

Lampiran 1 : Kuesioner

Kuesioner Penelitian Pengaruh Kelengkapan Produk dan Pelayanan terhadap Loyalitas Pelanggan Warung Anugrah

IDENTITAS RESPONDEN

1. Nama :
2. Umur :
3. Jenis Kelamin : Pria / Wanita
4. Pekerjaan :
5. Nomor Telepon :

PETUNJUK PENGISIAN KUESIONER

1. Pada lembar berikut ini akan tertera beberapa pernyataan yang akan Anda jawab. Bacalah setiap pertanyaan dengan teliti
2. Tidak ada jawaban salah, semua jawaban adalah benar jika dijawab sesuai dengan keadaan saat ini
3. Jawablah masing-masing pertanyaan di bawah ini sesuai dengan penilaian Anda
4. Pilihlah salah satu jawaban dari kolom alternatif jawaban yang sesuai dengan cara memberi tanda centang (√) pada salah satu kolom jawaban yang tersedia

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

DAFTAR PERNYATAAN

1. Pelayanan (Bukti Fisik / *Tangibles*)

NO.	DAFTAR PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
1.	Tempat parkir yang disediakan Warung Anugrah cukup memadahi					
2.	Penjual berpakaian dengan sopan					
3.	Lokasi Warung Anugrah yang strategis					
4.	Peralatan yang digunakan untuk mendukung pelayanan memadai Contoh : kalkulator, alat tulis, rak dan estalase yang digunakan untuk display produk					
5.	Warung anugrah dan sekitarnya bersih					
6.	Produk yang dijual Warung Anugrah dalam kondisi baik dan masa <i>expired</i> masih lama					
7.	Penataan produk yang membuat Warung Anugrah menarik					
8.	Produk yang mudah dilihat oleh konsumen					

2. Pelayanan (keandalan / *reability*)

NO	DAFTAR PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
9.	Keakuratan perhitungan total belanja yang sesuai dengan nominal pembelian					
10.	Kesesuaian produk yang diberikan sesuai dengan permintaan konsumen					
11.	Produk yang dijual lengkap (bermacam-macam merek dan ukuran)					
12.	Produk yang dicari konsumen selalu tersedia					
13.	Meskipun warung tutup, warung ini tetap melayani konsumen yang membutuhkan					

3. Pelayanan (*Daya Tanggap / Responsiveness*)

NO	DAFTAR PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
14.	Cepat dalam melayani konsumen (dalam keadaan ramai ataupun tidak)					
15.	Pengucapan kata maaf apabila melakukan kesalahan dan terimakasih usai melayani konsumen					
16.	Merespon dengan cepat keluhan					

	dari konsumen. Contoh : produk yang dibeli konsumen sudah expired atau mengalami kerusakan					
17.	Cara mendisplay produk agar menarik keinginan beli konsumen					
18.	Penjual memiliki pengetahuan tentang produk yang dijual					

4. Pelayanan (Jaminan / Assurance)

NO	DAFTAR PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
19.	Penjual mengikuti protokol kesehatan dengan menggunakan masker					
20.	Penjual bersikap ramah dan sopan kepada konsumen					
21.	Penjual selalu menjaga kebersihan warung dan sekitarnya					

5. Pelayanan (Empati / empathy)

NO	DAFTAR PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
22.	Penjual memiliki kesungguhan dalam merespon konsumen					
23.	Penjual mampu memahami					

kebutuhan yang dibutuhkan oleh konsumen Contoh : apabila konsumen mencari minuman dingin yang tidak terlalu manis, maka penjual dapat menawarkan beberapa pilihan merek minuman dingin					
---	--	--	--	--	--

6. Kelengkapan Produk

NO	DAFTAR PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
24.	Produk yang di jual Warung Anugrah lengkap					
25.	Produk yang dijual Warung Anugrah bervariasi					
26.	Ketersediaan stock produk yang sejenis di Warung Anugrah					
27.	Ada berbagai macam pilihan merek produk yang tersedia di Warung Anugrah					

7. Loyalitas Pelanggan

NO	DAFTAR PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
28.	Saya merekomendasikan Warung Anugrah kepada orang lain (tetangga, teman, keluarga)					
29.	Saya melakukan pembelian ulang di Warung Anugrah					
30.	Saya merasa puas berbelanja di Warung Anugrah					
31.	Saya memilih Warung Anugrah sebagai prioritas untuk membeli kebutuhan					

Lampiran 2 : Data Identitas Responden

1	Ana	Wanita	30	Tukang Jahit
2	Lani	Wanita	66	Ibu Rumah Tangga
3	Bhuri	Pria	33	Pemborong
4	Anjas	Pria	36	Karyawan
5	Agus	Pria	37	Supir
6	Rohman	Pria	31	Kernet
7	Sugianto	Pria	22	Kermer
8	Yunan	Pria	23	Pelajar / Mahasiswa
9	Bejo	Pria	34	Karyawan
10	Dyah	Wanita	67	Ibu Rumah Tangga
11	Heri	Pria	41	Supir
12	Mustakin	Pria	45	Wiraswasta
13	Wawan	Pria	41	Pemborong
14	Wenty	Wanita	22	Pelajar / Mahasiswa
15	Jihan	Wanita	26	Karyawan
16	Diah	Wanita	24	Pelajar / Mahasiswa
17	David	Pria	38	Supir
18	Kadar	Pria	50	Wiraswasta
19	Djoko	Pria	45	Tukang Jahit
20	Hartono	Wanita	65	Ibu Rumah Tangga
21	Hendru	Pria	33	Supir
22	Setiawan	Pria	40	Wiraswasta
23	Heru	Pria	25	Karyawan
24	Arman	Pria	49	Karyawan
25	Dani	Pria	33	Karyawan
26	Edi	Pria	61	Karyawan
27	Giok	Wanita	68	Ibu Rumah Tangga

28	Sunar	Pria	50	Tukang Bangunan
29	Wito	Pria	66	Pensiunan
30	Dian	Wanita	40	PNS
31	Eka Susanti	Wanita	40	Tukang Jahit
32	Kusnan	Pria	60	Wiraswasta
33	Said	Pria	57	Tukang Jahit
34	Mudjaini	Pria	50	Wiraswasta
35	Adi	Pria	27	Wiraswasta
36	Muhammad Syarif	Pria	35	Supir
37	Agung	Pria	23	Pelajar / Mahasiswa
38	Bambang	Pria	59	Supir
39	Djono	Pria	30	Supir
40	Lisa	Wanita	40	Ibu Rumah Tangga
41	Maria	Wanita	31	Karyawan
42	Martha	Wanita	25	Karyawan
43	Yanto	Pria	62	Wiraswasta
44	Yusak	Pria	50	Wiraswasta
45	Irfan	Pria	30	Supir
46	Lastri	Wanita	51	Ibu Rumah Tngga
47	Mohammad	Pria	47	Wiraswasta
48	Sintensogol	Pria	45	Buruh
49	Suparjo	Pria	32	Kernet
50	Wahyu	Pria	23	Pelajar / Mahasiswa

Lampiran 3 :

Jawaban Kuesioner Untuk Tanggapan Responden Terhadap Pelayanan Warung

Anugrah

No	x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	x1.9	x1.10	x1.11	x1.12	x1.13	x1.14	x1.15	x1.16	x1.17	x1.18	x1.19	x1.20	x1.21	x1.22	x1.23
1	4	3	4	2	4	4	3	2	4	4	3	3	4	3	5	5	4	4	2	4	3	3	2
2	4	2	4	2	4	4	3	2	4	4	2	3	4	3	5	5	4	4	2	4	3	1	2
3	5	3	3	3	4	4	4	4	3	5	4	2	3	3	3	3	2	4	3	4	5	4	4
4	4	3	3	3	3	4	4	4	3	3	4	4	4	4	4	4	3	4	3	3	4	3	4
5	3	3	3	3	3	4	4	4	3	3	4	4	4	4	4	4	3	4	3	3	4	3	4
6	4	3	3	3	3	4	4	4	3	3	4	4	4	4	4	4	3	4	3	3	4	3	4
7	3	3	3	3	3	4	4	4	3	3	4	4	4	4	4	4	3	4	3	3	4	3	4
8	5	4	4	3	4	3	3	5	4	3	5	4	3	5	4	5	3	5	5	3	5	2	3
9	3	3	3	3	3	4	4	4	3	3	4	4	4	4	4	4	3	4	3	3	4	3	4
10	4	4	4	3	4	5	3	3	4	5	3	4	4	5	3	4	3	4	5	4	5	3	4
11	4	5	4	3	4	3	5	4	5	3	2	4	3	4	4	2	4	4	2	4	4	3	3
12	3	4	4	3	3	5	3	5	5	3	4	4	5	5	4	4	4	3	4	3	3	4	3
13	4	5	4	3	4	3	5	4	5	3	2	4	3	4	4	2	4	4	2	4	4	3	3
14	5	4	4	3	5	5	5	4	3	4	4	5	5	4	5	4	4	4	3	4	3	4	4
15	3	4	3	3	4	5	4	4	3	4	4	5	5	3	4	3	4	4	5	2	4	4	3
16	3	4	4	3	4	4	4	3	4	4	4	4	4	4	3	2	4	4	4	4	5	4	4
17	4	5	5	3	3	3	3	4	3	4	5	4	3	4	3	5	4	4	4	3	4	4	2
18	3	3	2	3	3	4	3	3	4	5	4	2	2	4	4	3	4	5	4	4	5	3	3
19	2	5	3	3	4	5	5	4	5	5	5	3	2	5	3	3	4	3	3	4	3	5	3
20	5	5	2	3	4	2	4	2	3	5	3	4	5	3	2	4	4	4	5	4	4	3	4
21	4	3	4	3	4	5	4	4	4	5	5	4	4	4	4	4	5	5	5	5	4	4	5
22	3	5	4	3	3	3	5	4	2	5	3	5	4	4	3	2	5	3	4	4	2	4	3
23	5	5	3	3	3	2	3	3	5	5	3	5	4	5	3	5	5	5	4	5	5	2	3
24	5	4	4	3	5	5	5	4	3	4	4	5	5	4	5	4	4	4	3	4	3	4	4
25	5	3	3	4	2	5	2	3	4	5	4	4	3	3	3	4	3	2	4	4	2	3	3
26	4	4	5	4	4	4	2	3	4	3	4	4	2	3	4	3	3	5	3	3	5	4	3
27	4	5	5	4	5	5	4	3	5	4	4	4	4	5	3	4	3	4	3	5	3	4	3
28	3	5	5	4	3	3	2	2	3	4	3	2	3	4	3	3	3	4	4	3	4	4	3
29	4	5	3	4	5	4	3	3	5	5	3	4	3	3	4	5	3	3	3	4	5	4	3
30	4	5	3	4	5	4	3	3	5	5	3	4	3	3	4	5	3	3	3	4	5	4	3
31	5	4	4	4	4	3	4	4	4	2	4	4	4	4	4	4	4	4	3	4	4	4	5
32	4	5	4	4	5	5	5	4	5	4	5	4	5	5	5	5	4	5	4	5	5	5	5
33	4	4	4	3	4	4	4	4	3	4	4	5	4	4	5	4	4	3	3	4	3	4	4
34	4	4	4	4	5	5	5	4	3	4	4	5	4	4	5	4	4	4	3	4	3	4	4
35	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	5	5	5	5	4
36	4	5	5	4	5	4	4	5	4	4	4	4	4	5	4	4	4	4	5	5	5	5	4
37	4	5	4	4	5	5	5	4	5	4	5	4	5	5	5	5	4	5	4	5	5	5	5
38	4	5	4	4	5	4	5	5	5	4	5	4	4	5	4	4	4	4	3	4	4	4	4
39	4	4	4	4	4	5	5	4	5	5	3	4	3	5	4	4	4	4	4	3	4	4	3
40	4	3	5	5	4	4	4	4	3	3	4	4	4	4	4	4	3	4	3	3	4	3	4
41	5	5	5	5	5	5	5	5	5	4	4	4	3	4	4	4	4	4	5	5	5	5	4
42	5	5	5	5	5	4	3	4	4	4	5	5	4	5	4	4	4	4	3	5	4	3	4
43	5	5	5	5	5	4	3	4	4	4	5	5	4	5	4	4	4	4	3	5	4	3	4
44	4	4	4	5	4	5	4	4	4	4	5	4	4	4	5	4	4	4	3	4	5	4	4
45	5	5	5	5	5	4	3	4	4	4	5	5	4	5	4	4	4	4	3	5	4	3	4
46	4	4	4	5	4	5	3	3	3	4	5	3	5	4	4	2	4	4	4	4	3	3	2
47	3	4	3	5	3	2	4	4	5	4	4	4	2	4	5	3	5	4	3	4	4	5	5
48	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
50	3	3	3	3	3	4	4	4	3	3	4	4	4	4	4	4	3	4	3	3	4	3	4

Lampiran 4 :

Jawaban Kuesioner Untuk Tanggapan Responden Terhadap Kelengkapan Produk Warung Anugrah

No	x2.1	x2.2	x2.3	x2.4
1	4	4	4	5
2	4	4	4	5
3	4	5	4	4
4	3	4	3	4
5	3	4	3	4
6	3	4	3	4
7	3	4	3	4
8	4	5	3	3
9	3	4	3	4
10	4	5	4	3
11	3	4	3	5
12	3	4	4	5
13	3	4	3	5
14	5	5	4	4
15	5	4	5	3
16	4	3	4	2
17	5	3	3	4
18	3	4	4	4
19	4	3	3	4
20	3	4	4	2
21	4	4	4	4

22	4	4	4	3
23	4	2	3	4
24	5	5	4	4
25	5	5	5	3
26	4	4	5	4
27	5	3	3	2
28	3	2	4	2
29	4	4	4	3
30	4	4	4	3
31	4	4	4	2
32	4	5	5	5
33	3	5	4	3
34	5	5	4	4
35	4	4	4	4
36	4	4	4	4
37	4	5	5	5
38	5	4	4	3
39	5	5	5	4
40	3	4	3	4
41	5	5	5	5
42	5	4	3	4
43	5	4	3	4
44	5	5	3	3
45	5	4	3	4
46	4	3	3	4
47	3	4	3	5
48	5	5	5	5
49	5	5	5	5
50	3	4	3	4

Lampiran 5 :

Jawaban Kuesioner Untuk Tanggapan Responden Terhadap Loyalitas Pelanggan

Warung Anugrah

No	y1	y2	y3	y4
1	3	4	4	4
2	3	4	4	4
3	3	4	4	4
4	3	3	4	4
5	3	3	3	4
6	3	3	4	4
7	3	3	3	4
8	3	4	3	3
9	3	3	3	4
10	3	4	4	3
11	3	4	3	5
12	3	3	5	3
13	3	4	3	5
14	5	3	4	4
15	3	4	5	4
16	3	4	4	4
17	3	3	3	3
18	3	3	4	3
19	3	4	5	5
20	3	4	2	4
21	3	4	5	4
22	3	3	3	5
23	3	3	2	3

24	5	3	4	4
25	4	3	5	4
26	4	4	4	3
27	4	5	5	4
28	4	3	3	2
29	4	5	4	3
30	4	5	4	3
31	4	4	3	4
32	4	5	5	5
33	3	3	4	4
34	5	3	4	4
35	4	4	4	4
36	4	4	4	4
37	4	5	5	5
38	4	5	4	5
39	4	4	5	5
40	3	3	4	4
41	4	4	3	4
42	5	5	4	3
43	5	5	4	3
44	4	4	4	4
45	5	5	4	3
46	5	4	5	3
47	5	3	3	3
48	5	5	5	5
49	5	5	5	5
50	3	3	3	4

Lampiran 6 :

Hasil Uji Validitas Kelengkapan Produk

Correlations

		x1	x2	x3	x4	total
x1	Pearson Correlation	1	.271	.356*	-.052	.595**
	Sig. (2-tailed)		.057	.011	.719	.000
	N	50	50	50	50	50
x2	Pearson Correlation	.271	1	.458**	.277	.759**
	Sig. (2-tailed)	.057		.001	.051	.000
	N	50	50	50	50	50
x3	Pearson Correlation	.356*	.458**	1	.062	.695**
	Sig. (2-tailed)	.011	.001		.667	.000
	N	50	50	50	50	50
x4	Pearson Correlation	-.052	.277	.062	1	.543**
	Sig. (2-tailed)	.719	.051	.667		.000
	N	50	50	50	50	50
total	Pearson Correlation	.595**	.759**	.695**	.543**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

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

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

Lampiran 7 :

Hasil Uji Validitas Pelayanan

		Correlations																	
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
X1	Pearson Correlation	1	.165	.263	.248	.396**	-.061	-.096	.027	.062	.070	.064	.251	.188	.006	.078	.308*	-.048	.253
	Sig. (2-tailed)		.253	.065	.082	.004	.676	.508	.852	.671	.628	.657	.079	.190	.966	.591	.030	.743	.076
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X2	Pearson Correlation	.165	1	.400**	.432**	.514**	-.130	.208	.197	.451**	.274	.117	.367**	.035	.432**	-.205	.026	.388**	-.061
	Sig. (2-tailed)	.253		.004	.002	.000	.370	.146	.170	.001	.054	.420	.009	.808	.002	.154	.855	.005	.672
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X3	Pearson Correlation	.263	.400**	1	.495**	.476**	.218	.008	.272	.161	-.127	.260	.294*	.143	.417**	.178	.117	.227	.151
	Sig. (2-tailed)	.065	.004		.000	.000	.128	.957	.056	.264	.381	.068	.038	.321	.003	.217	.419	.113	.294
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X4	Pearson Correlation	.248	.432**	.495**	1	.405**	.187	.026	.313*	.277	.092	.475**	.261	.027	.329*	.247	.044	.165	.088
	Sig. (2-tailed)	.082	.002	.000		.004	.194	.859	.027	.051	.524	.000	.067	.854	.019	.083	.760	.251	.541
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X5	Pearson Correlation	.396**	.514**	.476**	.405**	1	.369**	.356*	.217	.396**	.188	.232	.350*	.288*	.276	.275	.306*	.240	.134
	Sig. (2-tailed)	.004	.000	.000	.004		.008	.011	.130	.004	.191	.105	.013	.042	.052	.054	.031	.094	.355
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X6	Pearson Correlation	-.061	-.130	.218	.187	.369**	1	.227	.242	.117	.181	.395**	.058	.331*	.173	.394**	.126	-.092	.030
	Sig. (2-tailed)	.676	.370	.128	.194	.008		.113	.090	.417	.208	.005	.687	.019	.229	.005	.383	.523	.836
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X7	Pearson Correlation	-.096	.208	.008	.026	.356*	.227	1	.539**	.122	.000	.078	.359*	.293*	.288*	.259	-.048	.400**	.015
	Sig. (2-tailed)	.508	.146	.957	.859	.011	.113		.000	.399	1.000	.592	.010	.039	.043	.069	.743	.004	.918
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X8	Pearson Correlation	.027	.197	.272	.313*	.217	.242	.539**	1	.159	-.231	.513**	.444**	.153	.537**	.297*	.101	.229	.078
	Sig. (2-tailed)	.852	.170	.056	.027	.130	.090	.000		.270	.106	.000	.001	.290	.000	.036	.483	.109	.590
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X9	Pearson Correlation	.062	.451**	.161	.277	.396**	.117	.122	.159	1	.211	-.002	.002	-.209	.381**	.167	.229	.272	.179
	Sig. (2-tailed)	.671	.001	.264	.051	.004	.417	.399	.270		.142	.991	.990	.145	.006	.247	.109	.056	.214
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X10	Pearson Correlation	.070	.274	-.127	.092	.188	.181	.000	-.231	.211	1	.000	-.068	-.061	.000	-.183	.089	.255	.000
	Sig. (2-tailed)	.628	.054	.381	.524	.191	.208	1.000	.106	.142		1.000	.640	.672	1.000	.204	.540	.074	1.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X11	Pearson Correlation	.064	.117	.260	.475**	.232	.395**	.078	.513**	-.002	.000	1	.189	.222	.448**	.204	.216	.127	.310*
	Sig. (2-tailed)	.657	.420	.068	.000	.105	.005	.592	.000	.991	1.000		.188	.121	.001	.156	.133	.380	.028
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X12	Pearson Correlation	.251	.367**	.294*	.261	.350*	.058	.359*	.444**	.002	-.068	.189	1	.474**	.330*	.259	.245	.454**	-.003
	Sig. (2-tailed)	.079	.009	.038	.067	.013	.687	.010	.001	.990	.640	.188		.001	.019	.069	.086	.001	.984
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X13	Pearson Correlation	.188	.035	.143	.027	.288*	.331*	.293*	.153	-.209	-.061	.222	.474**	1	.218	.242	.293*	.263	.111
	Sig. (2-tailed)	.190	.808	.321	.854	.042	.019	.039	.290	.145	.672	.121	.001		.129	.091	.039	.065	.443
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X14	Pearson Correlation	.006	.432**	.417**	.329*	.276	.173	.288*	.537**	.381**	.000	.448**	.330*	.218	1	.034	.200	.358*	.236
	Sig. (2-tailed)	.966	.002	.003	.019	.052	.229	.043	.000	.006	1.000	.001	.019	.129		.816	.165	.011	.099
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X15	Pearson Correlation	.078	-.205	.178	.247	.275	.394**	.259	.297*	.167	-.183	.204	.259	.242	.034	1	.329*	.249	.205
	Sig. (2-tailed)	.591	.154	.217	.083	.054	.005	.069	.036	.247	.204	.156	.069	.091	.816		.020	.081	.154
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X16	Pearson Correlation	.308*	.026	.117	.044	.306*	.126	-.048	.101	.229	.089	.216	.245	.293*	.200	.329*	1	.043	.228
	Sig. (2-tailed)	.030	.855	.419	.760	.031	.383	.743	.483	.109	.540	.133	.086	.039	.165	.020		.768	.111
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50

		X19	X20	X21	X22	X23	X24	X25	X26	X27	X28	X29	X30	X31	Total
X1	Pearson Correlation	.243	.551**	-.072	.293*	.205	.224	-.060	.130	.313*	.267	.152	.028	.251	.475**
	Sig. (2-tailed)	.090	.000	.618	.039	.153	.118	.681	.368	.027	.061	.292	.847	.079	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X2	Pearson Correlation	.340*	.235	.497**	-.043	.316*	.137	.131	.235	.271	.136	.169	.059	.068	.357*
	Sig. (2-tailed)	.016	.101	.000	.765	.025	.342	.363	.101	.057	.345	.242	.683	.641	.011
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X3	Pearson Correlation	1	.142	.385**	.353*	.233	.211	.110	.463**	-.150	.040	.102	.160	-.049	.390**
	Sig. (2-tailed)		.325	.006	.012	.104	.142	.448	.001	.300	.783	.480	.266	.733	.005
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X4	Pearson Correlation	.142	1	.255	.324*	.378**	-.312*	.049	.071	.227	.431**	.590**	.109	.149	.651**
	Sig. (2-tailed)	.325		.074	.022	.007	.027	.736	.625	.112	.002	.000	.452	.301	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X5	Pearson Correlation	.385**	.255	1	.207	.350*	-.003	.120	.203	.049	.006	.386**	-.081	-.120	.317*
	Sig. (2-tailed)	.006	.074		.148	.013	.986	.408	.158	.737	.965	.006	.576	.408	.025
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X6	Pearson Correlation	.353*	.324*	.207	1	.461**	.269	.212	.482**	.080	.383**	.253	.377**	.310*	.604**
	Sig. (2-tailed)	.012	.022	.148		.001	.059	.138	.000	.582	.006	.077	.007	.029	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X7	Pearson Correlation	.233	.378**	.350*	.461**	1	.011	.433**	.177	.081	.311*	.171	.070	.298*	.556**
	Sig. (2-tailed)	.104	.007	.013	.001		.942	.002	.219	.575	.028	.235	.629	.036	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X8	Pearson Correlation	.211	.312*	-.003	.269	.011	1	.271	.356*	-.052	.595**	.475**	.413**	.107	.628**
	Sig. (2-tailed)	.142	.027	.986	.059	.942		.057	.011	.719	.000	.000	.003	.458	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X9	Pearson Correlation	.110	.049	.120	.212	.433**	.271	1	.458**	.277	.236	.141	.289*	.393**	.492**
	Sig. (2-tailed)	.448	.736	.408	.138	.002	.057		.001	.051	.099	.327	.042	.005	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X10	Pearson Correlation	.463**	.071	.203	.482**	.177	.356*	.458**	1	.062	.200	.262	.439**	.285*	.471**
	Sig. (2-tailed)	.001	.625	.158	.000	.219	.011	.001		.667	.163	.066	.001	.045	.001
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X11	Pearson Correlation	-.150	.227	.049	.080	.081	-.052	.277	.062	1	.124	.017	.171	.272	.323*
	Sig. (2-tailed)	.300	.112	.737	.582	.575	.719	.051	.667		.391	.909	.236	.056	.022
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X12	Pearson Correlation	.040	.431**	.006	.383**	.311*	.595**	.236	.200	.124	1	.392**	.302*	-.097	.631**
	Sig. (2-tailed)	.783	.002	.965	.006	.028	.000	.099	.163	.391		.005	.033	.502	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X13	Pearson Correlation	.102	.590**	.386**	.253	.171	.475**	.141	.262	.017	.392**	1	.399**	.180	.628**
	Sig. (2-tailed)	.480	.000	.006	.077	.235	.000	.327	.066	.909	.005		.004	.211	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X14	Pearson Correlation	.160	.109	-.081	.377**	.070	.413**	.289*	.439**	.171	.302*	.399**	1	.249	.502**
	Sig. (2-tailed)	.266	.452	.576	.007	.629	.003	.042	.001	.236	.033	.004		.082	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X15	Pearson Correlation	-.049	.149	-.120	.310*	.298*	.107	.393**	.285*	.272	-.097	.180	.249	1	.380**
	Sig. (2-tailed)	.733	.301	.408	.029	.036	.458	.005	.045	.056	.502	.211	.082		.007
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X16	Pearson Correlation	.390**	.651**	.317*	.604**	.556**	.628**	.492**	.471**	.323*	.631**	.628**	.502**	.380**	1
	Sig. (2-tailed)	.005	.000	.025	.000	.000	.000	.000	.001	.022	.000	.000	.000	.007	
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50

Pearson Correlation	-.048	.389**	.227	.165	.240	-.092	.400**	.229	.272	.255	.127	.454**	.263	.359*	.249	.043	1
Sig. (2-tailed)	.743	.005	.113	.251	.094	.523	.004	.109	.056	.074	.380	.001	.065	.011	.081	.768	
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	.253	-.061	.151	.088	.134	.030	.015	.078	.179	.000	.310*	-.003	.111	.236	.205	.228	.193
Sig. (2-tailed)	.076	.672	.294	.541	.355	.836	.918	.590	.214	1.000	.028	.984	.443	.099	.154	.111	.180
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	.047	.238	.092	.173	.054	.162	.009	.232	.044	.403**	.308*	.101	.239	.302*	-.238	.126	.243
Sig. (2-tailed)	.744	.096	.526	.230	.709	.262	.950	.104	.764	.004	.030	.487	.094	.033	.096	.385	.090
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	.329*	.504**	.374**	.367**	.650**	.068	.209*	.128	.445**	.346*	.202	.259	.211	.473**	.141	.236	.551**
Sig. (2-tailed)	.020	.000	.007	.009	.000	.637	.042	.374	.001	.014	.160	.070	.142	.001	.330	.099	.000
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	.140	.191	.015	.250	.244	-.071	-.071	.157	.388**	.097	.153	-.069	-.158	.156	-.038	.275	-.072
Sig. (2-tailed)	.334	.185	.919	.080	.088	.626	.622	.277	.005	.501	.290	.636	.274	.280	.791	.053	.618
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	-.195	.461**	.252	.420**	.358*	.334*	.463**	.420**	.292*	.234	.371**	.129	.030	.244	.171	-.006	.293*
Sig. (2-tailed)	.174	.001	.077	.002	.011	.018	.001	.002	.040	.102	.008	.373	.895	.088	.336	.966	.039
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	.122	.069	.059	.386**	.268	.135	.470**	.479**	.095	-.063	.430**	.365**	.319*	.339*	.290*	.186	.205
Sig. (2-tailed)	.398	.635	.684	.005	.060	.350	.001	.000	.556	.662	.002	.009	.024	.016	.041	.195	.153
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	.450**	.355*	.471**	.374**	.585**	.473**	.118	.202	.209	.394**	.396**	.366**	.187	.211	.179	.237	.224
Sig. (2-tailed)	.001	.011	.001	.008	.000	.001	.414	.159	.145	.005	.004	.009	.194	.141	.214	.097	.118
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	.336*	-.154	.024	.163	.296*	.456**	.389**	.427**	.043	.070	.166	.245	.196	.002	.570**	.243	-.060
Sig. (2-tailed)	.017	.284	.869	.259	.037	.001	.005	.002	.767	.629	.250	.087	.173	.992	.000	.088	.681
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	.104	.114	.124	.107	.266	.421**	.145	.020	.235	.390**	-.007	.008	.164	-.126	.241	.140	.130
Sig. (2-tailed)	.473	.429	.392	.461	.062	.002	.316	.888	.101	.005	.960	.956	.256	.382	.091	.331	.368
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	-.036	-.099	.136	.025	.109	.182	.278	.346*	.301*	-.087	.049	.065	.037	.174	.548**	.174	.313*
Sig. (2-tailed)	.803	.493	.347	.862	.450	.206	.051	.014	.034	.547	.735	.656	.799	.226	.000	.226	.027
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	.373**	.395**	.446**	.729**	.590**	.285*	.092	.187	.212	.165	.389**	.346*	.192	.269	.446**	.115	.267
Sig. (2-tailed)	.008	.005	.001	.000	.000	.045	.523	.194	.140	.251	.005	.014	.182	.058	.001	.428	.061
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	.282*	.532**	.357*	.418**	.768**	.241	.091	.076	.606**	.273	.247	.144	.143	.273	.081	.269	.152
Sig. (2-tailed)	.048	.000	.011	.003	.000	.092	.532	.602	.000	.056	.083	.318	.322	.055	.578	.059	.292
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	-.105	-.038	.225	.245	.331*	.827**	.095	.155	.280*	.288*	.412**	-.029	.239	.205	.354*	.065	.028
Sig. (2-tailed)	.469	.793	.116	.085	.019	.000	.511	.281	.049	.042	.003	.840	.095	.154	.012	.652	.847
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	-.115	.059	-.024	-.098	.197	.273	.833**	.370**	.178	.035	-.004	.182	.255	.152	.234	-.057	.251
Sig. (2-tailed)	.426	.686	.869	.498	.170	.056	.000	.008	.216	.810	.979	.206	.074	.290	.101	.694	.079
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Pearson Correlation	.314*	.487**	.496**	.577**	.738**	.505**	.481**	.552**	.483**	.283*	.528**	.486**	.400**	.552**	.455**	.386**	.475**
Sig. (2-tailed)	.026	.000	.000	.000	.000	.000	.000	.000	.000	.047	.000	.000	.004	.000	.001	.006	.000
N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50

		X19	X20	X21	X22	X23	X24	X25	X26	X27	X28	X29	X30	X31	Total
X17	Pearson Correlation	.243	.551**	-.072	.293*	.205	.224	-.060	.130	.313*	.267	.152	.028	.251	.475**
	Sig. (2-tailed)	.090	.000	.618	.039	.153	.118	.681	.368	.027	.061	.292	.847	.079	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X18	Pearson Correlation	.340*	.235	.497**	-.043	.316*	.137	.131	.235	.271	.136	.169	.059	.068	.357*
	Sig. (2-tailed)	.016	.101	.000	.765	.025	.342	.363	.101	.057	.345	.242	.683	.641	.011
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X19	Pearson Correlation	1	.142	.385**	.353*	.233	.211	.110	.463**	-.150	.040	.102	.160	-.049	.390**
	Sig. (2-tailed)		.325	.006	.012	.104	.142	.448	.001	.300	.783	.480	.266	.733	.005
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X20	Pearson Correlation	.142	1	.255	.324*	.378**	.312*	.049	.071	.227	.431**	.590**	.109	.149	.651**
	Sig. (2-tailed)	.325		.074	.022	.007	.027	.736	.625	.112	.002	.000	.452	.301	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X21	Pearson Correlation	.385**	.255	1	.207	.350*	-.003	.120	.203	.049	.006	.386**	-.081	-.120	.317*
	Sig. (2-tailed)	.006	.074		.148	.013	.986	.408	.158	.737	.965	.006	.576	.408	.025
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X22	Pearson Correlation	.353*	.324*	.207	1	.461**	.269	.212	.482**	.080	.383**	.253	.377**	.310*	.604**
	Sig. (2-tailed)	.012	.022	.148		.001	.059	.138	.000	.582	.006	.077	.007	.029	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X23	Pearson Correlation	.233	.378**	.350*	.461**	1	.011	.433**	.177	.081	.311*	.171	.070	.298*	.556**
	Sig. (2-tailed)	.104	.007	.013	.001		.942	.002	.219	.575	.028	.235	.629	.036	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X24	Pearson Correlation	.211	.312*	-.003	.269	.011	1	.271	.356*	-.052	.595**	.475**	.413**	.107	.628**
	Sig. (2-tailed)	.142	.027	.986	.059	.942		.057	.011	.719	.000	.000	.003	.458	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X25	Pearson Correlation	.110	.049	.120	.212	.433**	.271	1	.458**	.277	.236	.141	.289*	.393**	.492**
	Sig. (2-tailed)	.448	.736	.408	.138	.002	.057		.001	.051	.099	.327	.042	.005	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X26	Pearson Correlation	.463**	.071	.203	.482**	.177	.356*	.458**	1	.062	.200	.262	.439**	.285*	.471**
	Sig. (2-tailed)	.001	.625	.158	.000	.219	.011	.001		.667	.163	.066	.001	.045	.001
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X27	Pearson Correlation	-.150	.227	.049	.080	.081	-.052	.277	.062	1	.124	.017	.171	.272	.323*
	Sig. (2-tailed)	.300	.112	.737	.582	.575	.719	.051	.667		.391	.909	.236	.056	.022
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X28	Pearson Correlation	.040	.431**	.006	.383**	.311*	.595**	.236	.200	.124	1	.392**	.302*	-.097	.631**
	Sig. (2-tailed)	.783	.002	.965	.006	.028	.000	.099	.163	.391		.005	.033	.502	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X29	Pearson Correlation	.102	.590**	.386**	.253	.171	.475**	.141	.262	.017	.392**	1	.399**	.180	.628**
	Sig. (2-tailed)	.480	.000	.006	.077	.235	.000	.327	.066	.909	.005		.004	.211	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X30	Pearson Correlation	.160	.109	-.081	.377**	.070	.413**	.289*	.439**	.171	.302*	.399**	1	.249	.502**
	Sig. (2-tailed)	.266	.452	.576	.007	.629	.003	.042	.001	.236	.033	.004		.082	.000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
X31	Pearson Correlation	-.049	.149	-.120	.310*	.298*	.107	.393**	.285*	.272	-.097	.180	.249	1	.380**
	Sig. (2-tailed)	.733	.301	.408	.029	.036	.458	.005	.045	.056	.502	.211	.082		.007
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Total	Pearson Correlation	.390**	.651**	.317*	.604**	.556**	.628**	.492**	.471**	.323*	.631**	.628**	.502**	.380**	1
	Sig. (2-tailed)	.005	.000	.025	.000	.000	.000	.000	.001	.022	.000	.000	.000	.007	
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50

Lampiran 8 :

Hasil Uji Validitas Loyalitas Pelanggan

LOYALITAS PELANGGAN

		x1	x2	x3	x4	total
x1	Pearson Correlation	1	.392**	.302*	-.097	.617**
	Sig. (2-tailed)		.005	.033	.502	.000
	N	50	50	50	50	50
x2	Pearson Correlation	.392**	1	.399**	.180	.750**
	Sig. (2-tailed)	.005		.004	.211	.000
	N	50	50	50	50	50
x3	Pearson Correlation	.302*	.399**	1	.249	.755**
	Sig. (2-tailed)	.033	.004		.082	.000
	N	50	50	50	50	50
x4	Pearson Correlation	-.097	.180	.249	1	.494**
	Sig. (2-tailed)	.502	.211	.082		.000
	N	50	50	50	50	50
total	Pearson Correlation	.617**	.750**	.755**	.494**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

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

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

● 17% Overall Similarity

Top sources found in the following databases:

- 17% Internet database
- 6% Publications database
- Crossref database
- Crossref Posted Content database 13%
- Submitted Works database

TOP SOURCES

The sources with the highest number of matches within the submission. Overlapping sources will not be displayed.

1	lib.unnes.ac.id	Internet	4%
2	media.neliti.com	Internet	1%
3	123dok.com	Internet	<1%
4	repository.uinsu.ac.id	Internet	<1%
5	General Sir John Kotelawala Defence University on 2019-09-16	Submitted works	<1%
6	M. Riszhaldi Dwi Cahya N., Acep Samsudin, Kokom Komariah. "Kekuat...	Crossref	<1%
7	eprints.walisongo.ac.id	Internet	<1%
8	repository.stieipwija.ac.id	Internet	<1%



