

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN

Isilah data dibawah ini dan berikan tanda centang (✓) pada pilihan Bapak/Ibu/Saudara/i.

IDENTITAS RESPONDEN

KodeResponden : (Diisi oleh peneliti)

Nama : (Boleh Inisial)

Alamat :

JenisKelamin : ☐ Laki-laki ☐ Perempuan

Tingkat Pendidikan : ☐ SMA/Sederajat ☐ D1/D2/D3

☐ S1 ☐ S2/S3

PETUNJUK PENGISIAN KUESIONER

Mohon untuk member tanda centang (✓) pada setiap pernyataan dalam kuesioner ini sesuai dengan keadaan dan pendapat Bapak/Ibu/Saudara/i.

Keterangan pilihan jawaban dalam kuesioner ini yaitu:

1. SS : Sangat Setuju
2. S : Setuju
3. KS : Kurang Setuju
4. TS : Tidak Setuju
5. STS : Sangat Tidak Setuju

1. Customer Relationship Marketing

No	Pernyataan	SS	S	KS	TS	STS
1	Bank Syariah Indonesia dapat menjamin kerahasaan dana nasabah dalam setiap melakuakn transaksi					
2	Karyawan Bank Syariah Indonesia cepat dan tanggap dalam melayani nasabah					
3	Kerjasama yang dilakukan telah menciptakan hubungan yang baik dengan nasabah					

2. Nilai Nasabah

No	Pernyataan	SS	S	KS	TS	STS
1	Nasabah merasa tidak pernah dikecewakan oleh Bank Syariah Indonesia					
2	Nasabah oleh Bank Syariah Indonesia merekomendasikan kepada keluarga dan juga teman					
3	Produk Bank Syariah Indonesia yang digunakan nasabah bermanfaat lebih kepada nasabah sendiri secara pribadi					

3. Loyalitas Nasabah

No	Pernyataan	SS	S	KS	TS	STS
1	Saya akan menggunakan produk dan jasa Bank Syariah Indonesia secara terus menerus					
2	Saya tidak akan berpindah bank lain meskipun ada yang memberikan fasilitas yang lebih dari bank yang saya gunakan saat ini					
3	Saya ikut mempromosikan Bank Syariah Indonesia pada orang lain atau orang terdekat saya dan merasa senang jika orang lain bersedia menjadi nasabah Bank Syariah Indonesia yang sama dengan yang saya gunakan					

Tanda tangan responden

Lampiran 2. Tabulasi Data

X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2	Y.1	Y.2	Y.3	Y
4	4	4	12	4	4	4	12	4	4	4	12
4	4	4	12	4	4	4	12	4	3	4	11
4	4	4	12	3	4	4	11	4	4	4	12
4	4	4	12	4	4	4	12	4	4	4	12
5	5	5	15	4	4	4	12	4	4	5	13
4	4	4	12	4	4	3	11	3	4	3	10
5	5	4	14	4	4	4	12	4	4	4	12
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5	4	3	12	4	4	4	12	5	4	4	13
4	5	4	13	4	4	3	11	4	4	4	12
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5	5	5	15	4	4	4	12	4	4	4	12
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4	4	4	12	4	4	4	12	4	4	4	12
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4	3	4	11	3	3	3	9	4	3	4	11

Lampiran 3.

A. HASIL JAWABAN RESPONDEN VARIABEL X1

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	12	12.0	12.0	12.0
4.00	64	64.0	64.0	76.0
5.00	24	24.0	24.0	100.0
Total	100	100.0	100.0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	8	8.0	8.0	8.0
4.00	55	55.0	55.0	63.0
5.00	37	37.0	37.0	100.0
Total	100	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	18	18.0	18.0	18.0
4.00	63	63.0	63.0	81.0
5.00	19	19.0	19.0	100.0
Total	100	100.0	100.0	

B. HASIL JAWABAN RESPONDEN VARIABEL X2

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	25	25.0	25.0	25.0
4.00	63	63.0	63.0	88.0
5.00	12	12.0	12.0	100.0
Total	100	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	1.0	1.0	1.0
3.00	32	32.0	32.0	33.0
Valid 4.00	57	57.0	57.0	90.0
5.00	10	10.0	10.0	100.0
Total	100	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	35	35.0	35.0	35.0
Valid 4.00	58	58.0	58.0	93.0
5.00	7	7.0	7.0	100.0
Total	100	100.0	100.0	

C. HASIL JAWABAN RESPONDEN VARIABEL Y

Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	1.0	1.0	1.0
3.00	25	25.0	25.0	26.0
Valid 4.00	62	62.0	62.0	88.0
5.00	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Y2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	1.0	1.0	1.0
3.00	30	30.0	30.0	31.0
Valid 4.00	60	60.0	60.0	91.0
5.00	9	9.0	9.0	100.0
Total	100	100.0	100.0	

Y3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	1.0	1.0	1.0
3.00	20	20.0	20.0	21.0
Valid 4.00	59	59.0	59.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

D. HASIL RATA-RATA JAWABAN RESPONDEN**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	3.00	5.00	4.1200	.59084
X1.2	100	3.00	5.00	4.2900	.60794
X1.3	100	3.00	5.00	4.0100	.61126
Customer Relationship Marketing	100	9.00	15.00	12.4200	1.44376
X2.1	100	3.00	5.00	3.8700	.59722
X2.2	100	2.00	5.00	3.7600	.63755
X2.3	100	3.00	5.00	3.7200	.58741
NilaiNasabah	100	8.00	15.00	11.3500	1.47966
Y1	100	2.00	5.00	3.8500	.62563
Y2	100	2.00	5.00	3.7700	.61718
Y3	100	2.00	5.00	3.9800	.66636
LoyalitasNasabah	100	7.00	15.00	11.6000	1.53741
Valid N (listwise)	100				

E. HASIL UJI VALIDITAS DAN RELIABILITAS VARIABEL X1

		Correlations			
		X1.1	X1.2	X1.3	Customer Relationship Marketing
X1.1	Pearson Correlation	1	.465**	.388**	.769**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.465**	1	.509**	.827**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.388**	.509**	1	.796**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Customer Relationship Marketing	Pearson Correlation	.769**	.827**	.796**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	N of Items
.714	3

F. HASIL UJI VALIDITAS DAN RELIABILITAS VARIABEL X2

		Correlations			
		X2.1	X2.2	X2.3	NilaiNasabah
X2.1	Pearson Correlation	1	.554**	.385**	.795**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.554**	1	.520**	.861**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.385**	.520**	1	.776**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
NilaiNasabah	Pearson Correlation	.795**	.861**	.776**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	N of Items
.741	3

G. HASIL UJI VALIDITAS DAN RELIABILITAS VARIABEL Y

		Correlations			
		Y1	Y2	Y3	LoyalitasNasabah
Y1	Pearson Correlation	1	.616**	.429**	.840**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y2	Pearson Correlation	.616**	1	.382**	.818**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y3	Pearson Correlation	.429**	.382**	1	.761**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
LoyalitasNasabah	Pearson Correlation	.840**	.818**	.761**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

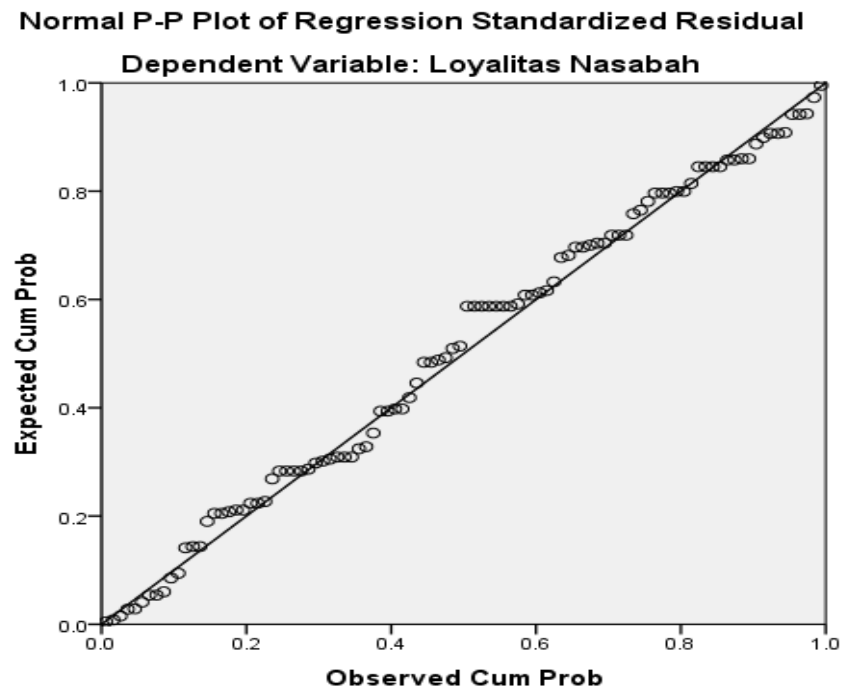
** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.728	3

H. HASIL UJI ASUMSI KLASIK

1. HASIL UJI NORMALITAS



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.24538626
	Absolute	.088
Most Extreme Differences	Positive	.044
	Negative	-.088
Kolmogorov-Smirnov Z		.883
Asymp. Sig. (2-tailed)		.416

a. Test distribution is Normal.

b. Calculated from data.

2. HASIL UJI AUTOKORELASI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.586 ^a	.344	.330	1.25816	.344	25.412	2	97	.000	1.700

a. Predictors: (Constant), NilaiNasabah, Customer Relationship Marketing

b. Dependent Variable: LoyalitasNasabah

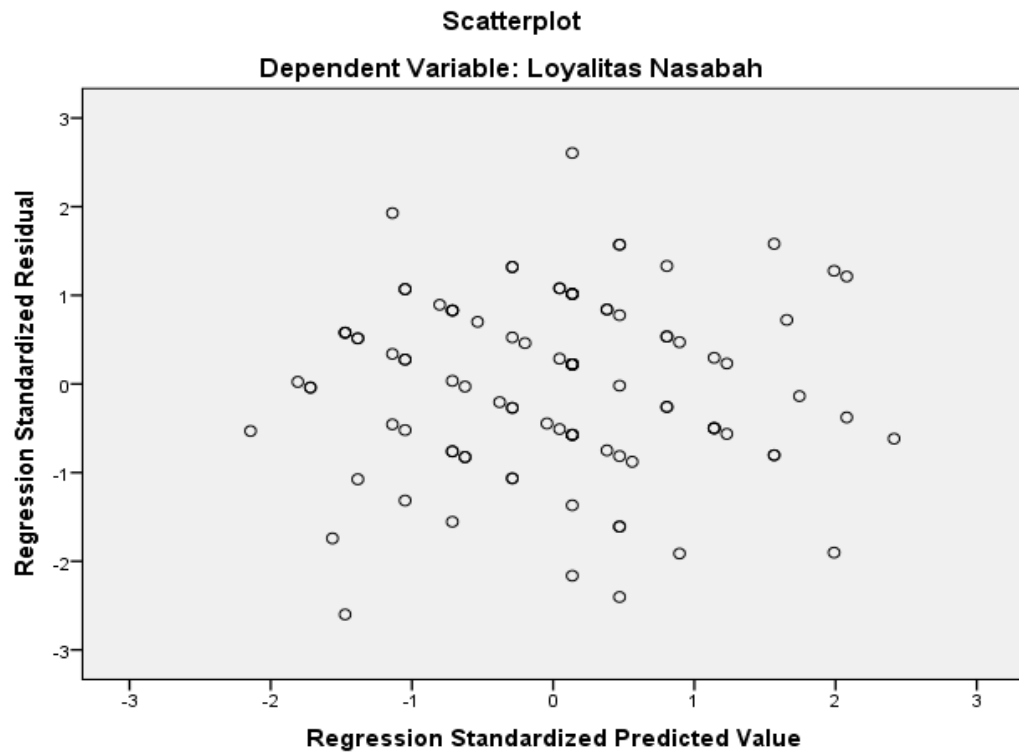
3. HASIL UJI MULTIKOLINEARITAS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.506	1.161		3.020	.003		
	Customer Relationship Marketing	.302	.111	.284	2.728	.008	.626	1.597
	NilaiNasabah	.383	.108	.368	3.544	.001	.626	1.597

a. Dependent Variable: LoyalitasNasabah

4. HASIL UJI HETEROKEDASTISITAS



Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.419	.674		.621	.536
Customer Relationship Marketing	.072	.064	.143	1.125	.263
NilaiNasabah	-.027	.063	-.056	-.438	.662

a. Dependent Variable: Abs_RES

HASIL Uji REGRESI LINIER BERGANDA

1. HASIL Uji DETERMINASI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.586 ^a	.344	.330	1.25816	.344	25.412	2	97	.000	1.700

a. Predictors: (Constant), NilaiNasabah, Customer Relationship Marketing

b. Dependent Variable: LoyalitasNasabah

2. HASIL Uji-F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.452	2	40.226	25.412	.000 ^b
	Residual	153.548	97	1.583		
	Total	234.000	99			

a. Dependent Variable: LoyalitasNasabah

b. Predictors: (Constant), NilaiNasabah, Customer Relationship Marketing

3. HASIL Uji-T

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	3.506	1.161		3.020	.003		

Customer Relationship Marketing	.302	.111	.284	2.728	.008	.626	1.597
NilaiNasabah	.383	.108	.368	3.544	.001	.626	1.597

a. Dependent Variable: LoyalitasNasabah

CURRICULUM VITAE

DATA PRIBADI

Nama : Resmayanti
Tempat, Tanggal Lahir : Bangkal, 29 Agustus 1999
Jenis Kelamin : Perempuan
Alamat : Barabai. Desa Bangkal RT/RW 003/002
No. Hp : 0878-7813-2264
Email : resmaresma333@gmail.com

DATA PENDIDIKAN

SD : SDN 2 Bangkal
SMP : MTsN 2 Barabai
SMA : MAN 1 Barabai
Perguruan Tinggi : UIN ANTASARI Banjarmasin