

Lampiran 1

KUISIONER PENELITIAN

Dengan hormat,

Saya mahasiswa Universitas Muhammadiyah Ponorogo sedang mengerjakan penyusunan skripsi saya yang berjudul **“ANALISIS KUALITAS PELAYANAN DAN PERSEPSI HARGA TERHADAP LOYALITAS PELANGGAN DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MODERASI PADA TOKO LADYS PONOROGO”**

saya mengharapkan saudara/i untuk meluangkan waktu menjawab pertanyaan-pertanyaan berikut ini.

Keberhasilan saya dalam melakukan penelitian ini tidak lepas dari partisipasi anda semua. Jawaban yang saudara/i akan saya jamin kerahasiaannya, karena semata-mata hanya untuk kepentingan akademik.

Atas kesediaan dan bantuannya saya ucapkan terima kasih.

I. Identitas Responden

Nama :

Alamat :

1. Jenis kelamin : ☐ Pria ☐ Wanita

2. Umur : ☐ ≤20 tahun

☐ >21- ≤30 tahun

☐ >30 tahun

3. Pendidikan : ☐ SLTP ☐ Diploma

☐ SLTA ☐ Sarjana

☐ Lain-lain.....

II. Memberikan Jawaban Dari Pertanyaan Yang Tersedia

Pertanyaan-pertanyaan berikut ini saudara/i dipersilahkan untuk memberikan jawaban dengan mengisi tanda centang (✓) pada skala 1-5 dalam kolom jawaban yang sudah tersedia dengan pilihan sebagai berikut :

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

A. Variabel-variabel yang mempengaruhi (X)

No.	Pernyataan	STS	TS	N	S	SS
A	Kualitas pelayanan (X1)					
1.	Karyawan Toko Ladys Ponorogo mampu menciptakan interaksi yang baik dengan konsumen.					
2.	Toko Ladys Ponorogo memiliki tata letak barang dagangan yang memudahkan pelanggan memilih barang					
3.	Toko Ladys Ponorogo memberika promo yang dapat menarik pelanggan.					
4.	Toko Ladys Ponorogo memberikan layanan terbaik secara konsisten					
5.	Keandalan Karyawan Toko Ladys Ponorogo dalam melancarkan prosedur pelayanan didalam Toko					

No.	Pernyataan	STS	TS	N	S	SS
B	Persepsi Harga (X2)					
1.	Saya membeli di Toko Ladys Ponorogo karena harganya terjangkau/ murah					
2.	Harga di Toko Ladys Ponorogo sesuai dengan kualitas produk					
3.	Harga di Toko Ladys Ponorogo dapat bersaing dengan Toko lainnya					
4.	Harga di Toko Ladys Ponorogo menggunakan setrategi satu harga (harga tunggal) tidak adanya harga khusus untuk pembelian tertentu					
5.	Harga produk di Toko Ladys Ponorogo termasuk biaya pengiriman sampai ketangan pembeli					

No.	Pernyataan	STS	TS	N	S	SS
C	Kepuasan Kosumen (X3)					
1.	Pelayanan yang diberikan Toko Ladys Ponorogo sesuai dengan keinginan pelanggan					
2.	Pelayanan yang diberikan Toko Ladys Ponorogo cepat dan tepat sesuai dengan permintaan pelanggan					
3.	Karyawan di Toko Ladys Ponorogo memberikan perhatian yang cukup					

	kepada pelanggan.					
4.	Karyawan di Toko Ladys Ponorogo ramah dan mampu memberikan informasi yang diperlukan pelanggan dengan cepat.					
5.	Kinerja pelayanan di Toko Ladys Ponorogo secara keseluruhan lebih baik dibandingkan pelayanan di Toko lainnya.					

B. Variabel yang di pengaruhi (Y)

No.	Pernyataan	STS	TS	N	S	SS
D	Loyalitas (Y)					
1.	Saya membeli barang kebutuhan dan keinginan di Toko Ladys Ponorogo secara teratur.					
2.	Saya berusaha mengajak orang lain untuk membeli barang kebutuhan atau keinginan di Toko Ladys Ponorogo					
3.	Saya berusaha merekomendasikan Toko Ladys Ponorogo keorang lain.					
4.	Produk yang dijual di Toko Ladys Ponorogo lebih lengkap dibandingkan dengan Toko lainnya.					
5.	Saya tidak akan berpindah ke Toko Lainnya meskipun Toko tersebut menawarkan diskon/promo.					

Lampiran 2

TABULASI DATA PENELITIAN

Res	X1 Kualitas Pelayanan						X2 Persepsi Harga						X3 Kepuasan Konsumen						Y Loyalitas					
	X1.1	X1.2	X1.3	X1.4	X1.5	ΣX1	X2.1	X2.2	X2.3	X2.4	X2.5	ΣX2	X3.1	X3.2	X3.3	X3.4	X3.5	ΣX3	Y1	Y2	Y3	Y4	Y5	ΣY
1	4	5	4	4	3	20	5	4	3	4	4	20	4	4	4	4	4	20	3	4	4	3	4	18
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Lampiran 3

UJI VALIDITAS DAN RELIABILITAS KUALITAS PELAYANAN (X1)

CORRELATIONS

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 TotalX1

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	Total X1
X1.1	Pearson Correlation	1	.499**	.463**	.476**	.583**	.755**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	95	95	95	95	95	95
X1.2	Pearson Correlation	.499**	1	.491**	.599**	.543**	.790**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	95	95	95	95	95	95
X1.3	Pearson Correlation	.463**	.491**	1	.547**	.583**	.777**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	95	95	95	95	95	95
X1.4	Pearson Correlation	.476**	.599**	.547**	1	.575**	.805**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	95	95	95	95	95	95

X1.5	Pearson Correlation	.583**	.543**	.583**	.575**	1	.836**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	95	95	95	95	95	95
Total X1	Pearson Correlation	.755**	.790**	.777**	.805**	.836**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	95	95	95	95	95	95

** . Correlation is significant at the 0.01 level (2-tailed).

RELIABILITY

```

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE /SUMMARY=TOTAL

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.852	5

Item Statistics

	Mean	Std. Deviation	N
X1.1	3.7368	.78835	95
X1.2	3.7684	.84366	95
X1.3	3.7368	.82785	95
X1.4	3.6421	.82405	95
X1.5	3.6947	.91179	95

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	14.8421	7.751	.621	.833
X1.2	14.8105	7.368	.659	.824
X1.3	14.8421	7.496	.643	.828
X1.4	14.9368	7.358	.685	.817
X1.5	14.8842	6.848	.716	.808

UJI VALIDITAS DAN RELIABILITAS PERSEPSI HARGA (X2)

CORRELATIONS

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 TotalX2

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	Total X2
X2.1	Pearson Correlation	1	.578**	.627**	.428**	.509**	.809**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	95	95	95	95	95	95
X2.2	Pearson Correlation	.578**	1	.544**	.417**	.446**	.765**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	95	95	95	95	95	95
X2.3	Pearson Correlation	.627**	.544**	1	.546**	.417**	.794**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	95	95	95	95	95	95
X2.4	Pearson Correlation	.428**	.417**	.546**	1	.492**	.745**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	95	95	95	95	95	95

X2.5	Pearson Correlation	.509**	.446**	.417**	.492**	1	.759**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	95	95	95	95	95	95
Total X2	Pearson Correlation	.809**	.765**	.794**	.745**	.759**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	95	95	95	95	95	95

** . Correlation is significant at the 0.01 level (2-tailed).

RELIABILITY

```

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE
/SUMMARY=TOTAL.

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Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.830	5

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.1263	.86593	95
X2.2	4.1053	.84392	95
X2.3	3.9474	.77691	95
X2.4	3.7263	.86838	95
X2.5	3.5474	.97597	95

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	15.3263	7.286	.683	.780
X2.2	15.3474	7.612	.624	.797
X2.3	15.5053	7.699	.679	.785
X2.4	15.7263	7.648	.589	.807
X2.5	15.9053	7.214	.584	.812

UJI VALIDITAS DAN RELIABILITAS KEPUASAN KONSUMEN (X3)

CORRELATIONS

```

/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5 TotalX3
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	Total X3
X3.1	Pearson Correlation	1	.584**	.606**	.513**	.463**	.818**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	95	95	95	95	95	95
X3.2	Pearson Correlation	.584**	1	.483**	.369**	.422**	.729**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	95	95	95	95	95	95

X3.3	Pearson Correlation	.606**	.483**	1	.454**	.602**	.824**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	95	95	95	95	95	95
X3.4	Pearson Correlation	.513**	.369**	.454**	1	.517**	.725**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	95	95	95	95	95	95
X3.5	Pearson Correlation	.463**	.422**	.602**	.517**	1	.779**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	95	95	95	95	95	95
Total X3	Pearson Correlation	.818**	.729**	.824**	.725**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	95	95	95	95	95	95

** . Correlation is significant at the 0.01 level (2-tailed).

RELIABILITY

```
/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5
```

```
/SCALE('ALL VARIABLES') ALL
```

```
/MODEL=ALPHA
```

```
/STATISTICS=DESCRIPTIVE
```

```
/SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.835	5

Item Statistics

	Mean	Std. Deviation	N
X3.1	3.8421	.90290	95
X3.2	3.7368	.82785	95
X3.3	3.5474	.97597	95
X3.4	3.6947	.81311	95
X3.5	3.5158	.90933	95

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	14.4947	7.593	.694	.784
X3.2	14.6000	8.391	.581	.816
X3.3	14.7895	7.274	.691	.786
X3.4	14.6421	8.466	.578	.817
X3.5	14.8211	7.808	.635	.802

UJI VALIDITAS DAN RELIABILITAS LOYALITAS PELANGGAN (Y)

CORRELATIONS

```

/VARIABLES=Y1 Y2 Y3 Y4 Y5 TotalY
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Correlations

		Y1	Y2	Y3	Y4	Y5	Total Y
Y1	Pearson Correlation	1	.427**	.295**	.550**	.460**	.732**
	Sig. (2-tailed)		.000	.004	.000	.000	.000
	N	95	95	95	95	95	95

Y2	Pearson Correlation	.427**	1	.519**	.599**	.285**	.754**
	Sig. (2-tailed)	.000		.000	.000	.005	.000
	N	95	95	95	95	95	95
Y3	Pearson Correlation	.295**	.519**	1	.526**	.413**	.717**
	Sig. (2-tailed)	.004	.000		.000	.000	.000
	N	95	95	95	95	95	95
Y4	Pearson Correlation	.550**	.599**	.526**	1	.476**	.847**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	95	95	95	95	95	95
Y5	Pearson Correlation	.460**	.285**	.413**	.476**	1	.704**
	Sig. (2-tailed)	.000	.005	.000	.000		.000
	N	95	95	95	95	95	95
Total Y	Pearson Correlation	.732**	.754**	.717**	.847**	.704**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	95	95	95	95	95	95

** . Correlation is significant at the 0.01 level (2-tailed).



RELIABILITY

```

/VARIABLES=Y1 Y2 Y3 Y4 Y5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE

/SUMMARY=TOTAL.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.807	5

Item Statistics

	Mean	Std. Deviation	N
Y1	3.4316	.84618	95
Y2	3.6526	.86009	95
Y3	3.7158	.75319	95
Y4	3.3684	.91154	95
Y5	3.2737	.86838	95

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	14.0105	6.947	.566	.778
Y2	13.7895	6.785	.594	.770
Y3	13.7263	7.307	.567	.778
Y4	14.0737	6.090	.726	.725
Y5	14.1684	7.035	.520	.792

Analisis Regresi Kualitas Pelayanan Terhadap Loyalitas Pelanggan

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X1.

```

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan ^a		. Enter

a. All requested variables entered.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan ^a		. Enter

b. Dependent Variable: Loyalitas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.915 ^a	.838	.836	1.29265

a. Predictors: (Constant), Kualitas Pelayanan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	802.033	1	802.033	479.986	.000 ^a
	Residual	155.398	93	1.671		
	Total	957.432	94			

a. Predictors: (Constant), Kualitas Pelayanan

b. Dependent Variable: Loyalitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.151	.755		1.524	.131
Kualitas Pelayanan	.877	.040	.915	21.909	.000

a. Dependent Variable: Loyalitas

Moderated Regression Analysis Kualitas Pelayanan dengan Kepuasan Konsumen terhadap Loyalitas Pelanggan

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Y

/METHOD=ENTER X1 X3 Interaksi1.

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Pelayanan*Kepuasan, Kualitas Pelayanan, Kepuasan Konsumen ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.929 ^a	.862	.858	1.20417

a. Predictors: (Constant), Pelayanan*Kepuasan, Kualitas Pelayanan, Kepuasan Konsumen



ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	825.480	3	275.160	189.763	.000 ^a
	Residual	131.952	91	1.450		
	Total	957.432	94			

a. Predictors: (Constant), Pelayanan*Kepuasan, Kualitas Pelayanan, Kepuasan Konsumen

b. Dependent Variable: Loyalitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.324	1.670		2.590	.011
	Kualitas Pelayanan	.414	.124	.432	3.338	.001
	Kepuasan Konsumen	.025	.141	.027	.176	.860
	Pelayanan*Kepuasan	.014	.006	.482	2.274	.025

a. Dependent Variable: Loyalitas

Analisis Regresi Persepsi Harga Terhadap Loyalitas Pelanggan

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Y

/METHOD=ENTER X2.

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Persepsi Harga ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890 ^a	.793	.790	1.46122

a. Predictors: (Constant), Persepsi Harga

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	758.861	1	758.861	355.411	.000 ^a
	Residual	198.570	93	2.135		
	Total	957.432	94			

a. Predictors: (Constant), Persepsi Harga

b. Dependent Variable: Loyalitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.948	.888		1.068	.288
	Persepsi Harga	.848	.045	.890	18.852	.000

a. Dependent Variable: Loyalitas

Moderated Regression Analysis Kualitas Pelayanan dengan Kepuasan Konsumen terhadap Loyalitas Pelanggan

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Y

/METHOD=ENTER X2 X3 Interaksi2.

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Harga*Kepuasan, Persepsi Harga, Kepuasan Konsumen ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918 ^a	.843	.838	1.28587

a. Predictors: (Constant), Harga*Kepuasan, Persepsi Harga, Kepuasan Konsumen

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	806.967	3	268.989	162.683	.000 ^a
	Residual	150.465	91	1.653		
	Total	957.432	94			

a. Predictors: (Constant), Harga*Kepuasan, Persepsi Harga, Kepuasan Konsumen

b. Dependent Variable: Loyalitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.069	1.856		2.192	.031
	Persepsi Harga	.275	.130	.289	2.108	.038
	Kepuasan Konsumen	.175	.142	.189	1.232	.221
	Harga*Kepuasan	.013	.006	.459	2.022	.046

a. Dependent Variable: Loyalitas

Uji Asumsi Klasik

Multikolineritas

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA COLLIN TOL

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Y

/METHOD=ENTER X1 X2 X3

/RESIDUALS DURBIN.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.034	.706		.048	.961		
Kualitas Pelayanan	.484	.090	.505	5.400	.000	.156	6.401
Persepsi Harga	.317	.080	.333	3.946	.000	.192	5.222
Kepuasan Konsumen	.122	.090	.132	1.356	.178	.144	6.932

a. Dependent Variable: Loyalitas

Heteroskedastisitas

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT abres

/METHOD=ENTER X1 X2 X3.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.206	.458	2.633	.010
	Kualitas Pelayanan	.041	.058	.184	.479
	Persepsi Harga	.042	.052	.190	.420
	Kepuasan Konsumen	-.107	.058	-.493	.071

a. Dependent Variable: abres

Normalitas

NPAR TESTS

/K-S (NORMAL) =ZRE_1

/MISSING ANALYSIS.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		95
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	.98391316
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.049
Kolmogorov-Smirnov Z		.761
Asymp. Sig. (2-tailed)		.609
a. Test distribution is Normal.		

Lampiran 4



UNIVERSITAS MUHAMMADIYAH PONOROGO FAKULTAS EKONOMI

Kampus : Jl. Budi Utomo No. 10 Telp. (0352) 481124 Fax. (0352) 461796
PONOROGO – 63471

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : ANIS SEPTIYANA
2. NIM : 13413123
3. Jurusan : Manajemen
4. Bidang : Pemasaran
5. Alamat : RT/RW. 02/02, Dsn. Bulusari, Ds. Nglayang, Kec. Jenangan
6. Judul Skripsi : Analisis Kualitas Pelayanan Dan Persepsi Harga Terhadap Loyalitas Pelanggan Dengan Kepuasan Konsumen Sebagai Variabel Moderasi Pada Toko Ladys Ponorogo
- Masa Pembimbingan : September 2016 s/d Agustus 2017
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	BAB	Paraf Pembimbing
24-1-2017	Revisi Proposal	
4-2-2017	Acc Proposal	
15/2-2017	Acc proposal	
16-2-2017	Revisi Bab I, II, III	
18-2-2017	Acc Bab I, II, III	
26/2-2017	Revisi Bab I - III	
4/3-2017	Acc Bab I - III	
13-5-2017	Revisi Bab IV & V	
20-5-2017	Acc Bab IV & V	
23/5-2017	Revisi Bab IV	
7/6-2017	Acc Bab IV + V	

10. Tanggal Selesai Penulisan Skripsi : _____
11. Keterangan Bimbingan Telah selesai : _____
12. Telah Di Evaluasi/Di Uji Dengan Nilai : _____ (angka)
_____ (huruf)

Pembimbing,

Dra. UMI FARIDA, MM
NIK. 19610110 199112 13

Ponorogo, 18 November 2016
Dekan,

TITI RAPINI, SE, MM
NIP. 19630505 199003 2 003

Lampiran 5

FOTO FOTO PENDUKUNG



