

**LAMPIRAN**  
**UJI VALIDITAS**

**1. Validitas Customer Intimacy**

**Correlations**

		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	total
VAR00001	Pearson Correlation	1	.883**	.752**	.846**	.853**	.874**	.842**	.710**	.949**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60
VAR00002	Pearson Correlation	.883**	1	.726**	.795**	.799**	.825**	.851**	.614**	.914**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60
VAR00003	Pearson Correlation	.752**	.726**	1	.738**	.762**	.691**	.659**	.679**	.841**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60
VAR00004	Pearson Correlation	.846**	.795**	.738**	1	.839**	.789**	.797**	.651**	.907**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60
VAR00005	Pearson Correlation	.853**	.799**	.762**	.839**	1	.868**	.845**	.678**	.932**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60
VAR00006	Pearson Correlation	.874**	.825**	.691**	.789**	.868**	1	.850**	.611**	.915**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	60	60	60	60	60	60	60	60	60
VAR00007	Pearson Correlation	.842**	.851**	.659**	.797**	.845**	.850**	1	.506**	.894**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	60	60	60	60	60	60	60	60	60
VAR00008	Pearson Correlation	.710**	.614**	.679**	.651**	.678**	.611**	.506**	1	.765**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	60	60	60	60	60	60	60	60	60
total	Pearson Correlation	.949**	.914**	.841**	.907**	.932**	.915**	.894**	.765**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60	60	60	60

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

### Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded <sup>a</sup>	0	.0
	Total	60	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.962	8

## 2. Validitas Aksesibilitas

### Correlations

		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	total
VAR00001	Pearson Correlation	1	.559**	.762**	.743**	.735**	.735**	.850**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60
VAR00002	Pearson Correlation	.559**	1	.720**	.549**	.752**	.820**	.821**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60
VAR00003	Pearson Correlation	.762**	.720**	1	.719**	.840**	.900**	.923**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	60	60	60	60	60	60	60
VAR00004	Pearson Correlation	.743**	.549**	.719**	1	.787**	.737**	.858**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	60	60	60	60	60	60	60
VAR00005	Pearson Correlation	.735**	.752**	.840**	.787**	1	.886**	.936**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	60	60	60	60	60	60	60
VAR00006	Pearson Correlation	.735**	.820**	.900**	.737**	.886**	1	.949**
	Sig. (2-tailed)							
	N	60	60	60	60	60	60	60

	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	60	60	60	60	60	60	60
total	Pearson Correlation	.850**	.821**	.923**	.858**	.936**	.949**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60	60

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

#### Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded <sup>a</sup>	0	.0
	Total	60	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.945	6

### 3. Validitas Loyalitas

#### Correlations

	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	total
VAR00001 Pearson Correlation	1	.768**	.804**	.602**	.622**	.629**	.634**	.728**	.600**	.830**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
N	60	60	60	60	60	60	60	60	60	60
VAR00002 Pearson Correlation	.768**	1	.732**	.498**	.503**	.522**	.648**	.664**	.489**	.753**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
N	60	60	60	60	60	60	60	60	60	60
VAR00003 Pearson Correlation	.804**	.732**	1	.731**	.757**	.759**	.665**	.678**	.639**	.874**
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
N	60	60	60	60	60	60	60	60	60	60
VAR00004 Pearson Correlation	.602**	.498**	.731**	1	.864**	.883**	.665**	.695**	.760**	.863**

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60
VAR00005	Pearson Correlation	.622**	.503**	.757**	.864**	1	.900**	.713**	.731**	.707**	.875**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60
VAR00006	Pearson Correlation	.629**	.522**	.759**	.883**	.900**	1	.760**	.768**	.787**	.903**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60
VAR00007	Pearson Correlation	.634**	.648**	.665**	.665**	.713**	.760**	1	.930**	.823**	.882**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60
VAR00008	Pearson Correlation	.728**	.664**	.678**	.695**	.731**	.768**	.930**	1	.824**	.907**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	60	60	60	60	60	60	60	60	60	60
VAR00009	Pearson Correlation	.600**	.489**	.639**	.760**	.707**	.787**	.823**	.824**	1	.856**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	60	60	60	60	60	60	60	60	60	60
total	Pearson Correlation	.830**	.753**	.874**	.863**	.875**	.903**	.882**	.907**	.856**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60	60	60	60	60

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

#### Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded <sup>a</sup>	0	.0
	Total	60	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.956	9

**LAMPIRAN**  
**UJI REABILITAS**

**1. Uji Reabilitas Variabel *Customer Intimacy***

**Reliability Statistics**

Cronbach's Alpha	N of Items
.962	8

**2. Uji reabilitas Variabel Aksesibilitas**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.945	6

**3. Uji Validitas Loyalitas**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.956	9

**LAMPIRAN**  
**ANALISIS KARAKTER PROFIL RESPONDEN**

**Frequencies**

		<b>Statistics</b>					
		usia	agama	jenis kelamin	pendidikan	pekerjaan	pembelian
N	Valid	60	60	60	60	60	60
	Missing	0	0	0	0	0	0
Minimum		1	1	1	1	1	3
Maximum		3	1	2	3	6	5

**Frequency Table**

**1. Karakteristik Responden Berdasarkan Usia**

		<b>usia</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-23 tahun	14	23.3	23.3	23.3
	24-30 tahun	44	73.3	73.3	96.7
	31-40 tahun	2	3.3	3.3	100.0
Total		60	100.0	100.0	

<b>No</b>	<b>Usia</b>	<b>Kode</b>
<b>1</b>	24 - 30 Tahun	2
<b>2</b>	24 - 30 Tahun	2
<b>3</b>	18 - 23 Tahun	1
<b>4</b>	24 - 30 Tahun	2
<b>5</b>	24 - 30 Tahun	2
<b>6</b>	24 - 30 Tahun	2
<b>7</b>	24 - 30 Tahun	2
<b>8</b>	24 - 30 Tahun	2
<b>9</b>	24 - 30 Tahun	2
<b>10</b>	24 - 30 Tahun	2
<b>11</b>	24 - 30 Tahun	2
<b>12</b>	18 - 23 Tahun	1
<b>13</b>	18 - 23 Tahun	1
<b>14</b>	18 - 23 Tahun	1
<b>15</b>	24 - 30 Tahun	2
<b>16</b>	24 - 30 Tahun	2
<b>17</b>	24 - 30 Tahun	2

<b>18</b>	24 - 30 Tahun	2
<b>19</b>	24 - 30 Tahun	2
<b>20</b>	18 - 23 Tahun	1
<b>21</b>	24 - 30 Tahun	2
<b>22</b>	24 - 30 Tahun	2
<b>23</b>	24 - 30 Tahun	2
<b>24</b>	31 - 40 Tahun	3
<b>25</b>	24 - 30 Tahun	2
<b>26</b>	24 - 30 Tahun	2
<b>27</b>	24 - 30 Tahun	2
<b>28</b>	24 - 30 Tahun	2
<b>29</b>	24 - 30 Tahun	2
<b>30</b>	24 - 30 Tahun	2
<b>31</b>	24 - 30 Tahun	2
<b>32</b>	18 - 23 Tahun	1
<b>33</b>	24 - 30 Tahun	2
<b>34</b>	24 - 30 Tahun	2
<b>35</b>	18 - 23 Tahun	1
<b>36</b>	24 - 30 Tahun	2
<b>37</b>	24 - 30 Tahun	2
<b>38</b>	24 - 30 Tahun	2
<b>39</b>	24 - 30 Tahun	2
<b>40</b>	24 - 30 Tahun	2
<b>41</b>	24 - 30 Tahun	2
<b>42</b>	18 - 23 Tahun	1
<b>43</b>	18 - 23 Tahun	1
<b>44</b>	18 - 23 Tahun	1
<b>45</b>	18 - 23 Tahun	1
<b>46</b>	18 - 23 Tahun	1
<b>47</b>	24 - 30 Tahun	2
<b>48</b>	24 - 30 Tahun	2
<b>49</b>	24 - 30 Tahun	2
<b>50</b>	18 - 23 Tahun	1
<b>51</b>	18 - 23 Tahun	1
<b>52</b>	31 - 40 Tahun	3
<b>53</b>	24 - 30 Tahun	2
<b>54</b>	24 - 30 Tahun	2
<b>55</b>	24 - 30 Tahun	2
<b>56</b>	24 - 30 Tahun	2
<b>57</b>	24 - 30 Tahun	2
<b>58</b>	24 - 30 Tahun	2
<b>59</b>	24 - 30 Tahun	2
<b>60</b>	24 - 30 Tahun	2

## 2. Karakteristik Responden Berdasarkan Agama

agama

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Islam	60	100.0	100.0	100.0

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



39	Islam	1
40	Islam	1
41	Islam	1
42	Islam	1
43	Islam	1
44	Islam	1
45	Islam	1
46	Islam	1
47	Islam	1
48	Islam	1
49	Islam	1
50	Islam	1
51	Islam	1
52	Islam	1
53	Islam	1
54	Islam	1
55	Islam	1
56	Islam	1
57	Islam	1
58	Islam	1
59	Islam	1
60	Islam	1

### 3. Karakteristik Responden Berdasarkan Jenis Kelamin

jenis kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid laki-laki	50	83.3	83.3	83.3
perempuan	10	16.7	16.7	100.0
Total	60	100.0	100.0	

No	Jenis Kelamin	Kode
1	L	1
2	L	1
3	L	1
4	L	1
5	L	1
6	L	1
7	L	1
8	L	1
9	L	1
10	L	1
11	L	1
12	L	1

13	L	1
14	L	1
15	L	1
16	L	1
17	L	1
18	L	1
19	L	1
20	P	2
21	L	1
22	P	2
23	L	1
24	L	1
25	L	1
26	L	1
27	L	1
28	L	1
29	L	1
30	L	1
31	L	1
32	L	1
33	L	1
34	L	1
35	P	2
36	L	1
37	L	1
38	L	1
39	L	1
40	L	1
41	L	1
42	L	1
43	P	2
44	L	1
45	L	1
46	L	1
47	L	1
48	L	1
49	P	2
50	P	2
51	P	2
52	P	2
53	P	2
54	P	2
55	L	1
56	L	1
57	L	1
58	L	1
59	L	1
60	L	1

#### 4. Karakteristik Responden Berdasarkan Pendidikan

**pendidikan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SLTA	18	30.0	30.0	30.0
	diploma	8	13.3	13.3	43.3
	sarjana	34	56.7	56.7	100.0
	Total	60	100.0	100.0	

No	Pendidikan	Kode
1	Sarjana	3
2	Sarjana	3
3	Sarjana	3
4	Sarjana	3
5	SLTA	1
6	Sarjana	3
7	Sarjana	3
8	SLTA	1
9	SLTA	1
10	SLTA	1
11	SLTA	1
12	Sarjana	3
13	Sarjana	3
14	Sarjana	3
15	SLTA	1
16	SLTA	1
17	Sarjana	3
18	Sarjana	3
19	SLTA	1
20	SLTA	1
21	SLTA	1
22	Sarjana	3
23	Sarjana	3
24	Sarjana	3
25	Diploma	2
26	Sarjana	3
27	SLTA	1
28	Sarjana	3
29	Sarjana	3
30	SLTA	1
31	SLTA	1
32	Diploma	2

33	Sarjana	3
34	Sarjana	3
35	SLTA	1
36	Sarjana	3
37	Sarjana	3
38	Diploma	2
39	SLTA	1
40	Sarjana	3
41	Sarjana	3
42	SLTA	2
43	SLTA	2
44	Sarjana	3
45	Sarjana	3
46	Sarjana	3
47	Sarjana	3
48	Diploma	2
49	Diploma	2
50	SLTA	1
51	SLTA	1
52	Sarjana	3
53	Sarjana	3
54	SLTA	1
55	Sarjana	3
56	Sarjana	3
57	Sarjana	3
58	Sarjana	3
59	Sarjana	3
60	Diploma	2

## 5. Karakteristik Responden Berdasarkan Pekerjaan

		pekerjaan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	pelajar/mahasiswa	19	31.7	31.7	31.7
	Pegawai swasta	24	40.0	40.0	71.7
	wiraswasta	14	23.3	23.3	95.0
	lainnya	3	5.0	5.0	100.0
	Total	60	100.0	100.0	

No	Pekerjaan	Kode
1	Pegawai Swasta	3
2	Pegawai Swasta	3
3	Pegawai Swasta	3

4	Wiraswasta	4
5	Pelajar/Mahasiswa	1
6	Wiraswasta	4
7	Wiraswasta	4
8	Pelajar/Mahasiswa	1
9	Pelajar/Mahasiswa	1
10	Pelajar/Mahasiswa	1
11	Pelajar/Mahasiswa	1
12	Pelajar/Mahasiswa	1
13	Pelajar/Mahasiswa	1
14	Pelajar/Mahasiswa	1
15	Sales promotor	6
16	Pelajar/Mahasiswa	1
17	Pegawai Swasta	3
18	Pegawai Swasta	3
19	Pelajar/Mahasiswa	1
20	Pelajar/Mahasiswa	1
21	Pelajar/Mahasiswa	1
22	Wiraswasta	4
23	Pegawai Swasta	3
24	Wiraswasta	4
25	Wiraswasta	4
26	Pegawai Swasta	3
27	Pegawai Swasta	3
28	Wiraswasta	4
29	Pegawai Swasta	3
30	Wiraswasta	4
31	Wiraswasta	4
32	Pegawai Swasta	3
33	Wiraswasta	4
34	Pegawai Swasta	3
35	Pelajar/Mahasiswa	1
36	Pegawai Swasta	3
37	Bisnis online	6
38	Pegawai Swasta	3
39	Pegawai Swasta	3
40	Pegawai Swasta	3
41	Pelajar/Mahasiswa	1
42	Pelajar/Mahasiswa	1
43	Pelajar/Mahasiswa	1
44	Pelajar/Mahasiswa	1
45	Wiraswasta	4
46	Wiraswasta	4
47	Wiraswasta	4
48	Pegawai Swasta	3
49	Pegawai Swasta	3
50	Pelajar/Mahasiswa	1
51	Pelajar/Mahasiswa	1

52	Guru swasta	6
53	Pegawai Swasta	3
54	Pegawai Swasta	3
55	Pegawai Swasta	3
56	Pegawai Swasta	3
57	Pegawai Swasta	3
58	Pegawai Swasta	3
59	Pegawai Swasta	3
60	Wiraswasta	4

## 6. Karakteristik Responden Berdasarkan Jumlah Pembelian

**pembelian**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	19	31.7	31.7	31.7
4	30	50.0	50.0	81.7
>5	11	18.3	18.3	100.0
Total	60	100.0	100.0	

No	Pembelian	Kode
1	3	3
2	4	4
3	4	4
4	3	3
5	4	4
6	3	3
7	4	4
8	>5	5
9	>5	5
10	>5	5
11	4	4
12	2	2
13	4	4
14	>5	5
15	4	4
16	3	3
17	3	3
18	4	4
19	>5	5
20	4	4
21	4	4
22	4	4
23	4	4
24	3	3

25	4	4
26	4	4
27	>5	5
28	4	4
29	3	3
30	>5	5
31	>5	5
32	4	4
33	4	4
34	3	3
35	4	4
36	3	3
37	4	4
38	4	4
39	>5	5
40	3	3
41	4	4
42	>5	5
43	4	4
44	4	4
45	>5	5
46	4	4
47	4	4
48	3	3
49	3	3
50	4	4
51	4	4
52	3	3
53	3	3
54	3	3
55	4	4
56	3	3
57	3	3
58	4	4
59	4	4
60	3	3

**LAMPIRAN**  
**STATISTIK DESKRIPTIF**

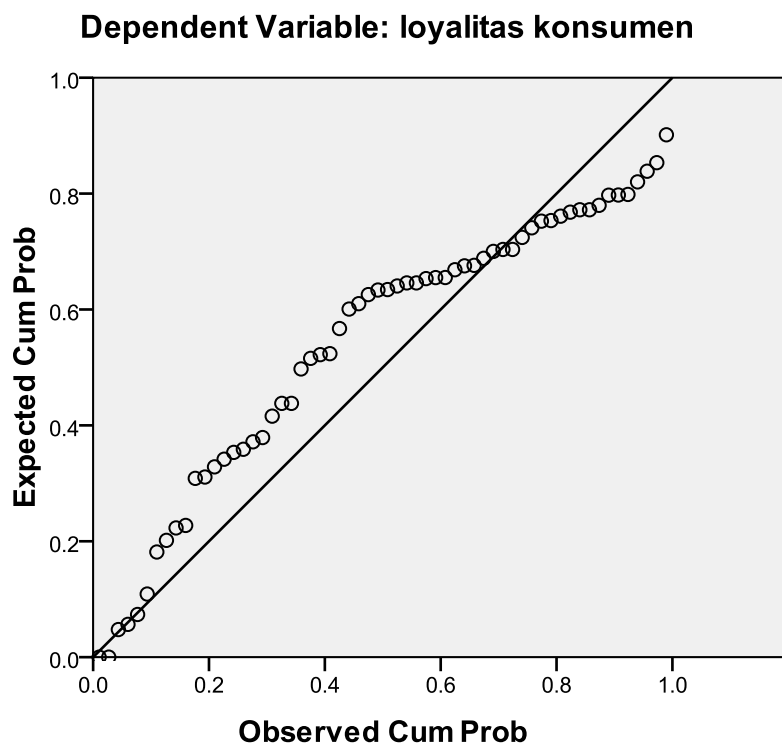
**1. Statistik Deskriptif Variabel *Customer Intimacy*, Aksesibilitas Dan Loyalitas**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
customer intimacy	60	8	80	56.83	14.424
aksesibilitas	60	6	60	41.08	12.328
loyalitas konsumen	60	9	90	57.65	18.904
Valid N (listwise)	60				

**LAMPIRAN**  
**UJI ASUMSI KLASIK**

**1. Uji Normalitas**

**Normal P-P Plot of Regression Standardized Residual**





## 2. Uji Multikolinearitas

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

Model		Collinearity Statistics	
		Tolerance	VIF
1	customer intimasi	.343	2.913
	aksesibilitas	.343	2.913

a. Dependent Variable: loyalitas konsumen

## 3. Uji Heteroskedastisitas

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	aksesibilitas, customer intimasi <sup>a</sup>		Enter

a. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.092 <sup>a</sup>	.009	-.026	9.25945

a. Predictors: (Constant), aksesibilitas, customer intimasi

b. Dependent Variable: abs

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.106	2	21.053	.246	.783 <sup>a</sup>
	Residual	4887.035	57	85.737		
	Total	4929.141	59			

a. Predictors: (Constant), aksesibilitas, customer intimasi

b. Dependent Variable: abs

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.961	4.906		1.419	.161
	customer intimasi	-.032	.143	-.051	-.227	.821
	aksesibilitas	.096	.167	.129	.572	.569

a. Dependent Variable: abs

## LAMPIRAN

### ANALISIS REGRESI LINEAR BERGANDA

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	aksesibilitas, customer intimasi <sup>a</sup>		. Enter

a. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 <sup>a</sup>	.533	.517	13.139

a. Predictors: (Constant), aksesibilitas, customer intimasi

b. Dependent Variable: loyalitas konsumen

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11243.690	2	5621.845	32.566	.000 <sup>a</sup>
	Residual	9839.960	57	172.631		
	Total	21083.650	59			

a. Predictors: (Constant), aksesibilitas, customer intimasi

b. Dependent Variable: loyalitas konsumen

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.349	6.962		.481	.632
	customer intimasi	.757	.202	.577	3.738	.000
	aksesibilitas	.275	.237	.179	1.161	.250

a. Dependent Variable: loyalitas konsumen