





LAMPIRAN 1
KUESIONER PENELITIAN

- Pekerjaan : a. Pelajar / Mahasiswa
 b. PNS
 c. Swasta
 d. Lain-lain

II. Petunjuk Pengisian

Berikan tanda centang (√) pada alternative jawaban yang anda anggap paling sesuai.

Keterangan :

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

A. Variabel Independen

No.	Pertanyaan	STS	TS	N	S	SS
A	Kehandalan (<i>reliability</i>) (X1)					
1.	Swalayan Qoni' Latansa Gontor buka tepat waktu					
2.	Swalayan Qoni' Latansa Gontor menyediakan produk yang lengkap dan berkualitas					
3.	Swalayan Qoni' Latansa Gontor memberikan diskon belanja kepada pelanggan yang memiliki member					

B	Daya tanggap (<i>responsiveness</i>) (X2)					
1.	Karyawan cepat tanggap dalam menanggapi keluhan konsumen					
2.	Karyawan cepat tanggap dalam mengatasi keluhan konsumen					
3.	Karyawan melakukan pelayanan yang cepat dan tepat					
C	Jaminan (<i>assurance</i>) (X3)					
1.	Swalayan Qoni' Latansa Gontor memiliki pelayanan yang ramah dan sopan					
2.	Karyawan jelas dalam memberikan informasi suatu produk					
3.	Karyawan menangani pertukaran produk dari pelanggan apabila ada yang rusak atau expired (kadaluarsa)					
D	Empati (<i>empaty</i>) (X4)					
1.	Karyawan lebih mendahulukan kepentingan pelanggan					
2.	Karyawan melayani dan menghargai setiap pelanggan tanpa membedakan					
3.	Karyawan memberikan perhatian secara penuh kepada pelanggan					

E	Bukti fisik (<i>tangible</i>) (X5)					
1.	Ruangan swalayan selalu bersih					
2.	Tempat parkir swalayan yang luas dan aman					
3.	Karyawan Swalayan Qoni' Latansa Gontor berpenampilan rapi					

Variabel Dependen

No.	Pertanyaan	STS	TS	N	S	SS
F	Loyalitas Pelanggan (Y)					
1.	Anda akan datang kembali dan tetap setia berbelanja di Swalayan Qoni' Latansa Gontor					
2.	Anda jadikan Swalayan Qoni' Latansa Gontor pilihan pertama untuk berbelanja meskipun ada swalayan lain					
3.	Anda menceritakan pengalaman positif berbelanja di Swalayan Qoni' Latansa Gontor kepada orang lain					
4.	Anda tidak pernah berfikir untuk beralih ke swalayan lain					



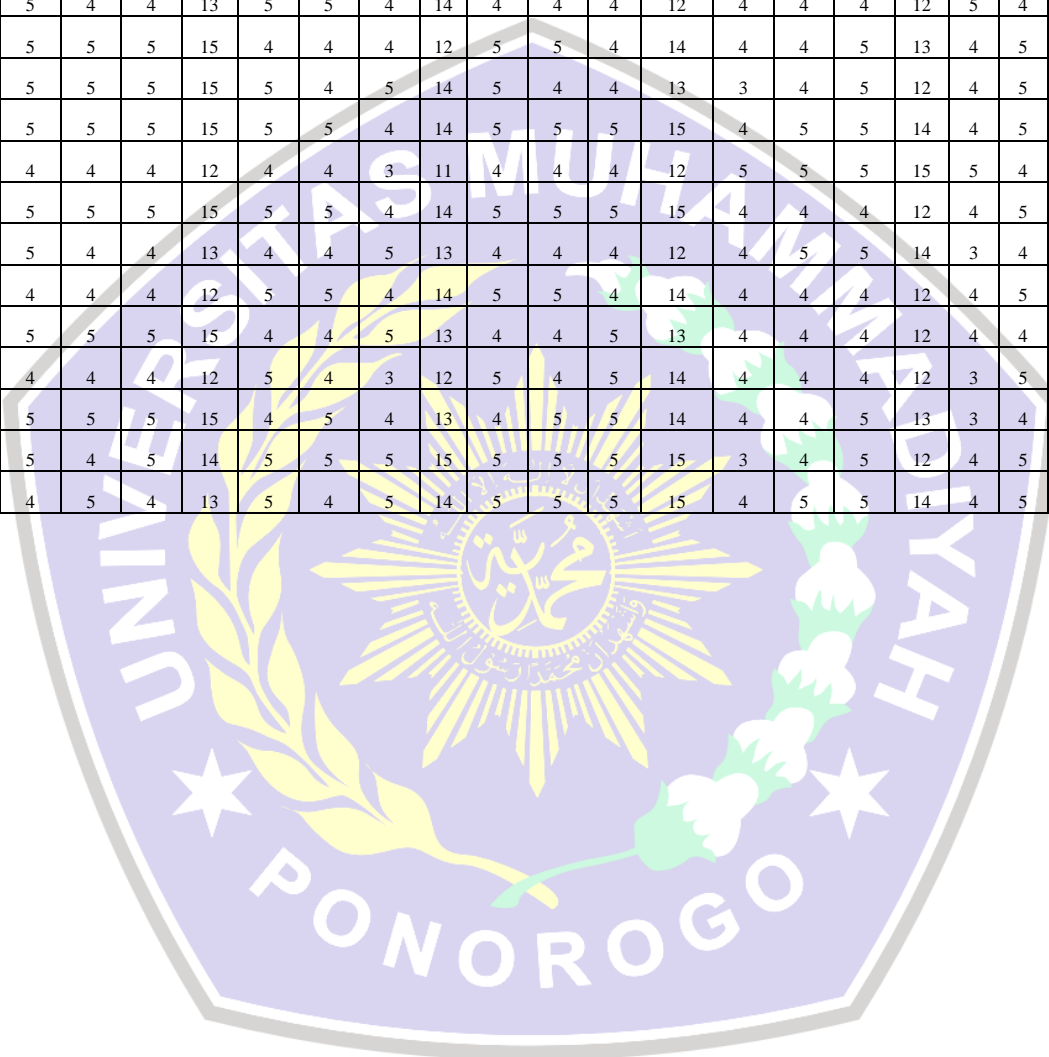
LAMPIRAN 2
TABULASI HASIL
PENELITIAN

TABULASI DATA KUISIONER

No	Variabel Independent																				Variabel Dependent				
	Kehandalan (Reliability) X1				Daya tanggap (Responsiveness) X2				Jaminan (Assurance) X3				Empati (Empaty) X4				Bukti fisik (Tangibles) X5				Loyalitas Pelanggan (Y)				
	X1.1	X1.2	X1.3	Σ	X2.1	X2.2	X2.3	Σ	X3.1	X3.2	X3.3	Σ	X4.1	X4.2	X.3	Σ	X5.1	X5.2	X5.3	Σ	Y1	Y2	Y3	Y4	Σ
1	5	5	5	15	5	5	5	15	5	5	5	15	5	5	4	14	5	5	5	15	5	5	5	4	19
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LAMPIRAN 3
UJI VALIDITAS



HASIL UJI VALIDITAS

a. Keandalan (*Reliability*) (X1)

		Correlations			
		X1.1	X1.2	X1.3	Total
X1.1	Pearson Correlation	1	.731**	.538**	.846**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.731**	1	.780**	.943**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.538**	.780**	1	.876**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total	Pearson Correlation	.846**	.943**	.876**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

b. Daya Tanggap (*Responsiveness*) (X2)

		Correlations			
		X2.1	X2.2	X2.3	Total
X2.1	Pearson Correlation	1	.474**	.440**	.772**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.474**	1	.747**	.872**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.440**	.747**	1	.869**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total	Pearson Correlation	.772**	.872**	.869**	1

Sig. (2-tailed)	.000	.000	.000	
N	100	100	100	100

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

c. Jaminan (*Assurance*) (X3)

Correlations

		X3.1	X3.2	X3.3	Total
X3.1	Pearson Correlation	1	.610**	.426**	.782**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.610**	1	.684**	.881**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.426**	.684**	1	.818**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total	Pearson Correlation	.782**	.881**	.818**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

d. Empati (*Empaty*) (X4)

Correlations

		X4.1	X4.2	X4.3	Total
X4.1	Pearson Correlation	1	.515**	.491**	.796**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X4.2	Pearson Correlation	.515**	1	.654**	.854**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X4.3	Pearson Correlation	.491**	.654**	1	.863**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100

Total	Pearson Correlation	.796**	.854**	.863**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

e. Bukti Fisik (*Tangibles*) (X5)

Correlations

		X5.1	X5.2	X5.3	Total
X5.1	Pearson Correlation	1	.385**	.146	.670**
	Sig. (2-tailed)		.000	.148	.000
	N	100	100	100	100
X5.2	Pearson Correlation	.385**	1	.547**	.851**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X5.3	Pearson Correlation	.146	.547**	1	.749**
	Sig. (2-tailed)	.148	.000		.000
	N	100	100	100	100
Total	Pearson Correlation	.670**	.851**	.749**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

f. Loyalitas Pelanggan (Y)

Correlations

		Y1	Y2	Y3	Y4	T
Y1	Pearson Correlation	1	-.298**	-.170	-.201*	.202*
	Sig. (2-tailed)		.003	.090	.045	.044
	N	100	100	100	100	100
Y2	Pearson Correlation	-.298**	1	.541**	.506**	.678**
	Sig. (2-tailed)	.003		.000	.000	.000
	N	100	100	100	100	100
Y3	Pearson Correlation	-.170	.541**	1	.617**	.791**
	Sig. (2-tailed)					
	N	100	100	100	100	100

	Sig. (2-tailed)	.090	.000		.000	.000
	N	100	100	100	100	100
Y4	Pearson Correlation	-.201*	.506**	.617**	1	.770**
	Sig. (2-tailed)	.045	.000	.000		.000
	N	100	100	100	100	100
T	Pearson Correlation	.202*	.678**	.791**	.770**	1
	Sig. (2-tailed)	.044	.000	.000	.000	
	N	100	100	100	100	100

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

* . Correlation is significant at the 0.05 level (2-tailed).





LAMPIRAN 4
UJI RELIABILITAS

HASIL UJI RELIABILITAS

a. Kehandalan (*Reliability*) (X1)

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
.859	4

b. Daya Tanggap (*Responsiveness*) (X2)

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
.841	4

c. Jaminan (*Assurance*) (X3)

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
.825	4

d. Empati (*Empaty*) (X4)

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
.841	4

e. Bukti Fisik (*Tangibles*) (X5)

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
.806	4

f. Loyalitas Pelanggan (Y)

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
.716	5

The logo of Universitas Muhammadiyah Ponorogo is a purple shield-shaped emblem. It features a central sunburst with Arabic calligraphy, flanked by a yellow laurel wreath on the left and a green and white floral wreath on the right. The text 'UNIVERSITAS MUHAMMADIYAH' is written in white along the top inner edge, and 'PONOROGO' is written along the bottom inner edge. Two white stars are positioned on the left and right sides of the bottom edge.

LAMPIRAN 5
UJI REGRESI LINEAR
BERGANDA, UJI F, UJI t, DAN
KOEFISIEN DETERMINASI

HASIL REGRESI LINEAR BERGANDA

a. Hasil Uji Regresi Linear Berganda dan Hasil Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.107	1.657		.668	.506
	Kehandalan	.180	.057	.222	3.141	.002
	DayaTanggap	.155	.074	.146	2.089	.039
	Jaminan	.115	.054	.145	2.113	.037
	Empati	.376	.073	.380	5.141	.000
	BuktiFisik	.419	.083	.369	5.021	.000

a. Dependent Variable: LoyalitasPelanggan

b. Hasil Uji f

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.099	5	24.420	24.500	.000 ^a
	Residual	93.691	94	.997		
	Total	215.790	99			

a. Predictors: (Constant), BuktiFisik, Jaminan, DayaTanggap, Kehandalan, Empati

b. Dependent Variable: Loyalitas

c. Hasil Analisis Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 ^a	.566	.543	.998

a. Predictors: (Constant), BuktiFisik, Jaminan, DayaTanggap, Kehandalan, Empati



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BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : **MARTINA LUTVY TRISNAWATI**
2. NIM : 13413102
3. Jurusan : Manajemen
4. Bidang : Pemasaran
5. Alamat : Ds. Mlarak Kec. Mlarak Kab. Ponorogo
6. Judul Skripsi : Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan di Swalayan Qoni' Latansa Gontor
7. Masa Pembimbingan : September 2016 s/d Agustus 2017
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	BAB	Paraf Pembimbing
10 Jan 2017	Proposal Acc	
11/2 - 2017	Revisi proposal	
24/2 - 2017	Acc proposal	
24/2 - 2017	Revisi Bab I, II, III	
2/3 2017	Acc Bab I, II, III	
8/3 - 2017	Revisi Bab I - III	
16/3 - 2017	Acc Bab I - III	
18/5 - 2017	Revisi Bab IV, V	
22/5 - 2017	Acc Bab IV, V	
28/5 - 2017	Revisi Bab IV	
8/6 - 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, 12 November 2016
Dekan,

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