

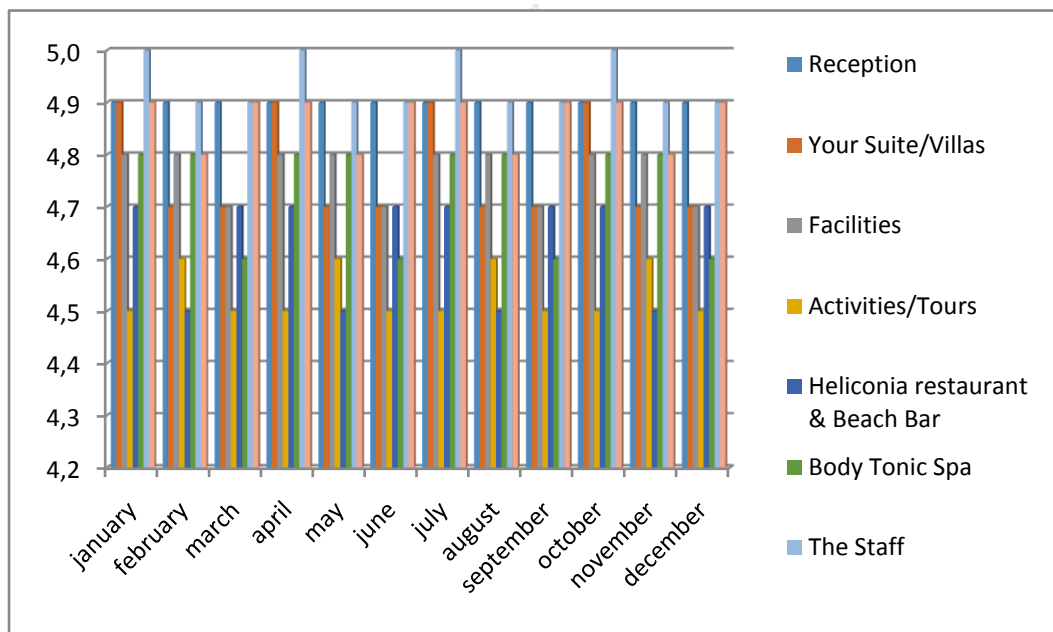


LAMPIRAN-LAMPIRAN

Lampiran 01. *Guest Comment* The Lovina Bali Tahun 2018



STATISTIC GUEST COMMENT SCORE FOR 2018



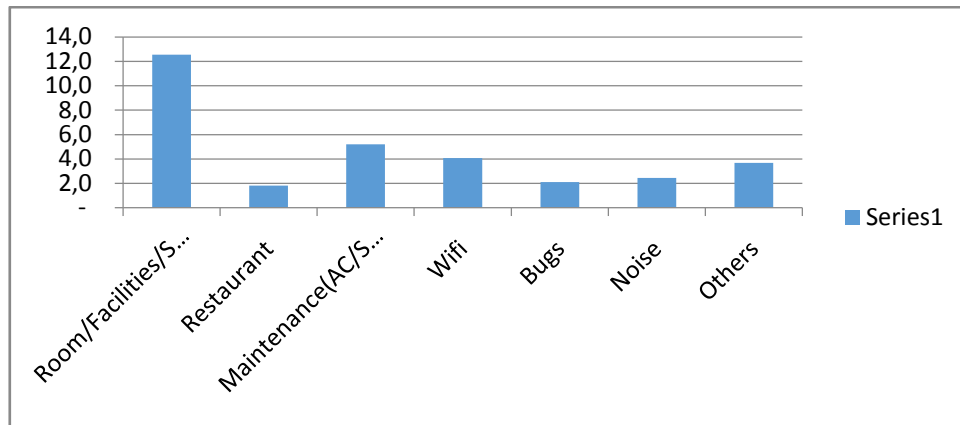
No	Month	Reception	Your Suite/Villas	Facilities	Activities/Tours	Heliconia restaurant & Beach Bar	Body Tonic Spa	The Staff	Overall Experience
1	January	4,9	4,9	4,8	4,5	4,7	4,8	5,0	4,9
2	February	4,9	4,7	4,8	4,6	4,5	4,8	4,9	4,8
3	March	4,9	4,7	4,7	4,5	4,7	4,6	4,9	4,9
4	April	4,9	4,9	4,8	4,5	4,7	4,8	5,0	4,9
5	May	4,9	4,7	4,8	4,6	4,5	4,8	4,9	4,8
6	June	4,9	4,7	4,7	4,5	4,7	4,6	4,9	4,9
7	July	4,9	4,9	4,8	4,5	4,7	4,8	5,0	4,9
8	August	4,9	4,7	4,8	4,6	4,5	4,8	4,9	4,8
9	September	4,9	4,7	4,7	4,5	4,7	4,6	4,9	4,9
10	October	4,9	4,9	4,8	4,5	4,7	4,8	5,0	4,9
11	November	4,9	4,7	4,8	4,6	4,5	4,8	4,9	4,8
12	December	4,9	4,7	4,7	4,5	4,7	4,6	4,9	4,9
		4,9	4,8	4,8	4,5	4,6	4,7	4,9	4,9

Reception	Your Suite/Villas	Facilities	Activities/Tours	Heliconia restaurant & Beach Bar	Body Tonic Spa	The Staff	Overall Experience
4,9	4,8	4,8	4,5	4,6	4,7	4,9	4,9

Lampiran 02. *Hotel Guest Complaint* di the Lovina Bali Tahun 2018



HOTEL GUEST COMPLAINT



Others : Beach,spa,tour,staff,privacy,pick up, laundry.

Month	Room/Facilities/Smell/cleanliness	Restaurant	Maintenance	Wifi	Bugs	Noise	Others
January	9		6	1	1	2	4
February	7					1	
March	8	1	1	2			
April	8	1	7		1		2
May	12	2	4		1		3
June	10	2	1		2		1
July	12	2	1	4	2		2
August	16	2	4	1	1	3	5
September	17	2	8	10	2	1	5
October	14		4	4	3	3	7
November	12		8		2	3	5
December	13		10	2	5		3
	11,5	1,7	4,9	3,4	2,0	2,2	3,7

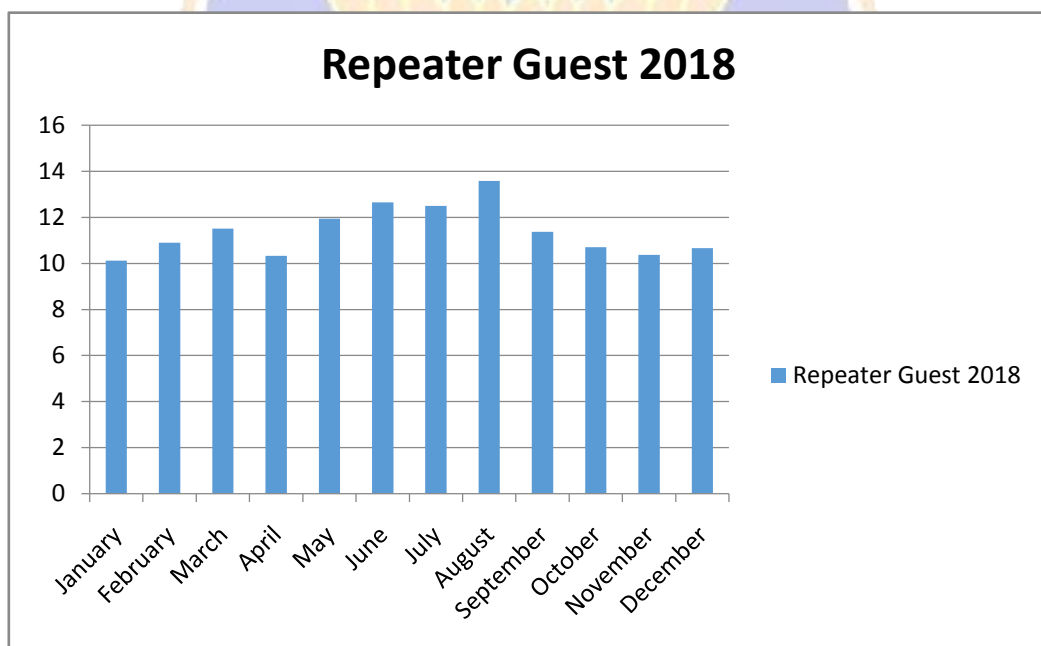
Room/Facilities/Smell/cleanliness	Restaurant	Maintenance(AC/SDB)	Wifi	Bugs	Noise	Others
12,6	1,8	5,2	4,1	2,1	2,4	3,7

Lampiran 03. Data Repeater Guest The Lovina Bali



REPEATER GUEST 2018

Month	Room Occupied	Repeater Guest/Room	Procentage
January	603	61	10
February	615	67	11
March	643	74	12
April	794	82	10
May	1.097	131	12
June	1.122	142	13
July	1.577	197	12
August	1.664	226	14
September	1.539	175	11
October	1.326	142	11
November	762	79	10
December	713	76	11



Lampiran 04. Kuesioner Penelitian

Yth. Bapak/Ibu

Saya memohon kesediaan Bapak/Ibu untuk mengisi kuesioner penelitian ini. Informasi yang didapat dari hasil kuesioner ini akan dipergunakan untuk kepentingan akademik dan diperlakukan secara konfidensial. Maka dari itu, kesediaan Bapak/Ibu untuk mengisi kuesioner ini sangat saya harapkan. Saya ucapkan terima kasih atas partisipasi Bapak/Ibu di dalam penelitian ini.

Dear Sir/Madam

I request your willingness to fill out this research questionnaire. Information obtained from the result this questionnaire will be used solely for academic purposes and will be treated confidentially. Therefore, I hope that you are willing to fill out this questionnaire. Thank you for participating in this research.

- I. Ketentuan pengisian kuesioner (Provisions for filling out the questionnaire).
 1. Isilah data diri anda terlebih dahulu (Complete self identity first).
 2. Pilihlah salah satu jawaban dengan memberi tanda centang pada kolom jawaban yang tersedia, sebagai berikut (Choose one of the answers by ticking the available column of answer, as follows).
 - a. SS= Sangat setuju/ SA= Strongly agree
 - b. S= Setuju/ A= Agree
 - c. N= Netral/ N= Neutral
 - d. TS= Tidak setuju/ DA= Disagree
 - e. STS= Sangat tidak setuju/ SDA= Strongly Disagree

II. Identitas responden

Nama (Name) :
 Jenis kelamin (Gender) :
 Usia (Age) :
 Nation (Negara) :

1. Loyalitas Pelanggan (Customer Loyalty)

NO	PERNYATAAN	STS/ SDA	TS/ DA	N	S/A	SS/SA
		1	2	3	4	5
1	Saya tidak selalu menginap di hotel The Lovina Bali. (I do not always stay at the Lovina Bali Hotel).					
2	Saya berminat untuk menginap kembali di hotel The Lovina Bali. (I am Interested in staying again at The Lovina Bali Hotel).					
3	Saya akan menggunakan jasa akomodasi hotel ini ketika berkunjung kembali ke Lovina. (I will use the services of The Lovina Bali Hotel when I return to Lovina).					
4	Saya akan menyebarkan informasi positif tentang hotel The Lovina Bali kepada orang lain. (I will spread positive information about The Lovina Bali Hotel to others).					
5	Saya akan merekomendasikan hotel The Lovina Bali kepada orang lain. (I will recommend The Lovina Bali Hotel to others).					

2. Citra Perusahaan (*Corporate Image*)

NO	PERNYATAAN	STS/ SDA	TS/ DA	N	S/A	SS/SA
		1	2	3	4	5
1	Saya mendapatkan pelayanan dan kinerja yang baik dari segi keramah-tamahan staff. (I receive good services from the staff).					
2	Saya tidak mengetahui bahwa Hotel The Lovina Bali pernah melakukan kegiatan sosial. (I do not know that The Lovina Bali Hotel has done social activities).					
3	Fasilitas yang saya dapatkan sesuai dengan harga yang saya bayarkan pada Hotel The Lovina Bali. (The facilities of this hotel are suitable with the price that I paid).					
4	Para staff mampu menangani keluhan dengan baik. (The staff are able to handle complaints well).					
5	Layanan yang diberikan sudah sesuai dengan keinginan saya. (The services provided meet my wants and needs).					

3. Kepuasan Pelanggan (Customer Satisfaction)

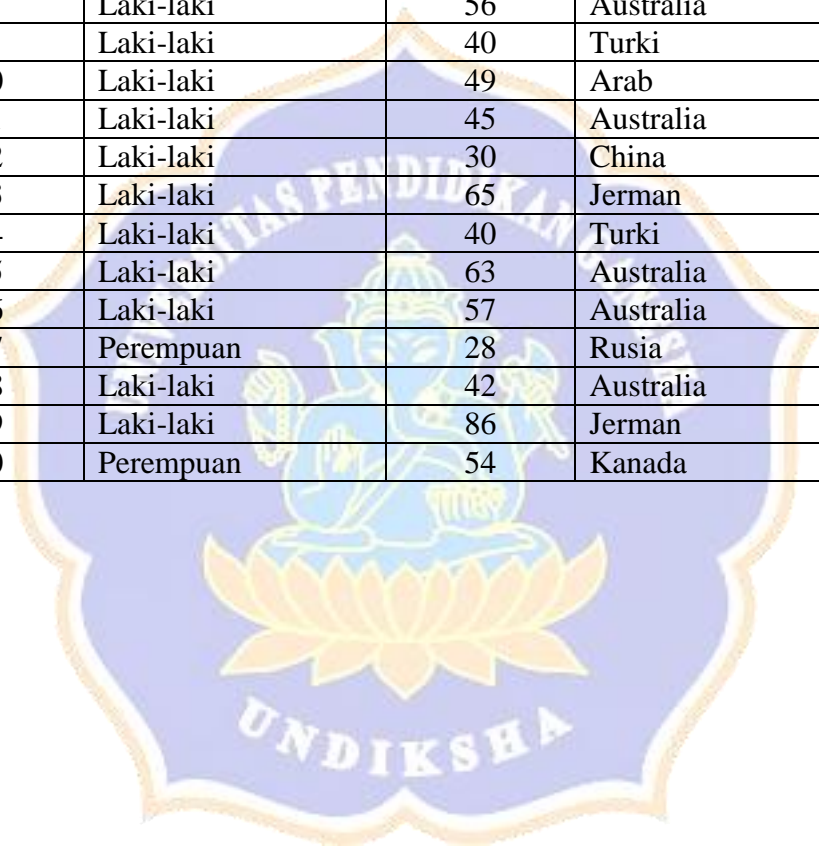
NO	PERNYATAAN	STS/ SDA	TS/ DA	N	S/A	SS/SA
		1	2	3	4	5
1	<p>Hasil kinerja karyawan dalam melakukan pelayanan sangat baik sesuai yang saya harapkan.</p> <p>(The service performance of the staff meets my expectation).</p>					
2	<p>Saya merasa puas atas pengalaman konsumsi jasa yang diberikan selama menginap di hotel The Lovina Bali.</p> <p>(I was satisfied with the experience during I stay at the Lovina Bali Hotel).</p>					
3	<p>Pihak hotel The Lovina Bali belum mampu memenuhi harapan pelanggannya.</p> <p>(The Lovina Bali Hotel has not been able to fulfill the expectations of its customers).</p>					
4	<p>Saya memiliki persepsi bahwa hotel The Lovina Bali selalu memberikan kepuasan pada pelanggannya.</p> <p>(I have a perception that The Lovina Bali Hotel always satisfies to their customers)</p>					
5	<p>Saya percaya atas kinerja dan pelayanan yang diberikan oleh hotel The Lovina Bali.</p> <p>(I trust The Lovina Bali Hotel with their performance and services).</p>					

Lampiran 05. Hasil data Gambaran Umum Responden

Nomor Responden	Jenis Kelamin	Umur	Asal Negara
1	Perempuan	63	Netherlands
2	Laki-laki	90	Australia
3	Laki-laki	41	Spanyol
4	Perempuan	52	Korea Selatan
5	Perempuan	27	Canada
6	Laki-laki	35	Australia
7	Perempuan	48	Rusia
8	Laki-laki	64	Amerika
9	Perempuan	34	Amerika
10	Laki-laki	68	Austria
11	Perempuan	50	Afrika Selatan
12	Perempuan	44	Denmark
13	Perempuan	52	Jerman
14	Perempuan	37	China
15	Laki-laki	41	China
16	Laki-laki	36	Amerika
17	Laki-laki	44	Italy
18	Laki-laki	53	Jerman
19	Laki-laki	53	Jerman
20	Perempuan	24	Jerman
21	Laki-laki	53	Inggris
22	Laki-laki	40	Australia
23	Laki-laki	65	Jerman
24	Perempuan	28	China
25	Laki-laki	23	China
26	Laki-laki	36	Inggris
27	Perempuan	43	Inggris
28	Perempuan	41	Australia
29	Laki-laki	52	New Zealand
30	Laki-laki	45	Inggris
31	Perempuan	52	Australia
32	Perempuan	27	Rusia
33	Perempuan	50	Kanada
34	Laki-laki	73	Portugal
35	Laki-laki	56	China
36	Perempuan	39	Amerika
37	Laki-laki	36	Jerman
38	Laki-laki	38	Jerman
39	Laki-laki	58	Inggris
40	Laki-laki	45	Jerman
41	Laki-laki	40	Switzerland
42	Perempuan	64	Australia
43	Laki-laki	71	Jerman

No Responden	Jenis Kelamin	Umur	Asal Negara
44	Laki-laki	31	Jerman
45	Perempuan	31	China
46	Laki-laki	59	Swedia
47	Laki-laki	28	China
48	Perempuan	33	China
49	Laki-laki	67	Jerman
50	Laki-laki	51	Denmark
51	Laki-laki	81	Inggris
52	Perempuan	41	Netherlands
53	Laki-laki	57	Austria
54	Perempuan	46	Australia
55	Laki-laki	56	Australia
56	Perempuan	35	Amerika
57	Perempuan	51	Denmark
58	Perempuan	47	Denmark
59	Laki-laki	39	Australia
60	Perempuan	47	Austria
61	Perempuan	44	Jerman
62	Perempuan	30	Denmark
63	Perempuan	63	Jerman
64	Laki-laki	23	Netherland
65	Laki-laki	32	Jerman
66	Laki-laki	61	Prancis
67	Laki-laki	64	Austria
68	Laki-laki	51	Spanyol
69	Laki-laki	31	Spanyol
70	Laki-laki	33	Jerman
71	Perempuan	67	Jerman
72	Perempuan	47	Poland
73	Laki-laki	51	Denmark
74	Laki-laki	45	Swedia
75	Laki-laki	35	Jepang
76	Perempuan	54	China
77	Perempuan	29	Jerman
78	Perempuan	65	Australia
79	Laki-laki	41	Jerman
80	Laki-laki	57	Denmark
81	Perempuan	38	Australia
82	Perempuan	71	Australia
83	Perempuan	74	Australia
84	Laki-laki	29	Rusia
85	Laki-laki	29	China
86	Laki-laki	47	Switzerland
87	Perempuan	27	Jerman

No Responden	Jenis Kelamin	Umur	Asal Negara
88	Perempuan	30	Italy
89	Laki-laki	32	Jerman
90	Perempuan	27	Denmark
91	Perempuan	42	Kanada
92	Laki-laki	36	Netherlands
93	Perempuan	51	New Zealand
94	Laki-laki	38	Jerman
95	Laki-laki	36	Australia
96	Perempuan	32	Poland
97	Laki-laki	29	Jerman
98	Laki-laki	56	Australia
99	Laki-laki	40	Turki
100	Laki-laki	49	Arab
101	Laki-laki	45	Australia
102	Laki-laki	30	China
103	Laki-laki	65	Jerman
104	Laki-laki	40	Turki
105	Laki-laki	63	Australia
106	Laki-laki	57	Australia
107	Perempuan	28	Rusia
108	Laki-laki	42	Australia
109	Laki-laki	86	Jerman
110	Perempuan	54	Kanada



Lampiran 06. Tabulasi Data Kuesioner

Data Ordinal Sampel Kecil

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
1	4	5	5	5	5	24	5	4	5	5	5	24	5	5	5	5	5	25
2	4	5	5	5	5	24	5	4	4	5	5	23	5	5	5	5	5	25
3	4	5	5	5	5	24	5	5	5	5	5	25	5	5	5	5	5	25
4	3	4	4	4	4	19	4	3	4	4	4	19	4	4	4	4	4	20
5	5	4	4	5	5	23	4	3	4	5	5	21	4	5	4	5	4	22
6	4	5	5	5	5	24	5	5	5	5	5	25	5	5	5	5	5	25
7	4	5	4	5	5	23	4	4	4	5	5	22	5	5	5	5	5	25
8	3	4	4	5	5	21	4	4	4	5	5	22	5	4	4	4	5	22
9	5	5	5	5	5	25	5	3	4	5	5	22	5	5	5	5	5	25
10	4	5	5	5	5	22	5	5	5	5	5	25	5	5	5	5	5	25
11	4	5	5	5	5	24	5	5	5	5	5	25	5	5	5	5	5	25
12	5	5	5	5	5	24	5	5	5	5	5	25	5	5	5	5	5	25
13	4	5	4	5	5	25	5	4	4	5	5	23	4	5	4	5	5	23
14	5	4	5	5	5	23	5	5	4	5	5	24	5	5	5	5	5	25
15	4	4	5	5	5	24	4	5	5	5	5	24	4	5	5	5	5	24
16	4	5	4	4	5	22	4	4	4	4	4	20	4	5	4	4	5	22
17	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
18	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
19	5	5	5	5	5	25	5	4	4	5	5	23	5	5	5	5	5	25

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
20	3	4	4	5	5	21	5	5	4	5	5	24	4	5	4	4	5	22
21	5	5	5	5	5	25	5	5	5	5	5	25	5	4	4	4	5	22
22	4	5	4	4	5	22	5	5	4	5	5	24	5	5	4	4	4	22
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24	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
25	4	5	4	5	5	22	5	4	4	4	5	22	4	5	3	4	5	21
26	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
27	4	5	5	5	5	24	5	5	4	5	5	24	5	5	5	5	5	25
28	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
29	4	5	4	5	5	23	4	3	5	5	4	21	5	4	4	4	5	22
30	5	5	5	5	5	25	5	5	4	5	5	24	5	5	5	5	5	25



Data Ordinal Sampel Besar

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
1	4	4	4	4	4	20	4	3	4	4	4	19	4	4	3	4	4	19
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5	4	4	4	4	4	20	4	3	4	5	4	20	4	4	4	4	4	20
6	2	5	5	5	5	22	5	4	4	4	4	21	4	4	5	5	4	22
7	4	5	5	5	5	24	5	4	5	4	5	23	4	5	5	5	5	24
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9	3	5	4	4	5	21	5	3	4	4	5	21	5	5	4	4	5	23
10	4	4	5	4	4	21	5	4	4	5	5	23	4	5	5	4	4	22
11	5	5	4	4	5	23	5	5	4	5	4	23	5	4	5	5	4	23
12	3	5	5	5	4	22	5	3	4	5	5	22	5	4	4	5	4	22
13	4	5	5	5	5	24	5	5	5	5	5	25	5	5	5	5	5	25
14	4	4	4	4	4	20	4	4	4	4	4	20	4	4	5	4	5	22
15	4	4	4	4	4	20	4	3	4	4	4	19	4	4	5	4	4	21
16	3	4	4	4	4	19	5	5	5	4	5	24	4	5	4	4	4	21
17	2	4	4	4	5	19	4	3	4	4	4	19	4	4	3	4	4	19
18	3	5	4	4	5	21	4	4	5	5	5	23	5	5	4	5	5	24
19	4	5	5	4	5	23	4	4	5	4	4	21	5	5	4	5	4	23

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
20	5	5	5	5	5	25	5	5	5	5	5	25	5	4	4	5	5	23
21	4	4	4	4	4	20	4	3	5	4	4	20	5	4	5	5	5	24
22	4	4	5	5	4	21	5	4	4	5	4	22	5	5	4	4	5	23
23	4	5	4	4	4	21	4	4	5	5	5	23	5	4	5	5	5	24
24	4	4	5	4	5	22	4	4	4	5	5	22	5	4	5	4	4	22
25	3	4	4	4	4	19	5	5	5	5	5	25	4	5	4	4	4	21
26	3	4	5	4	4	20	4	3	4	4	4	19	4	5	5	4	4	22
27	4	5	4	5	5	23	4	4	5	5	5	23	5	4	4	5	5	23
28	4	4	4	4	4	20	5	4	4	5	5	23	4	4	3	4	4	19
29	4	5	5	4	4	22	4	4	4	4	5	21	5	5	4	4	5	23
30	4	5	5	5	5	24	4	4	4	4	4	20	5	4	5	4	4	22
31	4	5	4	4	4	21	4	4	5	5	5	23	4	5	5	4	4	22
32	4	5	5	5	5	24	5	5	5	5	5	25	5	5	4	4	5	23
33	5	5	5	5	5	25	4	4	4	4	4	20	5	5	5	5	5	25
34	4	4	5	5	5	23	5	5	5	5	5	25	4	5	4	5	5	23
35	5	4	5	5	4	23	5	5	5	4	4	23	5	4	4	5	5	23
36	2	5	5	4	5	21	5	4	5	4	5	23	4	5	4	5	5	23
37	4	5	5	5	5	24	5	5	5	4	5	24	4	5	4	5	5	23

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
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39	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
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42	4	4	4	4	4	20	5	5	5	5	5	25	4	4	4	4	4	20
43	5	5	5	4	4	23	5	4	4	4	4	21	5	5	5	5	4	24
44	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
45	4	4	4	4	4	20	5	5	5	4	4	23	5	4	5	4	5	23
46	3	5	5	5	5	23	5	4	5	5	5	24	4	5	5	5	5	24
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48	5	4	5	5	5	24	5	5	5	5	5	25	4	5	4	5	5	23
49	5	4	4	5	4	22	5	5	4	4	4	22	5	4	4	4	4	21
50	4	5	5	4	5	23	5	5	5	5	5	25	4	4	4	5	4	21
51	4	4	4	4	4	20	4	3	4	4	4	19	4	4	4	4	4	20
52	4	4	4	4	5	21	4	4	4	4	4	20	4	4	4	4	5	21
53	3	5	5	5	5	23	4	4	5	5	5	23	5	5	5	5	5	25
54	4	4	5	5	4	22	5	5	4	5	4	23	4	5	4	4	4	21
55	4	4	4	5	5	22	4	4	5	4	4	21	5	4	4	4	5	22
56	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
57	4	5	5	5	5	24	5	5	5	5	5	25	5	5	5	5	5	25

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
58	4	4	4	4	4	20	4	3	4	4	4	19	4	4	4	4	4	20
59	4	4	5	4	4	21	4	4	4	5	4	21	4	4	3	4	4	19
60	2	5	4	5	5	21	5	3	5	4	5	22	5	5	5	5	5	25
61	4	4	4	5	5	22	4	4	4	4	5	21	5	4	4	5	4	22
62	4	5	5	5	4	23	5	4	4	5	5	23	5	5	5	4	5	24
63	4	4	4	4	5	21	4	4	4	4	4	20	4	5	4	4	4	21
64	4	4	5	4	4	21	5	4	4	4	4	21	5	4	4	4	4	21
65	4	4	4	4	4	20	5	5	5	5	5	25	4	4	3	4	4	19
66	3	5	4	5	4	21	5	4	4	4	5	22	5	4	4	4	5	22
67	5	5	5	5	5	25	5	4	4	5	5	23	5	5	5	5	5	25
68	4	4	4	4	4	20	4	3	4	4	4	19	4	4	4	4	4	20
69	4	4	4	5	4	21	4	4	4	4	5	21	4	4	4	4	5	21
70	4	5	5	4	5	23	5	5	5	5	5	25	5	4	4	4	4	21
71	4	4	4	5	4	21	4	3	4	4	4	19	5	4	4	5	4	22
72	4	4	4	4	5	21	4	3	4	4	4	19	4	4	4	5	4	21
73	4	5	5	4	5	23	4	4	4	5	5	22	4	5	5	5	5	24
74	4	5	5	4	5	23	5	4	4	5	4	22	5	4	5	5	5	24
75	5	5	5	4	5	24	5	4	4	5	5	23	4	5	4	4	4	21
76	2	4	4	5	5	20	4	4	4	4	4	20	4	4	4	5	4	21
77	4	4	4	4	4	20	4	3	4	5	5	21	5	5	5	5	5	25

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
78	4	4	4	5	5	22	4	4	4	4	4	20	4	4	4	5	4	21
79	4	4	4	4	4	20	4	3	4	5	5	21	5	5	5	5	5	25
80	4	5	5	5	5	24	5	4	4	5	5	23	5	5	5	5	4	24
81	4	5	5	4	4	22	4	4	4	5	5	22	5	5	5	5	4	24
82	4	5	5	5	5	24	5	5	5	5	5	25	5	5	5	5	5	25
83	5	5	4	5	5	24	5	5	5	5	5	25	5	5	4	5	4	23
84	4	5	5	5	5	24	5	4	4	5	4	22	5	5	5	5	5	25
85	4	5	4	5	4	22	5	4	5	4	5	23	4	4	4	4	5	21
86	3	4	5	4	5	21	5	3	4	5	5	22	5	5	5	5	4	24
87	4	5	5	5	5	24	5	4	5	4	5	23	5	4	4	5	5	23
88	3	4	5	4	4	20	5	5	5	5	5	25	4	5	5	4	5	23
89	4	5	4	4	5	22	4	4	5	5	5	23	4	4	4	4	5	21
90	4	4	5	4	4	21	5	3	5	5	5	23	4	4	5	4	5	22
91	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	5	4	21
92	5	5	5	5	4	24	5	5	5	4	5	24	5	5	5	5	4	24
93	4	5	5	5	5	24	5	4	5	5	5	24	5	4	4	5	5	23
94	4	4	4	4	5	21	4	4	4	4	5	21	5	4	4	4	4	21
95	4	5	4	5	4	22	4	3	5	4	5	21	4	5	5	5	5	24
96	4	4	4	5	4	21	4	3	4	4	4	19	5	4	4	4	4	21
97	4	4	4	4	5	21	5	4	5	5	5	24	4	4	5	5	5	23

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
98	4	5	4	5	5	23	4	3	5	5	5	22	5	4	5	5	5	24
99	4	4	4	4	4	20	4	4	4	5	4	21	4	4	4	4	5	21
100	4	4	4	4	4	20	5	4	5	5	5	24	5	5	5	4	4	23
101	4	4	4	4	4	20	5	3	5	4	5	22	5	4	4	5	4	22
102	4	4	5	5	5	23	5	4	4	5	5	23	4	5	4	4	4	21
103	3	5	5	5	5	23	5	3	5	5	5	23	5	5	5	5	5	25
104	3	4	5	5	5	22	5	4	5	5	5	24	5	5	5	5	4	24
105	3	5	5	5	4	22	5	3	5	5	5	23	4	5	4	5	5	23
106	4	4	4	4	5	21	5	4	4	5	5	23	5	5	4	4	5	23
107	5	5	5	5	5	25	4	4	5	5	5	23	5	4	5	5	5	24
108	4	5	5	4	5	23	5	5	5	5	4	24	4	5	4	4	4	21
109	4	5	5	5	5	24	5	4	5	4	5	23	5	5	5	5	5	25
110	3	5	5	5	5	23	5	3	5	5	5	23	5	5	5	5	5	25



Data Interval Sampel Kecil

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
1	2,288	2,750	2,636	2,950	3,304	13,928	2,711	1,973	2,596	2,950	2,950	13,180	2,711	2,863	3,772	2,680	2,950	14,977
2	2,288	2,750	2,636	2,950	3,304	13,928	2,711	1,973	1,000	2,950	2,950	11,584	2,711	2,863	3,772	2,680	2,950	14,977
3	2,288	2,750	2,636	2,950	3,304	13,928	2,711	3,258	2,596	2,950	2,950	14,465	2,711	2,863	3,772	2,680	2,950	14,977
4	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	2,262	1,000	1,000	6,262
5	3,663	1,000	1,000	2,950	3,304	11,916	1,000	1,000	1,000	2,950	2,950	8,900	1,000	2,863	2,262	2,680	1,000	9,806
6	2,288	2,750	2,636	2,950	3,304	13,928	2,711	3,258	2,596	2,950	2,950	14,465	2,711	2,863	3,772	2,680	2,950	14,977
7	2,288	2,750	1,000	2,950	3,304	12,292	1,000	1,973	1,000	2,950	2,950	9,873	2,711	2,863	3,772	2,680	2,950	14,977
8	1,000	1,000	1,000	2,950	3,304	9,254	1,000	1,973	1,000	2,950	2,950	9,873	2,711	1,000	2,262	1,000	2,950	9,923
9	3,663	2,750	2,636	2,950	3,304	15,302	2,711	1,000	1,000	2,950	2,950	10,611	2,711	2,863	3,772	2,680	2,950	14,977
10	2,288	2,750	2,636	2,950	3,304	13,928	2,711	3,258	2,596	2,950	2,950	14,465	2,711	2,863	3,772	2,680	2,950	14,977
11	2,288	2,750	2,636	2,950	3,304	13,928	2,711	3,258	2,596	2,950	2,950	14,465	2,711	2,863	3,772	2,680	2,950	14,977
12	3,663	2,750	2,636	2,950	3,304	15,302	2,711	3,258	2,596	2,950	2,950	14,465	2,711	2,863	3,772	2,680	2,950	14,977
13	2,288	2,750	1,000	2,950	3,304	12,292	2,711	1,973	1,000	2,950	2,950	11,584	1,000	2,863	2,262	2,680	2,950	11,756

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
14	3,663	1,000	2,636	2,950	3,304	13,553	2,711	3,258	1,000	2,950	2,950	12,869	2,711	2,863	3,772	2,680	2,950	14,977
15	2,288	1,000	2,636	2,950	3,304	12,178	1,000	3,258	2,596	2,950	2,950	12,754	1,000	2,863	3,772	2,680	2,950	13,266
16	2,288	2,750	1,000	1,000	3,304	10,342	1,000	1,973	1,000	1,000	1,000	5,973	1,000	2,863	2,262	1,000	2,950	10,075
17	3,663	2,750	2,636	2,950	3,304	15,302	2,711	3,258	2,596	2,950	2,950	14,465	2,711	2,863	3,772	2,680	2,950	14,977
18	3,663	2,750	2,636	2,950	3,304	15,302	2,711	3,258	2,596	2,950	2,950	14,465	2,711	2,863	3,772	2,680	2,950	14,977
19	3,663	2,750	2,636	2,950	3,304	15,302	2,711	1,973	1,000	2,950	2,950	11,584	2,711	2,863	3,772	2,680	2,950	14,977
20	1,000	1,000	1,000	2,950	3,304	9,254	2,711	3,258	1,000	2,950	2,950	12,869	1,000	2,863	2,262	1,000	2,950	10,075
21	3,663	2,750	2,636	2,950	3,304	15,302	2,711	3,258	2,596	2,950	2,950	14,465	2,711	1,000	2,262	1,000	2,950	9,923
22	2,288	2,750	1,000	1,000	3,304	10,342	2,711	3,258	1,000	2,950	2,950	12,869	2,711	2,863	2,262	1,000	1,000	9,836
23	3,663	2,750	2,636	2,950	3,304	15,302	2,711	3,258	2,596	2,950	2,950	14,465	2,711	2,863	3,772	2,680	2,950	14,977
24	3,663	2,750	2,636	2,950	3,304	15,302	2,711	3,258	2,596	2,950	2,950	14,465	2,711	2,863	3,772	2,680	2,950	14,977
25	2,288	2,750	1,000	2,950	3,304	12,292	2,711	1,973	1,000	1,000	2,950	9,634	1,000	2,863	1,000	1,000	2,950	8,813
26	3,663	2,750	2,636	2,950	3,304	15,302	2,711	3,258	2,596	2,950	2,950	14,465	2,711	2,863	3,772	2,680	2,950	14,977

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
27	2,288	2,750	2,636	2,950	3,304	13,928	2,711	3,258	1,000	2,950	2,950	12,869	2,711	2,863	3,772	2,680	2,950	14,977
28	3,663	2,750	2,636	2,950	3,304	15,302	2,711	3,258	2,596	2,950	2,950	14,465	2,711	2,863	3,772	2,680	2,950	14,977
29	2,288	2,750	1,000	2,950	3,304	12,292	1,000	1,000	2,596	2,950	1,000	8,546	2,711	1,000	2,262	1,000	2,950	9,923
30	3,663	2,750	2,636	2,950	3,304	15,302	2,711	3,258	1,000	2,950	2,950	12,869	2,711	2,863	3,772	2,680	2,950	14,977



Data Interval Sampel Besar

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
1	3,118	1,000	1,000	1,000	1,000	7,118	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	1,000	1,000	1,000	5,000
2	3,118	1,000	2,598	1,000	2,600	10,315	2,607	2,317	1,000	2,600	1,000	9,524	1,000	2,596	2,552	2,599	1,000	9,747
3	4,596	2,596	1,000	1,000	2,600	11,792	2,607	2,317	2,596	2,600	2,619	12,739	2,599	2,596	2,552	2,599	1,000	11,345
4	3,118	1,000	2,598	2,599	2,600	11,914	2,607	2,317	2,596	1,000	2,619	11,139	1,000	2,596	4,036	2,599	2,596	12,826
5	3,118	1,000	1,000	1,000	1,000	7,118	1,000	1,000	1,000	2,600	1,000	6,600	1,000	1,000	2,552	1,000	1,000	6,552
6	1,000	2,596	2,598	2,599	2,600	11,392	2,607	2,317	1,000	1,000	1,000	7,924	1,000	1,000	4,036	2,599	1,000	9,635
7	3,118	2,596	2,598	2,599	2,600	13,510	2,607	2,317	2,596	1,000	2,619	11,139	1,000	2,596	4,036	2,599	2,596	12,826
8	1,881	1,000	2,598	1,000	1,000	7,479	1,000	2,317	1,000	1,000	1,000	6,317	2,599	2,596	2,552	1,000	1,000	9,747
9	1,881	2,596	1,000	1,000	2,600	9,077	2,607	1,000	1,000	1,000	2,619	8,226	2,599	2,596	2,552	1,000	2,596	11,343
10	3,118	1,000	2,598	1,000	1,000	8,715	2,607	2,317	1,000	2,600	2,619	11,143	1,000	2,596	4,036	1,000	1,000	9,632
11	4,596	2,596	1,000	1,000	2,600	11,792	2,607	3,631	1,000	2,600	1,000	10,839	2,599	1,000	4,036	2,599	1,000	11,233
12	1,881	2,596	2,598	2,599	1,000	10,673	2,607	1,000	1,000	2,600	2,619	9,826	2,599	1,000	2,552	2,599	1,000	9,750
13	3,118	2,596	2,598	2,599	2,600	13,510	2,607	3,631	2,596	2,600	2,619	14,054	2,599	2,596	4,036	2,599	2,596	14,425

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
14	3,118	1,000	1,000	1,000	1,000	7,118	1,000	2,317	1,000	1,000	1,000	6,317	1,000	1,000	4,036	1,000	2,596	9,632
15	3,118	1,000	1,000	1,000	1,000	7,118	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	4,036	1,000	1,000	8,036
16	1,881	1,000	1,000	1,000	1,000	5,881	2,607	3,631	2,596	1,000	2,619	12,454	1,000	2,596	2,552	1,000	1,000	8,148
17	1,000	1,000	1,000	1,000	2,600	6,600	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	1,000	1,000	1,000	5,000
18	1,881	2,596	1,000	1,000	2,600	9,077	1,000	2,317	2,596	2,600	2,619	11,132	2,599	2,596	2,552	2,599	2,596	12,941
19	3,118	2,596	2,598	1,000	2,600	11,911	1,000	2,317	2,596	1,000	1,000	7,913	2,599	2,596	2,552	2,599	1,000	11,345
20	4,596	2,596	2,598	2,599	2,600	14,988	2,607	3,631	2,596	2,600	2,619	14,054	2,599	1,000	2,552	2,599	2,596	11,345
21	3,118	1,000	1,000	1,000	1,000	7,118	1,000	1,000	2,596	1,000	1,000	6,596	2,599	1,000	4,036	2,599	2,596	12,829
22	3,118	1,000	2,598	2,599	1,000	10,314	2,607	2,317	1,000	2,600	1,000	9,524	2,599	2,596	2,552	1,000	2,596	11,343
23	3,118	2,596	1,000	1,000	1,000	8,713	1,000	2,317	2,596	2,600	2,619	11,132	2,599	1,000	4,036	2,599	2,596	12,829
24	3,118	1,000	2,598	1,000	2,600	10,315	1,000	2,317	1,000	2,600	2,619	9,535	2,599	1,000	4,036	1,000	1,000	9,635
25	1,881	1,000	1,000	1,000	1,000	5,881	2,607	3,631	2,596	2,600	2,619	14,054	1,000	2,596	2,552	1,000	1,000	8,148
26	1,881	1,000	2,598	1,000	1,000	7,479	1,000	1,000	1,000	1,000	1,000	5,000	1,000	2,596	4,036	1,000	1,000	9,632

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
27	3,118	2,596	1,000	2,599	2,600	11,912	1,000	2,317	2,596	2,600	2,619	11,132	2,599	1,000	2,552	2,599	2,596	11,345
28	3,118	1,000	1,000	1,000	1,000	7,118	2,607	2,317	1,000	2,600	2,619	11,143	1,000	1,000	1,000	1,000	1,000	5,000
29	3,118	2,596	2,598	1,000	1,000	10,311	1,000	2,317	1,000	1,000	2,619	7,935	2,599	2,596	2,552	1,000	2,596	11,343
30	3,118	2,596	2,598	2,599	2,600	13,510	1,000	2,317	1,000	1,000	1,000	6,317	2,599	1,000	4,036	1,000	1,000	9,635
31	3,118	2,596	1,000	1,000	1,000	8,713	1,000	2,317	2,596	2,600	2,619	11,132	1,000	2,596	4,036	1,000	1,000	9,632
32	3,118	2,596	2,598	2,599	2,600	13,510	2,607	3,631	2,596	2,600	2,619	14,054	2,599	2,596	2,552	1,000	2,596	11,343
33	4,596	2,596	2,598	2,599	2,600	14,988	1,000	2,317	1,000	1,000	1,000	6,317	2,599	2,596	4,036	2,599	2,596	14,425
34	3,118	1,000	2,598	2,599	2,600	11,914	2,607	3,631	2,596	2,600	2,619	14,054	1,000	2,596	2,552	2,599	2,596	11,343
35	4,596	1,000	2,598	2,599	1,000	11,793	2,607	3,631	2,596	1,000	1,000	10,835	2,599	1,000	2,552	2,599	2,596	11,345
36	1,000	2,596	2,598	1,000	2,600	9,793	2,607	2,317	2,596	1,000	2,619	11,139	1,000	2,596	2,552	2,599	2,596	11,343
37	3,118	2,596	2,598	2,599	2,600	13,510	2,607	3,631	2,596	1,000	2,619	12,454	1,000	2,596	2,552	2,599	2,596	11,343
38	4,596	2,596	2,598	2,599	2,600	14,988	1,000	2,317	2,596	2,600	2,619	11,132	2,599	1,000	2,552	2,599	2,596	11,345
39	3,118	1,000	1,000	1,000	1,000	7,118	1,000	2,317	1,000	1,000	1,000	6,317	1,000	1,000	2,552	1,000	1,000	6,552

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
40	4,596	2,596	2,598	2,599	2,600	14,988	2,607	3,631	2,596	2,600	2,619	14,054	2,599	2,596	4,036	2,599	2,596	14,425
41	3,118	1,000	1,000	1,000	1,000	7,118	2,607	2,317	1,000	1,000	1,000	7,924	1,000	1,000	2,552	1,000	2,596	8,148
42	3,118	1,000	1,000	1,000	1,000	7,118	2,607	3,631	2,596	2,600	2,619	14,054	1,000	1,000	2,552	1,000	1,000	6,552
43	4,596	2,596	2,598	1,000	1,000	11,790	2,607	2,317	1,000	1,000	1,000	7,924	2,599	2,596	4,036	2,599	1,000	12,829
44	3,118	1,000	1,000	1,000	1,000	7,118	1,000	2,317	1,000	1,000	1,000	6,317	1,000	1,000	2,552	1,000	1,000	6,552
45	3,118	1,000	1,000	1,000	1,000	7,118	2,607	3,631	2,596	1,000	1,000	10,835	2,599	1,000	4,036	1,000	2,596	11,231
46	1,881	2,596	2,598	2,599	2,600	12,273	2,607	2,317	2,596	2,600	2,619	12,739	1,000	2,596	4,036	2,599	2,596	12,826
47	1,000	2,596	2,598	1,000	1,000	8,193	1,000	1,000	1,000	1,000	1,000	5,000	2,599	2,596	2,552	2,599	1,000	11,345
48	4,596	1,000	2,598	2,599	2,600	13,392	2,607	3,631	2,596	2,600	2,619	14,054	1,000	2,596	2,552	2,599	2,596	11,343
49	4,596	1,000	1,000	2,599	1,000	10,195	2,607	3,631	1,000	1,000	1,000	9,239	2,599	1,000	2,552	1,000	1,000	8,151
50	3,118	2,596	2,598	1,000	2,600	11,911	2,607	3,631	2,596	2,600	2,619	14,054	1,000	1,000	2,552	2,599	1,000	8,151
51	3,118	1,000	1,000	1,000	1,000	7,118	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	2,552	1,000	1,000	6,552
52	3,118	1,000	1,000	1,000	2,600	8,717	1,000	2,317	1,000	1,000	1,000	6,317	1,000	1,000	2,552	1,000	2,596	8,148

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
53	1,881	2,596	2,598	2,599	2,600	12,273	1,000	2,317	2,596	2,600	2,619	11,132	2,599	2,596	4,036	2,599	2,596	14,425
54	3,118	1,000	2,598	2,599	1,000	10,314	2,607	3,631	1,000	2,600	1,000	10,839	1,000	2,596	2,552	1,000	1,000	8,148
55	3,118	1,000	1,000	2,599	2,600	10,316	1,000	2,317	2,596	1,000	1,000	7,913	2,599	1,000	2,552	1,000	2,596	9,747
56	4,596	2,596	2,598	2,599	2,600	14,988	2,607	3,631	2,596	2,600	2,619	14,054	2,599	2,596	4,036	2,599	2,596	14,425
57	3,118	2,596	2,598	2,599	2,600	13,510	2,607	3,631	2,596	2,600	2,619	14,054	2,599	2,596	4,036	2,599	2,596	14,425
58	3,118	1,000	1,000	1,000	1,000	7,118	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	2,552	1,000	1,000	6,552
59	3,118	1,000	2,598	1,000	1,000	8,715	1,000	2,317	1,000	2,600	1,000	7,917	1,000	1,000	1,000	1,000	1,000	5,000
60	1,000	2,596	1,000	2,599	2,600	9,794	2,607	1,000	2,596	1,000	2,619	9,822	2,599	2,596	4,036	2,599	2,596	14,425
61	3,118	1,000	1,000	2,599	2,600	10,316	1,000	2,317	1,000	1,000	2,619	7,935	2,599	1,000	2,552	2,599	1,000	9,750
62	3,118	2,596	2,598	2,599	1,000	11,910	2,607	2,317	1,000	2,600	2,619	11,143	2,599	2,596	4,036	1,000	2,596	12,826
63	3,118	1,000	1,000	1,000	2,600	8,717	1,000	2,317	1,000	1,000	1,000	6,317	1,000	2,596	2,552	1,000	1,000	8,148
64	3,118	1,000	2,598	1,000	1,000	8,715	2,607	2,317	1,000	1,000	1,000	7,924	2,599	1,000	2,552	1,000	1,000	8,151
65	3,118	1,000	1,000	1,000	1,000	7,118	2,607	3,631	2,596	2,600	2,619	14,054	1,000	1,000	1,000	1,000	1,000	5,000

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
66	1,881	2,596	1,000	2,599	1,000	9,076	2,607	2,317	1,000	1,000	2,619	9,543	2,599	1,000	2,552	1,000	2,596	9,747
67	4,596	2,596	2,598	2,599	2,600	14,988	2,607	2,317	1,000	2,600	2,619	11,143	2,599	2,596	4,036	2,599	2,596	14,425
68	3,118	1,000	1,000	1,000	1,000	7,118	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	2,552	1,000	1,000	6,552
69	3,118	1,000	1,000	2,599	1,000	8,716	1,000	2,317	1,000	1,000	2,619	7,935	1,000	1,000	2,552	1,000	2,596	8,148
70	3,118	2,596	2,598	1,000	2,600	11,911	2,607	3,631	2,596	2,600	2,619	14,054	2,599	1,000	2,552	1,000	1,000	8,151
71	3,118	1,000	1,000	2,599	1,000	8,716	1,000	1,000	1,000	1,000	1,000	5,000	2,599	1,000	2,552	2,599	1,000	9,750
72	3,118	1,000	1,000	1,000	2,600	8,717	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	2,552	2,599	1,000	8,151
73	3,118	2,596	2,598	1,000	2,600	11,911	1,000	2,317	1,000	2,600	2,619	9,535	1,000	2,596	4,036	2,599	2,596	12,826
74	3,118	2,596	2,598	1,000	2,600	11,911	2,607	2,317	1,000	2,600	1,000	9,524	2,599	1,000	4,036	2,599	2,596	12,829
75	4,596	2,596	2,598	1,000	2,600	13,390	2,607	2,317	1,000	2,600	2,619	11,143	1,000	2,596	2,552	1,000	1,000	8,148
76	1,000	1,000	1,000	2,599	2,600	8,198	1,000	2,317	1,000	1,000	1,000	6,317	1,000	1,000	2,552	2,599	1,000	8,151
77	3,118	1,000	1,000	1,000	1,000	7,118	1,000	1,000	1,000	2,600	2,619	8,219	2,599	2,596	4,036	2,599	2,596	14,425
78	3,118	2,596	2,598	2,599	2,600	13,510	2,607	2,317	1,000	2,600	2,619	11,143	2,599	2,596	4,036	2,599	1,000	12,829

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
79	3,118	2,596	2,598	1,000	1,000	10,311	1,000	2,317	1,000	2,600	2,619	9,535	2,599	2,596	4,036	2,599	1,000	12,829
80	3,118	2,596	2,598	2,599	2,600	13,510	2,607	3,631	2,596	2,600	2,619	14,054	2,599	2,596	4,036	2,599	2,596	14,425
81	4,596	2,596	1,000	2,599	2,600	13,391	2,607	3,631	2,596	2,600	2,619	14,054	2,599	2,596	2,552	2,599	1,000	11,345
82	3,118	2,596	2,598	2,599	2,600	13,510	2,607	2,317	1,000	2,600	1,000	9,524	2,599	2,596	4,036	2,599	2,596	14,425
83	3,118	2,596	1,000	2,599	1,000	10,312	2,607	2,317	2,596	1,000	2,619	11,139	1,000	1,000	2,552	1,000	2,596	8,148
84	1,881	1,000	2,598	1,000	2,600	9,079	2,607	1,000	1,000	2,600	2,619	9,826	2,599	2,596	4,036	2,599	1,000	12,829
85	3,118	2,596	2,598	2,599	2,600	13,510	2,607	2,317	2,596	1,000	2,619	11,139	2,599	1,000	2,552	2,599	2,596	11,345
86	1,881	1,000	2,598	1,000	1,000	7,479	2,607	3,631	2,596	2,600	2,619	14,054	1,000	2,596	4,036	1,000	2,596	11,228
87	3,118	2,596	1,000	1,000	2,600	10,313	1,000	2,317	2,596	2,600	2,619	11,132	1,000	1,000	2,552	1,000	2,596	8,148
88	3,118	1,000	2,598	1,000	1,000	8,715	2,607	1,000	2,596	2,600	2,619	11,422	1,000	1,000	4,036	1,000	2,596	9,632
89	3,118	1,000	1,000	1,000	1,000	7,118	1,000	2,317	1,000	1,000	1,000	6,317	1,000	1,000	2,552	2,599	1,000	8,151
90	4,596	2,596	2,598	2,599	1,000	13,388	2,607	3,631	2,596	1,000	2,619	12,454	2,599	2,596	4,036	2,599	1,000	12,829
91	3,118	2,596	2,598	2,599	2,600	13,510	2,607	2,317	2,596	2,600	2,619	12,739	2,599	1,000	2,552	2,599	2,596	11,345

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
92	3,118	1,000	1,000	1,000	2,600	8,717	1,000	2,317	1,000	1,000	2,619	7,935	2,599	1,000	2,552	1,000	1,000	8,151
93	3,118	2,596	1,000	2,599	1,000	10,312	1,000	1,000	2,596	1,000	2,619	8,215	1,000	2,596	4,036	2,599	2,596	12,826
94	3,118	1,000	1,000	2,599	1,000	8,716	1,000	1,000	1,000	1,000	1,000	5,000	2,599	1,000	2,552	1,000	1,000	8,151
95	3,118	1,000	1,000	1,000	2,600	8,717	2,607	2,317	2,596	2,600	2,619	12,739	1,000	1,000	4,036	2,599	2,596	11,231
96	3,118	2,596	1,000	1,000	2,600	10,313	2,607	1,000	1,000	2,600	2,619	9,826	1,000	1,000	2,552	2,599	1,000	8,151
97	1,881	2,596	2,598	1,000	2,600	10,674	2,607	2,317	1,000	2,600	2,619	11,143	2,599	2,596	4,036	2,599	2,596	14,425
98	3,118	2,596	1,000	2,599	2,600	11,912	1,000	1,000	2,596	2,600	2,619	9,815	2,599	1,000	4,036	2,599	2,596	12,829
99	3,118	1,000	1,000	1,000	1,000	7,118	1,000	2,317	1,000	2,600	1,000	7,917	1,000	1,000	2,552	1,000	2,596	8,148
100	3,118	1,000	1,000	1,000	1,000	7,118	2,607	2,317	2,596	2,600	2,619	12,739	2,599	2,596	4,036	1,000	1,000	11,231
101	3,118	1,000	1,000	1,000	1,000	7,118	2,607	1,000	2,596	1,000	2,619	9,822	2,599	1,000	2,552	2,599	1,000	9,750
102	3,118	1,000	2,598	2,599	2,600	11,914	2,607	2,317	1,000	2,600	2,619	11,143	1,000	2,596	2,552	1,000	1,000	8,148
103	1,881	2,596	2,598	2,599	2,600	12,273	2,607	1,000	2,596	2,600	2,619	11,422	2,599	2,596	4,036	2,599	2,596	14,425
104	1,881	1,000	2,598	2,599	2,600	10,677	2,607	2,317	2,596	2,600	2,619	12,739	2,599	2,596	4,036	2,599	1,000	12,829

No. Resp	Loyalitas Pelanggan (Y)						Corporate Image (X1)						Kepuasan Pelanggan (X2)					
	Item 1*	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2*	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3*	Item 4	Item 5	Total
105	1,881	2,596	2,598	2,599	1,000	10,673	2,607	1,000	2,596	2,600	2,619	11,422	1,000	2,596	2,552	2,599	2,596	11,343
106	3,118	1,000	1,000	1,000	2,600	8,717	2,607	2,317	1,000	2,600	2,619	11,143	2,599	2,596	2,552	1,000	2,596	11,343
107	4,596	2,596	2,598	2,599	2,600	14,988	1,000	2,317	2,596	2,600	2,619	11,132	2,599	1,000	4,036	2,599	2,596	12,829
108	3,118	2,596	2,598	1,000	2,600	11,911	2,607	3,631	2,596	2,600	1,000	12,435	1,000	2,596	2,552	1,000	1,000	8,148
109	3,118	2,596	2,598	2,599	2,600	13,510	2,607	2,317	2,596	1,000	2,619	11,139	2,599	2,596	4,036	2,599	2,596	14,425
110	1,881	2,596	2,598	2,599	2,600	12,273	2,607	1,000	2,596	2,600	2,619	11,422	2,599	2,596	4,036	2,599	2,596	14,425



Lampiran 07. Output perhitungan SPSS 23 (Analisis regresi linier berganda)

***Corporate Image* (X_1), *Kepuasan Pelanggan* (X_2), Dan *Loyalitas Pelanggan* (Y)**

Hasil Uji Reliabilitas Variabel *Loyalitas Pelanggan* (Y) Sampel Kecil

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,738	,753	5

Hasil Uji Reliabilitas Variabel *Corporate Image* (X_1) Sampel Kecil

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,774	,784	5

Hasil Uji Reliabilitas Variabel *Kepuasan Pelanggan* (X_2) Sampel Kecil

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,797	,786	5

Hasil Uji Reliabilitas Variabel Loyalitas Pelanggan (Y) Sampel Besar

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,601	,612	5

Hasil Uji Reliabilitas Variabel *Corporate Image* (X₁) Sampel Besar

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,727	,730	5

Hasil Uji Reliabilitas Variabel Kepuasan Pelanggan (X₂) Sampel Besar

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,651	,649	5

Hasil Uji Validitas Variabel Loyalitas Pelanggan (Y) Sampel Kecil

		Correlations					
		Y.1	Y.2	Y.3	Y.4	Y.5	Tot.Y
Y.1	Pearson Correlation	1	,373 [*]	,578 ^{**}	,341	,372 [*]	,806 ^{**}
	Sig. (2-tailed)		,043	,001	,065	,043	,000
	N	30	30	30	30	30	30
Y.2	Pearson Correlation	,373 [*]	1	,354	,111	,371 [*]	,632 ^{**}
	Sig. (2-tailed)	,043		,055	,559	,043	,000
	N	30	30	30	30	30	30
Y.3	Pearson Correlation	,578 ^{**}	,354	1	,471 ^{**}	,263	,795 ^{**}
	Sig. (2-tailed)	,001	,055		,009	,161	,000
	N	30	30	30	30	30	30
Y.4	Pearson Correlation	,341	,111	,471 ^{**}	1	,557 ^{**}	,647 ^{**}
	Sig. (2-tailed)	,065	,559	,009		,001	,000
	N	30	30	30	30	30	30
Y.5	Pearson Correlation	,372 [*]	,371 [*]	,263	,557 ^{**}	1	,636 ^{**}
	Sig. (2-tailed)	,043	,043	,161	,001		,000
	N	30	30	30	30	30	30
Tot.Y	Pearson Correlation	,806 ^{**}	,632 ^{**}	,795 ^{**}	,647 ^{**}	,636 ^{**}	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

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

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



Hasil Uji Validitas Variabel *Corporate Image* (X₁) Sampel Kecil

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	Tot.X1
X1.1	Pearson Correlation	1	,574**	,236	,342	,604**	,753**
	Sig. (2-tailed)		,001	,208	,065	,000	,000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	,574**	1	,485**	,383*	,512**	,837**
	Sig. (2-tailed)	,001		,007	,037	,004	,000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	,236	,485**	1	,333	,111	,632**
	Sig. (2-tailed)	,208	,007		,072	,559	,000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	,342	,383*	,333	1	,630**	,691**
	Sig. (2-tailed)	,065	,037	,072		,000	,000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	,604**	,512**	,111	,630**	1	,738**
	Sig. (2-tailed)	,000	,004	,559	,000		,000
	N	30	30	30	30	30	30
Tot.X1	Pearson Correlation	,753**	,837**	,632**	,691**	,738**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

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

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



Hasil Uji Validitas Variabel Kepuasan Pelanggan (X₂) Sampel Kecil

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	Tot.X2
X2.1	Pearson Correlation	1	,015	,639**	,380*	,342	,663**
	Sig. (2-tailed)		,935	,000	,038	,065	,000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	,015	1	,472**	,650**	,196	,622**
	Sig. (2-tailed)	,935		,008	,000	,299	,000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	,639**	,472**	1	,844**	,401*	,930**
	Sig. (2-tailed)	,000	,008		,000	,028	,000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	,380*	,650**	,844**	1	,302	,876**
	Sig. (2-tailed)	,038	,000	,000		,105	,000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	,342	,196	,401*	,302	1	,576**
	Sig. (2-tailed)	,065	,299	,028	,105		,001
	N	30	30	30	30	30	30
Tot.X2	Pearson Correlation	,663**	,622**	,930**	,876**	,576**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,001	
	N	30	30	30	30	30	30

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

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



Hasil Uji Validitas Variabel Loyalitas Pelanggan (Y) Sampel Besar

		Correlations					
		Y.1	Y.2	Y.3	Y.4	Y.5	Tot.Y
Y.1	Pearson Correlation	1	,072	,040	,125	,033	,436**
	Sig. (2-tailed)		,456	,678	,194	,732	,000
	N	110	110	110	110	110	110
Y.2	Pearson Correlation	,072	1	,400**	,349**	,437**	,713**
	Sig. (2-tailed)	,456		,000	,000	,000	,000
	N	110	110	110	110	110	110
Y.3	Pearson Correlation	,040	,400**	1	,336**	,304**	,656**
	Sig. (2-tailed)	,678	,000		,000	,001	,000
	N	110	110	110	110	110	110
Y.4	Pearson Correlation	,125	,349**	,336**	1	,304**	,669**
	Sig. (2-tailed)	,194	,000	,000		,001	,000
	N	110	110	110	110	110	110
Y.5	Pearson Correlation	,033	,437**	,304**	,304**	1	,654**
	Sig. (2-tailed)	,732	,000	,001	,001		,000
	N	110	110	110	110	110	110
Tot.Y	Pearson Correlation	,436**	,713**	,656**	,669**	,654**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	110	110	110	110	110	110

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



Hasil Uji Validitas Variabel *Corporate Image* (X₁) Sampel Besar

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	Tot.X1
X1.1	Pearson Correlation	1	,423**	,321**	,333**	,391**	,710**
	Sig. (2-tailed)		,000	,001	,000	,000	,000
	N	110	110	110	110	110	110
X1.2	Pearson Correlation	,423**	1	,360**	,257**	,183	,663**
	Sig. (2-tailed)	,000		,000	,007	,056	,000
	N	110	110	110	110	110	110
X1.3	Pearson Correlation	,321**	,360**	1	,242*	,518**	,701**
	Sig. (2-tailed)	,001	,000		,011	,000	,000
	N	110	110	110	110	110	110
X1.4	Pearson Correlation	,333**	,257**	,242*	1	,482**	,661**
	Sig. (2-tailed)	,000	,007	,011		,000	,000
	N	110	110	110	110	110	110
X1.5	Pearson Correlation	,391**	,183	,518**	,482**	1	,730**
	Sig. (2-tailed)	,000	,056	,000	,000		,000
	N	110	110	110	110	110	110
Tot.X1	Pearson Correlation	,710**	,663**	,701**	,661**	,730**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	110	110	110	110	110	110

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

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



Hasil Uji Validitas Variabel Kepuasan Pelanggan (X₂) Sampel Besar

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	Tot.x2
X2.1	Pearson Correlation	1	,126	,310**	,340**	,199*	,609**
	Sig. (2-tailed)		,189	,001	,000	,037	,000
	N	110	110	110	110	110	110
X2.2	Pearson Correlation	,126	1	,356**	,236*	,163	,582**
	Sig. (2-tailed)	,189		,000	,013	,088	,000
	N	110	110	110	110	110	110
X2.3	Pearson Correlation	,310**	,356**	1	,374**	,324**	,743**
	Sig. (2-tailed)	,001	,000		,000	,001	,000
	N	110	110	110	110	110	110
X2.4	Pearson Correlation	,340**	,236*	,374**	1	,272**	,686**
	Sig. (2-tailed)	,000	,013	,000		,004	,000
	N	110	110	110	110	110	110
X2.5	Pearson Correlation	,199*	,163	,324**	,272**	1	,605**
	Sig. (2-tailed)	,037	,088	,001	,004		,000
	N	110	110	110	110	110	110
Tot.x2	Pearson Correlation	,609**	,582**	,743**	,686**	,605**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	110	110	110	110	110	110

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

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



Hasil Regresi Linier Berganda

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,678 ^a	,460	,450	1,886847

a. Predictors: (Constant), Tot.X2, Tot.X1

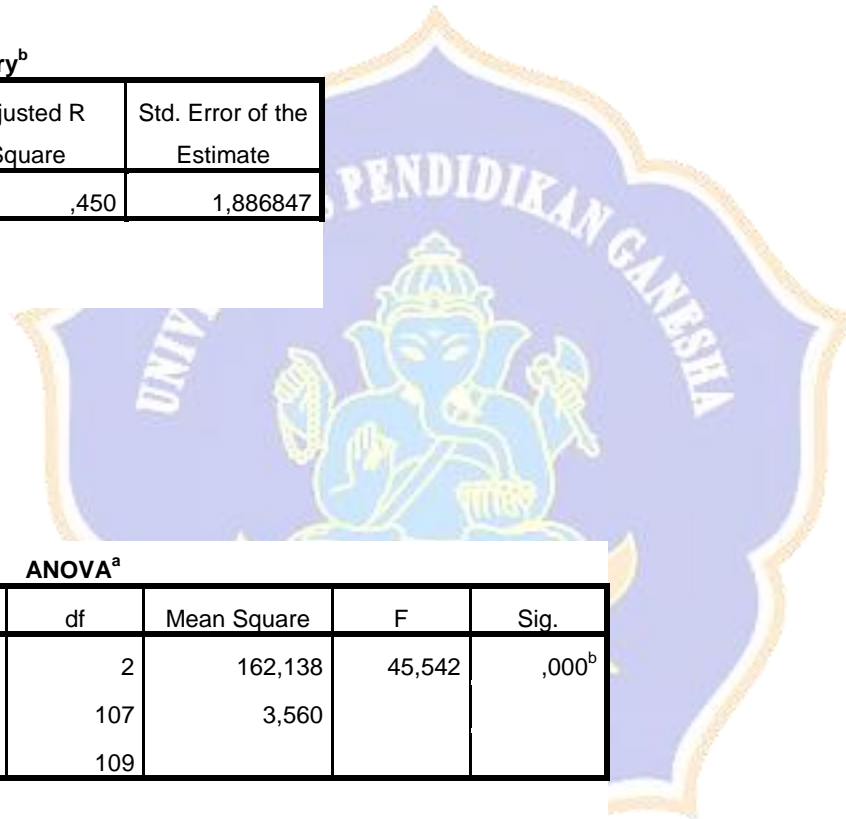
b. Dependent Variable: Tot.Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	324,275	2	162,138	45,542	,000 ^b
	Residual	380,940	107	3,560		
	Total	705,216	109			

a. Dependent Variable: Tot.Y

b. Predictors: (Constant), Tot.X2, Tot.X1





Coefficients^a

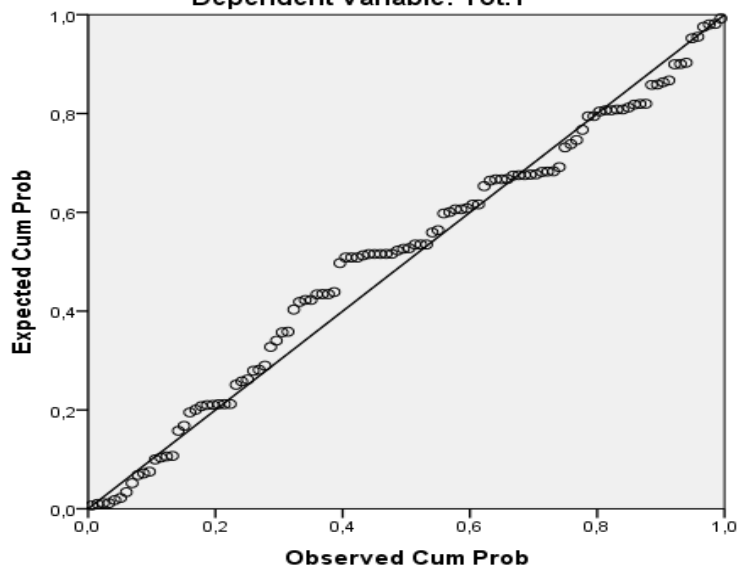
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2,539	,836		3,037	,003					
	Tot.X1	,267	,070	,297	3,841	,000	,495	,348	,273	,845	1,183
	Tot.X2	,489	,075	,504	6,522	,000	,621	,533	,463	,845	1,183

a. Dependent Variable: Tot.Y



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Tot.Y



Scatterplot

Dependent Variable: Tot.Y

