

Lampiran I

KUESIONER PENELITIAN

Kepada Yth:
Bapak/Ibu/Saudara/i
Pelanggan Laundry Mom's Edo
Di Kota Pinang

Dengan hormat,

Dalam rangka penyusunan skripsi sebagai salah satu syarat untuk memperoleh gelar sarjana pada Fakultas Ekonomi dan Bisnis Universitas Labuhanbatu, saya sedang melakukan penelitian yang berjudul:

“Pengaruh Strategi Pemasaran dan Kualitas Layanan terhadap Loyalitas Pelanggan Laundry Mom's Edo di Kota Pinang.” Sehubungan dengan hal tersebut, saya memohon kesediaan Bapak/Ibu/Saudara/i untuk meluangkan waktu mengisi kuesioner ini dengan memberikan jawaban atas pernyataan-pernyataan yang telah disediakan. Jawaban yang diberikan diharapkan sesuai dengan kondisi dan pengalaman Bapak/Ibu/Saudara/i sebagai pelanggan Laundry Mom's Edo.

Perlu saya sampaikan bahwa kuesioner ini semata-mata digunakan untuk kepentingan akademik dan penelitian. Seluruh informasi serta jawaban yang diberikan akan dijaga kerahasiaannya dan tidak akan digunakan untuk kepentingan lain di luar penelitian ini. Atas perhatian, kesediaan, dan kerja sama Bapak/Ibu/Saudara/i dalam mengisi kuesioner ini, saya mengucapkan terima kasih.
Hormat saya,

Kota Pinang, 2025
Peneliti

Midar siregar
Mahasiswa Universitas Labuhanbatu

KUESIONER PENELITIAN

PENGARUH STRATEGI PEMASARAN DAN KUALITAS LAYANAN TERHADAP LOYALITAS PELANGGAN LAUNDRY MOM'S EDO DI KOTA PINANG

Petunjuk pengisian kuesioner:

- 1) Kuesioner ini ditujukan kepada pelanggan Laundry Mom's Edo
- 2) Bacalah setiap pernyataan dengan cermat sebelum memberikan jawaban.
- 3) Berikan jawaban sesuai dengan kondisi dan pengalaman anda yang sebenarnya.
- 4) Beri tanda centang (✓) pada salah satu pilihan jawaban yang paling sesuai dengan pendapat anda.
- 5) Setiap pertanyaan hanya membutuhkan satu jawaban saja.

Identitas Responden:

Berilah tanda centang (✓) pada jawaban yang sesuai.

- 1) Nama responden :
- 2) Jenis Kelamin : Laki-laki Perempuan
- 3) Usia Responden : 17–23 tahun 24–27 tahun > 28 tahun
- 4) Pendapat anda dinyatakan dalam skala 1 - 5 yang memiliki makna:

Sangat Setuju	(SS)	= 5
Setuju	(S)	= 4
Netral	(N)	= 3
Tidak Setuju	(TS)	= 2
Sangat Tidak Setuju	(STS)	= 1

Strategi Pemasaran

No	Pernyataan	SS	S	N	TS	STS
1	Laundry Mom's Edo menyediakan layanan yang sesuai dengan kebutuhan saya sebagai pelanggan.					
2	Laundry Mom's Edo menawarkan variasi layanan yang menarik bagi pelanggan.					
3	Harga layanan Laundry Mom's Edo sesuai dengan kualitas yang diterima.					
4	Layanan Laundry Mom's Edo memiliki harga yang terjangkau.					
5	Lokasi Laundry Mom's Edo mudah diakses oleh pelanggan.					
6	Akses terhadap layanan Laundry Mom's Edo memudahkan saya sebagai pelanggan.					
7	Promosi yang dilakukan Laundry Mom's Edo membuat saya tertarik menggunakan layanan.					
8	Saya mengetahui berbagai promo atau penawaran dari Laundry Mom's Edo melalui media komunikasi yang efektif.					
9	Karyawan Laundry Mom's Edo bersikap ramah dan sopan dalam melayani pelanggan.					
10	Karyawan Laundry Mom's Edo memiliki keterampilan yang memadai dalam memberikan layanan.					
11	Prosedur layanan Laundry Mom's Edo cepat dan efisien.					
12	Proses pelayanan di Laundry Mom's Edo memberikan kemudahan bagi pelanggan.					

13	Sarana pendukung (seperti tempat duduk, parkir, atau ruang tunggu) tersedia dengan baik.					
14	Karyawan berpenampilan rapi dan sopan saat melayani pelanggan.					

Kualitas Pelayanan

No	Pernyataan	SS	S	N	TS	STS
1	Peralatan dan fasilitas yang digunakan Laundry Mom's Edo dalam kondisi baik dan terawat.					
2	Tempat Laundry Mom's Edo selalu bersih dan rapi.					
3	Hasil cucian Laundry Mom's Edo bersih, rapi, dan sesuai harapan.					
4	Laundry Mom's Edo selalu menyelesaikan cucian tepat waktu sesuai janji.					
5	Karyawan Laundry Mom's Edo cepat dalam merespons pertanyaan atau permintaan pelanggan.					
6	Karyawan Laundry Mom's Edo sigap dalam menangani keluhan pelanggan.					
7	Saya merasa aman mempercayakan pakaian saya kepada Laundry Mom's Edo.					
8	Karyawan Laundry Mom's Edo memiliki pengetahuan dan kemampuan yang memadai dalam melayani pelanggan.					
9	Karyawan Laundry Mom's Edo bersedia memahami kebutuhan khusus atau permintaan tambahan saya.					
10	Karyawan Laundry Mom's Edo menunjukkan perhatian terhadap kebutuhan saya sebagai pelanggan.					

Loyalitas Pelanggan

No	Pernyataan	SS	S	N	TS	STS
1	Saya menggunakan jasa Laundry Mom's Edo secara berulang karena merasa puas.					
2	Kepuasan saya terhadap layanan Laundry Mom's Edo membuat saya tetap memilihnya dibanding tempat lain.					
3	Saya tetap memilih Laundry Mom's Edo meskipun terdapat banyak alternatif jasa laundry lainnya.					
4	Saya merasa loyal terhadap Laundry Mom's Edo karena kualitas layanan yang konsisten.					
5	Saya bersedia merekomendasikan Laundry Mom's Edo kepada teman atau keluarga.					
6	Saya sering memberi informasi positif tentang layanan Laundry Mom's Edo kepada orang lain.					
7	Saya tidak mudah tergiur dengan promo atau penawaran dari laundry lain.					
8	Saya tetap menggunakan layanan Laundry Mom's Edo meskipun ada pesaing dengan harga lebih murah atau promosi menarik.					
9	Saya memiliki keinginan untuk terus menjadi pelanggan Laundry Mom's Edo dalam jangka panjang.					
10	Saya merasa terikat secara emosional dengan Laundry Mom's Edo dan puas dengan hubungan sebagai pelanggan.					

Lampiran II. Hasil Pengolahan Data Menggunakan SPSS

Hasil Uji Validitas Startegi Pemasaran (X1)

		P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12	P13	P14	TOTAL
P01	Pearson Correlation	1	.736***	.737**	.718***	.692***	.653***	.599***	.598***	.575***	.578***	.592***	.613***	.604***	.474***	.754***
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
P02	Pearson Correlation	.736***	1	.904***	.743***	.744***	.808***	.775***	.646***	.702***	.704***	.666***	.764***	.697***	.632***	.868***
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
P03	Pearson Correlation	.737***	.904***	1	.775***	.747***	.814***	.780***	.698***	.704***	.734***	.695***	.770***	.680***	.657***	.880***
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
P04	Pearson Correlation	.718***	.743***	.775***	1	.816***	.805***	.833***	.818***	.744***	.758***	.716***	.684***	.715***	.646***	.889***
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
P05	Pearson Correlation	.692***	.744***	.747***	.716***	1	.861***	.796***	.761***	.728***	.749***	.661***	.716***	.757***	.632***	.880**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
P06	Pearson Correlation	.653***	.808***	.814***	.805***	.861***	1	.857***	.775***	.766***	.739***	.676***	.778***	.772***	.672***	.906***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
P07	Pearson Correlation	.599***	.798***	.780***	.833***	.796***	.857***	1	.800***	.822***	.814***	.726***	.763***	.812***	.707***	.918***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
P08	Pearson Correlation	.598***	.646***	.698***	.818***	.761***	.775***	.800***	1	.877***	.798***	.735***	.707***	.689***	.650***	.874***

	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
P09	Pearson Correlation	.575***	.702***	.704**	.744***	.728***	.766***	.822***	.877***	1	.775***	.710***	.673***	.689***	.663***	.862**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
P10	Pearson Correlation	.578***	.704***	.734**	.758***	.749***	.739***	.814***	.798***	.775***	1	.836***	.740***	.783***	.802***	.894***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
P11	Pearson Correlation	.592***	.666***	.695**	.716***	.661***	.676***	.726***	.735***	.710***	.836***	1	.748***	.762***	.637***	.841**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
P12	Pearson Correlation	.613***	.764***	.770**	.684***	.716***	.778***	.763***	.707***	.673***	.740***	.748***	1	.836***	.727***	.869***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
P13	Pearson Correlation	.604***	.697***	.680**	.715***	.757***	.772***	.812***	.689***	.689***	.883***	.762***	.836***	1	.757***	.874***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
P14	Pearson Correlation	.474***	.632***	.657**	.646***	.632***	.672***	.707***	.650***	.663***	.802***	.637***	.727***	.757***	1	.798***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
TOTAL	Pearson Correlation	.754***	.868***	.880**	.889***	.880***	.906***	.918***	.874***	.862***	.894***	.841***	.869***	.874***	.798***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96

***. Correlation at 0.001(2-tailed)

Hasil Uji Validitas Kualitas Pelayanan (X2)

		P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	TOTAL
P01	Pearson Correlation	1	.793 [*]	.760 [*]	.772 [*]	.721 [*]	.648 [*]	.718 ^{**}	.623 [*]	.584 [*]	.598 [*]	.844 ^{***}
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P02	Pearson Correlation	.793 [*]	1	.815 [*]	.769 ^{**}	.683 [*]	.476 [*]	.595 [*]	.588 [*]	.518 [*]	.590 [*]	.794 ^{***}
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P03	Pearson Correlation	.760 ^{***}	.815 [*]	1	.791 [*]	.722 ^{**}	.565 ^{**}	.699 [*]	.681 [*]	.671 [*]	.663 [*]	.866 ^{***}
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P04	Pearson Correlation	.772 ^{***}	.769 [*]	.791 [*]	1	.738 [*]	.552 [*]	.718 [*]	.651 [*]	.590 [*]	.706 ^{**}	.855 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P05	Pearson Correlation	.721 ^{***}	.683 ^{**}	.722 ^{**}	.738 ^{**}	1	.719 [*]	.717 [*]	.646 [*]	.608 [*]	.675 [*]	.850 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P06	Pearson Correlation	.648 ^{***}	.476 ^{**}	.565 ^{**}	.552 [*]	.719 [*]	1	.796 [*]	.723 [*]	.733 [*]	.659 [*]	.819 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P07	Pearson Correlation	.718 ^{***}	.595 ^{**}	.699 ^{**}	.718 [*]	.717 ^{**}	.796 [*]	1	.778 [*]	.765 [*]	.759 [*]	.895 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P08	Pearson Correlation	.623 ^{***}	.588 ^{**}	.681 ^{**}	.651 [*]	.646 ^{**}	.723 ^{**}	.778 [*]	1	.782 [*]	.778 [*]	.863 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P09	Pearson Correlation	.584 ^{***}	.518 [*]	.671 [*]	.590 [*]	.608 [*]	.733 [*]	.765 [*]	.782 [*]	1	.717 [*]	.831 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P10	Pearson Correlation	.598 ^{***}	.590 [*]	.663 ^{**}	.706 ^{**}	.675 [*]	.659 [*]	.759 [*]	.778 [*]	.717 [*]	1	.848 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	96	96	96	96	96	96	96	96	96	96	96
TOTAL	Pearson Correlation	.844 ^{***}	.794 ^{**}	.866 ^{**}	.855 ^{**}	.850 ^{**}	.819 ^{**}	.895 ^{**}	.863 ^{**}	.831 ^{**}	.848 ^{**}	1

	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	96	96	96	96	96	96	96	96	96	96	96

***. Correlation at 0.001(2-tailed)

Hasil Uji Validitas Loyalitas Pelanggan (Y)

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	TOTAL	
P01	Pearson Correlation	1	.867 ^{**}	.742 ^{***}	.692 ^{**}	.654 ^{**}	.758 ^{**}	.696 ^{**}	.734 ^{***}	.792 ^{**}	.749 ^{**}	.856 ^{***}
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P02	Pearson Correlation	.867 ^{***}	1	.791 ^{***}	.758 ^{**}	.708 ^{**}	.805 ^{***}	.702 ^{**}	.719 ^{**}	.816 ^{***}	.771 ^{**}	.885 ^{**}
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P03	Pearson Correlation	.742 ^{***}	.791 ^{**}	1	.783 [*]	.812 [*]	.820 [*]	.774 [*]	.691 [*]	.851 [*]	.780 [*]	.897 ^{***}
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P04	Pearson Correlation	.692 ^{***}	.758 ^{**}	.783 ^{***}	1	.835 ^{***}	.861 [*]	.813 ^{***}	.762 ^{**}	.808 ^{***}	.777 ^{**}	.903 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P05	Pearson Correlation	.654 ^{***}	.708 ^{***}	.812 ^{***}	.835 ^{***}	1	.806 ^{**}	.782 ^{**}	.741 ^{***}	.794 [*]	.705 ^{**}	.873 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P06	Pearson Correlation	.758 ^{***}	.805 ^{***}	.820 ^{***}	.861 ^{***}	.806 [*]	1	.833 ^{**}	.818 ^{***}	.844 ^{***}	.834 ^{***}	.935 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P07	Pearson Correlation	.696 ^{***}	.702 ^{***}	.704 ^{***}	.713 ^{***}	.782 ^{***}	.833 ^{***}	1	.773 ^{***}	.821 ^{***}	.811 ^{***}	.893 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P08	Pearson Correlation	.734 ^{***}	.719 ^{***}	.691 ^{***}	.762 [*]	.741 ^{***}	.818 [*]	.773 [*]	1	.850 [*]	.779 ^{***}	.877 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96
P09	Pearson Correlation	.792 ^{***}	.816 [*]	.851 ^{***}	.808 [*]	.794 [*]	.844 [*]	.821 [*]	.850 [*]	1	.882 [*]	.944 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	96	96	96	96	96	96	96	96	96	96	96

	N	96	96	96	96	96	96	96	96	96	96	96
P10	Pearson Correlation	.749***	.771**	.780***	.777***	.705**	.834*	.811*	.779*	.882*	1	.904***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	96	96	96	96	96	96	96	96	96	96	96
TOTAL	Pearson Correlation	.856***	.885**	.897***	.903**	.873**	.935**	.893***	.877***	.944***	.904**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	96	96	96	96	96	96	96	96	96	96	96

***. Correlation at 0.001(2-tailed)

Hasil Uji Reliabilitas Strategi Pemasaran (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.974	14

Correlations

Hasil Uji Reliabilitas Kualitas Pelayanan (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.955	10

Correlations

Hasil Uji Reliabilitas Loyalitas Pelanggan (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.973	10

Correlations

Lampiran III. Tabel Distribusi Nilai F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2979.411	2	1489.706	174.834	<.001 ^b
	Residual	792.422	93	8.521		
	Total	3771.833	95			

a. Dependent Variable: loyalitas pelanggan

b. Predictors: (Constant), kualitas pelayanan, strategi pemasaran

Lampiran IV. Tabel Distribusi Nilai T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.410	2.505		-1.361	.177
	strategi pemasaran	.229	.066	.289	3.453	<.001
	kualitas pelayanan	.741	.098	.635	7.584	<.001

a. Dependent Variable: loyalitas pelanggan

Lampiran V. Tabulasi Jawaban Responden

Strategi pemasaran (X1)

No	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	TOTAL
1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
2	5	4	5	5	4	4	4	5	5	4	5	4	4	4	62
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	54
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
7	4	5	5	4	4	5	4	4	5	4	4	5	4	5	62
8	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
9	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
10	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
11	5	4	4	4	4	4	4	3	4	3	4	4	4	4	55
12	4	5	4	4	4	5	5	4	5	4	3	4	4	5	60
13	4	5	5	3	5	5	5	4	5	5	5	5	5	5	66
14	5	5	5	5	5	5	5	5	5	5	5	4	4	5	68
15	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
16	3	3	3	3	3	3	3	3	3	5	5	4	4	4	49
17	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
18	5	5	4	4	4	4	3	4	4	3	4	4	3	3	54
19	4	3	4	4	4	4	3	5	4	4	3	4	3	5	54
20	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
21	4	4	4	4	4	4	4	4	4	4	4	4	5	5	58
22	3	4	4	4	4	4	4	4	4	4	4	4	4	4	55
23	4	5	5	5	5	5	5	5	4	4	5	5	5	4	66
24	4	5	5	5	5	5	5	5	5	4	4	5	4	4	65
25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
26	5	5	5	5	4	4	5	4	4	4	4	5	4	4	62
27	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
28	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
29	4	4	4	4	5	4	4	4	4	4	3	3	3	4	54
30	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
31	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
32	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
33	5	4	4	4	4	4	3	3	3	3	3	3	3	3	49
34	5	4	4	4	5	5	4	5	4	4	5	5	5	4	63
35	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
36	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
37	4	4	4	4	4	4	4	3	3	3	4	4	4	4	53
38	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
39	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70

40	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
41	4	4	4	4	3	3	4	3	4	4	4	3	4	4	52
42	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
43	4	4	4	4	5	4	4	3	3	4	3	4	4	4	54
44	4	4	4	4	4	4	4	4	4	4	4	5	4	4	57
45	5	5	5	5	5	5	5	5	5	5	4	5	5	5	69
46	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
47	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
48	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
49	5	5	5	5	5	4	5	5	5	5	5	5	5	5	69
50	4	4	4	5	5	5	5	5	5	5	5	5	5	5	67
51	5	5	5	4	5	5	5	5	5	5	5	5	5	5	69
52	5	5	4	5	5	5	5	5	5	5	5	5	5	5	69
53	5	5	5	5	5	5	5	5	5	5	4	5	5	5	69
54	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
55	3	3	3	3	4	3	3	3	4	3	3	3	3	3	44
56	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
57	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
58	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
59	4	4	4	4	3	4	4	4	4	4	4	4	3	4	54
60	5	5	5	5	5	5	5	5	4	5	4	5	5	5	68
61	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
62	3	3	3	3	3	3	3	3	3	3	3	3	3	4	43
63	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
64	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
65	3	3	3	3	3	3	4	5	5	3	3	3	3	3	47
66	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
67	5	5	5	5	5	5	5	5	5	5	5	3	3	3	64
68	5	5	5	5	5	5	4	4	4	4	4	4	4	4	62
69	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
70	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
71	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
72	5	5	5	4	5	5	4	4	5	4	4	5	5	4	64
73	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
74	5	3	3	3	3	3	3	3	3	3	3	3	3	3	44
75	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
76	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
77	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
78	3	3	4	3	3	4	3	3	3	3	3	3	3	3	44
79	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
80	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
81	5	5	5	5	5	5	5	5	5	5	5	5	5	4	69
82	5	5	5	5	5	5	5	5	5	5	5	5	5	4	69

83	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
84	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
85	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
86	5	5	5	5	5	5	5	5	5	5	4	4	5	5	68
87	4	5	5	4	4	5	5	4	4	4	4	5	4	4	61
88	5	4	4	3	4	3	3	3	3	3	3	4	3	3	48
89	4	5	5	3	3	3	3	3	3	4	4	4	3	5	52
90	5	4	5	5	5	5	5	5	5	5	5	5	4	5	68
91	5	5	5	4	4	4	4	5	5	5	5	5	4	4	64
92	5	5	5	4	4	5	5	4	4	4	4	5	5	4	63
93	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
94	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
95	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
96	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70

Kualitas Pelayanan (X2)

No	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	TOTAL
1	3	4	4	4	4	3	4	3	5	4	38
2	5	5	4	5	4	3	4	3	3	3	39
3	4	4	4	4	4	4	4	4	4	4	40
4	4	4	4	4	4	3	3	3	3	3	35
5	5	5	5	5	5	5	5	5	5	5	50
6	5	5	5	5	5	5	5	5	5	5	50
7	5	5	5	4	5	4	4	4	4	4	44
8	4	4	4	4	4	4	4	4	4	4	40
9	4	4	4	4	4	4	4	4	4	4	40
10	4	4	4	4	4	4	4	4	4	4	40
11	4	4	4	4	4	4	4	4	4	4	40
12	4	5	5	4	4	3	4	4	4	4	41
13	5	5	5	5	4	5	5	5	5	4	48
14	5	5	5	5	5	4	4	5	4	4	46
15	4	4	4	4	4	4	4	4	4	4	40
16	4	4	4	4	4	3	4	3	4	3	37
17	4	4	4	4	4	4	4	4	4	4	40
18	4	4	3	4	4	3	3	4	4	4	37
19	4	4	5	4	4	4	4	4	4	5	42
20	5	5	5	5	5	5	5	4	4	5	48
21	5	4	4	4	5	5	5	4	4	4	44
22	4	4	4	4	4	4	4	4	4	4	40

23	5	5	5	5	5	5	5	4	4	4	47
24	5	5	4	5	5	4	4	4	4	4	44
25	5	5	5	5	5	5	5	5	5	5	50
26	4	5	5	5	4	4	4	4	4	4	43
27	5	5	5	5	5	5	5	5	5	5	50
28	5	5	5	5	5	5	5	5	5	5	50
29	4	4	4	4	4	4	4	3	4	4	39
30	4	4	4	4	4	4	4	4	4	4	40
31	4	4	4	4	4	4	4	4	4	4	40
32	4	4	4	4	4	4	4	4	4	4	40
33	4	5	4	4	4	4	4	4	4	4	41
34	5	4	4	4	4	4	4	3	4	3	39
35	5	5	5	5	5	5	5	5	5	5	50
36	5	5	5	5	5	5	5	5	5	5	50
37	4	4	3	3	4	4	4	3	3	4	36
38	4	4	4	4	4	4	4	4	4	4	40
39	5	5	5	5	5	5	5	5	5	5	50
40	4	4	4	4	4	4	4	4	4	4	40
41	4	4	4	3	4	4	4	4	4	4	39
42	4	4	4	4	4	4	4	4	4	4	40
43	4	4	4	3	3	3	3	4	4	4	36
44	5	5	5	5	5	5	5	5	5	5	50
45	5	5	5	5	5	5	5	5	5	5	50
46	5	5	5	5	5	5	5	5	5	5	50
47	5	4	5	5	5	5	5	5	5	5	49
48	4	4	4	4	4	4	4	4	4	4	40
49	5	5	5	5	5	5	5	5	5	5	50
50	5	5	5	5	5	4	4	5	4	4	46
51	5	5	5	5	5	5	5	5	5	5	50
52	5	5	5	5	5	5	5	5	5	5	50
53	5	5	5	5	5	5	5	5	5	5	50
54	5	5	5	5	5	5	4	4	5	5	48
55	3	3	2	3	4	5	2	3	3	3	31
56	5	5	5	5	5	5	5	5	5	5	50
57	5	5	5	5	5	5	5	5	5	5	50
58	5	5	5	5	5	5	5	5	5	5	50
59	4	4	3	3	4	4	4	4	3	4	37
60	5	4	5	5	5	5	5	5	5	5	49
61	5	5	5	5	5	5	5	5	5	5	50
62	4	5	5	5	5	3	4	5	3	5	44
63	5	5	5	5	5	5	5	5	5	5	50
64	5	5	5	5	5	5	5	5	5	5	50
65	4	4	4	4	4	4	4	4	4	3	39

66	5	5	5	5	5	5	5	5	5	5	50
67	4	4	4	4	4	4	4	4	4	3	39
68	5	5	4	4	4	4	4	4	4	4	42
69	4	4	4	4	4	4	4	4	4	4	40
70	5	5	5	5	5	5	5	5	5	5	50
71	4	4	4	4	4	4	4	4	4	4	40
72	5	4	4	4	3	5	5	5	5	4	44
73	5	5	5	5	5	5	5	5	5	5	50
74	4	4	3	3	3	3	3	3	3	3	32
75	5	5	5	5	5	5	5	5	5	5	50
76	4	4	4	4	4	4	4	4	4	4	40
77	5	5	5	5	5	5	5	5	5	5	50
78	3	3	3	3	3	3	3	3	3	3	30
79	5	5	5	5	5	5	5	5	5	5	50
80	5	5	5	5	5	5	5	4	5	5	49
81	5	5	5	5	3	3	3	3	3	4	39
82	4	4	4	4	4	3	3	3	3	3	35
83	4	4	4	4	4	5	5	5	4	4	43
84	4	4	4	4	4	4	4	4	4	4	40
85	5	4	5	5	5	5	5	5	5	5	49
86	5	5	5	5	5	5	5	4	3	4	46
87	5	5	5	4	4	4	4	5	5	4	45
88	4	4	3	5	3	3	4	4	3	5	38
89	4	4	4	5	4	4	5	5	5	5	45
90	5	5	5	5	5	5	5	5	5	5	50
91	4	5	5	4	4	5	4	5	5	4	45
92	4	4	3	4	4	4	4	4	4	4	39
93	4	4	4	4	4	4	4	4	4	4	40
94	4	4	4	4	4	4	4	4	4	3	39
95	4	4	4	4	4	4	4	4	4	4	40
96	5	5	5	5	5	4	4	4	4	4	45

Loyalitas Pelanggan (Y)

No	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	TOTAL
1	4	4	4	3	4	4	3	3	4	4	37
2	4	3	3	3	4	3	3	4	3	2	32
3	4	4	4	4	4	4	4	4	4	4	40
4	3	3	3	3	3	4	3	4	3	3	32
5	5	5	5	5	5	5	5	5	5	5	50

6	5	5	5	5	5	5	5	5	5	5	50
7	4	4	4	5	4	4	4	4	4	4	41
8	4	4	4	4	4	4	4	4	4	4	40
9	4	4	4	4	4	4	4	4	4	4	40
10	4	4	4	4	4	4	4	4	4	4	40
11	3	4	4	4	4	3	3	3	3	3	34
12	4	4	4	4	4	4	4	4	4	4	40
13	5	5	5	5	5	4	5	4	5	5	48
14	4	4	4	3	4	3	3	4	4	3	36
15	4	4	4	4	4	4	4	4	4	4	40
16	4	4	4	4	4	4	4	4	4	4	40
17	4	4	4	4	4	4	4	4	4	4	40
18	3	3	3	3	3	3	4	4	3	4	33
19	4	4	5	4	4	4	4	4	4	3	40
20	5	5	5	5	5	5	4	3	4	4	45
21	4	5	4	4	5	5	4	5	4	4	44
22	4	4	4	4	4	4	4	4	4	4	40
23	5	5	4	5	4	5	4	5	5	4	46
24	5	5	5	5	5	5	5	5	5	5	50
25	5	5	5	5	5	5	5	5	5	5	50
26	4	4	4	4	5	4	5	5	5	4	44
27	5	5	5	5	5	5	5	5	5	5	50
28	5	5	5	5	5	5	5	5	5	4	49
29	4	3	4	4	4	4	3	4	4	4	38
30	4	4	4	4	4	4	4	4	4	4	40
31	4	4	4	4	4	4	4	4	4	4	40
32	4	4	4	4	4	4	4	4	4	4	40
33	5	4	4	3	4	4	4	4	4	4	40
34	5	4	4	3	3	3	4	4	4	4	38
35	5	5	5	5	5	5	5	5	5	5	50
36	5	5	5	5	5	5	5	5	5	5	50
37	3	3	4	3	4	3	4	3	4	3	34
38	4	4	4	4	4	4	4	4	4	4	40
39	5	5	5	5	5	5	5	5	5	5	50
40	4	4	4	4	4	4	4	4	4	4	40
41	4	3	4	4	4	4	4	4	4	4	39
42	5	5	5	5	5	5	5	5	5	5	50
43	3	3	4	3	3	3	3	3	3	4	32
44	5	5	5	5	5	5	5	5	5	5	50
45	5	5	5	5	5	5	5	5	5	5	50
46	5	5	5	5	5	5	5	5	5	5	50
47	5	5	5	4	5	5	5	5	5	5	49
48	4	4	4	4	4	4	4	4	4	4	40

49	5	5	5	5	5	5	5	5	5	5	50
50	5	5	4	5	5	5	5	5	4	5	48
51	5	5	5	5	5	5	5	5	5	5	50
52	5	5	5	5	5	5	5	5	5	5	50
53	5	5	5	5	5	5	5	5	5	5	50
54	5	5	5	5	5	5	5	5	5	5	50
55	2	2	2	3	3	3	4	3	2	2	26
56	5	5	5	5	5	5	5	5	5	5	50
57	5	5	5	5	5	5	5	5	5	5	50
58	5	5	5	5	5	5	5	5	5	5	50
59	4	4	3	4	4	4	4	4	4	4	39
60	5	5	4	4	4	4	4	5	5	5	45
61	5	5	5	5	5	5	5	5	5	5	50
62	5	4	3	3	3	3	3	3	3	3	33
63	5	5	5	5	5	5	5	5	5	5	50
64	5	5	5	5	5	5	5	5	5	5	50
65	4	4	3	3	3	3	3	3	3	3	32
66	5	5	5	5	5	5	5	5	5	5	50
67	4	4	4	4	4	4	4	3	3	3	37
68	4	4	4	4	4	4	4	4	4	4	40
69	4	4	4	4	4	4	4	4	4	4	40
70	5	5	5	5	5	5	5	5	5	5	50
71	4	4	4	4	4	4	4	4	4	4	40
72	5	5	4	5	3	5	5	5	5	5	47
73	5	5	5	5	5	5	5	5	5	5	50
74	4	5	3	3	3	3	3	3	3	3	33
75	5	5	5	5	5	5	5	5	5	5	50
76	4	4	3	4	4	3	3	4	4	4	37
77	5	5	4	4	4	5	4	5	5	5	46
78	3	3	3	3	3	3	3	3	3	3	30
79	5	5	5	5	5	5	5	5	5	5	50
80	5	5	5	5	5	5	5	5	5	5	50
81	5	5	5	4	5	5	5	5	5	5	49
82	5	5	5	3	3	4	4	4	4	4	41
83	4	4	4	4	5	4	4	4	4	4	41
84	4	4	4	4	4	4	4	4	4	5	41
85	5	5	5	5	5	5	5	5	5	5	50
86	5	5	4	4	4	4	4	4	4	4	42
87	4	5	5	4	4	5	4	4	5	5	45
88	3	3	3	3	3	3	3	3	3	3	30
89	5	4	4	4	4	5	5	4	4	5	44
90	4	5	5	5	5	5	5	4	5	5	48
91	5	5	5	5	5	5	4	5	4	4	47

92	4	4	4	4	4	4	3	5	4	4	40
93	4	4	4	4	4	4	4	4	4	4	40
94	4	4	4	4	4	4	4	4	4	4	40
95	4	4	4	4	4	4	4	4	4	4	40
96	4	4	4	4	4	4	4	4	4	4	40