**LAMPIRAN**

**Lampiran I**

**KUESIONER**

Halo, Perkenalkan nama saya Meyske Sari mahasiswa Institut Bisnis dan Informatika Kwik Kian Gie jurusan manajemen pemasaran. Saat ini saya sedang melakukan penelitian mengenai "PENGARUH KUALITAS LAYANAN DAN HARGA TERHADAP LOYALITAS PELANGGAN JNE DI DAERAH JAKARTA UTARA". Oleh karena itu, saya mengharapkan bantuan anda berupa partisipasi untuk mengisi pertanyaan berikut. Atas perhatiannya saya ucapkan terima kasih.

**Bagian I**

**Indentitas Responden**

1. Nama Responden : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Alamat E-mail : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Jenis Kelamin :
4. Pria
5. Wanita
6. Usia Anda:
7. < 17 Tahun
8. 17 - 22 Tahun
9. 23 - 28 Tahun
10. 29 - 34 Tahun
11. > 35 Tahun
12. Pekerjaan Anda :
13. Karyawan
14. Wirausaha
15. Ibu Rumah Tangga
16. Mahasiswa / Pelajar
17. Lain – lain

**Bagian II**

Isilah Jawaban Anda dengan skala pertanyaan yang sesuai

Keterangan:

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (ST)

1. **Kualitas Layanan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **STS**  **(1)** | **TS**  **(2)** | **N**  **(3)** | **S**  **(4)** | **SS**  **(5)** |
| 1 | Petugas JNE memberikan pelayanan yang cekatan dan handal dalam melayani pelanggan |  |  |  |  |  |
| 2 | Petugas JNE cepat merespon dalam permintaan pelanggan |  |  |  |  |  |
| 3 | Petugas JNE mengantarkan barang tanpa kerusakan |  |  |  |  |  |
| 4 | Petugas JNE peduli terhadap keluhan yang disampaikan oleh pelanggan |  |  |  |  |  |
| 5 | Kantor JNE memiliki ruang tunggu yang nyaman dan memiliki peralatan yang memadai untuk melayani pelanggan |  |  |  |  |  |

1. **Harga**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pertanyaan** | **STS**  **(1)** | **TS**  **(2)** | **N**  **(3)** | **S**  **(4)** | **SS**  **(5)** |
| 1 | JNE memberikan tarif pengiriman harga yang terjangkau |  |  |  |  |  |
| 2 | Tarif yang ditawarkan JNE sesuai dengan kualitas jasanya |  |  |  |  |  |
| 3 | Tarif yang ditawarkan JNE sesuai dengan manfaat yang diberikan |  |  |  |  |  |
| 4 | Tarif yang ditawarkan JNE mampu bersaing dengan jasa pengiriman barang lainnya |  |  |  |  |  |

1. **Loyalitas Pelanggan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Indikator** | **STS (1)** | **TS (2)** | **N**  **(3)** | **S**  **(4)** | **SS**  **(5)** |
| 1 | Berniat untuk terus melanjutkan menggunakan jasa JNE |  |  |  |  |  |
| 2 | Tidak akan tertarik dengan jasa pengriman barang lainnya selain JNE |  |  |  |  |  |
| 3 | Akan merekomendasikan jasa pengiriman barang JNE ke orang-orang |  |  |  |  |  |
| 4 | Kurang memperhatikan jasa pengiriman barang lain selain JNE |  |  |  |  |  |

**Data Kuisioner Responden**

**Kualitas Layanan**

**(120 Responden)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No. | KL1 | KL2 | KL3 | KL4 | KL5 |
| 1 | 4 | 4 | 5 | 5 | 4 |
| 2 | 5 | 5 | 4 | 4 | 5 |
| 3 | 3 | 4 | 5 | 3 | 4 |
| 4 | 4 | 5 | 5 | 4 | 3 |
| 5 | 5 | 5 | 5 | 5 | 4 |
| 6 | 4 | 5 | 4 | 4 | 4 |
| 7 | 4 | 5 | 4 | 4 | 4 |
| 8 | 4 | 3 | 3 | 3 | 4 |
| 9 | 5 | 5 | 4 | 5 | 5 |
| 10 | 5 | 4 | 4 | 5 | 5 |
| 11 | 5 | 5 | 4 | 5 | 4 |
| 12 | 4 | 4 | 3 | 3 | 4 |
| 13 | 5 | 5 | 4 | 4 | 5 |
| 14 | 4 | 5 | 5 | 4 | 4 |
| 15 | 2 | 2 | 3 | 2 | 2 |
| 16 | 5 | 4 | 4 | 3 | 2 |
| 17 | 5 | 5 | 4 | 5 | 4 |
| 18 | 5 | 4 | 5 | 4 | 4 |
| 19 | 5 | 4 | 4 | 4 | 5 |
| 20 | 4 | 4 | 3 | 4 | 3 |
| 21 | 5 | 5 | 3 | 4 | 4 |
| 22 | 4 | 4 | 5 | 4 | 5 |
| 23 | 4 | 4 | 5 | 5 | 4 |
| 24 | 4 | 4 | 3 | 3 | 4 |
| 25 | 4 | 5 | 4 | 2 | 3 |
| 26 | 5 | 5 | 4 | 2 | 5 |
| 27 | 4 | 4 | 4 | 4 | 4 |
| 28 | 5 | 5 | 5 | 5 | 5 |
| 29 | 5 | 4 | 4 | 3 | 3 |
| 30 | 4 | 4 | 5 | 5 | 5 |
| 31 | 4 | 5 | 4 | 5 | 5 |
| 32 | 4 | 4 | 4 | 4 | 4 |
| 33 | 4 | 4 | 3 | 3 | 3 |
| 34 | 3 | 3 | 2 | 1 | 2 |
| 35 | 4 | 3 | 2 | 3 | 3 |
| 36 | 5 | 5 | 4 | 3 | 5 |
| 37 | 4 | 3 | 4 | 3 | 3 |
| 38 | 4 | 4 | 2 | 5 | 3 |
| 39 | 4 | 4 | 3 | 3 | 4 |
| 40 | 5 | 5 | 3 | 4 | 5 |
| 41 | 5 | 4 | 5 | 2 | 5 |
| 42 | 5 | 5 | 5 | 3 | 4 |
| 43 | 5 | 3 | 5 | 2 | 3 |
| 44 | 4 | 4 | 3 | 3 | 4 |
| 45 | 4 | 4 | 5 | 4 | 4 |
| 46 | 4 | 4 | 3 | 2 | 4 |
| 47 | 4 | 4 | 3 | 3 | 4 |
| 48 | 4 | 4 | 4 | 5 | 3 |
| 49 | 4 | 2 | 3 | 4 | 4 |
| 50 | 4 | 5 | 4 | 5 | 5 |
| 51 | 4 | 4 | 4 | 3 | 3 |
| 52 | 3 | 2 | 3 | 4 | 3 |
| 53 | 4 | 4 | 3 | 3 | 4 |
| 54 | 5 | 5 | 5 | 5 | 5 |
| 55 | 4 | 4 | 4 | 4 | 2 |
| 56 | 5 | 5 | 4 | 4 | 4 |
| 57 | 4 | 3 | 4 | 3 | 4 |
| 58 | 4 | 4 | 5 | 4 | 4 |
| 59 | 3 | 3 | 5 | 5 | 4 |
| 60 | 4 | 4 | 4 | 5 | 4 |
| 61 | 4 | 4 | 3 | 4 | 4 |
| 62 | 4 | 4 | 4 | 4 | 4 |
| 63 | 4 | 3 | 5 | 4 | 2 |
| 64 | 4 | 5 | 5 | 2 | 4 |
| 65 | 4 | 4 | 5 | 4 | 5 |
| 66 | 4 | 4 | 4 | 4 | 4 |
| 67 | 5 | 5 | 5 | 5 | 5 |
| 68 | 5 | 4 | 5 | 3 | 4 |
| 69 | 5 | 4 | 3 | 5 | 5 |
| 70 | 5 | 5 | 4 | 4 | 5 |
| 71 | 4 | 4 | 4 | 4 | 5 |
| 72 | 5 | 5 | 4 | 5 | 4 |
| 73 | 4 | 5 | 4 | 4 | 5 |
| 74 | 3 | 4 | 3 | 4 | 4 |
| 75 | 4 | 3 | 5 | 4 | 3 |
| 76 | 5 | 5 | 5 | 5 | 4 |
| 77 | 4 | 3 | 5 | 5 | 4 |
| 78 | 4 | 4 | 4 | 4 | 4 |
| 79 | 5 | 4 | 4 | 5 | 4 |
| 80 | 4 | 4 | 4 | 5 | 4 |
| 81 | 4 | 4 | 4 | 4 | 4 |
| 82 | 3 | 4 | 4 | 3 | 4 |
| 83 | 4 | 5 | 4 | 5 | 5 |
| 84 | 5 | 5 | 5 | 5 | 5 |
| 85 | 4 | 4 | 4 | 5 | 4 |
| 86 | 5 | 5 | 3 | 4 | 5 |
| 87 | 5 | 4 | 3 | 4 | 3 |
| 88 | 5 | 5 | 5 | 4 | 4 |
| 89 | 4 | 4 | 4 | 4 | 4 |
| 90 | 5 | 4 | 4 | 5 | 5 |
| 91 | 5 | 5 | 4 | 4 | 5 |
| 92 | 5 | 4 | 5 | 5 | 5 |
| 93 | 5 | 5 | 5 | 4 | 5 |
| 94 | 3 | 4 | 5 | 3 | 3 |
| 95 | 4 | 5 | 5 | 4 | 4 |
| 96 | 5 | 5 | 4 | 5 | 4 |
| 97 | 4 | 4 | 4 | 5 | 4 |
| 98 | 5 | 5 | 5 | 5 | 5 |
| 99 | 3 | 4 | 4 | 5 | 4 |
| 100 | 4 | 4 | 4 | 4 | 4 |
| 101 | 5 | 4 | 4 | 4 | 4 |
| 102 | 5 | 5 | 5 | 5 | 5 |
| 103 | 4 | 4 | 4 | 4 | 4 |
| 104 | 4 | 4 | 4 | 5 | 4 |
| 105 | 5 | 4 | 3 | 4 | 4 |
| 106 | 4 | 4 | 5 | 3 | 4 |
| 107 | 4 | 4 | 5 | 4 | 3 |
| 108 | 3 | 4 | 4 | 3 | 4 |
| 109 | 5 | 4 | 4 | 4 | 3 |
| 110 | 3 | 4 | 3 | 4 | 4 |
| 111 | 4 | 3 | 4 | 5 | 4 |
| 112 | 4 | 3 | 4 | 5 | 4 |
| 113 | 4 | 4 | 4 | 5 | 4 |
| 114 | 4 | 3 | 4 | 4 | 5 |
| 115 | 3 | 4 | 4 | 5 | 4 |
| 116 | 4 | 4 | 4 | 4 | 5 |
| 117 | 4 | 5 | 4 | 4 | 5 |
| 118 | 4 | 3 | 4 | 5 | 4 |
| 119 | 4 | 4 | 4 | 4 | 5 |
| 120 | 3 | 4 | 4 | 5 | 4 |

Sumber: Google Form.

**Variabel Harga**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | H1 | H2 | H3 | H4 |
| 1 | 5 | 5 | 4 | 4 |
| 2 | 4 | 5 | 5 | 4 |
| 3 | 4 | 5 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 |
| 6 | 4 | 5 | 4 | 5 |
| 7 | 4 | 5 | 4 | 5 |
| 8 | 3 | 2 | 2 | 2 |
| 9 | 5 | 5 | 5 | 5 |
| 10 | 5 | 4 | 4 | 4 |
| 11 | 5 | 5 | 5 | 4 |
| 12 | 4 | 4 | 5 | 5 |
| 13 | 5 | 5 | 5 | 5 |
| 14 | 5 | 4 | 5 | 4 |
| 15 | 4 | 4 | 3 | 3 |
| 16 | 3 | 4 | 5 | 4 |
| 17 | 4 | 5 | 4 | 4 |
| 18 | 5 | 5 | 5 | 5 |
| 19 | 5 | 5 | 5 | 5 |
| 20 | 4 | 3 | 4 | 4 |
| 21 | 5 | 5 | 5 | 5 |
| 22 | 5 | 5 | 5 | 5 |
| 23 | 4 | 5 | 5 | 4 |
| 24 | 4 | 4 | 4 | 3 |
| 25 | 4 | 4 | 3 | 3 |
| 26 | 5 | 5 | 5 | 5 |
| 27 | 5 | 5 | 4 | 3 |
| 28 | 5 | 5 | 5 | 5 |
| 29 | 5 | 3 | 4 | 5 |
| 30 | 3 | 3 | 3 | 4 |
| 31 | 5 | 4 | 5 | 5 |
| 32 | 4 | 4 | 4 | 4 |
| 33 | 4 | 3 | 3 | 4 |
| 34 | 4 | 3 | 3 | 5 |
| 35 | 2 | 2 | 2 | 2 |
| 36 | 3 | 2 | 3 | 3 |
| 37 | 4 | 4 | 4 | 3 |
| 38 | 5 | 3 | 4 | 5 |
| 39 | 2 | 4 | 4 | 3 |
| 40 | 3 | 4 | 5 | 4 |
| 41 | 3 | 3 | 2 | 3 |
| 42 | 5 | 4 | 5 | 5 |
| 43 | 4 | 5 | 4 | 4 |
| 44 | 5 | 5 | 5 | 5 |
| 45 | 2 | 3 | 3 | 3 |
| 46 | 5 | 4 | 4 | 5 |
| 47 | 4 | 4 | 4 | 4 |
| 48 | 4 | 4 | 3 | 5 |
| 49 | 4 | 5 | 4 | 2 |
| 50 | 5 | 5 | 4 | 4 |
| 51 | 4 | 3 | 4 | 4 |
| 52 | 5 | 4 | 3 | 4 |
| 53 | 4 | 5 | 5 | 5 |
| 54 | 4 | 5 | 5 | 4 |
| 55 | 3 | 4 | 4 | 3 |
| 56 | 4 | 3 | 4 | 4 |
| 57 | 3 | 4 | 4 | 4 |
| 58 | 4 | 4 | 4 | 4 |
| 59 | 4 | 3 | 4 | 4 |
| 60 | 5 | 4 | 4 | 3 |
| 61 | 4 | 4 | 4 | 4 |
| 62 | 4 | 5 | 5 | 5 |
| 63 | 4 | 4 | 4 | 4 |
| 64 | 3 | 5 | 4 | 5 |
| 65 | 5 | 4 | 5 | 5 |
| 66 | 4 | 4 | 4 | 4 |
| 67 | 5 | 5 | 5 | 5 |
| 68 | 4 | 5 | 5 | 4 |
| 69 | 5 | 4 | 5 | 4 |
| 70 | 4 | 4 | 5 | 4 |
| 71 | 4 | 4 | 4 | 4 |
| 72 | 3 | 4 | 2 | 4 |
| 73 | 5 | 4 | 4 | 5 |
| 74 | 4 | 4 | 3 | 4 |
| 75 | 4 | 3 | 4 | 3 |
| 76 | 5 | 5 | 5 | 5 |
| 77 | 3 | 4 | 4 | 4 |
| 78 | 4 | 4 | 4 | 4 |
| 79 | 5 | 4 | 4 | 3 |
| 80 | 3 | 4 | 4 | 5 |
| 81 | 4 | 4 | 4 | 4 |
| 82 | 2 | 4 | 4 | 4 |
| 83 | 4 | 4 | 3 | 4 |
| 84 | 5 | 5 | 5 | 5 |
| 85 | 4 | 3 | 4 | 4 |
| 86 | 5 | 4 | 4 | 5 |
| 87 | 5 | 4 | 3 | 4 |
| 88 | 5 | 5 | 4 | 4 |
| 89 | 5 | 4 | 4 | 5 |
| 90 | 4 | 5 | 4 | 4 |
| 91 | 5 | 5 | 4 | 5 |
| 92 | 4 | 5 | 5 | 5 |
| 93 | 5 | 5 | 4 | 5 |
| 94 | 4 | 3 | 3 | 4 |
| 95 | 4 | 4 | 5 | 5 |
| 96 | 5 | 5 | 4 | 5 |
| 97 | 4 | 4 | 4 | 4 |
| 98 | 5 | 5 | 5 | 5 |
| 99 | 3 | 4 | 4 | 4 |
| 100 | 4 | 4 | 4 | 4 |
| 101 | 4 | 4 | 4 | 4 |
| 102 | 4 | 5 | 4 | 5 |
| 103 | 4 | 4 | 4 | 4 |
| 104 | 5 | 3 | 3 | 5 |
| 105 | 4 | 4 | 5 | 4 |
| 106 | 5 | 4 | 3 | 4 |
| 107 | 5 | 4 | 4 | 5 |
| 108 | 4 | 4 | 5 | 4 |
| 109 | 4 | 4 | 4 | 4 |
| 110 | 3 | 4 | 4 | 4 |
| 111 | 4 | 3 | 4 | 4 |
| 112 | 4 | 4 | 4 | 4 |
| 113 | 4 | 4 | 4 | 4 |
| 114 | 4 | 5 | 5 | 4 |
| 115 | 5 | 4 | 4 | 5 |
| 116 | 4 | 4 | 4 | 4 |
| 117 | 4 | 4 | 4 | 5 |
| 118 | 4 | 4 | 4 | 4 |
| 119 | 5 | 4 | 4 | 5 |
| 120 | 4 | 4 | 4 | 4 |

Sumber: Google Form

**Loyalitas Pelanggan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | LP1 | LP2 | LP3 | LP4 |
| 1 | 5 | 5 | 4 | 5 |
| 2 | 4 | 3 | 5 | 3 |
| 3 | 5 | 4 | 3 | 4 |
| 4 | 5 | 4 | 4 | 3 |
| 5 | 5 | 2 | 3 | 2 |
| 6 | 4 | 4 | 4 | 5 |
| 7 | 4 | 4 | 4 | 5 |
| 8 | 3 | 3 | 2 | 2 |
| 9 | 5 | 5 | 5 | 5 |
| 10 | 4 | 4 | 4 | 4 |
| 11 | 5 | 3 | 4 | 5 |
| 12 | 5 | 4 | 5 | 5 |
| 13 | 5 | 5 | 5 | 5 |
| 14 | 4 | 4 | 4 | 4 |
| 15 | 2 | 1 | 1 | 1 |
| 16 | 4 | 5 | 5 | 5 |
| 17 | 4 | 5 | 5 | 5 |
| 18 | 5 | 4 | 5 | 5 |
| 19 | 4 | 4 | 5 | 5 |
| 20 | 5 | 5 | 4 | 4 |
| 21 | 5 | 5 | 5 | 5 |
| 22 | 5 | 5 | 5 | 5 |
| 23 | 4 | 4 | 4 | 4 |
| 24 | 4 | 4 | 4 | 4 |
| 25 | 4 | 3 | 4 | 5 |
| 26 | 5 | 4 | 5 | 4 |
| 27 | 4 | 4 | 5 | 5 |
| 28 | 5 | 5 | 5 | 5 |
| 29 | 3 | 4 | 3 | 5 |
| 30 | 5 | 2 | 4 | 3 |
| 31 | 5 | 4 | 5 | 4 |
| 32 | 5 | 4 | 5 | 4 |
| 33 | 3 | 3 | 3 | 2 |
| 34 | 4 | 3 | 3 | 2 |
| 35 | 3 | 2 | 3 | 3 |
| 36 | 4 | 5 | 4 | 4 |
| 37 | 3 | 2 | 4 | 2 |
| 38 | 5 | 4 | 4 | 4 |
| 39 | 4 | 3 | 3 | 3 |
| 40 | 5 | 5 | 4 | 5 |
| 41 | 5 | 4 | 5 | 5 |
| 42 | 5 | 4 | 5 | 5 |
| 43 | 5 | 2 | 5 | 4 |
| 44 | 5 | 3 | 4 | 4 |
| 45 | 4 | 4 | 3 | 2 |
| 46 | 3 | 4 | 3 | 4 |
| 47 | 5 | 3 | 3 | 2 |
| 48 | 4 | 3 | 3 | 5 |
| 49 | 3 | 2 | 2 | 4 |
| 50 | 5 | 4 | 5 | 4 |
| 51 | 4 | 3 | 4 | 4 |
| 52 | 3 | 4 | 3 | 5 |
| 53 | 4 | 4 | 4 | 4 |
| 54 | 4 | 4 | 4 | 4 |
| 55 | 4 | 4 | 3 | 4 |
| 56 | 5 | 4 | 3 | 3 |
| 57 | 4 | 4 | 3 | 4 |
| 58 | 3 | 2 | 2 | 3 |
| 59 | 5 | 4 | 5 | 4 |
| 60 | 4 | 3 | 4 | 3 |
| 61 | 4 | 2 | 4 | 3 |
| 62 | 5 | 4 | 4 | 2 |
| 63 | 5 | 5 | 5 | 4 |
| 64 | 5 | 3 | 4 | 2 |
| 65 | 4 | 5 | 5 | 5 |
| 66 | 4 | 4 | 4 | 4 |
| 67 | 5 | 5 | 5 | 5 |
| 68 | 3 | 2 | 4 | 4 |
| 69 | 5 | 5 | 4 | 5 |
| 70 | 3 | 3 | 4 | 4 |
| 71 | 4 | 3 | 4 | 3 |
| 72 | 3 | 4 | 5 | 5 |
| 73 | 4 | 4 | 3 | 4 |
| 74 | 3 | 3 | 3 | 3 |
| 75 | 4 | 4 | 4 | 3 |
| 76 | 5 | 4 | 5 | 4 |
| 77 | 3 | 3 | 4 | 4 |
| 78 | 4 | 4 | 4 | 4 |
| 79 | 5 | 5 | 4 | 4 |
| 80 | 4 | 4 | 4 | 2 |
| 81 | 4 | 4 | 5 | 5 |
| 82 | 4 | 4 | 5 | 4 |
| 83 | 5 | 4 | 5 | 5 |
| 84 | 5 | 5 | 4 | 4 |
| 85 | 4 | 4 | 3 | 4 |
| 86 | 5 | 5 | 4 | 4 |
| 87 | 4 | 3 | 5 | 3 |
| 88 | 4 | 4 | 4 | 5 |
| 89 | 4 | 4 | 4 | 4 |
| 90 | 4 | 4 | 5 | 5 |
| 91 | 5 | 5 | 5 | 5 |
| 92 | 5 | 5 | 5 | 5 |
| 93 | 4 | 5 | 4 | 5 |
| 94 | 4 | 4 | 4 | 4 |
| 95 | 5 | 4 | 5 | 5 |
| 96 | 5 | 4 | 4 | 4 |
| 97 | 4 | 4 | 4 | 5 |
| 98 | 5 | 5 | 5 | 5 |
| 99 | 4 | 3 | 4 | 3 |
| 100 | 4 | 4 | 4 | 4 |
| 101 | 3 | 5 | 4 | 2 |
| 102 | 5 | 4 | 5 | 4 |
| 103 | 4 | 4 | 4 | 5 |
| 104 | 2 | 5 | 4 | 4 |
| 105 | 5 | 5 | 3 | 5 |
| 106 | 4 | 4 | 5 | 4 |
| 107 | 4 | 5 | 5 | 5 |
| 108 | 4 | 3 | 5 | 4 |
| 109 | 5 | 4 | 4 | 4 |
| 110 | 4 | 4 | 4 | 5 |
| 111 | 4 | 3 | 4 | 5 |
| 112 | 4 | 5 | 4 | 4 |
| 113 | 4 | 5 | 4 | 4 |
| 114 | 3 | 4 | 4 | 5 |
| 115 | 4 | 4 | 4 | 3 |
| 116 | 4 | 4 | 4 | 4 |
| 117 | 4 | 5 | 4 | 5 |
| 118 | 4 | 4 | 5 | 5 |
| 119 | 4 | 5 | 4 | 4 |
| 120 | 5 | 4 | 3 | 5 |

Sumber: Google Form

**Lampiran II**

1. **Hasil Output**
2. **Uji Validitas**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| KUALITASLAYANAN | 16.43 | 5.702 | .527 | .459 | .704 |
| KUALITASLAYANAN | 16.43 | 5.633 | .551 | .421 | .696 |
| KUALITASLAYANAN | 16.67 | 6.092 | .389 | .280 | .748 |
| KUALITASLAYANAN | 16.90 | 4.645 | .595 | .395 | .676 |
| KUALITASLAYANAN | 16.77 | 5.220 | .537 | .303 | .698 |

1. **Uji Validitas Kualitas Layanan**

Sumber: Output SPSS 22

1. **Uji Validitas Variabel Harga**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| HARGA | 12.97 | 4.516 | .591 | .353 | .826 |
| HARGA | 12.90 | 3.886 | .649 | .482 | .802 |
| HARGA | 13.00 | 3.586 | .794 | .655 | .734 |
| HARGA | 13.13 | 3.775 | .654 | .519 | .801 |

Sumber: Output SPSS 22

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| LOYAITASPELANGGAN | 12.33 | 7.816 | .521 | .377 | .882 |
| LOYALITASPELANGGAN | 12.77 | 5.909 | .748 | .604 | .795 |
| LOYALITASPELANGGAN | 12.53 | 5.844 | .801 | .658 | .772 |
| LOYALITASPELANGGAN | 12.47 | 5.499 | .755 | .662 | .795 |

1. **Uji Validitas Loyalitas Pelanggan**
2. **Uji Reliabilitas (Cronbach’s Alpha)**
3. **Uji Realiabilitas Kualitas Layanan**

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .750 | .751 | 5 |

Sumber: Output SPSS 22

1. **Uji Reliabilitas Variabel Harga**

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .836 | .837 | 4 |

Sumber: Output SPSS 22

1. **Uji Reliabilitas Loyalitas Pelanggan**

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .856 | .854 | 4 |

Sumber: Output SPSS 22

1. **Statistik Deskriptif Setiap Variabel**
2. **Skor Rata-Rata Kualitas Layanan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | .8 | .8 | .8 |
| 3 | 12 | 10.0 | 10.0 | 10.8 |
| 4 | 65 | 54.2 | 54.2 | 65.0 |
| 5 | 42 | 35.0 | 35.0 | 100.0 |
| Total | 120 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 3 | 2.5 | 2.5 | 2.5 |
| 3 | 14 | 11.7 | 11.7 | 14.2 |
| 4 | 65 | 54.2 | 54.2 | 68.3 |
| 5 | 38 | 31.7 | 31.7 | 100.0 |
| Total | 120 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 3 | 2.5 | 2.5 | 2.5 |
| 3 | 22 | 18.3 | 18.3 | 20.8 |
| 4 | 60 | 50.0 | 50.0 | 70.8 |
| 5 | 35 | 29.2 | 29.2 | 100.0 |
| Total | 120 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | .8 | .8 | .8 |
| 2 | 7 | 5.8 | 5.8 | 6.7 |
| 3 | 22 | 18.3 | 18.3 | 25.0 |
| 4 | 50 | 41.7 | 41.7 | 66.7 |
| 5 | 40 | 33.3 | 33.3 | 100.0 |
| Total | 120 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 5 | 4.2 | 4.2 | 4.2 |
| 3 | 17 | 14.2 | 14.2 | 18.3 |
| 4 | 64 | 53.3 | 53.3 | 71.7 |
| 5 | 34 | 28.3 | 28.3 | 100.0 |
| Total | 120 | 100.0 | 100.0 |  |

Sumber: Output SPSS 22

1. **Skor Rata-Rata Variabel Harga**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **H1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 4 | 3.3 | 3.3 | 3.3 |
| 3 | 14 | 11.7 | 11.7 | 15.0 |
| 4 | 60 | 50.0 | 50.0 | 65.0 |
| 5 | 42 | 35.0 | 35.0 | 100.0 |
| Total | 120 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **H2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 3 | 2.5 | 2.5 | 2.5 |
| 3 | 16 | 13.3 | 13.3 | 15.8 |
| 4 | 62 | 51.7 | 51.7 | 67.5 |
| 5 | 39 | 32.5 | 32.5 | 100.0 |
| Total | 120 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **H3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 4 | 3.3 | 3.3 | 3.3 |
| 3 | 15 | 12.5 | 12.5 | 15.8 |
| 4 | 66 | 55.0 | 55.0 | 70.8 |
| 5 | 35 | 29.2 | 29.2 | 100.0 |
| Total | 120 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **H4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 3 | 2.5 | 2.5 | 2.5 |
| 3 | 14 | 11.7 | 11.7 | 14.2 |
| 4 | 60 | 50.0 | 50.0 | 64.2 |
| 5 | 43 | 35.8 | 35.8 | 100.0 |
| Total | 120 | 100.0 | 100.0 |  |

Sumber: Output SPSS 22

1. **Skor Rata-Rata Loyalitas Pelanggan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **LP1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 2 | 1.7 | 1.7 | 1.7 |
| 3 | 16 | 13.3 | 13.3 | 15.0 |
| 4 | 56 | 46.7 | 46.7 | 61.7 |
| 5 | 46 | 38.3 | 38.3 | 100.0 |
| Total | 120 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **LP2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | .8 | .8 | .8 |
| 2 | 9 | 7.5 | 7.5 | 8.3 |
| 3 | 21 | 17.5 | 17.5 | 25.8 |
| 4 | 59 | 49.2 | 49.2 | 75.0 |
| 5 | 30 | 25.0 | 25.0 | 100.0 |
| Total | 120 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **LP3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | .8 | .8 | .8 |
| 2 | 3 | 2.5 | 2.5 | 3.3 |
| 3 | 20 | 16.7 | 16.7 | 20.0 |
| 4 | 57 | 47.5 | 47.5 | 67.5 |
| 5 | 39 | 32.5 | 32.5 | 100.0 |
| Total | 120 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **LP4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | .8 | .8 | .8 |
| 2 | 11 | 9.2 | 9.2 | 10.0 |
| 3 | 15 | 12.5 | 12.5 | 22.5 |
| 4 | 48 | 40.0 | 40.0 | 62.5 |
| 5 | 45 | 37.5 | 37.5 | 100.0 |
| Total | 120 | 100.0 | 100.0 |  |

1. **Mean dan Interval 95% setiap Indikator**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | Descriptives |  |  |
|  |  |  | Statistic | Std. Error |
| KL1 | Mean |  | 4.23 | .060 |
| 95% Confidence Interval For Mean | Lower Bound | 4.11 |  |
| Upper Bound | 4.35 |
| KL2 | Mean |  | 4.15 | .066 |
| 95% Confidence Interval For Mean | Lower Bound | 4.02 |  |
| Upper Bound | 4.28 |
| KL3 | Mean |  | 4.06 | .069 |
| 95% Confidence Interval For Mean | Lower Bound | 3.92 |  |
| Upper Bound | 4.20 |
| KL4 | Mean |  | 4.01 | .083 |
| 95% Confidence Interval For Mean | Lower Bound | 3.84 |
| Upper Bound | 4.17 |
|  |  |
| KL5 | Mean |  | 4.06 | .070 |
| 95% Confidence Interval For Mean | Lower Bound | 3.92 |  |
| Upper Bound | 4.20 |
| H1 | Mean |  | 4.17 | .069 |
| 95% Confidence Interval For Mean | Lower Bound | 4.03 |  |
| Upper Bound | 4.30 |
| H2 | Mean |  | 4.14 | .067 |
| 95% Confidence Interval For Mean | Lower Bound | 4.01 |  |
| Upper Bound | 4.27 |
| H3 | Mean |  | 4.10 | .067 |
| 95% Confidence Interval For Mean | Lower Bound | 3.97 |  |
| Upper Bound | 4.23 |
| H4 | Mean |  | 4.19 | .067 |
| 95% Confidence Interval For Mean | Lower Bound | 4.06 |  |
| Upper Bound | 4.32 |
| LP1 | Mean |  | 4.22 | .067 |
| 95% Confidence Interval For Mean | Lower Bound | 4.08 |  |
| Upper Bound | 4.35 |
| LP2 | Mean |  | 3.90 | .081 |
| 95% Confidence Interval For Mean | Lower Bound | 3.74 |  |
| Upper Bound | 4.06 |
| LP3 | Mean |  | 4.08 | .074 |
| 95% Confidence Interval For Mean | Lower Bound | 3.94 |  |
| Upper Bound | 4.23 |
| LP4 | Mean |  | 4.04 | .089 |
| 95% Confidence Interval For Mean | Lower Bound | 3.87 |  |
| Upper Bound | 4.22 |

1. **Uji Asumsi Klasik**
2. **Hasil Uji Normalitas**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 120 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 2,01168318 |
| Most Extreme Differences | Absolute | ,079 |
| Positive | ,054 |
| Negative | -,079 |
| Kolmogorov-Smirnov Z | | ,867 |
| Asymp. Sig. (2-tailed) | | ,440 |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |

Sumber: Output SPSS 20

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 1.771 | 1.661 |  | 1.066 | .289 |  |  |
| TOTALKUALITASLAYANAN | .424 | .085 | .415 | 4.973 | .000 | .740 | 1.350 |
| TOTALHARGA | .348 | .094 | .307 | 3.680 | .000 | .740 | 1.350 |
| a. Dependent Variable: TOTALLOYALITASPELANGGAN | | | | | | | | |

1. **Hasil Uji Multikolenieritas**
2. **Hasil Uji Heteroskedastisitas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 3.491 | 1.013 |  | 3.446 | .001 |  |  |
| TOTALKUALITASLAYANAN | -.034 | .052 | -.069 | -.656 | .513 | .740 | 1.350 |
| TOTALHARGA | -.073 | .058 | -.135 | -1.275 | .205 | .740 | 1.350 |
| a. Dependent Variable: RES2 | | | | | | | | |

1. **Uji Regresi Bergada**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 1.771 | 1.661 |  | 1.066 | .289 |  |  |
| TOTALKUALITASLAYANAN | .424 | .085 | .415 | 4.973 | .000 | .740 | 1.350 |
| TOTALHARGA | .348 | .094 | .307 | 3.680 | .000 | .740 | 1.350 |
| a. Dependent Variable: TOTALLOYALITASPELANGGAN | | | | | | | | |

1. **Hasil Uji t**
2. **Hasil Uji F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 316.414 | 2 | 158.207 | 38.437 | .000b |
| Residual | 481.577 | 117 | 4.116 |  |  |
| Total | 797.992 | 119 |  |  |  |
| a. Dependent Variable: TOTALLOYALITASPELANGGAN | | | | | | |
| b. Predictors: (Constant), TOTALHARGA, TOTALKUALITASLAYANAN | | | | | | |

1. **Koefisien Determinasi ()**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .630a | .397 | .386 | 2.029 |
| a. Predictors: (Constant), TOTALHARGA, TOTALKUALITASLAYANAN | | | | |