

BAB V

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan hasil pengolahan data, didapati bahwa ada hipotesis dalam studi ini tidak terdukung dan ada juga yang terdukung. Berdasarkan hasil analisis yang telah dilakukan maka ditarik kesimpulan sebagai berikut (1) Kepercayaan berpengaruh positif terhadap kesetiaan pelanggan, (2) Komitmen berpengaruh positif terhadap kesetiaan pelanggan, (3) Komunikasi tidak berpengaruh positif terhadap kesetiaan pelanggan, (4) Kepuasan tidak berpengaruh positif terhadap kesetiaan pelanggan, (5) Empati berpengaruh positif terhadap kesetiaan pelanggan, (6) Pendapatan tidak memoderasi hubungan antara kepercayaan, komitmen, komunikasi, kepuasan, empati, dan kesetiaan pelanggan.

5.2 Keterbatasan dan Saran untuk peneliti di masa depan

1. Penelitian hanya dilakukan di satu rumah sakit, sehingga generalisasinya kurang baik. Oleh karena itu dalam upaya meningkatkan kekuatan generalisasinya di masa depan perlu dilakukan penambahan dengan rumah sakit yang berbeda dan lokasi yang berbeda pula.
2. Peneliti selanjutnya diharapkan untuk melakukan penelitian di objek rumah sakit lain atau di objek industry yang berupa manufaktur maupun pariwisata.

5.3. Implikasi Manajerial

Hasil penelitian menyatakan bahwa kepercayaan, komitmen dan empati berpengaruh terhadap kesetiaan pelanggan, Atas dasar temuan ini, maka penting bagi RSUD Dr. Moewardi untuk lebih berfokus pada kepercayaan pasien, yaitu dengan memberikan pelayanan yang cepat, dan memberikan jaminan keamanan bagi pasien. Rumah sakit perlu memperhatikan komitmen pasien dengan didukung oleh fasilitas-fasilitas rumah sakit yang lengkap, lingkungan rumah sakit yang bersih. Rumah sakit juga perlu empati terhadap pasien dengan mendengarkan apa yang menjadi keluhan pasien, dan lebih mengerti dengan kondisi pasien.

DAFTAR PUSTAKA

- Alrubaiee L. dan Nahla Al-Nazer, (2010), Investigate the Impact of Relationship Marketing Orientation on Customer Loyalty: The Customer's Perspective, *International Journal of Marketing Studies*, Vol. 2
- Anderson S., Lisa Klein Pearo, dan Sally K. Widener, (2008) Linking Customer Satisfaction to the Service Concept and Customer Characteristics, *Journal of Service Research*, Vol.10
- Athiyaman Adee, (1997), Linking student satisfaction and service quality perceptions: the case of university education, *European Journal of Marketing*, Vol. 31
- Bilgihan A. Milos Bujisic (2014) The effect of website features in online relationship marketing: A case of online hotel booking
- Bloemer Josée, Ko de Ruyter dan Pascal Peeters, (1998), Investigating drivers of bank loyalty: the complex relationship between image, service quality and satisfaction, *International Journal of Bank Marketing*.
- Brown J. Cati G PhD, Lindsay M Boeckman, MS, dan Ashley H White, MPH (2018), Trust in Health Information Sources: Survey Analysis of Variation by Sociodemographic and Tobacco Use Status in Oklahoma, *Jmir Public Health And Surveillance*, Vol.4
- Chawla D. dan Himanshu Joshi, (2017), Role of demographics as moderator in mobile banking adoption, *Twenty-third Americas Conference on Information Systems*
- Crosby L. A. dan Nancy Stephens, (1987), Effects of Relationship Marketing on Satisfaction, Retention, and Prices in the Life Insurance Industry, *Journal of Marketing Research*, Vol. 24.
- Farida Naili, (2010), Pengaruh Ikatan Hubungan, Citra Perusahaan, Nilai Pelanggan, Kualitas dan Kepuasan Nasabah Terhadap Loyalitas Nasabah Bank Pemerintah di Jawa tengah, *Wacana* Vol. 13
- Gruen T. W, John O. Summers, dan Frank Acito, (2000), Relationship Marketing Activities, Commitment, and Membership Behaviors in Professional Associations, *Journal of Marketing*, Vol. 64.
- Gunawan Ketut, dan Sundring Pantja Djati, (2011), Kualitas Layanan dan Loyalitas Pasien; Studi pada Rumah Sakit Umum Swasta di Kota Singaraja–Bali, *Jurnal Manajemen dan Kewirausahaan*, Vol.13

- Hafeez S. dan Bakhtiar Muhammad, (2012) The Impact of Service Quality, Customer Satisfaction and Loyalty Programs on Customer's Loyalty: Evidence from Banking Sector of Pakistan, *International Journal of Business and Social Science*, Vol. 3
- Halimi, (2012), The Influence of Relationship Marketing Tactics on Customer's Loyalty in B2C Relationship: The Role of Communication and Personalisation.
- Hunt S.D, (1997), Competing Through Relationships: Grounding Relationship Marketing in Resource-Advantage Theory, *Journal of Marketing Management*.
- Iswantoro C. dan Njo Anastasia, (2013), Hubungan Demografi, Anggota Keluarga dan Situasi dalam Pengambilan Keputusan Pendanaan Pembelian Rumah Tinggal Surabaya, *FINESTA* Vol. 1,
- Keller Lane, (2009) Building strong brands in a modern marketing communications environment, *Journal of Marketing Communications*, Vol. 15. p. 139-155
- Kim Jai-Beom dan Paul Michell, (1999), Relationship marketing in Japan: the buyer-supplier relationships of four automakers, *Journal of Business and Industrial Marketing*, Vol. 14.
- Kinard B. dan Michael L. Capella, (2006), Relationship marketing: the influence of consumer involvement on perceived service benefits, *Journal of Services Marketing*, Vol. 20.
- MacMillan K, Kevin Money, Arthur Money, dan Steve Downing, (2005), Relationship marketing in the not-for-profit sector: an extension and application of the commitment–trust theory, *Journal of Business Research*.
- Mudambi R. dan Susan McDowell Mudambit, (1995), From Transaction Cost Economics to Relationship Marketing: a Model of Buyer-Supplier Relations, *International Business Review*, Vol. 4
- Ndubisi Nelson Oly, (2007), Relationship marketing and customer loyalty, *Marketing Intelligence and Planning* Vol. 25
- Optimasi Dini, Bambang Irawan, dan Imam Suroso, (2018), Peran Kualitas Layanan Dalam Membangun Kepuasan dan Komunikasi Dari Mulut Ke Mulut Pasien rawat Jalan RSD. DR. Soebandi Jember, *Jurnal Bisnis dan Manajemen*, Vol. 12
- Papeo A, J. A. F Kalangi dan Aneke Y. Punuindoong, (2018) Pengaruh Komunikasi Pemasaran Terhadap Citra Perusahaan PT. Telkom Indonesia Manado, *Jurnal Administrasi Bisnis*, ISSN: 2338 - 9605, Vol.6

- Perry Chad, (2017), Processes of a case study methodology for postgraduate research in marketing, *European Journal of Marketing, European Journal of Marketing*, Vol. 32.
- Pinontoan Wulan, (2013), Pengaruh E-Banking, Kualitas Pelayanan, Kualitas Komunikasi dan Kepercayaan Terhadap Loyalitas Nasabah Pada PT. Bank Mandiri Cabang Manado, *Jurnal EMBA*, Vol.1
- Razak Abdul, Alida Palilati, Ibnu Hajar, dan Rahmat Madjid (2016), Customer Income Role as Moderation Variable of Satisfaction Effect on Customer Loyalty in Bank Negara Indonesia (Persero), Tbk. In Southeast Sulawesi, *The International Journal Of Engineering And Science (IJES)*, Vol.5
- Resika Yeri, Zakaria Wahab, dan Muchsin Saggaf Shihab, (2019), Customer Perceived Value Dan Customer Trust: Identifikasi Kepuasan Dan Loyalitas Konsumen Go-Car, *Journal of Management and Business review*, Vol. 16, No. 1, 2019: 1-22
- Rodríguez C. M. dan David T. Wilson, (2002), Relationship Bonding and Trust as a Foundation for Commitment in U.S.–Mexican Strategic Alliances: A Structural Equation Modeling Approach, *Journal of International Marketing*, Vol.10
- Rözera Jesper, Gerbert Kraaykamp dan Tim Huijtsc, (2016), National income inequality and self-rated health: the differing impact of individual social trust across 89 countries, *European Societies*, Vol.18 no. 3, 245–263
- Ryals Lynette (2005) Making Customer Relationship Management Work: The Measurement and Profitable Management of Customer Relationships
- Saad Ramli, Hadzli Ishak dan Nur Rashidi Johari, (2013) The impact of demographic factors toward customer loyalty: a study on credit card users, *Elixir Marketing Mgmt*, ISSN: 2229-712X
- Santos M. A. Suely Grosseman, Thiago C. Morelli, Isabela C. B. Giuliano, Thomas R. Erdmann (2016) Empathy differences by gender and specialty preference in medical students: a study in Brazil, *International Journal of Medical Education*. 2016;7:149-153
- Seiler Volker dan Markus Rudolf and Tim Krume, (2013) The influence of socio-demographic variables on customer satisfaction and loyalty in the private banking industry, *International Journal of Bank Marketing*, Vol.31
- Semuel H, (2012), Customer Relationship Marketing Pengaruhnya Terhadap Kepercayaan dan Loyalitas Perbankan Nasional, *Jurnal Manajemen Pemasaran*, Vol.7

- Shrivastava S dan Sudhir H. Kale, (2003), Philosophising on the Elusiveness of Relationship Marketing Theory in Consumer Markets: A Case for Reassessing Ontological and Epistemological Assumptions, *Australasian Marketing Journal*.
- So Man Lai Stella dan Mark W. Speece, (2000), Perceptions of relationship marketing among account managers of commercial banks in a Chinese environment, *International Journal of Bank Marketing*
- Suryawati Chriswardani, (2004), Kepuasan pasien Rumah Sakit; Tinjauan Teoritis dan Penerapannya Pada Penelitian, *JMPK Vol. 07*
- Suryawati Chriswardani, Dharminto, dan Zahroh Shaluhayah, (2006), Penyusunan Indikator Kepuasan pasien Rawat Inap Rumah Sakit di Provinsi Jawa Tengah, *Jurnal Manajemen Pelayanan Kesehatan*, Vol. 09
- Taleghani M, Shahram Gilaninia, dan Seyyed Javad Mousavian, (2011), The Role of Relationship Marketing in Customer Orientation Process in the Banking Industry with focus on Loyalty (Case Study: Banking Industry of Iran), *International Journal of Business and Social Science*, Vol. 2
- Tax S.S, Stephen W.Brown, dan Murali Chandrashekar, (1998) Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing, *Journal of Marketing*, Vol. 6
- Tri U. Y, (2018), Pengaruh Karakteristik Pasien Terhadap Kualitas Pelayanan Rawat Jalan di UPTD Puskesmas Penumpang Surakarta, *Infokes*, Vol.8
- Ulaga W, dan Andreas Eggert, (2004) Relationship value and relationship quality Broadening the nomological network of business-to-business relationships, *European Journal of Marketing*, Vol. 40
- Voss G dan Zannie Giraud Voss, (1997), Implementing a relationship marketing program: a case study and managerial implications, *The Journal Of Services Marketing*, Vol. 11
- Walsh Gianfranco, Heiner Evanschitzky, dan Maren Wunderlich, (2008), Identification and analysis of moderator variables: Investigating the customer satisfaction-loyalty link, *European Journal of Marketing*, Vol. 42
- Wang Ya-Hui dan Chien- Cheng Lee, (2016), Does Winning an Award Matter to Brand Trust and Purchase Intention? Evidence from Franklin Templeton Investments, *Journal of Business & Economic Policy*, Vol.3
- Wati L, (2018). Hubungan Antara Reliability dan Responsiveness Dengan Loyalitas Pasien di Ruang Rawat Inap, *Jurnal Keperawatan Silampari (JKS)* Vol. 2, p. ISSN: 2597-7482

Yee Beh Yin dan T.M. Faziharudean, (2010), Factors Affecting Customer Loyalty of Using Internet Banking in Malaysia, *Journal of Electronic Banking Systems*.

L

A

M

P

I

R

A

N

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN



Yth. Responden

di tempat

Saya sedang melakukan penelitian skripsi berjudul: Pengaruh Orientasi Pemasaran Hubungan Terhadap Kesetiaan Pelanggan Yang Dimoderasi Oleh Pendapatan.

Saya mengharapkan kesediaan Bapak/Ibu/Saudara untuk mengisi kuisoner penelitian dengan apa adanya. Informasi responden akan dirahasiakan.

Terima kasih atas perhatian dan kerja samanya.

Salam

Yuliana Marcella Balimula

Nim: 13150304L

A. Informasi Responden

1. Nama/Inisial:
2. Jenis Kelamin:
 - Pria
 - Wanita
3. Usia saat ini: (Pilih salah satu di bawah ini)
 - 20 thn – 30 thn
 - 31 thn – 40 thn
 - 41 thn – 50 thn
 - 51 thn – 60 thn
 - >61 thn
4. Pendapatan per bulan: (Pilih salah satu di bawah ini)
 - Kurang dari 1 Juta
 - 1-2 Juta
 - 2-3 Juta
 - 3-4 Juta
 - Lebih dari 4 Juta

B. Petunjuk Pengisian Kuesioner

Silahkan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (√) pada pilihan jawaban yang tersedia:

STS = Sangat Tidak Setuju

TS = Tidak Setuju

CS = Cukup Setuju

S = Setuju

SS = Sangat Setuju

No	PERNYATAAN	Tanggapan				
		STS	TS	CS	S	SS
Keper 1	RS Dr. Moewardi memberikan pelayanan yang baik					
Keper 2	Dokter dan perawat RS Dr. Moewardi menjawab pertanyaan pasien dengan sungguh-sungguh					
Komit 1	Saya berobat ke RS Dr. Moewardi lagi jika saya sakit					
Komit 2	Saya mempunyai ikatan emosional dengan RS Dr. Moewardi					
Komit 3	Saya tidak terpengaruh pada pilihan yang ditawarkan oleh rumah sakit lain					
Komu 1	RS Dr. Moewardi memberikan informasi tentang fasilitas kesehatan kepada pasien					
Komu 2	RS Dr. Moewardi memberikan informasi yang jelas dan mudah dimengerti					
Kep 1	Pelayanan yang saya terima sesuai dengan kebutuhan saya					
Kep 2	Pelayanan yang saya terima sesuai dengan harga yang dibayar					
Empt 1	Saya mudah dalam mencapai ruangan pengobatan					
Empt 2	Saya mudah dalam mengurus berkas-berkas pengobatan					
Empt 3	Saya mudah dalam pemesanan tempat berobat					
Empt 4	Saya mudah dalam pembayaran biaya perawatan					
KP 1	Saya akan menyarankan orang lain untuk berobat ke rumah sakit Dr. Moewardi					
KP 2	Saya selalu berobat di rumah sakit Dr. Moewardi					
KP 3	Saya berjanji untuk berobat di Rumah sakit Dr. Moewardi					

Lampiran 2. Ethical Clearance

3/13/2019

Form A2



HEALTH RESEARCH ETHICS COMMITTEE
KOMISI ETIK PENELITIAN KESEHATAN
Dr. Moewardi General Hospital
RSUD Dr. Moewardi



School of Medicine Sebelas Maret University
Fakultas Kedokteran Universitas sebelas Maret

ETHICAL CLEARANCE
KELAIKAN ETIK

Nomor : 312 / III / HREC / 2019

The Health Research Ethics Committee Dr. Moewardi General Hospital / School of Medicine Sebelas Maret
 Komisi Etik Penelitian Kesehatan RSUD Dr. Moewardi / Fakultas Kedokteran Universitas Sebelas Maret

Maret University Of Surakarta, after reviewing the proposal design, herewith to certify
 Surakarta, setelah menilal rancangan penelitian yang diusulkan, dengan ini menyatakan

That the research proposal with topic :
 Bahwa usulan penelitian dengan judul

Pengaruh Orientasi Pemasaran Hubungan (Kepercayaan, Komitmen, Komunikasi, Kepuasan, dan Empati) Terhadap Kesetiaan Pelanggan Yang Dimoderasi Oleh Pendapatan

Principal investigator : Yuliana Marcella Balimula
 Peneliti Utama : 13150304L

Location of research : RSUD Dr. Moewardi Surakarta (Pasien Rawat Jalan)
 Lokasi Tempat Penelitian

Is ethically approved
 Dinyatakan layak etik



Lampiran 3. Surat Pengantar Penelitian



PEMERINTAH PROVINSI JAWA TENGAH
RUMAH SAKIT UMUM DAERAH Dr. MOEWARDI

Jalan Kolonel Sutarto 132 Surakarta Kode pos 57126 Telp (0271) 634 634,
 Faksimile (0271) 637412 Email : rsmoewardi@jatengprov.go.id
 Website : rsmoewardi.jatengprov.go.id

Surakarta, 14 Maret 2019

Nomor : **293** / DIK / III / 2019
 Lampiran : -
 Perihal : Pengantar Penelitian

Kepada Yth. :
Ka. Instalasi Farmasi

RSUD Dr. Moewardi
 di-
SURAKARTA

Memperhatikan Surat dari Dekan FE-USB Surakarta Nomor : 061/H6-4/01.03.2019; perihal Permohonan Ijin Penelitian dan disposisi Direktur tanggal 04 Maret 2019, maka dengan ini kami menghadapkan siswa:

Nama : Yuliana Marcella Balimula
NIM : 13150304 L
Institusi : Prodi S.1 Manajemen Rumah Sakit FE-USB Surakarta

Untuk melaksanakan Penelitian dalam rangka pembuatan **Skripsi** dengan judul : "**Pengaruh Orientasi Pemasaran Hubungan (Kepercayaan, Komitmen, Komunikasi, Kepuasan dan Empati) Terhadap Kesetiaan Pelanggan yang Dimoderasi Oleh Pendapatan**".

Demikian untuk menjadikan periksa dan atas kerjasamanya diucapkan terima kasih.

Kepada
 Bagian Pendidikan & Penelitian,

18/3/19 ka sub Adm.

TL My

-> APJ RJ Reg

18/3/19

Tembusan Kepada Yth.:

1. Wadir Umum RSDM (sebagai laporan)
2. Arsip

RSDM Cepat, Tepat, Nyaman dan Mudah

Ari Subagio, SE., MM
 NIP. 196601311995031002

Lampiran 4. Surat Penyelesaian Penelitian



PEMERINTAH PROVINSI JAWA TENGAH
RUMAH SAKIT UMUM DAERAH Dr. MOEWARDI

Jalan Kolonel Sutarto 132 Surakarta Kodepos 57126 Telp (0271) 634 634,
 Faksimile (0271) 637412 Email : rsmoewardi@jatengprov.go.id
 Website : rsmoewardi.jatengprov.go.id

SURAT KETERANGAN

Nomor : 045 / 7.704 / 2019

Yang bertanda tangan di bawah ini:

Nama : dr. Suharto Wijanarko, Sp.U
Jabatan : Wakil Direktur Umum RSUD Dr. Moewardi

Dengan ini menerangkan bahwa:

Nama : Yuliana Marcella Balimula
NIM : 13150304 L
Institusi : Prodi S.1 Manajemen Rumah Sakit FE-USB Surakarta

Telah selesai melaksanakan penelitian di RSUD Dr. Moewardi dalam rangka penulisan **Skripsi** dengan judul "**Pengaruh Orientasi Pemasaran Hubungan (Kepercayaan, Komitmen, Komunikasi, Kepuasan dan Empati) Terhadap Kesetiaan Pelanggan yang Dimoderasi Oleh Pendapatan**".

Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Surakarta, 12 Agustus 2019
 a.n DIREKTUR RSUD Dr. MOEWARDI
 PROVINSI JAWA TENGAH
 Wakil Direktur Umum



Lampiran 5. Uji Validitas Kuesioner

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.797
Approx. Chi-Square		649.657
Bartlett's Test of Sphericity	Df	120
	Sig.	.000

Communalities

	Initial	Extraction
KP1	1.000	.800
KP2	1.000	.849
KP3	1.000	.815
KEPER1	1.000	.920
KEPER2	1.000	.917
KOMIT1	1.000	.801
KOMIT2	1.000	.891
KOMIT3	1.000	.810
KOMU1	1.000	.761
KOMU2	1.000	.837
KEP1	1.000	.932
KEP2	1.000	.909
EMPT1	1.000	.708
EMPT2	1.000	.783
EMPT3	1.000	.885
EMPT4	1.000	.868

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.961	43.508	43.508	6.961	43.508	43.508	3.095	19.344	19.344
2	2.751	17.197	60.705	2.751	17.197	60.705	2.487	15.546	34.890
3	1.190	7.435	68.140	1.190	7.435	68.140	2.456	15.348	50.238
4	1.049	6.559	74.699	1.049	6.559	74.699	2.000	12.497	62.735
5	.865	5.404	80.103	.865	5.404	80.103	1.923	12.021	74.756
6	.670	4.190	84.294	.670	4.190	84.294	1.526	9.537	84.294
7	.506	3.162	87.455						
8	.484	3.026	90.481						
9	.421	2.633	93.114						
10	.306	1.916	95.029						
11	.212	1.327	96.356						
12	.179	1.122	97.478						
13	.133	.832	98.310						
14	.122	.765	99.075						
15	.103	.643	99.718						
16	.045	.282	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component					
	1	2	3	4	5	6
KP1	.710					
KP2	.762					
KP3	.761					
KEPER1	.673		.458		.476	
KEPER2	.752		.428			
KOMIT1	.705					
KOMIT2	.847					
KOMIT3	.747			.433		
KOMU1		.787				
KOMU2		.696				.459
KEP1		.840				
KEP2		.875				
EMPT1	.671			-.435		
EMPT2	.782					
EMPT3	.814					
EMPT4	.808		-.424			

Extraction Method: Principal Component Analysis.

a. 6 components extracted.

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
KP1		.797				
KP2		.814				
KP3		.771				
KEPER1					.886	
KEPER2					.824	
KOMIT1			.810			
KOMIT2			.737			
KOMIT3			.755			
KOMU1						.759
KOMU2						.861
KEP1				.924		
KEP2				.901		
EMPT1	.708					
EMPT2	.769					
EMPT3	.837					
EMPT4	.815					

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 7 iterations.

Component Transformation Matrix

Component	1	2	3	4	5	6
1	.586	.495	.493	-.110	.389	-.070
2	.042	.172	.072	.763	-.047	.615
3	-.593	.411	-.186	-.197	.592	.237
4	-.369	-.476	.703	.188	.298	-.134
5	.374	-.461	-.447	.198	.638	-.042
6	.165	-.342	.150	-.541	-.024	.735

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Lampiran 6. Uji Reliabilitas Kesetiaan Pelanggan

Reliability

Case Processing Summary

		N	%
Cases	Valid	55	100.0
	Excluded ^a	0	.0
	Total	55	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.874	3

Item Statistics

	Mean	Std. Deviation	N
KP1	4.11	.786	55
KP2	4.16	.688	55
KP3	4.13	.610	55

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	8.29	1.469	.744	.850
KP2	8.24	1.665	.770	.811
KP3	8.27	1.832	.787	.810

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.40	3.504	1.872	3

Lampiran 7. Uji Reliabilitas Kepercayaan

Reliability

Case Processing Summary

		N	%
Cases	Valid	55	100.0
	Excluded ^a	0	.0
	Total	55	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.907	2

Item Statistics

	Mean	Std. Deviation	N
KEPER1	3.85	.678	55
KEPER2	3.96	.744	55

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KEPER1	3.96	.554	.833	.
KEPER2	3.85	.460	.833	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.82	1.855	1.362	2

Lampiran 8. Uji Reliabilitas Komitmen

Reliability

Case Processing Summary

		N	%
Cases	Valid	55	100.0
	Excluded ^a	0	.0
	Total	55	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.879	3

Item Statistics

	Mean	Std. Deviation	N
KOMIT1	3.93	.634	55
KOMIT2	3.71	.786	55
KOMIT3	3.89	.737	55

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Total Correlation	Cronbach's Alpha if Item Deleted
KOMIT1	7.60	2.022	.748	.852
KOMIT2	7.82	1.559	.813	.787
KOMIT3	7.64	1.754	.755	.838

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.53	3.772	1.942	3

Lampiran 9. Uji Reliabilitas Komunikasi

Reliability

Case Processing Summary

		N	%
Cases	Valid	55	100.0
	Excluded ^a	0	.0
	Total	55	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.693	2

Item Statistics

	Mean	Std. Deviation	N
KOMU1	4.15	.650	55
KOMU2	3.85	.705	55

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Total Correlation	Item-Cronbach's Alpha if Item Deleted
KOMU1	3.85	.497	.532	.
KOMU2	4.15	.423	.532	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.00	1.407	1.186	2

Lampiran 10. Uji Reliabilitas Kepuasan

Reliability

Case Processing Summary

		N	%
Cases	Valid	55	100.0
	Excluded ^a	0	.0
	Total	55	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.922	2

Item Statistics

	Mean	Std. Deviation	N
KEP1	4.07	.539	55
KEP2	4.09	.586	55

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KEP1	4.09	.343	.858	.
KEP2	4.07	.291	.858	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.16	1.176	1.085	2

Lampiran 11. Uji Reliabilitas Empati

Reliability

Case Processing Summary

		N	%
Cases	Valid	55	100.0
	Excluded ^a	0	.0
	Total	55	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.897	4

Item Statistics

	Mean	Std. Deviation	N
EMPT1	4.07	.604	55
EMPT2	4.02	.593	55
EMPT3	3.91	.727	55
EMPT4	3.91	.701	55

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EMPT1	11.84	3.547	.613	.920
EMPT2	11.89	3.284	.777	.867
EMPT3	12.00	2.704	.867	.830
EMPT4	12.00	2.815	.850	.836

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.91	5.306	2.304	4

Lampiran 12. Analisis Regresi

Analisis Regresi Hubungan Antara Kepercayaan Dan Kesetiaan Pelanggan Yang Dimoderasi Pendapatan

```

COMPUTE INTERAKSI=Kepercayaan*Pendapatan.
EXECUTE .
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN (.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Kesetiaan_Pelanggan
  /METHOD=ENTER Kepercayaan.

```

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepercayaan ^b	.	Enter

a. Dependent Variable: Kesetiaan Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467 ^a	.219	.206	.5739

a. Predictors: (Constant), Kepercayaan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.803	1	5.803	17.618	.000 ^b
	Residual	20.751	63	.329		
	Total	26.554	64			

a. Dependent Variable: Kesetiaan Pelanggan

b. Predictors: (Constant), Kepercayaan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.267	.436		5.203	.000
	Kepercayaan	.456	.109	.467	4.197	.000

a. Dependent Variable: Kesetiaan Pelanggan

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Kesetiaan_Pelanggan
/METHOD=ENTER Kepercayaan Pendapatan.

```

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Pendapatan, ^b Kepercayaan ^b	.	Enter

a. Dependent Variable: Kesetiaan Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.468 ^a	.219	.194	.5783

a. Predictors: (Constant), Pendapatan, Kepercayaan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.816	2	2.908	8.694	.000 ^b
	Residual	20.738	62	.334		
	Total	26.554	64			

a. Dependent Variable: Kesetiaan Pelanggan

b. Predictors: (Constant), Pendapatan, Kepercayaan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.246	.452		4.971	.000
	Kepercayaan	.452	.112	.463	4.019	.000
	Pendapatan	.015	.076	.023	.196	.845

a. Dependent Variable: Kesetiaan Pelanggan

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Kesetiaan_Pelanggan

/METHOD=ENTER Kepercayaan Pendapatan INTERAKSI.

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI, Kepercayaan, Pendapatan ^b	.	Enter

a. Dependent Variable: Kesetiaan Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503 ^a	.253	.217	.5701

a. Predictors: (Constant), INTERAKSI, Kepercayaan, Pendapatan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.731	3	2.244	6.904	.000 ^b
	Residual	19.823	61	.325		
	Total	26.554	64			

a. Dependent Variable: Kesetiaan Pelanggan

b. Predictors: (Constant), INTERAKSI, Kepercayaan, Pendapatan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4.090	1.185		3.450	.001
	Kepercayaan	-.016	.300	-.016	-.052	.958
	Pendapatan	-.683	.423	-1.039	-1.617	.111
	INTERAKSI	.175	.104	1.271	1.678	.098

a. Dependent Variable: Kesetiaan Pelanggan

Analisis Regresi Hubungan Antara Komitmen Dan Kesetiaan Pelanggan Yang Dimoderasi Pendapatan

```

COMPUTE INTERAKSI=Komitmen*Pendapatan.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Kesetiaan_Pelanggan
  /METHOD=ENTER Komitmen.

```

Regression Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Komitmen ^b		Enter

a. Dependent Variable: Kesetiaan Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 ^a	.352	.342	.5226

a. Predictors: (Constant), Komitmen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.346	1	9.346	34.217	.000 ^b
	Residual	17.208	63	.273		
	Total	26.554	64			

a. Dependent Variable: Kesetiaan Pelanggan

b. Predictors: (Constant), Komitmen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.776	.398		4.463	.000
	Komitmen	.606	.104	.593	5.850	.000

a. Dependent Variable: Kesetiaan Pelanggan

```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Kesetiaan_Pelanggan
/METHOD=ENTER Komitmen Pendapatan.

```

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Pendapatan, Komitmen ^b	.	Enter

a. Dependent Variable: Kesetiaan Pelanggan
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594 ^a	.353	.332	.5265

a. Predictors: (Constant), Pendapatan, Komitmen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.370	2	4.685	16.903	.000 ^b
	Residual	17.184	62	.277		
	Total	26.554	64			

a. Dependent Variable: Kesetiaan Pelanggan
b. Predictors: (Constant), Pendapatan, Komitmen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.741	.418		4.161	.000
	Komitmen	.601	.106	.588	5.685	.000
	Pendapatan	.020	.068	.030	.292	.771

a. Dependent Variable: Kesetiaan Pelanggan

```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Kesetiaan_Pelanggan
/METHOD=ENTER Komitmen Pendapatan INTERAKSI.

```

Regression Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI, Komitmen, Pendapatan ^b		Enter

- a. Dependent Variable: Kesetiaan Pelanggan
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594 ^a	.353	.321	.5308

- a. Predictors: (Constant), INTERAKSI, Komitmen, Pendapatan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.370	3	3.123	11.087	.000 ^b
	Residual	17.184	61	.282		
	Total	26.554	64			

- a. Dependent Variable: Kesetiaan Pelanggan
b. Predictors: (Constant), INTERAKSI, Komitmen, Pendapatan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.766	1.181		1.496	.140
	Komitmen	.594	.306	.582	1.940	.057
	Pendapatan	.011	.402	.016	.026	.979
	INTERAKSI	.002	.102	.017	.024	.981

- a. Dependent Variable: Kesetiaan Pelanggan

Analisis Regresi Hubungan Antara Komunikasi Dan Kesetiaan Pelanggan Yang Dimoderasi Pendapatan

```

COMPUTE INTERAKSI=Komunikasi * Pendapatan.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Kesetiaan_Pelanggan
  /METHOD=ENTER Komunikasi.

```

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Komunikasi ^b	.	Enter

a. Dependent Variable: Kesetiaan Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.104 ^a	.011	-.005	.6457

a. Predictors: (Constant), Komunikasi

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.285	1	.285	.684	.411 ^b
	Residual	26.269	63	.417		
	Total	26.554	64			

a. Dependent Variable: Kesetiaan Pelanggan

b. Predictors: (Constant), Komunikasi

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.622	.549		6.594	.000
	Komunikasi	.113	.137	.104	.827	.411

a. Dependent Variable: Kesetiaan Pelanggan

```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Kesetiaan_Pelanggan
/METHOD=ENTER Komunikasi Pendapatan.

```

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Pendapatan, Komunikasi ^b	.	Enter

a. Dependent Variable: Kesetiaan Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.168 ^a	.028	-.003	.6451

a. Predictors: (Constant), Pendapatan, Komunikasi

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.752	2	.376	.903	.411 ^b
	Residual	25.802	62	.416		
	Total	26.554	64			

a. Dependent Variable: Kesetiaan Pelanggan

b. Predictors: (Constant), Pendapatan, Komunikasi

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.343	.609		5.490	.000
	Komunikasi	.124	.137	.113	.904	.370
	Pendapatan	.087	.083	.133	1.059	.294

a. Dependent Variable: Kesetiaan Pelanggan

REGRESSION
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT Kesetiaan_Pelanggan
 /METHOD=ENTER Komunikasi Pendapatan INTERAKSI.

Regression
Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI, Komunikasi, Pendapatan ^b		Enter

a. Dependent Variable: Kesetiaan Pelanggan
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.171 ^a	.029	-.019	.6501

a. Predictors: (Constant), INTERAKSI, Komunikasi, Pendapatan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.776	3	.259	.612	.610 ^b
	Residual	25.778	61	.423		
	Total	26.554	64			

a. Dependent Variable: Kesetiaan Pelanggan
 b. Predictors: (Constant), INTERAKSI, Komunikasi, Pendapatan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.930	1.821		1.609	.113
	Komunikasi	.224	.437	.205	.513	.610
	Pendapatan	.270	.762	.411	.354	.724
	INTERAKSI	-.045	.185	-.288	-.241	.810

a. Dependent Variable: Kesetiaan Pelanggan

Analisis Regresi Hubungan Antara Kepuasan Dan Kesetiaan Pelanggan Yang Dimoderasi Pendapatan

```

COMPUTE INTERAKSI=Kepuasan * Pendapatan.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Kesetiaan_Pelanggan
  /METHOD=ENTER Kepuasan.

```

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan ^b	.	Enter

- a. Dependent Variable: Kesetiaan Pelanggan
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.003 ^a	.000	-.016	.6492

- a. Predictors: (Constant), Kepuasan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.000	1	.000	.001	.980 ^b
	Residual	26.554	63	.421		
	Total	26.554	64			

- a. Dependent Variable: Kesetiaan Pelanggan
b. Predictors: (Constant), Kepuasan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.056	.632		6.415	.000
	Kepuasan	.004	.153	.003	.025	.980

- a. Dependent Variable: Kesetiaan Pelanggan

```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Kesetiaan_Pelanggan
/METHOD=ENTER Kepuasan Pendapatan.

```

**Regression
Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Pendapatan, Kepuasan ^b	.	Enter

a. Dependent Variable: Kesetiaan Pelanggan
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.125 ^a	.016	-.016	.6493

a. Predictors: (Constant), Pendapatan, Kepuasan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.413	2	.206	.490	.615 ^b
	Residual	26.141	62	.422		
	Total	26.554	64			

a. Dependent Variable: Kesetiaan Pelanggan
b. Predictors: (Constant), Pendapatan, Kepuasan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.820	.676		5.652	.000
	Kepuasan	.007	.153	.006	.047	.962
	Pendapatan	.082	.083	.125	.989	.326

a. Dependent Variable: Kesetiaan Pelanggan

```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Kesetiaan_Pelanggan
/METHOD=ENTER Kepuasan Pendapatan INTERAKSI.

```

Regression
Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI, Kepuasan, Pendapatan ^b		Enter

a. Dependent Variable: Kesetiaan Pelanggan
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.155 ^a	.024	-.024	.6518

a. Predictors: (Constant), INTERAKSI, Kepuasan, Pendapatan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.638	3	.213	.501	.683 ^b
	Residual	25.915	61	.425		
	Total	26.554	64			

a. Dependent Variable: Kesetiaan Pelanggan
b. Predictors: (Constant), INTERAKSI, Kepuasan, Pendapatan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.525	1.902		1.327	.189
	Kepuasan	.311	.444	.256	.700	.487
	Pendapatan	.591	.703	.899	.840	.404
	INTERAKSI	-.120	.164	-.813	-.729	.469

a. Dependent Variable: Kesetiaan Pelanggan

Analisis Regresi Hubungan Antara Empati Dan Kesetiaan Pelanggan Yang Dimoderasi Pendapatan

```

COMPUTE INTERAKSI=Empati * Pendapatan.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Kesetiaan_Pelanggan
  /METHOD=ENTER Empati.

```

Regression Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Empati ^b		Enter

a. Dependent Variable: Kesetiaan Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.509 ^a	.259	.248	.5588

a. Predictors: (Constant), Empati

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.884	1	6.884	22.050	.000 ^b
	Residual	19.669	63	.312		
	Total	26.554	64			

a. Dependent Variable: Kesetiaan Pelanggan

b. Predictors: (Constant), Empati

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.780	.493		3.611	.001
	Empati	.578	.123	.509	4.696	.000

a. Dependent Variable: Kesetiaan Pelanggan

```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Kesetiaan_Pelanggan
/METHOD=ENTER Empati Pendapatan.

```

Regression Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Pendapatan, Empati ^b		Enter

- a. Dependent Variable: Kesetiaan Pelanggan
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.512 ^a	.262	.238	.5622

- a. Predictors: (Constant), Pendapatan, Empati

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.957	2	3.478	11.005	.000 ^b
	Residual	19.597	62	.316		
	Total	26.554	64			

- a. Dependent Variable: Kesetiaan Pelanggan
b. Predictors: (Constant), Pendapatan, Empati

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.720	.512		3.362	.001
	Empati	.569	.125	.502	4.550	.000
	Pendapatan	.035	.072	.053	.479	.634

- a. Dependent Variable: Kesetiaan Pelanggan

```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Kesetiaan_Pelanggan
/METHOD=ENTER Empati Pendapatan INTERAKSI.

```

**Regression
Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI, Empati, Pendapatan ^b		Enter

a. Dependent Variable: Kesetiaan Pelanggan
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.531 ^a	.282	.246	.5592

a. Predictors: (Constant), INTERAKSI, Empati, Pendapatan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.477	3	2.492	7.970	.000 ^b
	Residual	19.077	61	.313		
	Total	26.554	64			

a. Dependent Variable: Kesetiaan Pelanggan
b. Predictors: (Constant), INTERAKSI, Empati, Pendapatan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.281	1.313		2.499	.015
	Empati	.177	.329	.156	.537	.593
	Pendapatan	-.561	.467	-.853	-1.200	.235
	INTERAKSI	.149	.115	1.024	1.290	.202

a. Dependent Variable: Kesetiaan Pelanggan

Lampiran 23. Tabulasi Data Penelitian

No	Kesetiaan pelanggan			Rata-rata	Kepercayaan		Rata-rata	Komitmen			Rata-rata	Komunikasi		Rata-rata	Kepuasan		Rata-rata	Empati				Rata-rata	
	Kp1	kp2	kp3		ke1	ke2		ko1	Ko2	ko3		Ku1	Ku2		Kep1	Kep2		Em1	Emt2	Em3	Em4		
1	4	3	4	3,7	3	3	3	4	4	4	4	3	3	3	3	3	3	4	4	3	4	3.75	
2	3	4	3	3.3	3	3	3	4	3	4	3,7	3	4	3.5	4	4	4	4	4	4	4	4	4
3	4	4	4	4	4	4	4	4	4	4	4	5	3	4	4	4	4	4	3	3	4	3.5	
4	4	4	4	4	4	4	4	3	3	3	3	4	4	4	4	3	3.5	4	4	4	4	4	4
5	4	5	4	4.3	4	4	4	3	3	3	3	4	4	4	3	4	3.5	5	4	4	4	4.25	
6	4	5	5	4.7	3	3	3	4	3	3	3.3	5	5	5	4	5	4.5	4	3	4	4	3.75	
7	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	5	5	5	5	5	5
8	4	4	4	4	4	4	4	4	3	3	3.3	4	5	4.5	4	4	4	4	4	4	4	4	4
9	4	4	4	4	3	3	3	4	3	4	3.7	5	5	5	5	5	5	4	4	4	4	4	4
10	4	4	4	4	4	4	4	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4
11	4	4	4	4	5	5	5	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4
12	4	4	4	4	4	5	4.5	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3.25	
13	3	4	4	3.7	4	4	4	4	4	4	4	4	3	3.5	4	4	4	3	4	4	4	3.75	
14	4	4	4	4	3	3	3	4	3	4	3.7	5	4	4.5	5	5	5	4	3	4	4	3.75	
15	4	3	4	3.7	4	4	4	4	3	4	3.7	5	4	4.5	5	5	5	4	4	3	3	3.5	

No	Kesetiaan pelanggan			Rata-rata	Kepercayaan		Rata-rata	Komitmen			Rata-rata	Komunikasi		Rata-rata	Kepuasan		Rata-rata	Empati				Rata-rata
	Kp1	kp2	kp3		ke1	ke2		ko1	Ko2	ko3		Ku1	Ku2		Kep1	Kep2		Em1	Emt2	Em3	Em4	
32	2	2	2	2	3	3	3	3	3	3	3	4	4	4	5	5	5	3	3	3	3	3
33	4	4	4	4	4	4	4	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4
34	5	4	4	4.3	4	4	4	4	4	4	4	3	2	2.5	3	3	3	5	4	5	5	4.75
35	5	5	5	5	4	5	4.5	5	5	5	5	4	4	4	4	4	4	5	5	5	5	5
36	4	4	4	4	4	4	4	3	3	4	3.3	4	3	3.5	4	4	4	4	4	3	3	3.5
37	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
38	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3.5
39	4	4	4	4	3	4	3.5	4	4	4	4	5	4	4.5	5	5	5	3	4	4	4	3.75
40	5	5	5	5	5	5	5	5	5	5	5	5	4	4.5	4	4	4	5	5	5	5	5
41	5	5	5	5	4	4	4	4	4	4	4	5	3	4	5	5	5	4	5	5	5	4.75
42	5	4	4	4.3	4	4	4	3	3	5	3.7	4	4	4	5	5	5	4	4	4	4	4
43	5	5	4	4.7	5	5	5	4	5	5	4.7	4	4	4	4	4	4	5	4	5	4	4.5
44	5	5	5	5	3	5	4	5	5	5	5	4	3	3.5	4	4	4	4	5	5	5	4.75
45	5	5	5	5	5	5	5	5	5	5	5	5	4	4.5	4	4	4	5	5	5	5	5
46	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	5	5	5	5	5
47	5	5	5	5	5	5	5	5	5	5	5	5	4	4.5	4	5	4.5	5	5	5	5	5

No	Kesetiaan pelanggan			Rata-rata	Kepercayaan		Rata-rata	Komitmen			Rata-rata	Komunikasi		Rata-rata	Kepuasan		Rata-rata	Empati				Rata-rata
	Kp1	Kp2	Kp3		ke1	ke2		ko1	Ko2	ko3		Ku1	Ku2		Kep1	Kep2		Em1	Emt2	Em3	Em4	
64	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
65	3	4	4	3,7	4	3	3.5	4	4	4	4	3	2	2.5	4	4	4	3	4	3	3	3.25

