

## KUESIONER PENELITIAN

“ ANALISIS PERBANDINGAN PENGARUH FAKTOR HARGA, PRODUK JASA, FASILITAS FISIK, KEANDALAN, RESPON, JAMINAN DAN SIKAP PERHATIAN KARYAWAN TERHADAP LOYALITAS NASABAH PINJAMAN KREDIT ANTARA KSP “ SUKSES MAKMUR SEJAHTERA “ DENGAN KSP “ CITRA ABADI “DI PONOROGO

### 1. IDENTITAS RESPONDEN

Nama :

Alamat :

Jenis Kelamin :

Plafond :

Jangka Waktu :

Jenis Pekerjaan :

### 2. PETUNJUK

Saya menginginkan pendapat anda tentang kualitas pelayanan dengan segi penilaian tentang “ Analisis Perbandingan Pengaruh Factor Harga, Produk Jasa, Fasilitas Fisik, Keandalan, Respon, Jaminan, Sikap Perhatian Karyawan antara KSP “ SUKSES MAKMUR SEJAHTERA “ dan KSP “ CITRA ABADI “Di Ponorogo

### 3. Cara Pengisian

Berikan tanda centang ( √ ) pada jawaban yang saudara pilih.

Kriteria Penilaian :

No.	Pernyataan	Skor
1	Sangat Setuju	5
2	Setuju	4
3	Kurang Setuju	3
4	Tidak Setuju	2
5	Sangat Tidak Setuju	1

INDIKATOR – INDIKATOR TIAP VARIABEL

No.	Variabel Harga	5	4	3	2	1
1	Potongan Administrasi yang diberikan tergolong murah					
2	Potongan Administrasi di KSP ini bisa dinego / ditawarkan					
3	Karyawan KSP Citra Abadi memberikan perhitungan biaya dengan benar					
4	Karyawan KSP Citra Abadi memberikan informasi tentang jumlah biaya dan jenis jenisnya yang harus ditanggung oleh nasabah					

No.	Variabel Produk Jasa	5	4	3	2	1
5	Produk pinjaman kredit yang ditawarkan dapat membantu permasalahan keuangan nasabah					
6	Produk kredit yang dimiliki KSP Citra Abadi lebih dari satu jenis pilihannya					
7	Bunga yang diberikan bisa dijangkau					

No.	Variabel Fasilitas Fisik	5	4	3	2	1
8	Kondisi Gedung KSP Citra Abadi yang baik dan layak					
9	Ruangan KSP Citra Abadi terlihat bersih dan rapi					
10	KSP Citra Abadi menyediakan fasilitas yang memadai					
11	Penampilan karyawan yang terlihat rapi dan bersih					
12	Tersedianya tempat parkir untuk nasabah					
13	KSP Citra Abadi memiliki alat hitung uang dan pendeteksi keaslian uang sehingga mempercepat transaksi					

No	Variabel Keandalan	5	4	3	2	1
14	Karyawan KSP Citra Abadi memberikan informasi tentang prosedur pinjaman					
15	Pengetahuan koperasi seluruh karyawan / pengurus KSP Citra Abadi sudah baik					
16	Pelayanan dari karyawan KSP Citra Abadi yang handal					
17	Penyelesaian pelayanan KSP Citra Abadi tepat waktu					
18	Karyawan KSP Citra Abadi mencatat transaksi dan mengentry data dengan benar					

No	Variabel Respon	5	4	3	2	1
19	Pelayanan kantor KSP Citra Abadi cepat dan tepat					
20	Karyawan KSP Citra Abadi selalu sigap dalam menangani setiap keluhan nasabah					
21	Karyawan KSP Citra Abadi cepat merespon dalam memenuhi keinginan nasabah dalam pinjaman kreditnya					
22	Kesungguhan karyawan KSP Citra Abadi dalam mengatasi masalah nasabah					

No.	Variabel Jaminan	5	4	3	2	1
23	Nasabah merasa nyaman dan aman dalam melakukan pinjaman					
24	Karyawan KSP Citra Abadi mampu ramah dan sopan dalam memberikan pelayanan					
25	Pelayanan karyawan menjadi kepercayaan pelanggan terhadap KSP Citra Abadi					
26	Karyawan KSP Citra Abadi mahir dan memiliki kemampuan dan pengetahuan dalam menjawab pertanyaan dari nasabah					
27	KSP Citra Abadi memberikan jaminan kerahasiaan data nasabah					

No.	Variabel Sikap Perhatian	5	4	3	2	1
28	Karyawan koperasi memberikan pelayanan tanpa memandang status					
29	Jam pelayanan sesuai dengan kebutuhan nasabah					
30	Kepentingan keinginan nasabah menjadi utama bagi koperasi					



No.	Variabel Loyalitas Nasabah	5	4	3	2	1
31	Adanya keinginan untuk kembali melakukan pinjaman kredit di KSP ini					
32	Adanya keinginan untuk merekomendasikan kepada orang lain untuk melakukan pinjaman di KSP ini					



## KSP CITRA ABADI

.LAMPIRAN 11

UJI VALIDITAS

Harga

CORRELATIONS

```
/VARIABLES=VAR00001 VAR00002 VAR00003 VAR00004 VAR00005
```

```
/PRINT=TWOTAIL NOSIG
```

```
/MISSING=PAIRWISE.
```

Correlations



## Correlations

		1	2	3	4	Total X1
1	Pearson Correlation	1	.695**	.407**	.504**	.835**
	Sig. (2-tailed)		.000	.009	.001	.000
	N	40	40	40	40	40
2	Pearson Correlation	.695**	1	.417**	.420**	.834**
	Sig. (2-tailed)	.000		.007	.007	.000
	N	40	40	40	40	40
3	Pearson Correlation	.407**	.417**	1	.528**	.729**
	Sig. (2-tailed)	.009	.007		.000	.000
	N	40	40	40	40	40
4	Pearson Correlation	.504**	.420**	.528**	1	.750**
	Sig. (2-tailed)	.001	.007	.000		.000
	N	40	40	40	40	40
Total X1	Pearson Correlation	.835**	.834**	.729**	.750**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

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

## Produk Jasa

### CORRELATIONS

```
/VARIABLES=VAR00006 VAR00007 VAR00008 VAR00009
```

```
/PRINT=TWOTAIL NOSIG
```

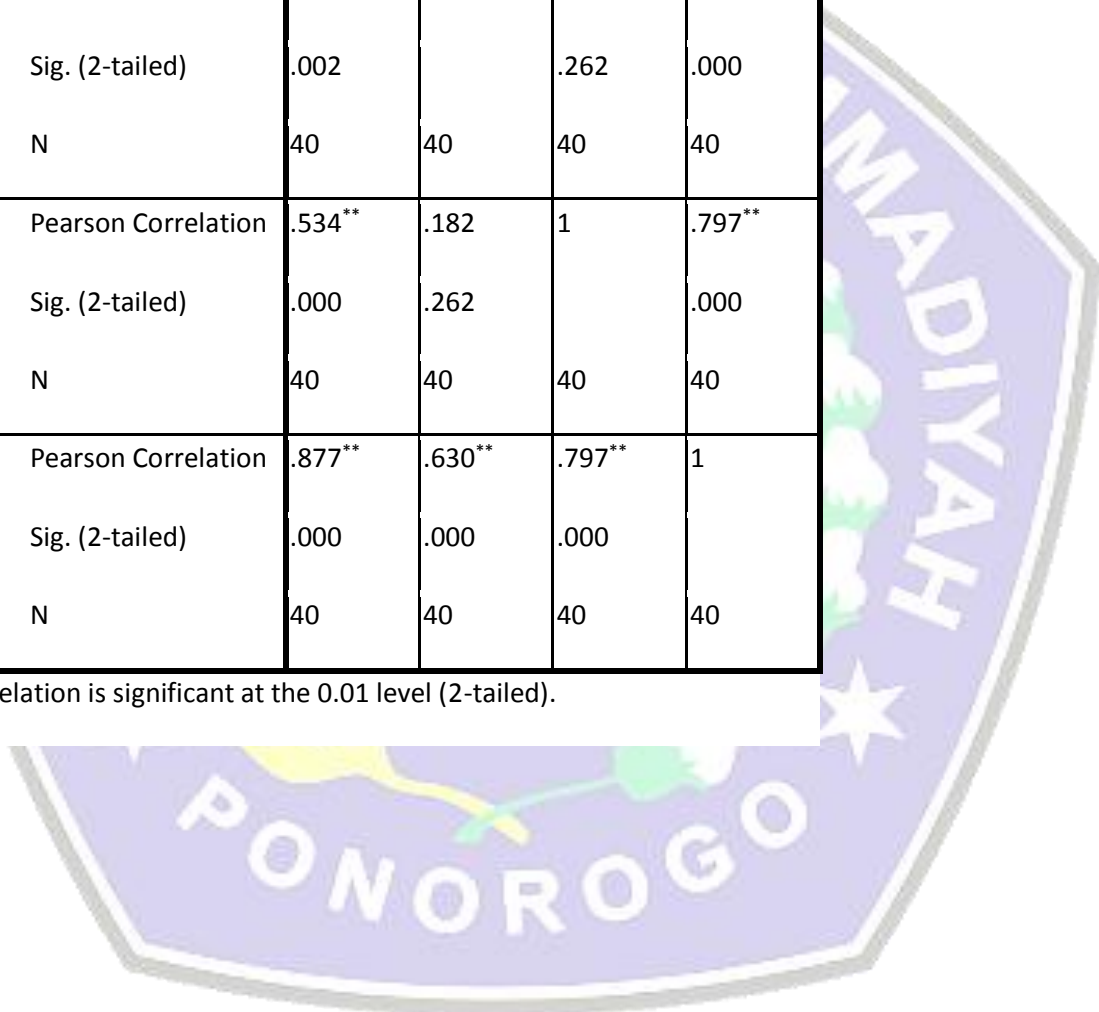
```
/MISSING=PAIRWISE.
```

## Correlations

### Correlations

		5	6	7	Total X2
5	Pearson Correlation	1	.470**	.534**	.877**
	Sig. (2-tailed)		.002	.000	.000
	N	40	40	40	40
6	Pearson Correlation	.470**	1	.182	.630**
	Sig. (2-tailed)	.002		.262	.000
	N	40	40	40	40
7	Pearson Correlation	.534**	.182	1	.797**
	Sig. (2-tailed)	.000	.262		.000
	N	40	40	40	40
Total X2	Pearson Correlation	.877**	.630**	.797**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

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



**Fasilitas Fisik**

CORRELATIONS

/VARIABLES=VAR00010 VAR00011 VAR00012 VAR00013 VAR00014 VAR00015 VAR00016

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**





## Correlations

		8	9	10	11	12	13	Total X3
8	Pearson Correlation	1	.155	.350*	.253	.220	.365*	.616**
	Sig. (2-tailed)		.339	.027	.116	.173	.021	.000
	N	40	40	40	40	40	40	40
9	Pearson Correlation	.155	1	.361*	.193	.246	.283	.597**
	Sig. (2-tailed)	.339		.022	.234	.127	.076	.000
	N	40	40	40	40	40	40	40
10	Pearson Correlation	.350*	.361*	1	.218	.438**	.306	.701**
	Sig. (2-tailed)	.027	.022		.177	.005	.055	.000
	N	40	40	40	40	40	40	40
11	Pearson Correlation	.253	.193	.218	1	.020	.466**	.559**
	Sig. (2-tailed)	.116	.234	.177		.900	.002	.000
	N	40	40	40	40	40	40	40
12	Pearson Correlation	.220	.246	.438**	.020	1	.285	.588**
	Sig. (2-tailed)	.173	.127	.005	.900		.075	.000
	N	40	40	40	40	40	40	40
13	Pearson Correlation	.365*	.283	.306	.466**	.285	1	.721**
	Sig. (2-tailed)	.021	.076	.055	.002	.075		.000
	N	40	40	40	40	40	40	40
Total X3	Pearson Correlation	.616**	.597**	.701**	.559**	.588**	.721**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40

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

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



**Keandalan**

CORRELATIONS

/VARIABLES=VAR00017 VAR00018 VAR00019 VAR00020 VAR00021 VAR00022

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**



## Correlations

		14	15	16	17	18	Total X4
14	Pearson Correlation	1	.405**	.266	.520**	.311	.665**
	Sig. (2-tailed)		.010	.097	.001	.051	.000
	N	40	40	40	40	40	40
15	Pearson Correlation	.405**	1	.436**	.531**	.417**	.751**
	Sig. (2-tailed)	.010		.005	.000	.007	.000
	N	40	40	40	40	40	40
16	Pearson Correlation	.266	.436**	1	.567**	.608**	.773**
	Sig. (2-tailed)	.097	.005		.000	.000	.000
	N	40	40	40	40	40	40
17	Pearson Correlation	.520**	.531**	.567**	1	.523**	.843**
	Sig. (2-tailed)	.001	.000	.000		.001	.000
	N	40	40	40	40	40	40
18	Pearson Correlation	.311	.417**	.608**	.523**	1	.726**
	Sig. (2-tailed)	.051	.007	.000	.001		.000
	N	40	40	40	40	40	40
Total X4	Pearson Correlation	.665**	.751**	.773**	.843**	.726**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40

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

## Respon

## CORRELATIONS



/VARIABLES=VAR00023 VAR00024 VAR00025 VAR00026 VAR00027

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

### Correlations

#### Correlations

		19	20	21	22	Total X5
19	Pearson Correlation	1	.494**	.536**	.538**	.779**
	Sig. (2-tailed)		.001	.000	.000	.000
	N	40	40	40	40	40
20	Pearson Correlation	.494**	1	.595**	.657**	.832**
	Sig. (2-tailed)	.001		.000	.000	.000
	N	40	40	40	40	40
21	Pearson Correlation	.536**	.595**	1	.705**	.846**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	40	40	40	40	40
22	Pearson Correlation	.538**	.657**	.705**	1	.866**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	40	40	40	40	40
Total X5	Pearson Correlation	.779**	.832**	.846**	.866**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

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



**Jaminan**

CORRELATIONS

/VARIABLES=VAR00028 VAR00029 VAR00030 VAR00031 VAR00032 VAR00033

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

## Correlations

		23	24	25	26	27	Total X6
23	Pearson Correlation	1	.637**	.492**	.429**	.543**	.756**
	Sig. (2-tailed)		.000	.001	.006	.000	.000
	N	40	40	40	40	40	40
24	Pearson Correlation	.637**	1	.677**	.637**	.426**	.826**
	Sig. (2-tailed)	.000		.000	.000	.006	.000
	N	40	40	40	40	40	40
25	Pearson Correlation	.492**	.677**	1	.668**	.535**	.847**
	Sig. (2-tailed)	.001	.000		.000	.000	.000
	N	40	40	40	40	40	40
26	Pearson Correlation	.429**	.637**	.668**	1	.592**	.828**
	Sig. (2-tailed)	.006	.000	.000		.000	.000
	N	40	40	40	40	40	40
27	Pearson Correlation	.543**	.426**	.535**	.592**	1	.776**
	Sig. (2-tailed)	.000	.006	.000	.000		.000
	N	40	40	40	40	40	40
Total X6	Pearson Correlation	.756**	.826**	.847**	.828**	.776**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40

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

## Sikap Perhatian

CORRELATIONS

/VARIABLES=VAR00034 VAR00035 VAR00036 VAR00037

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

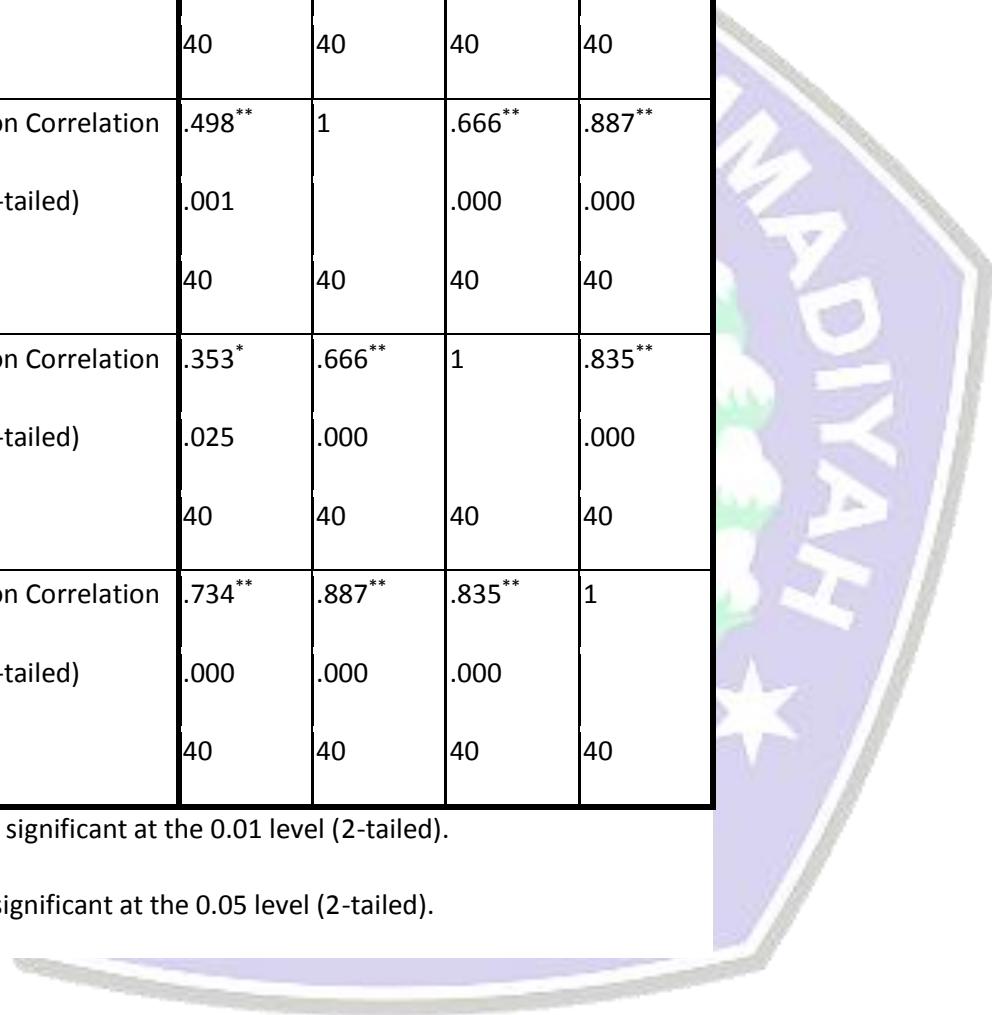
### Correlations

#### Correlations

		28	29	30	Total X7
28	Pearson Correlation	1	.498**	.353*	.734**
	Sig. (2-tailed)		.001	.025	.000
	N	40	40	40	40
29	Pearson Correlation	.498**	1	.666**	.887**
	Sig. (2-tailed)	.001		.000	.000
	N	40	40	40	40
30	Pearson Correlation	.353*	.666**	1	.835**
	Sig. (2-tailed)	.025	.000		.000
	N	40	40	40	40
Total X7	Pearson Correlation	.734**	.887**	.835**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

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

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





## Loyalitas

### CORRELATIONS

/VARIABLES=VAR00038 VAR00039 VAR00040

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

### Correlations

#### Correlations

		31	32	Total Y
31	Pearson Correlation	1	.459**	.840**
	Sig. (2-tailed)		.003	.000
	N	40	40	40
32	Pearson Correlation	.459**	1	.867**
	Sig. (2-tailed)	.003		.000
	N	40	40	40
Total Y	Pearson Correlation	.840**	.867**	1
	Sig. (2-tailed)	.000	.000	
	N	40	40	40

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

## LAMPIRAN 12

### UJI RELIABILITAS

#### Harga

RELIABILITY

```
/VARIABLES=VAR00001 VAR00002 VAR00003 VAR00004
```

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

```
/MODEL=ALPHA
```

```
/STATISTICS=DESCRIPTIVE
```

```
/SUMMARY=TOTAL.
```

#### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

### Reliability Statistics

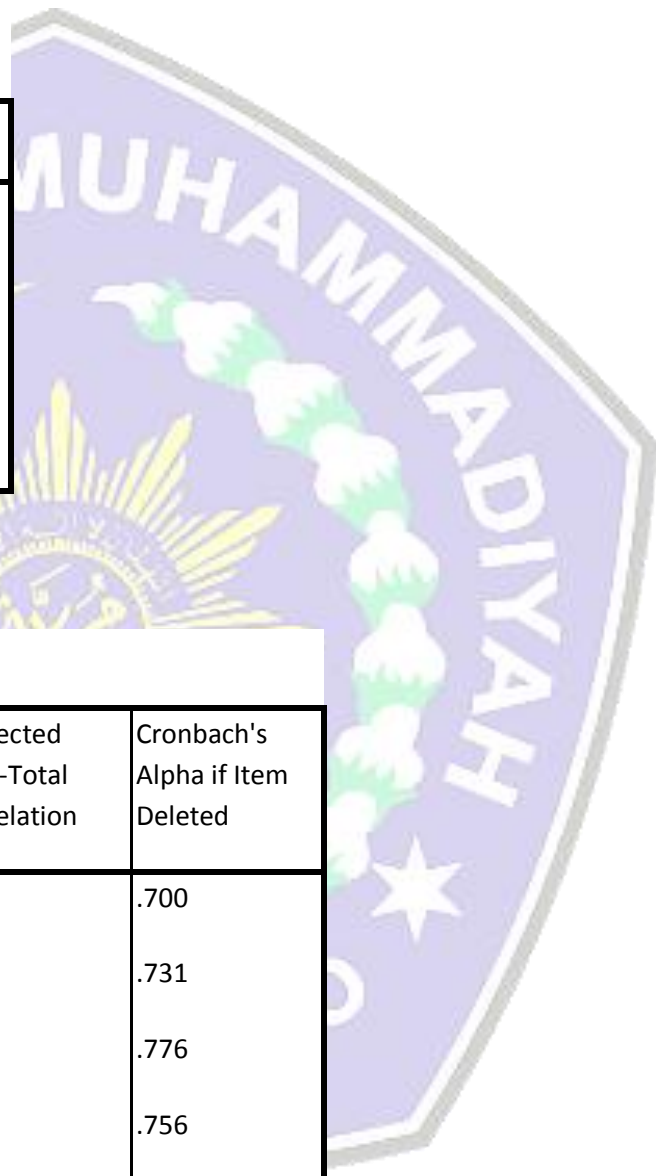
Cronbach's Alpha	N of Items
.793	4

### Item Statistics

	Mean	Std. Deviation	N
1	4.0000	.67937	40
2	3.9500	.81492	40
3	4.3000	.64847	40
4	4.5000	.59914	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	12.7500	2.705	.688	.700
2	12.8000	2.421	.639	.731
3	12.4500	3.074	.532	.776
4	12.2500	3.115	.582	.756



## Produk Jasa

### RELIABILITY

/VARIABLES=VAR00006 VAR00007 VAR00008

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE

/SUMMARY=TOTAL.

### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.661	3



### Item Statistics

	Mean	Std. Deviation	N
5	4.1750	.78078	40
6	4.6000	.54538	40
7	4.0750	.82858	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
5	8.6750	1.148	.652	.286
6	8.2500	1.987	.367	.695
7	8.7750	1.307	.451	.612

### Fasilitas Fisik

RELIABILITY

```
/VARIABLES=VAR00010 VAR00011 VAR00012 VAR00013 VAR00014 VAR00015
```

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

```
/MODEL=ALPHA
```

```
/STATISTICS=DESCRIPTIVE
```

```
/SUMMARY=TOTAL.
```

## Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.697	6

### Item Statistics

	Mean	Std. Deviation	N
8	4.2000	.56387	40
9	4.3750	.58562	40
10	4.1000	.54538	40
11	4.3750	.54006	40
12	3.6500	.57957	40
13	4.2750	.59861	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
8	20.7750	3.461	.411	.663
9	20.6000	3.477	.376	.674
10	20.8750	3.292	.531	.625
11	20.6000	3.631	.349	.681
12	21.3250	3.507	.367	.677
13	20.7000	3.138	.539	.618

### Keandalan

#### RELIABILITY

```
/VARIABLES=VAR00017 VAR00018 VAR00019 VAR00020 VAR00021
```

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

```
/MODEL=ALPHA
```

```
/STATISTICS=DESCRIPTIVE
```

```
/SUMMARY=TOTAL.
```

## Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.803	5

### Item Statistics

	Mean	Std. Deviation	N
14	4.3000	.64847	40
15	4.3250	.69384	40
16	4.2500	.74248	40
17	4.1500	.69982	40
18	4.3500	.48305	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
14	17.0750	4.379	.474	.799
15	17.0500	3.997	.579	.768
16	17.1250	3.804	.598	.764
17	17.2250	3.666	.720	.720
18	17.0250	4.589	.611	.769

### Respon

RELIABILITY

```
/VARIABLES=VAR00023 VAR00024 VAR00025 VAR00026
```

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

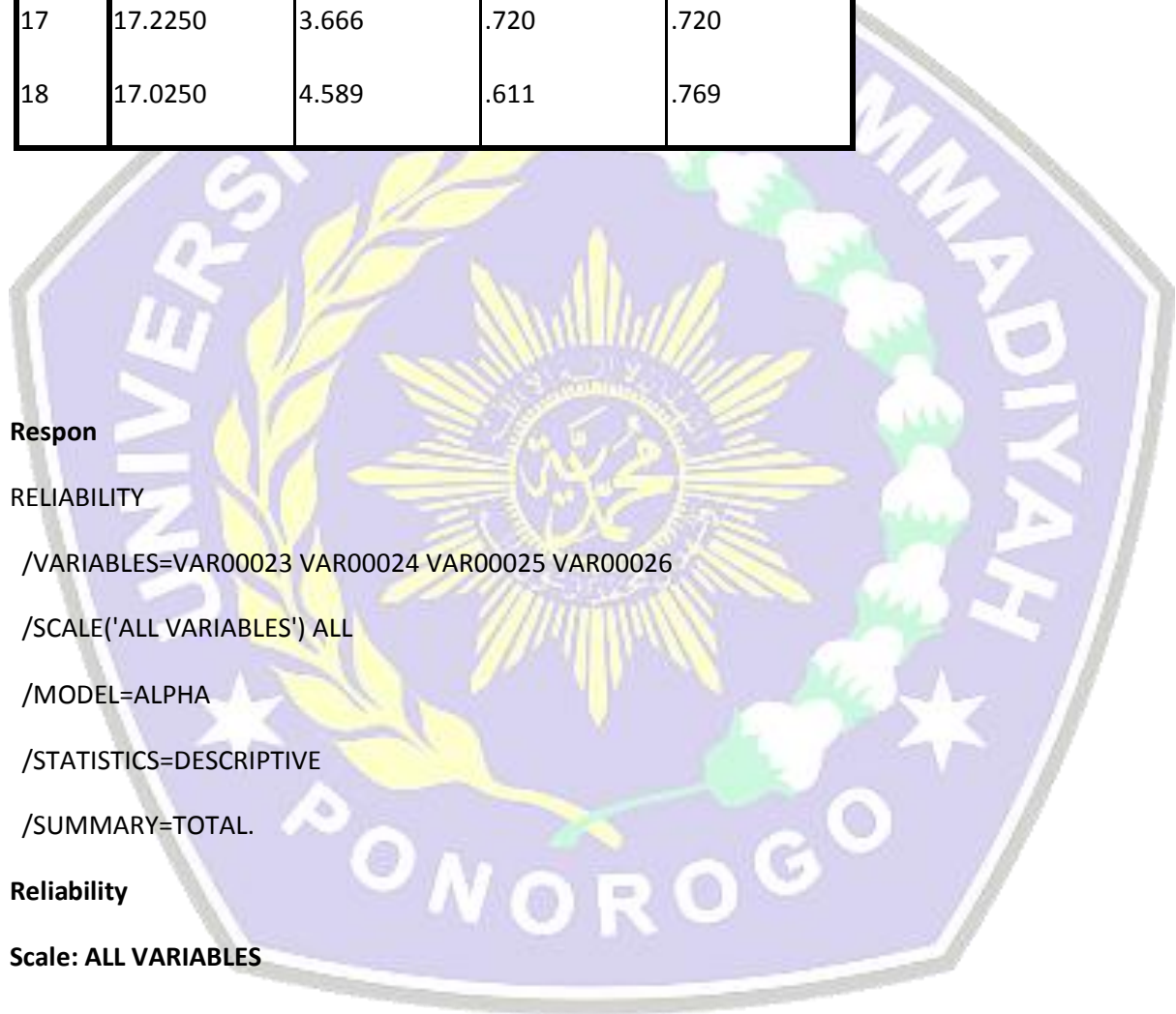
```
/MODEL=ALPHA
```

```
/STATISTICS=DESCRIPTIVE
```

```
/SUMMARY=TOTAL.
```

### Reliability

Scale: ALL VARIABLES



### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.848	4

### Item Statistics

	Mean	Std. Deviation	N
19	4.3000	.82275	40
20	4.1500	.83359	40
21	4.1000	.74421	40
22	4.1750	.74722	40



### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
19	12.4250	4.148	.595	.847
20	12.5750	3.892	.679	.810
21	12.6250	4.087	.724	.792
22	12.5500	3.997	.758	.777

### Jaminan

RELIABILITY

```
/VARIABLES=VAR00028 VAR00029 VAR00030 VAR00031 VAR00032
```

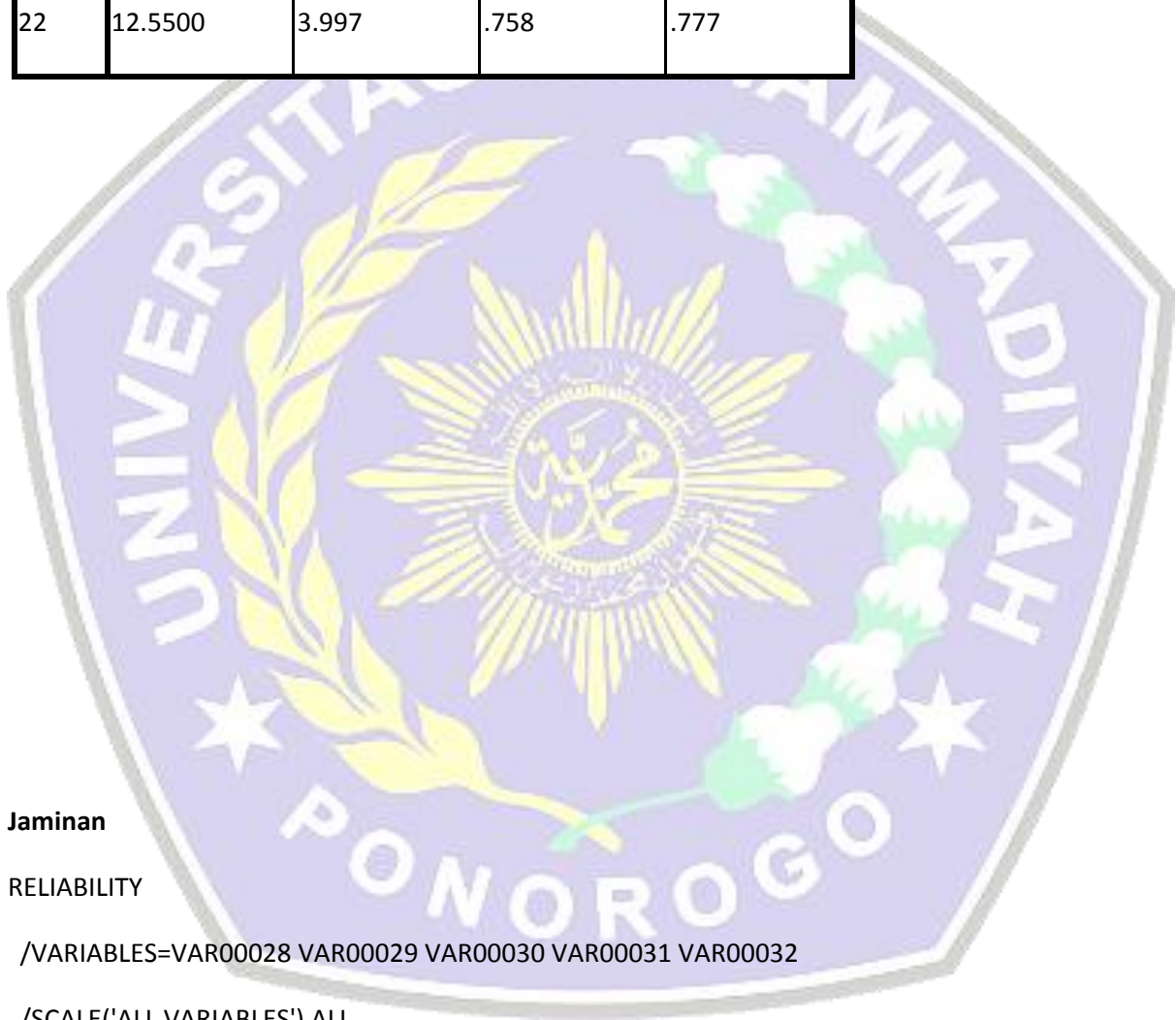
```
/SCALE('ALL VARIABLES') ALL
```

```
/MODEL=ALPHA
```

```
/STATISTICS=DESCRIPTIVE
```

```
/SUMMARY=TOTAL.
```

### Reliability



Scale: ALL VARIABLES

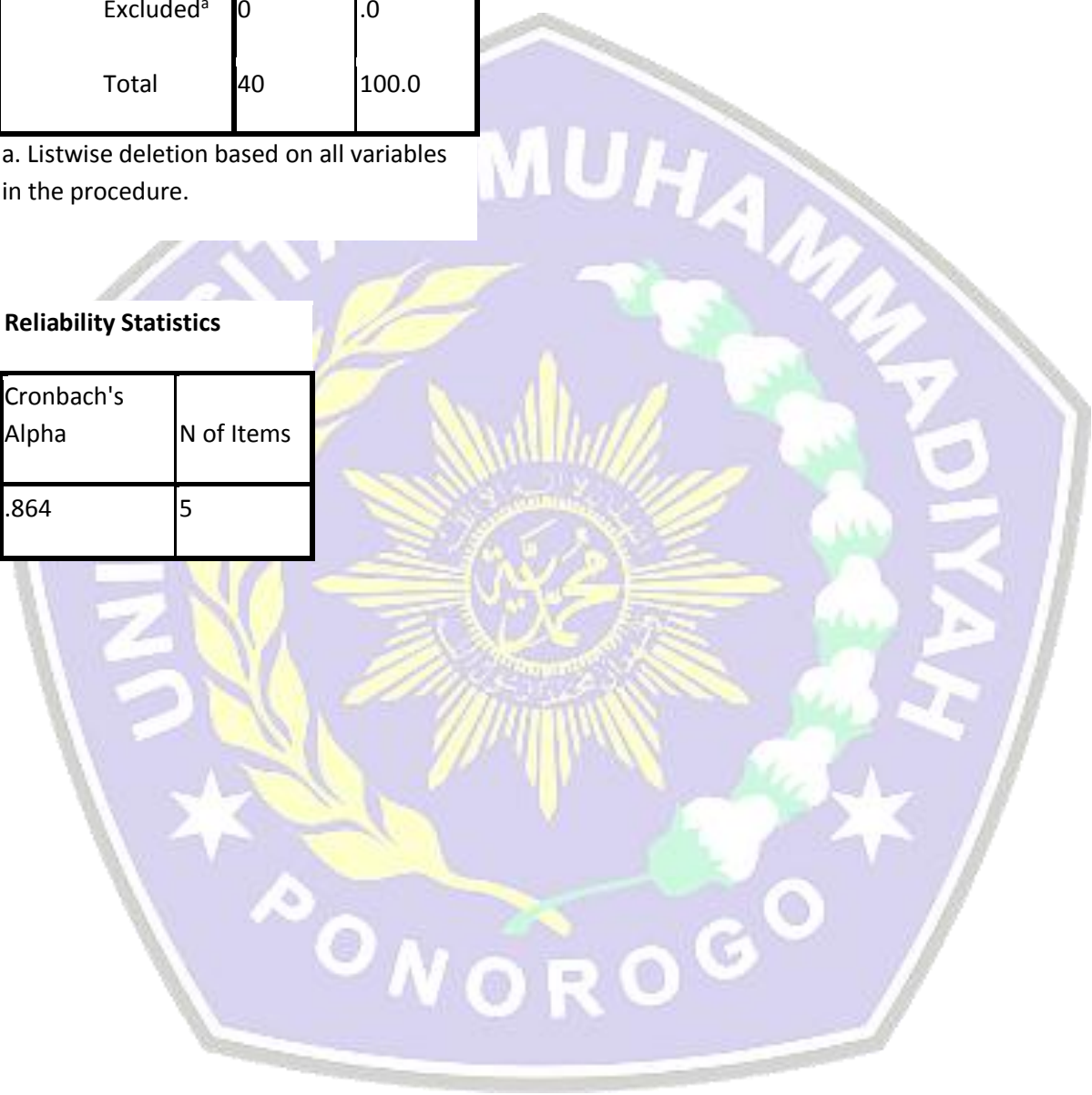
**Case Processing Summary**

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.864	5



### Item Statistics

	Mean	Std. Deviation	N
23	4.3250	.65584	40
24	4.2750	.64001	40
25	4.2250	.80024	40
26	4.2500	.70711	40
27	4.2750	.75064	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
23	17.0250	5.820	.627	.849
24	17.0750	5.610	.730	.826
25	17.1250	4.984	.730	.824
26	17.1000	5.374	.720	.826
27	17.0750	5.456	.631	.849

### Sikap Perhatian

RELIABILITY

```
/VARIABLES=VAR00034 VAR00035 VAR00036
```

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

```
/MODEL=ALPHA
```

```
/STATISTICS=DESCRIPTIVE
```

```
/SUMMARY=TOTAL.
```

## Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.757	3

### Item Statistics

	Mean	Std. Deviation	N
28	4.4000	.63246	40
29	4.1500	.69982	40
30	4.1750	.71208	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
28	8.3250	1.661	.466	.800
29	8.5750	1.225	.713	.519
30	8.5500	1.331	.598	.663

### Loyalitas

#### RELIABILITY

```
/VARIABLES=VAR00038 VAR00039
```

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

```
/MODEL=ALPHA
```

```
/STATISTICS=DESCRIPTIVE
```

```
/SUMMARY=TOTAL.
```

#### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.627	2

### Item Statistics

	Mean	Std. Deviation	N
31	4.6000	.54538	40
32	4.1750	.59431	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
31	4.1750	.353	.459	. <sup>a</sup>
32	4.6000	.297	.459	. <sup>a</sup>

- a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.



## LAMPIRAN 13

**ASUMSI KLASIK**

**UJI MULTIKOLINERITAS**

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA COLLIN TOL

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

/NOORIGIN

/DEPENDENT VAR00008

/METHOD=ENTER VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007

/RESIDUALS DURBIN.



**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	.129	.577		.224	.824		
Harga	.075	.034	.167	2.215	.034	.255	3.915
Produk Jasa	.080	.033	.139	2.426	.021	.440	2.274
Fasilitas Fisik	.021	.019	.048	1.135	.265	.824	1.213
Keandalan	.069	.027	.174	2.503	.018	.298	3.352
Respon	.074	.025	.199	2.966	.006	.321	3.120
Jaminan	.075	.033	.222	2.257	.031	.149	6.689
Sikap Perhatian	.119	.050	.205	2.369	.024	.194	5.163

a. Dependent Variable:  
Loyalitas

**UJI HETEROSKEDASTISITAS**

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

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

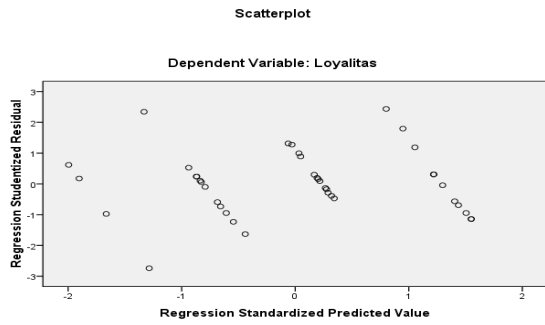
/NOORIGIN

/DEPENDENT VAR00008

/METHOD=ENTER VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007

/SCATTERPLOT=(\*SRESID ,\*ZPRED).





## UJI NORMALITAS

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

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

/NOORIGIN

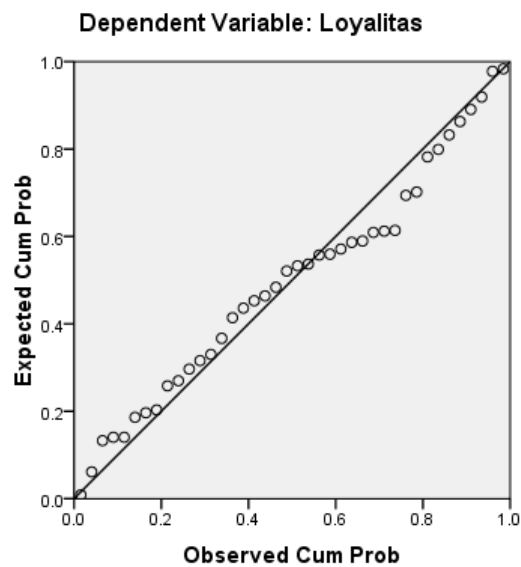
/DEPENDENT VAR00008

/METHOD=ENTER VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007

/SCATTERPLOT=(VAR00008 ,\*ZRESID)

/RESIDUALS HIST(ZRESID) NORM(ZRESID).

Normal P-P Plot of Regression Standardized Residual



## UJI AUTOKORELASI

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA COLLIN TOL

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

/NOORIGIN

/DEPENDENT VAR00008

/METHOD=ENTER VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007

/RESIDUALS DURBIN.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.977 <sup>a</sup>	.954	.944	.23106	1.998

a. Predictors: (Constant), Sikap Perhatian, Fasilitas Fisik, Produk Jasa, Harga, Respon, Keandalan, Jaminan

b. Dependent Variable: Loyalitas

## LAMPIRAN 14

### ANALISIS REGRESI

#### REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

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

/NOORIGIN

/DEPENDENT VAR00008

/METHOD=ENTER VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007.

#### Regression

##### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	Sikap Perhatian, Fasilitas Fisik, Produk Jasa, Harga, Respon, Keandalan, Jaminan <sup>a</sup>	.	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	.977 <sup>a</sup>	.954	.944	.23106

a. Predictors: (Constant), Sikap Perhatian, Fasilitas Fisik, Produk Jasa, Harga, Respon, Keandalan, Jaminan

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.267	7	5.038	94.363	.000 <sup>a</sup>
	Residual	1.708	32	.053		
	Total	36.975	39			

a. Predictors: (Constant), Sikap Perhatian, Fasilitas Fisik, Produk Jasa, Harga, Respon, Keandalan, Jaminan

b. Dependent Variable: Loyalitas





**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.129	.577		.224	.824
	Harga	.075	.034	.167	2.215	.034
	Produk Jasa	.080	.033	.139	2.426	.021
	Fasilitas Fisik	.021	.019	.048	1.135	.265
	Keandalan	.069	.027	.174	2.503	.018
	Respon	.074	.025	.199	2.966	.006
	Jaminan	.075	.033	.222	2.257	.031
	Sikap Perhatian	.119	.050	.205	2.369	.024

a. Dependent Variable: Loyalitas



# KSP SMS

## LAMPIRAN 7

### UJI VALIDITAS

Harga

CORRELATIONS

```
/VARIABLES=VAR00001 VAR00002 VAR00003 VAR00004 VAR00005
```

```
/PRINT=TWOTAIL NOSIG
```

```
/MISSING=PAIRWISE.
```

Correlations



## Correlations

		1	2	3	4	Total X1
1	Pearson Correlation	1	.583**	.428**	.371*	.799**
	Sig. (2-tailed)		.000	.006	.019	.000
	N	40	40	40	40	40
2	Pearson Correlation	.583**	1	.414**	.308	.744**
	Sig. (2-tailed)	.000		.008	.053	.000
	N	40	40	40	40	40
3	Pearson Correlation	.428**	.414**	1	.523**	.766**
	Sig. (2-tailed)	.006	.008		.001	.000
	N	40	40	40	40	40
4	Pearson Correlation	.371*	.308	.523**	1	.730**
	Sig. (2-tailed)	.019	.053	.001		.000
	N	40	40	40	40	40
Total X1	Pearson Correlation	.799**	.744**	.766**	.730**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

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

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

## Produk Jasa

### CORRELATIONS

```
/VARIABLES=VAR00006 VAR00007 VAR00008 VAR00009
```

```
/PRINT=TWOTAIL NOSIG
```

/MISSING=PAIRWISE.

### Correlations

#### Correlations

	5	6	7	Total X2
5				
Pearson Correlation	1	.367*	.703**	.882**
Sig. (2-tailed)		.020	.000	.000
N	40	40	40	40
6				
Pearson Correlation	.367*	1	.301	.663**
Sig. (2-tailed)	.020		.059	.000
N	40	40	40	40
7				
Pearson Correlation	.703**	.301	1	.849**
Sig. (2-tailed)	.000	.059		.000
N	40	40	40	40
Total X2				
Pearson Correlation	.882**	.663**	.849**	1
Sig. (2-tailed)	.000	.000	.000	
N	40	40	40	40

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

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

### Fasilitas Fisik

#### CORRELATIONS

/VARIABLES=VAR00010 VAR00011 VAR00012 VAR00013 VAR00014 VAR00015 VAR00016

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

### Correlations

## Correlations

		8	9	10	11	12	13	Total X3
8	Pearson Correlation	1	.292	.271	.020	.457**	.012	.545**
	Sig. (2-tailed)		.068	.091	.903	.003	.943	.000
	N	40	40	40	40	40	40	40
9	Pearson Correlation	.292	1	.457**	.207	.071	.270	.631**
	Sig. (2-tailed)	.068		.003	.200	.664	.092	.000
	N	40	40	40	40	40	40	40
10	Pearson Correlation	.271	.457**	1	.361*	.184	.484**	.774**
	Sig. (2-tailed)	.091	.003		.022	.256	.002	.000
	N	40	40	40	40	40	40	40
11	Pearson Correlation	.020	.207	.361*	1	.218	.217	.570**
	Sig. (2-tailed)	.903	.200	.022		.177	.180	.000
	N	40	40	40	40	40	40	40
12	Pearson Correlation	.457**	.071	.184	.218	1	.231	.558**
	Sig. (2-tailed)	.003	.664	.256	.177		.151	.000
	N	40	40	40	40	40	40	40
13	Pearson Correlation	.012	.270	.484**	.217	.231	1	.592**
	Sig. (2-tailed)	.943	.092	.002	.180	.151		.000
	N	40	40	40	40	40	40	40
Total X3	Pearson Correlation	.545**	.631**	.774**	.570**	.558**	.592**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40

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

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







**Keandalan**

CORRELATIONS

/VARIABLES=VAR00017 VAR00018 VAR00019 VAR00020 VAR00021 VAR00022

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

## Correlations

		14	15	16	17	18	Total X4
14	Pearson Correlation	1	.574**	.274	.161	.454**	.603**
	Sig. (2-tailed)		.000	.087	.322	.003	.000
	N	40	40	40	40	40	40
15	Pearson Correlation	.574**	1	.583**	.602**	.684**	.854**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	40	40	40	40	40	40
16	Pearson Correlation	.274	.583**	1	.788**	.681**	.861**
	Sig. (2-tailed)	.087	.000		.000	.000	.000
	N	40	40	40	40	40	40
17	Pearson Correlation	.161	.602**	.788**	1	.558**	.803**
	Sig. (2-tailed)	.322	.000	.000		.000	.000
	N	40	40	40	40	40	40
18	Pearson Correlation	.454**	.684**	.681**	.558**	1	.838**
	Sig. (2-tailed)	.003	.000	.000	.000		.000
	N	40	40	40	40	40	40
Total X4	Pearson Correlation	.603**	.854**	.861**	.803**	.838**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40

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

## Respon

### CORRELATIONS

/VARIABLES=VAR00023 VAR00024 VAR00025 VAR00026 VAR00027

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

### Correlations

#### Correlations

		19	20	21	22	Total X5
19	Pearson Correlation	1	.666**	.524**	.698**	.841**
	Sig. (2-tailed)		.000	.001	.000	.000
	N	40	40	40	40	40
20	Pearson Correlation	.666**	1	.547**	.662**	.863**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	40	40	40	40	40
21	Pearson Correlation	.524**	.547**	1	.630**	.802**
	Sig. (2-tailed)	.001	.000		.000	.000
	N	40	40	40	40	40
22	Pearson Correlation	.698**	.662**	.630**	1	.878**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	40	40	40	40	40
Total X5	Pearson Correlation	.841**	.863**	.802**	.878**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

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

### Jaminan

#### CORRELATIONS

/VARIABLES=VAR00028 VAR00029 VAR00030 VAR00031 VAR00032 VAR00033

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**



## Correlations

		23	24	25	26	27	Total X6
23	Pearson Correlation	1	.554**	.422**	.597**	.556**	.811**
	Sig. (2-tailed)		.000	.007	.000	.000	.000
	N	40	40	40	40	40	40
24	Pearson Correlation	.554**	1	.602**	.422**	.406**	.802**
	Sig. (2-tailed)	.000		.000	.007	.009	.000
	N	40	40	40	40	40	40
25	Pearson Correlation	.422**	.602**	1	.329*	.321*	.735**
	Sig. (2-tailed)	.007	.000		.038	.043	.000
	N	40	40	40	40	40	40
26	Pearson Correlation	.597**	.422**	.329*	1	.361*	.703**
	Sig. (2-tailed)	.000	.007	.038		.022	.000
	N	40	40	40	40	40	40
27	Pearson Correlation	.556**	.406**	.321*	.361*	1	.706**
	Sig. (2-tailed)	.000	.009	.043	.022		.000
	N	40	40	40	40	40	40
Total X6	Pearson Correlation	.811**	.802**	.735**	.703**	.706**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40

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

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

## Sikap Perhatian

CORRELATIONS

/VARIABLES=VAR00034 VAR00035 VAR00036 VAR00037

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Correlations

		28	29	30	Total X7
28	Pearson Correlation	1	.421**	.306	.739**
	Sig. (2-tailed)		.007	.055	.000
	N	40	40	40	40
29	Pearson Correlation	.421**	1	.329*	.814**
	Sig. (2-tailed)	.007		.038	.000
	N	40	40	40	40
30	Pearson Correlation	.306	.329*	1	.703**
	Sig. (2-tailed)	.055	.038		.000
	N	40	40	40	40
Total X7	Pearson Correlation	.739**	.814**	.703**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

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

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

Loyalitas

CORRELATIONS



/VARIABLES=VAR00038 VAR00039 VAR00040

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

### Correlations

#### Correlations

	31	32	Total Y
31 Pearson Correlation	1	.537**	.867**
Sig. (2-tailed)		.000	.000
N	40	40	40
32 Pearson Correlation	.537**	1	.886**
Sig. (2-tailed)	.000		.000
N	40	40	40
Total Y Pearson Correlation	.867**	.886**	1
Sig. (2-tailed)	.000	.000	
N	40	40	40

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

### LAMPIRAN 8

#### UJI RELIABILITAS

##### Harga

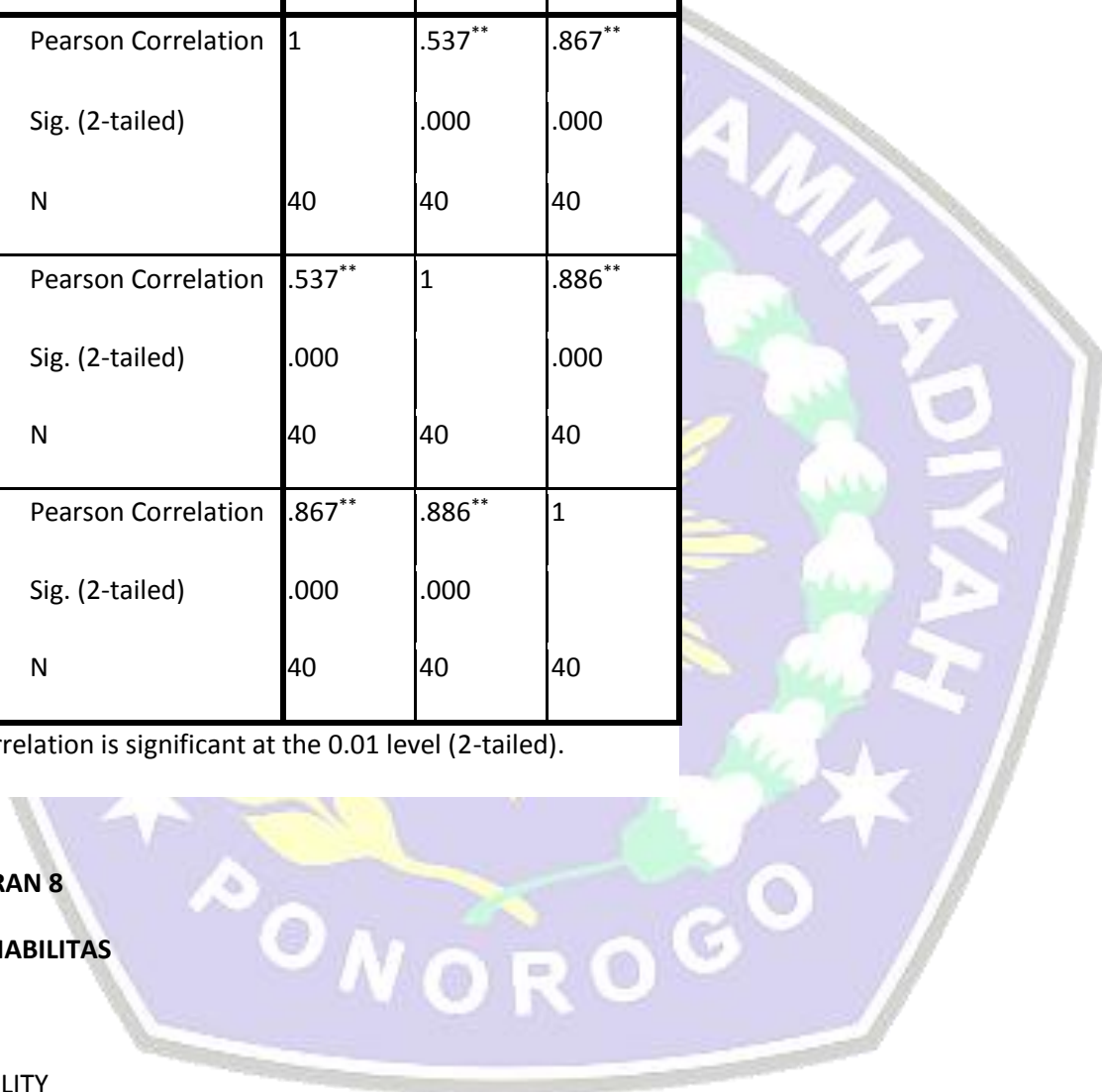
##### RELIABILITY

/VARIABLES=VAR00001 VAR00002 VAR00003 VAR00004

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE



/SUMMARY=TOTAL.

### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.754	4

#### Item Statistics

	Mean	Std. Deviation	N
1	4.3250	.72986	40
2	4.4000	.59052	40
3	4.2000	.60764	40
4	4.4500	.67748	40



### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	13.0500	2.151	.583	.679
2	12.9750	2.538	.556	.696
3	13.1750	2.456	.582	.681
4	12.9250	2.430	.494	.728

### Produk Jasa

#### RELIABILITY

```
/VARIABLES=VAR00006 VAR00007 VAR00008
```

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

```
/MODEL=ALPHA
```

```
/STATISTICS=DESCRIPTIVE
```

```
/SUMMARY=TOTAL.
```

#### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

	N	%
Cases Valid	40	100.0
Excluded <sup>a</sup>	0	.0
Total	40	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.724	3

### Item Statistics

	Mean	Std. Deviation	N
5	4.1000	.90014	40
6	4.6000	.74421	40
7	4.2750	.84694	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
5	8.8750	1.651	.676	.460
6	8.3750	2.599	.363	.825
7	8.7000	1.856	.629	.530

### Fasilitas Fisik

RELIABILITY

```
/VARIABLES=VAR00010 VAR00011 VAR00012 VAR00013 VAR00014 VAR00015
```

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

```
/MODEL=ALPHA
```

/STATISTICS=DESCRIPTIVE

/SUMMARY=TOTAL.

### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.670	6

#### Item Statistics

	Mean	Std. Deviation	N
8	4.3750	.54006	40
9	4.5750	.54948	40
10	4.4250	.63599	40
11	4.4500	.59700	40
12	3.7500	.49355	40
13	4.5250	.50574	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
8	21.7250	3.281	.318	.655
9	21.5250	3.076	.424	.619
10	21.6750	2.584	.590	.549
11	21.6500	3.156	.322	.657
12	22.3500	3.310	.357	.642
13	21.5750	3.225	.393	.631

### Keandalan

#### RELIABILITY

```
/VARIABLES=VAR00017 VAR00018 VAR00019 VAR00020 VAR00021
```

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

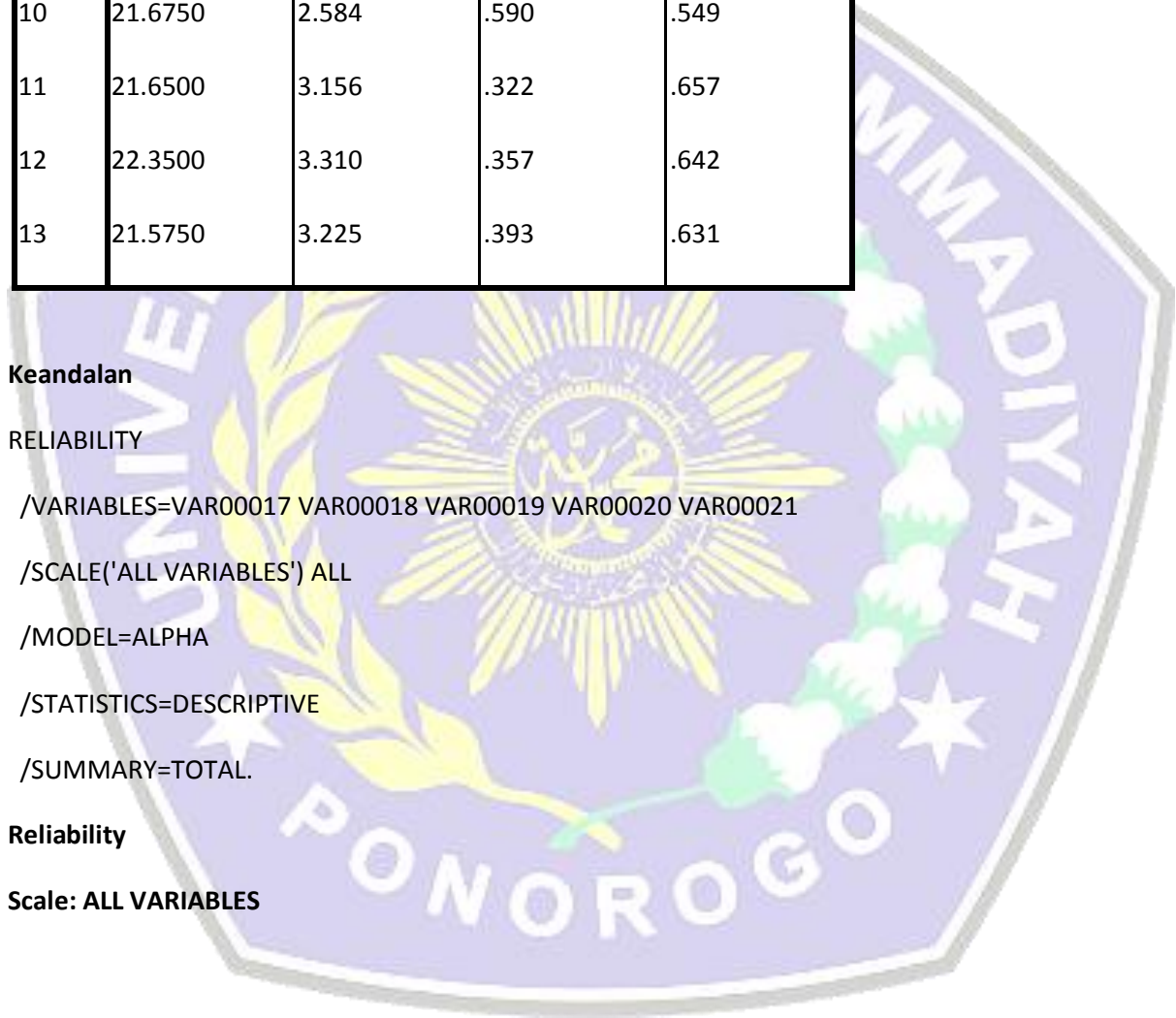
```
/MODEL=ALPHA
```

```
/STATISTICS=DESCRIPTIVE
```

```
/SUMMARY=TOTAL.
```

#### Reliability

Scale: ALL VARIABLES





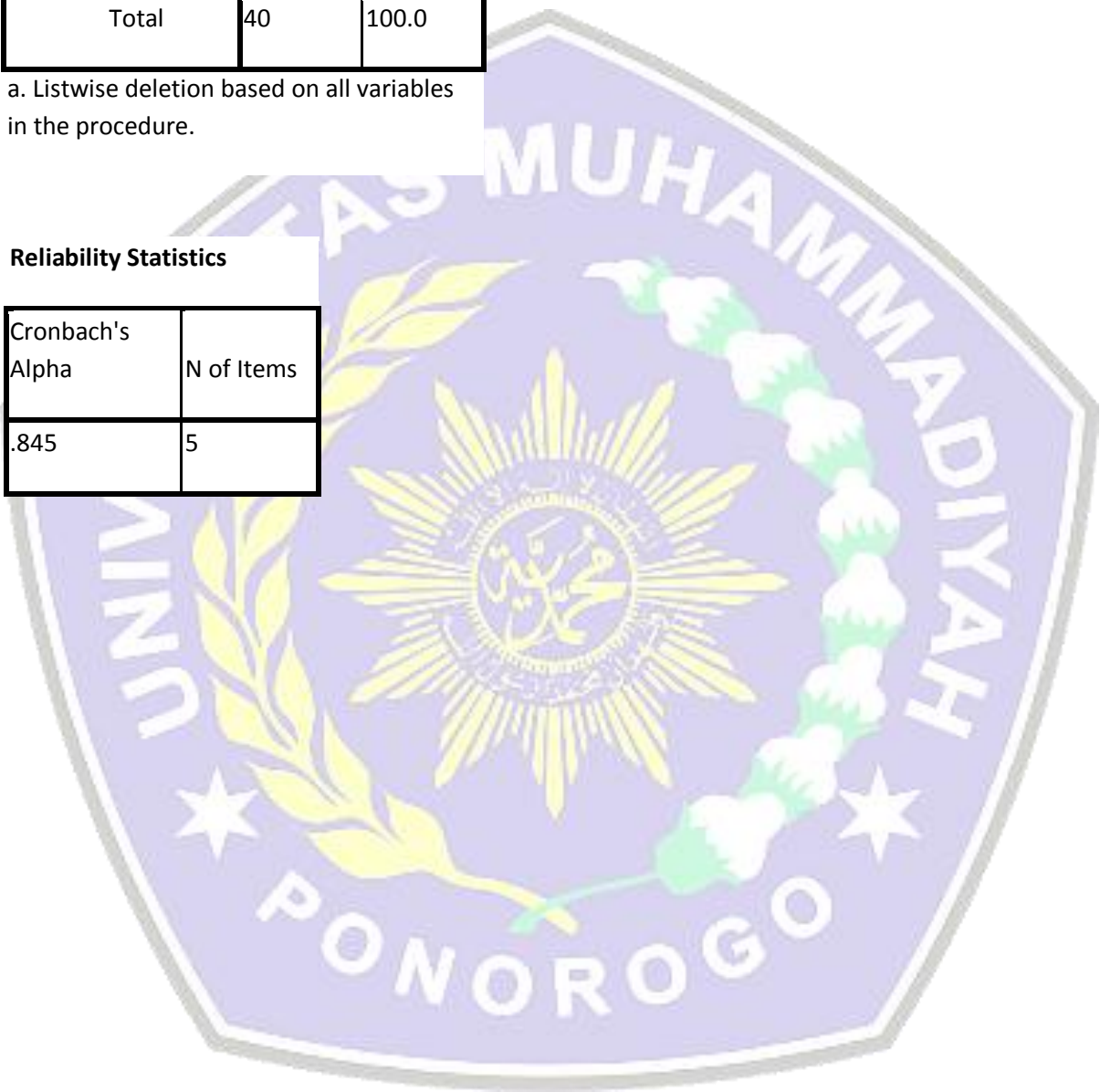
### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.845	5



### Item Statistics

	Mean	Std. Deviation	N
14	4.5250	.71567	40
15	4.1250	.64798	40
16	3.8250	.87376	40
17	4.0750	.76418	40
18	4.3000	.60764	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
14	16.3250	6.225	.405	.876
15	16.7250	5.435	.770	.787
16	17.0250	4.640	.738	.792
17	16.7750	5.256	.668	.810
18	16.5500	5.638	.753	.794

### Respon

RELIABILITY

```
/VARIABLES=VAR00023 VAR00024 VAR00025 VAR00026
```

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

```
/MODEL=ALPHA
```

```
/STATISTICS=DESCRIPTIVE
```

```
/SUMMARY=TOTAL.
```

### Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.863	4

### Item Statistics

	Mean	Std. Deviation	N
19	4.4250	.63599	40
20	4.2000	.82275	40
21	4.3750	.74032	40
22	4.3000	.68687	40

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
19	12.8750	3.753	.731	.822
20	13.1000	3.169	.721	.826
21	12.9250	3.610	.640	.855
22	13.0000	3.487	.780	.799

**Jaminan**

RELIABILITY

/VARIABLES=VAR00028 VAR00029 VAR00030 VAR00031 VAR00032

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE

/SUMMARY=TOTAL.

**Reliability**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.800	5

### Item Statistics

	Mean	Std. Deviation	N
23	4.1750	.59431	40
24	4.2250	.73336	40
25	4.0250	.80024	40
26	4.1000	.67178	40
27	4.4750	.75064	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
23	16.8250	4.866	.709	.732
24	16.7750	4.487	.661	.736
25	16.9750	4.589	.539	.780
26	16.9000	5.015	.535	.776
27	16.5250	4.820	.514	.785

## Sikap Perhatian

RELIABILITY

/VARIABLES=VAR00034 VAR00035 VAR00036

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE

/SUMMARY=TOTAL.

## Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.616	3



### Item Statistics

	Mean	Std. Deviation	N
28	4.5250	.50574	40
29	4.1250	.64798	40
30	4.3250	.52563	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
28	8.4500	.921	.452	.487
29	8.8500	.695	.463	.469
30	8.6500	.951	.378	.580

### Loyalitas

RELIABILITY

```
/VARIABLES=VAR00038 VAR00039
```

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

```
/MODEL=ALPHA
```

```
/STATISTICS=DESCRIPTIVE
```

```
/SUMMARY=TOTAL.
```

### Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

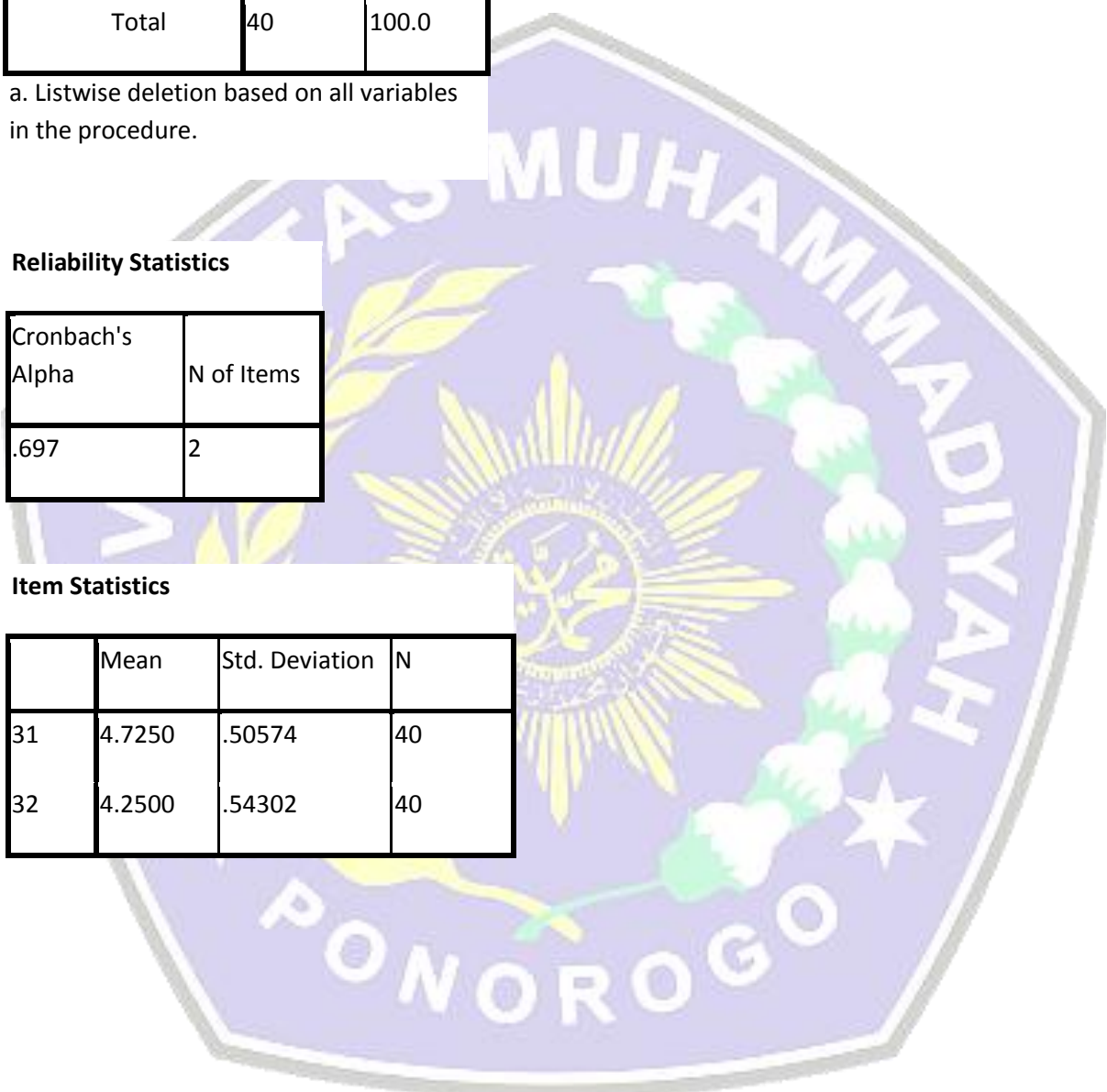
a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.697	2

### Item Statistics

	Mean	Std. Deviation	N
31	4.7250	.50574	40
32	4.2500	.54302	40



### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
31	4.2500	.295	.537	. <sup>a</sup>
32	4.7250	.256	.537	. <sup>a</sup>

- a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### LAMPIRAN 9

#### ASUMSI KLASIK

#### UJI MULTIKOLINERITAS

#### REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA COLLIN TOL

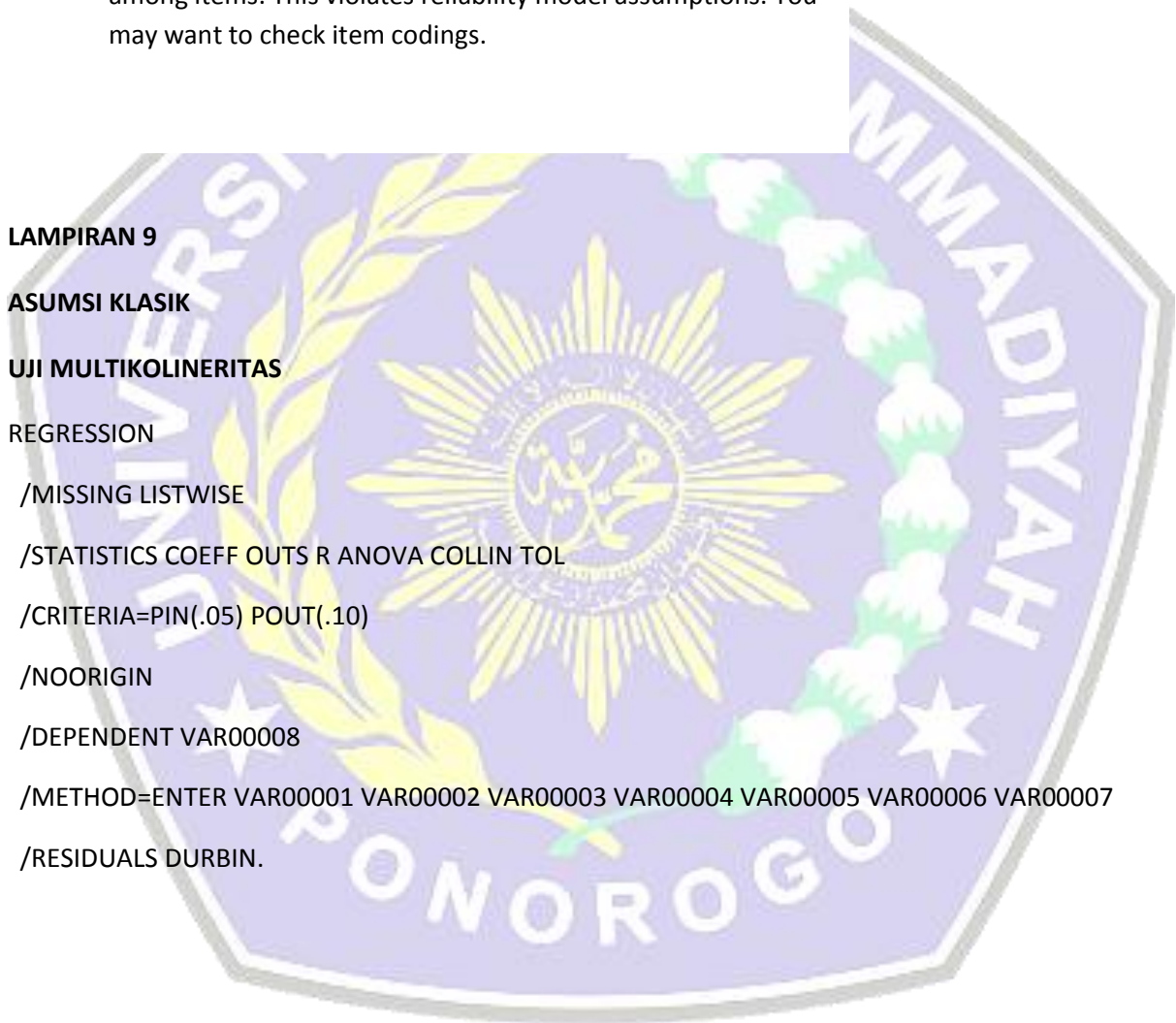
/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT VAR00008

/METHOD=ENTER VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007

/RESIDUALS DURBIN.



**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	.482	.654		.736	.467		
Harga	.086	.030	.185	2.870	.007	.384	2.601
Produk Jasa	.114	.029	.249	3.904	.000	.393	2.545
Fasilitas Fisik	.007	.019	.015	.362	.719	.880	1.136
Keandalan	.070	.019	.218	3.663	.001	.449	2.226
Respon	.083	.027	.220	3.072	.004	.311	3.211
Jaminan	.046	.022	.134	2.069	.047	.383	2.614
Sikap Perhatian	.114	.046	.157	2.457	.020	.388	2.576

a. Dependent Variable:  
Loyalitas

**UJI HETEROSKEDASTISITAS**

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

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

/NOORIGIN

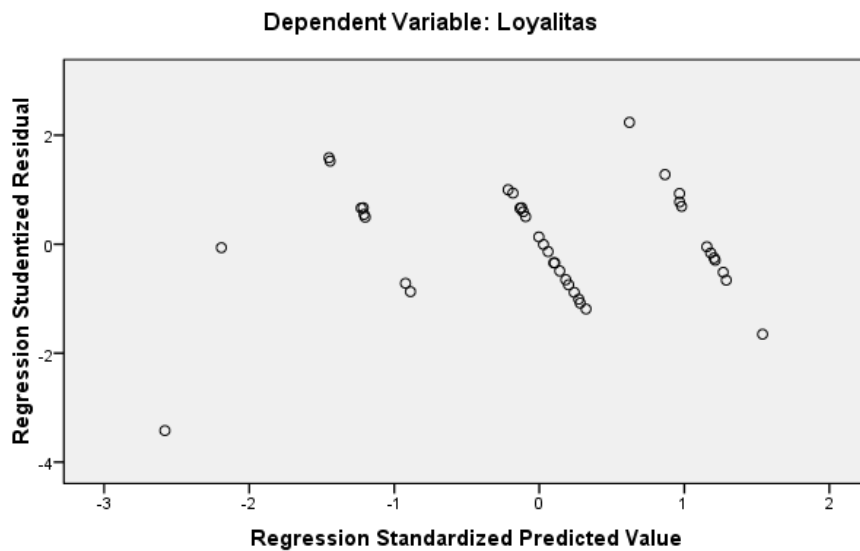
/DEPENDENT VAR00008

/METHOD=ENTER VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007

/SCATTERPLOT=(\*SRESID ,\*ZPRED).



### Scatterplot



### UJI NORMALITAS

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

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

/NOORIGIN

/DEPENDENT VAR00008

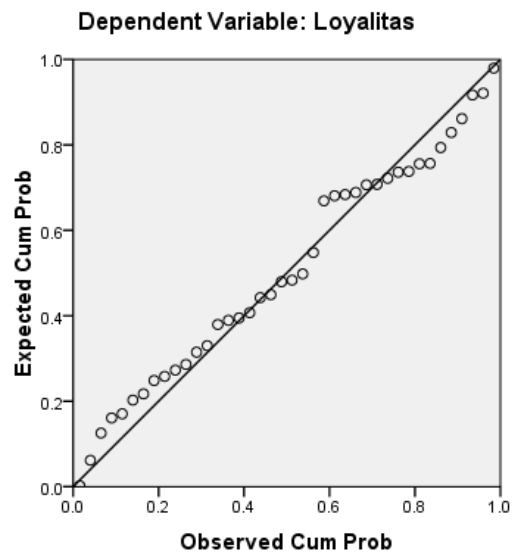
/METHOD=ENTER VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007

/SCATTERPLOT=(VAR00008 ,\*ZRESID)

/RESIDUALS HIST(ZRESID) NORM(ZRESID).



Normal P-P Plot of Regression Standardized Residual



UJI AUTOKORELASI

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA COLLIN TOL

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

/NOORIGIN

/DEPENDENT VAR00008

/METHOD=ENTER VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007

/RESIDUALS DURBIN.



**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.974 <sup>a</sup>	.949	.938	.22933	1.998

a. Predictors: (Constant), Sikap Perhatian, Fasilitas Fisik, Keandalan, Produk Jasa, Jaminan, Harga, Respon

b. Dependent Variable: Loyalitas

**LAMPIRAN 10**

**ANALISIS REGRESI**

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

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

/NOORIGIN

/DEPENDENT VAR00008

/METHOD=ENTER VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007.

**Regression**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Sikap Perhatian, Fasilitas Fisik, Keandalan, Produk Jasa, Jaminan, Harga, Respon <sup>a</sup>	.	Enter

a. All requested variables entered.

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	Sikap Perhatian, Fasilitas Fisik, Keandalan, Produk Jasa, Jaminan, Harga, Respon <sup>a</sup>		Enter

b. Dependent Variable: Loyalitas

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.974 <sup>a</sup>	.949	.938	.22933

a. Predictors: (Constant), Sikap Perhatian, Fasilitas Fisik, Keandalan, Produk Jasa, Jaminan, Harga, Respon

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.292	7	4.470	84.998	.000 <sup>a</sup>
	Residual	1.683	32	.053		
	Total	32.975	39			

a. Predictors: (Constant), Sikap Perhatian, Fasilitas Fisik, Keandalan, Produk Jasa, Jaminan, Harga, Respon

b. Dependent Variable: Loyalitas

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.482	.654		.736	.467
	Harga	.086	.030	.185	2.870	.007
	Produk Jasa	.114	.029	.249	3.904	.000
	Fasilitas Fisik	.007	.019	.015	.362	.719
	Keandalan	.070	.019	.218	3.663	.001
	Respon	.083	.027	.220	3.072	.004
	Jaminan	.046	.022	.134	2.069	.047
	Sikap Perhatian	.114	.046	.157	2.457	.020

a. Dependent Variable: Loyalitas

