

BAB V

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan fakta hasil penelitian di atas maka penelitian dapat disimpulkan bahwa:

1. Keandalan pelayanan berpengaruh signifikan dan positif terhadap loyalitas pelanggan pada butik Sonia Cioda Mataram, dengan nilai t-hitung (3,354) < t-tabel (1,985).
2. Ketanggapan pelayanan berpengaruh signifikan dan positif terhadap loyalitas pelanggan pada butik Sonia Cioda Mataram, dengan nilai t-hitung (3,046) < t-tabel (1,985).
3. Jaminan berpengaruh signifikan dan positif terhadap loyalitas pelanggan pada butik Sonia Cioda Mataram, dengan nilai t-hitung (3,305) < t-tabel (1,985).
4. Empati berpengaruh signifikan dan positif terhadap loyalitas pelanggan pada butik Sonia Cioda Mataram, dengan nilai t-hitung (3,424) < t-tabel (1,985).
5. Bukti fisik berpengaruh signifikan dan positif terhadap loyalitas pelanggan pada butik Sonia Cioda Mataram, dengan nilai t-hitung (2,351) < t-tabel (1,985).
6. Keandalan, ketanggapan, jaminan, empati dan bukti fisik secara simultan berpengaruh signifikan dan positif terhadap loyalitas pelanggan pada butik Sonia Cioda Mataram, dengan nilai t-hitung (2,351) < t-tabel (1,985).

5.2 Saran

1. Untuk Perusahaan

- a. Penelitian ini telah membuktikan loyalitas pelanggan terhadap sebuah perusahaan terbentuk dari kualitas pelayanan yang diberikan oleh karyawan dalam menangani pelanggan. Karena itu diharapkan agar penelitian ini juga dapat menjadi bahan pertimbangan dalam meningkatkan dan mempertahankan kualitas pelayanan mulai dari dimensi keandalan, daya tanggap, jaminan, empati dan bukti fisik secara komprehensif.
- b. Pemberian reward atau hadiah kepada karyawan dengan kualitas pelayanan terbaik perlu dilakukan mengingat mereka merupakan bagian penting dari dimensi pelayanan perusahaan itu sendiri.

2. Untuk Penelitian Selanjutnya

- a. Penelitian selanjutnya sebaiknya menambah variabel-variabel lain yang berpengaruh terhadap loyalitas pelanggan agar didapatkan hasil penelitian yang lebih akurat seperti variabel ketersediaan barang, harga, dan citra perusahaan.
- b. Loyalitas pelanggan bisa jadi tidak dipengaruhi secara langsung oleh variabel kualitas pelayanan. Loyalitas pelanggan muncul karena pelanggan merasa puas terhadap perusahaan tersebut. Oleh karena itu untuk penelitian selanjutnya diharapkan agar meneliti pengaruh tidak langsung kualitas pelayanan terhadap loyalitas melalui variabel mediasi tingkat kepuasan pelanggan.

LAMPIRAN 1. KUESIONER PENELITIAN



KUESIONER PENELITIAN
PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS
PELANGGAN PADA BUTIK SONIA CIODA DI MATARAM

I. Identitas responden

1. Nama :
2. Jenis kelamin : L P (coret yang tidak perlu)
3. Usia :
4. Pendidikan terakhir :

II. Petunjuk pengisian

1. Bacalah terlebih dahulu dengan cermat setiap cermat setiap point pertanyaan sebelum anda mulai menjawab.
2. Berilah jawaban anda dengan *check list* (✓) pada salah satu jawaban yang paling sesuai dengan penilaian anda.
3. Semua penilaian anda tidak ada yang salah, oleh karena itu jawablah pertanyaan sesuai dengan keadaan anda dengan jujur.

III. Skor penilaian

1. Sangat tidak setuju (STS) =1
2. Tidak setuju (TS) =2
3. Netral (N) =3
4. Setuju (S) =4
5. Sangat setuju (SS) =5

IV. Pertanyaan

1. Variabel dependen (kualitas pelayanan)

a. Keandalan (X1)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	Menurut saya karyawan melayani saya sebagai pelanggan butik Sonia Cioda dengan tepat sesuai dengan yang dijanjikan					
2	Menurut saya karyawan cermat dalam melayani saya sebagai pelanggan butik Sonia Cioda					
3	Menurut saya karyawan mampu meminimalisir kesalahan dalam melaksanakan tugas					
4	Menurut saya karyawan tidak membedakan pelanggan dalam melayani					

b. Ketanggapan (X2)

No	Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Menurut saya karyawan merespon saya dengan cepat dan tanggap ketika saya ingin mendapatkan pelayanan butik Sonia Cioda					
2	Menurut saya karyawan merespon dengan cepat dan tanggap dalam menghadapi keluhan saya sebagai butik Sonia Cioda dengan baik					

c. Jaminan (X3)

No	Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Menurut saya karyawan memiliki pengetahuan yang baik tentang produk butik Sonia Cioda					
2	Saya merasa aman melakukan transaksi pembayaran di butik Sonia Cioda					
3	Menurut saya karyawan mampu memberikan rasa percaya kepada saya sebagai pelanggan butik Sonia Cioda					
4	Menurut saya karyawan mampu memberikan rasa percaya kepada saya sebagai pelanggan butik Sonia Cioda					

d. Empati (X4)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	Menurut saya karyawan memperlakukan saya sebagai pelanggan dengan dengan penuh perhatian					
2	Menurut saya karyawan selalu menawarkan produk yang sesuaikan dengan kebutuhan saya					
3	Menurut saya karyawan mampu berempati dan mau membantu masalah atau keluhan yang saya hadapi sebagai pelanggan					
4	Menurut saya karyawan memberikan saya kemudahan sebagai pelanggan dalam berkomunikasi dengan mereka					

e. Bukti fisik (X5)

No	Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Menurut saya kondisi fisik toko butik Sonia Cioda di Mataram bersih dan nyaman					
2	Menurut saya sistem pembelian pada butik Sonia Cioda dapat dikatakan baik					
3	Menurut saya karyawan butik Sonia Cioda di Mataram berpenampilan baik					

4	Saya akan lebih suka membeli produk di butik Sonia Cioda, walaupun ditempat lainnya memiliki produk yang sama					
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2. Variabel independen (loyalitas pelanggan)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	Saya akan berbelanja kembali di butik Sonia Cioda dengan merek produk ini di waktu mendatang					
2	Saya berniat untuk tetap berbelanja produk di butik Sonia Cioda					
3	Masuk akal bagi saya untuk membeli produk di butik Sonia Cioda dari tempat lainnya, walaupun produknya sama					

LAMPIRAN 2. HASIL TABULASI KUESIONER

No Resp.	JenisKelamin	Umur	Pendi-dikan	Keandalan (X1)							Ketanggapan (X2)				
				X1_1	X1_2	X1_3	X1_4	Jml_X1	Rata2	Kategori	X2_1	X2_2	Jml_X2	Rata2	Kategori
1	P	20-40	SMA	2	4	3	5	14	3,50	B	2	4	6	3,00	CB
2	P	20-40	SMA	3	3	2	4	12	3,00	CB	3	4	7	3,50	B
3	P	<20	SMA	5	4	5	4	18	4,50	SB	3	2	5	2,50	TB
4	P	20-40	S1	3	3	3	2	11	2,75	CB	4	5	9	4,50	SB
5	P	<20	SMA	4	4	4	4	16	4,00	B	4	5	9	4,50	SB
6	P	20-40	SMA	4	4	5	5	18	4,50	SB	5	5	10	5,00	SB
7	P	20-40	SMA	4	4	4	4	16	4,00	B	3	3	6	3,00	CB
8	P	<20	S1	5	4	5	4	18	4,50	SB	3	2	5	2,50	TB
9	L	20-40	SMA	2	4	3	2	11	2,75	CB	4	3	7	3,50	B
10	P	<20	S1	3	4	4	4	15	3,75	B	4	4	8	4,00	B
11	L	20-40	SMA	4	4	4	4	16	4,00	B	2	3	5	2,50	TB
12	L	<20	SMP	3	2	4	3	12	3,00	CB	4	4	8	4,00	B
13	P	<20	SMP	5	4	4	3	16	4,00	B	5	5	10	5,00	SB
14	P	20-40	S1	5	4	4	5	18	4,50	SB	4	4	8	4,00	B
15	P	<20	SMA	4	4	4	4	16	4,00	B	3	2	5	2,50	TB
16	P	20-40	SMA	3	3	4	4	14	3,50	B	4	4	8	4,00	B
17	L	<20	SMA	3	2	3	4	12	3,00	CB	5	5	10	5,00	SB
18	P	20-40	SMA	4	5	4	5	18	4,50	SB	5	4	9	4,50	SB
19	L	<20	SMA	4	4	5	4	17	4,25	SB	3	3	6	3,00	CB
20	L	20-40	SMA	2	3	3	3	11	2,75	CB	3	2	5	2,50	TB
21	P	20-40	S1	5	5	4	4	18	4,50	SB	3	3	6	3,00	CB
22	L	20-40	SMA	2	3	4	3	12	3,00	CB	3	4	7	3,50	B

No Resp.	JenisKelamin	Umur	Pendi-dikan	Keandalan (X1)							Ketanggapan (X2)				
				X1_1	X1_2	X1_3	X1_4	Jml_X1	Rata2	Kategori	X2_1	X2_2	Jml_X2	Rata2	Kategori
23	P	20-40	SMA	5	5	5	5	20	5,00	SB	3	3	6	3,00	CB
24	P	20-40	S1	5	4	4	5	18	4,50	SB	4	4	8	4,00	B
25	P	20-40	SMA	5	5	4	5	19	4,75	SB	4	4	8	4,00	B
26	P	20-40	SMA	3	4	3	3	13	3,25	CB	4	3	7	3,50	B
27	P	20-40	S1	3	2	4	3	12	3,00	CB	4	3	7	3,50	B
28	P	<20	SMA	4	3	2	4	13	3,25	CB	2	5	7	3,50	B
29	L	20-40	SMA	4	4	4	4	16	4,00	B	4	4	8	4,00	B
30	P	>40	S1	4	4	4	4	16	4,00	B	4	1	5	2,50	TB
31	P	>40	SMA	3	2	4	3	12	3,00	CB	4	3	7	3,50	B
32	P	20-40	SMA	5	5	5	5	20	5,00	SB	3	3	6	3,00	CB
33	P	20-40	SMA	5	4	5	5	19	4,75	SB	3	3	6	3,00	CB
34	P	>40	SMA	5	5	5	5	20	5,00	SB	4	4	8	4,00	B
35	P	<20	SMA	2	3	4	4	13	3,25	CB	5	5	10	5,00	SB
36	L	20-40	S1	2	4	5	3	14	3,50	B	5	5	10	5,00	SB
37	P	>40	SMA	5	5	5	5	20	5,00	SB	3	2	5	2,50	TB
38	P	>40	SMA	3	3	4	4	14	3,50	B	3	3	6	3,00	CB
39	P	20-40	SMA	5	5	5	5	20	5,00	SB	4	4	8	4,00	B
40	L	>40	SMA	4	4	4	4	16	4,00	B	3	4	7	3,50	B
41	P	20-40	SMA	5	4	4	4	17	4,25	SB	2	3	5	2,50	TB
42	P	>40	SMA	5	5	5	4	19	4,75	SB	4	4	8	4,00	B
43	P	>40	S1	4	5	4	4	17	4,25	SB	4	4	8	4,00	B
44	L	20-40	SMA	4	5	5	4	18	4,50	SB	2	3	5	2,50	TB
45	P	20-40	SMA	4	5	4	5	18	4,50	SB	5	4	9	4,50	SB

No Resp.	JenisKelamin	Umur	Pendi-dikan	Keandalan (X1)							Ketanggapan (X2)				
				X1_1	X1_2	X1_3	X1_4	Jml_X1	Rata2	Kategori	X2_1	X2_2	Jml_X2	Rata2	Kategori
46	P	20-40	SMA	4	5	5	4	18	4,50	SB	4	4	8	4,00	B
47	P	20-40	SMP	4	4	4	5	17	4,25	SB	4	4	8	4,00	B
48	P	>40	SMA	5	5	5	4	19	4,75	SB	4	4	8	4,00	B
49	L	20-40	SMA	5	5	4	5	19	4,75	SB	5	5	10	5,00	SB
50	P	20-40	S1	5	4	5	4	18	4,50	SB	4	4	8	4,00	B
51	L	>40	SMA	4	5	4	5	18	4,50	SB	3	3	6	3,00	CB
52	P	20-40	SD	4	5	4	4	17	4,25	SB	5	5	10	5,00	SB
53	P	20-40	SMA	4	5	5	5	19	4,75	SB	2	5	7	3,50	B
54	P	20-40	SMA	4	4	5	4	17	4,25	SB	4	4	8	4,00	B
55	P	20-40	SMA	3	5	5	5	18	4,50	SB	5	3	8	4,00	B
56	P	>40	SMP	4	5	4	4	17	4,25	SB	2	3	5	2,50	TB
57	P	20-40	SMA	4	4	4	4	16	4,00	B	5	5	10	5,00	SB
58	P	20-40	S1	4	4	4	4	16	4,00	B	4	5	9	4,50	SB
59	P	>40	SMA	5	5	5	4	19	4,75	SB	3	3	6	3,00	CB
60	L	20-40	SMA	5	4	4	3	16	4,00	B	5	4	9	4,50	SB
61	P	20-40	SMA	4	4	4	4	16	4,00	B	5	5	10	5,00	SB
62	P	>40	SMA	5	5	4	4	18	4,50	SB	5	5	10	5,00	SB
63	P	20-40	S1	4	4	2	3	13	3,25	CB	5	4	9	4,50	SB
64	P	>40	SMA	5	5	4	4	18	4,50	SB	5	5	10	5,00	SB
65	L	20-40	SMA	5	5	4	5	19	4,75	SB	4	4	8	4,00	B
66	L	20-40	SMA	5	5	4	5	19	4,75	SB	5	5	10	5,00	SB
67	P	20-40	S1	5	5	5	4	19	4,75	SB	4	5	9	4,50	SB
68	P	>40	SMA	5	4	4	5	18	4,50	SB	4	3	7	3,50	B

No Resp.	JenisKelamin	Umur	Pendidikan	Keandalan (X1)							Ketanggapan (X2)				
				X1_1	X1_2	X1_3	X1_4	Jml_X1	Rata2	Kategori	X2_1	X2_2	Jml_X2	Rata2	Kategori
69	P	20-40	SMA	2	3	3	4	12	3,00	CB	5	2	7	3,50	B
70	P	>40	SMA	4	5	4	5	18	4,50	SB	5	4	9	4,50	SB
71	P	20-40	S1	4	4	4	4	16	4,00	B	5	4	9	4,50	SB
72	L	20-40	SMA	4	3	3	4	14	3,50	B	4	4	8	4,00	B
73	P	>40	S1	4	5	5	5	19	4,75	SB	3	4	7	3,50	B
74	P	20-40	SMA	4	4	4	4	16	4,00	B	4	4	8	4,00	B
75	P	20-40	SMA	4	5	4	4	17	4,25	SB	5	5	10	5,00	SB
76	P	20-40	SMA	2	4	4	5	15	3,75	B	5	5	10	5,00	SB
77	L	20-40	S1	4	3	4	5	16	4,00	B	4	5	9	4,50	SB
78	P	>40	SMA	4	4	5	5	18	4,50	SB	5	4	9	4,50	SB
79	P	>40	SMA	4	4	4	4	16	4,00	B	4	4	8	4,00	B
80	P	20-40	SD	4	4	5	5	18	4,50	SB	3	5	8	4,00	B
81	P	20-40	SMA	4	4	5	5	18	4,50	SB	5	4	9	4,50	SB
82	L	20-40	SMP	4	4	4	5	17	4,25	SB	4	5	9	4,50	SB
83	P	>40	SMA	4	4	5	5	18	4,50	SB	2	3	5	2,50	TB
84	P	20-40	SMA	4	4	5	4	17	4,25	SB	5	4	9	4,50	SB
85	P	20-40	SMA	3	3	3	3	12	3,00	CB	4	3	7	3,50	B
86	P	20-40	S1	5	4	4	5	18	4,50	SB	4	3	7	3,50	B
87	L	>40	SMA	4	5	5	5	19	4,75	SB	5	4	9	4,50	SB
88	P	20-40	SMA	3	4	3	2	12	3,00	CB	5	5	10	5,00	SB
89	L	20-40	S1	4	4	3	4	15	3,75	B	5	4	9	4,50	SB
90	L	>40	SMA	4	4	3	4	15	3,75	B	4	5	9	4,50	SB
91	P	20-40	S2	3	4	4	5	16	4,00	B	5	5	10	5,00	SB

No Resp.	JenisKelamin	Umur	Pendidikan	Keandalan (X1)							Ketanggapan (X2)				
				X1_1	X1_2	X1_3	X1_4	Jml_X1	Rata2	Kategori	X2_1	X2_2	Jml_X2	Rata2	Kategori
92	P	20-40	SMA	3	4	2	2	11	2,75	CB	5	3	8	4,00	B
93	P	>40	SMA	4	4	4	5	17	4,25	SB	3	4	7	3,50	B
94	P	>40	S2	3	4	4	4	15	3,75	B	4	3	7	3,50	B
95	P	20-40	SMA	2	4	3	2	11	2,75	CB	5	4	9	4,50	SB
96	L	20-40	SMA	4	3	5	5	17	4,25	SB	4	4	8	4,00	B
97	P	20-40	SMA	4	3	4	4	15	3,75	B	3	3	6	3,00	CB
98	L	<20	SMA	4	5	5	5	19	4,75	SB	5	4	9	4,50	SB
99	P	20-40	S1	4	3	3	4	14	3,50	B	4	5	9	4,50	SB
100	P	20-40	SMA	3	4	5	5	17	4,25	SB	4	5	9	4,50	SB

Keterangan:

SB : SangatBaik

B : Baik

CB : CukupBaik

TB : TidakBaik

STB : SangatTidakBaik



No Resp.	Jaminan (X3)							Empati (X4)							BuktiFisik (X5)							Loyalitas (Y)						
	X3_1	X3_2	X3_3	X3_4	Jml_X3	Rata2	Kategori	X4_1	X4_2	X4_3	X4_4	Jml_X4	Rata2	Kategori	X5_1	X5_2	X5_3	Jml_X5	Rata2	Kategori	Y_1	Y_2	Y_3	Y_4	Jml_Y	Rata2	Kategori	
1	2	4	4	4	14	3,50	B	3	3	3	3	12	3,00	CB	4	5	4	13	4,33	SB	4	4	4	4	16	4,00	L	
2	2	4	4	3	13	3,25	CB	2	3	3	3	11	2,75	CB	4	5	4	13	4,33	SB	4	3	3	4	14	3,50	L	
3	4	5	5	4	18	4,50	SB	4	5	5	5	19	4,75	SB	5	5	5	15	5,00	SB	5	5	5	5	20	5,00	SL	
4	3	4	5	3	15	3,75	B	3	3	2	3	11	2,75	CB	4	4	4	12	4,00	B	3	3	3	4	13	3,25	CL	
5	4	5	1	4	14	3,50	B	4	3	4	4	15	3,75	B	4	5	4	13	4,33	SB	5	4	4	4	17	4,25	SL	
6	4	4	4	4	16	4,00	B	4	3	3	5	15	3,75	B	5	4	4	13	4,33	SB	4	4	4	5	17	4,25	SL	
7	4	4	5	4	17	4,25	SB	5	5	4	5	19	4,75	SB	5	4	3	12	4,00	B	4	4	5	5	18	4,50	SL	
8	5	5	5	5	20	5,00	SB	5	4	4	4	17	4,25	SB	4	5	5	14	4,67	SB	4	5	5	5	19	4,75	SL	
9	3	3	3	4	13	3,25	CB	3	3	3	2	11	2,75	CB	5	5	5	15	5,00	SB	2	4	4	3	13	3,25	CL	
10	3	3	3	4	13	3,25	CB	4	3	3	2	12	3,00	CB	3	3	4	10	3,33	CB	3	3	4	4	14	3,50	L	
11	4	4	4	5	17	4,25	SB	4	4	4	4	16	4,00	B	4	4	4	12	4,00	B	4	4	5	4	17	4,25	SL	
12	3	3	3	3	12	3,00	CB	4	3	3	1	11	2,75	CB	4	4	2	10	3,33	CB	3	2	4	4	13	3,25	CL	
13	4	5	5	5	19	4,75	SB	5	5	3	2	15	3,75	B	4	5	5	14	4,67	SB	5	5	3	4	17	4,25	SL	
14	5	5	5	5	20	5,00	SB	5	4	5	5	19	4,75	SB	5	5	5	15	5,00	SB	5	5	5	5	20	5,00	SL	
15	3	4	4	4	15	3,75	B	4	4	4	4	16	4,00	B	3	3	5	11	3,67	B	2	5	5	5	17	4,25	SL	
16	4	3	3	4	14	3,50	B	2	4	4	3	13	3,25	CB	4	4	4	12	4,00	B	4	4	4	4	16	4,00	L	
17	4	4	3	4	15	3,75	B	3	4	2	3	12	3,00	CB	3	4	4	11	3,67	B	4	4	4	4	16	4,00	L	
18	4	4	4	4	16	4,00	B	5	4	4	4	17	4,25	SB	4	5	5	14	4,67	SB	5	5	5	5	20	5,00	SL	
19	4	4	4	4	16	4,00	B	5	5	4	5	19	4,75	SB	5	5	5	15	5,00	SB	5	5	5	5	20	5,00	SL	

No Resp.	Jaminan (X3)							Empati (X4)							BuktiFisik (X5)							Loyalitas (Y)						
	X3_1	X3_2	X3_3	X3_4	Jml_X3	Rata2	Kategori	X4_1	X4_2	X4_3	X4_4	Jml_X4	Rata2	Kategori	X5_1	X5_2	X5_3	Jml_X5	Rata2	Kategori	Y_1	Y_2	Y_3	Y_4	Jml_Y	Rata2	Kategori	
20	2	3	3	3	11	2,75	CB	5	5	3	2	15	3,75	B	2	4	2	8	2,67	CB	3	2	2	3	10	2,50	TL	
21	3	3	2	3	11	2,75	CB	4	4	3	2	13	3,25	CB	4	4	4	12	4,00	B	3	3	4	4	14	3,50	L	
22	3	3	3	3	12	3,00	CB	3	3	3	4	13	3,25	CB	3	4	4	11	3,67	B	4	3	2	4	13	3,25	CL	
23	5	5	4	4	18	4,50	SB	4	4	3	4	15	3,75	B	4	5	5	14	4,67	SB	4	4	4	4	16	4,00	L	
24	4	4	3	3	14	3,50	B	4	4	4	4	16	4,00	B	5	4	4	13	4,33	SB	4	4	4	3	15	3,75	L	
25	5	5	5	5	20	5,00	SB	5	4	3	5	17	4,25	SB	5	5	5	15	5,00	SB	5	5	5	5	20	5,00	SL	
26	3	4	4	5	16	4,00	B	4	4	4	5	17	4,25	SB	4	4	4	12	4,00	B	4	4	4	5	17	4,25	SL	
27	3	4	4	4	15	3,75	B	4	4	4	4	16	4,00	B	3	4	3	10	3,33	CB	3	4	4	3	14	3,50	L	
28	4	3	3	4	14	3,50	B	3	2	4	4	13	3,25	CB	4	4	4	12	4,00	B	4	3	4	4	15	3,75	L	
29	4	4	4	2	14	3,50	B	4	4	4	4	16	4,00	B	5	5	5	15	5,00	SB	4	4	4	4	16	4,00	L	
30	3	3	4	4	14	3,50	B	3	3	3	4	13	3,25	CB	4	4	4	12	4,00	B	4	4	4	3	15	3,75	L	
31	4	3	3	3	13	3,25	CB	4	4	5	4	17	4,25	SB	4	5	5	14	4,67	SB	3	4	4	2	13	3,25	CL	
32	4	4	4	4	16	4,00	B	4	4	4	4	16	4,00	B	4	4	4	12	4,00	B	4	4	4	5	17	4,25	SL	
33	4	4	4	4	16	4,00	B	5	4	4	4	17	4,25	SB	5	5	5	15	5,00	SB	4	3	4	4	15	3,75	L	
34	4	5	5	5	19	4,75	SB	4	4	4	4	16	4,00	B	4	5	5	14	4,67	SB	4	5	4	4	17	4,25	SL	
35	4	4	3	4	15	3,75	B	4	3	3	3	13	3,25	CB	4	4	3	11	3,67	B	4	4	3	3	14	3,50	L	
36	4	5	4	4	17	4,25	SB	4	4	4	4	16	4,00	B	5	4	4	13	4,33	SB	4	5	4	4	17	4,25	SL	
37	5	4	4	4	17	4,25	SB	4	4	4	4	16	4,00	B	5	5	5	15	5,00	SB	5	5	5	5	20	5,00	SL	
38	4	4	3	4	15	3,75	B	4	4	4	4	16	4,00	B	4	4	4	12	4,00	B	4	4	4	3	15	3,75	L	
39	3	3	3	3	12	3,00	CB	4	4	3	4	15	3,75	B	5	4	4	13	4,33	SB	4	2	3	4	13	3,25	CL	
40	4	5	5	5	19	4,75	SB	4	4	5	4	17	4,25	SB	3	4	4	11	3,67	B	4	3	4	4	15	3,75	L	
41	5	4	4	4	17	4,25	SB	4	4	4	4	16	4,00	B	4	4	4	12	4,00	B	4	4	3	4	15	3,75	L	
42	2	4	4	3	13	3,25	CB	5	4	4	4	17	4,25	SB	4	5	5	14	4,67	SB	4	4	4	3	15	3,75	L	
43	3	3	3	3	12	3,00	CB	4	4	4	3	15	3,75	B	5	4	4	13	4,33	SB	2	4	4	3	13	3,25	CL	

No Resp.	Jaminan (X3)							Empati (X4)							BuktiFisik (X5)							Loyalitas (Y)						
	X3_1	X3_2	X3_3	X3_4	Jml_X3	Rata2	Kategori	X4_1	X4_2	X4_3	X4_4	Jml_X4	Rata2	Kategori	X5_1	X5_2	X5_3	Jml_X5	Rata2	Kategori	Y_1	Y_2	Y_3	Y_4	Jml_Y	Rata2	Kategori	
44	4	4	4	4	16	4,00	B	4	4	4	5	17	4,25	SB	4	4	4	12	4,00	B	4	4	4	4	16	4,00	L	
45	4	4	4	5	17	4,25	SB	4	4	4	4	16	4,00	B	5	5	5	15	5,00	SB	4	4	4	4	16	4,00	L	
46	5	4	4	4	17	4,25	SB	4	4	4	4	16	4,00	B	5	5	5	15	5,00	SB	5	4	4	4	17	4,25	SL	
47	4	3	3	4	14	3,50	B	3	4	4	4	15	3,75	B	4	5	4	13	4,33	SB	4	4	4	4	16	4,00	L	
48	4	4	5	4	17	4,25	SB	4	4	4	4	16	4,00	B	5	5	5	15	5,00	SB	5	5	4	5	19	4,75	SL	
49	4	5	5	5	19	4,75	SB	5	5	5	5	20	5,00	SB	5	5	5	15	5,00	SB	4	5	4	4	17	4,25	SL	
50	4	5	5	4	18	4,50	SB	5	5	5	5	20	5,00	SB	5	5	5	15	5,00	SB	5	5	5	5	20	5,00	SL	
51	4	4	3	4	15	3,75	B	5	4	4	5	18	4,50	SB	4	5	5	14	4,67	SB	5	5	4	5	19	4,75	SL	
52	4	4	5	4	17	4,25	SB	3	4	4	3	14	3,50	B	3	4	3	10	3,33	CB	4	3	4	4	15	3,75	L	
53	5	4	4	4	17	4,25	SB	4	5	5	4	18	4,50	SB	4	5	4	13	4,33	SB	4	5	4	5	18	4,50	SL	
54	4	4	3	3	14	3,50	B	2	4	4	5	15	3,75	B	4	3	4	11	3,67	B	4	4	4	4	16	4,00	L	
55	4	5	5	4	18	4,50	SB	4	4	5	5	18	4,50	SB	5	5	5	15	5,00	SB	5	4	4	4	17	4,25	SL	
56	4	3	4	4	15	3,75	B	5	4	4	5	18	4,50	SB	5	5	4	14	4,67	SB	5	4	4	5	18	4,50	SL	
57	3	3	3	3	12	3,00	CB	4	3	3	4	14	3,50	B	5	4	4	13	4,33	SB	4	3	4	2	13	3,25	CL	
58	4	4	5	4	17	4,25	SB	4	5	4	3	16	4,00	B	4	4	4	12	4,00	B	5	4	4	4	17	4,25	SL	
59	5	4	5	4	18	4,50	SB	5	5	5	5	20	5,00	SB	5	5	5	15	5,00	SB	4	5	5	5	19	4,75	SL	
60	3	3	4	3	13	3,25	CB	3	3	4	4	14	3,50	B	5	5	4	14	4,67	SB	4	4	3	4	15	3,75	L	
61	3	3	5	4	15	3,75	B	4	4	4	4	16	4,00	B	4	4	5	13	4,33	SB	4	4	5	4	17	4,25	SL	
62	5	5	4	4	18	4,50	SB	5	4	4	5	18	4,50	SB	4	5	5	14	4,67	SB	5	4	5	5	19	4,75	SL	
63	3	4	4	4	15	3,75	B	3	4	3	3	13	3,25	CB	3	4	3	10	3,33	CB	4	4	3	3	14	3,50	L	
64	5	5	5	5	20	5,00	SB	4	4	4	4	16	4,00	B	4	4	4	12	4,00	B	5	4	5	5	19	4,75	SL	
65	4	5	5	4	18	4,50	SB	5	5	4	5	19	4,75	SB	5	4	5	14	4,67	SB	5	5	4	4	18	4,50	SL	
66	4	4	4	5	17	4,25	SB	5	5	5	5	20	5,00	SB	5	5	5	15	5,00	SB	5	5	5	4	19	4,75	SL	
67	5	4	5	5	19	4,75	SB	5	4	5	4	18	4,50	SB	5	5	5	15	5,00	SB	5	5	5	4	19	4,75	SL	

No Resp.	Jaminan (X3)							Empati (X4)							BuktiFisik (X5)							Loyalitas (Y)						
	X3_1	X3_2	X3_3	X3_4	Jml_X3	Rata2	Kategori	X4_1	X4_2	X4_3	X4_4	Jml_X4	Rata2	Kategori	X5_1	X5_2	X5_3	Jml_X5	Rata2	Kategori	Y_1	Y_2	Y_3	Y_4	Jml_Y	Rata2	Kategori	
68	4	5	4	5	18	4,50	SB	5	5	5	5	20	5,00	SB	5	5	5	15	5,00	SB	5	5	5	5	20	5,00	SL	
69	3	4	3	2	12	3,00	CB	2	3	3	3	11	2,75	CB	3	4	3	10	3,33	CB	2	3	4	4	13	3,25	CL	
70	4	4	5	5	18	4,50	SB	5	5	4	4	18	4,50	SB	5	5	4	14	4,67	SB	5	5	4	5	19	4,75	SL	
71	5	4	5	5	19	4,75	SB	5	4	4	4	17	4,25	SB	4	3	5	12	4,00	B	4	5	3	4	16	4,00	L	
72	4	3	4	5	16	4,00	B	5	4	3	3	15	3,75	B	5	5	5	15	5,00	SB	4	3	4	5	16	4,00	L	
73	4	4	5	4	17	4,25	SB	5	3	4	5	17	4,25	SB	4	5	5	14	4,67	SB	4	4	5	5	18	4,50	SL	
74	4	4	5	4	17	4,25	SB	4	4	5	5	18	4,50	SB	5	5	5	15	5,00	SB	4	4	5	5	18	4,50	SL	
75	4	4	4	4	16	4,00	B	5	4	5	4	18	4,50	SB	4	5	5	14	4,67	SB	5	4	5	5	19	4,75	SL	
76	4	4	5	4	17	4,25	SB	5	4	4	5	18	4,50	SB	4	4	5	13	4,33	SB	4	3	4	5	16	4,00	L	
77	4	4	5	5	18	4,50	SB	3	3	4	5	15	3,75	B	5	4	4	13	4,33	SB	4	4	4	4	16	4,00	L	
78	4	5	5	4	18	4,50	SB	4	4	5	4	17	4,25	SB	5	5	4	14	4,67	SB	5	4	5	4	18	4,50	SL	
79	3	3	2	4	12	3,00	CB	3	5	4	2	14	3,50	B	4	5	4	13	4,33	SB	4	3	4	4	15	3,75	L	
80	5	5	4	4	18	4,50	SB	4	5	4	4	17	4,25	SB	5	5	5	15	5,00	SB	4	4	5	5	18	4,50	SL	
81	4	4	4	4	16	4,00	B	4	4	4	4	16	4,00	B	4	4	4	12	4,00	B	4	4	5	4	17	4,25	SL	
82	5	5	4	4	18	4,50	SB	4	3	3	4	14	3,50	B	3	4	4	11	3,67	B	5	4	5	4	18	4,50	SL	
83	4	4	4	4	16	4,00	B	4	5	5	5	19	4,75	SB	5	5	5	15	5,00	SB	5	4	5	5	19	4,75	SL	
84	5	5	4	5	19	4,75	SB	4	3	4	4	15	3,75	B	5	4	4	13	4,33	SB	4	4	4	4	16	4,00	L	
85	3	5	4	4	16	4,00	B	4	1	4	3	12	3,00	CB	3	4	3	10	3,33	CB	3	4	3	3	13	3,25	CL	
86	5	5	3	5	18	4,50	SB	5	5	4	5	19	4,75	SB	5	5	5	15	5,00	SB	5	5	5	5	20	5,00	SL	
87	5	5	5	4	19	4,75	SB	4	4	4	5	17	4,25	SB	5	5	5	15	5,00	SB	4	4	5	5	18	4,50	SL	
88	5	5	4	4	18	4,50	SB	3	4	3	2	12	3,00	CB	5	4	4	13	4,33	SB	4	4	3	3	14	3,50	L	
89	5	5	4	4	18	4,50	SB	3	4	3	3	13	3,25	CB	5	5	5	15	5,00	SB	4	4	3	3	14	3,50	L	
90	5	5	4	5	19	4,75	SB	5	4	4	5	18	4,50	SB	5	5	5	15	5,00	SB	5	5	5	5	20	5,00	SL	
91	5	4	4	4	17	4,25	SB	4	4	4	4	16	4,00	B	5	5	4	14	4,67	SB	4	4	5	5	18	4,50	SL	

No Resp.	Jaminan (X3)						Empati (X4)						Bukti Fisik (X5)						Loyalitas (Y)								
	X3_1	X3_2	X3_3	X3_4	Jml_X3	Rata2	Kategori	X4_1	X4_2	X4_3	X4_4	Jml_X4	Rata2	Kategori	X5_1	X5_2	X5_3	X5_4	Jml_X5	Rata2	Kategori	Y_1	Y_2	Y_3	Y_4	Jml_Y	Rata2
92	5	4	5	5	19	4,75	SB	4	3	3	2	12	3,00	CB	5	4	4	13	4,33	SB	2	4	4	3	13	3,25	CL
93	4	4	4	4	16	4,00	B	4	4	4	5	17	4,25	SB	5	4	5	14	4,67	SB	5	5	4	5	19	4,75	SL
94	3	5	5	5	18	4,50	SB	4	4	4	5	17	4,25	SB	5	5	5	15	5,00	SB	4	4	5	4	17	4,25	SL
95	4	2	3	4	13	3,25	CB	3	3	4	4	14	3,50	B	4	5	5	14	4,67	SB	4	4	3	4	15	3,75	L
96	5	5	5	5	20	5,00	SB	4	5	5	4	18	4,50	SB	5	5	5	15	5,00	SB	4	5	5	4	18	4,50	SL
97	3	3	4	5	15	3,75	B	4	4	4	3	15	3,75	B	5	5	4	14	4,67	SB	4	4	4	4	16	4,00	L
98	5	5	4	5	19	4,75	SB	5	5	4	4	18	4,50	SB	4	4	5	13	4,33	SB	5	5	4	4	18	4,50	SL
99	4	5	3	4	16	4,00	B	3	3	3	3	12	3,00	CB	5	4	4	13	4,33	SB	4	4	3	4	15	3,75	L
100	5	5	5	4	19	4,75	SB	5	5	4	4	18	4,50	SB	4	3	5	12	4,00	B	5	5	4	4	18	4,50	SL

Keterangan:

SB : SangatBaik
 B : Baik
 CB : CukupBaik
 TB : TidakBaik
 STB : SangatTidakBaik

SL : SangatLoyal
 L : Loyal
 CL : CukupLoyal
 TL : TidakLoyal
 STL : SangatTidakLoyal



LAMPIRAN 3. HASIL UJI VALIDITAS

1. Variabel Keandalan

Factor Analysis

Notes	
Output Created	14-JUL-2019 13:51:06
Comments	
Input	Data Active Dataset Filter Weight Split File N of Rows in Working Data File
Missing Value Handling	Definition of Missing Cases Used
Syntax	<pre> D:\a\ANALISIS DATA\RAHAYU C\Untitled3.sav DataSet1 <none> <none> <none> 100 MISSING=EXCLUDE: User-defined missing values are treated as missing. LISTWISE: Statistics are based on cases with no missing values for any variable used. FACTOR /VARIABLES X1_1 X1_2 X1_3 X1_4 /MISSING LISTWISE /ANALYSIS X1_1 X1_2 X1_3 X1_4 /PRINT INITIAL CORRELATION KMO AIC EXTRACTION ROTATION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /METHOD=CORRELATION. </pre>
Resources	Processor Time 00:00:00,02 Elapsed Time 00:00:00,04 Maximum Memory Required 2872 (2,805K) bytes

[DataSet1] D:\a\ANALISIS DATA\RAHAYU C\Untitled3.sav

Correlation Matrix				
	X1_1	X1_2	X1_3	X1_4
Correlation	X1_1 1,000	,525	,416	,434
	X1_2 ,525	1,000	,432	,406
	X1_3 ,416	,432	1,000	,503
	X1_4 ,434	,406	,503	1,000

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,758
Approx. Chi-Square	95,718
Bartlett's Test of Sphericity	df 6
	Sig. ,000

Anti-image Matrices				
	X1_1	X1_2	X1_3	X1_4
Anti-image Covariance	X1_1 ,651	-,247	-,100	-,139
	X1_2 -,247	,656	-,137	-,093
	X1_3 -,100	-,137	,669	-,236
	X1_4 -,139	-,093	-,236	,673
Anti-image Correlation	X1_1 ,752 ^a	-,378	-,151	-,210
	X1_2 -,378	,753 ^a	-,207	-,139
	X1_3 -,151	-,207	,763 ^a	-,352
	X1_4 -,210	-,139	-,352	,764 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X1_1	1,000	,601
X1_2	1,000	,594
X1_3	1,000	,584
X1_4	1,000	,579

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	2,358	58,950	58,950	2,358	58,950
2	,670	16,752	75,702		
3	,511	12,775	88,478		
4	,461	11,522	100,000		

Total Variance Explained

Component	Extraction Sums of Squared Loadings	
	Total	Cumulative %
1	2,358	58,950
2	,670	75,702
3	,511	88,478
4	,461	100,000

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
X1_1	,775
X1_2	,771
X1_3	,764
X1_4	,761

Extraction Method: Principal Component Analysis.^a

a. 1 components extracted.

2. Variabel Ketanggapan

Factor Analysis

		Notes
Output Created		14-JUL-2019 13:55:58
Comments		
Input	Data Active Dataset Filter Weight Split File N of Rows in Working Data File	D:\aNALISIS DATA\RAHAYU C\Untitled3.sav DataSet1 <none> <none> <none> 100
Missing Value Handling	Definition of Missing Cases Used	MISSING=EXCLUDE: User-defined missing values are treated as missing. LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES X2_1 X2_2 /MISSING LISTWISE /ANALYSIS X2_1 X2_2 /PRINT INITIAL CORRELATION KMO AIC EXTRACTION ROTATION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /METHOD=CORRELATION.
Resources	Processor Time Elapsed Time Maximum Memory Required	00:00:00,02 00:00:00,02 1064 (1,039K) bytes

[DataSet1] D:\aNALISIS DATA\RAHAYU C\Untitled3.sav

Correlation Matrix

		X2_1	X2_2
Correlation	X2_1	1,000	,430
	X2_2	,430	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Approx. Chi-Square		19,931
Bartlett's Test of Sphericity	df	1
	Sig.	,000

Anti-image Matrices

		X2_1	X2_2
Anti-image Covariance	X2_1	,815	-,350
	X2_2	-,350	,815
Anti-image Correlation	X2_1	,500 ^a	-,430
	X2_2	-,430	,500 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X2_1	1,000	,715
X2_2	1,000	,715

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	1,430	71,499	71,499	1,430	71,499
2	,570	28,501	100,000		

Total Variance Explained

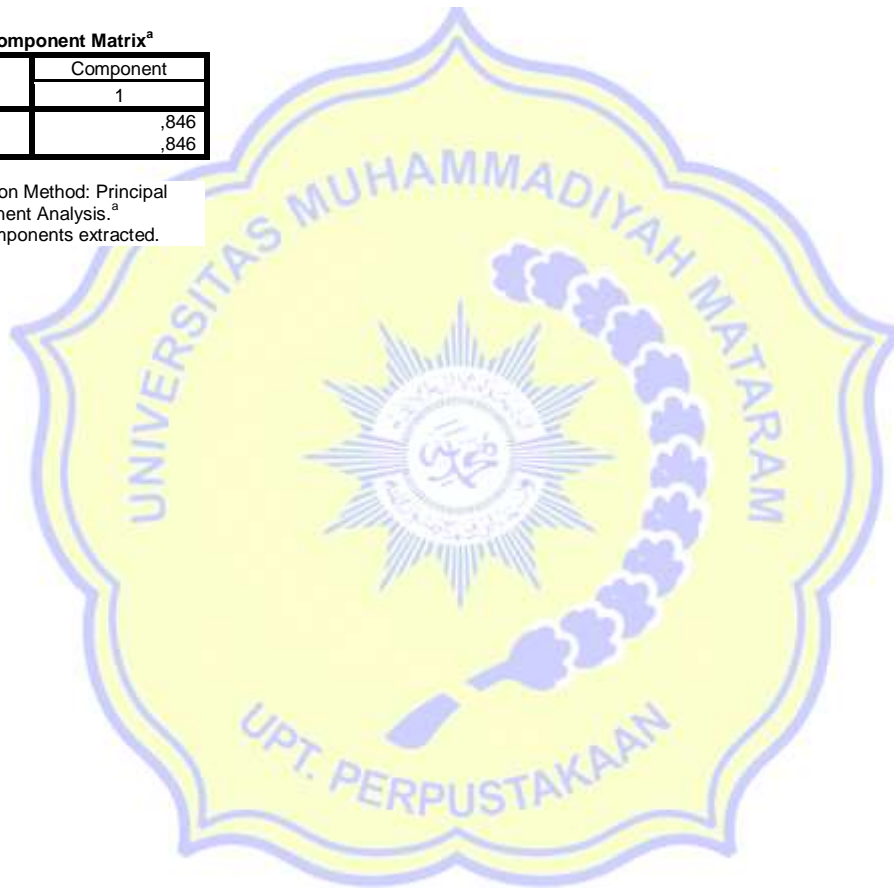
Component	Extraction Sums of Squared Loadings	
	Total	Cumulative %
1		71,499
2		

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
X2_1	,846
X2_2	,846

Extraction Method: Principal Component Analysis.^a
a. 1 components extracted.



3. Variabel Jaminan

Factor Analysis

		Notes
Output Created		14-JUL-2019 14:00:43
Comments		
Input	Data Active Dataset Filter Weight Split File N of Rows in Working Data File	D:\aNALISIS DATA\RAHAYU C\Untitled3.sav DataSet1 <none> <none> <none> 100
Missing Value Handling	Definition of Missing Cases Used	MISSING=EXCLUDE: User-defined missing values are treated as missing. LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES X3_1 X3_2 X3_3 X3_4 /MISSING LISTWISE /ANALYSIS X3_1 X3_2 X3_3 X3_4 /PRINT INITIAL CORRELATION KMO AIC EXTRACTION ROTATION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /METHOD=CORRELATION.
Resources	Processor Time Elapsed Time Maximum Memory Required	00:00:00,02 00:00:00,02 2872 (2,805K) bytes

[DataSet1] D:\aNALISIS DATA\RAHAYU C\Untitled3.sav

	X3_1	X3_2	X3_3	X3_4
Correlation X3_1	1,000	,515	,316	,462
X3_2	,515	1,000	,460	,415
X3_3	,316	,460	1,000	,445
X3_4	,462	,415	,445	1,000

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,727
Approx. Chi-Square		91,587
Bartlett's Test of Sphericity	df	6
Sig.		,000

	X3_1	X3_2	X3_3	X3_4
Anti-image Covariance X3_1	,660	-,244	-,003	-,203
X3_2	-,244	,628	-,207	-,078
X3_3	-,003	-,207	,711	-,207
X3_4	-,203	-,078	-,207	,677
Anti-image Correlation X3_1	,711 ^a	-,379	-,004	-,303
X3_2	-,379	,718 ^a	-,311	-,119
X3_3	-,004	-,311	,733 ^a	-,298
X3_4	-,303	-,119	-,298	,750 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X3_1	1,000	,573
X3_2	1,000	,631
X3_3	1,000	,520
X3_4	1,000	,585

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	2,308	57,711	57,711	2,308	57,711
2	,689	17,219	74,930		
3	,586	14,648	89,578		
4	,417	10,422	100,000		

Total Variance Explained

Component	Extraction Sums of Squared Loadings	
	Total	Cumulative %
1	2,308	57,711
2	,689	
3	,586	
4	,417	

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
X3_1	,757
X3_2	,794
X3_3	,721
X3_4	,765

Extraction Method: Principal Component Analysis.^a
a. 1 components extracted.

4. Variabel Empati

Factor Analysis

		Notes
Output Created		14-JUL-2019 14:06:39
Comments		
Input	Data Active Dataset Filter Weight Split File N of Rows in Working Data File	D:\aNALISIS DATA\RAHAYU C\Untitled3.sav DataSet1 <none> <none> <none> 100
Missing Value Handling	Definition of Missing Cases Used	MISSING=EXCLUDE: User-defined missing values are treated as missing. LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES X4_1 X4_2 X4_3 X4_4 /MISSING LISTWISE /ANALYSIS X4_1 X4_2 X4_3 X4_4 /PRINT INITIAL CORRELATION KMO AIC EXTRACTION ROTATION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /METHOD=CORRELATION.
Resources	Processor Time Elapsed Time Maximum Memory Required	00:00:00,02 00:00:00,01 2872 (2,805K) bytes

[DataSet1] D:\aNALISIS DATA\RAHAYU C\Untitled3.sav

Correlation Matrix

	X4_1	X4_2	X4_3	X4_4
Correlation	1,000	,465	,375	,386
	,465	1,000	,439	,273
	,375	,439	1,000	,568
	,386	,273	,568	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,676
Approx. Chi-Square		92,013
Bartlett's Test of Sphericity	df	6
Sig.		,000

Anti-image Matrices

	X4_1	X4_2	X4_3	X4_4
Anti-image Covariance	X4_1 ,708	X4_2 -,255	X4_3 -,046	X4_4 -,155
	X4_2 -,255	X4_3 ,700	X4_4 -,197	,037
	X4_3 -,046	X4_4 -,197	,587	-,299
	X4_4 -,155	,037	-,299	,641
Anti-image Correlation	X4_1 ,727 ^a	-,363	-,071	-,231
	X4_2 -,363	,678 ^a	-,308	,055
	X4_3 -,071	-,308	,661 ^a	-,487
	X4_4 -,231	,055	-,487	,651 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X4_1	1,000	,539
X4_2	1,000	,512
X4_3	1,000	,650
X4_4	1,000	,556

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	2,257	56,415	56,415	2,257	56,415
2	,791	19,774	76,189		
3	,577	14,425	90,614		
4	,375	9,386	100,000		

Total Variance Explained

Component	Extraction Sums of Squared Loadings	
	Total	Cumulative %
1		56,415
2		
3		
4		

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
X4_1	,734
X4_2	,715
X4_3	,806
X4_4	,745

Extraction Method: Principal Component Analysis.^a
a. 1 components extracted.

5. Variabel Bukti Fisik

Factor Analysis

Notes	
Output Created	14-JUL-2019 14:10:30
Comments	
Input	Data Active Dataset Filter Weight Split File N of Rows in Working Data File
Missing Value Handling	Definition of Missing Cases Used
Syntax	<pre> D:\aNALISIS DATA\RAHAYU C\Untitled3.sav DataSet1 <none> <none> <none> 100 MISSING=EXCLUDE: User-defined missing values are treated as missing. LISTWISE: Statistics are based on cases with no missing values for any variable used. FACTOR /VARIABLES X5_1 X5_2 X5_3 /MISSING LISTWISE /ANALYSIS X5_1 X5_2 X5_3 /PRINT INITIAL CORRELATION KMO AIC EXTRACTION ROTATION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /METHOD=CORRELATION. </pre>
Resources	Processor Time 00:00:00,00 Elapsed Time 00:00:00,01 Maximum Memory Required 1860 (1,816K) bytes

[DataSet1] D:\aNALISIS DATA\RAHAYU C\Untitled3.sav

Correlation Matrix

	X5_1	X5_2	X5_3
Correlation X5_1	1,000	,464	,481
X5_2	,464	1,000	,473
X5_3	,481	,473	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,684
Approx. Chi-Square		59,724
Bartlett's Test of Sphericity	df	3
Sig.		,000

Anti-image Matrices

	X5_1	X5_2	X5_3
Anti-image Covariance X5_1	,696	-,215	-,232
X5_2	-,215	,703	-,224
X5_3	-,232	-,224	,690
Anti-image Correlation X5_1	,684 ^a	-,307	-,335
X5_2	-,307	,690 ^a	-,321
X5_3	-,335	-,321	,679 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X5_1	1,000	,648
X5_2	1,000	,641
X5_3	1,000	,656

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	1,945	64,843	64,843	1,945	64,843
2	,537	17,892	82,735		
3	,518	17,265	100,000		

Total Variance Explained

Component	Extraction Sums of Squared Loadings	
	Total	Cumulative %
1		64,843
2		
3		

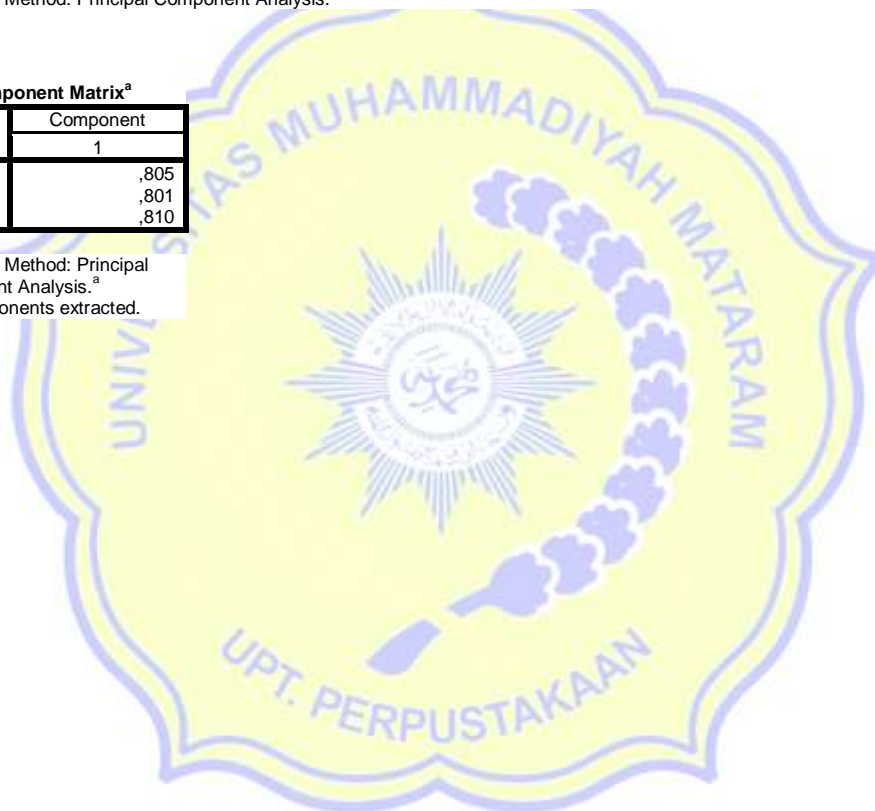
Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
X5_1	,805
X5_2	,801
X5_3	,810

Extraction Method: Principal Component Analysis.^a

a. 1 components extracted.



6. Variabel Loyalitas Pelanggan

Factor Analysis

Notes

Output Created		14-JUL-2019 14:14:46
Comments		
Input	Data Active Dataset Filter Weight Split File N of Rows in Working Data File	D:\aNALISIS DATA\RAHAYU C\Untitled3.sav DataSet1 <none> <none> <none> 100
Missing Value Handling	Definition of Missing Cases Used	MISSING=EXCLUDE: User-defined missing values are treated as missing. LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES Y_1 Y_2 Y_3 Y_4 /MISSING LISTWISE /ANALYSIS Y_1 Y_2 Y_3 Y_4 /PRINT INITIAL CORRELATION KMO AIC EXTRACTION ROTATION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /METHOD=CORRELATION.
Resources	Processor Time Elapsed Time Maximum Memory Required	00:00:00,02 00:00:00,01 2872 (2,805K) bytes

[DataSet1] D:\aNALISIS DATA\RAHAYU C\Untitled3.sav

Correlation Matrix

	Y_1	Y_2	Y_3	Y_4
Correlation Y_1	1,000	,463	,315	,468
Y_2	,463	1,000	,428	,345
Y_3	,315	,428	1,000	,526
Y_4	,468	,345	,526	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,682
Approx. Chi-Square		91,219
Bartlett's Test of Sphericity	df	6
Sig.		,000

Anti-image Matrices

	Y_1	Y_2	Y_3	Y_4
Anti-image Covariance Y_1	,677	-,244	,016	-,224
Y_2	-,244	,697	-,201	-,009
Y_3	,016	-,201	,653	-,272
Y_4	-,224	-,009	-,272	,621
Anti-image Correlation Y_1	,684 ^a	-,355	,025	-,346
Y_2	-,355	,707 ^a	-,298	-,014
Y_3	,025	-,298	,673 ^a	-,427
Y_4	-,346	-,014	-,427	,670 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Y_1	1,000	,550
Y_2	1,000	,541
Y_3	1,000	,569
Y_4	1,000	,614

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	2,274	56,849	56,849	2,274	56,849
2	,720	17,988	74,837		
3	,626	15,644	90,481		
4	,381	9,519	100,000		

Total Variance Explained

Component	Extraction Sums of Squared Loadings	
	Total	Cumulative %
1	2,274	56,849
2	,720	74,837
3	,626	90,481
4	,381	100,000

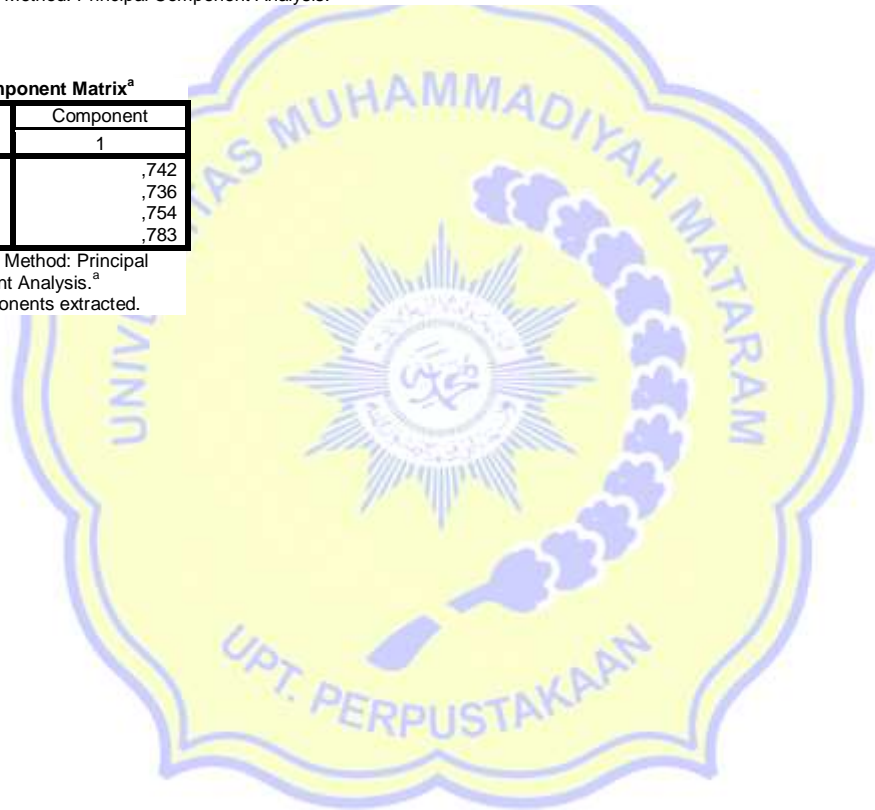
Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Y_1	,742
Y_2	,736
Y_3	,754
Y_4	,783

Extraction Method: Principal Component Analysis.^a

a. 1 components extracted.



LAMPIRAN 4. HASIL UJI RELIABILITAS

1. VariabelKeandalan

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,767	4

2. Variabel Ketanggapan

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,601	2

3. Variabel Jaminan

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,751	4

4. VariabelEmpati

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,734	4

5. Variabel Bukti Fisik

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,725	3

6. Variabel Loyalitas Pelanggan

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,746	4

LAMPIRAN 5. HASIL UJI NORMALITAS

NPar Tests

		Notes
Output Created		13-JUL-2019 10:44:46
Comments		
Input	Active Dataset Filter Weight Split File N of Rows in Working Data File	DataSet2 <none> <none> <none> 100
Missing Value Handling	Definition of Missing Cases Used	User-defined missing values are treated as missing. Statistics for each test are based on all cases with valid data for the variable(s) used in that test. NPAR TESTS /K-S(NORMAL)=RES_1 /MISSING ANALYSIS.
Syntax		
Resources	Processor Time Elapsed Time Number of Cases Allowed ^a	00:00:00,00 00:00:00,01 196608

a. Based on availability of workspace memory.

[DataSet2]

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1,16243891
Most Extreme Differences	Absolute	,066
	Positive	,049
	Negative	-,066
Kolmogorov-Smirnov Z		,657
Asymp. Sig. (2-tailed)		,782

a. Test distribution is Normal.

b. Calculated from data.

LAMPIRAN 6. HASIL UJI HETEROSKEDASTISITAS

Regression

Notes

Output Created		13-JUL-2019 10:45:39
Comments		
Input	Active Dataset Filter Weight Split File N of Rows in Working Data File	DataSet2 <none> <none> <none> 100
Missing Value Handling	Definition of Missing Cases Used	User-defined missing values are treated as missing. Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT ABS_RES /METHOD=ENTER X1 X2 X3 X4 X5 /SCATTERPLOT=(*SRESID ,*ZPRED).
Resources	Processor Time Elapsed Time Memory Required Additional Memory Required for Residual Plots	00:00:00,17 00:00:00,20 3284 bytes 208 bytes

[DataSet2]

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	BuktiFisik, Ketanggapan, Keandalan, Jaminan, Empati ^b	.	Enter

a. Dependent Variable: ABS_RES
b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,116 ^a	,014	-,039	,73520

a. Predictors: (Constant), BuktiFisik, Ketanggapan, Keandalan, Jaminan, Empati
b. Dependent Variable: ABS_RES

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,696	5	,139	,257	,935 ^b
	Residual	50,809	94	,541		
	Total	51,505	99			

a. Dependent Variable: ABS_RES
b. Predictors: (Constant), BuktiFisik, Ketanggapan, Keandalan, Jaminan, Empati

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,219	,673		1,812	,073
	Keandalan	-,037	,040	-,133	-,915	,362
	Ketanggapan	-,039	,054	-,085	-,724	,471
	Jaminan	,008	,041	,027	,198	,844
	Empati	,013	,049	,041	,257	,798
	BuktiFisik	,020	,059	,045	,334	,739

a. Dependent Variable: ABS_RES

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,7101	1,1789	,9070	,08383	100
Std. Predicted Value	-2,349	3,243	,000	1,000	100
Standard Error of Predicted Value	,093	,332	,175	,044	100
Adjusted Predicted Value	,5549	1,2256	,9011	,10761	100
Residual	-,97947	1,90243	,00000	,71640	100
Std. Residual	-1,332	2,588	,000	,974	100
Stud. Residual	-1,371	2,745	,004	1,013	100
Deleted Residual	-1,03859	2,14092	,00590	,77535	100
Stud. Deleted Residual	-1,378	2,847	,008	1,023	100
Mahal. Distance	,590	19,199	4,950	3,151	100
Cook's Distance	,000	,188	,014	,030	100
Centered Leverage Value	,006	,194	,050	,032	100

a. Dependent Variable: ABS_RES



LAMPIRAN 7. HASIL ANALISIS REGRESI LINEAR BERGANDA

Regression

		Notes
Output Created		13-JUL-2019 10:44:22
Comments		
Input	Active Dataset Filter Weight Split File N of Rows in Working Data File	DataSet2 <none> <none> <none> 100
Missing Value Handling	Definition of Missing Cases Used	User-defined missing values are treated as missing. Statistics are based on cases with no missing values for any variable used. REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X1 X2 X3 X4 X5
Syntax		/SCATTERPLOT=(*SRESID *ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) /SAVE RESID.
Resources	Processor Time Elapsed Time Memory Required Additional Memory Required for Residual Plots	00:00:00,77 00:00:00,73 3244 bytes 880 bytes
Variables Created or Modified	RES_1	Unstandardized Residual

[DataSet2]

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	BuktiFisik, Ketanggapan, Keandalan, Jaminan, Empati ^b		Enter

a. Dependent Variable: Loyalitas
b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,854 ^a	,729	,714	1,193

a. Predictors: (Constant), BuktiFisik, Ketanggapan, Keandalan, Jaminan, Empati
b. Dependent Variable: Loyalitas

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	359,185	5	71,837	50,478	,000 ^b
	Residual	133,775	94	1,423		
	Total	492,960	99			

a. Dependent Variable: Loyalitas
b. Predictors: (Constant), BuktiFisik, Ketanggapan, Keandalan, Jaminan, Empati

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,081	1,092		,074	,941
	Keandalan	,218	,065	,256	3,354	,001
	Ketanggapan	,266	,087	,188	3,046	,003
	Jaminan	,221	,067	,232	3,305	,001
	Empati	,273	,080	,289	3,424	,001
	BuktiFisik	,224	,095	,167	2,351	,021

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Keandalan	,494	2,023
	Ketanggapan	,760	1,317
	Jaminan	,585	1,710
	Empati	,406	2,466
	BuktiFisik	,571	1,750

a. Dependent Variable: Loyalitas

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Keandalan	Ketanggapan
1	1	5,931	1,000	,00	,00	,00
	2	,033	13,453	,00	,08	,63
	3	,012	21,908	,51	,20	,15
	4	,010	24,470	,08	,04	,16
	5	,008	27,319	,20	,47	,01
	6	,006	31,639	,21	,22	,05

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions		
		Jaminan	Empati	BuktiFisik
1	1	,00	,00	,00
	2	,00	,01	,01
	3	,00	,10	,05
	4	,99	,01	,02
	5	,01	,19	,44
	6	,00	,69	,48

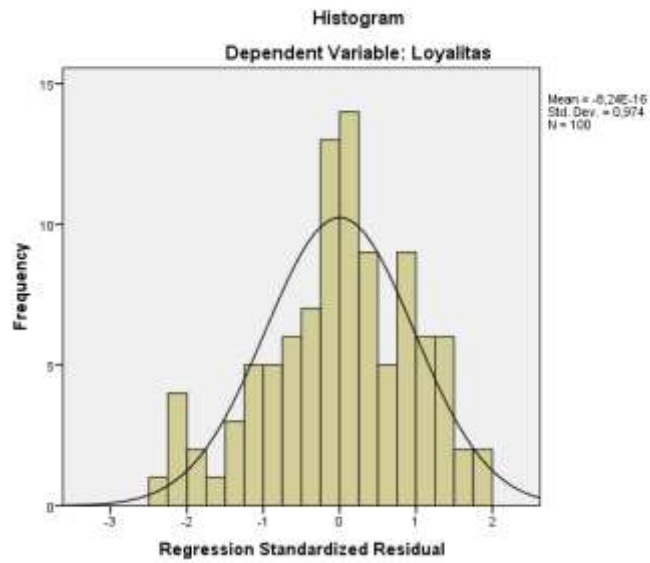
a. Dependent Variable: Loyalitas

Residuals Statistics^a

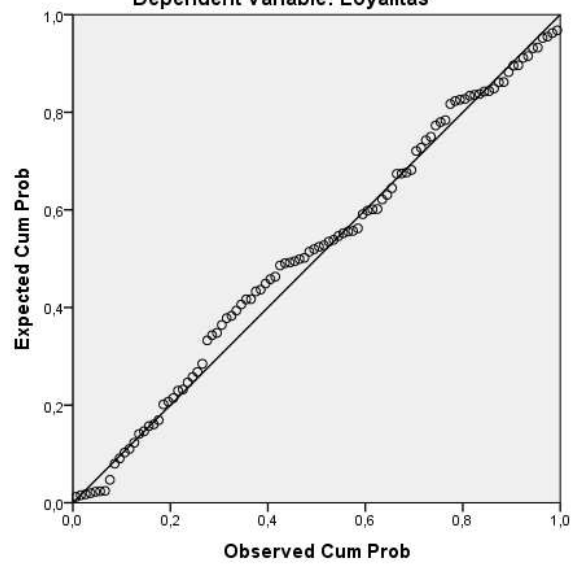
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11,70	19,63	16,52	1,905	100
Std. Predicted Value	-2,530	1,633	,000	1,000	100
Standard Error of Predicted Value	,151	,539	,283	,072	100
Adjusted Predicted Value	11,56	19,61	16,54	1,894	100
Residual	-2,696	2,207	,000	1,162	100
Std. Residual	-2,260	1,850	,000	,974	100
Stud. Residual	-2,397	1,897	-,007	1,013	100
Deleted Residual	-3,034	2,320	-,017	1,258	100
Stud. Deleted Residual	-2,461	1,924	-,009	1,023	100
Mahal. Distance	,590	19,199	4,950	3,151	100
Cook's Distance	,000	,216	,014	,031	100
Centered Leverage Value	,006	,194	,050	,032	100

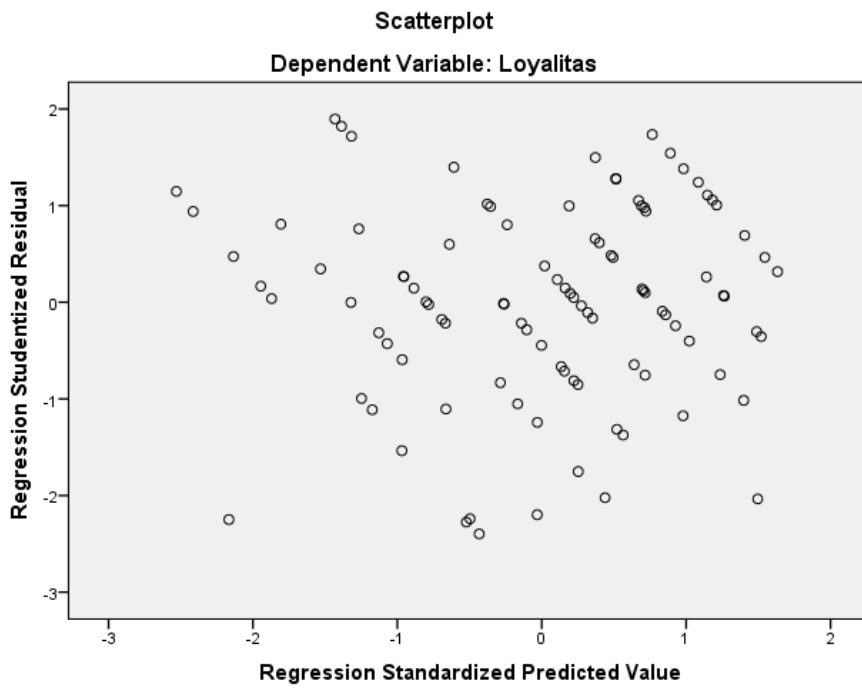
a. Dependent Variable: Loyalitas

Charts



Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Loyalitas





LAMPIRAN 8. TABEL DISTRIBUSI R-KRITIS

DF = n-2	TarafSignifikansi (α)				
	0,1	0,05	0,02	0,01	0,001
1	0,9877	0,9969	0,9995	0,9999	1,0000
2	0,9000	0,9500	0,9800	0,9900	0,9990
3	0,8054	0,8783	0,9343	0,9587	0,9911
4	0,7293	0,8114	0,8822	0,9172	0,9741
5	0,6694	0,7545	0,8329	0,8745	0,9509
50	0,2306	0,2732	0,3218	0,3542	0,4432
51	0,2284	0,2706	0,3188	0,3509	0,4393
52	0,2262	0,2681	0,3158	0,3477	0,4354
53	0,2241	0,2656	0,3129	0,3445	0,4317
54	0,2221	0,2632	0,3102	0,3415	0,4280
55	0,2201	0,2609	0,3074	0,3385	0,4244
56	0,2181	0,2586	0,3048	0,3357	0,4210
57	0,2162	0,2564	0,3022	0,3328	0,4176
58	0,2144	0,2542	0,2997	0,3301	0,4143
59	0,2126	0,2521	0,2972	0,3274	0,4110
74	0,1901	0,2257	0,2664	0,2938	0,3701
75	0,1888	0,2242	0,2647	0,2919	0,3678
76	0,1876	0,2227	0,2630	0,2900	0,3655
77	0,1864	0,2213	0,2613	0,2882	0,3633
78	0,1852	0,2199	0,2597	0,2864	0,3611
79	0,1841	0,2185	0,2581	0,2847	0,3589
80	0,1829	0,2172	0,2565	0,2830	0,3568
81	0,1818	0,2159	0,2550	0,2813	0,3547
82	0,1807	0,2146	0,2535	0,2796	0,3527
83	0,1796	0,2133	0,2520	0,2780	0,3507
91	0,1716	0,2039	0,2409	0,2659	0,3358
92	0,1707	0,2028	0,2396	0,2645	0,3341
93	0,1698	0,2017	0,2384	0,2631	0,3323
94	0,1689	0,2006	0,2371	0,2617	0,3307
95	0,1680	0,1996	0,2359	0,2604	0,3290
96	0,1671	0,1986	0,2347	0,2591	0,3274
97	0,1663	0,1975	0,2335	0,2578	0,3258
98	0,1654	0,1966	0,2324	0,2565	0,3242
99	0,1646	0,1956	0,2312	0,2552	0,3226
100	0,1638	0,1946	0,2301	0,2540	0,3211

LAMPIRAN 9. TABEL DISTRIBUSI t-KRITIS

df	Alpha (α)					
	DuaArah					
	0,25	0,1	0,05	0,025	0,0125	0,005
	SatuArah					
	0,5	0,2	0,1	0,05	0,025	0,01
1	1,000	3,078	6,314	12,706	25,452	63,657
2	0,816	1,886	2,920	4,303	6,205	9,925
3	0,765	1,638	2,353	3,182	4,177	5,841
4	0,741	1,533	2,132	2,776	3,495	4,604
5	0,727	1,476	2,015	2,571	3,163	4,032
6	0,718	1,440	1,943	2,447	2,969	3,707
7	0,711	1,415	1,895	2,365	2,841	3,499
8	0,706	1,397	1,860	2,306	2,752	3,355
9	0,703	1,383	1,833	2,262	2,685	3,250
10	0,700	1,372	1,812	2,228	2,634	3,169
70	0,678	1,294	1,667	1,994	2,291	2,648
71	0,678	1,294	1,667	1,994	2,290	2,647
72	0,678	1,293	1,666	1,993	2,289	2,646
73	0,678	1,293	1,666	1,993	2,289	2,645
74	0,678	1,293	1,666	1,993	2,288	2,644
75	0,678	1,293	1,665	1,992	2,287	2,643
76	0,678	1,293	1,665	1,992	2,287	2,642
77	0,678	1,293	1,665	1,991	2,286	2,641
78	0,678	1,292	1,665	1,991	2,285	2,640
79	0,678	1,292	1,664	1,990	2,285	2,640
80	0,678	1,292	1,664	1,990	2,284	2,639
86	0,677	1,291	1,663	1,988	2,281	2,634
87	0,677	1,291	1,663	1,988	2,281	2,634
88	0,677	1,291	1,662	1,987	2,280	2,633
89	0,677	1,291	1,662	1,987	2,280	2,632
90	0,677	1,291	1,662	1,987	2,280	2,632
91	0,677	1,291	1,662	1,986	2,279	2,631
95	0,677	1,291	1,661	1,985	2,277	2,629
96	0,677	1,290	1,661	1,985	2,277	2,628
97	0,677	1,290	1,661	1,985	2,277	2,627
98	0,677	1,290	1,661	1,984	2,276	2,627
99	0,677	1,290	1,660	1,984	2,276	2,626
100	0,677	1,290	1,660	1,984	2,276	2,626

LAMPIRAN 10. TABEL DISTRIBUSI F-KRITIS (α : 0,05)

df2	df1					
	1	2	3	4	5	6
1	647,789	799,500	864,163	899,583	921,848	937,111
2	38,506	39,000	39,165	39,248	39,298	39,331
3	17,443	16,044	15,439	15,101	14,885	14,735
4	12,218	10,649	9,979	9,605	9,364	9,197
5	10,007	8,434	7,764	7,388	7,146	6,978
75	5,232	3,876	3,296	2,962	2,741	2,582
76	5,229	3,874	3,293	2,959	2,738	2,580
77	5,226	3,871	3,291	2,957	2,736	2,577
78	5,223	3,869	3,289	2,955	2,734	2,575
79	5,221	3,867	3,286	2,953	2,732	2,573
80	5,218	3,864	3,284	2,950	2,730	2,571
81	5,216	3,862	3,282	2,948	2,727	2,569
82	5,213	3,860	3,280	2,946	2,725	2,567
83	5,211	3,858	3,278	2,944	2,723	2,565
84	5,209	3,856	3,276	2,942	2,722	2,563
85	5,207	3,854	3,274	2,940	2,720	2,561
86	5,204	3,852	3,272	2,939	2,718	2,559
87	5,202	3,850	3,270	2,937	2,716	2,557
88	5,200	3,848	3,268	2,935	2,714	2,556
89	5,198	3,846	3,267	2,933	2,713	2,554
90	5,196	3,844	3,265	2,932	2,711	2,552
91	5,194	3,843	3,263	2,930	2,709	2,551
92	5,192	3,841	3,262	2,928	2,708	2,549
93	5,191	3,839	3,260	2,927	2,706	2,547
94	5,189	3,838	3,258	2,925	2,705	2,546
95	5,187	3,836	3,257	2,924	2,703	2,544
96	5,185	3,834	3,255	2,922	2,702	2,543
97	5,183	3,833	3,254	2,921	2,700	2,542
98	5,182	3,831	3,252	2,919	2,699	2,540
99	5,180	3,830	3,251	2,918	2,697	2,539
100	5,179	3,828	3,250	2,917	2,696	2,537



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No	Hari dan Tanggal		Materi Konsultasi	Paraf Pembimbing
	Masuk	Keluar		
1	12/8-19		- Pendiri Usaha - Teknik pemasaran - Dapur produksi	
2			- Perencanaan - Laku Pemasaran	
3			pendiri Usaha/ber- usaha	
4	19/8-19		Acc. ulk yg-	

Mataram, agustus 2019

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	Masuk	Keluar		
1	16/7/2019		Penulisan	
2	20/7/2019		Penulisan	
3	29/7/2019		Kedatangan	
4				

Mataram, agustus 2019

Mengetahui

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