

KUESIONER

pertanyaan berikut bertujuan untuk mengetahui **“Pengaruh *Customer Intimacy, Customer Experience, Customer Bonding*, Terhadap Loyalitas Nasabah di Bank BRI Syariah KCP Pandaan.**

Petunjuk : Isilah dan beri tanda cek (✓) pada jawaban yang anda anggap paling sesuai.

A. IDENTITAS RESPONDEN

1. Nama :
2. Umur : (Tahun)
3. Jenis Kelamin : Pria Wanita
4. Pendidikan : (pilih salah satu dibawah ini)
 - SD SMP SMA
 - Diploma S1 S2 S3
5. Dalam penelitian ini kami berfokus pada nasabah yang sudah bergabung dengan Bank BRI Syariah KCP Pandaan selama lebih dari 1 (satu) Tahun
6. Nasabah yang dibidik dalam penelitian ini adalah pegawai swasta

B. Daftar Pernyataan

Petunjuk pengisian : jawablah pertanyaan tersebut dengan memberikan tanda pada kolom jawaban yang sudah disediakan. Setiap kolom jawaban memiliki skor.

Adapun pemberian skor sebagai berikut :

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

No.	Customer Intimacy	STS	TS	N	S	SS
1.	Bank BRI Syariah KCP Pandaan memberikan kemudahan dalam proses pembayaran (seperti penggunaan kartu debit atau kredit)					
2.	Penanganan keluhan yang dilakukan Bank BRI Syariah KCP pandaan sangat baik					
3.	Pegawai Bank BRI Syariah KCP Pandaan dalam memberikan pelayanan berpenampilan bersih dan rapi.					
4.	Pegawai Bank BRI Syariah KCP Pandaan Memberikan pelayanan yang baik dengan tujuan tidak membuat nasabah kecewa atas kualitas jasa yang diberikan					
5.	Pegawai Bank BRI Syariah KCP Pandaan mampu menyampaikan berita mengenai informasi yang diperlukan oleh nasabah					
6.	Pegawai Bank BRI Syariah KCP Pandaan dalam memasarkan produknya tidak ada unsure penipuan					
7.	Pegawai Bank BRI Syariah KCP Pandaan mengawasi proses transaksi yang dilakukan nasabah saat berkunjung ke bank					
8.	Pegawai Bank BRI Syariah KCP Pandaan memenuhi kebutuhan yang diinginkan nasabah melalui beberapa produk tabungan					
9.	Pegawai Bank BRI Syariah KCP Pandaan dalam memberikan pelayanan bersikap ramah					
10.	Nasabah mendapatkan informasi yang akurat dan dapat dipercaya dari pihak bank BRI Syariah KCP					

	pandaan					
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No	Customer Experience	STS	TS	N	S	SS
1.	Nasabah Merasakan kinerja jasa yang diberikan oleh Bank BRI Syariah KCP Pandaan					
2.	Fasilitas outlet yang diberikan BRI Syariah KCP Pandaan membuat nyaman para nasabah					
3.	Nasabah merasa puas dengan pelayanan yang di berikan oleh pihak bank BRI Syariah KCP Pandaan					
4.	Nasabah Merasa bangga karena sudah menjadi bagian dari komunitas Bank BRI Syariah KCP Pandaan					
5	Nasabah mendapat pelayanan yang ramah dari Bank BRI Syariah KCP Pandaan					
6	Bank BRI Syariah KCP Pandaan menjamin keamanan tabungan nasabah					
7	Bank BRI Syariah KCP Pandaan menjadi sarana tempat menabung keluarga					
8	Bank BRI Syariah KCP Pandaan memberikan kualitas jasa lebih dari yang dijanjikan					
9.	Bank BRI Syariah KCP Pandaan memiliki tempat yang strategis bagi nasabah					

No	Customer Bonding	STS	TS	N	S	SS
1.	Pihak bank BRI Syariah KCP Pandaan dan nasabah melaksanakan hak dan kewajiban yang sudah ditepati bersama					
2.	Nasabah akan selalu menjadi nasabah di Bank BRI Syariah KCP Pandaan					
3.	Adanya hubungan yang baik antara nasabah dan bank BRI Syariah KCP Pandaan					
4.	Adanya hubungan dan pelayanan yang baik maka timbul rasa persaudaraan yang semakin erat antar sesama nasabah dan pihak bank BRI Syariah KCP Pandaan					
5.	Nasabah Bank BRI Syariah KCP Pandaan akan merekomendasikan jasa Bank ke orang lain setelah percaya atas kinerja Bank					

No	Loyalitas Nasabah	STS	TS	N	S	SS
1.	Nasabah selalu merasa di utamakan oleh pihak Bank BRI Syariah KCP Pandaan					
2.	Nasabah BRI Syariah KCP Pandaan tidak terpengaruh atau tertarik dengan jasa yang ditawarkan oleh pihak lain					
3.	Nasabah merasa puas dan ingin memasarkan kepada teman maupun orang lain untuk menabung di Bank BRI Syariah KCP Pandaan					
4.	Nasabah merasa nyaman dan aman atas pelayanan dan produk bank BRI Syariah KCP Pandaan					

DOKUMENTASI PENELITIAN



Lampiran – Lampiran

Uji Validitas Customer Intimacy (X1)

Correlations												
	x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	x1.9	x1.10	total_x1	
x1.1	Pearson Correlation	1	.417**	.555**	1.000**	.992**	.789**	.714**	.541**	.469**	.816**	.915**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92
x1.2	Pearson Correlation	.417**	1	.495**	.417**	.445**	.314**	.373**	.348**	.455**	.571**	.611**
	Sig. (2-tailed)	.000		.000	.000	.000	.002	.000	.001	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92
x1.3	Pearson Correlation	.555**	.495**	1	.555**	.585**	.530**	.533**	.537**	.300**	.752**	.729**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.004	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92
x1.4	Pearson Correlation	1.000**	.417**	.555**	1	.992**	.789**	.714**	.541**	.469**	.816**	.915**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92
x1.5	Pearson Correlation	.992**	.445**	.585**	.992**	1	.772**	.750**	.571**	.457**	.855**	.930**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92
x1.6	Pearson Correlation	.789**	.314**	.530**	.789**	.772**	1	.490**	.709**	.329**	.721**	.806**
	Sig. (2-tailed)	.000	.002	.000	.000	.000		.000	.000	.001	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92
x1.7	Pearson Correlation	.714**	.373**	.533**	.714**	.750**	.490**	1	.554**	.440**	.765**	.798**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92
x1.8	Pearson Correlation	.541**	.348**	.537**	.541**	.571**	.709**	.554**	1	.255*	.715**	.725**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000		.014	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92
x1.9	Pearson Correlation	.469**	.455**	.300**	.469**	.457**	.329**	.440**	.255*	1	.378**	.592**
	Sig. (2-tailed)	.000	.000	.004	.000	.000	.001	.000	.014		.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92
x1.10	Pearson Correlation	.816**	.571**	.752**	.816**	.855**	.721**	.765**	.715**	.378**	1	.924**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	92	92	92	92	92	92	92	92	92	92	92
total_x1	Pearson Correlation	.915**	.611**	.729**	.915**	.930**	.806**	.798**	.725**	.592**	.924**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	92	92	92	92	92	92	92	92	92	92	92

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

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

Uji Validitas Customer Experience (X2)

Correlations

		x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	x2.8	x2.9	total_x2
x2.1	Pearson Correlation	1	.447**	.651**	.691**	.696**	.582**	.680**	.707**	.552**	.849**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92
x2.2	Pearson Correlation	.447**	1	.478**	.338**	.374**	.376**	.325**	.370**	.356**	.569**
	Sig. (2-tailed)	.000		.000	.001	.000	.000	.002	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92
x2.3	Pearson Correlation	.651**	.478**	1	.519**	.507**	.544**	.508**	.542**	.524**	.743**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92
x2.4	Pearson Correlation	.691**	.338**	.519**	1	.480**	.696**	.991**	.480**	.709**	.830**
	Sig. (2-tailed)	.000	.001	.000		.000	.000	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92
x2.5	Pearson Correlation	.696**	.374**	.507**	.480**	1	.525**	.468**	.963**	.539**	.790**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92
x2.6	Pearson Correlation	.582**	.376**	.544**	.696**	.525**	1	.685**	.529**	.985**	.840**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92
x2.7	Pearson Correlation	.680**	.325**	.508**	.991**	.468**	.685**	1	.467**	.699**	.819**
	Sig. (2-tailed)	.000	.002	.000	.000	.000	.000		.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92
x2.8	Pearson Correlation	.707**	.370**	.542**	.480**	.963**	.529**	.467**	1	.543**	.797**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	92	92	92	92	92	92	92	92	92	92
x2.9	Pearson Correlation	.552**	.356**	.524**	.709**	.539**	.985**	.699**	.543**	1	.838**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	92	92	92	92	92	92	92	92	92	92
total_x2	Pearson Correlation	.849**	.569**	.743**	.830**	.790**	.840**	.819**	.797**	.838**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	92	92	92	92	92	92	92	92	92	92

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

Uji Validitas Customer bonding (X3)

Correlations

		x3.1	x3.2	x3.3	x3.4	x3.5	total_x3
x3.1	Pearson Correlation	1	.495**	.614**	.688**	.619**	.799**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	92	92	92	92	92	92
x3.2	Pearson Correlation	.495**	1	.510**	.767**	.825**	.853**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	92	92	92	92	92	92
x3.3	Pearson Correlation	.614**	.510**	1	.563**	.503**	.748**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	92	92	92	92	92	92
x3.4	Pearson Correlation	.688**	.767**	.563**	1	.918**	.928**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	92	92	92	92	92	92
x3.5	Pearson Correlation	.619**	.825**	.503**	.918**	1	.915**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	92	92	92	92	92	92
total_x3	Pearson Correlation	.799**	.853**	.748**	.928**	.915**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	92	92	92	92	92	92

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

Uji Validitas Loyalitas Nasabah

Correlations

		y1	y2	y3	y4	total_y
y1	Pearson Correlation	1	.148	.301**	.204	.620**
	Sig. (2-tailed)		.158	.004	.051	.000
	N	92	92	92	92	92
y2	Pearson Correlation	.148	1	.250*	.241*	.644**
	Sig. (2-tailed)	.158		.016	.020	.000
	N	92	92	92	92	92
y3	Pearson Correlation	.301**	.250*	1	.346**	.696**
	Sig. (2-tailed)	.004	.016		.001	.000
	N	92	92	92	92	92
y4	Pearson Correlation	.204	.241*	.346**	1	.681**
	Sig. (2-tailed)	.051	.020	.001		.000
	N	92	92	92	92	92
total_y	Pearson Correlation	.620**	.644**	.696**	.681**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	92	92	92	92	92

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

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

Uji Reliabilitas

Hasil Uji Reliabilitas *Customer Intimacy* (X1)

Case Processing Summary

		N	%
Cases	Valid	92	100.0
	Excluded ^a	0	.0
	Total	92	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.931	10

Hasil Uji Reliabilitas *Customer Experience* (X2)

Case Processing Summary

		N	%
Cases	Valid	92	100.0
	Excluded ^a	0	.0
	Total	92	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.923	9

Hasil Uji Reliabilitas *Customer Bonding* (X3)

Case Processing Summary

		N	%
Cases	Valid	92	100.0
	Excluded ^a	0	.0
	Total	92	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.903	5

Hasil Uji Reliabilitas Loyalitas Nasabah (Y)

Case Processing Summary

		N	%
Cases	Valid	92	100.0
	Excluded ^a	0	.0
	Total	92	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.563	4

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		92
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	1.96471707
Most Extreme Differences	Absolute	.091
	Positive	.045
	Negative	-.091
Kolmogorov-Smirnov Z		.875
Asymp. Sig. (2-tailed)		.429

a. Test distribution is Normal.

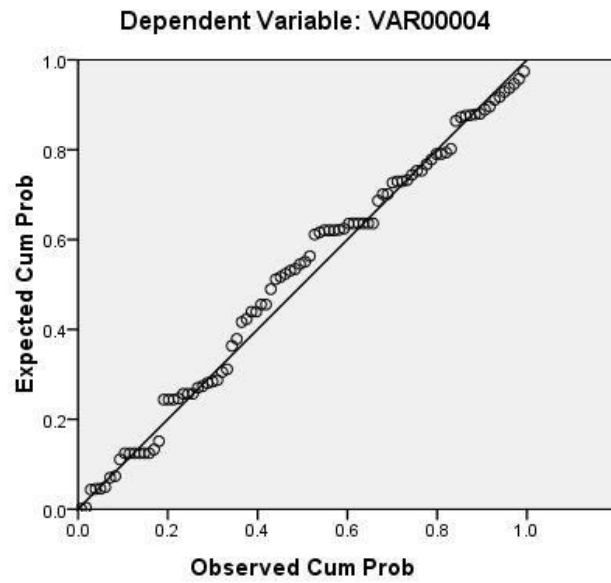
b. Calculated from data.

Gambar hasil uji Normalitas

Coefficients^a

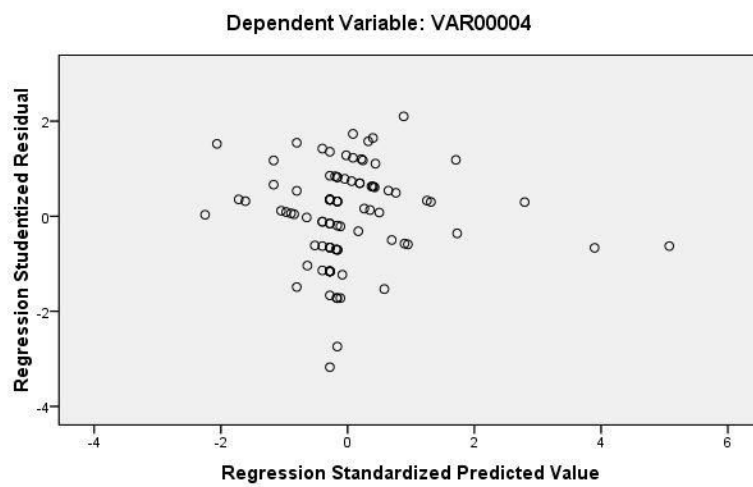
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	14.978	1.394		10.748	.000	12.209	17.747						
	VAR00001	-.245	.109	-.756	-2.241	.028	-.463	-.028	-.046	-.232	-.225	.089	11.243	
	VAR00002	.499	.154	1.391	3.230	.002	.192	.805	.022	.326	.325	.054	18.353	
	VAR00003	-.390	.159	-.693	-2.450	.016	-.707	-.074	-.066	-.253	-.246	.126	7.928	

a. Dependent Variable: VAR00004



Uji multikolonierita

Gambar Uji heteroskedastisitas



Distribusi jawaban responden customer Intimacy

Item	STS		TS		N		S		SS		Mean
	F	%	F	%	F	%	F	%	F	%	
C1 ₁	0	0,0	4	4,3	14	15,2	46	50,0	28	30,4	4.06
C1 ₂	0	0,0	4	4,3	12	13,0	44	47,8	32	34,8	4.13
C1 ₃	0	0,0	1	1,1	17	18,5	38	41,3	36	39,1	4.18
C1 ₄	0	0,0	4	4,3	14	15,2	46	50,0	28	30,4	4.06
C1 ₅	0	0,0	3	3,3	15	16,3	46	50,0	28	30,4	4.07
C1 ₆	0	0,0	3	3,3	13	14,1	42	45,7	34	37,0	4.16
C1 ₇	0	0,0	4	4,3	16	17,4	39	42,4	33	35,9	4.09
C1 ₈	0	0,0	5	5,4	13	14,1	40	43,5	34	37,0	4.11
C1 ₉	0	0,0	13	14,1	16	17,4	40	43,5	23	25,0	3.79
C1 ₁₀	0	0,0	2	2,2	13	14,1	45	48,9	32	34,8	4.16
<i>Grand Meand</i>											3.70

Distribusi jawaban responden customer Experience

Item	STS		TS		N		S		SS		Mean
	F	%	F	%	F	%	F	%	F	%	
CE ₁	1	1,1	3	3,3	14	15,2	46	50,4	28	30,4	4.05
CE ₂	0	0,0	3	3,3	13	14,1	44	47,8	32	34,8	4.14
CE ₃	0	0,0	2	2,2	17	18,5	38	41,3	35	38,0	4.15
CE ₄	0	0,0	3	3,3	13	14,1	42	45,7	34	37,0	4.16
CE ₅	0	0,0	5	5,4	16	17,4	38	41,3	33	35,9	4.07
CE ₆	0	0,0	5	5,4	14	15,2	40	43,3	33	35,9	4.09
CE ₇	0	0,0	3	3,3	13	14,1	43	46,7	33	35,9	4.15
CE ₈	0	0,0	4	4,3	16	17,4	40	43,5	32	34,8	4.08
CE ₉	0	0,0	5	5,4	13	14,1	40	43,5	34	37,0	4.11
<i>Grand Meand</i>											3.33

Distribusi jawaban responden customer Bonding

Item	STS		TS		N		S		SS		Mean
	F	%	F	%	F	%	F	%	F	%	
CB ₁	1	1,1	2	2,2	14	15,2	41	44,6	34	37,0	4.14
CB ₂	0	0,0	6	6,5	17	18,5	37	40,2	32	34,8	4.03
CB ₃	0	0,0	6	6,5	13	14,1	42	45,7	31	33,7	4.06
CB ₄	0	0,0	5	5,4	14	15,2	44	47,8	29	31,5	4.05
CB ₅	2	2,2	5	5,4	13	14,1	43	46,7	29	31,5	4.00
<i>Grand Meand</i>											17.0

Uji regresi Linier Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.333 ^a	.111	.080	1.99793

a. Predictors: (Constant), VAR00003, VAR00001, VAR00002

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.730	3	14.577	3.652	.016 ^b
	Residual	351.270	88	3.992		
	Total	395.000	91			

a. Dependent Variable: VAR00004

b. Predictors: (Constant), VAR00003, VAR00001, VAR00002

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.978	1.394		10.748	.000
	VAR00001	-.245	.109	-.756	-2.241	.028
	VAR00002	.499	.154	1.391	3.230	.002
	VAR00003	-.390	.159	-.693	-2.450	.016

a. Dependent Variable: VAR00004

Uji R

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.333 ^a	.111	.080	1.99793

a. Predictors: (Constant), VAR00003, VAR00001, VAR00002

Uji f

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.730	3	14.577	3.652	.016 ^b
	Residual	351.270	88	3.992		
	Total	395.000	91			

a. Dependent Variable: VAR00004

b. Predictors: (Constant), VAR00003, VAR00001, VAR00002

Uji Linieritas

X1

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
VAR00004 * VAR00001	Between Groups	(Combined)	94.986	22	4.318	.993	.484
		Linearity	.822	1	.822	.189	.665
		Deviation from Linearity	94.164	21	4.484	1.031	.440
	Within Groups		300.014	69	4.348		
	Total		395.000	91			

X2

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
VAR00004 * VAR00002	Between Groups	(Combined)	83.441	18	4.636	1.086	.383
		Linearity	.187	1	.187	.044	.835
		Deviation from Linearity	83.254	17	4.897	1.147	.329
	Within Groups		311.559	73	4.268		
	Total		395.000	91			

X3

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
VAR00004 * VAR00003	Between Groups	(Combined)	52.783	12	4.399	1.015	.443
		Linearity	1.734	1	1.734	.400	.529
		Deviation from Linearity	51.049	11	4.641	1.071	.395
	Within Groups		342.217	79	4.332		
	Total		395.000	91			

Uji Hipotesis X1

Model	Unstandardized Coefisients		Standardized Coefisients	T	Sig
	B	Std.Error	Beta		
1. (Constant)	14.978	1.394		10.748	.000
<i>Customer intimacy</i>	-.245	.109	-.756	-2.241	.028

Uji Hipotesis X2

Model	Unstandardized Coefisients		Standardized Coefisients	T	Sig
	B	Std.Error	Beta		
1. (Constant)	14.978	1.394		10.748	.000
<i>Customer Experience</i>	.499	.154	1.391	3.230	.002

Uji Hipotesis X3

Model	Unstandardized Coefisients		Standardized Coefisients	T	Sig
	B	Std.Error	Beta		
1. (Constant)	14.978	1.394		10.748	.000
<i>Customer Bonding</i>	-.390	.159	-.693	-2.450	.016

Uji Hipotesis Y

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.730	3	14.577	3.652	.016 ^b
	Residual	351.270	88	3.992		
	Total	395.000	91			