LAMPIRAN 1

Tabel Statistik

Tabel Nilai-Nilai r Product Moment

NILAI-NILAI r PODUCT MOMENT

N	Taraf Signifikan		N	Taraf Signifikan		N	Taraf Signifikan	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

Tabel Z

Z	0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
-3.40	0.00034	0.00032	0.00031	0.00030	0.00029	0.00028	0.00027	0.00026	0.00025	0.00024
-3.30	0.00048	0.00047	0.00045	0.00043	0.00042	0.00040	0.00039	0.00038	0.00036	0.00035
-3.20	0.00069	0.00066	0.00064	0.00062	0.00060	0.00058	0.00056	0.00054	0.00052	0.00050
-3.10	0.00097	0.00094	0.00090	0.00087	0.00084	0.00082	0.00079	0.00076	0.00074	0.00071
-3.00	0.00135	0.00131	0.00126	0.00122	0.00118	0.00114	0.00111	0.00107	0.00104	0.00100
-2.90	0.00187	0.00181	0.00175	0.00169	0.00164	0.00159	0.00154	0.00149	0.00144	0.00139
-2.80	0.00256	0.00248	0.00240	0.00233	0.00226	0.00219	0.00212	0.00205	0.00199	0.00193
-2.70	0.00347	0.00336	0.00326	0.00317	0.00307	0.00298	0.00289	0.00280	0.00272	0.00264
-2.60	0.00466	0.00453	0.00440	0.00427	0.00415	0.00402	0.00391	0.00379	0.00368	0.00357
-2.50	0.00621	0.00604	0.00587	0.00570	0.00554	0.00539	0.00523	0.00508	0.00494	0.00480
-2.40	0.00820	0.00798	0.00776	0.00755	0.00734	0.00714	0.00695	0.00676	0.00657	0.00639
-2.30	0.01072	0.01044	0.01017	0.00990	0.00964	0.00939	0.00914	0.00889	0.00866	0.00842
-2.20	0.01390	0.01355	0.01321	0.01287	0.01255	0.01222	0.01191	0.01160	0.01130	0.01101
-2.10	0.01786	0.01743	0.01700	0.01659	0.01618	0.01578	0.01539	0.01500	0.01463	0.01426
-2.00	0.02275	0.02222	0.02169	0.02118	0.02068	0.02018	0.01970	0.01923	0.01876	0.01831
-1.90	0.02872	0.02807	0.02743	0.02680	0.02619	0.02559	0.02500	0.02442	0.02385	0.02330
-1.80	0.03593	0.03515	0.03438	0.03362	0.03288	0.03216	0.03144	0.03074	0.03005	0.02938
-1.70	0.04457	0.04363	0.04272	0.04182	0.04093	0.04006	0.03920	0.03836	0.03754	0.03673
-1.60	0.05480	0.05370	0.05262	0.05155	0.05050	0.04947	0.04846	0.04746	0.04648	0.04551
-1.50	0.06681	0.06552	0.06426	0.06301	0.06178	0.06057	0.05938	0.05821	0.05705	0.05592
-1.40	0.08076	0.07927	0.07780	0.07636	0.07493	0.07353	0.07215	0.07078	0.06944	0.06811
-1.30	0.09680	0.09510	0.09342	0.09176	0.09012	0.08851	0.08691	0.08534	0.08379	0.08226
-1.20	0.11507	0.11314	0.11123	0.10935	0.10749	0.10565	0.10383	0.10204	0.10027	0.09853
-1.10	0.13567	0.13350	0.13136	0.12924	0.12714	0.12507	0.12302	0.12100	0.11900	0.11702
-1.00	0.15866	0.15625	0.15386	0.15151	0.14917	0.14686	0.14457	0.14231	0.14007	0.13786
-0.90	0.18406	0.18141	0.17879	0.17619	0.17361	0.17106	0.16853	0.16602	0.16354	0.16109
-0.80	0.21186	0.20897	0.20611	0.20327	0.20045	0.19766	0.19489	0.19215	0.18943	0.18673
-0.70	0.24196	0.23885	0.23576	0.23270	0.22965	0.22663	0.22363	0.22065	0.21770	0.21476
-0.60	0.27425	0.27093	0.26763	0.26435	0.26109	0.25785	0.25463	0.25143	0.24825	0.24510
-0.50	0.30854	0.30503	0.30153	0.29806	0.29460	0.29116	0.28774	0.28434	0.28096	0.27760
-0.40	0.34458	0.34090	0.33724	0.33360	0.32997	0.32636	0.32276	0.31918	0.31561	0.31207
-0.30	0.38209	0.37828	0.37448	0.37070	0.36693	0.36317	0.35942	0.35569	0.35197	0.34827
-0.20	0.42074	0.41683	0.41294	0.40905	0.40517	0.40129	0.39743	0.39358	0.38974	0.38591
-0.10	0.46017	0.45620	0.45224	0.44828	0.44433	0.44038	0.43644	0.43251	0.42858	0.42465
0.00	0.50000	0.50399	0.50798	0.51197	0.51595	0.51994	0.52392	0.52790	0.53188	0.53586
0.10	0.53983	0.54380	0.54776	0.55172	0.55567	0.55962	0.56356	0.56749	0.57142	0.57535
0.20	0.57926	0.58317	0.58706	0.59095	0.59483	0.59871	0.60257	0.60642	0.61026	0.61409
0.30	0.61791	0.62172	0.62552	0.62930	0.63307	0.63683	0.64058	0.64431	0.64803	0.65173
0.40	0.65542	0.65910	0.66276	0.66640	0.67003	0.67364	0.67724	0.68082	0.68439	0.68793
0.50	0.69146	0.69497	0.69847	0.70194	0.70540	0.70884	0.71226	0.71566	0.71904	0.72240
0.60	0.72575	0.72907	0.73237	0.73565	0.73891	0.74215	0.74537	0.74857	0.75175	0.75490
0.70	0.75804	0.76115	0.76424	0.76730	0.77035	0.77337	0.77637	0.77935	0.78230	0.78524
0.80	0.78814	0.79103	0.79389	0.79673	0.79955	0.80234	0.80511	0.80785	0.81057	0.81327
0.90	0.81594	0.81859	0.82121	0.82381	0.82639	0.82894	0.83147	0.83398	0.83646	0.83891
1.00	0.84134	0.84375	0.84614	0.84849	0.85083	0.85314	0.85543	0.85769	0.85993	0.86214
1.10	0.86433	0.86650	0.86864	0.87076	0.87286	0.87493	0.87698	0.87900	0.88100	0.88298
1.20	0.88493	0.88686	0.88877	0.89065	0.89251	0.89435	0.89617	0.89796	0.89973	0.90147
1.30	0.90320	0.90490	0.90658	0.90824	0.90988	0.91149	0.91309	0.91466	0.91621	0.91774
1.40	0.91924	0.92073	0.92220	0.92364	0.92507	0.92647	0.92785	0.92922	0.93056	0.93189
1.50	0.93319	0.93448	0.93574	0.93699	0.93822	0.93943	0.94062	0.94179	0.94295	0.94408
1.60	0.94520	0.94630	0.94738	0.94845	0.94950	0.95053	0.95154	0.95254	0.95352	0.95449
1.70	0.95543	0.95637	0.95728	0.95818	0.95907	0.95994	0.96080	0.96164	0.96246	0.96327
1.80	0.96407	0.96485	0.96562	0.96638	0.96712	0.96784	0.96856	0.96926	0.96995	0.97062
1.90	0.97128	0.97193	0.97257	0.97320	0.97381	0.97441	0.97500	0.97558	0.97615	0.97670
2.00	0.97725	0.97778	0.97831	0.97882	0.97932	0.97982	0.98030	0.98077	0.98124	0.98169
2.10	0.98214	0.98257	0.98300	0.98341	0.98382	0.98422	0.98461	0.98500	0.98537	0.98574
2.20	0.98610	0.98645	0.98679	0.98713	0.98745	0.98778	0.98809	0.98840	0.98870	0.98899
2.30	0.98928	0.98956	0.98983	0.99010	0.99036	0.99061	0.99086	0.99111	0.99134	0.99158
2.40	0.99180	0.99202	0.99224	0.99245	0.99266	0.99286	0.99305	0.99324	0.99343	0.99361
2.50	0.99379	0.99396	0.99413	0.99430	0.99446	0.99461	0.99477	0.99492	0.99506	0.99520
2.60	0.99534	0.99547	0.99560	0.99573	0.99585	0.99598	0.99609	0.99621	0.99632	0.99643
2.70	0.99653	0.99664	0.99674	0.99683	0.99693	0.99702	0.99711	0.99720	0.99728	0.99736
2.80	0.99744	0.99752	0.99760	0.99767	0.99774	0.99781	0.99788	0.99795	0.99801	0.99807
2.90	0.99813	0.99819	0.99825	0.99831	0.99836	0.99841	0.99846	0.99851	0.99856	0.99861
3.00	0.99865	0.99869	0.99874	0.99878	0.99882	0.99886	0.99889	0.99893	0.99896	0.99900
3.10	0.99903	0.99906	0.99910	0.99913	0.99916	0.99918	0.99921	0.99924	0.99926	0.99929
3.20	0.99931	0.99934	0.99936	0.99938	0.99940	0.99942	0.99944	0.99946	0.99948	0.99950
3.30	0.99952	0.99953	0.99955	0.99957	0.99958	0.99960	0.99961	0.99962	0.99964	0.99965
3.40	0.99966	0.99968	0.99969	0.99970	0.99971	0.99972	0.99973	0.99974	0.99975	0.99976

LAMPIRAN 2

Validitas Konstruksi

LAMPIRAN 3

Kuesioner

Kuesioner Penelitian

Kepada Yth,

Bapak/Ibu/Sdr/i Responden

Saya selaku mahasiswa Teknik Industri Universitas Kristen Maranatha, dengan ini saya sangat mengharapkan partisipasi dan bantuan anda untuk meluangkan waktu dengan menjawab pertanyaan kuesioner ini. Penelitian ini dilakukan untuk memenuhi prasyarat Tugas Akhir saya. Saya sangat mengharapkan bantuan dan kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuesioner pendahuluan ini. Atas partisipasinya saya ucapkan Terima Kasih.

Hormat saya,

Novian

Bagian I

Petunjuk Pengisian:

Berikan tanda silang [X] pada jawaban yang sesuai dengan anda.

1. Jenis kelamin anda :
   a. Pria b. Wanita
2. Usia anda saat ini :
   a. < 17
   b. 17 – 25
   c. 26 – 35
   d. 36 – 45
   e. 46 – 55
   f. > 55
3. Pekerjaan anda saat ini :
   a. Pelajar
   b. Mahasiswa/mahasiswi
   c. Karyawan/karyawati
   d. Wiraswasta
   e. Ibu rumah tangga
   f. Lain-lain, yaitu :…
4. Pendapatan anda per bulan sekitar (jika anda sudah bekerja) :
   a. < Rp 1.000.000,00
   b. Rp 1.000.000,00 – Rp 4.000.000,00
   c. > Rp 4.000.000,00
5. Uang saku anda per bulan sekitar (jika anda belum bekerja) :
   a. < Rp 1.000.000,00
   b. Rp 1.000.000,00 – Rp 2.000.000,00
   c. > Rp 2.000.000,00

6. Saat ini status anda di salon Beng – Beng adalah sebagai :

   a. Pelanggan tetap b. Hanya mencoba-coba

7. Lama berlangganan di salon Beng – Beng (jika anda pelanggan tetap) :

   a. < 1 Tahun

   b. 1 – 2 Tahun

   c. > 2 Tahun

8. Jenis pelayanan yang paling sering Anda minta pada waktu mengunjungi salon Beng- Beng :

   a. Potong rambut d. *Pedicure* dan *Manicure*

   b. Cuci *blow* e. Cat Rambut

   c. Creambath f. Lainnya, yaitu ....

9. Anda berkunjung ke Beng –Beng salon atas informasi yang anda dapat dari :

   a. Brosur c. Teman / kerabat

   b. Majalah d. Lain-lain, yaitu…

10. Pada saat kapan anda biasanya mengunjungi Beng – Beng salon :

    a. Pagi hari c. Sore hari

    b. Siang hari d. Malam hari

11. Hari apa biasanya anda mengunjungi salon Beng – Beng :

    a. Senin d. jumat

    b. Selasa e. Sabtu

    c. Kamis f. Minggu

12. Tujuan utama anda mengunjungi salon Beng – Beng :

    a. Menghilangkan penat c. Ada acara penting

    b. Perawatan diri d. Lain-lain, yaitu…

13. Alasan anda menggunakan jasa salon Beng – Beng **(boleh lebih dari 1 jawaban)**:

    a. Pelayanan memuaskan d. Keramahan pelayanan

    b. Hasil yang memuaskan e. Lokasi yang strategis

    c. Harga terjangkau f. Lain-lain, yaitu…

14. Program yang diinginkan (**pilih salah satu**):

    a. Pemberian diskon jika melakukan 2 jenis perawatan atau lebih

    b. Pemberian diskon untuk pelajar/mahasiswa dengan menunjukan KTM

    c. Tersedia paket – paket perawatan dengan harga yang lebih murah.

    d. Tersedianya Hair Stylish yang bisa dipanggil ke rumah

    e. Lain-lain, yaitu…

Bagian II

Petunjuk Pengisian:

Berikan tanda silang [X] pada jawaban bagian kiri dan bagian kanan, **jawaban yang dipilih pada bagian kanan tidak boleh sama dengan jawaban pada bagian kiri**

1. **Pasangan** paket yang diinginkan untuk diberikan potongan harga:

☐ Potong Rambut	☐ Potong Rambut
☐ Cat rambut	☐ Cat rambut
☐ Creambath	☐ Creambath
☐ Cuci blow	☐ Cuci blow
☐ Menicure	☐ Menicure
☐ Pedicure	☐ Pedicure
☐ Smoothing	☐ Smoothing

Bagian III

PETUNJUK : Berilah tanda check (X) pada kolom dibawah ini berdasarkan pendapat Anda untuk setiap pertanyaan.

No	Pernyataan	Tingkat Kesetujuan			
		Sangat Setuju	Setuju	Tidak setuju	Sangat tidak setuju
1	Saya sering menyarankan/merekomendasikan kepada pihak lain untuk datang ke salon Beng-Beng, walaupun pihak salon tidak meminta saya.				
2	Saya tidak pernah mengunjungi salon lain selain salon Beng-Beng.				
3	Walaupun banyak salon yang bermunculan, saya akan tetap menggunakan jasa salon Beng-Beng.				
4	Saya datang ke salon Beng-Beng secara teratur.				

Bagian IV

PETUNJUK : BERILAH TANDA CHECK (X) PADA:

Kolom **KEPENTINGAN**, Anda diminta untuk menilai **seberapa penting** atribut-atribut tersebut.

Keterangan:

STP : Sangat Tidak Penting
TP : Tidak Penting
P : Penting
SP : Sangat Penting

Kolom **PERFORMANSI**, Anda diminta untuk menilai **seberapa baik kinerja** Beng-Beng salon terhadap atribut-atribut tersebut.

Keterangan:

STBa : Sangat Tidak Baik
TBa : Tidak Baik
Ba : Baik
SBa: Sangat Baik

KEPENTINGAN				No	ATRIBUT	PERFORMANSI/KINERJA			
STP	TP	P	SP			STBa	Tba	Ba	Sba
				1	Keanekaragaman jenis pelayanan di salon tersebut				
				2	Obat-obatan salon yang berkualitas				
				3	Terdapat berbagai macam variasi merk - merk obat salon				
				4	Tersedianya berbagai macam warna pada pelayanan pengecetan rambut				
				5	Kelengkapan peralatan-peralatan salon				
				6	Harga sesuai dengan kualitas yang diberikan				
				7	Harga yang lebih terjangkau dibandingkan salon lainnya				
				8	Lokasi yang mudah dijangkau				
				9	Promosi melalui media elektronik (cnth : Radio)				
				10	Promosi melalui media cetak(cnth : koran, majalah, brosur, dll)				
				11	Promosi melalui jejaring sosial(cnth : facebook, twitter, dll)				
				12	Variasi cara pembayaran (secara cash, kartu debet, atau kartu kredit)				
				13	Waktu tunggu konsumen untuk dilayani				
				14	Kecepatan dalam proses pendaftaran				
				15	Kecepatan dalam proses pelayanan				
				16	Kecepatan dalam proses pembayaran				
				17	Ketepatan dalam perhitungan total harga				
				18	Keramahan karyawan salon				
				19	Karyawan cepat tanggap dalam melayani permintaan konsumen				
				20	Kebersihan dan kerapihan karyawan				
				21	Karyawan cepat tanggap dalam mengatasi masalah				
				22	Kesopanan karyawan salon dalam melayani konsumen				
				23	Kebersihan salon				
				24	Kebersihan alat-alat salon				
				25	Kebersihan toilet				
				26	Terdapat sarana hiburan (cnth : televisi, musik, majalah)				

LAMPIRAN 4

Data Kuesioner

Tingkat Kepentingan

Tingkat kepentingan																										
Responden	Atribut																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
1	3	4	3	4	4	3	3	3	4	2	4	3	3	3	4	3	4	2	4	3	3	3	3	2	2	3
2	3	3	3	3	3	3	3	3	4	3	4	2	3	4	3	4	4	3	3	3	3	3	3	3	3	3
3	3	4	3	3	4	3	3	3	3	4	4	3	3	4	3	4	4	2	3	3	3	4	3	2	3	4
4	4	4	4	4	3	4	3	2	4	4	4	3	4	4	3	4	4	3	3	3	3	3	4	3	3	3
5	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	3	4	3	3	3	3
6	4	4	4	4	3	3	3	4	4	4	4	3	4	4	4	3	4	4	4	3	3	3	3	4	3	4
7	4	3	4	4	3	4	3	2	4	4	4	3	4	4	4	3	4	2	4	3	3	3	3	2	2	4
8	3	4	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	3
9	4	4	4	4	4	4	3	3	4	4	4	3	4	4	4	4	4	3	4	3	4	4	4	4	4	4
10	4	4	4	4	4	3	2	4	3	4	4	3	4	4	4	4	4	2	4	3	4	3	3	2	2	4
11	3	4	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	3	4	3	3	3	3	3
12	4	3	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	3	4	4	4	3	4	4	4	4
13	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	2	3	3	3	3	3	3	3	3	3
14	3	4	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3
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Tingkat Kepentingan (Lanjutan)

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stdev	0,456	0,475	0,494	0,505	0,403	0,443	0,520	0,515	0,502	0,502	0,497	0,502	0,464	0,552	0,483	0,460	0,480	0,497	0,504	0,494	0,403	0,382	0,494	0,528	0,479	0,417
stdev ^ 2	0,20817	0,22527	0,24395	0,25521	0,16214	0,19591	0,26989	0,26489	0,25229	0,25188	0,24696	0,25221	0,21551	0,30434	0,23361	0,21193	0,23019	0,24729	0,25388	0,24362	0,16214	0,14587	0,24362	0,27857	0,22927	0,17389

Tingkat Performansi

Tingkat Performansi																										
Responden	Atribut																									
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43	4	3	4	2	4	3	3	4	1	3	2	4	2	3	4	4	2	3	4	2	3	4	3	3	3	2
44	3	3	4	3	4	3	3	3	2	4	3	3	3	3	4	3	4	3	3	3	3	4	3	4	3	2
45	4	4	4	4	4	4	4	4	1	3	3	4	4	4	3	4	4	4	4	4	3	3	4	3	4	3
46	2	1	3	3	2	1	3	2	2	2	3	4	3	1	2	2	3	1	2	2	3	2	3	2	4	2
47	3	3	3	3	3	3	4	4	2	2	3	4	3	4	3	3	3	3	3	3	3	3	3	3	3	2
48	3	3	3	3	3	3	3	4	3	3	2	3	4	3	3	4	3	3	4	3	3	3	3	3	3	1
49	4	4	4	4	4	4	4	4	3	4	2	3	3	4	4	4	4	4	4	3	4	3	4	4	4	1
50	3	3	4	4	3	3	2	2	3	3	2	3	4	3	3	3	3	2	3	3	3	3	3	3	4	1
51	3	4	3	3	3	3	3	4	2	3	2	4	3	3	3	4	3	4	4	4	3	4	3	3	4	1
52	4	3	3	4	4	4	3	4	2	4	2	4	2	4	3	4	4	4	4	4	4	4	4	4	3	1
53	4	4	3	3	3	2	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	4	3	2	3	2
54	3	3	4	4	3	4	4	4	3	3	2	4	3	4	4	4	3	3	3	3	4	3	3	4	4	4
55	4	2	3	3	2	3	2	3	2	3	2	3	3	3	3	3	3	3	3	3	3	4	3	3	2	2

Tingkat performansi (Lanjutan)

56	3	3	3	3	3	3	3	3	2	3	2	3	2	2	3	3	3	3	3	3	3	3	3	2	3	2
57	3	3	2	3	3	3	2	3	1	3	3	3	3	3	3	3	4	3	4	2	3	4	3	3	1	2
58	2	3	3	3	2	3	3	4	2	4	2	3	3	2	2	3	4	4	3	3	3	3	3	3	2	3
59	4	3	4	3	3	4	3	4	2	3	2	3	3	4	3	3	3	2	2	3	4	3	3	3	2	3
60	2	4	3	4	4	3	4	4	1	3	3	4	4	3	2	3	3	2	3	3	3	3	3	3	3	2
61	2	2	3	4	3	4	4	3	1	3	2	3	4	4	3	4	3	3	3	1	3	4	4	4	4	2
62	1	3	3	3	3	2	4	2	1	4	2	2	4	3	3	4	3	4	3	4	3	4	4	2	4	4
63	2	4	3	4	2	3	3	3	2	3	3	3	3	1	2	4	4	3	4	3	4	3	4	2	3	3
64	3	3	3	3	2	4	2	4	2	3	2	3	3	3	3	4	2	3	4	4	3	3	2	3	3	2
65	3	3	3	3	4	4	3	4	1	4	1	3	1	3	3	3	3	3	3	2	3	3	3	4	4	3
66	3	2	2	2	2	3	3	3	1	3	1	2	2	4	4	3	4	3	4	3	4	2	3	3	3	3
67	3	3	4	4	3	2	4	2	1	3	1	3	4	4	4	4	3	3	3	3	4	3	4	2	4	4
68	3	3	3	2	4	2	2	2	1	4	1	2	3	4	1	1	3	3	3	2	4	2	4	2	4	3
69	2	2	3	2	3	3	1	4	1	2	1	2	4	3	3	4	2	2	2	3	4	3	3	3	3	2
70	2	3	3	1	1	2	1	4	1	1	1	3	4	3	4	4	3	4	4	4	4	2	4	4	3	2
71	2	3	2	2	3	3	2	3	2	3	2	2	3	4	3	3	2	4	3	4	4	3	3	2	3	3
72	3	4	4	3	3	3	2	4	2	3	2	3	4	2	4	3	3	4	3	3	3	3	2	3	3	3
73	3	4	4	3	3	3	1	4	1	3	1	4	3	2	1	1	2	2	2	2	1	3	3	3	3	2
74	3	3	4	3	3	3	2	4	2	3	2	4	3	3	1	1	2	3	3	3	2	3	4	4	3	3
75	2	4	2	3	4	3	2	3	1	2	2	4	4	3	1	1	2	2	2	2	3	3	2	3	4	3
76	2	2	2	3	2	3	2	3	2	3	2	4	2	3	2	4	2	2	2	4	3	3	3	4	4	2
77	3	2	2	2	3	3	1	3	2	3	1	3	3	3	3	3	2	4	3	3	4	3	4	4	3	2
78	3	2	2	2	2	4	1	3	2	3	1	4	3	4	3	3	2	4	2	3	3	3	4	3	4	2
79	3	3	2	2	3	4	2	4	2	3	1	3	3	3	3	4	3	3	4	3	3	3	3	3	3	2
80	3	3	3	3	3	3	1	3	2	4	2	4	3	3	3	4	3	3	3	4	2	4	3	2	4	2
81	3	2	3	3	3	3	3	3	2	4	2	3	2	3	3	4	3	3	4	2	2	3	3	2	3	2
82	3	4	2	3	1	2	2	3	1	3	2	4	1	3	2	3	4	2	4	3	3	3	3	3	4	3
83	2	4	3	2	2	4	2	2	1	2	3	2	3	3	4	3	3	3	4	3	2	3	2	1	2	2
84	2	3	3	3	2	3	2	4	2	4	2	3	3	2	2	3	4	4	3	2	3	3	3	3	2	2
85	2	3	4	3	3	4	2	4	1	3	3	3	3	4	3	3	3	2	2	2	4	3	3	3	2	3
86	3	4	3	4	4	3	3	4	2	3	2	4	4	3	2	3	3	2	3	3	3	3	3	3	3	3
87	3	2	3	4	3	4	2	3	1	3	1	3	4	4	3	4	3	3	3	4	3	4	4	4	4	2
88	3	3	3	3	3	2	2	2	2	2	2	2	4	3	3	4	3	4	3	3	3	4	4	2	1	2
89	2	4	3	4	2	3	2	3	2	3	2	3	3	1	2	4	4	3	4	3	4	3	4	2	3	1
90	3	3	3	3	2	4	2	4	1	3	2	3	3	3	3	4	2	3	4	4	3	3	2	3	3	1
91	4	3	3	3	4	4	2	4	1	2	1	3	1	3	3	3	3	3	3	2	3	3	3	4	4	3
92	4	2	2	2	2	3	2	3	1	3	2	2	2	4	4	3	4	3	4	3	4	2	3	3	3	3
93	3	3	4	4	3	2	3	2	3	3	3	3	4	4	4	4	3	3	3	3	4	3	4	2	4	3
94	2	3	3	2	4	2	2	2	2	2	2	2	3	4	1	1	3	3	3	2	4	2	4	2	4	3
95	2	2	3	2	3	3	2	4	2	2	2	2	4	3	3	4	2	2	2	3	4	3	3	3	3	2
96	3	3	3	1	1	2	3	4	2	1	2	3	4	3	4	4	3	4	4	4	4	2	4	4	3	2
97	2	3	2	2	3	3	3	3	2	2	2	2	3	4	3	3	2	4	3	3	4	3	3	2	3	1
98	3	4	4	3	3	3	3	4	1	2	1	3	4	2	4	3	3	4	3	3	3	3	2	3	3	3
99	3	4	4	3	3	3	2	4	1	2	1	4	3	2	1	1	2	2	2	2	1	3	3	3	3	2
100	3	3	4	3	3	3	2	4	1	3	1	4	3	3	1	1	2	3	3	3	2	3	4	4	3	2
101	3	4	2	3	4	3	2	3	1	2	1	4	4	3	1	1	2	2	2	2	3	3	2	3	4	3
102	3	2	2	3	2	3	2	3	2	3	1	4	2	3	2	4	2	2	2	4	3	3	3	4	4	3
103	3	2	2	2	3	3	1	3	2	3	2	3	3	3	3	3	2	4	3	3	4	3	4	4	3	2
104	3	2	2	2	2	4	2	3	2	2	2	4	3	4	3	3	2	4	2	3	3	3	4	3	1	2
105	4	3	2	2	3	4	1	4	1	3	2	3	3	3	3	4	3	3	4	3	3	3	3	3	3	2
106	4	3	3	3	3	3	2	3	2	4	2	4	3	3	3	4	3	3	3	4	2	4	3	2	4	3
107	3	2	3	3	3	3	3	3	2	4	2	3	2	3	3	4	3	3	4	2	2	3	3	2	3	3
108	3	4	2	3	1	2	2	3	2	3	2	4	1	3	2	3	4	2	4	4	3	3	3	3	4	2
109	2	4	3	2	2	4	2	2	2	3	2	2	3	3	4	3	3	3	4	3	2	3	2	1	2	2
110	4	4	3	2	2	4	2	2	3	2	1	2	3	3	2	3	3	3	3	3	3	3	3	1	2	2
Rata2	3,045	3,245	3,027	2,864	3,100	3,264	2,809	3,345	2,055	2,891	2,273	3,318	3,182	3,264	3,036	3,273	3,209	3,173	3,273	3,036	3,227	3,245	3,273	3,091	3,245	2,455
stdev	0,734	0,719	0,710	0,760	0,789	0,673	0,904	0,656	0,897	0,695	0,834	0,716	0,837	0,725	0,845	0,845	0,718	0,702	0,703	0,741	0,699	0,623	0,589	0,761	0,719	0,842
stdev ^ 2	0,539	0,51718	0,50384	0,57756	0,62294	0,45279	0,81643	0,43003	0,80434	0,4834	0,69558	0,51251	0,70058	0,52619	0,71426	0,71393	0,51551	0,49283	0,49374	0,54912	0,48916	0,38874	0,34696	0,57882	0,51718	0,70892

Tingkat Loyalitas Konsumen

Responden	Atribut			
	1	2	3	4
1	3	2	3	3
2	3	3	3	2
3	4	3	3	4
4	4	3	3	4
5	3	2	3	3
6	4	3	3	4
7	4	3	3	3
8	3	4	3	3
9	3	3	4	4
10	3	2	3	4
11	4	4	4	4
12	4	3	3	3
13	4	3	3	3
14	3	3	3	3
15	3	4	3	3
16	3	3	3	4
17	4	4	4	4
18	4	3	3	3
19	3	3	3	3
20	3	3	3	3
21	3	4	3	3
22	3	3	3	3
23	4	3	4	3
24	3	3	4	3
25	3	3	3	3
26	3	3	3	3
27	3	3	3	3
28	4	3	3	3
29	3	3	3	3
30	3	3	3	3
31	4	3	3	3
32	4	3	3	3
33	4	3	3	3
34	3	3	3	3
35	4	3	3	4
36	3	3	3	3
37	4	3	4	4
38	3	4	4	3
39	4	4	4	3
40	3	2	3	3
41	4	3	3	3
42	4	3	3	3
43	3	3	3	3
44	4	3	3	3
45	4	3	3	3
46	3	2	2	2
47	3	3	3	3
48	3	3	3	3
49	4	4	3	4
50	3	2	3	3
51	4	3	3	3
52	4	4	4	4
53	4	3	3	3
54	3	3	3	2
55	3	3	3	2

Tingkat Loyalitas Konsumen lanjutan

56	3	3	3	3
57	4	3	3	3
58	3	4	3	3
59	3	3	3	3
60	3	3	3	3
61	4	3	3	3
62	3	3	3	3
63	3	3	3	3
64	3	3	3	3
65	4	3	3	3
66	3	2	3	3
67	3	3	3	3
68	3	3	3	2
69	3	3	2	3
70	4	2	2	2
71	3	3	3	3
72	3	3	3	3
73	3	3	2	2
74	3	3	3	3
75	3	3	3	2
76	3	2	3	3
77	3	1	3	3
78	3	3	3	2
79	3	3	3	3
80	3	2	3	3
81	3	3	3	3
82	3	3	3	2
83	2	3	2	1
84	3	3	3	2
85	3	3	3	3
86	3	3	2	4
87	3	3	3	3
88	3	2	2	2
89	3	3	3	3
90	3	3	3	3
91	3	3	3	3
92	3	2	2	2
93	3	3	3	3
94	3	2	2	3
95	3	3	2	3
96	3	3	3	3
97	3	2	3	3
98	3	3	3	3
99	3	2	2	2
100	3	3	2	3
101	3	3	1	3
102	3	3	2	3
103	2	3	3	3
104	3	2	3	3
105	3	3	3	3
106	3	3	3	3
107	3	2	2	2
108	3	2	3	3
109	3	2	2	2
110	2	2	2	2
Rata2	3,236	2,891	2,918	2,945
stdev	0,487	0,548	0,509	0,556
stdev ^ 2	0,2372	0,29992	0,2593	0,30892

LAMPIRAN 5

Hasil SPSS Regresi Linear Berganda

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,20537351
Most Extreme Differences	Absolute	,059
	Positive	,041
	Negative	-,059
Kolmogorov-Smirnov Z		,624
Asymp. Sig. (2-tailed)		,831

a. Test distribution is Normal.

b. Calculated from data.

Uji Multikolinearitas

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	VAR00026, VAR00020, VAR00024, VAR00002, VAR00010, VAR00019, VAR00014, VAR00023, VAR00013, VAR00025, VAR00009, VAR00001, VAR00003, VAR00012, VAR00018, VAR00021, VAR00007,		Enter

a. Dependent Variable: Loyalitas

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,844[a]	,712	,621	,23535

a. Predictors: (Constant), VAR00026, VAR00020,

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,339	26	,436	7,874	,000[b]
	Residual	4,597	83	,055		
	Total	15,937	109			

a. Dependent Variable: Loyalitas

b. Predictors: (Constant), VAR00026, VAR00020, VAR00024, VAR00002,

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,225	,302		,746	,458		
	VAR00001	,014	,040	,027	,348	,729	,589	1,698
	VAR00002	,052	,042	,097	1,234	,221	,559	1,790
	VAR00003	-,048	,045	-,089	-1,066	,289	,504	1,983
	VAR00004	-,004	,051	-,007	-,071	,943	,337	2,965
	VAR00005	,019	,047	,040	,417	,678	,377	2,655
	VAR00006	,000	,045	,001	,010	,992	,546	1,830
	VAR00007	,072	,037	,170	1,962	,053	,463	2,161
	VAR00008	,157	,054	,269	2,900	,005	,404	2,475
	VAR00009	,010	,035	,024	,291	,772	,523	1,912
	VAR00010	,142	,049	,259	2,926	,004	,445	2,249
	VAR00011	,065	,043	,141	1,497	,138	,390	2,564
	VAR00012	,016	,044	,031	,372	,711	,510	1,960
	VAR00013	,041	,033	,091	1,246	,216	,657	1,523
	VAR00014	,011	,042	,021	,261	,795	,552	1,812
	VAR00015	,046	,046	,101	1,000	,320	,340	2,942
	VAR00016	,005	,046	,011	,106	,916	,337	2,964
	VAR00017	,038	,050	,072	,763	,448	,394	2,541
	VAR00018	,037	,044	,069	,852	,397	,538	1,860
	VAR00019	-,062	,046	-,114	-1,348	,181	,489	2,044
	VAR00020	,023	,038	,045	,605	,547	,642	1,558
	VAR00021	,085	,044	,156	1,928	,057	,530	1,887
	VAR00022	,082	,055	,133	1,492	,140	,438	2,285
	VAR00023	-,001	,053	-,001	-,015	,988	,524	1,909
	VAR00024	,063	,045	,126	1,397	,166	,425	2,354
	VAR00025	,088	,041	,166	2,145	,035	,581	1,722
	VAR00026	-,064	,031	-,140	-2,051	,043	,743	1,345

a. Dependent Variable: Loyalitas

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions																											
				(Constant)	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012	VAR00013	VAR00014	VAR00015	VAR00016	VAR00017	VAR00018	VAR00019	VAR00020	VAR00021	VAR00022	VAR00023	VAR00024	VAR00025	VAR00026
1	1	25,700	1,000	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00
	2	,206	11,159	,00	,00	,00	,00	,00	,00	,00	,00	,00	,17	,00	,06	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,01	,00	,02
	3	,147	13,221	,00	,00	,00	,01	,03	,00	,00	,00	,00	,02	,01	,00	,00	,00	,00	,02	,01	,00	,01	,01	,01	,01	,00	,00	,00	,01	,07
	4	,107	15,523	,00	,01	,01	,00	,00	,01	,00	,04	,00	,00	,02	,04	,01	,01	,00	,01	,02	,00	,00	,00	,01	,01	,00	,00	,01	,00	,11
	5	,092	16,717	,00	,00	,00	,00	,03	,01	,00	,00	,00	,01	,03	,01	,00	,04	,02	,00	,01	,01	,00	,01	,00	,01	,00	,00	,01	,01	,19
	6	,087	17,230	,00	,00	,00	,00	,00	,01	,00	,09	,01	,24	,00	,01	,03	,00	,00	,02	,00	,01	,00	,00	,05	,00	,00	,00	,01	,00	,04
	7	,074	18,672	,00	,03	,00	,01	,00	,01	,02	,00	,00	,02	,01	,00	,00	,28	,02	,00	,00	,00	,00	,00	,05	,00	,00	,00	,01	,00	,00
	8	,065	19,814	,00	,00	,00	,06	,00	,04	,01	,10	,00	,02	,00	,00	,03	,04	,01	,01	,00	,02	,00	,02	,01	,00	,01	,00	,01	,04	,04
	9	,061	20,543	,00	,02	,06	,00	,02	,01	,00	,07	,01	,04	,00	,00	,00	,00	,02	,00	,00	,00	,00	,01	,00	,01	,00	,01	,01	,03	,30
	10	,058	21,107	,00	,00	,04	,00	,00	,01	,01	,04	,00	,01	,00	,00	,01	,00	,01	,08	,03	,02	,02	,03	,00	,02	,01	,03	,02	,00	,02
	11	,048	23,185	,00	,04	,02	,01	,00	,01	,01	,04	,03	,00	,00	,09	,00	,00	,03	,00	,00	,00	,01	,00	,10	,03	,00	,02	,07	,04	,00
	12	,045	23,959	,00	,08	,00	,08	,00	,00	,01	,01	,00	,10	,02	,16	,00	,00	,05	,00	,01	,00	,01	,03	,10	,01	,03	,00	,01	,01	,01
	13	,041	25,131	,00	,16	,10	,04	,00	,00	,02	,00	,02	,01	,02	,02	,01	,04	,01	,00	,00	,00	,03	,00	,02	,01	,03	,03	,00	,04	,04
	14	,039	25,811	,00	,05	,00	,01	,00	,02	,02	,11	,01	,16	,02	,20	,02	,00	,01	,00	,03	,01	,11	,00	,00	,03	,01	,00	,03	,03	,01
	15	,034	27,574	,00	,05	,00	,12	,01	,02	,13	,00	,00	,02	,01	,03	,01	,11	,02	,03	,02	,01	,07	,04	,05	,01	,00	,02	,00	,01	,00
	16	,029	29,573	,00	,09	,00	,01	,04	,03	,00	,01	,00	,00	,00	,00	,00	,00	,02	,00	,03	,04	,15	,01	,10	,09	,02	,01	,01	,21	,00
	17	,026	31,312	,00	,01	,03	,00	,03	,15	,07	,00	,08	,01	,05	,02	,12	,00	,05	,01	,00	,01	,01	,02	,21	,00	,01	,01	,01	,00	,02
	18	,025	31,878	,00	,01	,09	,01	,00	,01	,02	,08	,04	,00	,00	,01	,02	,00	,15	,13	,04	,08	,02	,01	,00	,02	,02	,00	,14	,01	,02
	19	,024	32,839	,00	,02	,10	,08	,02	,08	,00	,05	,00	,00	,04	,03	,01	,15	,05	,00	,04	,05	,04	,07	,03	,08	,01	,02	,03	,06	,01
	20	,018	37,486	,01	,00	,00	,02	,02	,01	,01	,01	,03	,00	,21	,01	,11	,03	,02	,07	,08	,01	,02	,04	,01	,22	,03	,11	,10	,02	,06
	21	,015	41,236	,00	,16	,01	,03	,02	,01	,19	,02	,01	,03	,00	,11	,13	,03	,13	,01	,02	,03	,05	,25	,00	,01	,08	,04	,05	,20	,00
	22	,013	43,810	,02	,08	,04	,10	,18	,01	,22	,05	,04	,02	,01	,01	,04	,05	,29	,05	,06	,02	,10	,03	,04	,00	,00	,20	,02	,00	,00
	23	,012	45,746	,00	,01	,03	,14	,27	,00	,01	,01	,06	,00	,01	,06	,00	,04	,00	,10	,04	,32	,01	,13	,01	,04	,29	,02	,07	,02	,00
	24	,012	46,757	,01	,07	,04	,03	,05	,10	,05	,05	,02	,00	,06	,07	,17	,08	,06	,10	,10	,17	,09	,06	,00	,22	,17	,09	,02	,03	,00
	25	,011	48,637	,00	,06	,39	,00	,19	,22	,01	,17	,00	,01	,35	,02	,09	,02	,00	,06	,10	,16	,11	,06	,09	,00	,01	,05	,06	,00	,00
	26	,008	57,335	,14	,01	,00	,24	,09	,02	,09	,02	,32	,09	,08	,05	,17	,01	,03	,25	,14	,01	,09	,01	,07	,11	,10	,11	,11	,02	,02
	27	,004	80,172	,81	,01	,01	,00	,00	,20	,09	,01	,31	,00	,03	,00	,00	,07	,01	,04	,19	,03	,04	,15	,03	,05	,17	,23	,19	,19	,00

a. Dependent Variable: Loyalitas

Uji Heteroskedastisitas

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	VAR00026, VAR00020, VAR00024, VAR00002, VAR00010, VAR00019, VAR00014, VAR00023, VAR00013, VAR00025, VAR00009, VAR00001, VAR00003, VAR00012, VAR00018, VAR00021, VAR00007,		Enter

a. Dependent Variable: ABS

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,461[a]	,212	-,035	,13271

a. Predictors: (Constant), VAR00026, VAR00020,

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,394	26	,015	,860	,659[b]
	Residual	1,462	83	,018		
	Total	1,856	109			

a. Dependent Variable: ABS

b. Predictors: (Constant), VAR00026, VAR00020, VAR00024, VAR00002,

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,068	,170		-,399	,691		
	VAR00001	,013	,023	,072	,569	,571	,589	1,698
	VAR00002	-,012	,024	-,068	-,525	,601	,559	1,790
	VAR00003	-,017	,025	-,092	-,672	,504	,504	1,983
	VAR00004	,032	,029	,189	1,125	,264	,337	2,965
	VAR00005	,018	,026	,108	,682	,497	,377	2,655
	VAR00006	,004	,026	,022	,166	,868	,546	1,830
	VAR00007	-,006	,021	-,041	-,286	,776	,463	2,161
	VAR00008	,003	,030	,017	,108	,914	,404	2,475
	VAR00009	-,001	,020	-,005	-,039	,969	,523	1,912
	VAR00010	-,019	,027	-,101	-,690	,492	,445	2,249
	VAR00011	,010	,024	,064	,411	,682	,390	2,564
	VAR00012	,017	,025	,094	,693	,491	,510	1,960
	VAR00013	-,026	,019	-,166	-1,381	,171	,657	1,523
	VAR00014	-,003	,024	-,017	-,133	,895	,552	1,812
	VAR00015	-,003	,026	-,022	-,133	,894	,340	2,942
	VAR00016	,000	,026	-,002	-,013	,990	,337	2,964
	VAR00017	,014	,028	,079	,510	,612	,394	2,541
	VAR00018	,044	,025	,236	1,775	,080	,538	1,860
	VAR00019	,016	,026	,088	,630	,530	,489	2,044
	VAR00020	-,006	,021	-,034	-,282	,779	,642	1,558
	VAR00021	-,002	,025	-,012	-,093	,926	,530	1,887
	VAR00022	-,013	,031	-,062	-,421	,675	,438	2,285
	VAR00023	,028	,030	,128	,949	,345	,524	1,909
	VAR00024	-,007	,026	-,042	-,280	,780	,425	2,354
	VAR00025	-,032	,023	-,175	-1,370	,174	,581	1,722
	VAR00026	,026	,018	,169	1,497	,138	,743	1,345

a. Dependent Variable: ABS

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions																										
				(Constant)	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012	VAR00013	VAR00014	VAR00015	VAR00016	VAR00017	VAR00018	VAR00019	VAR00020	VAR00021	VAR00022	VAR00023	VAR00024	VAR00025	VAR00026
1	1	25,700	1,000	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00
	2	,206	11,159	,00	,00	,00	,00	,00	,00	,00	,00	,00	,17	,00	,06	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,01	,00	,02
	3	,147	13,221	,00	,00	,00	,01	,03	,00	,00	,00	,00	,02	,01	,00	,00	,00	,00	,02	,01	,00	,01	,01	,01	,01	,00	,00	,00	,01	,07
	4	,107	15,523	,00	,01	,01	,00	,00	,01	,00	,04	,00	,00	,02	,04	,01	,01	,00	,01	,02	,00	,00	,00	,01	,01	,00	,00	,01	,00	,11
	5	,092	16,717	,00	,00	,00	,00	,03	,01	,00	,00	,00	,01	,03	,01	,00	,04	,02	,00	,01	,01	,00	,01	,00	,01	,00	,00	,01	,01	,19
	6	,087	17,230	,00	,00	,00	,00	,00	,01	,00	,09	,01	,24	,00	,01	,03	,00	,00	,02	,00	,01	,00	,00	,05	,00	,00	,00	,01	,00	,04
	7	,074	18,672	,00	,03	,00	,01	,00	,01	,02	,00	,00	,02	,01	,00	,00	,28	,02	,00	,00	,00	,00	,00	,05	,00	,00	,00	,01	,00	,00
	8	,065	19,814	,00	,00	,00	,06	,00	,04	,01	,10	,00	,02	,00	,00	,03	,04	,01	,01	,00	,02	,00	,02	,01	,00	,01	,00	,01	,04	,04
	9	,061	20,543	,00	,02	,06	,00	,02	,01	,00	,07	,01	,04	,00	,00	,00	,00	,02	,00	,00	,00	,00	,01	,00	,01	,00	,01	,01	,03	,30
	10	,058	21,107	,00	,00	,04	,00	,00	,01	,01	,04	,00	,01	,00	,00	,01	,00	,01	,08	,03	,02	,02	,03	,00	,02	,01	,03	,02	,00	,02
	11	,048	23,185	,00	,04	,02	,01	,00	,01	,01	,04	,03	,00	,00	,09	,00	,00	,03	,00	,00	,00	,01	,00	,10	,03	,00	,02	,07	,04	,00
	12	,045	23,959	,00	,08	,00	,08	,00	,00	,01	,01	,00	,10	,02	,16	,00	,00	,05	,00	,01	,00	,01	,03	,10	,01	,03	,00	,01	,01	,01
	13	,041	25,131	,00	,16	,10	,04	,00	,00	,02	,00	,02	,01	,02	,02	,01	,04	,01	,00	,00	,00	,03	,00	,02	,01	,03	,03	,00	,04	,04
	14	,039	25,811	,00	,05	,00	,01	,00	,02	,02	,11	,01	,16	,02	,20	,02	,00	,01	,00	,03	,01	,11	,00	,00	,03	,01	,00	,03	,03	,01
	15	,034	27,574	,00	,05	,00	,12	,01	,02	,13	,00	,00	,02	,01	,03	,01	,11	,02	,03	,02	,01	,07	,04	,05	,01	,00	,02	,00	,01	,00
	16	,029	29,573	,00	,09	,00	,01	,04	,03	,00	,01	,00	,00	,00	,00	,00	,00	,02	,00	,03	,04	,15	,01	,10	,09	,02	,01	,01	,21	,00
	17	,026	31,312	,00	,01	,03	,00	,03	,15	,07	,00	,08	,01	,05	,02	,12	,00	,05	,01	,00	,01	,01	,02	,21	,00	,01	,01	,01	,00	,02
	18	,025	31,878	,00	,01	,09	,01	,00	,01	,02	,08	,04	,00	,00	,01	,02	,00	,15	,13	,04	,08	,02	,01	,00	,02	,02	,00	,14	,01	,02
	19	,024	32,839	,00	,02	,10	,08	,02	,08	,00	,05	,00	,00	,04	,03	,01	,15	,05	,00	,04	,05	,04	,07	,03	,08	,01	,02	,03	,06	,01
	20	,018	37,486	,01	,00	,00	,02	,02	,01	,01	,01	,03	,00	,21	,01	,11	,03	,02	,07	,08	,01	,02	,04	,01	,22	,03	,11	,10	,02	,06
	21	,015	41,236	,00	,16	,01	,03	,02	,01	,19	,02	,01	,03	,00	,11	,13	,03	,13	,01	,02	,03	,05	,25	,00	,01	,08	,04	,05	,20	,00
	22	,013	43,810	,02	,08	,04	,10	,18	,01	,22	,05	,04	,02	,01	,01	,04	,05	,29	,05	,06	,02	,10	,03	,04	,00	,00	,20	,02	,00	,00
	23	,012	45,746	,00	,01	,03	,14	,27	,00	,01	,01	,06	,00	,01	,06	,00	,04	,00	,10	,04	,32	,01	,13	,01	,04	,29	,02	,07	,02	,00
	24	,012	46,757	,01	,07	,04	,03	,05	,10	,05	,05	,02	,00	,06	,07	,17	,08	,06	,10	,10	,17	,09	,06	,00	,22	,17	,09	,02	,03	,00
	25	,011	48,637	,00	,06	,39	,00	,19	,22	,01	,17	,00	,01	,35	,02	,09	,02	,00	,06	,10	,16	,11	,06	,09	,00	,01	,05	,06	,00	,00
	26	,008	57,335	,14	,01	,00	,24	,09	,02	,09	,02	,32	,09	,08	,05	,17	,01	,03	,25	,14	,01	,09	,01	,07	,11	,10	,11	,11	,02	,02
	27	,004	80,172	,81	,01	,01	,00	,00	,20	,09	,01	,31	,00	,03	,00	,00	,07	,01	,04	,19	,03	,04	,15	,03	,05	,17	,23	,19	,19	,00

a. Dependent Variable: ABS

Uji Regresi Linear Berganda

Regression

[DataSet0]

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalitas	2,9977	,38237	110
VAR00001	3,0455	,73430	110
VAR00002	3,2455	,71915	110
VAR00003	3,0273	,70981	110
VAR00004	2,8636	,75998	110
VAR00005	3,1000	,78926	110
VAR00006	3,2636	,67290	110
VAR00007	2,8091	,90357	110
VAR00008	3,3455	,65576	110
VAR00009	2,0545	,89685	110
VAR00010	2,8909	,69527	110
VAR00011	2,2727	,83401	110
VAR00012	3,3182	,71590	110
VAR00013	3,1818	,83701	110
VAR00014	3,2636	,72539	110
VAR00015	3,0364	,84514	110
VAR00016	3,2727	,84494	110
VAR00017	3,2091	,71799	110
VAR00018	3,1727	,70202	110
VAR00019	3,2727	,70267	110
VAR00020	3,0364	,74103	110
VAR00021	3,2273	,69940	110
VAR00022	3,2455	,62349	110
VAR00023	3,2727	,58903	110
VAR00024	3,0909	,76080	110
VAR00025	3,2455	,71915	110
VAR00026	2,4545	,84198	110

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	VAR00026, VAR00020, VAR00024, VAR00002, VAR00010, VAR00019, VAR00014, VAR00023, VAR00013, VAR00025, VAR00009, VAR00001, VAR00003, VAR00012, VAR00018, VAR00021, VAR00007, VAR00006, VAR00022, VAR00016, VAR00008, VAR00017, VAR00011, VAR00005, VAR00015, VAR00004[b]		Enter

a. Dependent Variable: Loyalitas

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,844[a]	,712	,621	,23535

a. Predictors: (Constant), VAR00026, VAR00020, VAR00024,

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,339	26	,436	7,874	,000[b]
	Residual	4,597	83	,055		
	Total	15,937	109			

a. Dependent Variable: Loyalitas

b. Predictors: (Constant), VAR00026, VAR00020, VAR00024, VAR00002, VAR00010,

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,225	,302		,746	,458
	VAR00001	,014	,040	,027	,348	,729
	VAR00002	,052	,042	,097	1,234	,221
	VAR00003	-,048	,045	-,089	-1,066	,289
	VAR00004	-,004	,051	-,007	-,071	,943
	VAR00005	,019	,047	,040	,417	,678
	VAR00006	,000	,045	,001	,010	,992
	VAR00007	,072	,037	,170	1,962	,053
	VAR00008	,157	,054	,269	2,900	,005
	VAR00009	,010	,035	,024	,291	,772
	VAR00010	,142	,049	,259	2,926	,004
	VAR00011	,065	,043	,141	1,497	,138
	VAR00012	,016	,044	,031	,372	,711
	VAR00013	,041	,033	,091	1,246	,216
	VAR00014	,011	,042	,021	,261	,795
	VAR00015	,046	,046	,101	1,000	,320
	VAR00016	,005	,046	,011	,106	,916
	VAR00017	,038	,050	,072	,763	,448
	VAR00018	,037	,044	,069	,852	,397
	VAR00019	-,062	,046	-,114	-1,348	,181
	VAR00020	,023	,038	,045	,605	,547
	VAR00021	,085	,044	,156	1,928	,057
	VAR00022	,082	,055	,133	1,492	,140
	VAR00023	-,001	,053	-,001	-,015	,988
	VAR00024	,063	,045	,126	1,397	,166
	VAR00025	,088	,041	,166	2,145	,035
	VAR00026	-,064	,031	-,140	-2,051	,043

a. Dependent Variable: Loyalitas

LAMPIRAN 6

Uji Validitas dan Realiabilitas

Tingkat Kepentingan

****** Method 1 (space saver) will be used for this analysis ******

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
VAR00001	81.8727	43.1947	.7590	.9019
VAR00002	81.8273	43.9057	.6079	.9046
VAR00003	81.7545	42.6823	.7791	.9011
VAR00004	81.8909	44.9788	.4015	.9086
VAR00005	82.0182	45.4676	.4281	.9079
VAR00006	81.9000	43.3202	.7618	.9020
VAR00007	81.6364	46.0500	.2318	.9120
VAR00008	81.8182	43.8198	.5679	.9053
VAR00009	81.6636	43.7115	.6009	.9046
VAR00010	81.8000	43.3174	.6638	.9034
VAR00011	81.7364	43.9023	.5778	.9051
VAR00012	81.8545	43.8319	.5821	.9050
VAR00013	81.8545	42.9878	.7805	.9014
VAR00014	81.7182	42.8648	.6625	.9032
VAR00015	82.0455	45.4933	.3417	.9096
VAR00016	81.8636	43.5133	.6964	.9030
VAR00017	82.0727	44.8754	.4432	.9077
VAR00018	82.0273	45.7148	.2963	.9105
VAR00019	82.0182	44.6786	.4487	.9076
VAR00020	81.8273	46.0525	.2476	.9114
VAR00021	82.0182	45.5776	.4074	.9082
VAR00022	82.0636	45.7299	.4025	.9083
VAR00023	81.8273	43.9974	.5671	.9053
VAR00024	81.9818	45.0455	.3713	.9093
VAR00025	81.9727	45.5681	.3337	.9097
VAR00026	82.0273	46.6323	.2016	.9115

Reliability Coefficients

N of Cases = 110.0 N of Items = 26

Alpha = .9098

Tingkat Performansi

****** Method 1 (space saver) will be used for this analysis ******

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
VAR00001	76.1727	66.4928	.3802	.8200
VAR00002	75.9727	67.0543	.3408	.8215
VAR00003	76.1909	67.0550	.3463	.8213
VAR00004	76.3545	66.9282	.3281	.8220
VAR00005	76.1182	64.7107	.4923	.8152
VAR00006	75.9545	67.8236	.2985	.8230
VAR00007	76.4091	62.0972	.6089	.8089
VAR00008	75.8727	68.5158	.2431	.8248
VAR00009	77.1636	64.8904	.4077	.8187
VAR00010	76.3273	68.4240	.2328	.8254
VAR00011	76.9455	64.4007	.4847	.8153
VAR00012	75.9000	68.0908	.2524	.8248
VAR00013	76.0364	68.0537	.2050	.8275
VAR00014	75.9545	66.7594	.3627	.8206
VAR00015	76.1818	63.9299	.5136	.8139
VAR00016	75.9455	65.1897	.4164	.8183
VAR00017	76.0091	64.6696	.5542	.8133
VAR00018	76.0455	66.9062	.3645	.8206
VAR00019	75.9455	67.7401	.2897	.8233
VAR00020	76.1818	67.7098	.2727	.8241
VAR00021	75.9909	67.9357	.2741	.8239
VAR00022	75.9727	66.2286	.4895	.8167
VAR00023	75.9455	68.3089	.3008	.8229
VAR00024	76.1273	67.0479	.3177	.8224
VAR00025	75.9727	68.0268	.2563	.8246
VAR00026	76.7636	67.7418	.2261	.8267

Reliability Coefficients

N of Cases = 110.0 N of Items = 26

Alpha = .8266

Tingkat Loyalitas

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100,0
	Excluded[a]	0	0,0
	Total	110	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,703	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	8,7545	1,563	,443	,667
VAR00002	9,1000	1,467	,432	,676
VAR00003	9,0727	1,408	,557	,598
VAR00004	9,0455	1,347	,530	,613

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,9909	2,339	1,52950	4

LAMPIRAN 7

Lembar Komentar