

Variabel Kepuasan Nasabah

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
WOM	100	2	5	426	4.26	.543	-.293	.241	1.881	.478
HOPE	100	1	5	454	4.54	.702	-2.286	.241	7.758	.478
EXPERIENCE	100	2	5	460	4.60	.620	-1.820	.241	4.465	.478
COMMUN	100	1	5	456	4.56	.770	-2.579	.241	8.572	.478
CS	100	2.00	5.00	449.00	4.4900	.48058	-4.251	.241	20.203	.478
Valid N (listwise)	100									

Variabel Loyalitas Nasabah

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
COG	100	2	5	437	4.37	.661	-.789	.241	.514	.478
AFFECT	100	1	5	460	4.60	.725	-2.469	.241	7.706	.478
CON	100	1	5	464	4.64	.759	-2.963	.241	10.450	.478
ACT	100	1	5	453	4.53	.758	-2.232	.241	6.302	.478
CL	100	1.75	5.00	453.50	4.5350	.56745	-3.567	.241	13.683	.478
Valid N (listwise)	100									

FREKUENSI

Variabel Customer Relationship Marketing

Statistics

		TRUST	COMMIT	COMMU	CONFLICT	CRM
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.52	4.65	4.71	4.49	4.5925
Median		5.00	5.00	5.00	5.00	4.7500
Sum		452	465	471	449	459.25

TRUST

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	2	2.0	2.0	3.0
	4	41	41.0	41.0	44.0
	5	56	56.0	56.0	100.0

COMMIT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.0
	3	1	1.0	1.0	3.0
	4	26	26.0	26.0	29.0
	5	71	71.0	71.0	100.0
	Total	100	100.0	100.0	

COMMU

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	3.0
	4	19	19.0	19.0	22.0
	5	78	78.0	78.0	100.0
	Total	100	100.0	100.0	

COMMU

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	3.0
	4	19	19.0	19.0	22.0
	5	78	78.0	78.0	100.0
	Total	100	100.0	100.0	

CONFLICT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	3	1	1.0	1.0	3.0
	4	41	41.0	41.0	44.0
	5	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

Variabel Nilai Nasabah

Statistics

		EMOT	SOCIAL	QUALITY	PRICE	CV
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.49	4.47	4.61	4.51	4.5200
Median		5.00	5.00	5.00	5.00	4.5000
Sum		449	447	461	451	452.00

EMOT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	2	2.0	2.0	3.0
	4	44	44.0	44.0	47.0
	5	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

SOCIAL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.0
	3	1	1.0	1.0	3.0
	4	44	44.0	44.0	47.0
	5	53	53.0	53.0	100.0
Total		100	100.0	100.0	

QUALITY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	3.0
	4	29	29.0	29.0	32.0
	5	68	68.0	68.0	100.0
	Total	100	100.0	100.0	

PRICE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	1	1.0	1.0	3.0
3	1	1.0	1.0	4.0
4	36	36.0	36.0	40.0
5	60	60.0	60.0	100.0
Total	100	100.0	100.0	

Variabel Kualitas Layanan

Statistics

	TANG	EMP	REA	RESPON	ASSURE	SQ
N Valid	100	100	100	100	100	100
Missing	0	0	0	0	0	0
Mean	4.44	4.67	4.65	4.58	4.47	4.5620
Median	4.50	5.00	5.00	5.00	5.00	4.6000
Sum	444	467	465	458	447	456.20

TANG

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3.0	3.0	3.0
4	47	47.0	47.0	50.0
5	50	50.0	50.0	100.0
Total	100	100.0	100.0	

EMP

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	3	3.0	3.0	3.0
4	27	27.0	27.0	30.0
5	70	70.0	70.0	100.0
Total	100	100.0	100.0	

REA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
4	25	25.0	25.0	28.0
5	72	72.0	72.0	100.0
Total	100	100.0	100.0	

RESPON

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
4	32	32.0	32.0	35.0
5	65	65.0	65.0	100.0
Total	100	100.0	100.0	

ASSURE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
3	2	2.0	2.0	4.0
4	42	42.0	42.0	46.0
5	54	54.0	54.0	100.0
Total	100	100.0	100.0	

Variabel Kepuasan Nasabah

Statistics

		WOM	HOPE	EXPERIENCE	COMMUN	CS
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.26	4.54	4.60	4.56	4.4900
Median		4.00	5.00	5.00	5.00	4.5000
Sum		426	454	460	456	449.00

WOM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	2	2.0	2.0	3.0
	4	67	67.0	67.0	70.0
	5	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

HOPE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	3.0
	4	36	36.0	36.0	39.0
	5	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

EXPERIENCE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	1	1.0	1.0	3.0
	4	32	32.0	32.0	35.0
	5	65	65.0	65.0	100.0
	Total	100	100.0	100.0	

COMMUN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	1	1.0	1.0	3.0
	3	2	2.0	2.0	5.0
	4	29	29.0	29.0	34.0
	5	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

Variabel Loyalitas Nasabah

Statistics

		COG	AFFECT	CON	ACT	CL
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.37	4.60	4.64	4.53	4.5350
Median		4.00	5.00	5.00	5.00	4.7500
Sum		437	460	464	453	453.50

COG

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	7	7.0	7.0	8.0
	4	46	46.0	46.0	54.0
	5	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

AFFECT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	3.0
	3	2	2.0	2.0	5.0
	4	26	26.0	26.0	31.0
	5	69	69.0	69.0	100.0
Total		100	100.0	100.0	

CON

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	1	1.0	1.0	3.0
	3	2	2.0	2.0	5.0
	4	21	21.0	21.0	26.0
	5	74	74.0	74.0	100.0
Total		100	100.0	100.0	

ACT

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	3	3.0	3.0	4.0
3	1	1.0	1.0	5.0
4	32	32.0	32.0	37.0
5	63	63.0	63.0	100.0
Total	100	100.0	100.0	

UJI VALIDITAS

Customer Relationship Marketing

Correlations

		TRUST	COMMIT	COMMU	CONFLICT	CRM
TRUST	Pearson Correlation	1	.135	.433**	.320**	.626**
	Sig. (2-tailed)		.182	.000	.001	.000
	N	100	100	100	100	100
COMMIT	Pearson Correlation	.135	1	.455**	.410**	.696**
	Sig. (2-tailed)	.182		.000	.000	.000
	N	100	100	100	100	100
COMMU	Pearson Correlation	.433**	.455**	1	.445**	.805**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
CONFLICT	Pearson Correlation	.320**	.410**	.445**	1	.768**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	100	100	100	100	100
CRM	Pearson Correlation	.626**	.696**	.805**	.768**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Nilai Nasabah

Correlations

		EMOT	SOCIAL	QUALITY	PRICE	CV
EMOT	Pearson Correlation	1	.100	.345**	.269**	.569**
	Sig. (2-tailed)		.321	.000	.007	.000
	N	100	100	100	100	100
SOCIAL	Pearson Correlation	.100	1	.396**	.435**	.689**
	Sig. (2-tailed)	.321		.000	.000	.000
	N	100	100	100	100	100
QUALITY	Pearson Correlation	.345**	.396**	1	.458**	.779**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
PRICE	Pearson Correlation	.269**	.435**	.458**	1	.788**
	Sig. (2-tailed)	.007	.000	.000		.000
	N	100	100	100	100	100
CV	Pearson Correlation	.569**	.689**	.779**	.788**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Kualitas Layanan

Correlations

		TANG	EMP	REA	RESPON	ASSURE	SQ
TANG	Pearson Correlation	1	.217*	.435**	.363**	.454**	.696**
	Sig. (2-tailed)		.030	.000	.000	.000	.000
	N	100	100	100	100	100	100
EMP	Pearson Correlation	.217*	1	.399**	.329**	.262**	.578**
	Sig. (2-tailed)	.030		.000	.001	.008	.000
	N	100	100	100	100	100	100
REA	Pearson Correlation	.435**	.399**	1	.553**	.437**	.796**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
RESPON	Pearson Correlation	.363**	.329**	.553**	1	.435**	.762**
	Sig. (2-tailed)	.000	.001	.000		.000	.000
	N	100	100	100	100	100	100
ASSURE	Pearson Correlation	.454**	.262**	.437**	.435**	1	.736**
	Sig. (2-tailed)	.000	.008	.000	.000		.000
	N	100	100	100	100	100	100

SQ	Pearson Correlation	.696**	.578**	.796**	.762**	.736**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

Kepuasan Nasabah

Correlations

		WOM	HOPE	EXPERIENCE	COMMUN	CS
WOM	Pearson Correlation	1	.211*	.222*	.252*	.532**
	Sig. (2-tailed)		.035	.026	.011	.000
	N	100	100	100	100	100
HOPE	Pearson Correlation	.211*	1	.432**	.519**	.772**
	Sig. (2-tailed)	.035		.000	.000	.000
	N	100	100	100	100	100
EXPERIENCE	Pearson Correlation	.222*	.432**	1	.496**	.741**
	Sig. (2-tailed)	.026	.000		.000	.000
	N	100	100	100	100	100
COMMUN	Pearson Correlation	.252*	.519**	.496**	1	.821**
	Sig. (2-tailed)	.011	.000	.000		.000
	N	100	100	100	100	100
CS	Pearson Correlation	.532**	.772**	.741**	.821**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

Loyalitas Nasabah

Correlations

		COG	AFFECT	CON	ACT	CL
COG	Pearson Correlation	1	.312**	.369**	.370**	.638**
	Sig. (2-tailed)		.002	.000	.000	.000
	N	100	100	100	100	100
AFFECT	Pearson Correlation	.312**	1	.599**	.555**	.796**
	Sig. (2-tailed)	.002		.000	.000	.000
	N	100	100	100	100	100
CON	Pearson Correlation	.369**	.599**	1	.633**	.844**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100

ACT	Pearson Correlation	.370**	.555**	.633**	1	.831**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
CL	Pearson Correlation	.638**	.796**	.844**	.831**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

UJI RELIABILITAS

Scale: ALL VARIABLES

Customer Relationship Marketing

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
.701	4

Nilai Nasabah

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
.674	4

Kualitas Layanan

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
.764	5

Kepuasan Nasabah

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
.697	4

Loyalitas Nasabah

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
.786	4

Regression

CRM, Nilai Nasabah, Kualitas Layanan → Kepuasan Nasabah

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	SQ, CRM, CV ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: CS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909 ^a	.826	.821	.20330

a. Predictors: (Constant), SQ, CRM, CV

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.897	3	6.299	152.413	.000 ^a
	Residual	3.968	96	.041		
	Total	22.865	99			

a. Predictors: (Constant), SQ, CRM, CV

b. Dependent Variable: CS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.190	.204		.935	.352
	CRM	.236	.109	.236	2.173	.032
	CV	.395	.109	.399	3.633	.000
	SQ	.313	.109	.306	2.873	.005

a. Dependent Variable: CS

Kepuasan Nasabah → Loyalitas Nasabah

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CS ^a		. Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691 ^a	.478	.472	.41218

a. Predictors: (Constant), CS

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.228	1	15.228	89.637	.000 ^a
	Residual	16.649	98	.170		
	Total	31.878	99			

a. Predictors: (Constant), CS

b. Dependent Variable: CL

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.871	.389		2.237	.028
	CS	.816	.086	.691	9.468	.000

a. Dependent Variable: CL