

Lampiran 1 Kuesioner



Responden yang terhormat

Saya adalah Mahasiswa Magister Management Universitas Indonesia yang sedang mengadakan penelitian mengenai persepsi konsumen atas **Bank Mandiri dan Mandiri Call (Call Center Bank Mandiri)**.

Demi tercapainya kredibilitas yang tinggi dalam penelitian ini, mohon kiranya anda bersedia mengisi kuisisioner ini secara lengkap dan benar. Saya berharap jawaban yang diberikan adalah jawaban yang sebenarnya tanpa mendiskusikan dengan orang lain. Anda tidak perlu mencantumkan identitas anda dan segala informasi yang anda berikan akan dijaga kerahasiannya.

Terima kasih atas partisipasi anda dalam penelitian ini.

BEHAVIOUR

Lingkari jawaban yang sesuai dengan anda pada kolom angka-angka paling kanan

B 01. Saya telah menjadi Nasabah Bank Mandiri selama : (tahun)

B 02. Berapa produk yang anda miliki di Bank Mandiri ?

< 2 produk	1
3 – 4 produk	2
4 – 6 produk	3
7 – 10 produk	4
> 10 produk	5

B 03. Seberapa sering anda melakukan transaksi di **Bank Mandiri** selama satu bulan ?

< 2 kali	1
3 – 4 kali	2
4 – 6 kali	3
7 – 10 kali	4
> 10 kali	5
Lainnya (Tuliskan.....)	6

B 04. Seberapa sering anda menghubungi **Mandiri Call** selama satu bulan ?

< 2 kali	1
3 – 4 kali	2
4 – 6 kali	3
7 – 10 kali	4
> 10 kali	5
Lainnya (Tuliskan.....)	6

Lampiran 1 Kuesioner (lanjutan)

B 05. Kapan terakhir kali anda menghubungi Mandiri Call ?

< 1 bulan	1
1 – 3 bulan lalu	2
4 – 6 bulan lalu	3
6 – 12 bulan lalu	4
> setahun lalu	5

B 06. Darimana anda mengetahui keberadaan Bank Mandiri ? (Jawaban boleh lebih dari 1)

Media promosi (klan, billboard, brosur)	1
Media massa	2
Media elektronik	3
Cabang dan ATM	4
Teman	5
Lainnya (Tuliskan.....)	6

B 07. Tujuan anda menghubungi Mandiri Call ? (Jawaban boleh lebih dari 1)

Melakukan Transaksi Perbankan	1
Mengajukan Keluhan	2
Menanyakan Informasi Produk / Program Marketing	3
Menanyakan Status Aplikasi Kredit / Kartu Kredit	4
Memberikan saran	5
Melakukan pengecekan saldo / tagihan	6
Aktivasi / Blokir kartu	7
Lainnya (Tuliskan.....)	8

B 08. Selain diri sendiri siapa yang paling mempengaruhi anda (merekomendasikan, memberi nasihat, atau saran) dalam melakukan pemilihan Bank ?

Pasangan, Pacar/suami	1
Teman	2
Saudara	3
Orang tua	4
Lainnya (Tuliskan.....)	5

KUISIONER UTAMA

BRAND AWARENESS

1. Sebutkan nama Bank yang terlintas **pertama kali** dibenak anda

.....

2. Sebutkan nama Call Center Perbankan yang terlintas **pertama kali** dibenak anda

.....

3. Selain nama Bank yang anda sebut diatas, nama Bank apa lagi yang anda ingat ?

a. b.

4. Selain nama Call Center yang anda sebut diatas, nama Call Center apa lagi yang anda ingat ?

a. b.

Lampiran 1 Kuesioner (lanjutan)

Beri tanda silang jawaban sesuai dengan pendapat Anda

Faktor	Sangat Tidak Setuju	Tidak Setuju	Agak Tidak Setuju	Agak Setuju	Setuju	Sangat Setuju
Mandiri Call membuat saya nyaman menjadi nasabah Mandiri	1	2	3	4	5	6
Saya mendapat banyak manfaat dengan adanya Mandiri Call	1	2	3	4	5	6
Mandiri Call memberikan informasi yang jelas mengenai program promosi Mandiri	1	2	3	4	5	6
Mandiri Call mampu memberikan jawaban yang jelas mengenai keluhan saya	1	2	3	4	5	6
Mandiri Call mampu mengerti kebutuhan yang saya inginkan	1	2	3	4	5	6
Mandiri Call mampu melakukan tracking atas aplikasi kredit/kartu kredit/status keluhan saya	1	2	3	4	5	6
Menjadi Nasabah Mandiri menyenangkan karena kebutuhan saya semua terpenuhi	1	2	3	4	5	6
Bank Mandiri memberikan saya kemudahan	1	2	3	4	5	6
Saya puas dengan pelayanan Bank Mandiri	1	2	3	4	5	6
Keluhan saya selalu diselesaikan dengan baik	1	2	3	4	5	6
Bank Mandiri adalah Bank terbaik menurut saya	1	2	3	4	5	6
Saya akan merekomendasikan Bank Mandiri kepada Teman/Saudara/Rekanan	1	2	3	4	5	6
Bank Mandiri merupakan Bank prioritas utama	1	2	3	4	5	6
Dengan adanya Mandiri Call membuat saya semakin yakin dengan Bank Mandiri	1	2	3	4	5	6
Saya berkeinginan meningkatkan dana saya di Bank Mandiri	1	2	3	4	5	6
Saya berkeinginan menambah produk di Bank Mandiri	1	2	3	4	5	6
Saya akan selalu mencari Bank Mandiri untuk produk dan transaksi Perbankan	1	2	3	4	5	6
Saya akan merekomendasikan Bank Mandiri kepada anak/cucu saya	1	2	3	4	5	6
Saya belum memiliki rencana beralih ke Bank lain dalam jangka waktu dekat	1	2	3	4	5	6
Saya yakin Bank Mandiri memiliki prospek yang bagus untuk tahun mendatang	1	2	3	4	5	6
Saya mengenal dengan baik nama Bank Mandiri	1	2	3	4	5	6
Saya mengetahui Bank Mandiri merupakan Bank BUMN	1	2	3	4	5	6
Saya mengetahui Bank Mandiri sebagai Bank yang memiliki aset terbesar di Indonesia	1	2	3	4	5	6
Saya percaya dengan Bank Mandiri	1	2	3	4	5	6
Saya semakin yakin dengan reputasi Mandiri yang baik	1	2	3	4	5	6

Lampiran 1 Kuesioner (lanjutan)

PRODUCT ATTRIBUTE

Hal-hal apa yang menjadi pertimbangan anda dalam melakukan pemilihan Bank?

Faktor	Sangat Tidak Penting	Tidak Penting	Agak Tidak Penting	Agak Penting	Penting	Sangat Penting
Nama Bank	1	2	3	4	5	6
Reputasi Bank	1	2	3	4	5	6
Kepemilikan Bank (BUMN / Swasta)	1	2	3	4	5	6
Kemudahan Jangkauan	1	2	3	4	5	6
Fasilitas layanan yang diberikan	1	2	3	4	5	6
Ketersediaan Call Center	1	2	3	4	5	6
Kualitas layanan yang diberikan	1	2	3	4	5	6
Bunga/Tarif yang menyenangkan	1	2	3	4	5	6
Program promosi (diskon,hadiah)	1	2	3	4	5	6
Lain-lain (Tuliskan.....)	1	2	3	4	5	6

Lampiran 1 Kuesioner (lanjutan)

DEMOGRAFI

Lingkari jawaban yang sesuai dengan anda pada kolom angka-angka paling kanan

D 01. Jenis Kelamin

Pria	1
Wanita	2

D 02. Status

Lajang, Belum Menikah	1
Menikah	2
Pernah Menikah/ Janda / Duda	3

D 03. Apakah pendidikan terakhir anda ?

SMU/ Sederajat	1
Akademi/ Diploma	2
Universitas/ Sarjana (S1)	3
Pasca Sarjana (S2) / S3	4

D 04. Termasuk kedalam kelompok manakah usia anda ?

20 – 30 tahun	1
31 – 40 tahun	2
41 – 50 tahun	3
> 50 tahun	4

D 05. Berapakah rata-rata pengeluaran per bulan anda (di luar membayar cicilan rumah, motor, mobil, atau aset berharga lainnya) ?

E	< Rp. 500.000	1
D	Rp. 500.001 – Rp. 1.000.000	2
C	Rp. 1.000.001 – Rp. 2.000.000	3
B	Rp. 2.000.001 – Rp. 5.000.000	4
A	> Rp. 5.000.001	5

D 06. Berapakah rata-rata pendapatan anda per bulan?

E	< Rp 2. 500.000	1
D	Rp 2.500.001 – Rp. 5.000.000	2
C	Rp. 5.000.001 – Rp. 10.000.000	3
B	Rp.10.000.001 – Rp. 15.000.000	4
A	>Rp. 15.000.001	5

D 07. Apakah pekerjaan anda saat ini ?

Pelajar/ Mahasiswa	2
Karyawan Perusahaan Swasta	2
Profesional (dokter/akuntan/pengacara, dsb)	3
Pegawai Negeri/BLMN/lembaga pemerintah	4
Wiraswasta	5
Free lancer (paruh waktu)	6
Lainnya (Tuliskan.....)	7

D 08. Dibagian manakah anda berada pada struktur organisasi perusahaan tempat anda bekerja ?

Direktur (Vice President, Managing Director/Corporate Officer)	1
Manager (GM, Deputy GM/Asisten atau Deputy Manager)	2
Supervisor	3
Staff	4
Outsource / Non Staff	5
Lainnya (Tuliskan.....)	6

TERIMA KASIH

Lampiran 2. Uji Realibilitas Pretest

Brand Equity**Case Processing Summary**

	N	%
Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.851	5

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

Customer Equity**Case Processing Summary**

	N	%
Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.775	3

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

Customer Retention**Case Processing Summary**

	N	%
Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.937	6

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

Lampiran 2. Uji Realibilitas Pretest (lanjutan)

Customer Satisfaction**Case Processing Summary**

	N	%
Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.816	5

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

Customer Relationship Marketing**Case Processing Summary**

	N	%
Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.847	6

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

Lampiran 3. Uji Validitas Pretest

Brand Equity**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.725
Bartlett's Test of Sphericity	Approx. Chi-Square	71.453
	df	10
	Sig.	.000

Anti-image Matrices

		BE1	BE2	BE3	BE4	BE5
Anti-image Covariance	BE1	.526	-.028	-.124	-.140	.076
	BE2	-.028	.555	-.161	-.043	.124
	BE3	-.124	-.161	.190	-.035	-.178
	BE4	-.140	-.043	-.035	.574	-.082
	BE5	.076	.124	-.178	-.082	.320
Anti-image Correlation	BE1	.812 ^a	-.051	-.394	-.254	.186
	BE2	-.051	.723 ^a	-.495	-.077	.295
	BE3	-.394	-.495	.658 ^a	-.107	-.722
	BE4	-.254	-.077	-.107	.904 ^a	-.191
	BE5	.186	.295	-.722	-.191	.644 ^a

a. Measures of Sampling Adequacy(MSA)

Lampiran 3. Uji Validitas Pretest (lanjutan)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.185	63.706	63.706	3.185	63.706	63.706
2	.697	13.945	77.651			
3	.549	10.971	88.622			
4	.444	8.886	97.508			
5	.125	2.492	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
BE1	.772
BE2	.701
BE3	.931
BE4	.776
BE5	.794

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 3. Uji Validitas Pretest (lanjutan)

Customer Equity**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.692
Bartlett's Test of Sphericity	Approx. Chi-Square	26.022
	df	3
	Sig.	.000

Anti-image Matrices

		CE1	CE2	CE3
Anti-image Covariance	CE1	.506	-.248	-.247
	CE2	-.248	.607	-.118
	CE3	-.247	-.118	.608
Anti-image Correlation	CE1	.649 ^a	-.447	-.446
	CE2	-.447	.720 ^a	-.194
	CE3	-.446	-.194	.721 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CE1	1.000	.775
CE2	1.000	.682
CE3	1.000	.681

Extraction Method: Principal Component Analysis.

Lampiran 3. Uji Validitas Pretest (lanjutan)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.139	71.285	71.285	2.139	71.285	71.285
2	.509	16.962	88.247			
3	.353	11.753	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	
CE1		.880
CE2		.826
CE3		.825

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 3. Uji Validitas Pretest (lanjutan)

Customer Retention**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.750
Bartlett's Test of Sphericity Approx. Chi-Square	177.305
df	15
Sig.	.000

Anti-image Matrices

		CR1	CR2	CR3	CR4	CR5	CR6
Anti-image Covariance	CR1	.244	-.050	-.042	-.113	.062	.017
	CR2	-.050	.116	-.093	-.035	.021	-.060
	CR3	-.042	-.093	.175	.070	-.070	.044
	CR4	-.113	-.035	.070	.146	-.083	.023
	CR5	.062	.021	-.070	-.083	.113	-.093
	CR6	.017	-.060	.044	.023	-.093	.205
Anti-image Correlation	CR1	.765 ^a	-.295	-.204	-.600	.373	.078
	CR2	-.295	.801 ^a	-.653	-.272	.186	-.388
	CR3	-.204	-.653	.727 ^a	.442	-.502	.231
	CR4	-.600	-.272	.442	.721 ^a	-.647	.133
	CR5	.373	.186	-.502	-.647	.697 ^a	-.613
	CR6	.078	-.388	.231	.133	-.613	.805 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CR1	1.000	.614
CR2	1.000	.888
CR3	1.000	.759
CR4	1.000	.800
CR5	1.000	.808
CR6	1.000	.729

Extraction Method: Principal Component Analysis.

Lampiran 3. Uji Validitas Pretest (lanjutan)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.599	76.642	76.642	4.599	76.642	76.642
2	.666	11.106	87.748			
3	.408	6.798	94.546			
4	.175	2.912	97.458			
5	.101	1.676	99.134			
6	.052	.866	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
CR1	.784
CR2	.942
CR3	.871
CR4	.894
CR5	.899
CR6	.854

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 3. Uji Validitas Pretest (lanjutan)

Customer Satisfaction**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.823
Bartlett's Test of Sphericity Approx. Chi-Square	59.110
df	10
Sig.	.000

Anti-image Matrices

		CS1	CS2	CS3	CS4	CS5
Anti-image Covariance	CS1	.519	-.117	-.125	-.053	-.088
	CS2	-.117	.346	-.117	-.222	-.111
	CS3	-.125	-.117	.517	.026	-.152
	CS4	-.053	-.222	.026	.567	.023
	CS5	-.088	-.111	-.152	.023	.568
Anti-image Correlation	CS1	.878 ^a	-.277	-.241	-.097	-.163
	CS2	-.277	.769 ^a	-.275	-.502	-.251
	CS3	-.241	-.275	.847 ^a	.048	-.280
	CS4	-.097	-.502	.048	.775 ^a	.040
	CS5	-.163	-.251	-.280	.040	.864 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CS1	1.000	.658
CS2	1.000	.787
CS3	1.000	.634
CS4	1.000	.501
CS5	1.000	.586

Extraction Method: Principal

Component Analysis.

Lampiran 3. Uji Validitas Pretest (lanjutan)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.166	63.312	63.312	3.166	63.312	63.312
2	.717	14.346	77.658			
3	.456	9.125	86.783			
4	.404	8.085	94.868			
5	.257	5.132	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
CS1	.811
CS2	.887
CS3	.796
CS4	.708
CS5	.766

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 3. Uji Validitas Pretest (lanjutan)

Customer Relationship Marketing**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.671
Bartlett's Test of Sphericity	Approx. Chi-Square	114.851
	df	15
	Sig.	.000

Anti-image Matrices

		CRM1	CRM2	CRM3	CRM4	CRM5	CRM6
Anti-image Covariance	CRM1	.300	-.203	.146	-.095	-.004	.032
	CRM2	-.203	.319	-.034	-.036	-.002	-.015
	CRM3	.146	-.034	.439	-.167	-.137	.122
	CRM4	-.095	-.036	-.167	.227	.008	-.100
	CRM5	-.004	-.002	-.137	.008	.229	-.157
	CRM6	.032	-.015	.122	-.100	-.157	.212
Anti-image Correlation	CRM1	.599 ^a	-.657	.401	-.366	-.015	.128
	CRM2	-.657	.753 ^a	-.090	-.135	-.008	-.057
	CRM3	.401	-.090	.477 ^a	-.530	-.432	.400
	CRM4	-.366	-.135	-.530	.756 ^a	.034	-.458
	CRM5	-.015	-.008	-.432	.034	.707 ^a	-.714
	CRM6	.128	-.057	.400	-.458	-.714	.655 ^a

a. Measures of Sampling Adequacy(MSA)

Lampiran 3. Uji Validitas Pretest (lanjutan)

Communalities

	Initial	Extraction
CRM1	1.000	.394
CRM2	1.000	.561
CRM3	1.000	.277
CRM4	1.000	.847
CRM5	1.000	.693
CRM6	1.000	.727

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.499	58.315	58.315	3.499	58.315	58.315
2	1.390	23.173	81.488			
3	.599	9.983	91.471			
4	.228	3.807	95.278			
5	.179	2.989	98.267			
6	.104	1.733	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	
CRM1		.628
CRM2		.749
CRM3		.526
CRM4		.920
CRM5		.833
CRM6		.853

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 4. Uji Realibilitas Kuesioner Keseluruhan

Brand Equity

	N	%
Valid	124	100.0
Excluded ^a	0	.0
Total	124	100.0

Cronbach's Alpha	N of Items
.817	5

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

Customer Equity

	N	%
Valid	124	100.0
Excluded ^a	0	.0
Total	124	100.0

Cronbach's Alpha	N of Items
.740	3

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

Customer Retention

	N	%
Valid	124	100.0
Excluded ^a	0	.0
Total	124	100.0

Cronbach's Alpha	N of Items
.929	6

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

Lampiran 4. Uji Realibilitas Kuesioner Keseluruhan (lanjutan)

Customer Satisfaction

	N	%
Valid	124	100.0
Excluded ^a	0	.0
Total	124	100.0

Cronbach's Alpha	N of Items
.816	5

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

Customer Relationship Marketing

	N	%
Valid	124	100.0
Excluded ^a	0	.0
Total	124	100.0

Cronbach's Alpha	N of Items
.848	6

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

Lampiran 5. Uji Validitas Kuesioner Keseluruhan

Brand Equity**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.766
Bartlett's Test of Sphericity	Approx. Chi-Square	229.746
	df	10
	Sig.	.000

Anti-image Matrices

		BE1	BE2	BE3	BE4	BE5
Anti-image Covariance	BE1	.568	-.058	-.095	-.135	-.131
	BE2	-.058	.622	-.261	-.110	.139
	BE3	-.095	-.261	.498	-.055	-.125
	BE4	-.135	-.110	-.055	.477	-.213
	BE5	-.131	.139	-.125	-.213	.518
Anti-image Correlation	BE1	.859 ^a	-.098	-.178	-.260	-.241
	BE2	-.098	.663 ^a	-.468	-.201	.245
	BE3	-.178	-.468	.772 ^a	-.113	-.247
	BE4	-.260	-.201	-.113	.793 ^a	-.428
	BE5	-.241	.245	-.247	-.428	.722 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BE1	1.000	.627
BE2	1.000	.396
BE3	1.000	.657
BE4	1.000	.692
BE5	1.000	.561

Extraction Method: Principal Component Analysis.

Lampiran 5. Uji Validitas Kuesioner Keseluruhan (lanjutan)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.933	58.655	58.655	2.933	58.655	58.655
2	.900	17.995	76.650			
3	.459	9.171	85.822			
4	.408	8.156	93.978			
5	.301	6.022	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	
BE1		.792
BE2		.629
BE3		.811
BE4		.832
BE5		.749

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Component Score Coefficient Matrix

	Component	
	1	
BE1		.270
BE2		.215
BE3		.276
BE4		.284
BE5		.255

Extraction Method: Principal Component Analysis.

Lampiran 5. Uji Validitas Kuesioner Keseluruhan (lanjutan)

Customer Equity**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.689
Bartlett's Test of Sphericity	Approx. Chi-Square	93.010
	df	3
	Sig.	.000

Anti-image Matrices

		CE1	CE2	CE3
Anti-image Covariance	CE1	.610	-.188	-.272
	CE2	-.188	.698	-.189
	CE3	-.272	-.189	.609
Anti-image Correlation	CE1	.670 ^a	-.288	-.447
	CE2	-.288	.741 ^a	-.290
	CE3	-.447	-.290	.669 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CE1	1.000	.706
CE2	1.000	.625
CE3	1.000	.707

Extraction Method: Principal Component Analysis.

Lampiran 5. Uji Validitas Kuesioner Keseluruhan (lanjutan)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.038	67.938	67.938	2.038	67.938	67.938
2	.541	18.026	85.964			
3	.421	14.036	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	
CE1		.840
CE2		.791
CE3		.841

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Component Score Coefficient Matrix

	Component	
	1	
CE1		.412
CE2		.388
CE3		.413

Extraction Method: Principal Component Analysis.

Lampiran 5. Uji Validitas Kuesioner Keseluruhan (lanjutan)

Customer Retention**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.889
Bartlett's Test of Sphericity Approx. Chi-Square	560.8
df	10
Sig.	.000

Anti-image Matrices

		CR1	CR2	CR3	CR4	CR5	CR6
Anti-image Covariance	CR1	.401	-.090	-.118	-.085	.026	-.035
	CR2	-.090	.280	-.075	-.087	-.016	-.078
	CR3	-.118	-.075	.411	.015	-.054	-.040
	CR4	-.085	-.087	.015	.352	-.121	.014
	CR5	.026	-.016	-.054	-.121	.264	-.137
	CR6	-.035	-.078	-.040	.014	-.137	.281
Anti-image Correlation	CR1	.906 ^a	-.268	-.289	-.225	.081	-.105
	CR2	-.268	.904 ^a	-.220	-.276	-.059	-.278
	CR3	-.289	-.220	.925 ^a	.039	-.165	-.118
	CR4	-.225	-.276	.039	.888 ^a	-.397	.046
	CR5	.081	-.059	-.165	-.397	.848 ^a	-.502
	CR6	-.105	-.278	-.118	.046	-.502	.875 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CR1	1.000	.681
CR2	1.000	.806
CR3	1.000	.686
CR4	1.000	.718
CR5	1.000	.772
CR6	1.000	.772

Extraction Method: Principal Component Analysis.

Lampiran 5. Uji Validitas Kuesioner Keseluruhan (lanjutan)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.435	73.915	73.915	4.435	73.915	73.915
2	.479	7.980	81.896			
3	.396	6.600	88.496			
4	.290	4.825	93.321			
5	.240	3.992	97.313			
6	.161	2.687	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	
CR1		.826
CR2		.898
CR3		.828
CR4		.847
CR5		.879
CR6		.879

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Component Score Coefficient Matrix

	Component	
	1	
CR1		.186
CR2		.202
CR3		.187
CR4		.191
CR5		.198
CR6		.198

Extraction Method: Principal Component Analysis.

Lampiran 5. Uji Validitas Kuesioner Keseluruhan (lanjutan)

Customer Satisfaction**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.839
Bartlett's Test of Sphericity	Approx. Chi-Square	221.093
	df	10
	Sig.	.000

Anti-image Matrices

		CS1	CS2	CS3	CS4	CS5
Anti-image Covariance	CS1	.702	-.053	-.141	-.004	-.127
	CS2	-.053	.475	-.182	-.140	-.105
	CS3	-.141	-.182	.436	-.137	-.094
	CS4	-.004	-.140	-.137	.607	-.070
	CS5	-.127	-.105	-.094	-.070	.649
Anti-image Correlation	CS1	.871 ^a	-.092	-.256	-.006	-.188
	CS2	-.092	.817 ^a	-.400	-.260	-.188
	CS3	-.256	-.400	.799 ^a	-.267	-.178
	CS4	-.006	-.260	-.267	.861 ^a	-.112
	CS5	-.188	-.188	-.178	-.112	.886 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CS1	1.000	.463
CS2	1.000	.695
CS3	1.000	.736
CS4	1.000	.563
CS5	1.000	.546

Extraction Method: Principal Component Analysis.

Lampiran 5. Uji Validitas Kuesioner Keseluruhan (lanjutan)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.002	60.040	60.040	3.002	60.040	60.040
2	.688	13.762	73.801			
3	.554	11.074	84.875			
4	.436	8.727	93.602			
5	.320	6.398	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	
CS1		.680
CS2		.833
CS3		.858
CS4		.750
CS5		.739

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Component Score Coefficient Matrix

	Component	
	1	
CS1		.227
CS2		.278
CS3		.286
CS4		.250
CS5		.246

Extraction Method: Principal Component Analysis.

Lampiran 5. Uji Validitas Kuesioner Keseluruhan (lanjutan)

Customer Relationship Marketing**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.808
Bartlett's Test of Sphericity	Approx. Chi-Square	299.167
	df	15
	Sig.	.000

Anti-image Matrices

		CRM1	CRM2	CRM3	CRM4	CRM5	CRM6
Anti-image Covariance	CRM1	.606	-.205	-.078	.005	-.116	-.055
	CRM2	-.205	.595	-.009	-.191	.015	.049
	CRM3	-.078	-.009	.532	-.195	-.095	.002
	CRM4	.005	-.191	-.195	.406	-.030	-.133
	CRM5	-.116	.015	-.095	-.030	.493	-.229
	CRM6	-.055	.049	.002	-.133	-.229	.502
Anti-image Correlation	CRM1	.851 ^a	-.341	-.138	.010	-.212	-.100
	CRM2	-.341	.772 ^a	-.016	-.389	.028	.090
	CRM3	-.138	-.016	.844 ^a	-.419	-.186	.003
	CRM4	.010	-.389	-.419	.785 ^a	-.066	-.295
	CRM5	-.212	.028	-.186	-.066	.812 ^a	-.459
	CRM6	-.100	.090	.003	-.295	-.459	.792 ^a

a. Measures of Sampling Adequacy(MSA)

Lampiran 5. Uji Validitas Kuesioner Keseluruhan (lanjutan)

Communalities

	Initial	Extraction
CRM1	1.000	.526
CRM2	1.000	.449
CRM3	1.000	.592
CRM4	1.000	.699
CRM5	1.000	.596
CRM6	1.000	.563

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.426	57.099	57.099	3.426	57.099	57.099
2	.848	14.133	71.232			
3	.615	10.249	81.482			
4	.490	8.161	89.643			
5	.352	5.872	95.515			
6	.269	4.485	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
CRM1	.726
CRM2	.670
CRM3	.770
CRM4	.836
CRM5	.772
CRM6	.750

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 5. Uji Validitas Kuesioner Keseluruhan (lanjutan)

Component Score Coefficient Matrix

	Component
	1
CRM1	.212
CRM2	.196
CRM3	.225
CRM4	.244
CRM5	.225
CRM6	.219

Extraction Method: Principal Component Analysis.

Lampiran 6. Regresi Linear

Sub Model (4)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	FCE ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: FBE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658 ^a	.433	.428	.75618392

a. Predictors: (Constant), FCE

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.239	1	53.239	93.105	.000 ^a
	Residual	69.761	122	.572		
	Total	123.000	123			

a. Predictors: (Constant), FCE

b. Dependent Variable: FBE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.348E-16	.068		.000	1.000
	FCE	.658	.068	.658	9.649	.000

a. Dependent Variable: FBE

Lampiran 6. Regresi Linear (lanjutan)

Sub Model (3)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	FCR, FCRM, FCS ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: FCE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 ^a	.622	.613	.62230488

a. Predictors: (Constant), FCR, FCRM, FCS

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.528	3	25.509	65.871	.000 ^a
	Residual	46.472	120	.387		
	Total	123.000	123			

a. Predictors: (Constant), FCR, FCRM, FCS

b. Dependent Variable: FCE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.154E-18	.056		.000	1.000
	FCRM	.011	.071	.011	.151	.880
	FCS	.127	.082	.127	1.544	.125
	FCR	.693	.076	.693	9.081	.000

a. Dependent Variable: FCE

Lampiran 6. Regresi Linear (lanjutan)

Sub Model (2)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	FCS, FCRM ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: FCR

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678 ^a	.459	.450	.74129344

a. Predictors: (Constant), FCS, FCRM

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.509	2	28.254	51.417	.000 ^a
	Residual	66.491	121	.550		
	Total	123.000	123			

a. Predictors: (Constant), FCS, FCRM

b. Dependent Variable: FCR

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.150E-17	.067		.000	1.000
	FCRM	.170	.083	.170	2.036	.044
	FCS	.563	.083	.563	6.759	.000

a. Dependent Variable: FCR

Lampiran 6. Regresi Linear (lanjutan)

Sub Model (1)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	FCRM ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: FCS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.597 ^a	.356	.351	.80587272

a. Predictors: (Constant), FCRM

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.769	1	43.769	67.397	.000 ^a
	Residual	79.231	122	.649		
	Total	123.000	123			

a. Predictors: (Constant), FCRM

b. Dependent Variable: FCS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.018E-16	.072		.000	1.000
	FCRM	.597	.073	.597	8.210	.000

a. Dependent Variable: FCS