

LAMPIRAN

Lampiran 1: Kuisisioner

KUESIONER

Berikut ini adalah kuesioner yang akan meneliti ”Pengaruh *Marketing Syariah* dan Nilai Nasabah terhadap Loyalitas Nasabah (Pada Nasabah Bank Mandiri Syariah KCP Pandaan)”.

A. Identitas Responden

1. Nama :
2. Usia :Tahun
3. Jenis Kelamin : Laki-Laki/Perempuan
4. Pendidikan :
5. Pekerjaan :
6. Lama Menjadi Nasabah : Tahun
7. Alamat :

B. Daftar Pernyataan

Petunjuk Pengisian: Jawablah pertanyaan berikut dengan memberikan tanda centang (✓) pada kolom jawaban yang telah disediakan. Setiap kolom jawaban memiliki skor.

Pemberian skor adalah sebagai berikut:

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

Pernyataan berikut bertujuan mengetahui Pengaruh *Marketing Syariah* dan Nilai Nasabah terhadap Loyalitas Nasabah (Pada Nasabah Bank Mandiri Syariah KCP Pandaan)”.
 1. **Teitis (*Rubbaniyah*)**

No	Pertanyaan	STS	TS	N	S	SS
a.	Pegawai Bank Mandiri Syariah dalam memasarkan produknya tidak ada unsure penipuan					
b.	Pegawai Bank Mandiri Syariah dalam memasarkan produknya tidak ingkar janji					

2. **Etis (*akhlaqiyyah*)**

No	Pertanyaan	STS	TS	N	S	SS
a.	Pegawai Bank Mandiri Syariah dalam memberikan pelayanan bersikap ramah					
b.	Pegawai Bank Mandiri Syariah dalam memberikan pelayanan bersikap rendah hati					

3. Realistis (*al-waqiyyah*)

No	Pertanyaan	STS	TS	N	S	SS
a.	Pegawai Bank Mandiri Syariah dalam memberikan pelayanan memahami betul tentang produk yang ditawarkan					
b.	Pegawai Bank Mandiri Syariah dalam memberikan pelayanan berpenampilan bersih dan rapi					

4. Humanistis(*insaniyyah*)

No	Pertanyaan	STS	TS	N	S	SS
a.	Pegawai Bank Mandiri Syariah dalam memberikan pelayanan tidak membedakan status semua nasabah					
b.	Pegawai Bank Mandiri Syariah dalam memberikan pelayanan bersedia membantu kesulitan yang dihadapi nasabah.					

NilaiNasabah

No	Pertanyaan	STS	TS	N	S	SS
1.	Saya merasa senang menggunakan produk di Bank Mandiri syariah					
2.	Bank Mandiri Syariah mampu meningkatkan status sosial nasabah.					
3.	Bank Mandiri Syariah memiliki					

	standart kualitas yang dapat saya terima					
4	Biaya dari produk Bank Mandiri Syariah yang dikeluarkan relatif ringan					

Loyalitas Nasabah

No	Pertanyaan	STS	TS	N	S	SS
1.	Anda akan selalu terus menjadi nasabah Bank Mandiri Syariah					
2.	Anda tidak terpengaruh atau tertarik dengan jasa yang ditawarkan oleh pihak lain.					
3.	Anda sering merekomendasikan kepada teman maupun orang lain untuk menabung di Bank Mandiri Syariah					

Lampiran 2: Hasil uji SPSS

Uji Regresi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.568 ^a	.322	.290	1.67203

a. Predictors: (Constant), Nilai Nasabah, Etis, Humanistis, Realistis, Testis

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138.168	5	27.634	9.884	.000 ^b
	Residual	290.750	104	2.796		
	Total	428.918	109			

a. Dependent Variable: Loyalitas Nasabah
b. Predictors: (Constant), Nilai Nasabah, Etis, Humanistis, Realistis, Testis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.660	1.719		1.548	.125
	Testis	.579	.222	.333	2.613	.010
	Etis	-.110	.145	-.072	-.756	.451
	Realistis	-.281	.212	-.136	-1.324	.188
	Humanistis	.040	.205	.023	.196	.845
	Nilai Nasabah	.417	.120	.394	3.485	.001

a. Dependent Variable: Loyalitas Nasabah

Uji Validitas Teistis (X1)

Correlations

		x1.1	x1.2	Total
x1.1	Pearson Correlation	1	.572**	.876**
	Sig. (2-tailed)		.000	.000
	N	110	110	110
x1.2	Pearson Correlation	.572**	1	.896**
	Sig. (2-tailed)	.000		.000
	N	110	110	110
Total	Pearson Correlation	.876**	.896**	1
	Sig. (2-tailed)	.000	.000	
	N	110	110	110

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

Uji Validitas Etis (X2)

Correlations

		x2.1	x2.2	Total
x2.1	Pearson Correlation	1	.624**	.906**
	Sig. (2-tailed)		.000	.000
	N	110	110	110
x2.2	Pearson Correlation	.624**	1	.897**
	Sig. (2-tailed)	.000		.000
	N	110	110	110
Total	Pearson Correlation	.906**	.897**	1
	Sig. (2-tailed)	.000	.000	
	N	110	110	110

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

Uji Validitas Realistis (X3)

		Correlations		
		x3.1	x3.2	Total
x3.1	Pearson Correlation	1	.347**	.834**
	Sig. (2-tailed)		.000	.000
	N	110	110	110
x3.2	Pearson Correlation	.347**	1	.807**
	Sig. (2-tailed)	.000		.000
	N	110	110	110
Total	Pearson Correlation	.834**	.807**	1
	Sig. (2-tailed)	.000	.000	
	N	110	110	110

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

Uji Validitas Humanistsis (X4)

		Correlations		
		x4.1	x4.2	Total
x4.1	Pearson Correlation	1	.531**	.878**
	Sig. (2-tailed)		.000	.000
	N	110	110	110
x4.2	Pearson Correlation	.531**	1	.846**
	Sig. (2-tailed)	.000		.000
	N	110	110	110
Total	Pearson Correlation	.878**	.846**	1
	Sig. (2-tailed)	.000	.000	
	N	110	110	110

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

Uji Validitas Nilai Nasabah (X5)

		Correlations				
		x5.1	x5.2	x5.3	x5.4	Total
x5.1	Pearson Correlation	1	.545**	.288**	.347**	.754**
	Sig. (2-tailed)		.000	.002	.000	.000
	N	110	110	110	110	110
x5.2	Pearson Correlation	.545**	1	.426**	.333**	.798**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	110	110	110	110	110
x5.3	Pearson Correlation	.288**	.426**	1	.250**	.660**
	Sig. (2-tailed)	.002	.000		.008	.000
	N	110	110	110	110	110
x5.4	Pearson Correlation	.347**	.333**	.250**	1	.681**
	Sig. (2-tailed)	.000	.000	.008		.000
	N	110	110	110	110	110
Total	Pearson Correlation	.754**	.798**	.660**	.681**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

Uji Validitas Loyalitas Nasabah (Y)

		Correlations			
		y.1	y.2	y.3	Total
y.1	Pearson Correlation	1	.426**	.587**	.796**
	Sig. (2-tailed)		.000	.000	.000
	N	110	110	110	110
y.2	Pearson Correlation	.426**	1	.528**	.799**
	Sig. (2-tailed)	.000		.000	.000
	N	110	110	110	110
y.3	Pearson Correlation	.587**	.528**	1	.869**
	Sig. (2-tailed)	.000	.000		.000
	N	110	110	110	110
Total	Pearson Correlation	.796**	.799**	.869**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	110	110	110	110

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

Uji Reliabilitas

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Realistis	54.2000	27.996	.760	.745
Etis	53.9818	29.908	.481	.794
Realistis	53.9091	31.625	.544	.788
Humanistis	53.9727	29.696	.621	.771
Nilai Nasabah	46.0909	22.304	.715	.740
Loyalitas Nasabah	51.2545	24.907	.486	.815

Uji Linearitas

Teistis (X1)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas Nasabah * Testis	Between Groups	(Combined)	128.765	5	25.753	8.923	.000
		Linearity	104.104	1	104.104	36.071	.000
		Deviation from Linearity	24.661	4	6.165	2.136	.082
	Within Groups	300.153	104	2.886			
	Total	428.918	109				

Etis (X2)

ANOVA Table
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas Nasabah * Realistis	Between Groups	(Combined)	37.753	4	9.438	2.534	.045
		Linearity	24.362	1	24.362	6.539	.012
		Deviation from Linearity	13.392	3	4.464	1.198	.314
	Within Groups		391.165	105	3.725		
	Total		428.918	109			

Realistis (X3)**Humanistis (X4)****ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas Nasabah * Humanistis	Between Groups	(Combined)	77.933	5	15.587	4.618	.001
		Linearity	51.979	1	51.979	15.402	.000
		Deviation from Linearity	25.954	4	6.488	1.923	.112
	Within Groups		350.985	104	3.375		
	Total		428.918	109			

Nilai Nasabah (X5)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			131.768	8	16.471	5.598	.000
Loyalitas Nasabah * Nilai Nasabah	Between Groups	Linearity	110.087	1	110.087	37.418	.000
		Deviation from Linearity	21.681	7	3.097	1.053	.400
	Within Groups		297.151	101	2.942		
	Total		428.918	109			

Uji Normalitas

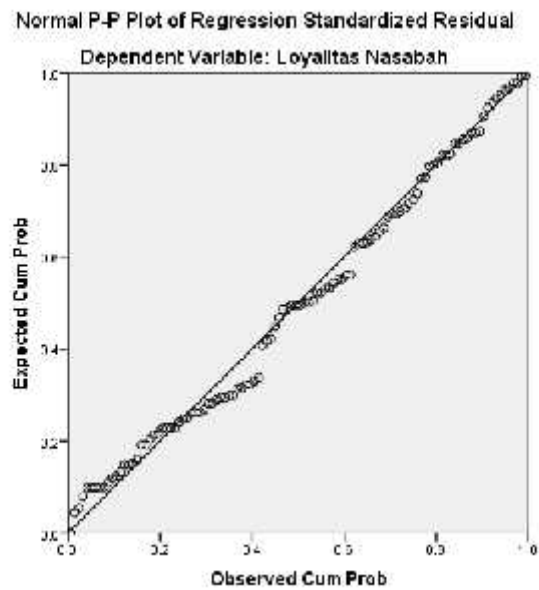
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.63260933
Most Extreme Differences	Absolute	.084
	Positive	.084
	Negative	-.057
Kolmogorov-Smirnov Z		.882
Asymp. Sig. (2-tailed)		.419

a. Test distribution is Normal.

b. Calculated from data.

Uji Normalitas P-Plot



Uji Frekuensi variabel Teistis

Statistics

		x1.1	x1.2	Total
N	Valid	110	110	110
	Missing	0	0	0
Mean		4.26	4.22	8.48

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	10	9.1	9.1	9.1
	Setuju	61	55.5	55.5	64.5
	Sangat Setuju	39	35.5	35.5	100.0
	Total	110	100.0	100.0	

x1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.9	.9	.9
3	12	10.9	10.9	11.8
Valid 4	59	53.6	53.6	65.5
5	38	34.5	34.5	100.0
Total	110	100.0	100.0	

Uji Frekuensi variabel Etis**Statistics**

		x2.1	x2.2	Total
N	Valid	110	110	110
	Missing	0	0	0
Mean		4.36	4.34	8.70

x2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju	3	2.7	2.7	2.7
Netral	8	7.3	7.3	10.0
Valid Setuju	45	40.9	40.9	50.9
Sangat Setuju	54	49.1	49.1	100.0
Total	110	100.0	100.0	

x2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	15	13.6	13.6	13.6
Valid 4	43	39.1	39.1	52.7
Valid 5	52	47.3	47.3	100.0
Total	110	100.0	100.0	

Uji Frekuensi variabel Realistis**Statistics**

		x3.1	x3.2	Total
N	Valid	110	110	110
	Missing	0	0	0
Mean		4.21	4.56	8.77

x3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	11	10.0	10.0	10.0
Valid Setuju	65	59.1	59.1	69.1
Valid Sangat Setuju	34	30.9	30.9	100.0
Total	110	100.0	100.0	

x3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	4	3.6	3.6	3.6
Valid 4	40	36.4	36.4	40.0
Valid 5	66	60.0	60.0	100.0
Total	110	100.0	100.0	

Uji Frekuensi variabel Humanistis

Statistics

		x4.1	x4.2	Total
N	Valid	110	110	110
	Missing	0	0	0
Mean		4.36	4.36	8.71

x4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.9	.9	.9
	Netral	6	5.5	5.5	6.4
	Setuju	54	49.1	49.1	55.5
	Sangat Setuju	49	44.5	44.5	100.0
	Total	110	100.0	100.0	

x4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	6.4	6.4	6.4
	4	56	50.9	50.9	57.3
	5	47	42.7	42.7	100.0
	Total	110	100.0	100.0	

Uji Frekuensi variabel Nilai Nasabah

Statistics

		X5.1	X5.2	X5.3	X5.4	Total
N	Valid	110	110	110	110	110
	Missing	0	0	0	0	0
Mean		4.09	4.17	4.19	4.14	16.59

X5.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	1	.9	.9	.9
Valid Netral	15	13.6	13.6	14.5
Valid Setuju	67	60.9	60.9	75.5
Valid Sangat Setuju	27	24.5	24.5	100.0
Total	110	100.0	100.0	

X5.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	16	14.5	14.5	14.5
Valid Setuju	59	53.6	53.6	68.2
Valid Sangat Setuju	35	31.8	31.8	100.0
Total	110	100.0	100.0	

X5.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	11	10.0	10.0	10.0
Valid Setuju	67	60.9	60.9	70.9
Valid Sangat Setuju	32	29.1	29.1	100.0
Total	110	100.0	100.0	

X5.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	19	17.3	17.3	17.3
Valid Setuju	57	51.8	51.8	69.1
Valid Sangat Setuju	34	30.9	30.9	100.0
Total	110	100.0	100.0	

Uji Frekuensi variabel Loyalitas Nasabah

Statistics

		Y.1	Y.2	Y.3	Total
N	Valid	110	110	110	110
	Missing	0	0	0	0
Mean		3.94	3.49	4.00	11.43

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	.9	.9	.9
	Netral	29	26.4	26.4	27.3
	Setuju	56	50.9	50.9	78.2
	Sangat Setuju	24	21.8	21.8	100.0
	Total	110	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	9	8.2	8.2	8.2
	Netral	52	47.3	47.3	55.5
	Setuju	35	31.8	31.8	87.3
	Sangat Setuju	14	12.7	12.7	100.0
	Total	110	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	3.6	3.6	3.6
	Netral	29	26.4	26.4	30.0
	Setuju	40	36.4	36.4	66.4
	Sangat Setuju	37	33.6	33.6	100.0
	Total	110	100.0	100.0	



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SURAT KETERANGAN

No. 21/479/3/419

Yang bertanda tangan dibawah ini

NIP : 047972126
 Nama : Ummul Azizah
 Jabatan : Branch Manager
 Unit : KC. Pandaan

Dengan ini menerangkan bahwa

Nama : Choiriyah
 NIM : 201569100036
 Fakultas : Ilmu Sosial dan Politik
 Perguruan Tinggi : Universitas Yudharta – Pasuruan

Telah melaksanakan penelitian di PT Bank Syariah Mandiri KC. Pandaan guna tugas akhir dengan judul "Pengaruh Marketing Syariah dan Nilai Nasabah Terhadap Loyalitas Nasabah"

Demikian surat keterangan ini dibuat agar dapat dipergunakan sebagaimana mestinya. Segala kendala dan permasalahan yang timbul di kemudian hari sepenuhnya menjadi tanggung jawab yang bersangkutan tersebut diatas

Pandaan, 24 Juli 2019

PT. BANK SYARIAH MANDIRI
 BRANCH OFFICE PANDAAN

 **mandiri.**
syariah
 Ummul Azizah KC. Pandaan
 Branch Manager

Lampiran 4: Dokumentasi





Lampiran 5 : Curriculum Vitae

CURICULUM VITAE

Nama : Choiriyah
NIM : 2015.691.000.36
Tempat dan Tanggal Lahir : Pasuruan, 05 April 1997
Pendidikan : RA Nurul Islam, Ngadimulyo
MI Nurul Islam Ngadimulyo
MTS Nurul Islam Ngadimulyo
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