

## Daftar Pustaka

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# LAMPIRAN

**LAMPIRAN I : SURAT KETERSEDIAAN PEMBIMBING**



**LAMPRAN II : TABEL KUESIONER**

**IDENTITAS RESPONDEN**

Petunjuk pengisian kuesioner :

1. Sebelum anda menjawab daftar pernyataan yang telah disiapkan, isilah terlebih dahulu identitas yang telah disediakan.
2. Bacalah dengan baik setiap pernyataan, kemudian beri tanda (v) pada jawabanyangdianggap paling tepat.
3. Isilah angket dengan jujur serta penuh ketelitian. Dan terimakasih telah bersedia mengisi kuesioner ini.
4. Penilaian untuk skor adalah :( 1 = Sangat tidak puas, 2 = Tidak puas, 3 =Cukuppuas, 4 = Puas, 5 = Sangat puas )

**Nama Responden** :

**Usia Responden** :

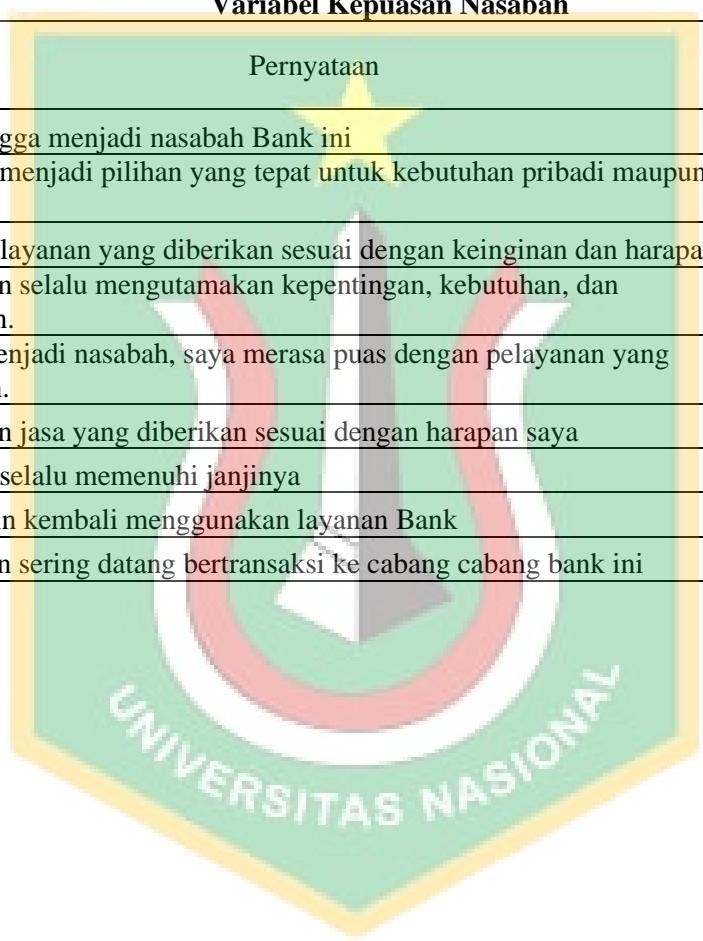
**Pendidikan Terakhir** :

**Pekerjaan** :

Variabel Kualitas Pelayanan						
No	Pernyataan	Skor				
		1	2	3	4	5
<i>Indikator Tangible</i>						
1	Fasilitas yang diberikan lengkap					
2	Ruangan memberikan kenyamanan kepada nasabah					
3	Ruangan menjaga kebersihan dengan baik					
<i>Indikator Reability</i>						
1	Karyawan memberikan ucapan salam sebelum melayani nasabah					
<i>Indikator Responsiveness</i>						
1	Kecepatan dalam memberikan pelayanan kepada nasabah					
2	Karyawan cepat dan tanggap terhadap kebutuhan nasabah					
<i>Indikator Assurance</i>						
1	Pelayanan yang diberikan sangat baik					

2	Karyawan memiliki pengetahuan yang baik tentang produk layanan Bank						
<i>Indikator Emphaty</i>							
1	Perhatian kepada nasabah						
2	Mengutamakan kepentingan nasabah						

<b>Variabel Kepuasan Nasabah</b>						
No	Pernyataan	Skor				
		1	2	3	4	5
1	Saya bangga menjadi nasabah Bank ini					
2	Bank ini menjadi pilihan yang tepat untuk kebutuhan pribadi maupun usaha					
3	Setiap pelayanan yang diberikan sesuai dengan keinginan dan harapan					
4	Pelayanan selalu mengutamakan kepentingan, kebutuhan, dan keinginan.					
5	Selain menjadi nasabah, saya merasa puas dengan pelayanan yang diberikan.					
6	Pelayanan jasa yang diberikan sesuai dengan harapan saya					
7	Bank ini selalu memenuhi janjinya					
8	Saya ingin kembali menggunakan layanan Bank					
9	Saya akan sering datang bertransaksi ke cabang cabang bank ini					



**LAMPIRAN III : HASIL KUESIONER**

No	Usia	Pendidikan Terakhir	Pekerjaan	
	USIA	PENDIDIKAN	PEKERJAAN	
1				
2		3	4	4
3		3	4	2
4		3	4	4
5		3	3	1
6		3	3	3
7		4	4	2
8		3	4	2
9		3	4	4
10		3	4	2
11		3	4	3
12		4	4	2
13		3	4	4
14		3	4	4
15		4	4	2
16		3	3	2
17		3	4	3
18		3	4	2
19		4	4	2
20		2	3	1
21		3	3	2
22		3	4	2
23		3	4	3
24		2	3	2
25		3	4	4
26		3	3	2
27		3	4	1
28		3	3	3
29		4	3	3
30		3	3	4
31		2	3	4
32		3	3	4
33		4	3	2
34		2	4	2
35		4	3	2
36		4	3	2
37		4	3	2
38		2	3	1
39		3	3	2



40	2	3	1
41	3	4	1
42	3	3	2
43	4	4	2
44	3	3	3
45	2	3	1
46	2	3	2
47	4	4	4
48	4	4	2
49	4	2	4
50	2	2	4
51	3	3	2
52	3	3	4
53	3	3	4
54	4	3	4
55	4	4	3
56	3	3	2
57	3	3	2
58	3	3	2
59	2	4	1
60	3	4	4
61	3	4	2
62	2	3	1
63	2	3	1
64	3	4	2
65	2	3	1
66	2	4	4
67	3	3	4
68	3	4	4
69	3	3	3
70	3	3	3
71	3	3	1
72	3	3	2
73	4	3	4
74	3	3	2
75	3	4	4
76	1	2	4
77	3	3	4
78	3	4	1
79	3	3	3
80	4	4	2
81	4	4	2
82	3	3	4
83	4	4	4



### Hasil kuesioner kepuasan pelanggan

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9
4		5	4	4	3	3	3	4
5		4	4	5	4	4	4	3
3		4	3	4	4	3	4	4
3		5	4	5	4	5	4	5
4		4	3	4	4	4	4	4
3		4	3	4	4	4	5	4
4		4	4	4	5	4	3	5
3		3	4	4	4	4	5	4
5		5	4	4	3	4	4	4
4		4	4	4	4	4	3	4
4		4	4	4	4	4	4	3
4		4	4	3	3	3	3	4
3		4	4	4	4	4	3	5
5		3	4	4	4	4	3	5
3		4	3	4	3	3	4	4
3		3	3	4	3	4	3	4
3		4	3	4	5	4	4	3
4		4	3	3	4	4	3	4
3		4	5	5	5	4	3	5
4		5	4	4	3	3	4	5
4		3	3	4	3	3	3	3
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4		3	5	5	5	3	4	4
3		4	4	3	4	4	4	3
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3		3	4	4	4	4	4	5
3		3	3	4	3	4	3	4
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4		4	4	4	4	4	4	4
4		4	4	3	3	4	3	3
3		3	4	3	3	4	4	5
4		4	4	4	4	4	4	4
4		5	5	3	3	4	3	4
4		4	4	4	4	4	4	4
4		4	4	4	4	4	4	4
5		5	5	3	3	5	5	3
4		3	3	3	4	3	4	5
3		3	4	3	4	4	3	3
4		4	4	4	4	4	4	4



4	3	4	3	3	3	4	4	3
4	3	3	3	4	3	3	3	5
3	4	4	3	4	4	3	4	4
4	3	4	4	4	3	4	4	4
3	4	3	4	3	5	4	4	5
3	4	3	4	3	4	3	4	3
3	4	4	4	4	4	4	4	4
5	5	5	5	5	3	4	3	3
4	3	4	3	4	5	4	4	4
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4	4	4	4	5	3	5	3	5
4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	5	5
4	4	4	4	3	4	3	3	4
3	4	5	3	4	3	3	4	5
4	4	4	3	4	4	5	4	4
3	4	4	3	3	5	4	4	4
4	5	4	4	4	4	4	4	5
4	4	4	4	4	4	4	4	4
4	4	3	4	4	3	3	3	3
4	3	3	3	3	3	4	4	4
3	3	3	3	3	4	4	4	4
5	4	4	4	4	4	4	4	5
3	3	4	3	4	3	4	3	5
3	3	4	3	3	4	5	5	4
4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4
4	4	4	4	4	3	3	4	4
5	5	5	4	4	3	3	4	4
4	4	4	4	4	4	4	4	4
3	3	4	3	4	4	4	4	5
4	4	4	3	4	4	3	4	4
4	4	4	4	4	4	4	4	4
4	3	4	4	4	4	4	3	5
3	3	4	3	4	4	3	4	5
4	3	4	3	3	4	4	4	4
4	5	5	5	5	5	4	4	5
3	3	3	4	4	3	4	4	5
4	3	4	3	4	4	3	4	4
4	4	4	4	4	4	4	4	4
4	3	3	4	4	4	3	4	4
4	4	4	4	4	3	4	5	4
3	4	4	3	3	4	4	4	5
5	3	4	4	3	4	4	4	5



## LAMPIRAN IV: HASIL SPSS

### KUALITAS PELAYANAN

#### a. Hasil Uji Validitas dengan penggunaan SPSS

		Correlations										
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	TOTAL
Y1	Pearson Correlation	1	.368*	.057	.404*	.256	.215	-.061	.279	.522**	.268	.613**
	Sig. (2-tailed)		.045	.766	.027	.172	.255	.750	.135	.003	.152	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	.368*	1	.038	.040	.132	.228	.252	.274	.117	.400*	.447*
	Sig. (2-tailed)	.045		.843	.833	.485	.225	.179	.143	.538	.029	.013
	N	30	30	30	30	30	30	30	30	30	30	30
Y3	Pearson Correlation	.057	.038	1	.270	.148	.573**	.214	.201	.119	-.034	.434*
	Sig. (2-tailed)	.766	.843		.149	.434	.001	.257	.287	.533	.860	.016
	N	30	30	30	30	30	30	30	30	30	30	30
Y4	Pearson Correlation	.404*	.040	.270	1	-.017	.184	.335	-.072	.359	.239	.444*
	Sig. (2-tailed)	.027	.833	.149		.930	.329	.070	.707	.051	.203	.014
	N	30	30	30	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	.256	.132	.148	-.017	1	.246	-.239	.255	-.152	.301	.368*
	Sig. (2-tailed)	.172	.485	.434	.930		.190	.203	.174	.424	.105	.045
	N	30	30	30	30	30	30	30	30	30	30	30
Y6	Pearson Correlation	.215	.228	.573**	.184	.246	1	.311	.399*	.103	.291	.536**
	Sig. (2-tailed)	.255	.225	.001	.329	.190		.095	.029	.588	.119	.002
	N	30	30	30	30	30	30	30	30	30	30	30

Y7	Pearson Correlation	-.061	.252	.214	.335	-.239	.311	1	.413*	.295	.345	.382*
	Sig. (2-tailed)	.750	.179	.257	.070	.203	.095		.023	.114	.061	.037
	N	30	30	30	30	30	30	30	30	30	30	30
Y8	Pearson Correlation	.279	.274	.201	-.072	.255	.399*	.413*	1	.160	.463*	.465**
	Sig. (2-tailed)	.135	.143	.287	.707	.174	.029	.023		.398	.010	.010
	N	30	30	30	30	30	30	30	30	30	30	30
Y9	Pearson Correlation	.522**	.117	.119	.359	-.152	.103	.295	.160	1	.056	.395*
	Sig. (2-tailed)	.003	.538	.533	.051	.424	.588	.114	.398		.769	.031
	N	30	30	30	30	30	30	30	30	30	30	30
Y10	Pearson Correlation	.268	.400*	-.034	.239	.301	.291	.345	.463*	.056	1	.460*
	Sig. (2-tailed)	.152	.029	.860	.203	.105	.119	.061	.010	.769		.011
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.613**	.447*	.434*	.444*	.368*	.536**	.382*	.465**	.395*	.460*	1
	Sig. (2-tailed)	.000	.013	.016	.014	.045	.002	.037	.010	.031	.011	
	N	30	30	30	30	30	30	30	30	30	30	30

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

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

No item	R hitung	R Tabel (30 responden)	Hasil
1	0.613	0.361	Valid
2	0.447	0.361	Valid
3	0.434	0.361	Valid

4	0.444	0.361	Valid
5	0.368	0.361	Valid
6	0.536	0.361	Valid
7	0.382	0.361	Valid
8	0.465	0.361	Valid
9	0.395	0.361	Valid
10	0.460	0.361	Valid

b. Hasil Uji Reliabilitas dengan penggunaan SPSS

**Reliability Statistics**

Cronbach's Alpha	N of Items
.729	10



## KEPUASAN NASABAH

a. Hasil Uji Validitas dengan penggunaan SPSS

		Correlations									
		X1	X2	X3	X4	X5	X6	X7	X8	X9	TC
X1	Pearson Correlation	1	.139	.163	.261	.343	.468**	.042	.416*	.058	
	Sig. (2-tailed)		.462	.389	.164	.063	.009	.824	.022	.762	
	N	30	30	30	30	30	30	30	30	30	
X2	Pearson Correlation	.139	1	.334	.324	.311	.192	.229	.107	.275	
	Sig. (2-tailed)	.462		.071	.081	.094	.309	.224	.574	.141	
	N	30	30	30	30	30	30	30	30	30	
X3	Pearson Correlation	.163	.334	1	.149	.136	.372*	.540**	.373*	-.052	
	Sig. (2-tailed)	.389	.071		.432	.473	.043	.002	.043	.786	
	N	30	30	30	30	30	30	30	30	30	
X4	Pearson Correlation	.261	.324	.149	1	.128	.090	.266	.030	.140	
	Sig. (2-tailed)	.164	.081	.432		.501	.637	.155	.877	.461	
	N	30	30	30	30	30	30	30	30	30	
X5	Pearson Correlation	.343	.311	.136	.128	1	.342	-.155	.142	.216	
	Sig. (2-tailed)	.063	.094	.473	.501		.065	.414	.454	.251	
	N	30	30	30	30	30	30	30	30	30	
X6	Pearson Correlation	.468**	.192	.372*	.090	.342	1	.275	.428*	.086	
	Sig. (2-tailed)	.009	.309	.043	.637	.065		.141	.018	.650	
	N	30	30	30	30	30	30	30	30	30	
X7	Pearson Correlation	.042	.229	.540**	.266	-.155	.275	1	.413*	.248	



	Sig. (2-tailed)	.824	.224	.002	.155	.414	.141		.023	.186
	N	30	30	30	30	30	30	30	30	30
X8	Pearson Correlation	.416*	.107	.373*	.030	.142	.428*	.413*	1	.207
	Sig. (2-tailed)	.022	.574	.043	.877	.454	.018	.023		.273
	N	30	30	30	30	30	30	30	30	30
X9	Pearson Correlation	.058	.275	-.052	.140	.216	.086	.248	.207	1
	Sig. (2-tailed)	.762	.141	.786	.461	.251	.650	.186	.273	
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.424*	.599**	.472**	.482**	.430*	.450*	.396*	.451*	.422*
	Sig. (2-tailed)	.020	.000	.008	.007	.018	.013	.030	.012	.020
	N	30	30	30	30	30	30	30	30	30

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

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

No item	R hitung	R Tabel (30 responden)	Hasil
1	0.424	0.361	Valid
2	0.599	0.361	Valid
3	0.472	0.361	Valid
4	0.482	0.361	Valid
5	0.430	0.361	Valid
6	0.450	0.361	Valid

7	0.396	0.361	Valid
8	0.451	0.361	Valid
9	0.422	0.361	Valid

b. Hasil Uji Reliabilitas dengan penggunaan SPSS

**Reliability Statistics**

Cronbach's Alpha	N of Items
.718	9

**Explore**

**Case Processing Summary**

Valid		Missing		Total	
N	Percent	N	Percent	N	Percent



X	82	100.0%	0	0.0%	82	100.0%
Y	82	100.0%	0	0.0%	82	100.0%

### Descriptives

			Statistic	Std. Error
X	Mean		36.61	.337
	95% Confidence Interval for Mean	Lower Bound	35.94	
		Upper Bound	37.28	
	5% Trimmed Mean		36.55	
	Median		36.50	
	Variance		9.327	
	Std. Deviation		3.054	
	Minimum		31	
	Maximum		44	
	Range		13	
	Interquartile Range		5	
	Skewness		.221	.266
	Kurtosis		-.523	.526
Y	Mean		34.38	.270
	95% Confidence Interval for Mean	Lower Bound	33.84	
		Upper Bound	34.92	
	5% Trimmed Mean		34.35	

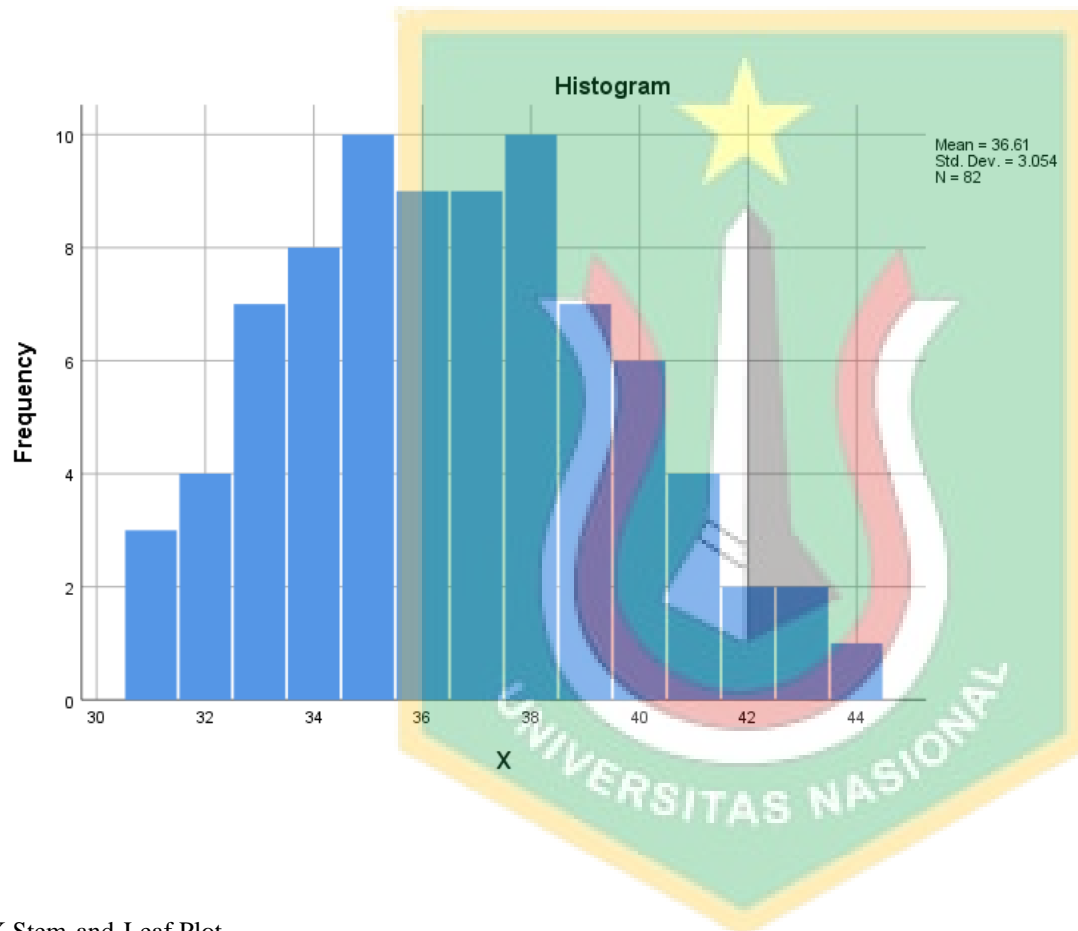
Median	34.00	
Variance	5.991	
Std. Deviation	2.448	
Minimum	30	
Maximum	40	
Range	10	
Interquartile Range	3	
Skewness	.118	.266
Kurtosis	-.548	.526

### Tests of Normality

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
X	.091	82	.089	.979	82	.190
Y	.088	82	.181	.972	82	.066

a. Lilliefors Significance Correction

**X**



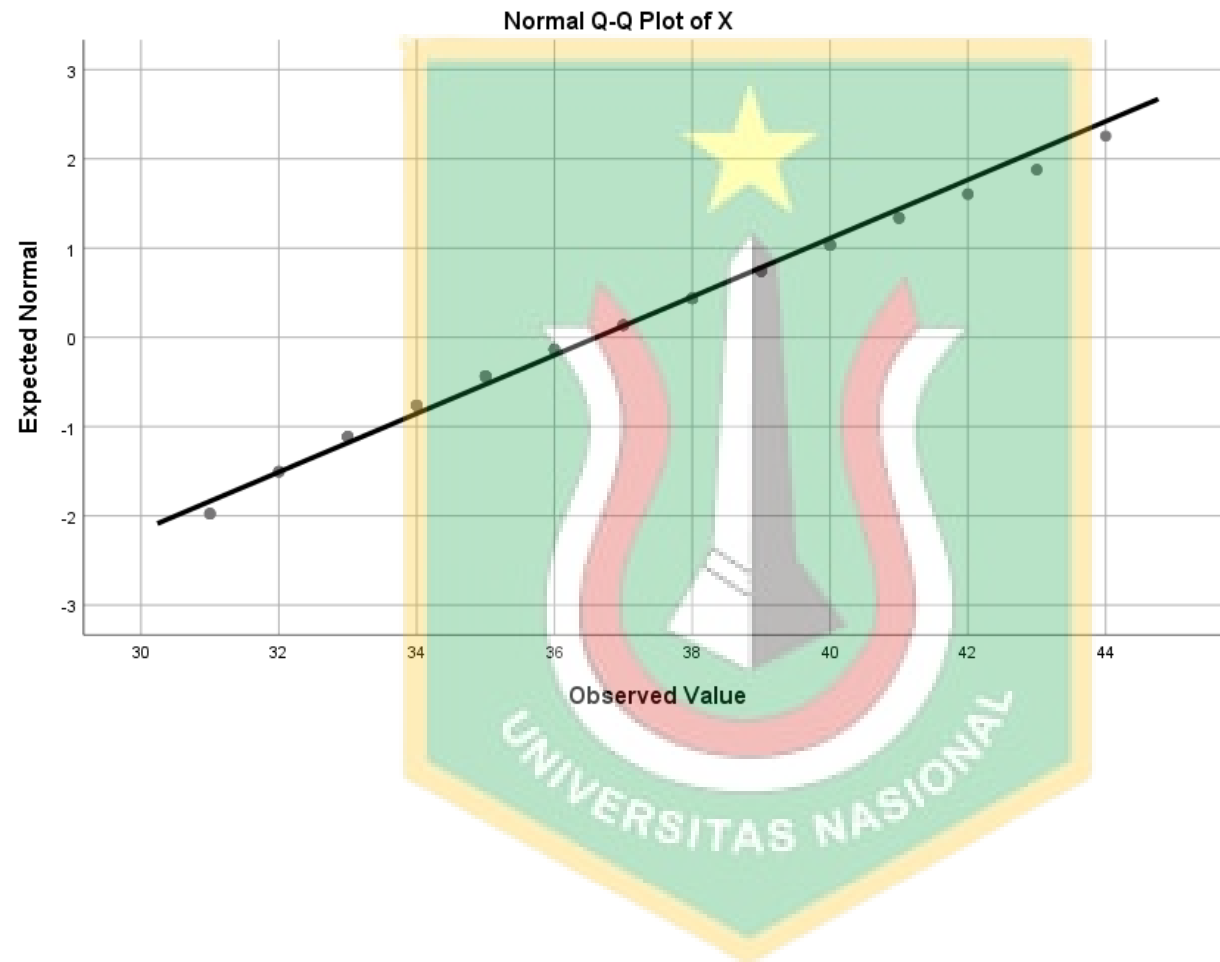
X Stem-and-Leaf Plot

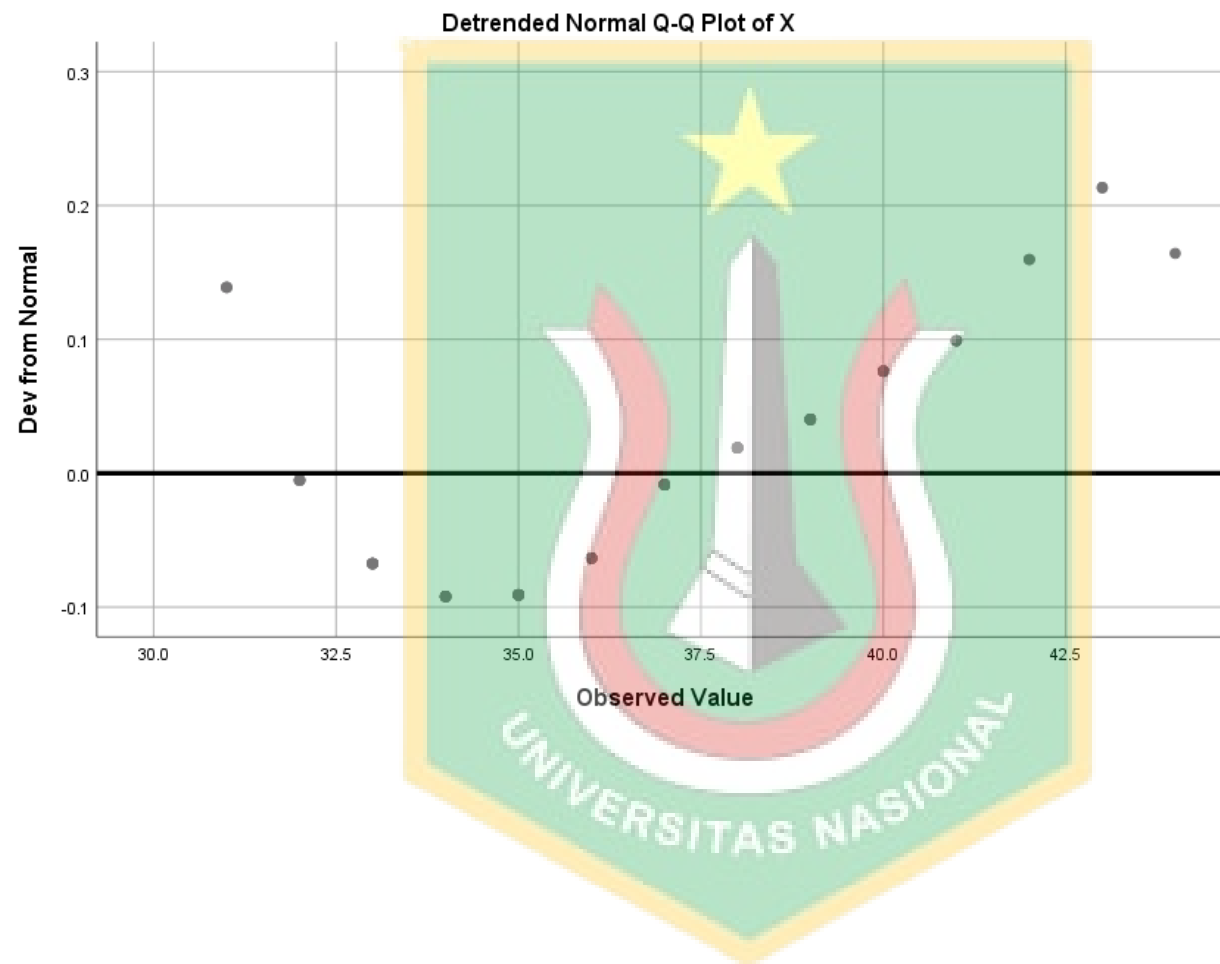
Frequency Stem & Leaf

3,00 3 . 111  
11,00 3 . 22223333333  
18,00 3 . 44444444555555555  
18,00 3 . 6666666677777777  
17,00 3 . 888888889999999  
10,00 4 . 000001111  
4,00 4 . 2233  
1,00 4 . 4

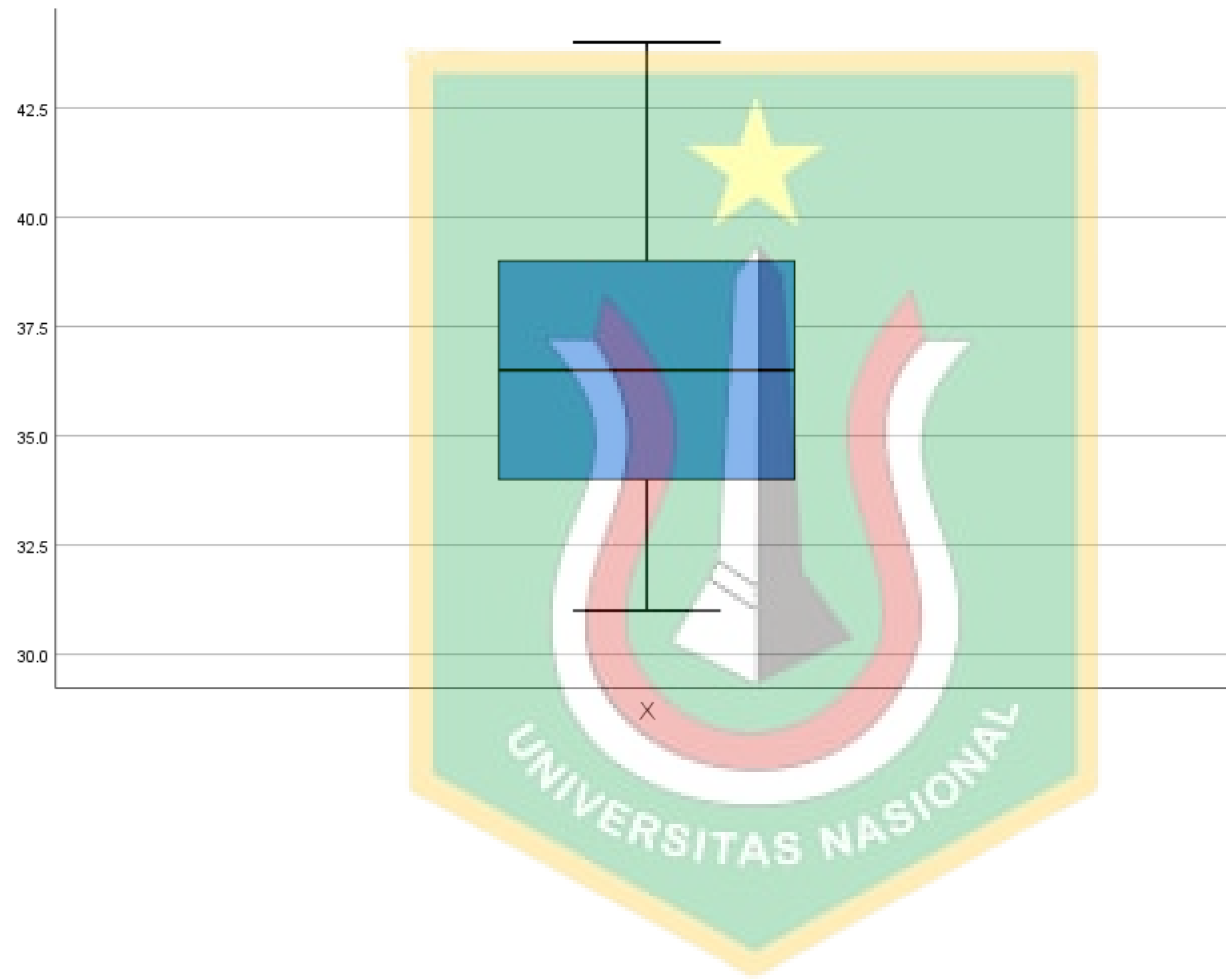
Stem width: 10  
Each leaf: 1 case(s)



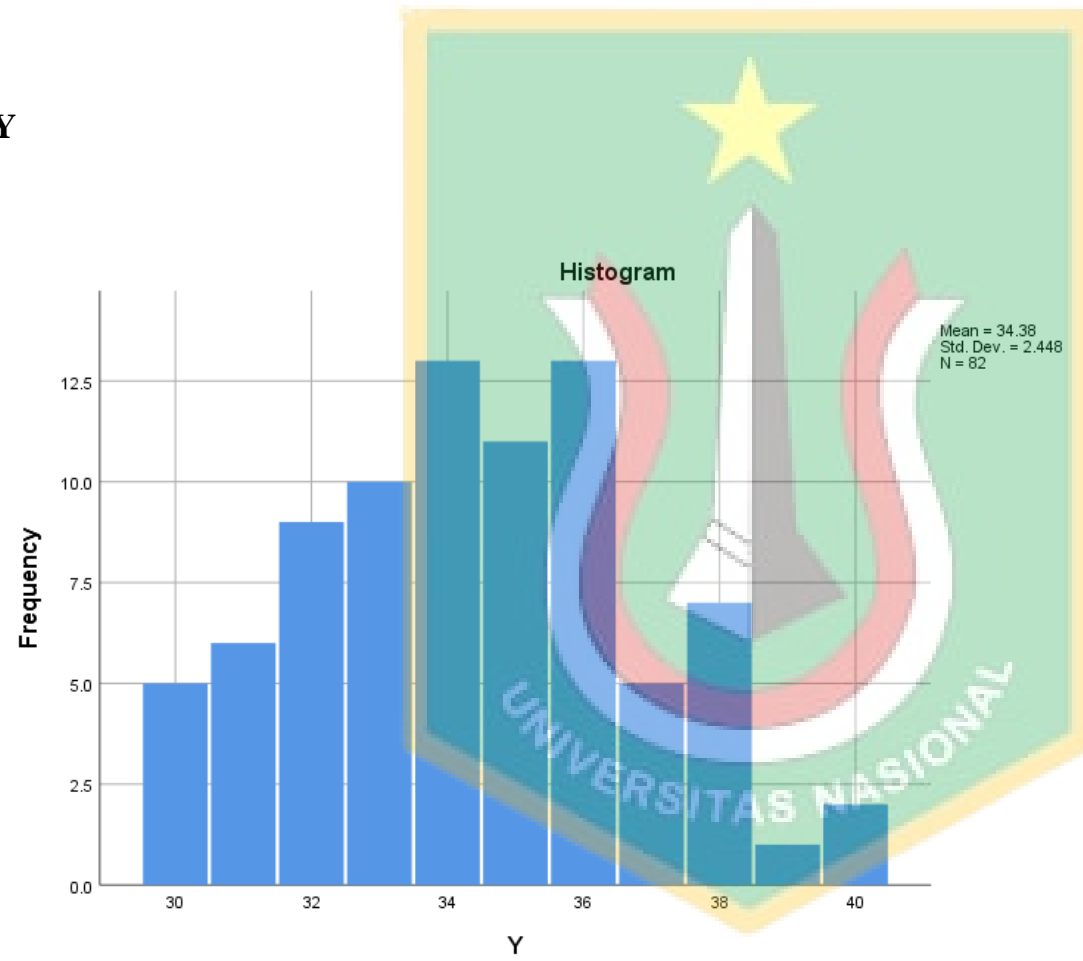








Y

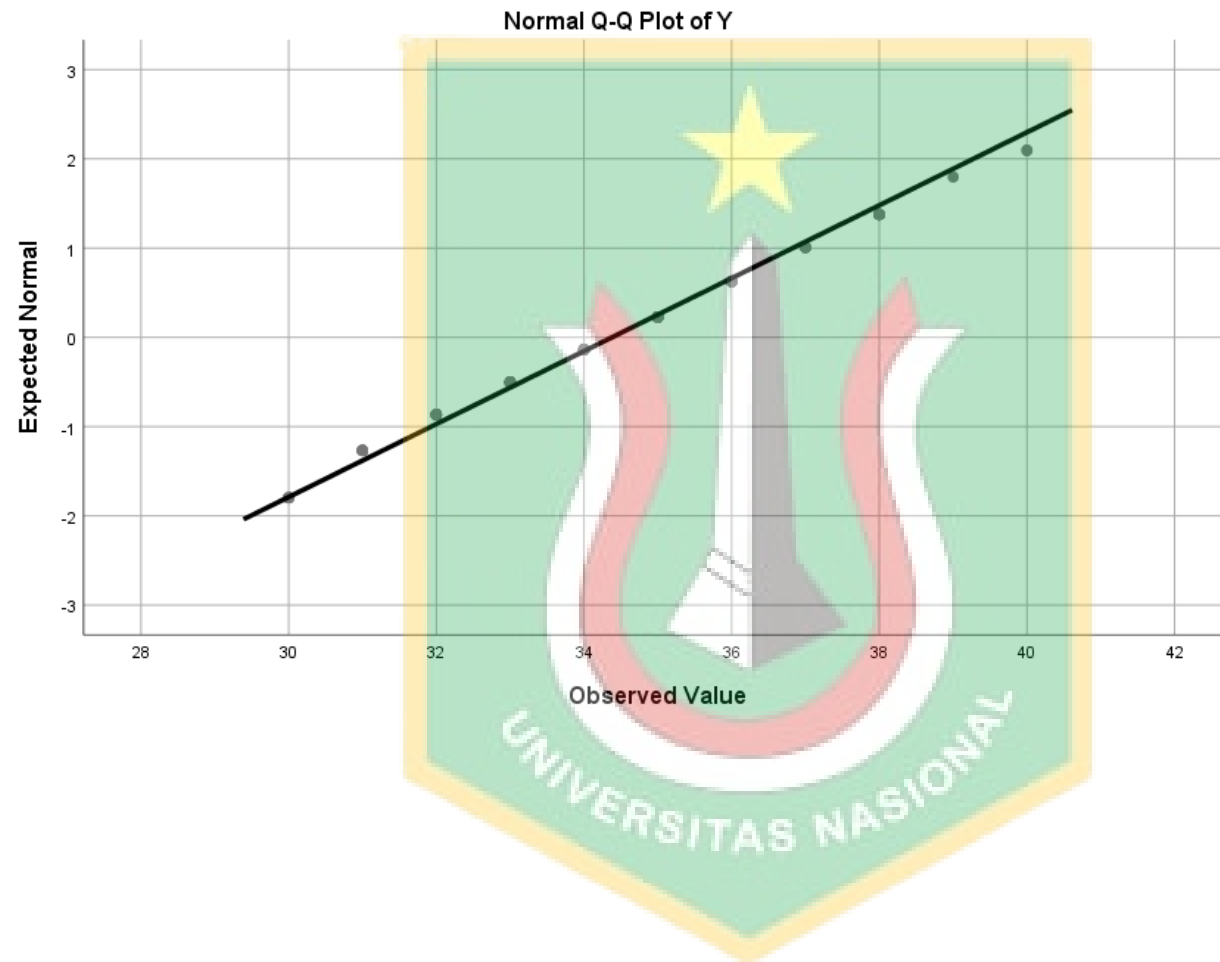


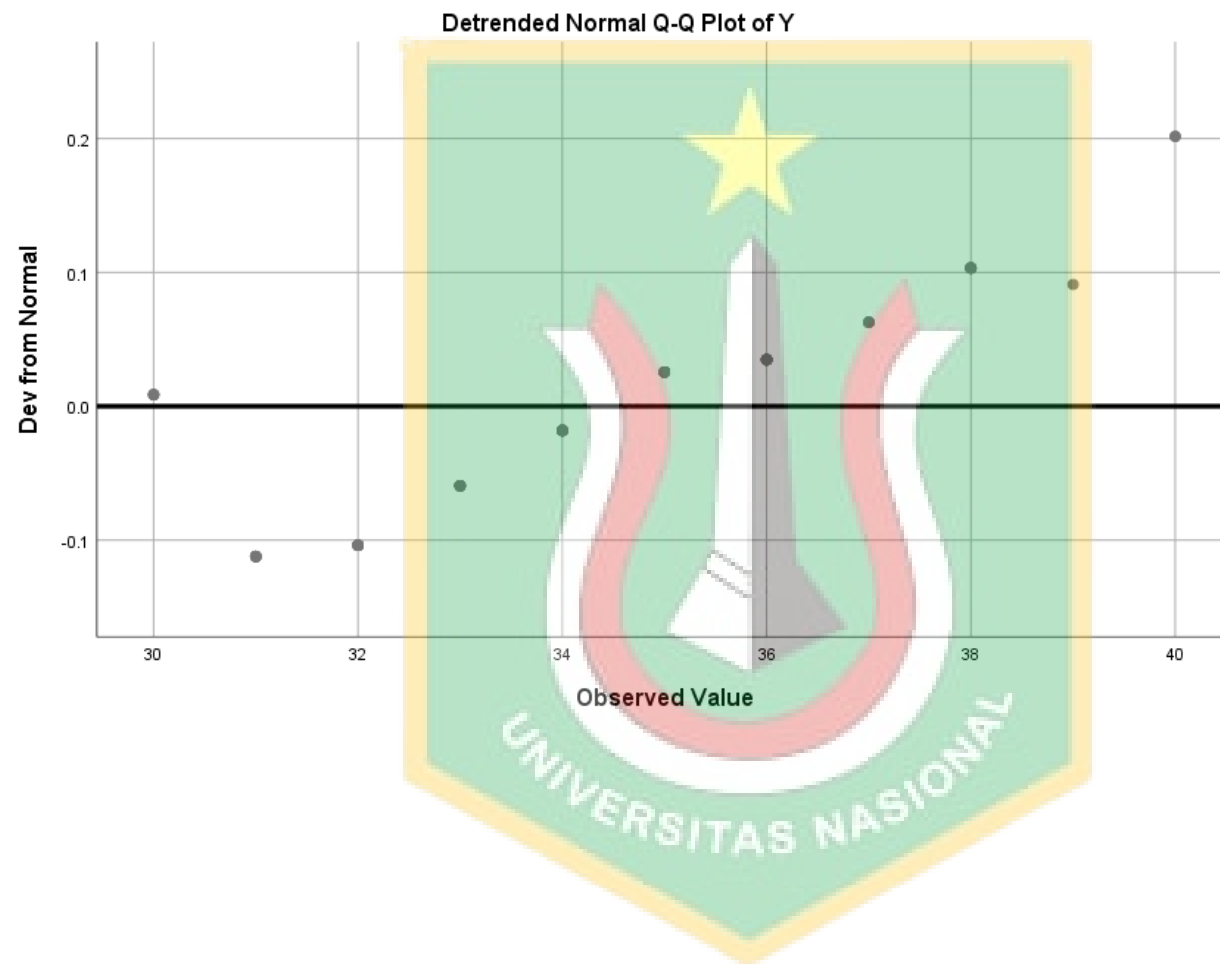
Y Stem-and-Leaf Plot

Frequency	Stem & Leaf
11,00	3 . 00000111111
19,00	3 . 222222222333333333
24,00	3 . 444444444444445555555555
18,00	3 . 66666666666667777
8,00	3 . 88888889
2,00	4 . 00

Stem width: 10  
Each leaf: 1 case(s)









## Regression

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	X <sup>b</sup>		Enter

a. Dependent Variable: Y

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633 <sup>a</sup>	.400	.393	1.907

a. Predictors: (Constant), X

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	194.257	1	194.257	53.400	.000 <sup>b</sup>

Residual	291.023	80	3.638	
Total	485.280	81		

- a. Dependent Variable: Y  
b. Predictors: (Constant), X

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

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	15.814	2.549		6.204	.000
	X	.507	.069	.633	7.308	.000

- a. Dependent Variable: Y

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

Model	Variables Entered	Variables		Method
		Entered	Removed	
1	X <sup>b</sup>	.		Enter

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



**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633 <sup>a</sup>	.400	.393	1.907

a. Predictors: (Constant), X

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	194.257	1	194.257	53.400	.000 <sup>b</sup>
	Residual	291.023	80	3.638		
	Total	485.280	81			

a. Dependent Variable: Y

b. Predictors: (Constant), X

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	15.814	2.549		6.204	.000		

X	.507	.069	.633	7.308	.000	1.000	1.000
---	------	------	------	-------	------	-------	-------

a. Dependent Variable: Y

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	X
1	1	1.997	1.000	.00	.00
	2	.003	24.163	1.00	1.00

a. Dependent Variable: Y

### Means

### Case Processing Summary

	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Y * X	82	100.0%	0	0.0%	82	100.0%

### Report

Y

X	Mean	N	Std. Deviation
31	33.00	3	1.732
32	31.75	4	1.708
33	33.43	7	2.573
34	31.75	8	1.669
35	33.30	10	2.003
36	33.67	9	1.658
37	35.89	9	1.269
38	35.00	10	1.764
39	34.86	7	2.193
40	35.67	6	1.633
41	36.50	4	2.517
42	38.50	2	.707
43	37.50	2	.707
44	40.00	1	.
Total	34.38	82	2.448



**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Y * X	Between Groups	(Combined)	250.137	13	19.241	5.564	.000
		Linearity	194.257	1	194.257	56.176	.000
		Deviation from Linearity	55.880	12	4.657	1.347	.214

Within Groups	235.144	68	3.458	
Total	485.280	81		

**Measures of Association**

	R	R Squared	Eta	Eta Squared
Y * X	.633	.400	.718	.515

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

Model	Variables Entered	Variables Removed	Method
1	X <sup>b</sup>	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

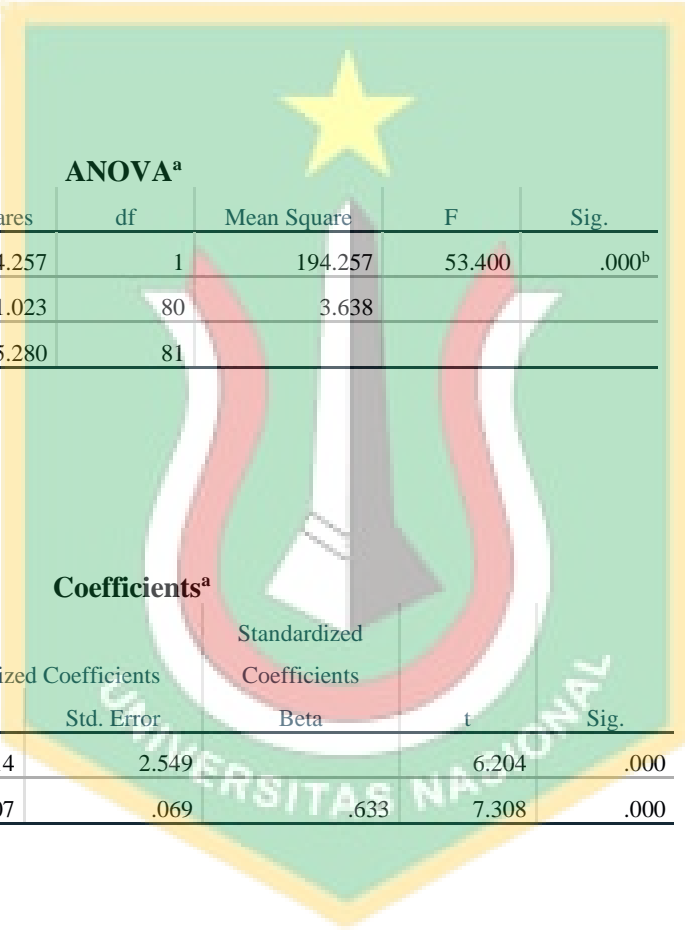
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633 <sup>a</sup>	.400	.393	1.907



a. Predictors: (Constant), X

b. Dependent Variable: Y



**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	194.257	1	194.257	53.400	.000 <sup>b</sup>
	Residual	291.023	80	3.638		
	Total	485.280	81			

a. Dependent Variable: Y

b. Predictors: (Constant), X

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

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
				Beta		
1	(Constant)	15.814	2.549		6.204	.000
	X	.507	.069	.633	7.308	.000

a. Dependent Variable: Y

### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	31.53	38.13	34.38	1.549	82
Residual	-3.590	5.452	.000	1.895	82
Std. Predicted Value	-1.837	2.420	.000	1.000	82
Std. Residual	-1.882	2.859	.000	.994	82

a. Dependent Variable: Y

### Regression

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	X <sup>b</sup>	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633 <sup>a</sup>	.400	.393	1.907

a. Predictors: (Constant), X

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	194.257	1	194.257	53.400	.000 <sup>b</sup>
	Residual	291.023	80	3.638		
	Total	485.280	81			

a. Dependent Variable: Y

b. Predictors: (Constant), X

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

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	15.814	2.549		6.204	.000
	X	.507	.069	.633	7.308	.000

a. Dependent Variable: Y

tahap 1

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