

## Lampiran 1. Kuesioner

Yth. Saudara / i responden

Saya Adhitya Buwono mahasiswa semester akhir Magister Manajemen Universitas Indonesia (MMUI) sedang melaksanakan penelitian untuk *thesis* saya dengan judul ***“Efek dari Switching Cost, Kualitas Layanan dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan pada Operator Seluler di Jakarta”***.

Kuesioner ini terdiri dari dua bagian:

- Bagian pertama, berisi sejumlah pertanyaan mengenai data demografik Anda.
- Bagian kedua, berisi pertanyaan masing-masing mengenai *Switching Cost*, kualitas layanan, kepuasan pelanggan dan loyalitas pelanggan pada operator kartu GSM Pra-Bayar anda.

Saya sangat mengharapkan kesediaan Anda untuk mengisi kuesioner ini. Partisipasi dan bantuan Anda akan sangat berguna dalam memberi masukan yang berarti dalam penelitian ini. Seluruh jawaban dalam kuesioner ini dijamin kerahasiannya dan hanya digunakan untuk kepentingan penelitian ini.

### **Instrumen Penelitian**

#### **Petunjuk pengisian :**

1. Isilah data karakteristik diri Anda dengan sebenarnya dan sejujurnya.
2. Bacalah terlebih dahulu pertanyaan sebelum anda menjawab dan jawablah semua pertanyaan tersebut dengan sejujurnya.
3. Pilihlah salah satu jawaban yang saudara anggap benar dan berilah tanda ( X ) pada kolom jawaban yang telah disediakan.

**Lampiran 1. (Lanjutan)****A. Bagian Pertama****Karakteristik Responden**

1. Usia Anda saat ini :

- 17 - 25 tahun  
 26 - 35 tahun  
 36 - 45 tahun  
 > 45 tahun

2. Pendidikan terakhir anda saat ini:

- SD, SMP, SMA  
 Diploma  
 S1  
 > S1

3. Pekerjaan Anda :

- Pelajar/Mahasiswa  
 PNS  
 Pegawai BUMN  
 Pegawai Swasta / Wiraswasta  
 Ibu Rumah Tangga

4. Pengeluaran Anda perbulan untuk pulsa handphone :

- ≤ Rp. 100.000,00  
 Rp. 100.001,00 – Rp. 250.000,00  
 Rp. 250.001,00 – Rp. 500.000,00  
 Rp. 500.001,00 – Rp. 1.000.000,00  
 > Rp. 1.000.000,00

5. Apakah anda menggunakan lebih dari satu handphone GSM:

- Ya  
 Tidak

6. Apakah selain handphone GSM utama anda, anda tetap menggunakan operator GSM yang sama :

- Ya  
 Tidak

**Lampiran 1 (Lanjutan)**

**B. Bagian Kedua : diisi berdasarkan simcard handphone GSM Pra-bayar/  
operator seluler GSM Pra-Bayar utama anda.**

**Ket :**

**STS** = Sangat Tidak Setuju

**S** = Setuju

**TS** = Tidak Setuju

**SS** = Sangat Setuju

**N** = Netral

No.	Pernyataan	STS	TS	N	S	SS
1	Berpindah ke operator seluler baru akan menyebabkan biaya pengeluaran yang baru bagi saya.					
2	Ada kemungkinan bahwa layanan dari operator yang baru tidak bekerja seperti yang saya harapkan.					
3	Saya tidak yakin bahwa biaya pulsa operator seluler baru akan lebih menguntungkan bagi saya.					
4	Untuk beralih ke operator seluler baru, saya perlu membandingkan semua penyedia layanan (akun layanan, cakupan wilayah, tariff pulsa,dll) dengan operator yang lama.					
5	Saya akan membutuhkan banyak waktu, usaha, dan energi untuk membandingkan operator satu dengan lainnya.					
6	Jika saya beralih ke operator baru maka saya membutuhkan waktu tambahan untuk mempelajari layanan (MMS, GPRS, dll) dari operator baru.					
7	Dengan saya berpindah ke operator baru, saya khawatir jika teman-teman saya nantinya akan kesulitan menghubungi saya.					
8	Ketika perusahaan operator seluler anda saat ini berjanji untuk melakukan sesuatu dengan waktu tertentu, maka perusahaan menepatinya (contoh: mengaktifkan atau menon-aktifkan layanan).					
9	Anda sangat yakin perusahaan operator seluler anda saat ini sangat bisa di andalkan pada setiap kondisi (call center 24 jam, mengaplikasi layanan dari operator bisa kapan saja, dll)					

## Lampiran 1 (Lanjutan)

No.	Pernyataan	STS	TS	N	S	SS
10	Bila anda memiliki masalah, maka perusahaan operator seluler anda saat ini menunjukkan niat yang serius dalam membantu anda					
11	Karyawan perusahaan operator seluler anda saat ini selalu bersedia membantu anda.					
12	Karyawan perusahaan operator seluler anda saat ini selalu memiliki waktu untuk menanggapi permintaan anda.					
13	Karyawan operator seluler anda saat ini selalu menanggapi pertanyaan anda dengan serius.					
14	Perilaku karyawan operator seluler anda saat ini menambah kepercayaan anda terhadap perusahaan.					
15	Karyawan perusahaan operator seluler anda saat ini secara konsisten ramah dengan anda.					
16	Karyawan perusahaan operator seluler anda saat ini memiliki pengetahuan yang memadai untuk menjawab pertanyaan anda.					
17	Karyawan operator seluler anda saat ini memberikan perhatian lebih terhadap konsumennya.					
18	Karyawan perusahaan operator seluler anda saat ini memahami kebutuhan anda secara spesifik. (informasinya lengkap).					
19	Karyawan operator seluler anda saat ini mampu menarik hati anda dengan sangat baik.					
20	Fasilitas fisik perusahaan operator seluler anda saat ini secara visual menarik perhatian anda (contoh: suasana outlet/gerai).					
21	Karyawan perusahaan operator seluler berpenampilan rapih.					
22	Bahan pendukung yang terkait dengan pelayanan (seperti pamflet, brosur,dll) secara visual menarik bagi anda.					
23	Perusahaan operator seluler anda saat ini cukup menyediakan cakupan geografis secara luas (sinyal dan jaringan).					
24	Anda mendapatkan kualitas suara yang jernih.					
25	Jarang sekali terjadi putus sambungan ( <i>Call Drop</i> ).					

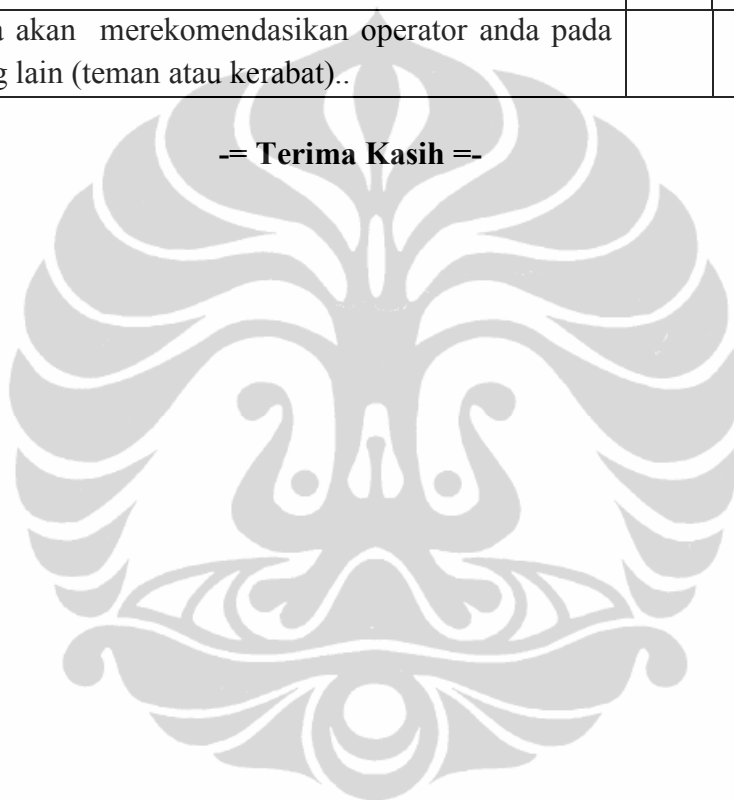
## Lampiran 1 (Lanjutan)

No.	Pernyataan	STS	TS	N	S	SS
26	Panggilan anda langsung tersambung pada upaya pertama.					
27	Tidak ada kendala pada jaringan anda pada saat jam-jam sibuk.					
28	Operator anda saat ini memberikan tarif yang wajar.					
29	Operator selular anda sudah jujur dalam struktur harga. (tidak ada biaya tersembunyi, mendapatkan waktu bicara secara penuh sesuai dengan tariff, dll)					
30	Anda bisa mendapatkan variasi tarif pada jam-jam tertentu. (contoh: jam 21.00-04.00 diskon 50%)					
31	Operator selular anda menyediakan berbagai layanan nilai tambah. (diskon, nada sambung, games, dll)					
32	Sangat mudah untuk menggunakan nilai tambah layanan yang disediakan perusahaan operator selular anda saat ini. (cara penggunaannya mudah dimengerti)					
33	Nilai tambah layanan yang disediakan operator selular anda saat ini disediakan dengan harga yang wajar.					
34	isi ulang pulsa tersedia dengan mudah di berbagai lokasi baik fisik maupun elektrik, gerai ada dimana-mana.					
35	<i>Call Center</i> mudah di akses pada jam kerja.					
36	satu masalah dengan masalah yang lain ditanggulangi secara berbeda.					
37	Operator selular anda saat ini memenuhi semua harapan pra-pembelian anda. (apa yang anda harapkan sebelum menggunakan operator tersebut sudah terpenuhi).					
38	Anda secara keseluruhan puas dengan operator selular anda saat ini.					
39	Operator selular anda saat ini lebih memenuhi keinginan anda dibandingkan operator selular lain.					
40	Anda akan tetap menggunakan operator selular anda saat ini.					

## Lampiran 1 (Lanjutan)

No.	Pernyataan	STS	TS	N	S	SS
41	Jika anda ingin memiliki lebih dari satu <i>simcard</i> / nomer <i>handphone</i> , maka untuk <i>simcard</i> berikutnya anda memilih operator yang sama.					
42	Anda akan tetap menggunakan operator selular anda saat ini pada <i>handphone</i> GSM utama anda walaupun operator selular lain memberikan tarif yang lebih murah.					
43	Anda akan merekomendasikan operator anda pada orang lain (teman atau kerabat)..					

- = Terima Kasih = -



### Lampiran 2. Output Profil Responden

No	Karakteristik Demografi	Kategori	Jumlah
1	Usia	1.1 17 – 25 tahun	57
		1.2 26 – 35 tahun	37
		1.3 36 – 45 tahun	14
		1.4 > 45 tahun	16
2	Pendidikan	2.1 SD,SMP,SMA	21
		2.2 Diploma	18
		2.3 Sarjana (S1)	72
		2.4 > Sarjana (S1)	13
3	Pekerjaan	3.1 Pelajar/Mahasiswa	38
		3.2 Pegawai Negeri Sipil (PNS)	50
		3.3 Pegawai BUMN	1
		3.4 Pegawai Swasta/Wirausaha	34
		3.5 Ibu Rumah Tangga	1
4	Pengeluaran Pulsa	4.1 $\leq$ Rp. 100.000	50
		4.2 Rp. 100.001 – Rp. 250.000	60
		4.3 Rp. 250.001 – Rp. 500.000	8
		4.4 Rp. 500.001 – Rp. 1.000.000	2
		4.5 $\geq$ Rp. 1.000.001	4
5	Penggunaan Lebih dari satu handphone GSM.	5.1 Ya	49
		5.2 Tidak	75
6	Penggunaan simcard operator GSM yang sama di nomer kedua atau lebih.	6.1 Ya	28
		6.2 Tidak	96

### Lampiran 3. Output Hasil Uji Konsistensi (Reliability Test)

#### Reliability Switching Cost

[DataSet1] P:\FA.NEW.sav

#### Scale: Switching Cost

##### Case Processing Summary

		N	%
Cases	Valid	124	100.0
	Excluded <sup>a</sup>	0	.0
	Total	124	100.0

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

##### Reliability Statistics

Cronbach's Alpha	N of Items
.695	7

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q1	22.51	10.902	.446	.650
q2	22.30	11.902	.487	.646
q3	22.62	11.668	.418	.658
q4	22.10	12.582	.302	.685
q5	22.74	11.380	.384	.667
q6	22.60	11.607	.373	.670
q7	22.04	10.982	.438	.652

##### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26.15	14.993	3.872	7



## Lampiran 3 (Lanjutan)

**Reliability Dimensi Reliability**

[DataSet1] P:\FA.NEW.sav

**Scale: Reliability****Case Processing Summary**

		N	%
Cases	Valid	124	100.0
	Excluded <sup>a</sup>	0	.0
	Total	124	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.673	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q8	7.15	2.515	.414	.666
q9	7.06	1.745	.551	.490
q10	6.98	2.121	.510	.548

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
10.59	4.114	2.028	3

## Lampiran 3 (Lanjutan)

**Reliability Dimensi Responsiveness**

[DataSet1] P:\FA.NEW.sav

**Scale: Responsiveness****Case Processing Summary**

		N	%
Cases	Valid	124	100.0
	Excluded <sup>a</sup>	0	.0
	Total	124	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.847	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q11	6.86	2.022	.667	.838
q12	7.07	2.052	.744	.760
q13	7.00	2.098	.740	.765

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
10.47	4.300	2.074	3

## Lampiran 3 (Lanjutan)

**Reliability Dimensi Assurance**

[DataSet1] P:\FA.NEW.sav

**Scale: Assurance****Case Processing Summary**

		N	%
Cases	Valid	124	100.0
	Excluded <sup>a</sup>	0	.0
	Total	124	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.772	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q14	7.18	1.757	.628	.670
q15	6.98	1.634	.681	.607
q16	7.17	1.800	.517	.792

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
10.66	3.494	1.869	3

## Lampiran 3 (Lanjutan)

Reliability Dimensi *Empathy*

DataSet1] P:\FA.NEW.sav

Scale: *Empathy*

## Case Processing Summary

		N	%
Cases	Valid	124	100.0
	Excluded <sup>a</sup>	0	.0
	Total	124	100.0

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

## Reliability Statistics

Cronbach's Alpha	N of Items
.777	3

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q17	6.56	2.150	.600	.714
q18	6.48	2.122	.658	.648
q19	6.44	2.329	.582	.731

## Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.74	4.453	2.110	3

## Lampiran 3 (Lanjutan)

Reliability Dimensi *Tangibles*

[DataSet1] P:\FA.NEW.sav

Scale: *Tangibles*

## Case Processing Summary

		N	%
Cases	Valid	124	100.0
	Excluded <sup>a</sup>	0	.0
	Total	124	100.0

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

## Reliability Statistics

Cronbach's Alpha	N of Items
.558	3

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q20	7.39	1.068	.510	.209
q21	7.26	1.591	.286	.571
q22	7.39	1.231	.331	.525

## Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.02	2.390	1.546	3

## Lampiran 3 (Lanjutan)

**Reliability Dimensi *Customer Perceived Network Quality***

[DataSet1] P:\FA.NEW.sav

**Scale: Customer Perceived Network Quality****Case Processing Summary**

		N	%
Cases	Valid	124	100.0
	Excluded <sup>a</sup>	0	.0
	Total	124	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.884	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q23	13.62	13.229	.620	.881
q24	13.77	11.640	.831	.832
q25	14.01	11.667	.768	.847
q26	13.98	12.382	.721	.859
q27	14.10	12.469	.668	.871

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
17.37	18.642	4.318	5

## Lampiran 3 (Lanjutan)

**Reliability Dimensi Pricing Structure**

[DataSet1] P:\FA.NEW.sav

**Scale: Pricing Structure****Case Processing Summary**

		N	%
Cases	Valid	124	100.0
	Excluded <sup>a</sup>	0	.0
	Total	124	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.630	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q28	6.65	2.621	.489	.465
q29	6.78	2.464	.494	.451
q30	6.57	2.751	.344	.667

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
10.00	4.959	2.227	3

## Lampiran 3 (Lanjutan)

**Reliability Dimensi *Value Added Service***

[DataSet1] P:\FA.NEW.sav

**Scale: Value Added Service****Case Processing Summary**

		N	%
Cases	Valid	124	100.0
	Excluded <sup>a</sup>	0	.0
	Total	124	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
q31	7.09	2.016	.457	.624
q32	7.17	1.914	.495	.575
q33	7.29	1.883	.517	.546

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
10.77	3.753	1.937	3



## Lampiran 3 (Lanjutan)

**Reliability Dimensi Convenience**

[DataSet1] P:\FA.NEW.sav

**Scale: Convenience****Case Processing Summary**

		N	%
Cases	Valid	124	100.0
	Excluded <sup>a</sup>	0	.0
	Total	124	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.542	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q34	7.15	1.491	.299	.520
q35	7.81	.905	.441	.295
q36	7.94	1.475	.355	.450

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
11.44	2.363	1.537	3

## Lampiran 3 (Lanjutan)

**Reliability Customer Satisfaction**

[DataSet1] P:\FA.NEW.sav

**Scale: Customer Satisfaction****Case Processing Summary**

		N	%
Cases	Valid	124	100.0
	Excluded <sup>a</sup>	0	.0
	Total	124	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.715	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q37	7.02	2.040	.532	.628
q38	6.86	1.810	.588	.555
q39	7.03	2.080	.484	.684

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
10.46	3.893	1.973	3

## Lampiran 3 (Lanjutan)

**Reliability Customer Loyalty**

[DataSet1] P:\FA.NEW.sav

**Scale: Customer Loyalty****Case Processing Summary**

		N	%
Cases	Valid	124	100.0
	Excluded <sup>a</sup>	0	.0
	Total	124	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.506	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q40	9.73	3.388	.341	.428
q41	11.25	2.596	.225	.534
q42	10.00	2.699	.356	.378
q43	10.32	2.871	.332	.404

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
13.77	4.408	2.100	4

**Lampiran 4. Output Uji Keakuratan**  
(Validity Test)

**Factor Analysis Switching Cost**

[DataSet1] P:\artikel brand\hasil output final\FA.NEW.sav

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.723
Bartlett's Test of Sphericity    Approx. Chi-Square	130.201
df	21
Sig.	.000

**Anti-image Matrices**

		q1	q2	q3	q4	q5
Anti-image Covariance	q1	.759	-.187	-.092	-.158	-.031
	q2	-.187	.667	-.219	.003	.073
	q3	-.092	-.219	.731	.107	-.109
	q4	-.158	.003	.107	.844	-.103
	q5	-.031	.073	-.109	-.103	.801
	q6	-.080	-.135	-.037	-.055	-.212
	q7	-.026	-.144	-.120	-.177	-.155
Anti-image Correlation	q1	.780 <sup>a</sup>	-.263	-.123	-.198	-.040
	q2	-.263	.703 <sup>a</sup>	-.314	.004	.100
	q3	-.123	-.314	.729 <sup>a</sup>	.136	-.143
	q4	-.198	.004	.136	.659 <sup>a</sup>	-.125
	q5	-.040	.100	-.143	-.125	.691 <sup>a</sup>
	q6	-.102	-.183	-.047	-.067	-.262
	q7	-.034	-.203	-.161	-.222	-.198

a. Measures of Sampling Adequacy(MSA)

## Lampiran 4. (Lanjutan)

## Anti-image Matrices

		q6	q7
Anti-image Covariance	q1	-.080	-.026
	q2	-.135	-.144
	q3	-.037	-.120
	q4	-.055	-.177
	q5	-.212	-.155
	q6	.818	.049
	q7	.049	.759
Anti-image Correlation	q1	-.102	-.034
	q2	-.183	-.203
	q3	-.047	-.161
	q4	-.067	-.222
	q5	-.262	-.198
	q6	.737 <sup>a</sup>	.062
	q7	.062	.742 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

## Communalities

	Initial	Extraction
q1	1.000	.425
q2	1.000	.483
q3	1.000	.403
q4	1.000	.199
q5	1.000	.299
q6	1.000	.308
q7	1.000	.401

Extraction Method: Principal

Component Analysis.

## Lampiran 4. (Lanjutan)

## Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.518	35.968	35.968	2.518	35.968	35.968
2	1.078	15.397	51.365			
3	.919	13.133	64.498			
4	.844	12.053	76.551			
5	.628	8.969	85.520			
6	.546	7.799	93.319			
7	.468	6.681	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix<sup>a</sup>

	Component
	1
q1	.652
q2	.695
q3	.635
q4	.446
q5	.547
q6	.555
q7	.634

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

**Factor Analysis Switching Cost (Ulangan Deleted Q4)**

[DataSet4]

## KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.729
Bartlett's Test of Sphericity	Approx. Chi-Square
	110.130
	df
	15
	Sig.
	.000

## Lampiran 4. (Lanjutan)

## Anti-image Matrices

		q1	q2	q3	q5	q6	q7
Anti-image Covariance	q1	.790	-.194	-.076	-.054	-.095	-.065
	q2	-.194	.667	-.224	.075	-.135	-.151
	q3	-.076	-.224	.744	-.100	-.030	-.104
	q5	-.054	.075	-.100	.814	-.223	-.189
	q6	-.095	-.135	-.030	-.223	.821	.039
	q7	-.065	-.151	-.104	-.189	.039	.798
	q7	-.065	-.151	-.104	-.189	.039	.798
Anti-image Correlation	q1	.796 <sup>a</sup>	-.267	-.099	-.067	-.118	-.081
	q2	-.267	.692 <sup>a</sup>	-.318	.102	-.183	-.207
	q3	-.099	-.318	.768 <sup>a</sup>	-.128	-.039	-.135
	q5	-.067	.102	-.128	.650 <sup>a</sup>	-.273	-.234
	q6	-.118	-.183	-.039	-.273	.717 <sup>a</sup>	.049
	q7	-.081	-.207	-.135	-.234	.049	.752 <sup>a</sup>
	q7	-.081	-.207	-.135	-.234	.049	.752 <sup>a</sup>

## a. Measures of Sampling Adequacy(MSA)

## Communalities

	Initial	Extraction
q1	1.000	.414
q2	1.000	.528
q3	1.000	.470
q5	1.000	.284
q6	1.000	.315
q7	1.000	.379

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	2.390	39.839	39.839	2.390	39.839	39.839
2	.974	16.233	56.073			
3	.858	14.299	70.371			
4	.688	11.468	81.839			
5	.621	10.354	92.194			
6	.468	7.806	100.000			

Extraction Method: Principal Component Analysis.

## Lampiran 4. (Lanjutan)

Component Matrix<sup>a</sup>

	Component	
	1	
q1		.644
q2		.727
q3		.686
q5		.533
q6		.561
q7		.615

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

*Factor Analysis Service Quality***KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.887
Bartlett's Test of Sphericity	Approx. Chi-Square	523.193
	df	36
	Sig.	.000

**Anti-image Matrices**

		reliability	responsiveness	assurance	empathy
Anti-image Covariance	reliability	.429	-.115	-.061	-.094
	responsiveness	-.115	.349	-.129	-.008
	assurance	-.061	-.129	.362	-.120
	empathy	-.094	-.008	-.120	.417
	tangibles	-.006	.014	-.073	-.122
	cpnq	-.099	-.068	-.019	-.026
	ps	.063	-.040	.012	-.056
	vas	-.034	-.065	-.027	-.036
	convenience	.022	-.058	.001	-.003



## Lampiran 4. (Lanjutan)

		reliability	responsiveness	assurance	empathy
Anti-image Correlation	reliability	.899 <sup>a</sup>	-.296	-.155	-.222
	responsiveness	-.296	.895 <sup>a</sup>	-.363	-.021
	assurance	-.155	-.363	.896 <sup>a</sup>	-.309
	empathy	-.222	-.021	-.309	.910 <sup>a</sup>
	tangibles	-.010	.029	-.148	-.232
	cpnq	-.223	-.171	-.046	-.061
	ps	.136	-.095	.027	-.122
	vas	-.068	-.143	-.059	-.073
	convenience	.037	-.109	.003	-.005

a. Measures of Sampling Adequacy(MSA)

## Anti-image Matrices

		tangibles	cpnq	ps	Vas	Convenience
Anti-image Covariance	Reliability	-.006	-.099	.063	-.034	.022
	Responsiveness	.014	-.068	-.040	-.065	-.058
	Assurance	-.073	-.019	.012	-.027	.001
	Empathy	-.122	-.026	-.056	-.036	-.003
	Tangibles	.668	-.031	-.033	.062	-.195
	Cpnq	-.031	.455	-.189	.014	.047
	Ps	-.033	-.189	.497	-.188	-.012
	Vas	.062	.014	-.188	.586	-.101
	Convenience	-.195	.047	-.012	-.101	.823
Anti-image Correlation	Reliability	-.010	-.223	.136	-.068	.037
	Responsiveness	.029	-.171	-.095	-.143	-.109
	Assurance	-.148	-.046	.027	-.059	.003
	Empathy	-.232	-.061	-.122	-.073	-.005
	Tangibles	.876 <sup>a</sup>	-.057	-.057	.099	-.263
	Cpnq	-.057	.889 <sup>a</sup>	-.397	.027	.077
	Ps	-.057	-.397	.839 <sup>a</sup>	-.348	-.019
	Vas	.099	.027	-.348	.890 <sup>a</sup>	-.145
	Convenience	-.263	.077	-.019	-.145	.826 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

## Lampiran 4. (Lanjutan)

## Communalities

	Initial	Extraction
Reliability	1.000	.638
responsiveness	1.000	.724
assurance	1.000	.690
Empathy	1.000	.660
Tangibles	1.000	.598
Cpnq	1.000	.660
Ps	1.000	.529
Vas	1.000	.462
convenience	1.000	.770

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	4.723	52.475	52.475	4.723	52.475	52.475
2	1.008	11.195	63.670	1.008	11.195	63.670
3	.854	9.492	73.162			
4	.646	7.180	80.342			
5	.508	5.642	85.984			
6	.378	4.204	90.188			
7	.353	3.921	94.109			
8	.291	3.235	97.344			
9	.239	2.656	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix<sup>a</sup>

	Component
	1
Reliability	.783
responsiveness	.844
assurance	.831
Empathy	.812
Tangibles	.588
Cpnq	.770
Ps	.706
Vas	.672
convenience	.399

**Lampiran 4 (Lanjutan)**  
***Factor Analysis Service Quality (Ulangan Deleted Convenience)***

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.890
Bartlett's Test of Sphericity    Approx. Chi-Square	501.408
Df	28
Sig.	.000

**Anti-image Matrices**

		reliability	responsiveness	assurance	empathy
Anti-image Covariance	reliability	.430	-.115	-.061	-.094
	responsiveness	-.115	.353	-.130	-.008
	assurance	-.061	-.130	.362	-.120
	empathy	-.094	-.008	-.120	.417
	tangibles	.000	.000	-.078	-.132
	cpnq	-.101	-.066	-.019	-.026
	ps	.063	-.041	.012	-.056
	vas	-.032	-.074	-.028	-.037
Anti-image Correlation	reliability	.898 <sup>a</sup>	-.294	-.155	-.222
	responsiveness	-.294	.895 <sup>a</sup>	-.365	-.021
	assurance	-.155	-.365	.892 <sup>a</sup>	-.309
	empathy	-.222	-.021	-.309	.906 <sup>a</sup>
	tangibles	-.001	.001	-.153	-.242
	cpnq	-.227	-.164	-.046	-.060
	ps	.137	-.098	.027	-.122
	vas	-.064	-.161	-.060	-.074

a. Measures of Sampling Adequacy(MSA)

## Lampiran 4. (Lanjutan)

## Anti-image Matrices

		tangibles	cpnq	ps	Vas
Anti-image Covariance	reliability	.000	-.101	.063	-.032
	responsiveness	.000	-.066	-.041	-.074
	assurance	-.078	-.019	.012	-.028
	empathy	-.132	-.026	-.056	-.037
	tangibles	.718	-.022	-.039	.042
	cpnq	-.022	.458	-.189	.020
	ps	-.039	-.189	.497	-.193
	vas	.042	.020	-.193	.599
Anti-image Correlation	reliability	-.001	-.227	.137	-.064
	responsiveness	.001	-.164	-.098	-.161
	assurance	-.153	-.046	.027	-.060
	empathy	-.242	-.060	-.122	-.074
	tangibles	.918 <sup>a</sup>	-.038	-.065	.064
	cpnq	-.038	.891 <sup>a</sup>	-.397	.039
	ps	-.065	-.397	.832 <sup>a</sup>	-.354
	vas	.064	.039	-.354	.893 <sup>a</sup>

## a. Measures of Sampling Adequacy(MSA)

## Communalities

	Initial	Extraction
reliability	1.000	.626
responsiveness	1.000	.716
assurance	1.000	.696
empathy	1.000	.665
tangibles	1.000	.329
cpnq	1.000	.610
ps	1.000	.504
vas	1.000	.447

Extraction Method: Principal Component  
Analysis.

**Lampiran 4. (Lanjutan)****Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.593	57.419	57.419	4.593	57.419	57.419
2	.882	11.023	68.441			
3	.697	8.713	77.154			
4	.554	6.926	84.081			
5	.386	4.820	88.901			
6	.356	4.447	93.348			
7	.292	3.644	96.992			
8	.241	3.008	100.000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component
	1
reliability	.791
responsiveness	.846
assurance	.834
empathy	.816
tangibles	.574
cpnq	.781
ps	.710
vas	.669

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Factor Analysis Kepuasan Pelanggan****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.662
Bartlett's Test of Sphericity	Approx. Chi-Square
	71.486
	df
	3
	Sig.
	.000

## Lampiran 4. (Lanjutan)

## Anti-image Matrices

		q37	q38	q39
Anti-image Covariance	q37	.701	-.284	-.141
	q38	-.284	.651	-.230
	q39	-.141	-.230	.761
Anti-image Correlation	q37	.662 <sup>a</sup>	-.421	-.192
	q38	-.421	.629 <sup>a</sup>	-.327
	q39	-.192	-.327	.713 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

## Communalities

	Initial	Extraction
q37	1.000	.637
q38	1.000	.701
q39	1.000	.573

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	1.911	63.713	63.713	1.911	63.713	63.713
2	.623	20.779	84.492			
3	.465	15.508	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix<sup>a</sup>

	Component
	1
q37	.798
q38	.837
q39	.757

Extraction Method:  
Principal Component  
Analysis.

a. 1 components  
extracted.

## Lampiran 4. (Lanjutan)

**Factor Analysis Loyalitas Pelanggan****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.526
Bartlett's Test of Sphericity    Approx. Chi-Square	47.680
df	6
Sig.	.000

**Anti-image Matrices**

		q40	q41	q42	q43
Anti-image Covariance	q40	.755	.111	-.270	-.281
	q41	.111	.906	-.204	-.168
	q42	-.270	-.204	.818	.000
	q43	-.281	-.168	.000	.824
Anti-image Correlation	q40	.510 <sup>a</sup>	.134	-.343	-.356
	q41	.134	.450 <sup>a</sup>	-.237	-.195
	q42	-.343	-.237	.555 <sup>a</sup>	-.001
	q43	-.356	-.195	-.001	.561 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
q40	1.000	.546
q41	1.000	.194
q42	1.000	.488
q43	1.000	.478

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	1.706	42.645	42.645	1.706	42.645	42.645
2	.988	24.697	67.342			
3	.816	20.412	87.754			
4	.490	12.246	100.000			

Extraction Method: Principal Component Analysis.

## Lampiran 4. (Lanjutan)

Component Matrix<sup>a</sup>

	Component
	1
q40	.739
q41	.440
q42	.699
q43	.691

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

**Factor Analysis Loyalitas Pelanggan (Ulangan Deleted Q41)****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.578
Bartlett's Test of Sphericity	Approx. Chi-Square	35.798
	df	3
	Sig.	.000

**Anti-image Matrices**

		q40	q42	q43
Anti-image Covariance	q40	.769	-.264	-.276
	q42	-.264	.867	-.042
	q43	-.276	-.042	.856
Anti-image Correlation	q40	.553 <sup>a</sup>	-.323	-.340
	q42	-.323	.604 <sup>a</sup>	-.049
	q43	-.340	-.049	.595 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
q40	1.000	.673
q42	1.000	.463
q43	1.000	.483

Extraction Method: Principal

Component Analysis.



### Lampiran 4. (Lanjutan)

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.619	53.961	53.961	1.619	53.961	53.961
2	.822	27.390	81.351			
3	.559	18.649	100.000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component
	1
q40	.820
q42	.680
q43	.695

Extraction Method:  
Principal Component  
Analysis.

a. 1 components  
extracted.

### Lampiran 5. Hasil Uji Regresi Sederhana

#### Uji Regresi SERVQUAL dengan Kepuasan Pelanggan

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

Model	Variables Entered	Vriables Removed	Method
1	Servqualb		Enter

a. All requested variables entered.

b. Dependent Variable: satisfaction

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimated
1	.673 <sup>a</sup>	.453	.448	.74283867

a. Predictors: (Constant), servqual

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.679	1	55.679	100.903	.000 <sup>a</sup>
	Residual	67.321	122	.552		
	Total	123.000	123			

a. Predictors: (Constant), servqual

b. Dependent Variable: satisfaction

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.299E-17	.067		.000	1.000
	servqual	.673	.067	.673	10.045	.000

a. Dependent Variable: satisfaction

**Lampiran 5. (Lanjutan)**

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

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	servqual
1	1	1.000	1.000	1.00	.00
	2	1.000	1.000	.00	1.00

a. Dependent Variable: satisfaction

### Lampiran 6. Hasil Uji Regresi Berganda

#### Regresi Berganda *Switching Cost*, SERVQUAL, Kepuasan Pelanggan dengan Loyalitas Pelanggan.

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

Model	Variables Entered	Vriables Removed	Method
1	Satisfaction,sc,servqual		Enter

a. All requested variables entered.

b. Dependent Variable: loyalty

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimated
1	.540 <sup>a</sup>	.292	.274	.85207073

a. Predictors: (Constant), satisfaction, sc, servqual

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.877	3	11.959	16.472	.000 <sup>a</sup>
	Residual	87.123	120	.726		
	Total	123.000	123			

a. Predictors: (Constant), satisfaction, sc, servqual

b. Dependent Variable: loyalty

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.070E-16	.077		.000	1.000
	sc	.133	.078	.133	1.713	.089
	servqual	.371	.104	.371	3.556	.001
	satisfaction	.192	.105	.192	1.831	.070

a. Dependent Variable: loyalty

## Lampiran 6. (Lanjutan)

Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	sc	.981	1.020
	servqual	.541	1.847
	satisfaction	.537	1.863

a. Dependent Variable: loyalty

Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	sc	servqual	satisfaction
1	1	1.677	1.000	.00	.00	.16	.16
	2	1.004	1.292	.00	.96	.01	.00
	3	1.000	1.295	1.00	.00	.00	.00
	4	.319	2.294	.00	.04	.83	.84

a. Dependent Variable: loyalty