

LAMPIRAN 1

KUESIONER PENELITIAN

DATA RESPONDEN : (Lingkirlah yang sesuai dengan pilihan Anda).

Nama : _____ (boleh tidak diisi)

Alamat : _____ (boleh tidak diisi)

Usia saat ini : _____ tahun

Jenis kelamin :

- a. Laki-laki b. Perempuan

Tingkat pendidikan :

- a. SD b. SMP c. SMU d. Sarjana e. Lainnya : _____

Pendapatan Anda per bulan :

- a. Golongan I, gaji kurang dari Rp 1.000.000
b. Golongan II, gaji antara Rp 1.000.000 s/d Rp 2.000.000
c. Golongan III, gaji antara Rp 2.000.000 s/d Rp 4.000.000
d. Golongan IV, gaji diatas Rp 4.000.000

Status :

- a. Belum menikah b. Sudah menikah

Suami/Istri Anda :

- a. Bekerja b. Tidak bekerja

Lama Anda bekerja :

- a. 1-5 tahun b. 6-10 tahun c. 11-15 tahun d. 16-20 tahun e. lebih dari 20 tahun

Jumlah anak/tanggungan keluarga :

- a. 1 orang b. 2 orang c. 3 orang d. 4 orang e. Lebih dari 4 orang

Seberapa seringkah Anda belanja di koperasi :

- a. Hampir tiap bulan sekali, atau dalam setahun 9-12 kali.
b. Kadang-kadang/ 2-3 bulan sekali, atau dalam setahun 3-8 kali.
c. Jarang, atau dalam setahun kurang dari 2 kali.

PERTANYAAN PENELITIAN : (Berilah tanda “X” sesuai pilihan Anda)

Pilihan Berbelanja di Koperasi karena :	Sangat setuju	Setuju	Netral	Tidak setuju	Sangat tidak setuju
Produk/Barangnya :					
Jenis barangnya					
Kualitas barangnya					
Jumlah barangnya tersedia					
Penataan barangnya					
Pembungkusan barangnya					

Pilihan Belanja di Koperasi karena :	Sangat setuju	Setuju	Netral	Tidak setuju	Sangat tidak setuju
<u>Harga :</u>					
Harga barang					
Potongan harga					
Pembayarannya bisa kredit					
Jangka waktu pelunasan kredit fleksibel					
Bisa dilakukan secara tunai					
<u>Lokasi :</u>					
Jarak toko dekat dengan rumah					
Kemudahan transportasi					
Keputusan pembelian karena jarak					
Tokonya dekat dengan tempat kerja					
<u>Promosi, dengan cara :</u>					
Melalui media					
Memberi informasi					
Memberikan hadiah thd. produk promo					
Melalui pameran (<i>open table</i>)					
<u>Personal Traits, karyawan toko :</u>					
Pengetahuan karyawan					
Respon kepada konsumen					
Kecepatan pelayanan					
Penampilan sopan dan rapi					
Melayani dengan ramah					
<u>Tampilan Fisik Toko:</u>					
Desain dan layoutnya					
Dekorasinya					
Luas ruangan tokonya					
Penerangan lampu					
Suhu udara					
Kebersihan toko					
Keamanan toko					
Fasilitas toko					
<u>Proses Transaksi :</u>					
Proses Penawaran					
Proses Pembelian					
Proses Pelayanan					
<u>Selisih Hasil Usaha (SHU) :</u>					
Kontribusi SHU sesuai transaksi					
Kontribusi SHU sesuai simpanan					
<u>Loyalitas Anggota :</u>					
Tidak ada rencana belanja diluar koperasi					
Mengajak temannya yang belum menjadi anggota untuk bergabung jadi anggota					

LAMPIRAN 3
HASIL UJI VALIDITAS

Correlations

Control Variables			X11	X12	X13	X14	X15	PRODUCT
LOYALITAS ANGGOTA	X11	Correlation	1.000	.742	.096	.155	.714	.729
		Significance (2-tailed)	.	.000	.343	.124	.000	.000
		Df	0	98	98	98	98	98
	X12	Correlation	.742	1.000	.191	.222	.734	.787
		Significance (2-tailed)	.000	.	.057	.026	.000	.000
		Df	98	0	98	98	98	98
	X13	Correlation	.096	.191	1.000	.806	.178	.642
		Significance (2-tailed)	.343	.057	.	.000	.077	.000
		Df	98	98	0	98	98	98
	X14	Correlation	.155	.222	.806	1.000	.260	.694
		Significance (2-tailed)	.124	.026	.000	.	.009	.000
		Df	98	98	98	0	98	98
	X15	Correlation	.714	.734	.178	.260	1.000	.779
		Significance (2-tailed)	.000	.000	.077	.009	.	.000
		Df	98	98	98	98	0	98
	PRODUCT	Correlation	.729	.787	.642	.694	.779	1.000
		Significance (2-tailed)	.000	.000	.000	.000	.000	.
		Df	98	98	98	98	98	0

Correlations

Control Variables			X21	X22	X23	X24	X25	PRICE
LOYALITAS ANGGOTA	X21	Correlation	1.000	.437	.474	.121	.685	.733
		Significance (2-tailed)	.	.000	.000	.230	.000	.000
		Df	0	98	98	98	98	98
	X22	Correlation	.437	1.000	.427	.293	.564	.769
		Significance (2-tailed)	.000	.	.000	.003	.000	.000
		Df	98	0	98	98	98	98
	X23	Correlation	.474	.427	1.000	.230	.578	.765
		Significance (2-tailed)	.000	.000	.	.021	.000	.000
		Df	98	98	0	98	98	98
	X24	Correlation	.121	.293	.230	1.000	.285	.501
		Significance (2-tailed)	.230	.003	.021	.	.004	.000
		Df	98	98	98	0	98	98
	X25	Correlation	.685	.564	.578	.285	1.000	.857
		Significance (2-tailed)	.000	.000	.000	.004	.	.000
		Df	98	98	98	98	0	98
	PRICE	Correlation	.733	.769	.765	.501	.857	1.000
		Significance (2-tailed)	.000	.000	.000	.000	.000	.
		Df	98	98	98	98	98	0

Correlations

Control Variables			X31	X32	X33	X34	PLACE
LOYALITAS ANGGOTA	X31	Correlation	1.000	.534	.126	.380	.672
		Significance (2-tailed)	.	.000	.212	.000	.000
		Df	0	98	98	98	98
	X32	Correlation	.534	1.000	.243	.479	.802
		Significance (2-tailed)	.000	.	.015	.000	.000
		Df	98	0	98	98	98
	X33	Correlation	.126	.243	1.000	.327	.614
		Significance (2-tailed)	.212	.015	.	.001	.000
		Df	98	98	0	98	98
	X34	Correlation	.380	.479	.327	1.000	.766
		Significance (2-tailed)	.000	.000	.001	.	.000
		Df	98	98	98	0	98
	PLACE	Correlation	.672	.802	.614	.766	1.000
		Significance (2-tailed)	.000	.000	.000	.000	.
		Df	98	98	98	98	0

Correlations

Control Variables			X41	X42	X43	X44	PROMOTION
LOYALITAS ANGGOTA	X41	Correlation	1.000	.450	.504	.671	.806
		Significance (2-tailed)	.	.000	.000	.000	.000
		Df	0	98	98	98	98
	X42	Correlation	.450	1.000	.450	.494	.776
		Significance (2-tailed)	.000	.	.000	.000	.000
		df	98	0	98	98	98
	X43	Correlation	.504	.450	1.000	.360	.776
		Significance (2-tailed)	.000	.000	.	.000	.000
		df	98	98	0	98	98
	X44	Correlation	.671	.494	.360	1.000	.774
		Significance (2-tailed)	.000	.000	.000	.	.000
		df	98	98	98	0	98
PROMOTION	Correlation	.806	.776	.776	.774	1.000	
	Significance (2-tailed)	.000	.000	.000	.000	.	
	df	98	98	98	98	0	

Correlations

Control Variables			X51	X52	X53	X54	X55	PERSONAL TRAITS
LOYALITAS ANGGOTA	X51	Correlation	1.000	.438	.201	.444	.269	.701
		Significance (2-tailed)	.	.000	.044	.000	.007	.000
		df	0	98	98	98	98	98
	X52	Correlation	.438	1.000	.121	.468	.292	.706
		Significance (2-tailed)	.000	.	.230	.000	.003	.000
		df	98	0	98	98	98	98
	X53	Correlation	.201	.121	1.000	.296	.191	.549
		Significance (2-tailed)	.044	.230	.	.003	.056	.000
		df	98	98	0	98	98	98
	X54	Correlation	.444	.468	.296	1.000	.287	.760
		Significance (2-tailed)	.000	.000	.003	.	.004	.000
		df	98	98	98	0	98	98
	X55	Correlation	.269	.292	.191	.287	1.000	.601
		Significance (2-tailed)	.007	.003	.056	.004	.	.000
		df	98	98	98	98	0	98
PERSONAL TRAITS	Correlation	.701	.706	.549	.760	.601	1.000	
	Significance (2-tailed)	.000	.000	.000	.000	.000	.	
	df	98	98	98	98	98	0	

Correlations

Control Variables			X71	X72	X73	PROCESS
LOYALITAS ANGGOTA	X71	Correlation	1.000	.341	.301	.731
		Significance (2-tailed)	.	.001	.002	.000
		df	0	98	98	98
	X72	Correlation	.341	1.000	.297	.754
		Significance (2-tailed)	.001	.	.003	.000
		df	98	0	98	98
	X73	Correlation	.301	.297	1.000	.723
		Significance (2-tailed)	.002	.003	.	.000
		df	98	98	0	98
PROCESS	Correlation	.731	.754	.723	1.000	
	Significance (2-tailed)	.000	.000	.000	.	
	df	98	98	98	0	

Correlations

Control Variables			X81	X82	SHU
LOYALITAS ANGGOTA	X81	Correlation	1.000	.135	.615
		Significance (2-tailed)	.	.179	.000
		df	0	98	98
	X82	Correlation	.135	1.000	.865
		Significance (2-tailed)	.179	.	.000
		df	98	0	98
	SHU	Correlation	.615	.865	1.000
		Significance (2-tailed)	.000	.000	.
		df	98	98	0

LAMPIRAN 4

HASIL UJI RELIABILITAS

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.840	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X11	68.55	116335.290	1.000	.804
X12	68.32	115528.899	1.000	.802
X13	68.65	116671.429	1.000	.805
X14	68.32	115529.319	1.000	.802
X15	68.16	114994.035	1.000	.800
PRODUCT	38.00	35744.020	1.000	1.000

Reliability Statistics

Cronbach's Alpha	N of Items
.840	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X21	67.90	114131.010	1.000	.805
X22	67.94	114263.196	1.000	.805
X23	67.50	112804.212	1.000	.801
X24	67.33	112212.402	1.000	.799
X25	67.58	113066.665	1.000	.802
PRICE	37.58	34967.185	1.000	1.000

Reliability Statistics

Cronbach's Alpha	N of Items
.859	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X31	53.78	71595.972	1.000	.815
X32	54.00	72175.760	1.000	.817
X33	54.04	72282.298	1.000	.818
X34	53.86	71806.181	1.000	.816
PLACE	30.81	23498.574	1.000	1.000

Reliability Statistics

Cronbach's Alpha	N of Items
.859	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X41	54.02	72231.740	1.000	.815
X42	54.20	72708.500	1.000	.817
X43	54.34	73080.886	1.000	.819
X44	53.96	72073.438	1.000	.814
PROMOTION	30.93	23680.905	1.000	1.000

Reliability Statistics

Cronbach's Alpha	N of Items
.840	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X51	69.33	118956.682	1.000	.802
X52	69.29	118821.227	1.000	.802
X53	69.45	119365.470	1.000	.804
X54	69.31	118888.415	1.000	.802
X55	69.27	118754.378	1.000	.802
PERSONAL TRAITS	38.51	36715.012	1.000	1.000

Reliability Statistics

Cronbach's Alpha	N of Items
.809	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X61	115.25	328737.588	1.000	.782
X62	115.47	329980.311	1.000	.783
X63	115.23	328624.838	1.000	.782
X64	115.35	329301.429	1.000	.783
X65	115.33	329193.902	1.000	.782
X66	115.19	328397.014	1.000	.782
X67	115.23	328623.098	1.000	.782
X68	115.25	328738.668	1.000	.782
PHYSICAL EVIDENCE	61.49	93567.692	1.000	1.000

Reliability Statistics

Cronbach's Alpha	N of Items
.889	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X71	38.46	36603.930	1.000	.841
X72	38.46	36603.730	1.000	.841
X73	38.34	36378.406	1.000	.838
PROCESS	23.05	13150.168	1.000	1.000

Reliability Statistics

Cronbach's Alpha	N of Items
.937	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X81	23.13	13242.153	1.000	.888
X82	23.15	13264.808	1.000	.889
SHU	15.43	5890.327	1.000	1.000

LAMPIRAN 5

CHI-SQUARE TEST & CONTINGENCY COEFFICIENT

X11 * LOYALITAS ANGGOTA

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	116.099 ^a	24	.000
Likelihood Ratio	30.236	24	.177
Linear-by-Linear Association	99.949	1	.000
N of Valid Cases	101		

a. 28 cells (80.0%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.731	.000
N of Valid Cases		101	

X12 * LOYALITAS ANGGOTA

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	120.974 ^a	30	.000
Likelihood Ratio	32.508	30	.344
Linear-by-Linear Association	99.942	1	.000
N of Valid Cases	101		

a. 34 cells (81.0%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.738	.000
N of Valid Cases		101	

X13 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	120.411 ^a	24	.000
Likelihood Ratio	35.491	24	.061
Linear-by-Linear Association	99.943	1	.000
N of Valid Cases	101		

a. 28 cells (80.0%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.737	.000
N of Valid Cases		101	

X14 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	117.945 ^a	24	.000
Likelihood Ratio	31.754	24	.133
Linear-by-Linear Association	99.935	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.734	.000
N of Valid Cases		101	

X15 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	129.577 ^a	24	.000
Likelihood Ratio	41.718	24	.014
Linear-by-Linear Association	99.956	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.750	.000
N of Valid Cases		101	

PRODUCT * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	181.972 ^a	90	.000
Likelihood Ratio	83.929	90	.660
Linear-by-Linear Association	99.971	1	.000
N of Valid Cases	101		

a. 111 cells (99.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.802	.000
N of Valid Cases		101	

X21 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	121.478 ^a	24	.000
Likelihood Ratio	38.708	24	.029
Linear-by-Linear Association	99.948	1	.000
N of Valid Cases	101		

a. 29 cells (82.9%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.739	.000
N of Valid Cases	101	

X22 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	112.727 ^a	24	.000
Likelihood Ratio	24.989	24	.406
Linear-by-Linear Association	99.906	1	.000
N of Valid Cases	101		

a. 26 cells (74.3%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.726	.000
N of Valid Cases		101	

X23 * LOYALITAS ANGGOTA

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	119.126 ^a	24	.000
Likelihood Ratio	31.514	24	.140
Linear-by-Linear Association	99.918	1	.000
N of Valid Cases		101	

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.736	.000
N of Valid Cases		101	

X24 * LOYALITAS ANGGOTA

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	129.577 ^a	24	.000
Likelihood Ratio	41.718	24	.014
Linear-by-Linear Association	99.956	1	.000
N of Valid Cases		101	

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.750	.000
N of Valid Cases		101	

X25 * LOYALITAS ANGGOTA

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	117.752 ^a	24	.000
Likelihood Ratio	28.649	24	.234
Linear-by-Linear Association	99.931	1	.000
N of Valid Cases		101	

a. 29 cells (82.9%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.734	.000
N of Valid Cases		101	

PRICE * LOYALITAS ANGGOTA

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	168.945 ^a	84	.000
Likelihood Ratio	77.222	84	.686
Linear-by-Linear Association	99.964	1	.000
N of Valid Cases		101	

a. 104 cells (99.0%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.791	.000
N of Valid Cases		101	

X31 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	137.471 ^a	24	.000
Likelihood Ratio	30.616	24	.165
Linear-by-Linear Association	99.965	1	.000
N of Valid Cases		101	

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.759	.000
N of Valid Cases		101	

X32 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	110.724 ^a	24	.000
Likelihood Ratio	22.555	24	.546
Linear-by-Linear Association	99.928	1	.000
N of Valid Cases		101	

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.723	.000
N of Valid Cases		101	

X33 * LOYALITAS ANGGOTA

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	125.109 ^a	24	.000
Likelihood Ratio	36.549	24	.049
Linear-by-Linear Association	99.937	1	.000
N of Valid Cases		101	

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.744	.000
N of Valid Cases		101	

X34 * LOYALITAS ANGGOTA

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	123.945 ^a	24	.000
Likelihood Ratio	26.305	24	.338
Linear-by-Linear Association	99.946	1	.000
N of Valid Cases		101	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	123.945 ^a	24	.000
Likelihood Ratio	26.305	24	.338
Linear-by-Linear Association	99.946	1	.000
N of Valid Cases	101		

a. 28 cells (80.0%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.742	.000
N of Valid Cases	101	

PLACE * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	191.472 ^a	66	.000
Likelihood Ratio	73.658	66	.242
Linear-by-Linear Association	99.972	1	.000
N of Valid Cases	101		

a. 81 cells (96.4%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.809	.000
N of Valid Cases	101	

X41 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	137.471 ^a	24	.000
Likelihood Ratio	30.616	24	.165
Linear-by-Linear Association	99.965	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.759	.000
N of Valid Cases	101	

X42 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	114.181 ^a	24	.000
Likelihood Ratio	23.820	24	.472
Linear-by-Linear Association	99.939	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.728	.000
N of Valid Cases	101	

X43 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	112.446 ^a	24	.000
Likelihood Ratio	24.355	24	.441
Linear-by-Linear Association	99.919	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.726	.000
N of Valid Cases	101	

X44 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	127.966 ^a	24	.000
Likelihood Ratio	34.871	24	.070
Linear-by-Linear Association	99.958	1	.000
N of Valid Cases	101		

a. 28 cells (80.0%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.748	.000
N of Valid Cases	101	

PROMOTION * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	159.977 ^a	66	.000
Likelihood Ratio	58.744	66	.725
Linear-by-Linear Association	99.968	1	.000
N of Valid Cases	101		

a. 81 cells (96.4%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.783	.000
N of Valid Cases	101	

X51 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	113.073 ^a	24	.000
Likelihood Ratio	23.139	24	.512
Linear-by-Linear Association	99.945	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.727	.000
N of Valid Cases	101	

X52 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	117.773 ^a	24	.000
Likelihood Ratio	28.655	24	.233
Linear-by-Linear Association	99.935	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.734	.000
N of Valid Cases	101	

X53 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	123.283 ^a	24	.000
Likelihood Ratio	35.331	24	.064
Linear-by-Linear Association	99.936	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.741	.000
N of Valid Cases	101	

X54 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	109.041 ^a	24	.000
Likelihood Ratio	20.529	24	.666
Linear-by-Linear Association	99.934	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.721	.000
N of Valid Cases	101	

X55 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	129.315 ^a	24	.000
Likelihood Ratio	37.491	24	.039
Linear-by-Linear Association	99.947	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.749	.000
N of Valid Cases	101	

PERSONAL TRAITS * LOYALITAS ANGGOTA

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	183.038 ^a	66	.000
Likelihood Ratio	73.203	66	.254
Linear-by-Linear Association	99.973	1	.000
N of Valid Cases	101		

a. 81 cells (96.4%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.803	.000
N of Valid Cases	101	

X61 * LOYALITAS ANGGOTA

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	115.468 ^a	24	.000
Likelihood Ratio	25.771	24	.365
Linear-by-Linear Association	99.945	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.730	.000
N of Valid Cases	101	

X62 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	138.468 ^a	24	.000
Likelihood Ratio	46.562	24	.004
Linear-by-Linear Association	99.934	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.760	.000
N of Valid Cases		101	

X63 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	129.279 ^a	24	.000
Likelihood Ratio	31.536	24	.139
Linear-by-Linear Association	99.951	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.749	.000
N of Valid Cases		101	

X64 * LOYALITAS ANGGOTA

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	117.698 ^a	24	.000
Likelihood Ratio	30.513	24	.168
Linear-by-Linear Association	99.933	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.734	.000
N of Valid Cases	101	

X65 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	112.483 ^a	24	.000
Likelihood Ratio	23.852	24	.470
Linear-by-Linear Association	99.931	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.726	.000
N of Valid Cases	101	

X66 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	124.158 ^a	24	.000
Likelihood Ratio	33.256	24	.099
Linear-by-Linear Association	99.942	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.743	.000
N of Valid Cases	101	

X67 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	115.360 ^a	24	.000
Likelihood Ratio	24.112	24	.455
Linear-by-Linear Association	99.941	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.730	.000
N of Valid Cases	101	

X68 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	120.966 ^a	24	.000
Likelihood Ratio	33.083	24	.102
Linear-by-Linear Association	99.953	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.738	.000
N of Valid Cases		101	

PHYSICAL EVIDENCE * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	188.413 ^a	102	.000
Likelihood Ratio	90.612	102	.783
Linear-by-Linear Association	99.976	1	.000
N of Valid Cases	101		

a. 126 cells (100.0%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.807	.000
N of Valid Cases		101	

X71 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	117.116 ^a	24	.000
Likelihood Ratio	27.934	24	.263
Linear-by-Linear Association	99.949	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.733	.000
N of Valid Cases		101	

X72 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	131.364 ^a	24	.000
Likelihood Ratio	46.398	24	.004
Linear-by-Linear Association	99.940	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.752	.000
N of Valid Cases		101	

X73 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	123.945 ^a	24	.000
Likelihood Ratio	26.305	24	.338
Linear-by-Linear Association	99.946	1	.000
N of Valid Cases	101		

a. 28 cells (80.0%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.742	.000
N of Valid Cases		101	

PROCESS * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	146.981 ^a	48	.000
Likelihood Ratio	48.690	48	.445
Linear-by-Linear Association	99.970	1	.000
N of Valid Cases	101		

a. 58 cells (92.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.770	.000
N of Valid Cases		101	

X81 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	197.371 ^a	24	.000
Likelihood Ratio	84.701	24	.000
Linear-by-Linear Association	99.978	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.813	.000
N of Valid Cases	101	

X82 * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	137.344 ^a	24	.000
Likelihood Ratio	51.289	24	.001
Linear-by-Linear Association	99.947	1	.000
N of Valid Cases	101		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.759	.000
N of Valid Cases	101	

SHU * LOYALITAS ANGGOTA**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	179.138 ^a	42	.000
Likelihood Ratio	71.313	42	.003
Linear-by-Linear Association	99.979	1	.000
N of Valid Cases	101		

a. 51 cells (91.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.800	.000
N of Valid Cases		101	

LAMPIRAN 6

DAFTAR TABEL r

Tabel Harga Kritik dari r Product-Moment

N (1)	Interval Kepercayaan		N (1)	Interval Kepercayaan		N (1)	Interval Kepercayaan	
	95% (2)	99% (3)		95% (2)	99% (3)		95% (2)	99% (3)
3	0,997	0,999	26	0,388	0,4906	55	0,266	0,345
4	0,950	0,990	27	0,381	0,487	60	0,254	0,330
5	0,878	0,959	28	0,374	0,478	65	0,244	0,317
6	0,811	0,917	29	0,367	0,470	70	0,235	0,306
7	0,754	0,874	30	0,361	0,463	75	0,227	0,296
8	0,707	0,874	31	0,355	0,456	80	0,220	0,286
9	0,666	0,798	32	0,349	0,449	85	0,213	0,278
10	0,632	0,765	33	0,344	0,442	90	0,207	0,270
11	0,602	0,735	34	0,339	0,436	95	0,202	0,263
12	0,576	0,708	35	0,334	0,430	100	0,195	0,256
13	0,553	0,684	36	0,329	0,424	125	0,176	0,230
14	0,532	0,661	37	0,325	0,418	150	0,159	0,210
15	0,514	0,641	38	0,320	0,413	175	0,148	0,194
16	0,497	0,623	39	0,316	0,408	200	0,138	0,181
17	0,482	0,606	40	0,312	0,403	300	0,113	0,148
18	0,468	0,590	41	0,308	0,396	400	0,098	0,128
19	0,456	0,575	42	0,304	0,393	500	0,088	0,115
20	0,444	0,561	43	0,301	0,389	600	0,080	0,105
21	0,433	0,549	44	0,297	0,384	700	0,074	0,097
22	0,423	0,537	45	0,294	0,380	800	0,070	0,091
23	0,413	0,526	46	0,291	0,276	900	0,065	0,086
24	0,404	0,515	47	0,288	0,372	1000	0,062	0,081
25	0,396	0,505	48	0,284	0,368			
			49	0,281	0,364			
			50	0,297	0,361			

N = Jumlah pasangan yang digunakan untuk menghitung r.