

Lampiran 1

Format Kuesioner Penelitian

Jakarta, 18 Agustus 2012

Kepada Yth.
Bapak/Ibu/Sdr.
Anggota KOPPAS Tanah Abang Syariah
di
Tempat

Hal: Permohonan Pengisian Kuesioner untuk Penyusunan Tesis

Dengan hormat,

Dalam rangka penelitian untuk penyusunan tugas akhir (tesis), bersama ini saya mohon bantuan Bapak/Ibu/Sdr untuk bersedia menjadi responden dalam penelitian yang saya lakukan (kuesioner terlampir).

Kuesioner ini ditujukan untuk diisi oleh Bapak/Ibu/Sdr dengan menjawab seluruh pertanyaan yang telah disediakan. Saya mengharapkan jawaban yang Bapak/Ibu/Sdr berikan nantinya adalah jawaban obyektif agar diperoleh hasil maksimal. Perlu diketahui bahwa jawaban yang diberikan tidak akan mempengaruhi status dan jabatan Bapak/Ibu/Sdr, hanya jawaban yang obyektif dan realistislah yang saya perlukan.

Penelitian ini dilakukan dengan tujuan menganalisis pengaruh tingkat bagi hasil, kualitas pelayanan, dan citra koperasi terhadap loyalitas anggota di koperasi ini. Adapun Judul penelitian ini adalah "Pengaruh Tingkat Bagi Hasil, Kualitas Pelayanan, dan Citra Koperasi terhadap Loyalitas Anggota".

Demikian hal ini saya sampaikan, atas partisipasi dan dukungannya dalam penelitian ini, saya ucapkan terimakasih.

Hormat saya,

Yasril Umar

No Seri: **KUESIONER PENELITIAN**

Isilah pertanyaan dibawah ini dengan memberi tanda (v) sesuai pilihan Anda:

1. Jenis kelamin Anda:
Pria Wanita
2. Usia Anda saat ini:
17 - 20 tahun 21- 25 tahun 26 - 40 tahun

41 - 50 tahun diatas 50 tahun
5. Pendidikan terakhir Anda:
SD SLTP SLTA Perguruan Tinggi
6. Pengeluaran Anda setiap bulan:
<5 juta 5 - 10 juta >10 - 20 juta >20 - 30 juta >30 - 50 juta

>50 = 100 juta >100 juta
7. Jarak tempat usaha dengan kantor KOPPAS Tanah Abang Syariah?

<100 m >100 - 500 m >500 - 1000 m >1000 m
8. Sudah berapa lamakah Anda berusaha di Pasar Tanah Abang?

< 1 tahun >1 - 5 tahun >5 - 10 tahun >10 tahun
9. Sudah berapa lamakah Anda menjadi Anggota KOPPAS Tanah Abang Syariah ?

1 - 5 tahun >5 - 10 tahun >10 tahun
10. Berapa kali rata-rata dalam 6 hari kerja, anda menyimpan/ menabung pada UJKS KOPPAS Tanah Abang Syariah?

1 kali 2 kali 3 kali 4 kali

5 kali 6 kali

No Seri:

SURVEI KONSUMEN

Berilah jawaban atas pernyataan dibawah ini dengan memberi tanda (✓) sesuai dengan persepsi yang Anda rasakan, dengan pilihan:

1	Sangat Tidak Setuju
2	Tidak Setuju
3	Netral
4	Setuju
5	Sangat Setuju

No.	Deskripsi	1	2	3	4	5
TINGKAT BAGI HASIL						
1	KOPPAS Tanah Abang Syariah sangat terbuka dalam memberikan informasi bagi hasil simpanan/ tabungan					
2	Informasi perbandingan (rasio) bagi hasil produk-produk simpanan/ tabungan dengan mudah saya dapatkan					
3	Tingkat bagi hasil simpanan sesuai dengan manfaat yang saya terima					
4	Tingkat bagi hasil simpanan masih sesuai dengan bagi hasil yang berlaku seumumnya.					
5	Tingkat bagi hasil simpanan KOPPAS Tanah Abang Syariah sangat bersaing dengan kompetitor (pesaing) sejenis.					
6	Perbandingan bagi hasil di antara produk-produk pembiayaan dirasakan masih sesuai.					
7	Tingkat bagi hasil simpanan KOPPAS Tanah Abang Syariah tidak mudah naik turun.					
8	Anggota bersedia menerima setiap perubahan tingkat bagi hasil berjalan dengan baik.					
9	Negosiasi tingkat bagi hasil simpanan cukup fleksibel.					
10	Persyaratan penarikan dana simpanan Anggota cukup mudah.					
KUALITAS PELAYANAN						
11	Manajemen memiliki perhatian yang penuh terhadap keluhan pelayanan yang diterima anggota.					
12	Manajemen sangat sigap/cepat mencari solusi atas keluhan pelayanan yang diterima anggota.					

No Seri:

SURVEI KONSUMEN

Berilah jawaban atas pernyataan dibawah ini dengan memberi tanda (✓) sesuai dengan persepsi yang Anda rasakan, dengan pilihan:

1	Sangat Tidak Setuju
2	Tidak Setuju
3	Netral
4	Setuju
5	Sangat Setuju

No.	Deskripsi	1	2	3	4	5
13	Manajemen dapat memberikan pelayanan yang akurat sesuai dengan yang dijanjikan kepada anggota.					
14	Persyaratan dan prosedur untuk menjadi anggota sangat mudah					
15	Manajemen sangat terampil dalam melayani kebutuhan anggota.					
16	Manajemen mampu melayani kebutuhan anggota dengan cepat.					
17	Manajemen memiliki sikap percaya diri yang tinggi dalam melayani anggota.					
18	Pelayanan yang diberikan Manajemen sesuai dengan yang dijanjikan.					
CITRA						
19	Para pengurus KOPPAS Tanah Abang Syariah dapat dipercaya.					
20	Keluhan dan saran Anggota ditanggapi dengan baik oleh pengurus KOPPAS Tanah Abang Syariah.					
21	KOPPAS Tanah Abang Syariah merupakan salah satu Koperasi besar yang ada di Indonesia.					
22	KOPPAS Tanah Abang Syariah memiliki reputasi yang baik di Indonesia.					
23	KOPPAS Tanah Abang Syariah sangat dikenali sebagai Koperasi yang sangat fokus memberikan perhatian penuh terhadap anggota dan calon anggotanya.					
24	Produk koperasi yang ditawarkan KOPPAS Tanah Abang Syariah cukup beragam sehingga kebutuhan Anggota dapat terpenuhi.					

No Seri:

SURVEI KONSUMEN

Berilah jawaban atas pernyataan dibawah ini dengan memberi tanda (√) sesuai dengan persepsi yang Anda rasakan, dengan pilihan:

1	Sangat Tidak Setuju
2	Tidak Setuju
3	Netral
4	Setuju
5	Sangat Setuju

No.	Deskripsi	1	2	3	4	5
25	Harapan Anggota terhadap Produk KOPPAS Tanah Abang Syariah selalu terpenuhi.					
26	Logo KOPPAS Tanah Abang Syariah sudah sangat familiar serta dapat dengan mudah diketahui dan dimaknai artinya.					
27	Seragam Karyawan KOPPAS Tanah Abang Syariah sudah sangat familiar serta dapat dengan mudah dikenali.					
28	Warna papan nama dan gedung KOPPAS Tanah Abang Syariah sudah sangat familiar serta dapat dengan mudah dikenali.					
LOYALITAS ANGGOTA						
29	Saya akan tetap menyimpan dana saya kepada KOPPAS Tanah Abang Syariah.					
30	Saya akan membeli produk-produk jasa keuangan lainnya yang ditawarkan KOPPAS Tanah Abang Syariah.					
31	Saya tidak akan terpengaruh dengan berbagai informasi negatif tentang KOPPAS Tanah Abang Syariah.					
32	Meskipun banyak produk jasa keuangan yang ditawarkan oleh lembaga keuangan lainnya, saya akan tetap membeli produk jasa keuangan KOPPAS Tanah Abang Syariah					
33	Saya dengan sukarela akan mempromosikan KOPPAS Tanah Abang Syariah kepada pihak lain.					
34	Saya akan mengajak teman/ keluarga untuk menjadi anggota dan menyimpan dananya kepada KOPPAS Tanah Abang Syariah.					

Lampiran 2
Tabulasi Jawaban Kuesioner Penelitian

	1	2	3	4	5	6	7	8	9	10
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										
13										
14										
15										
16										
17										
18										
19										
20										
21										
22										
23										
24										
25										
26										
27										
28										
29										
30										
31										
32										
33										
34										
35										
36										
37										
38										
39										
40										
41										
42										
43										
44										
45										
46										
47										
48										
49										
50										
51										
52										
53										
54										
55										
56										
57										
58										
59										
60										
61										
62										
63										
64										
65										
66										
67										
68										
69										
70										
71										
72										
73										
74										
75										
76										
77										
78										
79										
80										
81										
82										
83										
84										
85										
86										
87										
88										
89										
90										
91										
92										
93										
94										
95										
96										
97										
98										
99										
100										

NO. KUESIONER
JAWABAN
1
2
3
4
5
6
7
8
9
10

The image shows a large, empty grid of cells, resembling a table or spreadsheet. The grid is composed of many rows and columns, with a header row at the top. The cells are empty, and the grid is bounded by a thick black border. The header row contains some faint, illegible text, possibly representing column headers. The rest of the grid is completely blank.

Lampiran 3

Uji Validitas

Correlations

		TBH1	TBH2	TBH3	TBH4	TBH5	TBH6
TBH1	Pearson Correlation	1	.729	.571	.236	.128	.439
	Sig. (2-tailed)		.000	.001	.210	.499	.015
	N	30	30	30	30	30	30
TBH2	Pearson Correlation	.729	1	.661	.177	.116	.599
	Sig. (2-tailed)	.000		.000	.349	.540	.000
	N	30	30	30	30	30	30
TBH3	Pearson Correlation	.571	.661	1	.523	.068	.810
	Sig. (2-tailed)	.001	.000		.003	.723	.000
	N	30	30	30	30	30	30
TBH4	Pearson Correlation	.236	.177	.523	1	.415	.381
	Sig. (2-tailed)	.210	.349	.003		.022	.038
	N	30	30	30	30	30	30
TBH5	Pearson Correlation	.128	.116	.068	.415	1	.000
	Sig. (2-tailed)	.499	.540	.723	.022		1.000
	N	30	30	30	30	30	30
TBH6	Pearson Correlation	.439	.599	.810	.381	.000	1
	Sig. (2-tailed)	.015	.000	.000	.038	1.000	
	N	30	30	30	30	30	30
TBH7	Pearson Correlation	.163	.422	.392	.316	.061	.411
	Sig. (2-tailed)	.388	.020	.032	.069	.672	.024
	N	30	30	30	30	30	30
TBH8	Pearson Correlation	.510	.489	.553	.303	.197	.540
	Sig. (2-tailed)	.004	.006	.002	.104	.297	.002
	N	30	30	30	30	30	30
TBH9	Pearson Correlation	.378	.492	.477	.096	.047	.580
	Sig. (2-tailed)	.040	.006	.008	.607	.803	.001
	N	30	30	30	30	30	30
TB10	Pearson Correlation	.203	.278	.123	.262	.335	.014
	Sig. (2-tailed)	.281	.137	.516	.162	.071	.941
	N	30	30	30	30	30	30
Skor Total	Pearson Correlation	.717	.794	.824	.561	.348	.755
	Sig. (2-tailed)	.000	.000	.000	.001	.059	.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).

Correlations

		TBH7	TBH8	TBH9	TB10	Skor Total
TBH1	Pearson Correlation	.163	.510	.378	.203	.717
	Sig. (2-tailed)	.388	.004	.040	.281	.000
	N	30	30	30	30	30
TBH2	Pearson Correlation	.422	.488	.482	.278	.784
	Sig. (2-tailed)	.020	.006	.006	.137	.000
	N	30	30	30	30	30
TBH3	Pearson Correlation	.392	.553	.477	.123	.824
	Sig. (2-tailed)	.032	.002	.008	.518	.000
	N	30	30	30	30	30
TBH4	Pearson Correlation	.316	.303	.098	.262	.561
	Sig. (2-tailed)	.089	.104	.607	.162	.001
	N	30	30	30	30	30
TBH5	Pearson Correlation	.081	.197	.047	.335	.348
	Sig. (2-tailed)	.672	.297	.803	.071	.059
	N	30	30	30	30	30
TBH6	Pearson Correlation	.411	.540	.580	.014	.755
	Sig. (2-tailed)	.024	.002	.001	.941	.000
	N	30	30	30	30	30
TBH7	Pearson Correlation	1	.288	.617	.268	.597
	Sig. (2-tailed)		.123	.000	.153	.000
	N	30	30	30	30	30
TBH8	Pearson Correlation	.288	1	.623	-.013	.718
	Sig. (2-tailed)	.123		.000	.947	.000
	N	30	30	30	30	30
TBH9	Pearson Correlation	.617	.623	1	.197	.701
	Sig. (2-tailed)	.000	.000		.297	.000
	N	30	30	30	30	30
TB10	Pearson Correlation	.268	-.013	.197	1	.370
	Sig. (2-tailed)	.153	.947	.297		.044
	N	30	30	30	30	30
Skor Total	Pearson Correlation	.597	.718	.701	.370	1
	Sig. (2-tailed)	.000	.000	.000	.044	
	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).

```

/SHEET=name 'KPN'
/CELLRANGE=full
/READNAMES=on
/ASSUMEDSTRWIDTH=32767.
DATASET NAME DataSet1 WINDOW=FRONT.
CORRELATIONS
/VARIABLES=KPN1 KPN2 KPN3 KPN4 KPN5 KPN6 KPN7 KPN8 SkorTotal
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

[DataSet1]

Correlations

		KPN1	KPN2	KPN3	KPN4	KPN5	KPN6
KPN1	Pearson Correlation	1	.891	.749	.444	.739	.747
	Sig. (2-tailed)		.000	.000	.014	.000	.000
	N	30	30	30	30	30	30
KPN2	Pearson Correlation	.891	1	.732	.509	.674	.719
	Sig. (2-tailed)	.000		.000	.004	.000	.000
	N	30	30	30	30	30	30
KPN3	Pearson Correlation	.749	.732	1	.285	.634	.615
	Sig. (2-tailed)	.000	.000		.126	.000	.000
	N	30	30	30	30	30	30
KPN4	Pearson Correlation	.444	.509	.285	1	.640	.540
	Sig. (2-tailed)	.014	.004	.126		.000	.002
	N	30	30	30	30	30	30
KPN5	Pearson Correlation	.739	.674	.634	.640	1	.879
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
KPN6	Pearson Correlation	.747	.719	.615	.540	.879	1
	Sig. (2-tailed)	.000	.000	.000	.002	.000	

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

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

Correlations

		KPN7	KPN8	Skor Total
KPN1	Pearson Correlation	.596	.881	.876
	Sig. (2-tailed)	.001	.000	.000
	N	30	30	30
KPN2	Pearson Correlation	.576	.713	.871
	Sig. (2-tailed)	.001	.000	.000
	N	30	30	30
KPN3	Pearson Correlation	.466	.587	.748
	Sig. (2-tailed)	.010	.001	.000
	N	30	30	30
KPN4	Pearson Correlation	.410	.614	.678
	Sig. (2-tailed)	.024	.000	.000
	N	30	30	30
KPN5	Pearson Correlation	.674	.853	.915
	Sig. (2-tailed)	.000	.000	.000
	N	30	30	30
KPN6	Pearson Correlation	.725	.879	.915
	Sig. (2-tailed)	.000	.000	.000

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

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

Correlations

		KPN1	KPN2	KPN3	KPN4	KPN5	KPN8
KPN6	N	30	30	30	30	30	30
KPN7	Pearson Correlation	.596	.576	.466	.410	.674	.725
	Sig. (2-tailed)	.001	.001	.010	.024	.000	.000
	N	30	30	30	30	30	30
KPN8	Pearson Correlation	.881	.713	.587	.614	.853	.879
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000
	N	30	30	30	30	30	30
Skor Total	Pearson Correlation	.876	.871	.748	.678	.915	.915
	Sig. (2-tailed)	.000	.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).

```

/SHEET=name 'CTR'
/CELLRANGE=full
/READNAMES=on
/ASSUMEDSTRWIDTH=32767.
DATASET NAME DataSet1 WINDOW=FRONT.
CORRELATIONS
/VARIABLES=CTR1 CTR2 CTR3 CTR4 CTR5 CTR6 CTR7 CTR8 CTR9 CTR10 SkorTotal
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

[DataSet1]

		Correlations					
		CTR1	CTR2	CTR3	CTR4	CTR5	CTR6
CTR1	Pearson Correlation	1	.666	.711	.774	.686	.653
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
CTR2	Pearson Correlation	.666	1	.524	.528	.576	.563
	Sig. (2-tailed)	.000		.003	.003	.001	.001
	N	30	30	30	30	30	30
CTR3	Pearson Correlation	.711	.524	1	.836	.707	.685
	Sig. (2-tailed)	.000	.003		.000	.000	.000
	N	30	30	30	30	30	30
CTR4	Pearson Correlation	.774	.528	.836	1	.853	.787
	Sig. (2-tailed)	.000	.003	.000		.000	.000
	N	30	30	30	30	30	30
CTR5	Pearson Correlation	.686	.576	.707	.853	1	.782
	Sig. (2-tailed)	.000	.001	.000	.000		.000
	N	30	30	30	30	30	30
CTR6	Pearson Correlation	.653	.563	.685	.787	.782	1
	Sig. (2-tailed)	.000	.001	.000	.000	.000	
	N	30	30	30	30	30	30
CTR7	Pearson Correlation	.447	.490	.535	.644	.630	.657
	Sig. (2-tailed)	.013	.006	.002	.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).

Correlations

		CTR7	CTR8	CTR9	CTR10	Skor Total
CTR1	Pearson Correlation	.447	.653	.259	.403	.809
	Sig. (2-tailed)	.013	.000	.168	.027	.000
	N	30	30	30	30	30
CTR2	Pearson Correlation	.490	.587	.151	.275	.700
	Sig. (2-tailed)	.006	.001	.427	.142	.000
	N	30	30	30	30	30
CTR3	Pearson Correlation	.535	.523	.141	.326	.783
	Sig. (2-tailed)	.002	.003	.456	.079	.000
	N	30	30	30	30	30
CTR4	Pearson Correlation	.644	.608	.325	.444	.876
	Sig. (2-tailed)	.000	.000	.079	.014	.000
	N	30	30	30	30	30
CTR5	Pearson Correlation	.630	.645	.354	.440	.858
	Sig. (2-tailed)	.000	.000	.055	.015	.000
	N	30	30	30	30	30
CTR6	Pearson Correlation	.657	.707	.511	.511	.873
	Sig. (2-tailed)	.000	.000	.004	.004	.000
	N	30	30	30	30	30
CTR7	Pearson Correlation	1	.732	.479	.481	.773
	Sig. (2-tailed)		.000	.007	.007	.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).

```

/SHEET=name 'LYL'
/CELLRANGE=full
/READNAMES=on
/ASSUMEDSTRWIDTH=32767.
DATASET NAME DataSet1 WINDOW=FRONT.
CORRELATIONS
/VARIABLES=LYL1 LYL2 LYL3 LYL4 LYL5 LYL6 SKORTOTAL
/PRINT-TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

[DataSet1]

	LYL1	LYL2	LYL3	LYL4	LYL5
LYL1 Pearson Correlation	1	.664	.613	.462	.330
Sig. (2-tailed)		.000	.000	.010	.075
N	30	30	30	30	30
LYL2 Pearson Correlation	.664	1	.752	.573	.630
Sig. (2-tailed)	.000		.000	.001	.000
N	30	30	30	30	30
LYL3 Pearson Correlation	.613	.752	1	.533	.600
Sig. (2-tailed)	.000	.000		.002	.000
N	30	30	30	30	30
LYL4 Pearson Correlation	.462	.573	.533	1	.780
Sig. (2-tailed)	.010	.001	.002		.000
N	30	30	30	30	30
LYL5 Pearson Correlation	.330	.630	.600	.780	1
Sig. (2-tailed)	.075	.000	.000	.000	
N	30	30	30	30	30
LYL6 Pearson Correlation	.314	.602	.578	.800	.983
Sig. (2-tailed)	.091	.000	.001	.000	.000

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

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

Correlations

		LYL6	SKOR TOTAL
LYL1	Pearson Correlation	.314	.670
	Sig. (2-tailed)	.081	.000
	N	30	30
LYL2	Pearson Correlation	.602	.852
	Sig. (2-tailed)	.000	.000
	N	30	30
LYL3	Pearson Correlation	.578	.827
	Sig. (2-tailed)	.001	.000
	N	30	30
LYL4	Pearson Correlation	.600	.834
	Sig. (2-tailed)	.000	.000
	N	30	30
LYL5	Pearson Correlation	.983	.883
	Sig. (2-tailed)	.000	.000
	N	30	30
LYL6	Pearson Correlation	1	.874
	Sig. (2-tailed)		.000

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

Correlations

		LYL1	LYL2	LYL3	LYL4	LYL5
LYL6	N	30	30	30	30	30
SKOR TOTAL	Pearson Correlation	.670	.852	.827	.834	.883
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	30	30	30	30	30

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

Correlations

		LYL6	SKOR TOTAL
LYL6	N	30	30
SKOR TOTAL	Pearson Correlation	.874	1
	Sig. (2-tailed)	.000	
	N	30	30

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

Lampiran 4

Uji Reliabilitas

```

/SHEET=name 'TBH'
/CELLRANGE=full
/READNAMES=on
/ASSUMEDSTRWIDTH=32767.
DATASET NAME DataSet3 WINDOW=FRONT.
RELIABILITY
/VARIABLES=TBH1 TBH2 TBH3 TBH4 TBH5 TBH6 TBH7 TBH8 TBH9 TB10
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE.

```

Reliability

[DataSet3]

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
.845	10

Item Statistics

	Mean	Std. Deviation	N
TBH1	3.47	1.167	30
TBH2	3.57	.935	30
TBH3	3.47	1.008	30
TBH4	3.53	.819	30
TBH5	3.67	.844	30
TBH6	3.30	.794	30
TBH7	3.67	.844	30
TBH8	3.53	.900	30
TBH9	3.50	.861	30
TBH10	4.20	.610	30

```

.xlsx'
  /SHEET=name 'KPN'
  /CELLRANGE=full
  /READNAMES=on
  /ASSUMEDSTRWIDTH=32767.
DATASET NAME DataSet4 WINDOW=FRONT.
RELIABILITY
  /VARIABLES=KPN1 KPN2 KPN3 KPN4 KPN5 KPN6 KPN7 KPN8
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE.

```

Reliability

[DataSet4]

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
.937	8

Item Statistics

	Mean	Std. Deviation	N
KPN1	3.47	1.074	30
KPN2	3.50	1.009	30
KPN3	3.57	.817	30
KPN4	3.87	1.074	30
KPN5	3.43	1.040	30
KPN6	3.30	1.022	30
KPN7	3.50	.881	30
KPN8	3.33	.959	30

```

/SHEET=name 'CTR'
/CELLRANGE=full
/READNAMES=on
/ASSUMEDSTRWIDTH=32767.
DATASET NAME DataSet6 WINDOW=FRONT.
RELIABILITY
/VARIABLES=CTR1 CTR2 CTR3 CTR4 CTR5 CTR6 CTR7 CTR8 CTR9 CTR10
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE.

```

Reliability

[DataSet6]

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
.928	10

Item Statistics

	Mean	Std. Deviation	N
CTR1	3.83	.913	30
CTR2	3.50	1.106	30
CTR3	3.37	1.159	30
CTR4	3.63	1.033	30
CTR5	3.53	.973	30
CTR6	3.57	.858	30
CTR7	3.23	.858	30
CTR8	3.67	1.061	30
CTR9	3.73	.828	30
CTR10	3.73	.907	30

```

RELIABILITY
/VARIABLES=LYL1 LYL2 LYL3 LYL4 LYL5 LYL6
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE.

```

Reliability

[DataSet1]

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
.808	6

Item Statistics

	Mean	Std. Deviation	N
LYL1	3.70	.837	30
LYL2	3.50	.900	30
LYL3	3.60	.968	30
LYL4	3.67	.802	30
LYL5	3.87	.973	30
LYL6	3.83	.986	30

Lampiran 5

Uji Normalitas

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Citra_(X3), Tingkat_Bagi_ Hasil_(X1), Kualitas_ Pelayanan_ (X2) ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas_Anggota_Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657 ^a	.431	.413	.4582885

a. Predictors: (Constant), Citra_(X3), Tingkat_Bagi_Hasil_(X1), Kualitas_Pelayanan_(X2)

b. Dependent Variable: Loyalitas_Anggota_Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.275	3	5.092	24.243	.000 ^a
	Residual	20.163	96	.210		
	Total	35.438	99			

a. Predictors: (Constant), Citra_(X3), Tingkat_Bagi_Hasil_(X1), Kualitas_Pelayanan_(X2)

b. Dependent Variable: Loyalitas_Anggota_Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.898	.356		2.522	.013
	Tingkat_Bagi_Hasil_(X1)	.293	.118	.234	2.480	.015
	Kualitas_Pelayanan_(X2)	.016	.124	.017	.129	.898
	Citra_(X3)	.462	.130	.482	3.562	.001

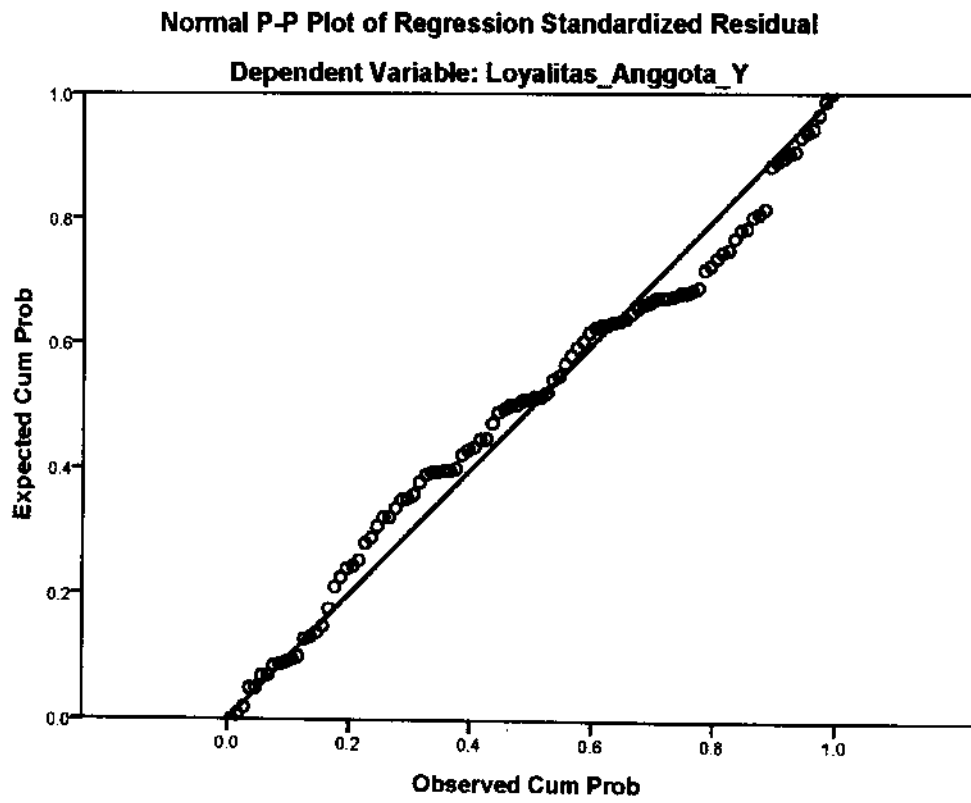
a. Dependent Variable: Loyalitas_Anggota_Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.267889	4.660475	3.613333	.3928022	100
Residual	-1.3912643	1.7321113	.0000000	.4512913	100
Std. Predicted Value	-3.425	2.666	.000	1.000	100
Std. Residual	-3.036	3.780	.000	.985	100

a. Dependent Variable: Loyalitas_Anggota_Y

Charts



Lampiran 6

Uji Multikolonieritas

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Citra_(X3), Kualitas_ Pelayanan_ (X2)	.	Enter

a. All requested variables entered.

b. Dependent Variable: Tingkat_Bagi_Hasil_(X1)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.579 ^a	.335	.321	.3936741

a. Predictors: (Constant), Citra_(X3), Kualitas_Pelayanan_(X2)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.571	2	3.785	24.425	.000 ^a
	Residual	15.033	97	.155		
	Total	22.604	99			

a. Predictors: (Constant), Citra_(X3), Kualitas_Pelayanan_(X2)

b. Dependent Variable: Tingkat_Bagi_Hasil_(X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.954	.233		8.394	.000
	Kualitas_Pelayanan_(X2)	.198	.105	.266	1.884	.063
	Citra_(X3)	.261	.108	.342	2.416	.018

a. Dependent Variable: Tingkat_Bagi_Hasil_(X1)

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Kualitas_Pelayanan_(X2)	.343	2.914
	Citra_(X3)	.343	2.914

a. Dependent Variable: Tingkat_Bagi_Hasil_(X1)

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Kualitas_Pelayanan_(X2)	Citra_(X3)
1	1	2.975	1.000	.00	.00	.00
	2	.019	12.428	.99	.11	.08
	3	.006	22.311	.01	.89	.92

a. Dependent Variable: Tingkat_Bagi_Hasil_(X1)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Tingkat_Bagi_Hasil_(X1) Citra_(X3) ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Kualitas_Pelayanan_(X2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818 ^a	.669	.662	.374429

a. Predictors: (Constant), Tingkat_Bagi_Hasil_(X1), Citra_(X3)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.479	2	13.740	98.001	.000 ^a
	Residual	13.599	97	.140		
	Total	41.078	99			

a. Predictors: (Constant), Tingkat_Bagi_Hasil_(X1), Citra_(X3)

b. Dependent Variable: Kualitas_Pelayanan_(X2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.192	.290		.661	.510
	Citra_(X3)	.760	.073	.737	10.469	.000
	Tingkat_Bagi_Hasil_(X1)	.179	.095	.133	1.884	.063

a. Dependent Variable: Kualitas_Pelayanan_(X2)

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Citra_(X3)	.689	1.451
	Tingkat_Bagi_Hasil_(X1)	.689	1.451

a. Dependent Variable: Kualitas_Pelayanan_(X2)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.113	2	13.056	101.338	.000 ^a
	Residual	12.497	97	.129		
	Total	38.610	99			

a. Predictors: (Constant), Kualitas_Pelayanan_(X2), Tingkat_Bagi_Hasil_(X1)

b. Dependent Variable: Citra_(X3)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.293	.277		1.057	.293
	Tingkat_Bagi_Hasil_(X1)	.217	.090	.166	2.416	.018
	Kualitas_Pelayanan_(X2)	.698	.067	.720	10.469	.000

a. Dependent Variable: Citra_(X3)

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Tingkat_Bagi_Hasil_(X1)	.705	1.418
	Kualitas_Pelayanan_(X2)	.705	1.418

a. Dependent Variable: Citra_(X3)

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Tingkat_Bagi_Hasil_(X1)	Kualitas_Pelayanan_(X2)
1	1	2.975	1.000	.00	.00	.00
	2	.017	13.285	.36	.02	.83
	3	.008	19.243	.64	.97	.17

a. Dependent Variable: Citra_(X3)

Lampiran 7

Uji Heterokedastisitas

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Citra_(X3), Tingkat_Bagi_Hasil_(X1), Kualitas_Pelayanan_(X2)		Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas_Anggota_Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657 ^a	.431	.413	.4582885

a. Predictors: (Constant), Citra_(X3), Tingkat_Bagi_Hasil_(X1), Kualitas_Pelayanan_(X2)

b. Dependent Variable: Loyalitas_Anggota_Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.275	3	5.092	24.243	.000 ^a
	Residual	20.163	96	.210		
	Total	35.438	99			

a. Predictors: (Constant), Citra_(X3), Tingkat_Bagi_Hasil_(X1), Kualitas_Pelayanan_(X2)

b. Dependent Variable: Loyalitas_Anggota_Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.898	.356		2.522	.013
	Tingkat_Bagi_Hasil_(X1)	.293	.118	.234	2.480	.015
	Kualitas_Pelayanan_(X2)	.016	.124	.017	.129	.898
	Citra_(X3)	.462	.130	.482	3.562	.001

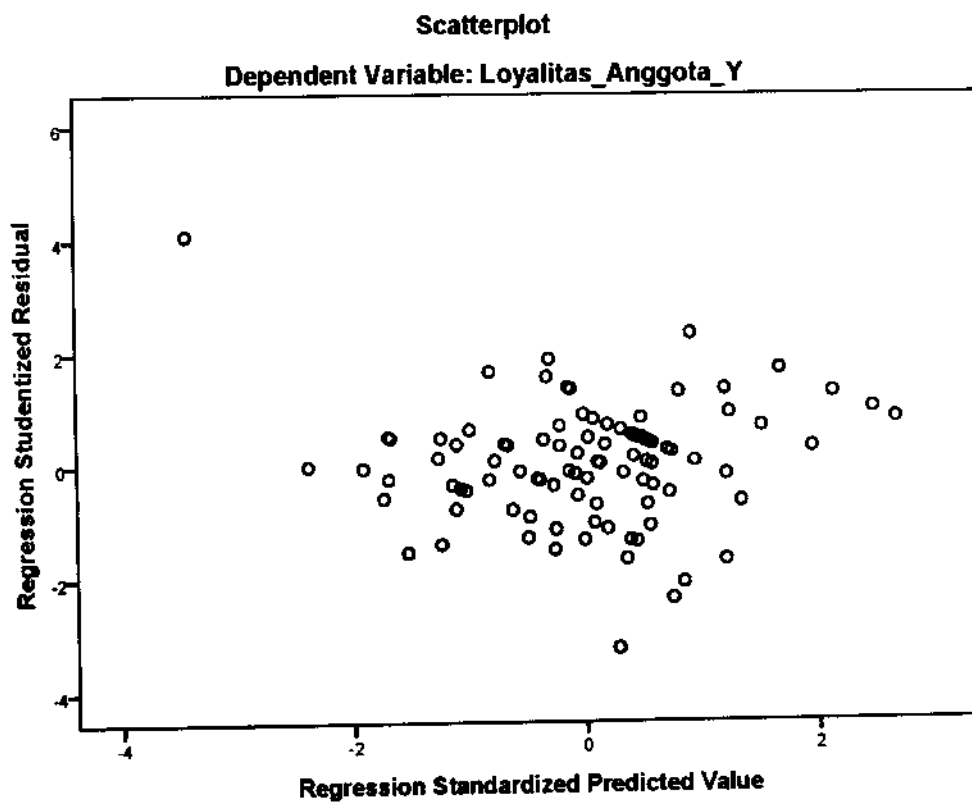
a. Dependent Variable: Loyalitas_Anggota_Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.267889	4.860475	3.613333	.3928022	100
Std. Predicted Value	-3.425	2.666	.000	1.000	100
Standard Error of Predicted Value	.048	.173	.087	.028	100
Adjusted Predicted Value	1.979792	4.628977	3.612236	.4002186	100
Residual	-1.3912643	1.7321113	.0000000	.4512913	100
Std. Residual	-3.036	3.780	.000	.985	100
Stud. Residual	-3.249	4.082	.001	1.020	100
Deleted Residual	-1.5933260	2.0202084	.0010971	.4845334	100
Stud. Deleted Residual	-3.426	4.466	.003	1.047	100
Mahal. Distance	.115	13.128	2.970	2.633	100
Cook's Distance	.000	.693	.019	.079	100
Centered Leverage Value	.001	.133	.030	.027	100

a. Dependent Variable: Loyalitas_Anggota_Y

Charts



Lampiran 8

Uji Autokolerasi

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Citra_(X3), Tingkat_Bagi_Hasil_(X1), Kualitas_Pelayanan_(X2) ^a		Enter

a. All requested variables entered

b. Dependent Variable: Loyalitas_Anggota_Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.657 ^a	.431	.413	.4582885	2.042

a. Predictors: (Constant), Citra_(X3), Tingkat_Bagi_Hasil_(X1), Kualitas_Pelayanan_(X2)

b. Dependent Variable: Loyalitas_Anggota_Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.275	3	5.092	24.243	.000 ^a
	Residual	20.163	96	.210		
	Total	35.438	99			

a. Predictors: (Constant), Citra_(X3), Tingkat_Bagi_Hasil_(X1), Kualitas_Pelayanan_(X2)

b. Dependent Variable: Loyalitas_Anggota_Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.898	.356		2.522	.013
	Tingkat_Bagi_Hasil_(X1)	.293	.118	.234	2.480	.015
	Kualitas_Pelayanan_(X2)	.016	.124	.017	.129	.898
	Citra_(X3)	.462	.130	.482	3.562	.001

a. Dependent Variable: Loyalitas_Anggota_Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.267889	4.660475	3.613333	.3928022	100
Residual	-1.3912643	1.7321113	.0000000	.4512913	100
Std. Predicted Value	-3.425	2.666	.000	1.000	100
Std. Residual	-3.036	3.780	.000	.985	100

a. Dependent Variable: Loyalitas_Anggota_Y

Lampiran 9
Output Korelasi Antar Variabel

Correlations

		Tingkat_Bagi_Hasil_(X1)	Kualitas_Pelayanan_(X2)
Tingkat_Bagi_Hasil_(X1)	Pearson Correlation	1	.543
	Sig. (2-tailed)		.000
	N	100	100
Kualitas_Pelayanan_(X2)	Pearson Correlation	.543	1
	Sig. (2-tailed)	.000	
	N	100	100
Citra_(X3)	Pearson Correlation	.557	.810
	Sig. (2-tailed)	.000	.000
	N	100	100
Loyalitas_Anggota_Y	Pearson Correlation	.512	.535
	Sig. (2-tailed)	.000	.000
	N	100	100

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

Correlations

		Citra_(X3)	Loyalitas_Anggota_Y
Tingkat_Bagi_Hasil_(X1)	Pearson Correlation	.557	.512
	Sig. (2-tailed)	.000	.000
	N	100	100
Kualitas_Pelayanan_(X2)	Pearson Correlation	.810	.535
	Sig. (2-tailed)	.000	.000
	N	100	100
Citra_(X3)	Pearson Correlation	1	.626
	Sig. (2-tailed)		.000
	N	100	100
Loyalitas_Anggota_Y	Pearson Correlation	.626	1
	Sig. (2-tailed)	.000	
	N	100	100

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

Lampiran 10

Output Regresi Linier Berganda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Citra_(X3), Tingkat_Bagi_ Hasil_(X1), Kualitas_ Pelayanan_ (X2)		Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas_Anggota_Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657 ^a	.431	.413	.4582885

a. Predictors: (Constant), Citra_(X3), Tingkat_Bagi_Hasil_(X1), Kualitas_Pelayanan_(X2)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.275	3	5.092	24.243	.000 ^a
	Residual	20.163	96	.210		
	Total	35.438	99			

a. Predictors: (Constant), Citra_(X3), Tingkat_Bagi_Hasil_(X1), Kualitas_Pelayanan_(X2)

b. Dependent Variable: Loyalitas_Anggota_Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.898	.356		2.522	.013
	Tingkat_Bagi_Hasil_(X1)	.293	.118	.234	2.480	.015
	Kualitas_Pelayanan_(X2)	.016	.124	.017	.129	.898
	Citra_(X3)	.482	.130	.482	3.562	.001

a. Dependent Variable: Loyalitas_Anggota_Y

Lampiran 11

Uji Korelasi Antar Dimensi

Correlations

		Price_ transparansi_ (X1.1)	Price_ qiality_ ratio_(X1.2)	Relative_ price_(X1.3)
Price_ transparansi_(X1.1)	Pearson Correlation	1	.297	.118
	Sig. (2-tailed)		.003	.244
	N	100	100	100
Price_ qiality_ ratio_(X1.2)	Pearson Correlation	.297	1	.636
	Sig. (2-tailed)	.003		.000
	N	100	100	100
Relative_ price_(X1.3)	Pearson Correlation	.118	.636	1
	Sig. (2-tailed)	.244	.000	
	N	100	100	100
Price_ reliability_(X1.4)	Pearson Correlation	.293	.398	.525
	Sig. (2-tailed)	.003	.000	.000
	N	100	100	100
Price_ fairness_(X1.5)	Pearson Correlation	.232	.288	.368
	Sig. (2-tailed)	.020	.004	.000
	N	100	100	100
Emphaty_(X2.1)	Pearson Correlation	.462	.283	.283
	Sig. (2-tailed)	.000	.004	.004
	N	100	100	100
Reliability_(X2.2)	Pearson Correlation	.330	.367	.368
	Sig. (2-tailed)	.001	.000	.000
	N	100	100	100

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

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

Correlations

		Price_reliability_(X1.4)	Price_fairness_(X1.5)	Emphaty_(X2.1)
Price_transparansi_(X1.1)	Pearson Correlation	.293	.232	.462
	Sig. (2-tailed)	.003	.020	.000
	N	100	100	100
Price_qiality_ratio_(X1.2)	Pearson Correlation	.398	.288	.283
	Sig. (2-tailed)	.000	.004	.004
	N	100	100	100
Relative_price_(X1.3)	Pearson Correlation	.525	.368	.283
	Sig. (2-tailed)	.000	.000	.004
	N	100	100	100
Price_reliability_(X1.4)	Pearson Correlation	1	.474	.275
	Sig. (2-tailed)		.000	.006
	N	100	100	100
Price_fairness_(X1.5)	Pearson Correlation	.474	1	.256
	Sig. (2-tailed)	.000		.010
	N	100	100	100
Emphaty_(X2.1)	Pearson Correlation	.275	.256	1
	Sig. (2-tailed)	.006	.010	
	N	100	100	100
Reliability_(X2.2)	Pearson Correlation	.339	.273	.629
	Sig. (2-tailed)	.001	.006	.000
	N	100	100	100

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

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

Correlations

		Reliability_ (X2.2)	Responsive_ (X2.3)	Assurance_ (X2.4)
Price_transparansi_(X1.1)	Pearson Correlation	.330	.347	.255
	Sig. (2-tailed)	.001	.000	.010
	N	100	100	100
Price_quality_ratio_(X1.2)	Pearson Correlation	.367	.349	.344
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Relative_price_(X1.3)	Pearson Correlation	.368	.367	.321
	Sig. (2-tailed)	.000	.000	.001
	N	100	100	100
Price_reliability_(X1.4)	Pearson Correlation	.339	.359	.316
	Sig. (2-tailed)	.001	.000	.001
	N	100	100	100
Price_fairness_(X1.5)	Pearson Correlation	.273	.216	.248
	Sig. (2-tailed)	.006	.031	.013
	N	100	100	100
Emphaty_(X2.1)	Pearson Correlation	.629	.648	.605
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Reliability_(X2.2)	Pearson Correlation	1	.605	.587
	Sig. (2-tailed)		.000	.000
	N	100	100	100

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

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

Correlations

		Personality_ (X3.1)	Reputation_ (X3.2)	Value_(X3.3)
Price_transparansi_(X1.1)	Pearson Correlation	.247	.344	.512
	Sig. (2-tailed)	.013	.000	.000
	N	100	100	100
Price_quality_ratio_(X1.2)	Pearson Correlation	.325	.283	.160
	Sig. (2-tailed)	.001	.004	.112
	N	100	100	100
Relative_price_(X1.3)	Pearson Correlation	.298	.280	.133
	Sig. (2-tailed)	.003	.005	.186
	N	100	100	100
Price_reliability_(X1.4)	Pearson Correlation	.333	.538	.427
	Sig. (2-tailed)	.001	.000	.000
	N	100	100	100
Price_fairness_(X1.5)	Pearson Correlation	.182	.336	.094
	Sig. (2-tailed)	.070	.001	.350
	N	100	100	100
Emphaty_(X2.1)	Pearson Correlation	.585	.412	.586
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Reliability_(X2.2)	Pearson Correlation	.556	.492	.494
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100

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

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

Correlations

		Corporate Identity_(X3.4)	Repeat Purchase_(Y1)
Price_transparansi_(X1.1)	Pearson Correlation	.290	.388
	Sig. (2-tailed)	.003	.000
	N	100	100
Price_quality_ratio_(X1.2)	Pearson Correlation	.297	.496
	Sig. (2-tailed)	.003	.000
	N	100	100
Relative_price_(X1.3)	Pearson Correlation	.359	.403
	Sig. (2-tailed)	.000	.000
	N	100	100
Price_reliability_(X1.4)	Pearson Correlation	.419	.344
	Sig. (2-tailed)	.000	.000
	N	100	100
Price_fairness_(X1.5)	Pearson Correlation	.323	.230
	Sig. (2-tailed)	.001	.021
	N	100	100
Emphaty_(X2.1)	Pearson Correlation	.563	.469
	Sig. (2-tailed)	.000	.000
	N	100	100
Reliability_(X2.2)	Pearson Correlation	.566	.432
	Sig. (2-tailed)	.000	.000
	N	100	100

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

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

Correlations

		Retention_ (Y2)	Referrals_(Y3)
Price_transparansi_(X1.1)	Pearson Correlation	.320	.116
	Sig. (2-tailed)	.001	.252
	N	100	100
Price_quality_ratio_(X1.2)	Pearson Correlation	.361	.280
	Sig. (2-tailed)	.000	.005
	N	100	100
Relative_price_(X1.3)	Pearson Correlation	.419	.253
	Sig. (2-tailed)	.000	.011
	N	100	100
Price_reliability_(X1.4)	Pearson Correlation	.461	.308
	Sig. (2-tailed)	.000	.002
	N	100	100
Price_fairness_(X1.5)	Pearson Correlation	.254	.174
	Sig. (2-tailed)	.011	.084
	N	100	100
Empathy_(X2.1)	Pearson Correlation	.449	.256
	Sig. (2-tailed)	.000	.010
	N	100	100
Reliability_(X2.2)	Pearson Correlation	.417	.152
	Sig. (2-tailed)	.000	.132
	N	100	100

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

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

Correlations

		Price_ transparansi_ (X1.1)	Price_quality_ ratio_(X1.2)	Relative price_(X1.3)
Responsive_(X2.3)	Pearson Correlation	.347	.349	.367
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Assurance_(X2.4)	Pearson Correlation	.255	.344	.321
	Sig. (2-tailed)	.010	.000	.001
	N	100	100	100
Personality_(X3.1)	Pearson Correlation	.247	.325	.298
	Sig. (2-tailed)	.013	.001	.003
	N	100	100	100
Reputation_(X3.2)	Pearson Correlation	.344	.283	.280
	Sig. (2-tailed)	.000	.004	.005
	N	100	100	100
Value_(X3.3)	Pearson Correlation	.512	.160	.133
	Sig. (2-tailed)	.000	.112	.188
	N	100	100	100
Corporate Identity_(X3.4)	Pearson Correlation	.290	.297	.359
	Sig. (2-tailed)	.003	.003	.000
	N	100	100	100
Repeat_Purchase_(Y1)	Pearson Correlation	.388	.496	.403
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Retention_(Y2)	Pearson Correlation	.320	.361	.419
	Sig. (2-tailed)	.001	.000	.000
	N	100	100	100
Referrals_(Y3)	Pearson Correlation	.116	.280	.253
	Sig. (2-tailed)	.252	.005	.011
	N	100	100	100

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

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

Correlations

		Price reliability_(X1. 4)	Price fairness_(X1.5)	Emphaty_(X2. 1)
Responsive_(X2.3)	Pearson Correlation	.359	.216	.648
	Sig. (2-tailed)	.000	.031	.000
	N	100	100	100
Assurance_(X2.4)	Pearson Correlation	.316	.248	.605
	Sig. (2-tailed)	.001	.013	.000
	N	100	100	100
Personality_(X3.1)	Pearson Correlation	.333	.182	.585
	Sig. (2-tailed)	.001	.070	.000
	N	100	100	100
Reputation_(X3.2)	Pearson Correlation	.538	.338	.412
	Sig. (2-tailed)	.000	.001	.000
	N	100	100	100
Value_(X3.3)	Pearson Correlation	.427	.094	.586
	Sig. (2-tailed)	.000	.350	.000
	N	100	100	100
Corporate Identity_(X3.4)	Pearson Correlation	.419	.323	.563
	Sig. (2-tailed)	.000	.001	.000
	N	100	100	100
Repeat_Purchase_(Y1)	Pearson Correlation	.344	.230	.469
	Sig. (2-tailed)	.000	.021	.000
	N	100	100	100
Retention_(Y2)	Pearson Correlation	.481	.254	.449
	Sig. (2-tailed)	.000	.011	.000
	N	100	100	100
Referrals_(Y3)	Pearson Correlation	.308	.174	.256
	Sig. (2-tailed)	.002	.084	.010
	N	100	100	100

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

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

Correlations

		Reliability_ (X2.2)	Responsive_ (X2.3)	Assurance_ (X2.4)
Responsive_(X2.3)	Pearson Correlation	.605	1	.695
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Assurance_(X2.4)	Pearson Correlation	.587	.695	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100
Personality_(X3.1)	Pearson Correlation	.556	.609	.635
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Reputation_(X3.2)	Pearson Correlation	.492	.497	.486
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Value_(X3.3)	Pearson Correlation	.494	.600	.609
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Corporate Identity_(X3.4)	Pearson Correlation	.566	.594	.577
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Repeat_Purchase_(Y1)	Pearson Correlation	.432	.533	.540
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Retention_(Y2)	Pearson Correlation	.417	.559	.515
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Referalls_(Y3)	Pearson Correlation	.152	.339	.221
	Sig. (2-tailed)	.132	.001	.027
	N	100	100	100

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

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

Correlations

		Personality_ (X3.1)	Reputation_ (X3.2)	Value_(X3.3)
Responsive_(X2.3)	Pearson Correlation	.609	.497	.600
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Assurance_(X2.4)	Pearson Correlation	.635	.486	.609
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Personality_(X3.1)	Pearson Correlation	1	.640	.575
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Reputation_(X3.2)	Pearson Correlation	.640	1	.595
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Value_(X3.3)	Pearson Correlation	.575	.595	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100
Corporate Identity_(X3.4)	Pearson Correlation	.434	.459	.490
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Repeat_Purchase_(Y1)	Pearson Correlation	.618	.531	.500
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Retention_(Y2)	Pearson Correlation	.648	.528	.469
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Referrals_(Y3)	Pearson Correlation	.436	.400	.210
	Sig. (2-tailed)	.000	.000	.036
	N	100	100	100

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

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

Correlations

		Corporate Identity_(X3.4)	Repeat Purchase_(Y1)
Responsive_(X2.3)	Pearson Correlation	.594	.533
	Sig. (2-tailed)	.000	.000
	N	100	100
Assurance_(X2.4)	Pearson Correlation	.577	.540
	Sig. (2-tailed)	.000	.000
	N	100	100
Personality_(X3.1)	Pearson Correlation	.434	.618
	Sig. (2-tailed)	.000	.000
	N	100	100
Reputation_(X3.2)	Pearson Correlation	.459	.531
	Sig. (2-tailed)	.000	.000
	N	100	100
Value_(X3.3)	Pearson Correlation	.490	.500
	Sig. (2-tailed)	.000	.000
	N	100	100
Corporate Identity_(X3.4)	Pearson Correlation	1	.449
	Sig. (2-tailed)		.000
	N	100	100
Repeat_Purchase_(Y1)	Pearson Correlation	.449	1
	Sig. (2-tailed)	.000	
	N	100	100
Retention_(Y2)	Pearson Correlation	.445	.733
	Sig. (2-tailed)	.000	.000
	N	100	100
Referrals_(Y3)	Pearson Correlation	.302	.534
	Sig. (2-tailed)	.002	.000
	N	100	100

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

Correlations

		Retention_ (Y2)	Referrals_(Y3)
Responsive_(X2.3)	Pearson Correlation	.559	.339
	Sig. (2-tailed)	.000	.001
	N	100	100
Assurance_(X2.4)	Pearson Correlation	.515	.221
	Sig. (2-tailed)	.000	.027
	N	100	100
Personality_(X3.1)	Pearson Correlation	.648	.436
	Sig. (2-tailed)	.000	.000
	N	100	100
Reputation_(X3.2)	Pearson Correlation	.528	.400
	Sig. (2-tailed)	.000	.000
	N	100	100
Value_(X3.3)	Pearson Correlation	.469	.210
	Sig. (2-tailed)	.000	.036
	N	100	100
Corporate Identity_(X3.4)	Pearson Correlation	.445	.302
	Sig. (2-tailed)	.000	.002
	N	100	100
Repeat_Purchase_(Y1)	Pearson Correlation	.733	.534
	Sig. (2-tailed)	.000	.000
	N	100	100
Retention_(Y2)	Pearson Correlation	1	.689
	Sig. (2-tailed)		.000
	N	100	100
Referrals_(Y3)	Pearson Correlation	.689	1
	Sig. (2-tailed)	.000	
	N	100	100

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

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

