**Lampiran 01. Lembar Kuesioner**

**KUESIONER PENELITIAN**

**PENGARUH TRUST DAN *CUSTOMER SERVICE RESPONSE* TERHADAP LOYALITAS PELANGGAN DI PROGRESS COFFEE AND ROASTERY MEDAN JOHOR**

(Studi Pada Pelanggan Progress Coffee and Roastery Medan Johor**)**

[Kepada Yth](http://repository.unej.ac.id/)

Pelanggan Progress Coffee and Roastery Medan Johor

[Di Tempat](http://repository.unej.ac.id/)

Dengan Hormat,

Dalam rangka untuk memenuhi kelengkapan penyusunan skripsi, saya :

Nama : Yogi

NPM : 183114251

Universitas : Universitas Muslim Nusantara

Memohon dengan hormat Bapak/Ibu berkenan meluangkan waktu untuk mengisi daftar pertanyaan yang telah saya sediakan dibawah ini. Mohon kiranya dalam pengisian daftar pertanyaan berdasarkan keadaan yang sebenar- benarnya. Semua data yang diberikan hanya akan digunakan semata-mata untuk keperluan akademis dan sangat dijamin kerahasiaannya oleh peneliti.

[Peneliti mengucapkan terima kasih atas kesediaan dan kerjasama Bapak/Ibu](http://repository.unej.ac.id/) [yang telah berkenan meluangkan waktu untuk mengisi kuesioner ini.](http://repository.unej.ac.id/)

Hormat Saya

**Yogi**

**NPM. 183114251**

1. **IDENTITAS RESPONDEN**
   1. Nama :
   2. Jenis Kelamin : Laki/Laki Perempuan
   3. Usia : 18-24 tahun 35-44 tahun
   4. tahun >45 tahun
   5. Pendidikan : SMK SMA

 D3 S1 S2

* 1. Pendapatan :

1. **PETUNJUK PENGISIAN**

Beri jawaban atas pernyataan berikut ini sesuai dengan pendapat anda , dengan cara memberi tanda ( √ ) pada kolom yang tersedia.

Keterangan:

|  |  |  |
| --- | --- | --- |
| SS | : Sangat Setuju | ( nilai 5 ) |
| S | : Setuju | ( nilai 4 ) |
| RG | : Ragu – Ragu | ( nilai 3 ) |
| TS | : Tidak Setuju | ( nilai 2 ) |
| STS | :Sangat Tidak Setuju | ( nilai 1 ) |

# Trust

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **RG** | **S** | **SS** |
| 1 | Progress Coffee and Roastery akan memenuhi apa yang diharapkan oleh pelanggannya. |  |  |  |  |  |
| 2 | Progress Coffee and Roastery selalu memberikan rasa kopi yang tidak berubah – ubah. |  |  |  |  |  |
| 3 | Progress Coffee and Roastery menyediakan makanan dan minuman yang berkualitas bagi pelanggannya. |  |  |  |  |  |

***Customer service***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **RG** | **S** | **SS** |
| 1 | Karyawan menyampaikan informasi tentang produk, harga dan pembayaran secara jelas. |  |  |  |  |  |
| 2 | Karyawan bersedia membantu kesulitan pelanggan dalam memilih menu makanan dan minuman. |  |  |  |  |  |
| 3 | Sarana dan pra sarana Progress Coffee and Roastery Medan Johor sesuai dengan harapan pengunjung. |  |  |  |  |  |
| 4 | Progress Coffee and Roastery Medan Johor memberikan layanan jaminan keamanan saat bertransaksi. |  |  |  |  |  |
| 5 | Karyawan cepat tanggap terhadap keluhan pelanggan. |  |  |  |  |  |

**Loyalitas pelanggan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **RG** | **S** | **SS** |
| 1 | Pelanggan sering berkunjung ke Progress Coffee and Roastery Medan Johor. |  |  |  |  |  |
| 2 | Saya berkeinginan untuk tetap menjadi pelanggan Progress Coffee and Roastery Medan Johor. |  |  |  |  |  |
| 3 | Saya tidak terpengaruh dengan biaya yang lebih rendah yang di tawarkan *coffee shop* lain. |  |  |  |  |  |
| 4 | Saya tidak terpengaruh dengan produk yang ditawarkan *coffee shop* lain, selain Progress Coffee and Roastery Medan Johor. |  |  |  |  |  |
| 5 | Saya tidak tertarik pada kopi di *coffee shop* lain, selain Progress Coffee and Roastery Medan Johor. |  |  |  |  |  |
| 6 | Saya akan merekomendasikan Progress Coffee and Roastery Medan Johor Kepada orang lain. |  |  |  |  |  |

**Lampiran 02. Tabulasi Uji Validitas dan Reliabilitas**



**Lampiran 03. Tabulasi Data Responden**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | X1.1 | X1.2 | X1.3 | Total\_X1 | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total\_X2 | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | Total\_X3 |
| 1 | 5 | 5 | 4 | 14 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 2 | 5 | 5 | 4 | 14 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 4 | 4 | 4 | 12 | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 3 | 13 | 5 | 5 | 5 | 3 | 5 | 23 | 5 | 5 | 3 | 5 | 5 | 5 | 28 |
| 5 | 4 | 4 | 5 | 13 | 5 | 3 | 4 | 4 | 5 | 21 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 6 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 7 | 5 | 5 | 3 | 13 | 3 | 4 | 4 | 4 | 5 | 20 | 2 | 4 | 3 | 4 | 3 | 3 | 19 |
| 8 | 4 | 4 | 4 | 12 | 3 | 5 | 2 | 3 | 4 | 17 | 3 | 2 | 3 | 2 | 3 | 3 | 16 |
| 9 | 3 | 3 | 5 | 11 | 4 | 4 | 3 | 4 | 4 | 19 | 5 | 3 | 4 | 3 | 4 | 4 | 23 |
| 10 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 3 | 4 | 5 | 5 | 25 |
| 11 | 5 | 5 | 4 | 14 | 4 | 4 | 5 | 5 | 4 | 22 | 3 | 5 | 3 | 5 | 3 | 3 | 22 |
| 12 | 4 | 4 | 3 | 11 | 4 | 4 | 5 | 5 | 3 | 21 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 13 | 3 | 3 | 4 | 10 | 5 | 3 | 4 | 4 | 4 | 20 | 4 | 3 | 3 | 3 | 5 | 5 | 23 |
| 14 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 4 | 5 | 22 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 15 | 5 | 5 | 5 | 15 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 16 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 5 | 3 | 22 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 17 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 4 | 24 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 18 | 3 | 3 | 5 | 11 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 3 | 3 | 3 | 5 | 5 | 23 |
| 19 | 4 | 4 | 4 | 12 | 3 | 5 | 5 | 5 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 20 | 5 | 5 | 5 | 15 | 4 | 4 | 3 | 3 | 4 | 18 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 21 | 5 | 5 | 3 | 13 | 5 | 4 | 2 | 4 | 3 | 18 | 5 | 3 | 4 | 3 | 5 | 5 | 25 |
| 22 | 4 | 4 | 3 | 11 | 4 | 5 | 3 | 5 | 4 | 21 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 23 | 4 | 4 | 3 | 11 | 3 | 5 | 4 | 4 | 5 | 21 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 24 | 2 | 4 | 4 | 10 | 4 | 3 | 4 | 4 | 5 | 20 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 25 | 3 | 5 | 5 | 13 | 5 | 4 | 4 | 4 | 4 | 21 | 2 | 3 | 2 | 3 | 4 | 4 | 18 |
| 26 | 3 | 4 | 4 | 11 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 27 | 3 | 3 | 3 | 9 | 4 | 4 | 5 | 5 | 4 | 22 | 3 | 3 | 3 | 3 | 5 | 5 | 22 |
| 28 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 5 | 5 | 19 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 29 | 3 | 4 | 4 | 11 | 4 | 4 | 3 | 5 | 4 | 20 | 1 | 3 | 3 | 3 | 3 | 3 | 16 |
| 30 | 3 | 4 | 5 | 12 | 5 | 4 | 4 | 4 | 3 | 20 | 3 | 2 | 2 | 2 | 3 | 3 | 15 |
| 31 | 3 | 5 | 5 | 13 | 5 | 5 | 5 | 4 | 5 | 24 | 2 | 2 | 3 | 2 | 3 | 3 | 15 |
| 32 | 3 | 3 | 2 | 8 | 4 | 5 | 4 | 4 | 4 | 21 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 33 | 3 | 3 | 3 | 9 | 4 | 4 | 3 | 5 | 4 | 20 | 3 | 3 | 2 | 3 | 4 | 4 | 19 |
| 34 | 2 | 3 | 3 | 8 | 3 | 4 | 3 | 5 | 4 | 19 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 35 | 2 | 3 | 3 | 8 | 4 | 5 | 3 | 5 | 5 | 22 | 3 | 2 | 2 | 3 | 3 | 3 | 16 |
| 36 | 3 | 3 | 3 | 9 | 5 | 4 | 3 | 5 | 5 | 22 | 1 | 3 | 1 | 2 | 3 | 3 | 13 |
| 37 | 3 | 4 | 3 | 10 | 3 | 3 | 2 | 3 | 5 | 16 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 38 | 3 | 3 | 3 | 9 | 4 | 3 | 4 | 4 | 5 | 20 | 2 | 2 | 2 | 3 | 4 | 4 | 17 |
| 39 | 2 | 3 | 2 | 7 | 4 | 3 | 3 | 5 | 3 | 18 | 2 | 3 | 3 | 3 | 3 | 3 | 17 |
| 40 | 3 | 3 | 2 | 8 | 3 | 4 | 1 | 4 | 4 | 16 | 2 | 2 | 3 | 1 | 1 | 1 | 10 |
| 41 | 2 | 2 | 2 | 6 | 5 | 4 | 3 | 4 | 5 | 21 | 1 | 1 | 2 | 3 | 3 | 3 | 13 |
| 42 | 2 | 4 | 2 | 8 | 3 | 4 | 3 | 4 | 4 | 18 | 2 | 2 | 2 | 3 | 3 | 3 | 15 |
| 43 | 3 | 3 | 3 | 9 | 2 | 3 | 4 | 5 | 4 | 18 | 3 | 2 | 3 | 4 | 3 | 3 | 18 |
| 44 | 2 | 1 | 1 | 4 | 5 | 3 | 2 | 3 | 4 | 17 | 4 | 3 | 3 | 4 | 3 | 3 | 20 |
| 45 | 1 | 3 | 3 | 7 | 3 | 3 | 3 | 3 | 5 | 17 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 46 | 2 | 3 | 3 | 8 | 4 | 4 | 4 | 3 | 3 | 18 | 2 | 2 | 3 | 3 | 3 | 3 | 16 |
| 47 | 2 | 3 | 4 | 9 | 4 | 3 | 4 | 4 | 3 | 18 | 2 | 2 | 3 | 3 | 3 | 3 | 16 |
| 48 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 5 | 3 | 20 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 49 | 3 | 3 | 3 | 9 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 50 | 2 | 3 | 3 | 8 | 4 | 4 | 5 | 4 | 5 | 22 | 3 | 3 | 3 | 4 | 5 | 5 | 23 |
| 51 | 2 | 3 | 3 | 8 | 3 | 4 | 3 | 3 | 4 | 17 | 3 | 3 | 4 | 3 | 4 | 4 | 21 |
| 52 | 4 | 3 | 4 | 11 | 4 | 5 | 3 | 3 | 4 | 19 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 53 | 5 | 3 | 4 | 12 | 4 | 4 | 4 | 2 | 3 | 17 | 3 | 5 | 3 | 5 | 3 | 3 | 22 |
| 54 | 5 | 4 | 4 | 13 | 5 | 4 | 5 | 3 | 3 | 20 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 55 | 4 | 3 | 5 | 12 | 4 | 5 | 4 | 3 | 2 | 18 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 56 | 5 | 3 | 4 | 12 | 4 | 4 | 3 | 5 | 3 | 19 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 57 | 5 | 2 | 3 | 10 | 2 | 3 | 3 | 3 | 3 | 14 | 4 | 5 | 2 | 5 | 4 | 4 | 24 |
| 58 | 4 | 3 | 4 | 11 | 3 | 3 | 3 | 3 | 5 | 17 | 5 | 4 | 3 | 4 | 5 | 5 | 26 |
| 59 | 3 | 4 | 4 | 11 | 2 | 3 | 3 | 3 | 3 | 14 | 5 | 3 | 3 | 3 | 5 | 5 | 24 |
| 60 | 4 | 5 | 5 | 14 | 2 | 2 | 2 | 3 | 3 | 12 | 5 | 4 | 3 | 4 | 5 | 5 | 26 |
| 61 | 4 | 3 | 4 | 11 | 3 | 4 | 4 | 3 | 3 | 17 | 3 | 5 | 3 | 5 | 3 | 3 | 22 |
| 62 | 4 | 2 | 4 | 10 | 4 | 5 | 4 | 3 | 3 | 19 | 3 | 4 | 2 | 4 | 3 | 3 | 19 |
| 63 | 3 | 3 | 2 | 8 | 3 | 5 | 5 | 3 | 3 | 19 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 64 | 3 | 3 | 3 | 9 | 3 | 4 | 4 | 4 | 3 | 18 | 5 | 3 | 4 | 3 | 5 | 5 | 25 |
| 65 | 3 | 4 | 2 | 9 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 4 | 4 | 3 | 3 | 21 |
| 66 | 2 | 2 | 2 | 6 | 4 | 4 | 3 | 2 | 4 | 17 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 67 | 3 | 4 | 3 | 10 | 3 | 4 | 4 | 4 | 3 | 18 | 5 | 5 | 3 | 5 | 5 | 5 | 28 |
| 68 | 2 | 3 | 2 | 7 | 3 | 4 | 5 | 3 | 2 | 17 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 69 | 4 | 3 | 3 | 10 | 3 | 5 | 5 | 3 | 4 | 20 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 70 | 5 | 3 | 3 | 11 | 3 | 3 | 2 | 2 | 3 | 13 | 4 | 2 | 3 | 2 | 4 | 4 | 19 |
| 71 | 4 | 3 | 2 | 9 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 2 | 3 | 2 | 4 | 4 | 19 |
| 72 | 4 | 3 | 3 | 10 | 2 | 3 | 3 | 2 | 2 | 12 | 5 | 3 | 3 | 3 | 5 | 5 | 24 |
| 73 | 3 | 4 | 2 | 9 | 2 | 3 | 3 | 2 | 3 | 13 | 2 | 4 | 3 | 4 | 5 | 5 | 23 |
| 74 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 2 | 2 | 13 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 75 | 2 | 3 | 2 | 7 | 3 | 4 | 3 | 1 | 2 | 13 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 76 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 2 | 2 | 13 | 2 | 2 | 2 | 2 | 3 | 3 | 14 |
| 77 | 3 | 3 | 3 | 9 | 2 | 3 | 2 | 1 | 1 | 9 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| 78 | 5 | 3 | 3 | 11 | 3 | 3 | 2 | 2 | 2 | 12 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 79 | 3 | 2 | 3 | 8 | 2 | 2 | 2 | 3 | 1 | 10 | 4 | 2 | 2 | 2 | 4 | 4 | 18 |
| 80 | 3 | 3 | 2 | 8 | 2 | 4 | 2 | 3 | 2 | 13 | 3 | 2 | 3 | 2 | 3 | 3 | 16 |
| 81 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 82 | 3 | 3 | 3 | 9 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 83 | 3 | 3 | 1 | 7 | 4 | 4 | 3 | 3 | 3 | 17 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 84 | 3 | 2 | 2 | 7 | 5 | 3 | 2 | 2 | 2 | 14 | 2 | 3 | 3 | 3 | 2 | 2 | 15 |
| 85 | 2 | 2 | 3 | 7 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 3 | 3 | 3 | 2 | 2 | 15 |
| 86 | 2 | 2 | 3 | 7 | 4 | 4 | 4 | 5 | 4 | 21 | 3 | 4 | 2 | 4 | 3 | 3 | 19 |
| 87 | 3 | 2 | 3 | 8 | 4 | 3 | 4 | 5 | 4 | 20 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 88 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 2 | 4 | 3 | 3 | 19 |
| 89 | 3 | 4 | 2 | 9 | 5 | 4 | 5 | 3 | 5 | 22 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 90 | 4 | 4 | 3 | 11 | 4 | 4 | 5 | 4 | 4 | 21 | 3 | 3 | 4 | 3 | 2 | 3 | 18 |
| 91 | 4 | 3 | 4 | 11 | 3 | 4 | 3 | 4 | 3 | 17 | 3 | 5 | 4 | 5 | 3 | 3 | 23 |
| 92 | 4 | 4 | 5 | 13 | 4 | 5 | 3 | 5 | 4 | 21 | 3 | 4 | 5 | 4 | 4 | 3 | 23 |
| 93 | 4 | 5 | 3 | 12 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 2 | 4 | 22 |
| 94 | 5 | 5 | 3 | 13 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 3 | 3 | 3 | 3 | 5 | 22 |
| 95 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 4 | 3 | 20 | 3 | 4 | 3 | 4 | 4 | 3 | 21 |
| 96 | 4 | 5 | 5 | 14 | 4 | 4 | 3 | 5 | 5 | 21 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 97 | 5 | 5 | 5 | 15 | 2 | 3 | 3 | 4 | 3 | 15 | 5 | 5 | 3 | 5 | 3 | 5 | 26 |
| 98 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 99 | 3 | 4 | 4 | 11 | 2 | 3 | 3 | 4 | 3 | 15 | 3 | 4 | 3 | 4 | 4 | 3 | 21 |

**Lampiran 03. Hasil Deskriptif Responden**

|  |  |  |  |
| --- | --- | --- | --- |
| **Statistics** | | | |
|  | | Jenis\_Kelamin | Usia |
| N | Valid | 99 | 99 |
| Missing | 0 | 0 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Jenis\_Kelamin** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | PRIA | 56 | 56,6 | 56,6 | 56,6 |
| Wanita | 43 | 43,4 | 43,4 | 100,0 |
| Total | 99 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Usia** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 18 - 24 Tahun | 54 | 54,5 | 54,5 | 54,5 |
| 25 - 34 Tahun | 23 | 23,2 | 23,2 | 77,8 |
| 35 - 44 Tahun | 16 | 16,2 | 16,2 | 93,9 |
| > 44 Tahun | 6 | 6,1 | 6,1 | 100,0 |
| Total | 99 | 100,0 | 100,0 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Statistics** | | | |
|  | | Jenjang\_Pendidikan | Penghasilan |
| N | Valid | 99 | 99 |
| Missing | 0 | 0 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Jenjang\_Pendidikan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SMK | 25 | 25,3 | 25,3 | 25,3 |
| SMA | 30 | 30,3 | 30,3 | 55,6 |
| D3 | 9 | 9,1 | 9,1 | 64,6 |
| S1 | 20 | 20,2 | 20,2 | 84,8 |
| S2 | 15 | 15,2 | 15,2 | 100,0 |
| Total | 99 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Penghasilan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Rp 0 - Rp 500.000 | 55 | 55,6 | 55,6 | 55,6 |
| Rp 1000.000 - Rp 1.500.000 | 5 | 5,1 | 5,1 | 60,6 |
| Rp 1.500.000 - Rp 2000.000 | 12 | 12,1 | 12,1 | 72,7 |
| Rp 2.500.000 - Rp 3000.000 | 12 | 12,1 | 12,1 | 84,8 |
| Rp 3.500.000 - Rp 4000.000 | 15 | 15,2 | 15,2 | 100,0 |
| Total | 99 | 100,0 | 100,0 |  |

**Lampiran 04. Hasil Uji Validitas Dan Reliabilitas**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 | 6,90 | 3,059 | ,546 | ,854 |
| X1.2 | 6,47 | 2,809 | ,690 | ,707 |
| X1.3 | 6,83 | 2,626 | ,751 | ,641 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,810 | 3 |

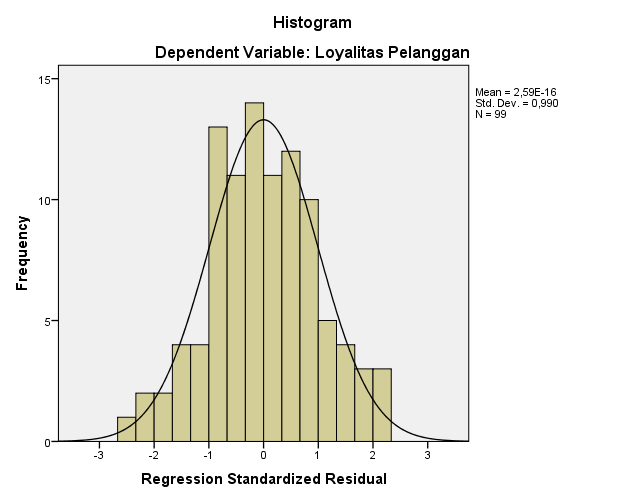
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X2.1 | 13,33 | 10,920 | ,671 | ,763 |
| X2.2 | 13,73 | 9,926 | ,643 | ,767 |
| X2.3 | 14,00 | 10,483 | ,600 | ,780 |
| X2.4 | 13,03 | 11,413 | ,572 | ,789 |
| X2.5 | 13,90 | 10,369 | ,559 | ,795 |

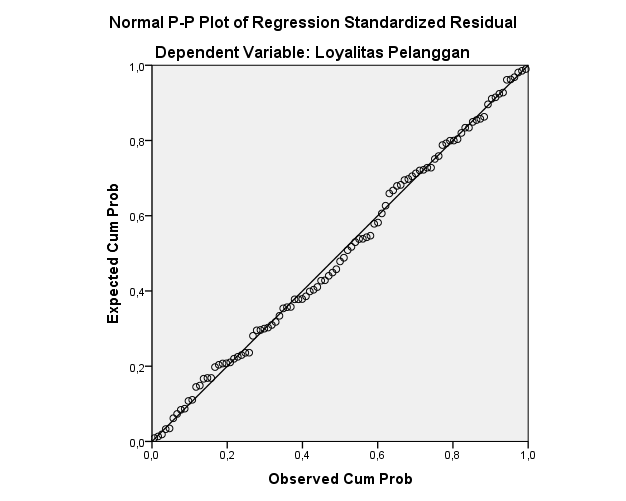
|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,815 | 5 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Y.1 | 17,20 | 10,441 | ,619 | ,769 |
| Y.2 | 16,97 | 12,861 | ,546 | ,785 |
| Y.3 | 16,50 | 11,845 | ,587 | ,774 |
| Y.4 | 16,90 | 10,438 | ,633 | ,764 |
| Y.5 | 16,47 | 12,878 | ,510 | ,791 |
| Y.6 | 16,80 | 12,579 | ,555 | ,782 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,808 | 6 |

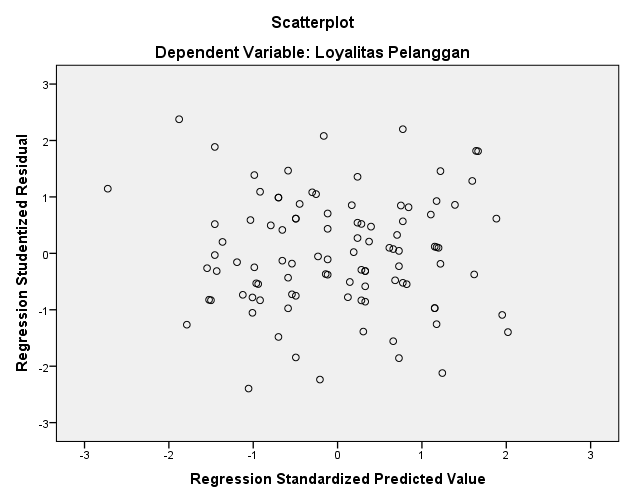
**Lampiran 05. Hasil Uji Asumsi Klasik**





|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 99 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 3,67518259 |
| Most Extreme Differences | Absolute | ,038 |
| Positive | ,038 |
| Negative | -,035 |
| Test Statistic | | ,038 |
| Asymp. Sig. (2-tailed) | | ,200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 12,386 | 2,339 |  | 5,296 | ,000 |  |  |
| Trush | ,723 | ,171 | ,410 | 4,222 | ,000 | ,907 | 1,102 |
| Customer Service | ,039 | ,114 | ,033 | ,343 | ,732 | ,907 | 1,102 |
| a. Dependent Variable: Loyalitas Pelanggan | | | | | | | | |



|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 2,292 | 1,379 |  | 1,663 | ,100 |
| Trush | -,028 | ,101 | -,030 | -,279 | ,781 |
| Customer Service | ,051 | ,067 | ,081 | ,761 | ,448 |
| a. Dependent Variable: Abs\_Res | | | | | | |

**Lampiran 06. Uji Regresi Linear Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 12,386 | 2,339 |  | 5,296 | ,000 |
| Trush | ,723 | ,171 | ,410 | 4,222 | ,000 |
| Customer Service | ,039 | ,114 | ,033 | ,343 | ,732 |
| a. Dependent Variable: Loyalitas Pelanggan | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 286,156 | 2 | 143,078 | 10,377 | ,000b |
| Residual | 1323,683 | 96 | 13,788 |  |  |
| Total | 1609,838 | 98 |  |  |  |
| a. Dependent Variable: Loyalitas Pelanggan | | | | | | |
| b. Predictors: (Constant), Customer Service, Trush | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,422a | ,178 | ,161 | 3,713 |
| a. Predictors: (Constant), Customer Service, Trush | | | | |
| b. Dependent Variable: Loyalitas Pelanggan | | | | |