

LAMPIRAN

LAMPIRAN 1 : Kuesioner

i. Identitas Kuesioner

Nama :

Jenis Kelamin :

Umur :

Pendapatan :

Pendidikan Terakhir :

ii. Petunjuk Pengisian

Isilah pernyataan kuesioner berikut ini sesuai dengan jawaban yang tersedia dan diberi tanda check list () padakolom yang tersedia. Anda dapat memilih salah satu jawaban yang menurut anda paling tepat dengan keterangan sebagai berikut:

SS = SangatSetuju

S = Setuju

N = Netral

TS = Tidak Setuju

STS = Sangat Tidak Setuju

Pernyataan	SS	S	N	TS	STS
Variabel Kualitas Pelayanan					
Apakah pelayanan sudah sesuai dengan yang diharapkan?					
Apakah pegawai andal dalam melayani?					
Apakah kemampuan pegawai memberikan pelayanan dengan cepat dan tanggap?					
Apakah pegawai ramah dalam melayani ?					

Variabel Kepuasan Pelanggan					
Saya merasa puas membeli tiket di Atrakana Travel					
Saya merasa puas dengan harga yang di berikan oleh Atrakana Travel					
Saya merasa puas dengantiket yang di dapatkan di Atrakana Travel					
Saya merasa puas dan akan membeli kembali di Atrakana Travel					
Variabel Loyalitas Pelanggan					
Jika dikemudian hari saya membutuhkan tiket untuk berpergian, saya akan membeli lagi di Atrakana Travel					
Saya akan mengatakan hal-hal yang baik/ positif mengenai Atrakana travel kepada orang lain					
Saya akan selalu mendorong teman atau kenalan saya untuk membeli tiket di Atrakana Travel					
Jika saya akan membeli tiket, saya akan menempatkan Atrakana Travel sebagai pilihan utama					

LAMPIRAN 2 : Tabulasi Data

NO	X1.1	X1.2	X1.3	X1.4	TOTAL	X2.1	X2.2	X2.3	X2.4	TOTAL	Y1.1	Y2.2	Y3.3	Y4.4	TOTAL
1	3	3	3	2	11	1	2	3	4	10	3	3	3	3	12
2	2	3	3	3	11	3	2	2	4	11	2	3	3	2	10
3	3	3	3	3	12	1	3	2	4	10	3	3	3	2	11
4	2	3	3	2	10	3	2	2	4	11	3	3	3	2	11
5	3	3	3	2	11	3	3	3	3	12	2	3	3	3	11
6	2	1	2	3	8	2	4	2	4	12	2	2	3	3	10
7	3	2	2	2	9	3	2	3	3	11	3	3	2	3	11
8	3	3	2	5	13	2	3	4	1	10	3	2	2	2	9
9	2	2	3	3	10	3	2	2	1	8	3	3	2	5	13
10	3	3	2	3	11	3	3	2	2	10	2	2	3	3	10
11	5	4	4	3	16	4	4	4	4	16	5	5	5	4	19
12	4	4	4	5	17	4	3	3	4	14	4	4	4	5	17
13	5	5	5	4	19	4	4	5	4	17	4	4	4	4	16
14	4	4	4	5	17	4	4	4	4	16	4	3	3	4	14
15	5	5	5	4	19	4	3	4	3	14	5	4	4	3	16
16	4	4	4	5	17	5	4	4	3	16	4	4	4	5	17
17	5	3	4	4	16	4	4	4	5	17	4	4	4	4	16
18	3	4	3	4	14	5	5	5	5	20	4	3	4	3	14
19	4	3	5	4	16	4	4	4	5	17	5	4	4	3	16
20	4	4	4	4	16	5	4	4	3	16	4	4	4	4	16
21	4	3	3	4	14	4	4	4	5	17	4	3	4	3	14
22	4	4	3	4	15	5	5	5	4	19	5	5	5	5	20
23	4	4	4	4	16	4	4	4	5	17	4	4	4	5	17
24	4	3	4	3	14	5	5	5	4	19	5	4	4	3	16
25	5	4	4	3	16	4	5	4	5	18	4	4	4	5	17
26	4	4	4	5	17	5	3	4	4	16	4	4	4	5	17
27	5	5	5	4	19	3	4	3	4	14	5	5	5	4	19
28	4	4	4	5	17	4	3	5	4	16	4	4	4	5	17
29	3	3	3	3	12	4	3	5	4	16	4	4	4	4	16
30	3	3	2	3	11	4	4	4	4	16	4	3	4	3	14
31	3	4	4	5	16	3	4	3	3	13	5	4	4	3	16
32	4	5	5	4	18	5	4	3	4	16	4	4	4	5	17
33	4	4	4	4	16	4	2	4	4	14	5	5	5	4	19
34	3	3	3	3	12	4	4	3	5	16	4	4	4	5	17
35	5	5	5	4	19	4	4	5	5	18	3	3	4	4	14
36	4	4	4	5	17	3	3	3	3	12	3	3	5	4	15
37	4	3	4	4	15	4	3	4	3	14	3	4	4	5	16
38	4	3	4	4	15	3	4	4	4	15	4	5	5	4	18
39	3	3	3	4	13	4	5	3	4	16	2	3	4	4	13
40	5	3	3	4	15	4	5	5	4	18	3	2	2	4	11
41	1	2	3	4	10	3	3	3	2	11	3	2	2	3	10
42	3	2	2	4	11	2	3	3	3	11	1	3	2	3	9
43	1	3	2	4	10	3	3	3	3	12	4	2	3	3	12
44	3	2	2	4	11	2	3	3	2	10	2	4	4	4	14
45	3	3	3	3	12	3	3	3	2	11	1	2	3	4	10
46	2	4	2	4	12	2	1	2	3	8	3	2	2	4	11
47	3	2	3	3	11	3	2	2	2	9	3	3	3	3	12
48	2	3	4	1	10	3	3	2	5	13	2	3	2	3	10
49	3	2	2	1	8	2	2	3	3	10	3	2	2	1	8
50	3	3	2	2	10	3	3	2	3	11	3	2	3	3	11

LAMPIRAN 3: Hasil Deskriptif Penelitian

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	4,0	4,0	4,0
	TS	11	22,0	22,0	26,0
	N	13	26,0	26,0	52,0
	S	16	32,0	32,0	84,0
	SS	8	16,0	16,0	100,0
	Total	50	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	10	20,0	20,0	20,0
	N	16	32,0	32,0	52,0
	S	17	34,0	34,0	86,0
	SS	7	14,0	14,0	100,0
	Total	50	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	13	26,0	26,0	26,0
	N	14	28,0	28,0	54,0
	S	18	36,0	36,0	90,0
	SS	5	10,0	10,0	100,0
	Total	50	100,0	100,0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	8,0	8,0	8,0
	TS	8	16,0	16,0	24,0
	N	13	26,0	26,0	50,0
	S	18	36,0	36,0	86,0
	SS	7	14,0	14,0	100,0
	Total	50	100,0	100,0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	2,0	2,0	2,0
	TS	9	18,0	18,0	20,0
	N	16	32,0	32,0	52,0
	S	16	32,0	32,0	84,0
	SS	8	16,0	16,0	100,0
	Total	50	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	18,0	18,0	18,0
	N	16	32,0	32,0	50,0
	S	16	32,0	32,0	82,0
	SS	9	18,0	18,0	100,0
	Total	50	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	12	24,0	24,0	24,0
	N	16	32,0	32,0	56,0
	S	16	32,0	32,0	88,0
	SS	6	12,0	12,0	100,0
	Total	50	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	8,0	8,0	8,0
	TS	8	16,0	16,0	24,0
	N	12	24,0	24,0	48,0
	S	19	38,0	38,0	86,0
	SS	7	14,0	14,0	100,0
	Total	50	100,0	100,0	

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	2,0	2,0	2,0
	TS	9	18,0	18,0	20,0
	N	13	26,0	26,0	46,0
	S	17	34,0	34,0	80,0
	SS	10	20,0	20,0	100,0
	Total	50	100,0	100,0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	16,0	16,0	16,0
	N	15	30,0	30,0	46,0
	S	20	40,0	40,0	86,0
	SS	7	14,0	14,0	100,0
	Total	50	100,0	100,0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	11	22,0	22,0	22,0
	N	12	24,0	24,0	46,0
	S	20	40,0	40,0	86,0
	SS	7	14,0	14,0	100,0
	Total	50	100,0	100,0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	10,0	10,0	10,0
	TS	5	10,0	10,0	20,0
	N	12	24,0	24,0	44,0
	S	19	38,0	38,0	82,0
	SS	9	18,0	18,0	100,0
	Total	50	100,0	100,0	

LAMPIRAN 4 : Hasil Uji Validitas dan Uji Reliabilitas

1. VARIABEL KUALITAS PELAYANAN

		X1.1	X1.2	X1.3	X1.4	Total_X1
X1.1	Pearson Correlation	1	,626**	,678**	,356*	,829**
	Sig. (2-tailed)		,000	,000	,011	,000
	N	50	50	50	50	50
X1.2	Pearson Correlation	,626**	1	,724**	,457**	,862**
	Sig. (2-tailed)	,000		,000	,001	,000
	N	50	50	50	50	50
X1.3	Pearson Correlation	,678**	,724**	1	,367**	,854**
	Sig. (2-tailed)	,000	,000		,009	,000
	N	50	50	50	50	50
X1.4	Pearson Correlation	,356*	,457**	,367**	1	,682**
	Sig. (2-tailed)	,011	,001	,009		,000
	N	50	50	50	50	50
Total_X1	Pearson Correlation	,829**	,862**	,854**	,682**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	50	50	50	50	50

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

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics	
Cronbach's Alpha	N of Items
818	4

2. VARIABEL KEPUASAN PELANGGAN

Correlations

		X2.1	X2.2	X2.3	X2.4	Total_X2
X2.1	Pearson Correlation	1	,588**	,646**	,395**	,826**
	Sig. (2-tailed)		,000	,000	,005	,000
	N	50	50	50	50	50
X2.2	Pearson Correlation	,588**	1	,588**	,484**	,830**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	50	50	50	50	50
X2.3	Pearson Correlation	,646**	,588**	1	,375**	,817**
	Sig. (2-tailed)	,000	,000		,007	,000
	N	50	50	50	50	50
X2.4	Pearson Correlation	,395**	,484**	,375**	1	,713**
	Sig. (2-tailed)	,005	,000	,007		,000
	N	50	50	50	50	50
Total_X2	Pearson Correlation	,826**	,830**	,817**	,713**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	50	50	50	50	50

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

Reliability Statistics

Cronbach's Alpha	N of Items
,806	4

3. VARIABEL KEPUASAN PELANGGAN

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Total_Y1
Y1.1	Pearson Correlation	1	,667**	,625**	,281*	,795**
	Sig. (2-tailed)		,000	,000	,048	,000
	N	50	50	50	50	50
Y1.2	Pearson Correlation	,667**	1	,801**	,529**	,909**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	50	50	50	50	50
Y1.3	Pearson Correlation	,625**	,801**	1	,475**	,879**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	50	50	50	50	50
Y1.4	Pearson Correlation	,281*	,529**	,475**	1	,695**
	Sig. (2-tailed)	,048	,000	,000		,000
	N	50	50	50	50	50
Total_Y1	Pearson Correlation	,795**	,909**	,879**	,695**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	50	50	50	50	50

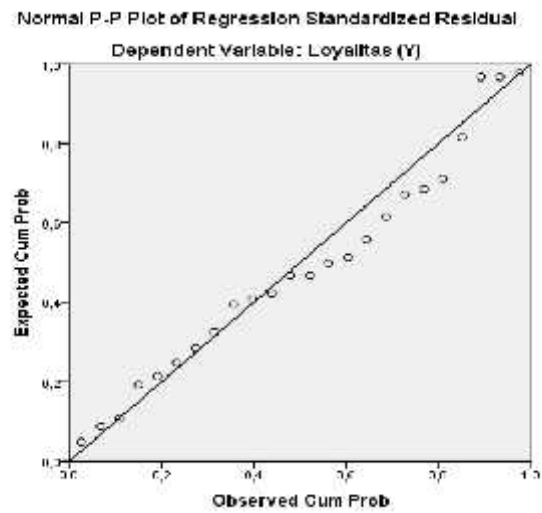
** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

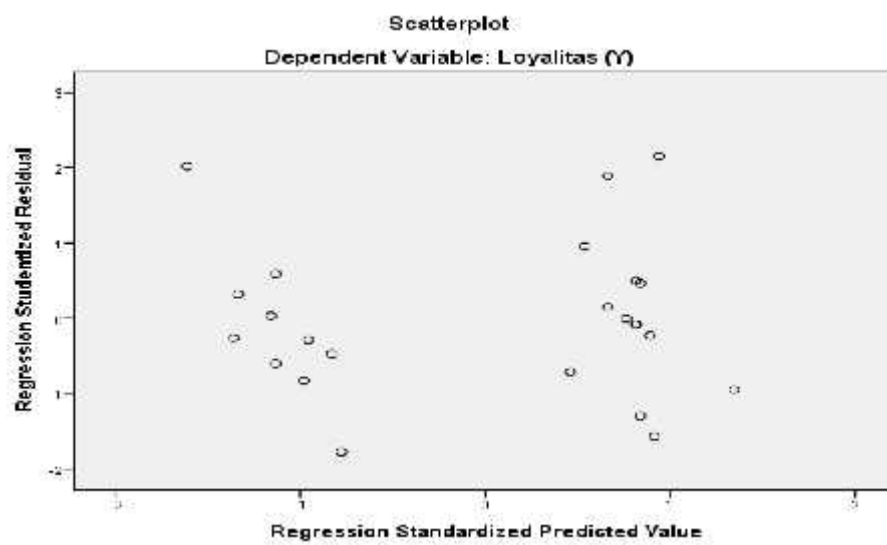
Cronbach's Alpha	N of Items
,832	4

LAMPIRAN 5 : Hasil Uji Asumsi Klasik

1. Uji NORMALITAS



2. Uji HETEROKEDASTISITAS



3. UJI MULTIKOLINEARITAS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,881	1,745		1,078	,293		
	Kualitas (X1)	,467	,159	,473	2,944	,008	,542	1,845
	Kepuasan (X2)	,399	,144	,446	2,776	,011	,542	1,845

a. Dependent Variable: Loyalitas (Y)

4. UJI AUTOKORELASI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,841 ^a	,707	,679	1,776	2,371

a. Predictors: (Constant), Kepuasan (X2), Kualitas (X1)

b. Dependent Variable: Loyalitas (Y)

5. UJI LINEARITAS

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas (Y) * Kualitas (X1)	Between Groups	(Combined)	205,783	10	20,578	13,233	,000
		Linearity	135,428	1	135,428	87,085	,000
		Deviation from Linearity	70,355	9	7,817	5,027	,074
	Within Groups		20,217	13	1,555		
Total			226,000	23			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas (Y) * Kepuasan (X2)	Between Groups	(Combined)	363,309	12	30,276	8,508	,000
		Linearity	214,870	1	214,870	60,379	,000
		Deviation from Linearity	148,439	11	13,494	3,792	,059
	Within Groups		131,671	37	3,559		
Total			494,980	49			

LAMPIRAN 6 : Hasil Uji Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,881	1,745		1,078	,293
	Kualitas (X1)	,467	,159	,473	2,944	,008
	Kepuasan (X2)	,399	,144	,446	2,776	,011

a. Dependent Variable: Loyalitas (Y)

LAMPIRAN 7 : Hasil Uji Hipotesis

1. UJI SIMULTAN (Uji F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159,745	2	79,873	25,316	,000 ^b
	Residual	66,255	21	3,155		
	Total	226,000	23			

a. Dependent Variable: Loyalitas (Y)

b. Predictors: (Constant), Kepuasan (X2), Kualitas (X1)

2. Uji Parsial (Uji t)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,881	1,745		1,078	,293
	Kualitas (X1)	,467	,159	,473	2,944	,008
	Kepuasan (X2)	,399	,144	,446	2,776	,011

a. Dependent Variable: Loyalitas (Y)

3. Uji Koefisien Determinasi Ganda

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,841 ^a	,707	,679	1,776	2,371

a. Predictors: (Constant), Kepuasan (X2), Kualitas (X1)

b. Dependent Variable: Loyalitas (Y)