LAMPIRAN

Lampiran 01. Data Laba/Rugi Villa & Hotel di Singaraja

NO	Nama	Bulan	
		Februari	Maret
1	Villa Amertha Bali	Rp.367.666.583,00	Rp.477.688.456,00
2	Hotel Banyualit	Rp.92.771.000,00	Rp. 85.002.000,00

Lampiran 02. Data Kuisioner Awal

No	Skor Kuisioner Loyalitas Pelanggan				Total Skor	Kategori
	$X_{.1}$	$X_{.2}$	$X_{.3}$	$X_{.4}$		
1	4	4	5	4	17	Sangat Tinggi
2	4	5	4	4	17	Sangat Tinggi
3	4	4	5	5	18	Sangat Tinggi
4	5	4	5	4	18	Sangat Tinggi
5	4	4	5	4	18	Sangat Tinggi
6	4	4	5	4	17	Sangat Tinggi
7	5	4	5	4	18	Sangat Tinggi
8	4	4	5	4	17	Sangat Tinggi
9	5	4	4	5	18	Sangat Tinggi
10	5	5	4	5	19	Sangat Tinggi
Jml	44	42	47	43	176	Sangat Tinggi

Sumber: Pelanggan Villa Amertha Bali

No	Skor Kuisioner Loyalitas Pelanggan			Total Skor	Kategori
	$Y_{.1}$	$Y_{.2}$	$Y_{.3}$		
1	4	4	5	13	Sangat Tinggi
2	5	4	5	14	Sangat Tinggi
3	4	4	5	13	Sangat Tinggi
4	5	4	5	14	Sangat Tinggi
5	5	5	4	14	Sangat Tinggi
6	4	4	5	13	Sangat Tinggi
7	5	4	5	14	Sangat Tinggi
8	4	4	4	12	Tinggi
9	4	4	4	12	Tinggi

No	Skor Kuisioner Loyalitas Pelanggan			Total Skor	Kategori
	$Y_{.1}$	$Y_{.2}$	$Y_{.3}$		
10	5	4	5	14	Sangat Tinggi
Jml	45	41	47	133	Sangat Tinggi

Sumber: Pelanggan Villa Amertha Bali

No	Skor Kuisioner Loyalitas Pelanggan					Total Skor	Kategori
	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$		
1	4	5	5	4	4	22	Tinggi
2	4	4	5	5	5	23	Tinggi
3	5	5	4	5	4	23	Tinggi
4	4	5	5	4	4	22	Tinggi
5	4	4	5	5	4	22	Tinggi
6	4	5	5	4	4	22	Tinggi
7	4	5	5	4	5	23	Tinggi
8	5	4	5	5	4	23	Tinggi
9	5	4	4	5	5	23	Tinggi
10	5	4	4	5	5	23	Tinggi
Jml	45	44	47	46	44	226	Sangat Tinggi

Sumber: Pelanggan Villa Amertha Bali

Lampiran 03. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuisioner Awal Loyalitas Pelanggan

1. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuisioner Awal

   Apabila jawaban SS diberikan skor 5

   Apabila jawaban S diberikan skor 4

   Apabila jawaban N diberikan skor 3

   Apabila jawaban TS diberikan skor 2

   Apabila jawaban STS diberikan skor 1

   a) Skor Tertinggi = nilai tertinggi x jumlah peryantaan x jumlah responden
   b) Skor Terendah = nilai terendah x jumlah pernyataan x jumlah responden

   Nilai tertinggi = 5
   Nilai terendah = 1
   Jumlah responden = 1
   Jumlah pernyataan = 3
   Skor tertinggi = 5 x 3 x 1 = 15
   Skor terendah = 1 x 3 x 1 = 3
   Interval = $\frac{\text{Skor Tertinggi – Skor Terendah}}{\text{Interval}} = \frac{15 - 3}{5} = 2$

Rentangan Skor	Keterangan Responden
15 – 13	Sangat Tinggi
12 – 10	Tinggi
9 – 7	Sedang
6 – 4	Rendah
3 – 1	Sangat Rendah

Lampiran 04. Ketentuan Skor Tertinggi, Skor Terendah, dan Interval Rentangan Skor Kuisioner Awal Kualitas Pelayanan

2. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuisioner Awal

Apabila jawaban SS diberikan skor 5

Apabila jawaban S diberikan skor 4

Apabila jawaban N diberikan skor 3

Apabila jawaban TS diberikan skor 2

Apabila jawaban STS diberikan skor 1

c) Skor Tertinggi = nilai tertinggi x jumlah peryantaan x jumlah responden

d) Skor Terendah = nilai terendah x jumlah pernyataan x jumlah responden

Nilai tertinggi = 5

Nilai terendah = 1

Jumlah responden = 1

Jumlah pernyataan = 5

Skor tertinggi = 5 x 5 x 1 = 25

Skor terendah = 1 x 5 x 1 = 5

Interval = $\frac{\text{Skor Tertinggi – Skor Terendah}}{\text{Interval}} = \frac{25 - 5}{5} = 4$

Rentangan Skor	Keterangan Responden
24 – 28	Sangat Tinggi
19 – 23	Tinggi
14 – 18	Sedang
9 – 13	Rendah
4 – 8	Sangat Rendah

Lampiran 05. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuisioner Awal Kepuasan Pelanggan

3. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuisioner Awal

   Apabila jawaban SS diberikan skor 5

   Apabila jawaban S diberikan skor 4

   Apabila jawaban N diberikan skor 3

   Apabila jawaban TS diberikan skor 2

   Apabila jawaban STS diberikan skor 1

   a) Skor Tertinggi = nilai tertinggi x jumlah peryantaan x jumlah responden
   b) Skor Terendah = nilai terendah x jumlah pernyataan x jumlah responden

   Nilai tertinggi = 5
   Nilai terendah = 1
   Jumlah responden = 1
   Jumlah pernyataan = 4
   Skor tertinggi = 5 x 4 x 1 = 20
   Skor terendah = 1 x 4 x 1 = 4
   Interval = $\frac{\text{Skor Tertinggi – Skor Terendah}}{\text{Interval}} = \frac{20 - 4}{5} = 3$

Rentangan Skor	Keterangan Responden
20 – 17	Sangat Tinggi
16 – 13	Tinggi
12 – 9	Sedang
8 – 5	Rendah
4 – 1	Sangat Rendah

A. Identitas Responden

(Beri tanda √ dapat kotak jawaban)

4. Nama : .....
5. Alamat : .....
6. Usia : .....tahun
7. Jenis Kelamin : ☐ Laki-laki ☐ Perempuan
8. Apakah anda pernah menginap di Villa Amertha Bali ?

   ☐ 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.

SS : Sangat Setuju
S : Setuju
N : Netral
TS : Tidak Setuju
STS : Sangat Tidak Setuju

I. Loyalitas Pelanggan Villa Amertha Bali

No.	Pernyataan	SS	S	N	TS	STS
1.	Saya berusaha mengajak orang lain untuk menginap di Villa Amertha Bali.					
2.	Saya tidak akan berpindah untuk menginap di Villa Amertha Bali.					
3.	Pelayanan yang diberikan lebih baik dari villa lainnya.					

II. Kualitas Pelayanan Villa Amertha Bali

No.	Pernyataan	SS	S	N	TS	STS
1.	Villa Amertha Bali memiliki fasilitas fisik yang memadai seperti tempat parkir dan toilet.					
2.	Vila Amertha Bali memberikan jaminan apabila terjadi kesalahan pada hasil kinerja pegawai.					
3.	Pegawai memberikan tanggapan dan perhatian yang baik dan cepat terhadap keluhan konsumen.					
4.	Pelayanan yang diberikan tidak berbelit-belit.					
5.	Pegawai memiliki sifat sopan, ramah, jujur, dan dapat dipercaya.					

III. Kepuasan Pelanggan Villa Amertha Bali

No.	Pernyataan	SS	S	N	TS	STS
1.	Pelayanan yang diberikan Villa Amertha Bali sesuai dengan keinginan pelanggan.					
2.	Pelayanan yang diberikan Villa Amertha Bali melebihi dengan harapan pelanggan.					
3.	Pelayanan yang diberikan Villa Amertha Bali cepat dan tepat sesuai dengan permintaan pelanggan.					

No.	Pernyataan	SS	S	N	TS	STS
4.	Pegawai Villa Amertha Bali cepat dalam memberikan pelayanan.					

Lampiran 06. Tabulasi Data Sampel Kecil Variabel Kualitas Pelayanan (X_1), Kepuasan Pelayanan (X_2), Loyalitas Pelanggan (Y)

Res	KL1	KL2	KL3	KL4	KL5	TKL
1	4	5	5	4	4	22
2	4	4	5	5	5	23
3	5	5	4	5	4	23
4	4	5	5	4	4	22
5	4	4	5	5	4	22
6	4	5	5	4	4	22
7	4	5	5	4	5	23
8	5	4	5	5	4	23
9	5	4	4	5	5	23
10	5	4	4	5	5	23
11	4	5	4	4	5	22
12	4	4	5	4	4	21
13	5	5	5	4	5	24
14	3	4	3	3	4	17
15	4	5	4	4	4	21
16	5	5	5	5	5	25
17	4	4	4	4	4	20
18	4	5	4	5	5	23
19	5	5	5	5	5	25
20	3	4	4	3	4	18
21	4	5	4	4	5	22
22	5	5	4	5	5	24

Res	KL1	KL2	KL3	KL4	KL5	TKL
23	3	3	2	3	3	14
24	4	4	3	4	5	20
25	3	4	3	3	4	17
26	4	5	4	4	5	22
27	5	5	4	5	5	24
28	4	4	3	4	4	19
29	3	4	3	3	5	18
30	4	5	4	4	5	22
Jml	124	135	124	126	135	644

Res	KP1	KP2	KP3	KP4	TKP
1	5	5	4	4	18
2	4	5	5	5	19
3	5	4	5	4	18
4	5	5	4	4	18
5	4	5	5	5	19
6	5	5	4	3	17
7	5	5	4	4	18
8	4	5	5	5	19
9	4	4	5	5	18
10	4	4	5	5	18
11	5	4	4	2	15
12	4	5	4	4	17
13	5	5	4	4	18

Res	KP1	KP2	KP3	KP4	TKP
14	4	3	3	3	13
15	3	4	4	4	15
16	5	5	5	5	20
17	4	4	4	4	16
18	5	4	5	5	19
19	5	5	2	5	17
20	4	4	3	3	14
21	5	4	4	4	17
22	5	4	5	5	19
23	3	2	3	3	11
24	4	3	4	4	15
25	4	3	3	3	13
26	5	4	4	4	17
27	5	4	5	5	19
28	4	3	4	4	15
29	4	3	3	3	13
30	5	4	4	4	17
Jml	133	124	123	122	502

Res	Y1	Y2	Y3	TY
1	4	5	3	12
2	5	5	5	15
3	5	3	4	12

Res	Y1	Y2	Y3	TY
4	4	4	3	11
5	5	5	5	15
6	4	3	4	11
7	4	4	4	12
8	3	5	5	13
9	5	2	4	11
10	5	5	3	13
11	2	2	4	8
12	4	4	5	13
13	4	4	5	13
14	3	3	3	9
15	5	4	4	13
16	5	5	5	15
17	4	4	4	12
18	5	2	4	11
19	2	5	5	12
20	3	3	4	10
21	3	4	3	10
22	5	5	4	14
23	3	3	2	8
24	4	4	3	11
25	3	3	3	9
26	4	4	4	12
27	5	5	5	15
28	4	4	3	11

Res	Y1	Y2	Y3	TY
29	3	3	2	8
30	4	5	4	13
Jml	119	117	116	352

Correlations

		KL1	KL2	KL3	KL4	KL5	TOT
KL1	Pearson Correlation	1	.442*	.523**	.864**	.442*	.865**
	Sig. (2-tailed)		.014	.003	.000	.014	.000
	N	30	30	30	30	30	30
KL2	Pearson Correlation	.442*	1	.515**	.337	.474**	.700**
	Sig. (2-tailed)	.014		.004	.068	.008	.000
	N	30	30	30	30	30	30
KL3	Pearson Correlation	.523**	.515**	1	.542**	.221	.768**
	Sig. (2-tailed)	.003	.004		.002	.241	.000
	N	30	30	30	30	30	30
KL4	Pearson Correlation	.864**	.337	.542**	1	.422*	.845**
	Sig. (2-tailed)	.000	.068	.002		.020	.000
	N	30	30	30	30	30	30
KL5	Pearson Correlation	.442*	.474**	.221	.422*	1	.630**
	Sig. (2-tailed)	.014	.008	.241	.020		.000
	N	30	30	30	30	30	30
TOT	Pearson Correlation	.865**	.700**	.768**	.845**	.630**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

Correlations

		KP1	KP2	KP3	KP4	TOT
KP1	Pearson Correlation	1	.489**	.185	.142	.572**
	Sig. (2-tailed)		.006	.327	.454	.001
	N	30	30	30	30	30
KP2	Pearson Correlation	.489**	1	.346	.444*	.784**
	Sig. (2-tailed)	.006		.061	.014	.000
	N	30	30	30	30	30
KP3	Pearson Correlation	.185	.346	1	.612**	.757**
	Sig. (2-tailed)	.327	.061		.000	.000
	N	30	30	30	30	30
KP4	Pearson Correlation	.142	.444*	.612**	1	.785**
	Sig. (2-tailed)	.454	.014	.000		.000
	N	30	30	30	30	30
TOT	Pearson Correlation	.572**	.784**	.757**	.785**	1
	Sig. (2-tailed)	.001	.000	.000	.000	
	N	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).

Correlations

		Y1	Y2	Y3	TOT
Y1	Pearson Correlation	1	.258	.284	.697**
	Sig. (2-tailed)		.169	.129	.000
	N	30	30	30	30
Y2	Pearson Correlation	.258	1	.370*	.758**
	Sig. (2-tailed)	.169		.044	.000
	N	30	30	30	30
Y3	Pearson Correlation	.284	.370*	1	.741**
	Sig. (2-tailed)	.129	.044		.000
	N	30	30	30	30
TOT	Pearson Correlation	.697**	.758**	.741**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

```
RELIABILITY
  /VARIABLES=KL1 KL2 KL3 KL4 KL5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /SUMMARY=TOTAL.
```

Reliability

Notes

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	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=KL1 KL2 KL3 KL4 KL5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.819	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KL1	17.3333	4.092	.767	.735
KL2	16.9667	4.930	.556	.800
KL3	17.3333	4.092	.576	.802
KL4	17.2667	4.064	.728	.746
KL5	16.9667	5.137	.465	.821

```
RELIABILITY
  /VARIABLES=KP1 KP2 KP3 KP4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /SUMMARY=TOTAL.
```

Reliability

Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=KP1 KP2 KP3 KP4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.708	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	12.30	3.872	.339	.725
KP2	12.60	2.869	.562	.600
KP3	12.63	2.999	.523	.626
KP4	12.67	2.851	.559	.601

```
RELIABILITY
  /VARIABLES=Y1 Y2 Y3
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /SUMMARY=TOTAL.
```

Reliability

Notes

Output Created		01-NOV-2020 21:10:38
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	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Y1 Y2 Y3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.566	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	7.7667	2.461	.326	.538
Y2	7.8333	2.144	.391	.442
Y3	7.8667	2.326	.414	.409

```
RELIABILITY
  /VARIABLES=X1 X2 Y
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /SUMMARY=TOTAL.
```

Reliability

Notes

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	Split File	<none>
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	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X1 X2 Y /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded[a]	0	.0
	Total	60	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.771	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	7.98	1.508	.581	.719
X2	7.55	1.642	.640	.668
Y	8.37	1.355	.612	.691

```
CORRELATIONS
  /VARIABLES=X1 X2 Y TOTAL
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=X1 X2 Y TOTAL /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.64
	Elapsed Time	00:00:00.80

[DataSet0]

Correlations

		X1	X2	Y	TOTAL
X1	Pearson Correlation	1	.533**	.502**	.819**
	Sig. (2-tailed)		.000	.000	.000
	N	60	60	60	60
X2	Pearson Correlation	.533**	1	.575**	.825**
	Sig. (2-tailed)	.000		.000	.000
	N	60	60	60	60
Y	Pearson Correlation	.502**	.575**	1	.849**
	Sig. (2-tailed)	.000	.000		.000

	N	60	60	60	60
TOTAL	Pearson Correlation	.819**	.825**	.849**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

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

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2.
```

Regression

Notes

Output Created		02-NOV-2020 01:18:42
Comments		
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	Weight	<none>
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	N of Rows in Working Data File	61
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X1 X2.
Resources	Processor Time	00:00:05.29
	Elapsed Time	00:00:05.43
	Memory Required	1636 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet0]

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	X2, X1[b]	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622[a]	.387	.366	.606

a. Predictors: (Constant), X2, X1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.450	2	6.725	18.308	.000[b]
	Residual	21.305	58	.367		
	Total	34.754	60			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.064	.590		.108	.914
	X1	.293	.131	.272	2.244	.029
	X2	.536	.150	.434	3.578	.001

a. Dependent Variable: Y

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2.
```

Regression

Notes

Output Created		23-NOV-2020 17:45:49
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	45
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X1 X2.
Resources	Processor Time	00:00:01.03
	Elapsed Time	00:00:01.09
	Memory Required	1636 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet0]

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Pelanggan, Kualitas Pelayanan[b]	.	Enter

a. Dependent Variable: Loyalitas Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809[a]	.654	.628	1.25993

a. Predictors: (Constant), Kepuasan Pelanggan, Kualitas Pelayanan

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.006	2	40.503	25.515	.000[b]
	Residual	42.860	27	1.587		
	Total	123.867	29			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kepuasan Pelanggan, Kualitas Pelayanan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.064	1.961		.033	.974
	Kualitas Pelayanan	-.164	.224	-.206	-.733	.470
	Kepuasan Pelanggan	.908	.257	.992	3.540	.001

a. Dependent Variable: Loyalitas Pelanggan

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT X2
  /METHOD=ENTER X1
```

Regression

Notes

Output Created		23-NOV-2020 18:31:57
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT X2 /METHOD=ENTER X1.
Resources	Processor Time	00:00:00.61
	Elapsed Time	00:00:00.74
	Memory Required	1380 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan[b]	.	Enter

a. Dependent Variable: Kepuasan Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.915[a]	.837	.831	.92798

a. Predictors: (Constant), Kualitas Pelayanan

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.755	1	123.755	143.710	.000[b]
	Residual	24.112	28	.861		
	Total	147.867	29			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Pelayanan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.436	1.442		-.302	.765
	Kualitas Pelayanan	.800	.067	.915	11.988	.000

a. Dependent Variable: Kepuasan Pelanggan

RIWAYAT HIDUP

Komang Tri Kusuma Lantika, salah satu mahasiswa jurusan Manajemen Universitas Pendidikan Ganesha yang sedang menyelesaikan studi sarjana (S1). Penulis lahir di Singaraja pada tanggal 06 Februari 1998. Penulis memiliki saudara laki-laki yang bernama Gede Satrio Bagus Purwono . Penulis lahir dari pasangan Bapak Gede Lantika dan Ibu Rini Endah Wismawati. Kini penulis beralamat di Desa Banjar Tegeha, Dusun Tangeb, Kecamatan Banjar, Kabupaten Buleleng, Provinsi Bali. Penulis menyelesaikan pendidikan dasar di SDK Karya Singaraja dan lulus pada tahun 2010. Kemudian penulis melanjutkan di SMPN 2 Singaraja dan lulus pada tahun 2013. Pada tahun 2016, penulis lulus dari SMAN 4 Singaraja dan melanjutkan ke S1 Manajemen di Universitas Pendidikan Ganesha. Pada tahun 2021 penulis telah menyelesaikan skripsi yang berjudul **"Pengaruh Kualitas Pelayanan dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Villa Amertha"**