

LAMPIRAN

1. Karakteristik responden

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20-30 TAHUN	16	16.0	16.0	16.0
31-40 TAHUN	51	51.0	51.0	67.0
41-50 TAHUN	33	33.0	33.0	100.0
Total	100	100.0	100.0	

JENIS KELAMIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid LAKI-LAKI	45	45.0	45.0	45.0
PEREMPUAN	55	55.0	55.0	100.0
Total	100	100.0	100.0	

PENDIDIKAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMA	8	8.0	8.0	8.0
SARJANA	84	84.0	84.0	92.0
PASCASARJANA	8	8.0	8.0	100.0
Total	100	100.0	100.0	

PEKERJAAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KARYAWAN SWASTA	30	30.0	30.0	30.0
PNS	20	20.0	20.0	50.0
IBU RUMAH TANGGA	18	18.0	18.0	68.0
KARYAWAN BUMN	6	6.0	6.0	74.0
WIRASWASTA	10	10.0	10.0	84.0
PETANI/PEDAGANG	5	5.0	5.0	89.0
PROFESIONAL	9	9.0	9.0	98.0

PENSIUNAN	2	2.0	2.0	100.0
Total	100	100.0	100.0	

2. Jawaban Responden

- Kualitas Pelayanan

KP1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	28	28.0	28.0	34.0
Valid 4	40	40.0	40.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

KP2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	11	11.0	11.0	14.0
Valid 3	37	37.0	37.0	51.0
4	31	31.0	31.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

KP3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	9	9.0	9.0	12.0
Valid 3	29	29.0	29.0	41.0
4	39	39.0	39.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

KP4

	Frequency	Percent	Valid Percent	Cumulative Percent
3	38	38.0	38.0	38.0
4	50	50.0	50.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

KP5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	10	10.0	10.0	13.0
3	20	20.0	20.0	33.0
4	39	39.0	39.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

KP6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	25	25.0	25.0	32.0
4	43	43.0	43.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

KP7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	31	31.0	31.0	34.0
4	40	40.0	40.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

KP8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	31	31.0	31.0	36.0
Valid 4	46	46.0	46.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

KP9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	3	3.0	3.0	7.0
Valid 3	20	20.0	20.0	27.0
4	43	43.0	43.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

KP10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	24	24.0	24.0	29.0
Valid 4	31	31.0	31.0	60.0
5	40	40.0	40.0	100.0
Total	100	100.0	100.0	

- CRM

CRM1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	31	31.0	31.0	34.0
Valid 4	49	49.0	49.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

CRM2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	20	20.0	20.0	26.0
Valid 4	43	43.0	43.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

CRM3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	21	21.0	21.0	22.0
Valid 4	44	44.0	44.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

CRM4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	4	4.0	4.0	6.0
Valid 3	20	20.0	20.0	26.0
4	45	45.0	45.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

CRM5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	3	3.0	3.0	4.0
Valid 3	27	27.0	27.0	31.0
4	45	45.0	45.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

CRM6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8.0	8.0	8.0
3	27	27.0	27.0	35.0
Valid 4	41	41.0	41.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

CRM7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5.0	5.0	5.0
2	13	13.0	13.0	18.0
3	33	33.0	33.0	51.0
4	37	37.0	37.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

CRM8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	33	33.0	33.0	41.0
4	41	41.0	41.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

CRM9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	10	10.0	10.0	11.0
3	29	29.0	29.0	40.0
4	45	45.0	45.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

CRM10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	16	16.0	16.0	19.0
Valid 3	35	35.0	35.0	54.0
4	32	32.0	32.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

- Citra Perusahaan**CP1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	27	27.0	27.0	31.0
Valid 4	47	47.0	47.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

CP2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	4	4.0	4.0	5.0
Valid 3	33	33.0	33.0	38.0
4	38	38.0	38.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

CP3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	3	3.0	3.0	5.0
Valid 3	29	29.0	29.0	34.0
4	50	50.0	50.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

CP4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	2	2.0	2.0	4.0
Valid 3	25	25.0	25.0	29.0
4	49	49.0	49.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

CP5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	34	34.0	34.0	39.0
Valid 4	46	46.0	46.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

CP6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	24	24.0	24.0	26.0
Valid 4	52	52.0	52.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

CP7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	4	4.0	4.0	8.0
Valid 3	42	42.0	42.0	50.0
4	39	39.0	39.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

CP8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	29	29.0	29.0	34.0
Valid 4	53	53.0	53.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

- Loyalitas**L1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	3	3.0	3.0	4.0
Valid 3	32	32.0	32.0	36.0
4	46	46.0	46.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

L2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	33	33.0	33.0	35.0
Valid 4	40	40.0	40.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

L3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	3	3.0	3.0	5.0
Valid 3	31	31.0	31.0	36.0
4	44	44.0	44.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

L4

	Frequency	Percent	Valid Percent	Cumulative Percent
3	25	25.0	25.0	25.0
Valid 4	51	51.0	51.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

L5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	5	5.0	5.0	6.0
Valid 3	34	34.0	34.0	40.0
4	49	49.0	49.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

L6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	20	20.0	20.0	23.0
Valid 4	51	51.0	51.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

L7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	4	4.0	4.0	5.0
Valid 3	49	49.0	49.0	54.0
4	42	42.0	42.0	96.0
5	4	4.0	4.0	100.0
Total	100	100.0	100.0	

L8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	5	5.0	5.0	7.0
Valid 3	21	21.0	21.0	28.0
4	39	39.0	39.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

	Pearson											
CRM	Correlation	.073	.191*	.130	.267**	1	.223*	.042	.237**	.021	.077	.468**
5	Sig. (1-tailed)	.235	.029	.098	.004		.013	.340	.009	.418	.222	.000
	N	100	100	100	100	100	100	100	100	100	100	100
	Pearson											
CRM	Correlation	.243**	.283**	.223*	.149	.223*	1	.080	-.028	.163	-.042	.471**
6	Sig. (1-tailed)	.007	.002	.013	.070	.013		.215	.391	.052	.339	.000
	N	100	100	100	100	100	100	100	100	100	100	100
	Pearson											
CRM	Correlation	.060	.231*	.373**	.269**	.042	.080	1	.179*	.133	.122	.551**
7	Sig. (1-tailed)	.275	.010	.000	.003	.340	.215		.037	.093	.112	.000
	N	100	100	100	100	100	100	100	100	100	100	100
	Pearson											
CRM	Correlation	.021	.110	-.092	.113	.237**	-.028	.179*	1	.258**	.115	.420**
8	Sig. (1-tailed)	.419	.137	.180	.131	.009	.391	.037		.005	.126	.000
	N	100	100	100	100	100	100	100	100	100	100	100
	Pearson											
CRM	Correlation	.174*	.125	.031	-.035	.021	.163	.133	.258**	1	.123	.425**
9	Sig. (1-tailed)	.042	.108	.381	.364	.418	.052	.093	.005		.111	.000
	N	100	100	100	100	100	100	100	100	100	100	100
	Pearson											
CRM	Correlation	.061	.199*	-.133	.010	.077	-.042	.122	.115	.123	1	.359**
10	Sig. (1-tailed)	.273	.023	.094	.461	.222	.339	.112	.126	.111		.000
	N	100	100	100	100	100	100	100	100	100	100	100
COS	Pearson											
TUM	Correlation	.413**	.602**	.455**	.555**	.468**	.471**	.551**	.420**	.425**	.359**	1
ER	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
REL												
ATIO												
NSH												
IP	N	100	100	100	100	100	100	100	100	100	100	100
MAN												
AJE												
MEN												

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

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

Correlations

		CP1	CP2	CP3	CP4	CP5	CP6	CP7	CP8	CITRA PERUSAHA AN
CP1	Pearson Correlation	1	.452**	.283**	.108	-.135	-.082	.052	-.058	.432**
	Sig. (1-tailed)		.000	.002	.142	.090	.208	.304	.284	.000
	N	100	100	100	100	100	100	100	100	100
CP2	Pearson Correlation	.452**	1	.340**	.029	-.077	-.087	.062	.069	.461**
	Sig. (1-tailed)	.000		.000	.388	.223	.196	.271	.248	.000
	N	100	100	100	100	100	100	100	100	100
CP3	Pearson Correlation	.283**	.340**	1	.026	-.077	-.003	.011	.036	.424**
	Sig. (1-tailed)	.002	.000		.400	.222	.487	.456	.362	.000
	N	100	100	100	100	100	100	100	100	100
CP4	Pearson Correlation	.108	.029	.026	1	.518**	.449**	.441**	.235**	.665**
	Sig. (1-tailed)	.142	.388	.400		.000	.000	.000	.009	.000
	N	100	100	100	100	100	100	100	100	100
CP5	Pearson Correlation	-.135	-.077	-.077	.518**	1	.560**	.337**	.291**	.547**
	Sig. (1-tailed)	.090	.223	.222	.000		.000	.000	.002	.001
	N	100	100	100	100	100	100	100	100	100
CP6	Pearson Correlation	-.082	-.087	-.003	.449**	.560**	1	.206*	.212*	.521**
	Sig. (1-tailed)	.208	.196	.487	.000	.000		.020	.017	.000
	N	100	100	100	100	100	100	100	100	100
CP7	Pearson Correlation	.052	.062	.011	.441**	.337**	.206*	1	.342**	.575**
	Sig. (1-tailed)	.304	.271	.456	.000	.000	.020		.000	.000
	N	100	100	100	100	100	100	100	100	100
CP8	Pearson Correlation	-.058	.069	.036	.235**	.291**	.212*	.342**	1	.500**
	Sig. (1-tailed)	.284	.248	.362	.009	.002	.017	.000		.000
	N	100	100	100	100	100	100	100	100	100
CITRA PERUSAHA AN	Pearson Correlation	.432**	.461**	.424**	.665**	.547**	.521**	.575**	.500**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.001	.000	.000	.000	

	Sig. (1-tailed)	.034	.067	.154	.008	.008	.063		.018	.000
	N	100	100	100	100	100	100	100	100	100
L8	Pearson Correlation	.117	.215*	-.011	.208*	.248**	.452**	.210*	1	.555**
	Sig. (1-tailed)	.123	.016	.457	.019	.006	.000	.018		.000
	N	100	100	100	100	100	100	100	100	100
LOYALI	Pearson Correlation	.638**	.640**	.548**	.491**	.648**	.621**	.466**	.555**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
TAS	N	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).

4. Uji Reliabilitas

Scale: kualitas pelayanan

Reliability Statistics

Cronbach's Alpha	N of Items
.643	10

Scale: CRM

Reliability Statistics

Cronbach's Alpha	N of Items
.609	10

Scale: Citra Perusahaan

Reliability Statistics

Cronbach's Alpha	N of Items
.677	8

Scale: LOYALITAS

Reliability Statistics

Cronbach's Alpha	N of Items
.711	8

5. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		KP	CRM	CP	L
N		100	100	100	100
Normal Parameters ^{a,b}	Mean	38.03	37.60	30.23	30.45
	Std. Deviation	4.428	4.197	3.717	3.699
	Absolute	.097	.133	.125	.092
Most Extreme Differences	Positive	.093	.089	.072	.066
	Negative	-.097	-.133	-.125	-.092
Kolmogorov-Smirnov Z		.967	1.332	1.253	.916
Asymp. Sig. (2-tailed)		.307	.058	.189	.371

a. Test distribution is Normal.

b. Calculated from data.

6. Uji Homogen

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
KP	1.173	14	84	.311
CRM	.650	14	84	.815
CP	1.538	14	84	.221

7. Uji Linearitas

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
L * KP	(Combined)	319.221	17	18.778	1.487	.120
	Between Linearity	99.136	1	99.136	7.850	.006
	Groups Deviation from Linearity	220.085	16	13.755	1.089	.379
	Within Groups	1035.529	82	12.628		
	Total	1354.750	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
L * CRM	(Combined)		398.318	17	23.430	2.009	.020
	Between	Linearity	78.498	1	78.498	6.730	.011
	Groups	Deviation from	319.820	16	19.989	1.714	.060
		Linearity					
		Within Groups		956.432	82	11.664	
	Total		1354.750	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
L* CP	(Combined)		252.963	17	21.080	1.882	.048
	Between	Linearity	51.899	1	51.899	4.634	.034
	Groups	Deviation	201.064	16	18.279	1.632	.089
		from Linearity					
		Within Groups		974.277	82	11.199	
	Total		1227.240	99			

8. Uji Regresi

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CP,CRM, KP ^b	.	Enter

a. Dependent Variable: L

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 ^a	.625	.114	3.482

a. Predictors: (Constant), CP,CRM, KP

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	178.967	2	89.484	7.555	.000 ^b
	Residual	1175.783	97	12.121		
	Total	1354.750	99			

a. Dependent Variable: L

b. Predictors: (Constant), CP, CRM, KP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.753	4.373		3.145	.002
	KP	.228	.079	.272	2.879	.005
	CRM	.214	.083	.243	2.566	.012
	CP	.118	.066	.146	3.009	.003

a. Dependent Variable: L