

Lampiran 01. KUESIONER PENELITIAN

KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN

Kepada

Yth. Bapak/Ibu,

Saudara/i Hal : Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Undiksha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian yang berjudul **“Pengaruh *Relationship Marketing* dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Indihome pada PT. Telkom Datel Singaraja”**.

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 mengisi kuesioner penelitian ini, saya ucapkan terimakasih.

Singaraja, 24 Juni 2020

Peneliti

Putu Dibia Atmaja
NIM. 1617041060

A. Identitas Responden

(Berikan tanda ✓ pada kotak jawaban)

1. Nama (Boleh Tidak Diisi) :
2. Usia : tahun
3. Jenis Kelamin : ☐ Laki-laki ☐ Perempuan
4. Apakah anda berlangganan lebih dari 3 kali pada produk Indihome?
☐ IYA ☐ TIDAK

Jika anda menjawab IYA, silakan lanjutkan mengisi kuesioner, namun jika menjawab TIDAK silakan berhenti untuk mengisi kuesioner.

B. Petunjuk Pengisian Kuesioner

Silakan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (✓) pada pilihan jawaban yang tersedia.

Keterangan

- SS : Sangat Setuju
 S : Setuju
 KS : Kurang Setuju
 TS : Tidak Setuju
 STS : Sangat Tidak Setuju



C. Draft Pernyataan

Loyalitas Pelanggan

No	Pernyataan Variabel Loyalitas Pelanggan	Pilihan Jawaban				
		SS	S	KS	TS	STS
		5	4	3	2	1
1.	Saya selalu kembali menggunakan produk Indihome dari PT. Telkom.					
2.	Banyak internet provider lainnya yang menawarkan produknya, tapi saya tetap percaya Indihome dari PT. Telkom.					
3.	Hal positif dari PT. Telkom selalu saya rekomendasikan kepada orang lain, namun sebaliknya jika sedang buruk konektivitasnya, saya akan diam dan memberitahu kepada perusahaan.					

Relationship Marketing

No	Pernyataan Variabel Relationship Marketing	Pilihan Jawaban				
		SS	S	K S	TS	STS
		5	4	3	2	1
1.	Saya menggunakan Indihome karena reputasi produk yang bagus.					
2.	Tingkat keamanan dan kenyamanan produk Indihome sudah memenuhi keinginan saya.					
3.	Saya sangat merasakan manfaat yang diberikan pada produk Indihome					
4.	Saya merasa bangga menggunakan produk Indihome dari PT. Telkom.					

5.	Dengan menjadi pelanggan dari Indihome, saya mempunyai rasa memiliki terhadap produk Indihome.					
6.	Saya menggunakan produk indihome karena alasan memperhatikan penggunaan Indihome secara jangka panjang.					
7.	Saya sering memberitahu keluarga / teman / tetangga tentang hal-hal positif dari kualitas pelayanan Indihome yang diberikan.					
8.	Saya sering Merekomendasikan kepada keluarga / teman/ tetangga untuk menggunakan produk Indihome dari PT. Telkom.					
9.	Saya mengikuti teman untuk menjadi pelanggan dari Indihome.					
10.	Saya merasakan ketika ada teman / tetangga saya marah tentang keluhan dari produk Indihome.					
11.	Pegawai Telkom lebih cepat menangani keluhan dibandingkan perusahaan lain.					
12.	Perusahaan sangat adil kepada para pelanggan ketika menangani keluhan pelanggan.					
13.	Saya merasakan kemudahan mendapat pelayanan untuk menghubungi <i>customer service</i> .					

Kepuasan Pelanggan

No	Pernyataan Variabel Kepuasan Pelanggan	Pilihan Jawaban				
		SS	S	KS	TS	STS
		5	4	3	2	1
1.	Menjadi pelanggan setia dari produk Indihome walaupun berbagai hal positif dan negatif pernah dialami.					
2.	Dengan merasa puas terhadap layanan yang diberikan oleh Indihome, saya selalu merekomendasikan produk Indihome kepada orang lain untuk selalu memakai Internet Indihome pada rumahnya.					
3.	Dengan mengetahui produk Indihome yang sangat memuaskan terhadap saya, saya selalu mengikuti perkembangan informasi dan produk lainnya dari PT. Telkom.					
4	Produk Indihome menjadi merek ternama dari PT. Telkom Indonesia, Sehingga untuk merekomendasikan kepada orang lain mudah untuk menjelaskannya.					

Lampiran 2: Hasil Data Ordinal Pernyataan Responden Sampel Kecil

RES	RELATIONSHIP MARKETING													TX1
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	
1	5	5	4	5	5	5	5	5	4	5	4	5	5	62
2	2	3	4	2	3	2	4	3	2	3	4	2	3	37
3	5	5	5	5	5	5	5	5	5	5	5	5	5	65
4	4	3	2	4	3	2	2	3	4	3	2	4	3	39
5	4	3	2	4	3	3	2	3	4	3	2	4	3	40
6	5	4	5	5	4	5	4	5	5	4	5	5	4	60
7	5	4	5	5	4	5	4	5	5	4	5	5	4	60
8	2	4	3	2	4	4	3	4	2	4	3	2	4	41
9	5	4	5	5	4	5	5	5	5	4	5	5	4	61
10	5	5	5	5	5	5	5	5	5	5	5	5	5	65
11	5	5	5	5	5	5	5	5	5	5	5	5	5	65
12	3	2	3	3	2	3	3	4	3	2	3	3	2	36
13	3	2	3	3	2	3	3	2	3	2	3	3	2	34
14	4	3	3	4	3	3	3	2	4	3	3	4	3	42
15	5	5	5	5	5	5	5	5	5	5	5	5	5	65
16	5	5	5	5	5	4	4	3	3	5	5	5	5	59
17	4	4	5	4	4	4	4	4	4	4	5	4	4	54
18	5	5	4	5	5	5	5	5	4	5	4	5	5	62
19	4	3	3	4	3	5	3	5	5	3	3	4	3	48
20	5	5	5	5	5	5	5	4	3	5	5	5	5	62

21	5	5	5	5	5	5	5	5	4	5	5	5	5	64
22	5	3	3	5	3	5	4	5	4	3	3	5	3	51
23	5	4	4	5	4	4	4	5	5	4	4	5	4	57
24	5	5	5	5	5	5	5	3	3	5	5	5	5	61
25	3	4	4	3	4	4	4	3	3	4	4	3	4	47
26	4	4	4	4	4	3	3	5	5	4	4	4	4	52
27	4	4	4	4	4	5	5	5	5	4	4	4	4	56
28	5	5	5	5	5	5	5	5	5	5	5	5	5	65
29	4	5	5	4	5	5	5	4	5	5	5	4	5	61
30	4	5	4	4	5	5	4	5	5	5	4	4	5	59



KEPUASAN PELANGGAN					LOYALITAS PELANGGAN			
X2.1	X2.4	X2.3	X2.4	TX2	Y.1	Y.2	Y.3	TY
5	4	5	5	19	4	5	4	13
5	5	5	5	20	5	5	5	15
5	5	5	5	20	5	5	5	15
5	5	5	5	20	5	5	5	15
4	5	4	4	17	5	4	5	14
5	5	5	5	20	5	5	5	15
4	5	4	4	17	5	4	5	14
5	5	5	5	20	5	5	5	15
2	4	2	2	10	4	2	4	10
3	2	3	3	11	2	3	2	7
3	2	3	3	11	2	3	2	7
5	5	5	5	20	5	5	5	15
5	5	5	5	20	5	5	5	15
5	5	5	5	20	5	5	5	15
5	5	5	5	20	5	5	5	15
4	5	4	4	17	5	4	5	14
4	5	4	4	17	5	4	5	14
5	5	5	5	20	5	5	5	15
2	3	2	2	9	3	2	3	8
5	5	5	5	20	5	5	5	15



4	3	4	4	15	3	4	3	10
4	3	4	4	15	3	4	3	10
5	4	5	5	19	4	5	4	13
5	4	5	5	19	4	5	4	13
2	4	2	2	10	4	2	4	10
5	4	5	5	19	4	5	4	13
4	5	4	4	17	5	4	5	14
5	5	5	5	20	5	5	5	15
5	4	5	5	19	4	5	4	13
4	4	4	4	16	4	4	4	12



Lampiran 3: Hasil Data Interval Pernyataan Responden Sampel Kecil

RES	RELATIONSHIP MARKETING												
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13
1	3,685	3,847	2,681	3,685	3,847	3,584	3,847	3,634	2,681	3,847	2,681	3,685	3,847
2	1,000	1,943	2,681	1,000	1,943	1,000	2,724	1,943	1,000	1,943	2,681	1,000	1,943
3	3,685	3,847	3,791	3,685	3,847	3,584	3,847	3,634	3,791	3,847	3,791	3,685	3,847
4	2,447	1,943	1,000	2,447	1,943	1,000	1,000	1,943	2,681	1,943	1,000	2,447	1,943
5	2,447	1,943	1,000	2,447	1,943	1,879	1,000	1,943	2,681	1,943	1,000	2,447	1,943
6	3,685	2,724	3,791	3,685	2,724	3,584	2,724	3,634	3,791	2,724	3,791	3,685	2,724
7	3,685	2,724	3,791	3,685	2,724	3,584	2,724	3,634	3,791	2,724	3,791	3,685	2,724
8	1,000	2,724	1,943	1,000	2,724	2,458	1,943	2,551	1,000	2,724	1,943	1,000	2,724
9	3,685	2,724	3,791	3,685	2,724	3,584	3,847	3,634	3,791	2,724	3,791	3,685	2,724
10	3,685	3,847	3,791	3,685	3,847	3,584	3,847	3,634	3,791	3,847	3,791	3,685	3,847
11	3,685	3,847	3,791	3,685	3,847	3,584	3,847	3,634	3,791	3,847	3,791	3,685	3,847
12	1,734	1,000	1,943	1,734	1,000	1,879	1,943	2,551	1,943	1,000	1,943	1,734	1,000
13	1,734	1,000	1,943	1,734	1,000	1,879	1,943	1,000	1,943	1,000	1,943	1,734	1,000
14	2,447	1,943	1,943	2,447	1,943	1,879	1,943	1,000	2,681	1,943	1,943	2,447	1,943
15	3,685	3,847	3,791	3,685	3,847	3,584	3,847	3,634	3,791	3,847	3,791	3,685	3,847
16	3,685	3,847	3,791	3,685	3,847	2,458	2,724	1,943	1,943	3,847	3,791	3,685	3,847
17	2,447	2,724	3,791	2,447	2,724	2,458	2,724	2,551	2,681	2,724	3,791	2,447	2,724
18	3,685	3,847	2,681	3,685	3,847	3,584	3,847	3,634	2,681	3,847	2,681	3,685	3,847
19	2,447	1,943	1,943	2,447	1,943	3,584	1,943	3,634	3,791	1,943	1,943	2,447	1,943
20	3,685	3,847	3,791	3,685	3,847	3,584	3,847	2,551	1,943	3,847	3,791	3,685	3,847

21	3,685	3,847	3,791	3,685	3,847	3,584	3,847	3,634	2,681	3,847	3,791	3,685	3,847
22	3,685	1,943	1,943	3,685	1,943	3,584	2,724	3,634	2,681	1,943	1,943	3,685	1,943
23	3,685	2,724	2,681	3,685	2,724	2,458	2,724	3,634	3,791	2,724	2,681	3,685	2,724
24	3,685	3,847	3,791	3,685	3,847	3,584	3,847	1,943	1,943	3,847	3,791	3,685	3,847
25	1,734	2,724	2,681	1,734	2,724	2,458	2,724	1,943	1,943	2,724	2,681	1,734	2,724
26	2,447	2,724	2,681	2,447	2,724	1,879	1,943	3,634	3,791	2,724	2,681	2,447	2,724
27	2,447	2,724	2,681	2,447	2,724	3,584	3,847	3,634	3,791	2,724	2,681	2,447	2,724
28	3,685	3,847	3,791	3,685	3,847	3,584	3,847	3,634	3,791	3,847	3,791	3,685	3,847
29	2,447	3,847	3,791	2,447	3,847	3,584	3,847	2,551	3,791	3,847	3,791	2,447	3,847
30	2,447	3,847	2,681	2,447	3,847	3,584	2,724	3,634	3,791	3,847	2,681	2,447	3,847



KEPUASAN PELANGGAN				LOYALITAS		
X2.1	X2.4	X2.3	X2.4	Y.1	Y.2	Y.3
3,449	2,401	3,449	3,449	2,401	3,449	2,401
3,449	3,634	3,449	3,449	3,634	3,449	3,634
3,449	3,634	3,449	3,449	3,634	3,449	3,634
3,449	3,634	3,449	3,449	3,634	3,449	3,634
2,217	3,634	2,217	2,217	3,634	2,217	3,634
3,449	3,634	3,449	3,449	3,634	3,449	3,634
2,217	3,634	2,217	2,217	3,634	2,217	3,634
3,449	3,634	3,449	3,449	3,634	3,449	3,634
1,000	2,401	1,000	1,000	2,401	1,000	2,401
1,640	1,000	1,640	1,640	1,000	1,640	1,000
1,640	1,000	1,640	1,640	1,000	1,640	1,000
3,449	3,634	3,449	3,449	3,634	3,449	3,634
3,449	3,634	3,449	3,449	3,634	3,449	3,634
3,449	3,634	3,449	3,449	3,634	3,449	3,634
3,449	3,634	3,449	3,449	3,634	3,449	3,634
2,217	3,634	2,217	2,217	3,634	2,217	3,634
2,217	3,634	2,217	2,217	3,634	2,217	3,634
3,449	3,634	3,449	3,449	3,634	3,449	3,634
1,000	1,734	1,000	1,000	1,734	1,000	1,734
3,449	3,634	3,449	3,449	3,634	3,449	3,634



2,217	1,734	2,217	2,217	1,734	2,217	1,734
2,217	1,734	2,217	2,217	1,734	2,217	1,734
3,449	2,401	3,449	3,449	2,401	3,449	2,401
3,449	2,401	3,449	3,449	2,401	3,449	2,401
1,000	2,401	1,000	1,000	2,401	1,000	2,401
3,449	2,401	3,449	3,449	2,401	3,449	2,401
2,217	3,634	2,217	2,217	3,634	2,217	3,634
3,449	3,634	3,449	3,449	3,634	3,449	3,634
3,449	2,401	3,449	3,449	2,401	3,449	2,401
2,217	2,401	2,217	2,217	2,401	2,217	2,401



Lampiran 4: Hasil Data Ordinal Pernyataan Responden Sampel Besar

RES	RELATIONSHIP MARKETING													
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	TX1
1	3	4	3	5	4	4	3	5	5	4	3	3	4	50
2	4	4	4	5	5	5	4	4	4	5	4	4	4	56
3	4	3	4	4	4	3	4	3	3	3	3	4	3	45
4	4	4	4	5	5	4	4	4	4	4	4	4	4	54
5	4	3	3	5	3	3	4	4	5	3	5	4	3	49
6	2	2	2	3	4	4	2	3	4	2	3	2	2	35
7	3	2	3	4	4	3	3	3	3	3	2	3	2	38
8	3	3	3	2	2	2	3	2	2	2	2	3	3	32
9	4	4	4	5	5	5	4	4	4	4	4	4	4	55
10	3	3	4	3	3	4	3	4	4	4	3	3	3	44
11	4	4	5	5	5	5	4	4	5	5	4	4	4	58
12	4	4	5	5	4	4	4	5	5	4	5	4	4	57
13	4	4	4	5	5	5	4	4	4	5	4	4	4	56
14	3	2	3	3	3	2	3	2	2	2	2	3	2	32
15	3	2	3	4	4	3	3	3	3	3	2	3	2	38
16	3	3	3	3	4	4	3	5	5	3	5	3	3	47
17	4	4	4	5	5	5	4	4	4	5	4	4	4	56
18	3	2	3	3	3	2	3	2	2	2	2	3	2	32
19	5	5	4	5	5	5	5	4	4	4	5	5	5	61
20	4	5	5	5	5	5	4	4	5	4	5	4	5	60

21	5	5	5	4	5	5	5	5	5	5	4	5	5	63
22	5	5	4	5	5	4	5	4	4	4	5	5	5	60
23	3	2	3	3	3	2	3	2	2	2	2	3	2	32
24	5	5	4	5	5	4	5	4	4	4	5	5	5	60
25	3	2	3	2	3	2	3	2	2	3	3	3	2	33
26	5	5	5	5	5	5	5	5	5	5	5	5	5	65
27	5	5	5	5	4	4	5	5	5	4	5	5	5	62
28	4	4	4	5	5	5	4	4	4	5	4	4	4	56
29	3	2	3	3	3	2	3	2	2	2	2	3	2	32
30	5	5	4	5	5	4	5	4	4	4	5	5	5	60
31	5	4	4	4	5	5	5	5	5	5	5	5	4	61
32	4	4	4	5	5	5	4	5	5	4	4	4	4	57
33	4	5	4	5	5	5	4	5	5	5	4	4	5	60
34	3	2	3	2	3	2	3	2	2	3	3	3	2	33
35	5	5	5	4	5	4	5	5	5	5	4	5	5	62
36	5	5	5	5	4	4	5	5	5	4	5	5	5	62
37	4	4	4	5	5	5	4	4	4	5	4	4	4	56
38	3	2	3	3	3	2	3	2	2	2	2	3	2	32
39	4	4	4	5	5	5	4	4	4	5	4	4	4	56
40	3	2	3	3	3	2	3	2	2	2	2	3	2	32
41	5	4	4	4	5	4	5	5	5	5	5	5	4	60
42	4	4	5	5	5	5	4	5	5	5	4	4	4	59
43	4	5	4	5	4	5	4	4	4	5	5	4	5	58
44	3	2	3	2	3	2	3	2	2	3	3	3	2	33
45	5	5	5	4	5	4	5	5	5	5	4	5	5	62

46	4	4	4	4	3	3	4	4	4	3	4	4	4	49
47	3	3	3	4	4	4	3	3	3	4	3	3	3	43
48	3	2	3	3	3	2	3	2	2	2	2	3	2	32
49	4	4	5	5	5	5	4	5	5	5	4	4	4	59
50	4	5	4	5	4	5	4	4	4	5	5	4	5	58
51	3	2	3	2	3	2	3	2	2	3	3	3	2	33
52	5	5	5	4	5	4	5	5	5	5	4	5	5	62
53	5	5	5	5	4	4	5	5	5	4	5	5	5	62
54	4	4	4	5	5	5	4	4	4	5	4	4	4	56
55	3	2	3	3	3	2	3	2	2	2	2	3	2	32
56	4	4	4	5	5	5	4	4	4	5	4	4	4	56
57	3	2	3	3	3	2	3	2	2	2	2	3	2	32
58	4	4	4	5	5	5	4	4	4	5	4	4	4	56
59	3	2	3	3	3	2	3	2	2	2	2	3	2	32
60	5	4	4	4	5	4	5	5	5	5	5	5	4	60
61	4	4	5	5	5	5	4	5	5	5	4	4	4	59
62	4	5	4	5	5	5	4	4	4	5	5	4	5	59
63	3	2	3	2	3	2	3	2	2	3	3	3	2	33
64	5	5	5	5	5	5	5	5	5	5	4	5	5	64
65	5	5	5	4	5	4	5	5	5	5	4	5	5	62
66	5	5	5	5	4	4	5	5	5	4	5	5	5	62
67	4	4	4	5	5	5	4	4	4	5	4	4	4	56
68	3	2	3	3	3	2	3	2	2	2	2	3	2	32
69	4	4	4	5	5	5	4	4	4	5	4	4	4	56
70	3	2	3	3	3	2	3	2	2	2	2	3	2	32

71	4	4	4	5	5	5	4	4	4	5	4	4	4	56
72	3	2	3	3	3	2	3	2	2	2	2	3	2	32
73	5	4	4	4	5	4	5	5	5	5	5	5	4	60
74	4	4	5	5	5	5	4	5	5	5	4	4	4	59
75	4	4	4	5	5	5	4	4	4	5	4	4	4	56
76	3	2	3	3	3	2	3	3	2	2	2	3	2	33
77	5	4	4	4	5	4	5	5	5	5	4	5	4	59
78	4	4	5	5	5	5	4	5	5	5	4	4	4	59
79	4	4	4	5	5	5	4	5	5	4	5	4	4	58
80	3	2	3	3	3	2	3	3	3	4	3	3	2	37
81	3	4	3	5	4	4	3	5	5	4	3	3	4	50
82	4	4	4	5	5	5	4	4	4	5	4	4	4	56
83	4	3	4	4	4	3	4	3	3	3	3	4	3	45
84	4	4	4	5	5	4	4	4	4	4	4	4	4	54
85	4	3	3	5	3	3	4	4	5	3	5	4	3	49
86	2	2	2	3	4	4	2	3	4	2	3	2	2	35
87	3	2	3	4	4	3	3	3	3	3	2	3	2	38
88	3	3	3	2	2	2	3	2	2	2	2	3	3	32
89	4	4	4	5	5	5	4	4	4	4	4	4	4	55
90	3	3	4	3	3	4	3	4	4	4	3	3	3	44
91	4	4	5	5	5	5	4	4	5	5	4	4	4	58
92	4	4	5	5	4	4	4	5	5	4	5	4	4	57
93	4	4	4	5	5	5	4	4	4	5	4	4	4	56
94	3	2	3	3	3	2	3	2	2	2	2	3	2	32

95	3	2	3	4	4	3	3	3	3	3	2	3	2	38
96	3	3	3	3	4	4	3	5	5	3	5	3	3	47
97	4	4	4	5	5	5	4	4	4	5	4	4	4	56
98	3	2	3	3	3	2	3	2	2	2	2	3	2	32
99	5	5	4	5	5	5	5	4	4	4	5	5	5	61
100	4	5	5	5	5	5	4	4	5	4	5	4	5	60



KEPUASAN PELANGGAN					LOYALITAS PELANGGAN			
X2.1	X2.4	X2.3	X2.4	TX2	Y.1	Y.2	Y.3	TY
4	4	3	4	15	4	5	3	12
4	5	4	4	17	5	5	4	14
4	3	3	2	12	3	4	3	10
4	4	4	4	16	4	5	4	13
4	3	5	4	16	3	5	5	13
3	2	3	3	11	2	3	3	8
3	3	2	3	11	3	4	2	9
2	2	2	2	8	2	2	2	6
4	4	4	4	16	4	5	4	13
4	4	3	3	14	4	3	3	10
5	5	4	5	19	5	5	4	14
4	4	5	4	17	4	5	5	14
4	5	4	4	17	5	5	4	14
3	2	2	3	10	2	3	2	7
3	3	2	3	11	3	4	2	9
4	3	5	4	16	3	3	5	11
4	5	4	4	17	5	5	4	14
3	2	2	3	10	2	3	2	7
4	4	5	4	17	4	5	5	14
4	4	5	4	17	4	5	5	14

4	5	4	4	17	5	4	4	13
4	4	5	4	17	4	5	5	14
3	2	2	3	10	2	3	2	7
4	4	5	4	17	4	5	5	14
3	3	3	3	12	3	2	3	8
5	5	5	5	20	5	5	5	15
4	4	5	4	17	4	5	5	14
4	5	4	4	17	5	5	4	14
3	2	2	3	10	2	3	2	7
4	4	5	4	17	4	5	5	14
4	5	5	4	18	5	4	4	13
5	4	4	5	18	4	5	4	13
4	5	4	4	17	5	5	4	14
3	3	3	3	12	3	2	3	8
5	5	4	5	19	5	4	4	13
4	4	5	4	17	4	5	5	14
5	5	4	4	18	5	5	4	14
3	2	2	3	10	2	3	2	7
4	5	4	4	17	5	5	4	14
3	2	2	3	10	2	3	2	7
4	5	5	4	18	5	4	5	14
5	5	4	5	19	5	5	4	14
4	5	5	4	18	5	5	5	15
3	3	3	3	12	3	2	3	8
5	5	4	5	19	5	4	4	13

3	3	4	3	13	3	4	4	11
3	4	3	3	13	4	4	3	11
3	2	2	3	10	2	3	2	7
5	5	4	5	19	5	5	4	14
4	5	5	4	18	5	5	5	15
3	3	3	3	12	3	2	3	8
5	5	4	5	19	5	4	4	13
4	4	5	4	17	4	5	5	14
4	5	4	4	17	5	5	4	14
3	2	2	3	10	2	3	2	7
4	5	4	4	17	5	5	4	14
3	2	2	3	10	2	3	2	7
5	5	4	4	18	5	5	4	14
3	2	2	3	10	2	3	2	7
4	5	5	4	18	5	4	5	14
5	5	4	5	19	5	5	4	14
4	5	5	4	18	5	5	5	15
3	3	3	3	12	3	2	3	8
5	5	4	5	19	5	5	4	14
5	5	4	5	19	5	4	4	13
4	4	5	4	17	4	5	5	14
4	5	4	4	17	5	5	4	14
3	2	2	3	10	2	3	2	7
4	5	4	4	17	5	5	4	14
3	2	2	3	10	2	3	2	7
4	5	4	4	17	5	5	4	14
3	2	2	3	10	2	3	2	7

4	5	5	4	18	5	4	5	14
5	5	4	5	19	5	5	4	14
4	5	4	4	17	5	5	4	14
3	2	2	3	10	2	3	2	7
5	5	4	5	19	5	4	4	13
5	5	4	5	19	5	5	4	14
4	4	5	4	17	4	5	5	14
3	4	3	3	13	4	3	3	10
4	4	3	4	15	4	5	3	12
4	5	4	4	17	5	5	4	14
4	3	3	2	12	3	4	3	10
4	4	4	4	16	4	5	4	13
4	3	5	4	16	3	5	5	13
3	2	3	3	11	2	3	3	8
3	3	2	3	11	3	4	2	9
2	2	2	2	8	2	2	2	6
4	4	4	4	16	4	5	4	13
4	4	3	3	14	4	3	3	10
5	5	4	5	19	5	5	4	14
4	4	5	4	17	4	5	5	14
4	5	4	4	17	5	5	4	14
3	2	2	3	10	2	3	2	7
3	3	2	3	11	3	4	2	9

4	3	5	4	16	3	3	5	11
4	5	4	4	17	5	5	4	14
3	2	2	3	10	2	3	2	7
4	4	5	4	17	4	5	5	14
4	4	5	4	17	4	5	5	14



Lampiran 5: Hasil Data Interval Pernyataan Responden Sampel Besar

RES	RELATIONSHIP MARKETING												
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13
1	2,480	2,427	2,480	3,684	3,151	2,218	2,480	3,505	3,359	2,362	1,803	2,480	2,427
2	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
3	3,634	1,774	3,620	2,636	3,151	1,726	3,634	1,745	1,706	1,811	1,803	3,634	1,774
4	3,634	2,427	3,620	3,684	4,219	2,218	3,634	2,385	2,256	2,362	2,490	3,634	2,427
5	3,634	1,774	2,480	3,684	2,332	1,726	3,634	2,385	3,359	1,811	3,593	3,634	1,774
6	1,000	1,000	1,000	1,990	3,151	2,218	1,000	1,745	2,256	1,000	1,803	1,000	1,000
7	2,480	1,000	2,480	2,636	3,151	1,726	2,480	1,745	1,706	1,811	1,000	2,480	1,000
8	2,480	1,774	2,480	1,000	1,000	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,774
9	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	2,362	2,490	3,634	2,427
10	2,480	1,774	3,620	1,990	2,332	2,218	2,480	2,385	2,256	2,362	1,803	2,480	1,774
11	3,634	2,427	4,767	3,684	4,219	3,279	3,634	2,385	3,359	3,384	2,490	3,634	2,427
12	3,634	2,427	4,767	3,684	3,151	2,218	3,634	3,505	3,359	2,362	3,593	3,634	2,427
13	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
14	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000
15	2,480	1,000	2,480	2,636	3,151	1,726	2,480	1,745	1,706	1,811	1,000	2,480	1,000
16	2,480	1,774	2,480	1,990	3,151	2,218	2,480	3,505	3,359	1,811	3,593	2,480	1,774
17	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
18	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000
19	4,793	3,548	3,620	3,684	4,219	3,279	4,793	2,385	2,256	2,362	3,593	4,793	3,548
20	3,634	3,548	4,767	3,684	4,219	3,279	3,634	2,385	3,359	2,362	3,593	3,634	3,548

21	4,793	3,548	4,767	2,636	4,219	3,279	4,793	3,505	3,359	3,384	2,490	4,793	3,548
22	4,793	3,548	3,620	3,684	4,219	2,218	4,793	2,385	2,256	2,362	3,593	4,793	3,548
23	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000
24	4,793	3,548	3,620	3,684	4,219	2,218	4,793	2,385	2,256	2,362	3,593	4,793	3,548
25	2,480	1,000	2,480	1,000	2,332	1,000	2,480	1,000	1,000	1,811	1,803	2,480	1,000
26	4,793	3,548	4,767	3,684	4,219	3,279	4,793	3,505	3,359	3,384	3,593	4,793	3,548
27	4,793	3,548	4,767	3,684	3,151	2,218	4,793	3,505	3,359	2,362	3,593	4,793	3,548
28	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
29	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000
30	4,793	3,548	3,620	3,684	4,219	2,218	4,793	2,385	2,256	2,362	3,593	4,793	3,548
31	4,793	2,427	3,620	2,636	4,219	3,279	4,793	3,505	3,359	3,384	3,593	4,793	2,427
32	3,634	2,427	3,620	3,684	4,219	3,279	3,634	3,505	3,359	2,362	2,490	3,634	2,427
33	3,634	3,548	3,620	3,684	4,219	3,279	3,634	3,505	3,359	3,384	2,490	3,634	3,548
34	2,480	1,000	2,480	1,000	2,332	1,000	2,480	1,000	1,000	1,811	1,803	2,480	1,000
35	4,793	3,548	4,767	2,636	4,219	2,218	4,793	3,505	3,359	3,384	2,490	4,793	3,548
36	4,793	3,548	4,767	3,684	3,151	2,218	4,793	3,505	3,359	2,362	3,593	4,793	3,548
37	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
38	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000
39	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
40	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000
41	4,793	2,427	3,620	2,636	4,219	2,218	4,793	3,505	3,359	3,384	3,593	4,793	2,427
42	3,634	2,427	4,767	3,684	4,219	3,279	3,634	3,505	3,359	3,384	2,490	3,634	2,427
43	3,634	3,548	3,620	3,684	3,151	3,279	3,634	2,385	2,256	3,384	3,593	3,634	3,548
44	2,480	1,000	2,480	1,000	2,332	1,000	2,480	1,000	1,000	1,811	1,803	2,480	1,000
45	4,793	3,548	4,767	2,636	4,219	2,218	4,793	3,505	3,359	3,384	2,490	4,793	3,548

46	3,634	2,427	3,620	2,636	2,332	1,726	3,634	2,385	2,256	1,811	2,490	3,634	2,427
47	2,480	1,774	2,480	2,636	3,151	2,218	2,480	1,745	1,706	2,362	1,803	2,480	1,774
48	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000
49	3,634	2,427	4,767	3,684	4,219	3,279	3,634	3,505	3,359	3,384	2,490	3,634	2,427
50	3,634	3,548	3,620	3,684	3,151	3,279	3,634	2,385	2,256	3,384	3,593	3,634	3,548
51	2,480	1,000	2,480	1,000	2,332	1,000	2,480	1,000	1,000	1,811	1,803	2,480	1,000
52	4,793	3,548	4,767	2,636	4,219	2,218	4,793	3,505	3,359	3,384	2,490	4,793	3,548
53	4,793	3,548	4,767	3,684	3,151	2,218	4,793	3,505	3,359	2,362	3,593	4,793	3,548
54	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
55	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000
56	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
57	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000
58	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
59	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000
60	4,793	2,427	3,620	2,636	4,219	2,218	4,793	3,505	3,359	3,384	3,593	4,793	2,427
61	3,634	2,427	4,767	3,684	4,219	3,279	3,634	3,505	3,359	3,384	2,490	3,634	2,427
62	3,634	3,548	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	3,593	3,634	3,548
63	2,480	1,000	2,480	1,000	2,332	1,000	2,480	1,000	1,000	1,811	1,803	2,480	1,000
64	4,793	3,548	4,767	3,684	4,219	3,279	4,793	3,505	3,359	3,384	2,490	4,793	3,548
65	4,793	3,548	4,767	2,636	4,219	2,218	4,793	3,505	3,359	3,384	2,490	4,793	3,548
66	4,793	3,548	4,767	3,684	3,151	2,218	4,793	3,505	3,359	2,362	3,593	4,793	3,548
67	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
68	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000
69	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
70	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000

71	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
72	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000
73	4,793	2,427	3,620	2,636	4,219	2,218	4,793	3,505	3,359	3,384	3,593	4,793	2,427
74	3,634	2,427	4,767	3,684	4,219	3,279	3,634	3,505	3,359	3,384	2,490	3,634	2,427
75	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
76	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,745	1,000	1,000	1,000	2,480	1,000
77	4,793	2,427	3,620	2,636	4,219	2,218	4,793	3,505	3,359	3,384	2,490	4,793	2,427
78	3,634	2,427	4,767	3,684	4,219	3,279	3,634	3,505	3,359	3,384	2,490	3,634	2,427
79	3,634	2,427	3,620	3,684	4,219	3,279	3,634	3,505	3,359	2,362	3,593	3,634	2,427
80	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,745	1,706	2,362	1,803	2,480	1,000
81	2,480	2,427	2,480	3,684	3,151	2,218	2,480	3,505	3,359	2,362	1,803	2,480	2,427
82	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
83	3,634	1,774	3,620	2,636	3,151	1,726	3,634	1,745	1,706	1,811	1,803	3,634	1,774
84	3,634	2,427	3,620	3,684	4,219	2,218	3,634	2,385	2,256	2,362	2,490	3,634	2,427
85	3,634	1,774	2,480	3,684	2,332	1,726	3,634	2,385	3,359	1,811	3,593	3,634	1,774
86	1,000	1,000	1,000	1,990	3,151	2,218	1,000	1,745	2,256	1,000	1,803	1,000	1,000
87	2,480	1,000	2,480	2,636	3,151	1,726	2,480	1,745	1,706	1,811	1,000	2,480	1,000
88	2,480	1,774	2,480	1,000	1,000	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,774
89	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	2,362	2,490	3,634	2,427
90	2,480	1,774	3,620	1,990	2,332	2,218	2,480	2,385	2,256	2,362	1,803	2,480	1,774
91	3,634	2,427	4,767	3,684	4,219	3,279	3,634	2,385	3,359	3,384	2,490	3,634	2,427
92	3,634	2,427	4,767	3,684	3,151	2,218	3,634	3,505	3,359	2,362	3,593	3,634	2,427

93	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
94	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000
95	2,480	1,000	2,480	2,636	3,151	1,726	2,480	1,745	1,706	1,811	1,000	2,480	1,000
96	2,480	1,774	2,480	1,990	3,151	2,218	2,480	3,505	3,359	1,811	3,593	2,480	1,774
97	3,634	2,427	3,620	3,684	4,219	3,279	3,634	2,385	2,256	3,384	2,490	3,634	2,427
98	2,480	1,000	2,480	1,990	2,332	1,000	2,480	1,000	1,000	1,000	1,000	2,480	1,000
99	4,793	3,548	3,620	3,684	4,219	3,279	4,793	2,385	2,256	2,362	3,593	4,793	3,548
100	3,634	3,548	4,767	3,684	4,219	3,279	3,634	2,385	3,359	2,362	3,593	3,634	3,548



KEPUASAN PELANGGAN				LOYALITAS PELANGGAN		
X2.1	X2.4	X2.3	X2.4	Y.1	Y.2	Y.3
3,626	2,362	1,803	3,442	2,362	3,684	1,803
3,626	3,384	2,490	3,442	3,384	3,684	2,503
3,626	1,811	1,803	1,000	1,811	2,636	1,803
3,626	2,362	2,490	3,442	2,362	3,684	2,503
3,626	1,811	3,593	3,442	1,811	3,684	3,617
2,390	1,000	1,803	2,255	1,000	1,990	1,803
2,390	1,811	1,000	2,255	1,811	2,636	1,000
1,000	1,000	1,000	1,000	1,000	1,000	1,000
3,626	2,362	2,490	3,442	2,362	3,684	2,503
3,626	2,362	1,803	2,255	2,362	1,990	1,803
4,909	3,384	2,490	4,709	3,384	3,684	2,503
3,626	2,362	3,593	3,442	2,362	3,684	3,617
3,626	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,000	1,000	2,255	1,000	1,990	1,000
2,390	1,811	1,000	2,255	1,811	2,636	1,000
3,626	1,811	3,593	3,442	1,811	1,990	3,617
3,626	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,000	1,000	2,255	1,000	1,990	1,000
3,626	2,362	3,593	3,442	2,362	3,684	3,617
3,626	2,362	3,593	3,442	2,362	3,684	3,617
3,626	3,384	2,490	3,442	3,384	2,636	2,503



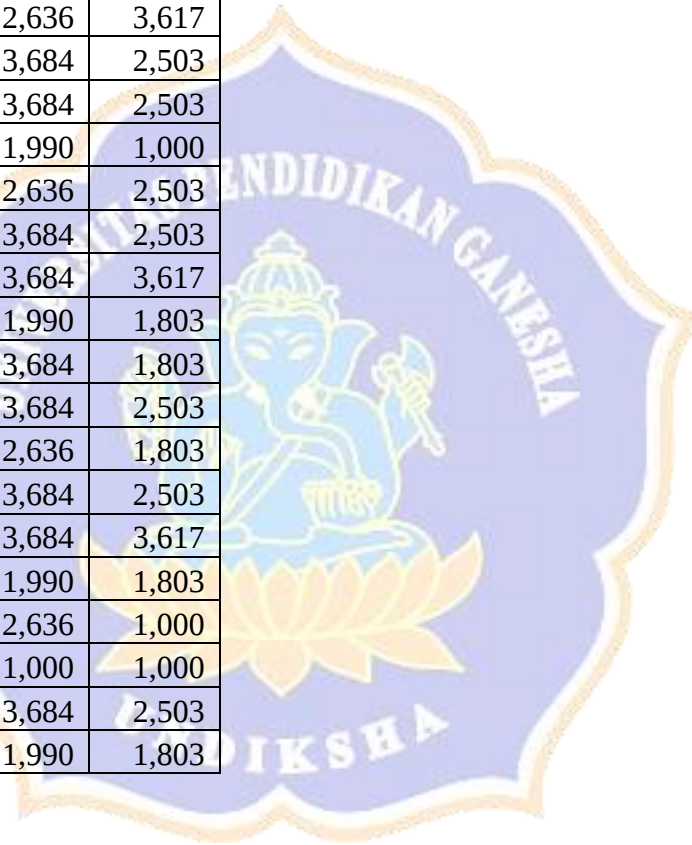
3,626	2,362	3,593	3,442	2,362	3,684	3,617
2,390	1,000	1,000	2,255	1,000	1,990	1,000
3,626	2,362	3,593	3,442	2,362	3,684	3,617
2,390	1,811	1,803	2,255	1,811	1,000	1,803
4,909	3,384	3,593	4,709	3,384	3,684	3,617
3,626	2,362	3,593	3,442	2,362	3,684	3,617
3,626	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,000	1,000	2,255	1,000	1,990	1,000
3,626	2,362	3,593	3,442	2,362	3,684	3,617
3,626	3,384	3,593	3,442	3,384	2,636	2,503
4,909	2,362	2,490	4,709	2,362	3,684	2,503
3,626	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,811	1,803	2,255	1,811	1,000	1,803
4,909	3,384	2,490	4,709	3,384	2,636	2,503
3,626	2,362	3,593	3,442	2,362	3,684	3,617
4,909	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,000	1,000	2,255	1,000	1,990	1,000
3,626	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,000	1,000	2,255	1,000	1,990	1,000
3,626	3,384	3,593	3,442	3,384	2,636	3,617
4,909	3,384	2,490	4,709	3,384	3,684	2,503
3,626	3,384	3,593	3,442	3,384	3,684	3,617
2,390	1,811	1,803	2,255	1,811	1,000	1,803
4,909	3,384	2,490	4,709	3,384	2,636	2,503



2,390	1,811	2,490	2,255	1,811	2,636	2,503
2,390	2,362	1,803	2,255	2,362	2,636	1,803
2,390	1,000	1,000	2,255	1,000	1,990	1,000
4,909	3,384	2,490	4,709	3,384	3,684	2,503
3,626	3,384	3,593	3,442	3,384	3,684	3,617
2,390	1,811	1,803	2,255	1,811	1,000	1,803
4,909	3,384	2,490	4,709	3,384	2,636	2,503
3,626	2,362	3,593	3,442	2,362	3,684	3,617
3,626	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,000	1,000	2,255	1,000	1,990	1,000
3,626	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,000	1,000	2,255	1,000	1,990	1,000
4,909	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,000	1,000	2,255	1,000	1,990	1,000
3,626	3,384	3,593	3,442	3,384	2,636	3,617
4,909	3,384	2,490	4,709	3,384	3,684	2,503
3,626	3,384	3,593	3,442	3,384	3,684	3,617
2,390	1,811	1,803	2,255	1,811	1,000	1,803
4,909	3,384	2,490	4,709	3,384	3,684	2,503
4,909	3,384	2,490	4,709	3,384	2,636	2,503
3,626	2,362	3,593	3,442	2,362	3,684	3,617
3,626	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,000	1,000	2,255	1,000	1,990	1,000



3,626	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,000	1,000	2,255	1,000	1,990	1,000
3,626	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,000	1,000	2,255	1,000	1,990	1,000
3,626	3,384	3,593	3,442	3,384	2,636	3,617
4,909	3,384	2,490	4,709	3,384	3,684	2,503
3,626	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,000	1,000	2,255	1,000	1,990	1,000
4,909	3,384	2,490	4,709	3,384	2,636	2,503
4,909	3,384	2,490	4,709	3,384	3,684	2,503
3,626	2,362	3,593	3,442	2,362	3,684	3,617
2,390	2,362	1,803	2,255	2,362	1,990	1,803
3,626	2,362	1,803	3,442	2,362	3,684	1,803
3,626	3,384	2,490	3,442	3,384	3,684	2,503
3,626	1,811	1,803	1,000	1,811	2,636	1,803
3,626	2,362	2,490	3,442	2,362	3,684	2,503
3,626	1,811	3,593	3,442	1,811	3,684	3,617
2,390	1,000	1,803	2,255	1,000	1,990	1,803
2,390	1,811	1,000	2,255	1,811	2,636	1,000
1,000	1,000	1,000	1,000	1,000	1,000	1,000
3,626	2,362	2,490	3,442	2,362	3,684	2,503
3,626	2,362	1,803	2,255	2,362	1,990	1,803



4,909	3,384	2,490	4,709	3,384	3,684	2,503
3,626	2,362	3,593	3,442	2,362	3,684	3,617
3,626	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,000	1,000	2,255	1,000	1,990	1,000
2,390	1,811	1,000	2,255	1,811	2,636	1,000
3,626	1,811	3,593	3,442	1,811	1,990	3,617
3,626	3,384	2,490	3,442	3,384	3,684	2,503
2,390	1,000	1,000	2,255	1,000	1,990	1,000
3,626	2,362	3,593	3,442	2,362	3,684	3,617
3,626	2,362	3,593	3,442	2,362	3,684	3,617



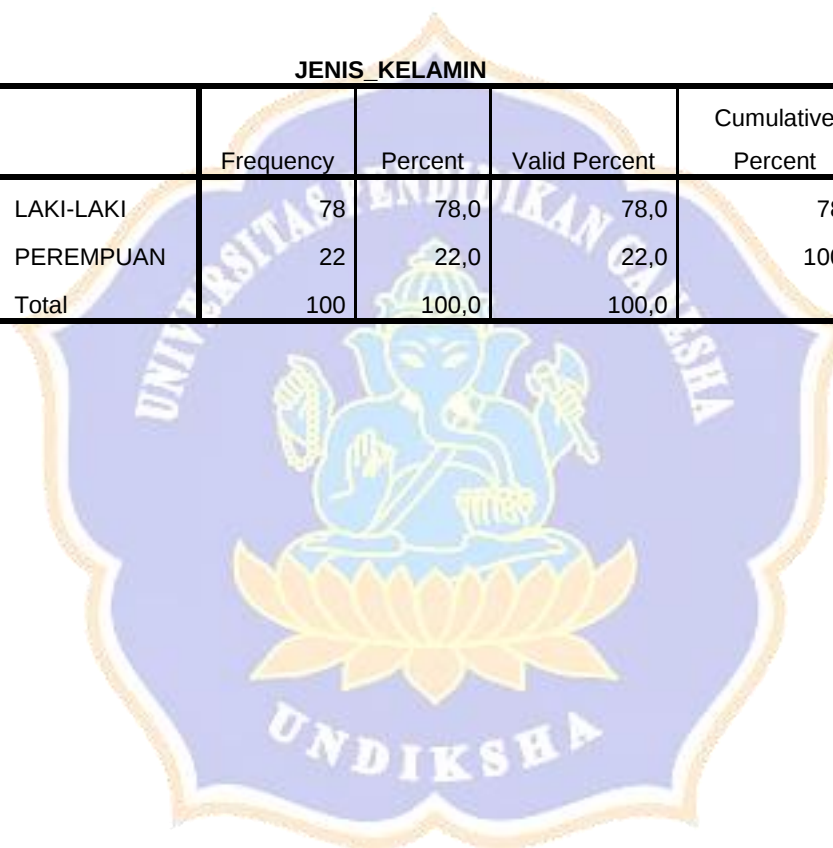
Lampiran 6 : Deskripsi Data Responden

UMUR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	31-40	45	45,0	45,0	45,0
	41-50	49	49,0	49,0	94,0
	51-60	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

JENIS KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	78	78,0	78,0	78,0
	PEREMPUAN	22	22,0	22,0	100,0
	Total	100	100,0	100,0	



Lampiran 7 : Hasil Output Perhitungan Spss22 For Windows, Relationship Marketing (X₁), Kepuasan Pelanggan (X₂) dan Loyalitas Pelanggan (Y)

Hasil Uji Reliabilitas Relationship Marketing Sampel Kecil

Reliability Statistics	
Cronbach's Alpha	N of Items
,959	13

Hasil Uji Reliabilitas Kepuasan Pelanggan Sampel Kecil

Reliability Statistics	
Cronbach's Alpha	N of Items
,938	4

Uji Reliabilitas Loyalitas Pelanggan Sampel Kecil

Reliability Statistics	
Cronbach's Alpha	N of Items
,877	3

Hasil Uji Reliabilitas Relationship Marketing Sampel Besar

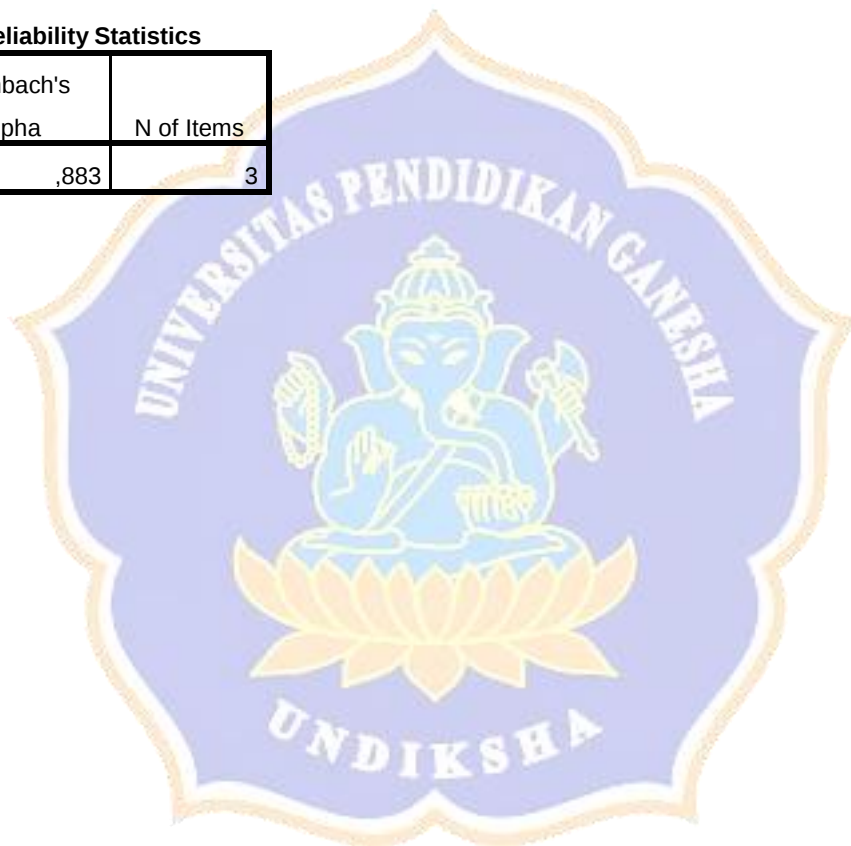
Reliability Statistics	
Cronbach's Alpha	N of Items
,976	13

Hasil Uji Reliabilitas Kepuasan Pelanggan Sampel Besar**Reliability Statistics**

Cronbach's Alpha	N of Items
,906	4

Hasil Uji Reliabilitas Loyalitas Pelanggan Sampel Besar**Reliability Statistics**

Cronbach's Alpha	N of Items
,883	3



Hasil Uji Validitas *Relationship Marketing* Sampel Kecil

[illegible]

X1.8	Pearson Correlation	,520**	,475**	,425*	,520**	,475**	,690**	,511**	1	,671**	,475**	,425*	,520**	,475**	,677**
	Sig. (2-tailed)	,003	,008	,019	,003	,008	,000	,004		,000	,008	,019	,003	,008	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	,612**	,318	,308	,612**	,318	,495**	,281	,671**	1	,318	,308	,612**	,318	,579**
	Sig. (2-tailed)	,000	,087	,097	,000	,087	,005	,133	,000		,087	,097	,000	,087	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.10	Pearson Correlation	,593**	1,000**	,761**	,593**	1,000**	,695**	,775**	,475**	,318	1	,761**	,593**	1,000**	,898**
	Sig. (2-tailed)	,001	,000	,000	,001	,000	,000	,000	,008	,087		,000	,001	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.11	Pearson Correlation	,534**	,761**	1,000**	,534**	,761**	,638**	,835**	,425*	,308	,761**	1	,534**	,761**	,832**
	Sig. (2-tailed)	,002	,000	,000	,002	,000	,000	,000	,019	,097	,000		,002	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.12	Pearson Correlation	1,000**	,593**	,534**	1,000**	,593**	,660**	,554**	,520**	,612**	,593**	,534**	1	,593**	,819**
	Sig. (2-tailed)	,000	,001	,002	,000	,001	,000	,002	,003	,000	,001	,002		,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.13	Pearson Correlation	,593**	1,000**	,761**	,593**	1,000**	,695**	,775**	,475**	,318	1,000**	,761**	,593**	1	,898**
	Sig. (2-tailed)	,001	,000	,000	,001	,000	,000	,000	,008	,087	,000	,000	,001		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TX1	Pearson Correlation	,819**	,898**	,832**	,819**	,898**	,845**	,845**	,677**	,579**	,898**	,832**	,819**	,898**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,001	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	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 Kepuasan Pelanggan Sampel Kecil

		Correlations				
		X2.1	X2.2	X2.3	X2.4	TX2
X2.1	Pearson Correlation	1	,568**	1,000**	1,000**	,977**
	Sig. (2-tailed)		,001	,000	,000	,000
	N	30	30	30	30	30
X2.2	Pearson Correlation	,568**	1	,568**	,568**	,730**
	Sig. (2-tailed)	,001		,001	,001	,000
	N	30	30	30	30	30
X2.3	Pearson Correlation	1,000**	,568**	1	1,000**	,977**
	Sig. (2-tailed)	,000	,001		,000	,000
	N	30	30	30	30	30
X2.4	Pearson Correlation	1,000**	,568**	1,000**	1	,977**
	Sig. (2-tailed)	,000	,001	,000		,000
	N	30	30	30	30	30
TX2	Pearson Correlation	,977**	,730**	,977**	,977**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

Hasil Uji Validitas Loyalitas Pelanggan Sampel Kecil

		Correlations			
		Y.1	Y.2	Y.3	TY
Y.1	Pearson Correlation	1	,568**	1,000**	,947**
	Sig. (2-tailed)		,001	,000	,000
	N	30	30	30	30
Y.2	Pearson Correlation	,568**	1	,568**	,801**
	Sig. (2-tailed)	,001		,001	,000
	N	30	30	30	30
Y.3	Pearson Correlation	1,000**	,568**	1	,947**
	Sig. (2-tailed)	,000	,001		,000
	N	30	30	30	30
TY	Pearson Correlation	,947**	,801**	,947**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

Hasil Uji Validitas *Relationship Marketing* Sampel Besar

		Correlations													
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	TX1
X1.1	Pearson Correlation	1	,860**	,797**	,648**	,689**	,592**	1,000**	,724**	,677**	,714**	,768**	1,000**	,860**	,875**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	,860**	1	,822**	,783**	,760**	,807**	,860**	,822**	,800**	,805**	,833**	,860**	1,000**	,952**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	,797**	,822**	1	,664**	,664**	,673**	,797**	,742**	,715**	,752**	,658**	,797**	,822**	,847**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	,648**	,783**	,664**	1	,797**	,837**	,648**	,735**	,741**	,742**	,696**	,648**	,783**	,848**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.5	Pearson Correlation	,689**	,760**	,664**	,797**	1	,891**	,689**	,748**	,735**	,851**	,676**	,689**	,760**	,865**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.6	Pearson Correlation	,592**	,807**	,673**	,837**	,891**	1	,592**	,803**	,810**	,872**	,745**	,592**	,807**	,883**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	1,000**	,860**	,797**	,648**	,689**	,592**	1	,724**	,677**	,714**	,768**	1,000**	,860**	,875**

	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.8	Pearson Correlation	,724**	,822**	,742**	,735**	,748**	,803**	,724**	1	,967**	,799**	,812**	,724**	,822**	,910**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.9	Pearson Correlation	,677**	,800**	,715**	,741**	,735**	,810**	,677**	,967**	1	,762**	,831**	,677**	,800**	,893**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.10	Pearson Correlation	,714**	,805**	,752**	,742**	,851**	,872**	,714**	,799**	,762**	1	,716**	,714**	,805**	,892**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.11	Pearson Correlation	,768**	,833**	,658**	,696**	,676**	,745**	,768**	,812**	,831**	,716**	1	,768**	,833**	,878**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.12	Pearson Correlation	1,000**	,860**	,797**	,648**	,689**	,592**	1,000**	,724**	,677**	,714**	,768**	1	,860**	,875**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.13	Pearson Correlation	,860**	1,000**	,822**	,783**	,760**	,807**	,860**	,822**	,800**	,805**	,833**	,860**	1	,952**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TX1	Pearson Correlation	,875**	,952**	,847**	,848**	,865**	,883**	,875**	,910**	,893**	,892**	,878**	,875**	,952**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

Hasil Uji Validitas Kepuasan Pelanggan Sampel Besar

		Correlations				
		X2.1	X2.2	X2.3	X2.4	TX2
X2.1	Pearson Correlation	1	,809**	,668**	,896**	,912**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
X2.2	Pearson Correlation	,809**	1	,716**	,782**	,926**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
X2.3	Pearson Correlation	,668**	,716**	1	,681**	,867**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
X2.4	Pearson Correlation	,896**	,782**	,681**	1	,908**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
TX2	Pearson Correlation	,912**	,926**	,867**	,908**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Hasil Uji Validitas Loyalitas Pelanggan Sampel Besar

		Correlations			
		Y.1	Y.2	Y.3	TY
Y.1	Pearson Correlation	1	,742**	,711**	,913**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Y.2	Pearson Correlation	,742**	1	,703**	,897**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Y.3	Pearson Correlation	,711**	,703**	1	,893**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
TY	Pearson Correlation	,913**	,897**	,893**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Lampiran 8: Ouput Analisis Jalur (*Path Analysis*)

Regression

a. Pengaruh *Relationship Marketing* (X_1) dan Kepuasan Pelanggan (X_2) terhadap Loyalitas Pelanggan (Y)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TX2, TX1 ^b	.	Enter

a. Dependent Variable: TY

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,974 ^a	,948	,947	,67305

a. Predictors: (Constant), TX2, TX1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	805,099	2	402,550	888,637	,000 ^b
	Residual	43,941	97	,453		
	Total	849,040	99			

a. Dependent Variable: TY

b. Predictors: (Constant), TX2, TX1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,896	,311		-2,886	,005
	TX1	,156	,021	,617	7,530	,000
	TX2	,318	,071	,366	4,461	,000

a. Dependent Variable: TY

b. Pengaruh *Relationship Marketing* (X₁) Terhadap Kepuasan Pelanggan (X₂)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TX1 ^b	.	Enter

a. Dependent Variable: TX2

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,959 ^a	,921	,920	,95305

a. Predictors: (Constant), TX1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1032,347	1	1032,347	1136,572	,000 ^b
	Residual	89,013	98	,908		
	Total	1121,360	99			

a. Dependent Variable: TX2

b. Predictors: (Constant), TX1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,262	,421		2,998	,003
	TX1	,278	,008	,959	33,713	,000

a. Dependent Variable: TX2