

# LAMPIRAN



Lampiran 1

**KUISONER**

**“PENGARUH *CUSTOMER EXPERIENCE* DAN *BRAND IMAGE*  
TERHADAP *CUSTOMER LOYALTY* DENGAN *CUSTOMER SATISFACTION*  
SEBAGAI VARIABEL INTERVENING (SURVEI PADA NASABAH BPRS  
MITRA MENTARI SEJAHTERA PONOROGO)”**

Dengan Hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Sarjana S1 di Universitas Muhammadiyah Ponorogo, peneliti berusaha untuk mengumpulkan data dan informasi mengenai **“PENGARUH *CUSTOMER EXPERIENCE* DAN *BRAND IMAGE* TERHADAP *CUSTOMER LOYALTY* DENGAN *CUSTOMER SATISFACTION* SEBAGAI VARIABEL INTERVENING (SURVEI PADA NASABAH BPRS MITRA MENTARI SEJAHTERA PONOROGO)”. Oleh karena itu, maka perkenankan Bapak/Ibu untuk berpartisipasi dalam pengisian kuisisioner ini agar hasil penelitian memiliki kredibilitas yang tinggi. Saya sangat berterima kasih atas kesediaan dan partisipasi Bapak/Ibu dalam meluangkan waktu untuk mengisi kuisisioner ini. Atas perhatiannya, saya ucapkan terima kasih**

Hormat Saya,

**Cahaya Namiroh Sakti**

NIM. 16414059

**ANGKET/KUESIONER**

**I. Isilah identitas Bapak/Ibu/Sdr/i sebagai berikut :**

1. Nama Responden : .....

2. Alamat : .....

3. Jenis Kelamin :

Pria

Wanita

4. Usia Responden :

< 20 Tahun

21 - 30 Tahun

31 - 40 Tahun

41 - 50 Tahun

5. Lama Menjadi Nasabah :

< 1 Tahun

1 Tahun – 2 Tahun

2 Tahun – 3 Tahun

> 3 Tahun

6. Jenis Pekerjaan :

Pelajar/Mahasiswa

Pedagang/Wiraswasta

Petani/Buruh

PNS

7. Penghasilan :

500.000 – 1.000.000



( ) 1.100.000 – 3.000.000

( ) > 3.000.000

## II. Daftar Pertanyaan

Berilah tanda centang (√) pada pertanyaan-pertanyaan berkaitan dengan Pengaruh Customer Experience dan Brand Image Terhadap Customer Loyalty dengan Kepuasan Sebagai Variabel Intervening (Survei Pada Nasabah BPRS Mitra Mentari Sejahtera Ponorogo) sesuai dengan pilihan anda pada kolom berikut :

### KRITERIA PEMBERIAN JAWABAN KUISIONER

<i>Indikator</i>				
Sangat Tidak Setuju (STS)	Tidak Setuju (TS)	Netral (N)	Setuju (S)	Sangat Setuju (SS)
1	2	3	4	5

#### A. VARIABEL CUSTOMER EXPERIENCE (X1)

No	Butir Pertanyaan	STS	TS	N	S	SS
1	Karyawan BPRS Mitra Mentari Sejahtera Ponorogo melayani saya dengan ramah					
2	Program tabungan yang ditawarkan oleh BPRS Mitra Mentari Sejahtera Ponorogo menarik bagi saya					
3	Sistem syariah yang digunakan oleh BPRS Mitra Mentari Sejahtera Ponorogo sesuai dengan ajaran agama					
4	Saya merasa produk yang dikeluarkan BPRS					

	Mitra Mentari Sejahtera Ponorogo sudah bervariasi					
5	Saya merasa produk & layanan yang ditawarkan oleh BPRS Mitra Mentari Sejahtera Ponorogo sudah memiliki kegunaan yang sesuai dengan keinginan nasabah					

**B. Brand Image (X2)**

No	Butir Pertanyaan	STS	TS	N	S	SS
1	Produk tabungan BPRS Mitra Mentari Sejahtera Ponorogo bervariasi dan sesuai kebutuhan					
2	BPRS Mitra Mentari Sejahtera mempunyai citra yang baik di mata masyarakat					
3	BPRS Mitra Mentari Sejahtera mempunyai kredibilitas yang baik di mata masyarakat berdasarkan tingkat layanan yang diberikan kepada nasabah					
4	Produk BPRS Mitra Mentari Sejahtera Ponorogo telah digunakan diberbagai kalangan masyarakat					

**C. CUSTOMER SATISFACTION (Y1)**

No	Butir Pertanyaan	STS	TS	N	S	SS
1	Saya puas terhadap produk yang di tawarkan BPRS Mitra Mentari Sejahtera Ponorogo					

2	Saya puas terhadap prosedur pelayanan diberikan BPRS Mitra Mentari Sejahtera Ponorogo					
3	Saya puas terhadap informasi yang diberikan karyawan BPRS Mitra Mentari Sejahtera Ponorogo jelas dan mudah dimengerti oleh nasabah					
4	Saya puas terhadap keamanan menabung di BPRS Mitra Mentari Sejahtera Ponorogo					

**D. CUSTOMER LOYALTY (Y2)**

No	Butir Pertanyaan	STS	TS	N	S	SS
1	Saya menggunakan jasa dari BPRS Mitra Mentari Sejahtera Ponorogo untuk transaksi selanjutnya					
2	Saya menggunakan produk atau layanan lain yang terdapat di BPRS Mitra Mentari Sejahtera Ponorogo jika diperlukan					
3	Saya akan merekomendasikan BPRS Mitra Mentari Sejahtera Ponorogo kepada calon nasabah lain					
4	Saya tidak terpengaruh terhadap produk dan jasa dari bank lain					



**Lampiran 2**

**Rekapitulasi Hasil Responden**

Responden	Customer Experience (X1)						Brand Image (X2)					Customer Satisfaction (Y1)					Customer Loyalty (Y2)				
	X1.1	X1.2	X1.3	X1.4	X1.5	ΣX1	X2.1	X2.2	X2.3	X2.4	ΣX2	Y1.1	Y1.2	Y1.3	Y1.4	ΣY1	Y2.1	Y2.2	Y2.3	Y2.4	ΣY2
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141	4	4	3	5	4	20	5	4	5	5	19	5	4	4	4	17	4	3	3	4	14
142	4	5	4	4	4	21	5	3	4	4	16	4	4	3	4	15	4	5	4	5	18
143	5	5	5	4	5	24	4	4	5	4	17	4	3	4	4	15	4	3	4	5	16
144	5	5	4	4	5	23	5	5	4	4	18	4	4	4	4	16	4	4	3	5	16

145	5	5	5	5	5	25	5	4	5	3	17	5	5	4	5	19	4	4	4	4	16
146	4	5	5	4	5	23	5	5	4	4	18	5	5	5	5	20	3	4	3	5	15
147	5	5	5	4	5	24	5	5	5	4	19	4	4	3	4	15	3	3	4	4	14
148	4	5	4	5	4	22	4	4	3	3	14	4	4	4	4	16	3	3	3	4	13
149	5	4	4	4	5	22	5	4	4	4	17	3	4	5	4	16	4	3	4	4	15
150	4	5	3	3	3	18	4	5	3	4	16	5	4	4	5	18	3	3	3	4	13
151	4	4	4	4	4	20	4	4	4	4	16	3	3	3	3	12	5	5	5	5	20
152	4	4	3	4	3	18	3	3	4	3	13	4	3	3	3	13	4	4	4	4	16
153	3	4	3	5	4	19	3	3	4	3	13	4	4	4	5	17	3	4	5	5	17
154	4	5	4	5	4	22	3	3	4	3	13	4	4	3	4	15	5	5	4	4	18
155	5	4	5	5	5	24	3	3	4	3	13	4	5	4	4	17	4	4	3	4	15
156	4	4	3	5	4	20	5	4	5	4	18	3	4	5	4	16	4	3	3	4	14
157	4	5	4	4	4	21	5	5	5	5	20	4	5	5	5	19	5	4	4	4	17
158	5	5	5	4	5	24	2	4	4	5	15	3	4	4	4	15	5	4	5	5	19
159	5	5	4	4	5	23	5	3	4	4	16	4	4	4	4	16	5	4	4	4	17
160	5	5	5	5	5	25	3	3	4	3	13	3	4	4	4	15	5	5	5	5	20
161	4	5	5	4	5	23	3	4	4	4	15	4	4	3	3	14	4	4	4	5	17
162	5	5	5	4	5	24	4	4	4	5	17	3	4	4	4	15	4	4	4	5	17
163	4	5	4	5	4	22	5	5	5	5	20	4	4	4	4	16	5	4	5	3	17
164	5	4	4	4	5	22	3	4	3	4	14	3	4	4	4	15	4	4	5	5	18
165	4	5	4	5	4	22	3	4	4	4	15	3	4	4	4	15	5	3	4	4	16
166	5	4	5	5	5	24	5	5	4	5	19	3	4	4	4	15	4	3	4	4	15
167	4	4	3	5	4	20	4	3	4	5	16	4	4	4	4	16	5	5	5	5	20
168	4	5	4	4	4	21	5	5	5	5	20	3	4	4	4	15	4	4	5	5	18
169	5	5	5	4	5	24	3	4	3	4	14	4	4	4	3	15	5	4	4	4	17

## Lampiran 3

### Uji Validitas dan Reliabilitas

#### 1 Uji Validitas Customer Experience

Warning # 849 in column 23. Text: in\_ID  
The LOCALE subcommand of the SET command has an invalid parameter. It could

not be mapped to a valid backend locale.

CORRELATIONS

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

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

#### Correlations

Notes	
Output Created	30-JUN-2021 22:13:34
Comments	
Input	Active Dataset DataSet0
	Filter <none>
	Weight <none>
	Split File <none>
	N of Rows in Working Data File 169
Missing Value Handling	Definition of Missing User-defined missing values are treated as missing.
	Cases Used Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax	CORRELATIONS /VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X /PRINT=TWOTAIL NOSIG  /MISSING=PAIRWISE
Resources	Processor Time 00:00:00,05
	Elapsed Time 00:00:00,09

[DataSet0]

**Correlations**

		X1.1	X1.2	X1.3	X1.4	X1.5	Customer Experience
X1.1	Pearson Correlation	1	,334	,396	,242	,483	,733
	Sig. (2-tailed)		,000	,000	,001	,000	,000
	N	169	169	169	169	169	169
X1.2	Pearson Correlation	,334**	1	,438**	,215**	,297**	,625**
	Sig. (2-tailed)	,000		,000	,005	,000	,000
	N	169	169	169	169	169	169
X1.3	Pearson Correlation	,396**	,438**	1	,310**	,512**	,776**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	169	169	169	169	169	169
X1.4	Pearson Correlation	,242**	,215**	,310**	1	,239**	,582**
	Sig. (2-tailed)	,001	,005	,000		,002	,000
	N	169	169	169	169	169	169
X1.5	Pearson Correlation	,483**	,297**	,512**	,239**	1	,734**
	Sig. (2-tailed)	,000	,000	,000	,002		,000
	N	169	169	169	169	169	169
Customer Experience	Pearson Correlation	,733**	,625**	,776**	,582**	,734**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	169	169	169	169	169	169

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

## 2 Uji Validitas Brand Image Correlations

**Notes**

Output Created		30-JUN-2021 22:16:39
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	169
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.



Syntax		CORRELATIONS /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,03

**Correlations**

		X2.1	X2.2	X2.3	X2.4	Brand Image
X2.1	Pearson Correlation	1	,495**	,418**	,311**	,776**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	169	169	169	169	169
X2.2	Pearson Correlation	,495**	1	,373**	,410**	,780**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	169	169	169	169	169
X2.3	Pearson Correlation	,418**	,373**	1	,334**	,700**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	169	169	169	169	169
X2.4	Pearson Correlation	,311**	,410**	,334**	1	,688**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	169	169	169	169	169
Brand Image	Pearson Correlation	,776**	,780**	,700**	,688**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	169	169	169	169	169

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

### 3 Uji Validitas Customer Satisfaction

		Correlations				
		Y1.1	Y1.2	Y1.3	Y1.4	Customer satisfaction (Y)
Y1.1	Pearson Correlation	1	,465**	,289**	,459**	,708**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	169	169	169	169	169
Y1.2	Pearson Correlation	,465**	1	,513**	,629**	,829**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	169	169	169	169	169
Y1.3	Pearson Correlation	,289**	,513**	1	,577**	,753**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	169	169	169	169	169
Y1.4	Pearson Correlation	,459**	,629**	,577**	1	,850**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	169	169	169	169	169
Customer satisfaction (Y)	Pearson Correlation	,708**	,829**	,753**	,850**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	169	169	169	169	169

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

### 4 Uji Validitas Customer Loyalty

		Correlations				
		Y2.1	Y2.2	Y2.3	Y2.4	Customer Loyalty
Y2.1	Pearson Correlation	1	,278**	,307**	,277**	,621**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	169	169	169	169	169
Y2.2	Pearson Correlation	,278**	1	,416**	,491**	,796**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	169	169	169	169	169
Y2.3	Pearson Correlation	,307**	,416**	1	,406**	,725**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	169	169	169	169	169

Y2.4	Pearson Correlation	,277**	,491**	,406**	1	,741**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	169	169	169	169	169
Customer Loyalty	Pearson Correlation	,621**	,796**	,725**	,741**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	169	169	169	169	169

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

## 5 Uji Reliabilitas Customer Experience

Case Processing Summary

		N	%
Cases	Valid	169	100,0
	Excluded <sup>a</sup>	0	,0
	Total	169	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,774	6

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	37,55	18,154	,642	,729
X1.2	37,19	20,000	,545	,758
X1.3	37,61	18,049	,701	,722
X1.4	37,53	19,667	,473	,760
X1.5	37,37	18,793	,659	,735
Customer Experience	20,80	5,765	1,000	,725

## 6 Uji Reliabilitas Brand Image

Case Processing Summary

		N	%
Cases	Valid	169	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	169	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,793	5

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	28,27	13,899	,682	,742
X2.2	28,29	14,195	,696	,745
X2.3	28,14	15,134	,609	,770
X2.4	28,09	14,986	,585	,771
Brand Image	16,11	4,672	1,000	,719

### Lampiran 4

#### Uji Regresi dan Analisis Path

##### 1 Uji Regresi Pengaruh Customer Experience (X1) dan Brand Image (X2) Terhadap Customer Satisfaction (Y1)

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11,348	1,776		6,391	,000
1 Customer Experience (X1)	,230	,067	,260	3,459	,001
Brand Image (X2)	,016	,074	,016	,213	,831

a. Dependent Variable: Customer Satisfaction (Y1)

## 2 Uji Regresi Pengaruh Customer Experience (X1) dan Brand Image (X2) Terhadap Customer Loyalty (Y2)

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	14,757	1,991		7,412	,000
1 Customer Experience (X1)	,117	,075	,120	1,563	,120
Brand Image (X2)	-,093	,083	-,086	-1,117	,265

a. Dependent Variable: Customer Loyalty (Y2)

## 3 Hasil Regresi Sub – Struktur 1

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11,348	1,776		6,391	,000
1 Customer Experience (X1)	,230	,067	,260	3,459	,001
Brand Image (X2)	,016	,074	,016	,213	,831

a. Dependent Variable: Customer Satisfaction (Y1)

## 4 Hasil Regresi Sub-Struktur 2

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	14,121	2,226		6,342	,000
1 Customer Experience (X1)	,104	,077	,107	1,341	,182
Brand Image (X2)	,094	,083	,087	1,126	,262
Customer Satisfaction (Y1)	,056	,087	,051	,643	,521

a. Dependent Variable: Customer Loyalty (Y2)

Lampiran 5

Dokumentasi





Lampiran 6

Tabel T

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688



Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526

Lampiran 7

Tabel F

Titik Persentase Distribusi F untuk Probabilitas = 0,05

Df Untuk Penyebut (N2)	Df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	161	199	216	225	230	234	237	239	241	242	243	244	245	245	246
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40	19.40	19.41	19.42	19.42	19.43
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79	8.76	8.74	8.73	8.71	8.70
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96	5.94	5.91	5.89	5.87	5.86
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74	4.70	4.68	4.66	4.64	4.62
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06	4.03	4.00	3.98	3.96	3.94
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64	3.60	3.57	3.55	3.53	3.51
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35	3.31	3.28	3.26	3.24	3.22
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14	3.10	3.07	3.05	3.03	3.01
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98	2.94	2.91	2.89	2.86	2.85
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85	2.82	2.79	2.76	2.74	2.72
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75	2.72	2.69	2.66	2.64	2.62
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67	2.63	2.60	2.58	2.55	2.53
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60	2.57	2.53	2.51	2.48	2.46
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54	2.51	2.48	2.45	2.42	2.40
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49	2.46	2.42	2.40	2.37	2.35
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49	2.45	2.41	2.38	2.35	2.33	2.31
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41	2.37	2.34	2.31	2.29	2.27
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38	2.34	2.31	2.28	2.26	2.23
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35	2.31	2.28	2.25	2.22	2.20
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32	2.28	2.25	2.22	2.20	2.18
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30	2.26	2.23	2.20	2.17	2.15
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27	2.24	2.20	2.18	2.15	2.13
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25	2.22	2.18	2.15	2.13	2.11
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24	2.20	2.16	2.14	2.11	2.09
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22	2.18	2.15	2.12	2.09	2.07
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20	2.17	2.13	2.10	2.08	2.06
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19	2.15	2.12	2.09	2.06	2.04
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22	2.18	2.14	2.10	2.08	2.05	2.03
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16	2.13	2.09	2.06	2.04	2.01
31	4.16	3.30	2.91	2.68	2.52	2.41	2.32	2.25	2.20	2.15	2.11	2.08	2.05	2.03	2.00
32	4.15	3.29	2.90	2.67	2.51	2.40	2.31	2.24	2.19	2.14	2.10	2.07	2.04	2.01	1.99
33	4.14	3.28	2.89	2.66	2.50	2.39	2.30	2.23	2.18	2.13	2.09	2.06	2.03	2.00	1.98
34	4.13	3.28	2.88	2.65	2.49	2.38	2.29	2.23	2.17	2.12	2.08	2.05	2.02	1.99	1.97
35	4.12	3.27	2.87	2.64	2.49	2.37	2.29	2.22	2.16	2.11	2.07	2.04	2.01	1.99	1.96
36	4.11	3.26	2.87	2.63	2.48	2.36	2.28	2.21	2.15	2.11	2.07	2.03	2.00	1.98	1.95
37	4.11	3.25	2.86	2.63	2.47	2.36	2.27	2.20	2.14	2.10	2.06	2.02	2.00	1.97	1.95
38	4.10	3.24	2.85	2.62	2.46	2.35	2.26	2.19	2.14	2.09	2.05	2.02	1.99	1.96	1.94
39	4.09	3.24	2.85	2.61	2.46	2.34	2.26	2.19	2.13	2.08	2.04	2.01	1.98	1.95	1.93
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08	2.04	2.00	1.97	1.95	1.92

## Lampiran 8

### Berita Acara



## UNIVERSITAS MUHAMMADIYAH PONOROGO FAKULTAS EKONOMI

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Akreditasi Institusi B oleh BAN-PT  
(SK Nomor : 77/SK.BAN-PT/Ak-PPJPT/IV/2020)


### BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : CAHAYA NAMIROH SAKTI
2. NIM : 16414059
3. Jurusan : Manajemen
4. Bidang : Pemasaran
5. Alamat : Jl. Trunojoyo, No.33, Tambakbayan, Ponorogo
6. Judul Skripsi : Pengaruh Customer Experience dan Brand Image Terhadap Customer Loyalty dengan Customer Satisfaction sebagai variabel intervening (Survei pada Nasabah Pasar BPRS Mitra Mentari Sejahtera Ponorogo)
7. Masa Pembimbingan : September 2020 s/d Agustus 2021
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	BAB	Paraf Pembimbing
29/1 - 2021	Acc Proposal	Jll α
01/2 - 2021	Revisi Bab 1-2-3	Jll α
5/2 - 2021	Revisi Proposal	el
10/2 - 2021	Acc Proposal	el
15/2 - 2021	Revisi Bab 1-2-3	Jll α
02/3 - 2021	Acc Bab 1-2-3	Jll α
7/3 - 2021	Revisi Bab 1.2.3	el
14/3 - 2021	Acc Bab 1.2.3	el
20/3 - 2021	Revisi Bab IV.V.	Jll α
28/3 - 2021	Acc Bab IV.V	Jll α
1/7 - 2021	Revisi Bab IV.V.	el
14/7 - 2021	Acc Bab IV.V	el

Tanggal Disetujui	BAB	Paraf Pembimbing

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

Pembimbing,  
  
**SITI CHAMIDAH, SE, M.Si**  
 NIDN. 0019057101

Ponorogo, 18 Februari 2021  
 Dekan,  
  
  
**Dr. HADI SUMARSONO, M.Si**  
 NIP. 19760508 200501 1 002