

## RIWAYAT HIDUP PENULIS

1. Nama : Ria Rizky Fajarwati
2. Tempat, Tanggal Lahir : Banjarbaru, 30 April 1994
3. Jenis Kelamin : Perempuan
4. Agama : Islam
5. Warga Negara : Indonesia
6. Status Perkawinan : Belum Kawin
7. Alamat : Jalan Sei Sumba No.11 Rt.09 Rw.01 Guntung Manggis, Landasan Ulin, Banjarbaru
8. Pendidikan :
  - a. SDN Guntung Payung 1 Banjarbaru
  - b. MtsN Model Darussalam Martapura
  - c. MAN 2 Model Banjarmasin
  - d. Fakultas Syariah dan Ekonomi Islam IAIN Antasari Banjarmasin Program S1 Jurusan Perbankan Syariah
9. Orang Tua
  - Ayah
    - a. Nama : H. Munaji S.Sos., MM
    - b. Pekerjaan : PNS
    - c. Alamat : Jalan Sei Sumba No.11 Rt.09 Rw.01 Guntung Manggis, Landasan Ulin, Banjarbaru
  - Ibu
    - a. Nama : Hj. Mariantin
    - b. Pekerjaan : Ibu Rumah Tangga
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Banjarmasin, Juni 2016  
Penulis,

**Ria Rizky Fajarwati**  
NIM. 1201160289

## **Angket Penelitian**

### **“Pengaruh Strategi Pemasaran dan Pemberian Hadiah terhadap Loyalitas Deposan di Bank Syariah Mandiri Kantor Cabang Martapura Kabupaten Banjar”**

#### **I. Keterangan Angket**

- a. Angket ini dimaksudkan untuk memperoleh data objektif dari deposan Bank Syariah Mandiri KC Martapura Kabupaten Banjar dalam penyusunan skripsi.
- b. Dengan mengisi angket ini, berarti telah ikut serta membantu penulis dalam penyelesaian studi.

#### **II. Pentunjuk Pengisian Angket**

- a. Sebelum anda menjawab daftar pertanyaan yang telah disiapkan, terlebih dahulu isi daftar identitas yang telah disediakan.
- b. Bacalah dengan baik setiap pertanyaan, kemudian beri tanda checklist pada jawaban yang dianggap paling tepat.
- c. Pilihlah jawaban sesuai dengan pengalaman anda dan sebelumnya tak lupa penulis ucapkan banyak terima kasih atas segala bantuannya.
- d. Keterangan pilihan jawaban :

SS = Sangat Setuju

TS = Tidak Setuju

S = Setuju

STS = Sangat Tidak Setuju

N = Netral

III. Identitas Depositor

Pekerjaan :

Jenis kelamin :

IV. Daftar Pertanyaan

a. Strategi Pemasaran

No.	Pernyataan	SS	S	N	TS	STS
1.	Kualitas produk yang ditawarkan baik.					
2.	Bentuk produk yang berbeda dengan lainnya.					
3.	Gaya penyampaian produk oleh pihak bank yang menarik.					
4.	Adanya garansi dalam produk ini.					
5.	Adanya diskon atau potongan harga pada produk tersebut.					
6.	Kestabilan harga dan margin yang didapat.					
7.	Biaya untuk mengikuti produk program hadiah sangat terjangkau.					
8.	Cara pembayaran yang mudah.					
9.	Syarat yang diberikan oleh pihak bank untuk mengikuti program hadiah ini mudah.					
10.	Tempat bank yang sangat strategis dipinggir jalan raya.					
11.	Sangat mudah untuk menuju lokasi bank.					
12.	Iklan produk yang ditawarkan melalui media elektronik.					
13.	Pihak bank menawarkan produk langsung bertatap muka, baik dilakukan di bank maupun di rumah nasabah.					
14.	Pihak bank terkadang melakukan penjualan produk kepada nasabah melalui telepon atau dilakukan tanpa tatap muka.					

b. Hadiah

No.	Pernyataan	SS	S	N	TS	STS
15.	Hadiah yang diterima berupa barang yang tahan lama.					
16.	Hadiah yang diterima sesuai dengan keinginan.					

17.	Anda merasa senang terhadap hadiah yang diberikan oleh BSM.					
18.	Hadiah yang diterima khusus deposan prioritas.					
19.	Hadiah yang diterima untuk deposan yang mengikuti program hadiah.					

c. Loyalitas

No.	Pernyataan	SS	S	N	TS	STS
20.	Yakin kepada pihak bank bahwa hadiah yang didapat sesuai dengan keinginan.					
21.	Yakin akan kejujuran dan kebaikan perbankan dalam menjalankan program hadiah ini.					
22.	Percaya sepenuhnya kepada bank dalam mengalokasikan dana tersebut.					
23.	Dengan hadiah tersebut menambah kelayakan anda terhadap BSM.					
24.	Anda tetap bersedia menjadi nasabah BSM meskipun ada Bank lainnya yang menawarkan hadiah yang lebih besar.					
25.	Adanya pajak yang dikenakan pada setiap hadiah yang diterima.					
26.	Pihak bank memberikan informasi yang terperinci tentang produk tersebut.					
27.	Gaya bahasa penyampaian produk yang tidak monoton.					
28.	Pihak bank menggambarkan produk dalam cerita yang jelas.					
29.	Kerjasama yang baik antara pihak bank dan nasabah.					
30.	Pihak bank bertanggung jawab atas dana yang dititipkan nasabah untuk program hadiah ini.					
31.	Pelayanan yang diberikan memuaskan.					
32.	Saling percaya dan jujur antara pihak bank dan nasabah.					
33.	Kekompakan yang terbangun antara pihak bank dan nasabah.					
34.	Silahturahmi yang terus terjaga antara pihak bank dan nasabah.					

Bersama Kepala Cabang dan Para Pegawai Bank Syariah

Mandiri KC Martapura Kabupaten Banjar



Sesi wawancara bersama pegawai yang bertugas menangani

nasabah deposito prioritas di Bank Syariah Mandiri KC

Martapura Kabupaten Banjar



Lampiran hasil uji validitas variabel X<sub>1</sub> (strategi pemasaran)

		Correlation														
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	skor_total_X1
X1.1	Pearson relation	1	,618	,000	,490	-,168	,112	,490	1,000	,302	,545	,739	,449	-,123	-,263	,641
	Sig. (2-tailed)		,057	1,000	,151	,643	,758	,151	,000	,397	,103	,015	,193	,735	,463	,046
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X1.2	Pearson relation	,618	1	,640	,928	-,071	,166	,928	,618	,555	,425	,314	,286	,470	,307	,855
	Sig. (2-tailed)	,057		,046	,000	,845	,646	,000	,057	,096	,221	,378	,423	,170	,388	,002
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X1.3	Pearson relation	,000	,640	1	,750	,186	,186	,750	,000	,333	,302	,000	,149	,816	,655	,643
	Sig. (2-tailed)	1,000	,046		,012	,608	,608	,012	1,000	,347	,397	1,000	,681	,004	,040	,045
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X1.4	Pearson relation	,490	,928	,750	1	-,093	,139	1,000	,490	,583	,490	,153	,373	,612	,491	,875
	Sig. (2-tailed)	,151	,000	,012		,799	,701	,000	,151	,077	,151	,673	,289	,060	,150	,001
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X1.5	Pearson relation	-,168	-,071	,186	-,093	1	,310	-,093	-,168	,371	,112	,152	,138	,227	,284	,192
	Sig. (2-tailed)	,643	,845	,608	,799		,383	,799	,643	,291	,758	,676	,703	,527	,427	,595
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X1.6	Pearson relation	,112	,166	,186	,139	,310	1	,139	,112	,681	,112	,152	,415	-,152	,284	,391
	Sig. (2-tailed)	,758	,646	,608	,701	,383		,701	,758	,030	,758	,676	,233	,676	,427	,264
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X1.7	Pearson relation	,490	,928	,750	1,000	-,093	,139	1	,490	,583	,490	,153	,373	,612	,491	,875
	Sig. (2-tailed)	,151	,000	,012	,000	,799	,701		,151	,077	,151	,673	,289	,060	,150	,001
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X1.8	Pearson relation	1,000	,618	,000	,490	-,168	,112	,490	1	,302	,545	,739	,449	-,123	-,263	,641
	Sig. (2-tailed)	,000	,057	1,000	,151	,643	,758	,151		,397	,103	,015	,193	,735	,463	,046
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X1.9	Pearson relation	,302	,555	,333	,583	,371	,681	,583	,302	1	,302	,068	,497	,272	,582	,726
	Sig. (2-tailed)	,397	,096	,347	,077	,291	,030	,077	,397		,397	,852	,144	,447	,078	,017
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X1.10	Pearson relation	,545	,425	,302	,490	,112	,112	,490	,545	,302	1	,739	,899	,185	,066	,721
	Sig. (2-tailed)	,103	,221	,397	,151	,758	,758	,151	,103	,397		,015	,000	,610	,857	,019
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X1.11	Pearson relation	,739	,314	,000	,153	,152	,152	,153	,739	,068	,739	1	,609	-,167	-,356	,503
	Sig. (2-tailed)	,015	,378	1,000	,673	,676	,676	,673	,015	,852	,015		,062	,645	,312	,138
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X1.12	Pearson relation	,449	,286	,149	,373	,138	,415	,373	,449	,497	,899	,609	1	,000	,163	,665
	Sig. (2-tailed)	,193	,423	,681	,289	,703	,233	,289	,193	,144	,000	,062		1,000	,653	,036
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X1.13	Pearson relation	-,123	,470	,816	,612	,227	-,152	,612	-,123	,272	,185	-,167	,000	1	,802	,481
	Sig. (2-tailed)	,735	,170	,004	,060	,527	,676	,060	,735	,447	,610	,645	1,000		,005	,159
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X1.14	Pearson relation	-,263	,307	,655	,491	,284	,284	,491	-,263	,582	,066	-,356	,163	,802	1	,444
	Sig. (2-tailed)	,463	,388	,040	,150	,427	,427	,150	,463	,078	,857	,312	,653	,005		,198
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
skor_X1	Pearson relation	,641	,855	,643	,875	,192	,391	,875	,641	,726	,721	,503	,665	,481	,444	1
	Sig. (2-tailed)	,046	,002	,045	,001	,595	,264	,001	,046	,017	,019	,138	,036	,159	,198	
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10

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

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

Lampiran hasil uji validitas variabel X<sub>2</sub> (pemberian hadiah)

**Correlations**

		X2.1	X2.2	X2.3	X2.4	X2.5	skor_total_X2
X2.1	Pearson Correlation	1	,905**	,469	,905**	-,156	,859**
	Sig. (2-tailed)		,000	,172	,000	,667	,001
	N	10	10	10	10	10	10
X2.2	Pearson Correlation	,905**	1	,424	,773**	-,047	,845**
	Sig. (2-tailed)	,000		,222	,009	,897	,002
	N	10	10	10	10	10	10
X2.3	Pearson Correlation	,469	,424	1	,424	,268	,727*
	Sig. (2-tailed)	,172	,222		,222	,454	,017
	N	10	10	10	10	10	10
X2.4	Pearson Correlation	,905**	,773**	,424	1	-,047	,845**
	Sig. (2-tailed)	,000	,009	,222		,897	,002
	N	10	10	10	10	10	10
X2.5	Pearson Correlation	-,156	-,047	,268	-,047	1	,304
	Sig. (2-tailed)	,667	,897	,454	,897		,394
	N	10	10	10	10	10	10
skor_total_X2	Pearson Correlation	,859**	,845**	,727*	,845**	,304	1
	Sig. (2-tailed)	,001	,002	,017	,002	,394	
	N	10	10	10	10	10	10

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

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

## Lampiran hasil uji validitas variabel Y (loyalitas)

**Correlations**

	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	X3.11	X3.12	X3.13	X3.14	X3.15	skor_total_X3
X3.1 Pearson Correlation	1	,239	,769	,796	,452	,769	,602	-,143	,604	,678	,239	,796	,319	,429	,602	,872
Sig. (2-tailed)		,506	,009	,006	,190	,009	,065	,694	,065	,031	,506	,006	,368	,217	,065	,001
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3.2 Pearson Correlation	,239	1	,655	,504	,294	,310	,783	-,186	,309	-,294	-,034	,504	,000	-,062	,783	,525
Sig. (2-tailed)	,506		,040	,137	,410	,383	,007	,608	,385	,410	,925	,137	1,000	,865	,007	,119
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3.3 Pearson Correlation	,769	,655	1	,769	,294	,655	,783	-,186	,547	,294	-,034	,769	,415	,557	,783	,845
Sig. (2-tailed)	,009	,040		,009	,410	,040	,007	,608	,102	,410	,925	,009	,233	,094	,007	,002
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3.4 Pearson Correlation	,796	,504	,769	1	,452	,769	,825	-,143	,604	,452	-,027	1,000	,319	,429	,825	,921
Sig. (2-tailed)	,006	,137	,009		,190	,009	,003	,694	,065	,190	,942	,000	,368	,217	,003	,000
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3.5 Pearson Correlation	,452	,294	,294	,452	1	,587	,494	-,316	,000	,500	,294	,452	,000	,000	,494	,545
Sig. (2-tailed)	,190	,410	,410	,190		,074	,147	,373	1,000	,141	,410	,190	1,000	1,000	,147	,103
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3.6 Pearson Correlation	,769	,310	,655	,769	,587	1	,783	-,557	,309	,587	,310	,769	,415	,557	,783	,845
Sig. (2-tailed)	,009	,383	,040	,009	,074		,007	,094	,385	,074	,383	,009	,233	,094	,007	,002
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3.7 Pearson Correlation	,602	,783	,783	,825	,494	,783	1	-,469	,380	,247	,203	,825	,349	,364	1,000	,867
Sig. (2-tailed)	,065	,007	,007	,003	,147	,007		,172	,279	,492	,574	,003	,323	,301	,000	,001
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3.8 Pearson Correlation	-,143	-,186	-,186	-,143		-,557	-,469	1	,384	-,316	-,186	-,143	,000	-,333	-,469	-,207
Sig. (2-tailed)	,694	,608	,608	,694	,316	,373	,094	,172	,273	,373	,608	,694	1,000	,347	,172	,566
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3.9 Pearson Correlation	,604	,309	,547	,604	,000	,309	,380	,384	1	,202	,071	,604	,286	,128	,380	,636
Sig. (2-tailed)	,065	,385	,102	,065	1,000	,385	,279	,273		,575	,845	,065	,423	,724	,279	,048
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3.10 Pearson Correlation	,678	-,294	,294	,452	,500	,587	,247	-,316	,202	1	,294	,452	,354	,527	,247	,545
Sig. (2-tailed)	,031	,410	,410	,190	,141	,074	,492	,373	,575		,410	,190	,316	,117	,492	,103
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3.11 Pearson Correlation	,239	-,034	-,034	-,027	,294	,310	,203	-,186	,071	,294	1	-,027	,415	-,062	,203	,269
Sig. (2-tailed)	,506	,925	,925	,942	,410	,383	,574	,608	,845	,410		,942	,233	,865	,574	,452
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3.12 Pearson Correlation	,796	,504	,769	1,000	,452	,769	,825	-,143	,604	,452	-,027	1	,319	,429	,825	,921
Sig. (2-tailed)	,006	,137	,009	,000	,190	,009	,003	,694	,065	,190	,942		,368	,217	,003	,000
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3.13 Pearson Correlation	,319	,000	,415	,319	,000	,415	,349	,000	,286	,354	,415	,319	1	,745	,349	,501
Sig. (2-tailed)	,368	1,000	,233	,368	1,000	,233	,323	1,000	,423	,316	,233	,368		,013	,323	,140
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3.14 Pearson Correlation	,429	-,062	,557	,429	,000	,557	,364	-,333	,128	,527	-,062	,429	,745	1	,364	,483
Sig. (2-tailed)	,217	,865	,094	,217	1,000	,094	,301	,347	,724	,117	,865	,217	,013		,301	,158
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
X3.15 Pearson Correlation	,602	,783	,783	,825	,494	,783	1,000	-,469	,380	,247	,203	,825	,349	,364	1	,867
Sig. (2-tailed)	,065	,007	,007	,003	,147	,007	,000	,172	,279	,492	,574	,003	,323	,301		,001
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
skor_total_X3 Pearson Correlation	,872	,525	,845	,921	,545	,845	,867	-,207	,636	,545	,269	,921	,501	,483	,867	1
Sig. (2-tailed)	,001	,119	,002	,000	,103	,002	,001	,566	,048	,103	,452	,000	,140	,158	,001	
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10

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

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



Lampiran hasil uji reliabilitas variabel  $X_1$  (strategi pemasaran)

Case Processing Summary			
		N	%
Cases	Valid	10	100,0
	Excluded <sup>a</sup>	0	,0
	Total	10	100,0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,757	16

Lampiran hasil uji reliabilitas variabel  $X_2$  (pemberian hadiah)

Case Processing Summary			
		N	%
Cases	Valid	10	100,0
	Excluded <sup>a</sup>	0	,0
	Total	10	100,0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,756	15

Lampiran hasil uji reliabilitas variabel Y (loyalitas)

Case Processing Summary			
		N	%
Cases	Valid	10	100,0
	Excluded <sup>a</sup>	0	,0
	Total	10	100,0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,780	6

Lampiran hasil uji reliabilitas variabel  $X_1$ ,  $X_2$ , dan Y

Case Processing Summary			
		N	%
Cases	Valid	10	100,0
	Excluded <sup>a</sup>	0	,0
	Total	10	100,0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,839	37

Lampiran hasil uji normalitas

**Case Processing Summary**

		N	%
Cases	Valid	10	100,0
	Excluded <sup>a</sup>	0	,0
	Total	10	100,0

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

**Reliability Statistics<sup>a</sup>**

Cronbach's Alpha	N of Items
,839	37

Lampiran hasil uji multikolinearitas

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

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	25,944	9,890		2,623	,034		
	total_X1	,706	,194	,737	3,646	,008	,983	1,017
	total_X2	-1,122	,433	-,524	-2,592	,036	,983	1,017

a. Dependent Variable: total\_Y

Lampiran hasil Uji Heteroskedastisitas

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

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-10,260	5,018		-2,045	,080		
	total_X1	,193	,098	,548	1,965	,090	,983	1,017
	total_X2	,267	,220	,340	1,217	,263	,983	1,017

a. Dependent Variable: ABS

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,848 <sup>a</sup>	,719	,638	2,86093	1,918

a. Predictors: (Constant), total\_X2, total\_X1

b. Dependent Variable: total\_Y

Lampiran hasil uji regresi linier berganda

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

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	25,944	9,890		2,623	,034		
	total_X1	,706	,194	,737	3,646	,008	,983	1,017
	total_X2	-1,122	,433	-,524	-2,592	,036	,983	1,017

a. Dependent Variable: total\_Y

Lampiran hasil uji f

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146,306	2	73,153	8,937	,012 <sup>b</sup>
	Residual	57,294	7	8,185		
	Total	203,600	9			

a. Dependent Variable: total\_Y

b. Predictors: (Constant), total\_X2, total\_X1

Lampiran hasil uji t

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	25,944	9,890		2,623	,034		
	total_X1	,706	,194	,737	3,646	,008	,983	1,017
	total_X2	-1,122	,433	-,524	-2,592	,036	,983	1,017

a. Dependent Variable: total\_Y