

Lampiran 1

KUISIONER

Dengan hormat,

Sehubungan dengan pengumpulan data guna menyusun skripsi yang berjudul “Pengaruh *Relationship Marketing* terhadap Kepuasan Nasabah” maka kami mohon kerjasama kepada bapak/ibu/saudara/i untuk kesediaannya meluangkan waktu guna menjawab dan mengisi daftar pertanyaan dengan sebenar-benarnya. Kami sangat menghargai jawaban yang diberikan dan menjamin kerahasiaannya.

Atas kerjasamanya kami ucapkan terimakasih.

Peneliti,

Dior Falenzie
NIM 0410323044

I. Identitas Responden

1. Nama :
2. Usia :
3. Jenis kelamin :
4. Pendidikan terakhir :
5. Status/pekerjaan :
6. Berapa lama anda menjadi nasabah BRI : (bulan/tahun)
7. Berapa kali (Frekuensi) anda melakukan transaksi di BRI dalam satu bulan : kali

II. Daftar Pertanyaan

Petunjuk pengisian

Pada pertanyaan dibawah ini silahkan mengisi sesuai dengan pendapat/opini anda dengan memberikan tanda ✓ pada jawaban:

SS = Sangat Setuju

S = Setuju

R = Ragu-ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

Keuntungan Bersama (X1)

No	Daftar Pertanyaan	SS	S	R	TS	STS
1.	Nasabah merasa diuntungkan atas bunga yang diberikan					
2.	Persoalan-persoalan finansial senantiasa terselesaikan dengan menjadi nasabah BRI					
3.	BRI memiliki prosedur pelayanan yang mudah					
4.	Pelayanan transaksi yang cepat					

Komitmen (X2)

No	Daftar Pertanyaan	SS	S	R	TS	STS
1.	BRI selalu menerima kritik dan saran dari nasabah					
2.	Nasabah lebih mengenal BRI karena BRI mengadakan program hiburan bagi nasabahnya dan pemirsa TV					
3.	Nasabah percaya terhadap kinerja BRI					
4.	Nasabah percaya terhadap eksistensi BRI					

Kebenaran (X3)

No	Daftar Pertanyaan	SS	S	R	TS	STS
1.	BRI selalu bersungguh-sungguh dalam menanggapi dan menangani keluhan nasabah					
2.	BRI selalu bersungguh-sungguh dalam memberikan pelayanan terhadap nasabahnya					
3.	Semua informasi tentang pelayanan dan produk yang disampaikan oleh BRI selalu sesuai dengan pelaksanaannya					
4.	BRI memiliki karyawan yang dapat dipercaya					

Komunikasi (X4)

No	Daftar Pertanyaan	SS	S	R	TS	STS
1.	Karyawan BRI mengerti persoalan yang dihadapi nasabah					
2.	Karyawan BRI bisa memberikan jalan keluar terhadap persoalan yang dihadapi nasabah					
3.	Karyawan BRI cepat dalam menanggapi keluhan nasabah					
4.	Karyawan BRI mudah dalam menangani keluhan nasabah					

Kepuasan Nasabah (Y)

No	Daftar Pertanyaan	SS	S	R	TS	STS
1.	Nasabah merasa puas terhadap keuntungan yang diberikan oleh BRI					
2.	Nasabah merasa puas terhadap komitmen yang diberikan oleh BRI					
3.	Nasabah merasa puas terhadap kebenaran pengelolaan BRI					
4.	Nasabah merasa puas terhadap komunikasi yang dijalin dengan BRI					

Lumajang..... 2008

Peneliti

Responden

Dior Falenzie

(.....)

Lampiran 2

DATA INPUT SPSS 11

Variabel Keuntungan Bersama (X1)

No	X1.1	X1.2	X1.3	X1.4	Total
1	2	4	4	4	14
2	4	4	4	4	16
3	4	3	4	4	15
4	5	4	4	5	18
5	4	5	4	2	15
6	4	4	4	4	16
7	5	5	4	4	18
8	4	4	4	4	16
9	4	4	4	4	16
10	4	4	4	4	16
11	4	3	4	4	15
12	4	4	4	4	16
13	4	4	4	4	16
14	3	3	4	3	13
15	5	3	5	5	18
16	3	4	4	4	15
17	5	4	4	5	18
18	4	4	4	4	16
19	4	4	4	3	15
20	5	4	4	4	17
21	4	4	4	4	16
22	4	4	4	3	15
23	4	4	4	4	16
24	5	4	4	4	17
25	4	5	5	5	19
26	4	4	4	4	16
27	4	3	4	4	15
28	5	4	4	4	17
29	5	4	4	3	16
30	5	4	4	5	18
31	4	4	5	5	18
32	4	4	5	5	18
33	4	4	5	5	18
34	5	5	4	4	18
35	4	5	5	5	19
36	5	4	4	4	17
37	4	4	4	4	16
38	4	4	4	3	15
39	4	4	5	4	17
40	4	4	4	4	16
41	5	4	4	4	17
42	4	4	4	3	15
43	4	4	4	4	16
44	5	4	4	5	18
45	3	4	4	4	15
46	5	3	5	5	18
47	4	3	4	2	13
48	3	3	4	3	13

49	4	4	5	4	17
50	4	2	4	4	14
51	4	4	5	5	18
52	5	4	4	4	17
53	4	5	4	4	17
54	2	5	5	5	17
55	4	4	4	4	16
56	5	4	5	5	19
57	4	3	3	3	13
58	3	4	5	5	17
59	3	4	4	5	16
60	4	3	4	4	15
61	4	4	4	4	16
62	4	3	2	3	12
63	4	4	4	4	16
64	4	4	4	4	16
65	4	4	5	5	18
66	4	4	4	4	16
67	4	4	4	4	16
68	4	3	4	4	15
69	4	4	4	5	17
70	4	4	4	4	16
71	4	4	2	4	14
72	4	4	4	5	17
73	4	3	4	5	16
74	4	4	4	4	16
75	4	5	5	4	18
76	2	5	5	5	17
77	2	3	3	3	11
78	4	4	5	4	17
79	4	4	4	4	16
80	5	3	4	4	16
81	5	4	5	5	19
82	5	3	4	5	17
83	3	3	2	3	11
84	5	3	4	5	17
85	4	4	4	4	16
86	4	4	5	4	17
87	5	4	5	5	19
88	4	4	4	4	16
89	5	4	5	5	19
90	4	4	4	4	16
91	3	3	2	4	12
92	2	5	5	5	17
93	4	5	4	4	17
94	5	4	4	4	17
95	4	4	5	5	18
96	4	4	4	4	16
97	4	4	4	4	16
98	4	3	2	3	12
99	4	4	5	4	17

Variabel Komitmen (X2)

No	X2.1	X2.2	X2.3	X2.4	Total
1	4	4	4	4	16
2	4	4	4	4	16
3	4	4	4	4	16
4	5	5	4	5	19
5	2	2	4	4	12
6	4	5	5	5	19
7	5	4	5	5	19
8	4	2	4	4	14
9	4	1	4	4	13
10	2	4	4	4	14
11	4	4	4	3	15
12	4	4	5	5	18
13	4	2	4	4	14
14	4	1	4	4	13
15	5	5	5	5	20
16	4	2	5	5	16
17	4	4	5	3	16
18	5	4	5	4	18
19	4	4	4	4	16
20	4	4	4	4	16
21	4	4	4	4	16
22	4	3	2	3	12
23	4	4	5	4	17
24	3	4	4	4	15
25	5	3	5	5	18
26	5	5	4	4	18
27	3	3	4	4	14
28	1	1	4	4	10
29	4	4	4	3	15
30	5	3	4	5	17
31	4	4	5	5	18
32	5	4	4	4	17
33	4	5	4	4	17
34	4	4	5	5	18
35	5	3	5	5	18
36	3	4	4	4	15
37	4	4	4	4	16
38	4	3	2	3	12
39	5	4	5	5	19
40	4	4	4	4	16
41	4	4	4	4	16
42	4	4	4	4	16
43	5	4	5	4	18
44	4	4	5	3	16
45	4	2	5	5	16
46	5	5	5	5	20
47	5	3	4	2	14
48	4	1	4	4	13
49	5	4	5	5	19
50	3	3	4	5	15
51	3	2	5	5	15
52	5	5	5	5	20
53	4	4	5	5	18
54	5	5	5	5	20

55	4	3	4	4	15
56	4	4	5	4	17
57	4	3	4	3	14
58	5	3	5	5	18
59	4	5	4	4	17
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61	4	4	4	4	16
62	4	4	4	3	15
63	4	4	5	5	18
64	3	4	5	5	17
65	5	4	5	5	19
66	4	5	4	4	17
67	4	4	4	4	16
68	4	5	4	3	16
69	4	4	5	5	18
70	3	4	4	4	15
71	5	4	4	4	17
72	5	4	5	4	18
73	5	5	5	5	20
74	4	5	5	4	18
75	4	5	5	5	19
76	4	4	5	5	18
77	4	3	4	3	14
78	4	4	5	5	18
79	5	5	4	4	18
80	5	4	4	4	17
81	5	3	4	4	16
82	4	5	5	5	19
83	4	3	5	4	16
84	4	5	5	5	19
85	5	4	5	4	18
86	5	5	4	4	18
87	5	5	5	5	20
88	4	4	5	5	18
89	4	4	5	4	17
90	4	3	4	4	15
91	4	4	4	4	16
92	5	5	5	5	20
93	4	4	5	5	18
94	5	5	5	5	20
95	3	2	5	5	15
96	3	4	4	4	15
97	4	4	5	5	18
98	4	4	4	3	15
99	4	4	5	5	18

Variabel Kebenaran (X3)

No	X3.1	X3.2	X3.3	X3.4	Total
1	4	4	4	4	16
2	4	4	4	4	16
3	4	4	4	4	16
4	4	4	4	4	16
5	3	3	4	4	14
6	4	4	4	4	16
7	5	5	4	4	18
8	4	4	4	4	16
9	4	4	4	4	16
10	4	4	4	4	16
11	5	4	3	4	16
12	4	4	4	4	16
13	3	4	3	3	13
14	3	4	4	4	15
15	5	5	5	5	20
16	4	4	4	4	16
17	4	3	3	5	15
18	5	4	4	3	16
19	3	4	3	4	14
20	5	4	4	5	18
21	4	4	4	4	16
22	1	4	3	3	11
23	4	4	4	4	16
24	4	4	4	4	16
25	5	5	5	5	20
26	5	4	5	4	18
27	3	4	3	3	13
28	4	3	4	3	14
29	4	5	3	4	16
30	4	5	4	4	17
31	5	5	3	4	17
32	5	5	5	4	19
33	5	5	5	5	20
34	5	5	4	4	18
35	5	5	5	5	20
36	4	4	4	4	16
37	4	4	4	5	17
38	1	4	3	3	11
39	5	5	5	5	20
40	4	4	4	4	16
41	5	4	4	5	18
42	3	4	3	4	14
43	5	4	4	3	16
44	4	3	3	5	15
45	4	4	4	4	16
46	5	5	5	5	20
47	3	3	4	3	13
48	3	4	4	4	15
49	5	5	5	5	20
50	4	5	4	3	16
51	4	4	4	4	16
52	5	4	4	5	18
53	4	4	4	4	16
54	5	5	5	5	20

55	4	4	4	4	16
56	4	4	4	5	17
57	4	4	4	3	15
58	4	4	3	4	15
59	4	4	4	5	17
60	4	4	4	4	16
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62	3	4	3	4	14
63	4	4	4	4	16
64	4	5	5	5	19
65	5	5	4	5	19
66	4	4	4	4	16
67	4	4	4	4	16
68	5	5	4	4	18
69	5	5	5	5	20
70	4	5	5	2	16
71	3	4	4	4	15
72	5	5	5	5	20
73	3	4	2	4	13
74	4	4	4	4	16
75	4	3	4	5	16
76	4	5	5	5	19
77	4	4	4	3	15
78	4	4	4	4	16
79	4	4	4	4	16
80	4	5	3	4	16
81	5	5	4	4	18
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83	4	5	5	4	18
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87	5	5	4	4	18
88	4	4	4	4	16
89	4	4	4	5	17
90	4	4	4	4	16
91	4	4	5	4	17
92	5	5	5	5	20
93	4	4	4	4	16
94	5	4	4	5	18
95	4	4	4	4	16
96	4	5	5	2	16
97	4	4	4	4	16
98	3	4	3	4	14
99	4	3	4	3	14

Variabel Komunikasi (X4)

No	X4.1	X4.2	X4.3	X4.4	Total
1	4	4	4	4	16
2	4	4	4	4	16
3	3	3	4	4	14
4	4	4	4	4	16
5	3	4	4	4	15
6	4	3	4	3	14
7	4	4	4	4	16
8	4	4	4	4	16
9	4	4	4	4	16
10	4	4	4	4	16
11	3	4	5	4	16
12	4	4	4	4	16
13	3	3	3	2	11
14	4	4	4	4	16
15	5	5	5	5	20
16	4	4	4	4	16
17	4	4	3	3	14
18	3	3	4	5	15
19	4	3	4	3	14
20	4	4	4	4	16
21	4	4	4	4	16
22	1	3	2	2	8
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	3	3	3	3	12
28	3	4	3	4	14
29	4	3	4	3	14
30	4	3	4	4	15
31	4	4	4	4	16
32	5	4	5	5	19
33	4	5	5	4	18
34	4	4	5	5	18
35	4	4	4	4	16
36	4	4	4	4	16
37	4	4	4	4	16
38	1	3	2	2	8
39	5	5	5	5	20
40	4	4	4	4	16
41	4	4	4	4	16
42	4	3	4	3	14
43	3	3	4	5	15
44	5	5	4	4	18
45	4	4	4	4	16
46	5	5	5	5	20
47	2	2	4	3	11
48	4	4	4	4	16
49	5	5	5	5	20
50	3	3	4	3	13
51	4	4	3	3	14
52	4	4	4	4	16
53	4	4	4	4	16
54	5	5	5	5	20

55	3	4	3	3	13
56	4	4	4	4	16
57	2	2	4	3	11
58	5	5	5	5	20
59	3	3	4	4	14
60	4	4	3	3	14
61	4	4	4	4	16
62	4	3	4	3	14
63	4	4	4	4	16
64	4	5	5	5	19
65	4	4	5	5	18
66	4	3	4	4	15
67	3	4	4	4	15
68	4	5	4	4	17
69	4	4	4	4	16
70	5	5	5	5	20
71	3	3	3	2	11
72	5	5	4	4	18
73	4	3	4	3	14
74	4	4	3	4	15
75	4	4	5	5	18
76	4	5	5	5	19
77	2	2	4	3	11
78	5	5	5	5	20
79	4	4	4	4	16
80	4	3	4	4	15
81	3	3	4	3	13
82	4	4	5	5	18
83	4	4	3	3	14
84	4	4	4	4	16
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87	4	4	5	5	18
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90	3	4	3	3	13
91	4	3	5	4	16
92	5	5	5	5	20
93	4	4	4	4	16
94	4	4	4	4	16
95	4	4	3	3	14
96	5	5	5	5	20
97	4	4	4	4	16
98	4	3	4	3	14
99	5	5	5	5	20

Variabel Tingkat Kepuasan Nasabah (Y)

No	X4.1	X4.2	X4.3	X4.4	Total
1	4	4	4	4	16
2	4	4	4	4	16
3	4	4	5	5	18
4	3	4	3	4	14
5	4	4	4	4	16
6	4	4	4	4	16
7	4	5	4	4	17
8	5	4	4	4	17
9	4	4	4	4	16
10	5	4	4	4	17
11	3	4	5	4	16
12	4	4	4	4	16
13	4	4	3	4	15
14	4	4	4	4	16
15	5	5	5	5	20
16	4	4	4	4	16
17	4	4	4	4	16
18	3	3	5	5	16
19	4	4	4	4	16
20	4	4	3	4	15
21	4	4	4	4	16
22	3	3	4	3	13
23	4	4	4	4	16
24	4	4	4	4	16
25	5	5	5	5	20
26	4	4	4	4	16
27	4	4	3	4	15
28	4	4	4	4	16
29	5	4	4	4	17
30	5	4	5	4	18
31	4	4	4	4	16
32	5	5	5	5	20
33	5	4	5	4	18
34	5	5	4	4	18
35	5	5	5	5	20
36	5	5	5	5	20
37	4	4	4	4	16
38	3	3	4	3	13
39	4	5	5	5	19
40	4	4	4	4	16
41	4	4	3	4	15
42	4	4	4	4	16
43	3	3	5	5	16
44	4	4	5	5	18
45	4	4	4	4	16
46	5	5	5	5	20
47	4	5	4	4	17
48	4	4	4	4	16
49	4	5	5	5	19
50	4	4	4	4	16
51	4	4	4	4	16
52	5	4	4	4	17
53	4	4	4	4	16
54	4	5	5	5	19

55	4	4	4	4	16
56	5	5	5	5	20
57	3	3	4	4	14
58	5	4	4	4	17
59	3	4	4	4	15
60	4	4	4	4	16
61	4	4	4	4	16
62	4	4	3	3	14
63	2	2	4	4	12
64	2	4	4	5	15
65	4	4	5	5	18
66	4	4	4	3	15
67	4	4	5	4	17
68	4	5	4	4	17
69	4	5	5	5	19
70	5	4	5	4	18
71	2	3	4	4	13
72	4	5	5	4	18
73	4	3	3	4	14
74	4	4	4	4	16
75	5	4	5	5	19
76	4	4	5	5	18
77	3	3	4	4	14
78	4	4	4	4	16
79	4	4	4	4	16
80	4	4	4	4	16
81	5	5	5	5	20
82	5	4	5	4	18
83	4	4	4	4	16
84	4	4	4	4	16
85	4	4	4	4	16
86	4	4	4	4	16
87	5	5	5	5	20
88	4	4	4	4	16
89	5	5	5	5	20
90	4	4	4	4	16
91	4	4	4	4	16
92	4	5	5	5	19
93	4	4	4	4	16
94	5	4	4	4	17
95	4	4	4	4	16
96	5	4	5	4	18
97	4	4	4	4	16
98	4	4	3	3	14
99	4	4	4	4	16

Lampiran 3: Statistik Deskriptif

Frequencies

Statistics

	X1.1	X1.2	X1.3	X1.4	X1
Valid	99	99	99	99	99
Missing	0	0	0	0	0

Frequency Table

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	5	5,1	5,1	5,1
3,00	8	8,1	8,1	13,1
4,00	63	63,6	63,6	76,8
5,00	23	23,2	23,2	100,0
Total	99	100,0	100,0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	1	1,0	1,0	1,0
3,00	20	20,2	20,2	21,2
4,00	67	67,7	67,7	88,9
5,00	11	11,1	11,1	100,0
Total	99	100,0	100,0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	5	5,1	5,1	5,1
3,00	2	2,0	2,0	7,1
4,00	68	68,7	68,7	75,8
5,00	24	24,2	24,2	100,0
Total	99	100,0	100,0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	2	2,0	2,0	2,0
3,00	12	12,1	12,1	14,1
4,00	57	57,6	57,6	71,7
5,00	28	28,3	28,3	100,0
Total	99	100,0	100,0	

X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 11,00	2	2,0	2,0	2,0
12,00	3	3,0	3,0	5,1
13,00	4	4,0	4,0	9,1
14,00	3	3,0	3,0	12,1
15,00	12	12,1	12,1	24,2
16,00	32	32,3	32,3	56,6
17,00	22	22,2	22,2	78,8
18,00	15	15,2	15,2	93,9
19,00	6	6,1	6,1	100,0
Total	99	100,0	100,0	

Frequencies

Statistics

	X2.1	X2.2	X2.3	X2.4	X2
Valid	99	99	99	99	99
Missing	0	0	0	0	0

Frequency Table

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,0	1,0	1,0
2,00	2	2,0	2,0	3,0
3,00	10	10,1	10,1	13,1
4,00	58	58,6	58,6	71,7
5,00	28	28,3	28,3	100,0
Total	99	100,0	100,0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	2	2,0	2,0	2,0
4,00	50	50,5	50,5	52,5
5,00	47	47,5	47,5	100,0
Total	99	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	11	11,1	11,1	12,1
	4,00	48	48,5	48,5	60,6
	5,00	39	39,4	39,4	100,0
Total		99	100,0	100,0	

X2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10,00	1	1,0	1,0	1,0
	12,00	3	3,0	3,0	4,0
	13,00	3	3,0	3,0	7,1
	14,00	7	7,1	7,1	14,1
	15,00	13	13,1	13,1	27,3
	16,00	21	21,2	21,2	48,5
	17,00	11	11,1	11,1	59,6
	18,00	23	23,2	23,2	82,8
	19,00	9	9,1	9,1	91,9
	20,00	8	8,1	8,1	100,0
Total		99	100,0	100,0	

Frequencies

Statistics

	X3.1	X3.2	X3.3	X3.4	X3
Valid	99	99	99	99	99
Missing	0	0	0	0	0

Frequency Table

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	3,00	12	12,1	12,1	14,1
	4,00	57	57,6	57,6	71,7
	5,00	28	28,3	28,3	100,0
Total		99	100,0	100,0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	7	7,1	7,1	7,1
4,00	64	64,6	64,6	71,7
5,00	28	28,3	28,3	100,0
Total	99	100,0	100,0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	1	1,0	1,0	1,0
3,00	15	15,2	15,2	16,2
4,00	62	62,6	62,6	78,8
5,00	21	21,2	21,2	100,0
Total	99	100,0	100,0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	2	2,0	2,0	2,0
3,00	12	12,1	12,1	14,1
4,00	58	58,6	58,6	72,7
5,00	27	27,3	27,3	100,0
Total	99	100,0	100,0	

X3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 11,00	2	2,0	2,0	2,0
13,00	4	4,0	4,0	6,1
14,00	7	7,1	7,1	13,1
15,00	8	8,1	8,1	21,2
16,00	43	43,4	43,4	64,6
17,00	7	7,1	7,1	71,7
18,00	12	12,1	12,1	83,8
19,00	5	5,1	5,1	88,9
20,00	11	11,1	11,1	100,0
Total	99	100,0	100,0	

Frequencies

Statistics

	X4.1	X4.2	X4.3	X4.4	X4
Valid	99	99	99	99	99
Missing	0	0	0	0	0

Frequency Table

X4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	2	2,0	2,0	2,0
2,00	3	3,0	3,0	5,1
3,00	15	15,2	15,2	20,2
4,00	65	65,7	65,7	85,9
5,00	14	14,1	14,1	100,0
Total	99	100,0	100,0	

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	3	3,0	3,0	3,0
3,00	22	22,2	22,2	25,3
4,00	57	57,6	57,6	82,8
5,00	17	17,2	17,2	100,0
Total	99	100,0	100,0	

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	2	2,0	2,0	2,0
3,00	12	12,1	12,1	14,1
4,00	63	63,6	63,6	77,8
5,00	22	22,2	22,2	100,0
Total	99	100,0	100,0	

X4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	4	4,0	4,0	4,0
3,00	20	20,2	20,2	24,2
4,00	54	54,5	54,5	78,8
5,00	21	21,2	21,2	100,0
Total	99	100,0	100,0	

X4

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	8,00	2	2,0	2,0	2,0
	11,00	5	5,1	5,1	7,1
	12,00	1	1,0	1,0	8,1
	13,00	4	4,0	4,0	12,1
	14,00	15	15,2	15,2	27,3
	15,00	8	8,1	8,1	35,4
	16,00	41	41,4	41,4	76,8
	17,00	1	1,0	1,0	77,8
	18,00	8	8,1	8,1	85,9
	19,00	3	3,0	3,0	88,9
	20,00	11	11,1	11,1	100,0
Total		99	100,0	100,0	

Frequencies

Statistics

	Y1	Y2	Y3	Y4	Y
Valid	99	99	99	99	99
Missing	0	0	0	0	0

Frequency Table

Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,0	3,0
	3,00	9	9,1	12,1
	4,00	64	64,6	76,8
	5,00	23	23,2	100,0
Total		99	100,0	

Y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0
	3,00	8	8,1	9,1
	4,00	70	70,7	79,8
	5,00	20	20,2	100,0
Total		99	100,0	

Y3

	Frequency	Percent	Valid Percent	Cumulative Percent
--	-----------	---------	---------------	--------------------

Valid	3,00	8	8,1	8,1	8,1
	4,00	61	61,6	61,6	69,7
	5,00	30	30,3	30,3	100,0
Total		99	100,0	100,0	

Y4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	5	5,1	5,1
	4,00	71	71,7	76,8
	5,00	23	23,2	100,0
Total		99	100,0	

Y

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12,00	1	1,0	1,0
	13,00	3	3,0	4,0
	14,00	6	6,1	10,1
	15,00	7	7,1	17,2
	16,00	45	45,5	62,6
	17,00	10	10,1	72,7
	18,00	11	11,1	83,8
	19,00	6	6,1	89,9
	20,00	10	10,1	100,0
Total		99	100,0	

Lampiran 4: Hasil Uji Validitas

Correlations

Correlations

		X1.1	X1.2	X1.3	X1.4	X1
X1.1	Pearson	1	-,059	,092	,152	,495(**)
	Correlation					
	Sig. (2-tailed)	.	,562	,363	,133	,000
	N	99	99	99	99	99
X1.2	Pearson	-,059	1	,395(**)	,210(*)	,555(**)
	Correlation					
	Sig. (2-tailed)	,562	.	,000	,037	,000
	N	99	99	99	99	99
X1.3	Pearson	,092	,395(**)	1	,539(**)	,780(**)
	Correlation					
	Sig. (2-tailed)	,363	,000	.	,000	,000
	N	99	99	99	99	99
X1.4	Pearson	,152	,210(*)	,539(**)	1	,746(**)
	Correlation					
	Sig. (2-tailed)	,133	,037	,000	.	,000
	N	99	99	99	99	99
X1	Pearson	,495(**)	,555(**)	,780(**)	,746(**)	1
	Correlation					
	Sig. (2-tailed)	,000	,000	,000	,000	.
	N	99	99	99	99	99

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

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

Correlations

Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson	1	,379(**)	,254(*)	,161	,649(**)
	Correlation					
	Sig. (2-tailed)	.	,000	,011	,111	,000
	N	99	99	99	99	99
X2.2	Pearson	,379(**)	1	,232(*)	,152	,730(**)
	Correlation					
	Sig. (2-tailed)	,000	.	,021	,132	,000
	N	99	99	99	99	99
X2.3	Pearson	,254(*)	,232(*)	1	,645(**)	,701(**)
	Correlation					
	Sig. (2-tailed)	,011	,021	.	,000	,000
	N	99	99	99	99	99
X2.4	Pearson	,161	,152	,645(**)	1	,648(**)
	Correlation					
	Sig. (2-tailed)	,111	,132	,000	.	,000
	N	99	99	99	99	99
X2	Pearson	,649(**)	,730(**)	,701(**)	,648(**)	1
	Correlation					
	Sig. (2-tailed)	,000	,000	,000	,000	.
	N	99	99	99	99	99

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

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

Correlations

Correlations

		X4.1	X4.2	X4.3	X4.4	X4
X4.1	Pearson	1	,722(**)	,610(**)	,634(**)	,870(**)
	Correlation					
	Sig. (2-tailed)	.	,000	,000	,000	,000
	N	99	99	99	99	99
X4.2	Pearson	,722(**)	1	,454(**)	,645(**)	,827(**)
	Correlation					
	Sig. (2-tailed)	,000	.	,000	,000	,000
	N	99	99	99	99	99
X4.3	Pearson	,610(**)	,454(**)	1	,813(**)	,830(**)
	Correlation					
	Sig. (2-tailed)	,000	,000	.	,000	,000
	N	99	99	99	99	99
X4.4	Pearson	,634(**)	,645(**)	,813(**)	1	,901(**)
	Correlation					
	Sig. (2-tailed)	,000	,000	,000	.	,000
	N	99	99	99	99	99
X4	Pearson	,870(**)	,827(**)	,830(**)	,901(**)	1
	Correlation					
	Sig. (2-tailed)	,000	,000	,000	,000	.
	N	99	99	99	99	99

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

Correlations

Correlations

		Y1	Y2	Y3	Y4	Y
Y1	Pearson	1	,605(**)	,323(**)	,230(*)	,738(**)
	Correlation					
	Sig. (2-tailed)	.	,000	,001	,022	,000
	N	99	99	99	99	99
Y2	Pearson	,605(**)	1	,399(**)	,476(**)	,810(**)
	Correlation					
	Sig. (2-tailed)	,000	.	,000	,000	,000
	N	99	99	99	99	99
Y3	Pearson	,323(**)	,399(**)	1	,699(**)	,773(**)
	Correlation					
	Sig. (2-tailed)	,001	,000	.	,000	,000
	N	99	99	99	99	99
Y4	Pearson	,230(*)	,476(**)	,699(**)	1	,750(**)
	Correlation					
	Sig. (2-tailed)	,022	,000	,000	.	,000
	N	99	99	99	99	99
Y	Pearson	,738(**)	,810(**)	,773(**)	,750(**)	1
	Correlation					
	Sig. (2-tailed)	,000	,000	,000	,000	.
	N	99	99	99	99	99

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

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

Lampiran 5: Hasil Uji Reliabilitas

Reliability

***** Method 1 (space saver) will be used for this analysis *****

—

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 99,0

N of Items = 5

Alpha = ,7487

Reliability

***** Method 1 (space saver) will be used for this analysis *****

—

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 99,0

N of Items = 5

Alpha = ,7664

Reliability

***** Method 1 (space saver) will be used for this analysis *****

—

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 99,0

N of Items = 5

Alpha = ,7938

Reliability

***** Method 1 (space saver) will be used for this analysis *****

—

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 99,0

N of Items = 5

Alpha = ,8311

Reliability

***** Method 1 (space saver) will be used for this analysis *****

—

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 99,0

N of Items = 5

Alpha = ,8034



Lampiran 6: Regresi



Regression

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	X4, X1, X2, X3(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Y

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,754(a)	,568	,550	1,18918

a Predictors: (Constant), X4, X1, X2, X3

b Dependent Variable: Y

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	175,090	4	43,772	30,953	,000(a)
	Residual	132,930	94	1,414		
	Total	308,020	98			

a Predictors: (Constant), X4, X1, X2, X3

b Dependent Variable: Y

Coefficients(a)

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
	(Constant)	4,104	1,280		3,205	,002
	X1	,375	,083	,365	4,506	,000
	X2	-,187	,078	-,219	-2,394	,019
	X3	,412	,089	,456	4,627	,000
	X4	,173	,067	,242	2,581	,011

a Dependent Variable: Y



PT. BANK RAKYAT INDONESIA (PERSERO) Tbk

KANTOR CABANG LUMAJANG

Jl. Alun – Alun Selatan No. 03 Lumajang

Telepon : (0334) 889999 & 882338

Facsimile : (0334) 881054

SURAT KETERANGAN

No. *217* KC-IX/LYI/01/2009

Yang bertandatangan dibawah ini :

Nama : **Samekto**
Jabatan : Pemimpin Cabang BRI Lumajang

Menerangkan bahwa Mahasiswa tersebut dibawah ini :

Nama : **Dior Falenzie**
NIM : 0410323044
Jurusan / Univ. : Fakultas Ilmu Administrasi Niaga
Universitas Brawijaya Malang

Telah melakukan penelitian di Bank Rakyat Indonesia Cabang Lumajang, pada tanggal 01 dan 04 Desember 2008 dengan cara memberikan angket kepada 99 responden / nasabah BRI.

Demikian Surat Keterangan ini dibuat untuk dipergunakan sebagaimana mestinya.

Lumajang, 20 Januari 2009

PT. BANK RAKYAT INDONESIA (PERSERO) Tbk
KANTOR CABANG LUMAJANG

[Signature]
Samekto
Pemimpin Cabang

Tindakan :

- Arsip Kanca BRI Lumajang.