450		.328	.300	.011
	N	30	30	30	30	30	30	30	30	30	30
Y1.8	Pearson Correlation	.213	.129	-.048	-.240	.093	.221	.085	1	.088	.339*
	Sig. (1-tailed)	.129	.248	.400	.101	.312	.121	.328		.322	.033
	N	30	30	30	30	30	30	30	30	30	30
Y1.9	Pearson Correlation	.104	.157	.132	-.081	.291	.122	-.100	.088	1	.344*
	Sig. (1-tailed)	.292	.203	.243	.336	.059	.261	.300	.322		.031
	N	30	30	30	30	30	30	30	30	30	30
LOYALITAS	Pearson Correlation	.728**	.802**	.781**	.334*	.477**	.366*	.417*	.339*	.344*	1
	Sig. (1-tailed)	.000	.000	.000	.035	.004	.023	.011	.033	.031	
	N	30	30	30	30	30	30	30	30	30	30

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

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

Lampiran 6

Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.941	11

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.856	8

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.835	8

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.668	9

Lampiran 7

Uji Normalitas dan Homogenitas

One-Sample Kolmogorov-Smirnov Test

		KUALITAS.JAS	KEPERCAYAA	HARGA	LOYALITAS
		A	N		
N		100	100	100	100
Normal Parameters ^{a,b}	Mean	45.39	33.12	33.37	36.70
	Std. Deviation	3.559	2.931	3.538	3.395
	Absolute	.092	.097	.099	.105
Most Extreme Differences	Positive	.092	.089	.072	.066
	Negative	-.088	-.097	-.099	-.105
Kolmogorov-Smirnov Z		.920	.971	.993	1.052
Asymp. Sig. (2-tailed)		.366	.303	.278	.218

a. Test distribution is Normal.

b. Calculated from data.

Uji Homogenitas

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
KUALITAS.JASA	.971	11	83	.479
KEPERCAYAAN	.517	11	83	.887
HARGA	1.148	11	83	.336

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KUALITAS.JASA	Between Groups	304.716	16	19.045	1.666	.070
	Within Groups	949.074	83	11.435		
	Total	1253.790	99			
KEPERCAYAAN	Between Groups	336.628	16	21.039	3.398	.000
	Within Groups	513.932	83	6.192		
	Total	850.560	99			
HARGA	Between Groups	390.830	16	24.427	2.389	.005
	Within Groups	848.480	83	10.223		
	Total	1239.310	99			

Lampiran 8

Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
LOYALITAS	Between Groups	(Combined)	172.587	16	10.787	.924	.545
Y*		Linearity	94.767	1	94.767	8.122	.006
KUALITAS.		Deviation from Linearity	77.820	15	5.188	.445	.960
JASA	Within Groups		968.413	83	11.668		
X1	Total		1141.000	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
LOYALITAS Y*	Between Groups	(Combined)	405.201	13	31.169	3.643	.000
		Linearity	336.011	1	336.011	39.273	.000
		Deviation from Linearity	69.191	12	5.766	.674	.772
KEPERCAY AAN X2	Within Groups		735.799	86	8.556		
Total			1141.000	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
LOY	Between Groups	(Combined)	471.250	15	31.417	3.940	.000
ALIT		Linearity	307.278	1	307.278	38.539	.000
AS *		Deviation from Linearity	163.973	14	11.712	1.469	.141
HAR	Within Groups		669.750	84	7.973		
GA	Total		1141.000	99			

Lampiran 9

Uji Multikolinierita

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	14.352	3.914		3.667	.000		
KUALITAS.JASA X1	-.040	.093	-.042	-.428	.670	.706	1.417
KEPERCAYAAN X2	.435	.130	.376	3.353	.001	.539	1.854
HARGA X3	.292	.102	.304	2.857	.005	.597	1.676

a. Dependent Variable: LOYALITAS

Lampiran 10

Uji Regresi Linier Berganda

Uji T

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.591 ^a	.350	.330	2.780

a. Predictors: (Constant), HARGA, KUALITAS.JASA, KEPERCAYAAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.352	3.914		3.667	.000
	KUALITAS.JASA	-.040	.093	-.042	-.428	.670
	KEPERCAYAAN	.435	.130	.376	3.353	.001
	HARGA	.292	.102	.304	2.857	.005

a. Dependent Variable: LOYALITAS

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	399.150	3	133.050	17.218	.000 ^b
	Residual	741.850	96	7.728		
	Total	1141.000	99			

a. Dependent Variable: LOYALITAS

b. Predictors: (Constant), HARGA, KUALITAS.JASA, KEPERCAYAAN

Lampiran 11

T Tabel

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148

46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549

99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374

Lampiran 12

Tabel F

df untuk penyebut (N2)	df untuk pembilang (N1)									
	1	2	3	4	5	6	7	8	9	10
1	161	199	216	225	230	234	237	239	241	242
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49	2.45
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22	2.18
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16
31	4.16	3.30	2.91	2.68	2.52	2.41	2.32	2.25	2.20	2.15
32	4.15	3.29	2.90	2.67	2.51	2.40	2.31	2.24	2.19	2.14
33	4.14	3.28	2.89	2.66	2.50	2.39	2.30	2.23	2.18	2.13
34	4.13	3.28	2.88	2.65	2.49	2.38	2.29	2.23	2.17	2.12
35	4.12	3.27	2.87	2.64	2.49	2.37	2.29	2.22	2.16	2.11
36	4.11	3.26	2.87	2.63	2.48	2.36	2.28	2.21	2.15	2.11
37	4.11	3.25	2.86	2.63	2.47	2.36	2.27	2.20	2.14	2.10
38	4.10	3.24	2.85	2.62	2.46	2.35	2.26	2.19	2.14	2.09
39	4.09	3.24	2.85	2.61	2.46	2.34	2.26	2.19	2.13	2.08
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08
41	4.08	3.23	2.83	2.60	2.44	2.33	2.24	2.17	2.12	2.07
42	4.07	3.22	2.83	2.59	2.44	2.32	2.24	2.17	2.11	2.06
43	4.07	3.21	2.82	2.59	2.43	2.32	2.23	2.16	2.11	2.06
44	4.06	3.21	2.82	2.58	2.43	2.31	2.23	2.16	2.10	2.05
45	4.06	3.20	2.81	2.58	2.42	2.31	2.22	2.15	2.10	2.05
46	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.15	2.09	2.04

47	4.05	3.20	2.80	2.57	2.41	2.30	2.21	2.14	2.09	2.04
48	4.04	3.19	2.80	2.57	2.41	2.29	2.21	2.14	2.08	2.03
49	4.04	3.19	2.79	2.56	2.40	2.29	2.20	2.13	2.08	2.03
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2.00
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2.00
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10	2.05	2.00
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10	2.04	2.00
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99
62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98
64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08	2.02	1.97
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94
86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93

100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93
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