

## LAMPIRAN 1 KUESIONER

No: .....

Sehubungan dengan pemenuhan persyaratan tugas akhir, saya selaku mahasiswa Universitas Katolik Widya Mandala Surabaya dengan ini mengharapkan kesediaan Anda untuk mengisi kuesioner mengenai Pengaruh *Perceived Value Terhadap Customer Loyalty* dengan Moderasi *Customer Satisfaction* dan *Commitment* pada BCA Syariah di Surabaya.

Hormat saya,

Wibiesono Wijaya

### Bagian I

Pertanyaan yang berhubungan dengan karakteristik responden. Berilah **tanda silang (X)** sesuai dengan pilihan Anda.

1. Sebutkan jenis kelamin Anda?
  - a. Pria
  - b. Wanita
  
2. Berapa usia Anda saat ini?
  - a. 25 th s/d 30 th
  - b. > 30 th s/d 40 th
  - c. > 40 th s/d 45 th
  - d. > 45 th
  
3. Sebutkan pekerjaan Anda saat ini?
  - a. Pegawai negeri
  - b. Pegawai swasta
  - c. Wiraswasta
  - d. Lainnya, (.....)
  
4. Waktu transaksi terakhir Anda melalui BCA Syariah di Surabaya?
  - a. 6 bulan
  - b. 5 bulan
  - c. 4 bulan
  - d. < 4 bulan
  
5. Besarnya penghasilan Anda setiap bulan?
  - a. < Rp. 1.000.000,-
  - b. Rp. 1.000.000,- s/d Rp. 2.500.000,-
  - c. > Rp. 2.500.000,-

## Bagian II

Pernyataan yang berkaitan dengan variabel *Perceived Value*, *Customer Loyalty*, *Customer Satisfaction* dan *Commitment*.

### Petunjuk:

- Berilah **tanda centang (√)** pada salah satu jawaban yang Anda pilih:
  - STS : Sangat Tidak Setuju
  - TS : Tidak Setuju
  - N : Netral
  - S : Setuju
  - SS : Sangat Setuju

<i>Perceived Value (X)</i>						
NO	PERNYATAAN	STS	TS	N	S	SS
1	Menurut Saya, petugas dan karyawan BCA Syariah di Surabaya memberikan informasi yang jelas atas pertanyaan yang saya ajukan.					
2	Menurut Saya, Saya merasa nyaman terhadap pelayanan petugas dan karyawan BCA Syariah di Surabaya.					
3	Menurut Saya, ada <i>value/</i> manfaat yang Saya dapatkan selama menjadi nasabah BCA Syariah di Surabaya.					

<i>Customer Satisfaction (Y1)</i>						
NO	PERNYATAAN	STS	TS	N	S	SS
1	Saya merasa puas dengan layanan informasi petugas dan karyawan BCA Syariah di Surabaya.					
2	Saya merasa puas dengan fasilitas (AC, keamanan, dll.) yang disediakan BCA Syariah di Surabaya.					
3	Saya merasa puas menjadi nasabah BCA Syariah di Surabaya dibandingkan menjadi nasabah bank pesaing.					

<i>Commitment (Y2)</i>						
<b>NO</b>	<b>PERNYATAAN</b>	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1	Saya bersedia untuk tetap menjadi nasabah BCA Syariah di Surabaya pada masa yang akan datang.					
2	Saya tidak akan terpengaruh dengan tawaran bank pesaing yang direkomendasikan teman/ orang lain.					
3	Saya percaya terhadap layanan BCA Syariah di Surabaya dan tidak mengubah kepercayaan Saya terhadap layanan BCA Syariah di Surabaya.					
4	Saya memerlukan banyak pemikiran dan pertimbangan untuk berpindah dari BCA Syariah di Surabaya kepada bank pesaing.					

<i>Customer Loyalty (Y3)</i>						
<b>NO</b>	<b>PERNYATAAN</b>	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1	Saya akan berkata hal-hal yang positif tentang BCA Syariah di Surabaya kepada orang lain.					
2	Saya akan melakukan berbagai transaksi melalui BCA Syariah di Surabaya pada masa yang akan datang.					
3	Saya akan berniat untuk tetap menjadi pelanggan BCA Syariah di Surabaya pada masa yang akan datang.					
4	Saya akan merekomendasikan BCA Syariah di Surabaya kepada seseorang yang meminta saran.					

----- Terima kasih -----

**LAMPIRAN 2**  
**TABULASI DATA JAWABAN RESPONDEN (n=150)**

X1.1	X1.2	X1.3	Y1.1	Y1.2	Y1.3	Y2.1	Y2.2	Y2.3	Y2.4	Y3.1	Y3.2	Y3.3	Y3.4
4	4	4	4	4	4	4	4	4	4	5	5	4	4
4	5	4	5	5	5	4	4	4	5	4	4	4	5
5	5	5	5	4	4	5	4	4	4	4	4	4	5
4	4	4	4	5	5	4	5	5	5	5	5	5	5
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5	4	4	5	5	4	5	5	5	4	5	4	4	4
5	4	5	4	4	5	4	4	5	4	5	4	4	4
4	5	4	5	4	4	4	4	3	3	4	4	4	5



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



**LAMPIRAN 3**  
**TABEL FREKUENSI**

**Jenis Kelamin Responden**

	Jumlah Responden (orang)	Prosentase (%)
Pria	107	71,3
Wanita	43	28,7
Jumlah	150	100

**Usia Responden**

	Jumlah Responden (orang)	Prosentase (%)
25 th s/d 30 th	17	11,3
> 30 th s/d 40 th	98	65,3
> 40 th s/d 45 th	23	15,3
> 45 th	12	8,1
Jumlah	150	100

**Pekerjaan Responden**

	Jumlah Responden (orang)	Prosentase (%)
Pegawai Negeri	89	59,3
Pegawai Swasta	37	24,7
Wiraswasta	13	8,6
Lainnya, .....	11	7,4
Jumlah	150	100

**Waktu Transaksi Terakhir Responden**

	Jumlah Responden (orang)	Prosentase (%)
6 bulan	22	14,7
5 bulan	29	19,3
4 bulan	40	26,7
< 4 bulan	59	39,3
Jumlah	150	100

**Penghasilan Responden**

	Jumlah Responden (orang)	Prosentase (%)
< Rp. 1.000.000,-	25	16,7
Rp. 1.000.000,- s/d Rp. 2.500.000,-	95	63,3
> Rp. 2.500.000,-	30	20,0
Jumlah	150	100

## Frequency Table

### X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	20	13.3	13.3	13.3
4	68	45.3	45.3	58.7
5	62	41.3	41.3	100.0
Total	150	100.0	100.0	

### X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	4.7	4.7	4.7
4	89	59.3	59.3	64.0
5	54	36.0	36.0	100.0
Total	150	100.0	100.0	

### X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	4.7	4.7	4.7
4	93	62.0	62.0	66.7
5	50	33.3	33.3	100.0
Total	150	100.0	100.0	

**Y1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	11	7.3	7.3	7.3
4	76	50.7	50.7	58.0
5	63	42.0	42.0	100.0
Total	150	100.0	100.0	

**Y1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	10	6.7	6.7	6.7
4	80	53.3	53.3	60.0
5	60	40.0	40.0	100.0
Total	150	100.0	100.0	

**Y1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	13	8.7	8.7	8.7
4	75	50.0	50.0	58.7
5	62	41.3	41.3	100.0
Total	150	100.0	100.0	

**Y2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	11	7.3	7.3	7.3
4	86	57.3	57.3	64.7
5	53	35.3	35.3	100.0
Total	150	100.0	100.0	

**Y2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	10	6.7	6.7	6.7
4	84	56.0	56.0	62.7
5	56	37.3	37.3	100.0
Total	150	100.0	100.0	

**Y2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	4.7	4.7	4.7
4	77	51.3	51.3	56.0
5	66	44.0	44.0	100.0
Total	150	100.0	100.0	

**Y2.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	8	5.3	5.3	5.3
4	72	48.0	48.0	53.3
5	70	46.7	46.7	100.0
Total	150	100.0	100.0	

**Y3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	4.7	4.7	4.7
4	69	46.0	46.0	50.7
5	74	49.3	49.3	100.0
Total	150	100.0	100.0	

**Y3.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	11	7.3	7.3	7.3
4	83	55.3	55.3	62.7
5	56	37.3	37.3	100.0
Total	150	100.0	100.0	

**Y3.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	4.7	4.7	4.7
4	77	51.3	51.3	56.0
5	66	44.0	44.0	100.0
Total	150	100.0	100.0	

**Y3.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	9	6.0	6.0	6.0
4	79	52.7	52.7	58.7
5	62	41.3	41.3	100.0
Total	150	100.0	100.0	

**LAMPIRAN 4**  
**STATISTIK DESKRIPTIF VARIABEL PENELITIAN**

**Descriptives**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	150	3	5	4.28	.687
X1.2	150	3	5	4.31	.557
X1.3	150	3	5	4.29	.548
Perceived Value	150	3	5	4.29	.442
Valid N (listwise)	150				

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Y1.1	150	3	5	4.35	.613
Y1.2	150	3	5	4.33	.598
Y1.3	150	3	5	4.33	.629
Customer Satisfaction	150	3	5	4.34	.456
Valid N (listwise)	150				

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Y2.1	150	3	5	4.28	.592
Y2.2	150	3	5	4.31	.590
Y2.3	150	3	5	4.39	.578
Y2.4	150	3	5	4.41	.593
Commitment	150	3	5	4.35	.432
Valid N (listwise)	150				

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Y3.1	150	3	5	4.45	.585
Y3.2	150	3	5	4.30	.599
Y3.3	150	3	5	4.39	.578
Y3.4	150	3	5	4.35	.592
Customer Loyalty	150	3	5	4.37	.441
Valid N (listwise)	150				

**LAMPIRAN 5**  
**OUTPUT UJI VALIDITAS**

**Correlations**

**Correlations**

		X1.1	X1.2	X1.3	X1TOTAL
X1.1	Pearson Correlation	1	.383**	.249**	.782**
	Sig. (2-tailed)		.000	.002	.000
	N	150	150	150	150
X1.2	Pearson Correlation	.383**	1	.320**	.751**
	Sig. (2-tailed)	.000		.000	.000
	N	150	150	150	150
X1.3	Pearson Correlation	.249**	.320**	1	.676**
	Sig. (2-tailed)	.002	.000		.000
	N	150	150	150	150
X1TOTAL	Pearson Correlation	.782**	.751**	.676**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	150	150	150	150

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

**Correlations**

**Correlations**

		Y1.1	Y1.2	Y1.3	Y1TOTAL
Y1.1	Pearson Correlation	1	.378**	.244**	.725**
	Sig. (2-tailed)		.000	.003	.000
	N	150	150	150	150
Y1.2	Pearson Correlation	.378**	1	.368**	.776**
	Sig. (2-tailed)	.000		.000	.000
	N	150	150	150	150
Y1.3	Pearson Correlation	.244**	.368**	1	.730**
	Sig. (2-tailed)	.003	.000		.000
	N	150	150	150	150
Y1TOTAL	Pearson Correlation	.725**	.776**	.730**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	150	150	150	150

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



## Correlations

Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Y2TOTAL
Y2.1	Pearson Correlation	1	.482**	.362**	.261**	.717**
	Sig. (2-tailed)		.000	.000	.001	.000
	N	150	150	150	150	150
Y2.2	Pearson Correlation	.482**	1	.529**	.403**	.821**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
Y2.3	Pearson Correlation	.362**	.529**	1	.286**	.737**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
Y2.4	Pearson Correlation	.261**	.403**	.286**	1	.665**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	150	150	150	150	150
Y2TOTAL	Pearson Correlation	.717**	.821**	.737**	.665**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

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

## Correlations

Correlations

		Y3.1	Y3.2	Y3.3	Y3.4	Y3TOTAL
Y3.1	Pearson Correlation	1	.534**	.390**	.239**	.721**
	Sig. (2-tailed)		.000	.000	.003	.000
	N	150	150	150	150	150
Y3.2	Pearson Correlation	.534**	1	.568**	.304**	.805**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
Y3.3	Pearson Correlation	.390**	.568**	1	.454**	.802**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
Y3.4	Pearson Correlation	.239**	.304**	.454**	1	.667**
	Sig. (2-tailed)	.003	.000	.000		.000
	N	150	150	150	150	150
Y3TOTAL	Pearson Correlation	.721**	.805**	.802**	.667**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

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

**LAMPIRAN 6**  
**OUTPUT UJI RELIABILITAS**

**Reliability**  
**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	0	.0
	Total	150	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.677	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	8.60	.805	.390	.684
X1.2	8.57	.959	.447	.691
X1.3	8.59	1.075	.337	.645

**Reliability**  
**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	0	.0
	Total	150	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.695	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	8.66	1.031	.374	.638
Y1.2	8.67	.960	.473	.692
Y1.3	8.68	1.011	.368	.649

### Reliability Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	0	.0
	Total	150	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.716	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	13.11	1.873	.474	.672
Y2.2	13.09	1.664	.644	.566
Y2.3	13.00	1.852	.512	.649
Y2.4	12.98	1.979	.396	.717

**Reliability**  
**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	0	.0
	Total	150	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.739	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y3.1	13.05	1.964	.490	.703
Y3.2	13.19	1.768	.617	.628
Y3.3	13.10	1.809	.622	.627
Y3.4	13.14	2.068	.406	.748

## LAMPIRAN 7 OUTPUT REGRESI

**X → Y1**

### Regression

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

Model	Variables Entered	Variables Removed	Method
1	Perceived Value <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: Customer Satisfaction

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.748 <sup>a</sup>	.559	.556	.383	1.864

a. Predictors: (Constant), Perceived Value

b. Dependent Variable: Customer Satisfaction

#### ANOVA<sup>b</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9.310	1	9.310	63.528	.000 <sup>a</sup>
Residual	21.689	148	.147		
Total	30.999	149			

a. Predictors: (Constant), Perceived Value

b. Dependent Variable: Customer Satisfaction

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.907	.306		6.225	.000		
Perceived Value	.566	.071	.548	7.970	.000	1.000	1.000

a. Dependent Variable: Customer Satisfaction

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

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Perceived Value
1	1	1.995	1.000	.00	.00
	2	.005	19.548	1.00	1.00

a. Dependent Variable: Customer Satisfaction

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

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.60	4.74	4.34	.250	150
Residual	-1.069	.830	.000	.382	150
Std. Predicted Value	-2.927	1.599	.000	1.000	150
Std. Residual	-2.792	2.169	.000	.997	150

a. Dependent Variable: Customer Satisfaction

$X \rightarrow Y2$

## Regression

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

Model	Variables Entered	Variables Removed	Method
1	Perceived Value <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: Commitment

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.854 <sup>a</sup>	.729	.720	.406	1.412

a. Predictors: (Constant), Perceived Value

b. Dependent Variable: Commitment

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

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.499	1	3.499	21.258	.000 <sup>a</sup>
Residual	24.363	148	.165		
Total	27.862	149			

a. Predictors: (Constant), Perceived Value

b. Dependent Variable: Commitment

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.859	.325		8.808	.000		
Perceived Value	.347	.075	.354	4.611	.000	1.000	1.000

a. Dependent Variable: Commitment

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Perceived Value
1	1	1.995	1.000	.00	.00
	2	.005	19.548	1.00	1.00

a. Dependent Variable: Commitment

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.90	4.59	4.35	.153	150
Residual	-.900	.753	.000	.404	150
Std. Predicted Value	-2.927	1.599	.000	1.000	150
Std. Residual	-2.218	1.857	.000	.997	150

a. Dependent Variable: Commitment

Y1, Y2 → Y3

## Regression

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	Commitment, Customer Satisfaction <sup>a</sup>		Enter

a. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.559 <sup>a</sup>	.313	.303	.368	1.709

a. Predictors: (Constant), Commitment, Customer Satisfaction

b. Dependent Variable: Customer Loyalty

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

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9.056	2	4.528	33.427	.000 <sup>a</sup>
Residual	19.912	147	.135		
Total	28.968	149			

a. Predictors: (Constant), Commitment, Customer Satisfaction

b. Dependent Variable: Customer Loyalty

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.527	.354		4.312	.000		
Customer Satisfaction	.213	.072	.221	2.962	.004	.841	1.189
Commitment	.442	.076	.433	5.808	.000	.841	1.189

a. Dependent Variable: Customer Loyalty



**Collinearity Diagnostics<sup>a</sup>**

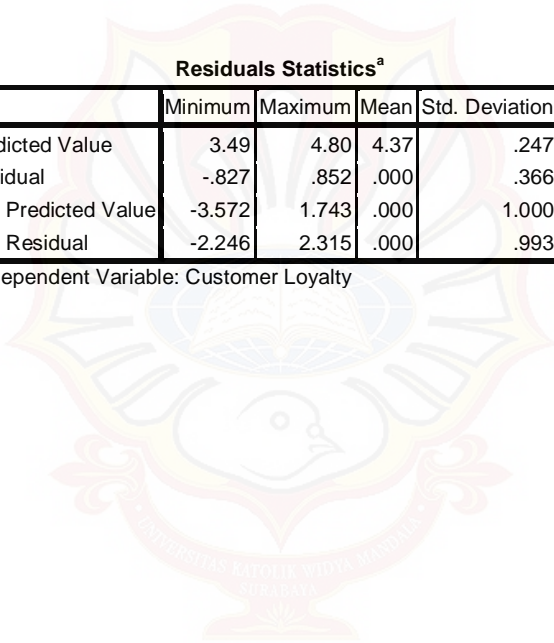
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Customer Satisfaction	Commitment
1	1	2.989	1.000	.00	.00	.00
	2	.006	21.822	.04	.89	.47
	3	.005	25.105	.96	.11	.53

a. Dependent Variable: Customer Loyalty

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.49	4.80	4.37	.247	150
Residual	-.827	.852	.000	.366	150
Std. Predicted Value	-3.572	1.743	.000	1.000	150
Std. Residual	-2.246	2.315	.000	.993	150

a. Dependent Variable: Customer Loyalty



**LAMPIRAN 8**  
**HASIL PATH ANALYSIS**

