

### *Lampiran 1 Kuesioner*

## **STRATEGI PEMASARAN JASA PERBANKAN SYARIAH DAN PENGARUHNYA DALAM MENINGKATKAN LOYALITAS NASABAH PADA BANK SYARIAH INDONESIA (BSI)KCP RANTAUPRAPAT**

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### **A. DATA RESPONDEN**

Nama Responden :  
Jenis Kelamin :  
Usia :  
Pendidikan :  
Pekerjaan :

### **B. Petunjuk Pengisian Kuesioner**

1. Kuesioner ini ditujukan kepada nasabah Bank Syariah Indonesia (BSI) KCP Rantauprapat
2. Tujuan kuesioner ini adalah untuk memperoleh data penelitian akademik terkait strategi pemasaran jasa perbankan syariah dan loyalitas nasabah
3. Bacalah setiap pernyataan dengan teliti
4. Berilah tanda (✓) pada kolom jawaban yang paling sesuai dengan pendapat atau pengalaman pribadi anda
5. Tidak ada jawaban benar atau salah jawablah dengan jujur sesuai kondisi yang anda alami
6. Skala Likert: STS (Sangat Tidak Setuju), TS (Tidak Setuju), KS (Kurang setuju), S (Setuju), SS (Sangat Setuju)

## a. Strategi Pemasaran (X)

NO	Pernyataan	STS	TS	KS	S	SS
1.	Produk BSI mudah dipahami dan digunakan					
2.	Produk BSI sesuai dengan prinsip syariah islam					
3.	Informasi biaya disampaikan dengan jelas kepada nasabah					
4.	Biaya administrasi di BSI tergolong wajar					
5.	Proses pelayanan di BSI cepat dan tertata					
6.	Tampilan kantor BSI nyaman dan menarik					
7.	Promosi BSI menarik minat nasabah					
8.	Informasi produk BSI mudah diperoleh					
9.	Pegawai BSI tanggap dalam melayani nasabah					
10.	Pegawai BSI ramah dan sopan					

## b. Loyalitas Nasabah (Y)

NO	Pernyataan	STS	TS	KS	S	SS
1.	Saya menjadikan BSI sebagai pilihan utama dalam bertransaksi					
2.	Saya secara rutin menggunakan produk dan layanan BSI					
3.	Saya menggunakan lebih dari satu produk dan layanan di BSI					
4.	Saya merasa produk BSI memenuhi berbagai kebutuhan perbankan saya					
5.	Saya menyarankan prang lain untuk menjadi nasabah BSI					
6.	Saya sering menceritakan pengalaman positif menggunakan BSI					
7.	Saya tidak tertarik berpindah ke bank lain meskipun ada penawaran menarik					
8.	Kepercayaan saya terhadap BSI lebih kuat dibandingkan bank lain					
9.	Saya akan tetap menggunakan produk BSI dalam jangka waktu yang lama					
10	Saya merasa nyaman dan percaya untuk terus menggunakan produk BSI					

**Lampiran 2 : Data Tabulasi Variabel**

<b>TABULASI VARIABEL PEMASARAN JASA PERBANKAN SYARIAH (X)</b>											
NO RESP	ITEM PERNYATAAN										JUMLAH
	1	2	3	4	5	6	7	8	9	10	
1	3	4	4	4	4	3	4	4	4	4	38
2	3	4	4	4	3	3	4	4	4	3	36
3	5	4	4	4	3	5	4	4	4	3	40
4	3	3	3	3	3	3	3	3	3	3	30
5	3	4	3	4	3	3	4	3	4	3	34
6	5	5	4	4	4	5	5	4	4	4	44
7	3	4	5	5	4	3	4	5	5	4	42
8	4	4	4	3	3	4	4	4	3	3	36
9	4	5	5	3	3	4	5	5	3	3	40
10	5	4	4	4	4	5	4	4	4	4	42
11	4	3	4	4	4	4	3	4	4	4	38
12	3	3	4	4	3	3	3	4	4	3	34
13	3	4	3	3	3	3	4	3	3	3	32
14	3	3	3	3	3	3	3	3	3	3	30
15	4	4	4	3	4	4	4	4	3	4	38
16	5	5	4	3	3	5	5	4	3	3	40
17	5	4	4	4	4	5	4	4	4	4	42
18	4	4	4	4	4	4	4	4	4	4	40
19	4	5	3	4	4	4	5	3	4	4	40
20	4	4	4	4	2	4	4	4	4	2	36
21	4	4	3	4	3	4	4	3	4	3	36
22	3	4	3	3	4	3	4	3	3	4	34
23	3	3	4	4	4	3	3	4	4	4	36
24	4	3	3	4	4	4	3	3	4	4	36
25	4	4	4	4	2	4	4	4	4	2	36
26	4	4	3	3	3	4	4	3	3	3	34
27	5	5	5	4	5	5	5	5	4	5	48
28	5	5	3	5	2	5	5	3	5	2	40
29	4	4	4	4	4	4	4	4	4	4	40
30	5	5	4	3	4	5	5	4	3	4	42
31	4	4	4	4	4	4	4	4	4	4	40
32	3	3	4	4	4	3	3	4	4	4	36
33	5	5	5	5	4	5	5	5	5	4	48
34	5	4	5	5	4	5	4	5	5	4	46
35	3	4	3	4	5	3	4	3	4	5	38
36	3	4	4	3	4	3	4	4	3	4	36
37	3	4	3	3	4	3	4	3	3	4	34
38	3	3	4	3	3	3	3	4	3	3	32
39	4	3	4	3	4	4	3	4	3	4	36
40	3	3	3	4	3	3	3	3	4	3	32
41	3	4	3	3	3	3	4	3	3	3	32
42	3	3	4	3	3	3	3	4	3	3	32
43	3	4	4	4	4	3	4	4	4	4	38
44	4	4	4	4	5	4	4	4	4	5	42

45	3	3	3	3	3	3	3	3	3	3	30
46	5	5	4	4	4	5	5	4	4	4	44
47	3	3	3	3	4	3	3	3	3	4	32
48	3	2	3	3	2	3	2	3	3	2	26
49	2	2	2	3	2	2	2	2	3	2	22
50	2	3	4	4	4	2	3	4	4	4	34
51	4	3	5	4	4	4	3	5	4	4	40
52	3	3	4	4	3	3	3	4	4	3	34
53	4	4	3	3	4	4	4	3	3	4	36
54	4	4	4	4	4	4	4	4	4	4	40
55	3	3	4	4	4	3	3	4	4	4	36
56	5	4	3	3	4	5	4	3	3	4	38
57	3	4	4	4	3	3	4	4	4	3	36
58	2	3	2	2	3	2	3	2	2	3	24
59	4	4	4	4	4	4	4	4	4	4	40
60	3	4	4	4	4	3	4	4	4	4	38
61	3	2	2	3	3	3	2	2	3	3	26
62	4	3	4	3	3	4	3	4	3	3	34
63	2	3	4	4	3	2	3	4	4	3	32
64	4	3	4	3	4	4	3	4	3	4	36
65	5	3	4	3	4	5	3	4	3	4	38
66	3	3	3	4	2	3	3	3	4	2	30
67	3	4	5	4	4	3	4	5	4	4	40
68	5	4	4	3	3	5	4	4	3	3	38
69	5	4	4	3	4	5	4	4	3	4	40
70	3	4	5	5	5	3	4	5	5	5	44
71	4	3	4	5	5	4	3	4	5	5	42
72	5	3	4	4	4	5	3	4	4	4	40
73	4	4	4	4	3	4	4	4	4	3	38
74	3	3	4	3	5	3	3	4	3	5	36
75	5	5	5	3	5	5	5	5	3	5	46
76	4	3	5	3	3	4	3	5	3	3	36
77	3	4	5	4	2	3	4	5	4	2	36
78	2	3	2	2	2	2	3	2	2	2	22
79	2	2	2	2	3	2	2	2	2	3	22
80	2	4	2	2	2	2	4	2	2	2	24
81	4	4	4	3	4	4	4	4	3	4	38
82	2	3	2	2	3	2	3	2	2	3	24
83	4	3	4	4	4	4	3	4	4	4	38
84	2	3	4	2	3	2	3	4	2	3	28
85	3	3	3	3	3	3	3	3	3	3	30
86	4	4	4	4	4	4	4	4	4	4	40
87	4	3	2	2	5	4	3	2	2	5	32

TABULASI VARIABEL LOYALITAS NASABAH (Y)											
NO RESP	ITEM PERNYATAAN										JUMLAH
	1	2	3	4	5	6	7	8	9	10	
1	4	4	4	4	5	4	4	4	4	5	42
2	3	4	4	3	4	3	4	4	3	4	36
3	3	4	3	3	4	3	4	3	3	4	34
4	3	3	3	3	5	3	3	3	3	5	34
5	3	3	4	4	3	3	3	4	4	3	34
6	4	4	3	3	5	4	4	3	3	5	38
7	4	4	4	4	4	4	4	4	4	4	40
8	3	3	2	3	4	3	3	2	3	4	30
9	4	4	4	4	4	4	4	4	4	4	40
10	4	5	5	4	5	4	5	5	4	5	46
11	3	3	4	3	4	3	3	4	3	4	34
12	3	3	4	4	4	3	3	4	4	4	36
13	4	4	4	4	3	4	4	4	4	3	38
14	4	3	3	4	5	4	3	3	4	5	38
15	3	4	4	4	4	3	4	4	4	4	38
16	3	4	4	3	4	3	4	4	3	4	36
17	3	4	4	3	4	3	4	4	3	4	36
18	3	4	4	4	5	3	4	4	4	5	40
19	4	4	4	4	4	4	4	4	4	4	40
20	2	3	4	3	4	2	3	4	3	4	32
21	4	4	4	4	4	4	4	4	4	4	40
22	4	4	4	4	4	4	4	4	4	4	40
23	5	5	4	5	5	5	5	4	5	5	48
24	4	4	4	4	5	4	4	4	4	5	42
25	4	4	4	4	4	4	4	4	4	4	40
26	4	4	4	5	4	4	4	4	5	4	42
27	4	4	5	5	4	4	4	5	5	4	44
28	5	4	4	5	5	5	4	4	5	5	46
29	4	4	5	4	4	4	4	5	4	4	42
30	4	4	4	4	4	4	4	4	4	4	40
31	4	4	5	4	4	4	4	5	4	4	42
32	4	4	5	4	4	4	4	5	4	4	42
33	4	4	5	5	4	4	4	5	5	4	44
34	5	5	5	5	5	5	5	5	5	5	50
35	5	5	5	5	5	5	5	5	5	5	50
36	3	4	3	5	4	3	4	3	5	4	38
37	3	4	4	3	4	3	4	4	3	4	36
38	4	4	5	3	4	4	4	5	3	4	40
39	3	3	4	5	4	3	3	4	5	4	38
40	4	4	3	4	4	4	4	3	4	4	38
41	2	3	4	4	5	2	3	4	4	5	36
42	3	3	3	4	4	3	3	3	4	4	34

43	4	4	3	4	3	4	4	3	4	3	36
44	4	3	3	4	4	4	3	3	4	4	36
45	2	4	4	4	4	2	4	4	4	4	36
46	3	5	5	4	4	3	5	5	4	4	42
47	4	3	4	3	3	4	3	4	3	3	34
48	2	4	4	3	4	2	4	4	3	4	34
49	3	4	4	4	4	3	4	4	4	4	38
50	3	4	4	4	4	3	4	4	4	4	38
51	4	4	4	4	5	4	4	4	4	5	42
52	3	2	4	3	4	3	2	4	3	4	32
53	4	3	3	3	4	4	3	3	3	4	34
54	3	3	4	4	4	3	3	4	4	4	36
55	3	4	3	3	4	3	4	3	3	4	34
56	4	4	3	3	5	4	4	3	3	5	38
57	4	3	4	4	4	4	3	4	4	4	38
58	4	3	3	4	4	4	3	3	4	4	36
59	4	3	4	4	4	4	3	4	4	4	38
60	3	3	3	4	4	3	3	3	4	4	34
61	4	3	3	4	3	4	3	3	4	3	34
62	4	4	4	4	4	4	4	4	4	4	40
63	5	4	4	4	3	5	4	4	4	3	40
64	3	4	4	4	4	3	4	4	4	4	38
65	3	3	4	3	3	3	3	4	3	3	32
66	3	3	3	4	4	3	3	3	4	4	34
67	3	3	4	3	4	3	3	4	3	4	34
68	3	3	3	4	3	3	3	3	4	3	32
69	4	3	3	4	5	4	3	3	4	5	38
70	5	4	4	5	4	5	4	4	5	4	44
71	3	4	3	4	4	3	4	3	4	4	36
72	3	3	4	3	3	3	3	4	3	3	32
73	3	3	4	4	4	3	3	4	4	4	36
74	4	3	3	4	3	4	3	3	4	3	34
75	5	4	3	4	4	5	4	3	4	4	40
76	3	4	3	4	4	3	4	3	4	4	36
77	4	5	4	4	3	4	5	4	4	3	40
78	3	3	4	4	4	3	3	4	4	4	36
79	3	3	3	4	3	3	3	3	4	3	32
80	3	3	3	4	4	3	3	3	4	4	34
81	4	4	4	4	4	4	4	4	4	4	40
82	4	4	5	5	4	4	4	5	5	4	44
83	4	4	4	4	5	4	4	4	4	5	42
84	5	4	3	4	3	5	4	3	4	3	38
85	4	4	3	4	4	4	4	3	4	4	38
86	4	4	3	3	4	4	4	3	3	4	36
87	4	3	3	4	4	4	3	3	4	4	36

**Lampiran 3: Data Spss****p1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	9	10.3	10.3	10.3
	3.00	33	37.9	37.9	48.3
	4.00	28	32.2	32.2	80.5
	5.00	17	19.5	19.5	100.0
	Total	87	100.0	100.0	

**p2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.6	4.6	4.6
	3.00	33	37.9	37.9	42.5
	4.00	40	46.0	46.0	88.5
	5.00	10	11.5	11.5	100.0
	Total	87	100.0	100.0	

**p3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	9.2	9.2	9.2
	3.00	21	24.1	24.1	33.3
	4.00	47	54.0	54.0	87.4
	5.00	11	12.6	12.6	100.0
	Total	87	100.0	100.0	

**p4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	8.0	8.0	8.0
	3.00	33	37.9	37.9	46.0
	4.00	41	47.1	47.1	93.1
	5.00	6	6.9	6.9	100.0
	Total	87	100.0	100.0	

**p5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	9	10.3	10.3	10.3
	3.00	30	34.5	34.5	44.8
	4.00	40	46.0	46.0	90.8
	5.00	8	9.2	9.2	100.0
	Total	87	100.0	100.0	

**p6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	9	10.3	10.3	10.3
	3.00	33	37.9	37.9	48.3
	4.00	28	32.2	32.2	80.5
	5.00	17	19.5	19.5	100.0
	Total	87	100.0	100.0	

**p7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.6	4.6	4.6
	3.00	33	37.9	37.9	42.5
	4.00	40	46.0	46.0	88.5
	5.00	10	11.5	11.5	100.0
	Total	87	100.0	100.0	

**p8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	9.2	9.2	9.2
	3.00	21	24.1	24.1	33.3
	4.00	47	54.0	54.0	87.4
	5.00	11	12.6	12.6	100.0
	Total	87	100.0	100.0	

**p9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	8.0	8.0	8.0
	3.00	33	37.9	37.9	46.0
	4.00	41	47.1	47.1	93.1
	5.00	6	6.9	6.9	100.0
	Total	87	100.0	100.0	

**p10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	9	10.3	10.3	10.3
	3.00	30	34.5	34.5	44.8
	4.00	40	46.0	46.0	90.8
	5.00	8	9.2	9.2	100.0
	Total	87	100.0	100.0	

## Correlations

	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	jumlah
p1 Pearson Correlation	1	.557**	.435**	.322**	.336**	1.000**	.557*	.435*	.322*	.336*	.769**
Sig. (2-tailed)		.000	.000	.002	.001	.000	.000	.000	.002	.001	.000
N	87	87	87	87	87	87	87	87	87	87	87
p2 Pearson Correlation	.557**	1	.399**	.322**	.227*	.557**	1.000**	.399*	.322*	.227*	.702**
Sig. (2-tailed)	.000		.000	.002	.034	.000	.000	.000	.002	.034	.000
N	87	87	87	87	87	87	87	87	87	87	87
p3 Pearson Correlation	.435**	.399**	1	.555**	.358**	.435**	.399*	1.000**	.555**	.358**	.773**
Sig. (2-tailed)	.000	.000		.000	.001	.000	.000	.000	.000	.001	.000
N	87	87	87	87	87	87	87	87	87	87	87
p4 Pearson Correlation	.322**	.322**	.555**	1	.255*	.322**	.322*	.555**	1.000**	.255*	.677**
Sig. (2-tailed)	.002	.002	.000		.017	.002	.002	.000	.000	.017	.000
N	87	87	87	87	87	87	87	87	87	87	87
p5 Pearson Correlation	.336**	.227*	.358**	.255*	1	.336**	.227*	.358**	.255*	1.000**	.617**
Sig. (2-tailed)	.001	.034	.001	.017		.001	.034	.001	.017	.000	.000
N	87	87	87	87	87	87	87	87	87	87	87
p6 Pearson Correlation	1.000**	.557**	.435**	.322**	.336**	1	.557*	.435*	.322*	.336*	.769**
Sig. (2-tailed)	.000	.000	.000	.002	.001		.000	.000	.002	.001	.000
N	87	87	87	87	87	87	87	87	87	87	87
p7 Pearson Correlation	.557**	1.000**	.399**	.322**	.227*	.557**	1	.399*	.322*	.227*	.702**
Sig. (2-tailed)	.000	.000	.000	.002	.034	.000		.000	.002	.034	.000
N	87	87	87	87	87	87	87	87	87	87	87
p8 Pearson Correlation	.435**	.399**	1.000**	.555**	.358**	.435**	.399*	1	.555**	.358**	.773**
Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.000		.000	.001	.000
N	87	87	87	87	87	87	87	87	87	87	87
p9 Pearson Correlation	.322**	.322**	.555**	1.000**	.255*	.322**	.322*	.555**	1	.255*	.677**
Sig. (2-tailed)	.002	.002	.000	.000	.017	.002	.002	.000		.017	.000
N	87	87	87	87	87	87	87	87	87	87	87
p10 Pearson Correlation	.336**	.227*	.358**	.255*	1.000**	.336**	.227*	.358**	.255*	1	.617**
Sig. (2-tailed)	.001	.034	.001	.017	.000	.001	.034	.001	.017		.000
N	87	87	87	87	87	87	87	87	87	87	87
jumlah Pearson Correlation	.769**	.702**	.773**	.677**	.617**	.769**	.702*	.773*	.677*	.617*	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
N	87	87	87	87	87	87	87	87	87	87	87

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

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.770	11

**p1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	4	4.6	4.6	4.6
3.00	34	39.1	39.1	43.7
4.00	41	47.1	47.1	90.8
5.00	8	9.2	9.2	100.0
Total	87	100.0	100.0	

**p2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.1	1.1	1.1
3.00	31	35.6	35.6	36.8
4.00	49	56.3	56.3	93.1
5.00	6	6.9	6.9	100.0
Total	87	100.0	100.0	

**p3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.1	1.1	1.1
3.00	28	32.2	32.2	33.3
4.00	47	54.0	54.0	87.4
5.00	11	12.6	12.6	100.0
Total	87	100.0	100.0	

**p4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	21	24.1	24.1	24.1
4.00	55	63.2	63.2	87.4
5.00	11	12.6	12.6	100.0
Total	87	100.0	100.0	

**p5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	13	14.9	14.9	14.9
4.00	58	66.7	66.7	81.6
5.00	16	18.4	18.4	100.0
Total	87	100.0	100.0	

**p6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.6	4.6	4.6
	3.00	34	39.1	39.1	43.7
	4.00	41	47.1	47.1	90.8
	5.00	8	9.2	9.2	100.0
	Total	87	100.0	100.0	

**p7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.1	1.1	1.1
	3.00	31	35.6	35.6	36.8
	4.00	49	56.3	56.3	93.1
	5.00	6	6.9	6.9	100.0
	Total	87	100.0	100.0	

**p8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.1	1.1	1.1
	3.00	28	32.2	32.2	33.3
	4.00	47	54.0	54.0	87.4
	5.00	11	12.6	12.6	100.0
	Total	87	100.0	100.0	

**p9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	21	24.1	24.1	24.1
	4.00	55	63.2	63.2	87.4
	5.00	11	12.6	12.6	100.0
	Total	87	100.0	100.0	

**p10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	14.9	14.9	14.9
	4.00	58	66.7	66.7	81.6
	5.00	16	18.4	18.4	100.0
	Total	87	100.0	100.0	

## Correlations

		p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	jumlah
p1	Pearson Correlation	1	.404	.134	.433	.116	1.000	.404	.134	.433	.116	.676
	Sig. (2-tailed)		.000	.217	.000	.284	.000	.000	.217	.000	.284	.000
	N	87	87	87	87	87	87	87	87	87	87	87
p2	Pearson Correlation	.404	1	.424	.312	.258	.404	1.000	.424	.312	.258	.745
	Sig. (2-tailed)	.000		.000	.003	.016	.000	.000	.000	.003	.016	.000
	N	87	87	87	87	87	87	87	87	87	87	87
p3	Pearson Correlation	.134	.424	1	.284	.139	.134	.424	1.000	.284	.139	.624
	Sig. (2-tailed)	.217	.000		.008	.199	.217	.000	.000	.008	.199	.000
	N	87	87	87	87	87	87	87	87	87	87	87
p4	Pearson Correlation	.433	.312	.284	1	.146	.433	.312	.284	1.000	.146	.672
	Sig. (2-tailed)	.000	.003	.008		.179	.000	.003	.008	.000	.179	.000
	N	87	87	87	87	87	87	87	87	87	87	87
p5	Pearson Correlation	.116	.258	.139	.146	1	.116	.258	.139	.146	1.000	.489
	Sig. (2-tailed)	.284	.016	.199	.179		.284	.016	.199	.179	.000	.000
	N	87	87	87	87	87	87	87	87	87	87	87
p6	Pearson Correlation	1.000	.404	.134	.433	.116	1	.404	.134	.433	.116	.676
	Sig. (2-tailed)	.000	.000	.217	.000	.284		.000	.217	.000	.284	.000
	N	87	87	87	87	87	87	87	87	87	87	87
p7	Pearson Correlation	.404	1.000	.424	.312	.258	.404	1	.424	.312	.258	.745
	Sig. (2-tailed)	.000	.000	.000	.003	.016	.000		.000	.003	.016	.000
	N	87	87	87	87	87	87	87	87	87	87	87
p8	Pearson Correlation	.134	.424	1.000	.284	.139	.134	.424	1	.284	.139	.624
	Sig. (2-tailed)	.217	.000	.000	.008	.199	.217	.000		.008	.199	.000
	N	87	87	87	87	87	87	87	87	87	87	87
p9	Pearson Correlation	.433	.312	.284	1.000	.146	.433	.312	.284	1	.146	.672
	Sig. (2-tailed)	.000	.003	.008	.000	.179	.000	.003	.008		.179	.000
	N	87	87	87	87	87	87	87	87	87	87	87
p10	Pearson Correlation	.116	.258	.139	.146	1.000	.116	.258	.139	.146	1	.489
	Sig. (2-tailed)	.284	.016	.199	.179	.000	.284	.016	.199	.179		.000
	N	87	87	87	87	87	87	87	87	87	87	87
jumlah	Pearson Correlation	.676	.745	.624	.672	.489	.676	.745	.624	.672	.489	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	87	87	87	87	87	87	87	87	87	87	87

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

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

## Reliability Statistics

Cronbach's Alpha	N of Items
.758	11

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	28.808	2.657		10.842	.000		
pemasaranjasaperbankansyariah	.255	.073	.355	3.502	.001	1.000	1.000

a. Dependent Variable: loyalitاسnasabah

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.355 <sup>a</sup>	.126	.116	3.85840	1.183

a. Predictors: (Constant), pemasaranjasaperbankansyariah

b. Dependent Variable: loyalitاسnasabah

**Lampiran 4 : Tabel r untuk df = 1 - 100**

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0,05	0.025	0.01	0.005	0.0005
Tingkat signifikansi untuk uji dua arah					
	0.01	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143

59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

**Lampiran 5 : Titik Persentase Distribusi t (df = 1 – 100)**

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930

62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374

**Lampiran 6: Dokumentasi Penelitian.**





13 Maret 2026  
No.06/283-3/049A

Kepada:  
PT Bank Syariah Indonesia Tbk  
Regional Office 2 Medan  
Jl. Kejaksaan No. 3 B  
Kel. Petisah Tengah, Kec. Medan Petisah  
Kota Medan

PT Bank Syariah Indonesia (Persero), Tbk  
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Jl. Perintis Kemerdekaan No 1  
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T: 0622 - 435858, 435857, 435861  
F: 0622 - 435848  
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U.p.: Yth. Bapak. Taufan Anshari Regional CEO

Perihal: **PERMOHONAN PERSETUJUAN PELAKSANAAN RISET AREA PEMATANGSIANTAR ( KC RANTAUPRAPAT)**

Assalamu'alaikum Wr. Wb.

Semoga kita semua selalu dalam keadaan sehat wal'afiat dan dalam lindungan serta rahmat dan hidayah dari Allah SWT, Amiin.

Sehubungan dengan Perihal di atas dengan ini kami meminta persetujuan pelaksanaan Riset di bawah koordinasi Area Pematangsiantar atau Regional II Medan dengan informasi sebagai berikut:


No	Nama	Sekolah / Universitas	Fakultas / Jurusan	Lokasi	Kegiatan	Waktu Pelaksanaan
1	Masalia	Universitas Labuhanbatu	Manajemen Akuntansi	KC Rantauprapat	Riset	April 2026

Demikian kami sampaikan, atas perhatian dan persetujuan yang Bapak berikan, kami ucapkan terima kasih.

Wassalaamu'alaikum Wr.Wb.

PT BANK SYARIAH INDONESIA TBK  
AREA PEMATANGSIANTAR

  
Haris Ahmadi  
Area Manager

  
Rico Chandra  
AOSM