

## Lampiran

### 1. Karakteristik Responden

#### a) Berdasarkan Usia

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 20 tahun	12	13,0	13,0	13,0
	21 - 40 tahun	42	45,7	45,7	58,7
	41 - 50 tahun	28	30,4	30,4	89,1
	36 - 50 tahun	10	10,9	10,9	100,0
	Total	92	100,0	100,0	

#### b) Berdasarkan Pekerjaan

		Pekerjaan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	17	18,5	18,5	18,5
	PNS	18	19,6	19,6	38,0
	Swasta	36	39,1	39,1	77,2
	DII	21	22,8	22,8	100,0
	Total	92	100,0	100,0	

### 2. Hasil Jawaban Responden

#### a) Kualitas Pelayanan

		P1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,3	3,3	3,3
	2	9	9,8	9,8	13,0
	3	43	46,7	46,7	59,8
	4	35	38,0	38,0	97,8
	5	2	2,2	2,2	100,0
	Total	92	100,0	100,0	

**P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	19,6	19,6	19,6
	3	43	46,7	46,7	66,3
	4	25	27,2	27,2	93,5
	5	6	6,5	6,5	100,0
	Total	92	100,0	100,0	

**P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	14	15,2	15,2	15,2
	3	43	46,7	46,7	62,0
	4	26	28,3	28,3	90,2
	5	9	9,8	9,8	100,0
	Total	92	100,0	100,0	

**P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,2	2,2	2,2
	3	17	18,5	18,5	20,7
	4	36	39,1	39,1	59,8
	5	37	40,2	40,2	100,0
	Total	92	100,0	100,0	

**P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	16	17,4	17,4	17,4
	3	32	34,8	34,8	52,2
	4	40	43,5	43,5	95,7
	5	4	4,3	4,3	100,0
	Total	92	100,0	100,0	

**P6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	19,6	19,6	19,6
	3	43	46,7	46,7	66,3
	4	25	27,2	27,2	93,5
	5	6	6,5	6,5	100,0
	Total	92	100,0	100,0	

**P7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	9,8	9,8	9,8
	3	39	42,4	42,4	52,2
	4	30	32,6	32,6	84,8
	5	14	15,2	15,2	100,0
	Total	92	100,0	100,0	

**P8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,3	3,3	3,3
	2	13	14,1	14,1	17,4
	3	43	46,7	46,7	64,1
	4	29	31,5	31,5	95,7
	5	4	4,3	4,3	100,0
	Total	92	100,0	100,0	

**P9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	13,0	13,0	13,0
	3	39	42,4	42,4	55,4
	4	30	32,6	32,6	88,0
	5	11	12,0	12,0	100,0
	Total	92	100,0	100,0	

**P10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	19,6	19,6	19,6
	3	41	44,6	44,6	64,1
	4	25	27,2	27,2	91,3
	5	8	8,7	8,7	100,0
	Total	92	100,0	100,0	

**P11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	19,6	19,6	19,6
	4	37	40,2	40,2	59,8
	5	37	40,2	40,2	100,0
	Total	92	100,0	100,0	

**P12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9,8	9,8	9,8
	4	60	65,2	65,2	75,0
	5	23	25,0	25,0	100,0
	Total	92	100,0	100,0	

**P13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	15	16,3	16,3	16,3
	3	37	40,2	40,2	56,5
	4	28	30,4	30,4	87,0
	5	12	13,0	13,0	100,0
	Total	92	100,0	100,0	

**P14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,3	3,3	3,3
	3	28	30,4	30,4	33,7
	4	40	43,5	43,5	77,2
	5	21	22,8	22,8	100,0
	Total	92	100,0	100,0	

**P15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	9,8	9,8	9,8
	3	40	43,5	43,5	53,3
	4	31	33,7	33,7	87,0
	5	12	13,0	13,0	100,0
	Total	92	100,0	100,0	

**b) Jawaban Responden Variabel Kepercayaan****Q1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	9,8	9,8	9,8
	3	27	29,3	29,3	39,1
	4	33	35,9	35,9	75,0
	5	23	25,0	25,0	100,0
	Total	92	100,0	100,0	

**Q2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7,6	7,6	7,6
	3	29	31,5	31,5	39,1
	4	35	38,0	38,0	77,2
	5	21	22,8	22,8	100,0
	Total	92	100,0	100,0	

**Q3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4,3	4,3	4,3
	3	37	40,2	40,2	44,6
	4	40	43,5	43,5	88,0
	5	11	12,0	12,0	100,0
	Total	92	100,0	100,0	

**Q4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,1	1,1	1,1
	3	31	33,7	33,7	34,8
	4	45	48,9	48,9	83,7
	5	15	16,3	16,3	100,0
	Total	92	100,0	100,0	

**Q5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,3	3,3	3,3
	2	9	9,8	9,8	13,0
	3	25	27,2	27,2	40,2
	4	26	28,3	28,3	68,5
	5	29	31,5	31,5	100,0
	Total	92	100,0	100,0	

**Q6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,3	3,3	3,3
	3	22	23,9	23,9	27,2
	4	35	38,0	38,0	65,2
	5	32	34,8	34,8	100,0
	Total	92	100,0	100,0	

**Q7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,1	1,1	1,1
	2	1	1,1	1,1	2,2
	3	34	37,0	37,0	39,1
	4	33	35,9	35,9	75,0
	5	23	25,0	25,0	100,0
	Total	92	100,0	100,0	

**Q8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,3	3,3	3,3
	3	27	29,3	29,3	32,6
	4	41	44,6	44,6	77,2
	5	21	22,8	22,8	100,0
	Total	92	100,0	100,0	

**Q9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6,5	6,5	6,5
	2	12	13,0	13,0	19,6
	3	53	57,6	57,6	77,2
	4	18	19,6	19,6	96,7
	5	3	3,3	3,3	100,0
	Total	92	100,0	100,0	

**c) Jawaban Reponden Variabel Loyalitas**

**R1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10,9	10,9	10,9
	4	55	59,8	59,8	70,7

	5	27	29,3	29,3	100,0
	Total	92	100,0	100,0	

**R2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10,9	10,9	10,9
	4	58	63,0	63,0	73,9
	5	24	26,1	26,1	100,0
	Total	92	100,0	100,0	

**R3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4,3	4,3	4,3
	3	16	17,4	17,4	21,7
	4	66	71,7	71,7	93,5
	5	6	6,5	6,5	100,0
	Total	92	100,0	100,0	

**R4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4,3	4,3	4,3
	3	13	14,1	14,1	18,5
	4	69	75,0	75,0	93,5
	5	6	6,5	6,5	100,0
	Total	92	100,0	100,0	

**R5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,3	3,3	3,3
	3	6	6,5	6,5	9,8
	4	62	67,4	67,4	77,2
	5	21	22,8	22,8	100,0
	Total	92	100,0	100,0	



**R6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4,3	4,3	4,3
	3	10	10,9	10,9	15,2
	4	66	71,7	71,7	87,0
	5	12	13,0	13,0	100,0
	Total	92	100,0	100,0	

**R7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10,9	10,9	10,9
	4	58	63,0	63,0	73,9
	5	24	26,1	26,1	100,0
	Total	92	100,0	100,0	

**R8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10,9	10,9	10,9
	4	58	63,0	63,0	73,9
	5	24	26,1	26,1	100,0
	Total	92	100,0	100,0	

**R9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	16,3	16,3	16,3
	4	59	64,1	64,1	80,4
	5	18	19,6	19,6	100,0
	Total	92	100,0	100,0	

**R10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	14,1	14,1	14,1
	4	55	59,8	59,8	73,9
	5	24	26,1	26,1	100,0
	Total	92	100,0	100,0	

**R11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	21,7	21,7	21,7
	4	36	39,1	39,1	60,9
	5	36	39,1	39,1	100,0
	Total	92	100,0	100,0	

**R12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10,9	10,9	10,9
	4	61	66,3	66,3	77,2
	5	21	22,8	22,8	100,0
	Total	92	100,0	100,0	

### 3. Hasil Uji Validitas

#### a) Variabel Kualitas Pelayanan

Correlations

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	Total_X 1
P1 Pearson Correlation Sig. (2- tailed) N	1   30	,406*  ,026 30	,526**  ,003 30	,313  ,093 30	,526**  ,003 30	,351  ,057 30	,523**  ,003 30	,356  ,053 30	,111  ,558 30	,418*  ,021 30	,183  ,332 30	,526**  ,003 30	,295  ,114 30	,351  ,057 30	,523**  ,003 30	,617**  ,000 30
P2 Pearson Correlation Sig. (2- tailed) N	,406*  ,026 30	1   30	,389*  ,034 30	,195  ,302 30	,389*  ,034 30	,425*  ,019 30	,606**  ,000 30	,214  ,256 30	,134  ,480 30	,068  ,722 30	,278  ,136 30	,389*  ,034 30	,112  ,556 30	,425*  ,019 30	,606**  ,000 30	,536**  ,002 30
P3 Pearson Correlation Sig. (2- tailed) N	,526**  ,003 30	,389*  ,034 30	1   30	,298  ,110 30	1,000**  ,000 30	,571**  ,001 30	,589**  ,001 30	,527**  ,003 30	,226  ,229 30	,495**  ,005 30	,308  ,097 30	1,000**  ,000 30	,365*  ,047 30	,571**  ,001 30	,589**  ,001 30	,827**  ,000 30
P4 Pearson Correlation	,313	,195	,298	1	,298	,451*	,524**	,558**	,483**	,290	,407*	,298	,378*	,451*	,524**	,632**



P9	Pearson Correlati on Sig. (2- tailed) N	,111 ,558 30	,134 ,480 30	,226 ,229 30	,483** ,007 30	,226 ,229 30	,229 ,224 30	,353 ,056 30	,520** ,003 30	1 ,027 30	,405* ,487 30	,132 ,229 30	,226 ,022 30	,416* ,224 30	,229 ,056 30	,353 ,005 30	,502**
P10	Pearson Correlati on Sig. (2- tailed) N	,418* ,021 30	,068 ,722 30	,495** ,005 30	,290 ,120 30	,495** ,005 30	,251 ,180 30	,364* ,048 30	,490** ,006 30	,405* ,027 30	1 ,413 30	,155 ,005 30	,495** ,001 30	,586** ,180 30	,251 ,048 30	,364* ,000 30	,603**
P11	Pearson Correlati on Sig. (2- tailed) N	,183 ,332 30	,278 ,136 30	,308 ,097 30	,407* ,026 30	,308 ,097 30	,382* ,037 30	,294 ,115 30	,346 ,061 30	,132 ,487 30	,155 ,413 30	1 ,097 30	,308 ,079 30	,326 ,037 30	,382* ,115 30	,294 ,006 30	,491**
P12	Pearson Correlati on Sig. (2- tailed) N	,526** ,003 30	,389* ,034 30	1,000** ,000 30	,298 ,110 30	1,000** ,000 30	,571** ,001 30	,589** ,001 30	,527** ,003 30	,226 ,229 30	,495** ,005 30	,308 ,097 30	1 ,047 30	,365* ,001 30	,571** ,001 30	,589** ,001 30	,827**
P13	Pearson Correlati on	,295	,112	,365*	,378*	,365*	,298	,387*	,557**	,416*	,586**	,326	,365*	1	,298	,387*	,608**



**b) Uji Validitas Varabel Kepercayaan**

**Correlations**

		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Total_X2
Q1	Pearson Correlation	1	,231	,324	,191	,273	,231	,322	,191	1,000**	,638**
	Sig. (2-tailed)		,220	,081	,311	,145	,220	,083	,311	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
Q2	Pearson Correlation	,231	1	,573**	,152	,231	1,000**	,677**	,152	,231	,716**
	Sig. (2-tailed)	,220		,001	,422	,220	,000	,000	,422	,220	,000
	N	30	30	30	30	30	30	30	30	30	30
Q3	Pearson Correlation	,324	,573**	1	,331	,139	,573**	,796**	,331	,324	,739**
	Sig. (2-tailed)	,081	,001		,074	,464	,001	,000	,074	,081	,000
	N	30	30	30	30	30	30	30	30	30	30
Q4	Pearson Correlation	,191	,152	,331	1	,383*	,152	,290	1,000**	,191	,612**
	Sig. (2-tailed)	,311	,422	,074		,037	,422	,120	,000	,311	,000
	N	30	30	30	30	30	30	30	30	30	30
Q5	Pearson Correlation	,273	,231	,139	,383*	1	,231	,138	,383*	,273	,514**
	Sig. (2-tailed)	,145	,220	,464	,037		,220	,467	,037	,145	,004
	N	30	30	30	30	30	30	30	30	30	30
Q6	Pearson Correlation	,231	1,000**	,573**	,152	,231	1	,677**	,152	,231	,716**
	Sig. (2-tailed)	,220	,000	,001	,422	,220		,000	,422	,220	,000
	N	30	30	30	30	30	30	30	30	30	30
Q7	Pearson Correlation	,322	,677**	,796**	,290	,138	,677**	1	,290	,322	,760**
	Sig. (2-tailed)	,083	,000	,000	,120	,467	,000		,120	,083	,000
	N	30	30	30	30	30	30	30	30	30	30
Q8	Pearson Correlation	,191	,152	,331	1,000**	,383*	,152	,290	1	,191	,612**
	Sig. (2-tailed)	,311	,422	,074	,000	,037	,422	,120		,311	,000

	N	30	30	30	30	30	30	30	30	30	30	30
Q9	Pearson Correlation	1,000**	,231	,324	,191	,273	,231	,322	,191	1	,638**	
	Sig. (2-tailed)	,000	,220	,081	,311	,145	,220	,083	,311		,000	
	N	30	30	30	30	30	30	30	30	30	30	30
Total_X2	Pearson Correlation	,638**	,716**	,739**	,612**	,514**	,716**	,760**	,612**	,638**	1	
	Sig. (2-tailed)	,000	,000	,000	,000	,004	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30

### c) Uji Validitas Variabel Loyalitas

#### Correlations

	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12	Total_Y
R1 Pearson Correlation	1	,954**	,191	,277	,205	,386*	,954**	,954**	,257	,288	,134	,712**	,801**
Sig. (2-tailed)		,000	,312	,138	,277	,035	,000	,000	,170	,123	,481	,000	,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30
R2 Pearson Correlation	,954**	1	,180	,272	,220	,489**	1,000**	1,000**	,174	,216	,153	,748**	,813**
Sig. (2-tailed)	,000		,340	,146	,243	,006	,000	,000	,359	,251	,419	,000	,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30
R3 Pearson Correlation	,191	,180	1	,951**	,044	,647**	,180	,180	,016	,247	,383*	,272	,551**





R8	Pearson Correlation Sig. (2- tailed) N	,954** ,000 30	1,000** ,000 30	,180 ,340 30	,272 ,146 30	,220 ,243 30	,489** ,006 30	1,000** ,000 30	1 ,359 30	,174 ,251 30	,216 ,419 30	,153 ,000 30	,748** ,000 30	,813** ,000 30
R9	Pearson Correlation Sig. (2- tailed) N	,257 ,170 30	,174 ,359 30	,016 ,934 30	,013 ,945 30	,161 ,395 30	,003 ,987 30	,174 ,359 30	,174 ,359 30	1 ,000 30	,612** ,134 30	,280 ,333 30	,183 ,027 30	,403* ,027 30
R10	Pearson Correlation Sig. (2- tailed) N	,288 ,123 30	,216 ,251 30	,247 ,188 30	,243 ,195 30	,133 ,485 30	,279 ,135 30	,216 ,251 30	,216 ,251 30	,612** ,000 30	1 ,003 30	,519** ,208 30	,237 ,001 30	,557** ,001 30
R11	Pearson Correlation Sig. (2- tailed) N	,134 ,481 30	,153 ,419 30	,383* ,037 30	,301 ,106 30	,096 ,614 30	,457* ,011 30	,153 ,419 30	,153 ,419 30	,280 ,134 30	,519** ,003 30	1 ,024 30	,412* ,002 30	,547** ,002 30
R12	Pearson Correlation	,712**	,748**	,272	,268	,146	,504**	,748**	,748**	,183	,237	,412*	1	,766**



#### 4. Uji Reliabilitas

##### a) Variabel Kualitas Layanan

Cronbach's Alpha	N of Items
,919	15

##### b) Variabel Kepercayaan

Cronbach's Alpha	N of Items
,839	9

##### c) Variabel Loyalitas

Cronbach's Alpha	N of Items
,868	12

#### 5. Hasil Uji Linieritas

##### a) Kualitas Layanan Terhadap Loyalitas

			Sum of Squares	df	Mean Square	F	Sig.
Total_Y *	Between	(Combined)	608,661	26	23,410	,975	,511
Total_X1	Groups	Linearity	132,800	1	132,800	5,533	,022
		Deviation from Linearity	475,861	25	19,034	,793	,736
	Within Groups		1560,078	65	24,001		
	Total		2168,739	91			

## b) Kepercayaan Terhadap Loyalitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_Y *	Between Groups	(Combined)	545,365	18	30,298	1,362	,177
Total_X2		Linearity	179,733	1	179,733	8,082	,006
		Deviation from Linearity	365,633	17	21,508	,967	,503
Within Groups			1623,374	73	22,238		
Total			2168,739	91			

## 6. Hasil Uji Multikolinieritas

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	34,243	4,801		7,132	,000		
	Total_X1	,109	,093	,137	1,173	,244	,745	1,343
	Total_X2	,261	,139	,219	1,873	,064	,745	1,343

## 7. Hasil Uji Variabel Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,311 <sup>a</sup>	,097	,077	4,691

## 8. Hasil Uji t

### a) Kualitas Layanan Terhadap Loyalitas

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	38,310	4,342		8,824	,000
	Total_X1	,197	,081	,247	2,423	,017

### b) Kepercayaan Terhadap Loyalitas

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	37,263	4,062		9,174	,000
	Total_X2	,344	,121	,288	2,852	,005

## 9. Hasil Uji F

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	34,243	4,801		7,132	,000		
	Total_X1	,109	,093	,137	1,173	,244	,745	1,343
	Total_X2	,261	,139	,219	1,873	,064	,745	1,343