

LAMPIRAN

Lampiran 1

Kuesioner Penelitian

ANALISIS PENGARUH *RELATIONSHIP MARKETING* TERHADAP LOYALITAS PELANGGAN

Assalamualikum Wr.Wb.

Saya adalah mahasiswa UMS yang sedang melakukan pengumpulan data untuk keperluan skripsi. Untuk itu kami mohon kesedian Bapak/ Ibu/ Saudara untuk mengisi kuesioner ini sesuai dengan keadaan yang sebenarnya. Data ini digunakan demi kevalidan skripsi dan tidak untuk keperluan lainnya

A. Identitas Responden

Isilah dan berilah tanda centang (✓) sesuai identitas anda

1. Nama :
2. Jenis Kelamin Anda
 Laki-laki Perempuan
3. Umur anda saat ini
 17 – 20 th 36 – 45 th
 21 – 35 th > 45 th
4. Pendidikan Terakhir Anda
 Sekolah Dasar Sekolah Menengah Atas
 Sekolah Menengah Pertama Perguruan Tinggi
5. Pekerjaan Anda saat ini
 Pelajar Pegawai Negeri
 Wiraswasta Lain-Lain

B. Daftar pertanyaan

Pilihlah jawaban dari pernyataan di bawah ini sesuai dengan pendapat Bpk / Ibu / Sdr dengan memberikan tanda centang (✓) pada salah satu jawaban yang telah disediakan. Adapun alternatif jawaban yang disediakan adalah sebagai berikut:

SS : Sangat Setuju

S : Setuju

KS : Kurang Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

No	Pernyataan	SS	S	KS	TS	STS
A.	<i>Financial Benefit</i>					
1	Harga yang ditawarkan minimarket Alfamart lebih murah dibandingkan dengan minimarket lainnya.					
2	Adanya pemberian diskon khusus kepada pelanggan.					
3	Pemberian hadiah langsung pada hari-hari tertentu.					
B.	<i>Social Benefit</i>					
1	Adanya <i>call center</i> (suara konsumen) untuk menampung keluhan kesah pelanggan.					
2	Karyawan bersedia membantu konsumen saat berbelanja di minimarket Alfamart.					
3	Produk-produk yang dijual tertera dengan jelas informasi harganya.					
C.	<i>Structural Ties</i>					
1	Pelaksanaan program atau even untuk meningkatkan hubungan dengan pelanggan.					
2	Karyawan memberikan pelayanan dengan sopan dan ramah.					
3	Pemberitahuan terlebih dahulu jika terdapat perubahan informasi mengenai harga.					
D.	<i>Loyalitas Pelanggan</i>					
1	Jika berbelanja, saya mempunyai keinginan melakukan pembelian ulang di minimarket Alfamart.					
2	Saya akan merekomendasikan minimarket Alfamart kepada rekan-rekan saya sebagai minimarket pilihan untuk berbelanja.					
3	Saya tidak terpengaruh untuk berbelanja produk-produk di minimarket lain dan percaya dengan produk-produk dari minimarket Alfamart.					

Angket ini hanya akan saya gunakan untuk kepentingan penelitian, bukan untuk kepentingan yang lain. Atas kesediaan Bpk / Ibu / Sdr untuk mengisi angket ini kami ucapkan terima kasih.

Wassalamualikum Wr.Wb

Peneliti

TRI PURWANTO

Lampiran 2

Tabulasi

NO	<i>Financial Benefit</i>				<i>Social Benefit</i>				<i>Structural Ties</i>				<i>Loyalitas Pelanggan</i>			
	FB1	FB2	FB3	X1	SB1	SB2	SB3	X2	ST1	ST2	ST3	X3	LP1	LP2	LP3	Y
1	4	5	5	14	4	5	5	15	5	5	5	15	4	5	5	14
2	2	4	3	9	2	4	4	13	3	4	3	10	3	3	3	9
3	4	4	3	11	4	5	5	14	4	5	5	14	5	5	4	14
4	4	4	4	12	4	5	5	8	4	5	5	14	4	4	4	12
5	2	5	5	12	4	4	4	12	4	5	4	13	2	2	2	6
6	4	5	4	13	4	4	4	12	4	5	5	14	4	4	4	12
7	4	4	3	11	4	4	4	9	5	4	4	13	4	3	3	10
8	4	5	4	13	4	4	4	12	4	5	4	13	4	4	4	12
9	2	5	5	12	4	4	4	12	4	4	4	12	2	2	2	6
10	4	4	3	11	3	5	5	13	3	5	5	13	4	3	3	10
11	3	4	1	8	1	4	4	9	3	4	4	11	3	4	3	10
12	4	4	3	11	4	5	5	14	3	5	5	13	4	4	4	12
13	5	4	4	13	4	4	5	10	3	4	5	12	3	4	3	10
14	5	4	4	13	4	4	5	13	3	4	5	12	3	4	3	10
15	5	4	4	13	4	5	5	14	4	5	5	14	4	4	3	11
16	5	4	4	13	4	4	5	13	3	4	5	12	3	4	3	10
17	3	4	4	11	4	5	5	14	4	5	4	13	4	4	3	11
18	4	4	4	12	3	4	3	10	3	4	4	11	3	3	3	9
19	4	4	3	11	4	4	3	11	3	4	4	11	4	4	4	12
20	1	5	5	11	5	4	4	13	4	2	4	10	1	1	1	3
21	3	4	5	12	5	5	4	14	4	5	4	13	4	3	3	10
22	1	5	5	11	4	4	4	8	4	3	5	12	2	1	1	4
23	5	4	4	13	3	4	4	11	3	5	3	11	4	4	3	11
24	4	5	5	14	5	4	4	13	3	4	4	11	4	4	4	12
25	4	4	4	12	4	4	4	12	4	4	4	12	4	5	5	14
26	2	4	3	9	4	4	2	10	3	4	3	10	3	3	3	9
27	2	2	3	7	4	4	4	12	2	3	2	7	3	2	2	7
28	4	4	4	12	5	4	4	13	4	4	4	12	4	5	4	13
29	4	5	4	13	3	5	4	15	3	5	5	13	3	4	5	12
30	3	4	5	12	4	4	5	13	4	5	4	13	4	3	3	10
31	4	4	3	11	4	5	5	14	3	5	5	13	4	4	4	12
32	3	4	5	12	5	5	4	14	4	5	4	13	3	3	3	9
33	4	4	4	12	3	3	5	15	4	4	3	11	4	4	4	12
34	4	4	3	11	4	5	5	10	3	5	5	13	4	4	4	12
35	2	4	3	9	4	4	4	12	3	4	3	10	3	3	3	9
36	3	4	4	11	5	5	4	14	4	5	5	14	3	3	3	9
37	5	4	4	13	4	4	5	13	3	4	5	12	3	4	3	10
38	4	4	4	12	4	4	4	12	3	4	4	11	4	3	4	11
39	3	2	5	10	4	4	4	12	4	4	4	12	3	4	3	10

40	4	3	2	9	3	4	4	15	3	4	3	10	4	3	3	10
41	4	3	2	9	3	4	4	9	4	4	4	12	3	3	3	9
42	5	4	4	13	4	4	5	13	3	4	5	12	3	4	3	10
43	5	4	4	13	4	5	5	10	4	5	5	14	4	4	3	11
44	5	4	4	13	4	4	5	13	3	4	5	12	3	4	3	10
45	4	4	3	11	4	5	5	14	4	5	5	14	5	5	4	14
46	4	4	5	13	5	4	5	14	5	5	3	13	2	3	2	7
47	5	4	5	14	5	5	4	14	5	5	5	15	5	4	5	14
48	2	2	2	6	4	4	4	10	2	3	4	9	2	2	2	6
49	2	4	4	10	4	5	4	13	3	4	3	10	3	3	3	9
50	5	4	3	12	4	5	5	14	5	5	5	15	5	3	4	12
51	4	5	5	14	5	4	4	13	4	5	4	13	4	4	4	12
52	3	5	5	13	4	4	4	8	4	5	4	13	4	3	3	10
53	4	4	4	12	5	5	5	15	4	5	4	13	4	4	4	12
54	5	4	4	13	5	4	4	13	5	3	4	12	5	4	3	12
55	4	5	4	13	5	3	4	12	4	5	3	12	5	4	3	12
56	2	2	2	6	4	4	4	8	2	3	4	9	2	2	2	6
57	1	4	5	10	5	4	4	8	4	4	4	12	2	2	2	6
58	4	4	4	12	4	5	5	14	4	5	5	14	3	4	3	10
59	5	4	4	13	4	4	5	13	3	4	5	12	3	4	3	10
60	5	4	4	13	5	4	5	14	5	3	4	12	5	4	3	12
61	5	4	4	13	5	4	4	13	5	3	4	12	5	4	3	12
62	2	4	4	10	5	5	5	8	4	5	4	13	3	3	3	9
63	4	5	4	13	5	4	4	15	4	5	5	14	4	4	4	12
64	5	5	5	15	4	4	5	9	5	4	4	13	3	4	3	10
65	4	5	5	14	4	4	5	13	4	4	5	13	3	4	3	10
66	4	3	2	9	3	4	5	15	3	4	3	10	4	3	3	10
67	3	4	4	11	4	4	4	12	4	4	4	12	4	3	3	10
68	2	2	2	6	4	4	4	12	2	3	4	9	2	2	2	6
69	4	4	3	11	4	5	5	14	3	5	5	13	4	4	4	12
70	2	4	3	9	4	4	4	12	4	4	3	11	3	3	3	9
71	4	4	4	12	4	5	5	14	4	5	4	13	4	4	3	11
72	5	5	5	15	4	4	5	9	5	4	4	13	3	4	3	10
73	4	5	5	14	4	4	5	10	4	5	5	14	3	4	3	10
74	3	5	4	12	4	4	4	12	3	5	4	12	4	4	3	11
75	4	4	4	12	5	5	5	15	3	4	4	11	4	4	3	11
76	4	5	4	13	4	4	4	12	4	5	4	13	4	4	4	12
77	2	2	2	6	4	4	4	9	2	3	4	9	2	2	2	6
78	3	5	5	13	4	4	4	12	4	5	4	13	3	3	3	9
79	4	4	4	12	5	5	5	15	3	5	3	11	3	2	3	8
80	4	4	4	12	4	5	5	14	4	5	4	13	4	4	3	11
81	4	4	3	11	4	5	5	14	3	5	5	13	4	4	4	12
82	5	5	5	15	4	4	5	10	5	4	4	13	3	4	3	10
83	4	4	5	13	5	4	4	13	4	4	4	12	4	4	4	12
84	3	4	4	11	5	5	3	13	4	5	5	14	4	4	3	11

85	5	4	4	13	4	5	5	14	4	5	5	14	4	4	4	12
86	2	2	2	6	4	4	4	9	2	3	4	9	2	2	2	6
87	2	2	2	6	4	4	4	12	2	3	4	9	2	2	2	6
88	4	4	3	11	4	5	5	14	3	5	5	13	5	5	4	14
89	2	2	2	6	4	4	4	12	4	3	2	9	2	2	2	6
90	2	2	2	6	4	4	4	9	2	3	4	9	2	2	2	6
91	5	4	4	13	5	4	4	13	4	4	4	12	4	5	4	13
92	3	4	4	11	5	4	4	13	5	5	4	14	3	4	3	10
93	4	4	4	12	4	4	4	12	3	4	4	11	5	4	4	13
94	5	5	3	13	4	5	5	14	3	5	5	13	4	4	4	12
95	4	5	5	14	5	3	4	12	4	5	4	13	4	4	4	12
96	3	5	4	12	5	5	4	10	4	5	4	13	3	3	3	9
97	2	4	4	10	2	4	4	10	4	4	4	12	3	4	3	10
98	5	4	4	13	4	5	5	14	4	5	5	14	5	4	4	13
99	5	4	4	13	5	4	4	13	4	5	5	14	4	4	4	12
100	5	5	5	15	4	4	5	13	5	4	4	13	3	4	3	10

Lampiran 3

Hasil Uji validitas dan Realibilitas Variabel

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.770
Bartlett's Test of Sphericity	Approx. Chi-Square	612.519
	df	66
	Sig.	.000

Communalities

	Initial	Extraction
FB1	1.000	.793
FB2	1.000	.669
FB3	1.000	.849
SB1	1.000	.503
SB2	1.000	.866
SB3	1.000	.799
ST1	1.000	.655
ST2	1.000	.682
ST3	1.000	.599
LP1	1.000	.792
LP2	1.000	.841
LP3	1.000	.854

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.653	38.771	38.771	4.653	38.771	38.771	3.254	27.121	27.121
2	1.962	16.349	55.120	1.962	16.349	55.120	2.497	20.807	47.928
3	1.308	10.903	66.023	1.308	10.903	66.023	1.652	13.769	61.697
4	.979	8.158	74.181	.979	8.158	74.181	1.498	12.484	74.181
5	.880	7.337	81.518						
6	.673	5.610	87.129						
7	.436	3.630	90.759						
8	.273	2.279	93.037						
9	.256	2.134	95.172						
10	.219	1.826	96.997						
11	.192	1.603	98.600						
12	.168	1.400	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component			
	1	2	3	4
FB1	.767			
FB2	.631	.515		
FB3	.464	.775		
SB1		.525		
SB2	.413		.630	
SB3	.467		.448	-.553
ST1	.540	.596		
ST2	.733			
ST3	.559		.450	
LP1	.750			
LP2	.830			
LP3	.789			

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix^a

	Component			
	1	2	3	4
FB1	.693		.522	
FB2		.740		
FB3		.915		
SB1		.590		
SB2				.882
SB3			.875	
ST1		.765		
ST2	.512			.560
ST3			.602	.425
LP1	.868			
LP2	.855			
LP3	.891			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Component Transformation Matrix

Component	1	2	3	4
1	.753	.451	.380	.293
2	-.296	.882	-.277	-.239
3	-.570	.133	.454	.672
4	.144	-.017	-.757	.637

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Score Coefficient Matrix

	Component			
	1	2	3	4
FB1	.186	-.020	.298	-.272
FB2	.015	.294	.036	-.073
FB3	-.122	.411	.060	-.055
SB1	-.105	.278	-.230	.301
SB2	-.092	-.076	.008	.648
SB3	-.160	-.022	.660	-.068
ST1	.002	.318	.013	-.115
ST2	.096	.059	-.123	.361
ST3	-.092	-.007	.357	.195
LP1	.346	-.063	-.212	.033
LP2	.292	-.039	.051	-.148
LP3	.344	-.077	-.202	.073

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Score Covariance Matrix

Component	1	2	3	4
1	1.000	-1.87E-16	.000	.000
2	-1.87E-16	1.000	.000	.000
3	.000	.000	1.000	.000
4	.000	.000	.000	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Correlations

		fb1	fb2	fb3	Financial Benefit
fb1	Pearson Correlation	1	.323**	.209*	.712**
	Sig. (2-tailed)		.001	.037	.000
	N	100	100	100	100
fb2	Pearson Correlation	.323**	1	.677**	.824**
	Sig. (2-tailed)	.001		.000	.000
	N	100	100	100	100
fb3	Pearson Correlation	.209*	.677**	1	.786**
	Sig. (2-tailed)	.037	.000		.000
	N	100	100	100	100
Financial Benefit	Pearson Correlation	.712**	.824**	.786**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

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

Correlations

		sb1	sb2	sb3	Social Benefit
sb1	Pearson Correlation	1	.101	-.028	.188
	Sig. (2-tailed)		.318	.782	.062
	N	100	100	100	100
sb2	Pearson Correlation	.101	1	.374**	.327**
	Sig. (2-tailed)	.318		.000	.001
	N	100	100	100	100
sb3	Pearson Correlation	-.028	.374**	1	.311**
	Sig. (2-tailed)	.782	.000		.002
	N	100	100	100	100
Social Benefit	Pearson Correlation	.188	.327**	.311**	1
	Sig. (2-tailed)	.062	.001	.002	
	N	100	100	100	100

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

Correlations

		st1	st2	st3	Structural Ties
st1	Pearson Correlation	1	.296**	.081	.681**
	Sig. (2-tailed)		.003	.425	.000
	N	100	100	100	100
st2	Pearson Correlation	.296**	1	.355**	.774**
	Sig. (2-tailed)	.003		.000	.000
	N	100	100	100	100
st3	Pearson Correlation	.081	.355**	1	.657**
	Sig. (2-tailed)	.425	.000		.000
	N	100	100	100	100
Structural Ties	Pearson Correlation	.681**	.774**	.657**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		lp1	lp2	lp3	Loyalitas Pelanggan
lp1	Pearson Correlation	1	.699**	.732**	.897**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
lp2	Pearson Correlation	.699**	1	.776**	.911**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
lp3	Pearson Correlation	.732**	.776**	1	.914**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Loyalitas Pelanggan	Pearson Correlation	.897**	.911**	.914**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability (X1) Variabel Financial Benefit

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA
A)

		Mean	Std Dev	Cases
1.	FB1	3.6500	1.1225	100.0
2.	FB2	4.0200	.8285	100.0
3.	FB3	3.8100	.9608	100.0

Reliability Coefficients

N of Cases = 100.0

N of Items = 3

Alpha = .6390

Reliability (X2) Variabel Social Benefit

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA
A)

		Mean	Std Dev	Cases
1.	SB1	4.1100	.7092	100.0
2.	SB2	4.3000	.5222	100.0
3.	SB3	4.3800	.5993	100.0

Reliability Coefficients

N of Cases = 100.0

N of Items = 3

Alpha = .6513

Reliability (X3) Variabel Structural Ties

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA
A)

		Mean	Std Dev	Cases
1.	ST1	3.6500	.8087	100.0
2.	ST2	4.3300	.7393	100.0
3.	ST3	4.1900	.7205	100.0

Reliability Coefficients

N of Cases = 100.0

N of Items = 3

Alpha = .6870

Reliability (Y) Variabel Loyalitas Pelanggan

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA
A)

		Mean	Std Dev	Cases
1.	LP1	3.4900	.8932	100.0
2.	LP2	3.5200	.8817	100.0
3.	LP3	3.2000	.7914	100.0

Reliability Coefficients

N of Cases = 100.0

N of Items = 3

Alpha = .8907

Lampiran 4

NORMALITAS

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Financial Benefit	Social Benefit	Structural Ties	Loyalitas Pelanggan
N		100	100	100	100
Normal Parameters ^{a,b}	Mean	11.4800	12.2400	12.1700	10.2100
	Std. Deviation	2.23598	2.00061	1.59580	2.32811
Most Extreme Differences	Absolute	.195	.192	.199	.184
	Positive	.138	.109	.121	.121
	Negative	-.195	-.192	-.199	-.184
Kolmogorov-Smirnov Z		1.950	1.923	1.985	1.841
Asymp. Sig. (2-tailed)		.995	.123	.756	.228

a. Test distribution is Normal.

b. Calculated from data.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.70448433
Most Extreme Differences	Absolute	.107
	Positive	.073
	Negative	-.107
Kolmogorov-Smirnov Z		1.067
Asymp. Sig. (2-tailed)		.205

a. Test distribution is Normal.

Lampiran 5

MULTIKOLINEARITAS

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Structural Ties, Social Benefit, Financial Benefit ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas Pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.837	1.546		-1.835	.070		
	Financial Benefit	.246	.113	.236	2.182	.032	.477	2.097
	Social Benefit	.328	.091	.281	3.601	.001	.914	1.094
	Structural Ties	.511	.157	.350	3.262	.002	.485	2.064

a. Dependent Variable: Loyalitas Pelanggan

Lampiran 6

HETEROSKEDASTISITAS

Regression

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	Structural Ties, Social Benefit, Financial Benefit ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: ABS_RES

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.106 ^a	.011	-.020	1.18677

a. Predictors: (Constant), Structural Ties, Social Benefit, Financial Benefit

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.549	3	.516	.367	.777 ^a
	Residual	135.208	96	1.408		
	Total	136.758	99			

a. Predictors: (Constant), Structural Ties, Social Benefit, Financial Benefit

b. Dependent Variable: ABS_RES

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.025	1.060		.968	.336
	Financial Benefit	7.708E-02	.077	.147	.998	.321
	Social Benefit	2.146E-03	.062	.004	.034	.973
	Structural Ties	-5.82E-02	.107	-.079	-.542	.589

a. Dependent Variable: ABS_RES

Lampiran 7

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Structural Ties, Social Benefit, Financial Benefit ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681 ^a	.464	.447	1.73091

a. Predictors: (Constant), Structural Ties, Social Benefit, Financial Benefit

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	248.969	3	82.990	27.700	.000 ^a
	Residual	287.621	96	2.996		
	Total	536.590	99			

a. Predictors: (Constant), Structural Ties, Social Benefit, Financial Benefit

b. Dependent Variable: Loyalitas Pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.837	1.546		-1.835	.070
	Financial Benefit	.246	.113	.236	2.182	.032
	Social Benefit	.328	.091	.281	3.601	.001
	Structural Ties	.511	.157	.350	3.262	.002

a. Dependent Variable: Loyalitas Pelanggan

Lampiran 8

Karakteristik Responden

Frequencies

Statistics

		Jenis Kelamin	Umur	Pendidikan	Pekerjaan
N	Valid	100	100	100	100
	Missing	0	0	0	0

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	50	50.0	50.0	50.0
	Perempuan	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-20 Tahun	11	11.0	11.0	11.0
	21-35 Tahun	56	56.0	56.0	67.0
	36-45 Tahun	21	21.0	21.0	88.0
	> 45 Tahun	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	19	19.0	19.0	19.0
	SMP	17	17.0	17.0	36.0
	SMA	49	49.0	49.0	85.0
	Perguruan Tinggi	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar	19	19.0	19.0	19.0
	Wiraswasta	25	25.0	25.0	44.0
	Pegawai Negeri	8	8.0	8.0	52.0
	Lain-lain	48	48.0	48.0	100.0
	Total	100	100.0	100.0	