

LAMPIRAN

Lampiran 1 Kuesioner

Kuesioner penelitian pengaruh Flower of Service dan Customer Relations terhadap Customer Loyalty dengan Customer Satisfaction sebagai variabel intervening (studi kasus pada wisatawan Milkindo Green Farm)

Asalamualaikum. Wr, wb.

Hallo! Perkenalkan nama saya Mohammad Hasan Bisri, saya adalah mahasiswa STIE Malangkecewara. Saat ini saya sedang mengerjakan tugas akhir penelitian. Saya akan mengajukan beberapa pertanyaan mengenai objek wisata Milkindo Green Farm. Jawaban dari para responden sangat membantu saya untuk menyelesaikan penelitian ini. Atas kesediaan menjawab dan perhatiannya saya ucapkan terimakasih yang sebesar-besarnya.

Tata cara pengisian

1. Responden wajib mengisi data diri dengan lengkap sesuai dengan kolom yang sudah disediakan
2. Pernyataan terdiri dari pilihan
3. Jawab sesuai dengan pengalaman masing-masing responden
4. Tidak ada jawaban yang salah maupun benar
5. Jawab dengan jujur

Poin Skala

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Netral (N)
4. Setuju (S)
5. Sangat Setuju (SS)

Variabel Flower of Service (X1)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Informasi yang disediakan ada tepat waktu, dan akurat					
2.	Pelanggan mudah melakukan pesanan					
3.	Penagihan sesuai dengan apa yang dipesan					
4.	Pembayaran tersedia dengan berbagai cara					
5.	Memberikan jawaban atas apa yang dikonsultasikan pelanggan					
6.	Memiliki pelayanan yang ramah					
7.	Keamanan barang maupun kendaraan saat berada di lokasi					
8.	Memberikan kompensasi atas dasar ketidakpuasan pelanggan					

Variabel Customer Relations (X2)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Mampu menjaga hubungan baik dengan pelanggan setelah menggunakan jasa atau produk					
2.	Berinteraksi atau berkomunikasi secara langsung dengan pelanggan					
3.	Percaya terhadap kualitas pelayanan yang sudah dilakukan					
4.	Mampu menyelesaikan konflik yang terjadi antara perusahaan dengan pelanggannya					

Variabel Customer Customer Satisfaction (Z)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Seluruh aspek kenyamanan dan keamanan sesuai dengan yang diharapkan					
2.	Berkunjung kembali karena alasan puas terhadap pelayanan yang diberikan					
3.	Merekomendasikan kepada orang terdekat agar berkunjung					

Variabel Customer Loyalty (Y)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Rutin berkunjung ke lokasi					
2.	Tidak terpengaruh dengan adanya pesaing lain dan memilih tetap loyal					
3.	Merefrensikan kepada orang lain					

Lampiran 2 Jawaban Responden

Variabel Flower of Service (X1)

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TOTAL X1
4	4	4	4	4	4	4	4	32
4	5	4	3	4	4	4	3	31
4	4	4	4	4	4	3	4	31
2	2	1	1	1	4	5	3	19
4	4	3	3	4	3	4	3	28
4	4	4	3	4	5	3	4	31
3	3	3	3	4	4	4	3	27
4	3	4	3	3	4	5	3	29
3	3	4	4	3	3	3	3	26
4	3	3	3	3	4	2	3	25
5	5	5	5	5	5	3	5	38
4	4	4	4	4	4	4	4	32
4	4	5	3	3	4	4	4	31
2	2	3	4	2	2	4	2	21
4	5	3	2	4	4	5	3	30
5	5	4	5	3	3	5	2	32
3	3	4	3	3	3	5	3	27
4	4	2	4	4	5	4	3	30
4	4	4	4	4	4	3	3	30
4	4	3	4	5	4	4	3	31
5	5	3	4	5	5	4	2	33
4	4	3	4	4	4	3	4	30
4	3	4	3	3	4	5	3	29
1	1	4	4	2	3	3	4	22
4	4	4	2	4	5	3	2	28

5	5	5	4	5	5	4	5	38
4	4	4	4	4	5	5	4	34
4	4	5	4	3	5	3	4	32
4	4	4	3	3	5	2	4	29
5	5	5	5	5	5	3	5	38
4	4	4	4	4	4	4	4	32
3	4	3	2	4	5	4	4	29
3	4	4	5	3	4	4	4	31
4	5	5	4	4	4	5	4	35
3	4	4	4	3	4	5	3	30
4	4	4	5	3	4	5	5	34
4	4	5	4	5	5	4	3	34
5	5	5	5	5	5	4	5	39
4	4	4	4	4	3	4	3	30
4	4	4	4	4	4	3	3	30
5	4	4	3	4	4	5	4	33
4	4	3	3	3	4	4	4	29
5	5	5	5	5	5	3	5	38
2	2	3	4	1	3	4	3	22
4	2	1	5	2	1	5	4	24
5	3	5	5	4	5	3	5	35
1	3	2	2	3	2	2	3	18
5	5	5	5	4	4	3	4	35
5	5	5	5	5	5	4	5	39
2	1	2	2	2	5	4	4	22
3	4	3	4	3	5	4	4	30
4	4	5	3	5	4	5	2	32
4	4	5	5	5	4	5	3	35
4	4	4	4	4	4	5	3	32
3	3	4	4	4	3	4	4	29

4	3	4	4	3	4	4	4	30
4	4	3	4	4	4	4	4	31
4	3	4	3	4	4	3	4	29
5	1	3	5	5	4	5	4	32
3	3	4	5	4	4	4	5	32
3	3	4	4	5	5	3	5	32
4	3	5	5	4	5	4	5	35
4	5	5	3	4	5	5	4	35
3	4	4	4	3	3	3	4	28
4	4	3	3	3	5	2	4	28
5	4	5	4	4	4	3	2	31
4	4	4	3	4	4	4	3	30
4	5	4	4	5	4	4	4	34
4	4	4	4	4	4	4	4	32
4	4	3	4	4	4	5	3	31

Variabel Customer Relations (X2)

X2.1	X2.2	X2.3	X2.4	TOTALX2
4	4	4	4	16
4	3	3	4	14
4	4	4	4	16
3	5	1	2	11
3	1	4	4	12
4	4	4	5	17
3	2	3	3	11
3	3	4	4	14
4	2	2	2	10
3	3	3	3	12
5	5	5	5	20

4	4	4	4	16
4	4	4	4	16
2	2	3	3	10
2	1	3	5	11
2	1	1	5	9
3	2	3	3	11
2	2	3	4	11
3	2	2	3	10
4	4	4	5	17
3	1	2	1	7
3	4	4	4	15
3	2	3	4	12
5	4	3	5	17
3	2	3	3	11
5	3	3	5	16
4	4	4	4	16
4	2	3	5	14
5	4	4	4	17
5	3	3	4	15
4	4	4	4	16
5	1	3	4	13
4	4	3	3	14
4	4	4	3	15
3	5	2	4	14
3	4	4	4	15
5	3	4	4	16
5	5	5	5	20
3	1	2	3	9
4	4	4	4	16
4	1	4	4	13

4	2	3	3	12
5	5	5	5	20
3	1	3	3	10
1	2	3	4	10
4	5	4	3	16
3	3	2	1	9
4	4	4	4	16
4	4	4	4	16
4	4	4	5	17
4	3	3	3	13
4	2	3	4	13
5	3	5	4	17
4	4	4	4	16
3	4	4	4	15
2	3	2	4	11
4	4	3	4	15
4	4	5	3	16
4	3	3	5	15
4	5	5	3	17
3	4	4	4	15
3	4	3	3	13
4	3	5	3	15
3	3	2	2	10
4	4	4	3	15
4	4	3	4	15
4	3	3	4	14
4	4	4	4	16
5	4	5	5	19
4	4	4	3	15

Variabel Customer Satisfaction (Z)

Z1	Z2	Z3	TOTALZ
4	4	4	12
4	3	4	11
3	4	4	11
4	1	2	7
3	4	4	11
4	4	5	13
3	3	3	9
3	4	4	11
3	2	2	7
3	3	3	9
4	5	5	14
4	4	4	12
4	4	4	12
3	3	3	9
4	3	5	12
4	1	5	10
4	3	3	10
4	3	4	11
4	2	3	9
4	4	5	13
3	2	1	6
4	4	4	12
3	3	4	10
3	4	4	11
4	1	2	7
5	4	4	13

5	4	5	14
5	3	3	11
5	4	4	13
5	2	2	9
4	3	3	10
4	5	5	14
3	4	4	11
4	4	4	12
5	3	3	11
5	3	5	13
5	1	5	11
5	3	3	11
3	3	4	10
4	2	3	9
4	4	5	13
4	2	1	7
5	4	4	13
2	3	4	9
1	4	4	9
4	1	2	7
3	4	4	11
4	4	5	13
4	3	3	10
4	4	4	12
4	2	2	8
5	3	3	11
4	5	5	14
4	4	4	12
3	4	4	11
3	3	3	9

4	3	5	12
3	1	5	9
5	3	3	11
4	3	4	11
4	2	3	9
4	4	5	13
4	2	1	7
5	4	3	12
3	4	4	11
2	3	3	8
4	4	5	13
4	5	4	13
5	4	4	13
3	3	4	10

Variabel Customer Loyalty (Y)

Y1	Y2	Y3	TOTALY
4	4	4	12
4	4	4	12
4	4	3	11
3	2	5	10
5	5	4	14
5	4	4	13
3	3	3	9
3	3	2	8
3	3	4	10
3	3	3	9
5	5	5	15
4	4	4	12

4	4	4	12
5	2	2	9
3	3	4	10
5	4	2	11
4	5	2	11
4	5	4	13
4	4	4	12
4	5	3	12
2	3	4	9
3	4	3	10
3	3	3	9
5	4	3	12
4	4	4	12
5	5	5	15
4	4	4	12
3	3	3	9
5	4	4	13
5	5	5	15
4	4	4	12
4	4	4	12
3	3	4	10
3	3	3	9
5	5	3	13
5	4	4	13
4	5	5	14
5	5	5	15
3	3	3	9
4	4	4	12
5	5	5	15
4	5	5	14

5	5	5	15
1	2	3	6
4	3	2	9
5	5	5	15
2	2	2	6
4	4	4	12
5	5	5	15
5	5	2	12
4	4	4	12
3	4	5	12
4	5	3	12
4	5	5	14
4	3	3	10
2	3	4	9
4	4	4	12
4	4	4	12
4	3	3	10
4	3	4	11
4	3	4	11
3	4	4	11
4	5	5	14
3	4	3	10
3	3	4	10
3	4	4	11
4	3	5	12
4	4	4	12
4	4	4	12
3	4	4	11

Lampiran 3 Hasil Output Spss

Deskripsi Variabel

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	70	1	5	3.83	.900
X1.2	70	1	5	3.76	.984
X1.3	70	1	5	3.84	.942
X1.4	70	1	5	3.79	.915
X1.5	70	1	5	3.74	.943
X1.6	70	1	5	4.09	.830
X1.7	70	2	5	3.89	.860
X1.8	70	2	5	3.66	.849
TOTALX1	70	18	39	30.59	4.399
X2.1	70	1	5	3.69	.877
X2.2	70	1	5	3.21	1.190
X2.3	70	1	5	3.44	.942
X2.4	70	1	5	3.74	.912
TOTALX2	70	7	20	14.09	2.878
Y1	70	1	5	3.86	.889
Y2	70	2	5	3.89	.877
Y3	70	2	5	3.79	.899
TOTALY	70	6	15	11.53	2.097
Z1	70	1	5	3.84	.828
Z2	70	1	5	3.21	1.034
Z3	70	1	5	3.69	1.057
TOTALZ	70	6	14	10.74	2.012
Valid N (listwise)	70				

Uji Validitas

Correlations

		X1. 1	X1. 2	X1. 3	X1. 4	X1. 5	X1. 6	X1. 7	X1. 8	TOTAL X1
X1.1	Pearson Correlation	1	.623**	.480**	.412**	.647**	.427**	.068	.187	.801**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001	.577	.120	<,001
	N	70	70	70	70	70	70	70	70	70
X1.2	Pearson Correlation	.623**	1	.489**	.183	.587**	.399**	-.016	.090	.709**
	Sig. (2-tailed)	<,001		<,001	.130	<,001	<,001	.895	.461	<,001
	N	70	70	70	70	70	70	70	70	70
X1.3	Pearson Correlation	.480**	.489**	1	.431**	.508**	.388**	-.076	.294*	.736**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001	.531	.014	<,001
	N	70	70	70	70	70	70	70	70	70
X1.4	Pearson Correlation	.412**	.183	.431**	1	.338**	.005	.024	.408**	.582**
	Sig. (2-tailed)	<,001	.130	<,001		.004	.964	.846	<,001	<,001
	N	70	70	70	70	70	70	70	70	70
X1.5	Pearson Correlation	.647**	.587**	.508**	.338**	1	.473**	-.019	.214	.784**
	Sig. (2-tailed)	<,001	<,001	<,001	.004		<,001	.877	.075	<,001
	N	70	70	70	70	70	70	70	70	70
X1.6	Pearson Correlation	.427**	.399**	.388**	.005	.473**	1	-.149	.371**	.594**
	Sig. (2-tailed)									
	N	70	70	70	70	70	70	70	70	70

	Sig. (2-tailed)	<,001	<,001	<,001	.964	<,001		.220	.002	<,001
	N	70	70	70	70	70	70	70	70	70
X1.7	Pearson Correlation	.068	-.016	-.076	.024	-.019	-.149	.1	-.173	.129
	Sig. (2-tailed)	.577	.895	.531	.846	.877	.220		.151	.287
	N	70	70	70	70	70	70	70	70	70
X1.8	Pearson Correlation	.187	.090	.294*	.408**	.214	.371**	-.173	.1	.481**
	Sig. (2-tailed)	.120	.461	.014	<,001	.075	.002	.151		<,001
	N	70	70	70	70	70	70	70	70	70
TOTAL X1	Pearson Correlation	.801**	.709**	.736**	.582**	.784**	.594**	.129	.481**	.1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	.287	<,001	
	N	70	70	70	70	70	70	70	70	70

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

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

Correlations

		X2.1	X2.2	X2.3	X2.4	TOTALX2
X2.1	Pearson Correlation	1	.426**	.522**	.296*	.746**
	Sig. (2-tailed)		<,001	<,001	.013	<,001
	N	70	70	70	70	70
X2.2	Pearson Correlation	.426**	1	.483**	.185	.760**
	Sig. (2-tailed)	<,001		<,001	.125	<,001
	N	70	70	70	70	70
X2.3	Pearson Correlation	.522**	.483**	1	.387**	.809**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001
	N	70	70	70	70	70
X2.4	Pearson Correlation	.296*	.185	.387**	1	.610**
	Sig. (2-tailed)	.013	.125	<,001		<,001

N	70	70	70	70	70
TOTALX2 Pearson Correlation	.746**	.760**	.809**	.610**	1
Sig. (2-tailed)	<,001	<,001	<,001	<,001	
N	70	70	70	70	70

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

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

Correlations

		Y1	Y2	Y3	TOTALY
Y1	Pearson Correlation	1	.648**	.233	.795**
	Sig. (2-tailed)		<,001	.052	<,001
	N	70	70	70	70
Y2	Pearson Correlation	.648**	1	.410**	.868**
	Sig. (2-tailed)	<,001		<,001	<,001
	N	70	70	70	70
Y3	Pearson Correlation	.233	.410**	1	.699**
	Sig. (2-tailed)	.052	<,001		<,001
	N	70	70	70	70
TOTALY	Pearson Correlation	.795**	.868**	.699**	1
	Sig. (2-tailed)	<,001	<,001	<,001	
	N	70	70	70	70

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

Correlations

		Z1	Z2	Z3	TOTALZ
Z1	Pearson Correlation	1	-.028	.026	.410**
	Sig. (2-tailed)		.819	.834	<,001
	N	70	70	70	70
Z2	Pearson Correlation	-.028	1	.540**	.786**
	Sig. (2-tailed)	.819		<,001	<,001
	N	70	70	70	70
Z3	Pearson Correlation	.026	.540**	1	.813**
	Sig. (2-tailed)	.834	<,001		<,001
	N	70	70	70	70
TOTALZ	Pearson Correlation	.410**	.786**	.813**	1
	Sig. (2-tailed)	<,001	<,001	<,001	

N	70	70	70	70
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** . Correlation is significant at the 0.01 level (2-tailed).

Uji Reabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.855	18

Uji Reabilitas Variabel X1

Reliability Statistics

Cronbach's Alpha	N of Items
.756	8

Uji Reabilitas Variabel X2

Reliability Statistics

Cronbach's Alpha	N of Items
.705	4

Uji Reabilitas Variabel Y

Reliability Statistics

Cronbach's Alpha	N of Items
.692	3

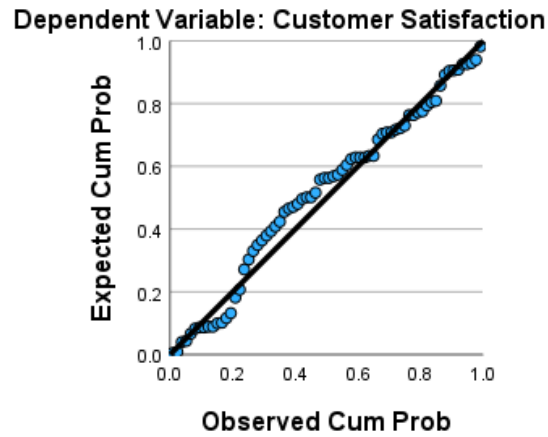
Uji Reabilitas Variabel Z

Reliability Statistics

Cronbach's Alpha	N of Items
.636	3

Uji Asusmsi Klasik Satu

Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		70	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.72338121	
Most Extreme Differences	Absolute	.097	
	Positive	.073	
	Negative	-.097	
Test Statistic		.097	
Asymp. Sig. (2-tailed) ^c		.099	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.096	
	99% Confidence Interval	Lower Bound	.088
		Upper Bound	.103

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

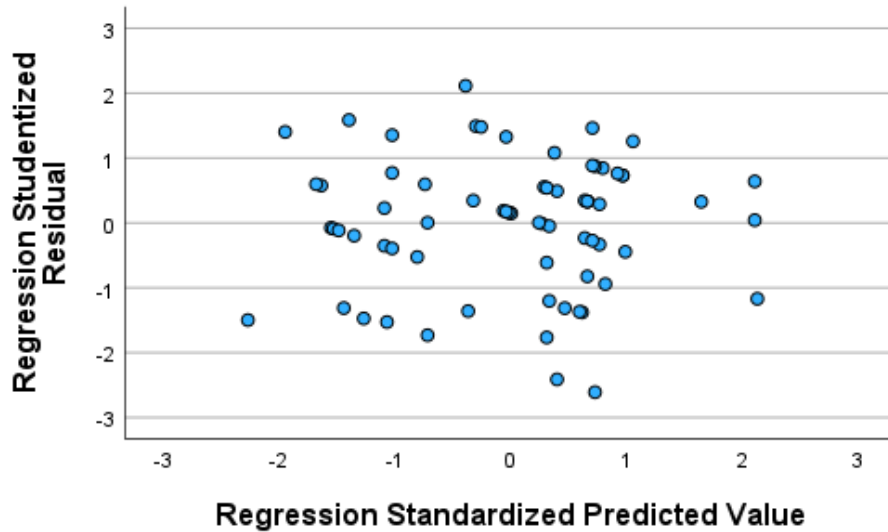
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.234	1.508		3.471	<,001		
Flower of Service	.023	.057	.051	.409	.684	.716	1.397
Customer Relations	.341	.086	.487	3.942	<,001	.716	1.397

a. Dependent Variable: Customer Satisfaction

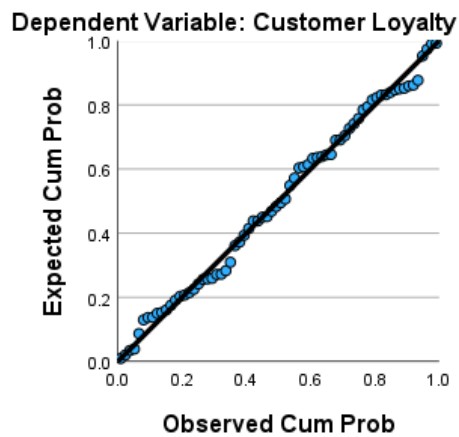
Scatterplot

Dependent Variable: Customer Satisfaction



Uji Asumsi Klasik Dua

Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			70
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.48934442
Most Extreme Differences	Absolute		.064
	Positive		.064
	Negative		-.053
Test Statistic			.064
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.678
	99% Confidence Interval	Lower Bound	.666
		Upper Bound	.690

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

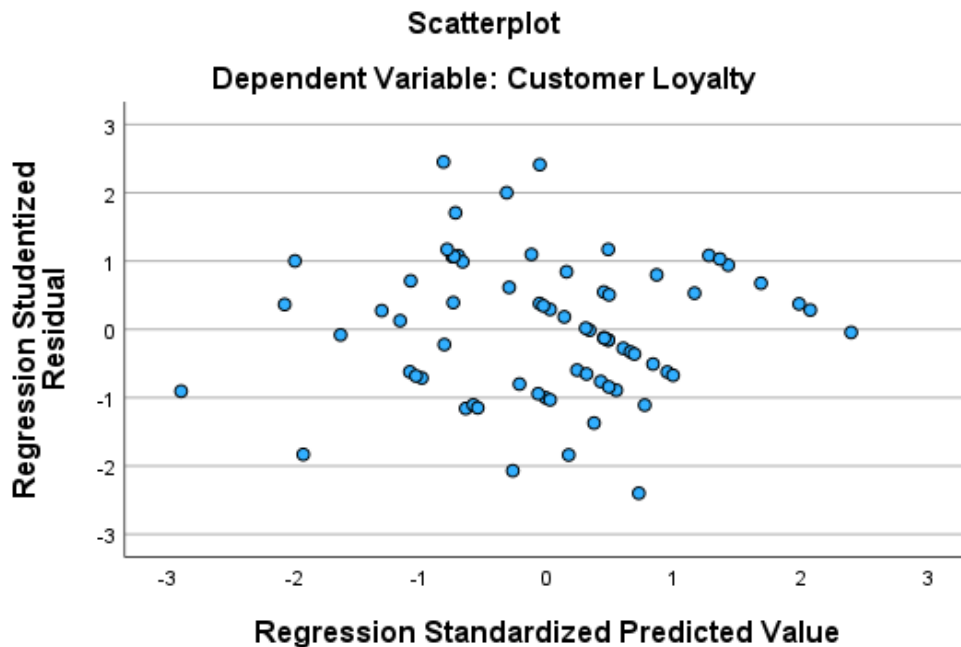
d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.132	1.426		1.495	.140		
Flower of Service	.217	.049	.455	4.400	<.001	.714	1.400
Customer Relations	.295	.084	.405	3.528	<.001	.581	1.721
Customer Satisfaction	-.130	.106	-.124	-1.218	.227	.734	1.363

a. Dependent Variable: Customer Loyalty



Analisis Jalur Model Satu

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.234	1.508		3.471	<,001
Flower of Service	.023	.057	.051	.409	.684
Customer Relations	.341	.086	.487	3.942	<,001

a. Dependent Variable: Customer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516 ^a	.266	.245	1.74891

a. Predictors: (Constant), Customer Relations, Flower of Service

Analisis Jalur Model Dua

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.132	1.426		1.495	.140
Flower of Service	.217	.049	.455	4.400	<,001
Customer Relations	.295	.084	.405	3.528	<,001
Customer Satisfaction	-.130	.106	-.124	-1.218	.227

a. Dependent Variable: Customer Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 ^a	.496	.473	1.52282

a. Predictors: (Constant), Customer Satisfaction, Flower of Service, Customer Relations

Lampiran 4 Dokumentasi



