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## KUESIONER PENELITIAN

### “ PENGARUH KUALITAS PELAYANAN, KEPUASAN, DAN *WORD OF MOUTH* TERHADAP LOYALITAS NASABAH PADA KSP KOPDIT PINTU AIR CABANG MALAKA”

#### A. IDENTITAS RESPONDEN

Nama :

Jenis Kelamin :

Pekerjaan :

Umur :

#### B. PETUNJUK PENGISIAN

Berikan tanda **centang** (√) untuk menentukan seberapa setuju saudara/I Mengenai pernyataan dibawah ini. Masing-masing persetujuan menunjukkan nilai yang terdapat pada kolom yang bersangkutan diantaranya setiap pernyataan terdiri dari empat pilihan yaitu :

STS : Sangat Tidak Setuju = skor 1

TS : Tidak Setuju = skor 2

S : Setuju = skor 3

SS : Sangat Setuju = skor 4

### Daftar Pernyataan Kualitas Pelayanan (X<sub>1</sub>)

No	Pernyataan	SS	S	TS	STS
1.	Karyawan Ksp Kopdit Pintu Air dapat memberikan pelayanan sesuai dengan yang diharapkan nasabah				
2.	Karyawan memberikan pelayanan dengan segera dan cepat kepada anggota nasabah				
3.	Karyawan Ksp Kopdit Pintu Air dapat memberikan dan menumbuhkan kepercayaan nasabah, kenyamanan dan ketepatan waktu				
4.	Karyawan Ksp Kopdit Pintu Air dengan sungguh-sungguh mengutamakan kepentingan nasabah				
5.	Fasilitas dan pelayanan yang diberikan oleh karyawan sudah sesuai seperti ruang tunggu yang baik, keamanan dan keramahan dalam pelayanan				

**Daftar Pernyataan Kepuasan (X<sub>2</sub>)**

<b>No</b>	<b>Pernyataan</b>	<b>SS</b>	<b>S</b>	<b>TS</b>	<b>STS</b>
1.	Saya merasa puas dengan kualitas pelayanan yang diberikan Ksp Kopdit Pintu Air sesuai harapan				
2.	Saya akan berkunjung kembali ke Ksp Kopdit Pintu karena pelayanan yang sangat memuaskan				
3.	Saya akan merekomendasikan pengalaman selama menjadi anggota Ksp Kopdit Pintu air kepada teman maupun keluarga karena karyawan memberikan kenyamanan, pelayanan yang baik sehingga membuat nasabah merasa puas				

**Daftar Pernyataan *Word Of Mouth* (X<sub>3</sub>)**

<b>No</b>	<b>Pernyataan</b>	<b>SS</b>	<b>S</b>	<b>TS</b>	<b>STS</b>
1.	Saya mendapatkan informasi tentang pelayanan yang baik dan produk Ksp Kopdit Pintu Air dari nasabah lain				
2.	Pelayanan di Ksp Kopdit Pintu Air memuaskan, sehingga saya bersedia membagi pengalaman kepada orang lain				
3.	Saya berkunjung ke Ksp Kopdit Pintu Air setelah mendengarkan promosinya melalui teman				

**Daftar Pernyataan Loyalitas Nasabah (Y)**

<b>No</b>	<b>Pernyataan</b>	<b>SS</b>	<b>S</b>	<b>TS</b>	<b>STS</b>
1.	Saya akan kembali menggunakan jasa yang ditawarkan oleh Ksp Kopdit Pintu Air				
2.	Saya akan merekomendasikan kepada orang lain untuk menggunakan jasa dari Ksp Kopdit Pintu Air				
3.	Saya akan berbicara tentang hal-hal yang baik dan positif kepada teman maupun orang lain mengenai pelayanan yang diberikan oleh karyawan Ksp Kopdit Pintu Air				



4.	Saya tidak akan beralih kepada perusahaan lain yang menawarkan jasa simpan pinjam yang sama				
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## Lampiran 2 Hasil Uji Validitas

### Kualitas Pelayanan (X1)

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL
X1.1	Pearson Correlation	1	.015	.278**	.011	.270**	.609**
	Sig. (2-tailed)		.882	.005	.916	.007	.000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.015	1	.099	.212*	-.184	.475**
	Sig. (2-tailed)	.882		.328	.034	.067	.000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.278**	.099	1	-.188	.226*	.584**
	Sig. (2-tailed)	.005	.328		.062	.024	.000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.011	.212*	-.188	1	-.133	.369**
	Sig. (2-tailed)	.916	.034	.062		.187	.000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.270**	-.184	.226*	-.133	1	.453**
	Sig. (2-tailed)	.007	.067	.024	.187		.000
	N	100	100	100	100	100	100
TOTAL	Pearson Correlation	.609**	.475**	.584**	.369**	.453**	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).

## Kepuasan (X2)

**Correlations**

		X2.1	X2.2	X2.3	TOTAL
X2.1	Pearson Correlation	1	.020	.334**	.695**
	Sig. (2-tailed)		.842	.001	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.020	1	-.062	.533**
	Sig. (2-tailed)	.842		.543	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.334**	-.062	1	.665**
	Sig. (2-tailed)	.001	.543		.000
	N	100	100	100	100
TOTAL	Pearson Correlation	.695**	.533**	.665**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## Word Of Mouth (X3)

**Correlations**

		X3.1	X3.2	X3.3	TOTAL
X3.1	Pearson Correlation	1	.018	.262**	.636**
	Sig. (2-tailed)		.859	.008	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.018	1	.098	.564**
	Sig. (2-tailed)	.859		.333	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.262**	.098	1	.735**
	Sig. (2-tailed)	.008	.333		.000
	N	100	100	100	100
TOTAL	Pearson Correlation	.636**	.564**	.735**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## Loyalitas Nasabah (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	TOTAL
Y.1	Pearson Correlation	1	.023	.202*	-.207*	.311**
	Sig. (2-tailed)		.821	.044	.039	.002
	N	100	100	100	100	100
Y.2	Pearson Correlation	.023	1	-.042	.135	.461**
	Sig. (2-tailed)	.821		.675	.180	.000
	N	100	100	100	100	100
Y.3	Pearson Correlation	.202*	-.042	1	.327**	.652**
	Sig. (2-tailed)	.044	.675		.001	.000
	N	100	100	100	100	100
Y.4	Pearson Correlation	-.207*	.135	.327**	1	.732**
	Sig. (2-tailed)	.039	.180	.001		.000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	.311**	.461**	.652**	.732**	1
	Sig. (2-tailed)	.002	.000	.000	.000	
	N	100	100	100	100	100

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

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

### Lampiran 3 Hasil Uji Reliability

#### Kualitas Pelayanan (X1)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.537	5

#### Kepuasan (X2)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.532	3

#### *Word of Mouth (X3)*

##### Reliability Statistics

Cronbach's Alpha	N of Items
.507	3

#### Loyalitas Nasabah

##### Reliability Statistics

Cronbach's Alpha	N of Items
.545	4

## Lampiran 4 Hasil Uji Asumsi Klasik

### Uji Normalitas

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN <sup>b</sup>		Enter

a. Dependent Variable: LOYALITAS NASABAH

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.255 <sup>a</sup>	.065	.036	1.372

a. Predictors: (Constant), WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN

b. Dependent Variable: LOYALITAS NASABAH

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.523	3	4.174	2.217	.091 <sup>b</sup>
	Residual	180.787	96	1.883		
	Total	193.310	99			

a. Dependent Variable: LOYALITAS NASABAH

b. Predictors: (Constant), WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.166	2.566		3.962	.000
	KUALITAS PELAYANAN	-.109	.116	-.095	-.941	.349
	KEPUASAN	.131	.142	.092	.918	.361
	WORD OF MOUTH	.318	.139	.231	2.279	.025

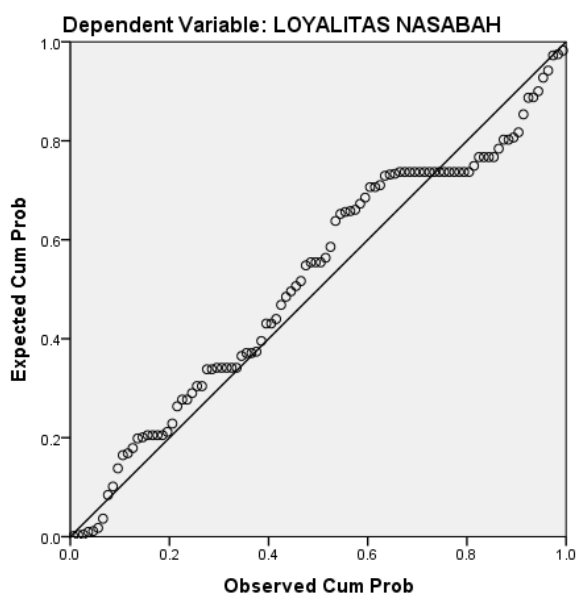
a. Dependent Variable: LOYALITAS NASABAH

**Residuals Statistics<sup>a</sup>**

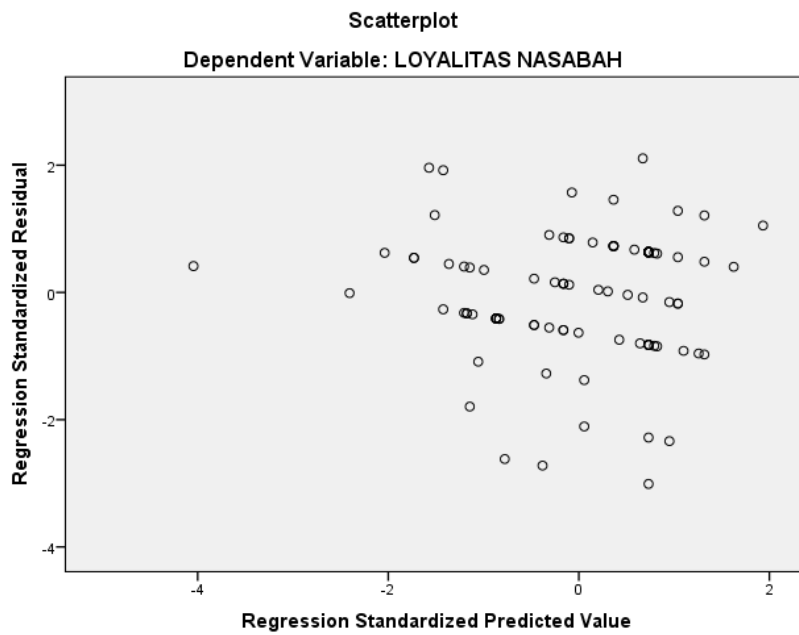
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.43	13.56	12.87	.356	100
Residual	-4.130	2.891	.000	1.351	100
Std. Predicted Value	-4.044	1.933	.000	1.000	100
Std. Residual	-3.010	2.107	.000	.985	100

a. Dependent Variable: LOYALITAS NASABAH

**Normal P-P Plot of Regression Standardized Residual**







**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.35134414
Most Extreme Differences	Absolute	.114
	Positive	.090
	Negative	.114
Test Statistic		.114
Asymp. Sig. (2-tailed)		.300 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## Uji Multikolinieritas

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN <sup>b</sup>		Enter

a. Dependent Variable: LOYALITAS NASABAH

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.255 <sup>a</sup>	.065	.036	1.372

a. Predictors: (Constant), WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.523	3	4.174	2.217	.091 <sup>b</sup>
	Residual	180.787	96	1.883		
	Total	193.310	99			

a. Dependent Variable: LOYALITAS NASABAH

b. Predictors: (Constant), WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.166	2.566		3.962	.000		
	KUALITAS PELAYANAN	-.109	.116	-.095	-.941	.349	.950	1.053
	KEPUASAN	.131	.142	.092	.918	.361	.978	1.023
	WORD OF MOUTH	.318	.139	.231	2.279	.025	.949	1.054

a. Dependent Variable: LOYALITAS NASABAH

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

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	KUALITAS PELAYANAN	KEPUASAN	WORD OF MOUTH
1	1	3.985	1.000	.00	.00	.00	.00
	2	.008	22.459	.00	.00	.52	.57
	3	.005	27.291	.05	.36	.36	.39
	4	.002	44.783	.95	.64	.12	.04

a. Dependent Variable: LOYALITAS NASABAH

## Uji Autokorelasi

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN <sup>b</sup>		Enter

a. Dependent Variable: LOYALITAS NASABAH

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.255 <sup>a</sup>	.065	.036	1.372	2.583

a. Predictors: (Constant), WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN

b. Dependent Variable: LOYALITAS NASABAH

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.523	3	4.174	2.217	.091 <sup>b</sup>
	Residual	180.787	96	1.883		
	Total	193.310	99			

a. Dependent Variable: LOYALITAS NASABAH

b. Predictors: (Constant), WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.166	2.566		3.962	.000
	KUALITAS PELAYANAN	-.109	.116	-.095	-.941	.349
	KEPUASAN	.131	.142	.092	.918	.361
	WORD OF MOUTH	.318	.139	.231	2.279	.025

a. Dependent Variable: LOYALITAS NASABAH

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.43	13.56	12.87	.356	100
Residual	-4.130	2.891	.000	1.351	100
Std. Predicted Value	-4.044	1.933	.000	1.000	100
Std. Residual	-3.010	2.107	.000	.985	100

a. Dependent Variable: LOYALITAS NASABAH

## Uji Heteroskedastisitas

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN <sup>b</sup>		Enter

a. Dependent Variable: LOYALITAS NASABAH

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.255 <sup>a</sup>	.065	.036	1.372

a. Predictors: (Constant), WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN

b. Dependent Variable: LOYALITAS NASABAH

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.523	3	4.174	2.217	.091 <sup>b</sup>
	Residual	180.787	96	1.883		
	Total	193.310	99			

a. Dependent Variable: LOYALITAS NASABAH

b. Predictors: (Constant), WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN

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

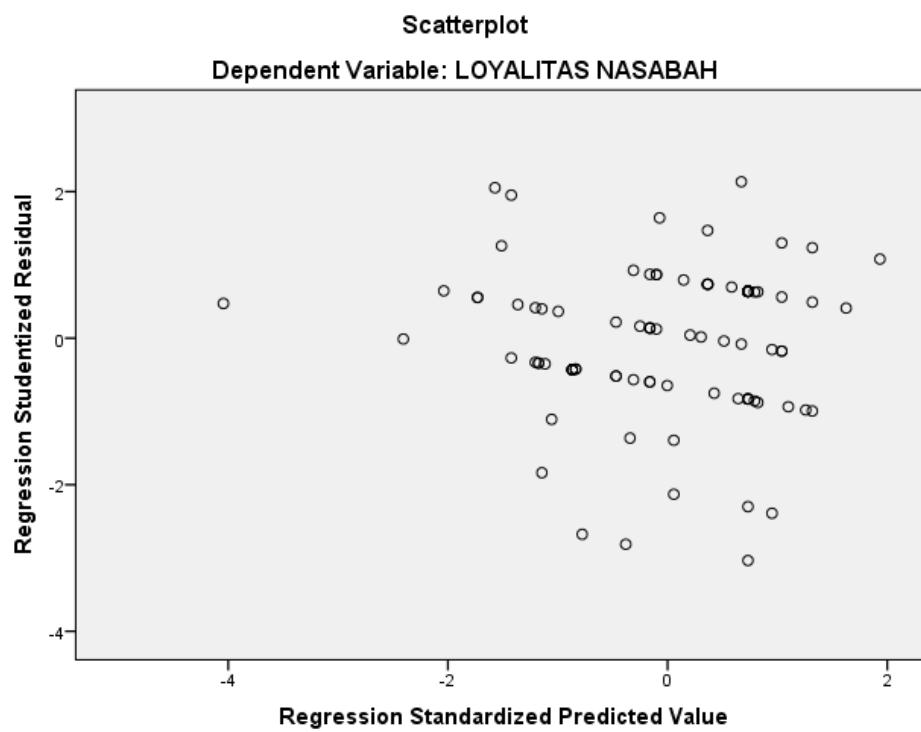
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.166	2.566		3.962	.000
	KUALITAS PELAYANAN	-.109	.116	-.095	-.941	.349
	KEPUASAN	.131	.142	.092	.918	.361
	WORD OF MOUTH	.318	.139	.231	2.279	.025

a. Dependent Variable: LOYALITAS NASABAH

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.43	13.56	12.87	.356	100
Std. Predicted Value	-4.044	1.933	.000	1.000	100
Standard Error of Predicted Value	.166	.668	.259	.091	100
Adjusted Predicted Value	11.26	13.48	12.87	.371	100
Residual	-4.130	2.891	.000	1.351	100
Std. Residual	-3.010	2.107	.000	.985	100
Stud. Residual	-3.034	2.135	.000	1.005	100
Deleted Residual	-4.197	2.969	-.001	1.408	100
Stud. Deleted Residual	-3.174	2.176	-.005	1.021	100
Mahal. Distance	.458	22.435	2.970	3.141	100
Cook's Distance	.000	.135	.011	.022	100
Centered Leverage Value	.005	.227	.030	.032	100

a. Dependent Variable: LOYALITAS NASABAH





## Uji Linearitas

### Analisis Kualitas Pelayanan (X<sub>1</sub>) terhadap Loyalitas Nasabah (Y)

**Case Processing Summary**

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
LOYALITAS NASABAH * KUALITAS PELAYANAN	100	100.0%	0	0.0%	100	100.0%

### Report

#### LOYALITAS NASABAH

KUALITAS PELAYANAN	Mean	N	Std. Deviation
15	11.83	6	.408
16	13.00	5	1.414
17	13.33	12	1.775
18	13.15	40	1.312
19	12.72	29	1.251
20	12.00	8	1.690
Total	12.87	100	1.397

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
LOYALITAS NASABAH * KUALITAS PELAYANAN	Between Groups	(Combined) Linearity	18.917 .275	5 1	3.783 .275	2.039 .148	.080 .017
		Deviation from Linearity	18.642	4	4.661	2.512	.470
	Within Groups		174.393	94	1.855		
	Total		193.310	99			

**Measures of Association**

	R	R Squared	Eta	Eta Squared
LOYALITAS NASABAH * KUALITAS PELAYANAN	-.038	.001	.313	.098

**Analisis Pengaruh Kepuasan (X<sub>2</sub>) terhadap Loyalitas Nasabah (Y)**

**Case Processing Summary**

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
LOYALITAS NASABAH * KEPUASAN	100	100.0%	0	0.0%	100	100.0%

**Report**

LOYALITAS NASABAH

KEPUASAN	Mean	N	Std. Deviation
8	13.00	2	2.828
9	12.50	16	.816
10	12.75	24	1.567
11	13.04	45	1.413
12	12.92	13	1.498
Total	12.87	100	1.397

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
LOYALITAS NASABAH * KEPUASAN	Between Groups	(Combined)	3.976	4	.994	.499	.737
		Linearity	2.253	1	2.253	1.131	.029
		Deviation from Linearity	1.723	3	.574	.288	.834
	Within Groups		189.334	95	1.993		
Total			193.310	99			

**Measures of Association**

	R	R Squared	Eta	Eta Squared
LOYALITAS NASABAH * KEPUASAN	.108	.012	.143	.021

**Analisis Pengaruh *Word Of Mouth* (X<sub>3</sub>) terhadap Loyalitas Nasabah (Y)**

**Case Processing Summary**

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
LOYALITAS NASABAH * WORD OF MOUTH	100	100.0%	0	0.0%	100	100.0%

**Report**

LOYALITAS NASABAH

WORD OF MOUTH	Mean	N	Std. Deviation
6	12.00	1	.
9	12.37	19	1.300
10	12.67	27	1.301
11	13.19	43	1.419
12	13.10	10	1.595
Total	12.87	100	1.397

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
LOYALITAS NASABAH *	Between Groups	(Combined) Linearity	11.477	4	2.869	1.499	.209
		Deviation from Linearity	9.544	1	9.544	4.986	.028
WORD OF MOUTH			1.934	3	.645	.337	.799
	Within Groups		181.833	95	1.914		

Total	193.310	99			
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#### Measures of Association

	R	R Squared	Eta	Eta Squared
LOYALITAS NASABAH * WORD OF MOUTH	.222	.049	.244	.059

### Lampiran 5 Hasil Analisis Regresi Linear Sederhana

Analisis pengaruh variabel kualitas pelayanan ( $X_1$ ) terhadap loyalitas nasabah (Y) pada KSP Kopdit Pintu Air cabang Malaka.

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

Model	Variables Entered	Variables Removed	Method
1	KUALITAS PELAYANAN <sup>b</sup>		Enter

a. Dependent Variable: LOYALITAS NASABAH

b. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.380 <sup>a</sup>	.911	.900	1.403

a. Predictors: (Constant), KUALITAS PELAYANAN

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.275	1	.275	.139	.710 <sup>b</sup>
	Residual	193.035	98	1.970		
	Total	193.310	99			

a. Dependent Variable: LOYALITAS NASABAH

b. Predictors: (Constant), KUALITAS PELAYANAN

## Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.651	2.096		6.513	.000
	KUALITAS PELAYANAN	.043	.116	.038	2.373	.010

a. Dependent Variable: LOYALITAS NASABAH

Analisis pengaruh variabel kepuasan ( $X_2$ ) terhadap loyalitas nasabah (Y) pada KSP Kopdit Pintu Air cabang Malaka.

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	KEPUASAN <sup>b</sup>	.	Enter

a. Dependent Variable: LOYALITAS NASABAH

b. All requested variables entered.

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 <sup>a</sup>	.812	.002	1.396

a. Predictors: (Constant), KEPUASAN

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.253	1	2.253	1.156	.285 <sup>b</sup>
	Residual	191.057	98	1.950		
	Total	193.310	99			

a. Dependent Variable: LOYALITAS NASABAH

b. Predictors: (Constant), KEPUASAN

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.251	1.512		7.441	.000
	KEPUASAN	.154	.143	.108	1.075	.002

a. Dependent Variable: LOYALITAS NASABAH

Analisis pengaruh variabel *word of mouth* (X<sub>3</sub>) terhadap loyalitas nasabah (Y) pada KSP Kopdit Pintu Air cabang Malaka.

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	WORD OF MOUTH <sup>b</sup>		Enter

a. Dependent Variable: LOYALITAS NASABAH

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922 <sup>a</sup>	.940	.040	1.369

a. Predictors: (Constant), WORD OF MOUTH

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.544	1	9.544	5.089	.026 <sup>b</sup>
	Residual	183.766	98	1.875		
	Total	193.310	99			

a. Dependent Variable: LOYALITAS NASABAH

b. Predictors: (Constant), WORD OF MOUTH

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.689	1.417		6.839	.000
	WORD OF MOUTH	.306	.136	.222	2.256	.000

a. Dependent Variable: LOYALITAS NASABAH

### Lampiran 6 Hasil Analisis Regresi Linear Berganda

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN <sup>b</sup>		Enter

a. Dependent Variable: LOYALITAS NASABAH

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.552 <sup>a</sup>	.065	.630	1.372

a. Predictors: (Constant), WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.523	3	4.174	22.217	.001 <sup>b</sup>
	Residual	180.787	96	1.883		
	Total	193.310	99			

a. Dependent Variable: LOYALITAS NASABAH

b. Predictors: (Constant), WORD OF MOUTH, KEPUASAN, KUALITAS PELAYANAN

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.166	2.566		3.962	.000
KUALITAS PELAYANAN	.109	.116	.095	.941	.349
KEPUASAN	.131	.142	.092	.918	.361
WORD OF MOUTH	.318	.139	.231	2.279	.025

a. Dependent Variable: LOYALITAS NASABAH