

LAMPIRAN

5 – sangat tidak setuju

No	Pernyataan	Jawaban
X	Komunikasi Pemasaran	
X1.1	Performa Perusahaan	
1	PT. Modern Internasional., Tbk memberi jaminan perolehan keuntungan	1 2 3 4 5
2	PT. Modern Internasional., Tbk mempunyai market share yang luas	1 2 3 4 5
3	PT. Modern Internasional., Tbk memiliki positioning yang bagus	1 2 3 4 5
4	PT. Modern Internasional., Tbk mempunyai saluran distribusi yang luas	1 2 3 4 5
X1.2	Kemampuan	
1	PT. Modern Internasional., Tbk memiliki modal yang kuat	1 2 3 4 5
2	Operasionalisasi PT. Modern Internasional., Tbk di dukung teknologi yang up to date	1 2 3 4 5
3	SDM PT. Modern Internasional., Tbk mempunyai kemampuan yang dapat diandalkan	1 2 3 4 5
4	Infrastruktur PT. Modern Internasional., Tbk lengkap	1 2 3 4 5
X1.3	Kebijakan	
1	PT. Modern Internasional., Tbk melibatkan pelanggan dalam proses penentuan kebijakan perusahaan	1 2 3 4 5
2	Kebijakan yang diambil oleh PT. Modern Internasional mendukung keberadaan pelanggan	1 2 3 4 5
3	Komunikasi dengan PT. Modern Internasional., Tbk berjalan dua arah	1 2 3 4 5
X1.4	Bauran Pemasaran	
1	FUJI FILM merupakan produk yang berkualitas	1 2 3 4 5
2	Harga jual FUJI FILM terjangkau pasar	1 2 3 4 5
3	Distribusi FUJI FILM menjangkau seluruh daerah	1 2 3 4 5
4	Promosi FUJI FILM gencar	1 2 3 4 5

X1.5	Bauran Layanan					
1	Jajaran management PT. Modern Internasional., Tbk merupakan orang-orang berpengalaman	1	2	3	4	5
2	Staff PT. Modern Internasional., Tbk merupakan orang-orang yang handal	1	2	3	4	5
3	Staff PT. Modern Internasional., Tbk ramah dan bersahabat	1	2	3	4	5
4	Layanan PT. Modern Internasional., Tbk cepat	1	2	3	4	5
5	Hasil kerja PT. Modern Internasional., Tbk memuaskan	1	2	3	4	5
6	Akses informasi di PT. Modern Internasional., Tbk mudah didapat	1	2	3	4	5
7	Bangunan PT. Modern Internasional., Tbk megah dan kokoh	1	2	3	4	5
8	Sarana dan prasarana PT. Modern Internasional., Tbk lengkap	1	2	3	4	5
Y	Loyalitas					
1	Anda melakukan pembelian secara teratur	1	2	3	4	5
2	Anda merekomendasikan produk PT. Modern Internasional., Tbk	1	2	3	4	5
3	Anda yakin produk yang didistribusikan PT. Modern Internasional., Tbk bermutu tinggi	1	2	3	4	5

Terima kasih atas kesediaan anda mengisi kuisisioner ini.

lampiran 2

no	performa				jumlah	kemampuan				jumlah	kebijakan			jumlah	bauran pemasaran				jumlah
responden	x1.1	x1.2	x1.3	x1.4	x1	x2.1	x2.2	x2.3	x2.4	x2	x3.1	x3.2	x3.3	x3	x4.1	x4.2	x4.3	x4.4	x4
1	4	4	3	4	15	4	3	4	4	15	1	1	1	3	4	3	4	4	15
2	5	4	4	5	18	5	4	5	4	18	2	2	2	6	4	4	5	5	18
3	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	5	5	18
4	5	4	4	5	18	5	4	5	4	18	2	2	2	6	4	4	5	5	18
5	4	4	4	5	17	5	4	4	4	17	1	1	1	3	4	4	4	4	16
6	4	4	4	5	17	5	4	4	4	17	1	1	1	3	4	4	4	4	16
7	4	4	3	4	15	4	4	4	4	16	1	1	1	3	4	3	4	4	15
8	4	4	4	5	17	4	3	4	4	15	1	1	1	3	4	4	4	4	16
9	4	4	4	5	17	4	4	4	4	16	1	1	1	3	4	4	4	4	16
10	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	4	16
11	4	4	4	4	16	4	4	4	4	16	1	1	1	3	3	4	4	4	15
12	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	4	16
13	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	4	16
14	4	4	4	4	16	4	4	4	4	16	1	1	1	3	3	4	4	4	15
15	5	4	4	5	18	5	4	5	4	18	2	2	2	6	4	4	5	5	18
16	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	5	5	18
17	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	5	5	18
18	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	5	5	18
19	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	5	5	18
20	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	4	16
21	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	4	16
22	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	5	5	18
23	5	5	4	5	19	5	5	5	5	20	2	2	2	6	4	5	5	5	19
24	5	5	4	5	19	5	5	5	5	20	2	2	2	6	4	5	5	5	19
25	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	4	5	17
26	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	5	17
27	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	4	16
28	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	5	5	18
29	5	4	4	5	18	5	4	5	4	18	1	2	1	4	4	4	5	5	18
30	4	4	4	4	16	5	4	4	4	17	1	2	1	4	4	4	4	5	17
31	4	4	3	4	15	4	4	4	4	16	1	1	1	3	4	4	4	4	16
32	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	5	17
33	5	4	4	5	18	5	4	5	4	18	2	2	2	6	4	4	5	5	18
34	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	4	5	17
35	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	5	5	18
36	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	5	5	18
37	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	5	17
38	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	4	16
39	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	5	5	18
40	4	4	3	4	15	4	4	4	4	16	1	1	1	3	4	4	4	4	16
41	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	5	17
42	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	5	17
43	5	4	4	5	18	5	4	5	4	18	1	2	1	4	4	4	5	5	18
44	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	4	16
45	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	5	5	18
46	5	4	4	5	18	5	4	5	4	18	1	2	1	4	4	4	5	5	18
47	5	4	4	5	18	5	4	5	4	18	1	2	1	4	4	4	5	5	18
48	5	5	4	5	19	5	4	5	5	19	2	2	2	6	5	4	5	5	19
49	5	4	4	5	18	5	4	5	4	18	1	1	1	3	4	4	5	5	18
50	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	5	5	18
51	5	5	4	5	19	5	5	5	5	20	1	2	1	4	4	4	5	5	18
52	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	5	17
53	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	5	17
54	5	4	4	5	18	5	4	5	4	18	2	2	1	5	4	4	5	5	18
55	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	5	17
56	4	4	4	5	17	5	4	4	4	17	1	2	1	4	4	4	4	5	17

no	bauran layanan								jumlah	loyalitas pelanggan			jumlah
responden	x5.1	x5.2	x5.3	x5.4	x5.5	x5.6	x5.7	x5.8	x5	y1.1	y1.2	y1.3	y
1	4	4	4	4	4	4	4	4	32	4	4	4	12
2	5	5	5	5	4	4	5	4	37	5	5	5	15
3	5	5	5	5	4	4	4	5	37	5	5	4	14
4	5	4	5	5	5	4	5	4	37	5	5	5	15
5	4	4	5	4	5	4	4	4	34	4	5	4	13
6	4	4	5	4	5	4	4	4	34	4	5	4	13
7	4	4	4	3	4	4	4	4	31	4	4	4	12
8	4	4	5	4	4	4	5	4	34	4	4	4	12
9	4	4	4	4	4	4	4	4	32	4	4	4	12
10	4	4	5	4	4	4	5	4	34	4	5	4	13
11	4	4	4	4	4	3	4	4	31	4	4	4	12
12	4	4	4	5	5	4	4	4	34	4	5	4	13
13	4	4	5	4	4	4	5	4	34	4	5	4	13
14	4	4	5	4	3	3	4	4	31	4	4	4	12
15	4	4	5	4	5	4	5	5	36	5	5	5	15
16	4	5	5	4	5	4	5	4	36	5	5	5	15
17	5	5	5	4	4	4	5	4	36	5	5	4	14
18	5	5	5	4	5	4	5	4	37	5	5	4	14
19	5	4	5	5	5	4	5	4	37	5	5	4	14
20	4	4	5	5	4	4	4	4	34	4	5	4	13
21	4	4	5	5	4	4	4	4	34	4	5	4	13
22	4	4	5	5	5	4	5	4	36	5	5	4	14
23	5	4	5	5	5	4	5	5	38	5	5	5	15
24	5	5	5	5	5	4	5	5	39	5	5	5	15
25	4	4	5	4	4	4	5	5	35	5	5	4	14
26	4	4	5	4	4	4	5	4	34	4	5	4	13
27	4	4	4	5	4	4	4	4	33	4	5	4	13
28	5	4	5	4	5	4	5	4	36	5	5	4	14
29	4	5	5	4	5	4	4	5	36	5	5	4	14
30	4	5	5	3	3	4	5	5	34	4	5	4	13
31	3	4	4	4	3	4	5	4	31	4	4	4	12
32	4	4	5	5	4	4	4	4	34	4	5	4	13
33	5	5	5	5	5	4	4	4	37	5	5	5	15
34	5	4	5	4	5	4	5	4	36	5	5	4	14
35	4	5	5	4	5	4	5	4	36	5	5	4	14
36	4	5	5	5	5	4	5	4	37	5	5	4	14
37	4	4	5	4	4	4	5	4	34	4	5	4	13
38	4	4	5	4	4	4	5	4	34	4	5	4	13
39	5	4	5	4	4	4	5	4	35	5	5	4	14
40	4	4	4	4	3	4	5	4	32	4	4	4	12
41	4	4	5	4	5	4	4	4	34	4	5	4	13
42	4	4	5	4	4	3	5	4	33	4	5	4	13
43	5	5	5	4	5	4	5	4	37	5	5	4	14
44	4	4	4	4	4	4	5	5	34	4	5	4	13
45	5	4	5	5	4	4	5	4	36	5	5	4	14
46	5	4	5	5	4	4	5	5	37	5	5	4	14
47	5	4	5	4	4	4	5	5	36	5	5	4	14
48	5	4	5	5	4	4	5	4	36	5	5	5	15
49	5	4	5	5	4	4	5	5	37	5	5	4	14
50	5	4	5	5	4	4	5	5	37	5	5	4	14
51	4	5	5	5	4	4	5	5	37	5	5	5	15
52	5	4	5	4	4	4	4	4	34	4	5	4	13
53	4	4	5	4	4	4	5	4	34	4	5	4	13
54	4	5	5	4	4	5	5	5	37	5	5	4	14
55	4	4	5	4	4	4	5	4	34	4	5	4	13
56	4	4	5	4	3	4	5	5	34	4	5	4	13

no	rata-rata	rata-rata	rata-rata	rata-rata	rata-rata	rata-rata
responden	x1	x2	x3	x4	x5	y
1	3,75	3,75	1,00	3,75	4,00	4,00
2	4,50	4,50	2,00	4,50	4,63	5,00
3	4,50	4,50	1,67	4,50	4,63	4,67
4	4,50	4,50	2,00	4,50	4,63	5,00
5	4,25	4,25	1,00	4,00	4,25	4,33
6	4,25	4,25	1,00	4,00	4,25	4,33
7	3,75	4,00	1,00	3,75	3,88	4,00
8	4,25	3,75	1,00	4,00	4,25	4,00
9	4,25	4,00	1,00	4,00	4,00	4,00
10	4,25	4,25	1,33	4,00	4,25	4,33
11	4,00	4,00	1,00	3,75	3,88	4,00
12	4,25	4,25	1,33	4,00	4,25	4,33
13	4,25	4,25	1,33	4,00	4,25	4,33
14	4,00	4,00	1,00	3,75	3,88	4,00
15	4,50	4,50	2,00	4,50	4,50	5,00
16	4,50	4,50	1,67	4,50	4,50	5,00
17	4,50	4,50	1,67	4,50	4,50	4,67
18	4,50	4,50	1,67	4,50	4,63	4,67
19	4,50	4,50	1,67	4,50	4,63	4,67
20	4,25	4,25	1,33	4,00	4,25	4,33
21	4,25	4,25	1,33	4,00	4,25	4,33
22	4,50	4,50	1,67	4,50	4,50	4,67
23	4,75	5,00	2,00	4,75	4,75	5,00
24	4,75	5,00	2,00	4,75	4,88	5,00
25	4,50	4,50	1,67	4,25	4,38	4,67
26	4,25	4,25	1,33	4,25	4,25	4,33
27	4,25	4,25	1,33	4,00	4,13	4,33
28	4,50	4,50	1,67	4,50	4,50	4,67
29	4,50	4,50	1,33	4,50	4,50	4,67
30	4,00	4,25	1,33	4,25	4,25	4,33
31	3,75	4,00	1,00	4,00	3,88	4,00
32	4,25	4,25	1,33	4,25	4,25	4,33
33	4,50	4,50	2,00	4,50	4,63	5,00
34	4,50	4,50	1,67	4,25	4,50	4,67
35	4,50	4,50	1,67	4,50	4,50	4,67
36	4,50	4,50	1,67	4,50	4,63	4,67
37	4,25	4,25	1,33	4,25	4,25	4,33
38	4,25	4,25	1,33	4,00	4,25	4,33
39	4,50	4,50	1,67	4,50	4,38	4,67
40	3,75	4,00	1,00	4,00	4,00	4,00
41	4,25	4,25	1,33	4,25	4,25	4,33
42	4,25	4,25	1,33	4,25	4,13	4,33
43	4,50	4,50	1,33	4,50	4,63	4,67
44	4,25	4,25	1,33	4,00	4,25	4,33
45	4,50	4,50	1,67	4,50	4,50	4,67
46	4,50	4,50	1,33	4,50	4,63	4,67
47	4,50	4,50	1,33	4,50	4,50	4,67
48	4,75	4,75	2,00	4,75	4,50	5,00
49	4,50	4,50	1,00	4,50	4,63	4,67
50	4,50	4,50	1,67	4,50	4,63	4,67
51	4,75	5,00	1,33	4,50	4,63	5,00
52	4,25	4,25	1,33	4,25	4,25	4,33
53	4,25	4,25	1,33	4,25	4,25	4,33
54	4,50	4,50	1,67	4,50	4,63	4,67
55	4,25	4,25	1,33	4,25	4,25	4,33
56	4,25	4,25	1,33	4,25	4,25	4,33

Frequencies

Statistics

		X1.1	X1.2	X1.3	X1.4	X2.1	X2.2
N	Valid	56	56	56	56	56	56
	Missing	0	0	0	0	0	0

Statistics

		X2.3	X2.4	X3.1	X3.2	X3.3	X4.1
N	Valid	56	56	56	56	56	56
	Missing	0	0	0	0	0	0

Statistics

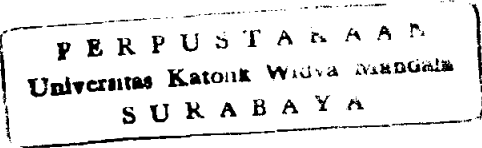
		X4.2	X4.3	X4.4	X5.1	X5.2	X5.3
N	Valid	56	56	56	56	56	56
	Missing	0	0	0	0	0	0

Statistics

		X5.4	X5.5	X5.6	X5.7	X5.8	Y.1
N	Valid	56	56	56	56	56	56
	Missing	0	0	0	0	0	0

Statistics

		Y.2	Y.3
N	Valid	56	56
	Missing	0	0



Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	28	50,0	50,0	50,0
	Sangat Setuju	28	50,0	50,0	100,0
	Total	56	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	52	92,9	92,9	92,9
	Sangat Setuju	4	7,1	7,1	100,0
	Total	56	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	4	7,1	7,1	7,1
	Setuju	52	92,9	92,9	100,0
	Total	56	100,0	100,0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	7	12,5	12,5	12,5
	Sangat Setuju	49	87,5	87,5	100,0
	Total	56	100,0	100,0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	8	14,3	14,3	14,3
	Sangat Setuju	48	85,7	85,7	100,0
	Total	56	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	2	3,6	3,6	3,6
	Setuju	51	91,1	91,1	94,6
	Sangat Setuju	3	5,4	5,4	100,0
	Total	56	100,0	100,0	

X2.3

102

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	28	50,0	50,0	50,0
	Sangat Setuju	28	50,0	50,0	100,0
	Total	56	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	52	92,9	92,9	92,9
	Sangat Setuju	4	7,1	7,1	100,0
	Total	56	100,0	100,0	

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	34	60,7	60,7	60,7
	Tidak Setuju	22	39,3	39,3	100,0
	Total	56	100,0	100,0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	11	19,6	19,6	19,6
	Tidak Setuju	45	80,4	80,4	100,0
	Total	56	100,0	100,0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	49	87,5	87,5	87,5
	Tidak Setuju	7	12,5	12,5	100,0
	Total	56	100,0	100,0	

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	2	3,6	3,6	3,6
	Setuju	53	94,6	94,6	98,2
	Sangat Setuju	1	1,8	1,8	100,0
	Total	56	100,0	100,0	

X4.2

103

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	2	3,6	3,6	3,6
	Setuju	52	92,9	92,9	96,4
	Sangat Setuju	2	3,6	3,6	100,0
	Total	56	100,0	100,0	

X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	30	53,6	53,6	53,6
	Sangat Setuju	26	46,4	46,4	100,0
	Total	56	100,0	100,0	

X4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	18	32,1	32,1	32,1
	Sangat Setuju	38	67,9	67,9	100,0
	Total	56	100,0	100,0	

X5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	1	1,8	1,8	1,8
	Setuju	35	62,5	62,5	64,3
	Sangat Setuju	20	35,7	35,7	100,0
	Total	56	100,0	100,0	

X5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	42	75,0	75,0	75,0
	Sangat Setuju	14	25,0	25,0	100,0
	Total	56	100,0	100,0	

X5.3

104

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	9	16,1	16,1	16,1
	Sangat Setuju	47	83,9	83,9	100,0
	Total	56	100,0	100,0	

X5.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	2	3,6	3,6	3,6
	Setuju	34	60,7	60,7	64,3
	Sangat Setuju	20	35,7	35,7	100,0
	Total	56	100,0	100,0	

X5.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	5	8,9	8,9	8,9
	Setuju	32	57,1	57,1	66,1
	Sangat Setuju	19	33,9	33,9	100,0
	Total	56	100,0	100,0	

X5.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	3	5,4	5,4	5,4
	Setuju	52	92,9	92,9	98,2
	Sangat Setuju	1	1,8	1,8	100,0
	Total	56	100,0	100,0	

X5.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	17	30,4	30,4	30,4
	Sangat Setuju	39	69,6	69,6	100,0
	Total	56	100,0	100,0	

X5.8

105

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Setuju	41	73,2	73,2	73,2
Sangat Setuju	15	26,8	26,8	100,0
Total	56	100,0	100,0	

Y.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Setuju	28	50,0	50,0	50,0
Sangat Setuju	28	50,0	50,0	100,0
Total	56	100,0	100,0	

Y.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Setuju	8	14,3	14,3	14,3
Sangat Setuju	48	85,7	85,7	100,0
Total	56	100,0	100,0	

Y.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Setuju	47	83,9	83,9	83,9
Sangat Setuju	9	16,1	16,1	100,0
Total	56	100,0	100,0	

Correlations

		X1.1	X1.2	X1.3	X1.4	TOT_X1
X1.1	Pearson Correlation	1	,277*	,277*	,378**	,804**
	Sig. (2-tailed)	.	,039	,039	,004	,000
	N	56	56	56	56	56
X1.2	Pearson Correlation	,277*	1	,077	,105	,472**
	Sig. (2-tailed)	,039	.	,573	,442	,000
	N	56	56	56	56	56
X1.3	Pearson Correlation	,277*	,077	1	,734**	,689**
	Sig. (2-tailed)	,039	,573	.	,000	,000
	N	56	56	56	56	56
X1.4	Pearson Correlation	,378**	,105	,734**	1	,770**
	Sig. (2-tailed)	,004	,442	,000	.	,000
	N	56	56	56	56	56
TOT_X1	Pearson Correlation	,804**	,472**	,689**	,770**	1
	Sig. (2-tailed)	,000	,000	,000	,000	.
	N	56	56	56	56	56

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

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

Correlations

Correlations

		X2.1	X2.2	X2.3	X2.4	TOT_X2
X2.1	Pearson Correlation	1	,367**	,408**	,113	,681**
	Sig. (2-tailed)	.	,005	,002	,406	,000
	N	56	56	56	56	56
X2.2	Pearson Correlation	,367**	1	,299*	,681**	,740**
	Sig. (2-tailed)	,005	.	,025	,000	,000
	N	56	56	56	56	56
X2.3	Pearson Correlation	,408**	,299*	1	,277*	,791**
	Sig. (2-tailed)	,002	,025	.	,039	,000
	N	56	56	56	56	56
X2.4	Pearson Correlation	,113	,681**	,277*	1	,629**
	Sig. (2-tailed)	,406	,000	,039	.	,000
	N	56	56	56	56	56
TOT_X2	Pearson Correlation	,681**	,740**	,791**	,629**	1
	Sig. (2-tailed)	,000	,000	,000	,000	.
	N	56	56	56	56	56

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

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

Correlations

		X3.1	X3.2	X3.3	TOT_X3
X3.1	Pearson Correlation	1	,398**	,470**	,864**
	Sig. (2-tailed)	.	,002	,000	,000
	N	56	56	56	56
X3.2	Pearson Correlation	,398**	1	,187	,704**
	Sig. (2-tailed)	,002	.	,168	,000
	N	56	56	56	56
X3.3	Pearson Correlation	,470**	,187	1	,684**
	Sig. (2-tailed)	,000	,168	.	,000
	N	56	56	56	56
TOT_X3	Pearson Correlation	,864**	,704**	,684**	1
	Sig. (2-tailed)	,000	,000	,000	.
	N	56	56	56	56

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

Correlations

		X4.1	X4.2	X4.3	X4.4	TOT_X4
X4.1	Pearson Correlation	1	,000	,227	,278*	,443**
	Sig. (2-tailed)	.	1,000	,092	,038	,001
	N	56	56	56	56	56
X4.2	Pearson Correlation	,000	1	,268*	,286*	,500**
	Sig. (2-tailed)	1,000	.	,046	,033	,000
	N	56	56	56	56	56
X4.3	Pearson Correlation	,227	,268*	1	,641**	,862**
	Sig. (2-tailed)	,092	,046	.	,000	,000
	N	56	56	56	56	56
X4.4	Pearson Correlation	,278*	,286*	,641**	1	,866**
	Sig. (2-tailed)	,038	,033	,000	.	,000
	N	56	56	56	56	56
TOT_X4	Pearson Correlation	,443**	,500**	,862**	,866**	1
	Sig. (2-tailed)	,001	,000	,000	,000	.
	N	56	56	56	56	56

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		X5.1	X5.2	X5.3	X5.4	X5.5
X5.1	Pearson Correlation	1	,182	,387**	,384**	,304*
	Sig. (2-tailed)	.	,179	,003	,004	,023
	N	56	56	56	56	56
X5.2	Pearson Correlation	,182	1	,253	,038	,239
	Sig. (2-tailed)	,179	.	,060	,779	,077
	N	56	56	56	56	56
X5.3	Pearson Correlation	,387**	,253	1	,171	,261
	Sig. (2-tailed)	,003	,060	.	,208	,052
	N	56	56	56	56	56
X5.4	Pearson Correlation	,384**	,038	,171	1	,247
	Sig. (2-tailed)	,004	,779	,208	.	,067
	N	56	56	56	56	56
X5.5	Pearson Correlation	,304*	,239	,261	,247	1
	Sig. (2-tailed)	,023	,077	,052	,067	.
	N	56	56	56	56	56
X5.6	Pearson Correlation	,090	,234	,125	,081	,167
	Sig. (2-tailed)	,511	,083	,360	,555	,218
	N	56	56	56	56	56
X5.7	Pearson Correlation	,211	,112	,346**	-,039	-,048
	Sig. (2-tailed)	,119	,411	,009	,777	,725
	N	56	56	56	56	56
X5.8	Pearson Correlation	,151	,210	,155	,088	-,117
	Sig. (2-tailed)	,266	,121	,254	,517	,392
	N	56	56	56	56	56
TOT_X5	Pearson Correlation	,683**	,516**	,618**	,524**	,554**
	Sig. (2-tailed)	,000	,000	,000	,000	,000
	N	56	56	56	56	56

Correlations

111

		X5.6	X5.7	X5.8	TOT X5
X5.1	Pearson Correlation	,090	,211	,151	,683**
	Sig. (2-tailed)	,511	,119	,266	,000
	N	56	56	56	56
X5.2	Pearson Correlation	,234	,112	,210	,516**
	Sig. (2-tailed)	,083	,411	,121	,000
	N	56	56	56	56
X5.3	Pearson Correlation	,125	,346**	,155	,618**
	Sig. (2-tailed)	,360	,009	,254	,000
	N	56	56	56	56
X5.4	Pearson Correlation	,081	-,039	,088	,524**
	Sig. (2-tailed)	,555	,777	,517	,000
	N	56	56	56	56
X5.5	Pearson Correlation	,167	-,048	-,117	,554**
	Sig. (2-tailed)	,218	,725	,392	,000
	N	56	56	56	56
X5.6	Pearson Correlation	1	,204	,234	,417**
	Sig. (2-tailed)	.	,131	,083	,001
	N	56	56	56	56
X5.7	Pearson Correlation	,204	1	,224	,441**
	Sig. (2-tailed)	,131	.	,097	,001
	N	56	56	56	56
X5.8	Pearson Correlation	,234	,224	1	,422**
	Sig. (2-tailed)	,083	,097	.	,001
	N	56	56	56	56
TOT_X5	Pearson Correlation	,417**	,441**	,422**	1
	Sig. (2-tailed)	,001	,001	,001	.
	N	56	56	56	56

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

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

Correlations

		Y.1	Y.2	Y.3	TOT_Y
Y.1	Pearson Correlation	1	,408**	,438**	,868**
	Sig. (2-tailed)	.	,002	,001	,000
	N	56	56	56	56
Y.2	Pearson Correlation	,408**	1	,179	,669**
	Sig. (2-tailed)	,002	.	,188	,000
	N	56	56	56	56
Y.3	Pearson Correlation	,438**	,179	1	,701**
	Sig. (2-tailed)	,001	,188	.	,000
	N	56	56	56	56
TOT_Y	Pearson Correlation	,868**	,669**	,701**	1
	Sig. (2-tailed)	,000	,000	,000	.
	N	56	56	56	56

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	X1.1	4,5000	,5045	56,0
2.	X1.2	4,0714	,2599	56,0
3.	X1.3	3,9286	,2599	56,0
4.	X1.4	4,8750	,3337	56,0

Reliability Coefficients

N of Cases = 56,0

N of Items = 4

Alpha = ,6147

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	X2.1	4,8571	,3531	56,0
2.	X2.2	4,0179	,3010	56,0
3.	X2.3	4,5000	,5045	56,0
4.	X2.4	4,0714	,2599	56,0

Reliability Coefficients

N of Cases = 56,0

N of Items = 4

Alpha = ,6521

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	X3.1	1,3929	,4928	56,0
2.	X3.2	1,8036	,4009	56,0
3.	X3.3	1,1250	,3337	56,0

Reliability Coefficients

N of Cases = 56,0

N of Items = 3

Alpha = ,6189

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	X4.1	3,9821	,2329	56,0
2.	X4.2	4,0000	,2697	56,0
3.	X4.3	4,4643	,5032	56,0
4.	X4.4	4,6786	,4713	56,0

Reliability Coefficients

N of Cases = 56,0

N of Items = 4

Alpha = ,6446

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	X5.1	4,3393	,5144	56,0
2.	X5.2	4,2500	,4369	56,0
3.	X5.3	4,8393	,3706	56,0
4.	X5.4	4,3214	,5430	56,0
5.	X5.5	4,2500	,6105	56,0
6.	X5.6	3,9643	,2673	56,0
7.	X5.7	4,6964	,4640	56,0
8.	X5.8	4,2679	,4469	56,0

Reliability Coefficients

N of Cases = 56,0 N of Items = 8

Alpha = ,6091

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	Y.1	4,5000	,5045	56,0
2.	Y.2	4,8571	,3531	56,0
3.	Y.3	4,1607	,3706	56,0

Reliability Coefficients

N of Cases = 56,0

N of Items = 3

Alpha = ,6118

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Bauran Layanan (X5), Kebijakan (X3), Kemampuan (X2), Bauran Pemasaran (X4), Performa (X1)		Enter

- a. All requested variables entered.
- b. Dependent Variable: Loyalitas Pelanggan (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,964 ^a	,929	,922	,08756

- a. Predictors: (Constant), Bauran Layanan (X5), Kebijakan (X3), Kemampuan (X2), Bauran Pemasaran (X4), Performa (X1)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,992	5	,998	130,213	,000 ^a
	Residual	,383	50	,008		
	Total	5,375	55			

- a. Predictors: (Constant), Bauran Layanan (X5), Kebijakan (X3), Kemampuan (X2), Bauran Pemasaran (X4), Performa (X1)
- b. Dependent Variable: Loyalitas Pelanggan (Y)

Coefficients^a

120

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	,123	,290	
	Performa (X1)	,101	,133	,078
	Kemampuan (X2)	,404	,115	,331
	Kebijakan (X3)	,315	,064	,316
	Bauran Pemasaran (X4)	,066	,114	,057
	Bauran Layanan (X5)	,331	,138	,256

Coefficients^a

121

Model		t	Sig.
1	(Constant)	,422	,675
	Performa (X1)	,764	,449
	Kemampuan (X2)	3,496	,001
	Kebijakan (X3)	4,953	,000
	Bauran Pemasaran (X4)	,580	,564
	Bauran Layanan (X5)	2,403	,020

a. Dependent Variable: Loyalitas Pelanggan (Y)

PERPUSTAKAAN
Universitas Katolik Widya Mandala
SURABAYA