

Lampiran 1

Kuesioner Penelitian

Responden yang terhormat,

Saya adalah mahasiswa Universitas Katolik Widya Mandala yang sedang melakukan penelitian dengan judul: “PENGARUH *CUSTOMER SATISFACTION*, *CUSTOMER TRUST*, DAN *SWITCHING BARRIERS* PADA *CUSTOMER RETENTION* PADA *HYPERMART SUPERMALL* PAKUWON INDAH DI SURABAYA”.

Pada kesempatan ini, Saya, Nama: Siska Halim (3103010137) memohon kesediaan Saudara untuk menjadi responden penelitian, selama memenuhi persyaratan yang ditetantukan, terima kasih.

I. Karakteristik Responden

A. Apakah Anda pernah berbelanja di gerai *Hypermart Supermall* Pakuwon Indah di Surabaya?

- 1.Ya
- 2.Tidak

B. Anda pernah melakukan pembelian produk di gerai *Hypermart Supermall* Pakuwon Indah di Surabaya dalam 1 tahun terakhir ?

- 1.Ya
- 2.Tidak

Jika saudara memilih “2”, untuk pertanyaan di atas, maka mohon tidak melanjutkan pengisian kuesioner

II. Identitas Responden

Nama :(L/P)

Alamat : (boleh tidak diisi)

Usia : a.15-25 tahun b.26-35 tahun c.35 tahun ke atas

A. Status tingkat pendidikan ?

- | | |
|--------|-------|
| 1. SMU | 3. S1 |
| 2. D3 | |

Pilih salah satunya jawaban untuk pertanyaan berikut dengan ketentuan:

STS : Sangat Tidak Setuju (1) TS : Tidak Setuju (2)

N : Netral(3) SS : Sangat Setuju(4)

S : Setuju(5)

Customer Satisfaction

No	Pernyataan	STS	TS	N	S	SS
1	Saya senang dengan layanan yang diberikan di <i>Hypermart Supermall</i> Pakuwon Indah Surabaya.					
2	<i>Hypermart Supermall</i> Pakuwon Indah Surabaya memiliki kualitas belanja yang baik dan sesuai dengan harapan saya.					
3	Saya yakin untuk memilih <i>Hypermart Supermall</i> Pakuwon Indah Surabaya sebagai tempat berbelanja yang baik.					

Customer Trust

No	Pernyataan	STS	TS	N	S	SS
1	<i>Hypermart Supermall</i> Pakuwon Indah Surabaya dapat dipercaya pada setiap waktu dalam menjalin hubungan dengan pelanggan					
2	<i>Hypermart Supermall</i> Pakuwon Indah Surabaya dapat diandalkan untuk melakukan apa yang benar bagi pelanggannya.					
3	<i>Hypermart Supermall</i> Pakuwon Indah Surabaya memiliki integritas yang tinggi dalam menjalin hubungan dengan pelanggan					

Switching barrier

No	Pernyataan	STS	TS	N	S	SS
1	Saya merasa biaya untuk berpindah dari <i>Hypermart Supermall</i> Pakuwon Indah Surabaya akan mahal.					
2	Saya merasa jika harus berpindah toko dari <i>Hypermart Supermall</i> Pakuwon Indah Surabaya membutuhkan banyak usaha.					
3	Kecil kemungkinan konsumen berpindah dari <i>Hypermart Supermall</i> Pakuwon Indah Surabaya ke <i>Hypermart</i> lain.					

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Customer Retention

No	Pernyataan	STS	TS	N	S	SS
1	Saya akan melanjutkan hubungan dengan <i>Hypermart Supermall</i> Pakuwon Indah Surabaya dalam tiga bulan ke depan					
2	Saya akan melanjutkan hubungan dengan <i>Hypermart Supermall</i> Pakuwon Indah Surabaya dalam enam bulan ke depan					
3	Saya akan melanjutkan hubungan dengan <i>Hypermart Supermall</i> Pakuwon Indah Surabaya dalam satu tahun ke depan					

LAMPIRAN 2

HASIL TANGGAPAN RESPONDEN

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki - Laki	28	23.3	23.3	23.3
	Wanita	92	76.7	76.7	100.0
	Total	120	100.0	100.0	

Usia Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 25 tahun	30	25.0	25.0	25.0
	26 - 35 tahun	39	32.5	32.5	57.5
	35 tahun keatas	51	42.5	42.5	100.0
	Total	120	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	10	8.3	8.3	8.3
	D3	35	29.2	29.2	37.5
	S1	75	62.5	62.5	100.0
	Total	120	100.0	100.0	

CS.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	1.7	1.7	1.7
	Tidak Setuju	8	6.7	6.7	8.3
	Netral	44	36.7	36.7	45.0
	Setuju	52	43.3	43.3	88.3
	Sangat Setuju	14	11.7	11.7	100.0
	Total	120	100.0	100.0	

CS.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	3.3	3.3	3.3
	Tidak Setuju	7	5.8	5.8	9.2
	Netral	46	38.3	38.3	47.5
	Setuju	55	45.8	45.8	93.3
	Sangat Setuju	8	6.7	6.7	100.0
	Total	120	100.0	100.0	

CS.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	1.7	1.7	1.7
	Tidak Setuju	10	8.3	8.3	10.0
	Netral	54	45.0	45.0	55.0
	Setuju	44	36.7	36.7	91.7
	Sangat Setuju	10	8.3	8.3	100.0
	Total	120	100.0	100.0	

CT.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.8	.8	.8
	Tidak Setuju	8	6.7	6.7	7.5
	Netral	43	35.8	35.8	43.3
	Setuju	52	43.3	43.3	86.7
	Sangat Setuju	16	13.3	13.3	100.0
	Total	120	100.0	100.0	

CT.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	6	5.0	5.0	5.0
	Tidak Setuju	18	15.0	15.0	20.0
	Netral	39	32.5	32.5	52.5
	Setuju	41	34.2	34.2	86.7
	Sangat Setuju	16	13.3	13.3	100.0
	Total	120	100.0	100.0	

CT.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	3.3	3.3	3.3
	Tidak Setuju	8	6.7	6.7	10.0
	Netral	46	38.3	38.3	48.3
	Setuju	54	45.0	45.0	93.3
	Sangat Setuju	8	6.7	6.7	100.0
	Total	120	100.0	100.0	

SB.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	3.3	3.3	3.3
	Tidak Setuju	10	8.3	8.3	11.7
	Netral	50	41.7	41.7	53.3
	Setuju	44	36.7	36.7	90.0
	Sangat Setuju	12	10.0	10.0	100.0
	Total	120	100.0	100.0	

SB.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	1.7	1.7	1.7
	Tidak Setuju	2	1.7	1.7	3.3
	Netral	38	31.7	31.7	35.0
	Setuju	58	48.3	48.3	83.3
	Sangat Setuju	20	16.7	16.7	100.0
	Total	120	100.0	100.0	

SB.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	2.5	2.5	2.5
	Tidak Setuju	5	4.2	4.2	6.7
	Netral	46	38.3	38.3	45.0
	Setuju	52	43.3	43.3	88.3
	Sangat Setuju	14	11.7	11.7	100.0
	Total	120	100.0	100.0	

CR.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	3.3	3.3	3.3
	Tidak Setuju	10	8.3	8.3	11.7
	Netral	50	41.7	41.7	53.3
	Setuju	44	36.7	36.7	90.0
	Sangat Setuju	12	10.0	10.0	100.0
	Total	120	100.0	100.0	

CR.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	3.3	3.3	3.3
	Tidak Setuju	7	5.8	5.8	9.2
	Netral	46	38.3	38.3	47.5
	Setuju	55	45.8	45.8	93.3
	Sangat Setuju	8	6.7	6.7	100.0
	Total	120	100.0	100.0	

CR.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	3.3	3.3	3.3
	Tidak Setuju	8	6.7	6.7	10.0
	Netral	46	38.3	38.3	48.3
	Setuju	54	45.0	45.0	93.3
	Sangat Setuju	8	6.7	6.7	100.0
	Total	120	100.0	100.0	

No	Identitas Responden		
	Jenis Kelamin	Usia	Pendidikan
1	2	3	3
2	2	3	2
3	2	3	2
4	2	3	2
5	2	3	2
6	2	3	2
7	2	3	3
8	2	3	3
9	2	3	2
10	2	3	2
11	2	3	2
12	2	2	3
13	2	3	3
14	1	2	3

No	Identitas Responden		
	Jenis Kelamin	Usia	Pendidikan
15	2	3	2
16	2	3	2
17	1	2	3
18	2	3	3
19	2	2	3
20	2	3	2
21	2	3	2
22	1	2	2
23	2	3	3
24	2	3	2
25	2	2	3
26	2	3	2
27	2	2	2
28	1	2	2
29	2	3	3

No	Identitas Responden		
	Jenis Kelamin	Usia	Pendidikan
30	2	3	3
31	2	3	2
32	1	2	2
33	2	3	3
34	2	3	3
35	2	3	2
36	2	3	2
37	2	2	2
38	2	3	2
39	1	2	1
40	2	3	3
41	2	3	3
42	2	3	2
43	1	2	2
44	2	3	3

No	Identitas Responden		
	Jenis Kelamin	Usia	Pendidikan
45	2	1	3
46	2	3	3
47	2	2	2
48	2	3	3
49	2	2	2
50	2	2	2
51	2	2	2
52	2	2	2
53	2	3	2
54	2	3	2
55	2	3	3
56	2	2	2
57	2	1	2
58	2	1	3
59	2	1	3

No	Identitas Responden		
	Jenis Kelamin	Usia	Pendidikan
60	2	1	3
61	2	3	3
62	1	1	2
63	2	1	3
64	2	1	2
65	2	1	3
66	1	1	2
67	2	1	2
68	2	3	2
69	2	1	2
70	2	1	2
71	2	2	3
72	2	1	2
73	2	1	3
74	2	1	2

No	Identitas Responden		
	Jenis Kelamin	Usia	Pendidikan
75	2	2	2
76	2	1	3
77	1	1	2
78	2	2	3
79	2	1	2
80	1	1	1
81	1	1	2
82	1	3	3
83	2	1	2
84	2	1	2
85	1	1	1
86	2	3	3
87	2	1	3
88	1	1	3
89	2	1	3

No	Identitas Responden		
	Jenis Kelamin	Usia	Pendidikan
90	2	3	1
91	1	1	3
92	2	1	3
93	2	1	3
94	1	2	3
95	2	2	1
96	1	2	3
97	2	2	1
98	2	2	1
99	2	2	3
100	1	2	3
101	1	3	1
102	1	2	1
103	2	3	1
104	2	2	3

No	Identitas Responden		
	Jenis Kelamin	Usia	Pendidikan
105	1	2	1
106	2	3	2
107	1	3	3
108	2	2	3
109	1	3	3
110	2	2	3
111	2	3	3
112	2	2	2
113	1	2	3
114	2	2	2
115	1	3	2
116	1	2	2
117	1	3	3
118	2	2	3
119	2	3	3

No	Identitas Responden		
	Jenis Kelamin	Usia	Pendidikan
120	2	2	3

No	<i>Customer Satisfaction</i>				
	CS.1	CS.2	CS.3	Jumlah	Mean
1	3	4	3	10	3.333
2	4	5	5	14	4.667
3	3	4	4	11	3.667
4	4	4	4	12	4.000
5	4	4	4	12	4.000
6	4	4	4	12	4.000
7	3	3	3	9	3.000
8	4	3	3	10	3.333
9	4	4	4	12	4.000
10	4	4	4	12	4.000
11	3	4	5	12	4.000
12	3	3	3	9	3.000
13	4	3	3	10	3.333
14	5	2	3	10	3.333

No	<i>Customer Satisfaction</i>				
	CS.1	CS.2	CS.3	Jumlah	Mean
15	4	4	4	12	4.000
16	3	3	2	8	2.667
17	5	4	3	12	4.000
18	3	4	3	10	3.333
19	3	4	3	10	3.333
20	4	4	4	12	4.000
21	4	3	4	11	3.667
22	5	4	5	14	4.667
23	3	3	3	9	3.000
24	4	3	4	11	3.667
25	3	4	3	10	3.333
26	4	4	4	12	4.000
27	2	3	2	7	2.333
28	5	3	5	13	4.333
29	3	4	3	10	3.333

No	<i>Customer Satisfaction</i>				
	CS.1	CS.2	CS.3	Jumlah	Mean
30	3	3	3	9	3.000
31	4	4	4	12	4.000
32	5	3	5	13	4.333
33	3	3	3	9	3.000
34	3	4	3	10	3.333
35	4	3	4	11	3.667
36	4	3	4	11	3.667
37	4	3	4	11	3.667
38	4	3	4	11	3.667
39	1	3	1	5	1.667
40	3	5	3	11	3.667
41	3	3	3	9	3.000
42	4	1	4	9	3.000
43	5	2	5	12	4.000
44	4	3	3	10	3.333

No	<i>Customer Satisfaction</i>				
	CS.1	CS.2	CS.3	Jumlah	Mean
45	4	4	3	11	3.667
46	4	4	3	11	3.667
47	4	3	4	11	3.667
48	3	1	3	7	2.333
49	2	3	2	7	2.333
50	4	4	4	12	4.000
51	4	2	4	10	3.333
52	2	3	2	7	2.333
53	4	4	4	12	4.000
54	4	4	4	12	4.000
55	3	1	3	7	2.333
56	2	4	2	8	2.667
57	4	4	4	12	4.000
58	3	4	3	10	3.333
59	3	4	3	10	3.333

No	<i>Customer Satisfaction</i>				
	CS.1	CS.2	CS.3	Jumlah	Mean
60	3	3	3	9	3.000
61	3	3	3	9	3.000
62	5	3	5	13	4.333
63	3	3	3	9	3.000
64	4	4	4	12	4.000
65	3	4	3	10	3.333
66	5	3	5	13	4.333
67	2	5	2	9	3.000
68	4	5	2	11	3.667
69	4	5	4	13	4.333
70	4	4	2	10	3.333
71	4	4	3	11	3.667
72	4	4	4	12	4.000
73	3	4	3	10	3.333
74	4	5	4	13	4.333

No	<i>Customer Satisfaction</i>				
	CS.1	CS.2	CS.3	Jumlah	Mean
75	2	4	2	8	2.667
76	3	3	3	9	3.000
77	4	5	4	13	4.333
78	3	2	3	8	2.667
79	2	4	2	8	2.667
80	1	4	1	6	2.000
81	5	3	5	13	4.333
82	3	2	3	8	2.667
83	4	1	4	9	3.000
84	4	4	4	12	4.000
85	4	2	4	10	3.333
86	3	4	3	10	3.333
87	3	3	3	9	3.000
88	3	4	3	10	3.333
89	3	3	3	9	3.000

No	<i>Customer Satisfaction</i>				
	CS.1	CS.2	CS.3	Jumlah	Mean
90	4	3	4	11	3.667
91	3	4	3	10	3.333
92	3	3	3	9	3.000
93	3	4	3	10	3.333
94	3	3	3	9	3.000
95	4	4	4	12	4.000
96	3	3	3	9	3.000
97	4	4	4	12	4.000
98	4	3	4	11	3.667
99	3	3	3	9	3.000
100	5	3	5	13	4.333
101	3	3	4	10	3.333
102	5	4	4	13	4.333
103	4	3	4	11	3.667
104	4	4	3	11	3.667

No	<i>Customer Satisfaction</i>				
	CS.1	CS.2	CS.3	Jumlah	Mean
105	5	4	4	13	4.333
106	3	3	4	10	3.333
107	4	2	3	9	3.000
108	4	4	3	11	3.667
109	4	4	3	11	3.667
110	2	3	3	8	2.667
111	3	4	3	10	3.333
112	3	4	4	11	3.667
113	5	4	3	12	4.000
114	4	3	4	11	3.667
115	4	3	4	11	3.667
116	5	4	4	13	4.333
117	4	4	3	11	3.667
118	4	3	3	10	3.333
119	3	5	3	11	3.667

No	<i>Customer Satisfaction</i>				
	CS.1	CS.2	CS.3	Jumlah	Mean
120	3	4	3	10	3.333

No	<i>Customer trust</i>				
	CT.1	CT.2	CT.3	Jumlah	Mean
1	3	4	3	10	3.333
2	5	4	5	14	4.667
3	3	4	4	11	3.667
4	3	4	4	11	3.667
5	4	4	3	11	3.667
6	4	4	3	11	3.667
7	4	4	3	11	3.667
8	3	4	3	10	3.333
9	3	3	4	10	3.333
10	5	4	4	13	4.333
11	5	5	4	14	4.667
12	5	5	3	13	4.333
13	4	4	3	11	3.667
14	5	5	2	12	4.000

No	<i>Customer trust</i>				
	CT.1	CT.2	CT.3	Jumlah	Mean
15	5	5	4	14	4.667
16	5	5	3	13	4.333
17	5	5	4	14	4.667
18	5	5	4	14	4.667
19	4	4	4	12	4.000
20	4	4	4	12	4.000
21	4	4	3	11	3.667
22	5	5	4	14	4.667
23	4	4	3	11	3.667
24	4	4	3	11	3.667
25	5	5	4	14	4.667
26	4	4	4	12	4.000
27	5	5	3	13	4.333
28	5	3	3	11	3.667
29	5	4	4	13	4.333

No	<i>Customer trust</i>				
	CT.1	CT.2	CT.3	Jumlah	Mean
30	3	5	3	11	3.667
31	4	4	4	12	4.000
32	4	5	3	12	4.000
33	4	4	3	11	3.667
34	2	3	4	9	3.000
35	3	1	4	8	2.667
36	2	3	4	9	3.000
37	2	2	2	6	2.000
38	4	3	3	10	3.333
39	3	3	3	9	3.000
40	3	3	1	7	2.333
41	4	4	4	12	4.000
42	3	2	2	7	2.333
43	3	3	3	9	3.000
44	3	3	2	8	2.667

No	<i>Customer trust</i>				
	CT.1	CT.2	CT.3	Jumlah	Mean
45	3	4	3	10	3.333
46	4	4	3	11	3.667
47	2	3	3	8	2.667
48	4	1	2	7	2.333
49	3	3	3	9	3.000
50	4	3	4	11	3.667
51	4	2	2	8	2.667
52	4	2	3	9	3.000
53	4	3	3	10	3.333
54	3	2	2	7	2.333
55	3	4	2	9	3.000
56	3	2	4	9	3.000
57	3	4	4	11	3.667
58	4	3	5	12	4.000
59	3	3	4	10	3.333

No	<i>Customer trust</i>				
	CT.1	CT.2	CT.3	Jumlah	Mean
60	4	3	3	10	3.333
61	4	4	4	12	4.000
62	3	4	5	12	4.000
63	3	4	4	11	3.667
64	4	4	4	12	4.000
65	4	2	4	10	3.333
66	2	3	3	8	2.667
67	4	2	5	11	3.667
68	4	3	4	11	3.667
69	4	1	4	9	3.000
70	4	2	4	10	3.333
71	3	4	4	11	3.667
72	4	3	4	11	3.667
73	4	4	4	12	4.000
74	4	4	4	12	4.000

No	<i>Customer trust</i>				
	CT.1	CT.2	CT.3	Jumlah	Mean
75	2	2	4	8	2.667
76	4	3	4	11	3.667
77	4	5	4	13	4.333
78	4	2	1	7	2.333
79	4	2	4	10	3.333
80	3	4	4	11	3.667
81	4	2	3	9	3.000
82	3	3	1	7	2.333
83	4	2	1	7	2.333
84	3	3	5	11	3.667
85	3	5	3	11	3.667
86	5	2	4	11	3.667
87	2	2	4	8	2.667
88	3	3	4	10	3.333
89	3	3	3	9	3.000

No	<i>Customer trust</i>				
	CT.1	CT.2	CT.3	Jumlah	Mean
90	5	1	4	10	3.333
91	4	3	5	12	4.000
92	2	3	3	8	2.667
93	4	1	5	10	3.333
94	3	2	3	8	2.667
95	3	3	3	9	3.000
96	4	4	3	11	3.667
97	3	2	3	8	2.667
98	1	1	3	5	1.667
99	3	3	5	11	3.667
100	3	3	4	10	3.333
101	3	3	4	10	3.333
102	3	3	3	9	3.000
103	3	3	4	10	3.333
104	4	4	4	12	4.000

No	<i>Customer trust</i>				
	CT.1	CT.2	CT.3	Jumlah	Mean
105	3	3	4	10	3.333
106	3	3	4	10	3.333
107	3	3	3	9	3.000
108	3	3	3	9	3.000
109	4	4	4	12	4.000
110	3	3	4	10	3.333
111	4	4	3	11	3.667
112	4	4	3	11	3.667
113	3	3	3	9	3.000
114	4	5	3	12	4.000
115	4	4	4	12	4.000
116	4	4	3	11	3.667
117	4	4	4	12	4.000
118	3	3	3	9	3.000
119	4	5	3	12	4.000

No	<i>Customer trust</i>				
	CT.1	CT.2	CT.3	Jumlah	Mean
120	4	4	4	12	4.000

No	<i>Switching barrier</i>				
	SB.1	SB.2	SB.3	Jumlah	Mean
1	4	4	4	12	4.000
2	3	4	3	10	3.333
3	3	4	3	10	3.333
4	4	3	4	11	3.667
5	2	3	4	9	3.000
6	4	4	3	11	3.667
7	3	4	3	10	3.333
8	3	4	3	10	3.333
9	4	3	3	10	3.333
10	4	4	4	12	4.000
11	4	5	4	13	4.333
12	3	4	4	11	3.667
13	3	3	3	9	3.000
14	2	4	4	10	3.333

No	<i>Switching barrier</i>				
	SB.1	SB.2	SB.3	Jumlah	Mean
15	4	5	4	13	4.333
16	3	4	5	12	4.000
17	4	4	4	12	4.000
18	4	4	5	13	4.333
19	4	5	4	13	4.333
20	4	4	4	12	4.000
21	3	5	4	12	4.000
22	4	4	3	11	3.667
23	3	4	3	10	3.333
24	3	4	3	10	3.333
25	4	4	5	13	4.333
26	4	4	4	12	4.000
27	3	4	3	10	3.333
28	3	5	4	12	4.000
29	4	4	4	12	4.000

No	<i>Switching barrier</i>				
	SB.1	SB.2	SB.3	Jumlah	Mean
30	3	4	3	10	3.333
31	4	4	5	13	4.333
32	3	4	5	12	4.000
33	3	4	3	10	3.333
34	4	3	4	11	3.667
35	2	4	4	10	3.333
36	3	4	5	12	4.000
37	5	2	3	10	3.333
38	3	3	3	9	3.000
39	3	3	3	9	3.000
40	3	3	1	7	2.333
41	1	4	4	9	3.000
42	4	1	1	6	2.000
43	1	5	4	10	3.333
44	3	3	2	8	2.667

No	<i>Switching barrier</i>				
	SB.1	SB.2	SB.3	Jumlah	Mean
45	2	4	4	10	3.333
46	3	4	5	12	4.000
47	4	3	3	10	3.333
48	3	1	2	6	2.000
49	1	3	3	7	2.333
50	3	5	4	12	4.000
51	3	4	3	10	3.333
52	3	3	2	8	2.667
53	4	4	4	12	4.000
54	4	4	4	12	4.000
55	5	5	4	14	4.667
56	2	4	4	10	3.333
57	2	3	3	8	2.667
58	3	3	3	9	3.000
59	4	4	4	12	4.000

No	<i>Switching barrier</i>				
	SB.1	SB.2	SB.3	Jumlah	Mean
60	3	4	4	11	3.667
61	3	4	3	10	3.333
62	4	5	4	13	4.333
63	3	5	3	11	3.667
64	4	4	4	12	4.000
65	4	5	5	14	4.667
66	2	5	3	10	3.333
67	4	5	5	14	4.667
68	5	4	3	12	4.000
69	5	5	4	14	4.667
70	4	5	4	13	4.333
71	4	4	5	13	4.333
72	4	4	4	12	4.000
73	4	4	5	13	4.333
74	5	4	3	12	4.000

No	<i>Switching barrier</i>				
	SB.1	SB.2	SB.3	Jumlah	Mean
75	4	5	3	12	4.000
76	3	3	5	11	3.667
77	5	4	4	13	4.333
78	2	4	2	8	2.667
79	4	4	3	11	3.667
80	4	3	4	11	3.667
81	3	5	3	11	3.667
82	2	3	4	9	3.000
83	1	3	1	5	1.667
84	4	5	5	14	4.667
85	2	4	4	10	3.333
86	4	5	4	13	4.333
87	3	3	3	9	3.000
88	4	3	4	11	3.667
89	3	3	2	8	2.667

No	<i>Switching barrier</i>				
	SB.1	SB.2	SB.3	Jumlah	Mean
90	3	2	3	8	2.667
91	4	4	3	11	3.667
92	3	3	3	9	3.000
93	4	3	4	11	3.667
94	3	3	3	9	3.000
95	4	3	4	11	3.667
96	3	4	4	11	3.667
97	3	3	3	9	3.000
98	4	3	4	11	3.667
99	4	3	3	10	3.333
100	3	3	4	10	3.333
101	4	4	3	11	3.667
102	3	4	3	10	3.333
103	3	3	3	9	3.000
104	5	4	4	13	4.333

No	<i>Switching barrier</i>				
	SB.1	SB.2	SB.3	Jumlah	Mean
105	5	3	3	11	3.667
106	5	3	4	12	4.000
107	3	3	3	9	3.000
108	5	4	4	13	4.333
109	3	4	4	11	3.667
110	3	3	4	10	3.333
111	3	4	3	10	3.333
112	3	3	4	10	3.333
113	3	4	3	10	3.333
114	4	4	5	13	4.333
115	3	3	3	9	3.000
116	5	4	4	13	4.333
117	4	5	4	13	4.333
118	3	3	3	9	3.000
119	5	3	4	12	4.000

No	<i>Switching barrier</i>				
	SB.1	SB.2	SB.3	Jumlah	Mean
120	3	4	3	10	3.333

No	<i>Customer Retention</i>				
	CR.1	CR.2	CR.3	Jumlah	Mean
1	4	4	3	11	3.667
2	3	5	5	13	4.333
3	3	4	4	11	3.667
4	4	4	4	12	4.000
5	2	4	3	9	3.000
6	4	4	3	11	3.667
7	3	3	3	9	3.000
8	3	3	3	9	3.000
9	4	4	4	12	4.000
10	4	4	4	12	4.000
11	4	4	4	12	4.000
12	3	3	3	9	3.000
13	3	3	3	9	3.000
14	2	2	2	6	2.000

No	<i>Customer Retention</i>				
	CR.1	CR.2	CR.3	Jumlah	Mean
15	4	4	4	12	4.000
16	3	3	3	9	3.000
17	4	4	4	12	4.000
18	4	4	4	12	4.000
19	4	4	4	12	4.000
20	4	4	4	12	4.000
21	3	3	3	9	3.000
22	4	4	4	12	4.000
23	3	3	3	9	3.000
24	3	3	3	9	3.000
25	4	4	4	12	4.000
26	4	4	4	12	4.000
27	3	3	3	9	3.000
28	3	3	3	9	3.000
29	4	4	4	12	4.000

No	<i>Customer Retention</i>				
	CR.1	CR.2	CR.3	Jumlah	Mean
30	3	3	3	9	3.000
31	4	4	4	12	4.000
32	3	3	3	9	3.000
33	3	3	3	9	3.000
34	4	4	4	12	4.000
35	2	3	4	9	3.000
36	3	3	4	10	3.333
37	5	3	2	10	3.333
38	3	3	3	9	3.000
39	3	3	3	9	3.000
40	3	5	1	9	3.000
41	1	3	4	8	2.667
42	4	1	2	7	2.333
43	1	2	3	6	2.000
44	3	3	2	8	2.667

No	<i>Customer Retention</i>				
	CR.1	CR.2	CR.3	Jumlah	Mean
45	2	4	3	9	3.000
46	3	4	3	10	3.333
47	4	3	3	10	3.333
48	3	1	2	6	2.000
49	1	3	3	7	2.333
50	3	4	4	11	3.667
51	3	2	2	7	2.333
52	3	3	3	9	3.000
53	4	4	3	11	3.667
54	4	4	2	10	3.333
55	5	1	2	8	2.667
56	2	4	4	10	3.333
57	2	4	4	10	3.333
58	3	4	5	12	4.000
59	4	4	4	12	4.000

No	<i>Customer Retention</i>				
	CR.1	CR.2	CR.3	Jumlah	Mean
60	3	3	3	9	3.000
61	3	3	4	10	3.333
62	4	3	5	12	4.000
63	3	3	4	10	3.333
64	4	4	4	12	4.000
65	4	4	4	12	4.000
66	2	3	3	8	2.667
67	4	5	5	14	4.667
68	5	5	4	14	4.667
69	5	5	4	14	4.667
70	4	4	4	12	4.000
71	4	4	4	12	4.000
72	4	4	4	12	4.000
73	4	4	4	12	4.000
74	5	5	4	14	4.667

No	<i>Customer Retention</i>				
	CR.1	CR.2	CR.3	Jumlah	Mean
75	4	4	4	12	4.000
76	3	3	4	10	3.333
77	5	5	4	14	4.667
78	2	2	1	5	1.667
79	4	4	4	12	4.000
80	4	4	4	12	4.000
81	3	3	3	9	3.000
82	2	2	1	5	1.667
83	1	1	1	3	1.000
84	4	4	5	13	4.333
85	2	2	3	7	2.333
86	4	4	4	12	4.000
87	3	3	4	10	3.333
88	4	4	4	12	4.000
89	3	3	3	9	3.000

No	<i>Customer Retention</i>				
	CR.1	CR.2	CR.3	Jumlah	Mean
90	3	3	4	10	3.333
91	4	4	5	13	4.333
92	3	3	3	9	3.000
93	4	4	5	13	4.333
94	3	3	3	9	3.000
95	4	4	3	11	3.667
96	3	3	3	9	3.000
97	3	4	3	10	3.333
98	4	3	3	10	3.333
99	4	3	5	12	4.000
100	3	3	4	10	3.333
101	4	3	4	11	3.667
102	3	4	3	10	3.333
103	3	3	4	10	3.333
104	5	4	4	13	4.333

No	<i>Customer Retention</i>				
	CR.1	CR.2	CR.3	Jumlah	Mean
105	5	4	4	13	4.333
106	5	3	4	12	4.000
107	3	2	3	8	2.667
108	5	4	3	12	4.000
109	3	4	4	11	3.667
110	3	3	4	10	3.333
111	3	4	3	10	3.333
112	3	4	3	10	3.333
113	3	4	3	10	3.333
114	4	3	3	10	3.333
115	3	3	4	10	3.333
116	5	4	3	12	4.000
117	4	4	4	12	4.000
118	3	3	3	9	3.000
119	5	5	3	13	4.333

No	<i>Customer Retention</i>				
	CR.1	CR.2	CR.3	Jumlah	Mean
120	3	4	4	11	3.667

LAMPIRAN 3

UJI VALIDITAS DAN RELIABILITAS

Uji Validitas Variabel Customer Satisfaction

Correlations

		CS.1	CS.2	CS.3	Customer Satisfaction
CS.1	Pearson Correlation	1	.434**	.823**	.910**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
CS.2	Pearson Correlation	.434**	1	.278**	.712**
	Sig. (2-tailed)	.000		.002	.000
	N	120	120	120	120
CS.3	Pearson Correlation	.823**	.278**	1	.841**
	Sig. (2-tailed)	.000	.002		.000
	N	120	120	120	120
Customer Satisfaction	Pearson Correlation	.910**	.712**	.841**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

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

Uji Validitas Variabel Customer Trust

Correlations

		CT.1	CT.2	CT.3	Customer trust
CT.1	Pearson Correlation	1	.389**	.401**	.760**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
CT.2	Pearson Correlation	.389**	1	.302**	.783**
	Sig. (2-tailed)	.000		.001	.000
	N	120	120	120	120
CT.3	Pearson Correlation	.401**	.302**	1	.730**
	Sig. (2-tailed)	.000	.001		.000
	N	120	120	120	120
Customer trust	Pearson Correlation	.760**	.783**	.730**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

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

Uji Validitas Variabel Switching Barrier

Correlations

		SB.1	SB.2	SB.3	Switching barrier
SB.1	Pearson Correlation	1	.221*	.370**	.715**
	Sig. (2-tailed)		.015	.000	.000
	N	120	120	120	120
SB.2	Pearson Correlation	.221*	1	.585**	.757**
	Sig. (2-tailed)	.015		.000	.000
	N	120	120	120	120
SB.3	Pearson Correlation	.370**	.585**	1	.840**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
Switching barrier	Pearson Correlation	.715**	.757**	.840**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

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

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

Uji Validitas Variabel Customer Retention

Correlations

		CR.1	CR.2	CR.3	Customer Retention
CR.1	Pearson Correlation	1	.473**	.334**	.769**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
CR.2	Pearson Correlation	.473**	1	.540**	.838**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
CR.3	Pearson Correlation	.334**	.540**	1	.779**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
Customer Retention	Pearson Correlation	.769**	.838**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

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

Uji Reliabilitas variabel Customer Satisfaction

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.752	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CS.1	6.9333	1.928	.775	.434
CS.2	7.0250	2.562	.374	.603
CS.3	7.0417	2.208	.639	.604

Uji Reliabilitas variabel Customer Trust

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.623	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CT.1	6.7250	2.436	.488	.459
CT.2	6.9833	2.050	.411	.572
CT.3	6.9750	2.478	.414	.549

Uji Reliabilitas variabel Switching Barriers

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.652	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SB.1	7.2833	2.104	.335	.637
SB.2	6.9667	2.117	.479	.540
SB.3	7.1000	1.755	.600	.358

Uji Reliabilitas variabel Customer Retention

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.707	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CR.1	6.9167	2.195	.459	.701
CR.2	6.8667	2.049	.619	.500
CR.3	6.8833	2.238	.505	.641

LAMPIRAN 4

HASIL ANALISIS REGRESI LINIER BERGANDA

Hasil Analisis Regresi

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Switching barrier, Customer Satisfaction, Customer trust ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Customer Retention

Descriptive Statistics

	Mean	Std. Deviation	N
Customer Retention	10.3333	2.05934	120
Customer Satisfaction	10.4500	1.74341	120
Customer trust	10.4250	1.87716	120
Switching barrier	10.7583	1.81032	120

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729 ^a	.532	.520	1.42713

a. Predictors: (Constant), Switching barrier, Customer Satisfaction, Customer trust

b. Dependent Variable: Customer Retention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	268.409	3	89.470	43.929	.000 ^a
	Residual	236.258	116	2.037		
	Total	504.667	119			

a. Predictors: (Constant), Switching barrier, Customer Satisfaction, Customer trust

b. Dependent Variable: Customer Retention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations	Collinearity Statistics	
		B	Std. Error	Beta			Partial	Tolerance	VIF
1	(Constant)	-.498	1.028		-.484	.629			
	Customer Satisfaction	.194	.080	.164	2.426	.017	.220	.883	1.132
	Customer trust	.199	.080	.182	2.499	.014	.226	.762	1.312
	Switching barrier	.625	.085	.550	7.339	.000	.563	.719	1.390

a. Dependent Variable: Customer Retention

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Customer Satisfaction	Customer trust	Switching barrier
1	1	3.951	1.000	.00	.00	.00	.00
	2	.023	13.127	.02	.52	.43	.05
	3	.015	16.506	.01	.07	.47	.90
	4	.012	18.285	.97	.41	.10	.05

a. Dependent Variable: Customer Retention

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5.7684	12.7754	10.3333	1.50184	120
Std. Predicted Value	-3.040	1.626	.000	1.000	120
Standard Error of Predicted Value	.142	.492	.249	.077	120
Adjusted Predicted Value	6.0068	12.7806	10.3347	1.50192	120
Residual	-4.08617	2.68750	.00000	1.40903	120
Std. Residual	-2.863	1.883	.000	.987	120
Stud. Residual	-2.895	1.893	.000	1.007	120
Deleted Residual	-4.17857	2.71496	-.00137	1.46543	120
Stud. Deleted Residual	-2.993	1.914	-.003	1.017	120
Mahal. Distance	.192	13.177	2.975	2.622	120
Cook's Distance	.000	.219	.010	.025	120
Centered Leverage Value	.002	.111	.025	.022	120

a. Dependent Variable: Customer Retention

Uji Normalitas

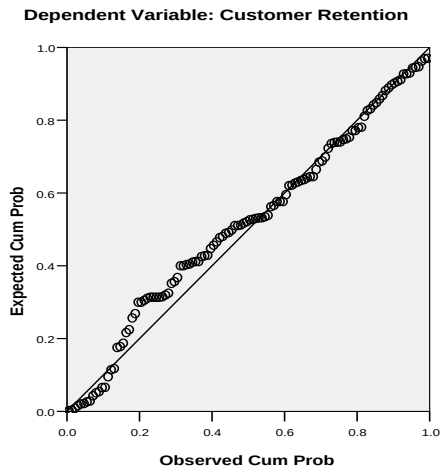
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.40902883
Most Extreme Differences	Absolute	.106
	Positive	.045
	Negative	-.106
Kolmogorov-Smirnov Z		1.161
Asymp. Sig. (2-tailed)		.135

a. Test distribution is Normal.

b. Calculated from data.

Normal P-P Plot of Regression Standardized Residual



Uji Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.031	.669		3.036	.003
	Customer Satisfaction	-.054	.052	-.101	-1.037	.302
	Customer trust	-.043	.052	-.086	-.819	.414
	Switching barrier	.003	.055	.006	.055	.956

a. Dependent Variable: ABS_RES

Scatterplot

