

LAMPIRAN A
KUESIONER PENELITIAN

KUESIONER

PENGARUH KUALITAS PELAYANAN, KEPERCAYAAN, DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN

**(Studi Kasus pada BMT Bina Ummat Sejahtera Kecamatan Sumber
Kabupaten Rembang)**

Dengan Hormat,

Saya mahasiswa dari Fakultas Ekonomi dan Bisnis pada Universitas Darul Ulum Islamic Center Sudirman (GUPPI) Ungaran mengadakan Penelitian tentang “Pengaruh Kualitas Pelayanan, Kepercayaan, dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan pada BMT Bina Ummat Sejahtera Kecamatan Sumber Kabupaten Rembang”.

Saya sangat berharap bantuan bapak/ibu/saudara bersedia mengisi kuesioner dan menjawab seluruh pertanyaan berikut ini dengan sebenar – benarnya. Pengisian ini tidak berpengaruh terhadap pekerjaan Bapak/Ibu/Saudara, data yang saya kumpulkan ini hanya untuk kepentingan ilmiah dan saya menjamin kerahasiaan identitas Bapak/Ibu/Saudara.

Demikian permohonan saya dan atas kesediaan Bapak/Ibu/Saudara saya ucapkan terima kasih.

Peneliti

Khilyatun Nisa

NPM : 12.51.0009

A. IDENTITAS RESPONDEN

Lingkarilah pada pilihan jawaban yang paling sesuai menurut Bapak/Ibu/Saudara/Saudari

- a. Jenis kelamin : 1. Pria 2. Wanita
- b. Pendidikan terakhir : 1. SD 2. SMP 3. SLTA 4. S1 5. Lainnya....
- c. Usia :tahun
- d. Pekerjaan : 1. Swasta 2. PNS 3. Wirausaha 4. Lainnya.....

B. Butir Pertanyaan

Petunjuk Pengisian :

Berilah jawaban pada pertanyaan berikut sesuai dengan pendapat anda dengan cara memberi () pada kolom yang tersedia sesuai dengan sikap saudara dan sesuai dengan kondisi sebenarnya skor 5 :

- a. Jawaban Sangat Setuju (SS) memperoleh skor 5
- b. Jawaban Setuju (S) memperoleh skor 4
- c. Jawaban Netral (N) memperoleh skor 3
- d. Jawaban Tidak Setuju (TS) memperoleh skor 2
- e. Jawaban Sangat Tidak Setuju (STS) memperoleh skor 1

1. Kualitas Pelayanan (X1)

No	Pertanyaan	Skor				
		5	4	3	2	1
		SS	S	N	TS	STS
1	Fasilitas yang digunakan di BMT Bina Ummat Sejahtera lengkap, rapi, dan bersih					
2	Pegawai BMT Bina Ummat Sejahtera terampil dalam melayani nasabah					
3	Pelayanan BMT Bina Ummat Sejahtera sesuai yang dipromosikan					
4	Sikap ramah yang diberikan karyawan dalam melayani nasabah sudah baik.					
5	Pegawai BMT Bina Ummat Sejahtera mempunyai kemampuan baik dalam menyampaikan informasi kepada nasabah					

2. Kepercayaan (X2)

No	Pertanyaan	Skor				
		5	4	3	2	1
		SS	S	N	TS	STS
1	Nasabah yakin bahwa pegawai BMT Bina Ummat Sejahtera akan berperilaku jujur dan berperilaku sebenarnya					
2	Pegawai BMT Bina Ummat Sejahtera memiliki pengetahuan teknik interpersonal					
3	Pegawai BMT Bina Ummat Sejahtera bertanggung jawab atas kerahasiaan identitas konsumen					
4	BMT Bina Ummat Sejahtera mampu mengatasi segala masalah/kesulitan yang dihadapi nasabah					
5	Pegawai BMT Bina Ummat Sejahtera mampu untuk melindungi nama baik nasabah					

3. Kepuasan Pelanggan (X3)

No	Pertanyaan	Skor				
		5	4	3	2	1
		SS	S	N	TS	STS
1	BMT Bina Ummat Sejahtera sudah memenuhi sesuai harapan nasabah					
2	Perasaan puas menggunakan jasa yang diberikan BMT Bina Ummat Sejahtera					
3	Kepuasan terhadap fasilitas yang diberikan BMT Bina Ummat Sejahtera					
4	Kepuasan terhadap pelayanan atau yang diberikan BMT Bina Ummat Sejahtera					
5	Kesesuaian produk yang diberikan BMT Bina Ummat Sejahtera dengan masalah yang dihadapi nasabah					

4. Loyalitas Pelanggan (Y)

No	Pertanyaan	Skor				
		5	4	3	2	1
		SS	S	N	TS	STS
1	BMT Bina Ummat Sejahtera adalah pilihan yang pertama dibanding yang lain					
2	Saya tertarik untuk pembelian terus menerus terhadap produk yang disediakan BMT Bina Ummat Sejahtera					
3	Saya merekomendasikan kepada teman/saudara untuk lebih memilih BMT Bina Ummat Sejahtera dalam mengatasi segala masalah yang dihadapi					
4	Pegawai BMT Bina Ummat Sejahtera jujur dan baik dalam melayani konsumen					
5	Membicarakan Hal – hal yang positif tentang BMT Bina Ummat Sejahtera					

LAMPIRAN B
TABEL INPUT DATA
RESPONDEN

LAMPIRAN C
DATA RESPONDEN

1. Jumlah Responden

		Jenis Kelamin Responden	Umur Responden	Pekerjaan Responden
N	Valid	100	100	100
	Missing	0	0	0

2. Jumlah Responden Berdasarkan Jenis Kelamin

jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	45	45.0	45.0	45.0
	perempuan	55	55.0	55.0	100.0
Total		100	100.0	100.0	

3. Jumlah Responden berdasarkan umur

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<25 tahun	13	13.0	13.0	13.0
	25-32 tahun	17	17.0	17.0	30.0
	32-45 tahun	38	38.0	38.0	62.0
	>45 tahun	32	32.0	32.0	100.0
Total		100	100.0	100.0	

4. Jumlah Responden Berdasarkan Pekerjaan

pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	wiraswasta	25	25.0	25.0	25.0
	PNS	20	20.0	20.0	45.0
	wirausaha	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN D
STATISTIK DESKRIPTIF

1. Frequency Kualitas Pelayanan (X1)

Statistics

		x1.1	x1.2	x1.3	x1.4	x1.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	11	11.0	11.0	13.0
	4	64	64.0	64.0	77.0
	5	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	12	12.0	12.0	13.0
	3	36	36.0	36.0	49.0
	4	37	37.0	37.0	86.0
	5	14	14.0	14.0	100.0
Total	100	100.0	100.0		

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	19	19.0	19.0	26.0
	4	53	53.0	53.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	22	22.0	22.0	26.0
	4	53	53.0	53.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

x1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	3	3.0	3.0	6.0
3	16	16.0	16.0	22.0
4	49	49.0	49.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

2. Frequency kepercayaan (X2)

Statistics

		x2.1	x2.2	x2.3	x2.4	x2.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

x2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	22	22.0	22.0	23.0
4	55	55.0	55.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

x2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	6	6.0	6.0	7.0
3	37	37.0	37.0	44.0
4	43	43.0	43.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

x2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	5	5.0	5.0	8.0
3	22	22.0	22.0	30.0
4	51	51.0	51.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

x2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3.0	3.0	3.0
3	17	17.0	17.0	20.0
4	52	52.0	52.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

x2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	3	3.0	3.0	4.0
3	23	23.0	23.0	27.0
4	46	46.0	46.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

3. Frequency Kepuasan Pelanggan (X3)

Statistics

	x3.1	x3.2	x3.3	x3.4	x3.5
N Valid	100	100	100	100	100
Missing	0	0	0	0	0

x3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	4	4.0	4.0	5.0
3	13	13.0	13.0	18.0
4	60	60.0	60.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

x3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6.0	6.0	6.0
3	24	24.0	24.0	30.0
4	48	48.0	48.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

x3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	19	19.0	19.0	22.0
	4	58	58.0	58.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

x3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	15	15.0	15.0	19.0
	4	64	64.0	64.0	83.0
	5	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

x3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	3.0
	3	19	19.0	19.0	22.0
	4	60	60.0	60.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

4. Frequency Loyalitas Pelanggan (Y)

Statistics

		y.1	y.2	y.3	y.4	y.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	16	16.0	16.0	17.0
	4	50	50.0	50.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	21	21.0	21.0	24.0
	4	48	48.0	48.0	72.0
	5	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	19	19.0	19.0	20.0
	4	46	46.0	46.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	15	15.0	15.0	18.0
	4	43	43.0	43.0	61.0
	5	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.0
	3	15	15.0	15.0	17.0
	4	51	51.0	51.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN E
UJI VALIDITAS

1. Uji Validitas Kualitas Pelayanan (X1)

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	kualitas pelayanan
x1.1	Pearson Correlation	1	.340**	.323**	.259**	.274**	.607**
	Sig. (2-tailed)		.001	.001	.009	.006	.000
	N	100	100	100	100	100	100
x1.2	Pearson Correlation	.340**	1	.325**	.469**	.276**	.731**
	Sig. (2-tailed)	.001		.001	.000	.005	.000
	N	100	100	100	100	100	100
x1.3	Pearson Correlation	.323**	.325**	1	.400**	.251*	.676**
	Sig. (2-tailed)	.001	.001		.000	.012	.000
	N	100	100	100	100	100	100
x1.4	Pearson Correlation	.259**	.469**	.400**	1	.298**	.713**
	Sig. (2-tailed)	.009	.000	.000		.003	.000
	N	100	100	100	100	100	100
x1.5	Pearson Correlation	.274**	.276**	.251*	.298**	1	.647**
	Sig. (2-tailed)	.006	.005	.012	.003		.000
	N	100	100	100	100	100	100
kualitas pelayanan	Pearson Correlation	.607**	.731**	.676**	.713**	.647**	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).

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

2. Uji Validitas Kepercayaan (X2)

Correlations

		x2.1	x2.2	x2.3	x2.4	x2.5	kepercayaan
x2.1	Pearson Correlation	1	.495**	.516**	.289**	.290**	.718**
	Sig. (2-tailed)		.000	.000	.003	.003	.000
	N	100	100	100	100	100	100
x2.2	Pearson Correlation	.495**	1	.538**	.193	.333**	.736**
	Sig. (2-tailed)	.000		.000	.055	.001	.000
	N	100	100	100	100	100	100
x2.3	Pearson Correlation	.516**	.538**	1	.307**	.429**	.814**
	Sig. (2-tailed)	.000	.000		.002	.000	.000
	N	100	100	100	100	100	100

x2.4	Pearson Correlation	.289**	.193	.307**	1	.241*	.563**
	Sig. (2-tailed)	.003	.055	.002		.016	.000
	N	100	100	100	100	100	100
x2.5	Pearson Correlation	.290**	.333**	.429**	.241*	1	.667**
	Sig. (2-tailed)	.003	.001	.000	.016		.000
	N	100	100	100	100	100	100
kepercayaan	Pearson Correlation	.718**	.736**	.814**	.563**	.667**	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).

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

3. Uji Validitas Kepuasan Pelanggan (X3)

Correlations

		x3.1	x3.2	x3.3	x3.4	x3.5	kepuasan
x3.1	Pearson Correlation	1	.293**	.288**	.409**	.421**	.660**
	Sig. (2-tailed)		.003	.004	.000	.000	.000
	N	100	100	100	100	100	100
x3.2	Pearson Correlation	.293**	1	.601**	.284**	.529**	.751**
	Sig. (2-tailed)	.003		.000	.004	.000	.000
	N	100	100	100	100	100	100
x3.3	Pearson Correlation	.288**	.601**	1	.401**	.607**	.783**
	Sig. (2-tailed)	.004	.000		.000	.000	.000
	N	100	100	100	100	100	100
x3.4	Pearson Correlation	.409**	.284**	.401**	1	.447**	.675**
	Sig. (2-tailed)	.000	.004	.000		.000	.000
	N	100	100	100	100	100	100
x3.5	Pearson Correlation	.421**	.529**	.607**	.447**	1	.813**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
kepuasan	Pearson Correlation	.660**	.751**	.783**	.675**	.813**	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).

4. Uji Validitas Loyalitas Pelanggan (Y)

Correlations

		y.1	y.2	y.3	y.4	y.5	loyalitas pelanggan
y.1	Pearson Correlation	1	.608**	.643**	.537**	.627**	.838**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
y.2	Pearson Correlation	.608**	1	.549**	.450**	.433**	.753**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
y.3	Pearson Correlation	.643**	.549**	1	.605**	.640**	.847**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
y.4	Pearson Correlation	.537**	.450**	.605**	1	.608**	.795**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
y.5	Pearson Correlation	.627**	.433**	.640**	.608**	1	.817**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
loyalitas pelanggan	Pearson Correlation	.838**	.753**	.847**	.795**	.817**	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).

LAMPIRAN F
RELIABILITAS

1. Uji Reliabilitas Kualitas Pelayanan (X1)

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
.697	5

2. Uji Reliabilitas Kepercayaan (X2)

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
.741	5

3. Uji Reliabilitas Kepuasan Pelanggan (X3)

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
.787	5

4. Uji Reliabilitas Loyalitas Pelanggan (Y)

Case Processing Summary

		N	%
Cases	Valid	100	97.1
	Excluded ^a	3	2.9
	Total	103	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.867	5

LAMPIRAN G
UJI KORELASI

1. Analisis Korelasi Sederhana

Correlations

		kualitas	kepercayaan	kepuasan	loyalitas
Kualitas	Pearson Correlation	1	.642**	.612**	.555**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
kepercayaan	Pearson Correlation	.642**	1	.586**	.557**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
kepuasan	Pearson Correlation	.612**	.586**	1	.550**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Loyalitas	Pearson Correlation	.555**	.557**	.550**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

2. Analisis Korelasi Berganda

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	.643 ^a	.414	.395	2.399	.414	22.584	3	96	.000

a. Predictors: (Constant), kepuasan, kepercayaan, kualitas

LAMPIRAN H
UJI REGRESI

1. Analisis Regresi Linier Sederhana

a. Pengaruh variabel Kualitas pelayanan terhadap Loyalitas pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.564	1.837		4.661	.000
	kualitas pelayanan	.621	.094	.555	6.610	.000

a. Dependent Variable: loyalitas pelayanan

b. Pengaruh variabel kepercayaan terhadap loyalitas pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.886	1.781		4.991	.000
	kepercayaan	.604	.091	.557	6.643	.000

a. Dependent Variable: loyalitas pelayanan

c. Pengaruh variabel kepuasan pelanggan terhadap loyalitas pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.519	1.870		4.554	.000
	kepuasan	.614	.094	.550	6.516	.000

a. Dependent Variable: loyalitas pelayanan

2. Analisis Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.510	1.971		2.288	.024
	kualitas	.261	.123	.233	2.118	.037
	kepercayaan	.279	.117	.257	2.392	.019
	kepuasan	.286	.117	.256	2.456	.016

a. Dependent Variable: loyalitas

3. Koefisien Determinasi (Uji R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 ^a	.414	.395	2.399

a. Predictors: (Constant), kepuasan, kepercayaan, kualitas

LAMPIRAN I
UJI HIPOTESIS

1. Pengujian Hipotesis Secara Parsial (Uji Statistik t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.510	1.971		2.288	.024
	kualitas	.261	.123	.233	2.118	.037
	kepercayaan	.279	.117	.257	2.392	.019
	kepuasan	.286	.117	.256	2.456	.016

a. Dependent Variable: loyalitas

2. Pengujian Hipotesis Secara Simultan (Uji Statistik F)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	389.833	3	129.944	22.584	.000 ^a
	Residual	552.357	96	5.754		
	Total	942.190	99			

a. Predictors: (Constant), kepuasan, kepercayaan, kualitas

b. Dependent Variable: loyalitas

LAMPIRAN J
TABEL R

LAMPIRAN K
TABEL T

LAMPIRAN L
TABEL F

LAMPIRAN M
KARTU BIMBINGAN
SKRIPSI