

Lampiran 1

DAFTAR RIWAYAT HIDUP

Nama : Fitrah Rosiana Wati

Tempat, Tanggal Lahir : Bekasi, 21 Februari 1994

Jenis Kelamin : Perempuan

Agama : Islam

Pendidikan Terakhir : S1 (Sarjana Ekonomi)

Alamat : Jl. Zamrud Pangkalpinang, kel Semabung Lama, Kecamatan
Bukit Intan.

Telp/Hp : 0819 2912 2904

Pendidikan Formal

2012-2016 : Universitas Bangka Belitung
(Fakultas Ekonomi, Program Studi Manajemen)

2009-2012 : SMK Bakti Pangkalpinang

2006-2009 : SMP Pembinaan

2000-2006 : SD Negeri 41

Lampiran 2

1. IDENTITAS RESPONDEN

Nama :

Alamat :

Umur : (17 - 25) (26 - 45) (46 - 65) (>65)

Jenis kelamin : Perempuan Laki – laki

Pekerjaan : PNS Swasta Wirausaha Pelajar Lainnya

Pendidikan : SD SMP SMK/SMA Perguruan Tinggi

2. PETUNJUK PENGISIAN :

Jawablah pertanyaan dibawah ini, dengan cara memberikan tanda centang (√) pada jawaban yang anda inginkan dikolom yang tersedia, sesuai dengan ketentuan sebagai berikut :

SS : Sangat setuju (5) S : Setuju (4) R : Ragu-Ragu (3)

TS : Tidak setuju (2) STS : Sangat tidak setuju (1)

3. PERTANYAAN

1. *Public Relation* (X₁)

a. Arah komunikasi

No	PERTANYAAN	SS	S	R	TS	STS
1	<i>Hypermart</i> BTC selalu memberikan informasi terupdate tentang diskon, produk, dan <i>event-event</i> tertentu.					
2	Informasi yang diberikan <i>Hypermart</i> BTC dapat memberikan manfaat bagi saya.					

b. Keseimbangan Kepentingan

3	Menurut saya Informasi yang diberikan <i>Hypermart</i> tidak hanya untuk kepentingan perusahaan					
4	Informasi dari <i>Hypermart</i> BTC sangat berguna bagi saya untuk berbelanja.					

c. Saluran

5	<i>Hypermart</i> BTC memberikan informasinya melalui media elektronik (radio/tv) dan media cetak (Koran/katalog)					
6	<i>Hypermart</i> BTC memberikan informasinya dengan cara mendatangi saya langsung.					

d. Etis

7	<i>Hypermart</i> BTC juga terlibat dalam kegiatan pelayanan masyarakat di Pangkalpinang					
8	Dengan adanya <i>Hypermart</i> mempermudah masyarakat Pangkalpinang untuk berbelanja tanpa pergi jauh.					

2. Ekspektasi pelanggan (X₂)

a. *Equitable performance* (kinerja yang adil)

No	PERTANYAAN	SS	S	R	TS	STS
9	<i>Hypermart</i> BTC telah memenuhi harapan saya dibandingkan toko ritel modern lainnya.					
10	Saya merasa berbelanja di <i>Hypermart</i> BTC telah sesuai antara usaha yang saya keluarkan dengan kepuasan setelah berbelanja.					
11	<i>Hypermart</i> BTC memberikan pelayanan dengan perlakuan yang baik kepada semua konsumen.					

b. *Ideal performance* (kinerja ideal)

12	Kinerja <i>Hypermart</i> BTC dalam memenuhi harapan konsumen telah optimal atau maksimal.					
13	<i>Hypermart</i> BTC telah secara jelas berusaha untuk memberikan yang terbaik melalui pelayanan,fasilitas, dan ketersediaan produk.					
14	<i>Hypermart</i> BTC memberikan harga yang relatif lebih murah.					

c. *Expected performance* (kinerja yang diharapkan)

15	Harapan saya terhadap <i>Hypermart</i> BTC telah sesuai dengan kenyataan yang saya terima.					
16	Karyawan <i>Hypermart</i> BTC selalu cepat tanggap dalam membantu konsumen saat berbelanja.					

3. Loyalitas pelanggan (Y)

a. Persepsi value

No	PERTANYAAN	SS	S	R	TS	STS
17	Berbelanja di <i>Hypermart</i> BTC memberikan manfaat bagi saya dalam memenuhi kebutuhan.					
18	<i>Hypermart</i> BTC lebih baik dibandingkan toko ritel modern lainnya.					

b. Kepercayaan

19	<i>Hypermart</i> BTC selalu menyediakan berbagai produk-produk yang saya butuhkan.					
20	<i>Hypermart</i> BTC memiliki karyawan yang handal					
21	<i>Hypermart</i> BTC selalu memberikan yang terbaik kepada pelanggan					

c. Relasional pelanggan

22	Saya merasakan keuntungan timbal balik selama melakukan perbelanjaan di <i>Hypermart</i> BTC.					
23	<i>Hypermart</i> memperlakukan pelanggannya secara adil					

d. Biaya peralihan

24	Saya merasa beralih berbelanja ditempat lain akan membuang-buang waktu.					
25	Saya merasa beralih berbelanja ditempat lain akan membutuhkan biaya yang lebih besar.					
26	Saya merasa jika saya beralih berbelanja di tempat lain saya mendapatkan kepuasan seperti yang saya dapatkan dari <i>Hypermart</i> BTC.					

e. Dependabilitas

27	Saya akan memberikan dukungan kepada <i>Hypermart</i> BTC sebagai tempat perbelanjaan yang bagus.					
28	Pelayanan yang diberikan <i>Hypermart</i> BTC kepada pelanggan cukup cepat.					

f. Kepuasan pelanggan

29	Saya akan merekomendasikan <i>Hypermart</i> BTC kepada orang lain.					
30	Saya akan melakukan pembelian lagi di <i>Hypermart</i> BTC di waktu yang akan datang.					

g. Citra merek

31	Saya akan terus melakukan perbelanjaan di <i>Hypermart</i> BTC.					
32	Saya berbelanja di <i>Hypermart</i> BTC karena memiliki citra yang positif selama ini.					

h. Waktu tunggu

33	Menurut saya pelayanan yang diberikan <i>Hypermart</i> BTC sudah baik.					
34	Pengalaman selama saya berbelanja di <i>Hypermart</i> BTC tidak mengecewakan.					



Lampiran 3. Data Tabulasi SPSS

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Public_Relation
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X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	Ekspektasi_pelanggan
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4	3	2	5	5	5	4	5	33
4	3	2	3	4	4	4	3	27
4	4	3	4	4	5	4	3	31
3	3	3	4	4	4	2	2	25
3	3	4	2	2	3	4	5	26
4	4	5	3	4	4	4	4	32
4	3	4	4	4	5	5	4	33
5	4	4	4	2	3	4	4	30
4	3	5	3	4	5	5	4	33
5	4	3	3	4	3	4	3	29
3	4	5	4	3	5	5	4	33
3	4	5	5	4	5	4	1	31
4	5	2	4	5	2	4	2	28
2	3	5	4	3	2	2	3	24
4	5	4	3	4	4	5	3	32
4	4	5	4	4	4	4	3	32

Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	Y1.11	Y1.12	Y1.13	Y1.14	Y1.15	Y1.16	Y1.17	Y1.18	Lp
5	4	5	4	5	4	4	4	3	2	5	4	4	5	4	4	5	5	76
4	3	4	4	4	5	4	3	3	2	5	4	5	4	4	4	4	4	70
4	4	4	4	4	4	4	4	4	3	5	5	5	5	5	5	5	5	79
1	3	3	2	3	3	3	1	2	3	3	2	2	2	3	3	2	3	44
4	3	4	5	4	4	4	3	4	3	4	4	4	4	4	4	4	5	71
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4	5	5	4	4	5	4	3	3	3	4	4	5	4	4	4	4	5	74
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3	4	4	4	4	4	4	4	5	1	4	4	4	3	4	4	4	4	68
4	3	4	5	4	3	4	4	3	3	5	5	5	5	5	3	4	4	73
3	4	4	5	3	4	4	3	4	3	3	4	4	4	4	3	4	4	67
3	4	5	5	4	5	5	5	4	1	5	5	5	5	5	5	5	5	81
5	4	4	4	4	4	4	3	3	4	4	4	4	3	4	5	5	5	73
4	4	4	4	4	4	4	3	3	4	5	4	5	5	5	3	3	3	71
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3	4	5	4	4	5	5	4	4	4	3	4	4	3	4	4	4	5	73
5	4	3	3	4	4	5	3	3	3	2	4	4	4	4	4	4	5	68
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4	4	3	4	4	4	4	3	4	3	3	3	3	3	3	3	3	4	62
4	4	3	4	4	3	4	3	3	3	5	5	5	5	5	4	4	5	73
4	4	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	3	66
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4	4	4	4	4	4	4	4	4	2	4	5	5	5	4	2	4	5	72
5	4	4	5	3	3	5	4	4	3	4	4	4	5	4	4	5	4	74
3	3	3	2	2	3	2	2	1	3	3	2	2	3	2	2	3	3	44
4	4	4	4	4	4	4	3	4	4	5	5	5	4	5	4	5	4	76
4	3	3	3	3	3	2	1	2	2	2	2	3	2	3	2	2	2	44
4	5	4	4	5	4	5	4	4	3	4	3	4	4	5	4	5	5	76
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4	4	4	4	4	5	3	4	4	3	4	4	4	5	4	4	4	4	72
4	3	4	4	3	4	3	4	4	4	4	5	5	4	4	4	3	4	70
4	3	4	4	3	4	4	3	3	4	4	3	4	4	4	5	4	4	68
4	4	4	4	4	4	4	4	4	4	3	4	4	5	3	3	5	5	72
4	4	4	4	3	3	4	4	4	3	4	3	4	3	4	3	4	5	67
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4	5	5	5	4	4	4	4	4	5	4	4	5	5	5	4	4	5	80
4	3	4	3	4	4	3	3	4	3	3	5	3	4	3	3	4	3	63
5	5	4	4	5	5	5	4	3	3	4	5	4	3	3	5	4	4	75

3	4	3	4	3	4	4	4	4	5	5	5	5	5	5	5	5	3	76
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3	4	3	4	4	4	3	3	3	5	5	5	3	1	3	1	5	4	63
5	5	4	5	5	3	4	4	3	4	5	5	4	4	5	4	4	4	77
4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	71
3	4	4	4	3	4	4	3	4	5	3	3	3	3	3	3	3	3	62
4	3	4	4	3	4	3	3	4	5	4	3	5	4	4	4	3	5	69
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5	5	5	5	4	5	5	5	4	3	4	5	4	4	4	5	5	4	81
3	4	4	4	3	4	4	3	5	3	3	3	3	3	3	3	4	3	62
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3	4	3	2	2	4	4	3	3	3	4	4	3	3	3	4	5	5	62
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4	4	4	4	4	3	4	3	3	4	4	3	4	4	4	4	4	4	68
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2	2	2	3	3	2	2	3	4	4	4	4	3	2	2	3	3	2	50
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4	4	5	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	72
3	4	3	4	4	3	3	3	2	3	4	4	3	3	3	3	3	4	59
4	5	5	5	3	2	3	3	3	5	5	5	5	5	5	5	5	5	78
3	3	3	4	2	4	2	2	2	4	4	4	4	4	4	4	4	4	61
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3	2	3	3	2	3	4	2	3	4	4	5	3	2	3	4	3	2	55
5	5	5	2	3	4	4	4	3	4	3	2	5	4	3	4	4	5	69
4	3	5	5	3	2	1	2	2	4	3	2	4	3	2	1	4	2	52
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4	4	4	4	5	2	3	3	2	3	4	3	2	3	2	1	5	2	56
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4	4	4	4	5	4	4	3	2	3	4	4	4	4	4	4	4	4	69
4	3	2	5	4	3	4	4	2	5	5	5	4	5	4	4	5	4	72
5	3	4	2	3	4	2	5	4	3	5	2	3	4	1	3	2	4	59
4	2	5	3	4	4	5	2	3	4	4	5	4	5	2	4	4	4	68
2	1	2	4	5	5	4	4	3	4	5	4	3	2	2	1	2	3	56
3	2	3	4	3	4	3	2	3	5	4	3	2	4	3	2	3	4	57
4	2	5	2	4	3	4	3	5	4	4	5	3	4	5	4	5	5	71
5	4	4	3	4	3	5	2	3	3	2	1	4	3	5	5	4	5	65
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4	4	5	4	5	4	5	3	3	3	4	4	3	4	5	4	3	4	71
4	5	4	4	3	4	4	4	4	3	4	4	4	4	5	4	4	4	72



Public Relation

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Sangat Tidak Setuju	3	1.8	1.8	1.8
Tidak Setuju	10	6.0	6.0	7.7
Ragu-Ragu	23	13.7	13.7	21.4
Setuju	75	44.6	44.6	66.1
Sangat Setuju	57	33.9	33.9	100.0
Total	168	100.0	100.0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Sangat Tidak Setuju	4	2.4	2.4	2.4
Tidak Setuju	12	7.1	7.1	9.5
Ragu-Ragu	30	17.9	17.9	27.4
Setuju	85	50.6	50.6	78.0
Sangat Setuju	37	22.0	22.0	100.0
Total	168	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Sangat Tidak Setuju	6	3.6	3.6	3.6
Tidak Setuju	12	7.1	7.1	10.7
Ragu-Ragu	42	25.0	25.0	35.7
Setuju	83	49.4	49.4	85.1
Sangat Setuju	25	14.9	14.9	100.0
Total	168	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Sangat Tidak Setuju	5	3.0	3.0	3.0
Tidak Setuju	18	10.7	10.7	13.7
Ragu-Ragu	42	25.0	25.0	38.7
Setuju	76	45.2	45.2	83.9
Sangat Setuju	27	16.1	16.1	100.0
Total	168	100.0	100.0	

X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	5	3.0	3.0	3.0
Tidak Setuju	5	3.0	3.0	6.0
Ragu-Ragu	26	15.5	15.5	21.4
Setuju	102	60.7	60.7	82.1
Sangat Setuju	30	17.9	17.9	100.0
Total	168	100.0	100.0	

X1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	5	3.0	3.0	3.0
Tidak Setuju	29	17.3	17.3	20.2
Ragu-Ragu	71	42.3	42.3	62.5
Setuju	45	26.8	26.8	89.3
Sangat Setuju	18	10.7	10.7	100.0
Total	168	100.0	100.0	

X1.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	5	3.0	3.0	3.0
Tidak Setuju	16	9.5	9.5	12.5
Ragu-Ragu	88	52.4	52.4	64.9
Setuju	47	28.0	28.0	92.9
Sangat Setuju	12	7.1	7.1	100.0
Total	168	100.0	100.0	

X1.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	2	1.2	1.2	1.2
Tidak Setuju	17	10.1	10.1	11.3
Ragu-Ragu	28	16.7	16.7	28.0
Setuju	91	54.2	54.2	82.1
Sangat Setuju	30	17.9	17.9	100.0
Total	168	100.0	100.0	

Ekspektasi Pelanggan

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Sangat Tidak Setuju	6	3.6	3.6	3.6
Tidak Setuju	6	3.6	3.6	7.1
Ragu-Ragu	39	23.2	23.2	30.4
Setuju	84	50.0	50.0	80.4
Sangat Setuju	33	19.6	19.6	100.0
Total	168	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Sangat Tidak Setuju	2	1.2	1.2	1.2
Tidak Setuju	13	7.7	7.7	8.9
Ragu-Ragu	51	30.4	30.4	39.3
Setuju	85	50.6	50.6	89.9
Sangat Setuju	17	10.1	10.1	100.0
Total	168	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Sangat Tidak Setuju	3	1.8	1.8	1.8
Tidak Setuju	21	12.5	12.5	14.3
Ragu-Ragu	40	23.8	23.8	38.1
Setuju	80	47.6	47.6	85.7
Sangat Setuju	24	14.3	14.3	100.0
Total	168	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Sangat Tidak Setuju	5	3.0	3.0	3.0
Tidak Setuju	11	6.5	6.5	9.5
Ragu-Ragu	47	28.0	28.0	37.5
Setuju	85	50.6	50.6	88.1
Sangat Setuju	20	11.9	11.9	100.0
Total	168	100.0	100.0	

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	3	1.8	1.8	1.8
Tidak Setuju	13	7.7	7.7	9.5
Ragu-Ragu	43	25.6	25.6	35.1
Setuju	96	57.1	57.1	92.3
Sangat Setuju	13	7.7	7.7	100.0
Total	168	100.0	100.0	

X2.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	5	3.0	3.0	3.0
Tidak Setuju	17	10.1	10.1	13.1
Ragu-Ragu	44	26.2	26.2	39.3
Setuju	76	45.2	45.2	84.5
Sangat Setuju	26	15.5	15.5	100.0
Total	168	100.0	100.0	

X2.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	2	1.2	1.2	1.2
Tidak Setuju	9	5.4	5.4	6.5
Ragu-Ragu	31	18.5	18.5	25.0
Setuju	93	55.4	55.4	80.4
Sangat Setuju	33	19.6	19.6	100.0
Total	168	100.0	100.0	

X2.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	5	3.0	3.0	3.0
Tidak Setuju	12	7.1	7.1	10.1
Ragu-Ragu	52	31.0	31.0	41.1
Setuju	69	41.1	41.1	82.1
Sangat Setuju	30	17.9	17.9	100.0
Total	168	100.0	100.0	

Loyalitas Pelanggan

Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	8	4.8	4.8	4.8
Valid Tidak Setuju	15	8.9	8.9	13.7
Valid Ragu-Ragu	44	26.2	26.2	39.9
Valid Setuju	84	50.0	50.0	89.9
Valid Sangat Setuju	17	10.1	10.1	100.0
Valid Total	168	100.0	100.0	

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	4	2.4	2.4	2.4
Valid Tidak Setuju	14	8.3	8.3	10.7
Valid Ragu-Ragu	26	15.5	15.5	26.2
Valid Setuju	106	63.1	63.1	89.3
Valid Sangat Setuju	18	10.7	10.7	100.0
Valid Total	168	100.0	100.0	

Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	3	1.8	1.8	1.8
Valid Tidak Setuju	11	6.5	6.5	8.3
Valid Ragu-Ragu	49	29.2	29.2	37.5
Valid Setuju	80	47.6	47.6	85.1
Valid Sangat Setuju	25	14.9	14.9	100.0
Valid Total	168	100.0	100.0	

Y1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	3	1.8	1.8	1.8
Valid Tidak Setuju	18	10.7	10.7	12.5
Valid Ragu-Ragu	25	14.9	14.9	27.4
Valid Setuju	99	58.9	58.9	86.3
Valid Sangat Setuju	23	13.7	13.7	100.0
Valid Total	168	100.0	100.0	

Y1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	4	2.4	2.4	2.4
Tidak Setuju	18	10.7	10.7	13.1
Ragu-Ragu	55	32.7	32.7	45.8
Setuju	73	43.5	43.5	89.3
Sangat Setuju	18	10.7	10.7	100.0
Total	168	100.0	100.0	

Y1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	3	1.8	1.8	1.8
Tidak Setuju	12	7.1	7.1	8.9
Ragu-Ragu	45	26.8	26.8	35.7
Setuju	87	51.8	51.8	87.5
Sangat Setuju	21	12.5	12.5	100.0
Total	168	100.0	100.0	

Y1.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	5	3.0	3.0	3.0
Tidak Setuju	16	9.5	9.5	12.5
Ragu-Ragu	44	26.2	26.2	38.7
Setuju	85	50.6	50.6	89.3
Sangat Setuju	18	10.7	10.7	100.0
Total	168	100.0	100.0	

Y1.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	6	3.6	3.6	3.6
Tidak Setuju	18	10.7	10.7	14.3
Ragu-Ragu	64	38.1	38.1	52.4
Setuju	69	41.1	41.1	93.5
Sangat Setuju	11	6.5	6.5	100.0
Total	168	100.0	100.0	

Y1.9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	5	3.0	3.0	3.0
Valid Tidak Setuju	21	12.5	12.5	15.5
Valid Ragu-Ragu	56	33.3	33.3	48.8
Valid Setuju	71	42.3	42.3	91.1
Valid Sangat Setuju	15	8.9	8.9	100.0
Valid Total	168	100.0	100.0	

Y1.10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	6	3.6	3.6	3.6
Valid Tidak Setuju	12	7.1	7.1	10.7
Valid Ragu-Ragu	78	46.4	46.4	57.1
Valid Setuju	53	31.5	31.5	88.7
Valid Sangat Setuju	19	11.3	11.3	100.0
Valid Total	168	100.0	100.0	

Y1.11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	2	1.2	1.2	1.2
Valid Tidak Setuju	10	6.0	6.0	7.1
Valid Ragu-Ragu	37	22.0	22.0	29.2
Valid Setuju	86	51.2	51.2	80.4
Valid Sangat Setuju	33	19.6	19.6	100.0
Valid Total	168	100.0	100.0	

Y1.12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	2	1.2	1.2	1.2
Valid Tidak Setuju	11	6.5	6.5	7.7
Valid Ragu-Ragu	36	21.4	21.4	29.2
Valid Setuju	83	49.4	49.4	78.6
Valid Sangat Setuju	36	21.4	21.4	100.0
Valid Total	168	100.0	100.0	

Y1.13

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Sangat Tidak Setuju	2	1.2	1.2	1.2
	Tidak Setuju	7	4.2	4.2	5.4
	Ragu-Ragu	41	24.4	24.4	29.8
	Setuju	86	51.2	51.2	81.0
	Sangat Setuju	32	19.0	19.0	100.0
	Total	168	100.0	100.0	

Y1.14

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Sangat Tidak Setuju	6	3.6	3.6	3.6
	Tidak Setuju	15	8.9	8.9	12.5
	Ragu-Ragu	38	22.6	22.6	35.1
	Setuju	74	44.0	44.0	79.2
	Sangat Setuju	35	20.8	20.8	100.0
	Total	168	100.0	100.0	

Y1.15

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Sangat Tidak Setuju	3	1.8	1.8	1.8
	Tidak Setuju	20	11.9	11.9	13.7
	Ragu-Ragu	33	19.6	19.6	33.3
	Setuju	77	45.8	45.8	79.2
	Sangat Setuju	35	20.8	20.8	100.0
	Total	168	100.0	100.0	

Y1.16

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Sangat Tidak Setuju	7	4.2	4.2	4.2
	Tidak Setuju	16	9.5	9.5	13.7
	Ragu-Ragu	35	20.8	20.8	34.5
	Setuju	83	49.4	49.4	83.9
	Sangat Setuju	27	16.1	16.1	100.0
	Total	168	100.0	100.0	

Y1.17

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Tidak Setuju	19	11.3	11.3	11.3
Ragu-Ragu	28	16.7	16.7	28.0
Setuju	82	48.8	48.8	76.8
Sangat Setuju	39	23.2	23.2	100.0
Total	168	100.0	100.0	

Y1.18

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Sangat Tidak Setuju	2	1.2	1.2	1.2
Tidak Setuju	9	5.4	5.4	6.5
Ragu-Ragu	32	19.0	19.0	25.6
Setuju	88	52.4	52.4	78.0
Sangat Setuju	37	22.0	22.0	100.0
Total	168	100.0	100.0	

Lampiran 5. Uji Reabilitas

1. *Public Relation*

Reliability Statistics

Cronbach's Alpha	N of Items
.817	8

2. Ekspektasi Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.835	8

3. Loyalitas Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.904	18

Lampiran 6. Analisis Regresi Berganda

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 ^a	.560	.554	6.73119

a. Predictors: (Constant), Ekspektasi_Pelanggan, Public_Relation

b. Dependent Variable: Loyalitas_Pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9498.304	2	4749.152	104.817	.000 ^b
	Residual	7475.982	165	45.309		
	Total	16974.286	167			

a. Dependent Variable: Loyalitas_Pelanggan

b. Predictors: (Constant), Ekspektasi_Pelanggan, Public_Relation

Coefficients^a

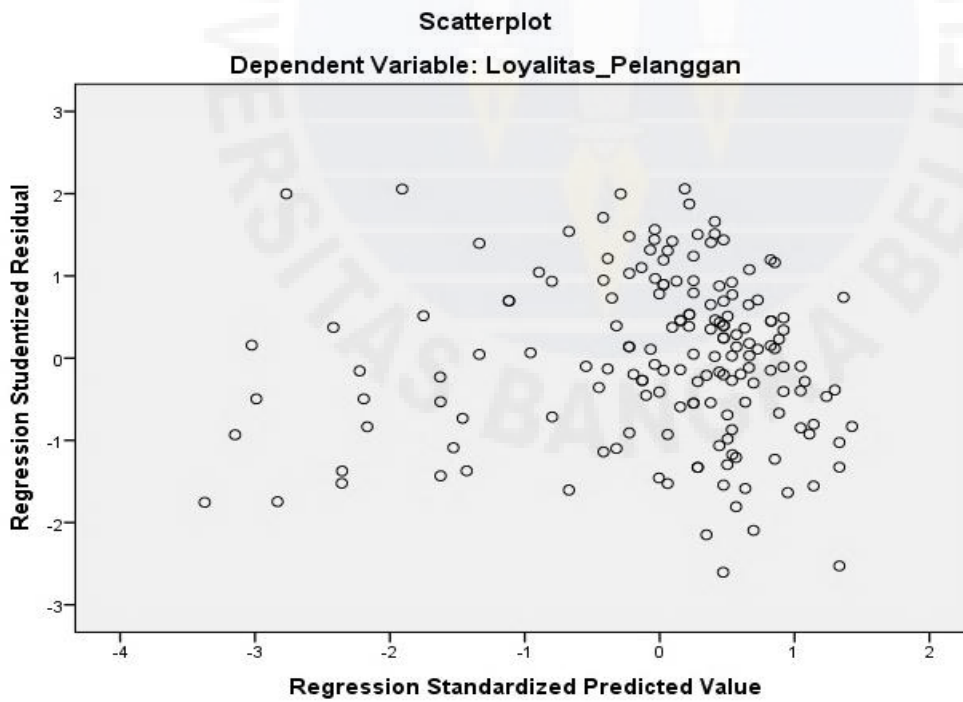
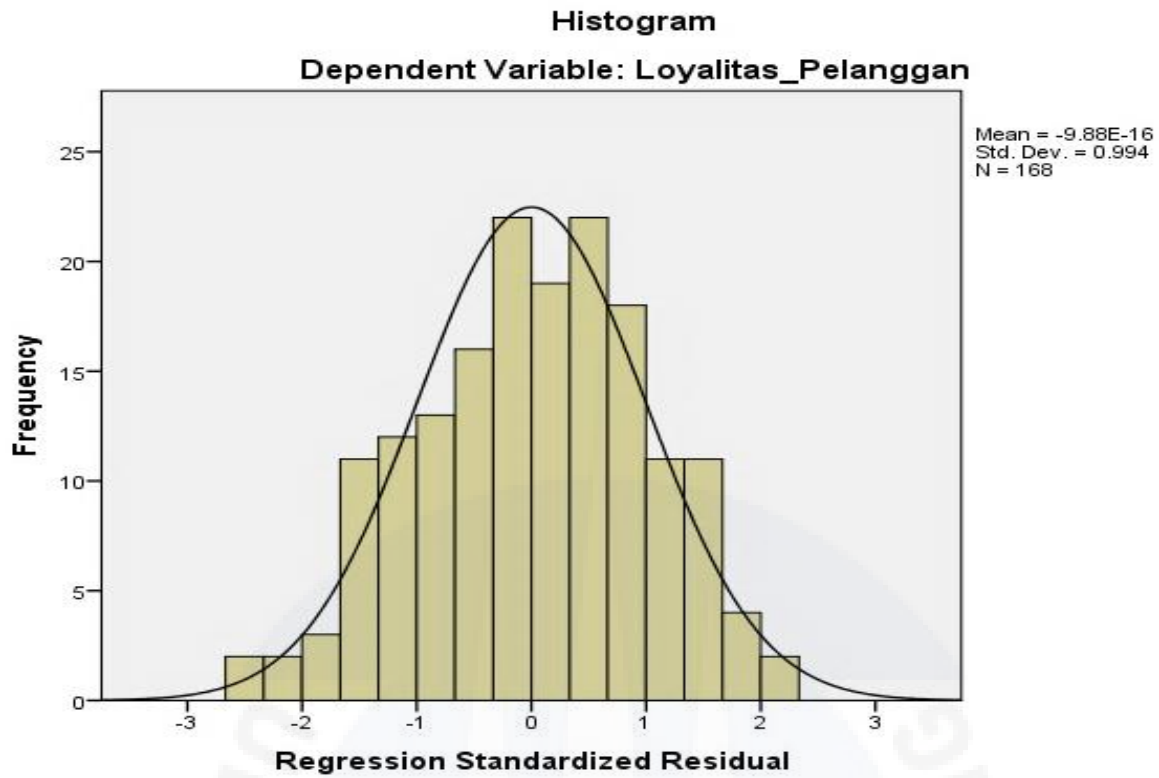
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16.619	3.441		4.829	.000		
	Public_Relation	.956	.149	.461	6.397	.000	.513	1.949
	Ekspektasi_Pelanggan	.722	.149	.349	4.840	.000	.513	1.949

a. Dependent Variable: Loyalitas_Pelanggan

Collinearity Diagnostics^a

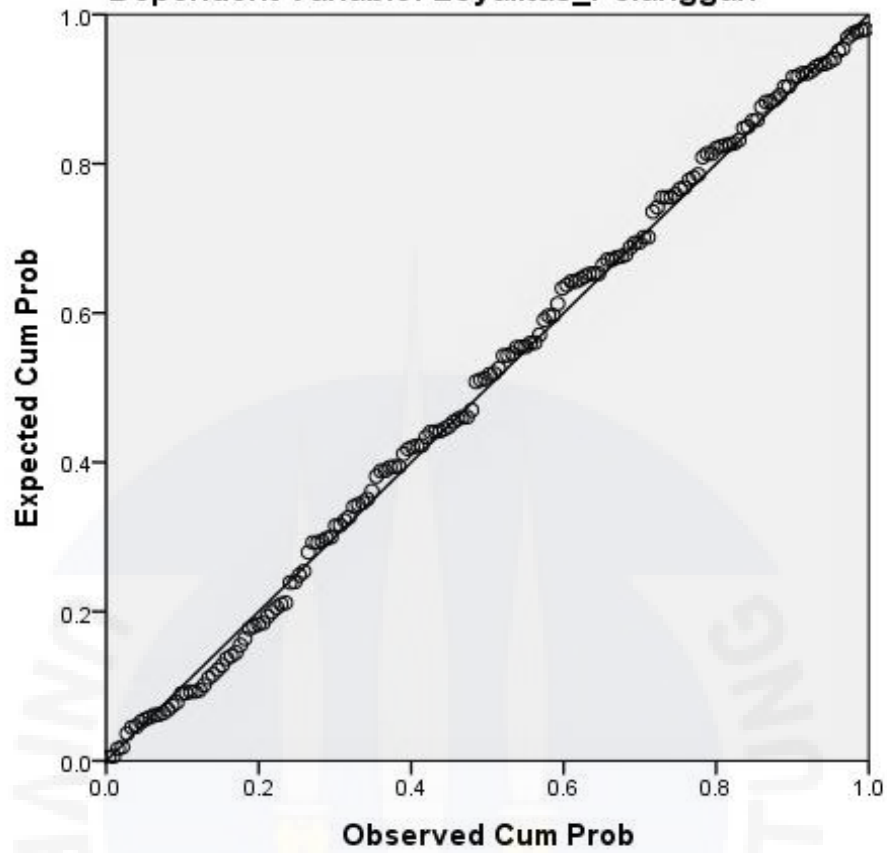
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Public_Relation	Ekspektasi_Pelanggan
1	1	2.977	1.000	.00	.00	.00
	2	.015	13.975	1.00	.15	.15
	3	.008	19.199	.00	.85	.85

a. Dependent Variable: Loyalitas_Pelanggan



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Loyalitas_Pelanggan



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		168
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	6.69076666
Most Extreme Differences	Absolute	.039
	Positive	.032
	Negative	-.039
Kolmogorov-Smirnov Z		.500
Asymp. Sig. (2-tailed)		.964

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 7. Uji Validitas

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Public_ Relation
X1.1	Pearson Correlation	1	.566**	.513**	.430**	.513**	.223**	.247**	.384**	.734**
	Sig. (2-tailed)		.000	.000	.000	.000	.004	.001	.000	.000
	N	168	168	168	168	168	168	168	168	168
X1.2	Pearson Correlation	.566**	1	.556**	.357**	.520**	.353**	.355**	.437**	.783**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	168	168	168	168	168	168	168	168	168
X1.3	Pearson Correlation	.513**	.556**	1	.375**	.488**	.354**	.277**	.379**	.748**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	168	168	168	168	168	168	168	168	168
X1.4	Pearson Correlation	.430**	.357**	.375**	1	.405**	.124	.034	.265**	.575**
	Sig. (2-tailed)	.000	.000	.000		.000	.110	.663	.001	.000
	N	168	168	168	168	168	168	168	168	168
X1.5	Pearson Correlation	.513**	.520**	.488**	.405**	1	.238**	.191*	.271**	.678**
	Sig. (2-tailed)	.000	.000	.000	.000		.002	.013	.000	.000
	N	168	168	168	168	168	168	168	168	168
X1.6	Pearson Correlation	.223**	.353**	.354**	.124	.238**	1	.439**	.376**	.589**
	Sig. (2-tailed)	.004	.000	.000	.110	.002		.000	.000	.000
	N	168	168	168	168	168	168	168	168	168
X1.7	Pearson Correlation	.247**	.355**	.277**	.034	.191*	.439**	1	.356**	.536**
	Sig. (2-tailed)	.001	.000	.000	.663	.013	.000		.000	.000
	N	168	168	168	168	168	168	168	168	168
X1.8	Pearson Correlation	.384**	.437**	.379**	.265**	.271**	.376**	.356**	1	.653**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.000		.000
	N	168	168	168	168	168	168	168	168	168
Public_Re lation	Pearson Correlation	.734**	.783**	.748**	.575**	.678**	.589**	.536**	.653**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	168	168	168	168	168	168	168	168	168

** . Correlation is significant at the 0.01 level (2-tailed). * . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	Ekspektasi_Pelanggan
X2.1	Pearson Correlation	1	.403**	.356**	.375**	.393**	.427**	.440**	.345**	.687**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	168	168	168	168	168	168	168	168	168
X2.2	Pearson Correlation	.403**	1	.548**	.493**	.482**	.375**	.311**	.375**	.721**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	168	168	168	168	168	168	168	168	168
X2.3	Pearson Correlation	.356**	.548**	1	.397**	.338**	.396**	.254**	.270**	.656**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.001	.000	.000
	N	168	168	168	168	168	168	168	168	168
X2.4	Pearson Correlation	.375**	.493**	.397**	1	.509**	.422**	.395**	.365**	.720**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	168	168	168	168	168	168	168	168	168
X2.5	Pearson Correlation	.393**	.482**	.338**	.509**	1	.497**	.324**	.343**	.701**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	168	168	168	168	168	168	168	168	168
X2.6	Pearson Correlation	.427**	.375**	.396**	.422**	.497**	1	.404**	.315**	.709**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	168	168	168	168	168	168	168	168	168
X2.7	Pearson Correlation	.440**	.311**	.254**	.395**	.324**	.404**	1	.407**	.641**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000		.000	.000
	N	168	168	168	168	168	168	168	168	168
X2.8	Pearson Correlation	.345**	.375**	.270**	.365**	.343**	.315**	.407**	1	.632**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	168	168	168	168	168	168	168	168	168
Ekspektasi_Pelanggan	Pearson Correlation	.687**	.721**	.656**	.720**	.701**	.709**	.641**	.632**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	168	168	168	168	168	168	168	168	168

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

Correlations

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	Y1.11	Y1.12	Y1.13	Y1.14	Y1.15	Y1.16	Y1.17	Y1.18	Loyalitas Pe langgan
Y1.1 Pearson Correlatio n Sig. (2- tailed) N	1 .524 168	.490 .000 168	.372 .000 168	.508 .000 168	.267 .000 168	.490 .000 168	.485 .000 168	.342 .000 168	.043 .578 168	.302 .000 168	.237 .002 168	.438 .000 168	.470 .000 168	.344 .000 168	.359 .000 168	.472 .000 168	.468 .000 168	.687 .000 168	
Y1.2 Pearson Correlatio n Sig. (2- tailed) N	.524 .000 168	1 .395 168	.427 .000 168	.444 .000 168	.194 .012 168	.384 .000 168	.427 .000 168	.386 .000 168	.132 .088 168	.281 .000 168	.254 .001 168	.446 .000 168	.376 .000 168	.438 .000 168	.403 .000 168	.501 .000 168	.449 .000 168	.670 .000 168	
Y1.3 Pearson Correlatio n Sig. (2- tailed) N	.490 .000 168	.395 .000 168	1 .388 168	.371 .000 168	.325 .000 168	.444 .000 168	.369 .000 168	.385 .000 168	.052 .501 168	.154 .047 168	.178 .021 168	.328 .000 168	.354 .000 168	.353 .000 168	.371 .000 168	.303 .000 168	.297 .000 168	.590 .000 168	
Y1.4 Pearson Correlatio n Sig. (2- tailed) N	.372 .000 168	.427 .000 168	.388 .000 168	1 .450 168	.314 .000 168	.356 .000 168	.375 .000 168	.250 .001 168	.219 .004 168	.270 .000 168	.396 .000 168	.469 .000 168	.328 .000 168	.366 .000 168	.160 .038 168	.356 .000 168	.312 .000 168	.608 .000 168	
Y1.5 Pearson Correlatio n Sig. (2- tailed) N	.508 .000 168	.444 .000 168	.371 .000 168	.450 .000 168	1 .325 168	.448 .000 168	.383 .000 168	.323 .000 168	.101 .194 168	.306 .000 168	.298 .000 168	.337 .000 168	.313 .000 168	.309 .000 168	.152 .048 168	.386 .000 168	.282 .000 168	.604 .000 168	
Y1.6 Pearson Correlatio n Sig. (2- tailed) N	.267 .000 168	.194 .012 168	.325 .000 168	.314 .000 168	.325 .000 168	1 .424 168	.414 .000 168	.355 .000 168	-.002 .979 168	.170 .027 168	.235 .002 168	.231 .003 168	.199 .010 168	.122 .117 168	.121 .117 168	.137 .078 168	.334 .000 168	.458 .000 168	
Y1.7 Pearson Correlatio n Sig. (2- tailed) N	.490 .000 168	.384 .000 168	.444 .000 168	.356 .000 168	.448 .000 168	.424 .000 168	1 .533 168	.435 .000 168	.022 .773 168	.191 .013 168	.260 .001 168	.440 .000 168	.471 .000 168	.477 .000 168	.436 .000 168	.391 .000 168	.422 .000 168	.688 .000 168	
Y1.8 Pearson Correlatio n Sig. (2- tailed) N	.485 .000 168	.427 .000 168	.369 .000 168	.375 .000 168	.383 .000 168	.414 .000 168	.533 .000 168	1 .643 168	.034 .657 168	.375 .000 168	.284 .000 168	.419 .000 168	.454 .000 168	.389 .000 168	.337 .000 168	.360 .000 168	.323 .000 168	.684 .000 168	
Y1.9 Pearson Correlatio n Sig. (2- tailed) N	.342 .000 168	.386 .000 168	.385 .000 168	.250 .001 168	.323 .000 168	.355 .000 168	.435 .000 168	.643 .000 168	1 .096 168	.129 .000 168	.283 .002 168	.233 .000 168	.392 .000 168	.455 .000 168	.385 .000 168	.404 .000 168	.329 .000 168	.220 .004 168	.628 .000 168
Y1.10 Pearson Correlatio n Sig. (2- tailed) N	.043 .578 168	.132 .088 168	.052 .501 168	.219 .004 168	.101 .194 168	-.002 .979 168	.022 .773 168	.034 .657 168	.129 .096 168	1 .000 168	.276 .000 168	.218 .005 168	.124 .109 168	.119 .073 168	.139 .652 168	.035 .200 168	.099 .512 168	.051 .001 168	.250 .000 168
Y1.11 Pearson Correlatio n Sig. (2- tailed) N	.302 .000 168	.281 .000 168	.154 .047 168	.270 .000 168	.306 .000 168	.170 .027 168	.191 .013 168	.375 .000 168	.283 .000 168	.276 .000 168	1 .588 168	.455 .000 168	.392 .000 168	.402 .000 168	.252 .001 168	.461 .000 168	.334 .000 168	.581 .000 168	
Y1.12 Pearson Correlatio n Sig. (2- tailed) N	.237 .002 168	.254 .001 168	.178 .021 168	.396 .000 168	.298 .002 168	.235 .002 168	.260 .001 168	.284 .000 168	.233 .002 168	.218 .005 168	.588 .000 168	1 .496 168	.496 .000 168	.359 .000 168	.374 .000 168	.285 .000 168	.504 .006 168	.335 .000 168	.584 .000 168
Y1.13 Pearson Correlatio n Sig. (2- tailed) N	.438 .000 168	.446 .000 168	.328 .000 168	.469 .000 168	.337 .003 168	.231 .003 168	.440 .000 168	.419 .000 168	.392 .000 168	.124 .109 168	.455 .000 168	.496 .000 168	1 .638 168	.573 .000 168	.504 .000 168	.512 .000 168	.492 .000 168	.745 .000 168	
Y1.14 Pearson Correlatio n Sig. (2- tailed) N	.470 .000 168	.376 .000 168	.354 .000 168	.328 .000 168	.313 .000 168	.199 .010 168	.471 .000 168	.454 .000 168	.455 .000 168	.119 .124 168	.392 .000 168	.359 .000 168	.638 .000 168	1 .575 168	.564 .000 168	.459 .000 168	.328 .000 168	.716 .000 168	

Y1.15	Pearson Correlation Sig. (2- tailed) N	.344** .000 168	.438** .000 168	.353** .000 168	.366** .000 168	.309** .000 168	.122 .117 168	.477** .000 168	.389** .000 168	.385** .000 168	.139 .073 168	.402** .000 168	.374** .000 168	.573** .000 168	.575** .000 168	1 .590** 168	.470** .000 168	.398** .000 168	.700** .000 168	
Y1.16	Pearson Correlation Sig. (2- tailed) N	.359** .000 168	.403** .000 168	.371** .000 168	.160 .038 168	.152 .048 168	.121 .117 168	.436** .000 168	.337** .000 168	.404** .000 168	.035 .652 168	.252** .001 168	.285** .000 168	.504** .000 168	.564** .000 168	.590** .000 168	1 .383** 168	.353** .000 168	.614** .000 168	
Y1.17	Pearson Correlation Sig. (2- tailed) N	.472** .000 168	.501** .000 168	.303** .000 168	.356** .000 168	.386** .000 168	.137 .076 168	.391** .000 168	.360** .000 168	.329** .000 168	.099 .200 168	.461** .000 168	.504** .000 168	.512** .000 168	.458** .000 168	.470** .000 168	.383** .000 168	1 .494** 168	.685** .000 168	
Y1.18	Pearson Correlation Sig. (2- tailed) N	.468** .000 168	.449** .000 168	.297** .000 168	.312** .000 168	.282** .000 168	.334** .000 168	.422** .000 168	.323** .000 168	.220** .004 168	.051 .512 168	.334** .000 168	.335** .000 168	.492** .000 168	.328** .000 168	.398** .000 168	.353** .000 168	.494** .000 168	1 .615** 168	
Loyalitas_Pelanggan	Pearson Correlation Sig. (2- tailed) N	.687** .000 168	.670** .000 168	.590** .000 168	.608** .000 168	.604** .000 168	.458** .000 168	.688** .000 168	.684** .000 168	.628** .000 168	.250** .001 168	.581** .000 168	.584** .000 168	.745** .000 168	.716** .000 168	.700** .000 168	.614** .000 168	.685** .000 168	.615** .000 168	1

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

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





KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa : Fitrah Rosiana Wati IPK : 3,27
NIM : 3021211034 Nama Pembimbing : Dr. Reniati, S.E., M.Si.
Jurusan : Akuntansi / Manajemen Mulai Skripsi : 2 Nov 2015
Angkatan : 2012
Konsentrasi Studi : Manajemen Pemasaran
Judul Proposal/Skripsi :
Pengaruh Public Relation dan Responsi pelayanan terhadap loyalitas pelanggan toko ritel modern
(Studi kasus & Hypermart BIC (Baneka Trade Center) Pangkalpinang)

NO	Tanggal	Keterangan	Paraf Pembimbing
1	23/11/2015	Konfirmasi judul	
2	30/11/2015	Revisi judul	
3	25/2/2016	Revisi Bab I, II, III	
4	1/3/2016	ACC & semua proposal	
5	29/2/2016	Revisi Bab IV	
6	15/7/2016	Revisi Bab IV & V	
7	14/7/2016	ACC edisi skripsi	
8			
9			
10			
11			
12			
13			
14			
15			

Catatan :

1. Kartu ini harus diisi saat bimbingan skripsi



KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa : Fitrah Rosiana wati IPK : 3.27
NIM : 302121034 Nama Pembimbing : Khairiyansyah, SE, M.M
Jurusan : Akuntansi / Manajemen Mulai Skripsi : 2. Nov 2015
Angkatan : 2012
Konsentrasi Studi : Manajemen pemasaran
Judul Proposal/Skripsi :
pengaruh public Relation dan ekspektasi pelanggan terhadap loyalitas pelanggan toko
Ritel modern (Studi kasus : Hypermart BTC (Baneka Trade Center) pabelan/pinrang)

NO	Tanggal	Keterangan	Paraf Pembimbing
1	1 Des 2015	Konvul Judul	
2	06 Feb 2016	Review Awal	
3	17 Feb 2016	Review I, II, III	
4	18 Feb 2016	Review Akhir	
5	19 Feb 2016	ACC ke pembimbing utama	
6	17 Jun 2016	Review Awal F15	
7	24 Jun 2016	BAB 4.5, Berkat	
8	27 Jun 2016	ACC ke pembimbing utm	
9			
10			
11			
12			
13			
14			
15			

Catatan :

1. Kartu ini harus diisi saat bimbingan skripsi



HYPERMART BANGKA TRADE CENTER

JL.LETKOL RUSLI RAMLI,Kec.Rangkui kota pangkal pinang

Pangkal Pinang, 04 January 2016

Perihal : Report Sales dan Hi-Card 2014 dan 2015

Berikut kami lampirkan data Sales Hypermart BTC 2015 :

338-20 Hypermart Bangka Trade Center	Sales
between 01-JUL-2015 and 31-JUL-2015	10,513,167,298
between 01-AUG-2015 and 31-AUG-2015	7,960,281,299
between 01-SEP-2015 and 30-SEP-2015	6,590,740,286
between 01-OCT-2015 and 31-OCT-2015	6,732,935,515
between 01-NOV-2015 and 30-NOV-2015	7,938,806,086
between 01-DEC-2015 and 31-DEC-2015	8,176,013,651
Total	47,911,944,135

Dan berikut kami lampirkan data Hi-Card Hypermart BTC Tahun 2014 dan 2015

Sample		
	Nov-15	284
	Dec-15	232
	Jan-16	352

Demikian Report yang bisa kami berikan. Semoga data ini dipergunakan sebagaimana mestinya

Best Rgds

Tommy Irwanto

Dept.Manager Groceries

KEMENTERIAN RISET, TEKNOLOGI DAN PENDIDIKAN TINGGI
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UPT PUSAT BAHASA



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The Influence of Public Relation and Customer Expectation on Customer Loyalty of Modern Retail Shops (A Case Study of Hypermart BTC (Bangka Trade Center) Pangkalpinang)

Fitrah Rosiana Wati, 3021211034

ABSTRACT

Customer loyalty is something that must be maintained by every business owner in order to improve and develop his/her business. The same goes to retail business in Indonesia especially modern retail business that is blooming in several areas, particularly in Pangkalpinang. Modern retail shops indirectly affect the existence of the traditional ones, since society has started shifting their interest to modern retail shops. Therefore, this study aims to determine how public relation and customer expectation can influence the development and competition of a modern retail shop. This is a quantitative research using accidental sampling method. The population in this study consists of 168 customers of Hypermart BTC in Pangkalpinang. The instrument testing in this study uses validity test and reliability test, while the data is analyzed using multiple regression method with t test, F test, and determination analysis. The result shows that, partially, variables public relation and customer expectations have positive and significant effects on customer loyalty of Hypermart BTC, Pangkalpinang with variable public relation's $t_{value} 6.397 > t_{table} 1,974$; and variable customer expectations' $t_{value} 4.840 > t_{table} 1,974$. Simultaneously, variables public relation and customer expectations have positive and significant effects on customer loyalty of Hypermart BTC in Pangkalpinang. This is shown in $F_{value} 104.817 > F_{table} 1.292$ with significance of $0,000 < 0,050$. The result of adjusted R Square is 0,554, which means the independent variables can explain the dependent variable as much as 55,4% while the rest can be explained by variables outside the study.

Keywords: *Public relation, Customer Expectations, Customer Loyalty, and Hypermart BTC.*



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Lampiran 11. *Hypermart* BTC Pangkalpinang

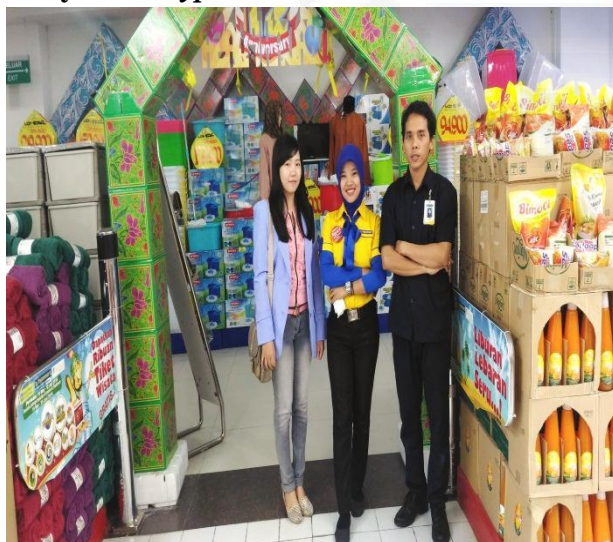
Hicard *Hypermart* BTC



Pintu masuk *Hypermart* BTC



Karyawan *Hypermart* BTC



Keadaan didalam Hypermart BTC



Katalogo Hypermart BTC

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Periode 16 - 20 Juni 2016

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BELI 2 GRATIS 1 Nice Rp 24.990	BELI 1 GRATIS 1 KORSA Rp 26.700	BELI 1 GRATIS 1 KORSA Rp 21.690
BELI 1 GRATIS 1 KORSA Rp 85.550	BELI 1 GRATIS 1 KORSA Rp 26.700	BELI 1 GRATIS 1 KORSA Rp 21.690
BELI 1 GRATIS 1 KORSA Rp 24.990	BELI 1 GRATIS 1 KORSA Rp 26.700	BELI 1 GRATIS 1 KORSA Rp 21.690

SHARP
Rp 299.900

SHARP
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SHARP
Rp 349.900

Panasonic
Rp 449.900

PHILIPS
Rp 114.900

DISKON 20%
Rp 329.000

DISKON 25%
Rp 9.900

DISKON 20%
Rp 169.900

DISKON 20%
Rp 569.900

DISKON 20%
Rp 699.900

DISKON 20%
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DISKON 35%
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DISKON 20%
Rp 199.900

DISKON 20%
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BELI 2 GRATIS 1
Diabetasol
Rp 148.200

DISKON 5%
Diabetasol
Rp 3.450

DISKON 6%
TONG TJI
Rp 8.090

DISKON 15%
TROPICANA SLIM
Rp 80.200

BELI 2 GRATIS 1
HILLO HILLO
Rp 14.890

DISKON 5%
Pondón
Rp 8.090

BELI 2 GRATIS 1
FILMA
Rp 23.290

DISKON 10%
ABC
Rp 14.890

DISKON 10%
MAMA SUSA
Rp 27.050

DISKON 10%
SIPULEN
Rp 151.050

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