

Lampiran 1.A
Hasil Pengujian Validitas Variabel Loyalitas

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.782
Bartlett's Test of Sphericity	Approx. Chi-Square	329.278
	df	10
	Sig.	.000

Component Matrix^a

	Component
	1
loyalitas_1	.948
loyalitas_2	.898
loyalitas_3	.544
loyalitas_4	.902
loyalitas_5	.881

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted.
 The solution cannot be rotated.

Lampiran 1.B
Hasil Pengujian Validitas Variabel Produk

Factor Analysis

[DataSet0]

Correlation Matrix^a

a. This matrix is not positive definite.

Component Matrix^a

	Component
	1
produk_1	.960
produk_2	.628
produk_3	.756
produk_4	.960

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted.
The solution cannot be rotated.

Lampiran 1.C
Hasil Pengujian Validitas Variabel Harga

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.555
Bartlett's Test of Sphericity	Approx. Chi-Square	15.065
	df	3
	Sig.	.002

Rotated Component Matrix^a

	Component	
	1	2
Harga_1	.012	.973
Harga_2	.823	.240
Harga_3	.843	-.200

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component	1	2
1	.993	.115
2	-.115	.993

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

Lampiran 1.D
Hasil Pengujian Validitas Variabel Promosi

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.565
Bartlett's Test of Sphericity	Approx. Chi-Square	105.543
	df	15
	Sig.	.000

Rotated Component Matrix^a

	Component	
	1	2
promosi_1	.499	.204
promosi_2	.463	.013
promosi_3	.175	.874
promosi_4	.849	-.047
promosi_5	.781	.265
promosi_6	-.023	.875

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component	1	2
1	.728	.686
2	.686	-.728

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Lampiran 1.E
Hasil Pengujian Validitas Variabel Tempat

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.814
Bartlett's Test of Sphericity	Approx. Chi-Square	290.560
	df	6
	Sig.	.000

Component Matrix^a

	Component
	1
Tempat_1	.937
Tempat_2	.958
Tempat_3	.718
Tempat_4	.938

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted.
 The solution cannot be rotated.

Lampiran 1.F
Hasil Pengujian Validitas Variabel Bukti Fisik

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.782
Bartlett's Test of Sphericity	Approx. Chi-Square	239.892
	df	6
	Sig.	.000

Component Matrix^a

	Component
	1
Bukti_Fisik_1	.941
Bukti_Fisik_2	.926
Bukti_Fisik_3	.671
Bukti_Fisik_4	.913

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted.
The solution cannot be rotated.

Lampiran 1.G
Hasil Pengujian Validitas Variabel People

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.687
Bartlett's Test of Sphericity	Approx. Chi-Square	264.763
	df	10
	Sig.	.000

Rotated Component Matrix^a

	Component	
	1	2
Orang_1	.928	.262
Orang_2	.872	.225
Orang_3	.304	.761
Orang_4	.939	.094
Orang_5	.069	.870

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component	1	2
1	.886	.464
2	-.464	.886

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

Lampiran 1.H
Hasil Pengujian Validitas Variabel Proses

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.512
Bartlett's Test of Sphericity	Approx. Chi-Square	22.425
	df	10
	Sig.	.013

Rotated Component Matrix^a

	Component	
	1	2
Proses_1	.727	.196
Proses_2	.380	.043
Proses_3	.187	.729
Proses_4	.846	-.075
Proses_5	-.049	.838

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component	1	2
1	.824	.567
2	-.567	.824

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

Lampiran 2.A
Hasil Pengujian Validitas Variabel Produk

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.888	5

Lampiran 2.B
Hasil Pengujian Validitas Variabel Harga

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.783	4

Lampiran 2.C
Hasil Pengujian Validitas Variabel Promosi

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.605	3

Lampiran 2.D
Hasil Pengujian Validitas Variabel Tempat

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.599	6

Lampiran 2.E
Hasil Pengujian Validitas Variabel Fisik

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.912	4

Lampiran 2.F
Hasil Pengujian Validitas Variabel People

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.887	4

Lampiran 2.G
Hasil Pengujian Validitas Variabel Physical Evidence

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.826	5

Lampiran 2.H
Hasil Pengujian Validitas Variabel Proses

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.602	5

Lampiran 3
Statistik Deskriptif Variabel Penelitian

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Loyalitas	80	12	25	18.67	3.363
Produk	80	15	20	19.54	1.136
Harga	80	12	15	14.44	.898
Promosi	80	23	30	28.45	1.882
Tempat	80	10	25	18.82	3.478
Bukti Fisik	80	8	20	15.04	2.698
Orang	80	12	25	19.75	2.983
Proses	80	14	25	21.87	2.160
Valid N (listwise)	80				

Lampiran 4
Hasil Pengujian Asumsi Klasik

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Proses, Orang, Bukti Fisik, Harga, Tempat, Promosi, Produk ^a	.	Enter

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

Model Summary^b

Model	Durbin-Watson
1	2.134 ^a

- a. Predictors: (Constant), Proses, Orang, Bukti Fisik, Harga, Tempat, Promosi, Produk
b. Dependent Variable: Loyalitas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Produk	.357	2.805
	Harga	.453	2.205
	Promosi	.515	1.943
	Tempat	.627	1.596
	Bukti Fisik	.959	1.043
	Orang	.686	1.457
	Proses	.656	1.524

- a. Dependent Variable: Loyalitas

Lampiran 5
Hasil Pengujian Normalitas

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Produk	Harga	Promosi	Tempat	Bukti Fisik	Orang	Proses
N		80	80	80	80	80	80	80
Normal Parameters ^{a,b}	Mean	19.54	14.44	28.45	18.83	15.04	19.75	21.88
	Std. Deviation	1.136	.898	1.882	3.478	2.698	2.983	2.160
Most Extreme Differences	Absolute	.446	.410	.282	.205	.198	.175	.205
	Positive	.342	.265	.205	.205	.198	.113	.138
	Negative	-.446	-.410	-.282	-.120	-.164	-.175	-.205
Kolmogorov-Smirnov Z		1.985	1.663	.526	.836	.772	.564	.836
Asymp. Sig. (2-tailed)		.141	.231	.321	.102	.104	.115	.102

a. Test distribution is Normal.

b. Calculated from data.

Regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.154	1.452		.106	.916
	Produk	.135	.090	.272	1.509	.136
	Harga	-.099	.100	-.158	-.988	.327
	Promosi	-.072	.045	-.240	-1.602	.114
	Tempat	.001	.022	.006	.047	.963
	Bukti Fisik	.062	.023	.296	2.694	.119
	Orang	.025	.025	.133	1.021	.311
	Proses	-.007	.035	-.027	-.206	.837

a. Dependent Variable: ARESID

Lampiran 6
Hasil Pengujian Hipotesis

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Proses, Orang, Bukti Fisik, Harga, Tempat, Promosi, Produk ^a		Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969 ^a	.939	.933	.869

- a. Predictors: (Constant), Proses, Orang, Bukti Fisik, Harga, Tempat, Promosi, Produk

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	839.204	7	119.886	158.831	.000 ^a
	Residual	54.346	72	.755		
	Total	893.550	79			

- a.
 Predictors: (Constant), Proses, Orang, Bukti Fisik, Harga, Tempat, Promosi, Produk
 b. Dependent Variable: Loyalitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.622	2.336		.266	.791
	Produk	-.031	.144	-.010	-.216	.830
	Harga	.176	.162	.047	1.091	.279
	Promosi	-.032	.072	-.018	-.439	.662
	Tempat	.927	.036	.959	26.113	.000
	Bukti Fisik	-.090	.037	-.072	-2.428	.018
	Orang	.037	.040	.032	.924	.359
	Proses	.009	.056	.006	.161	.872

a. Dependent Variable: Loyalitas

Lampiran 7
Hasil Pengujian Hipotesis

Frequencies

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perempuan	43	53.8	53.8	53.8
Laki Laki	37	46.3	46.3	100.0
Total	80	100.0	100.0	

Umur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 21 - 25 Tahun	10	12.5	12.5	12.5
26 - 30 Tahun	40	50.0	50.0	62.5
31 - 35 Tahun	11	13.8	13.8	76.3
36 - 40 Tahun	9	11.3	11.3	87.5
> 40 Tahun	10	12.5	12.5	100.0
Total	80	100.0	100.0	

Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Belum Menikah	41	51.3	51.3	51.3
Menikah	39	48.8	48.8	100.0
Total	80	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pegawai Negeri Sipil	9	11.3	11.3	11.3
BUMN	16	20.0	20.0	31.3
Swasta	21	26.3	26.3	57.5
Wiraswasta	23	28.8	28.8	86.3
Mahasiswa	11	13.8	13.8	100.0
Total	80	100.0	100.0	

Tipe_Kamar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Deluxe Twin Room	16	20.0	20.0	20.0
	Delux Twin Bed	44	55.0	55.0	75.0
	Junior Suite Room	20	25.0	25.0	100.0
	Total	80	100.0	100.0	