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# LAMPIRAN

**KUESIONER PENELITIAN**  
**PENGARUH *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM)**  
**TERHADAP LOYALITAS PELANGGAN DAN KEPUASAN PELANGGAN**  
**PADA RUMAH MAKAN SAUNG RINDU ALAM KABUPATEN GOWA**  
**SULAWESI SELATAN**

Terimakasih atas partisipasi anda dalam mengisi kuesioner ini

Saya mengharapkan anda untuk menjawab setiap butir pertanyaan dalam daftar kuesioner ini sesuai dengan pengalaman yang anda hadapi. Untuk setiap pertanyaan, sudah disediakan pilihan jawaban, anda cukup memberikan tanda (√) pada jawaban yang anda inginkan

Keterangan:

<b>Jawaban</b>	<b>Skor</b>
Sangat tidak setuju	1
Tidak setuju	2
Netral	3
Setuju	4
Sangat setuju	5

**I. Identitas Responden**

1. Jenis Kelamin :

Laki-Laki

Perempuan

2. Umur :

3. Pekerjaan :

4. Frekuensi ke Rumah Makan Saung Rindu Alam :

1 Kali

2-3 kali

> 3 kali

## II. Customer Relationship Management (CRM)

No	Pernyataan	SS	S	N	TS	STS
<b>PEOPLE</b>						
1.	Karyawan Saung Rindu Alam menyapa pelanggan dengan sopan					
2.	Karyawan Saung Rindu Alam berusaha menyediakan makanan sesuai dengan selera pelanggan					
3.	Karyawan Saung Rindu Alam mampu berkomunikasi dengan baik kepada pelanggan					
4.	Karyawan Saung Rindu Alam selalu siaga dalam melayani pelanggan					
5.	Karyawan Saung Rindu Alam menciptakan suasana yang akrab terhadap pelanggan					
<b>PROCESS</b>						
1.	Pelanggan mendapat pelayanan yang mudah saat memesan makanan dan minuman					
2.	Karyawan Saung Rindu Alam melakukan penerimaan order makanan dengan baik					
3.	Ketika pelanggan mempunyai keluhan prosesnya tidak rumit					
4.	Ketika pelanggan mempunyai keluhan prosesnya tergolong cepat					
5.	Rumah Makan Saung Rindu Alam selalu memberikan informasi mengenai menu baru kepada pelanggan					



TECHNOLOGY						
1.	Layanan media sosial digunakan untuk memperkenalkan produk baru					
2.	Menyediakan layanan pemesanan delivery secara online					
3.	Rumah Makan Saung Rindu Alam melakukan iklan online untuk memperkenalkan rumah makan					
4.	Rumah Makan Saung Rindu Alam selalu aktif dan <i>update</i> dalam sosial media					
5.	Pelanggan mudah mengakses pesanan online					

### III. Loyalitas Pelanggan

No	Pernyataan	SS	S	N	TS	STS
1.	Rumah makan Saung Rindu Alam akan selalu menjadi tujuan saya jika ingin makan bersama keluarga					
2.	Saya akan menyarankan Rumah makan Saung Rindu Alam kepada teman saya					
3.	Saya akan menyarankan Rumah makan Saung Rindu Alam kepada keluarga saya					
4.	Saya akan mengajak teman saya untuk makan di Rumah makan Saung Rindu Alam					
5.	Saya akan mengajak keluarga saya untuk makan di Rumah makan Saung Rindu Alam					
6.	Jika harga makanan dan minuman di Rumah makan Saung Rindu Alam naik saya akan tetap mengunjunginya					

7.	Saya bersedia ke Rumah makan Saung Rindu Alam jika teman/keluarga saya menawarkan					
8.	Rumah makan Saung Rindu Alam akan menjadi pilihan utama saya untuk makan bersama teman dan keluarga					
9.	Saya rasa Rumah makan Saung Rindu Alam adalah keputusan yang tepat					

#### **IV. Kepuasan Pelanggan**

<b>No</b>	<b>Pernyataan</b>	<b>SS</b>	<b>S</b>	<b>N</b>	<b>TS</b>	<b>STS</b>
1.	Saya merasa makanan dan minuman di Rumah makan Saung Rindu Alam sesuai dengan harapan					
2.	Saya merasa tidak ada keluhan selama mengonsumsi makanan dan minuman di Rumah makan Saung Rindu Alam					
3.	Pelayanan yang diberikan Rumah makan Saung Rindu Alam kepada saya sangat memuaskan					
4.	Saya rasa pelayanan yang diberikan kepada pelanggan tidak membedakan status sosial					

**Lampiran 2: Rekap Jawaban Responden**

No	People					Total
	X1.1	X1.2	X1.3	X1.4	X1.5	
1	4	3	3	3	3	16
2	4	4	5	4	5	22
3	3	3	4	3	4	17
4	4	4	4	4	4	20
5	4	4	4	4	4	20
6	3	4	4	3	4	18
7	3	3	3	3	3	15
8	4	3	4	3	4	18
9	4	4	4	4	4	20
10	3	3	3	3	3	15
11	4	3	4	3	4	18
12	3	3	3	4	3	16
13	3	3	3	3	3	15
14	3	3	3	3	3	15
15	4	3	4	3	4	18
16	4	3	4	4	4	19
17	4	4	4	4	4	20
18	5	4	5	5	4	23
19	3	3	3	3	3	15
20	3	3	4	4	3	17
21	3	4	3	4	3	17
22	3	3	3	3	3	15
23	4	4	4	4	4	20
24	2	3	2	3	3	13
25	4	4	3	4	3	18
26	4	4	4	4	4	20
27	3	3	3	3	4	16
28	3	4	4	3	4	18
29	4	4	5	4	4	21
30	3	3	3	3	3	15
31	4	4	4	4	4	20
32	3	3	3	3	3	15
33	3	4	3	4	4	18
34	4	3	4	3	3	17
35	4	4	4	4	4	20

36	5	5	5	5	5	25
37	4	3	4	4	4	19
38	4	4	3	3	4	18
39	4	4	3	3	4	18
40	3	4	3	4	4	18
41	3	3	3	3	3	15
42	4	4	4	4	4	20
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45	3	4	3	4	3	17
46	5	4	5	3	5	22
47	3	3	3	3	3	15
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55	4	4	4	4	4	20
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57	4	4	4	4	3	19
58	4	4	4	4	4	20
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60	4	3	4	4	4	19
61	2	2	2	2	2	10
62	3	4	3	4	4	18
63	4	4	4	4	4	20
64	4	4	3	4	3	18
65	4	4	4	3	4	19
66	2	2	2	2	2	10
67	4	3	3	4	3	17
68	4	4	4	4	4	20
69	4	4	4	4	4	20
70	2	2	2	2	2	10
71	4	4	4	4	4	20
72	5	4	5	5	5	24
73	4	4	4	4	4	20

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101	3	3	3	3	3	15
102	4	4	4	4	4	20
103	5	5	5	5	5	25
104	4	5	4	5	5	23
105	5	5	5	5	5	25

No	Process					Total
	X2.1	X2.2	X2.3	X2.4	X2.5	
1	3	3	3	3	4	16
2	3	3	3	4	3	16

3	4	4	4	4	4	20
4	3	3	3	4	3	16
5	3	3	3	4	4	17
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7	4	4	4	3	4	19
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11	4	4	4	4	4	20
12	3	3	3	3	3	15
13	3	3	3	3	3	15
14	2	2	3	2	3	12
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27	4	5	4	4	5	22
28	4	5	5	5	5	24
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30	5	4	4	5	4	22
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102	4	4	4	4	4	20
103	4	4	4	4	4	20
104	4	4	4	4	4	20
105	5	5	4	5	5	24

No	Technology					Total
	X3.1	X3.2	X3.3	X3.4	X3.5	
1	4	4	4	3	4	19
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3	4	4	4	4	4	20
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34	5	5	5	4	4	23
35	5	4	4	5	4	22
36	5	4	4	4	5	22
37	5	5	4	5	4	23
38	5	5	4	4	4	22
39	5	4	4	5	5	23
40	4	5	4	5	5	23
41	4	4	4	4	4	20
42	4	4	3	4	3	18
43	4	4	4	4	4	20
44	5	4	4	5	4	22
45	4	4	4	4	3	19

46	4	4	3	4	4	19
47	5	5	4	4	4	22
48	5	5	4	4	5	23
49	5	4	5	5	4	23
50	5	4	5	5	4	23
51	4	4	4	4	4	20
52	4	3	4	4	4	19
53	4	4	4	4	4	20
54	4	4	4	4	5	21
55	4	4	5	4	5	22
56	4	4	4	4	4	20
57	3	4	3	4	4	18
58	3	4	4	4	4	19
59	4	4	4	4	4	20
60	4	4	4	4	4	20
61	4	4	4	3	4	19
62	4	4	4	4	4	20
63	4	3	4	4	3	18
64	4	4	3	4	3	18
65	4	4	4	4	4	20
66	4	3	4	4	4	19
67	4	4	4	4	4	20
68	4	4	4	4	4	20
69	4	4	4	4	4	20
70	4	5	4	5	5	23
71	4	4	4	4	4	20
72	4	4	4	4	4	20
73	4	4	4	4	4	20
74	3	4	4	4	4	19
75	3	3	3	3	3	15
76	4	4	4	3	4	19
77	4	4	3	3	4	18
78	4	4	4	4	4	20
79	4	4	4	4	4	20
80	4	3	4	4	4	19
81	4	4	3	4	3	18
82	3	3	4	4	4	18
83	3	4	3	4	3	17

84	3	4	4	4	3	18
85	3	4	3	4	3	17
86	3	3	3	3	3	15
87	3	3	3	3	3	15
88	3	3	3	3	3	15
89	3	4	3	3	3	16
90	3	3	3	3	3	15
91	3	3	3	3	3	15
92	4	3	3	3	3	16
93	4	4	3	3	3	17
94	4	3	4	3	3	17
95	4	4	4	4	4	20
96	4	5	5	4	4	22
97	4	4	4	4	4	20
98	5	5	4	4	4	22
99	4	4	4	3	3	18
100	4	3	4	4	4	19
101	4	4	4	4	4	20
102	4	4	5	5	5	23
103	5	4	5	4	4	22
104	5	4	4	4	5	22
105	4	5	4	4	5	22

No	Loyalitas Pelanggan (Y2)									Total
	Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	Y2.7	Y2.8	Y2.9	
1	3	4	3	4	4	4	3	3	4	32
2	4	4	4	3	3	4	4	4	4	34
3	4	4	4	4	4	4	4	4	4	36
4	4	4	4	4	4	4	4	4	4	36
5	4	4	4	4	4	4	4	4	4	36
6	3	3	3	4	4	3	4	4	3	31
7	4	4	4	4	4	4	4	4	4	36
8	4	4	3	3	4	4	4	3	4	33
9	5	5	4	4	5	5	5	4	5	42
10	4	4	4	4	4	4	4	4	4	36
11	4	4	4	4	5	5	4	4	4	38
12	4	4	4	4	4	4	4	4	4	36
13	4	3	4	4	4	4	3	3	4	33



52	4	4	4	4	4	4	4	4	4	36
53	4	5	4	4	4	4	4	5	5	39
54	4	5	4	5	4	4	5	4	4	39
55	4	4	5	5	4	4	4	4	4	38
56	3	3	4	4	3	4	3	4	3	31
57	3	3	4	3	3	4	3	4	3	30
58	4	3	4	3	3	4	4	4	3	32
59	5	4	4	4	4	4	4	5	4	38
60	4	4	4	4	4	4	4	4	4	36
61	4	3	4	3	4	3	3	4	4	32
62	4	4	4	4	4	4	4	4	4	36
63	4	4	4	3	3	4	3	4	3	32
64	4	4	4	3	3	4	4	4	4	34
65	4	4	4	4	4	4	4	4	4	36
66	3	4	3	3	4	4	4	4	3	32
67	4	3	4	4	4	4	3	4	3	33
68	4	4	4	4	4	4	4	4	4	36
69	4	4	4	4	4	4	4	4	4	36
70	5	4	5	4	5	5	5	4	4	41
71	5	4	5	5	5	4	5	4	5	42
72	5	5	4	4	5	5	5	5	5	43
73	4	4	4	4	4	4	4	4	4	36
74	4	4	5	4	5	4	4	4	4	38
75	3	3	4	4	4	3	4	3	4	32
76	3	4	3	4	4	4	3	4	4	33
77	3	4	4	3	3	4	4	4	4	33
78	3	4	3	4	4	4	4	3	4	33
79	4	4	4	4	4	4	4	4	4	36
80	4	3	4	3	3	3	4	4	4	32
81	4	4	4	4	4	4	4	4	4	36
82	4	4	4	4	4	4	4	4	4	36
83	3	4	3	4	4	3	4	3	4	32
84	3	3	4	4	4	3	4	3	4	32
85	3	4	3	4	4	4	3	3	3	31
86	4	4	3	3	3	3	4	4	4	32
87	3	3	3	3	3	3	3	3	3	27
88	3	4	3	4	3	3	3	4	4	31
89	4	3	4	4	4	3	4	3	4	33

90	4	3	3	3	4	4	4	3	3	31
91	3	3	3	4	3	3	4	4	4	31
92	3	3	3	3	3	3	3	3	3	27
93	4	3	3	4	4	4	4	4	3	33
94	4	4	4	4	4	4	4	4	4	36
95	5	5	4	4	4	4	4	4	4	38
96	5	4	5	5	5	4	4	4	5	41
97	4	4	4	4	5	4	5	4	5	39
98	4	5	5	5	5	5	5	5	4	43
99	4	4	4	4	4	4	4	4	4	36
100	3	4	4	4	4	3	4	4	3	33
101	4	4	3	3	4	4	4	4	3	33
102	4	5	4	4	5	4	5	5	4	40
103	5	5	4	4	5	5	4	4	4	40
104	5	4	5	4	4	5	5	4	5	41
105	5	4	4	4	5	5	5	5	4	41

No	Kepuasan Pelanggan (Y1)				Total
	Y1.1	Y1.2	Y1.3	Y1.4	
1	3	4	4	4	15
2	4	3	4	3	14
3	4	4	4	4	16
4	4	4	4	3	15
5	4	4	4	4	16
6	4	3	4	3	14
7	4	4	4	4	16
8	3	4	3	4	14
9	4	5	4	5	18
10	4	4	4	4	16
11	4	5	5	5	19
12	4	4	4	4	16
13	4	3	4	3	14
14	4	4	4	4	16
15	4	3	3	3	13
16	4	4	4	4	16
17	3	4	4	4	15
18	4	4	4	4	16
19	4	3	4	4	15

20	4	4	4	4	16
21	4	4	4	4	16
22	4	4	4	4	16
23	4	5	4	5	18
24	5	5	5	5	20
25	5	5	5	5	20
26	5	5	4	5	19
27	5	5	5	5	20
28	5	5	5	5	20
29	4	5	4	4	17
30	4	4	4	4	16
31	5	5	5	4	19
32	5	5	5	5	20
33	5	5	5	5	20
34	5	5	5	5	20
35	4	5	5	4	18
36	4	4	4	4	16
37	5	5	5	5	20
38	5	5	5	5	20
39	5	5	5	5	20
40	5	5	4	5	19
41	5	5	5	5	20
42	5	5	5	5	20
43	5	5	5	5	20
44	5	4	5	4	18
45	5	5	5	5	20
46	5	5	4	5	19
47	5	5	5	5	20
48	5	5	5	5	20
49	4	4	4	4	16
50	4	4	4	4	16
51	5	4	4	4	17
52	5	4	5	5	19
53	5	5	5	5	20
54	5	5	5	5	20
55	5	5	5	5	20
56	4	4	4	4	16
57	4	4	4	4	16

58	4	3	3	3	13
59	4	4	3	4	15
60	4	4	4	4	16
61	3	3	3	3	12
62	3	3	3	4	13
63	4	3	4	3	14
64	4	4	4	4	16
65	4	4	4	4	16
66	4	3	4	4	15
67	4	4	4	4	16
68	3	3	3	4	13
69	4	3	3	4	14
70	5	4	4	5	18
71	5	5	5	5	20
72	5	4	5	5	19
73	5	5	5	5	20
74	5	5	5	5	20
75	4	4	4	4	16
76	4	4	4	4	16
77	4	3	4	4	15
78	4	3	4	4	15
79	4	4	3	3	14
80	3	4	4	4	15
81	3	4	4	3	14
82	3	3	4	4	14
83	4	4	4	4	16
84	4	4	4	4	16
85	4	4	4	4	16
86	4	4	4	4	16
87	4	4	4	4	16
88	4	4	4	4	16
89	3	3	4	3	13
90	3	4	4	4	15
91	3	3	3	3	12
92	3	4	3	3	13
93	3	3	3	3	12
94	4	4	4	4	16
95	4	4	4	4	16



96	5	5	4	5	19
97	4	5	4	4	17
98	5	5	5	5	20
99	5	4	4	5	18
100	5	5	5	5	20
101	4	4	4	4	16
102	5	5	5	4	19
103	5	5	5	5	20
104	5	5	5	5	20
105	5	5	4	5	19

### Lampiran 3: Frequencies

#### Frequencies people (X1)

		Statistics					People
		X1.1	X1.2	X1.3	X1.4	X1.5	
N	Valid	105	105	105	105	105	105
	Missing	0	0	0	0	0	0
Mean		3.75	3.72	3.74	3.75	3.77	18.74
Std. Error of Mean		.076	.070	.075	.074	.072	.330
Median		4.00	4.00	4.00	4.00	4.00	19.00
Mode		4	4	4	4	4	20
Std. Deviation		.782	.714	.772	.757	.737	3.386

#### Frequency Table

		X1.1			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	2	6	5.7	5.7	5.7
	3	30	28.6	28.6	34.3
	4	53	50.5	50.5	84.8
	5	16	15.2	15.2	100.0
	Total	105	100.0	100.0	

		X1.2			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	2	4	3.8	3.8	3.8
	3	33	31.4	31.4	35.2
	4	56	53.3	53.3	88.6
	5	12	11.4	11.4	100.0
	Total	105	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	4.8	4.8	4.8
	3	33	31.4	31.4	36.2
	4	51	48.6	48.6	84.8
	5	16	15.2	15.2	100.0
	Total	105	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.8	3.8	3.8
	3	34	32.4	32.4	36.2
	4	51	48.6	48.6	84.8
	5	16	15.2	15.2	100.0
	Total	105	100.0	100.0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	4.8	4.8	4.8
	3	28	26.7	26.7	31.4
	4	58	55.2	55.2	86.7
	5	14	13.3	13.3	100.0
	Total	105	100.0	100.0	

### Frequencies Process (X2)

		Statistics					Process
		X2.1	X2.2	X2.3	X2.4	X2.5	
N	Valid	105	105	105	105	105	105
	Missing	0	0	0	0	0	0
Mean		3.60	3.69	3.61	3.64	3.66	18.19
Std. Error of Mean		.060	.064	.058	.064	.057	.265
Median		4.00	4.00	4.00	4.00	4.00	19.00
Mode		4	4	4	4	4	20
Std. Deviation		.614	.655	.596	.652	.586	2.711

### Frequency Table

		X2.1			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	2	3	2.9	2.9	2.9
	3	40	38.1	38.1	41.0
	4	58	55.2	55.2	96.2
	5	4	3.8	3.8	100.0
	Total	105	100.0	100.0	

		X2.2			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	2	3	2.9	2.9	2.9
	3	35	33.3	33.3	36.2
	4	59	56.2	56.2	92.4
	5	8	7.6	7.6	100.0
	Total	105	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.9	1.9	1.9
	3	41	39.0	39.0	41.0
	4	58	55.2	55.2	96.2
	5	4	3.8	3.8	100.0
	Total	105	100.0	100.0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.9	2.9	2.9
	3	39	37.1	37.1	40.0
	4	56	53.3	53.3	93.3
	5	7	6.7	6.7	100.0
	Total	105	100.0	100.0	

**X2.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	39	37.1	37.1	38.1
	4	60	57.1	57.1	95.2
	5	5	4.8	4.8	100.0
	Total	105	100.0	100.0	

### Frequencies Technology (X3)

		Statistics					Technology
		X3.1	X3.2	X3.3	X3.4	X3.5	
N	Valid	105	105	105	105	105	105
	Missing	0	0	0	0	0	0
Mean		4.02	3.94	3.90	3.93	3.93	19.73
Std. Error of Mean		.059	.057	.053	.056	.058	.221
Median		4.00	4.00	4.00	4.00	4.00	20.00
Mode		4	4	4	4	4	20
Std. Deviation		.604	.586	.546	.576	.593	2.267

### Frequency Table

#### X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	17.1	17.1	17.1
	4	67	63.8	63.8	81.0
	5	20	19.0	19.0	100.0
Total		105	100.0	100.0	

#### X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	20.0	20.0	20.0
	4	69	65.7	65.7	85.7
	5	15	14.3	14.3	100.0
Total		105	100.0	100.0	

#### X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	20.0	20.0	20.0
	4	73	69.5	69.5	89.5
	5	11	10.5	10.5	100.0
Total		105	100.0	100.0	

**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	20.0	20.0	20.0
	4	70	66.7	66.7	86.7
	5	14	13.3	13.3	100.0
Total		105	100.0	100.0	

**X3.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	22	21.0	21.0	21.0
	4	68	64.8	64.8	85.7
	5	15	14.3	14.3	100.0
Total		105	100.0	100.0	

**Frequencies kepuasan pelanggan (Y1)****Statistics**

		Y1.1	Y1.2	Y1.3	Y1.4	KepuasanPelanggan
N	Valid	105	105	105	105	105
	Missing	0	0	0	0	0
Mean		4.24	4.20	4.20	4.23	16.87
Std. Error of Mean		.066	.070	.061	.065	.235
Median		4.00	4.00	4.00	4.00	16.00
Mode		4	4	4	4	16
Std. Deviation		.673	.713	.626	.669	2.406

## Frequency Table

### Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	13.3	13.3	13.3
	4	52	49.5	49.5	62.9
	5	39	37.1	37.1	100.0
	Total	105	100.0	100.0	

### Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	17.1	17.1	17.1
	4	48	45.7	45.7	62.9
	5	39	37.1	37.1	100.0
	Total	105	100.0	100.0	

### Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	12	11.4	11.4	11.4
	4	60	57.1	57.1	68.6
	5	33	31.4	31.4	100.0
	Total	105	100.0	100.0	

### Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	13.3	13.3	13.3
	4	53	50.5	50.5	63.8
	5	38	36.2	36.2	100.0
	Total	105	100.0	100.0	



### Frequencies loyalitas pelanggan (Y2)

#### Statistics

		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	Y2.7	Y2.8	Y2.9	Loyalitas Pelanggan
N	Valid	105	105	105	105	105	105	105	105	105	105
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		4.00	3.98	4.00	3.99	4.06	4.05	4.06	4.02	4.01	36.16
Std. Error of Mean		.059	.059	.054	.058	.060	.058	.056	.052	.053	.369
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	36.00
Mode		4	4	4	4	4	4	4	4	4	36
Std. Deviation		.604	.604	.555	.596	.618	.595	.569	.537	.546	3.783

### Frequency Table

#### Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	18.1	18.1	18.1
	4	67	63.8	63.8	81.9
	5	19	18.1	18.1	100.0
	Total	105	100.0	100.0	

#### Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	19.0	19.0	19.0
	4	67	63.8	63.8	82.9
	5	18	17.1	17.1	100.0
	Total	105	100.0	100.0	

**Y2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	15.2	15.2	15.2
	4	73	69.5	69.5	84.8
	5	16	15.2	15.2	100.0
	Total	105	100.0	100.0	

**Y2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	18.1	18.1	18.1
	4	68	64.8	64.8	82.9
	5	18	17.1	17.1	100.0
	Total	105	100.0	100.0	

**Y2.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	16.2	16.2	16.2
	4	65	61.9	61.9	78.1
	5	23	21.9	21.9	100.0
	Total	105	100.0	100.0	

**Y2.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	15.2	15.2	15.2
	4	68	64.8	64.8	80.0
	5	21	20.0	20.0	100.0
	Total	105	100.0	100.0	

**Y2.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	13.3	13.3	13.3
	4	71	67.6	67.6	81.0
	5	20	19.0	19.0	100.0
	Total	105	100.0	100.0	

**Y2.8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	13.3	13.3	13.3
	4	75	71.4	71.4	84.8
	5	16	15.2	15.2	100.0
	Total	105	100.0	100.0	

**Y2.9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	14.3	14.3	14.3
	4	74	70.5	70.5	84.8
	5	16	15.2	15.2	100.0
	Total	105	100.0	100.0	

**Validitas People (X1)****Correlations**

		X1.1	X1.2	X1.3	X1.4	X1.5	People
X1.1	Pearson Correlation	1	.721**	.849**	.805**	.768**	.924**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	105	105	105	105	105	105
X1.2	Pearson Correlation	.721**	1	.672**	.798**	.774**	.877**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	105	105	105	105	105	105
X1.3	Pearson Correlation	.849**	.672**	1	.729**	.825**	.908**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	105	105	105	105	105	105
X1.4	Pearson Correlation	.805**	.798**	.729**	1	.673**	.891**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	105	105	105	105	105	105
X1.5	Pearson Correlation	.768**	.774**	.825**	.673**	1	.897**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	105	105	105	105	105	105
People	Pearson Correlation	.924**	.877**	.908**	.891**	.897**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105

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

### Validitas Process (X2)

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	Process
	Pearson Correlation	1	.689**	.725**	.764**	.658**	.878**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	105	105	105	105	105	105
X2.2	Pearson Correlation	.689**	1	.741**	.721**	.669**	.879**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	105	105	105	105	105	105
X2.3	Pearson Correlation	.725**	.741**	1	.696**	.742**	.891**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	105	105	105	105	105	105
X2.4	Pearson Correlation	.764**	.721**	.696**	1	.629**	.877**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	105	105	105	105	105	105
X2.5	Pearson Correlation	.658**	.669**	.742**	.629**	1	.841**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	105	105	105	105	105	105
Process	Pearson Correlation	.878**	.879**	.891**	.877**	.841**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105

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

**Validitas Technology (X3)**

		Correlations					
		X3.1	X3.2	X3.3	X3.4	X3.5	Technology
X3.1	Pearson Correlation	1	.492**	.530**	.556**	.487**	.790**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	105	105	105	105	105	105
X3.2	Pearson Correlation	.492**	1	.374**	.502**	.488**	.734**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	105	105	105	105	105	105
X3.3	Pearson Correlation	.530**	.374**	1	.499**	.633**	.771**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	105	105	105	105	105	105
X3.4	Pearson Correlation	.556**	.502**	.499**	1	.550**	.796**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	105	105	105	105	105	105
X3.5	Pearson Correlation	.487**	.488**	.633**	.550**	1	.810**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	105	105	105	105	105	105
Technology	Pearson Correlation	.790**	.734**	.771**	.796**	.810**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105

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

### Validitas Kepuasan pelanggan (Y1)

		Correlations				
		Y1.1	Y1.2	Y1.3	Y1.4	KepuasanPelanggan
Y1.1	Pearson Correlation	1	.702**	.753**	.754**	.893**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	105	105	105	105	105
Y1.2	Pearson Correlation	.702**	1	.728**	.791**	.902**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	105	105	105	105	105
Y1.3	Pearson Correlation	.753**	.728**	1	.716**	.886**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	105	105	105	105	105
Y1.4	Pearson Correlation	.754**	.791**	.716**	1	.909**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	105	105	105	105	105
KepuasanPelanggan	Pearson Correlation	.893**	.902**	.886**	.909**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	105	105	105	105	105

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

## Validitas Loyalitas pelanggan (Y2)

### Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	Y2.7	Y2.8	Y2.9	Loyalitas Pelanggan
Y2.1	Pearson Correlation	1	.395**	.602**	.267**	.464* *	.589**	.531**	.474**	.525**	.744**
	Sig. (2-tailed)		.000	.000	.006	.000	.000	.000	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105
Y2.2	Pearson Correlation	.395**	1	.287**	.587**	.441* *	.618**	.423**	.594**	.438**	.738**
	Sig. (2-tailed)	.000		.003	.000	.000	.000	.000	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105
Y2.3	Pearson Correlation	.602**	.287**	1	.465**	.449* *	.408**	.457**	.420**	.540**	.706**
	Sig. (2-tailed)	.000	.003		.000	.000	.000	.000	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105
Y2.4	Pearson Correlation	.267**	.587**	.465**	1	.550* *	.435**	.398**	.451**	.502**	.717**
	Sig. (2-tailed)	.006	.000	.000		.000	.000	.000	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105
Y2.5	Pearson Correlation	.464**	.441**	.449**	.550**	1	.543**	.593**	.258**	.512**	.745**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.008	.000	.000
	N	105	105	105	105	105	105	105	105	105	105
Y2.6	Pearson Correlation	.589**	.618**	.408**	.435**	.543* *	1	.390**	.479**	.295**	.736**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.002	.000
	N	105	105	105	105	105	105	105	105	105	105
Y2.7	Pearson Correlation	.531**	.423**	.457**	.398**	.593* *	.390**	1	.406**	.587**	.733**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105
Y2.8	Pearson Correlation	.474**	.594**	.420**	.451**	.258* *	.479**	.406**	1	.328**	.671**
	Sig. (2-tailed)	.000	.000	.000	.000	.008	.000	.000		.001	.000



	N	105	105	105	105	105	105	105	105	105	105
Y2.9	Pearson Correlation	.525**	.438**	.540**	.502**	.512*	.295**	.587**	.328**	1	.721**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.002	.000	.001		.000
	N	105	105	105	105	105	105	105	105	105	105
LoyalitasPela	Pearson Correlation	.744**	.738**	.706**	.717**	.745*	.736**	.733**	.671**	.721**	1
nggan	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105	105	105	105	105

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

### Reliability people (X1)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.826	6

### Reliability Process (X2)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.821	6

### Reliability Technology (X3)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.801	6

**Reliability Kepuasan pelanggan (Y1)**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.840	5

**Reliability Loyalitas pelanggan (Y2)**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.774	10