

Lampiran 2. Tabulasi Data

No	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14
1	4	3	5	3	4	3	3	3	3	3	2	2	2	4
2	2	2	3	4	2	2	3	4	2	4	2	2	3	4
3	4	2	4	4	4	3	3	5	3	4	4	3	4	3
4	5	2	4	4	5	4	2	5	4	4	3	5	3	4
5	4	2	5	3	3	3	4	3	2	3	5	2	4	2
6	3	5	3	2	4	3	5	3	3	2	4	3	5	4
7	3	5	3	4	4	3	5	5	4	4	4	5	5	2
8	2	3	4	2	3	3	5	4	2	2	4	3	4	2
9	4	3	5	3	4	3	3	3	3	3	2	2	2	4
10	2	2	3	4	2	2	3	4	2	4	2	2	3	3
11	4	2	4	4	4	3	3	5	3	4	4	3	4	5
12	5	2	4	4	5	4	2	5	4	4	3	5	3	4
13	4	2	5	3	3	3	4	3	2	3	5	2	4	4
14	3	5	3	2	4	3	5	3	3	2	4	3	5	4
15	3	5	3	4	4	3	5	5	4	4	4	5	5	2
16	1	3	3	4	4	4	3	3	3	4	4	3	3	2
17	2	2	4	2	1	3	3	4	3	2	1	3	3	4
18	2	5	4	4	5	3	4	3	4	4	5	1	5	3
19	4	3	3	4	3	3	3	4	3	4	3	2	3	5
20	2	4	3	4	2	4	4	5	4	4	2	2	4	4
21	4	5	3	3	4	4	4	4	1	3	4	4	3	4
22	4	3	3	4	3	3	3	5	4	4	3	2	4	4
23	2	3	4	2	2	4	2	1	3	3	4	3	2	1
24	3	3	2	2	5	4	4	5	3	4	3	4	4	5
25	4	3	4	4	3	3	4	3	3	3	4	3	4	3
26	2	3	5	2	4	3	5	3	4	4	3	5	5	4
27	3	4	4	4	5	2	3	4	2	3	3	5	4	2
28	4	4	3	4	3	4	3	5	3	4	3	3	3	3

29	4	5	3	3	4	2	2	3	4	2	2	3	4	2
<b>No</b>	<b>X1</b>	<b>X2</b>	<b>X3</b>	<b>X4</b>	<b>X5</b>	<b>X6</b>	<b>X7</b>	<b>X8</b>	<b>X9</b>	<b>X10</b>	<b>X11</b>	<b>X12</b>	<b>X13</b>	<b>X14</b>
30	5	4	1	5	5	4	2	4	4	4	3	3	5	3
31	5	4	5	5	4	5	2	4	4	5	4	2	5	4
32	3	5	5	4	4	4	2	5	3	3	3	4	3	2
33	3	3	3	3	3	3	5	3	2	4	3	5	3	3
34	5	3	3	4	4	3	5	3	4	4	3	5	5	4
35	2	4	5	2	4	1	3	3	4	4	4	3	3	3
36	3	2	3	4	2	2	2	4	2	1	3	3	4	3
37	2	4	3	5	3	2	5	4	4	5	3	4	3	4
38	3	5	3	4	4	3	5	5	4	4	4	5	5	2
39	2	3	4	2	3	3	5	4	2	2	4	3	4	2
40	4	3	5	3	4	3	3	3	3	3	2	2	2	4
41	2	2	3	4	2	2	3	4	2	4	2	2	3	3
42	4	2	4	4	4	3	3	5	3	4	4	3	4	5
43	5	2	4	4	5	4	2	5	4	4	3	5	3	4
44	4	2	5	3	3	3	4	3	2	3	5	2	4	4
45	3	5	3	2	4	3	5	3	3	2	4	3	5	4
46	3	5	3	4	4	3	5	5	4	4	4	5	5	2
47	1	3	3	4	4	4	3	3	3	4	4	3	3	2
48	2	2	4	2	1	3	3	4	3	2	1	3	3	4
49	2	5	4	4	5	3	4	3	4	4	5	1	5	3
50	4	3	3	4	3	3	3	4	3	4	3	2	3	5
51	2	4	3	4	2	4	4	5	4	4	2	2	4	4
52	4	5	3	3	4	4	4	4	1	3	4	4	3	4
53	4	3	3	4	3	3	3	5	4	4	3	2	4	4
54	2	3	4	2	2	4	2	1	3	3	4	3	2	1
55	3	5	3	4	4	3	5	5	4	4	4	5	5	2
56	2	3	4	2	3	3	5	4	2	2	4	3	4	2
57	4	3	5	3	4	3	3	3	3	3	2	2	2	4
58	2	2	3	4	2	2	3	4	2	4	2	2	3	3
59	4	2	4	4	4	3	3	5	3	4	4	3	4	5
60	5	2	4	4	5	4	2	5	4	4	3	5	3	4

61	4	2	5	3	3	3	4	3	2	3	5	2	4	4
62	3	5	3	2	4	3	5	3	3	2	4	3	5	4
<b>No</b>	<b>X1</b>	<b>X2</b>	<b>X3</b>	<b>X4</b>	<b>X5</b>	<b>X6</b>	<b>X7</b>	<b>X8</b>	<b>X9</b>	<b>X10</b>	<b>X11</b>	<b>X12</b>	<b>X13</b>	<b>X14</b>
63	3	5	3	4	4	3	5	5	4	4	4	5	5	2
64	1	3	3	4	4	4	3	3	3	4	4	3	3	2
65	3	5	3	4	4	3	5	5	4	4	4	5	5	2
66	2	3	4	2	3	3	5	4	2	2	4	3	4	2
67	4	3	5	3	4	3	3	3	3	3	2	2	2	4
68	2	2	3	4	2	2	3	4	2	4	2	2	3	3
69	4	2	4	4	4	3	3	5	3	4	4	3	4	5
70	5	2	4	4	5	4	2	5	4	4	3	5	3	4
71	4	2	5	3	3	3	4	3	2	3	5	2	4	4
72	3	5	3	2	4	3	5	3	3	2	4	3	5	4
73	3	5	3	4	4	3	5	5	4	4	4	5	5	2
74	1	3	3	4	4	4	3	3	3	4	4	3	3	2
75	2	2	4	2	1	3	3	4	3	2	1	3	3	4
76	2	5	4	4	5	3	4	3	4	4	5	1	5	3
77	4	3	3	4	3	3	3	4	3	4	3	2	3	5
78	2	4	3	4	2	4	4	5	4	4	2	2	4	4
79	4	5	3	3	4	4	4	4	1	3	4	4	3	4
80	3	5	3	4	4	3	5	5	4	4	4	5	5	2
81	2	3	4	2	3	3	5	4	2	2	4	3	4	2
82	4	3	5	3	4	3	3	3	3	3	2	2	2	4
83	2	2	3	4	2	2	3	4	2	4	2	2	3	3
84	4	2	4	4	4	3	3	5	3	4	4	3	4	5
85	3	5	3	4	4	3	5	5	4	4	4	5	5	2
86	2	3	4	2	3	3	5	4	2	2	4	3	4	2
87	4	3	5	3	4	3	3	3	3	3	2	2	2	4
88	2	2	3	4	2	2	3	4	2	4	2	2	3	3
89	4	2	4	4	4	3	3	5	3	4	4	3	4	5
90	5	2	4	4	5	4	2	5	4	4	3	5	3	4
91	4	2	5	3	3	3	4	3	2	3	5	2	4	4
92	3	5	3	2	4	3	5	3	3	2	4	3	5	4

93	3	5	3	4	4	3	5	5	4	4	4	5	5	2
94	1	3	3	4	4	4	3	3	3	4	4	3	3	2
95	2	2	4	2	1	3	3	4	3	2	1	3	3	4
<b>No</b>	<b>X1</b>	<b>X2</b>	<b>X3</b>	<b>X4</b>	<b>X5</b>	<b>X6</b>	<b>X7</b>	<b>X8</b>	<b>X9</b>	<b>X10</b>	<b>X11</b>	<b>X12</b>	<b>X13</b>	<b>X14</b>
96	2	5	4	4	5	3	4	3	4	4	5	1	5	3
97	3	5	3	4	4	3	5	5	4	4	4	5	5	2
98	2	3	4	2	3	3	5	4	2	2	4	3	4	2
99	4	3	5	3	4	3	3	3	3	3	2	2	2	4
100	3	5	3	4	4	3	5	5	4	4	4	5	5	2
<b>Total</b>	<b>310</b>	<b>334</b>	<b>365</b>	<b>340</b>	<b>353</b>	<b>312</b>	<b>365</b>	<b>393</b>	<b>306</b>	<b>341</b>	<b>339</b>	<b>314</b>	<b>374</b>	<b>329</b>











### Lampiran 3. Hasil Uji Validitas

**Component Matrix<sup>a</sup>**

	Component
	1
x1	.742
x2	.712
x3	.856
x4	.752
x5	.771
x6	.892
x7	.736
x8	.736
x9	.841
x10	.856
x11	.814
x12	.722
x13	.813
x14	.866

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

## Lampiran 4 Hasil Uji Reliabilitas

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.784	14

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1	44.65	29.765	.304	.639
x2	44.41	28.891	.331	.634
x3	44.10	36.717	-.285	.708
x4	44.35	30.674	.327	.637
x5	44.22	26.941	.629	.586
x6	44.63	32.579	.214	.651
x7	44.10	31.727	.146	.663
x8	43.82	29.745	.386	.627
x9	44.69	29.368	.493	.615
x10	44.34	30.408	.370	.631
x11	44.36	29.768	.329	.635
x12	44.61	28.240	.383	.624
x13	44.01	28.434	.500	.609
x14	44.46	34.776	-.108	.701

Lampiran 5. Hasil Regresi

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Kepercayaan, Benefi, Komunikasi	.	Enter

- a. All requested variables entered.  
 b. Dependent Variable: Loyalitas

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.660 <sup>a</sup>	.435	.422	.76064	.435	31.774	3	96	.000

- a. Predictors: (Constant), Kepercayaan, Benefi, Komunikasi

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.479	3	1.493	31.774	.000 <sup>a</sup>
	Residual	90.010	96	.938		
	Total	94.489	99			

- a. Predictors: (Constant), Kepercayaan, Benefi, Komunikasi  
 b. Dependent Variable: Loyalitas

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.236	.058		.000	1.000
	Benefi	.214	.086	.417	3.963	.005
	Komunikasi	.306	.076	.306	4.796	.027
	Kepercayaan	.504	.099	.575	5.820	.000

- a. Dependent Variable: Loyalitas