

LAMPIRAN 1

KUESIONER

Kepada Yth,
Nasabah BMT Muamalat Limpung
Di Tempat

Assalamualaikum wr.wb

Dengan Hormat

Dalam rangka penelitian tugas akhir/skripsi pada program strata 1 (s1) Universitas Islam Negri Walisongo Semarang, Saya:

Nama : Ririn Dwi Kurniawati
Nim : 122411156
Fakultas : Ekonomi Dan Bisnis Islam
Jurusan : Ekonomi Islam

Bermaksud mengadakan penelitian yang berjudul” Pengaruh *Relationship Marketing* Terhadap Loyalitas Nasabah BMT Muamalat Limpung” sehubungan dengan itu, saya mohon bantuan dari bapak/ibu/saudara/i meluangkan waktunya untuk mengisi kuesioner penelitian ini.

Saya sangat mengharapkan agar kuesioner penelitian ini diisi dengan lengkap sesuai dengan kondisi yang sebenarnya. Jawaban dari bapak/ibu/saudara/i hanya digunakan untuk penelitian, dan kerahasiaan akan saya jaga dengan hati-hati.

Atas kesediaan dan partisipasi Bapak/Ibu/Saudara/i untuk mengisi dan mengembalikan kuesioner ini tidak lupa saya ucapkan terima kasih yang sebesar-besarnya.

Wassalamualaikum wr.wb.

Hormat Saya,
Peneliti

Ririn Dwi Kurniawati
NIM. 122411156

KUESIONER

PENGARUH RELATIONSHIP MARKETING TERHADAP LOYALITAS NASABAH BMT MUAMALAT LIMPUNG BATANG

A. IDENTITAS RESPONDEN

1. Nama :
2. Jenis Kelamin : Laki-laki Perempuan
3. Usia :
4. Pekerjaan :
5. Berapa lama menjadi nasabah :

B. PETUNJUK PENGISIAN

Berikan penilaian terhadap hal-hal dibawah ini dengan tanda (√) yang paling tepat menurut saudara. Alternatif jawaban terdiri dari:

- (SS) : Sangat Setuju (N) : Netral (STS) : Sangat Tidak Setuju
 (S) : Setuju (TS) : Tidak Setuju

<i>Relationship Marketing</i>		Jawaban				
Indikator Kepercayaan						
No	Pertanyaan	SS	S	N	TS	STS
1	Nasabah memiliki kepercayaan terhadap pelayanan dari BMT Muamalat Limpung					
2	BMT Muamalat Limpung konsisten dalam memberikan layanan yang berkualitas					
3	BMT Muamalat memberikan keamanan tabungan nasabah					
4	BMT Muamalat Limpung memberikan rasa hormat kepada nasabah					

<i>Relationship Marketing</i>		Jawaban				
Indikator Komitmen						
No	Pertanyaan	SS	S	N	TS	STS
5	BMT Muamalat Limpung membuat penyesuaian untuk memenuhi kebutuhan nasabah					
6	BMT Muamalat Limpung memberikan pelayanan pribadi untuk memenuhi kebutuhan nasabah					
7	BMT Muamalat Limpung fleksibel ketika terjadi perubahan pelayanan					
8	BMT Muamalat Limpung fleksibel dalam memberikan pelayanan untuk kebutuhan pelanggan					
9	Nasabah tetap melakukan transaksi karena merasa senang mempunyai hubungan dengan BMT Muamalat Limpung					

<i>Relationship Marketing</i>		Jawaban				
Indikator Komunikasi						
No	Pertanyaan	SS	S	N	TS	STS
10	BMT Muamalat Limpung memberikan informasi yang tepat waktu dan dapat dipercaya					
11	BMT Muamalat Limpung memberikan informasi ketika terdapat layanan terbaru					
12	BMT Muamalat Limpung membuat janji-janji yang diberikan kepada nasabah					
13	BMT Muamalat Limpung menepati janji-janji yang diberikan					
14	Pegawai BMT Muamalat Limpung menjelaskan informasi yang ingin diketahui nasabah					

<i>Relationship Marketing</i>		Jawaban				
Indikator penanganan konflik						
No	Pertanyaan	SS	S	N	TS	STS
15	BMT Muamalat Limpung berusaha menyelesaikan konflik yang terjadi dalam pelayanan					
16	BMT Muamalat Limpung memberikan tanggapan positif terhadap keluhan dan saran yang diterima					
17	BMT Muamalat Limpung membantu menyelesaikan masalah yang timbul dari nasabah					

<i>Relationship Marketing</i>		Jawaban				
Indikator Silaturahmi						
No	Pertanyaan	SS	S	N	TS	STS
18	BMT Muamalat limpung membina hubungan persaudaraan					
19	Karyawan BMT Muamalat Limpung pernah mengunjungi Anda					
20	Karyawan BMT Muamalat mengucapkan salam saat pelayanan					
21	BMT Muamalat Limpung meminta maaf ketika terjadi masalah					

Indikator loyalitas		Jawaban				
No	Pertanyaan	SS	S	N	TS	STS
1	Nasabah selalu menabung di BMT Muamalat Limpung					
2	Nasabah menyampaikan informasi yang diketahui tentang BMT Muamalat Limpung kepada orang terdekat					
3	Nasabah selalu mengatakan yang baik kepada orang lain mengenai BMT Muamalat Limpung					
4	Nasabah merekomendasikan kepada orang lain mengenai BMT Muamalat Limpung					
5	Nasabah akan tetap melakukan transaksi di BMT Muamalat Limpung					
6	Tetap setia menjadi nasabah BMT Muamalat Limpung					

Responden	Variabel Relationship Marketing																					Total	Rata-rata
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21		
R-1	5	5	5	5	5	4	4	4	5	4	4	3	4	4	5	4	4	5	5	5	4	93	4.43
R-2	4	3	4	4	5	4	3	3	5	4	5	3	5	5	4	4	5	5	4	5	5	89	4.24
R-3	4	3	4	4	5	4	3	3	5	4	5	3	5	5	4	4	5	5	4	5	5	89	4.24
R-4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	84	4.00
R-5	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	5	84	4.00
R-6	4	3	4	4	5	4	3	3	5	4	5	3	5	5	4	4	5	5	4	5	5	89	4.34
R-7	5	5	5	5	5	5	5	5	5	4	4	3	3	5	5	5	5	5	5	5	5	99	4.71
R-8	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	3	4	4	4	4	81	3.86
R-9	5	5	5	5	5	4	4	5	4	4	5	4	4	5	4	5	5	4	5	5	5	97	4.62
R-10	4	3	4	4	5	4	3	3	5	4	5	3	5	5	4	4	5	5	4	5	5	89	4.24
R-11	5	5	5	5	4	4	4	4	5	4	5	2	3	4	4	4	4	4	5	5	4	89	4.24
R-12	3	4	4	4	3	5	3	3	4	4	4	3	3	4	4	4	4	4	4	4	4	79	3.76
R-13	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	84	4.00
R-14	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	82	3.90
R-15	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	86	4.10
R-16	3	4	3	3	3	3	3	3	3	2	3	4	3	3	3	3	3	3	3	3	2	63	3.00
R-17	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	4	3	3	4	4	4	80	3.81
R-18	4	3	3	4	3	4	3	3	3	3	4	3	3	4	4	3	4	3	3	3	3	70	3.33
R-19	4	3	3	3	3	3	3	4	4	3	4	4	3	3	4	4	3	3	4	3	4	72	3.43
R-20	4	4	4	4	4	3	3	4	4	4	4	3	4	4	4	3	4	4	3	3	4	78	3.71
R-21	4	4	4	4	4	3	4	4	4	3	4	4	3	5	4	3	4	4	4	4	4	81	3.86
R-22	5	5	5	5	5	5	5	5	5	4	4	3	3	5	5	5	5	5	5	5	5	99	4.71
R-23	4	4	4	4	3	4	4	3	4	3	4	4	4	4	3	4	4	3	3	3	3	76	3.62
R-24	4	3	4	4	4	5	3	4	4	4	4	3	3	4	4	4	4	4	4	4	4	81	3.86
R-25	4	5	5	5	5	4	5	5	4	4	5	4	4	5	4	5	5	4	5	4	4	95	4.52
R-26	4	4	4	4	4	4	4	3	4	3	4	4	3	4	4	4	4	3	4	4	4	80	3.81
R-27	5	4	4	4	5	4	4	4	4	2	3	4	3	4	2	3	3	4	4	4	4	78	3.71
R-28	5	4	4	4	5	4	3	4	5	4	4	3	5	5	5	4	5	5	4	5	5	92	4.38
R-29	5	5	5	5	5	4	4	5	5	4	5	5	5	5	4	4	5	5	5	5	5	100	4.76
R-30	4	3	4	4	5	4	4	4	5	4	5	4	5	5	4	4	5	5	4	5	5	92	4.38
R-31	4	3	3	3	3	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3	66	3.14
R-32	4	3	4	3	3	4	3	4	4	3	4	4	3	3	4	4	3	3	4	4	3	74	3.52
R-33	5	5	5	5	4	4	4	4	5	4	5	4	4	4	4	4	4	4	5	5	4	92	4.38
R-34	5	5	5	5	5	4	4	4	4	4	4	5	4	4	4	4	4	5	5	5	5	94	4.48
R-35	5	5	3	3	3	4	3	3	3	3	3	4	3	3	4	3	3	4	3	3	4	72	3.43
R-36	4	4	4	4	4	4	3	3	4	4	4	4	3	4	4	4	4	4	4	4	4	81	3.86
R-37	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	3	4	3	4	80	3.81
R-38	4	4	4	4	4	3	3	3	4	4	4	3	4	4	3	4	4	3	4	4	4	78	3.71
R-39	4	4	4	4	4	3	4	4	4	3	4	4	4	4	3	3	4	4	4	4	4	80	3.81
R-40	4	4	4	4	3	4	4	4	4	3	4	3	4	4	3	4	4	3	4	4	3	78	3.71
R-41	5	3	4	4	5	4	4	4	3	4	3	3	3	4	4	4	4	4	4	4	4	81	3.86
R-42	5	4	3	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	3	3	4	80	3.81
R-43	4	4	4	4	3	4	3	4	4	3	4	4	3	4	3	4	4	3	4	3	3	76	3.62
R-44	5	5	5	5	4	4	5	5	4	4	5	5	4	4	4	4	5	4	5	5	5	96	4.57
R-45	3	3	3	3	3	4	3	4	3	3	3	3	4	3	4	4	3	3	3	3	3	68	3.24
R-46	4	4	5	5	4	5	4	4	4	4	4	4	3	4	4	4	4	4	5	4	4	87	4.14
R-47	4	5	4	5	4	4	4	4	4	2	3	4	3	3	4	4	4	4	4	4	4	81	3.86
R-48	4	5	5	4	5	4	4	4	3	4	4	4	4	5	5	4	5	5	5	4	4	91	4.33
R-49	4	3	4	4	5	4	4	4	4	4	5	4	4	4	4	4	5	5	4	4	5	88	4.19
R-50	4	3	4	4	4	3	3	3	5	3	4	3	3	4	4	3	4	3	4	4	4	76	3.62

R-51	4	4	4	4	4	4	4	3	4	3	4	3	3	3	4	4	4	4	4	3	78	3.71	
R-52	3	3	4	3	3	3	3	4	3	3	3	4	3	3	3	4	3	3	3	4	3	68	3.24
R-53	3	3	4	3	4	3	4	3	4	3	4	3	3	4	3	3	4	3	3	3	3	70	3.33
R-54	4	4	4	3	4	3	3	3	3	3	4	4	3	4	3	4	4	3	3	4	4	74	3.52
R-55	4	5	5	5	5	4	4	4	4	4	5	4	5	4	4	5	5	4	5	4	5	94	4.48
R-56	4	3	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	5	4	4	4	82	3.90
R-57	4	4	4	4	4	3	4	3	4	4	4	3	3	3	4	4	4	4	3	4	4	78	3.71
R-58	3	3	3	3	3	3	4	4	4	4	4	3	3	3	4	4	3	3	4	4	3	72	3.43
R-59	4	4	3	4	4	4	4	3	4	3	4	4	4	4	4	3	3	4	3	4	78	3.71	
R-60	3	3	3	3	3	3	4	3	3	3	4	4	3	4	3	3	3	3	3	3	3	67	3.19
R-61	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	93	4.43
R-62	4	4	4	4	3	3	4	4	4	3	4	4	3	3	3	3	3	4	3	4	3	74	3.52
R-63	4	4	4	4	4	4	4	4	4	4	4	4	4	5	3	5	4	5	4	4	5	87	4.14
R-64	5	5	5	4	5	4	4	4	4	5	4	5	4	5	4	5	5	5	5	5	4	96	4.57
R-65	5	5	5	5	5	4	4	5	4	4	5	3	3	3	3	3	3	4	5	5	5	88	4.19
R-66	5	4	5	4	5	4	4	3	4	5	4	4	4	5	5	4	5	5	5	5	5	94	4.48
R-67	5	5	5	5	5	4	5	4	5	4	4	3	3	3	3	3	4	5	5	4	4	88	4.19
R-68	5	5	4	4	5	4	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	100	4.76
R-69	5	5	5	5	5	4	4	4	3	4	5	4	4	5	5	4	3	5	5	4	4	92	4.38
R-70	4	3	5	4	4	4	3	4	4	4	5	4	4	3	4	4	5	5	5	5	5	88	4.19
R-71	5	5	5	5	4	5	5	4	4	4	4	5	4	4	4	4	5	4	4	5	5	94	4.48
R-72	5	4	4	5	5	5	4	4	4	5	4	5	4	4	4	4	3	5	4	4	4	90	4.29
R-73	5	5	4	4	4	4	3	3	3	4	3	3	3	4	3	4	4	5	4	4	4	80	3.81
R-74	4	4	4	4	4	3	3	3	3	4	4	4	4	4	4	4	5	5	5	4	4	83	3.95
R-75	4	4	5	5	5	4	4	4	5	5	4	4	4	4	4	3	3	4	5	5	5	90	4.29
R-76	4	4	4	4	4	4	3	3	3	5	4	3	4	4	3	3	3	5	3	4	3	77	3.67
R-77	4	4	4	4	3	3	3	3	3	4	4	5	4	3	4	4	4	3	4	3	3	76	3.62
R-78	4	5	5	4	3	4	4	4	4	5	4	4	4	4	4	3	4	4	4	4	4	85	4.05
R-79	4	4	4	4	4	3	3	4	3	4	3	4	4	3	4	4	3	4	3	4	3	76	3.62
R-80	4	4	3	3	4	3	3	3	4	4	4	4	3	4	4	4	4	4	4	3	3	76	3.62
R-81	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	5	5	4	4	4	84	4.00
R-82	4	4	4	4	4	4	5	4	4	4	4	4	3	4	4	4	4	5	5	5	5	87	4.14
R-83	4	5	5	5	4	5	4	4	4	4	4	4	4	3	4	5	5	4	5	5	4	91	4.33
R-84	4	4	4	4	3	4	3	4	4	3	4	4	3	3	4	3	3	3	4	3	3	74	3.52
R-85	4	4	4	4	4	4	3	3	3	4	4	3	3	4	4	3	3	4	5	5	5	80	3.81
R-86	5	5	4	4	5	4	4	4	5	4	4	4	4	4	4	5	5	4	5	4	4	91	4.33
R-87	4	4	4	5	4	4	3	4	4	4	4	4	4	4	4	4	4	4	5	4	5	86	4.10
R-88	4	5	5	4	4	3	5	4	4	5	5	4	4	4	5	4	4	5	5	5	4	92	4.38
R-89	4	4	5	5	4	4	4	4	4	4	3	3	4	3	4	4	4	4	4	4	4	83	3.95
R-90	4	3	4	4	4	5	4	4	3	4	3	3	3	3	4	4	4	4	5	5	5	82	3.90
R-91	4	4	4	4	4	3	3	3	3	4	4	3	3	3	4	4	4	4	5	4	4	78	3.71
R-92	4	5	5	4	4	5	4	4	4	4	5	5	5	5	4	3	3	4	5	5	5	92	4.38
R-93	4	5	5	5	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	85	4.05
R-94	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	3	3	4	5	4	4	86	4.10
R-95	4	3	3	3	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	79	3.76
R-96	4	4	4	4	4	5	5	5	5	4	5	3	5	5	4	4	5	4	5	5	5	94	4.48
R-97	4	4	5	5	4	4	4	4	4	4	5	4	4	4	4	4	4	5	5	5	5	90	4.29
R-98	4	4	5	5	4	5	5	4	4	4	5	4	3	4	4	4	5	4	4	5	4	90	4.29
R-99	4	4	4	4	4	3	3	3	3	4	4	3	4	4	4	4	4	4	5	5	4	81	3.86
R-100	5	5	5	5	4	5	4	4	4	4	4	5	5	5	4	4	4	4	5	5	5	95	4.52

Responden	Variabel Loyalitas						Total Y	Rata-rata
	1	2	3	4	5	6		
R-1	5	5	4	4	4	4	26	4.33
R-2	5	4	4	3	5	5	26	4.33
R-3	5	4	4	3	5	5	26	4.33
R-4	4	4	4	4	4	4	24	4.00
R-5	4	4	4	4	3	3	22	3.67
R-6	5	4	4	3	5	5	26	4.33
R-7	4	3	5	3	5	5	25	4.17
R-8	4	4	4	4	4	4	24	4.00
R-9	4	4	5	4	4	5	26	4.33
R-10	5	4	4	3	4	4	24	4.00
R-11	5	5	4	4	4	5	27	4.50
R-12	4	4	4	3	4	4	23	3.83
R-13	4	4	4	4	4	4	24	4.00
R-14	4	4	4	4	4	4	24	4.00
R-15	5	5	5	5	5	5	30	5.00
R-16	3	3	3	2	3	3	17	2.83
R-17	4	4	4	4	3	3	22	3.67
R-18	3	3	3	3	3	3	18	3.00
R-19	3	3	4	3	4	3	20	3.33
R-20	4	4	3	3	3	4	21	3.50
R-21	4	3	4	3	4	4	22	3.67
R-22	4	5	5	4	5	5	28	4.67
R-23	3	3	4	4	4	3	21	3.50
R-24	3	4	4	4	4	4	23	3.83
R-25	5	4	4	5	4	4	26	4.33
R-26	4	3	4	3	4	4	22	3.67
R-27	3	3	3	3	3	3	18	3.00
R-28	5	5	4	3	5	5	27	4.50
R-29	5	5	4	4	5	5	28	4.67
R-30	5	4	4	3	5	5	26	4.33
R-31	3	3	3	3	3	3	18	3.00
R-32	3	3	3	3	4	4	20	3.33
R-33	5	5	4	4	4	4	26	4.33
R-34	3	4	4	4	4	4	23	3.83
R-35	3	3	3	3	3	3	18	3.00
R-36	4	3	3	3	4	3	20	3.33
R-37	4	4	3	4	3	4	22	3.67
R-38	3	3	4	4	4	3	21	3.50
R-39	4	3	4	3	4	4	22	3.67
R-40	4	3	3	4	3	4	21	3.50
R-41	3	3	3	3	3	3	18	3.00
R-42	5	5	4	3	4	4	25	4.17
R-43	3	4	4	3	3	4	21	3.5
R-44	4	5	4	5	4	5	27	4.5
R-45	3	3	3	3	4	3	19	3.17
R-46	4	4	4	4	3	4	23	3.83
R-47	4	4	4	4	4	3	23	3.83
R-48	5	5	4	4	4	4	26	4.33
R-49	4	4	4	4	5	5	26	4.33
R-50	4	3	4	3	4	3	21	3.50

R-51	3	4	4	4	4	3	22	3.67
R-52	3	3	3	3	3	4	19	3.17
R-53	3	3	4	3	3	3	19	3.17
R-54	3	3	3	3	3	3	18	3.00
R-55	4	4	4	4	4	4	24	4.00
R-56	4	4	4	5	4	4	25	4.17
R-57	4	4	3	4	4	4	23	3.83
R-58	4	4	3	3	3	3	20	3.33
R-59	3	3	4	4	4	4	22	3.67
R-60	3	3	3	3	4	3	19	3.17
R-61	4	3	4	4	3	4	22	3.67
R-62	4	4	3	4	3	3	21	3.5
R-63	4	3	4	4	4	4	23	3.83
R-64	4	5	5	4	5	4	27	4.50
R-65	4	5	4	4	4	4	25	4.17
R-66	4	5	4	4	4	4	25	4.17
R-67	4	3	4	3	3	4	21	3.50
R-68	4	5	5	5	4	4	27	4.50
R-69	5	5	4	4	4	4	26	4.33
R-70	4	4	4	4	4	4	24	4.00
R-71	4	4	4	4	4	3	23	3.83
R-72	3	3	3	4	4	3	20	3.33
R-73	4	3	4	3	4	4	22	3.67
R-74	4	3	4	3	4	4	22	3.67
R-75	4	4	4	4	4	4	24	4.00
R-76	4	3	4	4	4	3	22	3.67
R-77	4	4	3	3	4	3	21	3.50
R-78	3	3	3	3	3	3	18	3.00
R-79	3	4	3	3	3	3	19	3.17
R-80	3	3	3	4	3	3	19	3.17
R-81	4	5	5	5	5	4	28	4.67
R-82	4	4	4	4	4	4	24	4.00
R-83	5	4	5	5	4	4	27	4.50
R-84	3	3	4	3	3	5	21	3.50
R-85	3	4	4	3	4	4	22	3.67
R-86	3	3	3	3	3	3	18	3.00
R-87	5	5	4	5	4	5	28	4.67
R-88	4	4	2	4	3	4	21	3.50
R-89	5	4	4	3	4	4	24	4.00
R-90	4	4	4	4	4	4	24	4.00
R-91	4	4	3	3	4	4	22	3.67
R-92	5	4	4	4	4	4	25	4.17
R-93	3	4	4	4	4	4	23	3.83
R-94	4	4	4	4	4	4	24	4.00
R-95	4	4	4	4	4	4	24	4.00
R-96	4	3	4	4	4	4	23	3.83
R-97	5	4	5	4	4	3	25	4.17
R-98	4	3	3	4	4	4	22	3.67
R-99	4	4	4	4	4	3	23	3.83
R-100	4	4	4	4	4	4	24	4.00

N		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p8	Pearson Correlation	.373**	.388**	.448**	.468**	.307**	.367**	.619**	1	.313**	.200*	.229*	.194	.197*	.204*	.212*	.339**	.201*	.227*	.452**	.359**	.362**	.568**	
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.000	.000		.001	.046	.022	.053	.049	.042	.034	.001	.045	.023	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p9	Pearson Correlation	.313**	.115	.263**	.321**	.437**	.286**	.316**	.313**	1	.171	.475**	-.092	.344**	.390**	.199*	.196	.413**	.275**	.311**	.426**	.431**	.531**	
	Sig. (2-tailed)	.002	.253	.008	.001	.000	.004	.001	.001		.089	.000	.365	.000	.000	.047	.051	.000	.006	.002	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p10	Pearson Correlation	.301**	.239*	.461**	.375**	.447**	.273**	.229*	.200*	.171	1	.331**	.019	.418**	.351**	.455**	.299**	.314**	.572**	.463**	.492**	.468**	.606**	
	Sig. (2-tailed)	.002	.017	.000	.000	.000	.006	.022	.046	.089		.001	.848	.000	.000	.000	.002	.001	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p11	Pearson Correlation	.146	.170	.427**	.343**	.374**	.181	.243*	.229*	.475**	.331**	1	.115	.434**	.474**	.235*	.199*	.441**	.289**	.430**	.512**	.461**	.582**	

N		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p19	Pearson Correlation	.435**	.497**	.653**	.605**	.522**	.368**	.409**	.452**	.311**	.463**	.430**	.188	.262**	.329**	.445**	.378**	.380**	.447**	1	.667**	.601**	.763**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	.000	.061	.008	.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	100	100	100	100	100	100	100
p20	Pearson Correlation	.412**	.291**	.636**	.513**	.581**	.406**	.365**	.359**	.426**	.492**	.512**	.074	.387**	.419**	.353**	.314**	.467**	.579**	.667**	1	.717**	.775**	
	Sig. (2-tailed)	.000	.003	.000	.000	.000	.000	.000	.000	.000	.000	.000	.461	.000	.000	.000	.001	.000	.000	.000		.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p21	Pearson Correlation	.459**	.215*	.452**	.499**	.661**	.446**	.320**	.362**	.431**	.468**	.461**	.109	.483**	.532**	.372**	.311**	.514**	.591**	.601**	.717**	1	.778**	
	Sig. (2-tailed)	.000	.031	.000	.000	.000	.000	.001	.000	.000	.000	.000	.279	.000	.000	.000	.002	.000	.000	.000	.000		.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total	Pearson Correlation	.628**	.558**	.743**	.730**	.755**	.534**	.571**	.568**	.531**	.606**	.582**	.261**	.560**	.632**	.518**	.517**	.647**	.693**	.763**	.775**	.778**	1	

Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.009	.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	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).

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.919	21

Item Statistics

	Mean	Std. Deviation	N
P1	4.1900	.54486	100
P2	4.0700	.72829	100
P3	4.1900	.64659	100
P4	4.1500	.62563	100
P5	4.1000	.67420	100
P6	3.8900	.60126	100
P7	3.7800	.62893	100
P8	3.8000	.58603	100
P9	3.9700	.62692	100

P10	3.8000	.60302	100
P11	4.0600	.61661	100
P12	3.6900	.69187	100
P13	3.7300	.66447	100
P14	3.9900	.65897	100
P15	3.8800	.53711	100
P16	3.8900	.54855	100
P17	4.0100	.70345	100
P18	4.0700	.71428	100
P19	4.2300	.70861	100
P20	4.1800	.70180	100
P21	4.1100	.72328	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	79.5900	64.992	.586	.915
P2	79.7100	64.147	.494	.917
P3	79.5900	62.790	.705	.912
P4	79.6300	63.165	.692	.913
P5	79.6800	62.341	.718	.912

P6	79.8900	65.412	.479	.917
P7	80.0000	64.808	.517	.916
P8	79.9800	65.192	.518	.916
P9	79.8100	65.246	.474	.917
P10	79.9800	64.666	.557	.915
P11	79.7200	64.789	.531	.916
P12	80.0900	67.881	.182	.924
P13	80.0500	64.634	.502	.917
P14	79.7900	63.885	.581	.915
P15	79.9000	66.051	.469	.917
P16	79.8900	65.978	.467	.917
P17	79.7700	63.290	.594	.915
P18	79.7100	62.632	.645	.913
P19	79.5500	61.866	.724	.912
P20	79.6000	61.798	.738	.911
P21	79.6700	61.516	.740	.911

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
83.7800	70.436	8.39261	21

Validitas dan Reliabilitas Loyalitas

Correlations

		p22	p23	p24	p25	p26	p27	Total
p22	Pearson Correlation	1	.610**	.427**	.303**	.505**	.545**	.777**
	Sig. (2-tailed)		.000	.000	.002	.000	.000	.000
	N	100	100	100	100	100	100	100
p23	Pearson Correlation	.610**	1	.440**	.504**	.435**	.474**	.795**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
p24	Pearson Correlation	.427**	.440**	1	.437**	.598**	.458**	.746**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
p25	Pearson Correlation	.303**	.504**	.437**	1	.242*	.228*	.612**

	Sig. (2-tailed)	.002	.000	.000		.015	.022	.000
	N	100	100	100	100	100	100	100
p26	Pearson Correlation	.505**	.435**	.598**	.242*	1	.575**	.748**
	Sig. (2-tailed)	.000	.000	.000	.015		.000	.000
	N	100	100	100	100	100	100	100
p27	Pearson Correlation	.545**	.474**	.458**	.228*	.575**	1	.743**
	Sig. (2-tailed)	.000	.000	.000	.022	.000		.000
	N	100	100	100	100	100	100	100
Total	Pearson Correlation	.777**	.795**	.746**	.612**	.748**	.743**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	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).

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.832	6

Item Statistics

	Mean	Std. Deviation	N
P22	3.9200	.69165	100
P23	3.8100	.70632	100
P24	3.8100	.59789	100
P25	3.6600	.63913	100
P26	3.8600	.60336	100
P27	3.8400	.66241	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P22	18.9800	5.676	.649	.795
P23	19.0900	5.557	.672	.790
P24	19.0900	6.083	.628	.800
P25	19.2400	6.447	.443	.836
P26	19.0400	6.059	.630	.800
P27	19.0600	5.895	.609	.803

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.9000	8.293	2.87974	6

Uji Normalitas

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Relationship_Marketing	.080	100	.111	.984	100	.259

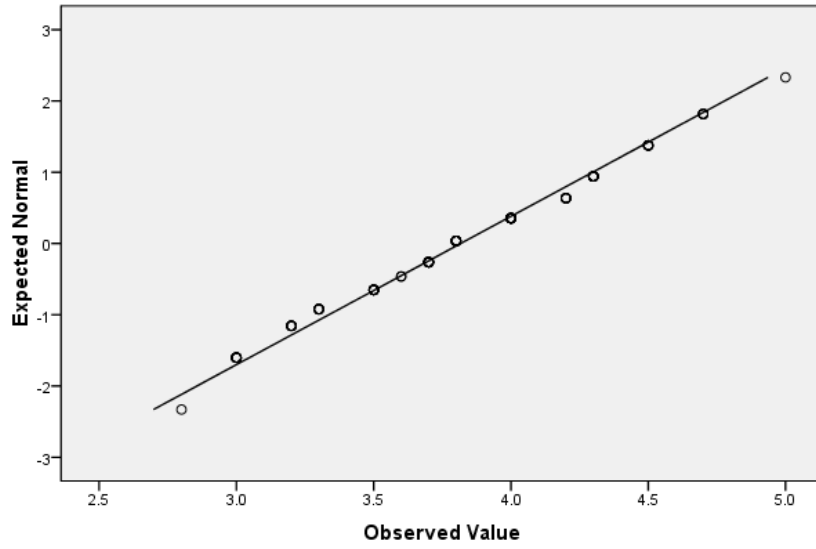
a. Lilliefors Significance Correction

Tests of Normality

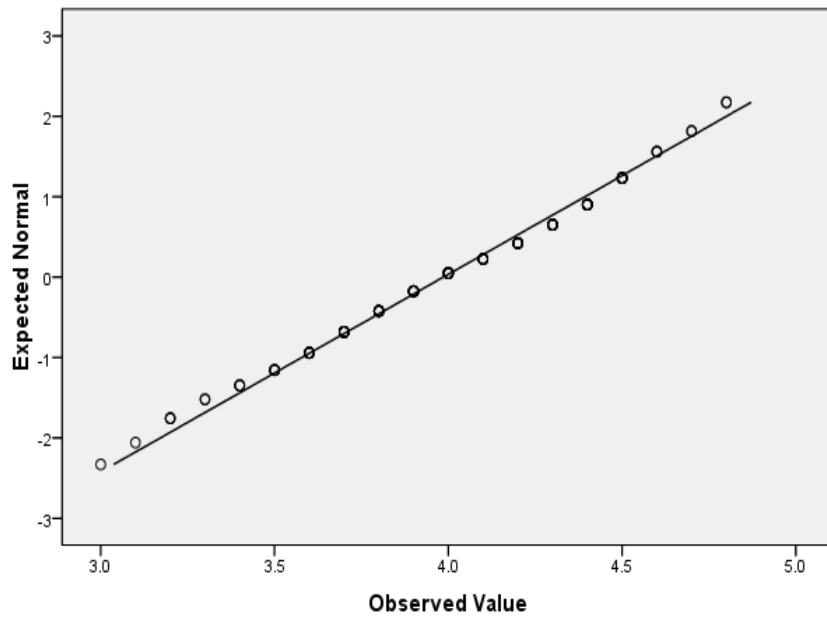
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Loyalitas	.084	100	.078	.976	100	.069

a. Lilliefors Significance Correction

Normal Q-Q Plot of Loyalitas



Normal Q-Q Plot of Relationship_Marketing



Uji Linearitas

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Loyalitas *	Between (Combined)	16.080	31	.519	5.259	.000
Relationship_Marketing	Linearity	11.959	1	11.959	121.243	.000
	Deviation from Linearity	4.121	30	.137	1.393	.130
	Within Groups	6.707	68	.099		
	Total	22.788	99			

Analisis Linear Sederhana

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalitas	3.8168	.47977	100
Relationship_Marketing	3.9903	.40073	100

Correlations

		Loyalitas	Relationship_Marketing
Pearson Correlation	Loyalitas	1.000	.724
	Relationship_Marketing	.724	1.000
Sig. (1-tailed)	Loyalitas	.	.000
	Relationship_Marketing	.000	.

N	Loyalitas	100	100
	Relationship_Marketing	100	100

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Relationship_Marketing ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	.525	.520	.33241

a. Predictors: (Constant), Relationship_Marketing

b. Dependent Variable: Loyalitas

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11.959	1	11.959	108.231	.000 ^a
	Residual	10.829	98	.110		
	Total	22.788	99			

a. Predictors: (Constant), Relationship_Marketing

b. Dependent Variable: Loyalitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.356	.334		1.065	.290
	Relationship_Marketing	.867	.083	.724	10.403	.000

a. Dependent Variable: Loyalitas

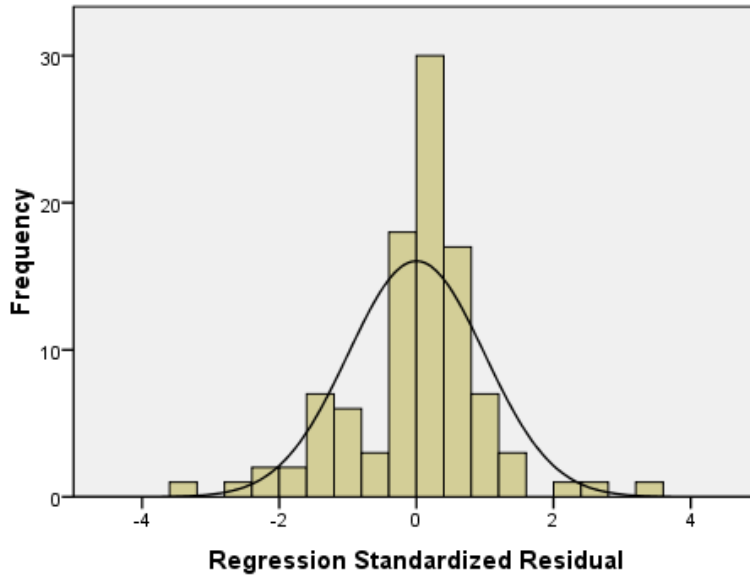
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.9579	4.4844	3.8168	.34756	100
Std. Predicted Value	-2.471	1.921	.000	1.000	100
Standard Error of Predicted Value	.033	.089	.045	.012	100
Adjusted Predicted Value	2.9678	4.4836	3.8173	.34721	100
Residual	-1.11143	1.08805	.00000	.33073	100
Std. Residual	-3.344	3.273	.000	.995	100
Stud. Residual	-3.373	3.291	.000	1.003	100
Deleted Residual	-1.13095	1.09989	-.00054	.33596	100
Stud. Deleted Residual	-3.569	3.472	-.002	1.025	100
Mahal. Distance	.001	6.107	.990	1.163	100
Cook's Distance	.000	.100	.008	.014	100
Centered Leverage Value	.000	.062	.010	.012	100

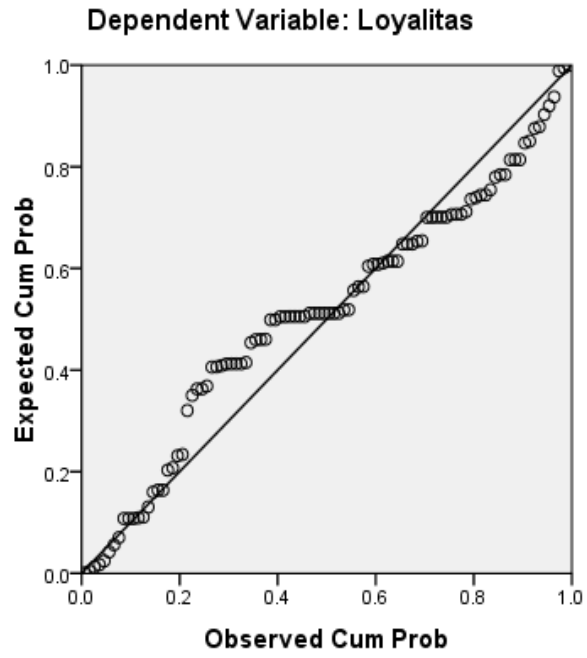
a. Dependent Variable: Loyalitas

Histogram

Dependent Variable: Loyalitas



Normal P-P Plot of Regression Standardized Residual



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Semarang, 6 Desember 2016

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