

LAMPIRAN 1

KUESIONER PENELITIAN

Identitas Responden

1. Nama :
2. Alamat :

A. Karakteristik Responden

Untuk pertanyaan berikut ini berilah tanda centang (√) atau (x) pada jawaban yang anda pilih.

1. Jenis Kelamin:
 Laki-laki Perempuan
2. Umur:
 < 15 tahun 21 – 30 tahun
 16– 20 tahun >31 tahun
3. Pendidikan Terakhir:
 SD SLTA/Sederajat
 SLTP/Sederajat Perguruan Tinggi
4. Pekerjaan :
 Mahasiswa/Pelajar TNI/POLRI
 PNS Wirausaha
 Pegawai Swasta Lainnya

B. Petunjuk Pengisian Kuesioner

Isilah pertanyaan dibawah ini dengan memberikan tanda centang (√) sesuai dengan apa yang anda anggap benar:

- Sangat Setuju (SS) = 5
Setuju (S) = 4
Kurang Setuju (KS) = 3
Tidak Setuju (TS) = 2
Sangat Tidak Setuju (STS) = 1

C. Daftar Pernyataan

a. Kualitas Pelayanan (X₁)

No	Pernyataan	SS	S	KS	TS	STS
1	Staff hotel memberikan pelayanan yang ramah					
2	Tanggap dalam memenuhi permintaan konsumen					
3	Staff selalu Tanggap pada masalah yang dihadapi					
4	Kepercayaan konsumen terhadap grand permata hotel Cikampak					

b. Harga (X₂)

No	Pernyataan	SS	S	KS	TS	STS
1	Harga sesuai dengan kualitas yang diberikan					
2	Harga yang masih terjangkau					
3	Harga dapat bersaing dengan hotel lain					

c. Suasana (X₃)

No	Pernyataan	SS	S	KS	TS	STS
1	Secara keseluruhan hotel nyaman dan bersih					
2	Interior kamar rapi dan bersih					
3	Tempat yang bersih					
4	Baju dan Fasilitas lainnya sangat bersih karena selalu di bersihkan setelah pagi					

d. Kepuasan Pelanggan (X₄)

No	Pernyataan	SS	S	KS	TS	STS
1	Merasa Nyaman dengan pelayanan yang diberikan					
2	Adanya kepercayaan konsumen terhadap Pihak hotel dalam melakukan tugasnya					
3	Sesuaiinya keinginan konsumen terhadap fasilitas dan pelayanan yang diberikan oleh staff hotel					
4	Fasilitas yang memadai sehingga tidak bingung saat menentukan keinginan					

e. Loyalitas Pelanggan (Y)

No	Pernyataan	SS	S	KS	TS	STS
1	Saya akan merekomendasikan kepada teman atau kerabat menggunakan jasa Grand Permata Hotel Cikampak					
2	Anda bersedia menggunakan jasa Grand Permata Hotel Cikampak dimasa mendatang					
3	Saya selalu menginap di Grand Permata Hotel Cikampak					

SUASANA								
Rapi			Tata ruang			Pencahayaannya		
A1	A2	A3	MN1	MN2	MN3	OP1	OP2	OP3
5	4	5	4	5	4	4	4	3
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4	4	4	4	4	2	5	4	4
4	4	4	4	4	4	4	4	4

KEPUASAN PELANGGAN								
Kualitas hotel			Iklan			Harga terjangkau		
TR1	TR2	TR3	KS1	KS2	KS3	DS1	DS2	DS3
5	4	1	4	4	4	5	4	5
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2	4	4	4	4	4	4	4	4

LAMPIRAN 3

OUTPUT HASIL SPSS

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT KepPem
  /METHOD=ENTER KP CM GH H
  /SCATTERPLOT=(*SDRESID ,*ZPRED)
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) .
  
```

Regression

		Notes
Output Created		10-JUL-2021 10:57:02
Comments		
Input	Data	G: Data SPSS\risni\Untitled SPSS Wahyui.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	55
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT KepPem /METHOD=ENTER KP CM GH H /SCATTERPLOT=(*SDRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).	
Resources	Processor Time	00:00:06,25
	Elapsed Time	00:00:32,31
	Memory Required	2308 bytes
	Additional Memory Required for Residual Plots	888 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan, Harga , Suasana, Kepuasan pelanggan ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	.524	.486	.888

a. Predictors: (Constant), Kualitas Pelayanan, Harga , Suasana , Kepuasan Pelanggan

b. Dependent Variable: Loyalitas Pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.378	4	10.845	13.742	.014 ^b
	Residual	39.458	50	.789		
	Total	82.836	54			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kualitas Pelayanan, Harga , Suasana , Kepuasan Pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	22.651	6.613		3.425	.011		
	Kualitas Pelayanan	.212	.163	.165	2.302	0.19	.595	5.142
	Harga	.570	.189	.343	2.025	.004	.742	2.745
	Suasana	.240	.113	.235	2.119	.039	.775	3.582
	Kepuasan pelanggan	.498	.109	.565	4.569	.013	.622	2.481

a. Dependent Variable: Loyalitas Pelanggan

Coefficient Correlations^a

Model			Kualitas Pelayanan	Harga	Suasana	Kepuasan Pelanggan
1	Correlations	Kualitas Pelayanan	1.000	.095	.370	.529
		Harga	.095	1.000	.325	.399
		Suasana	.370	.325	.900	.252
		Kepuasan Pelanggan	.529	.399	.252	.290
	Covariances	Kualitas Pelayanan	.012	.002	.005	.009
		Harga	.002	.036	.007	.012
		Suasana	.005	.007	.013	.005
		Kepuasan Pelanggan	.009	.012	.005	.027

a. Dependent Variable: Loyalitas Pelanggan

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Kualitas Pelayanan	Harga	Suasana	Kepuasan pelanggan
1	1	4.998	1.000	.00	.00	.00	.00	.00
	2	.001	70.171	.02	.03	.02	.22	.52
	3	.001	76.369	.03	.10	.04	.45	.18
	4	.000	139.365	.37	.82	.05	.31	.27
	5	.000	155.585	.58	.06	.89	.02	.03

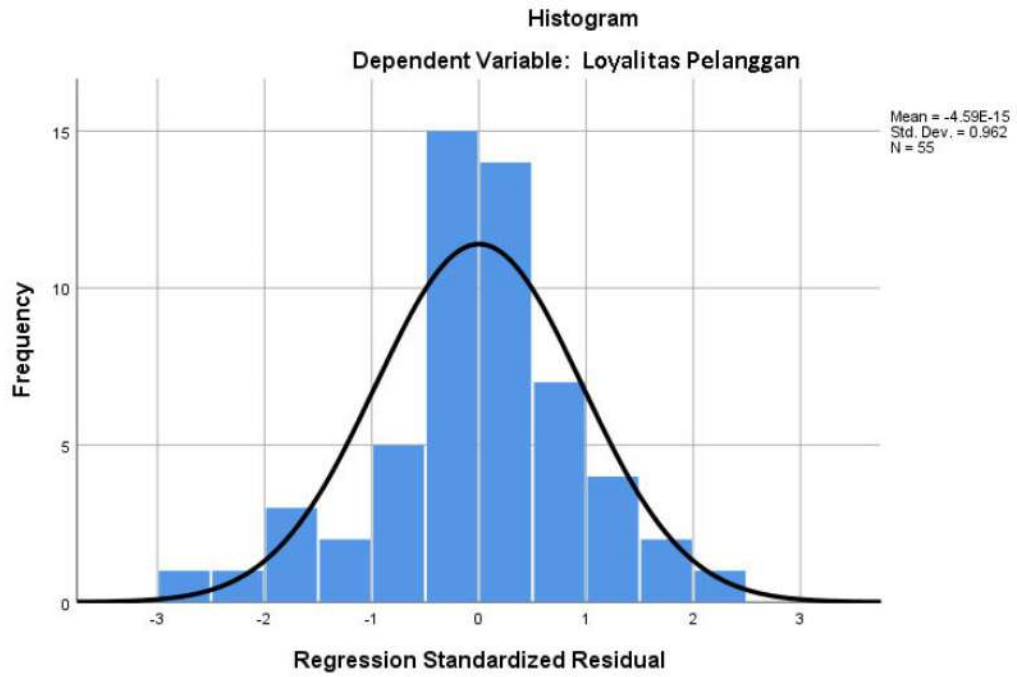
a. Dependent Variable: Loyalitas Pelanggan

Residuals Statistics^a

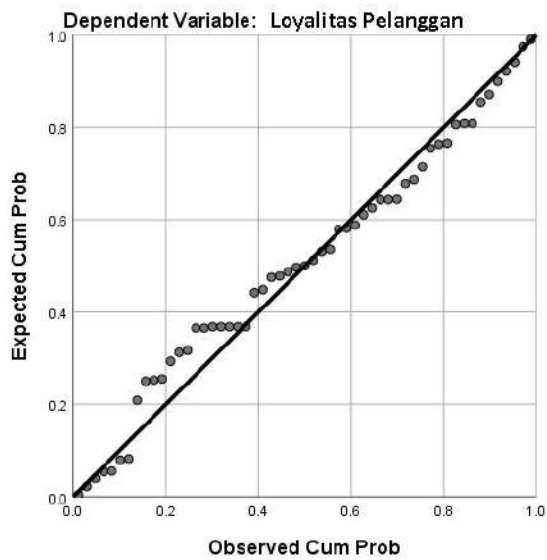
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.311	37.44	3.615	.896	55
Std. Predicted Value	3.384	1.442	.000	1.000	55
Standard Error of Predicted Value	.124	.509	.252	.092	55
Adjusted Predicted Value	32.19	37.37	3.612	.945	55
Residual	3.030	1.888	.000	.855	55
Std. Residual	3.411	2.125	.000	.962	55
Stud. Residual	3.491	2.592	.013	1.023	55
Deleted Residual	3.174	2.809	.026	.975	55
Stud. Deleted Residual	3.974	2.758	.006	1.073	55
Mahal. Distance	.067	1.735	3.927	3.722	55
Cook's Distance	.000	.656	.031	.097	55
Centered Leverage Value	.001	.310	.073	.069	55

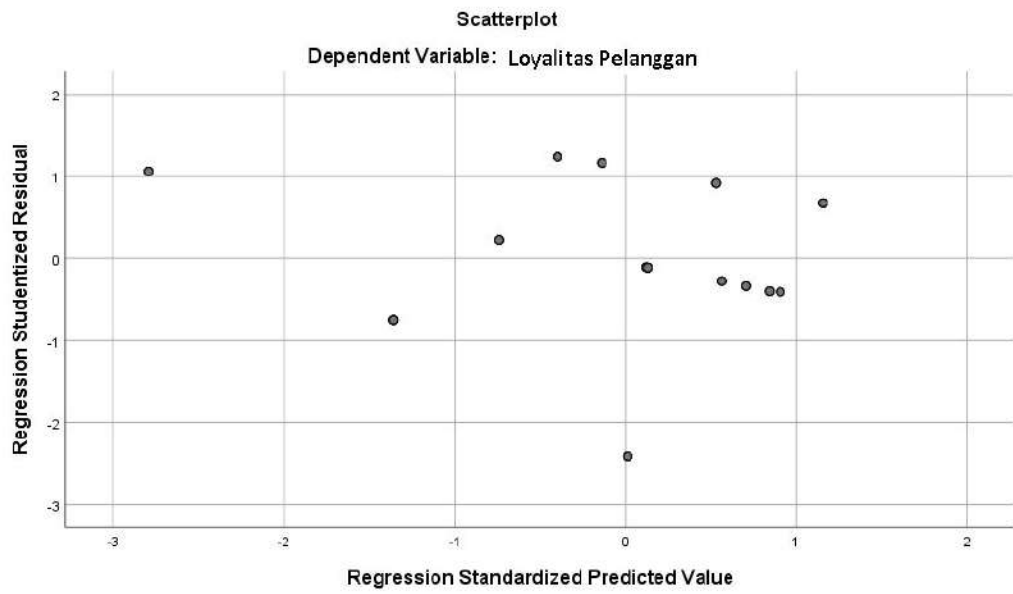
a. Dependent Variable: Loyalitas Pelanggan

Charts



Normal P-P Plot of Regression Standardized Residual





LAMPIRAN 7

Tabel Uji F

$\alpha = 0,05$	$df_1=(k-1)$							
$df_2=(n-k-1)$	1	2	3	4	5	6	7	8
1	161.44 8	199,500	215.70 7	224,583	230,162	233.98 6	236,768	238,883
2	18,513	19,000	19,164	19,247	19,296	19,330	19,353	19,371
3	10,128	9,552	9,277	9,117	9,013	8,941	8,887	8,845
4	7,709	6,944	6,591	6,388	6,256	6,163	6,094	6,041
5	6,608	5,786	5,409	5,192	5,050	4,950	4,876	4,818
6	5,987	5,143	4,757	4,534	4,387	4,284	4,207	4,147
7	5,591	4,737	4,347	4,120	3,972	3,866	3,787	3,726
8	5,318	4,459	4,066	3,838	3,687	3,581	3,500	3,438
9	5,117	4,256	3,863	3,633	3,482	3,374	3,293	3,230
10	4,965	4,103	3,708	3,478	3,326	3,217	3,135	3,072
11	4,844	3,982	3,587	3,357	3,204	3,095	3,012	2,948
12	4,747	3,885	3,490	3,259	3,106	2,996	2,913	2,849
13	4,667	3,806	3,411	3,179	3,025	2,915	2,832	2,767
14	4,600	3,739	3,344	3,112	2,958	2,848	2,764	2,699
15	4,543	3,682	3,287	3,056	2,901	2,790	2,707	2,641
16	4,494	3,634	3,239	3,007	2,852	2,741	2,657	2,591
17	4,451	3,592	3,197	2,965	2,810	2,699	2,614	2,548
18	4,414	3,555	3,160	2,928	2,773	2,661	2,577	2,510
19	4,381	3,522	3,127	2,895	2,740	2,628	2,544	2,477
20	4,351	3,493	3,098	2,866	2,711	2,599	2,514	2,447
21	4,325	3,467	3,072	2,840	2,685	2,573	2,488	2,420
22	4,301	3,443	3,049	2,817	2,661	2,549	2,464	2,397
23	4,279	3,422	3,028	2,796	2,640	2,528	2,442	2,375
24	4,260	3,403	3,009	2,776	2,621	2,508	2,423	2,355
25	4,242	3,385	2,991	2,759	2,603	2,490	2,405	2,337
26	4,225	3,369	2,975	2,743	2,587	2,474	2,388	2,321
27	4,210	3,354	2,960	2,728	2,572	2,459	2,373	2,305
28	4,196	3,340	2,947	2,714	2,558	2,445	2,359	2,291
29	4,183	3,328	2,934	2,701	2,545	2,432	2,346	2,278

30	4,171	3,316	2,922	2,690	2,534	2,421	2,334	2,266
31	4,160	3,305	2,911	2,679	2,523	2,409	2,323	2,255
32	4,149	3,295	2,901	2,668	2,512	2,399	2,313	2,244
33	4,139	3,285	2,892	2,659	2,503	2,389	2,303	2,235
34	4,130	3,276	2,883	2,650	2,494	2,380	2,294	2,225
35	4,121	3,267	2,874	2,641	2,485	2,372	2,285	2,217
36	4,113	3,259	2,866	2,634	2,477	2,364	2,277	2,209
37	4,105	3,252	2,859	2,626	2,470	2,356	2,270	2,201
38	4,098	3,245	2,852	2,619	2,463	2,349	2,262	2,194
39	4,091	3,238	2,845	2,612	2,456	2,342	2,255	2,187
40	4,085	3,232	2,839	2,606	2,449	2,336	2,249	2,180
41	4,079	3,226	2,833	2,600	2,443	2,330	2,243	2,174
42	4,073	3,220	2,827	2,594	2,438	2,324	2,237	2,168
43	4,067	3,214	2,822	2,589	2,432	2,318	2,232	2,163
44	4,062	3,209	2,816	2,584	2,427	2,313	2,226	2,157
45	4,057	3,204	2,812	2,579	2,422	2,308	2,221	2,152
46	4,052	3,200	2,807	2,574	2,417	2,304	2,216	2,147
47	4,047	3,195	2,802	2,570	2,413	2,299	2,212	2,143
48	4,043	3,191	2,798	2,565	2,409	2,295	2,207	2,138
49	4,038	3,187	2,794	2,561	2,404	2,290	2,203	2,134
50	4,034	3,183	2,790	2,557	2,400	2,286	2,199	2,130
51	4,030	3,179	2,786	2,553	2,397	2,283	2,195	2,126
52	4,027	3,175	2,783	2,550	2,393	2,279	2,192	2,122
53	4,023	3,172	2,779	2,546	2,389	2,275	2,188	2,119
54	4,020	3,168	2,776	2,543	2,386	2,272	2,185	2,115
55	4,016	3,165	2,773	2,540	2,383	2,269	2,181	2,112
56	4,013	3,162	2,769	2,537	2,380	2,266	2,178	2,109
57	4,010	3,159	2,766	2,534	2,377	2,263	2,175	2,106
58	4,007	3,156	2,764	2,531	2,374	2,260	2,172	2,103
59	4,004	3,153	2,761	2,528	2,371	2,257	2,169	2,100
60	4,001	3,150	2,758	2,525	2,368	2,254	2,167	2,097
61	3,998	3,148	2,755	2,523	2,366	2,251	2,164	2,094
62	3,996	3,145	2,753	2,520	2,363	2,249	2,161	2,092
63	3,993	3,143	2,751	2,518	2,361	2,246	2,159	2,089
64	3,991	3,140	2,748	2,515	2,358	2,244	2,156	2,087
65	3,989	3,138	2,746	2,513	2,356	2,242	2,154	2,084
66	3,986	3,136	2,744	2,511	2,354	2,239	2,152	2,082

67	3,984	3,134	2,742	2,509	2,352	2,237	2,150	2,080
68	3,982	3,132	2,740	2,507	2,350	2,235	2,148	2,078
69	3,980	3,130	2,737	2,505	2,348	2,233	2,145	2,076
70	3,978	3,128	2,736	2,503	2,346	2,231	2,143	2,074
71	3,976	3,126	2,734	2,501	2,344	2,229	2,142	2,072
72	3,974	3,124	2,732	2,499	2,342	2,227	2,140	2,070
73	3,972	3,122	2,730	2,497	2,340	2,226	2,138	2,068
74	3,970	3,120	2,728	2,495	2,338	2,224	2,136	2,066
75	3,968	3,119	2,727	2,494	2,337	2,222	2,134	2,064
76	3,967	3,117	2,725	2,492	2,335	2,220	2,133	2,063
77	3,965	3,115	2,723	2,490	2,333	2,219	2,131	2,061
78	3,963	3,114	2,722	2,489	2,332	2,217	2,129	2,059
79	3,962	3,112	2,720	2,487	2,330	2,216	2,128	2,058
80	3,960	3,111	2,719	2,486	2,329	2,214	2,126	2,056
81	3,959	3,109	2,717	2,484	2,327	2,213	2,125	2,055
82	3,957	3,108	2,716	2,483	2,326	2,211	2,123	2,053
83	3,956	3,107	2,715	2,482	2,324	2,210	2,122	2,052
84	3,955	3,105	2,713	2,480	2,323	2,209	2,121	2,051
85	3,953	3,104	2,712	2,479	2,322	2,207	2,119	2,049
86	3,952	3,103	2,711	2,478	2,321	2,206	2,118	2,048
87	3,951	3,101	2,709	2,476	2,319	2,205	2,117	2,047
88	3,949	3,100	2,708	2,475	2,318	2,203	2,115	2,045
89	3,948	3,099	2,707	2,474	2,317	2,202	2,114	2,044
90	3,947	3,098	2,706	2,473	2,316	2,201	2,113	2,043
91	3,946	3,097	2,705	2,472	2,315	2,200	2,112	2,042
92	3,945	3,095	2,704	2,471	2,313	2,199	2,111	2,041
93	3,943	3,094	2,703	2,470	2,312	2,198	2,110	2,040
94	3,942	3,093	2,701	2,469	2,311	2,197	2,109	2,038
95	3,941	3,092	2,700	2,467	2,310	2,196	2,108	2,037
96	3,940	3,091	2,699	2,466	2,309	2,195	2,106	2,036
97	3,939	3,090	2,698	2,465	2,308	2,194	2,105	2,035
98	3,938	3,089	2,697	2,465	2,307	2,193	2,104	2,034
99	3,937	3,088	2,696	2,464	2,306	2,192	2,103	2,033
100	3,936	3,087	2,696	2,463	2,305	2,191	2,103	2,032

Tabel Uji t

df=(n-k)	$\alpha = 0.05$	$\alpha = 0.025$
1	6,314	12,706
2	2,920	4,303
3	2,353	3,182
4	2,132	2,776
5	2,015	2,571
6	1,943	2,447
7	1,895	2,365
8	1,860	2,306
9	1,833	2,262
10	1,812	2,228
11	1,796	2,201
12	1,782	2,179
13	1,771	2,160
14	1,761	2,145
15	1,753	2,131
16	1,746	2,120
17	1,740	2,110
18	1,734	2,101
19	1,729	2,093
20	1,725	2,086
21	1,721	2,080
22	1,717	2,074
23	1,714	2,069
24	1,711	2,064
25	1,708	2,060
26	1,706	2,056
27	1,703	2,052
28	1,701	2,048
29	1,699	2,045
30	1,697	2,042
31	1,696	2,040
32	1,694	2,037
33	1,692	2,035
34	1,691	2,032
35	1,690	2,030
36	1,688	2,028
37	1,687	2,026
38	1,686	2,024
39	1,685	2,023
40	1,684	2,021
41	1,683	2,020