

**LAMPIRAN 1: SURAT KETERANGAN PENELITIAN**

**DNI SKIN CENTRE  
HEAD OFFICE  
Jl Tukad Musi 70 Denpasar, Bali  
No.Tlp: 081353781122**

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**SURAT KETERANGAN**

Yang bertanda tangan dibawah ini:


Nama : Dr. Yulia Ratna Sintia Dewi S.Ked  
Jabatan : Dokter penanggung jawab cabang singaraja  
Perusahaan : Klinik DNI Skin Centre

Dengan ini menerangkan bahwa

Nama : Ketut Indah Sumik Pratiwi  
NIM : 1717041248  
Fakultas : Ekonomi  
Jurusan : Manajemen

Memang benar yang bersangkutan telah mengadakan penelitian di DNI Skin Centre Singaraja. Demikian surat keterangan ini dibuat dengan sebenarnya untuk digunakan sebagaimana mestinya

Singaraja, 20 Oktober 2020  
DNI Skin Centre Singaraja

  
(Dr. Yulia Ratna Sintia Dewi S.Ked)

**LAMPIRAN 2: KUESIONER PENELITIAN****PENGARUH KUALITAS PELAYANAN DAN KEPUASAN  
PELANGGAN TERHADAP LOYALITAS PELANGGAN  
PADA DNI SKIN CENTRE SINGARAJA**

Kepada:

Yth. Bapak/Ibu & Saudara/saudari

Dengan hormat,

Sehubungan dengan penyelesaian tugas akhir skripsi yang sedang saya lakukan di Program Studi Manajemen, Fakultas Ekonomi, Universitas Pendidikan Ganesha bermaksud mengadakan penelitian dengan judul “Pengaruh Kualitas Pelayanan dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan pada DNI *Skin Centre* Singaraja”.

Maka saya mengharapkan kesediaan saudara/saudari untuk mengisi angket ini sesuai dengan keadaan sebenarnya sebagai data yang akan dipergunakan dalam penelitian. Demikian yang saya sampaikan, atas kerjasamanya saya mengucapkan terimakasih.

Singaraja, 11 Januari 2021

Ketut Indah Sumik Pratiwi  
NIM. 1717041248

### A. Identitas Responden

(Beri tanda (√) pada kotak jawaban)

1. Nama : .....
2. Jenis Kelamin : (.....) Laki-laki      (.....) Perempuan
3. Usia (beri tanda √ pada jawaban)
  - a. 17 - 20 tahun
  - b. 21 - 30 tahun
  - c. 31 - 40 tahun
  - d. 41 - 50 tahun
  - e. 51 – 55 tahun
4. Pernah melakukan pembelian dan perawatan kulit pada DNI *Skin Centre Singaraja* lebih dari dua kali ?

 Iya

 Tidak

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

### B. Petunjuk Pengisian Kuesioner

1. Isilah identitas responden yang disediakan
2. Pilihlah salah satu alternatif jawaban yang menurut anda paling sesuai dengan keadaan yang anda alami dengan memberikan tanda centang (√) pada kolom alternatif yang telah disediakan.
3. Keterangan jawaban sebagai berikut.
  - SS = Sangat Setuju
  - S = Setuju
  - CS = Cukup Setuju
  - TS = Tidak Setuju
  - STS = Sangat Tidak Setuju

VARIABEL KUALITAS PELAYANAN						
Indikator						
<i>Tangibles (Bukti Fisik)</i>		Jawaban				
No.	Keterangan	SS	S	CS	TS	STS
1.	DNI <i>Skin Centre</i> Singaraja menyediakan fasilitas yang menarik dan memadai					
2.	Karyawan DNI <i>Skin Centre</i> Singaraja mampu menjalankan profesionalisme saat bekerja					
<i>Reliability (Keandalan)</i>						
3.	DNI <i>Skin Centre</i> Singaraja memberikan pelayanan yang sangat handal dan membuat pelanggan merasa nyaman pada saat berkunjung ke klinik					
<i>Responsiveness (Daya Tanggap)</i>						
4.	DNI <i>Skin Centre</i> Singaraja memberikan pelayanan yang cepat dan tanggap sehingga pelanggan tidak menunggu lama untuk dilayani.					
<i>Assurance (Jaminan)</i>						
5.	Karyawan DNI <i>Skin Centre</i> Singaraja memiliki kemampuan dan pengetahuan dalam melayani sehingga menjamin kenyamanan tamu dalam menginap					
<i>Emphaty (Kepedulian)</i>						
6.	Pelayanan yang diberikan DNI <i>Skin Centre</i> Singaraja sangat ramah dan perhatian akan kebutuhan pelanggan maupun konsumen.					

VARIABEL KEPUASAN PELANGGAN						
Indikator						
<i>Overall Satisfaction</i>		Jawaban				
No.	Keterangan	SS	S	CS	TS	STS

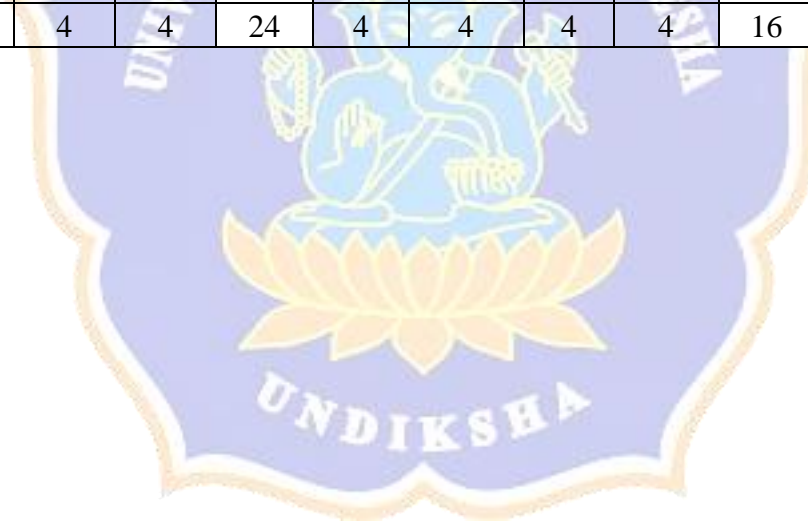
1.	DNI <i>Skin Centre</i> mampu memberikan keseluruhan layanan jasa yang memuaskan					
<b>Expectation Satisfaction</b>						
2.	Layanan DNI <i>Skin Centre</i> sesuai dengan harapan saya					
<b>Experience Satisfaction</b>						
3.	DNI <i>Skin Centre</i> mampu menyediakan fasilitas perawatan dan fasilitas lain yang menunjang kenyamanan pada saat pelanggan melakukan perawatan kulit atau konsultasi.					
4.	DNI <i>Skin Centre</i> mampu memberikan pengalaman yang memuaskan selama melakukan perawatan kulit.					

<b>VARIABEL LOYALITAS PELANGGAN</b>						
<b>Indikator</b>						
<b>Melakukan Pembelian Ulang Secara Teratur</b>			<b>Jawaban</b>			
No.	Keterangan	SS	S	CS	TS	STS
1.	Saya selalu rutin untuk melakukan perawatan kulit dan pembelian produk secara teratur.					
<b>Membeli diluar Lini Produk</b>						
2.	Selalu ingin mencoba berbagai perawatan kulit yang ditawarkan oleh DNI <i>Skin Centre</i>					
<b>Mereferensikan Produk kepada Orang lain</b>						
3.	Saya mereferensikan produk dan perawatan DNI <i>Skin Centre</i> kepada teman atau keluarga.					
<b>Menunjukkan Kekebalan Akan Daya Tarik dari Pesaing</b>						
4.	Saya tidak tertarik dengan klinik perawatan kecantikan lainnya selain DNI <i>Skin Centre</i>					
5.	Saya tidak terpengaruh oleh promosi yang dilakukan klinik kecantikan lainnya.					

**LAMPIRAN 3: HASIL DATA ORDINAL PERNYATAAN RESPONDEN SAMPEL KECIL**

Res	Kualitas Pelayanan							Kepuasan Pelanggan					Loyalitas Pelanggan					
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Total	Item 1	Item 2	Item 3	Item 4	Total	Item 1	Item 2	Item 3	Item 4	Item 5	Total
1	3	3	3	2	3	3	17	3	2	4	4	13	5	5	5	4	5	24
2	5	5	5	5	5	5	30	5	5	4	4	18	3	3	3	2	3	14
3	4	3	3	3	3	3	19	3	3	4	4	14	5	5	5	4	5	24
4	2	3	2	2	4	3	16	3	2	4	4	13	5	4	5	5	5	24
5	5	5	5	5	5	5	30	5	5	4	4	18	5	4	5	5	5	24
6	5	5	5	5	4	4	28	5	5	4	4	18	5	4	5	5	4	23
7	5	5	5	5	5	5	30	5	5	4	4	18	4	4	5	5	5	23
8	2	2	2	1	3	3	13	4	3	3	3	13	4	4	4	4	5	21
9	4	3	3	3	2	2	17	3	3	3	3	12	4	4	4	4	4	20
10	4	3	3	3	4	3	20	3	3	3	4	13	5	5	5	5	4	24
11	2	2	1	2	3	3	13	3	2	3	3	11	5	4	5	5	5	24
12	5	5	5	5	3	3	26	4	4	4	4	16	3	3	3	3	3	15
13	3	3	3	2	4	3	18	3	2	4	4	13	5	5	5	4	5	24
14	2	2	2	2	4	3	15	3	3	4	4	14	5	5	5	5	5	25
15	2	2	2	2	4	3	15	2	2	4	4	12	5	4	5	5	4	23
16	2	2	1	2	3	3	13	2	2	3	3	10	4	4	5	5	4	22
17	3	3	2	3	3	3	17	3	3	3	3	12	4	4	4	5	5	22
18	3	2	2	3	3	3	16	2	3	3	3	11	5	5	4	5	4	23
19	5	4	4	4	4	4	25	4	4	4	4	16	5	5	4	4	4	22

20	4	4	5	4	4	4	25	4	4	4	4	16	4	4	4	4	4	20
21	3	4	3	3	4	3	20	4	3	4	4	15	3	3	3	3	4	16
22	3	2	2	3	4	4	18	2	3	4	4	13	4	4	4	3	2	17
23	4	3	3	3	4	4	21	3	3	4	4	14	4	4	3	4	3	18
24	5	5	5	5	3	3	26	5	5	4	4	18	3	3	3	5	5	19
25	4	4	4	4	5	5	26	4	4	4	4	16	5	5	4	4	4	22
26	4	4	4	5	3	3	23	4	5	4	4	17	3	3	4	4	4	18
27	4	4	4	4	3	3	22	4	4	3	3	14	3	3	3	4	4	17
28	5	5	5	5	5	5	30	5	5	4	4	18	5	5	5	5	5	25
29	5	4	4	4	3	3	23	4	4	3	3	14	3	3	3	5	4	18
30	4	4	4	4	4	4	24	4	4	4	4	16	4	4	4	4	4	20



**LAMPIRAN 4: HASIL DATA ORDINAL PERNYATAAN RESPONDEN SAMPEL BESAR**

Res	Kualitas Pelayanan							Kepuasan Pelanggan					Loyalitas Pelanggan					
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Total	Item 1	Item 2	Item 3	Item 4	Total	Item 1	Item 2	Item 3	Item 4	Item 5	Total
1	4	4	4	4	4	4	24	4	4	5	5	18	4	4	4	4	3	19
2	4	4	4	4	3	3	22	3	3	3	3	12	4	4	4	4	3	19
3	4	4	3	4	4	4	23	3	3	4	4	14	2	2	3	3	3	13
4	4	5	5	4	5	4	27	5	5	4	4	18	4	4	3	3	3	17
5	3	3	3	4	4	4	21	4	4	4	3	15	4	4	4	4	3	19
6	4	4	3	3	3	3	20	3	3	4	4	14	4	4	4	3	3	18
7	2	2	2	3	3	3	15	2	2	2	3	9	3	3	3	3	2	14
8	4	4	4	4	5	5	26	4	4	4	5	17	5	5	5	4	4	23
9	2	2	2	3	3	3	15	2	2	2	3	9	2	2	2	3	3	12
10	4	4	4	5	5	5	27	4	4	5	5	18	5	4	4	5	5	23
11	3	3	3	3	3	4	19	3	3	4	4	14	3	3	4	4	4	18
12	4	4	4	4	4	4	24	5	5	4	4	18	4	4	5	5	5	23
13	5	5	5	5	5	5	30	4	5	4	4	17	4	4	5	5	5	23
14	2	2	2	3	3	3	15	2	2	2	3	9	3	3	3	3	2	14
15	3	3	3	3	3	2	17	3	3	2	3	11	3	3	3	2	2	13
16	4	4	4	4	5	5	26	5	5	5	4	19	4	5	5	4	4	22
17	4	4	5	5	5	5	28	4	4	5	5	18	5	5	4	4	5	23
18	4	4	4	4	4	4	24	5	5	5	5	20	4	4	4	5	5	22



19	3	3	3	4	4	4	21	4	4	4	3	15	3	3	4	4	4	18
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21	3	3	3	3	3	4	19	4	4	3	4	15	3	3	4	4	3	17
22	2	2	2	3	3	3	15	3	3	3	3	12	2	2	2	3	3	12
23	2	2	2	2	2	3	13	3	3	3	2	11	3	2	2	2	2	11
24	3	3	3	3	3	3	18	2	2	3	3	10	3	3	2	2	2	12
25	4	4	4	4	3	3	22	3	4	4	4	15	3	4	3	3	4	17
26	5	5	5	5	5	5	30	4	4	4	5	17	4	4	4	4	5	21
27	3	3	3	3	3	2	17	3	3	3	3	12	3	3	2	2	3	13
28	3	3	3	3	3	4	19	3	3	3	3	12	4	4	4	3	3	18
29	2	2	2	2	3	3	14	3	3	3	2	11	2	2	3	3	3	13
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32	3	4	4	4	4	4	23	4	4	3	3	14	4	4	4	3	3	18
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37	5	5	5	5	5	5	30	4	4	4	5	17	4	4	4	5	5	22
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44	4	4	4	5	5	5	27	5	4	5	5	19	5	5	4	4	5	23
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48	2	2	2	2	2	3	13	2	2	3	3	10	2	2	3	3	3	13
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50	2	3	3	3	3	3	17	2	2	2	2	8	3	3	3	2	2	13
51	4	4	5	5	5	5	28	4	4	4	4	16	4	4	5	5	5	23
52	3	3	3	3	3	3	18	4	4	4	4	16	4	4	4	3	3	18
53	4	4	4	5	5	5	27	5	5	5	5	20	4	4	4	5	5	22
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69	3	3	3	3	4	4	20	3	3	3	4	13	3	3	4	4	4	18
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71	4	4	5	5	5	5	28	4	4	4	5	17	4	4	5	5	4	22
72	4	4	4	4	4	4	24	4	4	4	4	16	4	4	3	3	4	18
73	3	3	3	3	3	2	17	2	2	2	2	8	2	2	2	3	3	12
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77	4	4	4	4	5	5	26	5	5	4	4	18	4	4	4	5	4	21
78	5	5	5	4	4	4	27	4	4	4	4	16	4	4	5	5	4	22
79	3	3	3	3	3	3	18	4	4	4	4	16	3	3	3	2	2	13
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82	4	4	4	4	4	4	24	4	4	5	4	17	4	4	4	5	5	22
83	4	4	4	4	3	3	22	3	3	3	3	12	4	4	3	4	3	18
84	5	5	5	5	5	5	30	4	4	4	5	17	4	4	4	5	5	22
85	5	5	5	5	5	4	29	4	4	4	4	16	3	3	2	2	3	13
86	4	4	4	4	4	4	24	3	3	3	3	12	4	4	3	3	4	18
87	3	3	3	3	3	3	18	3	3	3	4	13	3	3	3	3	3	15
88	3	3	3	3	2	2	16	2	2	2	2	8	3	2	2	2	3	12
89	3	3	3	3	3	2	17	3	3	2	2	10	3	3	3	2	2	13
90	3	3	3	3	3	4	19	4	4	4	3	15	3	3	3	3	4	16

91	4	4	4	4	5	5	26	4	5	5	4	18	4	4	4	4	5	21
92	3	3	3	3	3	3	18	3	3	3	3	12	3	3	3	3	3	15
93	3	3	3	3	3	3	18	2	2	3	3	10	2	2	2	2	3	11
94	5	5	5	5	5	5	30	4	4	4	5	17	4	4	4	4	5	21
95	3	3	3	4	4	4	21	3	3	3	3	12	3	3	4	4	3	17
96	3	3	3	4	4	4	21	4	4	4	3	15	3	3	3	3	4	16
97	3	3	3	2	2	2	15	2	2	2	2	8	2	2	2	3	3	12
98	3	3	3	3	4	3	19	4	3	3	4	14	3	3	3	4	4	17
99	4	4	4	4	4	4	24	5	5	5	5	20	4	4	4	5	5	22
100	4	5	4	4	4	4	25	4	4	4	4	16	4	3	3	4	4	18



**LAMPIRAN 5: HASIL DATA INTERVAL PERNYATAAN SAMPEL KECIL**

Res	Kualitas Pelayanan							Kepuasan Pelanggan					Loyalittas Pelanggan					
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Total	Item 1	Item 2	Item 3	Item 4	Total	Item 1	Item 2	Item 3	Item 4	Item 5	Total
1	1,868	1,964	2,726	2,137	2,429	2,723	13,847	2,068	1,000	2,656	2,680	8,404	3,164	3,471	3,220	2,771	4,193	16,818
2	3,559	3,624	4,172	4,459	4,726	4,726	25,266	4,014	3,712	2,656	2,680	13,062	1,000	1,000	1,000	1,000	1,817	5,817
3	2,529	1,964	2,726	2,968	2,429	2,723	15,339	2,068	2,047	2,656	2,680	9,451	3,164	3,471	3,220	2,771	4,193	16,818
4	1,000	1,964	2,004	2,137	3,586	2,723	13,413	2,068	1,000	2,656	2,680	8,404	3,164	2,223	3,220	4,079	4,193	16,878
5	3,559	3,624	4,172	4,459	4,726	4,726	25,266	4,014	3,712	2,656	2,680	13,062	3,164	2,223	3,220	4,079	4,193	16,878
6	3,559	3,624	4,172	4,459	3,586	3,860	23,259	4,014	3,712	2,656	2,680	13,062	3,164	2,223	3,220	4,079	2,860	15,545
7	3,559	3,624	4,172	4,459	4,726	4,726	25,266	4,014	3,712	2,656	2,680	13,062	2,007	2,223	3,220	4,079	4,193	15,721
8	1,000	1,000	2,004	1,000	2,429	2,723	10,156	2,967	2,047	1,000	1,000	7,014	2,007	2,223	2,050	2,771	4,193	13,244
9	2,529	1,964	2,726	2,968	1,000	1,000	12,187	2,068	2,047	1,000	1,000	6,115	2,007	2,223	2,050	2,771	2,860	11,911
10	2,529	1,964	2,726	2,968	3,586	2,723	16,496	2,068	2,047	1,000	2,680	7,795	3,164	3,471	3,220	4,079	2,860	16,793
11	1,000	1,000	1,000	2,137	2,429	2,723	10,289	2,068	1,000	1,000	1,000	5,068	3,164	2,223	3,220	4,079	4,193	16,878
12	3,559	3,624	4,172	4,459	2,429	2,723	20,966	2,967	2,792	2,656	2,680	11,095	1,000	1,000	1,000	1,817	1,817	6,633
13	1,868	1,964	2,726	2,137	3,586	2,723	15,003	2,068	1,000	2,656	2,680	8,404	3,164	3,471	3,220	2,771	4,193	16,818
14	1,000	1,000	2,004	2,137	3,586	2,723	12,450	2,068	2,047	2,656	2,680	9,451	3,164	3,471	3,220	4,079	4,193	18,126
15	1,000	1,000	2,004	2,137	3,586	2,723	12,450	1,000	1,000	2,656	2,680	7,336	3,164	2,223	3,220	4,079	2,860	15,545
16	1,000	1,000	1,000	2,137	2,429	2,723	10,289	1,000	1,000	1,000	1,000	4,000	2,007	2,223	3,220	4,079	2,860	14,388
17	1,868	1,964	2,004	2,968	2,429	2,723	13,956	2,068	2,047	1,000	1,000	6,115	2,007	2,223	2,050	4,079	4,193	14,551
18	1,868	1,000	2,004	2,968	2,429	2,723	12,992	1,000	2,047	1,000	1,000	5,047	3,164	3,471	2,050	4,079	2,860	15,624
19	3,559	2,660	3,284	3,572	3,586	3,860	20,521	2,967	2,792	2,656	2,680	11,095	3,164	3,471	2,050	2,771	2,860	14,316

20	2,529	2,660	4,172	3,572	3,586	3,860	20,378	2,967	2,792	2,656	2,680	11,095	2,007	2,223	2,050	2,771	2,860	11,911
21	1,868	2,660	2,726	2,968	3,586	2,723	16,531	2,967	2,047	2,656	2,680	10,350	1,000	1,000	1,000	1,817	2,860	7,677
22	1,868	1,000	2,004	2,968	3,586	3,860	15,286	1,000	2,047	2,656	2,680	8,383	2,007	2,223	2,050	1,817	1,000	9,096
23	2,529	1,964	2,726	2,968	3,586	3,860	17,632	2,068	2,047	2,656	2,680	9,451	2,007	2,223	1,000	2,771	1,817	9,817
24	3,559	3,624	4,172	4,459	2,429	2,723	20,966	4,014	3,712	2,656	2,680	13,062	1,000	1,000	1,000	4,079	4,193	11,272
25	2,529	2,660	3,284	3,572	4,726	4,726	21,497	2,967	2,792	2,656	2,680	11,095	3,164	3,471	2,050	2,771	2,860	14,316
26	2,529	2,660	3,284	4,459	2,429	2,723	18,085	2,967	3,712	2,656	2,680	12,015	1,000	1,000	2,050	2,771	2,860	9,682
27	2,529	2,660	3,284	3,572	2,429	2,723	17,197	2,967	2,792	1,000	1,000	7,759	1,000	1,000	1,000	2,771	2,860	8,632
28	3,559	3,624	4,172	4,459	4,726	4,726	25,266	4,014	3,712	2,656	2,680	13,062	3,164	3,471	3,220	4,079	4,193	18,126
29	3,559	2,660	3,284	3,572	2,429	2,723	18,227	2,967	2,792	1,000	1,000	7,759	1,000	1,000	1,000	4,079	2,860	9,939
30	2,529	2,660	3,284	3,572	3,586	3,860	19,491	2,967	2,792	2,656	2,680	11,095	2,007	2,223	2,050	2,771	2,860	11,911



**LAMPIRAN 6: HASIL DATA INTERVAL PERNYATAAN SAMPEL BESAR**

Res	Kualitas Pelayanan							Kepuasan Pelanggan					Loyalitas Pelanggan					
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Total	Item 1	Item 2	Item 3	Item 4	Total	Item 1	Item 2	Item 3	Item 4	Item 5	Total
1	3,917	3,133	3,056	3,109	2,975	2,862	19,052	2,966	2,888	4,043	4,055	13,952	3,182	3,069	4,000	2,995	3,145	16,390
2	3,917	3,133	3,056	3,109	2,111	2,016	17,342	1,984	1,953	1,942	2,026	7,905	3,182	3,069	4,000	2,995	3,145	16,390
3	3,917	3,133	2,107	3,109	2,975	2,862	18,103	1,984	1,953	2,864	2,947	9,749	1,000	1,000	3,043	2,102	3,145	10,290
4	3,917	4,294	4,116	3,109	3,980	2,862	22,278	4,182	4,075	2,864	2,947	14,068	3,182	3,069	3,043	2,102	3,145	14,541
5	2,887	2,102	2,107	3,109	2,975	2,862	16,042	2,966	2,888	2,864	2,026	10,744	3,182	3,069	4,000	2,995	3,145	16,390
6	3,917	3,133	2,107	2,127	2,111	2,016	15,411	1,984	1,953	2,864	2,947	9,749	3,182	3,069	4,000	2,102	3,145	15,497
7	1,938	1,000	1,000	2,127	2,111	2,016	10,192	1,000	1,000	1,000	2,026	5,026	2,098	2,037	3,043	2,102	2,124	11,406
8	3,917	3,133	3,056	3,109	3,980	3,915	21,109	2,966	2,888	2,864	4,055	12,773	4,419	4,294	5,123	2,995	4,079	20,910
9	1,938	1,000	1,000	2,127	2,111	2,016	10,192	1,000	1,000	1,000	2,026	5,026	1,000	1,000	2,089	2,102	3,145	9,336
10	3,917	3,133	3,056	4,204	3,980	3,915	22,204	2,966	2,888	4,043	4,055	13,952	4,419	3,069	4,000	4,013	5,123	20,623
11	2,887	2,102	2,107	2,127	2,111	2,862	14,196	1,984	1,953	2,864	2,947	9,749	2,098	2,037	4,000	2,995	4,079	15,209
12	3,917	3,133	3,056	3,109	2,975	2,862	19,052	4,182	4,075	2,864	2,947	14,068	3,182	3,069	5,123	4,013	5,123	20,510
13	5,088	4,294	4,116	4,204	3,980	3,915	25,596	2,966	4,075	2,864	2,947	12,853	3,182	3,069	5,123	4,013	5,123	20,510
14	1,938	1,000	1,000	2,127	2,111	2,016	10,192	1,000	1,000	1,000	2,026	5,026	2,098	2,037	3,043	2,102	2,124	11,406
15	2,887	2,102	2,107	2,127	2,111	1,000	12,334	1,984	1,953	1,000	2,026	6,963	2,098	2,037	3,043	1,000	2,124	10,304
16	3,917	3,133	3,056	3,109	3,980	3,915	21,109	4,182	4,075	4,043	2,947	15,247	3,182	4,294	5,123	2,995	4,079	19,673
17	3,917	3,133	4,116	4,204	3,980	3,915	23,264	2,966	2,888	4,043	4,055	13,952	4,419	4,294	4,000	2,995	5,123	20,831
18	3,917	3,133	3,056	3,109	2,975	2,862	19,052	4,182	4,075	4,043	4,055	16,355	3,182	3,069	4,000	4,013	5,123	19,386

19	2,887	2,102	2,107	3,109	2,975	2,862	16,042	2,966	2,888	2,864	2,026	10,744	2,098	2,037	4,000	2,995	4,079	15,209
20	5,088	4,294	4,116	4,204	3,980	3,915	25,596	2,966	2,888	4,043	4,055	13,952	3,182	3,069	3,043	2,102	3,145	14,541
21	2,887	2,102	2,107	2,127	2,111	2,862	14,196	2,966	2,888	1,942	2,947	10,742	2,098	2,037	4,000	2,995	3,145	14,275
22	1,938	1,000	1,000	2,127	2,111	2,016	10,192	1,984	1,953	1,942	2,026	7,905	1,000	1,000	2,089	2,102	3,145	9,336
23	1,938	1,000	1,000	1,000	1,000	2,016	7,954	1,984	1,953	1,942	1,000	6,879	2,098	1,000	2,089	1,000	2,124	8,312
24	2,887	2,102	2,107	2,127	2,111	2,016	13,350	1,000	1,000	1,942	2,026	5,967	2,098	2,037	2,089	1,000	2,124	9,349
25	3,917	3,133	3,056	3,109	2,111	2,016	17,342	1,984	2,888	2,864	2,947	10,683	2,098	3,069	3,043	2,102	4,079	14,391
26	5,088	4,294	4,116	4,204	3,980	3,915	25,596	2,966	2,888	2,864	4,055	12,773	3,182	3,069	4,000	2,995	5,123	18,368
27	2,887	2,102	2,107	2,127	2,111	1,000	12,334	1,984	1,953	1,942	2,026	7,905	2,098	2,037	2,089	1,000	3,145	10,370
28	2,887	2,102	2,107	2,127	2,111	2,862	14,196	1,984	1,953	1,942	2,026	7,905	3,182	3,069	4,000	2,102	3,145	15,497
29	1,938	1,000	1,000	1,000	2,111	2,016	9,065	1,984	1,953	1,942	1,000	6,879	1,000	1,000	3,043	2,102	3,145	10,290
30	3,917	3,133	4,116	4,204	3,980	3,915	23,264	2,966	4,075	4,043	4,055	15,140	4,419	4,294	5,123	2,995	4,079	20,910
31	1,938	1,000	1,000	2,127	2,111	2,016	10,192	1,984	1,000	1,000	2,026	6,010	2,098	2,037	3,043	2,102	2,124	11,406
32	2,887	3,133	3,056	3,109	2,975	2,862	18,022	2,966	2,888	1,942	2,026	9,821	3,182	3,069	4,000	2,102	3,145	15,497
33	3,917	3,133	3,056	3,109	3,980	3,915	21,109	2,966	2,888	2,864	4,055	12,773	3,182	3,069	5,123	4,013	4,079	19,465
34	2,887	2,102	2,107	3,109	2,975	2,862	16,042	2,966	2,888	2,864	2,947	11,665	3,182	3,069	4,000	2,102	3,145	15,497
35	3,917	3,133	3,056	4,204	3,980	3,915	22,204	4,182	4,075	2,864	2,947	14,068	4,419	4,294	5,123	4,013	4,079	21,928
36	5,088	3,133	4,116	4,204	3,980	3,915	24,435	2,966	4,075	4,043	4,055	15,140	3,182	3,069	4,000	2,995	5,123	18,368
37	5,088	4,294	4,116	4,204	3,980	3,915	25,596	2,966	2,888	2,864	4,055	12,773	3,182	3,069	4,000	4,013	5,123	19,386
38	2,887	2,102	2,107	2,127	1,000	1,000	11,223	1,984	1,953	1,000	1,000	5,937	2,098	2,037	3,043	1,000	3,145	11,324
39	1,000	1,000	1,000	1,000	2,111	1,000	7,111	1,000	1,000	1,000	2,026	5,026	1,000	2,037	3,043	1,000	1,000	8,081
40	2,887	2,102	2,107	3,109	2,975	2,862	16,042	2,966	2,888	2,864	2,947	11,665	2,098	2,037	4,000	2,995	4,079	15,209
41	2,887	2,102	2,107	2,127	2,111	2,016	13,350	2,966	2,888	2,864	2,947	11,665	2,098	2,037	4,000	2,995	4,079	15,209
42	3,917	3,133	3,056	3,109	2,975	2,862	19,052	2,966	2,888	2,864	2,947	11,665	3,182	3,069	5,123	4,013	5,123	20,510



43	5,088	4,294	4,116	4,204	3,980	3,915	25,596	2,966	2,888	2,864	2,947	11,665	4,419	4,294	4,000	4,013	5,123	21,849
44	3,917	3,133	3,056	4,204	3,980	3,915	22,204	4,182	2,888	4,043	4,055	15,167	4,419	4,294	4,000	2,995	5,123	20,831
45	2,887	2,102	2,107	2,127	2,111	2,016	13,350	1,984	1,953	2,864	2,026	8,827	2,098	3,069	3,043	2,102	4,079	14,391
46	2,887	2,102	2,107	2,127	2,111	2,016	13,350	1,984	2,888	2,864	2,947	10,683	2,098	2,037	3,043	2,102	4,079	13,360
47	2,887	2,102	2,107	2,127	2,111	1,000	12,334	1,000	1,000	1,000	2,026	5,026	1,000	1,000	3,043	2,102	2,124	9,270
48	1,938	1,000	1,000	1,000	1,000	2,016	7,954	1,000	1,000	1,942	2,026	5,967	1,000	1,000	3,043	2,102	3,145	10,290
49	3,917	3,133	3,056	2,127	2,111	2,016	16,360	2,966	1,953	2,864	2,947	10,731	3,182	3,069	4,000	2,995	3,145	16,390
50	1,938	2,102	2,107	2,127	2,111	2,016	12,401	1,000	1,000	1,000	1,000	4,000	2,098	2,037	3,043	1,000	2,124	10,304
51	3,917	3,133	4,116	4,204	3,980	3,915	23,264	2,966	2,888	2,864	2,947	11,665	3,182	3,069	5,123	4,013	5,123	20,510
52	2,887	2,102	2,107	2,127	2,111	2,016	13,350	2,966	2,888	2,864	2,947	11,665	3,182	3,069	4,000	2,102	3,145	15,497
53	3,917	3,133	3,056	4,204	3,980	3,915	22,204	4,182	4,075	4,043	4,055	16,355	3,182	3,069	4,000	4,013	5,123	19,386
54	3,917	3,133	3,056	3,109	2,975	2,862	19,052	1,984	1,953	1,942	2,026	7,905	3,182	3,069	4,000	2,995	3,145	16,390
55	3,917	3,133	3,056	3,109	2,975	2,862	19,052	4,182	4,075	4,043	2,947	15,247	3,182	4,294	5,123	2,995	4,079	19,673
56	2,887	2,102	2,107	2,127	2,111	2,862	14,196	2,966	2,888	1,942	2,026	9,821	2,098	2,037	3,043	2,995	4,079	14,253
57	2,887	2,102	1,000	1,000	1,000	1,000	8,989	1,984	1,953	1,942	1,000	6,879	1,000	2,037	3,043	2,102	3,145	11,328
58	1,938	1,000	1,000	1,000	1,000	2,016	7,954	1,984	1,953	1,000	1,000	5,937	2,098	1,000	2,089	2,102	3,145	10,434
59	3,917	3,133	3,056	3,109	2,975	2,862	19,052	2,966	2,888	2,864	2,947	11,665	3,182	3,069	4,000	2,995	4,079	17,324
60	5,088	4,294	4,116	4,204	3,980	3,915	25,596	4,182	4,075	4,043	4,055	16,355	4,419	4,294	5,123	4,013	4,079	21,928
61	3,917	3,133	3,056	3,109	2,975	2,862	19,052	2,966	2,888	2,864	4,055	12,773	3,182	3,069	5,123	4,013	4,079	19,465
62	2,887	2,102	2,107	2,127	1,000	1,000	11,223	1,000	1,000	1,942	2,026	5,967	2,098	2,037	3,043	2,102	2,124	11,406
63	1,938	1,000	1,000	1,000	1,000	2,016	7,954	1,000	1,000	1,942	2,026	5,967	2,098	1,000	3,043	2,102	3,145	11,389
64	3,917	3,133	3,056	3,109	2,975	2,862	19,052	2,966	2,888	2,864	4,055	12,773	4,419	4,294	5,123	4,013	4,079	21,928
65	2,887	2,102	2,107	2,127	2,975	2,862	15,060	1,984	2,888	2,864	2,947	10,683	2,098	2,037	4,000	2,995	4,079	15,209
66	3,917	3,133	3,056	3,109	2,975	3,915	20,104	2,966	2,888	2,864	4,055	12,773	4,419	4,294	5,123	4,013	4,079	21,928

67	5,088	4,294	4,116	4,204	3,980	3,915	25,596	4,182	4,075	4,043	2,947	15,247	4,419	4,294	5,123	2,995	4,079	20,910
68	3,917	3,133	3,056	4,204	3,980	3,915	22,204	2,966	2,888	4,043	4,055	13,952	3,182	3,069	5,123	4,013	4,079	19,465
69	2,887	2,102	2,107	2,127	2,975	2,862	15,060	1,984	1,953	1,942	2,947	8,826	2,098	2,037	4,000	2,995	4,079	15,209
70	2,887	2,102	2,107	2,127	2,111	2,016	13,350	2,966	2,888	2,864	2,947	11,665	3,182	3,069	4,000	2,995	3,145	16,390
71	3,917	3,133	4,116	4,204	3,980	3,915	23,264	2,966	2,888	2,864	4,055	12,773	3,182	3,069	5,123	4,013	4,079	19,465
72	3,917	3,133	3,056	3,109	2,975	2,862	19,052	2,966	2,888	2,864	2,947	11,665	3,182	3,069	3,043	2,102	4,079	15,475
73	2,887	2,102	2,107	2,127	2,111	1,000	12,334	1,000	1,000	1,000	1,000	4,000	1,000	1,000	2,089	2,102	3,145	9,336
74	3,917	3,133	3,056	3,109	2,975	2,016	18,206	1,984	1,953	1,942	2,026	7,905	3,182	3,069	4,000	2,102	3,145	15,497
75	3,917	3,133	3,056	3,109	3,980	3,915	21,109	2,966	2,888	2,864	2,947	11,665	3,182	3,069	4,000	2,995	4,079	17,324
76	1,000	1,000	1,000	1,000	1,000	1,000	6,000	1,000	1,000	1,000	1,000	4,000	2,098	2,037	1,000	2,102	2,124	9,362
77	3,917	3,133	3,056	3,109	3,980	3,915	21,109	4,182	4,075	2,864	2,947	14,068	3,182	3,069	4,000	4,013	4,079	18,342
78	5,088	4,294	4,116	3,109	2,975	2,862	22,444	2,966	2,888	2,864	2,947	11,665	3,182	3,069	5,123	4,013	4,079	19,465
79	2,887	2,102	2,107	2,127	2,111	2,016	13,350	2,966	2,888	2,864	2,947	11,665	2,098	2,037	3,043	1,000	2,124	10,304
80	3,917	3,133	3,056	3,109	2,111	2,016	17,342	1,984	1,953	1,942	2,947	8,826	3,182	3,069	4,000	2,102	3,145	15,497
81	3,917	3,133	3,056	3,109	2,975	2,862	19,052	4,182	2,888	2,864	2,947	12,880	3,182	3,069	4,000	2,102	3,145	15,497
82	3,917	3,133	3,056	3,109	2,975	2,862	19,052	2,966	2,888	4,043	2,947	12,844	3,182	3,069	4,000	4,013	5,123	19,386
83	3,917	3,133	3,056	3,109	2,111	2,016	17,342	1,984	1,953	1,942	2,026	7,905	3,182	3,069	3,043	2,995	3,145	15,434
84	5,088	4,294	4,116	4,204	3,980	3,915	25,596	2,966	2,888	2,864	4,055	12,773	3,182	3,069	4,000	4,013	5,123	19,386
85	5,088	4,294	4,116	4,204	3,980	2,862	24,544	2,966	2,888	2,864	2,947	11,665	2,098	2,037	2,089	1,000	3,145	10,370
86	3,917	3,133	3,056	3,109	2,975	2,862	19,052	1,984	1,953	1,942	2,026	7,905	3,182	3,069	3,043	2,102	4,079	15,475
87	2,887	2,102	2,107	2,127	2,111	2,016	13,350	1,984	1,953	1,942	2,947	8,826	2,098	2,037	3,043	2,102	3,145	12,426
88	2,887	2,102	2,107	2,127	1,000	1,000	11,223	1,000	1,000	1,000	1,000	4,000	2,098	1,000	2,089	1,000	3,145	9,332
89	2,887	2,102	2,107	2,127	2,111	1,000	12,334	1,984	1,953	1,000	1,000	5,937	2,098	2,037	3,043	1,000	2,124	10,304
90	2,887	2,102	2,107	2,127	2,111	2,862	14,196	2,966	2,888	2,864	2,026	10,744	2,098	2,037	3,043	2,102	4,079	13,360

91	3,917	3,133	3,056	3,109	3,980	3,915	21,109	2,966	4,075	4,043	2,947	14,031	3,182	3,069	4,000	2,995	5,123	18,368
92	2,887	2,102	2,107	2,127	2,111	2,016	13,350	1,984	1,953	1,942	2,026	7,905	2,098	2,037	3,043	2,102	3,145	12,426
93	2,887	2,102	2,107	2,127	2,111	2,016	13,350	1,000	1,000	1,942	2,026	5,967	1,000	1,000	2,089	1,000	3,145	8,234
94	5,088	4,294	4,116	4,204	3,980	3,915	25,596	2,966	2,888	2,864	4,055	12,773	3,182	3,069	4,000	2,995	5,123	18,368
95	2,887	2,102	2,107	3,109	2,975	2,862	16,042	1,984	1,953	1,942	2,026	7,905	2,098	2,037	4,000	2,995	3,145	14,275
96	2,887	2,102	2,107	3,109	2,975	2,862	16,042	2,966	2,888	2,864	2,026	10,744	2,098	2,037	3,043	2,102	4,079	13,360
97	2,887	2,102	2,107	1,000	1,000	1,000	10,096	1,000	1,000	1,000	1,000	4,000	1,000	1,000	2,089	2,102	3,145	9,336
98	2,887	2,102	2,107	2,127	2,975	2,016	14,214	2,966	1,953	1,942	2,947	9,808	2,098	2,037	3,043	2,995	4,079	14,253
99	3,917	3,133	3,056	3,109	2,975	2,862	19,052	4,182	4,075	4,043	4,055	16,355	3,182	3,069	4,000	4,013	5,123	19,386
100	3,917	4,294	3,056	3,109	2,975	2,862	20,213	2,966	2,888	2,864	2,947	11,665	3,182	2,037	3,043	2,995	4,079	15,336



**LAMPIRAN 7: DESKRIPSI DATA RESPONDEN**

jenis_kelamin					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	27	27.0	27.0	27.0
	Perempuan	73	73.0	73.0	100.0
	Total	100	100.0	100.0	

umur_					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-20	15	15.0	15.0	15.0
	21-30	35	35.0	35.0	50.0
	31-40	24	24.0	24.0	74.0
	41-50	22	22.0	22.0	96.0
	51-55	4	4.0	4.0	100.0
	Total	100	100.0	100.0	



**LAMPIRAN 8: HASIL OUTPUT PERHITUNGAN SPSS 25.0 FOR  
WINDOWS, KUALITAS PELAYANAN (X<sub>1</sub>),  
KEPUASAN PELANGGAN (X<sub>2</sub>) DAN LOYALITAS  
PELANGGAN (Y)**

**HASIL UJI VALIDITAS KUALITAS PELAYANAN SAMPEL KECIL**

<b>Correlations</b>								
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TX1
X1. 1	Pearson Correlation	1	.887**	.896**	.896**	.287	.483**	.885**
	Sig. (2-tailed)		.000	.000	.000	.124	.007	.000
	N	30	30	30	30	30	30	30
X1. 2	Pearson Correlation	.887**	1	.935**	.884**	.401*	.513**	.919**
	Sig. (2-tailed)	.000		.000	.000	.028	.004	.000
	N	30	30	30	30	30	30	30
X1. 3	Pearson Correlation	.896**	.935**	1	.856**	.412*	.530**	.921**
	Sig. (2-tailed)	.000	.000		.000	.024	.003	.000
	N	30	30	30	30	30	30	30
X1. 4	Pearson Correlation	.896**	.884**	.856**	1	.341	.523**	.895**
	Sig. (2-tailed)	.000	.000	.000		.065	.003	.000
	N	30	30	30	30	30	30	30
X1. 5	Pearson Correlation	.287	.401*	.412*	.341	1	.878**	.652**
	Sig. (2-tailed)	.124	.028	.024	.065		.000	.000
	N	30	30	30	30	30	30	30
X1. 6	Pearson Correlation	.483**	.513**	.530**	.523**	.878**	1	.772**
	Sig. (2-tailed)	.007	.004	.003	.003	.000		.000
	N	30	30	30	30	30	30	30
TX 1	Pearson Correlation	.885**	.919**	.921**	.895**	.652**	.772**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	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	.840**	.338	.306	.828**
	Sig. (2-tailed)		.000	.068	.100	.000
	N	30	30	30	30	30
X2.2	Pearson Correlation	.840**	1	.295	.277	.807**
	Sig. (2-tailed)	.000		.114	.139	.000
	N	30	30	30	30	30
X2.3	Pearson Correlation	.338	.295	1	.921**	.764**
	Sig. (2-tailed)	.068	.114		.000	.000
	N	30	30	30	30	30
X2.4	Pearson Correlation	.306	.277	.921**	1	.746**
	Sig. (2-tailed)	.100	.139	.000		.000
	N	30	30	30	30	30
TX2	Pearson Correlation	.828**	.807**	.764**	.746**	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							
		Y1	Y2	Y3	Y4	Y5	TY
Y1	Pearson Correlation	1	.880**	.810**	.451*	.414*	.888**
	Sig. (2-tailed)		.000	.000	.012	.023	.000
	N	30	30	30	30	30	30
Y2	Pearson Correlation	.880**	1	.661**	.276	.342	.790**
	Sig. (2-tailed)	.000		.000	.139	.064	.000
	N	30	30	30	30	30	30
Y3	Pearson Correlation	.810**	.661**	1	.546**	.549**	.891**
	Sig. (2-tailed)	.000	.000		.002	.002	.000
	N	30	30	30	30	30	30
Y4	Pearson Correlation	.451*	.276	.546**	1	.569**	.710**
	Sig. (2-tailed)	.012	.139	.002		.001	.000
	N	30	30	30	30	30	30
Y5	Pearson Correlation	.414*	.342	.549**	.569**	1	.720**
	Sig. (2-tailed)	.023	.064	.002	.001		.000
	N	30	30	30	30	30	30
TY	Pearson Correlation	.888**	.790**	.891**	.710**	.720**	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 KUALITAS PELAYANAN SAMPEL BESAR

<b>Correlations</b>								
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TX1
X1.1	Pearson Correlation	1	.958**	.932**	.843**	.749**	.688**	.934**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.958**	1	.943**	.824**	.750**	.658**	.927**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.932**	.943**	1	.880**	.800**	.712**	.951**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.843**	.824**	.880**	1	.891**	.812**	.948**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.749**	.750**	.800**	.891**	1	.888**	.917**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.688**	.658**	.712**	.812**	.888**	1	.859**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
TX1	Pearson Correlation	.934**	.927**	.951**	.948**	.917**	.859**	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).



### HASIL UJI VALIDITAS KEPUASAN PELANGGAN SAMPEL BESAR

Correlations						
		X2.1	X2.2	X2.3	X2.4	TX2
X2.1	Pearson Correlation	1	.920**	.779**	.657**	.922**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.920**	1	.820**	.662**	.934**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.779**	.820**	1	.790**	.931**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.657**	.662**	.790**	1	.854**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TX2	Pearson Correlation	.922**	.934**	.931**	.854**	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							
		Y1	Y2	Y3	Y4	Y5	TY
Y1	Pearson Correlation	1	.916**	.713**	.613**	.550**	.881**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Y2	Pearson Correlation	.916**	1	.759**	.586**	.521**	.880**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Y3	Pearson Correlation	.713**	.759**	1	.762**	.559**	.883**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Y4	Pearson Correlation	.613**	.586**	.762**	1	.756**	.865**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Y5	Pearson Correlation	.550**	.521**	.559**	.756**	1	.789**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
TY	Pearson Correlation	.881**	.880**	.883**	.865**	.789**	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).

### HASIL UJI RELIABILITAS KUALITAS PELAYANAN SAMPEL KECIL

Reliability Statistics	
Cronbach's Alpha	N of Items
.918	6

### HASIL UJI REALIBILITAS KEPUASAN PELANGGAN SAMPEL KECIL

Reliability Statistics	
Cronbach's Alpha	N of Items
.793	4

### HASIL UJI REALIBILITAS LOYALITAS PELANGGAN SAMPEL KECIL

Reliability Statistics	
Cronbach's Alpha	N of Items
.859	5

### HASIL UJI RELIABILITAS KUALITAS PELAYANAN SAMPEL BESAR

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.965	6

### **HASIL UJI REALIBILITAS KEPUASAN PELANGGAN SAMPEL BESAR**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.931	4

### **HASIL UJI REALIBILITAS LOYALITAS PELANGGAN SAMPEL BESAR**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.912	5



## LAMPIRAN 9: OUTPUT ANALISIS JALUR (*PATH ANALYSIS*)

### *Regression*

#### 1. Pengaruh Kualitas Pelayanan ( $X_1$ ) dan Kepuasan Pelanggan ( $X_2$ ) terhadap Loyalitas Pelanggan ( $Y$ )

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	TX2, TX1 <sup>b</sup>		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	.874 <sup>a</sup>	0,763	0,758	1992,25096
a. Predictors: (Constant), TX2, TX1				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,24E+09	2	6,2E+08	156,145	.000 <sup>b</sup>
	Residual	384999197	97	3969064		
	Total	1,625E+09	99			
a. Dependent Variable: TY						
b. Predictors: (Constant), TX2, TX1						

Coefficients <sup>a</sup>									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3744,715	692,529		5,407	0,000			
	TX1	0,316	0,066	0,406	4,753	0,000	0,822	0,435	0,235
	TX2	0,604	0,101	0,510	5,968	0,000	0,841	0,518	0,295
a. Dependent Variable: TY									

## 2. Pengaruh Kualitas Pelayanan (X<sub>1</sub>) terhadap Kepuasan Pelanggan (X<sub>2</sub>)

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	TX2 <sup>b</sup>	.	Enter
a. Dependent Variable: TX1			
b. All requested variables entered.			

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.816 <sup>a</sup>	.665	.662	3030,38878	.665	194,944	1	98	.000
a. Predictors: (Constant), TX2									

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1790218736.94	1	1790218736.94	194.944	.000 <sup>b</sup>
		4		4		
	Residual	899959105.966	98	9183256.183		
	Total	2690177842.91	99			
		0				
a. Dependent Variable: TX1						
b. Predictors: (Constant), TX2						

Coefficients <sup>a</sup>									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4092,243	968,899		4,224	0,000			
	TX2	1,243	.089	.816	13,962	0,000	.816	.816	.816
a. Dependent Variable: TX1									

## RIWAYAT HIDUP



Ketut Indah Sumik Pratiwi, salah satu mahasiswa jurusan Manajemen Universitas Pendidikan Ganesha yang sedang menyelesaikan studi sarjana (S1). Penulis lahir di Kubutambahan pada tanggal 30 September 1999. Penulis memiliki saudara perempuan yang bernama Luh Putu Yulika Wulandari Dewi dan Kadek Siska Purnama Dewi dan saudara laki-laki yang bernama Komang Bayu Anggara Putra. Penulis lahir dari pasangan Bapak Kadek Budiada dan Ibu Komang Budiarsini. Kini penulis beralamat di Desa Kubutambahan, Gang Singasari No.9, Kecamatan Kubutambahan, Kabupaten Buleleng, Provinsi Bali. Penulis menyelesaikan pendidikan dasar di SD No 3 Kubutambahan dan lulus pada tahun 2011. Kemudian penulis melanjutkan di SMP Negeri 1 Kubutambahan dan lulus pada tahun 2014. Pada tahun 2017, penulis lulus dari SMKN 3 Singaraja dengan jurusan Teknik Komputer dan Jaringan dan melanjutkan ke S1 Manajemen di Universitas Pendidikan Ganesha.

Penulis aktif dalam kegiatan organisasi semasa kuliah. Salah satu yang pernah diikuti adalah BEM FAKULTAS EKONOMI. Dengan ketekunan, semester awal pada tahun 2021 penulis telah menyelesaikan skripsi yang berjudul “Pengaruh Kualitas Pelayanan dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan pada DNI *Skin Centre* Singaraja”.