

## KUESIONER PENELITIAN

Kepada Yth.

Saudara/I

Di tempat

Dengan hormat,

Sehubungan dengan tugas akhir dalam menyelesaikan studi S-1 di Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI), maka Bapak/Ibu/Saudara/i bermaksud mengadakan penelitian guna mendapatkan data untuk penelitian skripsi yang berjudul **“PENGARUH KUALITAS PELAYANAN, HARGA DAN KEPERCAYAAN TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN”**

.” Untuk mencapai tujuan tersebut saya memohon kesediaan Saudara/I untuk mengisi semua kuesioner yang telah disediakan. Semua jawaban yang telah diberikan dijamin kerahasiannya.

Atas kesediaan dan partisipasi Saudara/I dalam mengisi kuesioner ini saya ucapkan terima kasih

Hormat Saya

Afzalur Rochim



A. Kuesioner (X<sub>1</sub>) Kualitas Pelayanan

No	Pertanyaan					
		STS	TS	RR	S	SS
1.	Driver menggunakan kendaraan yang baik dan layak					
2.	Driver menggunakan atribut lengkap sesuai standar perusahaan					
3.	Grab memiliki fitur chat yang memudahkan antara driver dan penumpang dalam komunikasi					
4.	Driver menjemput dengan tepat waktu					
5.	Driver menjemput pada titik yang sesuai dengan lokasi penjemputan					
6.	Driver memberikan pelayanan yang memuaskan kepada pelanggannya					
7.	Driver merespon cepat orderan yang masuk dari pelanggan					
8.	Driver tanggap dalam merespon keluhan pelanggan					
9.	Driver memiliki pengetahuan mengantar pelanggannya sampai dengan tujuan dengan Google Maps					
10.	Driver mengemudi dengan kecematan standar dan tidak membahayakan penumpang					
11.	Driver memiliki sifat ramah\ sopan terhadap pelanggannya					
12.	Driver memiliki sifat dapat dipercaya dalam melakukan pekerjaannya					
13.	Driver dapat berkomunikasi dengan baik kepada pelanggannya					
14.	Driver memberikan perhatian khusus kepada pelanggan seperti: diskon harga					
15.	Driver dapat memenuhi kebutuhan pelanggannya					

B. Kuesioner (X<sub>2</sub>) Harga

No	Pertanyaan					
		STS	TS	RR	S	SS
1.	Harga yang ditawarkan Perusahaan Grab terjangkau bagi pelanggan					
2.	Harga grab-bike sesuai dengan kualitas yang ditawarkan					
3.	Harga grab-bike sesuai dengan manfaat layanan					
4.	Harga grab-bike lebih murah dibandingkan dengan pesaingnya					

C. Kuesioner (X<sub>3</sub>) Kepercayaan

No	Pertanyaan					
		STS	TS	RR	S	SS
1.	Pelanggan memiliki pengetahuan dalam mengoperasikan aplikasi Grab					
2.	Pelanggan mempersepsikan Perusahaan Grab dapat memberikan hasil/manfaat yang baik					
3.	Pelanggan mempersepsikan layanan grab-bike dapat memberikan manfaat yang baik					

D. Kuesioner (Y) Kepuasan Pelanggan

No	Pertanyaan					
		STS	TS	RR	S	SS
1.	Saya akan menggunakan kembali layanan grab-bike					
2.	Perusahaan Grab memiliki kesan yang baik didalam ingatan pelanggan					
3.	Saya akan selalu menggunakan layanan grab-bike					

4.	Pelanggan setia menggunakan aplikasi Grab					
----	---	--	--	--	--	--

E. Kuesioner (Z) Loyalitas Pelanggan

No	Pertanyaan					
		STS	TS	RR	S	SS
1.	Saya akan melakukan pembelian secara kontinyu terhadap layanan grab-bike					
2.	Saya akan menggunakan layanan lain grab-bike, seperti: (grabfood\grabexpres)					
3.	Saya akan merefrensikan kepada orang lain untuk menggunakan grab-bike					
4.	Saya tidak pernah menggunakan jasa layanan lainnya					

**Lampiran 2.** Tabulasi Skor Variabel Kualitas Pelayanan ( $X_1$ )

No Responden	No. Butir Pertanyaan															Jumlah
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	4	4	5	4	5	4	5	5	5	2	2	3	1	3	4	56
2	4	3	4	2	5	4	2	3	3	5	3	5	3	1	3	50
3	2	4	4	3	5	5	5	4	3	1	2	3	4	4	3	52
4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	58
5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
6	4	4	4	2	4	4	5	5	4	4	4	5	3	4	4	60
7	4	2	2	3	2	2	3	4	4	4	3	3	2	4	4	46
8	4	4	4	4	5	5	5	5	4	4	4	4	3	4	4	63
9	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	72
10	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	59
11	4	3	3	4	4	3	3	5	3	3	3	3	2	3	4	50
12	4	4	3	3	4	4	5	5	4	4	4	4	3	4	4	59
13	4	3	4	4	4	4	4	4	4	4	3	3	3	4	4	56
14	4	4	4	4	4	4	4	4	4	3	4	4	3	3	5	58
15	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
16	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
17	5	5	5	5	5	5	5	5	4	5	5	5	4	4	5	72
18	4	3	4	4	4	4	4	4	4	4	4	5	4	4	4	60
19	4	4	4	3	4	4	5	5	4	4	4	4	4	4	4	61
20	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	59
21	5	4	4	4	3	4	5	5	4	4	4	5	4	5	4	64
22	4	4	4	5	4	4	4	4	4	4	3	4	4	4	4	60
23	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	64
24	5	4	5	5	5	5	5	5	5	5	5	4	5	5	5	73
25	5	3	4	5	4	3	5	5	3	4	3	4	4	4	4	60
26	4	4	4	3	4	4	3	4	4	4	4	4	3	4	3	56
27	4	4	4	4	5	5	5	4	4	4	4	4	4	3	4	62
28	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
29	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
30	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	74
31	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
32	3	3	4	3	3	4	5	5	3	4	5	3	3	4	4	56
33	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
34	5	4	5	4	5	5	5	5	4	5	5	5	5	5	5	72
35	4	4	4	3	4	4	4	4	3	4	4	3	3	4	4	56
36	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	57
37	3	3	3	4	4	4	3	3	3	4	3	3	3	4	4	51
38	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	59

Tabulasi Skor Variabel Kualitas Pelayanan (X<sub>1</sub>)

No Responden	No. Butir Pertanyaan															Jumlah
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
40	4	4	4	2	4	4	4	4	3	4	4	4	3	4	4	56
41	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	58
42	4	3	4	2	4	4	4	4	4	4	3	4	3	4	2	53
43	4	3	3	2	4	3	4	4	4	4	3	4	3	4	4	53
44	4	2	3	2	4	3	4	4	4	4	4	4	3	4	4	53
45	4	3	4	2	4	4	4	4	4	4	3	4	4	4	3	55
46	4	3	4	2	4	4	4	4	4	4	3	4	3	4	4	55
47	4	2	4	2	4	4	4	4	4	4	3	4	3	4	4	54
48	4	3	4	2	4	4	4	4	3	4	4	4	3	3	2	52
49	5	3	4	2	4	4	4	4	4	3	3	4	3	4	4	55
50	4	3	4	2	4	4	4	4	4	4	4	4	3	4	4	56
51	4	2	4	2	4	3	4	4	4	4	4	4	3	3	3	52
52	4	4	3	3	4	3	4	4	4	4	4	4	3	4	3	55
53	4	2	4	3	4	4	4	4	4	4	3	4	3	4	2	53
54	4	2	4	2	4	4	4	4	3	4	3	4	2	4	4	52
55	4	2	4	3	4	4	4	4	4	4	3	4	4	4	4	56
56	4	3	4	2	4	3	4	4	4	4	3	5	3	4	4	55
57	5	5	5	4	4	2	5	4	3	4	4	5	4	5	4	63
58	5	5	4	4	5	4	5	4	2	4	5	5	4	5	4	65
59	4	3	4	3	4	4	4	4	3	5	4	5	4	4	4	59
60	4	3	4	3	4	3	4	4	3	4	3	4	3	4	4	54
61	5	4	5	4	5	4	4	5	2	5	4	5	4	5	4	65
62	4	3	4	2	4	3	4	4	3	4	4	4	3	4	4	54
63	4	3	4	2	4	4	4	4	4	5	4	5	4	4	4	59
64	3	3	4	2	4	4	4	4	4	4	3	4	3	4	3	53
65	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
66	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	58
67	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
68	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4	65
69	5	4	4	5	5	5	4	5	5	5	4	4	4	4	4	67
70	4	4	4	3	5	5	5	5	5	4	4	4	4	4	4	64
71	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	59
72	5	4	4	4	3	4	5	5	4	4	4	5	4	5	4	64
73	4	4	4	5	4	4	4	4	4	4	3	4	4	4	4	60
74	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	64
75	5	4	5	5	5	5	5	5	5	5	5	4	5	5	5	73
76	5	3	4	5	4	3	5	5	3	4	3	4	4	4	4	60
77	4	4	4	3	4	4	3	4	4	4	4	4	3	4	3	56
78	4	4	4	4	5	5	5	4	4	4	4	4	4	3	4	62
79	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60

Tabulasi Skor Variabel Kualitas Pelayanan (X<sub>1</sub>)

80	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
No. Responden	No. Butir Pertanyaan															Jumlah	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
81	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	74
82	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
83	3	3	4	3	3	4	5	5	3	4	5	3	3	4	4	4	56
84	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
85	5	4	5	4	5	5	5	5	4	5	5	5	5	5	5	5	72
86	4	4	4	3	4	4	4	4	3	4	4	3	3	4	4	4	56
87	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	57
88	3	3	3	4	4	4	3	3	3	4	3	3	3	4	4	4	51
89	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	59
90	3	3	3	2	4	4	4	4	3	4	4	4	3	4	4	4	53
91	4	4	4	2	4	4	4	4	3	4	4	4	3	4	4	4	56
92	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	58
93	4	3	4	2	4	4	4	4	4	4	3	4	3	4	2	4	53
94	4	3	3	2	4	3	4	4	4	4	3	4	3	4	4	4	53
95	4	2	3	2	4	3	4	4	4	4	4	4	3	4	4	4	53
96	4	3	4	2	4	4	4	4	4	4	3	4	4	4	3	4	55
97	4	3	4	2	4	4	4	4	4	4	3	4	3	4	4	4	55
98	4	2	4	2	4	4	4	4	4	4	3	4	3	4	4	4	54
99	4	3	4	2	4	4	4	4	3	4	4	4	3	3	2	4	52
100	5	3	4	2	4	4	4	4	4	3	3	4	3	4	4	4	55
<b>Jumlah</b>	411	356	400	335	417	403	420	423	378	405	379	405	360	403	392	4	5887



**Lampiran 3. Skor Variabel Harga (X<sub>2</sub>)**

No Responden	No. Butir Pertanyaan				Jumlah
	1	2	3	4	
1	4	5	4	5	18
2	2	4	2	5	13
3	3	1	3	2	9
4	4	4	4	3	15
5	4	4	4	5	17
6	3	4	2	4	13
7	3	4	3	4	14
8	3	4	4	3	14
9	4	5	5	5	19
10	4	4	3	4	15
11	3	5	4	5	17
12	3	4	3	4	14
13	2	4	4	2	12
14	3	4	4	3	14
15	4	4	4	4	16
16	4	4	4	4	16
17	5	5	5	5	20
18	4	4	4	4	16
19	4	3	3	4	14
20	4	4	4	4	16
21	4	4	4	4	16
22	4	4	5	4	17
23	4	5	4	4	17
24	4	5	5	4	18
25	3	5	5	4	17
26	2	3	3	3	11
27	4	4	4	4	16
28	3	4	4	4	15
29	4	4	4	4	16
30	5	5	5	5	20
31	4	5	5	5	19
32	3	4	4	5	16
33	4	4	4	4	16
34	4	5	5	5	19
35	3	4	3	4	14
36	4	4	4	3	15
37	4	4	4	4	16

Tabulasi Skor Variabel Harga (X<sub>2</sub>)

No. Responden	No. Butir Pertanyaan				Jumlah
	1	2	3	4	
38	4	4	4	5	17
39	3	4	4	4	15
40	3	3	4	3	13
41	3	4	4	3	14
42	3	4	4	2	13
43	3	4	4	3	14
44	3	4	4	4	15
45	3	4	4	4	15
46	3	4	4	4	15
47	2	4	4	4	14
48	3	4	4	4	15
49	3	3	4	3	13
50	3	4	4	4	15
51	3	4	4	2	13
52	3	4	4	3	14
53	3	4	4	2	13
54	3	4	4	4	15
55	4	4	4	3	15
56	2	4	4	2	12
57	4	5	4	5	18
58	4	5	5	5	19
59	3	4	4	4	15
60	3	4	3	3	13
61	4	5	4	5	18
62	3	3	4	2	12
63	3	4	3	3	13
64	3	3	3	2	11
65	4	4	5	2	15
66	4	4	4	4	16
67	3	4	4	3	14
68	4	4	4	4	16
69	5	5	5	3	18
70	3	4	4	3	14
71	4	4	4	4	16
72	4	4	4	4	16
73	4	4	5	4	17
74	4	5	4	4	17
75	4	5	5	4	18

Tabulasi Skor Variabel Harga (X<sub>2</sub>)

No. Responden	No. Butir Pertanyaan				Jumlah
	1	2	3	4	
77	2	3	3	3	11
78	4	4	4	4	16
79	3	4	4	4	15
80	4	4	4	4	16
81	5	5	5	5	20
82	4	5	5	5	19
83	3	4	4	5	16
84	4	4	4	4	16
85	4	5	5	5	19
86	3	4	3	4	14
87	4	4	4	3	15
88	4	4	4	4	16
89	4	4	4	5	17
90	3	4	4	4	15
91	3	3	4	3	13
92	3	4	4	3	14
93	3	4	4	2	13
94	3	4	4	3	14
95	3	4	4	4	15
96	3	4	4	4	15
97	3	4	4	4	15
98	2	4	4	4	14
99	3	4	4	4	15
100	3	3	4	3	13
Jumlah	343	408	401	377	1529

**Lampiran 4. Skor Variabel Kepercayaan ( $X_3$ )**

No Responden	No. Butir Pertanyaan			Jumlah
	1	2	3	
1	4	4	5	9
2	5	3	5	8
3	3	3	1	4
4	4	4	4	8
5	4	4	4	8
6	4	4	2	6
7	4	4	2	6
8	4	4	3	7
9	5	4	4	8
10	4	4	3	7
11	3	3	1	4
12	4	4	3	7
13	4	4	2	6
14	4	4	4	8
15	4	4	4	8
16	4	4	4	8
17	5	4	4	8
18	4	4	3	7
19	5	4	4	8
20	4	4	3	7
21	4	5	4	9
22	4	4	3	7
23	4	4	3	7
24	5	5	3	8
25	4	4	2	6
26	3	4	3	7
27	4	4	3	7
28	4	4	3	7
29	4	4	4	8
30	4	5	3	8
31	5	5	5	10
32	4	4	4	8
33	4	4	4	8
34	5	5	4	9
35	4	4	3	7
36	4	3	4	7

Tabulasi Skor Variabel Kepercayaan ( $X_3$ )

38	4	4	4	8
39	4	4	2	6
40	4	4	3	7
41	4	4	2	6
42	4	4	3	7
43	4	4	3	7
44	4	4	2	6
45	4	4	3	7
46	4	4	3	7
47	4	4	3	7
48	4	4	3	7
49	4	4	4	8
50	4	4	2	6
51	4	4	3	7
52	3	4	2	6
53	4	4	3	7
54	4	4	3	7
55	4	4	2	6
56	4	4	2	6
57	4	5	5	10
58	4	4	5	9
59	4	4	3	7
60	4	4	3	7
61	5	5	5	10
62	4	4	3	7
63	4	4	3	7
64	4	4	3	7
65	4	4	4	8
66	4	4	4	8
67	4	4	4	8
68	4	4	4	8
69	5	5	5	10
70	5	5	4	9
71	4	4	3	7
72	4	5	4	9
73	4	4	3	7
74	4	4	3	7
75	5	5	3	8
76	4	4	2	6
77	3	4	3	7

Tabulasi Skor Variabel Kepercayaan (X<sub>3</sub>)

79	4	4	3	7
80	4	4	4	8
81	4	5	3	8
82	5	5	5	10
83	4	4	4	8
84	4	4	4	8
85	5	5	4	9
86	4	4	3	7
87	4	3	4	7
88	4	4	4	8
89	4	4	4	8
90	4	4	2	6
91	4	4	3	7
92	4	4	2	6
93	4	4	3	7
94	4	4	3	7
95	4	4	2	6
96	4	4	3	7
97	4	4	3	7
98	4	4	3	7
99	4	4	3	7
100	4	4	4	8
Jumlah	408	409	328	737

**Lampiran 5. Skor Variabel Kepuasan Pelanggan (Y)**

No Responden	No. Butir Pertanyaan				Jumlah
	1	2	3	4	
1	5	4	5	3	17
2	5	4	3	4	16
3	4	4	3	1	12
4	4	4	4	4	16
5	4	4	4	4	16
6	3	3	5	2	13
7	3	3	4	4	14
8	4	4	4	4	16
9	4	4	4	4	16
10	4	4	4	4	16
11	3	4	3	2	12
12	4	4	4	3	15
13	4	4	4	2	14
14	5	4	4	3	16
15	4	4	4	4	16
16	4	4	4	4	16
17	5	5	5	5	20
18	4	4	4	4	16
19	4	4	4	4	16
20	4	4	5	3	16
21	4	4	3	5	16
22	4	4	4	3	15
23	4	4	5	4	17
24	5	4	5	5	19
25	4	4	4	4	16
26	3	4	4	3	14
27	4	5	5	4	18
28	4	4	4	3	15
29	4	4	4	4	16
30	5	5	5	5	20
31	5	5	5	5	20
32	4	4	3	5	16
33	4	4	4	4	16
34	5	5	5	4	19
35	4	4	3	4	15
36	4	4	4	3	15

Tabulasi Skor Variabel Kepuasan pelanggan (Y)

38	4	4	4	4	16
39	3	4	4	4	15
40	4	4	4	4	16
41	4	4	4	3	15
42	4	4	4	4	16
43	4	4	4	4	16
44	4	4	4	4	16
45	4	4	4	4	16
46	4	4	4	4	16
47	2	4	4	5	15
48	3	4	4	4	15
49	3	4	4	4	15
50	3	4	4	4	15
51	2	4	4	4	14
52	4	4	4	4	16
53	3	4	4	4	15
54	2	4	4	5	15
55	4	4	4	4	16
56	4	4	4	3	15
57	5	5	4	4	18
58	4	5	4	4	17
59	3	4	4	4	15
60	4	4	3	5	16
61	4	5	5	5	19
62	4	4	4	4	16
63	4	4	4	4	16
64	3	4	4	5	16
65	4	4	4	4	16
66	4	4	4	4	16
67	4	4	4	3	15
68	4	4	4	4	16
69	4	4	5	3	16
70	4	4	4	4	16
71	4	4	5	3	16
72	4	4	3	5	16
73	4	4	4	3	15
74	4	4	5	4	17
75	5	4	5	5	19
76	4	4	4	4	16
77	3	4	4	3	14



Tabulasi Skor Variabel Kepuasan pelanggan (Y)

					18
79	4	4	4	3	15
80	4	4	4	4	16
81	5	5	5	5	20
82	5	5	5	5	20
83	4	4	3	5	16
84	4	4	4	4	16
85	5	5	5	4	19
86	4	4	3	4	15
87	4	4	4	3	15
88	3	3	2	3	11
89	4	4	4	4	16
90	3	4	4	4	15
91	4	4	4	4	16
92	4	4	4	3	15
93	4	4	4	4	16
94	4	4	4	4	16
95	4	4	4	4	16
96	4	4	4	4	16
97	4	4	4	4	16
98	2	4	4	5	15
99	3	4	4	4	15
100	3	4	4	4	15
Jumlah	388	408	405	388	1589

**Lampiran 6.** Skor Variabel Loyalitas Pelanggan (Z)

No Responden	No. Butir Pertanyaan				Jumlah
	2	1	3	4	
1	3	2	5	5	15
2	4	2	4	3	13
3	1	2	4	3	28
4	4	4	4	4	16
5	4	4	4	4	16
6	2	5	4	4	32
7	4	4	4	4	16
8	4	4	4	4	16
9	4	4	5	5	32
10	4	4	4	4	16
11	2	4	3	3	12
12	3	4	3	4	28
13	2	4	4	4	14
14	3	4	3	5	15
15	4	4	4	4	29
16	4	4	4	4	16
17	5	5	5	4	19
18	4	4	4	4	35
19	4	4	4	5	17
20	3	5	4	4	16
21	5	4	4	4	33
22	3	4	4	4	15
23	4	4	5	4	17
24	5	5	5	5	32
25	4	5	4	3	16
26	3	3	3	4	13
27	4	4	4	4	29
28	3	4	4	4	15
29	4	4	4	4	16
30	5	5	5	5	31
31	4	5	5	5	19
32	3	4	5	4	16
33	4	4	4	4	35
34	5	5	5	5	20
35	4	4	4	4	16
36	3	4	3	4	36

Tabulasi Skor Variabel Loyalitas pelanggan (Z)

					14
38	4	4	4	4	16
39	3	4	4	4	30
40	3	3	4	4	14
41	4	4	4	4	16
42	3	4	4	4	30
43	2	4	4	4	14
44	2	4	4	4	14
45	2	4	4	4	28
46	3	4	4	4	15
47	3	4	4	4	15
48	3	4	4	4	30
49	2	4	4	4	14
50	2	4	4	4	14
51	2	4	4	4	28
52	3	4	4	4	15
53	3	4	4	4	15
54	2	4	4	4	30
55	3	4	4	4	15
56	3	4	4	4	15
57	4	5	4	4	30
58	5	4	4	4	17
59	3	4	4	4	15
60	3	4	4	4	32
61	4	4	4	4	16
62	3	4	4	4	15
63	3	4	4	4	31
64	3	4	4	4	15
65	4	4	4	4	16
66	4	4	4	4	31
67	3	4	4	4	15
68	4	4	4	4	16
69	4	5	4	5	31
70	4	5	5	4	18
71	3	5	4	4	16
72	5	4	4	4	34
73	3	4	4	4	15
74	4	4	5	4	17
75	5	5	5	5	32
76	4	5	4	3	16
77	3	3	3	4	13

Tabulasi Skor Variabel Loyalitas pelanggan (Z)

					29
79	3	4	4	4	15
80	4	4	4	4	16
81	5	5	5	5	31
82	4	5	5	5	19
83	3	4	5	4	16
84	4	4	4	4	35
85	5	5	5	5	20
86	4	4	4	4	16
87	3	4	3	4	36
88	3	4	4	3	14
89	4	4	4	4	16
90	3	4	4	4	30
91	3	3	4	4	14
92	4	4	4	4	16
93	3	4	4	4	30
94	2	4	4	4	14
95	2	4	4	4	14
96	2	4	4	4	28
97	3	4	4	4	15
98	3	4	4	4	15
99	3	4	4	4	30
100	2	4	4	4	14
Jumlah	340	407	409	406	1562

Lampiran 7. Hasil Uji Validitas Kualitas Pelayanan (X<sub>1</sub>)

Correlations																	
	X <sub>1.1</sub>	X <sub>1.2</sub>	X <sub>1.3</sub>	X <sub>1.4</sub>	X <sub>1.5</sub>	X <sub>1.6</sub>	X <sub>1.7</sub>	X <sub>1.8</sub>	X <sub>1.9</sub>	X <sub>1.10</sub>	X <sub>1.11</sub>	X <sub>1.12</sub>	X <sub>1.13</sub>	X <sub>1.14</sub>	X <sub>1.15</sub>	Total_X <sub>1</sub>	
X <sub>1.1</sub>	Pearson Correlation	1	.343**	.554**	.428**	.316**	.137	.351**	.469**	.318**	.477**	.365**	.577**	.459**	.450**	.405**	.669**
	Sig. (2-tailed)		.000	.000	.000	.001	.174	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X <sub>1.2</sub>	Pearson Correlation	.343**	1	.511**	.621**	.446**	.462**	.391**	.311**	.151	.127	.522**	.249*	.560**	.348**	.398**	.693**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.002	.134	.208	.000	.013	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X <sub>1.3</sub>	Pearson Correlation	.554**	.511**	1	.439**	.570**	.545**	.491**	.431**	.288**	.307**	.396**	.443**	.566**	.374**	.331**	.735**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.004	.002	.000	.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X <sub>1.4</sub>	Pearson Correlation	.428**	.621**	.439**	1	.366**	.387**	.345**	.385**	.275**	.231*	.367**	.092	.619**	.365**	.537**	.714**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.006	.021	.000	.365	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X <sub>1.5</sub>	Pearson Correlation	.316**	.446**	.570**	.366**	1	.680**	.386**	.326**	.308**	.209*	.242*	.311**	.431**	.084	.281**	.606**
	Sig. (2-tailed)	.001	.000	.000	.000		.000	.000	.001	.002	.037	.015	.002	.000	.403	.005	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X <sub>1.6</sub>	Pearson Correlation	.137	.462**	.545**	.387**	.680**	1	.427**	.375**	.407**	.227*	.399**	.169	.528**	.199*	.287**	.645**
	Sig. (2-tailed)	.174	.000	.000	.000	.000		.000	.000	.000	.023	.000	.093	.000	.047	.004	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X <sub>1.7</sub>	Pearson Correlation	.351**	.391**	.491**	.345**	.386**	.427**	1	.783**	.331**	.059	.394**	.263**	.419**	.479**	.378**	.659**
	Sig. (2-tailed)																
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Hasil Uji Validitas Kualitas Pelayanan (X<sub>1</sub>)

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.001	.563	.000	.008	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X <sub>1</sub> .8	Pearson Correlation	.469**	.311**	.431**	.385**	.326**	.375**	.783**	1	.407**	.200*	.393**	.235*	.290**	.421**	.389**	.646**
	Sig. (2-tailed)	.000	.002	.000	.000	.001	.000	.000		.000	.046	.000	.019	.003	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X <sub>1</sub> .9	Pearson Correlation	.318**	.151	.288**	.275**	.308**	.407**	.331**	.407**	1	.167	.123	.140	.294**	.210*	.273**	.481**
	Sig. (2-tailed)	.001	.134	.004	.006	.002	.000	.001	.000		.096	.224	.165	.003	.036	.006	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X <sub>1</sub> .10	Pearson Correlation	.477**	.127	.307**	.231*	.209*	.227*	.059	.200*	.167	1	.595**	.545**	.491**	.319**	.299**	.525**
	Sig. (2-tailed)	.000	.208	.002	.021	.037	.023	.563	.046	.096		.000	.000	.000	.001	.003	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X <sub>1</sub> .11	Pearson Correlation	.365**	.522**	.396**	.367**	.242*	.399**	.394**	.393**	.123	.595**	1	.379**	.562**	.421**	.461**	.685**
	Sig. (2-tailed)	.000	.000	.000	.000	.015	.000	.000	.000	.224	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X <sub>1</sub> .12	Pearson Correlation	.577**	.249*	.443**	.092	.311**	.169	.263**	.235*	.140	.545**	.379**	1	.466**	.319**	.213*	.525**
	Sig. (2-tailed)	.000	.013	.000	.365	.002	.093	.008	.019	.165	.000	.000		.000	.001	.034	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Hasil Uji Validitas Kualitas Pelayanan (X<sub>1</sub>)

X <sub>1</sub> .13	Pearson Correlation	.459**	.560**	.566**	.619**	.431**	.528**	.419**	.290**	.294**	.491**	.562**	.466**	1	.543**	.451**	.809**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.003	.003	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X <sub>1</sub> .14	Pearson Correlation	.450**	.348**	.374**	.365**	.084	.199*	.479**	.421**	.210*	.319**	.421**	.319**	.543**	1	.466**	.613**
	Sig. (2-tailed)	.000	.000	.000	.000	.403	.047	.000	.000	.036	.001	.000	.001	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X <sub>1</sub> .15	Pearson Correlation	.405**	.398**	.331**	.537**	.281**	.287**	.378**	.389**	.273**	.299**	.461**	.213*	.451**	.466**	1	.648**
	Sig. (2-tailed)	.000	.000	.001	.000	.005	.004	.000	.000	.006	.003	.000	.034	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total X <sub>1</sub>	Pearson Correlation	.669**	.693**	.735**	.714**	.606**	.645**	.659**	.646**	.481**	.525**	.685**	.525**	.809**	.613**	.648**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

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

**Lampiran 8. Hasil Uji Validitas Harga (X<sub>2</sub>)**

		Correlations				
		X <sub>2.1</sub>	X <sub>2.2</sub>	X <sub>2.3</sub>	X <sub>2.4</sub>	Total_ X <sub>2</sub>
X <sub>2.1</sub>	Pearson Correlation	1	.561**	.231*	.419**	.772**
	Sig. (2-tailed)		.000	.021	.000	.000
	N	100	100	100	100	100
X <sub>2.2</sub>	Pearson Correlation	.561**	1	.563**	.445**	.822**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X <sub>2.3</sub>	Pearson Correlation	.231*	.563**	1	.496**	.703**
	Sig. (2-tailed)	.021	.000		.000	.000
	N	100	100	100	100	100
X <sub>2.4</sub>	Pearson Correlation	.419**	.445**	.496**	1	.764**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Total_ X <sub>2</sub>	Pearson Correlation	.772**	.822**	.703**	.764**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

**Lampiran 9. Hasil Uji Validitas Kepercayaan (X<sub>3</sub>)**

		Correlations			
		X <sub>3.1</sub>	X <sub>3.1</sub>	X <sub>3.1</sub>	Total_ X <sub>3</sub>
X <sub>3.1</sub>	Pearson Correlation	1	.522**	.384**	.737**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X <sub>3.2</sub>	Pearson Correlation	.522**	1	.488**	.798**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X <sub>3.3</sub>	Pearson Correlation	.384**	.488**	1	.852**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total_ X <sub>3</sub>	Pearson Correlation	.737**	.798**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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



**Lampiran 10. Hasil Uji Validitas Kepuasan Pelanggan (Y)**

**Correlations**

		Y.1	Y.2	Y.3	Y.4	Total_Y
Y.1	Pearson Correlation	1	.311**	.300**	.389**	.718**
	Sig. (2-tailed)		.002	.002	.000	.000
	N	100	100	100	100	100
Y.2	Pearson Correlation	.311**	1	.530**	.347**	.690**
	Sig. (2-tailed)	.002		.000	.000	.000
	N	100	100	100	100	100
Y.3	Pearson Correlation	.300**	.530**	1	.434**	.778**
	Sig. (2-tailed)	.002	.000		.000	.000
	N	100	100	100	100	100
Y.4	Pearson Correlation	.389**	.347**	.434**	1	.739**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Total_Y	Pearson Correlation	.718**	.690**	.778**	.739**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

**Lampiran 11. Hasil Uji Validitas Loyalitas Pelanggan (Z)**

**Correlations**

		Z.1	Z.2	Z.3	Z.4	Total_Z
Z.1	Pearson Correlation	1	.381**	.349**	.340**	.694**
	Sig. (2-tailed)		.000	.000	.001	.000
	N	100	100	100	100	100
Z.2	Pearson Correlation	.381**	1	.418**	.373**	.831**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Z.3	Pearson Correlation	.349**	.418**	1	.453**	.705**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Z.4	Pearson Correlation	.340**	.373**	.453**	1	.670**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	100	100	100	100	100
Total_Z	Pearson Correlation	.694**	.831**	.705**	.670**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

**X<sub>1</sub>**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.896	15

**X<sub>2</sub>**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.752	4

**X<sub>3</sub>**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.687	3

**Y**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.698	4

**Z**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.677	4

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 <sup>a</sup>	.737	.729	.827

a. Predictors: (Constant), Kepercayaan, Harga, Kualitas Produk

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	184.440	3	61.480	89.807	.000 <sup>b</sup>
	Residual	65.720	96	.685		
	Total	250.160	99			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kepercayaan, Harga, Kualitas Produk

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.213	.846		3.796	.000
	Kualitas Produk	.192	.026	.751	7.364	.000
	Harga	.080	.056	.108	1.427	.157
	Kepercayaan	.043	.118	.033	.362	.718

a. Dependent Variable: Kepuasan Pelanggan

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920 <sup>a</sup>	.847	.840	.706

a. Predictors: (Constant), Kepuasan Pelanggan, Harga, Kepercayaan, Kualitas Produk

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	262.173	4	65.543	131.399	.000 <sup>b</sup>
	Residual	47.387	95	.499		
	Total	309.560	99			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kepuasan Pelanggan, Harga, Kepercayaan, Kualitas Produk

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.786	.775		-1.015	.313
	Kualitas Produk	.081	.028	.284	2.902	.005
	Harga	.176	.048	.212	3.621	.000
	Kepercayaan	.704	.101	.487	6.967	.000
	Kepuasan Pelanggan	.033	.087	.029	.377	.707

a. Dependent Variable: Loyalitas Pelanggan

**X<sub>1</sub>-Y-Z**

Input:		Test statistic:	Std. Error:	<i>p</i> -value:	
<i>a</i>	0.192	Sobel test:	0.37881095	0.01672602	0.70482826
<i>b</i>	0.033	Aroian test:	0.37539364	0.01687828	0.70736773
<i>s<sub>a</sub></i>	0.026	Goodman test:	0.38232332	0.01657236	0.70222156
<i>s<sub>b</sub></i>	0.087	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>		

**X<sub>2</sub>-Y-Z**

Input:		Test statistic:	Std. Error:	<i>p</i> -value:	
<i>a</i>	0.080	Sobel test:	0.36660761	0.00720116	0.71391173
<i>b</i>	0.033	Aroian test:	0.30364273	0.00869443	0.76140009
<i>s<sub>a</sub></i>	0.056	Goodman test:	0.4978446	0.00530286	0.61859358
<i>s<sub>b</sub></i>	0.087	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>		

**X<sub>3</sub>-Y-Z**

Input:		Test statistic:	Std. Error:	<i>p</i> -value:	
<i>a</i>	0.043	Sobel test:	0.26278536	0.00539984	0.79271602
<i>b</i>	0.033	Aroian test:	0.12233255	0.01159953	0.90263565
<i>s<sub>a</sub></i>	0.118	Goodman test:	NaN	NaN	NaN
<i>s<sub>b</sub></i>	0.087	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>		

## DAFTAR RIWAYAT HIDUP PENELITI

### Data Pribadi

Nama : Afzalur Rochim  
NPM : 21150500353  
Tempat dan Tanggal Lahir : Bekasi, 29 Agustus 1997  
Agama : Islam  
Kewarganegaraan : Indonesia  
Alamat : Jln. Lumbu Utara IIC No.231  
RT007/RW019 Kec. Rawalumbu,  
Kel. Bojong Rawalumbu. 17116  
Telepon : 0812-9463-1429  
Email : [rohimaafzal29@gmail.com](mailto:rohimaafzal29@gmail.com)

### Pendidikan Formal

SDIT AL HILAL : Lulus Tahun 2009  
PONPES ISLAMIC : Lulus Tahun 2012  
CENTER BIN BAZ  
MAN 2 Kota Bekasi : Lulus Tahun 2015  
STIE Indonesia, Jakarta : Tahun 2015 sampai sekarang