

# LAMPIRAN

## Lampiran 1

### Kuesioner Penelitian

Yth. Pelanggan Natasha skin care dikudus

Di tempat,

Dengan hormat,

Dalam rangka penyusunan skripsi untuk menyelesaikan studi jenjang Strata 1 di UNISNU Jepara, saya mengharapkan kesediaan Bapak/Ibu untuk mengisi kuesioner ini guna menyelesaikan tugas akhir perkuliahan berupa penyusunan skripsi yang berjudul “**Pengaruh *service quality, complain handling, customer experience* terhadap *customer loyalty* pada Natasha skin care dikudus.**”

Sehubungan dengan hal tersebut, saya berharap Bapak/Ibu bersedia untuk mengisi kuesioner sesuai dengan keadaan yang dialami dan dirasakan. Saya menjamin penuh kerahasiaan informasi yang Bapak/Ibu berikan.

Atas kerjasama dan kesedian Bapak/Ibu untuk mengisi kuesioner ini, saya ucapkan terimakasih.

Hormat Saya,

Fitri nurma zunita

### 1. Data Responden

Isilah pernyataan dibawah ini sesuai dengan pernyataan anda,dengan cari diberi satu tanda ceklis ( ✓ ) pada kolom dibawah ini :

#### Identitas Responden

Nama :

Jenis Kelamin : (\_\_\_\_) 1. Laki-laki 2.Perempuan

Umur : 19-25..... TH,26-31....TH,32-37....TH.,>37...TH

Pendidikan terakhir : (\_\_\_\_)

1. Mahasiswa/Pelajar
2. Wiraswasta
3. S1
4. S2
5. S3

Pekerjaan : (\_\_\_\_)

1. Mahasiswa/Pelajar
2. Wiraswasta
3. Pegawai negeri

## 2. Tanggapan Responden

Petunjuk

No.Responden.....

Pertanyaan :

Sudah berapa kali anda berkunjung dinatasha skin care?

1	2	Lebih dari 2 kali	Sering

Keterangan : beri tanda ( √ ) pada Jawaban anda.

- Jika jawaban Anda adalah “ 2, lebih dari 2 dan sering” maka lanjutkan ke pertanyaan selanjutnya.
- Jika jawaban Anda adalah “1” maka anda tidak perlu melanjutkan ke pertanyaan selanjutnya.

### **Petunjuk pengisian**

1. Pernyataan berikut ini mohon diisi dengan jujur sesuai dengan keadaan dan kenyataan yang ada.
2. Berikan tanda centang (√) pada salah satu jawaban disetiap pernyataan sesuai apa yang Bapak/Ibu/Saudara/I alami dan rasakan selama ini. Terdapat 5 pilihan jawaban atas pernyataan, yaitu :

Isilah semua Pernyataan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda ceklis (✓) pada kotak yang telah tersedia.

**KETERANGAN :**

5	SS	Sangat setuju
4	S	Setuju
2	TS	Tidak setuju
3	N	netral
1	STS	Sangat tidak setuju

***Service Quality (X1)***

No.	Pernyataan	Alternatif Jawaban				
		SS	S	N	TS	STS
1.	<b><i>Reability (kehandalan )</i></b>					
	pelayanan yang diberikan Natasha skin care sesuai dengan yang dijanjikan					
2.	<b><i>Responsiveness( daya tanggap)</i></b>					
	Petugas tanggap atas keluhan yang dialami konsumen					
3.	<b><i>Assurance( jaminan)</i></b>					
	Produk Natasha terjamin aman					
4.	<b><i>Emphaty( empati)</i></b>					
	Petugas memberikan perhatian yang tulus dan ikhlas kepada konsumen					
5.	<b><i>Tangible (produk fisik,sarana)</i></b>					
	Teknologi yang digunakan Natasha modern					

**penanganan keluhan/*complain handling* ( X2 )**

<b>Penanganan keluhan ( <i>complain handling</i> )</b>		<b>STS</b>	<b>TS</b>	<b>KS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
<b>1</b>	Natasha sangat cepat dalam melayani complain customer						
<b>2</b>	Pelanggan merasa puas dengan solusi penyelesaian masalah yang diberikan Natasha						
<b>3</b>	Natasha menyediakan ccustomer service untuk menangani keluhan pelanggan						
<b>4</b>	Natasha mapu menyelesaikan masalah yang dialami customer						

***customer experience* ( X3 )**

<b>No</b>	<b>Pertanyaan</b>	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
<b>1</b>	Cabang Natasha mudah ditemukan diberbagai daerah					
<b>2</b>	layanan yang diberikan paa saat pembelian produk sangat baik					
<b>3</b>	Natasha memudahkan customernya dalam meminta konsultasi					
<b>4</b>	Fasilitas yang disediakan natasha sangat nyaman					
<b>5</b>	Pelayanan sangat ramah ,customer selalu disapa					
<b>6</b>	Keluhan yang dialami pelanggan dapat teratasi					
<b>7</b>	Natasha memberikan pelayan prima sesuai visinya					

*Customer loyalty ( Y )*

<b>No</b>	<b>Pertanyaan</b>	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
<b>1</b>	Pelanggan berkomitmen akan menggunakan merek Natasha skin care dimasa yang akan datang					
<b>2</b>	Pelanggan akan selalu memakai produk dan jasa Natasha skin care					
<b>3</b>	Pelanggan akan mencoba merefrensikan Natasha skin care center kepada orang lain					
<b>4</b>	Natasha skin care menggunakan peralatan yang canggih dan modern					

NO	KUALITAS PRODUK					total x_1
	X1.1	X1.2	X1.3	X1.4	X1.5	
1	4	5	4	4	4	21
2	4	4	4	4	4	20
3	5	5	5	5	5	25
4	5	5	4	4	4	22
5	5	4	5	5	5	24
6	5	3	4	4	5	21
7	5	3	5	3	4	20
8	5	3	4	3	4	19
9	5	3	4	4	4	20
10	5	4	4	4	5	22
11	4	4	4	4	4	20
12	5	3	4	4	5	21
13	4	4	4	3	4	19
14	5	4	5	4	4	22
15	4	4	4	3	4	19
16	5	3	4	3	4	19
17	4	3	4	4	4	19
18	4	4	4	4	3	19
19	4	3	4	4	4	19
20	4	4	4	4	5	21
21	4	4	4	3	4	19
22	4	4	4	4	4	20
23	5	3	4	4	5	21
24	5	4	4	4	4	21
25	4	3	4	3	4	18
26	4	3	4	3	4	18
27	5	5	5	4	4	23
28	4	4	5	4	4	21
29	2	3	4	4	4	17
30	4	4	4	4	4	20
31	5	5	4	4	4	22
32	4	5	5	5	4	23
33	5	4	4	5	4	22
34	5	5	5	5	4	24
35	4	4	4	4	3	19



NO	KUALITAS PRODUK					total x_1
	X1.1	X1.2	X1.3	X1.4	X1.5	
36	4	4	4	3	4	19
37	5	5	5	5	5	25
38	4	4	4	4	4	20
39	5	3	4	4	4	20
40	4	4	4	4	4	20
41	4	3	5	4	4	20
42	5	3	4	4	4	20
43	4	4	4	4	5	21
44	4	4	4	4	4	20
45	4	4	4	3	4	19
46	4	5	4	5	4	22
47	4	3	4	3	5	19
48	4	4	4	4	4	20
49	5	5	5	5	5	25
50	5	3	4	3	5	20
51	5	5	5	5	4	24
52	4	3	4	2	4	17
53	4	3	4	3	4	18
54	4	4	4	4	4	20
55	5	4	5	5	5	24
56	4	5	5	5	4	23
57	5	3	4	3	4	19
58	4	4	4	3	4	19
59	4	3	4	3	4	18
60	4	5	4	5	5	23
61	5	3	4	3	5	20
62	5	5	5	5	4	24
63	4	3	4	2	4	17
64	4	3	4	3	4	18
65	4	4	4	4	4	20
66	5	4	5	5	5	24
67	4	5	5	5	4	23
68	5	3	4	3	4	19
69	4	4	4	3	4	19
70	4	3	4	3	4	18

NO	KUALITAS PRODUK					total x_1
	X1.1	X1.2	X1.3	X1.4	X1.5	
71	4	5	4	5	5	23
72	5	3	4	3	5	20
73	5	5	5	5	4	24
74	4	3	4	2	4	17
75	4	3	4	3	4	18
76	4	4	4	4	4	20
77	5	4	5	5	5	24
78	4	5	5	5	4	23
79	5	3	4	3	4	19
80	4	4	4	3	4	19
81	4	3	4	3	4	18
82	4	5	4	5	5	23
83	4	4	4	3	4	19
84	4	3	4	3	4	18
85	4	5	4	5	5	23
86	5	3	4	3	5	20
87	5	5	5	5	4	24
88	4	3	4	2	4	17
89	4	3	4	3	4	18
90	4	4	4	4	4	20
91	4	4	4	3	4	19
92	4	3	4	3	4	18
93	4	5	4	5	5	23
94	5	3	4	3	5	20
95	5	5	5	5	4	24
96	4	3	4	2	4	17
97	4	3	4	3	4	18
98	4	4	4	4	4	20
99	5	4	3	4	5	21
100	5	4	5	4	4	22

no	complain handling				
	X2.1	X2.2	X2.3	X2.4	total X_2
1	5	3	4	4	16
2	4	5	5	5	19
3	4	2	4	3	4
4	4	5	4	4	17
5	4	5	5	4	18
6	4	4	3	4	15
7	4	2	3	4	13
8	3	4	5	4	16
9	4	3	3	4	14
10	4	3	4	4	15
11	4	3	3	5	15
12	4	4	4	3	15
13	4	4	4	4	16
14	4	5	3	4	16
15	4	5	5	5	19
16	4	4	4	4	16
17	4	3	4	4	15
18	4	3	4	4	15
19	4	5	3	4	16
20	4	4	3	4	15
21	4	4	4	5	17
22	4	4	4	4	16
23	4	4	4	4	16
24	4	4	4	4	16
25	4	4	4	4	16
26	4	4	4	4	16
27	4	4	4	4	16
28	4	4	4	4	16
29	4	4	4	4	16
30	4	4	4	4	16
31	4	4	4	4	16
32	4	4	4	4	16
33	4	4	4	4	16

no	complain handling				
	X2.1	X2.2	X2.3	X2.4	total X_2
34	4	4	4	4	16
35	4	4	4	4	16
36	4	4	4	4	16
37	4	4	4	4	16
38	4	4	4	4	16
39	4	4	4	4	16
40	4	4	4	4	16
41	4	4	4	4	16
42	4	4	4	4	16
43	4	4	4	4	16
44	4	4	4	4	16
45	3	3	5	4	15
46	4	4	4	3	15
47	4	4	4	5	17
48	4	4	4	3	15
49	5	4	3	4	16
50	3	5	3	4	15
51	4	4	4	3	15
52	4	4	4	5	17
53	4	3	5	3	15
54	4	3	5	5	17
55	4	3	4	4	15
56	4	5	5	4	18
57	4	5	3	4	16
58	4	3	3	4	14
59	4	4	4	4	16
60	4	4	4	4	16
61	5	5	4	3	17
62	4	4	4	4	16
63	2	4	4	4	14
64	4	5	3	4	16
65	4	4	4	2	14
66	4	5	4	4	17

no	complain handling				
	X2.1	X2.2	X2.3	X2.4	total X_2
67	4	4	3	4	15
68	4	4	4	4	16
69	3	4	5	4	16
70	5	4	4	3	16
71	3	4	4	3	14
72	4	2	3	5	14
73	4	4	4	4	16
74	4	5	4	4	17
75	4	4	4	3	15
76	4	3	4	3	14
77	4	4	4	4	16
78	4	2	4	4	14
79	4	4	4	5	17
80	4	4	4	4	16
81	4	2	3	5	14
82	4	4	3	4	15
83	4	5	4	4	17
84	5	3	4	4	16
85	4	5	4	4	17
86	3	3	4	4	14
87	5	4	4	4	17
88	3	4	4	4	15
89	4	5	2	4	15
90	4	4	4	4	16
91	5	4	4	4	17
92	3	5	4	4	16
93	4	5	3	4	16
94	3	4	4	5	16
95	4	3	4	4	15
96	4	3	3	5	15
97	4	5	2	4	15
98	4	5	4	4	17
99	4	4	3	5	16

no	complain handling				
	X2.1	X2.2	X2.3	X2.4	total X_2
100	4	4	5	3	16

NO	Customer experience				
	X3.1	X3.2	X3.3	X3.4	
1	4	4	4	4	16
2	4	5	4	4	17
3	5	5	5	5	20
4	3	4	2	4	13
5	5	5	5	5	20
6	3	5	3	4	15
7	5	5	5	3	18
8	4	5	4	4	17
9	4	5	4	4	17
10	4	5	4	4	17
11	4	4	5	4	17
12	4	5	4	4	17
13	4	4	4	4	16
14	3	3	3	5	14
15	3	5	3	4	15
16	4	5	4	5	18
17	4	4	4	4	16
18	4	4	4	5	17
19	4	5	4	4	17
20	4	4	4	4	16
21	3	5	3	4	15
22	4	4	4	4	16
23	3	5	4	4	16
24	4	5	4	4	17
25	4	4	4	4	16
26	4	4	4	4	16
27	4	4	5	5	18
28	4	5	5	5	19
29	4	5	5	5	19
30	4	4	3	4	15
31	4	4	4	5	17
32	4	4	4	4	16
33	5	5	4	4	18
34	5	5	5	5	20
35	4	4	4	4	16

NO	Customer experience				
	X3.1	X3.2	X3.3	X3.4	
36	4	4	4	4	16
37	4	4	4	4	16
38	3	4	3	4	14
39	4	5	4	5	18
40	4	4	3	3	14
41	4	4	4	4	16
42	4	3	3	4	14
43	4	5	4	4	17
44	2	4	4	4	14
45	3	4	4	4	15
46	4	4	4	5	17
47	4	5	3	4	16
48	5	5	4	4	18
49	5	5	5	5	20
50	5	5	5	5	20
51	5	4	5	5	19
52	3	4	4	4	15
53	3	4	3	4	14
54	4	4	4	4	16
55	5	5	5	5	20
56	5	4	4	5	18
57	5	5	5	5	20
58	4	4	4	4	16
59	3	4	3	4	14
60	4	4	4	4	16
61	4	4	4	4	16
62	4	4	4	4	16
63	5	5	5	5	20
64	4	5	5	4	18
65	5	5	5	5	20
66	5	3	4	3	15
67	5	5	2	3	15
68	5	3	4	3	15
69	4	4	4	4	16
70	4	3	4	4	15



NO	Customer experience				
	X3.1	X3.2	X3.3	X3.4	
71	4	4	4	4	16
72	4	4	4	4	16
73	4	3	3	3	13
74	4	4	5	3	16
75	4	3	4	3	14
76	4	3	4	5	16
77	4	3	4	3	14
78	4	3	4	4	15
79	4	3	3	3	13
80	4	4	4	4	16
81	4	3	4	3	14
82	4	3	4	4	15
83	4	5	4	3	16
84	4	4	4	4	16
85	4	3	4	3	14
86	4	3	4	4	15
87	4	4	4	4	16
88	4	4	4	4	16
89	4	4	4	4	16
90	4	4	4	4	16
91	4	4	4	4	16
92	4	4	4	4	16
93	3	4	4	4	15
94	4	5	5	5	19
95	4	3	4	1	12
96	4	4	4	3	15
97	5	4	4	5	18
98	4	4	4	4	16
99	4	4	4	3	15
100	4	3	5	5	17

NO	Customer loyalty				
	Y.1	Y.2	Y.3	Y.4	
1	4	4	4	4	16
2	4	5	4	4	17
3	5	5	5	5	20
4	1	4	4	3	12
5	5	5	5	5	20
6	3	4	5	4	16
7	3	5	5	5	18
8	2	2	5	4	13
9	4	4	4	4	16
10	4	5	5	5	19
11	4	4	4	4	16
12	4	5	5	5	19
13	3	4	4	4	15
14	4	5	5	5	19
15	3	4	5	4	16
16	3	5	5	5	18
17	4	4	4	3	15
18	4	4	4	3	15
19	3	4	4	4	15
20	4	4	4	4	16
21	3	4	5	4	16
22	4	4	4	3	15
23	5	5	4	4	18
24	4	4	4	4	16
25	3	4	4	4	15
26	3	4	4	4	15
27	4	5	5	4	18
28	5	5	5	5	20
29	3	5	4	4	16
30	4	5	4	3	16
31	5	5	5	5	20
32	4	4	4	4	16
33	4	4	4	4	16
34	5	5	5	5	20

35	4	4	4	4	16
36	4	4	4	4	16
37	4	4	4	5	17
38	3	4	4	4	15
39	4	4	5	4	17
40	3	4	4	3	14
41	3	4	4	4	15
42	2	5	5	5	17
43	4	4	4	4	16
44	4	4	5	3	16
45	3	4	4	4	15
46	4	4	4	4	16
47	4	4	4	4	16
48	4	4	4	4	16
49	5	5	5	5	20
50	4	5	5	5	19
51	4	4	4	3	15
52	3	4	4	4	15
53	3	4	4	3	14
54	4	4	4	4	16
55	5	5	5	5	20
56	5	4	4	4	17
57	4	5	5	4	18
58	4	4	4	4	16
59	4	5	4	3	16
60	4	4	4	4	16
61	4	4	4	4	16
62	4	5	4	4	17
63	5	5	5	5	20
64	1	4	4	3	12
65	5	5	5	5	20
66	3	4	5	4	16
67	3	5	5	5	18
68	2	2	5	4	13
69	4	4	4	4	16
70	4	5	5	5	19
71	4	4	4	4	16
72	4	5	5	5	19

73	3	4	4	4	15
74	4	5	5	5	19
75	3	4	5	4	16
76	3	5	5	5	18
77	4	4	4	3	15
78	4	4	4	3	15
79	3	4	4	4	15
80	4	4	4	4	16
81	3	4	5	4	16
82	4	4	4	3	15
83	5	5	4	4	18
84	4	4	4	4	16
85	3	4	4	4	15
86	3	4	4	4	15
87	4	5	5	4	18
88	5	5	5	5	20
89	3	5	4	4	16
90	4	5	4	3	16
91	5	5	5	5	20
92	4	4	4	4	16
93	4	4	4	4	16
94	5	5	5	5	20
95	4	4	4	4	16
96	4	4	4	4	16
97	4	4	4	5	17
98	3	4	4	4	15
99	4	4	5	4	17
100	4	5	5	3	17

### Lampiran 2 Deskripsi Responden

Responden	Jenis Kelamin	Umur	Pendidikan	Pekerjaan
1	1	1	1	1
2	1	1	1	2
3	1	1	1	3
4	1	1	3	3
5	1	2	2	2
6	2	1	3	2
7	2	1	5	2
8	2	3	4	3

Responden	Jenis Kelamin	Umur	Pendidikan	Pekerjaan
9	2	1	3	3
10	1	1	3	3
11	2	4	2	3
12	2	1	2	1
13	2	1	3	1
14	2	1	3	1
15	2	1	2	1
16	2	2	2	1
17	2	4	3	1
18	2	3	2	1
19	2	4	3	3
20	1	4	2	3
21	1	2	5	3
22	1	2	4	3
23	1	3	1	2
24	2	2	2	2
25	2	4	3	2
26	2	3	4	2
27	2	3	2	3
28	2	3	2	3
29	2	3	2	3
30	2	4	2	3
31	2	3	2	1
32	2	3	3	1
33	2	2	3	1
34	1	2	3	2
35	2	1	2	2
36	2	5	2	2
37	2	5	1	2
38	2	3	1	3
39	2	1	5	1
40	2	2	4	1
41	2	2	3	1
42	2	2	3	1
43	2	4	2	1
44	2	4	3	1
45	2	4	3	3
46	2	2	2	3
47	1	1	1	3
48	2	4	1	3

Responden	Jenis Kelamin	Umur	Pendidikan	Pekerjaan
49	2	2	2	3
50	2	4	3	3
51	2	5	2	1
52	2	4	3	1
53	2	5	2	1
54	2	5	3	1
55	2	5	3	1
56	2	2	3	1
57	2	2	1	1
58	2	2	2	1
59	2	5	2	1
60	2	2	2	2
61	1	2	4	2
62	2	2	3	3
63	2	2	5	2
64	2	2	5	2
65	2	2	2	2
66	2	1	3	2
67	2	2	2	2
78	2	2	1	1
68	2	2	1	1
70	2	2	2	1
71	2	2	3	1
72	2	2	3	1
73	2	2	3	1
74	2	2	3	1
75	2	2	3	1
76	2	1	3	3
78	2	1	4	3
79	2	1	3	3
80	1	1	2	3
81	2	1	3	3
82	2	1	3	2
83	2	5	1	2
84	1	2	3	2
85	2	2	3	2
86	2	2	3	3
87	2	2	3	2
88	1	2	1	2
89	2	2	3	2
90	2	2	2	1

Responden	Jenis Kelamin	Umur	Pendidikan	Pekerjaan
91	2	2	4	1
92	1	5	2	1
93	2	1	3	1
94	2	1	2	1
95	2	1	3	1
96	2	1	2	1
97	1	1	3	2
98	2	5	2	2
99	2	3	2	2
100	2	4	1	2

### Lampiran 3 Deskripsi Responden

#### a.Deskripsi Responden Berdasarkan jenis kelamin

##### jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki laki	18	18.0	18.0	18.0
	perempuan	82	82.0	82.0	100.0
	Total	100	100.0	100.0	

#### b.Deskripsi Responden Berdasarkan Umur

##### Umur

	Frequency	Percent	Valid Percent	Cumulative Percent
19-25 TAHUN	27	27.0	27.0	27.0
26-31 TAHUN	48	38.0	38.0	65.0
32-37 TAHUN	12	12.0	12.0	77.0
>37 TAHUN	13	13.0	13.0	90.0
Total	100	100.0	100.0	

**c.Deskripsi Responden Berdasarkan Umur**

**Pekerjaan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PELAJAR/MAHASISWA	41	41.0	41.0	41.0
	PEGAWAI SWASTA	31	31.0	31.0	72.0
	PEGAWAI NEGERI	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

**Lampiran 4 Deskripsi Variabel**

**a. Deskripsi Variabel service quality**

**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	4	60	60.0	60.0	61.0
	5	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

**X1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	39	39.0	39.0	39.0
	4	38	38.0	38.0	77.0
	5	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.0	1.0	1.0
	4	76	76.0	76.0	77.0
	5	23	23.0	23.0	100.0
	Total	100	100.0	100.0	



**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.0	5.0	5.0
	3	34	34.0	34.0	39.0
	4	37	37.0	37.0	76.0
	5	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.0	2.0	2.0
	4	73	73.0	73.0	75.0
	5	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

**Service quality (x1)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17	6	6.0	6.0	6.0
	18	12	12.0	12.0	18.0
	19	20	20.0	20.0	38.0
	20	23	23.0	23.0	61.0
	21	9	9.0	9.0	70.0
	22	7	7.0	7.0	77.0
	23	10	10.0	10.0	87.0
	24	10	10.0	10.0	97.0
	25	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

**b. Deskripsi Variabel complain handling**

**c. X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	9	9.0	9.0	10.0
	4	83	83.0	83.0	93.0
	5	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.0	5.0	5.0
	3	16	16.0	16.0	21.0
	4	59	59.0	59.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	19	19.0	19.0	21.0
	4	69	69.0	69.0	90.0
	5	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	12	12.0	12.0	13.0
	4	74	74.0	74.0	87.0
	5	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

**Complain handling (x2)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1	1.0	1.0	1.0
	13	1	1.0	1.0	2.0
	14	10	10.0	10.0	12.0
	15	22	22.0	22.0	34.0
	16	48	48.0	48.0	82.0
	17	14	14.0	14.0	96.0
	18	2	2.0	2.0	98.0
	19	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

**d. Deskripsi Variabel customer experience****e. X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	17.0	17.0	17.0
	4	50	50.0	50.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	12	12.0	12.0	13.0
	4	69	69.0	69.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	3	15	15.0	15.0	16.0
	4	60	60.0	60.0	76.0
	5	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

**Customer experience (x3)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	1	1.0	1.0	1.0
	13	3	3.0	3.0	4.0
	14	11	11.0	11.0	15.0
	15	16	16.0	16.0	31.0
	16	34	34.0	34.0	65.0
	17	13	13.0	13.0	78.0
	18	9	9.0	9.0	87.0
	19	4	4.0	4.0	91.0
	20	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

**f. Deskripsi Variabel customerLoyalty****g. Y.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	3	3.0	3.0	5.0
	3	27	27.0	27.0	32.0
	4	53	53.0	53.0	85.0
	5	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

**Y.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	4	61	61.0	61.0	63.0
	5	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

**Y.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	61	61.0	61.0	61.0
	5	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

**Y.4**

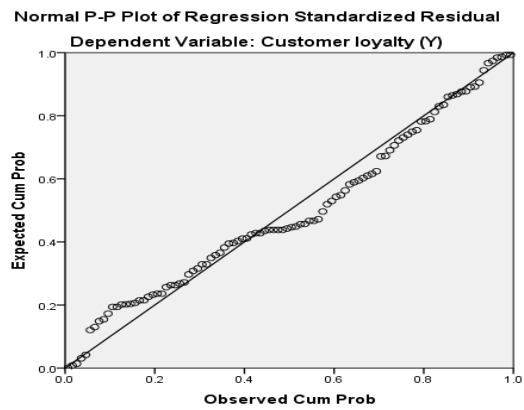
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	16.0	16.0	16.0
	4	58	58.0	58.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

**Customer loyalty (Y)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	2	2.0	2.0	2.0
	13	2	2.0	2.0	4.0
	14	2	2.0	2.0	6.0
	15	20	20.0	20.0	26.0
	16	37	37.0	37.0	63.0
	17	9	9.0	9.0	72.0
	18	9	9.0	9.0	81.0
	19	7	7.0	7.0	88.0
	20	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

## Lampiran 5 Hasil Output SPSS

### 1. Uji Normalitas



#### a. Uji Kolmogorov Smirnov Test

##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	1.53380965
Most Extreme Differences	Absolute	.067
	Positive	.042
	Negative	-.067
Test Statistic		.672
Asymp. Sig. (2-tailed)		.758

a. Test distribution is Normal.

b. Calculated from data.

b. Lilliefors Significance Correction.

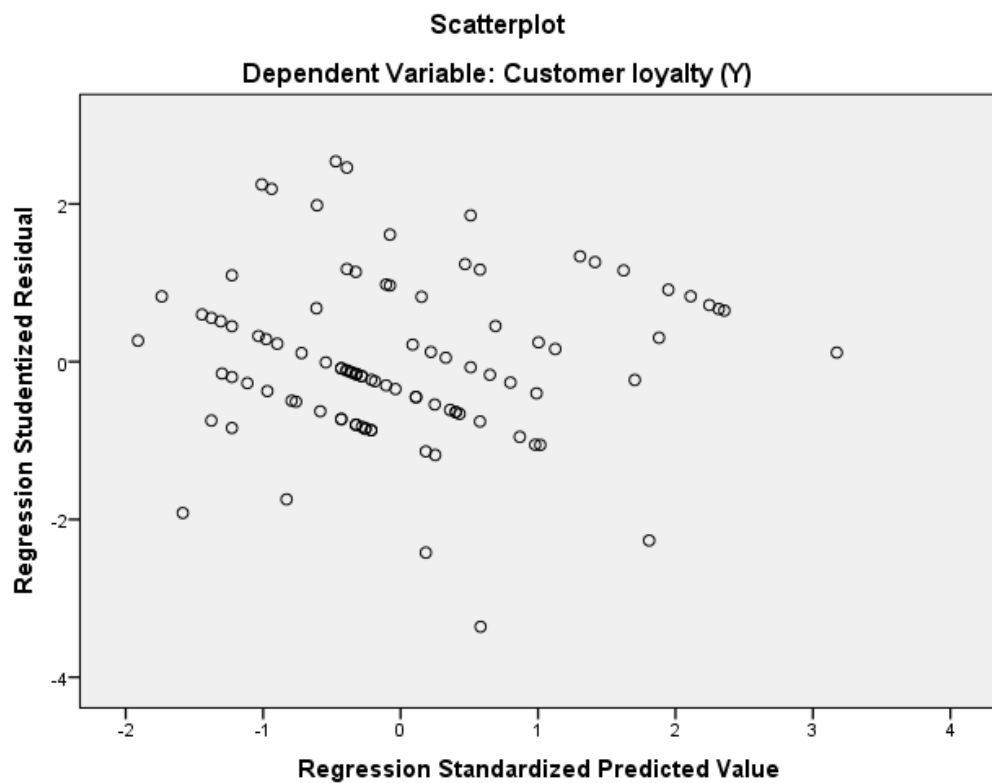
## 2. Uji Multikolinearitas

### 3. Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.795	2.860		2.376	.019		
	Service quality (x1)	,410	,156	,290	2,632	.010	,444	2,254
	Complain handling (x2)	,426	,195	,230	2,184	.024	.485	2,064
	Customer experience (x3)	.527	.090	.512	5.878	.002	.947	1.056

a. Dependent Variable: Customer loyalty (Y)

## 4. Uji Heteroskedastisitas



## 5. Uji Regresi Berganda

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.795	2.860		2.376	.019
	Service quality (x1)	.410	.156	.290	2,632	.010
	Complain handling (x2)	.426	.195	.230	2,184	.024
	Customer experience (x3)	.527	.090	.512	5.878	.002

## 6. Uji validitas

**Correlations**

		X1.1	X1.2	X1.3	X1.4	X1.5	Service quality (x1)
X1.1	Pearson Correlation	1	.070	.332**	.223 <sup>+</sup>	.337**	.506**
	Sig. (2-tailed)		.489	.001	.026	.001	.000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.070	1	.460**	.751**	.075	.786**
	Sig. (2-tailed)	.489		.000	.000	.461	.000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.332**	.460**	1	.542**	.046	.678**
	Sig. (2-tailed)	.001	.000		.000	.649	.000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.223 <sup>+</sup>	.751**	.542**	1	.264**	.893**
	Sig. (2-tailed)	.026	.000	.000		.008	.000



	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.337**	.075	.046	.264**	1	.443**
	Sig. (2-tailed)	.001	.461	.649	.008		.000
	N	100	100	100	100	100	100
Service quality (x1)	Pearson Correlation	.506**	.786**	.678**	.893**	.443**	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).							

		X2.1	X2.2	X2.3	X2.4	Complain handling (x2)
X2.1			0.37	-.133	-.085	.282
	Sig. (2-tailed)	Pearson Correlation	.712	.187	.400	.070
	N		100	100	100	100
X2.2	Pearson Correlation	-.037	1	.005	-.051	.601**
	Sig. (2-tailed)		.712	.961	.612	.000
	N		100	100	100	100
X2.3	Pearson Correlation	-.133	.005	1	-.129	.288**
	Sig. (2-tailed)		.187	.961	.201	.004
	N		100	100	100	100
X2.4	Pearson Correlation	-.085	-.051	-.129	1	.353**
	Sig. (2-tailed)		.400	.612	.201	.000
	N		100	100	100	100
Complain handling (x2)	Pearson Correlation	.182	.601**	.288**	.353**	1
	Sig. (2-tailed)		.070	.000	.004	.000
	N		100	100	100	100

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

### Correlations

		X3.1	X3.2	X3.3	X3.4	Customer experience (x3)
X3.1	Pearson Correlation	1	.184	.487**	.168	.629**
	Sig. (2-tailed)		.067	.000	.094	.000
	N	100	100	100	100	100
X3.2	Pearson Correlation	.184	1	.245*	.379**	.674**
	Sig. (2-tailed)	.067		.014	.000	.000
	N	100	100	100	100	100
X3.3	Pearson Correlation	.487**	.245*	1	.387**	.751**
	Sig. (2-tailed)	.000	.014		.000	.000
	N	100	100	100	100	100
X3.4	Pearson Correlation	.168	.379**	.387**	1	.719**
	Sig. (2-tailed)	.094	.000	.000		.000
	N	100	100	100	100	100
Customer experience (x3)	Pearson Correlation	.629**	.674**	.751**	.719**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

### Correlations

		Y.1	Y.2	Y.3	Y.4	Customer loyalty (Y)
Y.1	Pearson Correlation	1	.461**	.135	.315**	.728**
	Sig. (2-tailed)		.000	.180	.001	.000
	N	100	100	100	100	100
Y.2	Pearson Correlation	.461**	1	.391**	.447**	.774**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y.3	Pearson Correlation	.135	.391**	1	.580**	.645**
	Sig. (2-tailed)	.180	.000		.000	.000

	N	100	100	100	100	100
Y.4	Pearson Correlation	.315**	.447**	.580**	1	.776**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	100	100	100	100	100
Customer loyalty (Y)	Pearson Correlation	.728**	.774**	.645**	.776**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

X1

#### Reliability Statistics

Cronbach's Alpha	N of Items
.700	5

X2

#### Reliability Statistics

Cronbach's Alpha <sup>a</sup>	N of Items
.798	4

X3

#### Reliability Statistics

Cronbach's Alpha	N of Items
.639	4

y

#### Reliability Statistics

Cronbach's Alpha	N of Items
.694	4

7. Uji Koefisien Determinasi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.558 <sup>a</sup>	.311	.290	1.572	.311	14.470	3

a. Predictors: (Constant), Customer experience (x3), Service quality (x1), Complain handling (x2)

c. Dependent Variable: Customer loyalty (Y)

8. Uji t

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.795	2.860		2.376	.019
	Service quality (x1)	.410	.156	.290	2,632	0.10
	Complain handling (x2)	.426	.195	.230	2,184	.025
	Customer experience (x3)	.527	.090	.512	5.878	.002

a. Dependent Variable: Customer loyalty (Y)

9. Uji F

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.230	3	35.743	14.470	.000 <sup>b</sup>
	Residual	237.130	96	2.470		
	Total	344.360	99			

a. Dependent Variable: Customer loyalty (Y)

b. Predictors: (Constant), Customer experience (x3), Service quality (x1), Complain handling (x2)

## Lampiran 6 R Tabel

Tabel r untuk df = 51 - 100

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

## Lampiran 7 t tabel

## Titik Persentase Distribusi t (df = 81 -120)

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

Lampiran 8 F tabel

df untuk penyebut (N2)	df untuk pembilang (N1)									
	1	2	3	4	5	6	7	8	9	10
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90