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Lampiran

Lampiran 1 kuesioner

Dengan hormat,

Saya Larisa Dewanti Putri Kinasih mahasiswi Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Katolik Soegijapranata, sehubungan dengan penelitian saya yang berjudul “ANALISIS PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN DI NEW DUTA FOTO DI PASAR KARANGJATI KABUPATEN SEMARANG” saya mohon kesediaan saudara untuk mengisi kuesioner ini secara lengkap. Informasi yang diterima dari kuesioner ini bersifat rahasia dan digunakan untuk kepentingan akademis. Atas partisipasi saudara saya ucapkan terima kasih.

Identitas pelanggan

1. Nama :
 2. Alamat :
 3. Usia :
 4. Pekerjaan :
-

Petunjuk Pengisian Jawaban: berikan tanda silang (x) untuk jawaban yang sesuai

Sudah berapa kali Saudara menggunakan jasa foto studio di New Duta Foto?

.....

1. Jenis kelamin:

- a. Laki-laki b. Perempuan

2. Sudah berapa lama anda menjadi pelanggan di studio foto ini?

- a. kurang dari 1 tahun c. 2 tahun-3 tahun
b. 1 tahun-2 tahun d. lebih dari 3 tahun

3. Apa pertimbangan awal konsumen menggunakan jasa foto ini?

- a. Harga c. Lokasi
b. Hasil d. Lainnya :.....

4. untuk keperluan apa anda melakukan pas foto?

- a. syarat administrasi c. *event*/acara penting
b. koleksi/dipajang

Petunjuk Pengisian Jawaban: beri tanda centang (√) sesuai dengan kriteria pengisian dibawah ini

Sangat buruk	Buruk	Netral	Baik	Sangat Baik
1	2	3	4	5

Kualitas Pelayanan

No	Pernyataan	1	2	3	4	5
		SBU	BU	N	BA	SBA
<i>Tangibles (Bukti Fisik)</i>						
1	Lokasi New Duta Foto strategis					
2	Ruangan New Duta Foto nyaman					
3	Alat dalam studio foto memadai untuk menunjang foto konsumen					
4	Mesin cetak di New Duta Foto moderen					
5	Penampilan pegawai New Duta Foto rapi					
6	Pegawai New Duta Foto memanfaatkan teknologi untuk berkomunikasi dengan pelanggan					

Empathy (Empati)

No	Pernyataan	1	2	3	4	5
		SBU	BU	N	BA	SBA
1	Pegawai New Duta Foto merespon keinginan pelanggan dengan tepat					
2	Pegawai New Duta Foto menanggapi keluhan pelanggan dengan baik					
3	Pegawai New Duta Foto mampu memberi masukan tentang foto sebagai syarat untuk					

	berbagai dokumen dan administrasi					
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Reliability (Kehandalan)

No	Pernyataan	1 SBU	2 BU	3 N	4 BA	5 SBA
1	Pegawai memberikan waktu estimasi hasil foto sesuai perjanjian dengan konsumen					
2	Pegawai memberikan layanan seperti <i>editing</i> foto sesuai permintaan pelanggan					
3	Hasil cetakan foto atau <i>editing</i> memuaskan sesuai permintaan pelanggan					

Responsiveness (Daya Tanggap)

No	Pernyataan	1 SBU	2 BU	3 N	4 BA	5 SBA
1	Pegawai New Duta Foto memberikan bantuan dengan cepat saat saudara menemui masalah					
2	Pegawai New Duta Foto melayani saudara dengan cepat					

Assurance (Jaminan)

No	Pernyataan	1 SBU	2 BU	3 N	4 BA	5 SBA
1	Pegawai New Duta Foto memiliki pengetahuan					

	tentang cetak foto, format foto, ukuran foto					
2	Pegawai New Duta Foto mampu menangani permasalahan pelanggan tepat waktu dalam proses pencetakan foto					

Loyalitas pelanggan

No	Pernyataan	1	2	3	4	5
		SBU	BU	N	BA	SBA
1	Saya mengatakan hal positif tentang New Duta Foto kepada orang lain					
2	Saya merekomendasikan New Duta Foto kepada orang lain					
3	Saya akan mengajak rekan untuk memenuhi kebutuhannya di New Duta Foto					
4	Saya memilih New Duta Foto sebagai pilihan pertama					
5	Saya tetap memenuhi kebutuhan foto di New Duta Foto meskipun ada studio foto yang lain					
6	Saya mengutamakan hasil cetakan foto dan harga bukanlah menjadi masalah					
7	Saya berkeinginan untuk tetap menjadi pelanggan di New Duta Foto					
8	Saya tidak terpengaruh bujukan dari studio foto yang lain					

TERIMA KASIH ATAS PARTISIPASI ANDA DALAM MENGGISI KUESIONER INI

Lampiran 2

Bukti Fisik (Tangibles) X1							
Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1
1	5	5	5	5	4	2	26
2	5	3	5	3	2	4	22
3	4	2	4	4	4	4	22
4	4	4	5	4	4	4	25
5	4	1	5	3	2	4	19
6	4	2	5	4	3	3	21
7	4	4	5	4	4	5	26
8	4	4	5	4	4	4	25
9	4	1	4	3	3	4	19
10	4	4	5	4	4	3	24
11	4	1	5	3	1	3	17
12	4	4	5	3	3	3	22
13	4	2	5	4	4	4	23
14	4	4	5	2	2	4	21
15	4	2	4	4	4	3	21
16	4	3	5	5	5	5	27
17	4	2	4	5	5	5	25
18	4	1	5	4	4	5	23
19	4	4	5	4	4	4	25
20	4	3	4	4	4	4	23
21	5	4	5	4	4	5	27
22	3	2	4	1	2	5	17
23	4	4	4	2	4	4	22
24	4	4	4	4	3	4	23
25	4	4	5	4	3	4	24
26	4	3	4	4	4	4	23
27	4	4	5	4	4	4	25
28	4	4	4	4	4	4	24

29	3	3	4	4	4	4	22
30	4	4	4	2	2	4	20
31	3	1	4	4	4	4	20
32	3	3	4	4	4	2	20
33	4	4	5	4	4	4	25
34	2	2	4	4	4	4	20
35	4	4	2	4	4	4	22
36	5	5	4	4	4	4	26
37	5	5	5	4	4	4	27
38	4	4	4	4	5	4	25
39	4	4	4	4	4	2	22
40	4	4	4	4	4	2	22
41	5	5	5	5	4	5	29
42	5	3	5	4	4	5	26
43	4	2	4	4	2	4	20
44	4	4	5	4	2	4	23
45	4	1	5	4	4	4	22
46	4	2	5	4	4	4	23
47	4	4	5	5	5	4	27
48	4	4	5	4	2	4	23
49	4	1	4	4	3	4	20
50	4	4	5	4	4	4	25
51	4	1	5	4	4	4	22
52	4	4	5	2	4	4	23
53	4	2	5	5	4	4	24
54	4	4	5	4	5	4	26
55	4	2	4	2	2	4	18
56	4	3	5	4	4	4	24
57	4	2	4	5	4	4	23
58	4	1	5	4	2	4	20
59	4	4	5	4	4	4	25
60	4	3	4	4	4	4	23

Empati (Emphaty) X2				
responden	X2.1	X2.2	X2.3	X2
1	4	5	1	10
2	5	5	4	14
3	4	4	4	12
4	4	5	4	13
5	4	4	3	11
6	5	5	4	14
7	4	5	4	13
8	4	4	5	13
9	4	4	3	11
10	5	5	3	13
11	4	4	4	12
12	4	5	4	13
13	2	3	3	8
14	3	5	4	12
15	3	3	5	11
16	5	5	4	14
17	3	5	4	12
18	4	5	4	13
19	3	5	5	13
20	5	5	4	14
21	4	4	4	12
22	3	5	4	12
23	3	5	4	12
24	3	5	4	12
25	4	5	5	14
26	3	4	3	10
27	4	5	4	13
28	3	4	4	11
29	3	3	4	10
30	3	4	3	10
31	4	3	5	12
32	4	4	5	13
33	4	5	4	13
34	4	5	4	13
35	4	5	3	12

36	5	5	4	14
37	5	5	5	15
38	5	5	4	14
39	4	4	5	13
40	4	4	5	13
41	4	5	1	10
42	5	5	4	14
43	4	4	4	12
44	4	5	4	13
45	4	4	3	11
46	5	5	4	14
47	4	5	4	13
48	4	4	5	13
49	4	4	3	11
50	5	5	3	13
51	4	4	4	12
52	4	5	4	13
53	5	3	3	11
54	3	5	4	12
55	4	3	5	12
56	5	5	4	14
57	3	5	4	12
58	4	5	4	13
59	3	5	5	13
60	5	5	4	14

Responden	Kehandalan (Reliability) X3			X3
	X3.1	X3.2	X3.3	
1	4	4	5	13
2	4	2	5	11
3	2	4	4	10
4	4	3	4	11
5	4	3	4	11
6	4	4	4	12
7	4	4	4	12
8	4	4	4	12
9	4	4	4	12
10	2	2	4	8

11	4	4	4	12
12	4	4	2	10
13	4	3	4	11
14	4	4	3	11
15	4	4	4	12
16	3	4	4	11
17	3	4	4	11
18	4	4	4	12
19	4	4	2	10
20	3	4	2	9
21	4	4	2	10
22	3	4	2	9
23	3	3	4	10
24	4	2	4	10
25	3	5	5	13
26	4	4	4	12
27	4	3	4	11
28	4	3	4	11
29	5	5	4	14
30	4	4	5	13
31	4	4	4	12
32	4	3	5	12
33	4	5	5	14
34	4	4	4	12
35	4	4	5	13
36	4	4	4	12
37	4	4	5	13
38	5	5	5	15
39	4	5	5	14
40	4	5	5	14
41	4	5	4	13
42	4	5	4	13
43	5	5	4	14
44	4	4	3	11
45	4	4	3	11
46	5	4	4	13
47	4	4	3	11
48	2	5	5	12
49	4	4	5	13

50	3	5	4	12
51	4	4	5	13
52	4	4	4	12
53	3	5	4	12
54	5	4	4	13
55	4	5	4	13
56	4	5	4	13
57	5	5	4	14
58	4	5	4	13
59	5	4	4	13
60	4	4	5	13

Daya Tanggap (Responsiveness) X4			
Responden	X4.1	X4.2	X4
1	4	4	8
2	4	5	9
3	3	4	7
4	4	4	8
5	4	5	9
6	2	4	6
7	5	4	9
8	4	4	8
9	3	2	5
10	4	5	9
11	5	4	9
12	4	5	9
13	3	3	6
14	4	5	9
15	5	4	9
16	5	3	8
17	5	4	9
18	4	3	7
19	3	3	6
20	5	4	9
21	3	5	8
22	4	4	8
23	4	4	8
24	4	4	8

25	4	5	9
26	5	3	8
27	4	5	9
28	5	3	8
29	5	4	9
30	4	2	6
31	5	4	9
32	3	5	8
33	5	4	9
34	4	5	9
35	5	4	9
36	4	4	8
37	5	4	9
38	5	5	10
39	4	5	9
40	5	4	9
41	5	5	10
42	5	4	9
43	4	5	9
44	3	5	8
45	4	5	9
46	5	4	9
47	2	4	6
48	5	4	9
49	2	4	6
50	5	3	8
51	3	4	7
52	3	3	6
53	4	4	8
54	5	5	10
55	4	5	9
56	5	4	9
57	4	3	7
58	3	4	7
59	2	3	5
60	4	5	9

Jaminan (Assurance) X5			
Responden	X5.1	X5.2	X5
1	3	4	7
2	5	5	10
3	3	3	6
4	3	4	7
5	3	2	5
6	3	3	6
7	3	3	6
8	3	4	7
9	3	3	6
10	3	4	7
11	3	4	7
12	4	4	8
13	3	4	7
14	3	4	7
15	4	3	7
16	4	5	9
17	4	4	8
18	4	4	8
19	3	4	7
20	4	3	7
21	4	5	9
22	4	4	8
23	4	2	6
24	4	4	8
25	4	5	9
26	3	5	8
27	4	4	8
28	4	2	6
29	3	4	7
30	3	4	7
31	3	4	7
32	4	3	7
33	4	4	8
34	4	3	7
35	3	3	6
36	4	5	9
37	5	5	10

38	4	4	8
39	4	4	8
40	5	4	9
41	3	4	7
42	5	5	10
43	3	3	6
44	3	4	7
45	3	4	7
46	3	3	6
47	3	3	6
48	3	4	7
49	3	3	6
50	3	3	6
51	3	2	5
52	4	4	8
53	4	5	9
54	3	4	7
55	4	5	9
56	4	5	9
57	3	4	7
58	4	2	6
59	3	4	7
60	4	3	7

Loyalitas Pelanggan (Y)									
Responde n	y1	y2	y3	y4	y5	y6	y7	y8	Y
1	4	5	4	4	5	4	4	4	34
2	5	5	5	5	5	5	4	5	39
3	4	4	3	4	4	4	4	4	31
4	4	5	4	4	5	4	3	4	33
5	4	5	5	4	5	3	4	5	35
6	4	5	4	4	5	3	4	5	34
7	4	5	5	4	5	4	3	4	34
8	4	5	4	4	5	4	4	5	35
9	4	4	3	4	4	5	3	5	32
10	4	5	5	4	5	3	4	5	35
11	4	5	4	4	5	3	5	5	35
12	4	5	4	4	5	4	4	5	35

13	4	5	3	4	5	5	3	4	33
14	4	5	4	4	5	4	3	4	33
15	3	4	5	3	4	4	4	4	31
16	5	5	5	5	5	5	5	5	40
17	5	4	4	4	4	3	4	4	32
18	4	5	3	4	5	3	3	4	31
19	4	5	4	4	5	4	3	4	33
20	5	4	3	5	4	3	4	5	33
21	3	5	5	3	5	5	4	4	34
22	4	4	4	4	4	4	4	5	33
23	4	4	3	4	4	3	3	5	30
24	4	4	4	4	4	4	3	4	31
25	5	4	5	3	5	3	5	3	33
26	3	4	4	4	4	4	5	3	31
27	5	5	4	5	5	4	4	5	37
28	4	4	3	4	4	3	4	5	31
29	4	4	3	4	4	5	5	3	32
30	3	4	4	3	4	4	4	5	31
31	3	4	4	5	4	4	3	5	32
32	3	5	3	3	4	4	4	4	30
33	4	5	4	4	5	4	4	5	35
34	4	4	3	4	4	5	3	4	31
35	3	5	4	3	3	4	4	4	30
36	5	5	5	5	5	5	5	5	40
37	5	5	5	5	5	5	5	5	40
38	5	5	5	5	5	5	5	5	40
39	5	5	5	5	5	5	5	5	40
40	5	5	5	5	5	5	5	5	40
41	3	5	4	5	5	4	4	4	34
42	5	5	5	5	5	5	4	5	39
43	4	4	3	4	4	5	5	4	33
44	4	5	4	4	5	4	3	4	33
45	5	5	3	4	5	4	3	5	34
46	4	5	4	4	5	4	3	5	34
47	5	5	3	4	5	3	3	4	32
48	5	5	4	4	5	4	4	5	36
49	4	4	3	4	4	3	5	5	32
50	5	5	3	4	5	5	5	5	37
51	5	5	3	4	5	3	5	5	35

52	4	5	4	4	5	4	4	5	35
53	5	5	5	4	5	3	3	4	34
54	4	5	4	4	5	4	5	4	35
55	5	4	5	3	4	3	5	4	33
56	5	5	5	5	5	5	5	5	40
57	5	4	5	3	4	5	5	4	35
58	4	5	5	4	5	5	3	4	35
59	4	5	4	4	5	5	5	4	36
60	5	4	5	5	4	5	4	5	37



Lampiran 3: Pengolahan Data

LAMPIRAN PENGOLAHAN DATA

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Usia (thn)	60	15	46	25.80	6.908
Jenis Kelamin	60	2	10	3.35	1.696
Lama Berlangganan	60	1	2	1.57	.500
pertimbangan	60	1	3	1.17	.457
pas foto	60	1	3	1.72	.940
Valid N (<i>listwise</i>)	60				

Frequencies

Statistics

	Usia (thn)	Pekerjaan	Jenis Kelamin	Lama Berlangganan	Pertimbangan	Pas Foto
N Valid	60	60	60	60	60	60
Missing	0	0	0	0	0	0
Mean	25.80		3.35	1.57	1.17	1.72
Median	25.50		3.00	2.00	1.00	1.00
Mode	19		3	2	1	1
Minimum	15		2	1	1	1
Maximum	46		10	2	3	3

Frequency Table

Usia (thn)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	3	5.0	5.0	5.0
	16	1	1.7	1.7	6.7
	17	2	3.3	3.3	10.0
	18	1	1.7	1.7	11.7
	19	7	11.7	11.7	23.3
	20	5	8.3	8.3	31.7
	21	1	1.7	1.7	33.3
	22	2	3.3	3.3	36.7
	23	2	3.3	3.3	40.0
	24	2	3.3	3.3	43.3
	25	4	6.7	6.7	50.0
	26	1	1.7	1.7	51.7
	27	2	3.3	3.3	55.0
	28	6	10.0	10.0	65.0
	29	6	10.0	10.0	75.0
	30	3	5.0	5.0	80.0
	31	1	1.7	1.7	81.7
	32	2	3.3	3.3	85.0
	33	1	1.7	1.7	86.7
	35	4	6.7	6.7	93.3
	36	1	1.7	1.7	95.0

40	1	1.7	1.7	96.7
41	1	1.7	1.7	98.3
46	1	1.7	1.7	100.0
Total	60	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ibu rumah tangga	3	5.0	5.0	5.0
karyawan pabrik	26	43.3	43.3	48.3
karyawan toko	8	13.3	13.3	61.7
mahasiswa	2	3.3	3.3	65.0
pedagang	3	5.0	5.0	70.0
pegawai	1	1.7	1.7	71.7
Pelajar	5	8.3	8.3	80.0
Penjual	1	1.7	1.7	81.7
Sales	2	3.3	3.3	85.0
Swasta	5	8.3	8.3	93.3
wiraswasta	2	3.3	3.3	96.7
wirausaha	2	3.3	3.3	100.0
Total	60	100.0	100.0	

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid laki-laki	26	43.3	43.3	43.3
perempuan	34	56.7	56.7	100.0
Total	60	100.0	100.0	

Lama Berlangganan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid kurang dari 1 tahun	52	86.7	86.7	86.7
1 tahun - 2 tahun	6	10.0	10.0	96.7
2 tahun - 3 tahun	2	3.3	3.3	100.0
Total	60	100.0	100.0	

pertimbangan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Harga	12	20.0	20.0	20.0
Hasil	32	53.3	53.3	73.3
Lokasi	14	23.3	23.3	96.7
Lainnya	2	3.3	3.3	100.0
Total	60	100.0	100.0	

pas photo

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid syarat administrasi	37	61.7	61.7	61.7
koleksi /dipajang	3	5.0	5.0	66.7
event/acara penting	20	33.3	33.3	100.0
Total	60	100.0	100.0	

Statistics

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
N Valid	60	60	60	60	60	60
Missing	0	0	0	0	0	0
Mean	4.02	3.07	4.55	3.82	3.60	3.92
Median	4.00	3.50	5.00	4.00	4.00	4.00
Mode	4	4	5	4	4	4
Minimum	2	1	2	1	1	2
Maximum	5	5	5	5	5	5

Frequencies

Statistics

	X2.1	X2.2	X2.3
N Valid	60	60	60
Missing	0	0	0
Mean	3.97	4.52	3.92
Median	4.00	5.00	4.00
Mode	4	5	4
Std. Deviation	.736	.676	.829

Minimum	2	3	1
Maximum	5	5	5

Frequencies

Statistics

		X3.1	X3.2	X3.3
N	Valid	60	60	60
	Missing	0	0	0
Mean		3.88	4.05	4.02
Median		4.00	4.00	4.00
Mode		4	4	4
Std. Deviation		.666	.769	.813
Minimum		2	2	2
Maximum		5	5	5

Frequencies

Statistics

		X4.1	X4.2
N	Valid	60	60
	Missing	0	0
Mean		4.07	4.08
Median		4.00	4.00
Mode		4	4
Std. Deviation		.899	.787
Minimum		2	2
Maximum		5	5

Frequencies

Statistics

		X5.1	X5.2
N	Valid	60	60
	Missing	0	0
Mean		3,55	3,77
Median		3,00	4,00
Mode		3	4
Minimum		3	2
Maximum		5	5

Frequencies

Statistics

		y.1	y.2	y.3	y.4	y.5	y.6	y.7	y.8
N	Valid	60	60	60	60	60	60	60	60
	Missing	0	0	0	0	0	0	0	0
Mean		4.23	4.67	4.07	4.10	4.63	4.08	4.03	4.48
Median		4.00	5.00	4.00	4.00	5.00	4.00	4.00	5.00
Mode		4	5	4	4	5	4	4	5
Std. Deviation		.673	.475	.778	.602	.520	.766	.780	.596
Minimum		3	4	3	3	3	3	3	3
Maximum		5	5	5	5	5	5	5	5

UJI VALIDITAS

Correlations

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Bukti Fisik (Tangibles) X1
X1.1	Pearson Correlation	1	.380*	.308*	.173	.015	.101	.530**
	Sig. (2-tailed)		.003	.017	.186	.912	.444	.000

	N	60	60	60	60	60	60	60
X1.2	Pearson Correlation	.380*	1	.088	.080	.262	-	.655**
	Sig. (2-tailed)	.003		.504	.543	.043	.395	.000
	N	60	60	60	60	60	60	60
X1.3	Pearson Correlation	.308*	.088	1	.107	-	.113	.373*
	Sig. (2-tailed)	.017	.504		.416	.673	.391	.003
	N	60	60	60	60	60	60	60
X1.4	Pearson Correlation	.173	.080	.107	1	.578	-	.606
	Sig. (2-tailed)	.186	.543	.416		.000	.835	.000
	N	60	60	60	60	60	60	60
X1.5	Pearson Correlation	.015	.262	-	.578	1	.079	.671*
	Sig. (2-tailed)	.912	.043	.673	.000		.548	.000
	N	60	60	60	60	60	60	60
X1.6	Pearson Correlation	.101	-	.113	-	.079	1	.279
	Sig. (2-tailed)	.444	.395	.391	.835	.548		.031
	N	60	60	60	60	60	60	60
Bukti Fisik (Tangibles) X1	Pearson Correlation	.530*	.655*	.373*	.606*	.671*	.279	1
	Sig. (2-tailed)	.000	.000	.003	.000	.000	.031	
	N	60	60	60	60	60	60	60

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

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

Correlations

Correlations

		X2.1	X2.2	X2.3	Empati (Emphaty) X2
X2.1	Pearson Correlation	1	.274*	-.032	.666**
	Sig. (2-tailed)		.034	.806	.000
	N	60	60	60	60
X2.2	Pearson Correlation	.274*	1	-.103	.590**
	Sig. (2-tailed)	.034		.432	.000
	N	60	60	60	60
X2.3	Pearson Correlation	-.032	-.103	1	.548**
	Sig. (2-tailed)	.806	.432		.000
	N	60	60	60	60
Empati (Emphaty) X2	Pearson Correlation	.666**	.590**	.548**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

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

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

Correlations

		X3.1	X3.2	X3.3	Kehandalan (Reliability) X3
X3.1	Pearson Correlation	1	.144	.066	.585**
	Sig. (2-tailed)		.272	.615	.000
	N	60	60	60	60
X3.2	Pearson Correlation	.144	1	.080	.655**

	Sig. (2-tailed)	.272		.543	.000
	N	60	60	60	60
X3.3	Pearson Correlation	.066	.080	1	.647**
	Sig. (2-tailed)	.615	.543		.000
	N	60	60	60	60
Kehandalan (Reliability) X3	Pearson Correlation	.585**	.655**	.647**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

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

Correlations

		Correlations		
		X4.1	X4.2	Daya Tanggap (Responsiveness) X4
X4.1	Pearson Correlation	1	.064	.770**
	Sig. (2-tailed)		.628	.000
	N	60	60	60
X4.2	Pearson Correlation	.064	1	.685**
	Sig. (2-tailed)	.628		.000
	N	60	60	60
Daya Tanggap (Responsiveness) X4	Pearson Correlation	.770**	.685**	1
	Sig. (2-tailed)	.000	.000	
	N	60	60	60

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

Correlations

Correlations

		X5.1	X5.2	Jaminan (Assurance) X5
X5.1	Pearson Correlation	1	,310*	,739**
	Sig. (2-tailed)		,016	,000
	N	60	60	60
X5.2	Pearson Correlation	,310*	1	,870**
	Sig. (2-tailed)	,016		,000
	N	60	60	60
Jaminan (Assurance) X5	Pearson Correlation	,739**	,870**	1
	Sig. (2-tailed)	,000	,000	
	N	60	60	60

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

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

Correlations

Correlations

		y.1	y.2	y.3	y.4	y.5	y.6	y.7	y.8	Loyalitas Pelanggan (Y)
y.1	Pearson Correlation	1	.141	.229	.443**	.346**	.093	.275*	.305*	.632**
	Sig. (2-tailed)		.282	.079	.000	.007	.479	.033	.018	.000
	N	60	60	60	60	60	60	60	60	60
y.2	Pearson Correlation	.141	1	.244	.237	.800**	.124	-.061	.219	.516*
	Sig. (2-tailed)	.282		.060	.069	.000	.344	.644	.092	.000
	N	60	60	60	60	60	60	60	60	60
y.3	Pearson Correlation	.229	.244	1	.166	.313*	.247	.247	.075	.599**
	Sig. (2-tailed)	.079	.060		.204	.015	.058	.057	.567	.000
	N	60	60	60	60	60	60	60	60	60
y.4	Pearson Correlation	.443**	.237	.166	1	.336**	.312*	.101	.477**	.662**
	Sig. (2-tailed)	.000	.069	.204		.009	.015	.443	.000	.000
	N	60	60	60	60	60	60	60	60	60

	N	60	60	60	60	60	60	60	60	60
y.5	Pearson Correlation	.346**	.800**	.313*	.336**	1	.078	-.011	.199	.603**
	Sig. (2-tailed)	.007	.000	.015	.009		.553	.933	.128	.000
	N	60	60	60	60	60	60	60	60	60
y.6	Pearson Correlation	.093	.124	.247	.312*	.078	1	.194	.022	.507**
	Sig. (2-tailed)	.479	.344	.058	.015	.553		.138	.870	.000
	N	60	60	60	60	60	60	60	60	60
y.7	Pearson Correlation	.275*	-.061	.247	.101	-.011	.194	1	.074	.475**
	Sig. (2-tailed)	.033	.644	.057	.443	.933	.138		.574	.000
	N	60	60	60	60	60	60	60	60	60
y.8	Pearson Correlation	.305*	.219	.075	.477**	.199	.022	.074	1	.493**
	Sig. (2-tailed)	.018	.092	.567	.000	.128	.870	.574		.000
	N	60	60	60	60	60	60	60	60	60
Loyalitas Pelanggan (Y)	Pearson Correlation	.632**	.516**	.599**	.662**	.603**	.507**	.475**	.493**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60	60	60	60

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

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

UJI RELIABILITAS

Reliability

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
.697	7

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.02	.504	60
X1.2	3.07	1.233	60
X1.3	4.55	.594	60
X1.4	3.82	.813	60
X1.5	3.60	.924	60
X1.6	3.92	.696	60
Bukti Fisik (Tangibles) X1	22.97	2.604	60

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	41.92	24.586	.455	.680
X1.2	42.87	20.219	.485	.643
X1.3	41.38	25.156	.269	.697
X1.4	42.12	22.647	.492	.657
X1.5	42.33	21.514	.554	.639
X1.6	42.02	25.576	.150	.711
Bukti Fisik (Tangibles) X1	22.97	6.779	1.000	.469

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
45.93	27.114	5.207	7

Reliability

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
.688	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.97	.736	60
X2.2	4.52	.676	60
X2.3	3.92	.829	60
Empati (Emphaty) X2	12.40	1.343	60

Item-Total Statistics

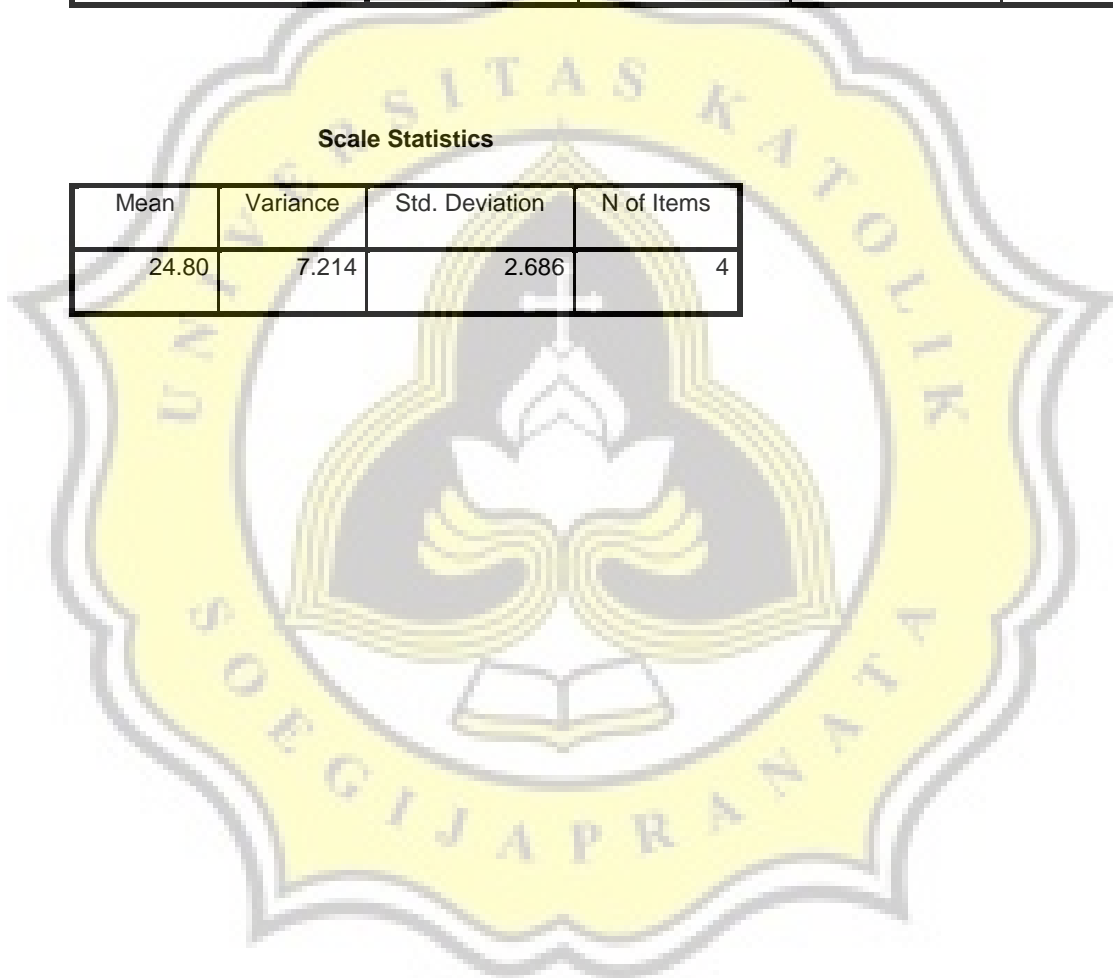
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	20.83	5.124	.465	.637
X2.2	20.28	5.529	.386	.677
X2.3	20.88	5.461	.275	.730

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	20.83	5.124	.465	.637
X2.2	20.28	5.529	.386	.677
X2.3	20.88	5.461	.275	.730
Empati (Emphaty) X2	12.40	1.803	1.000	.097

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.80	7.214	2.686	4



Reliability

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
.719	4

Item Statistics

	Mean	Std. Deviation	N
X3.1	3.88	.666	60
X3.2	4.05	.769	60
X3.3	4.02	.813	60
Kehandalan (Reliability) X3	11.95	1.419	60

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	20.02	6.288	.397	.721

X3.2	19.85	5.791	.453	.692
X3.3	19.88	5.732	.428	.702
Kehandalan (Reliability) X3	11.95	2.014	1.000	.238

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.90	8.058	2.839	4

Reliability

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
.772	3

Item Statistics

	Mean	Std. Deviation	N
X4.1	4.07	.899	60
X4.2	4.08	.787	60
Daya Tanggap (Responsiveness) X4	8.15	1.233	60

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	12.23	3.470	.537	.767
X4.2	12.22	4.037	.449	.846
Daya Tanggap (Responsiveness) X4	8.15	1.519	1.000	.119

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.30	6.078	2.465	3

Reliability

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
,836	3

Item Statistics

	Mean	Std. Deviation	N
X5.1	3,55	,622	60
X5.2	3,77	,851	60
Jaminan (Assurance) X5	7,32	1,200	60

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X5.1	11,08	3,942	,580	,902
X5.2	10,87	2,931	,723	,753
Jaminan (Assurance) X5	7,32	1,440	1,000	,457

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14,63	5,762	2,400	3

Reliability

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
.728	9

Item Statistics

	Mean	Std. Deviation	N
y.1	4.23	.673	60
y.2	4.67	.475	60
y.3	4.07	.778	60
y.4	4.10	.602	60
y.5	4.63	.520	60
y.6	4.08	.766	60
y.7	4.03	.780	60
y.8	4.48	.596	60
Loyalitas Pelanggan (Y)	34.30	2.901	60

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	64.37	29.185	.554	.695
y.2	63.93	31.046	.452	.714
y.3	64.53	28.863	.502	.696
y.4	64.50	29.407	.597	.695
y.5	63.97	30.304	.541	.705
y.6	64.52	29.745	.399	.709
y.7	64.57	29.979	.360	.713
y.8	64.12	30.613	.409	.712
Loyalitas Pelanggan (Y)	34.30	8.417	1.000	.672

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
68.60	33.668	5.802	9

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Jaminan (Assurance) X5, Kehandalan (Reliability) X3 , Bukti Fisik (Tangibles) X1, Daya Tanggap (Responsiveness) X4 , Empati (Emphaty) X2	.	Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas Pelanggan (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,714 ^a	,510	,464	2,124

a. Predictors: (Constant), Jaminan (Assurance) X5, Kehandalan (Reliability) X3 , Bukti Fisik (Tangibles) X1, Daya Tanggap (Responsiveness) X4 , Empati (Emphaty) X2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	253,056	5	50,611	11,222	,000 ^a
	Residual	243,544	54	4,510		
	Total	496,600	59			

a. Predictors: (Constant), Jaminan (Assurance) X5, Kehandalan (Reliability) X3 , Bukti Fisik (Tangibles) X1, Daya Tanggap (Responsiveness) X4 , Empati (Emphaty) X2

b. Dependent Variable: Loyalitas Pelanggan (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,098	4,021		1,765	,083		
	Bukti Fisik (Tangibles) X1	,184	,112	,165	1,646	,106	,899	1,112
	Empati (Emphaty) X2	,814	,223	,377	3,655	,001	,855	1,169
	Kehandalan (Reliability) X3	,539	,196	,264	2,745	,008	,985	1,016
	Daya Tanggap (Responsiveness) X4	,126	,237	,053	,530	,598	,895	1,118
	Jaminan (Assurance) X5	,740	,259	,306	2,860	,006	,793	1,260

a. Dependent Variable: Loyalitas Pelanggan (Y)

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Pekerjaan * Lama Berlangganan	60	100.0%	0	.0%	60	100.0%
Pekerjaan * pertimbangan	60	100.0%	0	.0%	60	100.0%
Pekerjaan * pas photo	60	100.0%	0	.0%	60	100.0%

Pekerjaan * Lama Berlangganan Crosstabulation

Count

		Lama Berlangganan			Total
		kurang dari 1 tahun	1 tahun - 2 tahun	2 tahun - 3 tahun	
Pekerjaan	ibu rumah tangga	3	0	0	3
	karyawan pabrik	25	0	1	26
	karyawan toko	6	2	0	8
	mahasiswa	2	0	0	2
	pedagang	3	0	0	3
	pegawai	1	0	0	1
	pelajar	3	2	0	5
	penjual	0	1	0	1
	sales	2	0	0	2
	swasta	4	0	1	5
	wiraswasta	1	1	0	2
	wirusaha	2	0	0	2
Total		52	6	2	60

Pekerjaan * pertimbangan Crosstabulation

Count

		pertimbangan				Total
		harga	hasil	lokasi	lainnya	
Pekerjaan	ibu rumah tangga	1	1	1	0	3
	karyawan pabrik	6	14	5	1	26
	karyawan took	1	3	3	1	8
	Mahasiswa	0	1	1	0	2
	Pedagang	1	2	0	0	3
	Pegawai	0	1	0	0	1
	Pelajar	0	3	2	0	5
	Penjual	0	0	1	0	1
	Sales	0	2	0	0	2
	Swasta	3	1	1	0	5
	Wiraswasta	0	2	0	0	2
	Wirusaha	0	2	0	0	2
Total		12	32	14	2	60

Pekerjaan * pas photo Crosstabulation

Count

		pas photo			Total
		syarat administrasi	koleksi /dipajang	event/acara penting	
Pekerjaan	ibu rumah tangga	2	0	1	3
	karyawan pabrik	17	1	8	26
	karyawan toko	4	1	3	8
	mahasiswa	2	0	0	2
	pedagang	2	0	1	3
	pegawai	1	0	0	1
	pelajar	2	1	2	5
	penjual	0	0	1	1
	sales	1	0	1	2
	swasta	3	0	2	5
	wiraswasta	1	0	1	2
	wirausaha	2	0	0	2
Total		37	3	20	60

