



LAMPIRAN

Lampiran 1. Surat terkait penelitian

1. Surat Penelitian



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET, DAN TEKNOLOGI
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI

Jalan Udayana No. 11 Singaraja-Bali. Telepon : (0362) 26830
Website : <http://www.fe.undiksha.ac.id/>

Nomor : 48/UN48.13.1/DL/2024

Singaraja, 8 Januari 2024

Lamp. : -

Hal : *Permohonan Data dan Penelitian*

Kepada Yth. Kepala Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng
di-
Tempat

Dengan Hormat,

Wakil Dekan I Fakultas Ekonomi Universitas Pendidikan Ganesha menerangkan bahwa mahasiswa/i tersebut dibawah ini :

Nama : Cica Nur Cholisa
NIM. : 2017041169
Fakultas : Ekonomi
Jurusan/Prodi. : Manajemen/Manajemen

Bermaksud mengadakan penelitian lapangan untuk menempuh atau menyusun tugas akhir, skripsi dan melengkapi tugas lainnya. Sehubungan dengan hal tersebut, kami mohon izin agar mahasiswa kami dapat diterima dan diberikan data di tempat yang Bapak/Ibu/Sdr. Pimpin.

Demikian surat ini kami buat agar bisa digunakan sebagaimana mestinya. Atas perhatian dan kerjasamanya, kami sampaikan terima kasih.

a.n. Dekan,
Wakil Dekan I,



Dr. Dra. Ni Made Suci, M. Si.
NIP. 196810291993032001



Balai
Sertifikasi
Elektronik

Catatan :

- UU ITE No. 11 Tahun 2008 Pasal 5 ayat 1 "Informasi Elektronik dan/atau Dokumen Elektronik dan/atau hasil cetaknya merupakan alat bukti hukum yang sah"
- Dokumen ini tertanda ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan BsrE
- Surat ini dapat dibuktikan keasliannya dengan menggunakan *qr code* yang telah tersedia

2. Kuesioner Penelitian



Pengaruh *Brand Image* dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal : Pengisian Kuesioner

Dengan hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian yang berjudul “Pengaruh *Brand Image* dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng”.

Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner ini. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam penelitian ini, saya ucapkan terima kasih.

Singaraja, 15 Desember 2023

Peneliti,

Cica Nur Cholisa

KUESIONER

Pengaruh *Brand Image* dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng

A. Petunjuk Pengisian Kuesioner

1. Dalam mengisi kuesioner ini Bapak/Ibu, Saudara/i diharapkan mengisi secara lengkap dan benar identitas responden dalam hal ini yaitu nama responden, jenis kelamin, usia, dan alamat.
2. Bapak/Ibu, Saudara/i memberikan jawaban dari setiap pernyataan dengan mencantumkan tanda centang (√) pada opsi jawaban sesuai dengan realita yang dialami.
3. Bapak/Ibu, Saudara/i wajib memilih satu dari lima opsi jawaban.

Adapun opsi pilihan jawaban sebagai berikut:

STS = Sangat Tidak Setuju (1)

TS = Tidak Setuju (2)

N = Netral (3)

S = Setuju (4)

SS = Sangat Setuju (5)

B. Identitas Responden

1. Nama Responden :
2. Jenis Kelamin : Laki - Laki Perempuan
3. Usia : tahun
4. Alamat :
5. Sudah berapa kali anda bertransaksi menggunakan produk atau jasa Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng
: Lebih dari 2 kali Kurang dari 2 kali

C. Butir Pernyataan

1. Brand Image

| <i>Brand Image</i> | | | | | | |
|--------------------|---|-----|-----|-----|-----|-----|
| No | Pernyataan | STS | TS | N | S | SS |
| | | (1) | (2) | (3) | (4) | (5) |
| 1 | Saya mudah mengingat Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng di benak saya | | | | | |
| 2 | Saya memilih menggunakan Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng karena produk yang dimiliki memuaskan kebutuhan dan keinginan nasabah | | | | | |
| 3 | Menurut saya Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng memiliki citra merek yang baik | | | | | |

2. Kualitas Pelayanan

| Kualitas Pelayanan | | | | | | |
|---------------------------|---|-----|-----|-----|-----|-----|
| No | Pertanyaan | STS | TS | N | S | SS |
| | | (1) | (2) | (3) | (4) | (5) |
| 1 | Kondisi fisik kantor Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng seperti ruang tunggu, toilet dan tempat informasi sangat layak digunakan, serta karyawan Bank Syariah | | | | | |

| | | | | | | |
|---|---|--|--|--|--|--|
| | Indonesia Kantor Cabang Pembantu Buleleng berpenampilan rapi saat bekerja | | | | | |
| 2 | Karyawan Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng mampu melayani nasabah secara cepat, tepat dan tanggap | | | | | |
| 3 | Karyawan Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng memiliki kesediaan untuk membantu nasabah dan melayani nasabah dengan tanggap | | | | | |
| 4 | Karyawan Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng memiliki pengetahuan dan kompeten dalam menggunakan alat bantu komputerisasi dalam proses pelayanan nasabah | | | | | |
| 5 | Karyawan Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng ramah dan sopan santun dalam melayani nasabah | | | | | |

3. Loyalitas Pelanggan

| Loyalitas Pelanggan | | | | | | |
|---------------------|---|-----|-----|-----|-----|-----|
| No | Pertanyaan | STS | TS | N | S | SS |
| | | (1) | (2) | (3) | (4) | (5) |
| 1 | Saya selalu bertransaksi menggunakan produk atau jasa Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng | | | | | |
| 2 | Saya selalu menggunakan produk atau jasa Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng untuk bertransaksi. | | | | | |
| 3 | Saya memutuskan menggunakan kembali produk atau jasa karena sesuai dengan apa yang saya butuhkan | | | | | |
| 4 | Saya tidak akan beralih menggunakan produk atau jasa lainnya, selain produk atau jasa Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng | | | | | |
| 5 | Saya tetap percaya terhadap produk Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng walaupun ada banyak bank lain yang menawarkan produknya | | | | | |
| 6 | Saya merekomendasikan kepada keluarga, teman, sahabat agar menjadi nasabah di Bank Syariah Indonesia Kantor Cabang Pembantu Buleleng. | | | | | |

Lampiran 2 Tabulasi Uji Validitas dan Reliabilitas

1. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas *Brand Image*

a. Sampel Kecil

| NO | X1.1 | X1.2 | X1.3 | Total |
|-----------|-------------|-------------|-------------|--------------|
| 1 | 5 | 4 | 4 | 13 |
| 2 | 4 | 4 | 4 | 12 |
| 3 | 5 | 4 | 5 | 14 |
| 4 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 15 |
| 6 | 5 | 5 | 5 | 15 |
| 7 | 4 | 4 | 5 | 13 |
| 8 | 5 | 5 | 5 | 15 |
| 9 | 4 | 4 | 4 | 12 |
| 10 | 4 | 2 | 4 | 10 |
| 11 | 5 | 5 | 4 | 14 |
| 12 | 5 | 5 | 5 | 15 |
| 13 | 5 | 5 | 5 | 15 |
| 14 | 5 | 5 | 5 | 15 |
| 15 | 4 | 4 | 3 | 11 |
| 16 | 3 | 3 | 3 | 9 |
| 17 | 4 | 4 | 4 | 12 |
| 18 | 4 | 4 | 5 | 13 |
| 19 | 4 | 5 | 5 | 14 |
| 20 | 4 | 4 | 4 | 12 |
| 21 | 5 | 5 | 5 | 15 |
| 22 | 5 | 5 | 5 | 15 |
| 23 | 4 | 5 | 5 | 14 |
| 24 | 4 | 4 | 5 | 13 |
| 25 | 5 | 4 | 4 | 13 |
| 26 | 5 | 5 | 5 | 15 |
| 27 | 3 | 4 | 4 | 11 |
| 28 | 3 | 4 | 3 | 10 |
| 29 | 3 | 3 | 4 | 10 |
| 30 | 4 | 4 | 5 | 13 |

b. Sampel Besar

| NO | X1.1 | X1.2 | X1.3 | Total |
|-----------|-------------|-------------|-------------|--------------|
| 1 | 5 | 4 | 4 | 13 |
| 2 | 4 | 4 | 4 | 12 |
| 3 | 4 | 2 | 3 | 9 |
| 4 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 15 |
| 6 | 5 | 5 | 5 | 15 |
| 7 | 4 | 4 | 5 | 13 |
| 8 | 5 | 5 | 5 | 15 |
| 9 | 4 | 4 | 4 | 12 |
| 10 | 4 | 3 | 4 | 11 |
| 11 | 5 | 5 | 4 | 14 |
| 12 | 5 | 5 | 5 | 15 |
| 13 | 5 | 5 | 5 | 15 |
| 14 | 3 | 3 | 4 | 10 |
| 15 | 4 | 4 | 3 | 11 |
| 16 | 3 | 3 | 3 | 9 |
| 17 | 4 | 4 | 4 | 12 |
| 18 | 4 | 4 | 5 | 13 |
| 19 | 4 | 5 | 5 | 14 |
| 20 | 4 | 4 | 4 | 12 |
| 21 | 5 | 5 | 5 | 15 |
| 22 | 5 | 5 | 5 | 15 |
| 23 | 4 | 3 | 3 | 10 |
| 24 | 4 | 4 | 5 | 13 |
| 25 | 5 | 4 | 4 | 13 |
| 26 | 5 | 5 | 5 | 15 |
| 27 | 3 | 4 | 4 | 11 |
| 28 | 3 | 4 | 3 | 10 |
| 29 | 3 | 3 | 4 | 10 |
| 30 | 4 | 4 | 5 | 13 |
| 31 | 3 | 3 | 5 | 11 |
| 32 | 4 | 4 | 4 | 12 |
| 33 | 4 | 4 | 4 | 12 |
| 34 | 4 | 5 | 5 | 14 |
| 35 | 4 | 5 | 4 | 13 |
| 36 | 5 | 4 | 4 | 13 |
| 37 | 4 | 5 | 5 | 14 |
| 38 | 3 | 4 | 4 | 11 |
| 39 | 5 | 4 | 4 | 13 |
| 40 | 5 | 5 | 5 | 15 |

| | | | | |
|----|---|---|---|-----------|
| 41 | 4 | 4 | 4 | 12 |
| 42 | 5 | 4 | 5 | 14 |
| 43 | 4 | 5 | 5 | 14 |
| 44 | 4 | 4 | 4 | 12 |
| 45 | 3 | 4 | 4 | 11 |
| 46 | 5 | 5 | 5 | 15 |
| 47 | 4 | 4 | 4 | 12 |
| 48 | 5 | 5 | 4 | 14 |
| 49 | 5 | 5 | 5 | 15 |
| 50 | 2 | 3 | 3 | 8 |
| 51 | 5 | 5 | 5 | 15 |
| 52 | 5 | 5 | 5 | 15 |
| 53 | 4 | 4 | 4 | 12 |
| 54 | 5 | 5 | 4 | 14 |
| 55 | 3 | 4 | 4 | 11 |
| 56 | 4 | 4 | 4 | 12 |
| 57 | 5 | 5 | 5 | 15 |
| 58 | 5 | 5 | 5 | 15 |
| 59 | 4 | 5 | 5 | 14 |
| 60 | 3 | 3 | 4 | 10 |
| 61 | 4 | 5 | 5 | 14 |
| 62 | 4 | 4 | 5 | 13 |
| 63 | 5 | 5 | 5 | 15 |
| 64 | 3 | 4 | 4 | 11 |
| 65 | 4 | 4 | 3 | 11 |
| 66 | 5 | 4 | 5 | 14 |
| 67 | 3 | 4 | 5 | 12 |
| 68 | 3 | 3 | 3 | 9 |
| 69 | 3 | 4 | 4 | 11 |
| 70 | 4 | 4 | 3 | 11 |
| 71 | 5 | 5 | 5 | 15 |
| 72 | 3 | 3 | 4 | 10 |
| 73 | 4 | 5 | 5 | 14 |
| 74 | 5 | 4 | 4 | 13 |
| 75 | 5 | 5 | 5 | 15 |
| 76 | 3 | 2 | 5 | 10 |
| 77 | 4 | 3 | 3 | 10 |
| 78 | 5 | 3 | 3 | 11 |
| 79 | 4 | 5 | 3 | 12 |
| 80 | 5 | 5 | 5 | 15 |
| 81 | 3 | 3 | 3 | 9 |
| 82 | 4 | 4 | 4 | 12 |
| 83 | 4 | 4 | 4 | 12 |

| | | | | |
|-----|---|---|---|-----------|
| 84 | 3 | 3 | 3 | 9 |
| 85 | 3 | 3 | 3 | 9 |
| 86 | 5 | 4 | 4 | 13 |
| 87 | 5 | 5 | 5 | 15 |
| 88 | 4 | 3 | 4 | 11 |
| 89 | 5 | 5 | 5 | 15 |
| 90 | 4 | 4 | 4 | 12 |
| 91 | 3 | 3 | 3 | 9 |
| 92 | 5 | 4 | 4 | 13 |
| 93 | 3 | 3 | 4 | 10 |
| 94 | 4 | 4 | 4 | 12 |
| 95 | 4 | 4 | 4 | 12 |
| 96 | 5 | 5 | 4 | 14 |
| 97 | 4 | 4 | 4 | 12 |
| 98 | 4 | 3 | 3 | 10 |
| 99 | 3 | 3 | 3 | 9 |
| 100 | 5 | 3 | 5 | 13 |

2. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Kualitas Pelayanan
a. Sampel Kecil

| NO | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total |
|-----------|-------------|-------------|-------------|-------------|-------------|--------------|
| 1 | 5 | 5 | 5 | 4 | 5 | 24 |
| 2 | 4 | 3 | 4 | 4 | 5 | 20 |
| 3 | 4 | 5 | 4 | 5 | 4 | 22 |
| 4 | 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 |
| 7 | 4 | 5 | 5 | 4 | 5 | 23 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 |
| 10 | 4 | 3 | 4 | 4 | 4 | 19 |
| 11 | 4 | 4 | 4 | 4 | 4 | 20 |
| 12 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 5 | 5 | 5 | 5 | 5 | 25 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 |
| 15 | 5 | 4 | 5 | 5 | 5 | 24 |
| 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 18 | 4 | 4 | 4 | 5 | 5 | 22 |
| 19 | 4 | 4 | 5 | 4 | 5 | 22 |
| 20 | 5 | 4 | 4 | 4 | 5 | 22 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 |

| | | | | | | |
|----|---|---|---|---|---|-----------|
| 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 23 | 4 | 4 | 3 | 3 | 5 | 19 |
| 24 | 5 | 5 | 5 | 4 | 5 | 24 |
| 25 | 4 | 5 | 4 | 4 | 4 | 21 |
| 26 | 5 | 5 | 5 | 5 | 5 | 25 |
| 27 | 4 | 4 | 4 | 4 | 4 | 20 |
| 28 | 4 | 4 | 4 | 5 | 4 | 21 |
| 29 | 5 | 5 | 4 | 4 | 4 | 22 |
| 30 | 4 | 4 | 5 | 5 | 5 | 23 |

b. Sampel Besar

| NO | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total |
|-----------|-------------|-------------|-------------|-------------|-------------|--------------|
| 1 | 5 | 5 | 5 | 4 | 5 | 24 |
| 2 | 4 | 3 | 4 | 4 | 5 | 20 |
| 3 | 2 | 3 | 4 | 2 | 5 | 16 |
| 4 | 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 |
| 7 | 4 | 5 | 5 | 4 | 5 | 23 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 |
| 10 | 4 | 3 | 4 | 4 | 4 | 19 |
| 11 | 4 | 4 | 4 | 4 | 4 | 20 |
| 12 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 5 | 5 | 5 | 5 | 5 | 25 |
| 14 | 4 | 4 | 4 | 4 | 5 | 20 |
| 15 | 3 | 4 | 3 | 3 | 3 | 16 |
| 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 18 | 4 | 4 | 4 | 5 | 5 | 22 |
| 19 | 4 | 4 | 5 | 4 | 5 | 22 |
| 20 | 5 | 4 | 4 | 4 | 5 | 22 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 |
| 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 23 | 4 | 4 | 3 | 3 | 5 | 19 |
| 24 | 5 | 5 | 5 | 4 | 5 | 24 |
| 25 | 4 | 5 | 4 | 4 | 4 | 21 |
| 26 | 5 | 5 | 5 | 5 | 5 | 25 |
| 27 | 4 | 4 | 4 | 4 | 4 | 20 |
| 28 | 4 | 4 | 4 | 5 | 4 | 21 |
| 29 | 5 | 5 | 4 | 4 | 4 | 22 |
| 30 | 4 | 4 | 5 | 5 | 5 | 23 |

| | | | | | | |
|----|---|---|---|---|---|-----------|
| 31 | 3 | 4 | 5 | 4 | 3 | 19 |
| 32 | 5 | 5 | 5 | 4 | 5 | 24 |
| 33 | 4 | 4 | 4 | 4 | 4 | 20 |
| 34 | 5 | 5 | 4 | 4 | 5 | 23 |
| 35 | 5 | 5 | 4 | 4 | 4 | 22 |
| 36 | 3 | 4 | 4 | 4 | 4 | 19 |
| 37 | 5 | 4 | 4 | 4 | 5 | 22 |
| 38 | 5 | 4 | 4 | 4 | 4 | 21 |
| 39 | 5 | 5 | 4 | 4 | 4 | 22 |
| 40 | 5 | 3 | 5 | 5 | 5 | 23 |
| 41 | 4 | 3 | 3 | 4 | 4 | 18 |
| 42 | 5 | 5 | 5 | 5 | 5 | 25 |
| 43 | 4 | 4 | 5 | 5 | 5 | 23 |
| 44 | 4 | 4 | 4 | 4 | 4 | 20 |
| 45 | 5 | 5 | 4 | 5 | 5 | 24 |
| 46 | 5 | 5 | 5 | 5 | 5 | 25 |
| 47 | 4 | 4 | 4 | 4 | 4 | 20 |
| 48 | 4 | 5 | 5 | 4 | 4 | 22 |
| 49 | 5 | 5 | 5 | 5 | 5 | 25 |
| 50 | 3 | 3 | 3 | 3 | 3 | 15 |
| 51 | 5 | 5 | 5 | 5 | 5 | 25 |
| 52 | 5 | 5 | 5 | 5 | 5 | 25 |
| 53 | 4 | 4 | 4 | 4 | 4 | 20 |
| 54 | 5 | 5 | 5 | 5 | 5 | 25 |
| 55 | 4 | 4 | 4 | 4 | 4 | 20 |
| 56 | 4 | 5 | 5 | 5 | 4 | 23 |
| 57 | 4 | 4 | 5 | 5 | 5 | 23 |
| 58 | 4 | 3 | 3 | 3 | 5 | 18 |
| 59 | 5 | 5 | 4 | 5 | 5 | 24 |
| 60 | 4 | 4 | 4 | 3 | 3 | 18 |
| 61 | 4 | 5 | 5 | 4 | 5 | 23 |
| 62 | 4 | 4 | 3 | 3 | 3 | 17 |
| 63 | 5 | 5 | 5 | 5 | 5 | 25 |
| 64 | 3 | 3 | 4 | 4 | 4 | 18 |
| 65 | 5 | 4 | 4 | 4 | 5 | 22 |
| 66 | 4 | 3 | 3 | 3 | 3 | 16 |
| 67 | 4 | 4 | 5 | 5 | 5 | 23 |
| 68 | 5 | 5 | 4 | 4 | 4 | 22 |
| 69 | 5 | 5 | 5 | 4 | 5 | 24 |
| 70 | 5 | 5 | 4 | 5 | 5 | 24 |
| 71 | 5 | 5 | 5 | 5 | 5 | 25 |
| 72 | 4 | 4 | 4 | 4 | 4 | 20 |
| 73 | 4 | 5 | 4 | 4 | 5 | 22 |

| | | | | | | |
|-----|---|---|---|---|---|-----------|
| 74 | 4 | 4 | 4 | 4 | 4 | 20 |
| 75 | 4 | 5 | 4 | 4 | 5 | 22 |
| 76 | 4 | 3 | 3 | 5 | 2 | 17 |
| 77 | 4 | 4 | 3 | 3 | 4 | 18 |
| 78 | 4 | 4 | 4 | 4 | 4 | 20 |
| 79 | 4 | 5 | 4 | 5 | 3 | 21 |
| 80 | 4 | 4 | 3 | 4 | 4 | 19 |
| 81 | 3 | 3 | 3 | 3 | 3 | 15 |
| 82 | 4 | 4 | 4 | 4 | 4 | 20 |
| 83 | 4 | 4 | 4 | 5 | 5 | 22 |
| 84 | 3 | 3 | 4 | 4 | 4 | 18 |
| 85 | 3 | 3 | 3 | 3 | 3 | 15 |
| 86 | 5 | 4 | 5 | 4 | 4 | 22 |
| 87 | 5 | 5 | 5 | 5 | 5 | 25 |
| 88 | 4 | 4 | 4 | 5 | 5 | 22 |
| 89 | 5 | 5 | 5 | 5 | 5 | 25 |
| 90 | 3 | 3 | 3 | 3 | 3 | 15 |
| 91 | 4 | 4 | 4 | 4 | 4 | 20 |
| 92 | 4 | 4 | 4 | 4 | 4 | 20 |
| 93 | 4 | 4 | 4 | 4 | 4 | 20 |
| 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | 4 | 4 | 4 | 4 | 4 | 20 |
| 96 | 4 | 5 | 3 | 4 | 4 | 20 |
| 97 | 4 | 4 | 4 | 4 | 4 | 20 |
| 98 | 4 | 4 | 4 | 3 | 3 | 18 |
| 99 | 3 | 4 | 4 | 4 | 4 | 19 |
| 100 | 4 | 4 | 5 | 5 | 5 | 23 |

3. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Loyalitas Pelanggan a. Sampel Kecil

| No | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Total |
|----|----|----|----|----|----|----|-----------|
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 2 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 3 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 9 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 10 | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 11 | 4 | 5 | 4 | 3 | 5 | 5 | 26 |

| | | | | | | | |
|----|---|---|---|---|---|---|-----------|
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 15 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 16 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 17 | 3 | 4 | 4 | 3 | 3 | 4 | 21 |
| 18 | 3 | 5 | 5 | 5 | 5 | 5 | 28 |
| 19 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 20 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 22 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 23 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 24 | 4 | 5 | 5 | 3 | 4 | 5 | 26 |
| 25 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 27 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 28 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 29 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 30 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |

b. Sampel Besar

| No | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Total |
|----|----|----|----|----|----|----|-----------|
| 1 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 2 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 3 | 4 | 4 | 2 | 5 | 2 | 4 | 17 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 6 | 5 | 5 | 5 | 3 | 5 | 5 | 29 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 9 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 10 | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 11 | 4 | 5 | 4 | 3 | 5 | 5 | 26 |
| 12 | 5 | 5 | 5 | 3 | 5 | 5 | 27 |
| 13 | 5 | 5 | 5 | 5 | 2 | 5 | 27 |
| 14 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 16 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 17 | 3 | 4 | 4 | 3 | 3 | 4 | 21 |
| 18 | 3 | 5 | 5 | 5 | 5 | 5 | 28 |
| 19 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 20 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |

| | | | | | | | |
|----|---|---|---|---|---|---|-----------|
| 21 | 5 | 5 | 5 | 5 | 5 | 2 | 27 |
| 22 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 23 | 5 | 4 | 3 | 3 | 3 | 3 | 21 |
| 24 | 4 | 3 | 5 | 3 | 4 | 5 | 24 |
| 25 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 26 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 27 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 28 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 29 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 30 | 3 | 3 | 4 | 4 | 5 | 5 | 24 |
| 31 | 5 | 4 | 3 | 4 | 4 | 5 | 25 |
| 32 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 34 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 35 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 36 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 37 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 38 | 5 | 4 | 4 | 3 | 3 | 3 | 22 |
| 39 | 4 | 5 | 3 | 3 | 4 | 4 | 23 |
| 40 | 3 | 3 | 4 | 3 | 5 | 5 | 23 |
| 41 | 4 | 5 | 5 | 4 | 5 | 3 | 26 |
| 42 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 43 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 45 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 48 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 50 | 2 | 3 | 3 | 3 | 4 | 3 | 18 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 52 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 54 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 55 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 57 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 58 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 59 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 60 | 4 | 5 | 4 | 5 | 3 | 3 | 24 |
| 61 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 62 | 5 | 4 | 3 | 5 | 4 | 4 | 25 |
| 63 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |

| | | | | | | | |
|-----|---|---|---|---|---|---|-----------|
| 64 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 65 | 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| 66 | 3 | 5 | 5 | 3 | 4 | 4 | 24 |
| 67 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 68 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 69 | 3 | 4 | 4 | 2 | 3 | 4 | 20 |
| 70 | 3 | 4 | 5 | 4 | 3 | 5 | 24 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 72 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 73 | 3 | 3 | 3 | 3 | 5 | 5 | 22 |
| 74 | 3 | 3 | 4 | 3 | 3 | 4 | 20 |
| 75 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 76 | 2 | 2 | 5 | 2 | 4 | 3 | 17 |
| 77 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 78 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 79 | 4 | 4 | 3 | 3 | 4 | 5 | 23 |
| 80 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 81 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 83 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 84 | 4 | 3 | 2 | 2 | 3 | 3 | 17 |
| 85 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 86 | 4 | 4 | 5 | 3 | 3 | 4 | 23 |
| 87 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 88 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 90 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 91 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 92 | 4 | 4 | 5 | 3 | 4 | 4 | 24 |
| 93 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 95 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 96 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 98 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 99 | 3 | 4 | 5 | 4 | 5 | 5 | 26 |
| 100 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |

Lampiran 3 Tabulasi Data Responden

| NO | X1.1 | X1.2 | X1.3 | Total | NO | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total |
|-----------|-------------|-------------|-------------|--------------|-----------|-------------|-------------|-------------|-------------|-------------|--------------|
| 1 | 5 | 4 | 4 | 13 | 1 | 5 | 5 | 5 | 4 | 5 | 24 |
| 2 | 4 | 4 | 4 | 12 | 2 | 4 | 3 | 4 | 4 | 5 | 20 |
| 3 | 4 | 2 | 3 | 9 | 3 | 2 | 3 | 4 | 2 | 5 | 16 |
| 4 | 5 | 5 | 5 | 15 | 4 | 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 6 | 5 | 5 | 5 | 15 | 6 | 5 | 5 | 5 | 5 | 5 | 25 |
| 7 | 4 | 4 | 5 | 13 | 7 | 4 | 5 | 5 | 4 | 5 | 23 |
| 8 | 5 | 5 | 5 | 15 | 8 | 5 | 5 | 5 | 5 | 5 | 25 |
| 9 | 4 | 4 | 4 | 12 | 9 | 4 | 4 | 4 | 4 | 4 | 20 |
| 10 | 4 | 3 | 4 | 11 | 10 | 4 | 3 | 4 | 4 | 4 | 19 |
| 11 | 5 | 5 | 4 | 14 | 11 | 4 | 4 | 4 | 4 | 4 | 20 |
| 12 | 5 | 5 | 5 | 15 | 12 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 5 | 5 | 5 | 15 | 13 | 5 | 5 | 5 | 5 | 5 | 25 |
| 14 | 3 | 3 | 4 | 10 | 14 | 4 | 4 | 4 | 4 | 5 | 20 |
| 15 | 4 | 4 | 3 | 11 | 15 | 3 | 4 | 3 | 3 | 3 | 16 |
| 16 | 3 | 3 | 3 | 9 | 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 17 | 4 | 4 | 4 | 12 | 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 18 | 4 | 4 | 5 | 13 | 18 | 4 | 4 | 4 | 5 | 5 | 22 |
| 19 | 4 | 5 | 5 | 14 | 19 | 4 | 4 | 5 | 4 | 5 | 22 |
| 20 | 4 | 4 | 4 | 12 | 20 | 5 | 4 | 4 | 4 | 5 | 22 |
| 21 | 5 | 5 | 5 | 15 | 21 | 5 | 5 | 5 | 5 | 5 | 25 |
| 22 | 5 | 5 | 5 | 15 | 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 23 | 4 | 3 | 3 | 10 | 23 | 4 | 4 | 3 | 3 | 5 | 19 |
| 24 | 4 | 4 | 5 | 13 | 24 | 5 | 5 | 5 | 4 | 5 | 24 |
| 25 | 5 | 4 | 4 | 13 | 25 | 4 | 5 | 4 | 4 | 4 | 21 |
| 26 | 5 | 5 | 5 | 15 | 26 | 5 | 5 | 5 | 5 | 5 | 25 |
| 27 | 3 | 4 | 4 | 11 | 27 | 4 | 4 | 4 | 4 | 4 | 20 |
| 28 | 3 | 4 | 3 | 10 | 28 | 4 | 4 | 4 | 5 | 4 | 21 |
| 29 | 3 | 3 | 4 | 10 | 29 | 5 | 5 | 4 | 4 | 4 | 22 |
| 30 | 4 | 4 | 5 | 13 | 30 | 4 | 4 | 5 | 5 | 5 | 23 |
| 31 | 3 | 3 | 5 | 11 | 31 | 3 | 4 | 5 | 4 | 3 | 19 |
| 32 | 4 | 4 | 4 | 12 | 32 | 5 | 5 | 5 | 4 | 5 | 24 |
| 33 | 4 | 4 | 4 | 12 | 33 | 4 | 4 | 4 | 4 | 4 | 20 |
| 34 | 4 | 5 | 5 | 14 | 34 | 5 | 5 | 4 | 4 | 5 | 23 |
| 35 | 4 | 5 | 4 | 13 | 35 | 5 | 5 | 4 | 4 | 4 | 22 |
| 36 | 5 | 4 | 4 | 13 | 36 | 3 | 4 | 4 | 4 | 4 | 19 |
| 37 | 4 | 5 | 5 | 14 | 37 | 5 | 4 | 4 | 4 | 5 | 22 |
| 38 | 3 | 4 | 4 | 11 | 38 | 5 | 4 | 4 | 4 | 4 | 21 |
| 39 | 5 | 4 | 4 | 13 | 39 | 5 | 5 | 4 | 4 | 4 | 22 |
| 40 | 5 | 5 | 5 | 15 | 40 | 5 | 3 | 5 | 5 | 5 | 23 |

| | | | | | | | | | | | |
|----|---|---|---|-----------|----|---|---|---|---|---|-----------|
| 41 | 4 | 4 | 4 | 12 | 41 | 4 | 3 | 3 | 4 | 4 | 18 |
| 42 | 5 | 4 | 5 | 14 | 42 | 5 | 5 | 5 | 5 | 5 | 25 |
| 43 | 4 | 5 | 5 | 14 | 43 | 4 | 4 | 5 | 5 | 5 | 23 |
| 44 | 4 | 4 | 4 | 12 | 44 | 4 | 4 | 4 | 4 | 4 | 20 |
| 45 | 3 | 4 | 4 | 11 | 45 | 5 | 5 | 4 | 5 | 5 | 24 |
| 46 | 5 | 5 | 5 | 15 | 46 | 5 | 5 | 5 | 5 | 5 | 25 |
| 47 | 4 | 4 | 4 | 12 | 47 | 4 | 4 | 4 | 4 | 4 | 20 |
| 48 | 5 | 5 | 4 | 14 | 48 | 4 | 5 | 5 | 4 | 4 | 22 |
| 49 | 5 | 5 | 5 | 15 | 49 | 5 | 5 | 5 | 5 | 5 | 25 |
| 50 | 2 | 3 | 3 | 8 | 50 | 3 | 3 | 3 | 3 | 3 | 15 |
| 51 | 5 | 5 | 5 | 15 | 51 | 5 | 5 | 5 | 5 | 5 | 25 |
| 52 | 5 | 5 | 5 | 15 | 52 | 5 | 5 | 5 | 5 | 5 | 25 |
| 53 | 4 | 4 | 4 | 12 | 53 | 4 | 4 | 4 | 4 | 4 | 20 |
| 54 | 5 | 5 | 4 | 14 | 54 | 5 | 5 | 5 | 5 | 5 | 25 |
| 55 | 3 | 4 | 4 | 11 | 55 | 4 | 4 | 4 | 4 | 4 | 20 |
| 56 | 4 | 4 | 4 | 12 | 56 | 4 | 5 | 5 | 5 | 4 | 23 |
| 57 | 5 | 5 | 5 | 15 | 57 | 4 | 4 | 5 | 5 | 5 | 23 |
| 58 | 5 | 5 | 5 | 15 | 58 | 4 | 3 | 3 | 3 | 5 | 18 |
| 59 | 4 | 5 | 5 | 14 | 59 | 5 | 5 | 4 | 5 | 5 | 24 |
| 60 | 3 | 3 | 4 | 10 | 60 | 4 | 4 | 4 | 3 | 3 | 18 |
| 61 | 4 | 5 | 5 | 14 | 61 | 4 | 5 | 5 | 4 | 5 | 23 |
| 62 | 4 | 4 | 5 | 13 | 62 | 4 | 4 | 3 | 3 | 3 | 17 |
| 63 | 5 | 5 | 5 | 15 | 63 | 5 | 5 | 5 | 5 | 5 | 25 |
| 64 | 3 | 4 | 4 | 11 | 64 | 3 | 3 | 4 | 4 | 4 | 18 |
| 65 | 4 | 4 | 3 | 11 | 65 | 5 | 4 | 4 | 4 | 5 | 22 |
| 66 | 5 | 4 | 5 | 14 | 66 | 4 | 3 | 3 | 3 | 3 | 16 |
| 67 | 3 | 4 | 5 | 12 | 67 | 4 | 4 | 5 | 5 | 5 | 23 |
| 68 | 3 | 3 | 3 | 9 | 68 | 5 | 5 | 4 | 4 | 4 | 22 |
| 69 | 3 | 4 | 4 | 11 | 69 | 5 | 5 | 5 | 4 | 5 | 24 |
| 70 | 4 | 4 | 3 | 11 | 70 | 5 | 5 | 4 | 5 | 5 | 24 |
| 71 | 5 | 5 | 5 | 15 | 71 | 5 | 5 | 5 | 5 | 5 | 25 |
| 72 | 3 | 3 | 4 | 10 | 72 | 4 | 4 | 4 | 4 | 4 | 20 |
| 73 | 4 | 5 | 5 | 14 | 73 | 4 | 5 | 4 | 4 | 5 | 22 |
| 74 | 5 | 4 | 4 | 13 | 74 | 4 | 4 | 4 | 4 | 4 | 20 |
| 75 | 5 | 5 | 5 | 15 | 75 | 4 | 5 | 4 | 4 | 5 | 22 |
| 76 | 3 | 2 | 5 | 10 | 76 | 4 | 3 | 3 | 5 | 2 | 17 |
| 77 | 4 | 3 | 3 | 10 | 77 | 4 | 4 | 3 | 3 | 4 | 18 |
| 78 | 5 | 3 | 3 | 11 | 78 | 4 | 4 | 4 | 4 | 4 | 20 |
| 79 | 4 | 5 | 3 | 12 | 79 | 4 | 5 | 4 | 5 | 3 | 21 |
| 80 | 5 | 5 | 5 | 15 | 80 | 4 | 4 | 3 | 4 | 4 | 19 |
| 81 | 3 | 3 | 3 | 9 | 81 | 3 | 3 | 3 | 3 | 3 | 15 |
| 82 | 4 | 4 | 4 | 12 | 82 | 4 | 4 | 4 | 4 | 4 | 20 |
| 83 | 4 | 4 | 4 | 12 | 83 | 4 | 4 | 4 | 5 | 5 | 22 |

| | | | | | | | | | | | |
|-----|---|---|---|-----------|-----|---|---|---|---|---|-----------|
| 84 | 3 | 3 | 3 | 9 | 84 | 3 | 3 | 4 | 4 | 4 | 18 |
| 85 | 3 | 3 | 3 | 9 | 85 | 3 | 3 | 3 | 3 | 3 | 15 |
| 86 | 5 | 4 | 4 | 13 | 86 | 5 | 4 | 5 | 4 | 4 | 22 |
| 87 | 5 | 5 | 5 | 15 | 87 | 5 | 5 | 5 | 5 | 5 | 25 |
| 88 | 4 | 3 | 4 | 11 | 88 | 4 | 4 | 4 | 5 | 5 | 22 |
| 89 | 5 | 5 | 5 | 15 | 89 | 5 | 5 | 5 | 5 | 5 | 25 |
| 90 | 4 | 4 | 4 | 12 | 90 | 3 | 3 | 3 | 3 | 3 | 15 |
| 91 | 3 | 3 | 3 | 9 | 91 | 4 | 4 | 4 | 4 | 4 | 20 |
| 92 | 5 | 4 | 4 | 13 | 92 | 4 | 4 | 4 | 4 | 4 | 20 |
| 93 | 3 | 3 | 4 | 10 | 93 | 4 | 4 | 4 | 4 | 4 | 20 |
| 94 | 4 | 4 | 4 | 12 | 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | 4 | 4 | 4 | 12 | 95 | 4 | 4 | 4 | 4 | 4 | 20 |
| 96 | 5 | 5 | 4 | 14 | 96 | 4 | 5 | 3 | 4 | 4 | 20 |
| 97 | 4 | 4 | 4 | 12 | 97 | 4 | 4 | 4 | 4 | 4 | 20 |
| 98 | 4 | 3 | 3 | 10 | 98 | 4 | 4 | 4 | 3 | 3 | 18 |
| 99 | 3 | 3 | 3 | 9 | 99 | 3 | 4 | 4 | 4 | 4 | 19 |
| 100 | 5 | 3 | 5 | 13 | 100 | 4 | 4 | 5 | 5 | 5 | 23 |



| No | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Total |
|----|----|----|----|----|----|----|-------|
| 1 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 2 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 3 | 4 | 4 | 2 | 5 | 2 | 4 | 17 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 6 | 5 | 5 | 5 | 3 | 5 | 5 | 29 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 9 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 10 | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 11 | 4 | 5 | 4 | 3 | 5 | 5 | 26 |
| 12 | 5 | 5 | 5 | 3 | 5 | 5 | 27 |
| 13 | 5 | 5 | 5 | 5 | 2 | 5 | 27 |
| 14 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 16 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 17 | 3 | 4 | 4 | 3 | 3 | 4 | 21 |
| 18 | 3 | 5 | 5 | 5 | 5 | 5 | 28 |
| 19 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 20 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 21 | 5 | 5 | 5 | 5 | 5 | 2 | 27 |
| 22 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 23 | 5 | 4 | 3 | 3 | 3 | 3 | 21 |
| 24 | 4 | 3 | 5 | 3 | 4 | 5 | 24 |
| 25 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 26 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 27 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 28 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 29 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 30 | 3 | 3 | 4 | 4 | 5 | 5 | 24 |
| 31 | 5 | 4 | 3 | 4 | 4 | 5 | 25 |
| 32 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 34 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 35 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 36 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 37 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 38 | 5 | 4 | 4 | 3 | 3 | 3 | 22 |
| 39 | 4 | 5 | 3 | 3 | 4 | 4 | 23 |
| 40 | 3 | 3 | 4 | 3 | 5 | 5 | 23 |
| 41 | 4 | 5 | 5 | 4 | 5 | 3 | 26 |
| 42 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |



| | | | | | | | |
|----|---|---|---|---|---|---|-----------|
| 43 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 45 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 48 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 50 | 2 | 3 | 3 | 3 | 4 | 3 | 18 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 52 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 54 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 55 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 57 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 58 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 59 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 60 | 4 | 5 | 4 | 5 | 3 | 3 | 24 |
| 61 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 62 | 5 | 4 | 3 | 5 | 4 | 4 | 25 |
| 63 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 64 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 65 | 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| 66 | 3 | 5 | 5 | 3 | 4 | 4 | 24 |
| 67 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 68 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 69 | 3 | 4 | 4 | 2 | 3 | 4 | 20 |
| 70 | 3 | 4 | 5 | 4 | 3 | 5 | 24 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 72 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 73 | 3 | 3 | 3 | 3 | 5 | 5 | 22 |
| 74 | 3 | 3 | 4 | 3 | 3 | 4 | 20 |
| 75 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 76 | 2 | 2 | 5 | 2 | 4 | 3 | 17 |
| 77 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 78 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 79 | 4 | 4 | 3 | 3 | 4 | 5 | 23 |
| 80 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 81 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 83 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 84 | 4 | 3 | 2 | 2 | 3 | 3 | 17 |
| 85 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |



| | | | | | | | |
|-----|---|---|---|---|---|---|-----------|
| 86 | 4 | 4 | 5 | 3 | 3 | 4 | 23 |
| 87 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 88 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 90 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 91 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 92 | 4 | 4 | 5 | 3 | 4 | 4 | 24 |
| 93 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 95 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 96 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 98 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 99 | 3 | 4 | 5 | 4 | 5 | 5 | 26 |
| 100 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |



Lampiran 4 Hasil *Output* SPSS Uji Validitas Dan Reliabilitas Sampel Penelitian

1. *Output* SPSS Uji Validitas dan Reliabilitas Kuesioner *Brand Image*

a. Uji Validitas Sampel Kecil *Brand Image*

| Correlations | | | | | |
|--------------|---------------------|--------|--------|--------|--------|
| | | X1.1 | X1.2 | X1.3 | Total |
| X1.1 | Pearson Correlation | 1 | .647** | .593** | .867** |
| | Sig. (2-tailed) | | .000 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .647** | 1 | .594** | .875** |
| | Sig. (2-tailed) | .000 | | .001 | .000 |
| | N | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .593** | .594** | 1 | .839** |
| | Sig. (2-tailed) | .001 | .001 | | .000 |
| | N | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .867** | .875** | .839** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 |

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

b. Uji Validitas *Brand Image*

| Correlations | | | | | |
|--------------|---------------------|--------|--------|--------|--------|
| | | X1.1 | X1.2 | X1.3 | Total |
| X1.1 | Pearson Correlation | 1 | .639** | .493** | .841** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .639** | 1 | .619** | .890** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .493** | .619** | 1 | .819** |

| | | | | | |
|-------|---------------------|--------|--------|--------|------|
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 |
| Total | Pearson Correlation | .841** | .890** | .819** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 |

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

c. Uji Reliabilitas Sampel Kecil *Brand Image*

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .825 | 3 |

d. Uji Reliabilitas Sampel Besar *Brand Image*

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .808 | 3 |

2. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kualitas Pelayanan

a. Uji Validitas Sampel Kecil Kualitas Pelayanan

| | | Correlations | | | | | |
|------|---------------------|--------------|--------|--------|--------|--------|--------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total |
| X2.1 | Pearson Correlation | 1 | .647** | .652** | .475** | .566** | .842** |
| | Sig. (2-tailed) | | .000 | .000 | .008 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .647** | 1 | .575** | .429* | .305 | .771** |
| | Sig. (2-tailed) | .000 | | .001 | .018 | .101 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .652** | .575** | 1 | .633** | .628** | .886** |
| | Sig. (2-tailed) | .000 | .001 | | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

| | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|
| X2.4 | Pearson Correlation | .475** | .429* | .633** | 1 | .336 | .738** |
| | Sig. (2-tailed) | .008 | .018 | .000 | | .070 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .566** | .305 | .628** | .336 | 1 | .694** |
| | Sig. (2-tailed) | .001 | .101 | .000 | .070 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .842** | .771** | .886** | .738** | .694** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

b. Uji Validitas Sampel Besar Kualitas Pelayanan

| Correlations | | | | | | | |
|--------------|---------------------|--------|--------|--------|--------|--------|--------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total |
| X2.1 | Pearson Correlation | 1 | .685** | .523** | .586** | .544** | .820** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .685** | 1 | .591** | .523** | .481** | .807** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .523** | .591** | 1 | .662** | .627** | .837** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .586** | .523** | .662** | 1 | .522** | .810** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.5 | Pearson Correlation | .544** | .481** | .627** | .522** | 1 | .782** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Total | Pearson Correlation | .820** | .807** | .837** | .810** | .782** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |

| | | | | | | |
|---|-----|-----|-----|-----|-----|-----|
| N | 100 | 100 | 100 | 100 | 100 | 100 |
|---|-----|-----|-----|-----|-----|-----|

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

c. Uji Reliabilitas Sampel Kecil Kualitas Pelayanan

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .844 | 5 |

d. Uji Reliabilitas Sampel Besar Kualitas Pelayanan

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .870 | 5 |

3. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Loyalitas Pelanggan

a. Uji Validitas Sampel Kecil Loyalitas Pelanggan

| | | Correlations | | | | | | |
|----|---------------------|--------------|--------|--------|--------|--------|--------|--------|
| | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Total |
| Y1 | Pearson Correlation | 1 | .517** | .350 | .517** | .662** | .527** | .745** |
| | Sig. (2-tailed) | | .003 | .058 | .003 | .000 | .003 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | .517** | 1 | .647** | .429* | .705** | .831** | .844** |
| | Sig. (2-tailed) | .003 | | .000 | .018 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | .350 | .647** | 1 | .612** | .549** | .508** | .754** |
| | Sig. (2-tailed) | .058 | .000 | | .000 | .002 | .004 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | .517** | .429* | .612** | 1 | .677** | .497** | .784** |
| | Sig. (2-tailed) | .003 | .018 | .000 | | .000 | .005 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

| | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| Y5 | Pearson Correlation | .296** | .424** | .490** | .420** | 1 | .505** | .726** |
| | Sig. (2-tailed) | .003 | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y6 | Pearson Correlation | .319** | .426** | .433** | .389** | .505** | 1 | .680** |
| | Sig. (2-tailed) | .001 | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total | Pearson Correlation | .688** | .806** | .738** | .750** | .726** | .680** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

c. Uji Reliabilitas Sampel Kecil Loyalitas Pelanggan

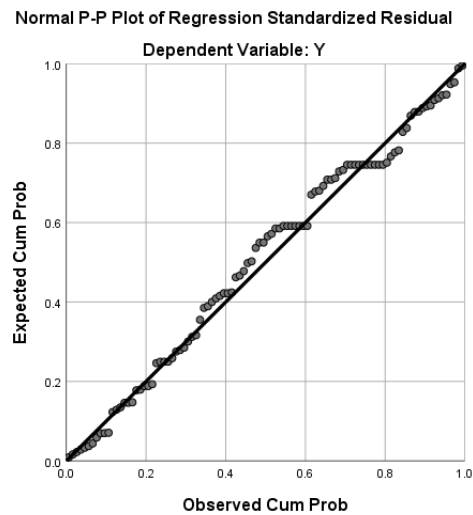
| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .890 | 6 |

d. Uji Reliabilitas Sampel Besar Loyalitas Pelanggan

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .831 | 6 |

Lampiran 5 Hasil *Output* Uji Asumsi Klasik

1. Uji Normalitas dan *Kolmogorov-Smirno*



| One-Sample Kolmogorov-Smirnov Test | | |
|------------------------------------|----------------|-------------------------|
| | | Unstandardized Residual |
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.22393301 |
| Most Extreme Differences | Absolute | .070 |
| | Positive | .057 |
| | Negative | -.070 |
| Test Statistic | | .070 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

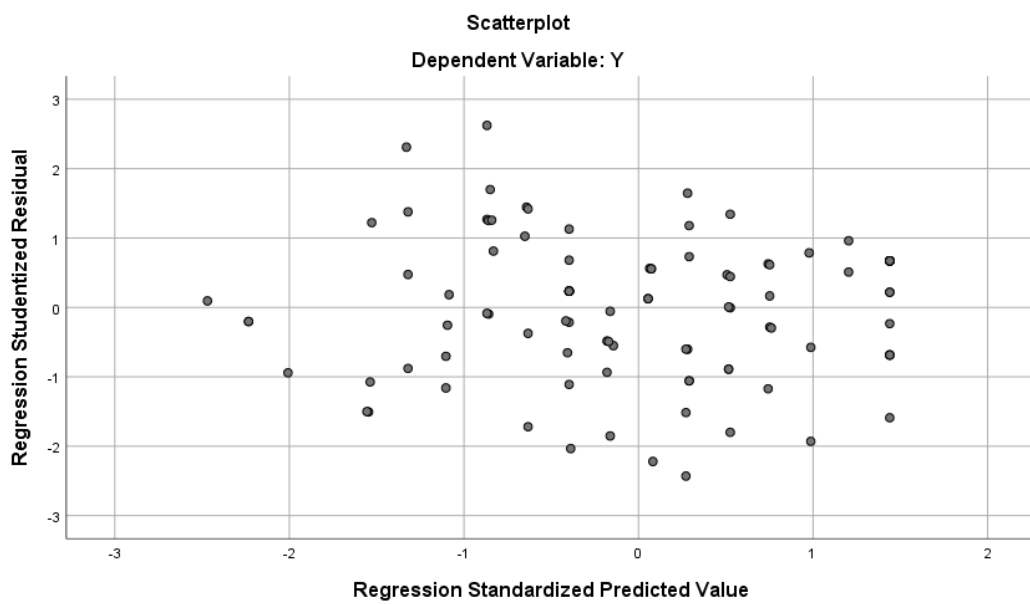
2. Uji Multikolinieritas

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 3.329 | 1.778 | | 1.872 | .064 | | |
| | X1 | .645 | .152 | .360 | 4.255 | .000 | .570 | 1.754 |
| | X2 | .620 | .107 | .491 | 5.801 | .000 | .570 | 1.754 |

a. Dependent Variable: Loyalitas Pelanggan

3. Uji Heteroskedastisitas



Lampiran 6 Hasil *Output* SPSS Uji Analisis Regresi Linier Berganda

1. Koefisien Determinasi

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .777 ^a | .603 | .595 | 2.24674 |

a. Predictors: (Constant), Kualitas pelayanan, *brand image*

b. Dependent Variable: Loyalitas pelanggan

2. Uji F

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 744.868 | 2 | 372.434 | 73.781 | .000 ^b |
| | Residual | 489.642 | 97 | 5.048 | | |
| | Total | 1234.510 | 99 | | | |

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kualitas Pelayanan, *Brand Image*

3. Uji t

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 3.329 | 1.778 | | 1.872 | .064 | | |
| | X1 | .645 | .152 | .360 | 4.255 | .000 | .570 | 1.754 |
| | X2 | .620 | .107 | .491 | 5.801 | .000 | .570 | 1.754 |

a. Dependent Variable: Loyalitas Pelanggan

Lampiran 7 Dokumentasi Penyebaran Kuesioner Penelitian







