

LEMBAR KUESIONER

Kepada Yth.

Bapak/IbuSdr/i

Konsumen Bintang Swalayan

Ponorogo

Saya mohon kesediaan anda untuk menjawab pertanyaan maupun pernyataan pada lembar kuesioner mengenai “ANALISIS PERBEDAAN KEPUASAN KONSUMEN DAN LOYALITAS KONSUMEN BERDASARKAN LATAR BELAKANG ORGANISASI (NU DAN NON NU)DI BINTANG SWALAYAN PONOROGO”. Atas waktu, bantuan dan kesediaan anda dalam mengisi kuesioner, saya mengucapkan banyak terima kasih.

I. IDENTITAS RESPONDEN

No. Responden : _____
Nama : _____
Umur : _____
Jenis Kelamin : Laki-laki / Perempuan
Pendidikan : _____
Pekerjaan : _____
Identitas Anggota : NU / NON NU

TANGGAPAN RESPONDEN

PETUNJUK PENGISIAN

Setiap Pertanyaan atau pernyataan berikut terdiri dari 5 pilihan jawaban yaitu:

SS : Sangat Setuju

S : Setuju

R : Ragu-ragu

TS : Tidak Setuju

STS : Sangat Tidak Setuju

KEPUASAN KONSUMEN

No	Pertanyaan	SS	S	R	TS	STS
1.	Saya puas belanja di Bintang Swalayan Ponorogo karena barangnya lengkap, lokasinya strategis dan harganya sudah sesuai dengan harapan saya.					
2.	Saya puas dengan pelayanan yang diberikan di Bintang Swalayan Ponorogo					
3.	Saya puas dengan fasilitas (Ac,wifi,full music dan parkir gratis) yang ada di Bintang Swalayan Ponorogo.					
4.	Saya puas dengan peralatan (troli dan keranjang belanja) yang ada di Bintang Swalayan Ponorogo					

LOYALITAS KONSUMEN

No	Pertanyaan	SS	S	R	TS	STS
1.	Saya ingin membeli lagi di Bintang Swalayan Ponorogo					
2.	Saya selalu ingat untuk berbelanja di Bintang Swalayan Ponorogo					
3.	Bintang Swalayan Ponorogo menjadi tujuan utama saya berbelanja					
4.	Saya memberitahukan hal positif tentang Bintang Swalayan Ponorogo kepada orang lain					

5.	Saya merekomendasikan Bintang Swalayan Ponorogo kepada orang lain					
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TABULASI DATA PENELITIAN

KONSUMEN WARGA NU											
Res	Kepuasan Konsumen				ΣX_1	Loyalitas Konsumen					ΣX_2
	X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3	X2.4	X2.5	
1	4	4	4	4	16	4	4	4	4	4	20
2	5	5	5	5	20	4	3	2	4	4	17
3	5	5	4	5	19	5	5	5	5	5	25
4	3	3	3	5	14	4	3	3	4	4	18
5	4	4	4	4	16	4	4	4	4	4	20
6	5	5	5	5	20	5	5	5	5	5	25
7	4	5	5	4	18	5	5	5	5	5	25
8	4	5	5	4	18	5	5	5	5	5	25
9	5	5	5	5	20	5	5	5	5	5	25
10	4	4	4	4	16	4	4	4	4	4	20
11	3	3	3	5	14	4	4	4	4	4	20
12	5	5	4	5	19	4	3	3	5	4	19
13	5	5	5	5	20	4	4	4	4	4	20
14	4	4	4	4	16	5	5	5	5	5	25
15	5	5	5	5	20	5	5	5	5	5	25
16	5	5	5	5	20	4	4	3	5	4	20
17	3	4	4	5	16	5	4	4	4	4	21
18	5	4	5	4	18	5	4	5	4	5	23
19	4	4	4	4	16	5	4	5	5	4	23
20	5	4	4	4	17	5	4	4	4	4	21
21	4	5	5	4	18	5	5	4	4	4	22
22	4	3	3	3	13	5	5	5	5	5	25
23	3	3	4	4	14	4	3	3	4	3	17
24	4	3	3	4	14	5	4	4	4	4	21
25	3	4	3	4	14	4	3	4	3	4	18
26	4	3	4	4	15	4	4	3	4	3	18
27	5	4	1	3	13	4	4	4	4	4	20
28	4	4	5	5	18	5	5	5	5	5	25
29	3	4	5	5	17	4	4	4	3	4	19
30	3	4	5	4	16	4	3	3	3	4	17
31	4	5	5	5	19	5	5	5	4	4	23
32	4	4	3	4	15	4	4	4	4	5	21
33	4	4	4	4	16	4	4	4	4	4	20
34	4	4	4	4	16	4	4	4	4	4	20
35	4	5	5	4	18	5	5	5	4	4	23
36	4	4	4	4	16	5	5	5	4	5	24
37	5	5	5	5	20	4	4	5	5	4	22
38	4	4	4	5	17	5	4	4	4	4	21
39	3	4	3	4	14	4	4	4	4	4	20

40	3	4	4	4	15	3	4	2	4	4	17
41	4	5	5	5	19	4	4	4	5	5	22
42	3	4	5	4	16	4	4	4	5	4	21
43	4	2	2	2	10	3	3	2	2	2	12
44	4	4	4	5	17	4	4	4	5	4	21
45	4	5	4	5	18	5	5	4	5	5	24
46	4	4	4	4	16	4	4	4	4	4	20
47	4	4	2	5	15	5	4	4	4	4	21
48	4	4	3	4	15	4	3	3	4	4	18
49	4	2	5	5	16	4	5	5	5	5	24
50	4	5	5	5	19	5	4	4	5	5	23



KONSUMEN WARGA NON NU											
Res	Kepuasan Konsumen				ΣX1	Loyalitas Konsumen					ΣX2
	X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3	X2.4	X2.5	
1	3	2	3	4	12	4	4	2	4	1	15
2	5	4	5	4	18	4	4	4	4	3	19
3	5	4	4	4	17	4	4	3	5	5	21
4	4	5	4	5	18	4	4	4	5	5	22
5	4	4	4	4	16	4	4	4	4	4	20
6	4	4	4	4	16	4	4	4	4	4	20
7	5	5	5	5	20	5	5	5	5	5	25
8	4	4	5	5	18	3	3	3	3	4	16
9	4	4	4	4	16	4	4	3	3	3	17
10	4	4	4	4	16	4	4	4	4	4	20
11	4	4	4	4	16	3	3	4	4	4	18
12	4	3	4	4	15	4	3	3	4	3	17
13	4	4	3	4	15	3	4	4	3	3	17
14	4	4	4	4	16	4	4	4	4	2	18
15	3	3	4	3	13	4	4	4	4	4	20
16	4	4	4	4	16	4	4	4	4	3	19
17	3	3	4	3	13	3	4	3	4	3	17
18	3	3	3	3	12	3	3	4	3	4	17
19	3	3	3	3	12	4	3	3	3	3	16
20	3	3	4	4	14	3	3	3	4	3	16
21	4	3	4	4	15	4	3	4	4	4	19
22	4	4	4	4	16	4	3	3	4	3	17
23	3	3	4	4	14	3	3	3	4	3	16
24	4	4	4	4	16	3	4	4	3	3	17
25	4	3	3	3	13	4	4	4	3	4	19
26	3	4	3	4	14	3	4	4	3	4	18
27	3	4	4	4	15	4	4	3	3	3	17
28	3	3	4	4	14	4	4	3	4	4	19
29	3	4	4	4	15	4	3	3	4	4	18
30	3	3	3	3	12	3	4	4	4	3	18
31	4	3	4	3	14	4	4	4	4	3	19
32	4	4	4	4	16	3	3	3	3	4	16
33	3	3	3	3	12	3	3	3	3	3	15
34	4	3	3	3	13	3	4	3	4	3	17
35	4	4	3	3	14	4	4	3	4	4	19
36	3	3	3	3	12	3	4	3	3	4	17
37	4	3	4	4	15	5	4	5	4	5	23
38	4	3	4	4	15	5	5	5	5	5	25
39	4	4	4	4	16	4	4	4	3	4	19
40	4	4	4	4	16	4	4	3	3	3	17
41	4	4	4	4	16	3	4	4	5	3	19

42	4	4	3	3	14	4	3	4	4	4	19
43	4	4	4	3	15	4	4	4	4	3	19
44	3	3	4	4	14	4	4	3	4	3	18
45	3	3	4	4	14	4	4	4	4	4	20
46	4	3	3	3	13	4	3	3	4	4	18
47	4	3	3	4	14	4	4	3	3	4	18
48	4	3	4	3	14	3	4	4	4	4	19
49	4	3	4	4	15	4	5	5	5	4	23
50	4	3	3	3	13	5	5	3	4	4	21



DISTRIBUSI JAWABAN RESPONDEN

Warga NU

KepuasanKonsumen

a. Analisisdeskriptif

1. Tanggapan mengenai kepuasan belanja di Bintang Swalayan Ponorogo

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ragu-ragu	10	20.0	20.0	20.0
Setuju	28	56.0	56.0	76.0
SangatSetuju	12	24.0	24.0	100.0
Total	50	100.0	100.0	

2. Tanggapan mengenai kepuasan pelayanan yang di berikan di Bintang Swalayan

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TidakSetuju	2	4.0	4.0	4.0
Ragu-ragu	6	12.0	12.0	16.0
Setuju	25	50.0	50.0	66.0
SangatSetuju	17	34.0	34.0	100.0
Total	50	100.0	100.0	

3. Tanggapan mengenai kepuasan dengan fasilitas yang ada di Bintang Swalayan Ponorogo

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SangatTidakSetuju	1	2.0	2.0	2.0
TidakSetuju	2	4.0	4.0	6.0
Ragu-ragu	8	16.0	16.0	22.0
Setuju	19	38.0	38.0	60.0
SangatSetuju	20	40.0	40.0	100.0
Total	50	100.0	100.0	

4. Tanggapan mengenai kepuasan dengan Peralatan yang ada di Bintang Swalayan Ponorogo

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TidakSetuju	1	2.0	2.0	2.0
Ragu-ragu	2	4.0	4.0	6.0
Setuju	25	50.0	50.0	56.0
SangatSetuju	22	44.0	44.0	100.0
Total	50	100.0	100.0	

LoyalitasKonsumen

1. Tanggapan mengenai keinginan membeli lagi di Bintang Swalayan Ponorogo

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ragu-ragu	2	4.0	4.0	4.0
Setuju	26	52.0	52.0	56.0
SangatSetuju	22	44.0	44.0	100.0
Total	50	100.0	100.0	

2. Tanggapan mengenai ingatan untuk berbelanja di Bintang Swalayan Ponorogo

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ragu-ragu	8	16.0	16.0	16.0
Setuju	27	54.0	54.0	70.0
SangatSetuju	15	30.0	30.0	100.0
Total	50	100.0	100.0	

3. Tanggapan mengenai Bintang Swalayan Ponorogo Sebagai tujuan utama berbelanja

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TidakSetuju	3	6.0	6.0	6.0
Ragu-ragu	7	14.0	14.0	20.0
Setuju	24	48.0	48.0	68.0
SangatSetuju	16	32.0	32.0	100.0
Total	50	100.0	100.0	

4. Tanggapan mengenai Pemberitahuan Hal positif tentang Bintang Swalayan Ponorogo

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TidakSetuju	1	2.0	2.0	2.0
Ragu-ragu	3	6.0	6.0	8.0
Setuju	27	54.0	54.0	62.0
SangatSetuju	19	38.0	38.0	100.0
Total	50	100.0	100.0	

5. Tanggapan mengenai merekomendasikan Bintang Swalayan Ponorogo kepada orang lain

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TidakSetuju	1	2.0	2.0	2.0
Ragu-ragu	2	4.0	4.0	6.0
Setuju	31	62.0	62.0	68.0
SangatSetuju	16	32.0	32.0	100.0
Total	50	100.0	100.0	

Warga Non NU

KepuasanKonsumen

1. Tanggapan mengenai kepuasan belanja di Bintang Swalayan Ponorogo

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ragu-ragu	16	32.0	32.0	32.0
Setuju	31	62.0	62.0	94.0
SangatSetuju	3	6.0	6.0	100.0
Total	50	100.0	100.0	

2. Tanggapan mengenai kepuasan pelayanan yang di berikan di Bintang Swalayan

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TidakSetuju	1	2.0	2.0	2.0
Ragu-ragu	24	48.0	48.0	50.0
Setuju	23	46.0	46.0	96.0
SangatSetuju	2	4.0	4.0	100.0
Total	50	100.0	100.0	

3. Tanggapan mengenai kepuasan dengan fasilitas yang ada di Bintang Swalayan Ponorogo

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ragu-ragu	15	30.0	30.0	30.0
Setuju	32	64.0	64.0	94.0
SangatSetuju	3	6.0	6.0	100.0
Total	50	100.0	100.0	

4. Tanggapan mengenai kepuasan dengan Peralatan yang ada di Bintang Swalayan Ponorogo

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ragu-ragu	16	32.0	32.0	32.0
Setuju	31	62.0	62.0	94.0
SangatSetuju	3	6.0	6.0	100.0
Total	50	100.0	100.0	

LoyalitasKonsumen

1. Tanggapan mengenai keinginan membeli lagi di Bintang Swalayan Ponorogo

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ragu-ragu	16	32.0	32.0	32.0
Setuju	30	60.0	60.0	92.0
SangatSetuju	4	8.0	8.0	100.0
Total	50	100.0	100.0	

2. Tanggapan mengenai ingatan untuk berbelanja di Bintang Swalayan Ponorogo

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ragu-ragu	14	28.0	28.0	28.0
Setuju	32	64.0	64.0	92.0
SangatSetuju	4	8.0	8.0	100.0
Total	50	100.0	100.0	

3. Tanggapan mengenai Bintang Swalayan Ponorogo Sebagai tujuan utama berbelanja

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TidakSetuju	1	2.0	2.0	2.0
Ragu-ragu	22	44.0	44.0	46.0
Setuju	23	46.0	46.0	92.0
SangatSetuju	4	8.0	8.0	100.0
Total	50	100.0	100.0	

4. Tanggapan mengenai Pemberitahuan Hal positif tentang Bintang Swalayan Ponorogo

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ragu-ragu	15	30.0	30.0	30.0
Setuju	29	58.0	58.0	88.0
SangatSetuju	6	12.0	12.0	100.0
Total	50	100.0	100.0	

5. Tanggapan mengenai Merekomendasikan Bintang Swalayan Ponorogo kepada orang lain

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SangatTidakSetuju	1	2.0	2.0	2.0
TidakSetuju	1	2.0	2.0	4.0
Ragu-ragu	20	40.0	40.0	44.0
Setuju	23	46.0	46.0	90.0
SangatSetuju	5	10.0	10.0	100.0
Total	50	100.0	100.0	

UJI VALIDITAS DAN RELIABILITAS KEPUASAN KONSUMEN (X1)

UJI VALIDITAS Warga NU

```
CORRELATIONS  
/VARIABLES=X1.1 X1.2 X1.3 X1.4 TotalX1  
/PRINT=TWOTAIL NOSIG  
  
/MISSING=PAIRWISE.
```

Correlations

		Correlations				
		X1.1	X1.2	X1.3	X1.4	TotalX1
X1.1	Pearson Correlation	1	.457**	.186	.151	.575**
	Sig. (2-tailed)		.001	.197	.295	.000
	N	50	50	50	50	50
X1.2	Pearson Correlation	.457**	1	.528**	.452**	.835**
	Sig. (2-tailed)	.001		.000	.001	.000
	N	50	50	50	50	50
X1.3	Pearson Correlation	.186	.528**	1	.491**	.802**
	Sig. (2-tailed)	.197	.000		.000	.000
	N	50	50	50	50	50
X1.4	Pearson Correlation	.151	.452**	.491**	1	.700**
	Sig. (2-tailed)	.295	.001	.000		.000
	N	50	50	50	50	50
TotalX1	Pearson Correlation	.575**	.835**	.802**	.700**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

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

UJI VALIDITAS Warga Non NU

CORRELATIONS

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

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

		X1.1	X1.2	X1.3	X1.4	TotalX1
X1.1	Pearson Correlation	1	.516**	.383**	.296*	.709**
	Sig. (2-tailed)		.000	.006	.037	.000
	N	50	50	50	50	50
X1.2	Pearson Correlation	.516**	1	.433**	.516**	.808**
	Sig. (2-tailed)	.000		.002	.000	.000
	N	50	50	50	50	50
X1.3	Pearson Correlation	.383**	.433**	1	.643**	.787**
	Sig. (2-tailed)	.006	.002		.000	.000
	N	50	50	50	50	50
X1.4	Pearson Correlation	.296*	.516**	.643**	1	.790**
	Sig. (2-tailed)	.037	.000	.000		.000
	N	50	50	50	50	50
TotalX1	Pearson Correlation	.709**	.808**	.787**	.790**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

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

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

UJI REABILITAS WARGA NU

RELIABILITY

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

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE

/SUMMARY=TOTAL.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.708	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.0400	.66884	50
X1.2	4.1400	.78272	50
X1.3	4.1000	.95298	50
X1.4	4.3600	.66271	50

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	12.6000	3.837	.324	.734
X1.2	12.5000	2.786	.664	.534
X1.3	12.5400	2.580	.537	.628
X1.4	12.2800	3.471	.495	.649

UJI REABILITAS WARGA NON NU

```
RELIABILITY
/VARIABLES=X1.1 X1.2 X1.3 X1.4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE

/SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.776	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	3.7400	.56460	50
X1.2	3.5200	.61412	50
X1.3	3.7600	.55549	50
X1.4	3.7400	.56460	50

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	11.0200	2.061	.485	.769
X1.2	11.2400	1.778	.617	.702
X1.3	11.0000	1.918	.610	.707
X1.4	11.0200	1.898	.610	.706

UJI VALIDITAS DAN RELIABILITAS LOYALITAS KONSUMEN (X2)

UJI VALIDITAS Warga NU

```
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	TotalX2
X2.1	Pearson Correlation	1	.650**	.712**	.447**	.583**	.802**
	Sig. (2-tailed)		.000	.000	.001	.000	.000
	N	50	50	50	50	50	50
X2.2	Pearson Correlation	.650**	1	.779**	.546**	.649**	.872**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	50	50	50	50	50	50
X2.3	Pearson Correlation	.712**	.779**	1	.511**	.670**	.894**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	50	50	50	50	50	50
X2.4	Pearson Correlation	.447**	.546**	.511**	1	.664**	.755**
	Sig. (2-tailed)	.001	.000	.000		.000	.000
	N	50	50	50	50	50	50
X2.5	Pearson Correlation	.583**	.649**	.670**	.664**	1	.848**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	50	50	50	50	50	50
TotalX2	Pearson Correlation	.802**	.872**	.894**	.755**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

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

UJI REABILITAS WARGA NU

RELIABILITY

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

```
/SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.888	5

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.4000	.57143	50
X2.2	4.1400	.67036	50
X2.3	4.0600	.84298	50
X2.4	4.2800	.67128	50
X2.5	4.2400	.62466	50

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	16.7200	5.757	.709	.870
X2.2	16.9800	5.163	.792	.848
X2.3	17.0600	4.466	.800	.851
X2.4	16.8400	5.607	.619	.887
X2.5	16.8800	5.414	.764	.856

UJI VALIDITAS Warga Non NU

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	TotalX2
X2.1	Pearson Correlation	1	.459**	.268	.376**	.318*	.677**
	Sig. (2-tailed)		.001	.060	.007	.025	.000
	N	50	50	50	50	50	50
X2.2	Pearson Correlation	.459**	1	.426**	.352*	.183	.666**
	Sig. (2-tailed)	.001		.002	.012	.204	.000
	N	50	50	50	50	50	50
X2.3	Pearson Correlation	.268	.426**	1	.358*	.467**	.742**
	Sig. (2-tailed)	.060	.002		.011	.001	.000
	N	50	50	50	50	50	50
X2.4	Pearson Correlation	.376**	.352*	.358*	1	.265	.669**
	Sig. (2-tailed)	.007	.012	.011		.062	.000
	N	50	50	50	50	50	50
X2.5	Pearson Correlation	.318*	.183	.467**	.265	1	.694**
	Sig. (2-tailed)	.025	.204	.001	.062		.000
	N	50	50	50	50	50	50
TotalX2	Pearson Correlation	.677**	.666**	.742**	.669**	.694**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	TotalX2
X2.1	Pearson Correlation	1	.459**	.268	.376**	.318*	.677**
	Sig. (2-tailed)		.001	.060	.007	.025	.000
	N	50	50	50	50	50	50
X2.2	Pearson Correlation	.459**	1	.426**	.352*	.183	.666**
	Sig. (2-tailed)	.001		.002	.012	.204	.000
	N	50	50	50	50	50	50
X2.3	Pearson Correlation	.268	.426**	1	.358*	.467**	.742**
	Sig. (2-tailed)	.060	.002		.011	.001	.000
	N	50	50	50	50	50	50
X2.4	Pearson Correlation	.376**	.352*	.358*	1	.265	.669**
	Sig. (2-tailed)	.007	.012	.011		.062	.000
	N	50	50	50	50	50	50
X2.5	Pearson Correlation	.318*	.183	.467**	.265	1	.694**
	Sig. (2-tailed)	.025	.204	.001	.062		.000
	N	50	50	50	50	50	50
TotalX2	Pearson Correlation	.677**	.666**	.742**	.669**	.694**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

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

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



UJI REABILITAS WARGA NON NU

RELIABILITY

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

```
/SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

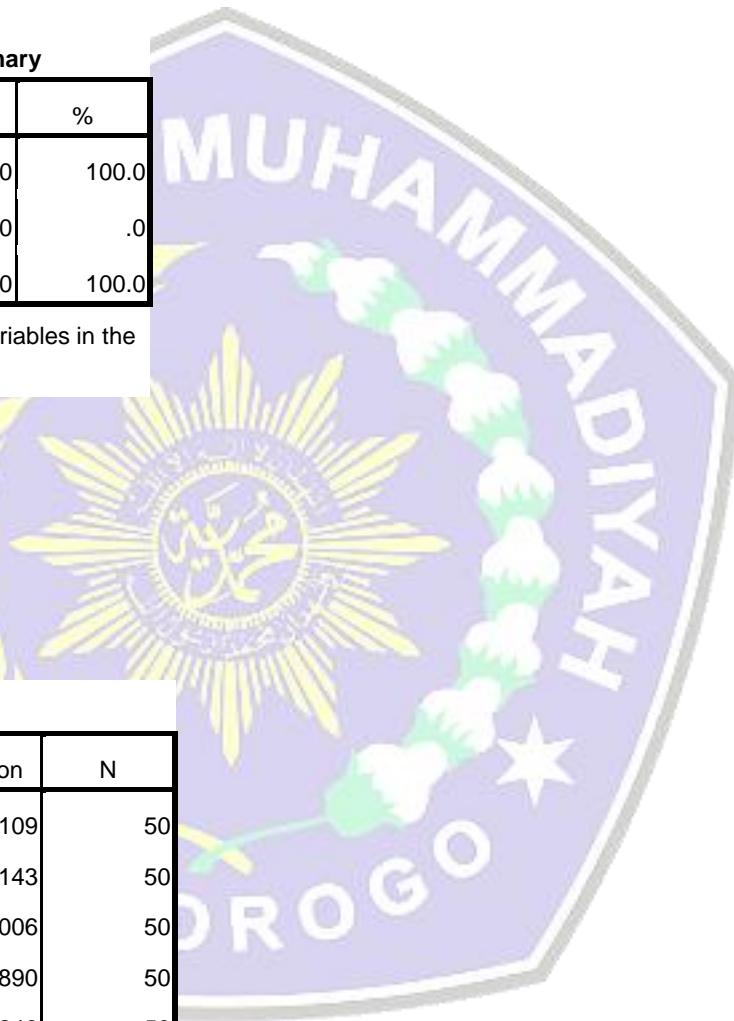
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.719	5

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.7600	.59109	50
X2.2	3.8000	.57143	50
X2.3	3.6000	.67006	50
X2.4	3.8200	.62890	50
X2.5	3.6000	.78246	50



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	14.8200	3.579	.490	.669
X2.2	14.7800	3.644	.483	.673
X2.3	14.9800	3.244	.551	.641
X2.4	14.7600	3.533	.463	.678
X2.5	14.9800	3.204	.431	.701



UJI NORMALITAS WARGA NU

NPAR TESTS

/K-S(NORMAL)=TotalX1 TotalX2

/MISSING ANALYSIS.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Kepuasan Konsumen	Loyalitas Konsumen
N		50	50
Normal Parameters ^a	Mean	16.6400	21.1200
	Std. Deviation	2.26563	2.83304
Most Extreme Differences	Absolute	.151	.126
	Positive	.151	.117
	Negative	-.109	-.126
Kolmogorov-Smirnov Z		1.069	.893
Asymp. Sig. (2-tailed)		.203	.402

a. Test distribution is Normal.

NORMALITAS WARGA NON NU

NPAR TESTS

/K-S(NORMAL)=TotalX1 TotalX2

/MISSING ANALYSIS.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Kepuasan Konsumen	Loyalitas Konsumen
N		50	50
Normal Parameters ^a	Mean	14.7600	18.5800
	Std. Deviation	1.77925	2.24145
Most Extreme Differences	Absolute	.143	.186
	Positive	.143	.186
	Negative	-.117	-.100
Kolmogorov-Smirnov Z		1.011	1.313
Asymp. Sig. (2-tailed)		.259	.064

a. Test distribution is Normal.

ANALISIS INDEPENDENT T-TEST

```
T-TEST GROUPS=VAR00001(1 2)
/MISSING=ANALYSIS
/VARIABLES=VAR00002 VAR00003

/CRITERIA=CI(.9500).
```

T-Test

Group Statistics

	VAR00001	N	Mean	Std. Deviation	Std. Error Mean
KepuasanKonsumen	Warga NU	50	16.64	2.266	.320
	Warga Non NU	50	14.76	1.779	.252
LoyalitasKonsumen	Warga NU	50	21.12	2.833	.401
	Warga Non NU	50	18.58	2.241	.317

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
KepuasanKonsumen	3.397	.068	4.615	98	.000	1.880	.407	1.072	2.688
			4.615	92.785	.000	1.880	.407	1.071	2.689
LoyalitasKonsumen	2.861	.094	4.972	98	.000	2.540	.511	1.526	3.554
			4.972	93.075	.000	2.540	.511	1.525	3.555