

LAMPIRAN

Lampiran 1. Instrumen Kuisisioner Penelitian

Kepada Yth.
Bapak/Ibu/Saudara/i
Responden Bank Muamalat KCP Baturaja
di
Tempat

Assalamualaikum Warahmatullahi Wabarakatuh

Saya Muhammad Adzmy Nur Yansyah Mahasiswa Program studi S1 Perbankan Syariah Fakultas Ekonomi dan Bisnis Islam UIN Raden Fatah Palembang sedang melakukan penelitian (tugas akhir/Skripsi). Kuesioner ini bertujuan untuk mengumpulkan data yang berhubungan dengan **“PENGARUH PENDEKATAN NASABAH, DAN PENGALAMAN NASABAH TERHADAP LOYALITAS NASABAH PADA BANK MUAMALAT KCP BATURAJA”** Oleh karena itu diperlukan dukungan dan partisipasi dari kalian semua untuk dapat meluangkan waktu mengisi kuesioner ini.

Penelitian ini diharapkan memberikan hasil yang bermanfaat, oleh karena itu dimohon kesediaannya untuk mengisi atau menjawab kuesioner dengan sejujurnya dan sebenar-benarnya. Jawaban yang anda berikan akan dijamin kerahasiaannya dan hanya digunakan untuk kepentingan ilmiah.

Atas Kerjasamanya yang baik dan kesungguhan saudara/I dalam mengisi kuesioner ini saya ucapkan terimakasih.

Wassalamualaikum Warahmatullahi Wabarakatuh.

Hormat Saya,

Muhammad Adzmy Nur Yansyah
1920603095

KUISIONER PENELITIAN

STRATEGI MENINGKATKAN MINAT NASABAH DAN DAN PENGALAMAN NASABAH TERHADAP LOYALITASNASABAH PADA BANK MUAMALAT KCP BATURAJA

A. PETUNJUK PENGISIAN KUESIONER

1. Jawablah pertanyaan ini dengan jujur dan benar
2. Bacalah terlebih dahulu pertanyaan dengan cermat sebelum Bapak/Ibu/Saudara/imemulai untuk menjawabnya
3. Pilihlah salah satu jawaban yang paling sesuai menurut Bapak/Ibu dengan Memberi tanda checklist (√) pada kolom yang tersedia, sesuai dengan keadaan yang sebenarnya. Berikut ini terdapat 5 (lima) pilihan yang tersedia untuk masing-masing pernyataan, yaitu:
 - 1) Sangat Setuju (SS) : Skor 5
 - 2) Setuju (S) : Skor 4
 - 3) Netral (N) : Skor 3
 - 4) Tidak Setuju (TS) : Skor 2
 - 5) Sangat Tidak Setuju (STS) : Skor 1

B. IDENTITAS RESPONDEN

Nama :

Jenis Kelamin : Laki-Laki Perempuan

Usia : 17-20 Tahun 21-30 Tahun

31- 40 Tahun >40 Tahun

Lama Menabung : <1 Tahun 1-2 Tahun

3-4 Tahun >4 Tahun

Pekerjaan : PNS/TNI/POLRI Wirausaha

BUMN Pegawai Swasta

Mahasiswa/Pelajar Lainnya

C. DAFTAR PERTANYAAN

Variable *Customer Intimacy* (Pendekatan Nasabah X1)

Customer Intimacy yakni upaya mendekatkan pihak bank dengan para nasabah untuk pertahanan kepuasan dan loyalitas dengan menjaga hubungan komunikasi, perhatian, serta relasi yang baik.

| No | Pernyataan | SS | S | N | TS | STS |
|-------------------|---|----|---|---|----|-----|
| Komunikasi | | | | | | |
| 1. | Pada saat awal pembuatan rekening, pihak bank menjelaskan informasi seputar produk-produk unggulan yang dimiliki secara detail. | | | | | |
| 2. | Pegawai melayani nasabah dengan ramah dan penuh senyuman. | | | | | |
| Perhatian | | | | | | |
| 3. | Pada saat nasabah mengalami masalah terkait dengan produk atau jasa, pegawai melayani nasabah dengan baik | | | | | |
| 4. | Setiap pergantian tahun baru, nasabah mendapatkan souvenir atau kalender dari pegawai. | | | | | |
| Relasi | | | | | | |
| 5. | Pegawai membuat nasabah merasa dekat dan nyaman setelah menjadi bagian dari nasabah Bank Muamalat KCP Baturaja | | | | | |
| 6. | Pegawai Bank Muamalat KCP Baturaja membuat nasabah merasa diistimewakan. | | | | | |

***Customer Experience* (Pengalaman Nasabah X2)**

Customer Experience didapatkan ketika seorang pelanggan mendapatkan pengalaman yang baik sehingga terciptanya loyalitas Nasabah.

| No | Pernyataan | SS | S | N | TS | STS |
|--|---|----|---|---|----|-----|
| <i>Sense (pengalaman pelanggan berkaitan dengan indra)</i> | | | | | | |
| 7. | Nasabah merasa senang karena mendapatkan pengalaman bertransaksi yang mudah di Bank Muamalat KCP Baturaja | | | | | |
| 8. | Pegawai selalu berpenampilan dan mengenakan pakaian yang rapi dan sopan. | | | | | |
| <i>Feel (pengalaman berkaitan dengan emosional)</i> | | | | | | |
| 9. | Pegawai Bank Muamalat KCP Baturaja selalu memberikan pelayanan yang menyenangkan untuk nasabah | | | | | |
| 10. | Tata letak ruang Bank Muamalat KCP Baturaja rapi dan enak dilihat. | | | | | |
| <i>Think (pengalaman pelanggan yang berkaitan dengan kreatifitas dan rasional)</i> | | | | | | |
| 11. | Pada saat nasabah mendapatkan masalah, pegawai Bank Muamalat KCP Baturaja dapat menyelesaikan masalah dengan cepat dan tanpa bertele-tele. | | | | | |
| 12. | Dalam menangani keluhan nasabah, pegawai Bank Muamalat KCP Baturaja dapat menuntaskannya dengan baik dan tidak menyulitkan nasabah | | | | | |
| <i>Act (pengalaman yang berkaitan dengan gaya hidup)</i> | | | | | | |
| 13. | Bank Muamalat KCP Baturaja memiliki produk yang menarik, sehingga nasabah merasa produk tersebut merupakan bagian dari gaya hidup sehari-hari. | | | | | |
| 14. | Karena memiliki produk dan pelayanan yang baik, nasabah terbiasa menggunakan produk dan jasa Bank Muamalat KCP Baturaja ketika ingin melakukan transaksi. | | | | | |
| <i>Relate (pengalaman pelanggan dengan suasana atau komunitas sosial setelah berkunjung ke bank)</i> | | | | | | |
| 15. | Pegawai Bank Muamalat KCP Baturaja selalu memperlakukan nasabahnya dengan baik. | | | | | |
| 16. | Dengan keramahan yang diberikan oleh pegawai Bank Muamalat KCP Baturaja membuat nasabah merasa memiliki hubungan yang erat. | | | | | |

Loyalitas Nasabah

Loyalitas Nasabah adalah apabila mereka yang terus menerus menggunakan produk atau jasa dari suatu perusahaan dan cenderung memiliki rasa ingin memperkenalkan produk dan jasa tersebut kepada siapapun yang dikenal.

| No | Pernyataan | SS | S | N | TS | STS |
|--|--|----|---|---|----|-----|
| Repeat Purchase (Pembelian berulang) | | | | | | |
| 17. | Bank Muamalat KCP Baturaja memiliki fasilitas yang lengkap sehingga membuat nasabah ingin terus melakukan transaksi berulang. | | | | | |
| 18. | Dengan adanya produk unggul yang dimiliki Bank Muamalat KCP Baturaja membuat nasabah betah dan tetap ingin menjadi nasabah pada BSI KC Palembang Sudirman. | | | | | |
| Retention (Kekebalan terhadap persaingan) | | | | | | |
| 19. | Karena merasa sudah memiliki produk tabungan yang tepat dan pelayanan yang memuaskan, nasabah tidak terpengaruh atas produk dan jasa sejenis yang ditawarkan oleh bank lain. | | | | | |
| 20. | Bank Muamalat KCP Baturaja memiliki produk tabungan yang berbeda dengan bank lain. | | | | | |
| 21. | Produk tabungan Bank Muamalat KCP Baturaja menawarkan nisbah bagi hasil yang kompetitif. | | | | | |
| Referral (Meberikan rekomendasi) | | | | | | |
| 22. | Dengan adanya berbagai produk berkualitas yang dimiliki Bank Muamalat KCP Baturaja membuat nasabah dengan senang hati menyarankan orang lain untuk menggunakan produk pada Bank Muamalat KCP Baturaja. | | | | | |
| 23. | Dikarenakan memiliki pelayanan yang memuaskan, nasabah merekomendasikan kepada siapapun yang dikenal untuk menggunakan jasa pada Bank Muamalat KCP Baturaja. | | | | | |

Lampiran 2. Hasil Jawaban Responden

1. Variabel Pendekatan Nasabah (*Customer Intimacy XI*)

| | | | | | |
|---|---|---|---|---|---|
| 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 3 | 3 |
| 3 | 4 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 |
| 5 | 4 | 5 | 4 | 4 | 5 |
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| 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 5 | 4 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 | 4 |
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| 3 | 3 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 5 | 5 |

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| 4 | 3 | 5 | 4 | 5 | 4 |
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| 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 5 | 5 |
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| 4 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 3 | 3 | 5 |
| 4 | 4 | 3 | 3 | 3 | 4 |
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| 4 | 4 | 4 | 4 | 5 | 5 |
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| 5 | 5 | 5 | 4 | 5 | 4 |
| 4 | 5 | 4 | 2 | 4 | 2 |
| 5 | 5 | 4 | 5 | 5 | 5 |

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| 5 | 5 | 4 | 5 | 5 | 5 |
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| 3 | 4 | 3 | 5 | 5 | 5 |
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| 4 | 5 | 4 | 5 | 5 | 5 |
| 3 | 3 | 5 | 5 | 5 | 5 |
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| 5 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 5 |
| 5 | 5 | 5 | 4 | 5 | 5 |
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| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 4 | 4 |
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| 4 | 5 | 5 | 4 | 5 | 5 |
| 3 | 3 | 4 | 5 | 5 | 5 |
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| 4 | 4 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 3 | 4 | 3 |
| 4 | 3 | 3 | 3 | 4 | 3 |
| 4 | 4 | 4 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 |
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| 5 | 5 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 5 | 5 | 5 |
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| 3 | 3 | 3 | 3 | 3 | 4 |
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| 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 |

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| 5 | 5 | 3 | 3 | 5 | 4 |
| 4 | 5 | 5 | 5 | 4 | 5 |

2. Variabel Pengalaman Nasabah (*Customer Experience X2*)

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
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| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
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| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
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3. Variabel Loyalitas Pelanggan (Y)

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| 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 5 | 4 | 5 | 4 | 4 | 5 | 4 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 5 | 4 | 5 |
| 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 5 | 4 | 4 | 4 | 5 | 4 | 5 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 4 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 |
| 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 |

| | | | | | | |
|---|---|---|---|---|---|---|
| 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 |

Lampiran 3 : SK Pembimbing


**KEPUTUSAN DEKAN FAKULTAS EKONOMI DAN BISNIS ISLAM
UIN RADEN FATAH PALEMBANG TENTANG DOSEN PEMBIMBING SKRIPSI DAN TUGAS AKHIR**
Nomor B-260/Un.09/VII/PP.00.9/3/2023

DENGAN RAHMAT TUHAN YANG MAHA ESA
DEKAN FAKULTAS EKONOMI DAN BISNIS ISLAM UIN RADEN FATAH PALEMBANG

Menimbang a. Bahwa dalam rangka kelancaran penyusunan Skripsi dan Tugas Akhir mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Raden Fatah Palembang perlu menunjuk dosen pembimbing Skripsi dan Tugas Akhir yang dituangkan dalam keputusan Dekan;

b. Bahwa nama-nama yang tercantum dalam surat keputusan ini dipandang cakap, mampu dan bertanggung jawab di tunjuk sebagai pembimbing Skripsi dan Tugas Akhir.

Mengingat 1. Undang Undang Nomor 20 Tahun 2003 Tentang Sistem Pendidikan Nasional;

2. Undang Undang Nomor 14 Tahun 2005 Tentang Guru dan Dosen;

3. Undang Undang Nomor 12 Tahun 2012 Tentang Pendidikan Tinggi;

4. Peraturan Presiden Nomor 129 Tahun 2014 Tentang Perubahan Institut Agama Islam Negeri Raden Fatah Palembang Menjadi Universitas Islam Negeri Raden Fatah Palembang;

5. Peraturan Menteri Agama Nomor 62 Tahun 2015 Tentang Statuta Universitas Islam Negeri Raden Fatah Palembang;

6. Peraturan Menteri Agama Nomor 53 Tahun 2015 Tentang Organisasi dan Tata Kerja Universitas Islam Negeri Raden Fatah Palembang;

MEMUTUSKAN

Menetapkan : **KEPUTUSAN DEKAN FAKULTAS EKONOMI DAN BISNIS ISLAM UIN RADEN FATAH PALEMBANG TENTANG DOSEN PEMBIMBING SKRIPSI DAN TUGAS AKHIR**

KESATU : Menunjukan nama-nama di bawah ini sebagai Dosen Pembimbing Skripsi dan Tugas Akhir:

1. **Hilda, S.E., M.Si.**

2. **Fakhrina, S.E., M.H.I.**

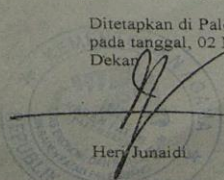
| | |
|----------------------------|--|
| Terhadap Mahasiswa: | |
| Nama | Muhammad Adzmy Nur Yansyah |
| NIM | 1920603095 |
| Fakultas | Ekonomi dan Bisnis Islam |
| Program Studi | Perbankan Syariah |
| Judul Skripsi/ Tugas Akhir | Pengaruh Customer Bonding, Customer Intimacy, dan Customer Experience terhadap Loyalitas Nasabah pada Bank Muamalat KCP Baturaja |

KEDUA : Masa penulisan Skripsi dan Tugas Akhir adalah 6 (enam) bulan terhitung tanggal SK ini dikeluarkan, apabila dalam satu semester mahasiswa yang bersangkutan tidak mampu menyelesaikan maka judul Skripsi dan Tugas Akhir tersebut dianggap hangus dan diganti judul yang lain.

KETIGA : Kepada Dosen Pembimbing Skripsi dan Tugas Akhir tersebut agar menyediakan waktu untuk konsultasi dan memberikan bimbingan kepada mahasiswa

KEEMPAT : Surat Keputusan ini berlaku sejak tanggal ditetapkan dengan ketentuan apabila terdapat kekeliruan Dalam keputusan ini maka akan diadakan pembetulan sebagaimana mestinya

Ditetapkan di Palembang
pada tanggal, 02 Maret 2023
Dekan


Heri Junaidi

Tembusan

1. Prodi
2. Mahasiswa
3. Arsip

Lampiran 4 : Surat Balasan Penelitian dari Bank Muamalat KCP Baturaja



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

No.020/BMI-BTA/XI/2023

PBaturaja, 04 Oktober 2023

Kepada Yth.
Dekan Fakultas Ekonomi dan Bisnis Islam UIN Raden Fatah Palembang
Jl. Pangeran Ratu Kelurahan 8 Ulu Kecamatan Jakabaring Kota Palembang – Sumatera Selatan

Perihal : Konfirmasi Penelitian di Bank Muamalat

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Segala Puji bagi Allah SWT yang telah melimpahkan rahmat dan karunia-Nya kepada kita semua dan semoga kita selalu diberikan kemudahan dalam menjalankan aktivitas kita sehari-hari, Amin.

Dengan ini menerangkan bahwa Mahasiswa/i dengan data sebagai berikut :

| NAMA | NIM | Jurusan |
|----------------------------|------------|----------------------|
| Muhammad Adzmy Nur Yansyah | 1920603095 | S1 Perbankan Syariah |

Memang benar dan diterima untuk melakukan Penelitian di Bank Muamalat KCP Palembang.
Demikian surat ini kami sampaikan, atas perhatian dan kerjasama kami ucapkan terima kasih.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

PT BANK MUAMALAT INDONESIA, Tbk.
Cabang Pembantu Baturaja


Rinaldi
Branch Manager

Cabang Palembang
Jl. Kapten A. Rivai Komplek. Ruko Taman Mandiri
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F +62 (711) 351239
E www.bankmuamalat.co.id

Lampiran 5 Hasil Uji Validitas dan Reabilitas

A. Uji Validitas

1. Uji Validitas Pendekatan Nasabah (X1)

| | | Correlations | | | | | | |
|-------|---------------------|--------------|--------|--------|-------|--------|--------|--------|
| | | X01 | X02 | X03 | X04 | X05 | X06 | Total |
| X01 | Pearson Correlation | 1 | .652** | .192 | .178 | .178 | .240* | .601** |
| | Sig. (2-tailed) | | .000 | .055 | .077 | .077 | .016 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X02 | Pearson Correlation | .652** | 1 | .325** | .276* | .265** | .260** | .688** |
| | Sig. (2-tailed) | .000 | | .001 | .005 | .008 | .009 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X03 | Pearson Correlation | .192 | .325** | 1 | .348* | .327** | .411** | .632** |
| | Sig. (2-tailed) | .055 | .001 | | .000 | .001 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X04 | Pearson Correlation | .178 | .276** | .348** | 1 | .481** | .551** | .706** |
| | Sig. (2-tailed) | .077 | .005 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X05 | Pearson Correlation | .178 | .265** | .327** | .481* | 1 | .530** | .685** |
| | Sig. (2-tailed) | .077 | .008 | .001 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X06 | Pearson Correlation | .240* | .260** | .411** | .551* | .530** | 1 | .740** |
| | Sig. (2-tailed) | .016 | .009 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total | Pearson Correlation | .601** | .688** | .632** | .706* | .685** | .740** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

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

2. Uji Validitas Pengalaman Nasabah (X2)

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | Total |
|-------|---------------------|-------|-------|-------|-------|--------|-------|-------|-------|-------|--------|-------|
| X2.1 | Pearson Correlation | 1 | .253* | .395* | .207* | .285** | -.029 | .252* | .175 | .065 | .106 | .534* |
| | Sig. (2-tailed) | | .011 | .000 | .039 | .004 | .775 | .012 | .082 | .523 | .293 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .253* | 1 | .260* | .192 | .252* | .184 | .187 | .159 | .082 | .322** | .563* |
| | Sig. (2-tailed) | .011 | | .009 | .056 | .011 | .066 | .063 | .115 | .416 | .001 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .395* | .260* | 1 | .245* | .311** | .097 | .034 | .052 | .211* | .110 | .538* |
| | Sig. (2-tailed) | .000 | .009 | | .014 | .002 | .337 | .736 | .609 | .035 | .278 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .207* | .192 | .245* | 1 | .353** | .062 | .133 | .131 | .154 | .125 | .505* |
| | Sig. (2-tailed) | .039 | .056 | .014 | | .000 | .540 | .186 | .193 | .126 | .217 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.5 | Pearson Correlation | .285* | .252* | .311* | .353* | 1 | .279* | .000 | .164 | .137 | .142 | .575* |
| | Sig. (2-tailed) | .004 | .011 | .002 | .000 | | .005 | .997 | .103 | .175 | .159 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.6 | Pearson Correlation | -.029 | .184 | .097 | .062 | .279** | 1 | .172 | .019 | .187 | .200* | .419* |
| | Sig. (2-tailed) | .775 | .066 | .337 | .540 | .005 | | .086 | .852 | .062 | .046 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.7 | Pearson Correlation | .252* | .187 | .034 | .133 | .000 | .172 | 1 | .268* | .176 | .217* | .482* |
| | Sig. (2-tailed) | .012 | .063 | .736 | .186 | .997 | .086 | | .007 | .079 | .030 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.8 | Pearson Correlation | .175 | .159 | .052 | .131 | .164 | .019 | .268* | 1 | .179 | .217* | .463* |
| | Sig. (2-tailed) | .082 | .115 | .609 | .193 | .103 | .852 | .007 | | .076 | .030 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.9 | Pearson Correlation | .065 | .082 | .211* | .154 | .137 | .187 | .176 | .179 | 1 | .277** | .488* |
| | Sig. (2-tailed) | .523 | .416 | .035 | .126 | .175 | .062 | .079 | .076 | | .005 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.10 | Pearson Correlation | .106 | .322* | .110 | .125 | .142 | .200* | .217* | .217* | .277* | 1 | .531* |
| | Sig. (2-tailed) | | .000 | | | | | | | | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

| | | | | | | | | | | | | |
|-------|---------------------|-------|-------|-------|-------|--------|-------|-------|-------|-------|--------|------|
| | Sig. (2-tailed) | .293 | .001 | .278 | .217 | .159 | .046 | .030 | .030 | .005 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total | Pearson Correlation | .534* | .563* | .538* | .505* | .575** | .419* | .482* | .463* | .488* | .531** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 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).

3. Uji Validitas Loyalitas Nasabah (Y)

Correlations

| | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Total |
|----|---------------------|--------|--------|-------|-------|-------|-------|-------|-------|
| Y1 | Pearson Correlation | 1 | .322** | .201* | .144 | .137 | .270* | .278* | .578* |
| | Sig. (2-tailed) | | .001 | .045 | .153 | .175 | .007 | .005 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y2 | Pearson Correlation | .322** | 1 | .234* | .217* | .057 | .230* | .210* | .559* |
| | Sig. (2-tailed) | .001 | | .019 | .030 | .571 | .021 | .036 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y3 | Pearson Correlation | .201* | .234* | 1 | .100 | .131 | .324* | .259* | .570* |
| | Sig. (2-tailed) | .045 | .019 | | .321 | .193 | .001 | .009 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y4 | Pearson Correlation | .144 | .217* | .100 | 1 | .216* | .090 | .400* | .544* |
| | Sig. (2-tailed) | .153 | .030 | .321 | | .031 | .374 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y5 | Pearson Correlation | .137 | .057 | .131 | .216* | 1 | .307* | .139 | .489* |
| | Sig. (2-tailed) | .175 | .571 | .193 | .031 | | .002 | .167 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y6 | Pearson Correlation | .270** | .230* | .324* | .090 | .307* | 1 | .295* | .621* |
| | Sig. (2-tailed) | .007 | .021 | .001 | .374 | .002 | | .003 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y7 | Pearson Correlation | .278** | .210* | .259* | .400* | .139 | .295* | 1 | .652* |
| | Sig. (2-tailed) | .005 | .036 | .009 | .000 | .167 | .003 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

| | | | | | | | | | |
|---|-----------------|--------|--------|-------|-------|-------|-------|-------|-----|
| Y | Pearson | .578** | .559** | .570* | .544* | .489* | .621* | .652* | 1 |
| | Correlation | | | * | * | * | * | * | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

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

B. Uji Reabilitas

| Variabel | N Items | Corobanch Alpha | Keterangan |
|---------------------------|---------|-----------------|------------|
| Pendekatan Pelanggan (X1) | 6 | 0,763 | Reliabel |
| Pengalaman (X2) | 10 | 0,684 | Reliabel |
| Loyalitas Nasabah (Y) | 7 | 0,660 | Reliabel |

Lampiran 6 : Hasil Uji Normalitas

Tabel 4.10
Hasil Uji Normalitas (Kolmogorov Smirnov Test)

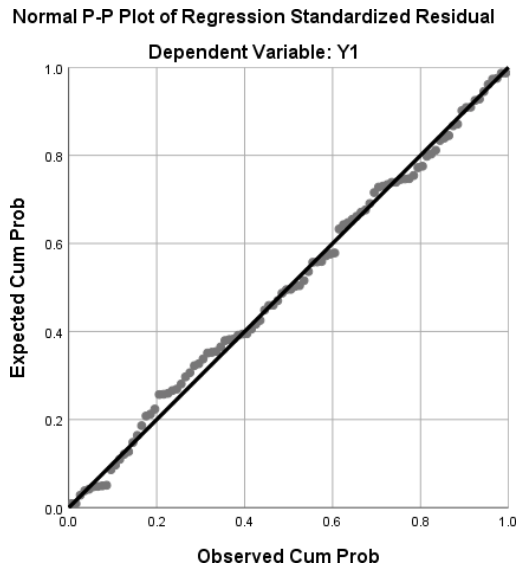
| | | Unstandardized Residual |
|----------------------------------|--------------------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | ,0000000 |
| | Std. Deviation | 1,62876534 |
| | Most Extreme Differences | |
| | Absolute | ,044 |
| | Positive | ,031 |
| | Negative | -,044 |
| Test Statistic | | ,044 |
| Asymp. Sig. (2-tailed) | | ,200 ^{c,d} |

a. Test distribution is Normal.

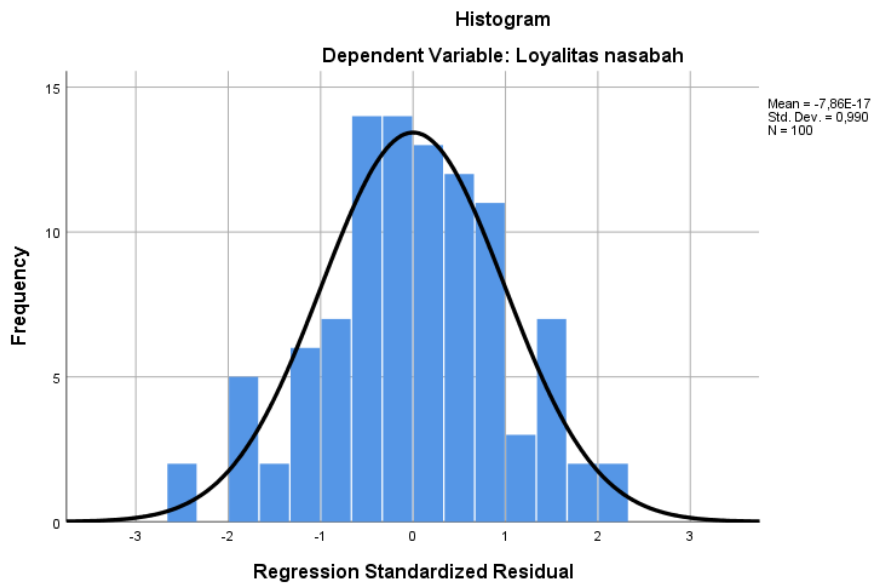
b. Calculated from data.

c. Lilliefors Significance Correction.

- a. This is a lower bound of the true significance.



Grafik Uji Normalitas



Lampiran 7 : Hasil Uji Linieritas

Hasil Uji Linieritas Pendekatan Nasabah

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|--|----------------|--------------------------|----------------|----|-------------|-------|------|
| Loyalitas Nasabah * Pendekatan Nasabah | Between Groups | (Combined) | 66,352 | 12 | 5,529 | 1,239 | ,270 |
| | | Linearity | 21,641 | 1 | 21,641 | 4,850 | ,030 |
| | | Deviation from Linearity | 44,711 | 11 | 4,065 | ,911 | ,534 |
| | Within Groups | | 388,238 | 87 | 4,463 | | |
| | Total | | 454,590 | 99 | | | |

Hasil Uji Linieritas Pengalaman Nasabah

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|--|----------------|--------------------------|----------------|----|-------------|--------|------|
| Loyalitas Nasabah * Pengalaman Nasabah | Between Groups | (Combined) | 236,309 | 11 | 21,483 | 8,661 | ,000 |
| | | Linearity | 182,970 | 1 | 182,970 | 73,764 | ,000 |
| | | Deviation from Linearity | 53,339 | 10 | 5,334 | 2,150 | ,028 |
| | Within Groups | | 218,281 | 88 | 2,480 | | |
| | Total | | 454,590 | 99 | | | |

Lampiran 8 : Hasil Uji Multikoliniertisitas

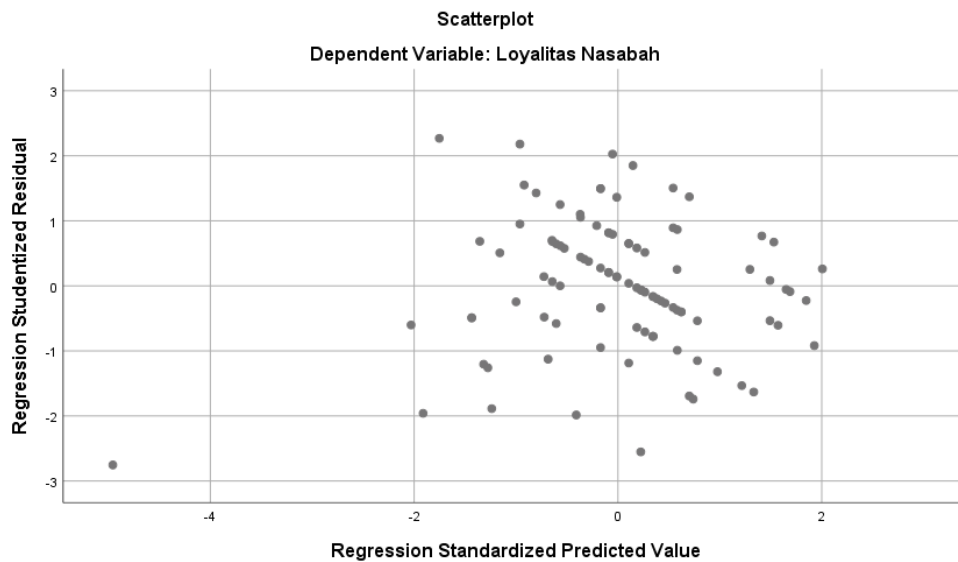
Coefficients^a

Collinearity Statistics

| Model | | Tolerance | VIF |
|-------|--------------------|-----------|-------|
| 1 | Pendekatan Nasabah | ,985 | 1,016 |
| | Pengalaman Nasabah | ,985 | 1,016 |

a. Dependent Variable: Loyalitas Nasabah

Lampiran 9 : Hasil Uji Heterokedastisitas



Lampiran 10 : Hasil Uji T

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardize | t | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------|-------|------|
| | | B | Std. Error | d Coefficients Beta | | |
| 1 | (Constant) | 6,483 | 3,064 | | 2,116 | ,037 |
| | Pendekatan Nasabah | ,111 | ,061 | ,142 | 1,822 | ,072 |
| | Pengalaman Nasabah | ,496 | ,062 | ,617 | 7,931 | ,000 |

a. Dependent Variable: Loyalitas Nasabah

Lampiran 11 : Hasil Uji F

| | | ANOVA ^a | | | | |
|-------|------------|--------------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 191,955 | 2 | 95,978 | 35,448 | ,000 ^b |
| | Residual | 262,635 | 97 | 2,708 | | |
| | Total | 454,590 | 99 | | | |

a. Dependent Variable: Loyalitas Nasabah

b. Predictors: (Constant), Pengalaman Nasabah, Pendekatan Nasabah

Lampiran 12 : Hasil Koefisien Determinan

Hasil Uji Koefisien Determinan (R²)

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,650 ^a | ,422 | ,410 | 1,645 |

a. Predictors: (Constant), Pengalaman Nasabah, Pendekatan Nasabah

b. Dependent Variable: Loyalitas Nasabah

Lampiran 13 : Dokumentasi Penelitian





DAFTAR RIWAYAT HIDUP

Nama : Muhammad Adzmy Nur Yansyah

TTL : Palembang, 17 September 2000

Fakultas/Prodi : Fakultas Ekonomi dan Bisnis Islam/S1 Perbankan Syariah

NIM : 1920603095

Alamat : Komplek Rss Kebun Bunga Blok C No. 8 Kelurahan Kebun
Bunga Kecamatan Sukarami Kota Palembang
Provinsi Sumatera Selatan

Agama : Islam

Nama Orang Tua

Ayah : Mahdi Alamasyah

Ibu : Anisyah

Email : Muhammadadzmy4@gmail.com

Riwayat Pendidikan : SD Negeri 153 Palembang
MTs Negeri 1 Palembang
MAN 2 Palembang
UIN Raden Fatah Palembang

