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LAMPIRAN 1

KOESIONER PENELITIAN

PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS
PELANGGAN PADA BANK PERKREDITAN
RAKYAT EKA PRASETYA
MEDAN

Bersama ini kami mohon kesediaan Bapak/Ibu untuk mengisi daftar kuesioner yang diberikan. Informasi yang anda berikan merupakan bantuan yang sangat berarti dalam menyelesaikan penelitian ini. Atas bantuan dan perhatiannya saya ucapkan terimakasih.

IDENTITAS RESPONDEN

Nama : _____
Usia : _____ Tahun
Jenis Kelamin : _____
Pekerjaan : _____
Pendapatan : _____

PETUNJUK PENGISIAN JAWABAN.

1. Jawablah pertanyaan ini dengan jujur dan benar.
2. Bacalah terlebih dahulu pertanyaan dengan cermat sebelum anda memulai jawabannya.
3. Pilihlah salah satu jawaban yang tersedia dengan memberi tanda ceklist (√) pada jawaban yang anda anggap benar.
4. Atas kesediaan anda untuk mengisi angket ini terlebih dahulu saya ucapkan terimakasih.

PILIHAN JAWABAN →

| | |
|----------------------------|------------|
| Sangat Setuju | SS |
| Setuju | S |
| Kurang Setuju | KS |
| Tidak Setuju | TS |
| Sangat Tidak Setuju | STS |

Kualitas Pelayanan (X)

| NO | PERNYATAAN/PERTANYAAN | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1 | Karyawan Selalu Menjaga Ketepatan, Kelancaran dan Keandalan Pelayanan Terhadap Nasabah | | | | | |
| 2 | Karyawan Bank Perkreditan Rakyat Eka Prasetya Cepat dalam Melayani Nasabahnya | | | | | |
| 3 | Keramah-tamahan Para Karyawan Membuat Para Nasabah Puas | | | | | |
| 4 | Pada Bank Perkreditan Rakyat Eka Prasetya Terjamin Keamanan Dalam Melakukan Transaksi | | | | | |
| 5 | Bank Perkreditan Rakyat Eka Prasetya Memiliki Ruang Tunggu Yang Nyaman | | | | | |
| 6 | Karyawan Bersedia Menangani Keluhan Dengan cepat | | | | | |
| 7 | Karyawan Selalu Tanggap dan Siap Dalam Melayani Nasabah | | | | | |
| 8 | Penyambutan Yang Anda Terima Dari Para Karyawan cukup Baik | | | | | |
| 9 | Prosedur dan Waktu Pelayanan Terhadap Nasabah Selalu Berjalan Sesuai Dengan Ketentuan | | | | | |
| 10 | Keamanan, Tempat Parkir dan Penampilan Karyawan Sesuai Dengan Karakter Perusahaan | | | | | |

Loyalitas Pelanggan (Y)

| NO | PERNYATAAN/PERTANYAAN | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1 | Menggunakan jasa Bank Perkreditan Rakyat Eka Prasetya secara rutin | | | | | |
| 2 | Menggunakan Bank Perkreditan Rakyat Eka Prasetya untuk Keperluan usaha | | | | | |
| 3 | Merekomendasikan Bank Perkreditan Rakyat Eka Prasetya Kepada Pihak Lain | | | | | |
| 4 | Menjadi Pelanggan Bank Perkreditan Rakyat adalah Pilihan yang Tepat | | | | | |
| 5 | Tidak Terpengaruh Oleh Daya Tarik Yang Ditawarkan Perusahaan Lain Yang Sejenis | | | | | |
| 6 | Berkeinginan Untuk Terus Menjadi Nasabah Bank Perkreditan Rakyat Eka Prasetya | | | | | |
| 7 | Saya Puas Menggunakan Produk/Jasa Yang Ditawarkan Oleh Bank Perkreditan Rakyat Eka Prasetya | | | | | |
| 8 | Saya Merasa Keluhan Nasabah Terhadap Pemakaian Produk/jasa Bank Perkreditan Rakyat Eka Prasetya Rendah | | | | | |
| 9 | Produk-produk Bank Perkreditan Rakyat Eka Prasetya Perlu Di Informasikan kepada Pihak Lain | | | | | |
| 10 | Bank Perkreditan Rakyat Eka Prasetya Menjadi Pilihan Utama Saya Untuk Meminjam | | | | | |

Lampiran 2

Hasil jawaban responden untuk variabel kuakitas Pelayanan

| No responden | Item Variabel X | | | | | | | | | | Total skor |
|--------------|-----------------|---|---|---|---|---|---|---|---|----|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| 1 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 39 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 34 |
| 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 6 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 7 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 3 | 32 |
| 8 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 37 |
| 9 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 44 |
| 10 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 41 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 12 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 13 | 2 | 2 | 3 | 2 | 4 | 4 | 4 | 2 | 3 | 3 | 29 |
| 14 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| 15 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 42 |
| 16 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 17 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 2 | 44 |
| 18 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 19 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 41 |
| 20 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 39 |
| 21 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 36 |
| 22 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 23 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 38 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 25 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 26 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 37 |
| 27 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 28 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 45 |
| 29 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 39 |
| 30 | 2 | 2 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 35 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 38 |
| 32 | 5 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 36 |
| 33 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 37 |
| 34 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 35 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 36 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 37 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 40 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 38 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 44 |
| 39 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 39 |
| 40 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 43 |
| 41 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 37 |
| 42 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 43 |
| 43 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 44 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 45 |
| 45 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 46 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 2 | 43 |
| 47 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 2 | 42 |
| 48 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 45 |
| 49 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 2 | 35 |
| 50 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 51 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 52 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 41 |
| 53 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 54 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 40 |
| 55 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 40 |
| 56 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 57 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 58 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 59 | 4 | 5 | 5 | 2 | 5 | 5 | 5 | 4 | 4 | 4 | 43 |
| 60 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| 61 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 62 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 63 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 37 |
| 64 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 46 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |

Hasil jawaban responden variabel loyalitas Konsumen

| No responden | Jawaban Responden Variabel Y | | | | | | | | | | Total |
|--------------|------------------------------|---|---|---|---|---|---|---|---|----|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| 1 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 40 |
| 2 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 37 |
| 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 4 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 5 | 39 |
| 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 6 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 7 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 2 | 33 |
| 8 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 37 |
| 9 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 46 |
| 10 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 41 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 12 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 13 | 3 | 2 | 3 | 1 | 4 | 4 | 4 | 2 | 2 | 2 | 27 |
| 14 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| 15 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 41 |
| 16 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 17 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 2 | 3 | 43 |
| 18 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 43 |
| 19 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 20 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 38 |
| 21 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 37 |
| 22 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 23 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 38 |
| 24 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 25 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 26 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 38 |
| 27 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 28 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 43 |
| 29 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 30 | 2 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 39 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 36 |
| 32 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 42 |
| 33 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 37 |
| 34 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 39 |
| 35 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 36 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 37 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 2 | 4 | 38 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 38 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 45 |
| 39 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 39 |
| 40 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 41 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 42 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 43 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 44 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 45 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 46 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 45 |
| 47 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 44 |
| 48 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 44 |
| 49 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 37 |
| 50 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 47 |
| 51 | 2 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 43 |
| 52 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 5 | 40 |
| 53 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 54 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 40 |
| 55 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 43 |
| 56 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 57 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 58 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 59 | 4 | 4 | 5 | 2 | 5 | 5 | 5 | 4 | 4 | 4 | 42 |
| 60 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| 61 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 62 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 63 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 37 |
| 64 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 45 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 39 |

Lampiran 3

Hasil Uji Validitas Variabel X dan Y

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|-------------------------------|-----------------------------------|--------------------------------------|--|
| P1 | 77.20 | 43.537 | .508 | .872 |
| P2 | 77.17 | 44.049 | .668 | .866 |
| P3 | 77.25 | 44.188 | .578 | .869 |
| P4 | 77.17 | 44.018 | .565 | .869 |
| P5 | 76.88 | 45.860 | .560 | .871 |
| P6 | 77.06 | 46.402 | .412 | .874 |
| P7 | 76.94 | 45.371 | .519 | .871 |
| P8 | 77.37 | 43.612 | .616 | .867 |
| P9 | 77.14 | 45.871 | .485 | .872 |
| P10 | 77.45 | 46.563 | .254 | .881 |
| P11 | 77.18 | 46.247 | .264 | .881 |
| P12 | 77.18 | 44.028 | .653 | .867 |
| P13 | 77.18 | 44.684 | .568 | .869 |
| P14 | 77.14 | 43.590 | .555 | .870 |
| P15 | 76.86 | 45.871 | .551 | .871 |
| P16 | 77.06 | 46.652 | .376 | .875 |
| P17 | 76.94 | 46.059 | .426 | .874 |
| P18 | 77.34 | 43.384 | .661 | .866 |
| P19 | 77.42 | 46.809 | .216 | .883 |
| P20 | 77.17 | 46.112 | .447 | .873 |

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .889 ^a | .790 | .787 | 1.613 | .790 | 236.884 | 1 | 63 | .000 |

a. Predictors: (Constant), X

b. Dependent Variable: Y

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 616.307 | 1 | 616.307 | 236.884 | .000 ^a |
| | Residual | 163.909 | 63 | 2.602 | | |
| | Total | 780.215 | 64 | | | |

a. Predictors: (Constant), X

b. Dependent Variable: Y

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .878 | .886 | 20 |

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 7.245 | 2.181 | | 3.321 | .001 |
| | X | .825 | .054 | .889 | 15.391 | .000 |

a. Dependent Variable: Y