**LAMPIRAN – LAMPIRAN**

LAMPIRAN I

**Tabel3.2 Instrumen Penelitian**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | Variabel | Indikator | No.Item | Referensi |
| 1. | Produk (X1) | 1. Manfaat produk  2. Kualitas Produk  3. Produk yang beraneka jenis. | 1,2, dan 3 | Iip Nurhipnudin, 2015. |
| 2 | Pelayanan (X2) | 1. Daya Tanggap  2. Keandalan  3. Empati | 4,5, dan 6 | Parasuraman dalam Lupiyoadi (2001:148). |
| 3. | Fasilitas (X3) | 1. Perencanaan Ruangan  2. Perlengkapan dan Perabotan  3. Unsur Pendukung | 7,8, dan 9 | Tjiptono (2001:46-48). |
| 4. | Promosi (X4) | 1. Iklan dan Publikasi  2. Penjualan Personal  3. Promosi dalam Penjualan | 10,11 dan 12 | Kasmir dalam Rifa’atul Machmudah, 2009. |
| 5. | Preferensi Nasabah (Y) | 1. Persepsi Individu  2. Rasionalitas  3. Preferensi Sosial | 13,14 dan 15 | Abdul Rachman Shaleh dan Muhtab Abdul Wahab, 2004.  Terry, 1971.  Ujang Sumarwan, 2011. |

LAMPIRAN II

**KUESIONER PENELITIAN**

PETUNJUK PENGISIAN

**BAGIAN A**

Mohon mengisi data pada tempat yang sudah disediakan dan mohon memberi tanda centang (√) dalam kotak untuk pilihan jawaban pada Usia, Jenis Kelamin, Agama, Pekerjaan, dan Pendidikan Terakhir yang sesuai dengan keadaan anda.

Nama : ……………………………………………………………………

Usia : □ <17 Tahun □ 17-30 tahun □ 30-55 tahun □ >55 tahun

Jenis Kelamin : □ Laki-Laki □ Perempuan

Agama : □ Protestan □ Katolik □ Hindu □ Buddha □ Kong Hu Chu

Pekerjaan : □ PNS/TNI/Polri □ Pegawai BUMN/BUMD □ Pegawai Swasta

□ Wirausaha □ Petani □ Nelayan □ Pelajar/Mahasiswa □ Ibu Rumah Tangga □ Lainnya …………………

Pendidikan Terakhir : □ SD/sederajat □ SMP/Sederajat □ SMA/SMK/sederajat □ Diploma □ Sarjana □ Magister □ Doktor

PETUNJUK PENGISIAN

**BAGIAN B**

Mohon Bapak/Ibu/Saudara/i memberi tanda centang (√) pada kolom yang tersedia sesuai dengan keadaan variabel pada bank syariah yang sebenarnya pada masing-masing nomor yang ada.

Keterangan : STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

1. Produk (X1)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pertanyaan/Pernyataan | STS | TS | N | S | SS |
| 1. | Produk Bank Syariah berguna bagi nasabah dalam memenuhi kebutuhan produktif maupun konsumtif. |  |  |  |  |  |
| 2. | Produk dengan sistem Bagi Hasil maupun sistem Margin (Jual-Beli) yang digunakan perbankan syariah lebih menguntungkan bagi nasabah. |  |  |  |  |  |
| 3. | Produk Bank Syariah sangat beraneka jenis baik untuk tabungan, investasi, pembiayaan dan jasa-jasa keuangan pelengkap lainnya. |  |  |  |  |  |

2. Pelayanan (X2)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pertanyaan/Pernyataan | STS | TS | N | S | SS |
| 1. | Pegawai Bank Syariah memberikan pelayanan dan kenyamanan yang baik kepada nasabah. |  |  |  |  |  |
| 2. | Pegawai Bank Syariah mampu menjelaskan produk Bank Syariah beserta dengan akad-akadnya dengan baik dan mudah dipahami nasabah. |  |  |  |  |  |
| 3. | Bank Syariah memperlakukan nasabah dengan pendekatan kemitraan dibandingkan hanya sekedar kreditur dan debitur. |  |  |  |  |  |

3. Fasilitas (X3)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pertanyaan/Pernyataan | STS | TS | N | S | SS |
| 1. | Bank Syariah memiliki kantor cabang yang mudah dijangkau nasabah serta kantor yang representatif. |  |  |  |  |  |
| 2. | Bank Syariah memiliki cukup banyak mesin ATM yang dapat diakses nasabah serta fasilitas e-banking yang memadai. |  |  |  |  |  |
| 3. | Bank Syariah memiliki fasilitas-fasilitas pendukung yang memadai seperti Kartu Debit yang dapat digunakan berbelanja dibeberapa tempat dan dapat melakukan pembayaran berbagai macam tagihan. |  |  |  |  |  |

4. Promosi (X4)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pertanyaan/Pernyataan | STS | TS | N | S | SS |
| 1. | Bank Syariah rajin mengiklankan produknya melalui media massa (Koran, TV, Majalah, Media Sosial). |  |  |  |  |  |
| 2. | Bank Syariah rajin mempromosikan produknya secara langsung (*direct promotion)* kepada nasabah. |  |  |  |  |  |
| 3. | Bank Syariah rajin melakukan kerjasama dan promo di tempat-tempat tertentu sehingga menguntungkan nasabah. |  |  |  |  |  |

5. Preferensi Nasabah (Y)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pertanyaan/Pernyataan | STS | TS | N | S | SS |
| 1. | Berdasarkan faktor produk, pelayanan, fasilitas, dan promosi. Saya tertarik menjadi nasabah di Bank Syariah. |  |  |  |  |  |
| 2. | Berdasarkan faktor produk, pelayanan, fasilitas dan promosi saya lebih memilih Bank Syariah unruk bertransaksi dibandingkan Bank Konvensional. |  |  |  |  |  |
| 3. | Berdasarkan faktor produk, pelayanan, fasilitas dan promosi saya mau merekomendasikan produk/layanan Bank Syariah kepada keluarga, teman, atau saudara saya yang seiman. |  |  |  |  |  |

LAMPIRAN III

TABULASI DATA RESPONDEN

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Produk (X1) | | | Total | Pelayanan (X2) | | | Total | Fasilitas (X3) | | | Total | Promosi (X4) | | | Total | Preferensi Nasabah (Y) | | | Total |
| 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 |
| 1 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 3 | 4 | 12 |
| 2 | 4 | 4 | 5 | 13 | 4 | 4 | 3 | 11 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 |
| 3 | 4 | 3 | 5 | 12 | 5 | 3 | 4 | 12 | 4 | 3 | 5 | 12 | 3 | 3 | 4 | 10 | 4 | 3 | 4 | 11 |
| 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 12 |
| 5 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 |
| 6 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 7 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 |
| 8 | 3 | 3 | 4 | 10 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 14 | 4 | 3 | 4 | 11 |
| 9 | 4 | 3 | 4 | 11 | 5 | 5 | 4 | 14 | 4 | 3 | 3 | 10 | 3 | 3 | 4 | 10 | 4 | 3 | 3 | 10 |
| 10 | 4 | 4 | 3 | 11 | 5 | 4 | 4 | 13 | 5 | 4 | 3 | 12 | 4 | 4 | 3 | 11 | 5 | 5 | 5 | 15 |
| 11 | 4 | 4 | 4 | 12 | 4 | 5 | 3 | 12 | 5 | 4 | 3 | 12 | 5 | 5 | 5 | 15 | 4 | 3 | 3 | 10 |
| 12 | 4 | 3 | 4 | 11 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 2 | 2 | 8 | 4 | 3 | 4 | 11 |
| 13 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 4 | 3 | 4 | 11 | 3 | 3 | 3 | 9 |
| 14 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 |
| 15 | 4 | 3 | 3 | 10 | 5 | 5 | 5 | 15 | 3 | 3 | 5 | 11 | 5 | 5 | 4 | 14 | 4 | 3 | 4 | 11 |
| 16 | 4 | 5 | 4 | 13 | 4 | 3 | 4 | 11 | 3 | 2 | 4 | 9 | 5 | 5 | 5 | 15 | 3 | 3 | 4 | 10 |
| 17 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 18 | 4 | 4 | 5 | 13 | 5 | 5 | 4 | 14 | 5 | 4 | 5 | 14 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 13 |
| 19 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 |
| 20 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 |
| 21 | 5 | 5 | 4 | 14 | 3 | 4 | 4 | 11 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 10 |
| 22 | 4 | 5 | 4 | 13 | 4 | 4 | 5 | 13 | 5 | 4 | 5 | 14 | 4 | 3 | 4 | 11 | 4 | 3 | 5 | 12 |
| 23 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 | 4 | 3 | 3 | 10 |
| 24 | 4 | 3 | 4 | 11 | 5 | 5 | 5 | 15 | 3 | 3 | 4 | 10 | 4 | 4 | 3 | 11 | 4 | 3 | 4 | 11 |
| 25 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 | 2 | 3 | 3 | 8 | 4 | 5 | 3 | 12 |
| 26 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 | 3 | 3 | 4 | 10 |
| 27 | 5 | 5 | 4 | 14 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 5 | 3 | 5 | 13 |
| 28 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 |
| 29 | 4 | 3 | 4 | 11 | 5 | 4 | 3 | 12 | 5 | 4 | 4 | 13 | 4 | 3 | 5 | 12 | 4 | 3 | 3 | 10 |
| 30 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 15 | 4 | 5 | 4 | 13 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 14 |
| 31 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 14 | 5 | 5 | 4 | 14 | 5 | 4 | 5 | 14 |
| 32 | 4 | 3 | 3 | 10 | 4 | 3 | 3 | 10 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 33 | 5 | 4 | 3 | 12 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 34 | 3 | 3 | 5 | 11 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 |
| 35 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 |
| 36 | 4 | 5 | 5 | 14 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 | 5 | 3 | 3 | 11 | 4 | 4 | 3 | 11 |
| 37 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 | 5 | 5 | 4 | 14 | 5 | 4 | 5 | 14 |
| 38 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 |
| 39 | 5 | 4 | 4 | 13 | 3 | 1 | 3 | 7 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 | 3 | 2 | 2 | 7 |
| 40 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 41 | 4 | 3 | 4 | 11 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 |
| 42 | 5 | 4 | 3 | 12 | 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 11 |
| 43 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 | 3 | 3 | 3 | 9 | 3 | 4 | 3 | 10 | 3 | 3 | 4 | 10 |
| 44 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 |
| 45 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 5 | 4 | 5 | 14 |
| 46 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 |
| 47 | 5 | 4 | 3 | 12 | 3 | 3 | 3 | 9 | 4 | 2 | 3 | 9 | 4 | 4 | 4 | 12 | 2 | 2 | 3 | 7 |
| 48 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 3 | 3 | 11 | 2 | 3 | 3 | 8 | 3 | 3 | 4 | 10 |
| 49 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 14 |
| 50 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 14 |
| 51 | 4 | 4 | 5 | 13 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 52 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 | 4 | 3 | 5 | 12 | 4 | 4 | 5 | 13 |
| 53 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 |
| 54 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 3 | 5 | 12 |
| 55 | 5 | 3 | 4 | 12 | 4 | 5 | 5 | 14 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 5 | 3 | 4 | 12 |
| 56 | 5 | 4 | 5 | 14 | 4 | 5 | 5 | 14 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 14 | 5 | 3 | 4 | 12 |
| 57 | 5 | 3 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 5 | 3 | 3 | 11 | 4 | 3 | 4 | 11 |
| 58 | 5 | 4 | 5 | 14 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 | 5 | 3 | 5 | 13 |
| 59 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 5 | 3 | 5 | 13 |
| 60 | 5 | 4 | 4 | 13 | 4 | 5 | 4 | 13 | 5 | 4 | 4 | 13 | 4 | 3 | 3 | 10 | 4 | 3 | 4 | 11 |
| 61 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 | 4 | 3 | 4 | 11 |
| 62 | 5 | 3 | 4 | 12 | 5 | 5 | 5 | 15 | 3 | 3 | 5 | 11 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 |
| 63 | 5 | 3 | 4 | 12 | 5 | 5 | 5 | 15 | 4 | 3 | 5 | 12 | 5 | 4 | 5 | 14 | 4 | 3 | 5 | 12 |
| 64 | 5 | 3 | 4 | 12 | 3 | 4 | 4 | 11 | 4 | 3 | 5 | 12 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 14 |
| 65 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 5 | 3 | 5 | 13 |
| 66 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 |
| 67 | 5 | 3 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 3 | 4 | 11 | 5 | 5 | 5 | 15 | 4 | 3 | 5 | 12 |
| 68 | 5 | 3 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 14 | 4 | 3 | 5 | 12 | 5 | 5 | 5 | 15 |
| 69 | 4 | 3 | 5 | 12 | 5 | 5 | 5 | 15 | 5 | 3 | 4 | 12 | 5 | 5 | 3 | 13 | 4 | 4 | 4 | 12 |
| 70 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 3 | 4 | 11 | 5 | 3 | 3 | 11 | 5 | 5 | 5 | 15 |
| 71 | 5 | 3 | 5 | 13 | 5 | 5 | 5 | 15 | 5 | 3 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 3 | 5 | 12 |
| 72 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 | 4 | 3 | 4 | 11 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 |
| 73 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 5 | 4 | 5 | 14 | 5 | 3 | 4 | 12 | 4 | 3 | 5 | 12 |
| 74 | 4 | 4 | 5 | 13 | 5 | 5 | 5 | 15 | 4 | 3 | 5 | 12 | 5 | 3 | 5 | 13 | 5 | 3 | 5 | 13 |
| 75 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 | 5 | 4 | 5 | 14 | 4 | 3 | 4 | 11 | 4 | 3 | 4 | 11 |
| 76 | 4 | 3 | 5 | 12 | 5 | 5 | 5 | 15 | 5 | 3 | 5 | 13 | 5 | 3 | 5 | 13 | 5 | 3 | 5 | 13 |
| 77 | 5 | 3 | 5 | 13 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 14 | 5 | 2 | 5 | 12 | 5 | 2 | 5 | 12 |
| 78 | 4 | 3 | 4 | 11 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 15 | 5 | 3 | 5 | 13 | 5 | 3 | 5 | 13 |
| 79 | 5 | 3 | 5 | 13 | 5 | 5 | 5 | 15 | 5 | 3 | 5 | 13 | 5 | 3 | 5 | 13 | 5 | 3 | 5 | 13 |
| 80 | 4 | 3 | 5 | 12 | 5 | 5 | 4 | 14 | 4 | 2 | 5 | 11 | 4 | 3 | 5 | 12 | 5 | 3 | 5 | 13 |
| 81 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 13 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 |
| 82 | 5 | 3 | 5 | 13 | 5 | 4 | 5 | 14 | 4 | 3 | 4 | 11 | 4 | 2 | 4 | 10 | 4 | 3 | 4 | 11 |
| 83 | 5 | 4 | 5 | 14 | 5 | 5 | 3 | 13 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 3 | 5 | 12 |
| 84 | 5 | 3 | 5 | 13 | 4 | 4 | 3 | 11 | 5 | 5 | 5 | 15 | 4 | 4 | 5 | 13 | 5 | 3 | 5 | 13 |
| 85 | 5 | 4 | 4 | 13 | 3 | 3 | 4 | 10 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 12 | 4 | 3 | 5 | 12 |
| 86 | 5 | 4 | 5 | 14 | 4 | 4 | 3 | 11 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 13 | 5 | 4 | 5 | 14 |
| 87 | 5 | 3 | 5 | 13 | 4 | 3 | 3 | 10 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 15 |
| 88 | 5 | 4 | 5 | 14 | 5 | 4 | 3 | 12 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 13 | 5 | 3 | 5 | 13 |
| 89 | 5 | 4 | 5 | 14 | 4 | 4 | 3 | 11 | 4 | 3 | 5 | 12 | 5 | 3 | 3 | 11 | 4 | 3 | 4 | 11 |
| 90 | 5 | 3 | 5 | 13 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 12 | 5 | 3 | 5 | 13 | 5 | 4 | 5 | 14 |

LAMPIRAN IV

HASIL PERHITUNGAN KOEFISIEN KORELASI (R) *ONE-TAILED* PER-VARIABEL

|  |  |  |  |
| --- | --- | --- | --- |
| **Correlations** | | | |
|  | | Total Produk | Total Preferensi Nasabah |
| Total Produk | Pearson Correlation | 1 | ,426\*\* |
| Sig. (1-tailed) |  | ,000 |
| N | 90 | 90 |
| Total Preferensi Nasabah | Pearson Correlation | ,426\*\* | 1 |
| Sig. (1-tailed) | ,000 |  |
| N | 90 | 90 |
| \*\*. Correlation is significant at the 0.01 level (1-tailed). | | | |

Berdasarkan Tabel diatas nilai Pearson Corellation X1 dan Y sebesar 0,426 artinya kedua variabel ini memiliki hubungan Positif Signifikan. Dengan tingkat korelasi sebesar 0,426 yang dikategorikan Kuat berdasarkan Interval Korelasi

|  |  |  |  |
| --- | --- | --- | --- |
| **Correlations** | | | |
|  | | Total Pelayanan | Total Preferensi Nasabah |
| Total Pelayanan | Pearson Correlation | 1 | ,209\* |
| Sig. (1-tailed) |  | ,024 |
| N | 90 | 90 |
| Total Preferensi Nasabah | Pearson Correlation | ,209\* | 1 |
| Sig. (1-tailed) | ,024 |  |
| N | 90 | 90 |
| \*. Correlation is significant at the 0.05 level (1-tailed). | | | |

Berdasarkan Tabel diatas nilai Pearson Corellation X2 dan Y sebesar 0,209 artinya kedua variabel ini memiliki hubungan Positif Signifikan. Dengan tingkat korelasi sebesar 0,209 yang dikategorikan Lemah berdasarkan Interval Korelasi

|  |  |  |  |
| --- | --- | --- | --- |
| **Correlations** | | | |
|  | | Total Fasilitas | Total Preferensi Nasabah |
| Total Fasilitas | Pearson Correlation | 1 | ,582\*\* |
| Sig. (1-tailed) |  | ,000 |
| N | 90 | 90 |
| Total Preferensi Nasabah | Pearson Correlation | ,582\*\* | 1 |
| Sig. (1-tailed) | ,000 |  |
| N | 90 | 90 |
| \*\*. Correlation is significant at the 0.01 level (1-tailed). | | | |

Berdasarkan Tabel diatas nilai Pearson Corellation X3 dan Y sebesar 0,582 artinya kedua variabel ini memiliki hubungan Positif Signifikan. Dengan tingkat korelasi sebesar 0,582 yang dikategorikan Kuat berdasarkan Interval Korelasi

|  |  |  |  |
| --- | --- | --- | --- |
| **Correlations** | | | |
|  | | Total Promosi | Total Preferensi Nasabah |
| Total Promosi | Pearson Correlation | 1 | ,577\*\* |
| Sig. (1-tailed) |  | ,000 |
| N | 90 | 90 |
| Total Preferensi Nasabah | Pearson Correlation | ,577\*\* | 1 |
| Sig. (1-tailed) | ,000 |  |
| N | 90 | 90 |
| \*\*. Correlation is significant at the 0.01 level (1-tailed). | | | |

Berdasarkan Tabel diatas nilai Pearson Corellation X4 dan Y sebesar 0,577 artinya kedua variabel ini memiliki hubungan Positif Signifikan. Dengan tingkat korelasi sebesar 0,577 yang dikategorikan Kuat berdasarkan Interval Korelasi