

Lampiran I



KUESIONER PENELITIAN
PENGARUH KUALITAS PELAYANAN TERHADAP
KEPUASAN NASABAH DAN HUBUNGANNYA DENGAN
PERILAKU *POST PURCHASE BEHAVIOR*
(Studi Pada Nasabah Bank Syariah Mandiri Kantor Cabang Depok)

Assalamu'alaikum Wr.Wb.

Bapak/Ibu/Sdr/Sdri Responden yang terhormat,

Pertama-tama kami mengucapkan terima kasih atas kesediaan anda meluangkan waktu yang berharga untuk mengisi kuesioner penelitian ini. Data yang diberikan akan digunakan dalam rangka penelitian Thesis Ekonomi dan Keuangan Syariah pada Program Pasca Sarjana Universitas Indonesia.

Perlu diperhatikan dalam mengisi kuesioner ini adalah :

- Tidak ada jawaban yang Benar atau Salah
- Penilaian yang obyektif sangat diharapkan, karena akan menjadi umpan balik bagi pengembangan kualitas pelayanan perbankan syariah di masa datang.
- Setiap jawaban anda sangat bermakna bagi kami, sehingga kami mengharapkan tidak ada jawaban yang dikosongkan.
- Jawaban anda akan diperlakukan dengan standar profesionalitas dan etika penelitian. Oleh karena itu, peneliti akan menjaga kerahasiaan identitas anda.

Terakhir kami mengucapkan terima kasih dan sangat menghargai kesediaan anda untuk mengisi kuesioner ini.

Wassalamu'alikum Wr. Wb

Depok, 29 November, 2007

Hormat kami, Peneliti

Reny Fitriana Kaban

BAGIAN I : SCREENING RESPONDEN

1. Apakah anda nasabah Bank Syariah Mandiri
 - a. Ya (lanjut ke No.2)
 - b. Tidak (hentikan pengisian kuesioner)
2. Sudah berapa lama anda menjadi nasabah Bank Syariah Mandiri?
 - a. Kurang dari satu tahun (hentikan pengisian kuesioner)
 - b. Lebih dari satu tahun (lanjutkan ke bagian II)

Petunjuk Pengisian : Untuk Pernyataan Nomor 1 sampai dengan Nomor 41.

Di bawah ini terdapat pernyataan-pernyataan yang berkaitan dengan perasaan Anda, sebagai nasabah yang telah menggunakan jasa keuangan **Bank Syariah Mandiri (BSM)**. Terhadap pernyataan-pernyataan tersebut Anda dimohon untuk memilih angka dari 1-5 dengan cara melingkari salah satu dari angka tersebut. Penjelasan skala penilaian sebagai berikut:

sangat tidak setuju 1 2 3 4 5 Sangat setuju

Keterangan :

1. = Sangat Tidak Setuju
2. = Tidak Setuju
3. = Netral
4. = Setuju
5. = Sangat Setuju

BAGIAN II : KUALITAS PELAYANAN BSM

| Dimensi Kepatuhan (Compliance) | | | | | |
|--|---|---|---|---|---|
| 1.BSM menjalankan prinsip-prinsip Islam | 1 | 2 | 3 | 4 | 5 |
| 2.BSM tidak memberikan atau mengambil bunga di setiap transaksi | 1 | 2 | 3 | 4 | 5 |
| 3. BSM menjual produk yang sesuai dengan syariat Islam | 1 | 2 | 3 | 4 | 5 |
| 4. BSM menunaikan amanah yang dipercayakan oleh nasabah. | 1 | 2 | 3 | 4 | 5 |
| 5. BSM memberikan bagi hasil yang adil kepada nasabah | 1 | 2 | 3 | 4 | 5 |
| Dimensi Keberwujudan (Tangible) | | | | | |
| 6. BSM menggunakan peralatan dan teknologi canggih dalam operasional | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|--|---|---|---|---|---|
| 7. BSM memiliki ATM 24 jam on-line | 1 | 2 | 3 | 4 | 5 |
| 8. Tempat parkir BSM cukup luas dan aman | 1 | 2 | 3 | 4 | 5 |
| 9 Penataan eksterior dan interior kantor BSM baik | 1 | 2 | 3 | 4 | 5 |
| 10. BSM memiliki toilet yang bersih | 1 | 2 | 3 | 4 | 5 |
| Dimensi Keandalan (<i>Reliability</i>) | | | | | |
| 11. Ketepatan waktu operasional BSM baik | 1 | 2 | 3 | 4 | 5 |
| 12. BSM memproses nasabah baru secara cepat | 1 | 2 | 3 | 4 | 5 |
| 13. Pelaksanaan transaksi di BSM mudah | 1 | 2 | 3 | 4 | 5 |
| 14. Ketepatan pencatatan transaksi nasabah baik | 1 | 2 | 3 | 4 | 5 |
| 15. Karyawan BSM mampu menggunakan teknologi yang ada | 1 | 2 | 3 | 4 | 5 |
| Dimensi Ketanggapan (<i>Responsiveness</i>) | | | | | |
| 16. BSM mampu menghadapi masalah yang timbul | 1 | 2 | 3 | 4 | 5 |
| 17. Karyawan BSM mampu berkomunikasi dengan nasabah | 1 | 2 | 3 | 4 | 5 |
| 18. BSM tanggap terhadap keluhan nasabah | 1 | 2 | 3 | 4 | 5 |
| 19. Karyawan BSM tanggap dalam hal operasional bank | 1 | 2 | 3 | 4 | 5 |
| 20. Karyawan BSM cepat dalam melayani transaksi nasabah. | 1 | 2 | 3 | 4 | 5 |
| Dimensi Keyakinan (<i>Assurance</i>) | | | | | |
| 21. Karyawan BSM ramah dalam melayani nasabah | 1 | 2 | 3 | 4 | 5 |
| 22. Karyawan BSM sopan dalam melayani nasabah | 1 | 2 | 3 | 4 | 5 |
| 23. Karyawan BSM berpengetahuan baik terhadap produk yang ditawarkan | 1 | 2 | 3 | 4 | 5 |
| 24. Karyawan BSM jujur dalam setiap transaksi | 1 | 2 | 3 | 4 | 5 |
| 25. BSM memberikan kepastian dalam setiap bertransaksi | 1 | 2 | 3 | 4 | 5 |
| Dimensi Empati (<i>Empathy</i>) | | | | | |
| 26. BSM memberikan perhatian individu kepada nasabah | 1 | 2 | 3 | 4 | 5 |
| 27. BSM bertanggung jawab atas privasi nasabah | 1 | 2 | 3 | 4 | 5 |
| 28. Karyawan BSM peka terhadap privasi nasabah | 1 | 2 | 3 | 4 | 5 |
| 29. Karyawan BSM peka terhadap kebutuhan nasabah | 1 | 2 | 3 | 4 | 5 |
| 30. Pelayanan BSM sepenuh hati kepada setiap nasabah | 1 | 2 | 3 | 4 | 5 |

BAGIAN III : KUALITAS PELAYANAN DAN KEPUASAN NASABAH SECARA KESELURUHAN

31. Secara umum, bagaimana kualitas yang diberikan Bank Syariah Mandiri kepada nasabahnya.

| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

Sangat Buruk

Sangat Baik

32. Secara umum, bagaimana perasaan Anda atas pelayanan yang diberikan oleh Bank Syariah Mandiri

| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

Sangat Tidak Puas

Sangat Puas

BAGIAN IV : PERILAKU *POST PURCHASE BEHAVIOR*

Di bawah ini terdapat pernyataan-pernyataan yang berkaitan dengan perilaku nasabah setelah menggunakan jasa keuangan **Bank Syariah Mandiri (BSM)**. Seberapa setujukah Anda dengan pernyataan-pernyataan berikut, mohon dilingkari salah satu jawaban yang ada

33. Membicarakan hal-hal positif kualitas jasa BSM kepada orang lain

| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

Sangat Tidak Setuju

Sangat Setuju

34. Merekomendasikan jasa BSM kepada orang lain

| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

Sangat Tidak Setuju

Sangat Setuju

35. Tetap loyal dengan BSM

| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

Sangat Tidak Setuju

Sangat Setuju

36. Melakukan bisnis lebih banyak dengan BSM

| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

Sangat Tidak Setuju

Sangat Setuju

37. Membayar dengan harga lebih tinggi dibandingkan harga yang ditawarkan oleh competitor/pesaing BSM karena manfaat lain yang ditawarkan oleh BSM.

| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

Sangat Tidak Setuju

Sangat Setuju

38. Mengalihkan bisnis kepada competitor/pesaing BSM karena harga yang lebih baik

| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

Sangat Tidak Setuju

Sangat Setuju

39. Melakukan bisnis lebih sedikit dengan BSM

| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

Sangat Tidak Setuju

Sangat Setuju

40. Mengeluh kepada nasabah lain jika mengalami masalah dengan pelayanan BSM

| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

Sangat Tidak Setuju

Sangat Setuju

41. Mengadukan kepada lembaga eksternal, misalnya pada lembaga LBH, YLKI atau media massa apabila mengalami masalah dengan pelayanan BSM

| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

Sangat Tidak Setuju

Sangat Setuju

BAGIAN V : PROFIL NASABAH BSM

Kami memerlukan informasi tentang anda agar interpretasi data yang diperoleh lebih bermakna. Anda diminta melingkari pilihan satu jawaban yang tersedia di bawah ini.

42. Jenis Kelamin

- a. Laki-laki b. Perempuan

43. Usia anda :

- a. < 20 tahun b. 20-29 c. 30-39 d. 40-49 e. ≥50 tahun

44. Pendidikan yang ditamatkan:

- a. SD b. SMP c. SMA d. D1/D3 e. S1/S2

45. Rata-rata pendapatan per bulan

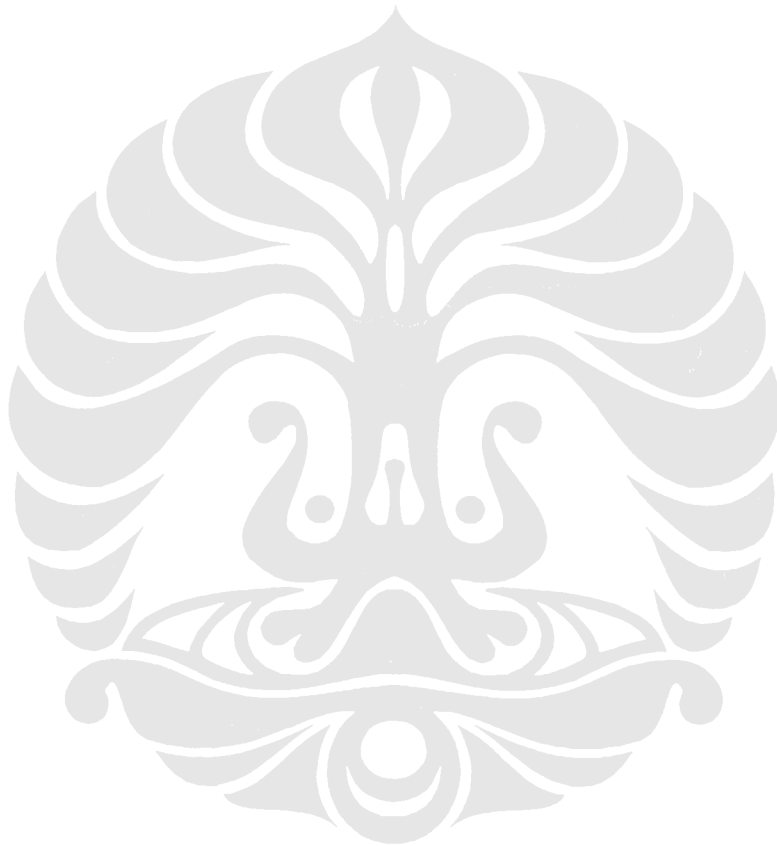
a. < 1 juta b. 1-2 Juta c. >2-3 juta d. >3- 5 juta e. > 5 juta

46. Status pernikahan

a. single b. menikah c. janda/duda

47. Pekerjaan :

a. Pegawai negeri b. Karyawan Swasta c. Pedagang d. Pengajar
e. Wiraswasta f. Pelajar/mahasiswa g. Lainnya, sebutkan.....



BAGIAN VI : PENDAPAT/SARAN

48. Berikan pendapat tentang prioritas perbaikan pelayanan yang harus dilakukan BSM kepada nasabah!

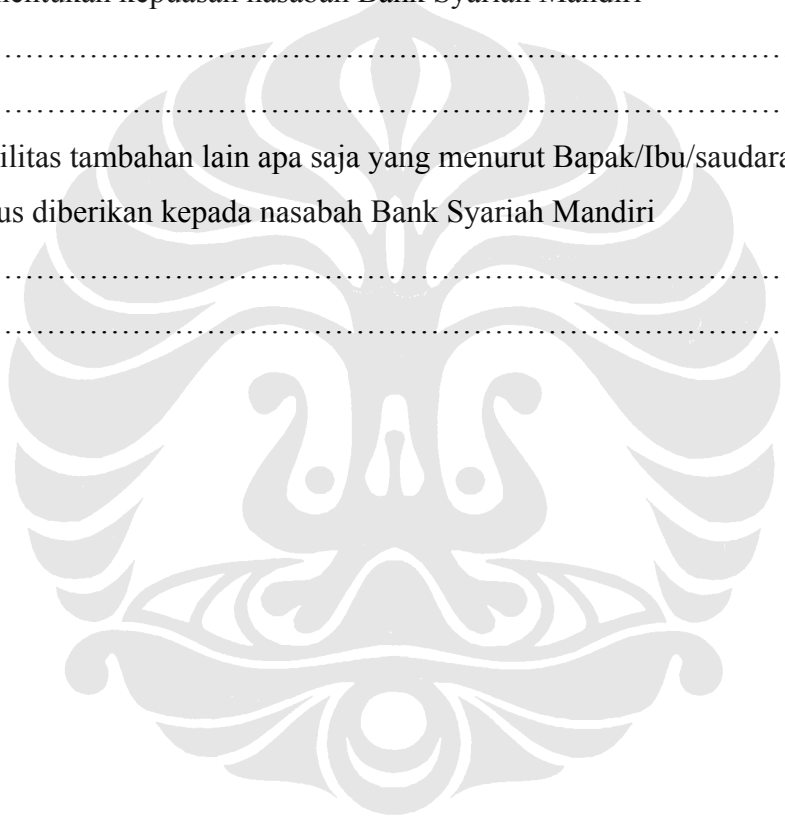
.....
.....

49. Hal-hal lain apa saja yang menurut Bapak/Ibu/Saudara ikut berpengaruh dalam menentukan kepuasan nasabah Bank Syariah Mandiri

- 1).....
- 2).....

50. Fasilitas tambahan lain apa saja yang menurut Bapak/Ibu/saudara butuhkan yang harus diberikan kepada nasabah Bank Syariah Mandiri

- 1).....
- 2).....



Lampiran 3

Validitas-Correlations-Compliance

Correlations

| | | C1 | C2 | C3 | C4 | C5 | Compliance |
|------------|---------------------|--------|--------|--------|--------|--------|------------|
| C1 | Pearson Correlation | 1 | ,307** | ,399** | ,359** | ,363** | ,681** |
| | Sig. (2-tailed) | | ,002 | ,000 | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| C2 | Pearson Correlation | ,307** | 1 | ,324** | ,199* | ,319** | ,683** |
| | Sig. (2-tailed) | ,002 | | ,001 | ,047 | ,001 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| C3 | Pearson Correlation | ,399** | ,324** | 1 | ,338** | ,328** | ,688** |
| | Sig. (2-tailed) | ,000 | ,001 | | ,001 | ,001 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| C4 | Pearson Correlation | ,359** | ,199* | ,338** | 1 | ,485** | ,651** |
| | Sig. (2-tailed) | ,000 | ,047 | ,001 | | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| C5 | Pearson Correlation | ,363** | ,319** | ,328** | ,485** | 1 | ,725** |
| | Sig. (2-tailed) | ,000 | ,001 | ,001 | ,000 | | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Compliance | Pearson Correlation | ,681** | ,683** | ,688** | ,651** | ,725** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

* . Correlation is significant at the 0.05 level (2-tailed).

Validitas-Correlations-Tangibles

Correlations

| | | T1 | T2 | T3 | T4 | T5 | Tangible |
|----------|---------------------|--------|--------|--------|--------|--------|----------|
| T1 | Pearson Correlation | 1 | ,389** | ,361** | ,258** | ,261** | ,697** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,010 | ,009 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| T2 | Pearson Correlation | ,389** | 1 | ,084 | ,099 | ,199* | ,573** |
| | Sig. (2-tailed) | ,000 | | ,404 | ,326 | ,047 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| T3 | Pearson Correlation | ,361** | ,084 | 1 | ,418** | ,388** | ,685** |
| | Sig. (2-tailed) | ,000 | ,404 | | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| T4 | Pearson Correlation | ,258** | ,099 | ,418** | 1 | ,550** | ,657** |
| | Sig. (2-tailed) | ,010 | ,326 | ,000 | | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| T5 | Pearson Correlation | ,261** | ,199* | ,388** | ,550** | 1 | ,699** |
| | Sig. (2-tailed) | ,009 | ,047 | ,000 | ,000 | | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Tangible | Pearson Correlation | ,697** | ,573** | ,685** | ,657** | ,699** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

* . Correlation is significant at the 0.05 level (2-tailed).

Validitas-Correlations-Reliability

Correlations

| | | R1 | R2 | R3 | R4 | R5 | Reliability |
|-------------|---------------------|--------|--------|--------|--------|--------|-------------|
| R1 | Pearson Correlation | 1 | ,385** | ,251* | ,299** | ,187 | ,621** |
| | Sig. (2-tailed) | | ,000 | ,012 | ,003 | ,062 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| R2 | Pearson Correlation | ,385** | 1 | ,428** | ,391** | ,332** | ,779** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,001 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| R3 | Pearson Correlation | ,251* | ,428** | 1 | ,439** | ,386** | ,681** |
| | Sig. (2-tailed) | ,012 | ,000 | | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| R4 | Pearson Correlation | ,299** | ,391** | ,439** | 1 | ,440** | ,728** |
| | Sig. (2-tailed) | ,003 | ,000 | ,000 | | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| R5 | Pearson Correlation | ,187 | ,332** | ,386** | ,440** | 1 | ,653** |
| | Sig. (2-tailed) | ,062 | ,001 | ,000 | ,000 | | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Reliability | Pearson Correlation | ,621** | ,779** | ,681** | ,728** | ,653** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

* . Correlation is significant at the 0.05 level (2-tailed).

Validitas-Correlations- Responsiveness

Correlations

| | | Rs1 | Rs2 | Rs3 | Rs4 | Rs5 | Responsiveness |
|----------------|---------------------|--------|--------|--------|--------|--------|----------------|
| Rs1 | Pearson Correlation | 1 | ,460** | ,551** | ,466** | ,263** | ,699** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,008 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Rs2 | Pearson Correlation | ,460** | 1 | ,697** | ,485** | ,336** | ,768** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,001 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Rs3 | Pearson Correlation | ,551** | ,697** | 1 | ,591** | ,440** | ,854** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Rs4 | Pearson Correlation | ,466** | ,485** | ,591** | 1 | ,498** | ,799** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Rs5 | Pearson Correlation | ,263** | ,336** | ,440** | ,498** | 1 | ,694** |
| | Sig. (2-tailed) | ,008 | ,001 | ,000 | ,000 | | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Responsiveness | Pearson Correlation | ,699** | ,768** | ,854** | ,799** | ,694** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

Validitas-Correlations-Assurance

Correlations

| | | A1 | A2 | A3 | A4 | A5 | Assurance |
|-----------|---------------------|--------|--------|--------|--------|--------|-----------|
| A1 | Pearson Correlation | 1 | ,755** | ,541** | ,484** | ,411** | ,824** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| A2 | Pearson Correlation | ,755** | 1 | ,555** | ,566** | ,502** | ,866** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| A3 | Pearson Correlation | ,541** | ,555** | 1 | ,387** | ,431** | ,760** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| A4 | Pearson Correlation | ,484** | ,566** | ,387** | 1 | ,463** | ,741** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| A5 | Pearson Correlation | ,411** | ,502** | ,431** | ,463** | 1 | ,706** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Assurance | Pearson Correlation | ,824** | ,866** | ,760** | ,741** | ,706** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

Validitas-Correlations-Empathy

Correlations

| | | E1 | E2 | E3 | E4 | E5 | Empathy |
|---------|---------------------|--------|--------|--------|--------|--------|---------|
| E1 | Pearson Correlation | 1 | ,308** | ,307** | ,550** | ,588** | ,779** |
| | Sig. (2-tailed) | | ,002 | ,002 | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| E2 | Pearson Correlation | ,308** | 1 | ,469** | ,254* | ,217* | ,567** |
| | Sig. (2-tailed) | ,002 | | ,000 | ,011 | ,030 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| E3 | Pearson Correlation | ,307** | ,469** | 1 | ,586** | ,329** | ,705** |
| | Sig. (2-tailed) | ,002 | ,000 | | ,000 | ,001 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| E4 | Pearson Correlation | ,550** | ,254* | ,586** | 1 | ,597** | ,824** |
| | Sig. (2-tailed) | ,000 | ,011 | ,000 | | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| E5 | Pearson Correlation | ,588** | ,217* | ,329** | ,597** | 1 | ,777** |
| | Sig. (2-tailed) | ,000 | ,030 | ,001 | ,000 | | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Empathy | Pearson Correlation | ,779** | ,567** | ,705** | ,824** | ,777** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

* . Correlation is significant at the 0.05 level (2-tailed).

Validitas-Correlations-Loyalitas

Correlations

| | | L1 | L2 | L3 | L4 | Loyalitas |
|-----------|---------------------|--------|--------|--------|--------|-----------|
| L1 | Pearson Correlation | 1 | ,694** | ,487** | ,547** | ,825** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| L2 | Pearson Correlation | ,694** | 1 | ,575** | ,622** | ,872** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| L3 | Pearson Correlation | ,487** | ,575** | 1 | ,631** | ,802** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| L4 | Pearson Correlation | ,547** | ,622** | ,631** | 1 | ,834** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Loyalitas | Pearson Correlation | ,825** | ,872** | ,802** | ,834** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

Validitas-Correlations-Respon Eksternal

Correlations

| | | Respon Eksternal-1 | Respon Eksternal-2 | Tresp |
|--------------------|---------------------|--------------------|--------------------|--------|
| Respon Eksternal-1 | Pearson Correlation | 1 | ,211* | ,726** |
| | Sig. (2-tailed) | | ,035 | ,000 |
| | N | 100 | 100 | 100 |
| Respon Eksternal-2 | Pearson Correlation | ,211* | 1 | ,826** |
| | Sig. (2-tailed) | ,035 | | ,000 |
| | N | 100 | 100 | 100 |
| Tresp | Pearson Correlation | ,726** | ,826** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | |
| | N | 100 | 100 | 100 |

*. Correlation is significant at the 0.05 level (2-tailed).

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

Validitas-Correlations-Pindah

Correlations

| | | Pindah-1 | Pindah-2 | TPindah |
|----------|---------------------|----------|----------|---------|
| Pindah-1 | Pearson Correlation | 1 | ,383** | ,872** |
| | Sig. (2-tailed) | | ,000 | ,000 |
| | N | 100 | 100 | 100 |
| Pindah-2 | Pearson Correlation | ,383** | 1 | ,787** |
| | Sig. (2-tailed) | ,000 | | ,000 |
| | N | 100 | 100 | 100 |
| TPindah | Pearson Correlation | ,872** | ,787** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | |
| | N | 100 | 100 | 100 |

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

Lampiran 4

Reliability Compliance

| Reliability Statistics | | Item Statistics | | |
|------------------------|------------|-----------------|----------------|-----|
| Cronbach's Alpha | N of Items | Mean | Std. Deviation | N |
| ,709 | 5 | C1 4,08 | ,614 | 100 |
| | | C2 3,84 | ,873 | 100 |
| | | C3 3,94 | ,679 | 100 |
| | | C4 4,18 | ,575 | 100 |
| | | C5 4,00 | ,725 | 100 |

| Item-Total Statistics | | | | |
|-----------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| C1 | 15,96 | 4,059 | ,500 | ,650 |
| C2 | 16,20 | 3,596 | ,398 | ,705 |
| C3 | 16,10 | 3,909 | ,486 | ,653 |
| C4 | 15,86 | 4,223 | ,474 | ,662 |
| C5 | 16,04 | 3,695 | ,522 | ,636 |

| Scale Statistics | | | |
|------------------|----------|----------------|------------|
| Mean | Variance | Std. Deviation | N of Items |
| 20,04 | 5,675 | 2,382 | 5 |

Reliability-Tangible

| Reliability Statistics | | Item Statistics | | |
|------------------------|------------|-----------------|----------------|-----|
| Cronbach's Alpha | N of Items | Mean | Std. Deviation | N |
| ,669 | 5 | T1 3,82 | ,809 | 100 |
| | | T2 3,92 | ,918 | 100 |
| | | T3 3,47 | ,881 | 100 |
| | | T4 3,87 | ,661 | 100 |
| | | T5 3,71 | ,756 | 100 |

| Item-Total Statistics | | | | |
|-----------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| T1 | 14,97 | 4,716 | ,480 | ,590 |
| T2 | 14,87 | 5,104 | ,268 | ,696 |
| T3 | 15,32 | 4,624 | ,437 | ,611 |
| T4 | 14,92 | 5,185 | ,476 | ,602 |
| T5 | 15,08 | 4,822 | ,501 | ,584 |

| Scale Statistics | | | |
|------------------|----------|----------------|------------|
| Mean | Variance | Std. Deviation | N of Items |
| 18,79 | 7,056 | 2,656 | 5 |

Reliability-Reliability

| Reliability Statistics | | Item Statistics | | |
|------------------------|------------|-----------------|----------------|-----|
| Cronbach's Alpha | N of Items | Mean | Std. Deviation | N |
| ,722 | 5 | R1 3,89 | ,695 | 100 |
| | | R2 3,73 | ,908 | 100 |
| | | R3 4,03 | ,540 | 100 |
| | | R4 4,00 | ,682 | 100 |
| | | R5 3,93 | ,640 | 100 |

| Item-Total Statistics | | | | |
|-----------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| R1 | 15,69 | 4,256 | ,392 | ,710 |
| R2 | 15,85 | 3,260 | ,542 | ,659 |
| R3 | 15,55 | 4,371 | ,531 | ,668 |
| R4 | 15,58 | 3,923 | ,546 | ,650 |
| R5 | 15,65 | 4,250 | ,456 | ,686 |

| Scale Statistics | | | |
|------------------|----------|----------------|------------|
| Mean | Variance | Std. Deviation | N of Items |
| 19,58 | 5,862 | 2,421 | 5 |

Reliability-Responsiveness

| Reliability Statistics | | Item Statistics | | |
|------------------------|------------|-----------------|----------------|-----|
| Cronbach's Alpha | N of Items | Mean | Std. Deviation | N |
| ,816 | 5 | Rs1 3,52 | ,611 | 100 |
| | | Rs2 4,01 | ,628 | 100 |
| | | Rs3 3,74 | ,676 | 100 |
| | | Rs4 3,79 | ,671 | 100 |
| | | Rs5 3,84 | ,775 | 100 |

| Item-Total Statistics | | | | |
|-----------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Rs1 | 15,38 | 4,743 | ,541 | ,799 |
| Rs2 | 14,89 | 4,483 | ,632 | ,774 |
| Rs3 | 15,16 | 4,055 | ,751 | ,736 |
| Rs4 | 15,11 | 4,261 | ,666 | ,762 |
| Rs5 | 15,06 | 4,400 | ,478 | ,826 |

| Scale Statistics | | | |
|------------------|----------|----------------|------------|
| Mean | Variance | Std. Deviation | N of Items |
| 18,90 | 6,556 | 2,560 | 5 |

Reliability-Assurance

| Reliability Statistics | | Item Statistics | | |
|------------------------|------------|-----------------|----------------|-----|
| Cronbach's Alpha | N of Items | Mean | Std. Deviation | N |
| ,838 | 5 | A1 4,21 | ,640 | 100 |
| | | A2 4,24 | ,605 | 100 |
| | | A3 3,90 | ,674 | 100 |
| | | A4 4,00 | ,620 | 100 |
| | | A5 3,92 | ,563 | 100 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| A1 | 16,06 | 3,714 | ,702 | ,787 |
| A2 | 16,03 | 3,686 | ,776 | ,767 |
| A3 | 16,37 | 3,831 | ,595 | ,819 |
| A4 | 16,27 | 4,017 | ,586 | ,820 |
| A5 | 16,35 | 4,250 | ,555 | ,827 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 20,27 | 5,856 | 2,420 | 5 |

Reliability-Empathy

Item Statistics

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,786 | 5 |

| | Mean | Std. Deviation | N |
|----|------|----------------|-----|
| E1 | 3,71 | ,729 | 100 |
| E2 | 4,06 | ,528 | 100 |
| E3 | 3,76 | ,588 | 100 |
| E4 | 3,72 | ,653 | 100 |
| E5 | 3,79 | ,729 | 100 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| E1 | 15,33 | 3,516 | ,603 | ,733 |
| E2 | 14,98 | 4,545 | ,387 | ,795 |
| E3 | 15,28 | 4,062 | ,543 | ,753 |
| E4 | 15,32 | 3,553 | ,698 | ,700 |
| E5 | 15,25 | 3,523 | ,600 | ,735 |

Scale Statistics

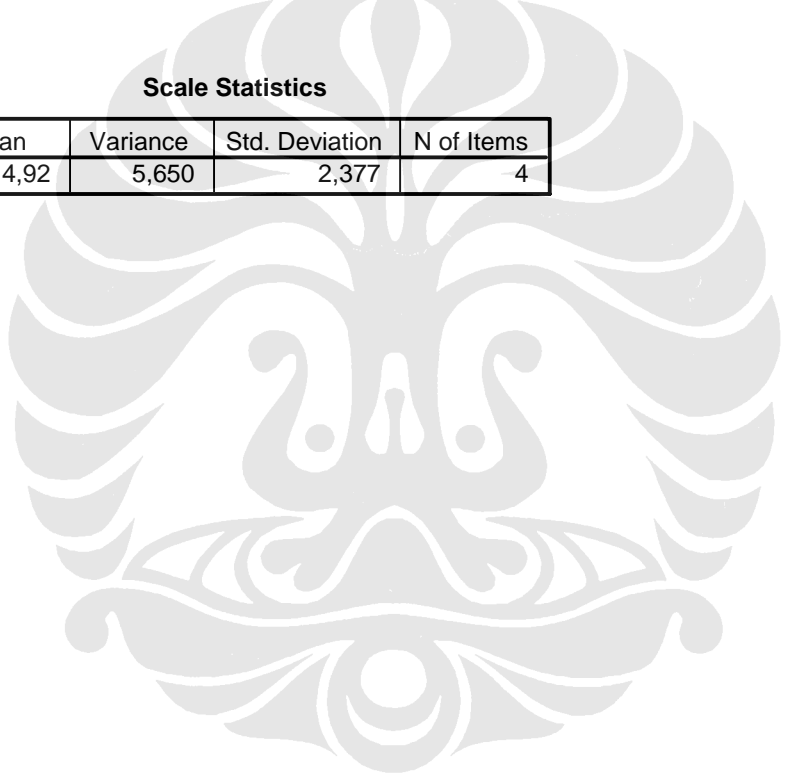
| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 19,04 | 5,695 | 2,386 | 5 |

Reliability-Loyalitas

| Reliability Statistics | | Item Statistics | | |
|------------------------|------------|-----------------|----------------|-----|
| Cronbach's Alpha | N of Items | Mean | Std. Deviation | N |
| ,853 | 4 | L1 3,80 | ,739 | 100 |
| | | L2 3,77 | ,737 | 100 |
| | | L3 3,78 | ,690 | 100 |
| | | L4 3,57 | ,685 | 100 |

| Item-Total Statistics | | | | |
|-----------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| L1 | 11,12 | 3,299 | ,673 | ,823 |
| L2 | 11,15 | 3,139 | ,754 | ,787 |
| L3 | 11,14 | 3,495 | ,650 | ,831 |
| L4 | 11,35 | 3,402 | ,704 | ,810 |

| Scale Statistics | | | |
|------------------|----------|----------------|------------|
| Mean | Variance | Std. Deviation | N of Items |
| 14,92 | 5,650 | 2,377 | 4 |



Lampiran 5

Regression

Descriptive Statistics

| | Mean | Std. Deviation | N |
|------------------|-------|----------------|-----|
| Kepuasan Nasabah | 4,00 | ,696 | 100 |
| Compliance | 20,04 | 2,382 | 100 |
| Tangible | 18,79 | 2,656 | 100 |
| Reliability | 19,58 | 2,421 | 100 |
| Responsiveness | 18,90 | 2,560 | 100 |
| Assurance | 20,27 | 2,420 | 100 |
| Empathy | 19,04 | 2,386 | 100 |

Correlation

| | Kepuasan Nasabah | Compliance | Tangible | Reliability | Responsiveness | Assurance | Empathy | |
|---------------------|------------------|------------|----------|-------------|----------------|-----------|---------|------|
| Pearson Correlation | Kepuasan | 1,00 | ,36 | ,66 | ,64 | ,21 | ,65 | ,60 |
| | Compliance | ,36 | 1,00 | ,13 | ,26 | ,08 | ,22 | ,13 |
| | Tangible | ,66 | ,13 | 1,00 | ,51 | ,25 | ,50 | ,57 |
| | Reliability | ,64 | ,26 | ,51 | 1,00 | ,16 | ,53 | ,42 |
| | Responsiveness | ,21 | ,08 | ,25 | ,16 | 1,00 | ,12 | ,22 |
| | Assurance | ,65 | ,22 | ,50 | ,53 | ,12 | 1,00 | ,48 |
| | Empathy | ,60 | ,13 | ,57 | ,42 | ,22 | ,48 | 1,00 |
| Sig. (1-tailed) | Kepuasan | . | ,00 | ,00 | ,00 | ,01 | ,00 | ,00 |
| | Compliance | ,00 | . | ,09 | ,00 | ,20 | ,01 | ,09 |
| | Tangible | ,00 | ,09 | . | ,00 | ,00 | ,00 | ,00 |
| | Reliability | ,00 | ,00 | ,00 | . | ,05 | ,00 | ,00 |
| | Responsiveness | ,01 | ,20 | ,00 | ,05 | . | ,11 | ,01 |
| | Assurance | ,00 | ,01 | ,00 | ,00 | ,11 | . | ,00 |
| | Empathy | ,00 | ,09 | ,00 | ,00 | ,01 | ,00 | . |
| N | Kepuasan | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Compliance | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Tangible | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Reliability | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Responsiveness | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Assurance | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Empathy | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1 | Empathy, Compliance, Responsiveness, Reliability, Assurance ^a , Tangible | | Enter |

a. All requested variables entered.

b. Dependent Variable: Kepuasan Total

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | ,826 ^a | ,682 | ,662 | ,405 | 1,918 |

a. Predictors: (Constant), Empathy, Compliance, Responsiveness, Reliability, Assurance, Tangible

b. Dependent Variable: Kepuasan Nasabah

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 32,753 | 6 | 5,459 | 33,297 | ,000 ^a |
| | Residual | 15,247 | 93 | ,164 | | |
| | Total | 48,000 | 99 | | | |

a. Predictors: (Constant), Empathy, Compliance, Responsiveness, Reliability, Assurance, Tangible

b. Dependent Variable: Kepuasan Nasabah

Coefficients

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|----------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -2,372 | ,525 | | -4,521 | ,000 | | |
| | Compliance | ,054 | ,018 | ,184 | 3,013 | ,003 | ,917 | 1,091 |
| | Tangible | ,072 | ,021 | ,273 | 3,441 | ,001 | ,543 | 1,843 |
| | Reliability | ,065 | ,022 | ,227 | 3,024 | ,003 | ,606 | 1,651 |
| | Responsiveness | ,005 | ,017 | ,017 | ,277 | ,783 | ,920 | 1,087 |
| | Assurance | ,074 | ,022 | ,258 | 3,439 | ,001 | ,606 | 1,652 |
| | Empathy | ,057 | ,022 | ,194 | 2,587 | ,011 | ,607 | 1,648 |

a. Dependent Variable: Kepuasan Nasabah

Collinearity Diagnostics

| Model | Dimensi | Eigenvalue | Condition Index | Variance Proportions | | | | | | |
|-------|---------|------------|-----------------|----------------------|------------|----------|-------------|----------------|-----------|---------|
| | | | | (Constant) | Compliance | Tangible | Reliability | Responsiveness | Assurance | Empathy |
| 1 | 1 | 6,939 | 1,000 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 |
| | 2 | ,018 | 19,661 | ,02 | ,09 | ,11 | ,03 | ,38 | ,04 | ,04 |
| | 3 | ,016 | 21,101 | ,01 | ,37 | ,06 | ,01 | ,38 | ,01 | ,02 |
| | 4 | ,008 | 28,821 | ,00 | ,10 | ,02 | ,48 | ,05 | ,06 | ,43 |
| | 5 | ,008 | 30,111 | ,03 | ,17 | ,62 | ,01 | ,00 | ,30 | ,16 |
| | 6 | ,006 | 33,111 | ,00 | ,00 | ,15 | ,47 | ,00 | ,51 | ,28 |
| | 7 | ,005 | 38,291 | ,95 | ,26 | ,03 | ,00 | ,18 | ,08 | ,07 |

a. Dependent Variable: Kepuasan Nasabah

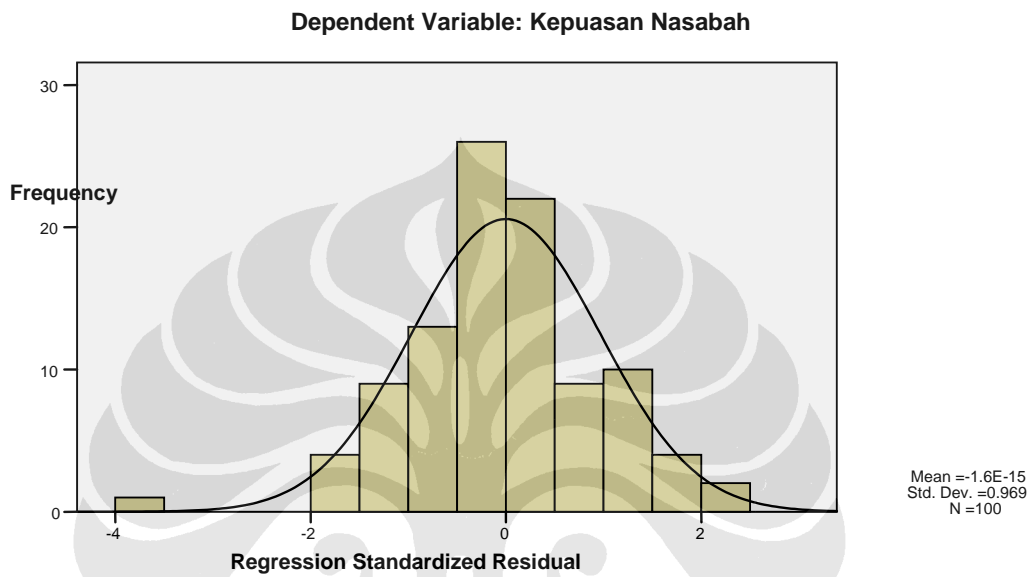
Residuals Statistics^a

| | Minimum | Maximum | Mean | Std. Deviation | N |
|-----------------------------------|---------|---------|-------|----------------|-----|
| Predicted Value | 2,53 | 5,51 | 4,00 | ,575 | 100 |
| Std. Predicted Value | -2,559 | 2,632 | ,000 | 1,000 | 100 |
| Standard Error of Predicted Value | ,053 | ,180 | ,103 | ,028 | 100 |
| Adjusted Predicted Value | 2,73 | 5,59 | 4,00 | ,572 | 100 |
| Residual | -1,528 | ,936 | ,000 | ,392 | 100 |
| Std. Residual | -3,774 | 2,312 | ,000 | ,969 | 100 |
| Stud. Residual | -4,212 | 2,474 | -,004 | 1,019 | 100 |
| Deleted Residual | -1,904 | 1,072 | -,003 | ,435 | 100 |
| Stud. Deleted Residual | -4,657 | 2,546 | -,007 | 1,046 | 100 |
| Mahal. Distance | ,717 | 18,544 | 5,940 | 3,793 | 100 |
| Cook's Distance | ,000 | ,623 | ,016 | ,064 | 100 |
| Centered Leverage Value | ,007 | ,187 | ,060 | ,038 | 100 |

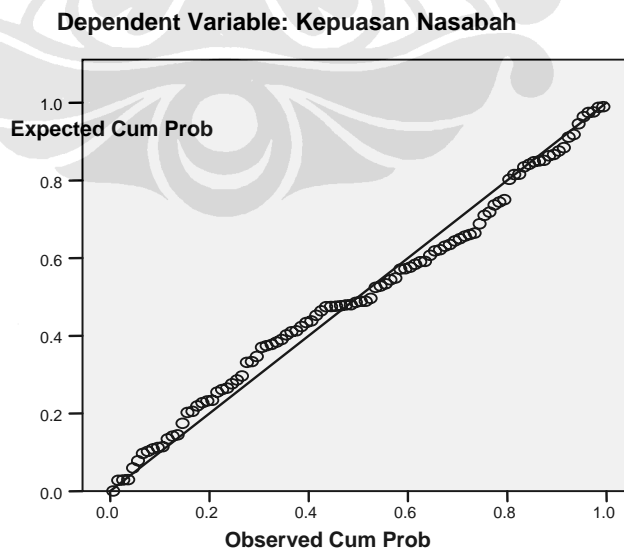
a. Dependent Variable: Kepuasan Nasabah

Charts

Histogram



Normal P-P Plot of Regression Standardized Residual



Means

Case Processing Summary

| | Cases | | | | | |
|---------------------------------|----------|---------|----------|---------|-------|---------|
| | Included | | Excluded | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Kepuasan Total * Compliance | 100 | 100,0% | 0 | ,0% | 100 | 100,0% |
| Kepuasan Total * Tangible | 100 | 100,0% | 0 | ,0% | 100 | 100,0% |
| Kepuasan Total * Reliability | 100 | 100,0% | 0 | ,0% | 100 | 100,0% |
| Kepuasan Total * Responsiveness | 100 | 100,0% | 0 | ,0% | 100 | 100,0% |
| Kepuasan Total * Assurance | 100 | 100,0% | 0 | ,0% | 100 | 100,0% |
| Kepuasan Total * Empathy | 100 | 100,0% | 0 | ,0% | 100 | 100,0% |

Kepuasan Nasabah * Compliance

Report

Kepuasan Total

| Compliance | Mean | N | Std. Deviation |
|------------|------|-----|----------------|
| 14 | 3,00 | 1 | . |
| 15 | 3,50 | 4 | ,577 |
| 16 | 3,00 | 4 | 1,414 |
| 17 | 4,00 | 5 | ,000 |
| 18 | 3,88 | 8 | ,354 |
| 19 | 3,85 | 13 | ,555 |
| 20 | 4,03 | 29 | ,680 |
| 21 | 4,29 | 7 | ,756 |
| 22 | 4,14 | 14 | ,770 |
| 23 | 4,29 | 7 | ,488 |
| 24 | 4,50 | 6 | ,548 |
| 25 | 4,00 | 2 | ,000 |
| Total | 4,00 | 100 | ,696 |

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|---------|-----------------------|----------------|----|-------------|--------|------|
| Kepuasan Total | Between | (Combined) | 9,396 | 11 | ,854 | 1,947 | ,044 |
| * Compliance | Groups | Linearity | 6,408 | 1 | 6,408 | 14,606 | ,000 |
| | | Deviation from Linear | 2,988 | 10 | ,299 | ,681 | ,739 |
| | Within | Groups | 38,604 | 88 | ,439 | | |
| | Total | | 48,000 | 99 | | | |

Measures of Association

| | R | R Squared | Eta | Eta Squared |
|-----------------------------|------|-----------|------|-------------|
| Kepuasan Total * Compliance | ,365 | ,133 | ,442 | ,196 |

Kepuasan Nasabah * Tangible

Report

Kepuasan Total

| Tangible | Mean | N | Std. Deviation |
|----------|------|-----|----------------|
| 13 | 3,00 | 1 | . |
| 14 | 3,50 | 4 | 1,000 |
| 15 | 2,86 | 7 | ,900 |
| 16 | 3,25 | 4 | ,500 |
| 17 | 3,81 | 16 | ,403 |
| 18 | 4,05 | 19 | ,405 |
| 19 | 3,90 | 10 | ,316 |
| 20 | 4,19 | 16 | ,544 |
| 21 | 4,43 | 7 | ,535 |
| 22 | 4,33 | 6 | ,516 |
| 23 | 4,80 | 5 | ,447 |
| 24 | 5,00 | 2 | ,000 |
| 25 | 5,00 | 3 | ,000 |
| Total | 4,00 | 100 | ,696 |

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---------------------------|----------------|--------------------------|----------------|----|-------------|--------|------|
| Kepuasan Total * Tangible | Between Groups | (Combined) | 24,823 | 12 | 2,069 | 7,765 | ,000 |
| | | Linearity | 20,958 | 1 | 20,958 | 78,670 | ,000 |
| | | Deviation from Linearity | 3,865 | 11 | ,351 | 1,319 | ,228 |
| | Within Groups | | 23,177 | 87 | ,266 | | |
| | Total | | 48,000 | 99 | | | |

Measures of Association

| | R | R Squared | Eta | Eta Squared |
|---------------------------|------|-----------|------|-------------|
| Kepuasan Total * Tangible | ,661 | ,437 | ,719 | ,517 |

Kepuasan Nasabah * Reliability

Report

Kepuasan Total

| Reliability | Mean | N | Std. Deviation |
|-------------|------|-----|----------------|
| 15 | 2,33 | 3 | 1,155 |
| 16 | 3,00 | 5 | ,000 |
| 17 | 3,40 | 15 | ,632 |
| 18 | 4,09 | 11 | ,302 |
| 19 | 4,07 | 14 | ,267 |
| 20 | 4,09 | 23 | ,417 |
| 21 | 4,33 | 9 | ,500 |
| 22 | 4,75 | 8 | ,463 |
| 23 | 4,75 | 4 | ,500 |
| 24 | 4,33 | 3 | ,577 |
| 25 | 4,40 | 5 | ,548 |
| Total | 4,00 | 100 | ,696 |

ANOVA Table

| | Sum of Squares | df | Mean Square | F | Sig. |
|--------------------------|----------------|----|-------------|--------|------|
| Kepuasan Total | 27,953 | 10 | 2,795 | 12,410 | ,000 |
| * Reliability | 19,727 | 1 | 19,727 | 87,581 | ,000 |
| Between Groups | 8,226 | 9 | ,914 | 1,575 | ,092 |
| Linearity | | | | | |
| Deviation from Linearity | | | | | |
| Within Groups | 20,047 | 89 | ,225 | | |
| Total | 48,000 | 99 | | | |

Measures of Association

| | R | R Squared | Eta | Eta Squared |
|------------------------------|------|-----------|------|-------------|
| Kepuasan Total * Reliability | ,641 | ,411 | ,763 | ,582 |

Kepuasan Nasabah * Responsiveness

Report

Kepuasan Total

| Responsiveness | Mean | N | Std. Deviation |
|----------------|------|-----|----------------|
| 11 | 5,00 | 1 | . |
| 12 | 3,00 | 1 | . |
| 14 | 3,00 | 2 | ,000 |
| 15 | 3,33 | 6 | ,516 |
| 16 | 4,17 | 6 | ,408 |
| 17 | 3,63 | 8 | ,518 |
| 18 | 3,82 | 17 | ,728 |
| 19 | 4,14 | 14 | ,363 |
| 20 | 4,17 | 29 | ,468 |
| 21 | 4,67 | 3 | ,577 |
| 22 | 4,67 | 3 | ,577 |
| 23 | 4,57 | 7 | ,535 |
| 25 | 2,67 | 3 | 1,528 |
| Total | 4,00 | 100 | ,696 |

ANOVA Table

| | Sum of Squares | df | Mean Square | F | Sig. |
|---------------------------------|----------------|----|-------------|-------|------|
| Kepuasan Tot Between (Combined) | 19,921 | 12 | 1,660 | 5,144 | ,000 |
| Responsivene Groups Linearity | 2,225 | 1 | 2,225 | 6,894 | ,010 |
| Deviation from Lin | 17,696 | 11 | 1,609 | 1,685 | ,087 |
| Within Groups | 28,079 | 87 | ,323 | | |
| Total | 48,000 | 99 | | | |

Measures of Association

| | R | R Squared | Eta | Eta Squared |
|---------------------------------|------|-----------|------|-------------|
| Kepuasan Total * Responsiveness | ,215 | ,046 | ,644 | ,415 |

Kepuasan Nasabah * Assurance

Report

Kepuasan Total

| Assurance | Mean | N | Std. Deviation |
|-----------|------|-----|----------------|
| 13 | 1,00 | 1 | . |
| 15 | 3,00 | 3 | ,000 |
| 16 | 4,00 | 1 | . |
| 17 | 3,63 | 8 | ,518 |
| 18 | 3,33 | 6 | ,516 |
| 19 | 3,80 | 10 | ,632 |
| 20 | 4,00 | 38 | ,465 |
| 21 | 4,00 | 4 | ,000 |
| 22 | 4,29 | 7 | ,488 |
| 23 | 4,40 | 10 | ,699 |
| 24 | 4,78 | 9 | ,441 |
| 25 | 4,67 | 3 | ,577 |
| Total | 4,00 | 100 | ,696 |

ANOVA Table

| | | Sum of Squares | df | Mean Square | F | Sig. |
|--------------------------|--------------------------|----------------|----|-------------|--------|------|
| Kepuasan Tot * Assurance | Between Groups | 25,141 | 11 | 2,286 | 8,799 | ,000 |
| | Linearity | 20,495 | 1 | 20,495 | 78,898 | ,000 |
| | Deviation from Linearity | 4,646 | 10 | ,465 | 1,789 | ,074 |
| | Within Groups | 22,859 | 88 | ,260 | | |
| | Total | 48,000 | 99 | | | |

Measures of Association

| | R | R Squared | Eta | Eta Squared |
|----------------------------|------|-----------|------|-------------|
| Kepuasan Total * Assurance | ,653 | ,427 | ,724 | ,524 |

Kepuasan Nasabah * Empathy

Report

Kepuasan Total

| Empathy | Mean | N | Std. Deviation |
|---------|------|-----|----------------|
| 14 | 3,00 | 1 | . |
| 15 | 3,43 | 7 | ,787 |
| 16 | 3,00 | 11 | ,775 |
| 17 | 4,00 | 7 | ,000 |
| 18 | 3,92 | 12 | ,289 |
| 19 | 4,25 | 8 | ,463 |
| 20 | 4,14 | 37 | ,536 |
| 21 | 4,50 | 8 | ,535 |
| 22 | 4,00 | 2 | ,000 |
| 23 | 5,00 | 2 | ,000 |
| 24 | 5,00 | 1 | . |
| 25 | 4,75 | 4 | ,500 |
| Total | 4,00 | 100 | ,696 |

ANOVA Table

| | Sum of Squares | df | Mean Square | F | Sig. |
|--------------------------|----------------|----|-------------|--------|------|
| Kepuasan Total | 22,795 | 11 | 2,072 | 7,235 | ,000 |
| Between Groups | 17,383 | 1 | 17,383 | 60,688 | ,000 |
| Linearity | 5,412 | 10 | ,541 | 1,890 | ,057 |
| Deviation from Linearity | | | | | |
| Within Groups | 25,205 | 88 | ,286 | | |
| Total | 48,000 | 99 | | | |

Measures of Association

| | R | R Squared | Eta | Eta Squared |
|--------------------------|------|-----------|------|-------------|
| Kepuasan Total * Empathy | ,602 | ,362 | ,689 | ,475 |

Lampiran 6

Uji Chi Square Kualitas Pelayanan dengan Prilaku Post Purchase Behavior

L1 * Kualitas Pelayanan

Tabel 4.9.1 a. Hubungan Antara Kualitas Pelayanan dengan Loyalitas 1

| | | | Kualitas Pelayanan | | | Total |
|-------|---|------------|--------------------|-------|-------|--------|
| | | | 3 | 4 | 5 | |
| L1 | 2 | Count | 3 | 1 | 0 | 4 |
| | | % of Total | 3,0% | 1,0% | ,0% | 4,0% |
| | 3 | Count | 11 | 15 | 1 | 27 |
| | | % of Total | 11,0% | 15,0% | 1,0% | 27,0% |
| | 4 | Count | 3 | 43 | 8 | 54 |
| | | % of Total | 3,0% | 43,0% | 8,0% | 54,0% |
| | 5 | Count | 0 | 4 | 11 | 15 |
| | | % of Total | ,0% | 4,0% | 11,0% | 15,0% |
| Total | | Count | 17 | 63 | 20 | 100 |
| | | % of Total | 17,0% | 63,0% | 20,0% | 100,0% |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 56,690 ^a | 6 | ,000 |
| Likelihood Ratio | 49,480 | 6 | ,000 |
| Linear-by-Linear Association | 37,837 | 1 | ,000 |
| N of Valid Cases | 100 | | |

a. 6 cells (50,0%) have expected count less than 5. The minimum expected count is ,68.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,601 | ,000 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

L2 * Kualitas Pelayanan

Crosstab

| | | | Kualitas Total | | | Total |
|-------|---|------------|----------------|-------|-------|--------|
| | | | 3 | 4 | 5 | |
| L2 | 2 | Count | 2 | 1 | 0 | 3 |
| | | % of Total | 2,0% | 1,0% | ,0% | 3,0% |
| | 3 | Count | 10 | 17 | 5 | 32 |
| | | % of Total | 10,0% | 17,0% | 5,0% | 32,0% |
| | 4 | Count | 5 | 39 | 6 | 50 |
| | | % of Total | 5,0% | 39,0% | 6,0% | 50,0% |
| | 5 | Count | 0 | 6 | 9 | 15 |
| | | % of Total | ,0% | 6,0% | 9,0% | 15,0% |
| Total | | Count | 17 | 63 | 20 | 100 |
| | | % of Total | 17,0% | 63,0% | 20,0% | 100,0% |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 30,633 ^a | 6 | ,000 |
| Likelihood Ratio | 27,650 | 6 | ,000 |
| Linear-by-Linear Association | 17,444 | 1 | ,000 |
| N of Valid Cases | 100 | | |

a. 5 cells (41,7%) have expected count less than 5. The minimum expected count is ,51.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,484 | ,000 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

L3 * Kualitas Pelayanan

Crosstab

| | | | Kualitas Total | | | Total |
|-------|---|------------|----------------|-------|-------|--------|
| | | | 3 | 4 | 5 | |
| L3 | 2 | Count | 1 | 1 | 0 | 2 |
| | | % of Total | 1,0% | 1,0% | ,0% | 2,0% |
| | 3 | Count | 10 | 18 | 3 | 31 |
| | | % of Total | 10,0% | 18,0% | 3,0% | 31,0% |
| | 4 | Count | 6 | 41 | 7 | 54 |
| | | % of Total | 6,0% | 41,0% | 7,0% | 54,0% |
| | 5 | Count | 0 | 3 | 10 | 13 |
| | | % of Total | ,0% | 3,0% | 10,0% | 13,0% |
| Total | | Count | 17 | 63 | 20 | 100 |
| | | % of Total | 17,0% | 63,0% | 20,0% | 100,0% |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 38,183 ^a | 6 | ,000 |
| Likelihood Ratio | 32,259 | 6 | ,000 |
| Linear-by-Linear Association | 21,983 | 1 | ,000 |
| N of Valid Cases | 100 | | |

a. 5 cells (41,7%) have expected count less than 5. The minimum expected count is ,34.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,526 | ,000 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

L4 * Kualitas Pelayanan

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 20,677 ^a | 6 | ,002 |
| Likelihood Ratio | 18,008 | 6 | ,006 |
| Linear-by-Linear Association | 10,186 | 1 | ,001 |
| N of Valid Cases | 100 | | |

a. 6 cells (50,0%) have expected count less than 5. The minimum expected count is ,68.

Symmetric Measures

| | Value | Approx. Sig. |
|--|-------|--------------|
| Nominal by Nominal Contingency Coefficient | ,414 | ,002 |
| N of Valid Cases | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Bayar Lebih * Kualitas Pelayanan

Crosstab

| | | | Kualitas Total | | | Total |
|-------------|------------|------------|----------------|-------|--------|-------|
| | | | 3 | 4 | 5 | |
| Bayar Lebih | 1 | Count | 0 | 1 | 1 | 2 |
| | | % of Total | ,0% | 1,0% | 1,0% | 2,0% |
| | 2 | Count | 2 | 6 | 1 | 9 |
| | | % of Total | 2,0% | 6,0% | 1,0% | 9,0% |
| | 3 | Count | 12 | 38 | 11 | 61 |
| | | % of Total | 12,0% | 38,0% | 11,0% | 61,0% |
| | 4 | Count | 3 | 16 | 5 | 24 |
| | | % of Total | 3,0% | 16,0% | 5,0% | 24,0% |
| | 5 | Count | 0 | 2 | 2 | 4 |
| | | % of Total | ,0% | 2,0% | 2,0% | 4,0% |
| Total | Count | 17 | 63 | 20 | 100 | |
| | % of Total | 17,0% | 63,0% | 20,0% | 100,0% | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 5,125 ^a | 8 | ,744 |
| Likelihood Ratio | 5,430 | 8 | ,711 |
| Linear-by-Linear Association | ,986 | 1 | ,321 |
| N of Valid Cases | 100 | | |

a. 10 cells (66,7%) have expected count less than 5. The minimum expected count is ,34.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,221 | ,744 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Pindah-1 * Kualitas Pelayanan

Crosstab

| | | | Kualitas Total | | | Total |
|--------------------|------------|------------|----------------|-------|--------|-------|
| | | | 3 | 4 | 5 | |
| Respon Eksternal-1 | 1 | Count | 1 | 5 | 4 | 10 |
| | | % of Total | 1,0% | 5,0% | 4,0% | 10,0% |
| | 2 | Count | 6 | 26 | 7 | 39 |
| | | % of Total | 6,0% | 26,0% | 7,0% | 39,0% |
| | 3 | Count | 7 | 28 | 6 | 41 |
| | | % of Total | 7,0% | 28,0% | 6,0% | 41,0% |
| | 4 | Count | 3 | 4 | 2 | 9 |
| | | % of Total | 3,0% | 4,0% | 2,0% | 9,0% |
| | 5 | Count | 0 | 0 | 1 | 1 |
| | | % of Total | ,0% | ,0% | 1,0% | 1,0% |
| Total | Count | 17 | 63 | 20 | 100 | |
| | % of Total | 17,0% | 63,0% | 20,0% | 100,0% | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 9,481 ^a | 8 | ,303 |
| Likelihood Ratio | 8,120 | 8 | ,422 |
| Linear-by-Linear Association | ,809 | 1 | ,368 |
| N of Valid Cases | 100 | | |

a. 7 cells (46,7%) have expected count less than 5. The minimum expected count is ,17.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,294 | ,303 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Pindah-2 * Kualitas Pelayanan

Crosstab

| | | | Kualitas Total | | | Total |
|----------|---|------------|----------------|-------|-------|--------|
| | | | 3 | 4 | 5 | |
| Pindah-2 | 1 | Count | 0 | 3 | 1 | 4 |
| | | % of Total | ,0% | 3,0% | 1,0% | 4,0% |
| | 2 | Count | 1 | 19 | 6 | 26 |
| | | % of Total | 1,0% | 19,0% | 6,0% | 26,0% |
| | 3 | Count | 10 | 35 | 11 | 56 |
| | | % of Total | 10,0% | 35,0% | 11,0% | 56,0% |
| | 4 | Count | 5 | 5 | 1 | 11 |
| | | % of Total | 5,0% | 5,0% | 1,0% | 11,0% |
| | 5 | Count | 1 | 1 | 1 | 3 |
| | | % of Total | 1,0% | 1,0% | 1,0% | 3,0% |
| Total | | Count | 17 | 63 | 20 | 100 |
| | | % of Total | 17,0% | 63,0% | 20,0% | 100,0% |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 11,627 ^a | 8 | ,169 |
| Likelihood Ratio | 11,994 | 8 | ,151 |
| Linear-by-Linear Association | 4,752 | 1 | ,029 |
| N of Valid Cases | 100 | | |

a. 9 cells (60,0%) have expected count less than 5. The minimum expected count is ,51.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,323 | ,169 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Respon Eksternal-1 * Kualitas Pelayanan

Crosstab

| | | | Kualitas Total | | | Total |
|----------|------------|------------|----------------|-------|--------|-------|
| | | | 3 | 4 | 5 | |
| Pindah-1 | 1 | Count | 0 | 6 | 2 | 8 |
| | | % of Total | ,0% | 6,0% | 2,0% | 8,0% |
| | 2 | Count | 3 | 16 | 7 | 26 |
| | | % of Total | 3,0% | 16,0% | 7,0% | 26,0% |
| | 3 | Count | 5 | 29 | 8 | 42 |
| | | % of Total | 5,0% | 29,0% | 8,0% | 42,0% |
| | 4 | Count | 6 | 10 | 2 | 18 |
| | | % of Total | 6,0% | 10,0% | 2,0% | 18,0% |
| | 5 | Count | 3 | 2 | 1 | 6 |
| | | % of Total | 3,0% | 2,0% | 1,0% | 6,0% |
| Total | Count | 17 | 63 | 20 | 100 | |
| | % of Total | 17,0% | 63,0% | 20,0% | 100,0% | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 12,044 ^a | 8 | ,149 |
| Likelihood Ratio | 11,819 | 8 | ,159 |
| Linear-by-Linear Association | 6,657 | 1 | ,010 |
| N of Valid Cases | 100 | | |

a. 8 cells (53,3%) have expected count less than 5. The minimum expected count is 1,02.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,328 | ,149 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Respon Eksternal-2 * Kualitas Pelayanan

Crosstab

| | | | Kualitas Total | | | Total |
|--------------------|------------|------------|----------------|-------|--------|-------|
| | | | 3 | 4 | 5 | |
| Respon Eksternal-2 | 1 | Count | 0 | 5 | 3 | 8 |
| | | % of Total | ,0% | 5,0% | 3,0% | 8,0% |
| | 2 | Count | 5 | 20 | 5 | 30 |
| | | % of Total | 5,0% | 20,0% | 5,0% | 30,0% |
| | 3 | Count | 9 | 22 | 6 | 37 |
| | | % of Total | 9,0% | 22,0% | 6,0% | 37,0% |
| | 4 | Count | 3 | 12 | 4 | 19 |
| | | % of Total | 3,0% | 12,0% | 4,0% | 19,0% |
| | 5 | Count | 0 | 4 | 2 | 6 |
| | | % of Total | ,0% | 4,0% | 2,0% | 6,0% |
| Total | Count | 17 | 63 | 20 | 100 | |
| | % of Total | 17,0% | 63,0% | 20,0% | 100,0% | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 5,917 ^a | 8 | ,657 |
| Likelihood Ratio | 7,844 | 8 | ,449 |
| Linear-by-Linear Association | ,008 | 1 | ,929 |
| N of Valid Cases | 100 | | |

a. 7 cells (46,7%) have expected count less than 5. The minimum expected count is 1,02.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,236 | ,657 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Lampiran 7

Uji Chi Square Kepuasan Nasabah dengan Prilaku *Post Purchase Behavior*

L1 * Kepuasan Nasabah

Crosstab

| | | | Kepuasan Total | | | | Total |
|-------|---|------------|----------------|-------|-------|-------|--------|
| | | | 1 | 3 | 4 | 5 | |
| L1 | 2 | Count | 0 | 2 | 2 | 0 | 4 |
| | | % of Total | ,0% | 2,0% | 2,0% | ,0% | 4,0% |
| | 3 | Count | 0 | 10 | 15 | 2 | 27 |
| | | % of Total | ,0% | 10,0% | 15,0% | 2,0% | 27,0% |
| | 4 | Count | 1 | 5 | 39 | 9 | 54 |
| | | % of Total | 1,0% | 5,0% | 39,0% | 9,0% | 54,0% |
| | 5 | Count | 0 | 1 | 4 | 10 | 15 |
| | | % of Total | ,0% | 1,0% | 4,0% | 10,0% | 15,0% |
| Total | | Count | 1 | 18 | 60 | 21 | 100 |
| | | % of Total | 1,0% | 18,0% | 60,0% | 21,0% | 100,0% |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 34,798 ^a | 9 | ,000 |
| Likelihood Ratio | 30,827 | 9 | ,000 |
| Linear-by-Linear Association | 16,844 | 1 | ,000 |
| N of Valid Cases | 100 | | |

a. 10 cells (62,5%) have expected count less than 5. The minimum expected count is ,04.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,508 | ,000 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

L2 * Kepuasan Nasabah

Crosstab

| | | | Kepuasan Total | | | | Total |
|-------|---|------------|----------------|-------|-------|-------|--------|
| | | | 1 | 3 | 4 | 5 | |
| L2 | 2 | Count | 0 | 2 | 1 | 0 | 3 |
| | | % of Total | ,0% | 2,0% | 1,0% | ,0% | 3,0% |
| | 3 | Count | 0 | 9 | 19 | 4 | 32 |
| | | % of Total | ,0% | 9,0% | 19,0% | 4,0% | 32,0% |
| | 4 | Count | 1 | 6 | 34 | 9 | 50 |
| | | % of Total | 1,0% | 6,0% | 34,0% | 9,0% | 50,0% |
| | 5 | Count | 0 | 1 | 6 | 8 | 15 |
| | | % of Total | ,0% | 1,0% | 6,0% | 8,0% | 15,0% |
| Total | | Count | 1 | 18 | 60 | 21 | 100 |
| | | % of Total | 1,0% | 18,0% | 60,0% | 21,0% | 100,0% |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 20,144 ^a | 9 | ,017 |
| Likelihood Ratio | 17,864 | 9 | ,037 |
| Linear-by-Linear Association | 9,831 | 1 | ,002 |
| N of Valid Cases | 100 | | |

a. 9 cells (56,3%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,409 | ,017 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

L3 * Kepuasan Nasabah

Crosstab

| | | | Kepuasan Total | | | | Total |
|-------|---|------------|----------------|-------|-------|-------|--------|
| | | | 1 | 3 | 4 | 5 | |
| L3 | 2 | Count | 0 | 1 | 1 | 0 | 2 |
| | | % of Total | ,0% | 1,0% | 1,0% | ,0% | 2,0% |
| | 3 | Count | 1 | 11 | 17 | 2 | 31 |
| | | % of Total | 1,0% | 11,0% | 17,0% | 2,0% | 31,0% |
| | 4 | Count | 0 | 6 | 36 | 12 | 54 |
| | | % of Total | ,0% | 6,0% | 36,0% | 12,0% | 54,0% |
| | 5 | Count | 0 | 0 | 6 | 7 | 13 |
| | | % of Total | ,0% | ,0% | 6,0% | 7,0% | 13,0% |
| Total | | Count | 1 | 18 | 60 | 21 | 100 |
| | | % of Total | 1,0% | 18,0% | 60,0% | 21,0% | 100,0% |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 23,640 ^a | 9 | ,005 |
| Likelihood Ratio | 24,362 | 9 | ,004 |
| Linear-by-Linear Association | 19,287 | 1 | ,000 |
| N of Valid Cases | 100 | | |

a. 9 cells (56,3%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,437 | ,005 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

L4 * Kepuasan Nasabah

Crosstab

| | | | Kepuasan Total | | | | Total |
|-------|---|------------|----------------|-------|-------|-------|--------|
| | | | 1 | 3 | 4 | 5 | |
| L4 | 2 | Count | 0 | 2 | 2 | 0 | 4 |
| | | % of Total | ,0% | 2,0% | 2,0% | ,0% | 4,0% |
| | 3 | Count | 1 | 11 | 22 | 8 | 42 |
| | | % of Total | 1,0% | 11,0% | 22,0% | 8,0% | 42,0% |
| | 4 | Count | 0 | 5 | 33 | 9 | 47 |
| | | % of Total | ,0% | 5,0% | 33,0% | 9,0% | 47,0% |
| | 5 | Count | 0 | 0 | 3 | 4 | 7 |
| | | % of Total | ,0% | ,0% | 3,0% | 4,0% | 7,0% |
| Total | | Count | 1 | 18 | 60 | 21 | 100 |
| | | % of Total | 1,0% | 18,0% | 60,0% | 21,0% | 100,0% |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 14,877 ^a | 9 | ,094 |
| Likelihood Ratio | 15,250 | 9 | ,084 |
| Linear-by-Linear Association | 8,692 | 1 | ,003 |
| N of Valid Cases | 100 | | |

a. 10 cells (62,5%) have expected count less than 5. The minimum expected count is ,04.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,360 | ,094 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Bayar Lebih * Kepuasan Nasabah

Crosstab

| | | | Kepuasan Total | | | | Total |
|-------------|------------|------------|----------------|-------|-------|--------|-------|
| | | | 1 | 3 | 4 | 5 | |
| Bayar Lebih | 1 | Count | 0 | 0 | 1 | 1 | 2 |
| | | % of Total | ,0% | ,0% | 1,0% | 1,0% | 2,0% |
| | 2 | Count | 0 | 2 | 4 | 3 | 9 |
| | | % of Total | ,0% | 2,0% | 4,0% | 3,0% | 9,0% |
| | 3 | Count | 1 | 14 | 35 | 11 | 61 |
| | | % of Total | 1,0% | 14,0% | 35,0% | 11,0% | 61,0% |
| | 4 | Count | 0 | 2 | 18 | 4 | 24 |
| | | % of Total | ,0% | 2,0% | 18,0% | 4,0% | 24,0% |
| | 5 | Count | 0 | 0 | 2 | 2 | 4 |
| | | % of Total | ,0% | ,0% | 2,0% | 2,0% | 4,0% |
| Total | Count | 1 | 18 | 60 | 21 | 100 | |
| | % of Total | 1,0% | 18,0% | 60,0% | 21,0% | 100,0% | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 8,843 ^a | 12 | ,716 |
| Likelihood Ratio | 9,741 | 12 | ,639 |
| Linear-by-Linear Association | ,348 | 1 | ,555 |
| N of Valid Cases | 100 | | |

a. 14 cells (70,0%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,285 | ,716 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Pindah-1 * Kepuasan Nasabah

Crosstab

| | | | Kepuasan Total | | | | Total |
|--------------------|------------|------------|----------------|-------|-------|--------|-------|
| | | | 1 | 3 | 4 | 5 | |
| Respon Eksternal-1 | 1 | Count | 0 | 0 | 4 | 6 | 10 |
| | | % of Total | ,0% | ,0% | 4,0% | 6,0% | 10,0% |
| | 2 | Count | 0 | 6 | 28 | 5 | 39 |
| | | % of Total | ,0% | 6,0% | 28,0% | 5,0% | 39,0% |
| | 3 | Count | 0 | 10 | 24 | 7 | 41 |
| | | % of Total | ,0% | 10,0% | 24,0% | 7,0% | 41,0% |
| | 4 | Count | 1 | 2 | 4 | 2 | 9 |
| | | % of Total | 1,0% | 2,0% | 4,0% | 2,0% | 9,0% |
| | 5 | Count | 0 | 0 | 0 | 1 | 1 |
| | | % of Total | ,0% | ,0% | ,0% | 1,0% | 1,0% |
| Total | Count | 1 | 18 | 60 | 21 | 100 | |
| | % of Total | 1,0% | 18,0% | 60,0% | 21,0% | 100,0% | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 27,572 ^a | 12 | ,006 |
| Likelihood Ratio | 21,184 | 12 | ,048 |
| Linear-by-Linear Association | 4,307 | 1 | ,038 |
| N of Valid Cases | 100 | | |

a. 12 cells (60,0%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,465 | ,006 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Pindah-2 * Kepuasan Nasabah

Crosstab

| | | | Kepuasan Total | | | | Total |
|----------|------------|------------|----------------|-------|-------|--------|-------|
| | | | 1 | 3 | 4 | 5 | |
| Pindah-2 | 1 | Count | 0 | 0 | 2 | 2 | 4 |
| | | % of Total | ,0% | ,0% | 2,0% | 2,0% | 4,0% |
| | 2 | Count | 0 | 3 | 16 | 7 | 26 |
| | | % of Total | ,0% | 3,0% | 16,0% | 7,0% | 26,0% |
| | 3 | Count | 0 | 11 | 35 | 10 | 56 |
| | | % of Total | ,0% | 11,0% | 35,0% | 10,0% | 56,0% |
| | 4 | Count | 1 | 3 | 6 | 1 | 11 |
| | | % of Total | 1,0% | 3,0% | 6,0% | 1,0% | 11,0% |
| | 5 | Count | 0 | 1 | 1 | 1 | 3 |
| | | % of Total | ,0% | 1,0% | 1,0% | 1,0% | 3,0% |
| Total | Count | 1 | 18 | 60 | 21 | 100 | |
| | % of Total | 1,0% | 18,0% | 60,0% | 21,0% | 100,0% | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 14,220 ^a | 12 | ,287 |
| Likelihood Ratio | 10,968 | 12 | ,532 |
| Linear-by-Linear Association | 5,612 | 1 | ,018 |
| N of Valid Cases | 100 | | |

a. 14 cells (70,0%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,353 | ,287 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Respon Eksternal-1 * Kepuasan Nasabah

Crosstab

| | | | Kepuasan Total | | | | Total |
|----------|------------|------------|----------------|-------|-------|--------|-------|
| | | | 1 | 3 | 4 | 5 | |
| Pindah-1 | 1 | Count | 0 | 0 | 4 | 4 | 8 |
| | | % of Total | ,0% | ,0% | 4,0% | 4,0% | 8,0% |
| | 2 | Count | 0 | 4 | 17 | 5 | 26 |
| | | % of Total | ,0% | 4,0% | 17,0% | 5,0% | 26,0% |
| | 3 | Count | 0 | 4 | 30 | 8 | 42 |
| | | % of Total | ,0% | 4,0% | 30,0% | 8,0% | 42,0% |
| | 4 | Count | 0 | 8 | 8 | 2 | 18 |
| | | % of Total | ,0% | 8,0% | 8,0% | 2,0% | 18,0% |
| | 5 | Count | 1 | 2 | 1 | 2 | 6 |
| | | % of Total | 1,0% | 2,0% | 1,0% | 2,0% | 6,0% |
| Total | Count | 1 | 18 | 60 | 21 | 100 | |
| | % of Total | 1,0% | 18,0% | 60,0% | 21,0% | 100,0% | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 35,027 ^a | 12 | ,000 |
| Likelihood Ratio | 24,566 | 12 | ,017 |
| Linear-by-Linear Association | 9,229 | 1 | ,002 |
| N of Valid Cases | 100 | | |

a. 14 cells (70,0%) have expected count less than 5. The minimum expected count is ,06.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,509 | ,000 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Respon Eksternal-2 * Kepuasan Nasabah

Crosstab

| | | | Kepuasan Total | | | | Total |
|--------------------|------------|------------|----------------|-------|-------|--------|-------|
| | | | 1 | 3 | 4 | 5 | |
| Respon Eksternal-2 | 1 | Count | 0 | 1 | 2 | 5 | 8 |
| | | % of Total | ,0% | 1,0% | 2,0% | 5,0% | 8,0% |
| | 2 | Count | 0 | 5 | 20 | 5 | 30 |
| | | % of Total | ,0% | 5,0% | 20,0% | 5,0% | 30,0% |
| | 3 | Count | 0 | 7 | 25 | 5 | 37 |
| | | % of Total | ,0% | 7,0% | 25,0% | 5,0% | 37,0% |
| | 4 | Count | 0 | 5 | 9 | 5 | 19 |
| | | % of Total | ,0% | 5,0% | 9,0% | 5,0% | 19,0% |
| | 5 | Count | 1 | 0 | 4 | 1 | 6 |
| | | % of Total | 1,0% | ,0% | 4,0% | 1,0% | 6,0% |
| Total | Count | 1 | 18 | 60 | 21 | 100 | |
| | % of Total | 1,0% | 18,0% | 60,0% | 21,0% | 100,0% | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 28,542 ^a | 12 | ,005 |
| Likelihood Ratio | 17,844 | 12 | ,121 |
| Linear-by-Linear Association | 2,891 | 1 | ,089 |
| N of Valid Cases | 100 | | |

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,06.

Symmetric Measures

| | | Value | Approx. Sig. |
|--------------------|-------------------------|-------|--------------|
| Nominal by Nominal | Contingency Coefficient | ,471 | ,005 |
| N of Valid Cases | | 100 | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

