

No.	Aspek Penilaian	Alternatif Jawaban				
	Kepuasan Pelanggan (X1)	STS	TS	N	S	SS
1	Saya merasa puas dengan kualitas produk WISDOM Coffee shop					
2	Saya merasa puas dengan kualitas pelayanan WISDOM Coffee shop					
3	Saya merasa puas dengan tingkat harga WISDOM Coffee shop					
4	Saya merasa puas dengan suasana WISDOM Coffee shop					
5	Saya merasa puas dengan sikap karyawan WISDOM Coffee shop					
6	Saya merasa puas dengan pelayanan IT karyawan WISDOM Coffee shop					
	Kualitas Pelayanan (X2)	STS	TS	N	S	SS
1	Saya merasa fasilitas di WISDOM Coffee shop lengkap					
2	Saya merasa karyawan WISDOM Coffee shop selalu dapat membantu saya dalam hal apa pun yang dibutuhkan					
3	Saya merasa karyawan WISDOM Coffee shop selalu sigap dalam melayani segala kebutuhan saya selama saya bersantai di tempat.					
4	Saya merasa karyawan WISDOM Coffee shop selalu ramah dalam memberikan pelayanan					
5	Saya merasa bahwa karyawan di WISDOM Coffee shop memiliki rasa ketulusan dalam mengutamakan pelanggan.					

****TERIMA KASIH****

LAMPIRAN 2 HASIL ANGKET

1. Kepuasan Pelanggan (X1)

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
1	5	4	5	5	4	4
2	5	5	5	5	5	5
3	4	4	4	4	4	4
4	4	4	4	4	4	4
5	5	5	5	5	5	5
6	4	4	4	4	4	4
7	4	4	4	4	4	4
8	3	4	3	4	4	3
9	5	5	5	5	5	5
10	4	4	5	4	4	5
11	4	5	5	5	5	5
12	4	4	5	4	4	4
13	5	5	5	5	5	5
14	4	4	4	4	4	4
15	4	4	4	4	4	4
16	5	5	5	5	5	5
17	5	5	5	5	5	5
18	3	2	2	3	3	2
19	4	4	5	4	4	4
20	2	3	4	2	3	3
21	5	4	5	5	4	4
22	3	3	4	3	3	4
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25	4	5	4	4	4	4
26	4	4	4	4	4	4
27	3	3	3	4	4	3
28	5	5	5	5	5	5
29	4	4	5	4	4	5
30	2	3	2	2	3	3
31	5	5	5	5	5	5
32	4	4	4	4	3	4
33	5	5	5	5	5	5
34	5	5	5	5	5	5
35	4	4	5	5	4	5
36	3	3	3	4	4	3
37	5	5	5	5	5	5
38	5	5	5	4	5	5

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
39	4	4	4	4	4	4
40	5	5	5	5	5	5
41	4	4	5	5	4	5
42	4	4	4	4	4	3
43	4	3	3	3	3	3
44	4	4	5	4	5	5
45	2	2	2	3	2	2
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47	3	3	3	3	2	2
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49	2	2	2	3	2	2
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52	5	4	5	5	5	5
53	3	4	3	3	3	3
54	2	2	2	2	2	2
55	5	5	5	5	5	5
56	5	5	5	5	4	5
57	4	4	4	4	4	4
58	4	4	4	4	4	4
59	5	5	5	5	5	5
60	4	4	4	4	5	5
61	4	5	5	5	4	5
62	3	2	3	3	3	3
63	3	3	2	2	2	3
64	4	4	3	4	4	3
65	4	4	5	5	5	4
66	4	3	3	3	3	3
67	3	3	4	3	4	4
68	4	4	5	4	4	4
69	4	4	5	4	4	5
70	5	5	4	5	5	4
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72	3	3	4	4	4	3
73	4	5	4	4	5	5
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75	4	4	3	4	4	3
76	3	3	3	4	4	4
77	4	4	4	4	5	5
78	5	5	5	4	5	4
79	3	3	3	3	4	3
80	4	4	3	3	4	3

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
81	2	3	3	3	2	2
82	2	3	3	2	2	3
83	3	4	3	3	3	2
84	4	5	4	4	5	3
85	4	4	4	4	4	3
86	3	4	4	3	3	3
87	3	4	4	3	3	2
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94	5	5	5	4	4	4
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97	3	4	3	3	3	2
98	3	3	4	4	4	4
99	3	4	5	4	3	5
100	5	4	5	5	4	5
101	4	3	4	3	3	3
102	3	4	3	4	4	4
103	3	3	4	4	4	3
104	5	5	5	5	5	4
105	4	4	5	4	4	3
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107	5	5	5	4	4	4
108	3	3	3	4	3	3
109	3	2	2	2	3	3
110	4	5	4	4	5	4
111	3	4	4	3	4	4
112	5	5	5	4	5	5
113	3	2	2	3	3	2
114	3	4	4	4	4	4
115	4	3	3	3	4	4
116	4	4	5	4	4	4
117	3	4	3	3	3	4
118	3	3	4	3	3	5
119	3	3	3	3	3	5
120	5	4	4	4	5	5
121	3	3	4	4	3	3
122	4	4	3	4	3	2

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
123	2	3	3	2	2	3
124	5	4	5	4	4	4
125	3	3	3	4	3	3
126	3	3	4	3	3	3
127	3	4	3	4	3	3
128	3	4	3	4	4	3
129	5	4	4	5	5	4
130	3	3	3	4	3	4
131	3	3	4	3	4	3
132	3	4	4	3	3	3
133	5	4	5	5	4	4
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135	3	4	4	3	4	3
136	4	3	4	3	3	3
137	3	3	4	3	3	3
138	3	4	5	3	3	3
139	4	5	4	4	5	2
140	3	3	4	3	3	3
141	3	3	3	2	2	2
142	4	4	4	3	3	3
143	5	5	5	5	4	4
144	3	4	3	3	4	4
145	3	4	4	3	4	3
146	4	4	5	5	4	4
147	4	3	3	4	4	4
148	3	4	3	3	3	3
149	4	3	4	4	4	4
150	5	4	4	4	3	5
151	3	4	4	4	4	4
152	4	4	4	4	5	5
153	5	4	4	4	5	4

2. Kualitas Pelayanan (X2)

No.	X2.1	X2.2	X2.3	X2.4	X2.5
1	5	4	5	5	5
2	4	4	4	4	4
3	4	3	3	4	3
4	4	4	4	4	4
5	5	5	5	5	3
6	4	4	4	4	4
7	4	4	4	3	3

No.	X2.1	X2.2	X2.3	X2.4	X2.5
8	3	4	4	3	4
9	5	4	5	5	4
10	4	4	4	4	4
11	5	4	4	4	4
12	3	4	4	4	3
13	5	5	5	5	5
14	4	4	4	3	3
15	4	4	4	4	4
16	5	5	5	5	4
17	5	5	5	5	5
18	2	3	3	2	2
19	3	5	5	5	4
20	4	5	4	4	2
21	5	4	5	5	5
22	3	3	3	3	3
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24	5	4	4	4	4
25	4	4	4	3	3
26	3	4	4	4	4
27	4	4	3	4	4
28	5	5	5	5	5
29	4	4	5	5	4
30	3	3	2	2	2
31	5	5	5	5	5
32	3	3	3	3	2
33	4	4	4	4	4
34	4	4	5	4	5
35	4	4	4	4	4
36	3	2	3	2	2
37	4	4	4	4	4
38	4	4	4	4	4
39	5	5	5	5	4
40	5	5	5	5	5
41	4	4	4	4	4
42	5	4	4	5	5
43	4	4	3	4	4
44	4	5	4	5	5
45	2	3	3	3	2
46	4	4	4	4	4
47	3	3	3	3	2
48	4	4	4	3	4
49	2	3	2	2	2

No.	X2.1	X2.2	X2.3	X2.4	X2.5
50	3	4	3	4	3
51	5	5	5	5	5
52	4	4	4	4	4
53	2	4	4	5	2
54	3	3	3	3	3
55	4	4	4	4	5
56	5	4	4	4	4
57	4	4	4	4	4
58	4	4	4	4	4
59	5	5	5	5	5
60	4	4	4	4	4
61	4	4	5	4	4
62	3	2	2	2	2
63	2	3	3	3	2
64	4	3	3	3	4
65	5	5	5	4	5
66	4	4	4	4	4
67	4	3	4	4	3
68	5	5	4	5	4
69	5	5	4	4	4
70	4	4	5	5	4
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73	5	5	5	4	4
74	4	4	4	3	4
75	4	4	4	4	3
76	3	3	3	4	4
77	4	5	5	4	5
78	4	4	5	5	4
79	3	3	3	4	3
80	3	4	3	3	3
81	2	2	3	2	2
82	3	2	3	2	3
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86	4	4	3	4	4
87	4	3	3	3	4
88	2	2	3	2	2
89	4	3	3	4	4
90	3	3	2	3	3
91	3	3	3	3	4

No.	X2.1	X2.2	X2.3	X2.4	X2.5
92	4	4	3	4	3
93	4	3	3	4	4
94	4	4	4	4	5
95	5	5	4	4	5
96	4	5	5	5	5
97	3	3	4	4	4
98	4	3	3	3	3
99	3	3	4	4	3
100	4	5	5	5	4
101	3	3	3	2	3
102	2	1	1	2	4
103	2	3	2	2	2
104	4	4	5	4	5
105	4	4	3	4	4
106	2	2	2	3	2
107	4	5	4	5	4
108	4	4	5	4	4
109	3	4	3	2	4
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128	4	3	3	4	4
129	4	4	4	4	5
130	4	3	3	4	4
131	3	4	4	4	3
132	2	3	3	3	4
133	5	4	5	5	4

No.	X2.1	X2.2	X2.3	X2.4	X2.5
134	5	4	5	5	4
135	4	3	4	3	4
136	3	3	3	4	4
137	4	3	3	3	4
138	3	3	3	4	4
139	2	3	3	3	4
140	4	4	3	3	3
141	3	3	3	3	2
142	3	3	4	4	3
143	4	3	3	4	3
144	4	4	4	3	3
145	4	3	4	3	4
146	5	5	5	4	4
147	4	4	3	3	4
148	3	4	4	3	2
149	1	1	1	2	2
150	5	5	5	5	3
151	2	2	3	2	4
152	3	4	3	3	4
153	4	5	4	4	4

3. Loyalitas Pelanggan

No.	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Y.11	Y.12
1	4	4	4	5	4	5	4	5	4	5	4	4
2	5	5	5	5	5	5	5	5	5	5	5	5
3	4	4	4	4	4	4	4	4	4	4	4	4
4	4	3	4	3	3	3	4	4	3	4	3	3
5	5	5	5	5	5	5	5	5	5	5	5	5
6	4	4	4	4	4	4	4	4	4	4	4	4
7	4	4	4	4	4	4	4	4	4	4	4	4
8	3	4	5	3	4	4	5	4	3	4	4	5
9	4	5	5	5	5	5	4	4	5	5	5	5
10	5	4	3	4	3	3	3	4	3	4	4	4
11	5	5	5	5	5	5	5	5	5	5	5	5
12	4	4	3	4	4	4	4	3	4	4	4	4
13	5	5	5	5	5	5	5	5	5	5	5	5
14	4	4	4	4	4	4	4	4	4	4	4	4
15	4	4	4	3	4	4	4	4	4	4	4	4
16	4	5	5	5	5	5	5	5	5	5	5	5
17	5	5	5	5	5	5	5	5	5	5	5	5
18	2	2	3	3	2	2	3	3	2	2	3	2

19	5	5	5	5	5	5	4	5	5	5	5	5
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21	5	4	4	4	4	4	4	4	4	4	4	4
22	4	4	4	4	4	4	4	5	5	4	3	3
23	5	5	4	4	5	4	4	4	4	4	4	5
24	5	4	4	4	4	3	4	4	4	3	4	4
25	4	4	4	5	5	4	4	4	4	4	5	5
26	4	4	4	4	4	4	5	5	4	5	4	4
27	5	5	4	4	4	4	4	4	4	5	4	4
28	3	4	3	4	3	3	4	3	3	3	4	4
29	4	5	4	4	4	4	4	4	4	4	5	4
30	3	3	2	2	2	3	3	2	2	3	2	3
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32	3	3	2	3	3	3	2	3	3	3	4	4
33	5	5	5	5	5	5	5	5	5	5	5	5
34	5	5	4	5	5	5	5	5	5	5	5	5
35	4	4	4	4	4	4	4	4	3	5	4	4
36	3	3	2	3	3	3	3	2	2	3	2	2
37	5	5	5	5	5	5	5	5	5	5	5	5
38	5	5	5	5	5	5	5	5	5	5	5	5
39	5	5	5	5	5	5	5	5	5	5	5	5
40	5	5	5	5	5	5	5	5	5	5	5	5
41	4	4	4	4	4	4	4	4	4	4	4	4
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43	4	4	4	4	5	4	4	5	5	5	4	4
44	4	4	4	4	5	4	3	4	4	4	4	4
45	2	2	2	3	3	2	2	3	3	2	3	2
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52	5	4	4	4	4	5	4	4	4	5	5	5
53	5	4	4	5	5	4	4	5	5	4	4	5
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55	5	5	5	5	5	5	5	5	5	5	5	5
56	5	4	4	4	4	5	4	5	5	4	5	4
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59	5	5	5	5	5	5	3	4	3	5	5	5
60	5	5	3	5	5	5	5	5	5	5	5	5
61	4	4	5	5	4	4	5	4	4	5	5	4

62	2	2	3	3	3	3	2	3	2	2	2	3
63	2	3	2	2	2	3	2	2	3	2	3	3
64	4	4	4	3	3	3	3	3	4	4	4	3
65	4	4	5	5	4	5	4	4	4	5	4	4
66	4	4	5	4	4	5	4	5	4	4	4	5
67	3	4	4	3	3	4	3	4	4	3	4	3
68	4	4	5	4	5	5	4	4	4	4	4	4
69	4	5	4	4	5	4	4	4	4	4	4	5
70	5	4	5	5	4	4	4	4	5	5	5	5
71	2	4	3	3	3	3	3	3	3	3	4	4
72	2	3	2	3	4	4	3	3	3	4	3	4
73	4	4	5	5	5	4	4	5	4	5	5	5
74	3	3	3	4	3	3	3	3	4	4	3	3
75	4	4	3	3	4	4	4	3	3	3	3	4
76	4	4	4	3	3	4	4	3	4	4	4	3
77	5	4	5	5	4	4	4	5	4	4	4	5
78	4	5	4	4	4	5	5	5	4	4	5	4
79	4	4	3	3	3	3	4	4	3	3	4	4
80	3	3	3	4	4	4	4	3	4	4	4	3
81	4	4	4	3	3	4	3	3	3	4	3	3
82	2	2	3	2	2	3	3	2	2	3	2	2
83	3	4	3	3	3	4	4	3	4	4	4	3
84	3	4	3	3	2	4	4	3	3	4	3	4
85	3	3	4	3	4	3	4	3	3	3	3	4
86	3	3	3	3	3	3	3	3	3	3	3	3
87	5	5	5	5	4	5	4	5	5	5	4	4
88	3	3	3	3	2	3	3	2	3	3	3	2
89	3	2	2	2	2	3	2	2	3	3	2	3
90	4	4	4	4	4	4	4	3	4	4	4	3
91	4	3	3	3	4	3	4	4	3	3	3	4
92	3	4	4	3	3	3	3	3	4	4	4	3
93	3	4	3	4	4	3	3	3	3	3	3	4
94	4	4	4	4	4	4	4	4	4	4	4	4
95	4	5	4	4	3	4	4	4	3	4	4	5
96	4	5	3	3	4	3	3	3	3	3	3	3
97	3	4	4	4	3	3	3	4	3	3	3	3
98	3	4	3	3	3	3	3	4	3	4	3	3
99	4	3	4	4	3	3	3	4	3	3	3	4
100	5	4	4	5	4	5	5	4	4	4	4	4
101	4	4	3	2	4	3	3	4	3	3	4	3
102	2	4	2	2	3	3	3	3	3	3	3	3
103	2	4	2	2	2	3	2	4	3	3	3	3
104	4	4	3	3	3	4	4	4	3	3	3	4

105	3	3	3	3	4	3	3	3	3	3	3	3
106	3	2	3	3	3	2	3	3	3	2	2	2
107	4	4	4	5	4	5	5	4	5	5	5	5
108	5	5	4	4	4	4	5	5	4	4	5	4
109	4	5	4	4	4	4	3	4	4	4	3	3
110	3	4	4	3	5	4	3	3	3	4	3	3
111	4	3	3	4	4	3	3	3	3	4	4	3
112	5	4	5	4	4	4	5	5	5	4	5	4
113	3	3	4	4	3	3	4	4	4	4	3	4
114	3	4	3	3	4	3	3	3	3	3	3	4
115	5	4	4	4	4	5	4	4	5	5	4	4
116	5	5	4	4	4	5	5	5	5	5	4	4
117	3	4	3	4	3	3	3	4	3	3	3	4
118	4	4	3	3	4	3	3	4	3	3	3	4
119	3	3	3	3	3	3	4	3	4	3	3	4
120	4	4	4	3	4	4	5	5	5	4	5	4
121	3	4	4	3	3	3	3	4	3	3	3	3
122	3	4	3	4	4	3	3	3	3	4	3	3
123	3	2	2	3	2	3	2	3	2	3	3	3
124	4	5	4	4	5	4	4	4	5	5	5	5
125	4	4	3	3	3	4	4	3	3	4	4	4
126	3	3	3	3	3	3	3	3	3	3	3	3
127	3	4	3	3	4	4	3	3	4	3	4	3
128	3	4	4	4	4	3	3	4	3	3	3	4
129	4	5	4	5	5	4	4	4	5	4	5	4
130	4	4	4	4	3	4	4	3	3	3	3	4
131	3	4	4	3	4	4	3	4	3	4	3	3
132	4	4	3	3	4	3	3	3	4	3	3	3
133	5	4	4	4	5	3	3	4	4	4	4	4
134	4	5	4	4	4	5	5	5	5	4	5	5
135	3	4	4	4	4	3	3	4	3	4	3	4
136	3	4	4	4	3	3	3	4	4	3	3	4
137	4	3	4	3	4	3	4	3	3	4	3	4
138	3	4	3	3	3	4	3	3	3	4	4	3
139	4	3	3	3	3	4	3	4	4	3	4	3
140	3	4	3	2	3	3	3	3	3	3	3	3
141	3	2	2	3	2	2	3	3	3	2	2	3
142	3	4	4	4	4	3	3	3	3	3	3	3
143	4	4	4	4	3	4	4	3	4	4	4	5
144	4	4	3	3	4	3	3	4	3	3	3	4
145	5	4	4	5	4	4	4	4	4	4	4	5
146	4	5	5	5	4	4	4	4	4	4	4	4
147	3	3	4	3	3	4	3	4	3	3	3	4

148	4	4	4	4	3	4	3	3	3	3	4	2
149	4	4	3	3	4	4	3	4	3	3	4	4
150	3	3	3	4	4	4	4	4	3	3	3	4
151	3	4	3	3	3	4	3	4	3	3	4	3
152	5	4	5	4	4	4	5	5	4	4	5	4
153	5	4	5	5	5	4	5	4	5	4	5	4



LAMPIRAN 3 UJI VALIDITAS

1. Kepuasan Pelanggan

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1
X1.1	Pearson Correlation	1	.731**	.709**	.765**	.736**	.642**	1
	Sig. (2-tailed)		.000	.000	.000	.000	.000	
	N	153	153	153	153	153	153	153
X1.2	Pearson Correlation	.731**	1	.723**	.683**	.726**	.567**	.731**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	153	153	153	153	153	153	153
X1.3	Pearson Correlation	.709**	.723**	1	.706**	.654**	.673**	.709**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	153	153	153	153	153	153	153
X1.4	Pearson Correlation	.765**	.683**	.706**	1	.737**	.646**	.765**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	153	153	153	153	153	153	153
X1.5	Pearson Correlation	.736**	.726**	.654**	.737**	1	.655**	.736**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	153	153	153	153	153	153	153
X1.6	Pearson Correlation	.642**	.567**	.673**	.646**	.655**	1	.642**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	153	153	153	153	153	153	153
X1	Pearson Correlation	.862**	.849**	.849**	.875**	.864**	.793**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	153	153	153	153	153	153	153

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

2. Kualitas Pelayanan

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1	Pearson Correlation	1	.703**	.689**	.669**	.633**	.870**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	153	153	153	153	153	153
X2.2	Pearson Correlation	.703**	1	.735**	.723**	.515**	.864**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	153	153	153	153	153	153
X2.3	Pearson Correlation	.689**	.735**	1	.725**	.556**	.873**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	153	153	153	153	153	153

X2.4	Pearson Correlation	.669**	.723**	.725**	1	.577**	.869**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	153	153	153	153	153	153
X2.5	Pearson Correlation	.633**	.515**	.556**	.577**	1	.773**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	153	153	153	153	153	153
X2	Pearson Correlation	.870**	.864**	.873**	.869**	.773**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	153	153	153	153	153	153

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

3. Loyalitas Pelanggan

Correlations													
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Y.11	Y.12
Y.1	Pearson Correlation	1	.703**	.689**	.669**	.633**	.870**	1	.703**	.689**	.669**	.633**	.870**
	Sig. (2-tailed)		.000	.000	.000	.000	.000		.000	.000	.000	.000	
	N	153	153	153	153	153	153	153	153	153	153	153	153
Y.2	Pearson Correlation	.703**	1	.735**	.723**	.515**	.864**	.703**	1	.735**	.723**	.515**	.864**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	153	153	153	153	153	153	153	153	153	153	153	153
Y.3	Pearson Correlation	.689**	.735**	1	.725**	.556**	.873**	.689**	.735**	1	.725**	.556**	.873**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000		.000	.000	.000
	N	153	153	153	153	153	153	153	153	153	153	153	153
Y.4	Pearson Correlation	.669**	.723**	.725**	1	.577**	.869**	.669**	.723**	.725**	1	.577**	.869**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000		.000	.000
	N	153	153	153	153	153	153	153	153	153	153	153	153

Y.5	Pearson Correlation	.633**	.515**	.556**	.577**	1	.773**	.633**	.515**	.556**	.577**	1	.773**	.633**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000		.000	.000
	N	153	153	153	153	153	153	153	153	153	153	153	153	153
Y.6	Pearson Correlation	.870**	.864**	.873**	.869**	.773**	1	.870**	.864**	.873**	.869**	.773**	1	.870**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000		.000
	N	153	153	153	153	153	153	153	153	153	153	153	153	153
Y.7	Pearson Correlation	1	.703**	.689**	.669**	.633**	.870**	1	.703**	.689**	.669**	.633**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	153	153	153	153	153	153	153	153	153	153	153	153	153
Y.8	Pearson Correlation	.703**	.659**	.710**	.687**	.664**	.674**	.693**	1	.726**	.666**	.704**	.697**	.841**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	153	153	153	153	153	153	153	153	153	153	153	153	153
Y.9	Pearson Correlation	.717**	.648**	.691**	.722**	.703**	.736**	.734**	.726**	1	.751**	.786**	.643**	.868**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	153	153	153	153	153	153	153	153	153	153	153	153	153
Y.10	Pearson Correlation	.710**	.697**	.726**	.747**	.690**	.806**	.728**	.666**	.751**	1	.755**	.687**	.878**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	153	153	153	153	153	153	153	153	153	153	153	153	153
Y.11	Pearson Correlation	.711**	.720**	.701**	.722**	.692**	.761**	.737**	.704**	.786**	.755**	1	.699**	.881**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000

	N	153	153	153	153	153	153	153	153	153	153	153	153	153
Y.1 2	Pearson	.679	.648	.638	.711	.687	.679	.692	.697	.643	.687	.699	1	.829
	Correlati on	**	**	**	**	**	**	**	**	**	*	**		**
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	153	153	153	153	153	153	153	153	153	153	153	153	153
Y	Pearson	.846	.810	.849	.862	.831	.862	.849	.841	.868	.878	.881	.829	1
	Correlati on	**	**	**	**	**	**	**	**	**	**	**	**	
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	153	153	153	153	153	153	153	153	153	153	153	153	153

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

LAMPIRAN 4 STATISTIK DESKRIPTIF

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Kepuasan Pelanggan	153	2.00	5.00	3.8184	.71830
Kualitas Pelayanan	153	1.40	5.00	3.7046	.74906
Loyalitas Pelanggan	153	2.00	5.00	3.8152	.72836
Valid N (listwise)	153				



LAMPIRAN 5 UJI HIPOTESIS

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790 ^a	.624	.619	.44960
a. Predictors: (Constant), Kualitas Pelayanan, Kepuasan Pelanggan				

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	50.316	2	25.158	124.458	.000 ^b	50.316
	30.321	150	.202			30.321
	80.637	152				80.637
a. Dependent Variable: Loyalitas Pelanggan						
b. Predictors: (Constant), Kualitas Pelayanan, Kepuasan Pelanggan						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.625	.206		3.039	.003
	Kepuasan Pelanggan	.500	.074	.493	6.789	.000
	Kualitas Pelayanan	.345	.071	.355	4.888	.000
a. Dependent Variable: Loyalitas Pelanggan						