

## Lampiran 01. Rekapitulasi Data Ordinal Hasil Penelitian Sampel Kecil

### Rekapitulasi Data Ordinal Hasil Penelitian Sampel Kecil

No	Nilai Pelangga					Kepuasan Pelanggan					Loyalitas Pelanggan				
	1	2	3	4	J	1	2	3	4	J	1	2	3	4	J
1	3	3	3	3	1	4	3	3	4	1	3	3	3	3	1
2	3	4	3	3	1	3	4	4	3	1	4	3	3	3	1
3	3	3	3	3	1	3	3	3	3	1	3	3	3	3	1
4	3	3	4	3	1	3	3	3	4	1	3	3	3	3	1
5	4	4	4	4	1	4	4	4	4	1	4	4	4	3	1
6	3	3	3	4	1	3	3	4	3	1	3	3	3	4	1
7	4	4	4	4	1	5	4	4	5	1	4	3	4	4	1
8	3	3	4	3	1	3	4	4	3	1	3	3	4	3	1
9	3	4	3	4	1	4	3	3	4	1	3	4	4	3	1
1	4	3	4	3	1	4	4	4	4	1	5	5	4	4	1
1	5	5	5	5	2	5	5	5	4	1	4	4	4	4	1
1	5	5	5	5	2	5	5	4	5	1	4	4	4	5	1
1	5	5	5	5	2	4	5	5	5	1	5	5	5	5	2
1	4	4	3	3	1	3	3	3	3	1	3	3	3	3	1
1	3	4	4	3	1	3	3	3	3	1	3	3	3	3	1
1	4	4	4	4	1	3	3	3	3	1	3	4	4	3	1
1	3	3	3	3	1	3	4	4	3	1	3	3	4	3	1
1	4	4	4	5	1	3	4	4	3	1	4	4	4	4	1
1	3	3	3	3	1	4	4	4	4	1	3	4	4	4	1
2	3	3	4	4	1	4	3	3	4	1	3	4	4	3	1
2	3	3	4	4	1	3	4	4	3	1	3	4	4	3	1
2	3	4	4	3	1	3	4	4	3	1	4	3	3	4	1
2	4	4	5	4	1	4	3	3	4	1	4	4	4	4	1
2	4	5	4	4	1	4	4	4	3	1	4	4	4	4	1
2	5	4	5	5	1	5	5	5	5	2	5	5	5	5	2
2	5	5	5	4	1	4	5	5	4	1	5	5	5	4	1
2	5	4	4	4	1	5	5	5	4	1	4	5	5	5	1
2	4	5	5	5	1	5	5	4	5	1	5	5	4	5	1
2	5	4	5	5	1	5	5	5	5	2	4	5	4	4	1
3	4	5	4	4	1	5	5	5	5	2	5	5	5	4	1

**Lampiran 02. Rekapitulasi Data Ordinal Hasil Penelitian Sampel Besar**  
**Rekapitulasi Data Ordinal Hasil Penelitian Sampel Besar**

No	Nilai Pelanggan					Kepuasan Pelanggan					Loyalitas Pelanggan				
	1	2	3	4	J	1	2	3	4	J	1	2	3	4	J
1	3	3	3	3	1	4	3	3	4	1	3	3	3	3	1
2	3	4	3	3	1	3	4	4	3	1	4	3	3	3	1
3	3	3	3	3	1	3	3	3	3	1	3	3	3	3	1
4	3	3	4	3	1	3	3	3	4	1	3	3	3	3	1
5	4	4	4	4	1	4	4	4	4	1	4	4	4	3	1
6	3	3	3	4	1	3	3	4	3	1	3	3	3	4	1
7	4	4	4	4	1	5	4	4	5	1	4	3	4	4	1
8	3	3	4	3	1	3	4	4	3	1	3	3	4	3	1
9	3	4	3	4	1	4	3	3	4	1	3	4	4	3	1
10	4	3	4	3	1	4	4	4	4	1	5	5	4	4	1
11	5	5	5	5	2	5	5	5	4	1	4	4	4	4	1
12	5	5	5	5	2	5	5	4	5	1	4	4	4	5	1
13	5	5	5	5	2	4	5	5	5	1	5	5	5	5	2
14	4	4	3	3	1	3	3	3	3	1	3	3	3	3	1
15	3	4	4	3	1	3	3	3	3	1	3	3	3	3	1
16	4	4	4	4	1	3	3	3	3	1	3	4	4	3	1
17	3	3	3	3	1	3	4	4	3	1	3	3	4	3	1
18	4	4	4	5	1	3	4	4	3	1	4	4	4	4	1
19	3	3	3	3	1	4	4	4	4	1	3	4	4	4	1
20	3	3	4	4	1	4	3	3	4	1	3	4	4	3	1
21	3	3	4	4	1	3	4	4	3	1	3	4	4	3	1
22	3	4	4	3	1	3	4	4	3	1	4	3	3	4	1
23	4	4	5	4	1	4	3	3	4	1	4	4	4	4	1
24	4	5	4	4	1	4	4	4	3	1	4	4	4	4	1
25	5	4	5	5	1	5	5	5	5	2	5	5	5	5	2
26	5	5	5	4	1	4	5	5	4	1	5	5	5	4	1
27	5	4	4	4	1	5	5	5	4	1	4	5	5	5	1
28	4	5	5	5	1	5	5	4	5	1	5	5	4	5	1
29	5	4	5	5	1	5	5	5	5	2	4	5	4	4	1
30	4	5	4	4	1	5	5	5	5	2	5	5	5	4	1
31	5	5	5	4	1	4	5	4	4	1	5	5	4	4	1
32	4	4	5	4	1	4	4	5	4	1	4	5	4	4	1
33	4	4	3	3	1	5	5	5	5	2	4	4	5	5	1
34	4	4	4	5	1	4	4	4	4	1	4	4	5	4	1
35	4	4	5	4	1	3	4	4	4	1	4	4	4	4	1
36	4	5	4	4	1	4	4	4	4	1	4	5	4	4	1
37	4	4	4	4	1	4	3	4	4	1	4	4	4	4	1

No	Nilai Pelanggan					Kepuasan Pelanggan					Loyalitas Pelanggan				
	1	2	3	4	J	1	2	3	4	J	1	2	3	4	J
3	4	4	4	4	1	4	4	4	4	1	4	4	4	4	1
3	4	4	4	4	1	4	4	4	3	1	4	4	4	4	1
4	4	4	4	4	1	3	4	4	4	1	4	4	4	4	1
4	4	4	3	3	1	4	3	4	4	1	4	4	4	3	1
4	3	4	4	3	1	4	4	4	3	1	3	4	4	4	1
4	3	3	4	4	1	3	4	4	4	1	4	4	4	3	1
4	3	3	4	4	1	4	3	4	4	1	3	4	4	4	1
4	3	3	3	3	1	4	4	4	4	1	3	4	4	4	1
4	3	3	3	3	1	4	4	4	4	1	4	4	4	3	1
4	4	4	4	3	1	4	4	4	3	1	4	4	4	3	1
4	4	4	4	3	1	3	4	3	3	1	3	4	4	3	1
4	3	3	3	3	1	4	4	4	4	1	4	4	3	4	1
5	4	4	3	4	1	3	3	3	3	1	3	3	3	3	1
5	4	3	3	3	1	3	4	4	4	1	4	3	3	4	1
5	3	4	3	3	1	4	3	4	4	1	4	4	4	4	1
5	3	3	4	3	1	3	3	3	3	1	3	3	3	3	1
5	5	4	4	4	1	5	4	4	4	1	4	5	4	4	1
5	4	4	4	3	1	5	4	4	5	1	4	4	4	5	1
5	3	4	4	4	1	4	5	5	4	1	4	5	4	4	1
5	4	3	4	4	1	4	4	4	3	1	4	4	4	4	1
5	4	5	5	4	1	4	3	3	3	1	4	4	4	4	1
5	3	4	4	4	1	3	4	4	4	1	4	4	4	4	1
6	4	4	4	4	1	4	3	3	3	1	3	3	4	3	1
6	4	4	4	3	1	4	5	5	4	1	4	4	5	4	1
6	3	3	3	4	1	4	5	4	4	1	4	4	4	4	1
6	4	5	5	4	1	4	4	5	4	1	4	5	5	4	1
6	4	4	3	4	1	5	4	4	5	1	5	4	4	4	1
6	4	4	4	3	1	4	5	5	4	1	4	4	4	5	1
6	3	4	4	4	1	4	4	4	5	1	4	4	5	4	1
6	4	4	4	4	1	4	4	4	4	1	4	4	4	4	1
6	5	4	4	5	1	4	5	5	5	1	4	5	5	5	1
6	3	3	4	3	1	4	4	4	4	1	4	4	4	3	1
7	4	5	5	4	1	4	4	5	4	1	4	4	5	5	1
7	4	3	4	4	1	4	4	4	4	1	4	4	4	4	1
7	3	4	4	4	1	4	4	4	4	1	4	4	4	4	1
7	4	4	4	3	1	5	5	5	4	1	4	5	4	5	1
7	4	5	5	4	1	5	5	4	5	1	4	5	5	5	1
7	5	4	4	5	1	4	5	4	4	1	4	5	5	4	1
7	4	4	4	4	1	3	4	3	3	1	3	4	4	3	1
7	4	4	4	4	1	5	4	4	4	1	4	5	4	4	1
7	4	4	4	4	1	4	5	4	4	1	5	4	4	4	1
7	4	5	5	4	1	4	4	5	4	1	5	5	5	5	2
8	4	4	4	4	1	4	4	4	4	1	4	4	4	4	1

No	Nilai Pelangga					Kepuasan Pelanggan					Loyalitas Pelanggan				
	1	2	3	4	J	1	2	3	4	J	1	2	3	4	J
8	4	4	4	4	1	4	4	4	4	1	4	4	4	4	1
8	4	5	5	4	1	4	4	4	5	1	5	5	4	4	1
8	3	4	3	3	1	3	4	3	3	1	3	4	3	3	1
8	4	4	4	4	1	4	5	5	4	1	5	5	4	5	1
8	4	4	4	4	1	3	3	4	3	1	4	3	3	3	1
8	5	4	4	4	1	3	3	3	4	1	3	3	3	4	1
8	4	5	4	4	1	4	4	5	4	1	5	4	4	4	1
8	5	5	5	5	2	4	4	4	4	1	5	5	4	4	1
8	5	4	4	5	1	5	4	4	5	1	5	5	5	5	2
9	5	5	5	5	2	4	5	5	5	1	5	5	5	5	2
9	5	5	5	5	2	5	5	5	5	2	5	5	5	5	2
9	4	5	5	5	1	4	4	4	4	1	4	4	5	5	1
9	5	4	5	5	1	4	5	5	4	1	5	4	5	5	1
9	5	5	5	5	2	5	5	5	5	2	5	5	5	5	2
9	4	3	3	3	1	4	3	4	3	1	4	3	3	3	1
9	4	4	5	4	1	3	4	4	3	1	4	4	4	4	1
9	3	3	3	3	1	3	3	4	3	1	3	3	3	3	1
9	5	5	5	4	1	4	5	4	4	1	4	5	5	4	1
9	4	5	5	4	1	4	5	5	4	1	5	5	5	5	2
10	4	5	5	5	1	5	4	4	4	1	5	5	5	5	2



## Lampiran 03. Hasil Uji Validitas dan Reliabilitas Sampel Kecil

### Hasil Uji Validitas dan Reliabilitas Sampel Kecil

#### 1. Hasil Uji Validitas Variabel Nilai Pelanggan (X1)

		Correlations				
X1.1		X1.2	X1.3	X1.4	JML.X1	
X1.1	Pearson	1	,700*	,750*	,728*	,911*
	Sig. (2-tailed)		,000	,000	,000	,000
	N	30	30	30	30	30
X1.2	Pearson	,700*	1	,612*	,621*	,837*
	Sig. (2-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
X1.3	Pearson	,750*	,612*	1	,718*	,877*
	Sig. (2-tailed)	,000	,000		,000	,000
	N	30	30	30	30	30
X1.4	Pearson	,728*	,621*	,718*	1	,877*
	Sig. (2-tailed)	,000	,000	,000		,000
	N	30	30	30	30	30
JML.X1	Pearson	,911*	,837*	,877*	,877*	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

#### 2. Hasil Uji Validitas Variabel Kepuasan Pelanggan (X2)

		Correlations				
X2.1		X2.2	X2.3	X2.4	JML.X2	
X2.1	Pearson	1	,670*	,554*	,869*	,894*
	Sig. (2-tailed)		,000	,001	,000	,000
	N	30	30	30	30	30
X2.2	Pearson	,670*	1	,918*	,584*	,909*
	Sig. (2-tailed)	,000		,000	,001	,000
	N	30	30	30	30	30
X2.3	Pearson	,554*	,918*	1	,452	,834*
	Sig. (2-tailed)	,001	,000		,012	,000
	N	30	30	30	30	30
X2.4	Pearson	,869*	,584*	,452	1	,840*
	Sig. (2-tailed)	,000	,001	,012		,000
	N	30	30	30	30	30
JML.X2	Pearson	,894*	,909*	,834*	,840*	1
	Sig. (2-tailed)	,000	,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).

### 3. Hasil Uji Validitas Variabel Loyalitas Pelanggan (Y)

#### Correlations

Y.1		Y.2	Y.3	Y.4	JML.Y	
Y.1	Pearson	1	,738**	,626**	,731**	,888**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	30	30	30	30	30
Y.2	Pearson	,738**	1	,824**	,650**	,918**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
Y.3	Pearson	,626**	,824**	1	,578**	,855**
	Sig. (2-tailed)	,000	,000		,001	,000
	N	30	30	30	30	30
Y.4	Pearson	,731**	,650**	,578**	1	,845**
	Sig. (2-tailed)	,000	,000	,001		,000
	N	30	30	30	30	30
JML.Y	Pearson	,888**	,918**	,855**	,845**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

### 4. Hasil Uji Reliabilitas Variabel Nilai Pelanggan (X1)

#### Reliability Statistics

Cronbach's Alpha ,898  
N of Items 4

#### Item Statistics

	Mean	Std. Deviation	N
X1.1	3,80	,805	30
X1.2	3,90	,759	30
X1.3	4,00	,743	30
X1.4	3,87	,776	30

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	11,7	3,27	,829	,848
X1.2	11,6	4,12	,712	,891
X1.3	11,5	4,20	,781	,866
X1.4	11,7	4,21	,775	,868

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,57	7,289		4

## 5. Hasil Uji Reliabilitas Variabel Kepuasan Pelanggan (X2)

### Reliability Statistics

Cronbach's Alpha	N of Items
,893	4

### Item Statistics

	Mean	Std. Deviation	N
X2.1	3,87	,819	30
X2.2	3,97	,809	30
X2.3	3,93	,740	30
X2.4	3,83	,791	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	1	4,799	,848	
X2.2	1	4,827	,837	
X2.3	1	4,716	,879	
X2.4	1	4,713	,880	

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,60	7,559		4

## 6. Hasil Uji Reliabilitas Variabel Loyalitas Pelanggan (Y)

### Reliability Statistics

Cronbach's Alpha	N of Items
,899	4

### Item Statistics

	Mean	Std. Deviation	N
Y.1	3,77	,774	30
Y.2	3,90	,803	30
Y.3	3,90	,662	30
Y.4	3,73	,740	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha
Y.1			,789	,864
Y.2			,839	,845
Y.3			,757	,878
Y.4			,725	,887

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
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Lampiran 04. Hasil Uji Validitas dan Reliabilitas Sampel Besar

**Hasil Uji Validitas dan Reliabilitas Sampel Besar**

**1. Hasil Uji Validitas Variabel Nilai Pelanggan (X1)**

		<b>Correlations</b>				
X1.1		X1.2	X1.3	X1.4	JML.X1	
X1.1	Pearson	,598*	,583*	,637*	,837*	
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	10	10	10	10	
X1.2	Pearson	,598* 1	,675*	,537*	,835*	
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	10	10	10	10	
X1.3	Pearson	,583*	,675* 1	,631*	,859*	
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	10	10	10	10	
X1.4	Pearson	,637*	,537*	,631* 1	,833*	
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	10	10	10	10	
JML.X1	Pearson	,837*	,835*	,859*	,833* 1	
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	10	10	10	10	

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

**2. Hasil Uji Validitas Variabel Kepuasan Pelanggan (X2)**

		<b>Correlations</b>				
X2.1		X2.2	X2.3	X2.4	JML.X2	
X2.1	Pearson	,501**	,483**	,707**	,816**	
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	
X2.2	Pearson	,501** 1	,735**	,527**	,841**	
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	
X2.3	Pearson	,483**	,735** 1	,488**	,816**	
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	
X2.4	Pearson	,707**	,527**	,488** 1	,825**	
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	
JML.X2	Pearson	,816**	,841**	,816**	,825** 1	
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	

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



### 3. Hasil Uji Validitas Variabel Loyalitas Pelanggan (Y)

#### Correlations

Y.1		Y.2	Y.3	Y.4	JML.Y
Y.1	Pearson1	,655**	,544**	,638**	,834**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	100	100	100	100
Y.2	Pearson	,655**	,710**	,612**	,875**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	100	100	100	100
Y.3	Pearson	,544**	,710**	,638**	,844**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	100	100	100	100
Y.4	Pearson	,638**	,612**	,638**	,852**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	100	100	100	100
JML.Y	Pearson	,834**	,875**	,844**	,852**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	100	100	100	100

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

### 4. Hasil Uji Reliabilitas Variabel Nilai Pelanggan (X1)

#### Reliability Statistics

Cronbach's Alpha: ,862  
N of Items: 4

#### Item Statistics

	Mean	Std. Deviation	N
X1.1	3,90	,689	100
X1.2	4,01	,689	100
X1.3	4,06	,694	100
X1.4	3,88	,686	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	11,07	3,104	,703	,827
X1.2	11,07	3,104	,699	,829
X1.3	11,07	3,074	,739	,812
X1.4	11,07	3,204	,697	,830

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,85	5,381		4

## 5. Hasil Uji Reliabilitas Variabel Kepuasan Pelanggan (X2)

### Reliability Statistics

Cronbach's Alpha	N of Items
,843	4

### Item Statistics

	Mean	Std. Deviation	N
X2.1	3,93	,671	100
X2.2	4,05	,702	100
X2.3	4,07	,640	100
X2.4	3,91	,668	100

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	1	2,663	,807	
X2.2	1	2,696	,793	
X2.3	1	2,674	,803	
X2.4	1	2,679	,800	

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,96	4,887		4

## 6. Hasil Uji Reliabilitas Variabel Loyalitas Pelanggan (Y)

### Reliability Statistics

Cronbach's Alpha	N of Items
,873	4

### Item Statistics

	Mean	Std. Deviation	N
Y.1	3,97	,674	10
Y.2	4,11	,695	10
Y.3	4,07	,640	10
Y.4	3,95	,702	10

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1			,701	,848
Y.2			,765	,822
Y.3			,726	,839
Y.4			,722	,840

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,10	5,323	2,307	4



## Lampiran 05. Hasil Analisis Jalur

### Hasil Analisis Jalur

#### 1. Statistik Deskriptif

		Descriptive Statistics			
N		Minimum	Maximum	Mean	Std. Deviation
Nilai Pelanggan	100	4,000	14,438	9,03190	3,029163
Kepuasan Pelanggan	100	4,000	14,713	9,30667	2,958166
Loyalitas Pelanggan (Y)	100	4,000	14,609	9,43669	3,056739
Valid (listwise)	N 100				

#### 2. Korelasi Antar Variabel

		Correlations		
Nilai Pelanggan (X1)		Kepuasan Pelanggan (X2)	Loyalitas Pelanggan (Y)	
Nilai Pelanggan (X1)	Pearson1	,567**	,745**	
	Sig. (2-tailed)	,000	,000	
	N	100	100	100
Kepuasan Pelanggan (X2)	Pearson	,567**	,858**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100
Loyalitas Pelanggan (Y)		,745**	,858**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

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

#### 3. Pengaruh Nilai Pelanggan (X1) dan Kepuasan Pelanggan (X2) Terhadap Loyalitas Pelanggan (Y)

		Model Summary						
Model	R	Adjusted R	Std. Error	R Square	F	Change Statistics	Sig.	
					Change	df1	df2	
1	,914 <sup>a</sup>	,855	1,255	,824	245,132		97	

a. Predictors: (Constant), Kepuasan Pelanggan (X2), Nilai Pelanggan (X1)

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1		72			
Regression		7	38	245,134	,000 <sup>b</sup>
Residual		1975			
Total		9992			

a. Dependent Variable: Loyalitas Pelanggan (Y)

b. Predictors: (Constant), Kepuasan Pelanggan (X2), Nilai Pelanggan (X1)

**Coefficients<sup>a</sup>**

Model	B	Unstandardized Coefficients		Std. Error	Standardized Coefficients		t	Sig.
		B	Std. Error		B	Std. Error		
1	(Constant)	-.211	,455			-.464	,644	
	Nilai Pelanggan	,384	,051	,381		7,606	,000	
	Kepuasan Pelanggan	,664	,052	,642		12,820	,000	

a. Dependent Variable: Loyalitas Pelanggan (Y)

**4. Pengaruh Nilai Pelanggan (X1) Terhadap Kepuasan Pelanggan (X2)**

**Model Summary**

Model	R	Adjusted R Squared	Change in Statistics
1	,56	,31	41

a. Predictors: (Constant), Nilai Pelanggan (X1)

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1		1		46	,0
Residual		98			
Total		99			

a. Dependent Variable: Kepuasan Pelanggan (X2)

b. Predictors: (Constant), Nilai Pelanggan (X1)

**Coefficients<sup>a</sup>**

Model	B	Std. Error	Standardized Coefficient	t	Sig.
1	(Constant)			5	

Nilai		,567	6
Pelan			

a. Dependent Variable: Kepuasan Pelanggan (X2)



**5. Pengaruh Nilai Pelanggan (X1) Terhadap Loyalitas Pelanggan (Y)**

**Model Summary**

Model	F	Adj	S	R	F	df	df	Chan	S
		ust	t	Sq					
		ed		uar					
1	,74					1			

a. Predictors: (Constant), Nilai Pelanggan (X1)

**ANOVA<sup>a</sup>**

Model		M	Σ
1	1		
	Re	98	
	Tot	99	

- a. Dependent Variable: Loyalitas Pelanggan (Y)
- b. Predictors: (Constant), Nilai Pelanggan (X1)

**Coefficients<sup>a</sup>**

Model		Stand	rdi	t	Σ
1	,64		4,		
	Nil	,06	,74	11,	

a. Dependent Variable: Loyalitas Pelanggan (Y)

**6. Pengaruh Kepuasan Pelanggan (X2) Terhadap Loyalitas Pelanggan (Y)**

**Model Summary**

Model	F	Adj	St	R	F	df	df	Chan	S
		u	d.	Sq					
		uar		uar					
1	,85				271			,00	

a. Predictors: (Constant), Kepuasan Pelanggan (X2)

**ANOVA<sup>a</sup>**

Model		M	Σ
1	1		
	Re	98	
	Tot	99	

- a. Dependent Variable: Loyalitas Pelanggan (Y)
- b. Predictors: (Constant), Kepuasan Pelanggan (X2)

### Coefficients<sup>a</sup>

Model	Unstandardized		Standardized	
	B	Std. Error	Beta	Std. Error
1	1,			
Ke	,		,85	

a. Dependent Variable: Loyalitas Pelanggan (Y)





Lampiran 06. Rekapitulasi Karakteristik Responden

**Rekapitulasi Karakteristik Responden**

**Jenis Kelamin**

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	58	58,0	58,0
	Perempuan	42	42,0	100,0
	Total	100	100,0	100,0

**Usia**

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	18 - 29 Tahun	32	32,0	32,0
	30 - 41 Tahun	38	38,0	70,0
	42 - 53 Tahun	19	19,0	89,0
	54 - 65 Tahun	11	11,0	100,0
	Total	100	100,0	100,0

**Pekerjaan**

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	14	14,0	14,0
	Pedagang	31	31,0	45,0
	Pegawai	20	20,0	65,0
	PNS	17	17,0	82,0
	Wirausaha	18	18,0	100,0
	Total	100	100,0	100,0