

LAMPIRAN 1

KUESIONER PENELITIAN

Kepada Yth. Bapak/Ibu/Saudara

Di Tempat

Dengan Hormat,

Kuesioner ini ditujukan membantu pengumpulan data penelitian guna menyusun tesis yang berjudul “Pengaruh Program Pemasaran Terhadap Kepuasan Dan Loyalitas Nasabah Kredit Mikro Bank BJB Cabang Bandar Lampung”. Yang merupakan salah satu syarat bagi peneliti untuk dapat menyelesaikan studi program S2 Jurusan Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas Lampung.

Untuk itu saya memohon kesedian Bapak/Ibu/Saudara untuk bersedia meluangkan waktunya untuk mengisi kuesioner ini. Atas perhatian dan bantuannya saya ucapkan terima kasih.

Hormat Saya,

Shafitranata
NPM. 1321011051

A. PROFIL RESPONDEN

1. Nama Responden :
2. Jenis Kelamin :
3. Usia : 21-30 Tahun 30-39 Tahun > 41 Tahun
4. Lama jadi nasabah : 1 Tahun 2 Tahun 3 Tahun
5. Jenis Usaha :

B. Pengaruh Program Pemasaran Terhadap Kepuasan Dan Loyalitas Nasabah Kredit Mikro Bank BJB Cabang Bandar Lampung.

Penulis ingin mendapatkan kesan atau penilaian anda terhadap Pengaruh Program Pemasaran Terhadap Kepuasan Dan Loyalitas Nasabah Kredit Mikro Bank BJB Cabang Bandar Lampung.

Cara Pengisian Jawaban :

Berilah tanda Check List (v) pada jawaban yang sesuai dengan kondisi anda.

Keterangan :

Jawaban sangat tidak setuju = STS = 1

Jawaban tidak setuju = TS = 2

Jawaban netral = N = 3

Jawaban setuju = S = 4

Jawaban sangat setuju = SS = 5

C. PROGRAM PEMASARAN

Produk (X₁)

Item Pertanyaan	STS	TS	N	S	SS
Jenis produk kredit yang ditawarkan beragam yaitu (kredit mikro, kredit umum, kredit usaha rakyat)					
Memberikan dampak positif terhadap kredit yang telah diterima					

Harga (X₂)

Item Pertanyaan	STS	TS	N	S	SS
Tingkat suku bunga dapat bersaing dengan lembaga keuangan bank dan lembaga keuangan non bank					
Kesesuaian biaya provisi dengan nominal kredit yang didapatkan					
Kesesuaian biaya asuransi dengan jaminan yang diagunkan					
Kesesuaian biaya notaris dengan nominal kredit dan agunan					

Promosi (X₃)

Item Pertanyaan	STS	TS	N	S	SS
Brosur dan iklan dipasang menarik					
Frekuensi penayangan iklan di media elektronik cukup baik					
Kepercayaan konsumen terhadap promosi dari mulut ke mulut					

Tempat (X₄)

Item Pertanyaan	STS	TS	N	S	SS
Kesan terhadap tempat dan penampilan Bank BJB					
Tersedianya halaman parkir dan keamanan					

Orang/Karyawan (X₅)

Item Pertanyaan	STS	TS	N	S	SS
Kepedulian karyawan dalam memberikan pelayanan					
Kerapian karyawan					
Keramahan karyawan dalam melayani nasabah					

Proses (X₆)

Item Pertanyaan	STS	TS	N	S	SS
Proses pengajuan sampai realisasi kredit tidak membutuhkan waktu yang lama					
Kemudahan dalam pembayaran angsuran kredit					

Bukti Fisik (X₇)

Item Pertanyaan	STS	TS	N	S	SS
Tingkat kebersihan dan kenyamanan Bank BJB					
Tingkat kebersihan toilet					
Suhu ruangan, alunan musik/siaran TV, dan penerangan yang memadai					

Kepuasan Nasabah (Y₁)**Kepuasan pada produk**

Item Pertanyaan	STS	TS	N	S	SS
Kepuasan nasabah pada produk kredit mikro Bank BJB.					

Kepuasan pada kualitas layanan

Item Pertanyaan	STS	TS	N	S	SS
Kepuasan konsumen pada bukti fisik, kelengkapan produk dan perilaku karyawan Bank BJB.					
Kepuasan konsumen lokasi dan tempat dalam memberikan pelayanan.					

Kepuasan pada spesifikasi produk

Item Pertanyaan	STS	TS	N	S	SS
Kepuasan konsumen pada biaya yang dikeluarkan untuk mendapatkan produk.					
Kepuasan konsumen pada kemudahan dalam mendapatkan produk.					

Loyalitas Nasabah (Y₂)**Niat untuk melakukan pembelian ulang**

Item Pertanyaan	STS	TS	N	S	SS
Niat nasabah untuk menambah nominal kredit atau <i>top up</i> plafon kredit pada Bank BJB					

Niat untuk mengatakan hal-hal positif tentang perusahaan kepada orang lain

Item Pertanyaan	STS	TS	N	S	SS
Niat untuk mengatakan hal-hal positif tentang perusahaan kepada orang lain.					

Niat untuk merekomendasikan perusahaan kepada orang lain

Item Pertanyaan	STS	TS	N	S	SS
Niat merekomendasikan kepada seseorang yang membutuhkan informasi.					
Niat untuk mengajak keluarga atau teman untuk memilih Bank BJB sebagai penyalur kredit mikro.					

Niat memberikan informasi personal kepada perusahaan

Item Pertanyaan	STS	TS	N	S	SS
Niat pelanggan untuk memberikan informasi personal tentang kinerja produk/jasa					
Niat pelanggan untuk memberikan saran-saran untuk perbaikan produk/jasa.					

23	4	4	4	4	4	4	4	4	4	4	4	4	4	4
24	4	4	4	4	4	4	4	4	4	4	4	4	5	4
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No.	x6.1	x6.2	x7.1	x7.2	x7.3	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6
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LAMPIRAN 3

DAFTAR NASABAH AKTIF KREDIT MIKRO BANK BJB

No.	Nama	Jenis Usaha	Jangka Waktu	Plafon Kredit
1	Achmad Krisna Udaya	Klontongan	24 Bulan	Rp20,000,000
2	Adhitia Mulawarman	Pakaian Jadi	36 Bulan	Rp30,000,000
3	Adi Irawan	Klontongan	24 Bulan	Rp10,000,000
4	Adnan Hasyim	Klontongan	36 Bulan	Rp50,000,000
5	Ali Sutejo	Klontongan	36 Bulan	Rp30,000,000
6	Andre Hendrawan	Toko Komputer	36 Bulan	Rp90,000,000
7	Apriadi	Roti Bakar	24 Bulan	Rp10,000,000
8	Arif Gunawan	Material	36 Bulan	Rp50,000,000
9	Aripudin	Sabut Kelapa	36 Bulan	Rp500,000,000
10	Arya Fonda	Laundry	36 Bulan	Rp50,000,000
11	Asmawati	Bengkel & Bakso	36 Bulan	Rp75,000,000
12	Bambang Suprianto	Klontongan	36 Bulan	Rp100,000,000
13	Bambang Sutrisno	Hp & Accesoris	36 Bulan	Rp90,000,000
14	Chandra Adfa	Klontongan	36 Bulan	Rp100,000,000
15	Damayanti	Jual Buah	24 Bulan	Rp17,000,000
16	Darningsih	Klontongan	36 Bulan	Rp20,000,000
17	Deby Oktaviany	Jual Pakaian	24 Bulan	Rp25,000,000
18	Dedeh Kurniasih	Isi Ulang Air Minum	36 Bulan	Rp120,000,000
19	Devi Andri	Rumah Makan Padang	36 Bulan	Rp80,000,000
20	Djumari	Klontongan	36 Bulan	Rp30,000,000
21	E Supriyatno	Karet	36 Bulan	Rp25,000,000
22	Edah	Pakan Burung	36 Bulan	Rp90,000,000
23	Emalya	Jual Sayur	36 Bulan	Rp60,000,000
24	Emiliana Febrina	Klontongan	36 Bulan	Rp210,000,000
25	Erwin S	Toko Mainan	36 Bulan	Rp50,000,000
26	Garmono	Klontongan	36 Bulan	Rp10,000,000
27	Hanifah	Kantin	36 Bulan	Rp40,000,000
28	Harie Sutomo	Reparasi Electronic	36 Bulan	Rp50,000,000
29	Helen Drawahyuni	Pakaian Jadi	36 Bulan	Rp50,000,000
30	Hendri Febrianto	Klontongan	36 Bulan	Rp30,000,000
31	Heri Rukmana	Laundry	48 Bulan	Rp40,000,000
32	Heru Setiawan	Rongsok	36 Bulan	Rp50,000,000
33	Ida Susanti	Accesoris Wanita	36 Bulan	Rp80,000,000
34	Hasniaty Anwar	Material	24 Bulan	Rp50,000,000
35	Taufik H Bestari	Klontongan	36 Bulan	Rp400,000,000

36	Ismail Marzuki	Klontongan	24 Bulan	Rp25,000,000
37	Iwan Supriadi	Alat Listrik	36 Bulan	Rp30,000,000
38	Jojo Sukarjo	Bubur Ayam	60 Bulan	Rp60,000,000
39	Joko Priyatno	Klontongan	36 Bulan	Rp75,000,000
40	Khodijah	Klontongan	36 Bulan	Rp20,000,000
41	Maristina	Alat Rumah Tangga	36 Bulan	Rp75,000,000
42	Mas'ud	Rumah Makan	36 Bulan	Rp75,000,000
43	Muhayatsyah	Alat Listrik & Bengkel	24 Bulan	Rp20,000,000
44	My Dedi Prinando	Jual Listrik	36 Bulan	Rp40,000,000
45	Novrianta Dem	Pakaian & Accesoris	36 Bulan	Rp50,000,000
46	Nurdahlia	Klontongan	36 Bulan	Rp80,000,000
47	Ponidi Wijaya	Klontongan	24 Bulan	Rp10,000,000
48	Redi Ferdiansyah	Bengkel & Accesoris	36 Bulan	Rp80,000,000
49	Refiana	Klontongan	36 Bulan	Rp50,000,000
50	Reni Damayanti	Klontongan	36 Bulan	Rp50,000,000
51	Ricky Nelson	Laundry	36 Bulan	Rp60,000,000
52	Rio Gunawan	Jual Beli Singkong	36 Bulan	Rp250,000,000
53	Risdianto	Pengepul Kopi	36 Bulan	Rp20,000,000
54	Riswan Delfi Fitrianto	Rongsok	36 Bulan	Rp150,000,000
55	Roby Hermawan	Accesoris Mobil	36 Bulan	Rp40,000,000
56	Roly Finangon	Klontongan	36 Bulan	Rp50,000,000
57	Rubiyati	Klontongan	36 Bulan	Rp30,000,000
58	Rudi Sumanto	Jual Beli Ayam	36 Bulan	Rp100,000,000
59	Salmansyah	Accesoris Mobil	36 Bulan	Rp50,000,000
60	Samsu Zainul	Sabut Kelapa	36 Bulan	Rp150,000,000
61	Siswandi	Jual Beli Mobil	36 Bulan	Rp75,000,000
62	Solmah	Klontongan	36 Bulan	Rp200,000,000
63	Soson Suwarsono	Jual beli Herbal	24 Bulan	Rp10,000,000
64	Sri Huliawati	Kantin	24 Bulan	Rp10,000,000
65	Sri Iriani	Kontrakan	60 Bulan	Rp60,000,000
66	Sugiana	Jual Kue	36 Bulan	Rp50,000,000
67	Sugiyanto	Klontongan	36 Bulan	Rp50,000,000
68	Sukarman	Jual Bubur	24 Bulan	Rp10,000,000
69	Sumiati Binti Tasuma	Penjahit	36 Bulan	Rp50,000,000
70	Sumiati	Jual beli ikan segar	24 Bulan	Rp30,000,000
71	Supiah	Klontongan	36 Bulan	Rp30,000,000
72	Supriyanto	Bengkel	36 Bulan	Rp100,000,000
73	Suryo Raharjo	Alat rumah tangga	36 Bulan	Rp80,000,000
74	Sutrisno	Rongsok	36 Bulan	Rp100,000,000
75	Suwarjono	Meubel	36 Bulan	Rp50,000,000
76	Suyanto	Klontongan	24 Bulan	Rp20,000,000

77	Suyitno	Rongsok	36 Bulan	Rp140,000,000
78	Tati Mulyawati	Klontongan	36 Bulan	Rp20,000,000
79	Tri Susilo	Klontongan	36 Bulan	Rp10,000,000
80	Trias Juandansyah	Ternak Ayam Petelur	36 Bulan	Rp50,000,000
81	Triyanto	Jual Ayam	36 Bulan	Rp25,000,000
82	Uniyati	Klontongan	36 Bulan	Rp25,000,000
83	Yani	Accesoris Wanita	24 Bulan	Rp10,000,000
84	Yanti	Klontongan	36 Bulan	Rp220,000,000
85	Yudiana	Jasuke	60 Bulan	Rp150,000,000
86	Yuliardi	Pakaian Jadi	36 Bulan	Rp100,000,000
87	Yunani Farianti	ATK & Foto Copy	36 Bulan	Rp30,000,000
88	Zainudin	Klontongan	36 Bulan	Rp50,000,000
89	Zulfidah Arifin	Pakaian Jadi	36 Bulan	Rp100,000,000

DAFTAR NASABAH NON AKTIF KREDIT MIKRO BANK BJB

No.	Nama	Jenis Usaha	Jangka Waktu	Plafon Kredit
1	Abi Darda	Bengkel Mobil	36 Bulan	Rp25,000,000
2	Ansori	Rongsok	36 Bulan	Rp100,000,000
3	Asnawati	Jual Buah	36 Bulan	Rp25,000,000
4	Asta Putra Wibowo	Jual Daging Segar	36 Bulan	Rp100,000,000
5	Arie Fauzi	Klontongan	36 Bulan	Rp250,000,000
6	Handali	Klontongan	36 Bulan	Rp25,000,000
7	Junny	Klontongan	36 Bulan	Rp100,000,000
8	Herman Saputra	Percetakan	60 Bulan	Rp250,000,000
9	M Yunus	Jual Beli Telur & Ternak	36 Bulan	Rp140,000,000
10	Maman Kurmana	Kontrakan	60 Bulan	Rp50,000,000
11	Mugi Sugiono	Pakaian & Accesoris HP	36 Bulan	Rp90,000,000

LAMPIRAN 4

Hasil Uji Regresi Program Pemasaran terhadap Kepuasan Nasabah

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Bukti Fisik, Harga, Proses, Tempat, Produk, Karyawan, Promosi ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan Nasabah

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	.720	.699	.99503

a. Predictors: (Constant), Bukti Fisik, Harga, Proses, Tempat, Produk, Karyawan, Promosi

ANOVA^p

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	234.622	7	33.517	33.853	.000 ^a
	Residual	91.088	92	.990		
	Total	325.710	99			

a. Predictors: (Constant), Bukti Fisik, Harga, Proses, Tempat, Produk, Karyawan, Promosi

b. Dependent Variable: Kepuasan Nasabah

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.557	1.395		1.833	.070
	Produk	.561	.171	.256	3.283	.001
	Harga	-.060	.096	-.046	-.623	.535
	Promosi	-.113	.163	-.066	-.696	.488
	Tempat	.178	.173	.077	1.029	.306
	Karyawan	.338	.138	.230	2.450	.016
	Proses	.699	.196	.328	3.563	.001
	Bukti Fisik	.334	.114	.238	2.934	.004

a. Dependent Variable: Kepuasan Nasabah

Hasil Uji Regresi Kepuasan Nasabah terhadap Loyalitas Nasabah

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Y1 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Y2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.980 ^a	.961	.960	.39883

a. Predictors: (Constant), Y1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	382.121	1	382.121	2.402E3	.000 ^a
	Residual	15.589	98	.159		
	Total	397.710	99			

a. Predictors: (Constant), Y1

b. Dependent Variable: Y2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.316	.439		5.280	.000
	Y1	1.083	.022	.980	49.013	.000

a. Dependent Variable: Y2

Lampiran 5

Hasil Uji Validitas Program Pemasaran (X)

Correlations

		X1	X2	X3	X4	X5	X6	X7	TOTAL_X
X1	Pearson Correlation	1	.473**	.644**	.512**	.470**	.534**	.549**	.757**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X2	Pearson Correlation	.473**	1	.637**	.301**	.292**	.378**	.449**	.694**
	Sig. (2-tailed)	.000		.000	.002	.003	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X3	Pearson Correlation	.644**	.637**	1	.543**	.547**	.540**	.651**	.856**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X4	Pearson Correlation	.512**	.301**	.543**	1	.529**	.451**	.599**	.704**
	Sig. (2-tailed)	.000	.002	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X5	Pearson Correlation	.470**	.292**	.547**	.529**	1	.771**	.539**	.768**
	Sig. (2-tailed)	.000	.003	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100
X6	Pearson Correlation	.534**	.378**	.540**	.451**	.771**	1	.504**	.763**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100
X7	Pearson Correlation	.549**	.449**	.651**	.599**	.539**	.504**	1	.812**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100
TOTAL_X	Pearson Correlation	.757**	.694**	.856**	.704**	.768**	.763**	.812**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100

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

Hasil Uji Validitas Kepuasan Nasabah (Y₁)

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total_Y1
Y1.1	Pearson Correlation	1	.398**	.486**	.592**	.614**	.867**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Y1.2	Pearson Correlation	.398**	1	.571**	.258**	.354**	.669**
	Sig. (2-tailed)	.000		.000	.010	.000	.000
	N	100	100	100	100	100	100
Y1.3	Pearson Correlation	.486**	.571**	1	.168	.257**	.663**
	Sig. (2-tailed)	.000	.000		.094	.010	.000
	N	100	100	100	100	100	100
Y1.4	Pearson Correlation	.592**	.258**	.168	1	.572**	.710**
	Sig. (2-tailed)	.000	.010	.094		.000	.000
	N	100	100	100	100	100	100
Y1.5	Pearson Correlation	.614**	.354**	.257**	.572**	1	.765**
	Sig. (2-tailed)	.000	.000	.010	.000		.000
	N	100	100	100	100	100	100
Total_Y1	Pearson Correlation	.867**	.669**	.663**	.710**	.765**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Hasil Uji Validitas Loyalitas Nasabah (Y₂)

Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	Total_Y2
Y2.1	Pearson Correlation	1	.415**	.508**	.548**	.605**	.361**	.827**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y2.2	Pearson Correlation	.415**	1	.571**	.277**	.354**	.456**	.690**
	Sig. (2-tailed)	.000		.000	.005	.000	.000	.000
	N	100	100	100	100	100	100	100
Y2.3	Pearson Correlation	.508**	.571**	1	.184	.257**	.270**	.651**
	Sig. (2-tailed)	.000	.000		.067	.010	.007	.000
	N	100	100	100	100	100	100	100
Y2.4	Pearson Correlation	.548**	.277**	.184	1	.569**	.419**	.691**
	Sig. (2-tailed)	.000	.005	.067		.000	.000	.000
	N	100	100	100	100	100	100	100
Y2.5	Pearson Correlation	.605**	.354**	.257**	.569**	1	.607**	.785**
	Sig. (2-tailed)	.000	.000	.010	.000		.000	.000
	N	100	100	100	100	100	100	100
Y2.6	Pearson Correlation	.361**	.456**	.270**	.419**	.607**	1	.684**
	Sig. (2-tailed)	.000	.000	.007	.000	.000		.000
	N	100	100	100	100	100	100	100
Total_Y2	Pearson Correlation	.827**	.690**	.651**	.691**	.785**	.684**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Lampiran 6

Hasil Uji Realibitas Program Pemasaran, Variabel Produk (X₁)

Reliability

Scale : ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.656	2

Item Statistics

	Mean	Std. Deviation	N
X1	3.9800	.44902	100
X2	4.0600	.50891	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	4.0600	.259	.492	.a
X2	3.9800	.202	.492	.a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.0400	.685	.82780	2

Hasil Uji Realibitas Program Pemasaran, Variabel Harga (X₁)

Reliability

Scale : ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.850	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.8700	.41815	100
X2.2	3.9400	.37118	100
X2.3	3.7900	.49838	100
X2.4	3.9400	.37118	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	11.6700	1.233	.559	.863
X2.2	11.6000	1.131	.834	.756
X2.3	11.7500	1.058	.606	.861
X2.4	11.6000	1.131	.834	.756

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.5400	1.928	1.38841	4

Hasil Uji Realibitas Program Pemasaran, Variabel Promosi (X₃)

Reliability

Scale : ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.630	3

Item Statistics

	Mean	Std. Deviation	N
X3.1	3.9400	.48866	100
X3.2	3.8900	.39937	100
X3.3	3.8000	.49237	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	7.6900	.559	.418	.563
X3.2	7.7400	.659	.441	.540
X3.3	7.8300	.526	.469	.487

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.6300	1.104	1.05078	3

Hasil Uji Realibitas Program Pemasaran, Variabel Tempat (X₄)

Reliability

Scale : ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.625	2

Item Statistics

	Mean	Std. Deviation	N
X4.1	4.0200	.40151	100
X4.2	3.7700	.50960	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	3.7700	.260	.467	. ^a
X4.2	4.0200	.161	.467	. ^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.7900	.612	.78232	2

Hasil Uji Realibitas Program Pemasaran, Variabel Karyawan (X₅)

Reliability

Scale : ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.674	3

Item Statistics

	Mean	Std. Deviation	N
X5.1	3.9500	.47937	100
X5.2	4.3100	.54486	100
X5.3	4.1000	.55958	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X5.1	8.4100	.830	.533	.530
X5.2	8.0500	.735	.529	.522
X5.3	8.2600	.800	.412	.684

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.3600	1.526	1.23517	3

Hasil Uji Realibitas Program Pemasaran, Variabel Proses (X₆)

Reliability

Scale : ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.611	2

Item Statistics

	Mean	Std. Deviation	N
X6.1	3.9500	.47937	100
X6.2	3.9900	.52214	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X6.1	3.9900	.273	.442	. ^a
X6.2	3.9500	.230	.442	. ^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.9400	.724	.85067	2

Hasil Uji Realibitas Program Pemasaran, Variabel Bukti Fisik (X₇)

Reliability

Scale : ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	91.7
	Excluded ^a	9	8.3
	Total	109	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.735	3

Item Statistics

	Mean	Std. Deviation	N
X7.1	4.0000	.42640	100
X7.2	3.5800	.63850	100
X7.3	3.8900	.51040	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X7.1	7.4700	.938	.660	.576
X7.2	7.8900	.766	.441	.844
X7.3	7.5800	.812	.645	.548

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.4700	1.666	1.29064	3

Hasil Uji Realibitas Variabel Kepuasan Nasabah (Y₁)

Reliability

Scale : ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	91.7
	Excluded ^a	9	8.3
	Total	109	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.790	5

Item Statistics

	Mean	Std. Deviation	N
Y1.1	3.9500	.60927	100
Y1.2	3.9900	.41427	100
Y1.3	3.9400	.46753	100
Y1.4	3.9400	.46753	100
Y1.5	3.9500	.47937	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	15.8200	1.745	.729	.693
Y1.2	15.7800	2.456	.510	.770
Y1.3	15.8300	2.385	.475	.779
Y1.4	15.8300	2.304	.541	.760
Y1.5	15.8200	2.189	.614	.737

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.7700	3.290	1.81384	5

Hasil Uji Realibitas Variabel Loyalitas Nasabah (Y₂)

Reliability

Scale : ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	84.7
	Excluded ^a	18	15.3
	Total	118	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.815	6

Item Statistics

	Mean	Std. Deviation	N
Y2.1	3.9600	.58465	100
Y2.2	3.9900	.41427	100
Y2.3	3.9400	.46753	100
Y2.4	3.9500	.43519	100
Y2.5	3.9500	.47937	100
Y2.6	3.9400	.37118	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	19.7700	2.421	.689	.761
Y2.2	19.7400	3.043	.555	.791
Y2.3	19.7900	3.016	.482	.806
Y2.4	19.7800	3.002	.548	.792
Y2.5	19.7800	2.739	.661	.767
Y2.6	19.7900	3.137	.564	.791

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.7300	4.017	2.00431	6