

Lampiran 1

KUESIONER PENELITIAN PENGARUH CITRA MEREK, PROMOSI DAN KUALITAS LAYANAN TERHADAP LOYALITAS PELANGGAN GO-JEK DI KOTA SURABAYA

Sehubungan dengan adanya penelitian untuk tugas akhir program sarjana 1, saya mengharap bantuan anda untuk memberikan penilaian dengan mengisi kuisisioner ini dengan keadaan yang sebenarnya. Terimakasih atas waktunya untuk menanggapi kuisisioner ini.

Petunjuk Pengisian jawaban : Berikan tanda (√) pada setiap jawaban saudara.

1. Jenis kelamin :

Laki-laki Wanita

2. Menggunakan aplikasi Go-Jek di Kota Surabaya dalam 1 tahun terakhir

Ya Tidak

3. Menggunakan aplikasi Go-Jek 2 kali dalam 1 tahun terakhir

Ya Tidak

4. Usia :

<20 Tahun 21-30 Tahun 31-40 Tahun

41-50 Tahun 51-60 Tahun

5. Pekerjaan

Pelajar/Mahasiswa Pekerja Swasta Pekerja PNS

Wiraswasta Lain-lain

Setiap pernyataan berikut ini terdiri atas lima pilihan jawaban :

(STS) Sangat Tidak Setuju = 1	(TS) Tidak Setuju = 2
(R) Ragu = 3	(S) Setuju = 4
(SS) Sangat Setuju = 5	

No	Pernyataan	STS	TS	R	S	SS
Citra merek						
1	Aplikasi Go-Jek di buat oleh perusahaan yang memiliki reputasi baik					
2	Jaringan Go-Jek ada di banyak kota baik besar maupun kecil.\					
3	Go-Jek merupakan aplikasi ojek online yang mudah di ingat konsumen					
4	Go-Jek sangat cocok untuk melayani jasa antar di Kota Surabaya karena cepat dalam penjemputanya					
5	Go-Jek banyak di pilih pelanggan di Kota Surabaya karena mereknya terkenal					
6	Saya merasa aman bila menggunakan Go-Jek di tengah malam					
Promosi						
1	Informasi iklan Go-Jek menarik dan mudah di ingat karena menggunakan pendekatan budaya dan kebiasaan masyarakat Indonesia					
2	Iklan Go-Jek mudah di percaya dan bertanggungjawabkan karena iklan di media resmi					
3	Informasi Go-Jek mudah di temukan di media cetak maupun non cetak karena iklan di baliho yang besar & internet marketing					
4	Syarat mendapatkan insentif promo jelas dan bervariasi karena ada notifikasi setiap sebelum dan sesudah pemakaian					
5	Berita baik mengenai perusahaan karena iklan selalu memberikan pesan positif mengenai driver Go-Jek					
6	Go-Jek menjadi Sponsorship lomba sepakbola tingkat nasional					
7	Identitas Go-Jek unik dan mudah di ingat karena menggunakan jaket dan helm dengan warna hijau cerah.					
8	Ada potongan harga bila menggunakan pembayaran Go-Pay (Non Tunai)					
9	Mendapatkan penawaran promo harga lewat email setiap selesai transaksi					

Kualitas Layanan					
1	Driver Go-Jek cepat menjemput pelanggan kurang dari 10 menit dari order				
2	Driver Go-Jek memberikan layanan prima dengan ramah dan sopan terhadap pelanggan				
3	Rute dan lama perjalanan sesuai keterangan di aplikasi				
4	Driver Go-Jek sabar menunggu penjemputan pelanggan bila pelanggan masih persiapan				
5	Driver Go-Jek membantu pelanggan bila membawa barang banyak				
6	Pelanggan merasa nyaman karena driver Go-Jek dekat dengan warga sekitar				
7	Pelanggan merasa aman karena mendapatkan helm SNI dan masker				
8	Driver Go-Jek komunikatif bila di tanya selama perjalanan				
9	Driver Go-Jek memenuhi kebutuhan pelanggan selama perjalanan seperti menunggu mengambil uang di ATM				
10	Kondisi kendaraan dan driver Go-Jek dalam keadaan rapi dan bersih				
11	Driver Go-Jek menggunakan jaket Go-Jek selama perjalanan				
12	Kendaraan Go-Jek memenuhi standart keamanan berkendara				
Loyalitas pelanggan					
1	Pelanggan menggunakan Go-Jek karena harga murah				
2	Pelanggan menggunakan Go-Jek karena terpaksa tidak ada pilihan lain				
3	Pelanggan menggunakan Go-Jek karena setiap hari memakai				
4	Bila pergi saya menggunakan Go-Jek karena cepat sampai				
5	Saya merasa aman bila menggunakan Go-Jek				
6	Saya merasa ada pengalaman baru bila menggunakan Go-Jek karena driver komunikatif				

7	Saya merasa bangga dan istimewa bila menggunakan Go-Jek					
8	Saya merekomendasikan Go-jek ke teman terdekat untuk menunjang aktivitasnya.					

“ Terimakasih “

Lampiran 2

REKAPITULASI JAWABAN RESPON

CITRA MEREK						PROMOSI							
X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8
4	4	4	5	5	4	4	4	4	4	4	4	4	4
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4	4	4	3	4	4	3	1	4	4	4	5

LOYALITAS PELANGGAN					
Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6
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4	4	5	4	4	4

Lampiran 3

Tabel r

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568

81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

Sumber : (<http://junaidichaniago.wordpress.com>). 2010

Lampiran 4

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk penyebut (N2)	Df untuk pembilagn (N1)									
	1	2	3	4	5	6	7	8	9	10
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90

Sumber : (<http://junaidichaniago.wordpress.com>). 2010

Lampiran 5**Tabel t**

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

Sumber : (<http://junaidichaniago.wordpress.com>). 2010

Lampiran 6

Frequencies

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	ts	2	2,0	2,0	3,0
	n	10	10,0	10,0	13,0
	s	64	64,0	64,0	77,0
	ss	23	23,0	23,0	100,0
	Total	100	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	ts	1	1,0	1,0	2,0
	n	12	12,0	12,0	14,0
	s	52	52,0	52,0	66,0
	ss	34	34,0	34,0	100,0
	Total	100	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	ts	1	1,0	1,0	2,0
	n	16	16,0	16,0	18,0
	s	57	57,0	57,0	75,0
	ss	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	ts	2	2,0	2,0	3,0
	n	8	8,0	8,0	11,0
	s	58	58,0	58,0	69,0
	ss	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	2	2,0	2,0	2,0
	ts	7	7,0	7,0	9,0
	n	15	15,0	15,0	24,0
	s	49	49,0	49,0	73,0
	ss	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8
N	Valid	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0

Frequency Table

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	n	26	26,0	26,0	27,0
	s	52	52,0	52,0	79,0
	ss	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	n	18	18,0	18,0	19,0
	s	61	61,0	61,0	80,0
	ss	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	n	11	11,0	11,0	12,0
	s	67	67,0	67,0	79,0
	ss	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	n	14	14,0	14,0	15,0
	s	67	67,0	67,0	82,0
	ss	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	2	2,0	2,0	2,0
	n	9	9,0	9,0	11,0
	s	61	61,0	61,0	72,0
	ss	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	n	9	9,0	9,0	9,0
	s	60	60,0	60,0	69,0
	ss	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	n	7	7,0	7,0	7,0
	s	53	53,0	53,0	60,0
	ss	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	5	5,0	5,0	5,0
	n	15	15,0	15,0	20,0
	s	65	65,0	65,0	85,0
	ss	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	X3.11	X3.12
N	Valid	100	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0	0

Frequency Table

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	n	23	23,0	23,0	23,0
	s	58	58,0	58,0	81,0
	ss	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	ts	1	1,0	1,0	2,0
	n	12	12,0	12,0	14,0
	s	60	60,0	60,0	74,0
	ss	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	2	2,0	2,0	2,0
	ts	1	1,0	1,0	3,0
	n	18	18,0	18,0	21,0
	s	53	53,0	53,0	74,0
	ss	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	2	2,0	2,0	2,0
	ts	4	4,0	4,0	6,0
	n	21	21,0	21,0	27,0
	s	49	49,0	49,0	76,0
	ss	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	2	2,0	2,0	2,0
	ts	1	1,0	1,0	3,0
	n	6	6,0	6,0	9,0
	s	67	67,0	67,0	76,0

ss	24	24,0	24,0	100,0
Total	100	100,0	100,0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	2	2,0	2,0	2,0
	ts	1	1,0	1,0	3,0
	n	15	15,0	15,0	18,0
	s	66	66,0	66,0	84,0
	ss	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

X3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	2	2,0	2,0	2,0
	n	20	20,0	20,0	22,0
	s	61	61,0	61,0	83,0
	ss	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

X3.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	2	2,0	2,0	2,0
	n	36	36,0	36,0	38,0
	s	53	53,0	53,0	91,0
	ss	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

X3.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	ts	5	5,0	5,0	6,0
	n	24	24,0	24,0	30,0

s	62	62,0	62,0	92,0
ss	8	8,0	8,0	100,0
Total	100	100,0	100,0	

X3.11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sts	4	4,0	4,0	4,0
ts	13	13,0	13,0	17,0
n	33	33,0	33,0	50,0
s	45	45,0	45,0	95,0
ss	5	5,0	5,0	100,0
Total	100	100,0	100,0	

X3.12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sts	3	3,0	3,0	3,0
ts	7	7,0	7,0	10,0
n	14	14,0	14,0	24,0
s	61	61,0	61,0	85,0
ss	15	15,0	15,0	100,0
Total	100	100,0	100,0	

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6
N Valid	100	100	100	100	100	100
Missing	0	0	0	0	0	0

Frequency Table**Y1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sts	2	2,0	2,0	2,0
ts	16	16,0	16,0	18,0

n	17	17,0	17,0	35,0
s	40	40,0	40,0	75,0
ss	25	25,0	25,0	100,0
Total	100	100,0	100,0	

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sts	2	2,0	2,0	2,0
ts	3	3,0	3,0	5,0
n	10	10,0	10,0	15,0
s	57	57,0	57,0	72,0
ss	28	28,0	28,0	100,0
Total	100	100,0	100,0	

Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sts	2	2,0	2,0	2,0
ts	16	16,0	16,0	18,0
n	7	7,0	7,0	25,0
s	52	52,0	52,0	77,0
ss	23	23,0	23,0	100,0
Total	100	100,0	100,0	

Y1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sts	2	2,0	2,0	2,0
ts	1	1,0	1,0	3,0
n	9	9,0	9,0	12,0
s	64	64,0	64,0	76,0
ss	24	24,0	24,0	100,0
Total	100	100,0	100,0	

Y1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sts	4	4,0	4,0	4,0
ts	13	13,0	13,0	17,0
n	18	18,0	18,0	35,0
s	42	42,0	42,0	77,0
ss	23	23,0	23,0	100,0
Total	100	100,0	100,0	

Y1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sts	1	1,0	1,0	1,0
ts	6	6,0	6,0	7,0
n	1	1,0	1,0	8,0
s	60	60,0	60,0	68,0
ss	32	32,0	32,0	100,0
Total	100	100,0	100,0	

UJI VALIDITAS

Correlations

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
X1.1 Pearson Correlation	1	,473**	,692**	,622**	,615**	,571**
Sig. (2-tailed)		,000	,000	,000	,000	,000
N	100	100	100	100	100	100
X1.2 Pearson Correlation	,473**	1	,588**	,498**	,348**	,416**
Sig. (2-tailed)	,000		,000	,000	,000	,000
N	100	100	100	100	100	100
X1.3 Pearson Correlation	,692**	,588**	1	,547**	,457**	,559**
Sig. (2-tailed)	,000	,000		,000	,000	,000
N	100	100	100	100	100	100
X1.4 Pearson Correlation	,622**	,498**	,547**	1	,516**	,515**
Sig. (2-tailed)	,000	,000	,000		,000	,000
N	100	100	100	100	100	100
X1.5 Pearson Correlation	,615**	,348**	,457**	,516**	1	,581**
Sig. (2-tailed)	,000	,000	,000	,000		,000
N	100	100	100	100	100	100
X1.6 Pearson Correlation	,571**	,416**	,559**	,515**	,581**	1
Sig. (2-tailed)	,000	,000	,000	,000	,000	
N	100	100	100	100	100	100
X1.to Pearson Correlation	,839**	,695**	,807**	,779**	,772**	,793**
t Sig. (2-tailed)	,000	,000	,000	,000	,000	,000
N	100	100	100	100	100	100

Correlations

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8
X2.1 Pearson Correlation	1	,351**	,054	,275**	,185	,221*	,327**	,234*
Sig. (2-tailed)		,000	,593	,006	,066	,027	,001	,019
N	100	100	100	100	100	100	100	100
X2.2 Pearson Correlation	,351**	1	,345**	,410**	,422**	-,093	,008	,123
Sig. (2-tailed)	,000		,000	,000	,000	,357	,937	,223
N	100	100	100	100	100	100	100	100
X2.3 Pearson Correlation	,054	,345**	1	,244*	,303**	,118	,096	,128
Sig. (2-tailed)	,593	,000		,015	,002	,242	,340	,205

N	100	100	100	100	100	100	100	100
X2.4 Pearson Correlation	,275**	,410**	,244*	1	,233*	-,006	,121	,091
Sig. (2-tailed)	,006	,000	,015		,020	,954	,229	,365
N	100	100	100	100	100	100	100	100
X2.5 Pearson Correlation	,185	,422**	,303**	,233*	1	,003	-,007	,084
Sig. (2-tailed)	,066	,000	,002	,020		,975	,948	,405
N	100	100	100	100	100	100	100	100
X2.6 Pearson Correlation	,221*	-,093	,118	-,006	,003	1	,329**	,414**
Sig. (2-tailed)	,027	,357	,242	,954	,975		,001	,000
N	100	100	100	100	100	100	100	100
X2.7 Pearson Correlation	,327**	,008	,096	,121	-,007	,329**	1	,411**
Sig. (2-tailed)	,001	,937	,340	,229	,948	,001		,000
N	100	100	100	100	100	100	100	100
X2.8 Pearson Correlation	,234*	,123	,128	,091	,084	,414**	,411**	1
Sig. (2-tailed)	,019	,223	,205	,365	,405	,000	,000	
N	100	100	100	100	100	100	100	100
PRO Pearson Correlation	,626**	,610**	,518**	,545**	,535**	,432**	,504**	,568**
MOS Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000
N	100	100	100	100	100	100	100	100

Correlations

	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9
X3.1 Pearson Correlation	1	,292**	,114	,097	-,013	,143	-,089	,097	,206*
Sig. (2-tailed)		,003	,258	,335	,898	,155	,378	,335	,040
N	100	100	100	100	100	100	100	100	100
X3.2 Pearson Correlation	,292**	1	,452**	,320**	,378**	,460**	,200*	,016	,231*
Sig. (2-tailed)	,003		,000	,001	,000	,000	,046	,878	,021
N	100	100	100	100	100	100	100	100	100
X3.3 Pearson Correlation	,114	,452**	1	,502**	,310**	,527**	-,073	-,117	-,019
Sig. (2-tailed)	,258	,000		,000	,002	,000	,469	,246	,854
N	100	100	100	100	100	100	100	100	100
X3.4 Pearson Correlation	,097	,320**	,502**	1	,541**	,551**	,050	-,046	-,041
Sig. (2-tailed)	,335	,001	,000		,000	,000	,623	,649	,682
N	100	100	100	100	100	100	100	100	100
X3.5 Pearson Correlation	-,013	,378**	,310**	,541**	1	,690**	,135	-,097	,045
Sig. (2-tailed)	,898	,000	,002	,000		,000	,181	,337	,659
N	100	100	100	100	100	100	100	100	100
X3.6 Pearson Correlation	,143	,460**	,527**	,551**	,690**	1	,091	-,049	,164
Sig. (2-tailed)	,155	,000	,000	,000	,000		,369	,626	,103
N	100	100	100	100	100	100	100	100	100
X3.7 Pearson Correlation	-,089	,200*	-,073	,050	,135	,091	1	,277**	-,063
Sig. (2-tailed)	,378	,046	,469	,623	,181	,369		,005	,531

N		100	100	100	100	100	100	100	100	100
X3.8	Pearson Correlation	,097	,016	-,117	-,046	-,097	-,049	,277 [*]	1	,128
	Sig. (2-tailed)	,335	,878	,246	,649	,337	,626	,005		,204
	N	100	100	100	100	100	100	100	100	100
X3.9	Pearson Correlation	,206 [*]	,231 [*]	-,019	-,041	,045	,164	-,063	,128	1
	Sig. (2-tailed)	,040	,021	,854	,682	,659	,103	,531	,204	
	N	100	100	100	100	100	100	100	100	100
X3.1	Pearson Correlation	,167	,051	,068	,122	-,041	,133	-,116	,064	,377 ^{**}
0	Sig. (2-tailed)	,097	,616	,502	,226	,689	,188	,249	,530	,000
	N	100	100	100	100	100	100	100	100	100
X3.1	Pearson Correlation	,057	-,016	-,095	-,041	-,006	,021	-,182	,121	,460 ^{**}
1	Sig. (2-tailed)	,572	,871	,348	,688	,951	,836	,070	,232	,000
	N	100	100	100	100	100	100	100	100	100
X3.1	Pearson Correlation	-,085	-,080	,000	,135	-,013	,007	-,142	,031	,293 ^{**}
2	Sig. (2-tailed)	,402	,431	1,000	,181	,901	,944	,159	,761	,003
	N	100	100	100	100	100	100	100	100	100
KUA	Pearson Correlation	,321 ^{**}	,575 ^{**}	,486 ^{**}	,595 ^{**}	,527 ^{**}	,667 ^{**}	,203 [*]	,253 [*]	,484 ^{**}
LITA	Sig. (2-tailed)	,001	,000	,000	,000	,000	,000	,043	,011	,000
S_L	N	100	100	100	100	100	100	100	100	100
AYA										
NAN										

		X3.10	X3.11	X3.12	KUALITAS_ LAYANAN
X3.1	Pearson Correlation	,167	,057	-,085	,321 ^{**}
	Sig. (2-tailed)	,097	,572	,402	,001
	N	100	100	100	100
X3.2	Pearson Correlation	,051	-,016	-,080	,575 ^{**}
	Sig. (2-tailed)	,616	,871	,431	,000
	N	100	100	100	100
X3.3	Pearson Correlation	,068	-,095	,000	,486 ^{**}
	Sig. (2-tailed)	,502	,348	1,000	,000
	N	100	100	100	100
X3.4	Pearson Correlation	,122	-,041	,135	,595 ^{**}
	Sig. (2-tailed)	,226	,688	,181	,000
	N	100	100	100	100
X3.5	Pearson Correlation	-,041	-,006	-,013	,527 ^{**}
	Sig. (2-tailed)	,689	,951	,901	,000
	N	100	100	100	100
X3.6	Pearson Correlation	,133	,021	,007	,667 ^{**}
	Sig. (2-tailed)	,188	,836	,944	,000
	N	100	100	100	100
X3.7	Pearson Correlation	-,116	-,182	-,142	,203 [*]
	Sig. (2-tailed)	,249	,070	,159	,043
	N	100	100	100	100
X3.8	Pearson Correlation	,064	,121	,031	,253 [*]
	Sig. (2-tailed)	,530	,232	,761	,011
	N	100	100	100	100
X3.9	Pearson Correlation	,377 ^{**}	,460 ^{**}	,293 ^{**}	,484 ^{**}
	Sig. (2-tailed)	,000	,000	,003	,000
	N	100	100	100	100
X3.1	Pearson Correlation	1	,453 ^{**}	,397 ^{**}	,487 ^{**}
0	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
	Pearson Correlation	,453 ^{**}	1	,625 ^{**}	,462 ^{**}

X3.1 1	Sig. (2-tailed) N	,000 100		,000 100	,000 100
X3.1 2	Pearson Correlation Sig. (2-tailed) N	,397** ,000 100	,625** ,000 100	1 ,000 100	,436** ,000 100
KUA LITA S_L AYA NAN	Pearson Correlation Sig. (2-tailed) N	,487** ,000 100	,462** ,000 100	,436** ,000 100	1 100

Correlations

Correlations								
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	LOYALITAS _LAYANAN
Y1.1	Pearson Correlation	1	,429**	,490**	,431**	,361**	,407**	,731**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	,429**	1	,415**	,487**	,425**	,413**	,705**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	,490**	,415**	1	,426**	,567**	,431**	,782**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	,431**	,487**	,426**	1	,353**	,355**	,667**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	,361**	,425**	,567**	,353**	1	,546**	,765**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100
Y1.6	Pearson Correlation	,407**	,413**	,431**	,355**	,546**	1	,708**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100
LOYALITAS ALIT AS_ LAY ANA N	Pearson Correlation Sig. (2-tailed) N	,731** ,000 100	,705** ,000 100	,782** ,000 100	,667** ,000 100	,765** ,000 100	,708** ,000 100	1 100

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,794	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	44,30	47,121	,807	,762
X1.2	44,19	48,236	,637	,774
X1.3	44,32	47,149	,767	,763
X1.4	44,20	47,475	,736	,766
X1.5	44,44	45,542	,713	,757
X1.6	44,53	45,646	,741	,756
X1.tot	24,18	13,866	1,000	,867

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
48,36	55,465	7,447	7

Reliability

Scale: ALL VARIABLES

X2.7	Pearson Correlation	,177	,369**	,190	,317**	,278**	,333*	1	,226*	,570**
	Sig. (2-tailed)	,078	,000	,058	,001	,005	,001		,024	,000
	N	100	100	100	100	100	100	100	100	100
X2.9	Pearson Correlation	,399**	,513**	,223*	,199*	,408**	,463*	,226*	1	,681**
	Sig. (2-tailed)	,000	,000	,026	,047	,000	,000	,024		,000
	N	100	100	100	100	100	100	100	100	100
PRO MOS I	Pearson Correlation	,700**	,806**	,555**	,599**	,611**	,565*	,570**	,681**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	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).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,761	13

	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8
X3.1 Pearson Correlation	1	,368**	,343**	,328*	,252*	,462**	,257**	,401**
Sig. (2-tailed)		,000	,000	,001	,011	,000	,010	,000
N	100	100	100	100	100	100	100	100
X3.2 Pearson Correlation	,368**	1	,467**	,450*	,507**	,427**	,287**	,524**
Sig. (2-tailed)	,000		,000	,000	,000	,000	,004	,000
N	100	100	100	100	100	100	100	100
X3.3 Pearson Correlation	,343**	,467**	1	,194	,415**	,327**	,272**	,433**
Sig. (2-tailed)	,000	,000		,053	,000	,001	,006	,000
N	100	100	100	100	100	100	100	100
X3.4 Pearson Correlation	,328**	,450**	,194	1	,225*	,430**	,388**	,385**
Sig. (2-tailed)	,001	,000	,053		,025	,000	,000	,000
N	100	100	100	100	100	100	100	100
X3.5 Pearson Correlation	,252*	,507**	,415**	,225*	1	,368**	,499**	,453**
Sig. (2-tailed)	,011	,000	,000	,025		,000	,000	,000
N	100	100	100	100	100	100	100	100
X3.6 Pearson Correlation	,462**	,427**	,327**	,430*	,368**	1	,579**	,325**
Sig. (2-tailed)	,000	,000	,001	,000	,000		,000	,001
N	100	100	100	100	100	100	100	100
X3.7 Pearson Correlation	,257**	,287**	,272**	,388*	,499**	,579**	1	,385**
Sig. (2-tailed)	,010	,004	,006	,000	,000	,000		,000
N	100	100	100	100	100	100	100	100
X3.8 Pearson Correlation	,401**	,524**	,433**	,385*	,453**	,325**	,385**	1
Sig. (2-tailed)	,000	,000	,000	,000	,000	,001	,000	
N	100	100	100	100	100	100	100	100
X3.9 Pearson Correlation	,253*	,454**	,360**	,390*	,540**	,486**	,499**	,388**
Sig. (2-tailed)	,011	,000	,000	,000	,000	,000	,000	,000
N	100	100	100	100	100	100	100	100
X3.10 Pearson Correlation	,416**	,391**	,409**	,358*	,335**	,470**	,564**	,554**
Sig. (2-tailed)	,000	,000	,000	,000	,001	,000	,000	,000

N		100	100	100	100	100	100	100	100
X3.11	Pearson Correlation	,411**	,394**	,314**	,343*	,314**	,479**	,343**	,337**
	Sig. (2-tailed)	,000	,000	,001	,000	,001	,000	,000	,001
	N	100	100	100	100	100	100	100	100
X3.12	Pearson Correlation	,319**	,338**	,347**	,286*	,302**	,370**	,320**	,366**
	Sig. (2-tailed)	,001	,001	,000	,004	,002	,000	,001	,000
	N	100	100	100	100	100	100	100	100
KUALITAS_LAYANAN	Pearson Correlation	,606**	,684**	,604**	,592*	,642**	,715**	,683**	,687**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100

		X3.9	X3.10	X3.11	X3.12	KUALITAS_LAYANAN
X3.1	Pearson Correlation	,253*	,416**	,411**	,319**	,606**
	Sig. (2-tailed)	,011	,000	,000	,001	,000
	N	100	100	100	100	100
X3.2	Pearson Correlation	,454**	,391**	,394**	,338**	,684**
	Sig. (2-tailed)	,000	,000	,000	,001	,000
	N	100	100	100	100	100
X3.3	Pearson Correlation	,360**	,409**	,314**	,347**	,604**
	Sig. (2-tailed)	,000	,000	,001	,000	,000
	N	100	100	100	100	100
X3.4	Pearson Correlation	,390**	,358**	,343**	,286**	,592**
	Sig. (2-tailed)	,000	,000	,000	,004	,000
	N	100	100	100	100	100
X3.5	Pearson Correlation	,540**	,335**	,314**	,302**	,642**
	Sig. (2-tailed)	,000	,001	,001	,002	,000
	N	100	100	100	100	100
X3.6	Pearson Correlation	,486**	,470**	,479**	,370**	,715**
	Sig. (2-tailed)	,000	,000	,000	,000	,000
	N	100	100	100	100	100
X3.7	Pearson Correlation	,499**	,564**	,343**	,320**	,683**
	Sig. (2-tailed)	,000	,000	,000	,001	,000
	N	100	100	100	100	100

X3.8	Pearson Correlation	,388**	,554**	,337**	,366**	,687**
	Sig. (2-tailed)	,000	,000	,001	,000	,000
	N	100	100	100	100	100
X3.9	Pearson Correlation	1	,377**	,460**	,293**	,679**
	Sig. (2-tailed)		,000	,000	,003	,000
	N	100	100	100	100	100
X3.10	Pearson Correlation	,377**	1	,453**	,397**	,720**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
X3.11	Pearson Correlation	,460**	,453**	1	,625**	,708**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
X3.12	Pearson Correlation	,293**	,397**	,625**	1	,647**
	Sig. (2-tailed)	,003	,000	,000		,000
	N	100	100	100	100	100
KUALIT AS_LAY ANAN	Pearson Correlation	,679**	,720**	,708**	,647**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

AS_ N							
LAY							
ANA	100	100	100	100	100	100	100
N							

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

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
48,36	55,465	7,447	7

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,666 ^a	,444	,426	3,091

a. Predictors: (Constant), Kuaitas layanan, Promosi, Citra merek

b. Dependent Variable: Loyalitas pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	731,487	3	243,829	25,522	,000 ^b
	Residual	917,153	96	9,554		
	Total	1648,640	99			

a. Dependent Variable: Loyalitas pelanggan

b. Predictors: (Constant), Kuaitas layanan, Promosi, Citra merek

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,774	4,267		2,525	,013
	Citra merek	,725	,106	,661	6,823	,000
	Promosi	-,165	,112	-,118	-1,470	,145
	Kuaitas layanan	,011	,097	,012	,117	,907

a. Dependent Variable: Loyalitas pelanggan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10,774	4,267		2,525	,013		
Citra merek	,725	,106	,661	6,823	,000	,617	1,621
Promosi	-,165	,112	-,118	-1,470	,145	,901	1,110
Kualitas layanan	,011	,097	,012	,117	,907	,568	1,761

a. Dependent Variable: Loyalitas pelanggan

Coefficient Correlations^a

Model		Kuaitas layanan	Promosi	Citra merek	
1	Correlations	Kuaitas layanan	1,000	-,299	-,613
		Promosi	-,299	1,000	,104
		Citra merek	-,613	,104	1,000
1	Covariances	Kuaitas layanan	,009	-,003	-,006
		Promosi	-,003	,013	,001
		Citra merek	-,006	,001	,011

a. Dependent Variable: Loyalitas pelanggan

Collinearity Diagnostics^a

Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Citra merek	Promosi	Kuaitas layanan
1	1	3,977	1,000	,00	,00	,00	,00
	2	,016	15,810	,04	,57	,11	,00
	3	,004	31,422	,24	,26	,82	,32
	4	,003	34,711	,72	,17	,07	,68

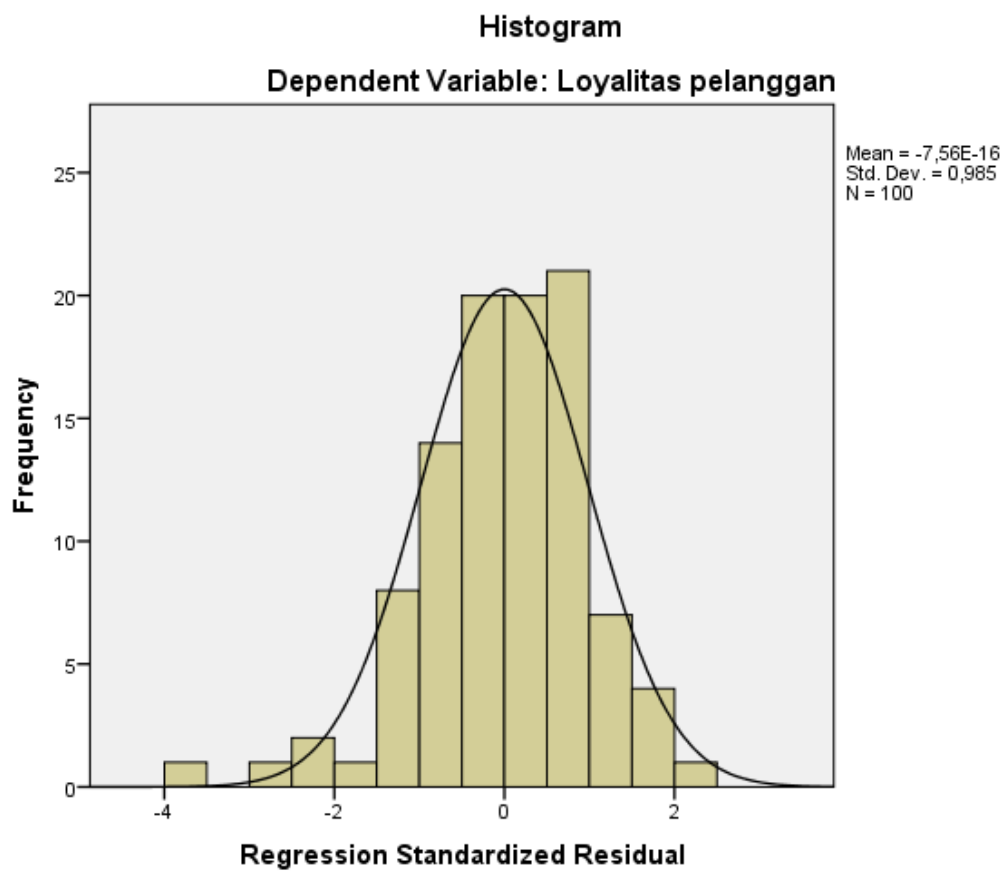
a. Dependent Variable: Loyalitas pelanggan

Residuals Statistics^a

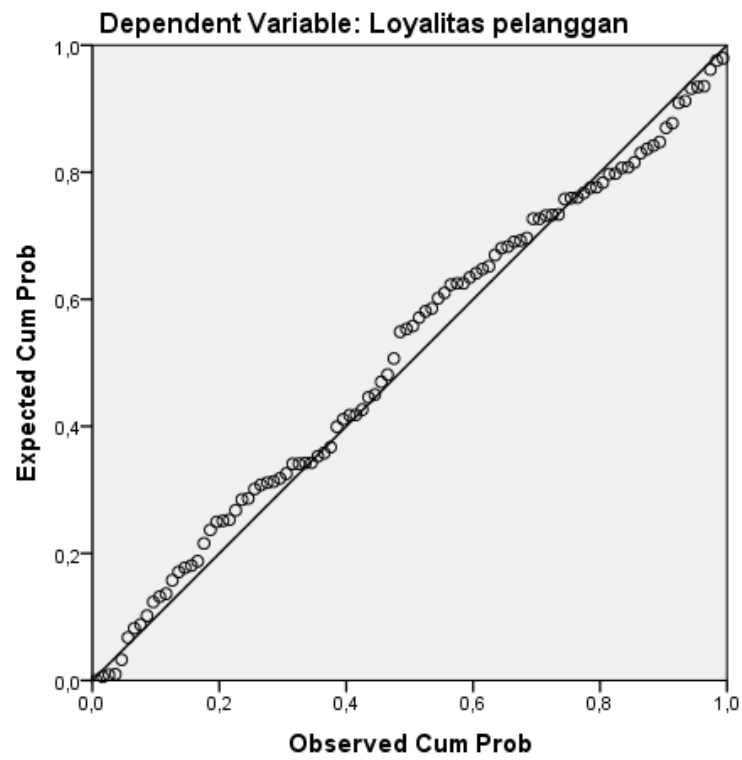
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10,19	28,23	23,44	2,718	100
Std. Predicted Value	-4,876	1,763	,000	1,000	100
Standard Error of Predicted Value	,319	1,574	,573	,233	100

Adjusted Predicted Value	11,65	28,25	23,45	2,653	100
Residual	-11,127	6,311	,000	3,044	100
Std. Residual	-3,600	2,042	,000	,985	100
Stud. Residual	-3,643	2,095	-,002	1,005	100
Deleted Residual	-11,396	6,648	-,011	3,177	100
Stud. Deleted Residual	-3,904	2,134	-,006	1,023	100
Mahal. Distance	,066	24,693	2,970	3,895	100
Cook's Distance	,000	,217	,011	,026	100
Centered Leverage Value	,001	,249	,030	,039	100

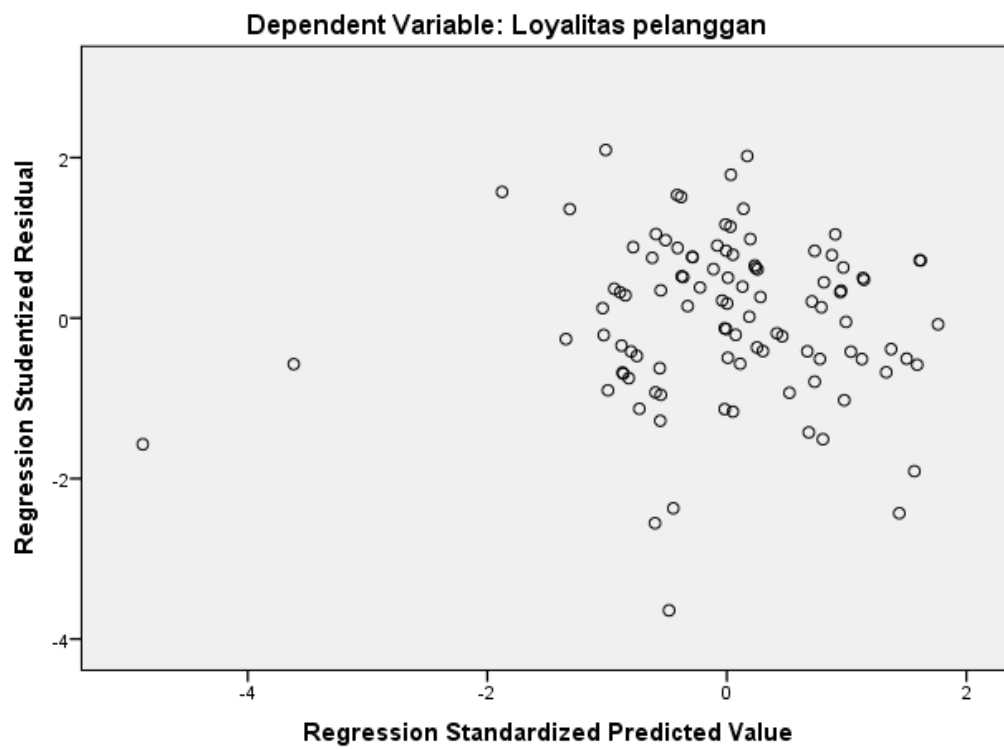
a. Dependent Variable: Loyalitas pelanggan



Normal P-P Plot of Regression Standardized Residual



Scatterplot



Lampiran 7

Area Layanan Go-Jek

AREA LAYANAN					
KOTA	GO-RIDE	GO-SEND	GO-FOOD	GO-SHOP	GO-MED
Bali	√	√	√	√	√
Balikpapan	√	√	√	√	√
Banda Aceh	√	√	√	√	
Bandar Lampung	√	√	√	√	
Bandung	√	√	√	√	√
Banjarmasin	√	√	√	√	
Banyuwangi	√	√	√	√	
Batam	√	√	√	√	
Batu (Malang)					√
Belitung	√	√	√	√	
Bitung	√	√	√		
Bukittinggi	√	√	√	√	
Cilacap	√	√	√	√	
Cirebon	√	√	√	√	
Duri	√	√	√		
Garut	√	√	√	√	
Gresik	√	√	√	√	
Gorontalo	√	√	√		
Jabodetabek	√	√	√	√	√
Jambi	√	√	√	√	
Jember	√	√	√	√	
Jombang	√	√	√		
Karanwang	√	√	√	√	
Kebumen	√	√	√		
Kediri	√	√	√	√	
Kendari	√	√	√		
Kudus	√	√	√		
Madiun	√	√	√	√	
Madura	√	√	√	√	
Magelang	√	√	√	√	

Makassar	√	√	√	√	√
Malang	√	√	√	√	√
Manado	√	√	√	√	√
Mataram	√	√	√	√	√
Medan	√	√	√	√	√
Merauke	√	√	√		
Metro	√	√	√		
Mojokerto	√	√	√	√	
Padalarang					√
Padang	√	√	√	√	√
Padang Sidempuan	√	√	√		
Palembang	√	√	√	√	√
Palopo	√	√	√		
Palu	√	√	√		
Pangkal pinang	√	√	√		
Pasuruan	√	√	√	√	
Pekalongan	√	√	√	√	
Pekanbaru	√	√	√	√	√
Pematangsiantar	√	√	√	√	
Pontianak	√	√	√	√	√
Probolinggo	√	√	√	√	
Purwakarta	√	√	√	√	
Purwokerto	√	√	√	√	
Sabang	√	√	√		
Salatiga	√	√	√	√	
Samarinda	√	√	√	√	
Semarang	√	√	√	√	√
Serang	√	√	√	√	
Sidoarjo	√	√	√	√	
Solo	√	√	√	√	√
Subang	√	√	√		
Sukabumi	√	√	√	√	
Sumedang	√	√	√	√	
Surabaya	√	√	√	√	√
Tanjung pinang	√	√	√		
Tasikmalaya	√	√	√	√	
Tegal	√	√	√	√	

Tomohon	√	√	√		
Yogyakarta	√	√	√	√	√

Sumber : driver.go-jek.com, 2018



UNIVERSITAS MUHAMMADIYAH SURABAYA
FAKULTAS EKONOMI
Program Studi : Manajemen - Akuntansi
TERAKREDITASI BAN - PT

Jl. Sutorejo No. 59 Surabaya Telp. (031) 3811966-3811967, Fax. (031) 3813097

No. : 79/II.3.AU/A/FEB/II/2018

Lamp. : -

Hal : *Dosen Pembimbing Utama dan Pembimbing Pendamping*

Kepada Yth,

1. Dr. Siti Maroah, M.Pd
2. Dr. Mochamad Mockhlas, MM

Assalamu'alaikum Wr. Wb.

Sehubungan dengan telah dipenuhinya persyaratan penulisan skripsi, sebagai mana diatur dalam :

1. Peraturan Rektor no: 566.1/PRN/II.3.AU.F/2014-03.09.2014, tentang pedoman Akademik Tahun 2014/2015 Universitas Muhammadiyah Surabaya, perihal penilaian hasil belajar point 4.5 (Tugas Akhir)
2. Surat Keputusan Dekan Fakultas Ekonomi UMSurabaya No:68/II.3.AU/A/Fak. Ekonomi/IX/2013 Tentang Pedoman Akademik Pelaksanaan Pendidikan Program Sarjana (S-1), Bab IV Point C.4 (Prosedur Penilaian Skripsi).

Maka dimohon perkenannya untuk menjadi pembimbing terhadap mahasiswa sebagai berikut :

Nama : Muhammad Wildan Icksani
 Nim : 20141221155
 Prodi : Manajemen
 Judul Skripsi : Analisis Faktor-Faktor Yang Mempengaruhi Kepercayaan Konsumen Serta Implikasinya Terhadap Keputusan Pembelian (Studi Kasus Go-Ride di Kota Surabaya)

Pembimbing Utama : Dr. Siti Maroah, M.Pd.
 Pembimbing Pendamping : Dr. Mochamad Mockhlas, MM

Demikian, atas perhatian dan perkenannya disampaikan terima kasih

Wassalamu'alaikum Wr.Wb.

Surabaya, 27 Februari 2018
 Kaprodi Manajemen,



Atika Kosmawarni, SE., M.SE

Tembusan Yth, (Tanpa Lampiran):

1. Dekan.
2. Kaprodi Manajemen.
3. Mahasiswa Yang Bersangkutan

BERITA ACARA BIMBINGAN SKRIPSI

No. HIP	: MUHAMMAD WILDIAN KESANI	JUDUL SKRIPSI :	Pengaruh Citra Merek, Promosi dan
am Studi	: 20151221155	Kualitas Layanan Terhadap Loyalitas Pelanggan	
sal Ujian	: Manajemen	GO-7EK di Kota Surabaya.	
sal/ di sejujui skripsi sudah layak Uji	:		

EN PEMBIMBING I

TINGGAL	MATERI PERKEMBANGAN BIMBINGAN	PARAF	TANGGAL	MATERI PERKEMBANGAN BIMBINGAN	PARAF
2018	Konultasi Judul	[Signature]	18/5	Konsultasi judul	[Signature]
2018	Konultasi Judul & Bab I	[Signature]	28/5	BAB 1, BAB 2	[Signature]
2018	Perbaikan Bab I	[Signature]	30/5	BAB 3	[Signature]
2018	Perbaikan Bab I & Konultasi Bab II	[Signature]	1/6	Populasi & Sampel	[Signature]
2018	Acc. Bab I, Bab II & III Perbaikan	[Signature]	2/6	Teknik Pengelohan Data	[Signature]
2018	Acc Bab I, II, III Siapkan Seminar Proposal	[Signature]	5/6	ACC proposal.	[Signature]
2018	Perbaiki Instrumen setelah Seminar	[Signature]	20/8	Validitas & Reliabilitas ?	[Signature]
2018	Masih perbaikan instrumen	[Signature]	21/8	ACC	[Signature]
2018	Acc Instrumen	[Signature]			

DOSEN PEMBIMBING I

DOSEN PEMBIMBING II

TANGGAL	MATERI PERKEMBANGAN BIMBINGAN	PARAF	TANGGAL	MATERI PERKEMBANGAN BIMBINGAN
17/8 2018	Konsultasi Bab IV, analisis perkembangan & bentuk Bab IV.			
19/8 2018	Ace Bab IV; Bab IV perlu diperbaiki			
21/8 2018	Supaya lebih detail			

DOSEN PEMBIMBING I

Dr. S.Ki. Meroiah, M.Pd

DOSEN PEMBIMBING II

Dr. Mochamad Muekhlaf, S.T., MM.

KAPRODI AKUNTANSI/MANAJEMEN

MENGETAHUI

DEKAN,



PERPUSTAKAAN
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ASLI

SURAT KETERANGAN BUKTI BEBAS PLAGIASI

Naskah tugas akhir / skripsi / karya tulis / tesis*) yang diserahkan atas :

Nama : MUHAMMAD WILU DAN KIKYANI
 NIM : 2015.172.1155
 Fakultas/Jurusan : S.ka.n.d.m.i. dan P.i.l.m.s / Manajemen
 Alamat : Jl. Teksi Ulu-ulu Selatan Kabupaten Ponorogo Jatim
 Judul : Pengaruh Citra Merek Promosi dan Kreativitas Iklan
 Terhadap Loyalitas Pelanggan SO-2K di Kota Surabaya
 telah **diserahkan dan memenuhi kriteria** batas maksimal yang sudah ditentukan.

Petugas perpustakaan

JUNE

PURTA.R. SPP

Surabaya, 28-10-2018
 Mahasiswa,

M. Ulfah Idris



*) Coret yang tidak perlu



**PERPUSTAKAAN
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ASLI

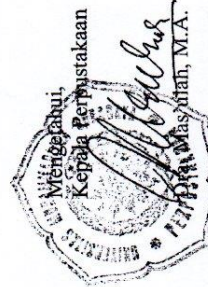
SURAT KETERANGAN BEBAS PINJAM

Dengan ini menyatakan bahwa :

Nama : MUHAMMAD WILIDAN IKHSANI
 NIM : 20151221155
 Fakultas/Jurusan : Ekonomi dan Bisnis / Manajemen
 Alamat : Jl. Tereke Ummat Seto Paksiatan Sawahaya 201 m.
 No.Telp/HP : 082302312702

Tidak memiliki pinjaman bahan pustaka di Perpustakaan Universitas Muhammadiyah Surabaya.
Surat keterangan ini digunakan untuk: **Cuti Kuliah/Pengambilan Ijazah/Pindah Kuliah ***

Surabaya,



Petugas Perpustakaan,

Handwritten signature
Handono BS.

*) Coret yang tidak perlu



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PUSAT BAHASA

Jl. Sutorejo 59 Surabaya 60113 Telp. 031-3811966, 3811967 Ext (130) Gd. A Lt 2
Email: pusba.umsby@gmail.com

ENDORSEMENT LETTER
472/PB-UMS/EL/VIII/2018

This letter is to certify that the abstract of the thesis below

Title : The influence of Brand Image, Promotion and Service Quality on Go-Jek
Customer Loyalty in Surabaya City.

Student's name : Muhammad Wildan Icksani

Reg. Number : 20151221155

Department : S1 Manajemen

has been endorsed by Pusat Bahasa *UMSurabaya* for further approval by the examining committee of the faculty.

Surabaya, 30 August 2018

Chair
Waode Hamsia, M.Pd



UNIVERSITAS MUHAMMADIYAH SURABAYA
FAKULTAS EKONOMI
 Program Studi : *Manajemen - Akuntansi*
TERAKREDITASI BAN - PT

Jl. Sutorejo No. 59 Surabaya Telp. (031) 3811966-3811967, Fax. (031) 381309

Nomor : 188/II.3.AU/A/FE/VII/2018

Lamp : -

Hal : **PERMOHONAN IJIN PENELITIAN UNTUK SKRIPSI**

Kepada :

Yth. Pimpinan PT. Go-Jek Indonesia Cabang Surabaya
 Jl. Monginsidi No.14 Dr. Soetomo Tegalsari Surabaya

Assalamu'alaikum Wr.Wb.

Dengan hormat, semoga Allah SWT senantiasa memberikan kekuatan kepada kita untuk dapat melaksanakan tugas dan kewajiban kita sebagai hamba Allah SWT. Kami selaku Dekan Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Surabaya mengajukan permohonan agar mahasiswa kami dengan identitas dibawah ini mendapatkan kesempatan untuk mengadakan penelitian di Lembaga/Institusi yang Bapak/Ibu pimpin.

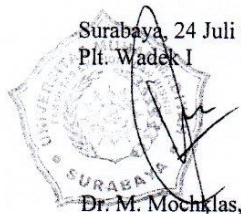
Adapun maksud dari penelitian tersebut adalah untuk memperoleh informasi/data sesuai dengan judul skripsi yang telah kami setujui.

Identitas mahasiswa yang akan meneliti :

Nama/NIM : Muhammad Wildan Icksani/20151221155
 Fakultas/Prodi : Ekonomi / Manajemen
 Alamat : Jl. Pucang Anom 6 No. 15
 No. Handphone : 0857-4945-4487
 Judul Skripsi : Pengaruh Citra Merek Promosi dan Kualitas Layanan Terhadap Pelanggan Go-Jek di Kota Surabaya.

Demikian permohonan kami, atas perhatian dan perkenannya disampaikan banyak terima kasih.

Wassalamu'alaikum Wr.Wb.

Surabaya, 24 Juli 2018 /
 Plt. Wadek I

 Dr. M. Mochlas, MM



1 Agustus 2018

No. : 512/GO-JEK/SBY/VIII/2018
Hal : Ijin penelitian Skripsi

Kepada Yth:
Dekan Fakultas Ekonomi dan Bisnis
Universitas Muhammadiyah Surabaya
Jl. Sitorejo No. 59, Surabaya

Dengan Hormat,

Memperhatikan surat saudara No. 188/II.3.AU/A/FE/VII/2018, tanggal 24 Juli 2018 perihal permohonan Ijin Penelitian Untuk Skripsi di PT. Go-Jek Indonesia Cabang Surabaya dalam rangka penulisan karya ilmiah/laporan tugas akhir.

Sehubungan dengan pokok surat diatas kami memberikan ijin penelitian/riset kepada mahasiswa :

Nama : Muhammad Wildan Icksani
Fakultas : Ekonomi dan Bisnis / Manajemen
Alamat : Jl. Pucang Anom 6 No 15 Gubeng Surabaya
Judul Skripsi : Pengaruh citra merek, promosi dan kualitas layanan terhadap loyalitas pelanggan Go-Jek di kota Surabaya.

Demikian di sampaikan atas perhatian dan kerjasamanya yang baik kami ucapkan terimakasih.

Wakil direktur
Cabang Surabaya

Lailatul Amalia, S.M