

## Lampiran 1

No. Responden : \_\_\_\_\_

### KUESIONER RESPONDEN

#### PENGARUH PROGRAM COSTUMER RELANTIONSHIP MARKETING TERHADAP LOYALITAS NASABAH PADA PT. BRI KOTA PALOPO

Assalamualaikum wr. wb bersama ini, saya mohon kesediaan anda untuk meluangkan waktu untuk mengisi kuesioner tentang “**pengaruh *program costumer relantionship marketing* terhadap loyalitas nasabah pada pt. bri kota palopo**”. Informasi yang anda berikan sangat berarti bagi penelitian saya. Atas bantuan anda, saya ucapkan terimakasih.

#### A. PROFIL RESPONDEN

No. Responden :

Tanggal :

Nama :

Umur :

Suku :

Status Pernikahan :

Pilih salah satu jawaban sesuai dengan yang sebenarnya.

#### 1. Jenis Kelamin

- a) Laki-laki
- b) Perempuan

#### 2. Pendidikan terakhir : (Pilih salah satu dibawah ini)

- a) SMP
- b) SMA
- c) Diploma

- d) S1/S2
- e) Lainnya...

**3. Usia**

- a) 17-20 Tahun
- b) 21-30 tahun
- c) 31-40 tahun
- d) Lebih dari 41 tahun

**4. Pekerjaan saat ini : (Pilih salah satu dibawah ini)**

- a) Pelajar/Mahasiswa
- b) Wiraswasta
- c) Peg.Swasta
- d) PNS
- e) Lainnya.....

**B. PERNYATAAN PENELITIAN**

**Petunjuk:**

Pilihlah salah satu jawaban yang paling sesuai menurut pendapat anda dengan memberikan tanda ceklis (  $\surd$  ) pada kolom jawaban yang dianggap paling sesuai.

Keterangan :

**STS** : Sangat Tidak Setuju

**TS** : Tidak Setuju

**N** : Netral

**S** : Setuju

**SS** : Sangat Setuju

**1. Pernyataan *continuity marketing* (Pemasaran Berkelanjutan)**

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1.	Pihak PT.Bank BRI menyediakan Produk (Atm bersama Dan kredit card)					
2.	Pihak PT.Bank BRI akan menyediakan Reward (prestasi) bagi nasabah yang benar-benar loyal terhadap perusahaan itu.					
3.	Pihak PT.Bank BRI menyediakan Fasilitas Gedung yang aman dan nyaman bagi nasabah					
4.	Pihak PT.Bank BRI akan menyediakan Fasilitas parkir Khusus nasabah					
5.	PT.Bank BRI menyediakan fasilitas Atm di tempat strategis agar mudah dijangkau oleh nasabah					
6.	Karyawan PT.Bank BRI siap siaga menjemput berkas secara langsung oleh marketing perusahaan (Mantri )					

**2. Pernyataan *one to one marketing* (Pemasaran Individual)**

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1.	Karyawan PT.Bank BRI mampu menangani keluhan dari nasabah secara individual dengan cepat					
2.	Karyawan PT.Bank BRI selalu sigap dalam melayani nasabah secara individual					
3.	Karyawan PT.Bank BRI selalu bersikap sopan santun dalam melayani nasabah					
4.	Karyawan PT.Bank BRI selalu ramah dalam melayani nasabah					
5.	Karyawan PT.Bank BRI selalu menjaga keamanan nasabah					
6.	Karyawan PT.Bank BRI harus berpenampilan rapi dalam melayani kebutuhan nasabah					

**3. Pernyataan *partnering program* (Program Kerjasama)**

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1.	Hubungan kerjasama dengan pihak					

	pengkreditan bermotor untuk menarik minat nasabah					
2.	Hubungan kerja sama dengan pihak asuransi dan BPJS					
3.	Hubungan kerja sama dengan Pihak KPR untuk memudahkan transaksi pengkreditan					
4.	Hubungan kerjasama dengan masyarakat (Nasabah, non nasabah)					
5.	Hubungan kerja sama dengan pihak pihak perusahaan lain yang bergerak dibidang jasa					
6.	Hubungan Kerja sama dengan perusahaan yang bergerak dibidang retail					

#### 4. Pernyataan loyalitas nasabah (nasabah yang loyal)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1.	Saya sangat tertarik dengan produk perusahaan tersebut					
2.	Saya akan merekomendasi perusahaan ini kepada orang lain					
3.	saya bersedia mengatakan hal hal positif perusahaan kepada orang lain					

4.	Saya Tidak memiliki keinginan pindah kepada pihak/perusahaan lain					
5.	saya menolak untuk menggunakan produk maupun pihak pesaing lain					
6.	saya akan kembali untuk menggunakan produk perusahaan ini.					

**Lampiran 2: Hasil perhitungan kuesioner yang di kembalikan oleh responden sebanyak 150 item**

***Contunuity Marketing (X1)***

NO	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL X1
1	5	5	5	4	4	4	27
2	4	5	4	4	5	4	26
3	4	4	4	4	5	4	25
4	5	5	5	5	5	5	30
5	5	5	5	5	5	5	30
6	3	2	3	2	4	2	16
7	5	4	5	4	4	4	26
8	3	3	3	3	4	3	19
9	3	4	3	3	4	3	20
10	5	5	5	5	5	5	30
11	5	3	5	5	4	5	27
12	2	1	2	1	1	1	8
13	4	5	4	5	4	5	27
14	4	4	4	4	3	4	23
15	5	4	5	4	5	4	27
16	5	5	5	5	5	5	30
17	4	4	4	4	5	4	25
18	3	3	3	4	2	5	20
19	4	4	4	5	5	5	27
20	3	3	3	4	4	4	21
21	5	5	5	5	5	5	30
22	5	5	5	5	5	5	30
23	2	3	2	2	5	2	16

24	3	2	3	3	4	3	18
25	4	3	4	4	4	4	23
26	4	5	4	5	4	5	27
27	5	5	5	5	4	5	29
28	3	4	3	5	4	5	24
29	4	4	4	3	5	3	23
30	5	5	5	4	5	4	28
31	5	5	5	4	4	4	27
32	4	4	4	4	4	4	24
33	4	4	4	5	5	5	27
34	4	5	4	4	4	4	25
35	5	4	5	5	4	5	28
36	4	5	4	5	4	5	27
37	5	5	5	5	5	5	30
38	4	5	4	4	5	4	26
39	5	5	5	4	4	4	27
40	5	5	5	5	5	5	30
41	5	4	5	5	5	5	29
42	5	5	5	4	4	4	27
43	2	1	2	1	4	1	11
44	4	5	4	4	3	4	24
45	5	4	5	5	4	5	28
46	4	5	4	4	5	4	26
47	5	5	5	5	5	5	30
48	5	5	5	4	4	4	27
49	5	5	5	5	5	5	30
50	5	5	5	5	5	5	30
51	5	5	5	5	5	5	30
52	4	5	4	5	5	5	28
53	5	5	5	5	5	5	30
54	5	5	5	5	5	5	30
55	4	5	4	5	5	5	28
56	5	5	5	5	5	5	30
57	5	5	5	5	5	4	29
58	5	5	5	5	5	5	30
59	5	5	5	4	5	5	29
60	5	5	5	5	5	5	30
61	5	5	4	5	4	4	27
62	5	5	5	5	5	5	30
63	5	4	5	5	5	5	29

64	5	5	5	4	5	5	29
65	5	5	5	5	5	5	30
66	4	4	4	4	4	4	24
67	4	4	3	4	4	4	23
68	5	4	5	5	5	4	28
69	4	4	4	5	5	4	26
70	1	2	2	1	1	1	8
71	1	1	2	4	3	1	12
72	1	2	3	5	3	2	16
73	1	1	1	2	5	4	14
74	3	3	5	4	1	2	18
75	4	4	4	4	4	4	24
76	3	4	3	4	4	4	22
77	5	5	5	5	5	5	30
78	5	5	5	5	5	5	30
79	5	5	5	4	4	5	28
80	5	5	5	5	5	5	30
81	5	5	5	5	5	5	30
82	5	5	5	5	5	5	30
83	5	5	5	5	5	5	30
84	5	5	5	5	5	5	30
85	5	5	5	5	5	5	30
86	5	5	5	5	5	5	30
87	5	5	5	5	5	4	29
88	5	5	5	4	4	4	27
89	5	5	5	5	5	5	30
90	5	5	5	5	5	5	30
91	5	4	4	4	5	5	27
92	4	4	5	5	5	5	28
93	5	5	5	5	5	5	30
94	5	5	4	5	5	5	29
95	5	5	5	5	5	5	30
96	5	5	5	5	5	5	30
97	5	5	4	4	4	5	27
98	5	5	4	4	4	5	27
99	4	5	5	5	5	5	29
100	5	5	5	5	4	4	28
101	5	5	5	5	5	4	29
102	5	5	5	5	5	4	29
103	5	5	5	5	5	5	30



104	5	5	4	5	5	5	29
105	5	5	5	5	5	5	30
106	5	5	5	4	3	4	26
107	5	4	4	4	5	5	27
108	5	5	5	5	5	5	30
109	5	3	5	4	3	3	23
110	5	4	4	5	4	5	27
111	5	4	4	5	5	5	28
112	5	4	4	4	4	4	25
113	5	5	5	4	5	4	28
114	5	5	5	5	5	5	30
115	5	4	4	5	5	4	27
116	5	4	4	5	4	5	27
117	5	5	4	4	4	4	26
118	5	4	5	4	4	4	26
119	4	4	5	4	4	5	26
120	5	5	5	4	4	5	28
121	5	5	5	4	4	5	28
122	5	4	4	4	4	5	26
123	5	5	5	4	4	5	28
124	5	5	5	5	5	5	30
125	5	5	5	5	5	5	30
126	5	5	5	5	5	4	29
127	5	5	5	5	4	4	28
128	5	5	4	5	5	5	29
129	5	5	5	5	5	5	30
130	5	5	5	5	5	5	30
131	5	5	5	5	5	5	30
132	5	5	5	5	5	5	30
133	5	4	5	4	4	3	25
134	5	3	5	4	5	3	25
135	4	5	5	1	3	2	20
136	4	4	5	5	5	4	27
137	5	5	4	4	5	5	28
138	5	4	5	4	4	5	27
139	5	5	4	5	5	5	29
140	5	4	5	5	5	4	28
141	5	4	4	5	5	4	27
142	5	5	4	4	3	5	26
143	5	5	5	4	5	5	29

144	4	5	4	5	5	5	28
145	4	3	5	4	5	5	26
146	4	4	5	5	4	5	27
147	5	4	3	4	5	4	25
148	5	5	5	4	3	5	27
149	5	5	5	4	5	5	29
150	4	4	5	3	5	4	25

One to One Marketing (X2)

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TOTAL X2
1	5	5	5	4	5	4	28
2	4	5	4	4	5	5	27
3	4	4	4	4	3	5	24
4	5	5	5	5	4	5	29
5	5	5	5	5	5	5	30
6	3	2	4	2	3	4	18
7	5	4	5	4	4	4	26
8	3	3	3	3	3	4	19
9	3	4	3	3	3	4	20
10	5	5	5	5	5	5	30
11	5	3	4	5	4	4	25
12	2	1	1	1	2	1	8
13	4	5	3	5	5	4	26
14	4	4	4	4	3	3	22
15	5	4	5	4	5	5	28
16	5	5	5	5	5	5	30
17	4	4	5	4	5	5	27
18	3	3	4	5	2	2	19
19	4	4	5	5	5	5	28
20	3	3	4	4	3	4	21
21	5	5	5	5	5	5	30
22	5	5	5	5	5	5	30
23	2	3	4	2	5	5	21
24	3	2	5	3	5	4	22
25	4	3	4	4	3	4	22
26	4	5	5	5	5	4	28
27	5	5	5	5	4	4	28
28	3	5	4	5	4	4	25
29	4	4	3	3	5	5	24

30	5	5	5	4	5	5	29
31	5	5	5	4	4	4	27
32	4	4	4	4	4	4	24
33	4	4	5	5	5	5	28
34	4	5	5	4	5	4	27
35	5	4	5	5	5	4	28
36	4	5	4	5	5	4	27
37	5	5	4	5	5	5	29
38	4	5	5	4	4	5	27
39	5	5	5	4	4	4	27
40	5	5	5	5	4	5	29
41	5	4	5	5	4	5	28
42	5	5	4	4	4	4	26
43	2	1	4	1	5	4	17
44	4	5	4	4	3	3	23
45	5	4	5	5	5	4	28
46	4	5	5	4	5	5	28
47	5	5	5	5	5	5	30
48	5	5	5	4	4	4	27
49	5	5	5	5	5	5	30
50	5	5	5	5	5	5	30
51	5	5	5	5	5	5	30
52	4	5	5	5	5	5	29
53	5	5	5	5	5	5	30
54	5	5	5	5	5	5	30
55	4	5	5	5	4	5	28
56	5	5	5	5	5	5	30
57	5	5	5	4	5	5	29
58	5	5	5	5	5	5	30
59	5	5	5	5	5	4	29
60	4	5	5	5	5	5	29
61	5	5	4	5	5	4	28
62	5	5	5	5	5	4	29
63	5	5	4	4	5	5	28
64	5	5	5	5	5	5	30
65	5	5	5	5	5	5	30
66	3	5	5	5	4	5	27
67	3	3	4	3	3	4	20
68	5	5	5	5	4	5	29
69	5	4	4	4	4	5	26

70	1	1	1	1	1	1	6
71	1	2	2	2	1	1	9
72	1	1	2	2	2	2	10
73	3	2	4	1	1	1	12
74	3	3	3	3	2	3	17
75	4	4	4	4	4	4	24
76	4	4	4	4	4	4	24
77	5	5	5	5	5	5	30
78	5	5	4	4	5	4	27
79	5	5	5	5	4	5	29
80	5	5	5	5	5	5	30
81	5	5	5	5	4	5	29
82	5	5	5	5	5	5	30
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96	5	5	5	5	5	5	30
97	5	5	5	5	5	5	30
98	4	5	5	5	5	5	29
99	5	5	4	4	4	4	26
100	4	5	5	5	5	5	29
101	5	4	4	5	5	5	28
102	5	5	5	4	4	4	27
103	5	5	5	5	5	5	30
104	5	5	5	5	5	5	30
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106	5	5	4	5	5	5	29
107	5	5	4	4	4	5	27
108	5	5	5	5	5	3	28
109	4	4	4	3	3	5	23

110	5	4	5	5	5	5	29
111	4	4	5	4	4	4	25
112	4	5	5	5	5	4	28
113	5	5	5	4	4	4	27
114	5	5	3	4	4	4	25
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121	4	5	5	4	4	4	26
122	5	5	5	5	5	5	30
123	5	5	5	4	5	5	29
124	5	5	5	5	5	5	30
125	4	4	4	4	5	5	26
126	5	5	5	5	5	5	30
127	5	5	5	5	5	5	30
128	5	5	5	5	5	5	30
129	5	5	5	5	5	5	30
130	5	5	5	4	5	5	29
131	5	5	5	5	5	5	30
132	5	5	5	5	5	5	30
133	4	5	5	5	4	5	28
134	4	5	5	5	5	4	28
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136	4	4	5	5	4	5	27
137	4	5	5	3	4	5	26
138	4	5	5	4	5	4	27
139	5	4	5	5	3	4	26
140	5	3	4	5	5	5	27
141	5	4	4	5	5	5	28
142	5	4	4	4	5	5	27
143	5	4	5	5	4	3	26
144	5	4	5	5	5	4	28
145	5	5	5	4	5	5	29
146	5	4	5	5	5	5	29
147	3	5	4	4	5	5	26
148	5	5	4	3	5	4	26
149	5	4	5	5	4	4	27

150	4	4	4	5	4	5	26
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Partnering Program (X3)

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	TOTAL X3
1	5	5	4	4	5	4	27
2	4	4	4	5	5	4	26
3	4	4	3	4	5	4	24
4	5	4	4	5	5	5	28
5	5	4	4	5	5	5	28
6	4	2	3	4	2	3	18
7	4	4	3	4	4	3	22
8	3	3	3	3	3	3	18
9	4	3	3	4	4	4	22
10	3	4	4	5	3	3	22
11	4	5	4	3	4	4	24
12	3	1	1	2	2	3	12
13	5	5	5	5	5	5	30
14	3	3	3	3	4	4	20
15	5	5	5	5	5	5	30
16	5	5	5	5	5	5	30
17	4	5	5	4	5	5	28
18	3	4	2	3	4	4	20
19	4	4	4	3	4	4	23
20	3	4	3	3	3	4	20
21	4	4	4	4	5	5	26
22	5	5	5	5	5	5	30
23	4	5	4	5	4	3	25
24	3	5	4	3	5	4	24
25	3	4	3	4	3	4	21
26	4	4	3	4	3	4	22
27	3	4	3	4	4	3	21
28	4	4	2	3	4	3	20
29	5	4	4	3	4	5	25
30	5	5	4	5	5	4	28
31	5	5	5	5	5	5	30
32	5	5	5	5	5	5	30
33	5	5	5	5	5	5	30
34	4	5	4	5	4	5	27
35	5	4	5	5	5	4	28
36	3	4	3	4	3	4	21
37	4	4	5	5	5	5	28

38	4	5	4	5	4	5	27
39	5	4	5	5	4	5	28
40	5	5	5	5	4	4	28
41	5	5	5	5	5	4	29
42	3	3	4	5	5	4	24
43	3	4	3	4	4	4	22
44	5	2	4	4	3	4	22
45	5	5	4	4	4	4	26
46	5	4	4	5	5	4	27
47	5	5	4	4	4	5	27
48	5	5	5	5	5	5	30
49	5	5	4	4	4	5	27
50	5	5	5	4	5	5	29
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52	5	5	5	5	4	5	29
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55	5	5	5	5	5	5	30
56	5	5	5	5	5	5	30
57	5	5	5	5	5	5	30
58	5	5	5	5	5	5	30
59	5	5	5	5	5	5	30
60	5	4	5	5	5	5	29
61	5	4	4	4	5	5	27
62	4	5	5	4	4	4	26
63	4	5	3	4	5	5	26
64	5	5	5	5	5	5	30
65	5	5	5	5	5	5	30
66	4	4	5	5	5	4	27
67	3	3	4	4	3	4	21
68	4	4	4	4	5	4	25
69	5	4	4	4	4	4	25
70	1	1	1	1	1	1	6
71	1	3	1	1	1	1	8
72	2	1	1	1	1	1	7
73	1	1	1	2	2	2	9
74	2	2	4	3	3	2	16
75	4	4	4	4	4	4	24
76	4	3	3	3	4	4	21
77	5	5	5	5	5	5	30

78	5	5	5	5	5	5	30
79	5	5	5	5	5	5	30
80	5	5	5	5	5	5	30
81	5	5	5	5	5	5	30
82	5	5	5	5	5	5	30
83	5	5	5	5	5	4	29
84	5	5	5	5	5	5	30
85	5	5	5	5	5	5	30
86	5	5	5	5	5	5	30
87	4	4	3	3	4	4	22
88	5	5	5	5	5	5	30
89	5	5	5	4	4	4	27
90	5	5	5	5	5	5	30
91	5	5	4	5	4	4	27
92	5	5	5	5	5	5	30
93	5	5	5	5	5	5	30
94	5	5	5	5	5	5	30
95	5	5	5	5	5	5	30
96	5	5	5	5	5	5	30
97	5	5	5	5	5	5	30
98	5	5	5	4	5	5	29
99	5	5	5	5	5	5	30
100	5	5	4	5	5	5	29
101	5	5	4	5	5	5	29
102	5	4	4	4	4	5	26
103	5	5	4	5	5	5	29
104	5	5	5	5	5	5	30
105	5	4	5	5	5	5	29
106	5	4	5	5	5	5	29
107	5	5	5	5	5	4	29
108	4	4	3	4	4	4	23
109	3	3	3	4	4	4	21
110	5	5	5	5	5	5	30
111	4	4	5	5	4	5	27
112	5	5	5	5	4	4	28
113	5	5	4	5	4	4	27
114	5	5	5	5	5	4	29
115	5	4	4	4	5	4	26
116	5	4	4	4	4	5	26
117	5	5	5	4	4	4	27



118	5	4	4	5	5	4	27
119	5	4	5	5	4	5	28
120	4	5	5	4	5	5	28
121	5	4	4	4	5	5	27
122	4	4	5	5	5	5	28
123	5	5	5	5	5	5	30
124	5	5	5	5	5	4	29
125	5	5	5	5	5	4	29
126	5	4	4	5	5	5	28
127	5	5	5	5	5	5	30
128	5	5	5	5	5	5	30
129	5	5	5	5	5	5	30
130	5	5	5	5	4	5	29
131	5	5	5	5	5	5	30
132	5	5	5	4	5	5	29
133	3	2	4	4	4	3	20
134	3	3	3	4	4	4	21
135	4	4	3	4	4	4	23
136	5	5	4	4	5	5	28
137	5	5	4	4	4	5	27
138	4	5	5	5	5	5	29
139	5	5	4	4	4	5	27
140	5	4	5	5	5	4	28
141	4	5	5	5	4	1	24
142	5	4	4	4	4	5	26
143	5	5	4	3	3	5	25
144	5	5	4	5	5	5	29
145	5	4	5	4	5	5	28
146	5	5	4	5	5	5	29
147	4	5	5	5	5	4	28
148	5	5	4	3	5	5	27
149	4	4	5	4	5	5	27
150	4	3	4	5	4	5	25

#### Loyalitas nasabah Y

No	Y1	Y2	Y3	Y4	Y5	Y6	TOTAL Y
1	5	5	4	4	5	4	27
2	4	4	5	4	4	4	25

3	4	4	3	3	3	3	20
4	5	5	5	4	4	4	27
5	4	5	4	4	3	4	24
6	4	3	4	2	3	3	19
7	3	4	4	3	1	3	18
8	3	3	4	3	3	3	19
9	3	2	4	3	3	4	19
10	3	3	3	3	3	3	18
11	4	4	5	5	4	4	26
12	1	2	3	1	1	1	9
13	4	5	5	5	5	5	29
14	3	2	2	3	2	3	15
15	5	5	4	5	4	4	27
16	5	5	5	5	5	5	30
17	5	4	5	4	4	5	27
18	4	3	4	2	2	2	17
19	4	4	4	3	3	4	22
20	3	4	3	4	2	3	19
21	5	5	4	4	5	4	27
22	5	5	5	5	5	5	30
23	5	3	5	3	5	4	25
24	5	3	5	5	4	3	25
25	3	3	3	3	2	4	18
26	3	3	4	3	2	3	18
27	4	4	4	4	4	4	24
28	4	3	4	3	3	3	20
29	4	4	5	5	5	3	26
30	5	5	5	5	4	4	28
31	4	5	5	5	5	5	29
32	5	5	5	5	5	5	30
33	5	5	4	4	4	5	27
34	4	5	4	5	4	5	27
35	5	4	5	4	4	5	27
36	4	3	5	5	4	3	24
37	5	5	4	4	4	4	26
38	5	5	5	5	1	2	23
39	3	4	3	5	4	4	23
40	5	5	5	4	5	5	29
41	5	5	5	4	3	4	26
42	4	4	4	3	3	3	21

43	5	5	5	5	5	5	30
44	4	3	3	4	4	5	23
45	5	4	5	4	5	4	27
46	5	5	5	5	5	4	29
47	5	5	4	5	4	4	27
48	5	5	5	5	5	5	30
49	5	5	5	5	5	5	30
50	5	5	5	5	5	5	30
51	5	5	5	5	5	5	30
52	5	5	5	5	5	5	30
53	5	3	4	4	5	5	26
54	5	5	5	5	5	5	30
55	5	5	5	5	5	5	30
56	5	5	5	5	5	5	30
57	5	5	5	5	4	4	28
58	5	5	5	5	5	5	30
59	5	5	5	5	5	5	30
60	5	5	5	4	4	4	27
61	5	5	4	4	4	5	27
62	4	3	4	3	1	3	18
63	5	4	5	5	5	5	29
64	5	5	4	4	5	5	28
65	5	5	5	5	5	5	30
66	4	3	4	3	4	4	22
67	5	4	3	3	3	4	22
68	4	4	4	4	4	4	24
69	5	4	4	5	4	4	26
70	1	1	1	1	1	1	6
71	1	1	1	1	1	1	6
72	2	2	2	2	2	2	12
73	2	2	5	2	2	2	15
74	2	3	3	2	2	2	14
75	4	4	4	4	4	4	24
76	4	4	3	3	3	4	21
77	5	5	5	5	4	5	29
78	5	5	5	5	5	5	30
79	5	5	5	5	5	5	30
80	5	5	5	4	5	5	29
81	5	5	5	5	5	5	30
82	5	5	5	5	5	5	30

83	5	5	4	4	5	5	28
84	5	5	5	5	5	5	30
85	5	5	5	5	5	5	30
86	5	5	5	5	5	5	30
87	4	4	4	4	4	4	24
88	4	4	4	5	5	5	27
89	4	4	5	5	5	5	28
90	5	5	5	4	5	5	29
91	5	5	5	5	5	5	30
92	5	5	5	5	5	5	30
93	5	5	5	5	5	5	30
94	5	5	4	5	4	4	27
95	5	5	5	5	5	5	30
96	5	5	5	4	4	5	28
97	4	5	4	5	5	4	27
98	3	4	4	4	5	1	21
99	5	4	4	4	4	4	25
100	4	4	4	4	4	4	24
101	5	5	5	5	5	5	30
102	5	5	4	5	4	4	27
103	5	4	4	4	3	4	24
104	5	5	5	5	5	5	30
105	5	5	5	5	5	5	30
106	5	4	5	5	5	5	29
107	5	5	5	5	5	5	30
108	4	4	4	4	4	5	25
109	3	3	3	3	3	3	18
110	5	4	4	4	4	4	25
111	4	4	4	5	4	4	25
112	5	4	4	4	5	5	27
113	5	5	5	4	5	5	29
114	5	5	5	5	4	4	28
115	5	5	5	4	5	4	28
116	5	5	5	5	4	4	28
117	5	4	4	5	4	4	26
118	5	4	4	4	4	4	25
119	5	5	5	4	5	5	29
120	4	5	5	3	4	4	25
121	5	4	5	5	5	5	29
122	5	5	5	5	5	4	29

123	5	4	4	5	5	5	28
124	5	5	3	4	5	5	27
125	5	5	5	5	5	5	30
126	5	5	5	5	5	5	30
127	5	5	5	5	5	5	30
128	5	5	5	5	5	5	30
129	5	5	5	5	5	5	30
130	5	5	5	5	5	5	30
131	5	5	5	5	5	5	30
132	5	4	5	5	5	5	29
133	4	3	5	4	4	3	23
134	4	5	5	4	5	4	27
135	4	4	4	4	4	4	24
136	5	4	5	5	4	5	28
137	5	5	4	4	5	5	28
138	4	5	5	5	5	4	28
139	5	5	4	5	4	4	27
140	5	3	5	5	5	5	28
141	4	5	4	4	4	5	26
142	5	4	4	4	4	5	26
143	5	4	5	4	5	5	28
144	4	5	5	4	4	4	26
145	3	3	3	4	5	4	22
146	5	4	4	5	5	5	28
147	4	5	5	5	4	4	27
148	5	4	5	4	5	5	28
149	4	5	5	5	4	3	26
150	4	5	4	4	5	4	26

### Lampiran 3: Uji Validitas

#### Countinuty Marketing (X1)

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	CONTINUIT Y MARKETIN G
X1.1	Pearson Correlation Sig. (2-tailed)	1	.773** Correla ,000	.817** ,000	.597** ,000	.483** ,000	.683** ,000	.886** ,000

		tions						
	N		150	150	150	150	150	150
X1.2	Pearson Correlation	.773**	1	.701**	.594**	.466**	.692**	.863**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	150	150	150	150	150	150	150
X1.3	Pearson Correlation	.817**	.701**	1	.581**	.376**	.556**	.817**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	150	150	150	150	150	150	150
X1.4	Pearson Correlation	.597**	.594**	.581**	1	.517**	.731**	.816**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	150	150	150	150	150	150	150
X1.5	Pearson Correlation	.483**	.466**	.376**	.517**	1	.551**	.680**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	150	150	150	150	150	150	150
X1.6	Pearson Correlation	.683**	.692**	.556**	.731**	.551**	1	.860**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	150	150	150	150	150	150	150
CON TINUI TY MAR KETI NG	Pearson Correlation	.886**	.863**	.817**	.816**	.680**	.860**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	150	150	150	150	150	150	150

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

### One To One Marketing (X2)

#### Correlations

		X2.1	X2.. 2	X2.3	X2.4	X2.5	X2.6	ONE_TO_ONE_MARKET ING
X2.1	Pearson Correlation	1	.712**	.656**	.708**	.622**	.566**	.847**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	150	150	150	150	150	150	150
X2..2	Pearson Correlation	.712**	1	.667**	.717**	.629**	.628**	.867**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	150	150	150	150	150	150	150
X2.3	Pearson	.656	.667	1	.671	.628	.618	.831**

	Correlation Sig. (2-tailed) N	.000 150	.000 150		.000 150	.000 150	.000 150	.000 150
X2.4	Pearson Correlation Sig. (2-tailed) N	.708** .000 150	.717** .000 150	.671** .000 150	1 .000 150	.606** .000 150	.580** .000 150	.852** .000 150
X2.5	Pearson Correlation Sig. (2-tailed) N	.622** .000 150	.629** .000 150	.628** .000 150	.606** .000 150	1 .000 150	.732** .000 150	.836** .000 150
X2.6	Pearson Correlation Sig. (2-tailed) N	.566** .000 150	.628** .000 150	.618** .000 150	.580** .000 150	.732** .000 150	1 .000 150	.815** .000 150
ONE TO ONE MARKETING	Pearson Correlation Sig. (2-tailed) N	.847** .000 150	.867** .000 150	.831** .000 150	.852** .000 150	.836** .000 150	.815** .000 150	1 150

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

### *Partnering Program (X3)*

#### Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	PARTNERING PROGRAM
X3.1	Pearson Correlation Sig. (2-tailed) N	1 150	.722** .000 150	.744** .000 150	.697** .000 150	.711** .000 150	.738** .000 150	.886** .000 150
X3.2	Pearson Correlation Sig. (2-tailed) N	.722** .000 150	1 150	.712** .000 150	.638** .000 150	.696** .000 150	.629** .000 150	.848** .000 150
X3.3	Pearson Correlation Sig. (2-tailed) N	.744** .000 150	.712** .000 150	1 150	.794** .000 150	.742** .000 150	.649** .000 150	.895** .000 150
X3.4	Pearson	.697** .000 150	.638** .000 150	.794** .000 150	1 150	.731** .000 150	.607** .000 150	.858** .000 150

	Correlation Sig. (2- tailed) N	,000 150	,000 150	,000 150		,000 150	,000 150	,000 150
X3.5	Pearson Correlation Sig. (2- tailed) N	.711** ,000 150	.696** ,000 150	.742** ,000 150	.731** ,000 150	1 ,000 150	.720** ,000 150	.882** ,000 150
X3.6	Pearson Correlation Sig. (2- tailed) N	.738** ,000 150	.629** ,000 150	.649** ,000 150	.607** ,000 150	.720** ,000 150	1 ,000 150	.832** ,000 150
PARTNERING PROGRAM	Pearson Correlation Sig. (2- tailed) N	.886** ,000 150	.848** ,000 150	.895** ,000 150	.858** ,000 150	.882** ,000 150	.832** ,000 150	1 ,000 150

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

### *Loyalitas Nasabah (Y)*

#### Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	LOYALITAS NASABAH
Y1	Pearson Correlation Sig. (2- tailed) N	1 ,000 150	.736* ,000 150	.680* ,000 150	.719* ,000 150	.700* ,000 150	.760* ,000 150	.887** ,000 150
Y2	Pearson Correlation Sig. (2- tailed) N	.736** ,000 150	1 ,000 150	.636* ,000 150	.724* ,000 150	.643* ,000 150	.651* ,000 150	.848** ,000 150
Y3	Pearson Correlation Sig. (2- tailed) N	.680** ,000 150	.636* ,000 150	1 ,000 150	.671* ,000 150	.629* ,000 150	.562* ,000 150	.799** ,000 150
Y4	Pearson Correlation Sig. (2- tailed) N	.719** ,000 150	.724* ,000 150	.671* ,000 150	1 ,000 150	.733* ,000 150	.681* ,000 150	.878** ,000 150



	tailed) N	150	150	150	150	150	150	150
Y5	Pearson Correlation Sig. (2- tailed) N	.700**	.643*	.629*	.733*	1	.775*	.879**
		,000	,000	,000	,000		,000	,000
		150	150	150	150	150	150	150
Y6	Pearson Correlation Sig. (2- tailed) N	.760**	.651*	.562*	.681*	.775*	1	.865**
		,000	,000	,000	,000	,000		,000
		150	150	150	150	150	150	150
LOYALITAS NASABAH	Pearson Correlation Sig. (2- tailed) N	.887**	.848*	.799*	.878*	.879*	.865*	1
		,000	,000	,000	,000	,000	,000	
		150	150	150	150	150	150	150

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

## Lampiran 4 = Uji Realibilitas

### Countinuity Marketing (X1)

#### Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	150	100,0

#### Reliability Statistics

Cronbach's Alpha	N of Items
,904	6

#### Item Statistics

	Mean	Std. Deviation	N

X1.1	4,51	,903	150
X1.2	4,41	,928	150
X1.3	4,45	,824	150
X1.4	4,40	,867	150
X1.5	4,47	,808	150
X1.6	4,39	,926	150

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	22,13	12,621	,825	,873
X1.2	22,22	12,656	,789	,879
X1.3	22,18	13,585	,735	,888
X1.4	22,23	13,361	,729	,888
X1.5	22,17	14,623	,559	,911
X1.6	22,24	12,694	,785	,880

**One To One Marketing (X2)**

**Case Processing Summary**

		N	%
Cases	Valid	150	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	150	100,0

**Reliability Statistics**

Cronbach's Alpha	N of Items
,917	6

**Item Statistics**

	Mean	Std. Deviation	N
X2.1	4,43	,886	150
X2..2	4,44	,930	150

X2.3	4,55	,756	150
X2.4	4,38	,924	150
X2.5	4,41	,891	150
X2.6	4,43	,855	150

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	22,21	13,645	,772	,900
X2..2	22,21	13,225	,796	,897
X2.3	22,10	14,507	,764	,903
X2.4	22,27	13,378	,776	,900
X2.5	22,23	13,697	,756	,903
X2.6	22,21	14,062	,731	,906

**Partnering Program (X3)**

**Case Processing Summary**

		N	%
Cases	Valid	150	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	150	100,0

**Reliability Statistics**

Cronbach's Alpha	N of Items
,934	6

**Item Statistics**

	Mean	Std. Deviation	N
X3.1	4,45	,887	150
X3.2	4,38	,924	150
X3.3	4,25	,964	150

X3.4	4,40	,867	150
X3.5	4,43	,862	150
X3.6	4,41	,875	150

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	21,87	15,217	,832	,918
X3.2	21,94	15,305	,775	,925
X3.3	22,07	14,640	,840	,917
X3.4	21,92	15,577	,794	,923
X3.5	21,89	15,411	,829	,918
X3.6	21,91	15,731	,758	,927

#### *Loyalitas Nasabah (Y)*

#### Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	150	100,0

#### Reliability Statistics

Cronbach's Alpha	N of Items
,928	6

#### Item Statistics

	Mean	Std. Deviation	N
Y1	4,45	,879	150
Y2	4,31	,913	150
Y3	4,40	,811	150

Y4	4,25	,935	150
Y5	4,18	1,069	150
Y6	4,23	,963	150

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	21,37	16,289	,836	,910
Y2	21,51	16,399	,779	,917
Y3	21,42	17,440	,723	,924
Y4	21,57	15,992	,819	,911
Y5	21,64	15,131	,808	,914
Y6	21,59	15,934	,797	,914

**LAMPIRAN 5 : UJI KOEFISIEN DETERMINASI (R<sup>2</sup>)**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 <sup>a</sup>	,755	,750	2,399

a. Predictors: (Constant), PARTNERING\_PROGRAM, CONTINUITY\_MARKETING, ONE\_TO\_ONE\_MARKETING

**LAMPIRAN 6 : UJI T (Uji Parsial)**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,887	1,251		1,508	,134
CONTINUITY_MARKETING	,052	,108	,047	,480	,632
ONE_TO_ONE_MARKETING	,016	,124	,015	,132	,895
PARTNERING_PROGRAM	,841	,084	,818	10,038	,000

a. Dependent Variable: LOYALITAS\_NASABAH

## Lampiran 7 Hasil Uji Regresi Linier Berganda

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	PARTNERING_PROGRAM, CONTINUITY_MARKETING, ONE_TO_ONE_MARKETING <sup>b</sup>		Enter

a. Dependent Variable: LOYALITAS\_NASABAH

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 <sup>a</sup>	.755	.750	2.399

a. Predictors: (Constant), PARTNERING\_PROGRAM, CONTINUITY\_MARKETING, ONE\_TO\_ONE\_MARKETING

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2586.049	3	862.016	149.811	.000 <sup>b</sup>
Residual	840.091	146	5.754		
Total	3426.140	149			

a. Dependent Variable: LOYALITAS\_NASABAH

b. Predictors: (Constant), PARTNERING\_PROGRAM, CONTINUITY\_MARKETING, ONE\_TO\_ONE\_MARKETING

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
-------	-----------------------------	---------------------------	---	------

	B	Std. Error	Beta		
1 (Constant)	1.887	1.251		1.508	.134
CONTINUITY_MARKETING	.052	.108	.047	.480	.632
ONE_TO_ONE_MARKETING	.016	.124	.015	.132	.895
PARTNERING_PROGRAM	.841	.084	.818	10.038	.000

a. Dependent Variable: LOYALITAS\_NASABAH



MAJELIS PENDIDIKAN TINGGI, PENELITIAN DAN PENGEMBANGAN  
**UNIVERSITAS MUHAMMADIYAH PALOPO**  
LEMBAGA PENELITIAN DAN PENGABDIAN KEPADA  
MASYARAKAT (LPPM)

Lt. 2 Gedung MCC Universitas Muhammadiyah Palopo  
Jl. Jend. Sudirman Km. 03 Binturu, Kota Palopo (91959) – Telp/Fax: (0471) 327429

Nomor : 400/III.3.AU/LPPM/F/2021 Palopo, 27 Juli 2021  
Lampiran : -  
Perihal : Izin Penelitian

Kepada Yth,  
**Pimpinan Bank PT. BRI Cabang Kota Palopo**

Di \_\_\_\_\_  
Tempat

Assalamu'alaikum Wr. Wb.

Dengan hormat, disampaikan bahwa mahasiswa tingkat akhir yang akan menyelesaikan studi Strata Satu (S.1) pada Universitas Muhammadiyah Palopo diwajibkan menyusun karya ilmiah (Skripsi) sebagai salah satu syarat penyelesaian studi. Oleh karena itu, mahasiswa yang bersangkutan akan melakukan penelitian untuk memperoleh data yang valid guna mendukung dan terlaksananya penyusunan Skripsi. Sehubungan dengan maksud tersebut, mohon kiranya diberikan izin meneliti, kepada:

Nama : Paisal Pawallo  
Stambuk/NIRM : 201720079  
Jenis Kelamin : Laki-laki  
Jurusan/Program Studi : Manajemen  
Fakultas : FEB  
Alamat : Jl. Opu Tolahide, Purangi, Kota Palopo  
No. Hp. : 082248119569

Mohon kiranya Bapak/Ibu berkenan memberikan izin penelitian untuk penulisan Skripsi dengan judul **"Pengaruh Program Customer Relationship Marketing terhadap Loyalitas Nasabah pada Bank PT. BRI Kota Palopo"**

Demikian permohonan dari kami, atas kerjasama yang baik diucapkan terima kasih.

Wassalamu'Alaikum Wr. Wb.

  
Kepala,  
**Goso, S.E., M.M.**  
NIDN: 0912067603

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