**Lampiran 1 Kuesioner Penelitian**

**KUESIONER PENELITIAN**

Kepada Yth

Bapak / Ibu Responden

di Tempat

Dengan hormat,

Saya yang bertanda tangan dibawah ini :

Nama : Dedek Saputra

NPM : 163114377

Jurusan : Manajemen Universitas Muslim Nusantara Al-Washliyah Medan

Bermaksud akan melakukan penelitian dengan judul “PengaruhKualitas Pelayanan dan *Suasana toko* Terhadap Loyalitan Pelanggan Kentucky Fried Chicken (KFC) di Tanjung Morawa”. Penelitian ini tidak akan menimbulkan akibat yang merugikan bagi Bapak/Ibu responden. Semua informasi dari hasil penelitian ini akan dijaga kerahasiaannya dan hanya dipergunakan untuk kepentingan penelitian. Jika Bapak/Ibu bersedia, maka saya mohon untuk mengisi angket berikut sesuai dengan petunjuk yang tersedia.

Atas perhatian dan kesediannya menjadi responden saya ucapkan terima kasih.

Hormat Saya,

Dedek Saputra

Nama :

Umur :

Jenis Kelamin :

Pendidikan :

Pekerjaan :

Alamat :

**Cara Pengisian Kuesioner**

Berilah tanda check (√) pada salah satu jawaban yang paling sesuai menurut saudara. Penelitian ini dapat dilakukan berdasarkan skala berikut ini :

SS : Sangat Setuju (SS)

S : Setuju (S)

KS : Kurang Setuju (KS)

TS : Tidak Setuju (TS)

STS : Sangat Tidak Setuju (STS)

1. **Pertanyaan untuk variabel *Suasana toko* (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SS** | **S** | **KS** | **TS** | **STS** |
| ***Exterior*** | | **5** | **4** | **3** | **2** | **1** |
| 1 | Pintu masuk KFC Tanjung Morawa lebar, sehingga memudahkan akses masuk ke dalam *outlet* |  |  |  |  |  |
| 2 | KFC Tanjung Morawa memiliki fasilitas parkir yang aman dan nyaman |  |  |  |  |  |
| ***General Interior*** | | **5** | **4** | **3** | **2** | **1** |
| 3 | Suhu Ruangan KFC Tanjung Morawa stabil |  |  |  |  |  |
| 4 | Kondisi ruangan KFC Tanjung Morawa bersih |  |  |  |  |  |
| 5 | Pencahayaan ruangan KFC Tanjung Morawa mampu meningkatkan daya tarik *outlet* |  |  |  |  |  |
| ***Store Layout*** | | **5** | **4** | **3** | **2** | **1** |
| 6 | Sistem penyusunan bangku dan kursi di TKFC Tanjung Morawa tidak sistematis |  |  |  |  |  |
| 7 | Sistem penataan ruan di KFC Tanjung Morawa kurang rapi |  |  |  |  |  |
| ***Interior Display*** | | **5** | **4** | **3** | **2** | **1** |
| 8 | KFC memiliki tempat yang nyaman |  |  |  |  |  |
| 9 | Lokasi KFC mudah untuk ditemukan |  |  |  |  |  |
| 10 | Ruangan KFC memiliki dekorasi yang menarik |  |  |  |  |  |
| 11 | Pemasangan tanda produk diskon/ promo memudahkan saya dalam mencari produk yang sedang di diskon/promo |  |  |  |  |  |

1. **Pertanyaan untuk variabel Kualitas Pelayanan (Variabel X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SS** | **S** | **KS** | **TS** | **STS** |
| ***Reliability*** | | **5** | **4** | **3** | **2** | **1** |
| 1 | Karyawan KFC memiliki kemampuan dalam mengolah menu makanan dan minuman yang disajikan |  |  |  |  |  |
| 2 | Karyawan KFC cekatan dalam menangani kebutuhan akan pesanan Anda |  |  |  |  |  |
| 3 | KFC memberikan perhatian serius terhadap Anda ketika tempat penuh |  |  |  |  |  |
| 4 | Keakuratan perhitungan administrasi oleh kasir KFC pada saat Anda membayar |  |  |  |  |  |
| ***Responsiveness*** | | **5** | **4** | **3** | **2** | **1** |
| 5 | Saya tidak terlalu lama mengantri dalam memesan makanan atau minuman |  |  |  |  |  |
| 6 | Saya tidak terlalu lama menerima menu yang saya pesan |  |  |  |  |  |
| 7 | Ketika Anda membutuhkan sesuatu karyawan KFC memiliki banyak waktu luang untuk membantu Anda |  |  |  |  |  |
| ***Assurance*** | | **5** | **4** | **3** | **2** | **1** |
| 8 | Karyawan KFC memiliki pengetahuan tentang menu yang di pesan |  |  |  |  |  |
| 9 | KFC selalu menjaga kebersihan dan kesegaran makanan dan minuman |  |  |  |  |  |
| 10 | Cita rasa menu yang disajikan KFC selalu sama setiap kali Anda datang |  |  |  |  |  |
| 11 | Anda merasa aman dan nyaman saat berada di KFC |  |  |  |  |  |
| 12 | Karyawan KFC selalu bersikap sopan dan sabar kepada Anda |  |  |  |  |  |
| ***Emphaty*** | | **5** | **4** | **3** | **2** | **1** |
| 13 | KFC memiliki jam buka yang sesuai dengan keinginan Anda |  |  |  |  |  |
| 14 | Karyawan KFC memiliki kesungguhan dalam merespon permintaan Anda |  |  |  |  |  |
| 15 | Karyawan KFC memberikan pelayanan yang sama tanpa memandang status sosial |  |  |  |  |  |
| 16 | Karyawan KFC memberikan perhatian secara individual kepada Anda |  |  |  |  |  |
| ***Tangibles*** | | **5** | **4** | **3** | **2** | **1** |
| 17 | Fasilitas pelengkap tang disediakan KFC (kursi, meja, wastafel, dll) bersih dan dalam keadaan baik |  |  |  |  |  |
| 18 | Karyawan KFC berpenampilan bersih dan rapih |  |  |  |  |  |
| 19 | Peralatan makan yang digunakan KFC lengkap |  |  |  |  |  |
| 20 | Peralatan dapur yang digunakan KFC canggih |  |  |  |  |  |

1. **Pertanyaan untuk variabel Loyalitas Pelanggan (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SS** | **S** | **KS** | **TS** | **STS** |
| 1 | Saya merekomendasikan produk makanan dan minuman KFC kepada pelanggan lain |  |  |  |  |  |
| 2 | Saya selalu membeli produk makanan dan minuman KFC |  |  |  |  |  |
| 3 | Terpenuhinya harapan saya setelah membeli produk makanan dan minuman KFC |  |  |  |  |  |
| 4 | Saya merasa puas dengan kualitas produk makanan dan minuman yang diberikan KFC |  |  |  |  |  |
| 5 | Saya merasa nyaman untuk berlama-lama duduk di KFC |  |  |  |  |  |
| 6 | Saya merasa puas dengan pelayanan yang cepat dan tepat diberikan KFC |  |  |  |  |  |

**Kritik dan Saran :**

**TERIMAKASIH ATAS PARTISIPASI ANDA**

**Lampiran 2 Tabulasi Hasil Angket Penelitian**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Kualitas Pelayanan (X1)** | | | | | | | | | | | | | | | | | | | | | | |
| **No** | **Skor Kuesioner** | | | | | | | | | | | | | | | | | | | | **Total Skor** | **Persentase** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** | **14** | **15** | **16** | **17** | **18** | **19** | **20** |
| 1 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 95 | 96,0% |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 75 | 75,8% |
| 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 | 80,8% |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 | 80,8% |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 78 | 78,8% |
| 6 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 83 | 83,8% |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 2 | 4 | 2 | 2 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 69 | 69,7% |
| 8 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 76 | 76,8% |
| 9 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 94 | 94,9% |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 83 | 83,8% |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 83 | 83,8% |
| 12 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 82 | 82,8% |
| 13 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 89 | 89,9% |
| 14 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 84 | 84,8% |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 98 | 99,0% |
| 16 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 87 | 87,9% |
| 17 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 86 | 86,9% |
| 18 | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 4 | 3 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 80 | 80,8% |
| 19 | 3 | 3 | 3 | 2 | 3 | 1 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 69 | 69,7% |
| 20 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 80 | 80,8% |
| 21 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 88 | 88,9% |
| 22 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 89 | 89,9% |
| 23 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 87 | 87,9% |
| 24 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 90 | 90,9% |
| 25 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 90 | 90,9% |
| 26 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 88 | 88,9% |
| 27 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 83 | 83,8% |
| 28 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 93 | 93,9% |
| 29 | 5 | 3 | 5 | 3 | 5 | 4 | 5 | 4 | 2 | 2 | 5 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 75 | 75,8% |
| 30 | 4 | 5 | 4 | 5 | 3 | 2 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 90 | 90,9% |
| 31 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 86 | 86,9% |
| 32 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 84 | 84,8% |
| 33 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 94 | 94,9% |
| 34 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 87 | 87,9% |
| 35 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 3 | 5 | 88 | 88,9% |
| 36 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 78 | 78,8% |
| 37 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 83 | 83,8% |
| 38 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 93 | 93,9% |
| 39 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 95 | 96,0% |
| 40 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 94 | 94,9% |
| 41 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 89 | 89,9% |
| 42 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 3 | 3 | 3 | 5 | 4 | 3 | 79 | 79,8% |
| 43 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 89 | 89,9% |
| 44 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 5 | 3 | 80 | 80,8% |
| 45 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 87 | 87,9% |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 90 | 90,9% |
| 47 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 85 | 85,9% |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 100 | 101,0% |
| 49 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 96 | 97,0% |
| 50 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 82 | 82,8% |
| 51 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 80 | 80,8% |
| 52 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 79 | 79,8% |
| 53 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 4 | 4 | 5 | 2 | 92 | 92,9% |
| 54 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 83 | 83,8% |
| 55 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 90 | 90,9% |
| 56 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 99 | 100,0% |
| 57 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 83 | 83,8% |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 | 80,8% |
| 59 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 84 | 84,8% |
| 60 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 2 | 91 | 91,9% |
| 61 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 96 | 97,0% |
| 62 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 91 | 91,9% |
| 63 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 100 | 101,0% |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 77 | 77,8% |
| 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 93 | 93,9% |
| 66 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 87 | 87,9% |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 | 80,8% |
| 68 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 2 | 4 | 4 | 85 | 85,9% |
| 69 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 89 | 89,9% |
| 70 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 82 | 82,8% |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 76 | 76,8% |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 83 | 83,8% |
| 73 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 82 | 82,8% |
| 74 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 89 | 89,9% |
| 75 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 84 | 84,8% |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 98 | 99,0% |
| 77 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 87 | 87,9% |
| 78 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 86 | 86,9% |
| 79 | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 4 | 3 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 80 | 80,8% |
| 80 | 3 | 3 | 3 | 2 | 3 | 1 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 69 | 69,7% |
| 81 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 80 | 80,8% |
| 82 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 88 | 88,9% |
| 83 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 89 | 89,9% |
| 84 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 87 | 87,9% |
| 85 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 90 | 90,9% |
| 86 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 90 | 90,9% |
| 87 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 88 | 88,9% |
| 88 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 83 | 83,8% |
| 89 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 93 | 93,9% |
| 90 | 5 | 3 | 5 | 3 | 5 | 4 | 5 | 4 | 2 | 2 | 5 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 75 | 75,8% |
| 91 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 86 | 86,9% |
| 92 | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 4 | 3 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 80 | 80,8% |
| 93 | 3 | 3 | 3 | 2 | 3 | 1 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 69 | 69,7% |
| 94 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 80 | 80,8% |
| 95 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 88 | 88,9% |
| 96 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 89 | 89,9% |
| 97 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 87 | 87,9% |
| 98 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 88 | 88,9% |
| 99 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 83 | 83,8% |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Suasana toko* (X2)** | | | | | | | | | | | | | |
| **No** | **Skor Kuesioner** | | | | | | | | | | | **Total Skor** | **Persentase** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** |
| 1 | 5 | 4 | 4 | 5 | 4 | 5 | 2 | 2 | 4 | 4 | 5 | 44 | 44,4% |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 40 | 40,4% |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 5 | 4 | 4 | 44 | 44,4% |
| 5 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 5 | 4 | 43 | 43,4% |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 43 | 43,4% |
| 7 | 5 | 5 | 4 | 5 | 5 | 5 | 2 | 2 | 4 | 4 | 5 | 46 | 46,5% |
| 8 | 5 | 5 | 4 | 5 | 4 | 5 | 2 | 2 | 3 | 4 | 5 | 44 | 44,4% |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 10 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 12 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 43 | 43,4% |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | 44,4% |
| 15 | 5 | 5 | 5 | 5 | 4 | 5 | 2 | 1 | 5 | 5 | 5 | 47 | 47,5% |
| 16 | 5 | 4 | 5 | 5 | 5 | 5 | 1 | 1 | 5 | 5 | 5 | 46 | 46,5% |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 51 | 51,5% |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 41 | 41,4% |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 20 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 43 | 43,4% |
| 21 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 49 | 49,5% |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 43 | 43,4% |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 40 | 40,4% |
| 27 | 5 | 4 | 4 | 5 | 4 | 5 | 2 | 2 | 4 | 4 | 5 | 44 | 44,4% |
| 28 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 45 | 45,5% |
| 29 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 46 | 46,5% |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 51 | 51,5% |
| 31 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 44 | 44,4% |
| 32 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 43 | 43,4% |
| 33 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 5 | 5 | 4 | 46 | 46,5% |
| 34 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 50 | 50,5% |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 36 | 5 | 4 | 3 | 5 | 3 | 5 | 2 | 3 | 5 | 3 | 5 | 43 | 43,4% |
| 37 | 3 | 4 | 2 | 3 | 4 | 3 | 2 | 1 | 4 | 2 | 3 | 31 | 31,3% |
| 38 | 4 | 4 | 4 | 4 | 5 | 4 | 2 | 1 | 4 | 4 | 4 | 40 | 40,4% |
| 39 | 5 | 5 | 4 | 5 | 4 | 5 | 2 | 2 | 4 | 4 | 5 | 45 | 45,5% |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 41 | 5 | 3 | 4 | 5 | 5 | 5 | 1 | 1 | 3 | 4 | 5 | 41 | 41,4% |
| 42 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 51 | 51,5% |
| 43 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 46 | 46,5% |
| 44 | 5 | 2 | 3 | 5 | 2 | 5 | 2 | 1 | 4 | 3 | 5 | 37 | 37,4% |
| 45 | 1 | 3 | 5 | 1 | 2 | 1 | 1 | 3 | 5 | 5 | 1 | 28 | 28,3% |
| 46 | 4 | 1 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 37 | 37,4% |
| 47 | 5 | 4 | 5 | 5 | 2 | 5 | 3 | 1 | 3 | 5 | 5 | 43 | 43,4% |
| 48 | 5 | 5 | 2 | 5 | 3 | 5 | 3 | 5 | 5 | 2 | 5 | 45 | 45,5% |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 51 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 45 | 45,5% |
| 52 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 50 | 50,5% |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 55 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 48 | 48,5% |
| 56 | 5 | 4 | 4 | 5 | 4 | 5 | 2 | 2 | 4 | 4 | 5 | 44 | 44,4% |
| 57 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 50 | 50,5% |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 60 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 62 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 43 | 43,4% |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | 44,4% |
| 65 | 5 | 5 | 5 | 5 | 4 | 5 | 2 | 1 | 5 | 5 | 5 | 47 | 47,5% |
| 66 | 5 | 4 | 5 | 5 | 5 | 5 | 1 | 1 | 5 | 5 | 5 | 46 | 46,5% |
| 67 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 51 | 51,5% |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 41 | 41,4% |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 70 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 43 | 43,4% |
| 71 | 5 | 3 | 4 | 5 | 5 | 5 | 1 | 1 | 3 | 4 | 5 | 41 | 41,4% |
| 72 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 51 | 51,5% |
| 73 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 46 | 46,5% |
| 74 | 5 | 2 | 3 | 5 | 2 | 5 | 2 | 1 | 4 | 3 | 5 | 37 | 37,4% |
| 75 | 1 | 3 | 5 | 1 | 2 | 1 | 1 | 3 | 5 | 5 | 1 | 28 | 28,3% |
| 76 | 4 | 1 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 37 | 37,4% |
| 77 | 5 | 4 | 5 | 5 | 2 | 5 | 3 | 1 | 3 | 5 | 5 | 43 | 43,4% |
| 78 | 5 | 5 | 2 | 5 | 3 | 5 | 3 | 5 | 5 | 2 | 5 | 45 | 45,5% |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 80 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 81 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 45 | 45,5% |
| 82 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 50 | 50,5% |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 85 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 46 | 46,5% |
| 86 | 5 | 2 | 3 | 5 | 2 | 5 | 2 | 1 | 4 | 3 | 5 | 37 | 37,4% |
| 87 | 1 | 3 | 5 | 1 | 2 | 1 | 1 | 3 | 5 | 5 | 1 | 28 | 28,3% |
| 88 | 4 | 1 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 37 | 37,4% |
| 89 | 5 | 4 | 5 | 5 | 2 | 5 | 3 | 1 | 3 | 5 | 5 | 43 | 43,4% |
| 90 | 5 | 5 | 2 | 5 | 3 | 5 | 3 | 5 | 5 | 2 | 5 | 45 | 45,5% |
| 91 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 93 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 45 | 45,5% |
| 94 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 50 | 50,5% |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 96 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 | 42,4% |
| 98 | 5 | 4 | 3 | 5 | 3 | 5 | 2 | 3 | 5 | 3 | 5 | 43 | 43,4% |
| 99 | 3 | 4 | 2 | 3 | 4 | 3 | 2 | 1 | 4 | 2 | 3 | 31 | 31,3% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Loyalitas Pelanggan (Y)** | | | | | | | | |
| **No** | **Skor Kuesioner** | | | | | | **Total Skor** | **Persentase** |
| **1** | **2** | **3** | **4** | **5** | **6** |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 30,3% |
| 2 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 23,2% |
| 3 | 3 | 3 | 4 | 3 | 4 | 4 | 21 | 21,2% |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 24,2% |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 25,3% |
| 6 | 2 | 2 | 3 | 2 | 4 | 4 | 17 | 17,2% |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 24,2% |
| 8 | 5 | 4 | 5 | 4 | 4 | 4 | 26 | 26,3% |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 30,3% |
| 10 | 5 | 5 | 4 | 5 | 5 | 4 | 28 | 28,3% |
| 11 | 5 | 4 | 5 | 4 | 4 | 4 | 26 | 26,3% |
| 12 | 5 | 4 | 4 | 4 | 4 | 5 | 26 | 26,3% |
| 13 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 27,3% |
| 14 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 27,3% |
| 15 | 4 | 4 | 5 | 4 | 5 | 5 | 27 | 27,3% |
| 16 | 4 | 4 | 3 | 4 | 3 | 4 | 22 | 22,2% |
| 17 | 4 | 5 | 4 | 5 | 4 | 4 | 26 | 26,3% |
| 18 | 5 | 4 | 4 | 4 | 5 | 4 | 26 | 26,3% |
| 19 | 5 | 4 | 3 | 4 | 5 | 5 | 26 | 26,3% |
| 20 | 4 | 5 | 5 | 5 | 5 | 4 | 28 | 28,3% |
| 21 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 28,3% |
| 22 | 5 | 4 | 5 | 4 | 4 | 4 | 26 | 26,3% |
| 23 | 5 | 4 | 4 | 4 | 5 | 4 | 26 | 26,3% |
| 24 | 5 | 5 | 4 | 5 | 4 | 5 | 28 | 28,3% |
| 25 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 28,3% |
| 26 | 5 | 4 | 5 | 4 | 3 | 5 | 26 | 26,3% |
| 27 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 28,3% |
| 28 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 28,3% |
| 29 | 5 | 3 | 2 | 3 | 4 | 4 | 21 | 21,2% |
| 30 | 5 | 4 | 4 | 4 | 5 | 5 | 27 | 27,3% |
| 31 | 4 | 3 | 4 | 5 | 4 | 5 | 25 | 25,3% |
| 32 | 5 | 4 | 5 | 5 | 4 | 5 | 28 | 28,3% |
| 33 | 5 | 4 | 2 | 4 | 4 | 5 | 24 | 24,2% |
| 34 | 5 | 4 | 4 | 4 | 5 | 4 | 26 | 26,3% |
| 35 | 5 | 4 | 5 | 5 | 3 | 5 | 27 | 27,3% |
| 36 | 5 | 5 | 4 | 4 | 5 | 4 | 27 | 27,3% |
| 37 | 5 | 4 | 4 | 4 | 3 | 4 | 24 | 24,2% |
| 38 | 5 | 5 | 4 | 5 | 5 | 5 | 29 | 29,3% |
| 39 | 5 | 5 | 4 | 4 | 5 | 4 | 27 | 27,3% |
| 40 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 29,3% |
| 41 | 5 | 5 | 5 | 4 | 4 | 4 | 27 | 27,3% |
| 42 | 5 | 5 | 4 | 4 | 4 | 3 | 25 | 25,3% |
| 43 | 5 | 5 | 4 | 3 | 5 | 5 | 27 | 27,3% |
| 44 | 3 | 5 | 5 | 4 | 5 | 3 | 25 | 25,3% |
| 45 | 5 | 5 | 5 | 5 | 4 | 4 | 28 | 28,3% |
| 46 | 4 | 4 | 5 | 5 | 5 | 4 | 27 | 27,3% |
| 47 | 3 | 3 | 4 | 4 | 4 | 4 | 22 | 22,2% |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 30,3% |
| 49 | 5 | 5 | 4 | 5 | 5 | 4 | 28 | 28,3% |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 24,2% |
| 51 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 25,3% |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 24,2% |
| 53 | 3 | 3 | 5 | 5 | 5 | 2 | 23 | 23,2% |
| 54 | 5 | 5 | 4 | 4 | 4 | 4 | 26 | 26,3% |
| 55 | 5 | 5 | 4 | 4 | 5 | 4 | 27 | 27,3% |
| 56 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 30,3% |
| 57 | 5 | 4 | 4 | 4 | 4 | 5 | 26 | 26,3% |
| 58 | 3 | 3 | 4 | 4 | 4 | 4 | 22 | 22,2% |
| 59 | 4 | 4 | 4 | 5 | 4 | 5 | 26 | 26,3% |
| 60 | 3 | 3 | 4 | 5 | 5 | 2 | 22 | 22,2% |
| 61 | 4 | 5 | 5 | 5 | 5 | 3 | 27 | 27,3% |
| 62 | 4 | 4 | 5 | 5 | 5 | 5 | 28 | 28,3% |
| 63 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 30,3% |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 24,2% |
| 65 | 3 | 5 | 5 | 5 | 5 | 4 | 27 | 27,3% |
| 66 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 25,3% |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 24,2% |
| 68 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 25,3% |
| 69 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 25,3% |
| 70 | 4 | 4 | 3 | 5 | 4 | 3 | 23 | 23,2% |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 24,2% |
| 72 | 5 | 5 | 4 | 5 | 5 | 4 | 28 | 28,3% |
| 73 | 5 | 4 | 5 | 4 | 4 | 4 | 26 | 26,3% |
| 74 | 5 | 4 | 4 | 4 | 4 | 5 | 26 | 26,3% |
| 75 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 27,3% |
| 76 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 27,3% |
| 77 | 4 | 4 | 5 | 4 | 5 | 5 | 27 | 27,3% |
| 78 | 4 | 4 | 3 | 4 | 3 | 4 | 22 | 22,2% |
| 79 | 4 | 5 | 4 | 5 | 4 | 4 | 26 | 26,3% |
| 80 | 5 | 4 | 4 | 4 | 5 | 4 | 26 | 26,3% |
| 81 | 5 | 4 | 3 | 4 | 5 | 5 | 26 | 26,3% |
| 82 | 4 | 5 | 5 | 5 | 5 | 4 | 28 | 28,3% |
| 83 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 28,3% |
| 84 | 5 | 4 | 5 | 4 | 4 | 4 | 26 | 26,3% |
| 85 | 5 | 4 | 4 | 4 | 5 | 4 | 26 | 26,3% |
| 86 | 5 | 5 | 4 | 5 | 4 | 5 | 28 | 28,3% |
| 87 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 28,3% |
| 88 | 5 | 4 | 5 | 4 | 3 | 5 | 26 | 26,3% |
| 89 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 28,3% |
| 90 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 28,3% |
| 91 | 5 | 3 | 2 | 3 | 4 | 4 | 21 | 21,2% |
| 92 | 5 | 4 | 4 | 4 | 5 | 5 | 27 | 27,3% |
| 93 | 4 | 5 | 4 | 5 | 4 | 3 | 25 | 25,3% |
| 94 | 5 | 4 | 5 | 4 | 3 | 4 | 25 | 25,3% |
| 95 | 5 | 5 | 5 | 4 | 5 | 4 | 28 | 28,3% |
| 96 | 4 | 4 | 4 | 4 | 3 | 5 | 24 | 24,2% |
| 97 | 5 | 4 | 5 | 5 | 5 | 3 | 27 | 27,3% |
| 98 | 4 | 5 | 4 | 5 | 3 | 4 | 25 | 25,3% |
| 99 | 5 | 4 | 5 | 5 | 4 | 5 | 28 | 28,3% |

**Lampiran 3 Output SPSS**

**UJI VALIDITAS KUALITAS PELAYANAN (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | | | | | | | | | |
|  | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | Total X1 |
| 1 | Pearson Correlation | 1 | ,332\*\* | ,758\*\* | ,322\*\* | ,336\*\* | ,182 | ,414\*\* | ,460\*\* | ,373\*\* | ,325\*\* | ,148 | ,325\*\* | -,114 | -,231\* | ,043 | ,325\*\* | -,044 | ,162 | -,231\* | ,043 | ,523\*\* |
| Sig. (2-tailed) |  | ,001 | ,000 | ,001 | ,001 | ,072 | ,000 | ,000 | ,000 | ,001 | ,143 | ,001 | ,260 | ,022 | ,669 | ,001 | ,666 | ,110 | ,022 | ,669 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 2 | Pearson Correlation | ,332\*\* | 1 | ,217\* | ,554\*\* | ,227\* | ,263\*\* | ,272\*\* | ,361\*\* | ,288\*\* | ,282\*\* | ,150 | ,282\*\* | ,235\* | ,188 | -,006 | ,282\*\* | ,186 | ,144 | ,188 | -,006 | ,561\*\* |
| Sig. (2-tailed) | ,001 |  | ,031 | ,000 | ,024 | ,009 | ,006 | ,000 | ,004 | ,005 | ,138 | ,005 | ,019 | ,063 | ,951 | ,005 | ,065 | ,155 | ,063 | ,951 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 3 | Pearson Correlation | ,758\*\* | ,217\* | 1 | ,388\*\* | ,242\* | ,182 | ,343\*\* | ,475\*\* | ,276\*\* | ,301\*\* | ,081 | ,301\*\* | -,026 | -,143 | ,092 | ,301\*\* | -,072 | ,162 | -,143 | ,092 | ,508\*\* |
| Sig. (2-tailed) | ,000 | ,031 |  | ,000 | ,016 | ,072 | ,001 | ,000 | ,006 | ,002 | ,423 | ,002 | ,797 | ,158 | ,368 | ,002 | ,479 | ,110 | ,158 | ,368 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 4 | Pearson Correlation | ,322\*\* | ,554\*\* | ,388\*\* | 1 | ,383\*\* | ,453\*\* | ,396\*\* | ,486\*\* | ,386\*\* | ,373\*\* | ,153 | ,373\*\* | ,232\* | ,020 | -,038 | ,373\*\* | ,107 | ,034 | ,020 | -,038 | ,640\*\* |
| Sig. (2-tailed) | ,001 | ,000 | ,000 |  | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,131 | ,000 | ,021 | ,848 | ,709 | ,000 | ,292 | ,738 | ,848 | ,709 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 5 | Pearson Correlation | ,336\*\* | ,227\* | ,242\* | ,383\*\* | 1 | ,335\*\* | ,882\*\* | ,423\*\* | ,218\* | ,168 | -,120 | ,168 | -,100 | -,376\*\* | -,155 | ,168 | -,141 | -,026 | -,376\*\* | -,155 | ,352\*\* |
| Sig. (2-tailed) | ,001 | ,024 | ,016 | ,000 |  | ,001 | ,000 | ,000 | ,030 | ,096 | ,236 | ,096 | ,327 | ,000 | ,125 | ,096 | ,165 | ,801 | ,000 | ,125 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 6 | Pearson Correlation | ,182 | ,263\*\* | ,182 | ,453\*\* | ,335\*\* | 1 | ,300\*\* | ,388\*\* | ,311\*\* | ,257\* | ,193 | ,257\* | ,307\*\* | ,165 | -,307\*\* | ,257\* | ,184 | -,167 | ,165 | -,307\*\* | ,488\*\* |
| Sig. (2-tailed) | ,072 | ,009 | ,072 | ,000 | ,001 |  | ,003 | ,000 | ,002 | ,010 | ,055 | ,010 | ,002 | ,102 | ,002 | ,010 | ,068 | ,099 | ,102 | ,002 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 7 | Pearson Correlation | ,414\*\* | ,272\*\* | ,343\*\* | ,396\*\* | ,882\*\* | ,300\*\* | 1 | ,486\*\* | ,214\* | ,185 | -,075 | ,185 | -,063 | -,303\*\* | -,123 | ,185 | -,018 | -,038 | -,303\*\* | -,123 | ,420\*\* |
| Sig. (2-tailed) | ,000 | ,006 | ,001 | ,000 | ,000 | ,003 |  | ,000 | ,033 | ,067 | ,459 | ,067 | ,532 | ,002 | ,225 | ,067 | ,863 | ,711 | ,002 | ,225 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 8 | Pearson Correlation | ,460\*\* | ,361\*\* | ,475\*\* | ,486\*\* | ,423\*\* | ,388\*\* | ,486\*\* | 1 | ,305\*\* | ,306\*\* | ,068 | ,306\*\* | ,055 | ,027 | -,121 | ,306\*\* | ,010 | ,030 | ,027 | -,121 | ,566\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |  | ,002 | ,002 | ,501 | ,002 | ,586 | ,792 | ,233 | ,002 | ,920 | ,769 | ,792 | ,233 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 9 | Pearson Correlation | ,373\*\* | ,288\*\* | ,276\*\* | ,386\*\* | ,218\* | ,311\*\* | ,214\* | ,305\*\* | 1 | ,886\*\* | -,067 | ,886\*\* | ,224\* | -,073 | ,033 | ,886\*\* | ,208\* | ,176 | -,073 | ,033 | ,737\*\* |
| Sig. (2-tailed) | ,000 | ,004 | ,006 | ,000 | ,030 | ,002 | ,033 | ,002 |  | ,000 | ,509 | ,000 | ,026 | ,471 | ,746 | ,000 | ,039 | ,081 | ,471 | ,746 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 10 | Pearson Correlation | ,325\*\* | ,282\*\* | ,301\*\* | ,373\*\* | ,168 | ,257\* | ,185 | ,306\*\* | ,886\*\* | 1 | -,029 | 1,000\*\* | ,186 | -,044 | ,053 | 1,000\*\* | ,233\* | ,140 | -,044 | ,053 | ,755\*\* |
| Sig. (2-tailed) | ,001 | ,005 | ,002 | ,000 | ,096 | ,010 | ,067 | ,002 | ,000 |  | ,778 | ,000 | ,066 | ,667 | ,602 | ,000 | ,020 | ,168 | ,667 | ,602 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 11 | Pearson Correlation | ,148 | ,150 | ,081 | ,153 | -,120 | ,193 | -,075 | ,068 | -,067 | -,029 | 1 | -,029 | ,187 | ,357\*\* | -,080 | -,029 | ,297\*\* | ,127 | ,357\*\* | -,080 | ,242\* |
| Sig. (2-tailed) | ,143 | ,138 | ,423 | ,131 | ,236 | ,055 | ,459 | ,501 | ,509 | ,778 |  | ,778 | ,065 | ,000 | ,432 | ,778 | ,003 | ,210 | ,000 | ,432 | ,016 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 12 | Pearson Correlation | ,325\*\* | ,282\*\* | ,301\*\* | ,373\*\* | ,168 | ,257\* | ,185 | ,306\*\* | ,886\*\* | 1,000\*\* | -,029 | 1 | ,186 | -,044 | ,053 | 1,000\*\* | ,233\* | ,140 | -,044 | ,053 | ,755\*\* |
| Sig. (2-tailed) | ,001 | ,005 | ,002 | ,000 | ,096 | ,010 | ,067 | ,002 | ,000 | ,000 | ,778 |  | ,066 | ,667 | ,602 | ,000 | ,020 | ,168 | ,667 | ,602 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 13 | Pearson Correlation | -,114 | ,235\* | -,026 | ,232\* | -,100 | ,307\*\* | -,063 | ,055 | ,224\* | ,186 | ,187 | ,186 | 1 | ,357\*\* | ,076 | ,186 | ,627\*\* | ,093 | ,357\*\* | ,076 | ,411\*\* |
| Sig. (2-tailed) | ,260 | ,019 | ,797 | ,021 | ,327 | ,002 | ,532 | ,586 | ,026 | ,066 | ,065 | ,066 |  | ,000 | ,455 | ,066 | ,000 | ,361 | ,000 | ,455 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 14 | Pearson Correlation | -,231\* | ,188 | -,143 | ,020 | -,376\*\* | ,165 | -,303\*\* | ,027 | -,073 | -,044 | ,357\*\* | -,044 | ,357\*\* | 1 | ,012 | -,044 | ,324\*\* | ,237\* | 1,000\*\* | ,012 | ,214\* |
| Sig. (2-tailed) | ,022 | ,063 | ,158 | ,848 | ,000 | ,102 | ,002 | ,792 | ,471 | ,667 | ,000 | ,667 | ,000 |  | ,904 | ,667 | ,001 | ,018 | ,000 | ,904 | ,033 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 15 | Pearson Correlation | ,043 | -,006 | ,092 | -,038 | -,155 | -,307\*\* | -,123 | -,121 | ,033 | ,053 | -,080 | ,053 | ,076 | ,012 | 1 | ,053 | ,157 | ,478\*\* | ,012 | 1,000\*\* | ,210\* |
| Sig. (2-tailed) | ,669 | ,951 | ,368 | ,709 | ,125 | ,002 | ,225 | ,233 | ,746 | ,602 | ,432 | ,602 | ,455 | ,904 |  | ,602 | ,121 | ,000 | ,904 | ,000 | ,037 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 16 | Pearson Correlation | ,325\*\* | ,282\*\* | ,301\*\* | ,373\*\* | ,168 | ,257\* | ,185 | ,306\*\* | ,886\*\* | 1,000\*\* | -,029 | 1,000\*\* | ,186 | -,044 | ,053 | 1 | ,233\* | ,140 | -,044 | ,053 | ,755\*\* |
| Sig. (2-tailed) | ,001 | ,005 | ,002 | ,000 | ,096 | ,010 | ,067 | ,002 | ,000 | ,000 | ,778 | ,000 | ,066 | ,667 | ,602 |  | ,020 | ,168 | ,667 | ,602 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 17 | Pearson Correlation | -,044 | ,186 | -,072 | ,107 | -,141 | ,184 | -,018 | ,010 | ,208\* | ,233\* | ,297\*\* | ,233\* | ,627\*\* | ,324\*\* | ,157 | ,233\* | 1 | ,238\* | ,324\*\* | ,157 | ,431\*\* |
| Sig. (2-tailed) | ,666 | ,065 | ,479 | ,292 | ,165 | ,068 | ,863 | ,920 | ,039 | ,020 | ,003 | ,020 | ,000 | ,001 | ,121 | ,020 |  | ,018 | ,001 | ,121 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 18 | Pearson Correlation | ,162 | ,144 | ,162 | ,034 | -,026 | -,167 | -,038 | ,030 | ,176 | ,140 | ,127 | ,140 | ,093 | ,237\* | ,478\*\* | ,140 | ,238\* | 1 | ,237\* | ,478\*\* | ,366\*\* |
| Sig. (2-tailed) | ,110 | ,155 | ,110 | ,738 | ,801 | ,099 | ,711 | ,769 | ,081 | ,168 | ,210 | ,168 | ,361 | ,018 | ,000 | ,168 | ,018 |  | ,018 | ,000 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 19 | Pearson Correlation | -,231\* | ,188 | -,143 | ,020 | -,376\*\* | ,165 | -,303\*\* | ,027 | -,073 | -,044 | ,357\*\* | -,044 | ,357\*\* | 1,000\*\* | ,012 | -,044 | ,324\*\* | ,237\* | 1 | ,012 | ,214\* |
| Sig. (2-tailed) | ,022 | ,063 | ,158 | ,848 | ,000 | ,102 | ,002 | ,792 | ,471 | ,667 | ,000 | ,667 | ,000 | ,000 | ,904 | ,667 | ,001 | ,018 |  | ,904 | ,033 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 20 | Pearson Correlation | ,043 | -,006 | ,092 | -,038 | -,155 | -,307\*\* | -,123 | -,121 | ,033 | ,053 | -,080 | ,053 | ,076 | ,012 | 1,000\*\* | ,053 | ,157 | ,478\*\* | ,012 | 1 | ,210\* |
| Sig. (2-tailed) | ,669 | ,951 | ,368 | ,709 | ,125 | ,002 | ,225 | ,233 | ,746 | ,602 | ,432 | ,602 | ,455 | ,904 | ,000 | ,602 | ,121 | ,000 | ,904 |  | ,037 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| Total X1 | Pearson Correlation | ,523\*\* | ,561\*\* | ,508\*\* | ,640\*\* | ,352\*\* | ,488\*\* | ,420\*\* | ,566\*\* | ,737\*\* | ,755\*\* | ,242\* | ,755\*\* | ,411\*\* | ,214\* | ,210\* | ,755\*\* | ,431\*\* | ,366\*\* | ,214\* | ,210\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,016 | ,000 | ,000 | ,033 | ,037 | ,000 | ,000 | ,000 | ,033 | ,037 |  |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | | | | | | | | | | |

**UJI VALIDITAS *SUASANA TOKO* (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | |
|  | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | TOTAL X2 |
| 1 | Pearson Correlation | 1 | ,261\*\* | -,023 | 1,000\*\* | ,230\* | 1,000\*\* | ,139 | -,157 | -,019 | -,023 | 1,000\*\* | ,748\*\* |
| Sig. (2-tailed) |  | ,009 | ,822 | ,000 | ,022 | ,000 | ,169 | ,120 | ,849 | ,822 | ,000 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 2 | Pearson Correlation | ,261\*\* | 1 | ,093 | ,261\*\* | ,439\*\* | ,261\*\* | ,291\*\* | ,222\* | ,235\* | ,093 | ,261\*\* | ,583\*\* |
| Sig. (2-tailed) | ,009 |  | ,358 | ,009 | ,000 | ,009 | ,004 | ,027 | ,019 | ,358 | ,009 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 3 | Pearson Correlation | -,023 | ,093 | 1 | -,023 | ,198\* | -,023 | ,142 | -,048 | ,201\* | 1,000\*\* | -,023 | ,398\*\* |
| Sig. (2-tailed) | ,822 | ,358 |  | ,822 | ,049 | ,822 | ,162 | ,638 | ,046 | ,000 | ,822 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 4 | Pearson Correlation | 1,000\*\* | ,261\*\* | -,023 | 1 | ,230\* | 1,000\*\* | ,139 | -,157 | -,019 | -,023 | 1,000\*\* | ,748\*\* |
| Sig. (2-tailed) | ,000 | ,009 | ,822 |  | ,022 | ,000 | ,169 | ,120 | ,849 | ,822 | ,000 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 5 | Pearson Correlation | ,230\* | ,439\*\* | ,198\* | ,230\* | 1 | ,230\* | ,168 | ,042 | ,088 | ,198\* | ,230\* | ,510\*\* |
| Sig. (2-tailed) | ,022 | ,000 | ,049 | ,022 |  | ,022 | ,097 | ,680 | ,386 | ,049 | ,022 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 6 | Pearson Correlation | 1,000\*\* | ,261\*\* | -,023 | 1,000\*\* | ,230\* | 1 | ,139 | -,157 | -,019 | -,023 | 1,000\*\* | ,748\*\* |
| Sig. (2-tailed) | ,000 | ,009 | ,822 | ,000 | ,022 |  | ,169 | ,120 | ,849 | ,822 | ,000 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 7 | Pearson Correlation | ,139 | ,291\*\* | ,142 | ,139 | ,168 | ,139 | 1 | ,578\*\* | -,018 | ,142 | ,139 | ,499\*\* |
| Sig. (2-tailed) | ,169 | ,004 | ,162 | ,169 | ,097 | ,169 |  | ,000 | ,858 | ,162 | ,169 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 8 | Pearson Correlation | -,157 | ,222\* | -,048 | -,157 | ,042 | -,157 | ,578\*\* | 1 | ,355\*\* | -,048 | -,157 | ,263\*\* |
| Sig. (2-tailed) | ,120 | ,027 | ,638 | ,120 | ,680 | ,120 | ,000 |  | ,000 | ,638 | ,120 | ,009 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 9 | Pearson Correlation | -,019 | ,235\* | ,201\* | -,019 | ,088 | -,019 | -,018 | ,355\*\* | 1 | ,201\* | -,019 | ,300\*\* |
| Sig. (2-tailed) | ,849 | ,019 | ,046 | ,849 | ,386 | ,849 | ,858 | ,000 |  | ,046 | ,849 | ,003 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 10 | Pearson Correlation | -,023 | ,093 | 1,000\*\* | -,023 | ,198\* | -,023 | ,142 | -,048 | ,201\* | 1 | -,023 | ,398\*\* |
| Sig. (2-tailed) | ,822 | ,358 | ,000 | ,822 | ,049 | ,822 | ,162 | ,638 | ,046 |  | ,822 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 11 | Pearson Correlation | 1,000\*\* | ,261\*\* | -,023 | 1,000\*\* | ,230\* | 1,000\*\* | ,139 | -,157 | -,019 | -,023 | 1 | ,748\*\* |
| Sig. (2-tailed) | ,000 | ,009 | ,822 | ,000 | ,022 | ,000 | ,169 | ,120 | ,849 | ,822 |  | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| TOTAL X2 | Pearson Correlation | ,748\*\* | ,583\*\* | ,398\*\* | ,748\*\* | ,510\*\* | ,748\*\* | ,499\*\* | ,263\*\* | ,300\*\* | ,398\*\* | ,748\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,009 | ,003 | ,000 | ,000 |  |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | |

**UJI VALIDITAS LOYALITAS PELANGGAN (Y)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | 1 | 2 | 3 | 4 | 5 | 6 | TOTAL Y |
| 1 | Pearson Correlation | 1 | ,372\*\* | ,155 | ,042 | ,098 | ,453\*\* | ,623\*\* |
| Sig. (2-tailed) |  | ,000 | ,126 | ,678 | ,336 | ,000 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 2 | Pearson Correlation | ,372\*\* | 1 | ,289\*\* | ,510\*\* | ,241\* | ,060 | ,690\*\* |
| Sig. (2-tailed) | ,000 |  | ,004 | ,000 | ,016 | ,558 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 3 | Pearson Correlation | ,155 | ,289\*\* | 1 | ,346\*\* | ,227\* | ,161 | ,643\*\* |
| Sig. (2-tailed) | ,126 | ,004 |  | ,000 | ,024 | ,110 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 4 | Pearson Correlation | ,042 | ,510\*\* | ,346\*\* | 1 | ,154 | -,078 | ,534\*\* |
| Sig. (2-tailed) | ,678 | ,000 | ,000 |  | ,128 | ,443 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 5 | Pearson Correlation | ,098 | ,241\* | ,227\* | ,154 | 1 | ,001 | ,490\*\* |
| Sig. (2-tailed) | ,336 | ,016 | ,024 | ,128 |  | ,993 | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| 6 | Pearson Correlation | ,453\*\* | ,060 | ,161 | -,078 | ,001 | 1 | ,487\*\* |
| Sig. (2-tailed) | ,000 | ,558 | ,110 | ,443 | ,993 |  | ,000 |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| TOTAL Y | Pearson Correlation | ,623\*\* | ,690\*\* | ,643\*\* | ,534\*\* | ,490\*\* | ,487\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

**UJI RELIABILITAS KUALITAS PELAYANAN (X1)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,825 | 20 |

**UJI RELIABILITAS *SUASANA TOKO* (X2)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,758 | 11 |

**UJI RELIABILITAS LOYALITAS PELANGGAN (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,699 | 6 |