

DAFTAR KUESIONER

Bersama ini saya mohon kesediaan Bapak/ibu Responden untuk mengisi daftar pertanyaan – pertanyaan atas penelitian dalam rangka penyusunan skripsi dengan judul : “Pengaruh Bauran Pemasaran jasa Terhadap Loyalitas Konsumen Pada PT. ASURANSI BUMIPUTERA MUDA 1967 cabang Pangkalpinang”. Saya mohon Bapak/ibu Responden dapat menjawab pertanyaan dengan memberikan tanda checklist (\surd) pada jawaban yang anda pilih dan menuliskan jawaban pada tempat yang disediakan.

a. Identitas Responden

Nama :

Umur :

- | | |
|--|--|
| <input type="checkbox"/> 20 – 24 Tahun | <input type="checkbox"/> 36 – 45 Tahun |
| <input type="checkbox"/> 25 – 35 Tahun | <input type="checkbox"/> 46 – 55 Tahun |

Jenis Kelamin :

- | | |
|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Laki – Laki | <input type="checkbox"/> Perempuan |
|--------------------------------------|------------------------------------|

Pendidikan terakhir :

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> SMA | <input type="checkbox"/> S1 |
| <input type="checkbox"/> D3 | <input type="checkbox"/> S2 |

b. Petunjuk Pengisian

1. Kepada Bapak/Ibu Responden mohon untuk berkenan menjawab seluruh pertanyaan yang ada, dengan jujur dan sebenarnya.

2. Dalam menjawab pertanyaan – pertanyaan ini, tidak ada jawaban yang salah. Oleh karena itu, diharapkan agar tidak ada jawaban yang dikosongkan.

3. Ada lima alternative jawaban, yaitu :

SS = Sangat Setuju

S = Setuju

RR = Ragu – Ragu

TS = Tdak Setuju

STS = Sangat Tidak Setuju

1. Variabel Produk

No	Pertanyaan	SS	S	RR	TS	STS
1	Produk asuransi yang ditawarkan kepada konsumen sesuai dengan jenis produk yang konsumen butuhkan					
2	Ketersedian produk asuransi yang konsumen butuhkan selalu ada					
3	Saya senang bisa menjadi nasabah asuransi BUMIPUTERA MUDA karena produk asuransinya berkualitas					

2. Variabel Harga

No	Pertanyaan	SS	S	RR	TS	STS
1	Pengenaan imbalan atas setiap produk yang ditawarkan sesuai dengan prosedur yang berlaku					
2	pengenaan diskon kepada setiap konsumen asuransi BUMIPUTERA membantu saya dalam memenuhi kebutuhan hidup					
3	Setiap bulannya saya memperoleh bonus sesuai jumlah saldo yang konsumen miliki					

3. Variabel Promosi

No	Pertanyaan	SS	S	RR	TS	STS
1	Saya mengetahui informasi asuransi melalui promosi langsung ke konsumen					
2	Informasi produk asuransi juga saya peroleh dari adanya penerapan promosi dagang					
3	Promosi produk asuransi melalui publisitas dari seles promosi menurut saya akan meningkatkan jumlah konsumen					
4	Promosi produk asuransi melalui iklan bagi saya penting untuk meyakinkan konsumen dalam menyimpan dananya					

4. Variabel Tempat

No	Pertanyaan	SS	S	RR	TS	STS
1	Saluran pemasaran produk asuransi mudah dijangkau karena dilalui oleh semua jalur angkutan kota					
2	Saya merasa lokasi perusahaan terletak di tempat yang strategis					
3	Akses informasi mengenai produk dapat diperoleh melalui kantor cabang yang tersedia					

5. Variabel Orang

No	Pertanyaan	SS	S	RR	TS	STS
1	Saya merasa seluruh karyawan sudah berpenampilan menarik dan rapi dalam memberikan pelayanan					
2	Karyawan menurut saya telah profesional dalam bekerja secara tim					
3	Saya menilai karyawan dapat bekerjasama dengan baik kepada para nasabah					
4	Komunikasi yang diterapkan karyawan sudah handal dalam mengatasi permasalahan yang dihadapi nasabah					

6. Variabel Proses

No	Pertanyaan	SS	S	RR	TS	STS
1	Memberikan pelayanan sesuai prasyarat yang telah ditetapkan oleh perusahaan					
2	Menurut saya, standar layanan pada setiap konsumen asuransi sudah sangat baik					
3	Layanan akses data setiap konsumen, termasuk saya sudah sesuai dengan prosedur yang berlaku					
4	Proses layanan yang lancar didukung oleh sistem kerja yang diterapkan oleh para karyawan					

7. Variabel Bukti fisik

No	Pertanyaan	SS	S	RR	TS	STS
1	Sebagai konsumen, peralatan kerja yang lengkap akan memperlancar pelayanan asuransi					
2	Bagi saya perlengkapan yang disediakan oleh pihak asuransi dapat membuat nasabah merasa nyaman					
3	Untuk menunjang aktivitas layanan asuransi, perusahaan memiliki gedung mendukung pelaksanaan aktivitas pelayanan					
4	Setiap armada (bagian kerja) pada pihak asuransi dapat bekerja dengan baik dan handal dalam memberikan layanan kepada nasabah					

8. Variabel Loyalitas Konsumen

No	Pertanyaan	SS	S	RR	TS	STS
1	Saya merasa pelayanan atas produk dan jasa asuransi yang ditawarkan sesuai kebutuhan					
2	Saya merasakan pelayanan atas produk dan jasa asuransi yang ditawarkan telah memenuhi keinginan konsumen					
3	Saya merasakan pelayanan atas produk dan jasa asuransi yang ditawarkan telah memenuhi harapan konsumen					
4	Saya merasakan pelayanan atas produk dan jasa asuransi yang diberikan sesuai tujuan yang ingin dicapai					

TERIMAKASIH ATAS BANTUAN DAN PARTISIPASI DALAM
KEBERHASILAN PENELITIAN INI

LAMPIRAN 2

Tabulasi data dan jawaban responden terhadap variabel produk, harga, promosi, tempat, orang, proses, bukti fisik, dan loyalitas konsumen.

NO	Produk (X1)				Harga (X2)				Promosi (X3)					Tempat (X4)			
	1	2	3	X1. Total	1	2	3	X2. Total	1	2	3	4	X3. Total	1	2	3	X4. Total
1	4	4	4	12	4	4	4	12	4	4	4	5	17	5	5	5	15
2	3	3	3	9	3	3	3	9	3	3	5	4	15	3	5	4	12
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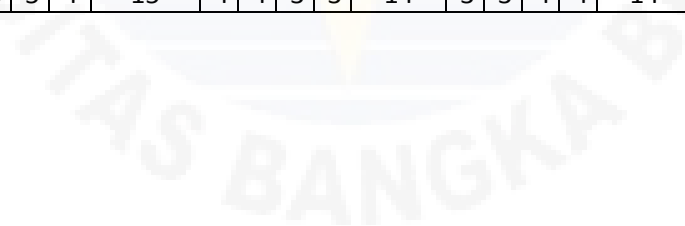
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123	4	3	3	3	13	4	3	3	2	12	1	4	3	3	11	3	4	3	3	13
124	5	4	3	3	15	4	4	3	5	16	4	4	4	3	15	4	4	4	3	15
125	5	3	4	3	15	3	3	3	3	12	4	3	3	3	13	3	3	3	3	12
126	5	5	5	4	19	4	5	5	4	18	5	4	5	5	19	5	4	5	5	19
127	4	4	5	4	17	5	4	4	5	18	4	5	4	4	17	5	5	4	4	18
128	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16	3	4	4	4	15
129	4	4	3	3	14	3	4	3	2	12	2	3	4	3	12	3	3	4	3	13
130	4	3	4	3	14	3	3	3	4	13	2	3	3	3	11	3	3	3	3	12
131	4	4	3	4	15	5	4	4	4	17	3	5	4	4	16	5	5	4	4	18
132	4	5	4	5	18	5	5	5	5	20	5	5	5	5	20	4	5	5	5	19
133	4	4	4	3	15	3	4	3	4	14	5	3	4	3	15	4	3	4	3	14
134	4	4	4	3	15	4	4	3	4	15	3	4	4	3	14	4	4	4	3	15
135	5	5	5	4	19	4	5	4	4	17	3	4	5	4	16	3	4	5	4	16
136	5	5	5	5	20	5	5	5	4	19	4	5	5	5	19	5	5	5	5	20
137	4	4	4	3	15	3	4	3	4	14	3	3	4	3	13	4	3	4	3	14
138	4	3	3	4	14	4	3	4	5	16	5	4	3	4	16	5	4	3	4	16
139	4	4	3	4	15	5	4	4	5	18	5	5	4	4	18	4	5	4	4	17
140	3	5	5	4	17	4	5	4	4	17	4	4	5	4	17	4	4	5	4	17
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142	5	3	3	3	14	4	3	3	3	13	2	4	3	3	12	4	4	3	3	14
143	4	5	4	4	17	3	5	4	5	17	5	3	5	4	17	5	3	5	4	17
144	5	5	5	5	20	5	5	5	4	19	4	5	5	5	19	5	5	5	5	20
145	4	4	4	5	17	4	4	5	3	16	3	4	4	5	16	4	4	4	5	17
146	5	5	5	5	20	5	5	5	4	19	4	5	5	5	19	4	5	5	5	19
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159	4	4	3	3	14	4	4	3	4	15	5	4	4	3	16	5	4	4	3	16
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165	4	5	5	4	18	5	4	4	4	17	4	5	4	4	17	4	5	4	4	17
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169	4	2	1	4	11	4	5	4	4	17	4	4	5	4	17	4	4	5	4	17
170	5	3	4	4	16	4	5	5	4	18	5	4	5	5	19	4	4	5	5	18
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172	3	4	3	3	13	3	5	4	3	15	4	3	5	4	16	4	3	5	4	16
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175	3	3	3	4	13	4	4	4	4	16	4	4	4	4	16	3	4	4	4	15
176	3	3	3	4	13	4	4	3	4	15	2	4	4	3	13	5	4	4	3	16
177	4	3	4	4	15	4	4	4	4	16	5	4	4	4	17	3	4	4	4	15
178	3	3	5	4	15	4	3	5	3	15	3	4	3	5	15	4	4	3	5	16
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187	4	3	3	4	14	5	2	5	4	16	4	5	2	5	16	5	5	2	5	17
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192	2	4	4	4	14	4	4	4	5	17	5	4	4	4	17	4	4	4	4	16
193	4	4	4	4	16	4	3	4	5	16	4	4	3	4	15	3	4	3	4	14
194	2	4	4	4	14	4	5	5	4	18	5	4	5	5	19	3	4	5	5	17
195	4	5	4	5	18	4	3	4	4	15	4	4	3	4	15	2	4	3	4	13
196	3	4	4	4	15	4	4	4	4	16	5	4	4	4	17	4	4	4	4	16
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199	2	4	4	4	14	5	4	5	5	19	5	5	4	5	19	4	5	4	5	18
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202	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
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204	5	4	4	4	17	5	5	4	4	18	5	5	5	4	19	3	5	5	4	17
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209	5	4	4	4	17	4	5	4	4	17	4	4	4	3	15	4	5	5	5	19
210	4	2	3	3	12	4	4	3	3	14	3	4	4	4	15	4	4	5	5	18

211	4	5	4	4	17	4	4	3	4	15	4	4	5	4	17	4	4	5	5	18
212	4	4	4	5	17	2	4	4	4	14	4	5	4	4	17	2	4	4	4	14
213	4	4	4	4	16	4	4	4	4	16	4	4	5	4	17	4	4	4	4	16
214	4	3	5	3	15	2	3	5	4	14	4	5	4	4	17	2	3	4	4	13
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216	5	4	4	4	17	4	4	5	4	17	4	4	5	4	17	4	4	5	5	18
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218	5	4	4	4	17	4	4	4	5	17	5	5	5	4	19	4	4	4	4	16
219	5	4	4	4	17	4	4	5	4	17	5	5	4	3	17	4	4	4	3	15
220	5	4	4	4	17	2	3	5	4	14	5	4	4	4	17	2	3	4	4	13
221	5	4	4	4	17	3	5	5	4	17	4	3	4	4	15	3	5	5	5	18
222	4	2	2	4	12	3	4	4	4	15	4	2	5	4	15	3	4	5	5	17
223	4	4	4	4	16	4	3	4	5	16	4	4	5	3	16	4	3	3	3	13
224	4	2	1	3	10	3	4	4	4	15	4	2	4	4	14	3	4	3	3	13
225	4	4	4	4	16	4	4	5	5	18	4	4	4	4	16	4	4	3	5	16
226	5	4	4	4	17	3	3	5	4	15	3	5	4	4	16	3	3	4	3	13
227	4	5	5	4	18	3	3	4	4	14	4	5	4	4	17	3	3	4	3	13
228	4	4	4	3	15	3	4	4	4	15	4	4	5	3	16	3	4	3	3	13
229	3	4	4	4	15	4	4	4	4	16	4	4	5	3	16	4	4	4	5	17
230	4	2	1	4	11	4	4	4	4	16	4	3	3	3	13	4	4	3	2	13
231	5	3	4	4	16	3	4	5	4	16	5	4	3	4	16	3	4	4	5	16
232	5	3	4	4	16	4	4	5	4	17	4	3	3	4	14	4	4	4	5	17
233	3	4	3	3	13	4	4	3	3	14	4	3	4	4	15	4	4	4	5	17
234	3	3	3	3	12	4	4	3	3	14	5	3	4	4	16	4	4	5	5	18
235	5	4	4	3	16	4	4	3	4	15	4	2	4	5	15	4	4	4	4	16
236	3	3	3	4	13	4	4	4	4	16	4	3	3	5	15	4	4	4	5	17
237	3	3	3	4	13	5	5	4	4	18	2	3	4	4	13	5	5	4	4	18
238	4	3	4	4	15	5	4	4	4	17	5	4	4	4	17	5	4	5	4	18
239	3	3	5	4	15	4	4	3	3	14	3	3	4	4	14	4	4	4	4	16



HASIL ANALISIS DATA KARAKTERISTIK RESPONDEN

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	181	75.7	75.7	75.7
	Perempuan	58	24.3	24.3	100.0
	Total	239	100.0	100.0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-24	26	10.9	10.9	10.9
	25-35	49	20.5	20.5	31.4
	36-45	86	36.0	36.0	67.4
	46-55	78	32.6	32.6	100.0
	Total	239	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	76	31.8	31.8	31.8
	D3	69	28.9	28.9	60.7
	S1	71	29.7	29.7	90.4
	S2	23	9.6	9.6	100.0
	Total	239	100.0	100.0	

HASIL ANALISIS DATA VALIDITAS

Correlations

		Produk	Produk	Produk	X1.Total
Produk	Pearson Correlation	1	.383**	.179**	.808**
	Sig. (2-tailed)		.000	.006	.000
	N	239	239	239	239
Produk	Pearson Correlation	.383**	1	.121	.705**
	Sig. (2-tailed)	.000		.063	.000
	N	239	239	239	239
Produk	Pearson Correlation	.179**	.121	1	.565**
	Sig. (2-tailed)	.006	.063		.000
	N	239	239	239	239
X1.Total	Pearson Correlation	.808**	.705**	.565**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	239	239	239	239

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

Correlations

		Harga	Harga	Harga	X2.Total
Harga	Pearson Correlation	1	.386**	.215**	.777**
	Sig. (2-tailed)		.000	.001	.000
	N	239	239	239	239
Harga	Pearson Correlation	.386**	1	.224**	.707**
	Sig. (2-tailed)	.000		.000	.000
	N	239	239	239	239
Harga	Pearson Correlation	.215**	.224**	1	.668**
	Sig. (2-tailed)	.001	.000		.000
	N	239	239	239	239
X2.Total	Pearson Correlation	.777**	.707**	.668**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	239	239	239	239

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

Correlations

		Promosi	Promosi	Promosi	Promosi	X3.Total
Promosi	Pearson Correlation	1	.318**	.298**	.119	.674**
	Sig. (2-tailed)		.000	.000	.067	.000
	N	239	239	239	239	239
Promosi	Pearson Correlation	.318**	1	.241**	.053	.614**
	Sig. (2-tailed)	.000		.000	.417	.000
	N	239	239	239	239	239
Promosi	Pearson Correlation	.298**	.241**	1	.185**	.691**
	Sig. (2-tailed)	.000	.000		.004	.000
	N	239	239	239	239	239
Promosi	Pearson Correlation	.119	.053	.185**	1	.554**
	Sig. (2-tailed)	.067	.417	.004		.000
	N	239	239	239	239	239
X3.Total	Pearson Correlation	.674**	.614**	.691**	.554**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	239	239	239	239	239

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

Correlations

		Tempat	Tempat	Tempat	X4.Total
Tempat	Pearson Correlation	1	.330**	.122	.771**
	Sig. (2-tailed)		.000	.061	.000
	N	239	239	239	239
Tempat	Pearson Correlation	.330**	1	.207**	.715**
	Sig. (2-tailed)	.000		.001	.000
	N	239	239	239	239
Tempat	Pearson Correlation	.122	.207**	1	.580**
	Sig. (2-tailed)	.061	.001		.000
	N	239	239	239	239
X4.Total	Pearson Correlation	.771**	.715**	.580**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	239	239	239	239

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

Correlations

		Orang	Orang	Orang	Orang	X5.Total
Orang	Pearson Correlation	1	.195**	.166*	.164*	.528**
	Sig. (2-tailed)		.002	.010	.011	.000
	N	239	239	239	239	239
Orang	Pearson Correlation	.195**	1	.495**	.359**	.730**
	Sig. (2-tailed)	.002		.000	.000	.000
	N	239	239	239	239	239
Orang	Pearson Correlation	.166*	.495**	1	.596**	.816**
	Sig. (2-tailed)	.010	.000		.000	.000
	N	239	239	239	239	239
Orang	Pearson Correlation	.164*	.359**	.596**	1	.744**
	Sig. (2-tailed)	.011	.000	.000		.000
	N	239	239	239	239	239
X5.Total	Pearson Correlation	.528**	.730**	.816**	.744**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	239	239	239	239	239

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

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

Correlations

		Proses	Proses	Proses	Proses	X6.Total
Proses	Pearson Correlation	1	.303**	.298**	.265**	.701**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	239	239	239	239	239
Proses	Pearson Correlation	.303**	1	.296**	.081	.620**
	Sig. (2-tailed)	.000		.000	.210	.000
	N	239	239	239	239	239
Proses	Pearson Correlation	.298**	.296**	1	.325**	.730**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	239	239	239	239	239
Proses	Pearson Correlation	.265**	.081	.325**	1	.620**
	Sig. (2-tailed)	.000	.210	.000		.000
	N	239	239	239	239	239
X6.Total	Pearson Correlation	.701**	.620**	.730**	.620**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	239	239	239	239	239

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

Correlations

		Bukti Fisik	Bukti Fisik	Bukti Fisik	Bukti Fisik	Y1.Total
Bukti Fisik	Pearson Correlation	1	.371**	.196**	.324**	.426**
	Sig. (2-tailed)		.000	.002	.000	.000
	N	239	239	239	239	239
Bukti Fisik	Pearson Correlation	.371**	1	.285**	.343**	.533**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	239	239	239	239	239
Bukti Fisik	Pearson Correlation	.196**	.285**	1	.435**	.548**
	Sig. (2-tailed)	.002	.000		.000	.000
	N	239	239	239	239	239
Bukti Fisik	Pearson Correlation	.324**	.343**	.435**	1	.714**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	239	239	239	239	239
Y1.Total	Pearson Correlation	.426**	.533**	.548**	.714**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	239	239	239	239	239

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



Correlations

		Loyalitas Konsumen	Loyalitas Konsumen	Loyalitas Konsumen	Loyalitas Konsumen	Y1.Total
Loyalitas Konsumen	Pearson Correlatio n	1	.376**	.186**	.261**	.682**
	Sig. (2- tailed)		.000	.004	.000	.000
	N	239	239	239	239	239
Loyalitas Konsumen	Pearson Correlatio n	.376**	1	.302**	.410**	.720**
	Sig. (2- tailed)	.000		.000	.000	.000
	N	239	239	239	239	239
Loyalitas Konsumen	Pearson Correlatio n	.186**	.302**	1	.419**	.659**
	Sig. (2- tailed)	.004	.000		.000	.000
	N	239	239	239	239	239
Loyalitas Konsumen	Pearson Correlatio n	.261**	.410**	.419**	1	.746**
	Sig. (2- tailed)	.000	.000	.000		.000
	N	239	239	239	239	239
Y1.Total	Pearson Correlatio n	.682**	.720**	.659**	.746**	1
	Sig. (2- tailed)	.000	.000	.000	.000	
	N	239	239	239	239	239

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

HASIL ANALISIS DATA RELIABILITAS

Scale: X1

Reliability Statistics

Cronbach's Alpha	N of Items
.649	3

Scale: X2

Reliability Statistics

Cronbach's Alpha	N of Items
.673	3

Scale: X3

Reliability Statistics

Cronbach's Alpha	N of Items
.678	4

Scale: X4

Reliability Statistics

Cronbach's Alpha	N of Items
.659	3

Scale: X5

Reliability Statistics

Cronbach's Alpha	N of Items
.666	4

Scale: X6

Reliability Statistics

Cronbach's Alpha	N of Items
.681	4

Scale: X7

Reliability Statistics

Cronbach's Alpha	N of Items
.651	4

Scale: Y

Reliability Statistics

Cronbach's Alpha	N of Items
.650	4

HASIL ANALISIS DATA REGRESI LINIER BERGANDA, UJI T, UJI F, R² DAN UJI ASUMSI KLASIK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1006.813	7	143.830	208.333	.000 ^b
	Residual	159.480	231	.690		
	Total	1166.293	238			

a. Dependent Variable: Y1.Total

b. Predictors: (Constant), X7.Total, X4.Total, X5.Total, X3.Total, X1.Total, X6.Total, X2.Total

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.336	.538		-4.338	.000		
	X1.Total	.433	.072	.310	6.003	.000	.223	4.493
	X2.Total	.199	.068	.156	2.939	.004	.210	4.773
	X3.Total	.196	.052	.167	3.783	.000	.303	3.306
	X4.Total	.136	.060	.094	2.262	.025	.345	2.901
	X5.Total	.069	.033	.069	2.069	.040	.532	1.878
	X6.Total	.132	.058	.115	2.273	.024	.232	4.309
	X7.Total	.183	.043	.189	4.257	.000	.300	3.331

a. Dependent Variable: Y1.Total

Collinearity Diagnostics^a

Mod el	Dimensi on	Eigenv alue	Condition Index	Variance Proportions							
				(Const ant)	X1.To tal	X2.To tal	X3.To tal	X4.To tal	X5.To tal	X6.To tal	X7.To tal
1	1	7.951	1.000	.00	.00	.00	.00	.00	.00	.00	.00
	2	.016	22.559	.01	.06	.04	.01	.07	.20	.00	.03
	3	.012	25.783	.57	.00	.04	.00	.01	.00	.00	.09
	4	.008	32.217	.04	.02	.00	.13	.05	.67	.03	.03
	5	.005	39.917	.03	.01	.14	.24	.03	.13	.01	.54
	6	.004	43.505	.28	.06	.22	.06	.50	.00	.11	.05
	7	.003	52.891	.02	.41	.11	.02	.33	.00	.41	.19
	8	.002	62.831	.06	.44	.46	.53	.01	.00	.44	.07

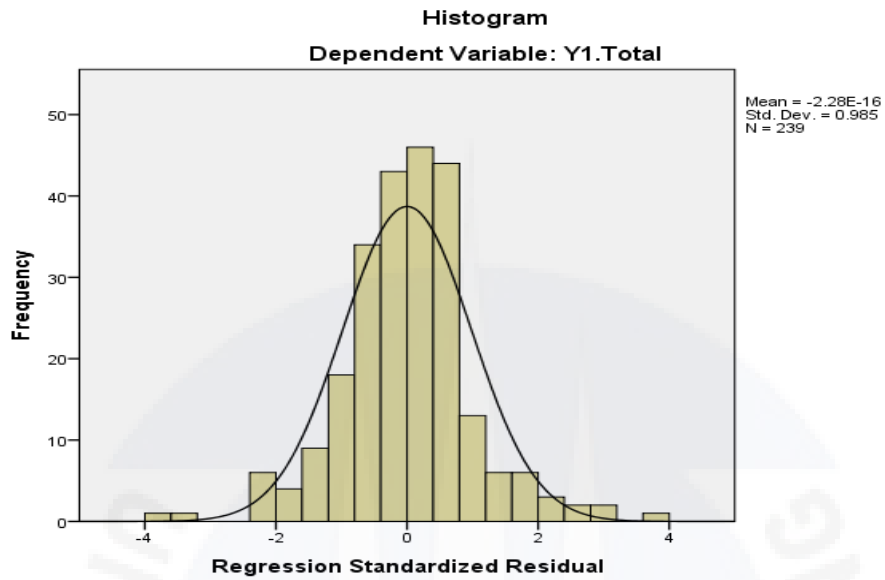
a. Dependent Variable: Y1.Total

Residuals Statistics^a

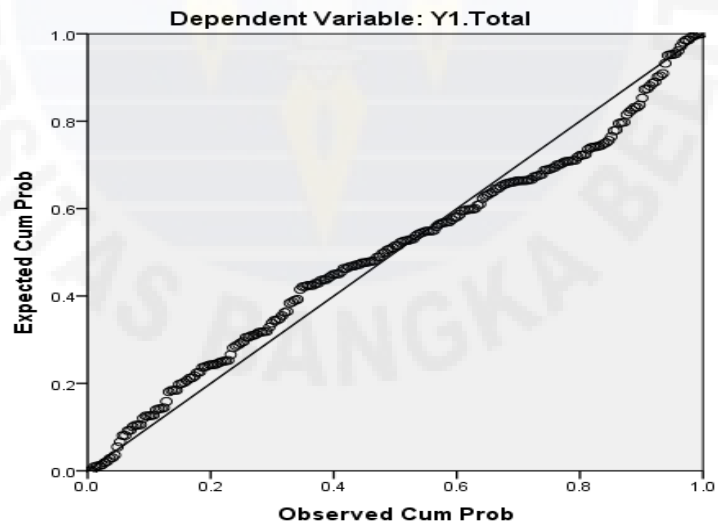
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.51	20.39	15.95	2.057	239
Std. Predicted Value	-2.643	2.163	.000	1.000	239
Standard Error of Predicted Value	.056	.351	.146	.043	239
Adjusted Predicted Value	10.43	20.41	15.94	2.059	239
Residual	-3.029	3.183	.000	.819	239
Std. Residual	-3.646	3.830	.000	.985	239
Stud. Residual	-3.723	3.925	.001	1.006	239
Deleted Residual	-3.159	3.342	.001	.854	239
Stud. Deleted Residual	-3.831	4.054	.001	1.016	239
Mahal. Distance	.101	41.593	6.971	4.948	239
Cook's Distance	.000	.109	.005	.014	239
Centered Leverage Value	.000	.175	.029	.021	239

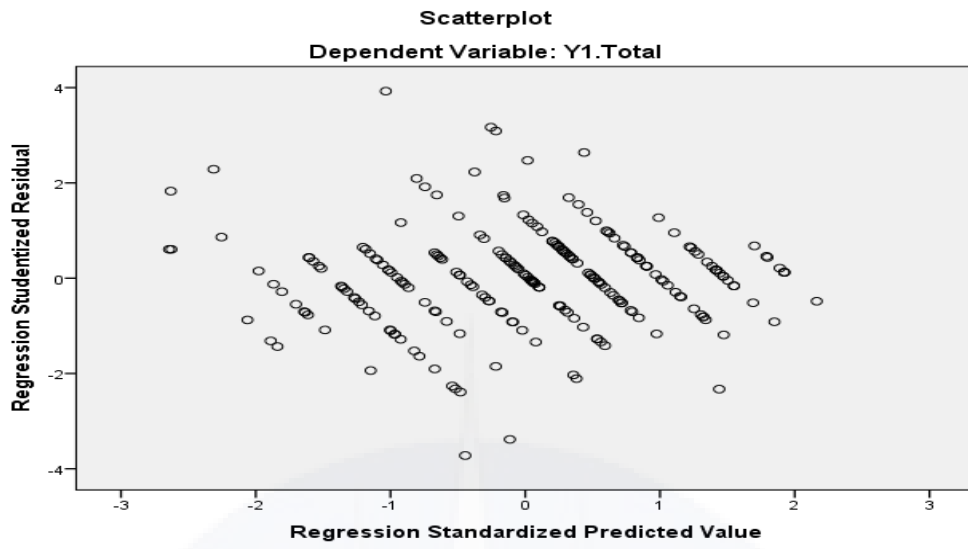
a. Dependent Variable: Y1.Total

Charts



Normal P-P Plot of Regression Standardized Residual





Lampiran 12



Foto saat konsumen mengisi kuesioner



Foto saat melakukan wawancara singkat kepada menejer BUMIDA



Foto bersama menejer BUMIDA



Foto bersama menejer, dan konsumen



Foto bersama menejer, karyawan/karyawati, beserta konsumen



Foto saat berada di kantor BUMIDA



KEMENTERIAN RISET, TEKNOLOGI DAN PENDIDIKAN TINGGI
UNIVERSITAS BANGKA BELITUNG
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ABSTRACT

Bayu Pratama. 302 11 11 057.

The Influence of Marketing Mix of Service on the Consumer Loyalty at PT. Bumiputera Muda 1967 Pangkalpinang

The background of this research is based on the phenomenon that shows marketing mix is cannot be applied maximally in the insurance company. The purpose of this study us to know and to get review of influence of product, price, promotion, people, process, and physical evidence. This is descriptive quantitative research with a total sample of 239 respondents, while the sampling technique uses Slovin technique. The independent of this research consists of product, price, promotion, place, people, process, and physical evidence, while dependent variable is consumer loyalty. The test of instrument uses validity test and reliability test. the data analyzing method uses multiple linear regressions with t test, F test and R^2 . The result of independent variable is obtained that variable of product (X1) $t_{value} (6.003) > T_{table} (1.969)$, variable of price (X2) $t_{value} (2.939) > T_{table} (1.969)$, variable of promotion (X3) $t_{value} (3.783) > T_{table} (1.969)$, variable of place (X4) $t_{value} (2.262) > T_{table} (1.969)$, variable of people (X5) $t_{value} (2.026) > T_{table} (1.969)$, variable of process (X6) $t_{value} (2.273) > T_{table} (1.969)$, and variable of physical evidence (X7) $t_{value} (4.257) > T_{table} (1.969)$. Thus variable of Product (X1) has partial influence on consumer loyalty (Y), variable of price (X2) has partial influence on consumer loyalty (Y), variable of promotion (X3) has partial influence on consumer loyalty (Y), variable of place (X4) has partial influence on consumer loyalty (Y), variable of people (X5) has partial influence on consumer loyalty (Y), variable of process (X6) has partial influence on consumer loyalty (Y), and variable of physical evidence (X7) has partial influence on consumer loyalty (Y). The result of F test indicates F_{value} is 208.333 and F_{table} is $df_1 =$ the degree of the numerator 7 and $df_2 =$ the degree of the denominator 231 with significance level of 5% thus obtained F_{table} is 2.05, means $F_{value} > F_{table}$. The result of $p = 0.000 < 0.05$, thus H_0 is rejected and H_a is accepted, which means independent variable (product, price, promotion, place, people, process, and physical evidence) simultaneously influence dependent variable (consumer loyalty) positively and significantly. The result of coefficient of determination (R^2) shows Adjusted R Square is 0.859 or 85.9% which means variable of consumer loyalty can be influence by variable of product, price, promotion, place, people, process, and physical evidence, the remaining 14.1% can be influenced by other variable outside of research.

Keywords: product, price, promotion, place, people, process, physical evidence, and consumer loyalty.

Head of UPT Pusat Bahasa

Riwan Kusmiadi, S.T.P., M.Si.

Translator

Maya Susilawati, S.Pd



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 Mulai Skripsi :
 Judul Proposal/Skripsi : Pengaruh Bauran Pemasaran terhadap loyalitas konsumen
 Pada PT. Asuransi Unwan Bumi Putera muda 1967 Cabang Pangkalpinang.

NO	Tanggal	Keterangan	Paraf Pembimbing
1	15/12/15	Konsultasi Judul	[Signature]
2	27/12/15	Konsultasi Jurnal	[Signature]
3	2-06-2016	Perbaikan bab 1, 2 & 3	[Signature]
4	20-06-2016	Perbaikan penulisan	[Signature]
5	27-06-2016	ACC	[Signature]
6		Perbaikan bab 3	[Signature]
7		Perbaikan bab 4	[Signature]
8		Perbaikan penulisan	[Signature]
9		Perbaikan penulisan	[Signature]
10		ACC	[Signature]
11			
12			
13			
14			
15			

Catatan :

1. Kartu ini harus diisi saat bimbingan skripsi



KARTU BIMBINGAN SKRIPSI

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 Konsentrasi Studi : Pemasaran :
 Judul Proposal/Skripsi : Pengaruh Bauran Pemasaran Jasa terhadap Loyalitas Konsumen
 Pada PT. BumiPutera MUDA 1967 Cabang Pangkalpinang.

NO	Tanggal	Keterangan	Paraf Pembimbing
1	18/07 2016	Bimbingan	JP
2	29/07 2016	Revisi	JP
3	2/08 2016	Ke. Bidang Pijeta/Komputer	JP
4			
5			
6			
7			
8			
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10			
11			
12			
13			
14			
15			

Catatan :
 1. Kartu ini harus diisi saat bimbingan skripsi



Pangkalpinang, 04 November 2015

Kepada

Nomor : 061-EXT/BUMIDA-BABEL/XI/2015

Dekan Fakultas Ekonomi

Sifat : Biasa

Universitas Bangka Belitung

Lampiran : -

Di Tempat

Hal : Persetujuan melakukan riset

pada PT. ASURANSI UMUM BUMIPUTERA MUDA
cabang Pangkalpinang

Sehubungan dengan surat pada tanggal 01 Oktober 2015 perihal permohonan izin melakukan riset untuk keperluan penyusunan skripsi sebagai prasyarat untuk menyelesaikan studi pada Fakultas Ekonomi Universitas Bangka Belitung, bahwasannya kami tidak keberatan menerima mahasiswa yang bernama :

Nama : Bayu Pratama

Nim : 302 11 11 057

Jurusan : Manajemen

Untuk melakukan riset terhadap obyek penelitian di PT. ASURANSI UMUM BUMIPUTERA MUDA cabang Pangkalpinang.

Demikian kami sampaikan untuk dapat diketahui dan dipergunakan sebagaimana mestinya

Pangkalpinang, 04 Noverber 2015 *Po*

Hormat kami,

Panca Novian SP. MM

Pimpinan