

### Lampiran 3 Statistik Deskriptif

#### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	11	27,5	27,5	27,5
	Wanita	29	72,5	72,5	100,0
	Total	40	100,0	100,0	

#### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20 tahun	6	15,0	15,0	15,0
	20-30 tahun	13	32,5	32,5	47,5
	30-40 tahun	15	37,5	37,5	85,0
	>40 tahun	6	15,0	15,0	100,0
	Total	40	100,0	100,0	

#### Jenis Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Negeri	3	7,5	7,5	7,5
	Pegawai Swasta	9	22,5	22,5	30,0
	Palajar/Mahasiswa	7	17,5	17,5	47,5
	Ibu Rumah Tangga	13	32,5	32,5	80,0
	Wiraswasta	8	20,0	20,0	100,0
	Total	40	100,0	100,0	

#### Penghasilan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1juta	7	17,5	17,5	17,5
	1-2 juta	3	7,5	7,5	25,0
	2-3 juta	11	27,5	27,5	52,5
	>3juta	19	47,5	47,5	100,0
	Total	40	100,0	100,0	

#### Pergeseran budaya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	7,5	7,5	7,5
	3,00	12	30,0	30,0	37,5
	4,00	15	37,5	37,5	75,0
	5,00	10	25,0	25,0	100,0
	Total	40	100,0	100,0	

**Wilayah geografis**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	5,0	5,0	5,0
	3,00	14	35,0	35,0	40,0
	4,00	22	55,0	55,0	95,0
	5,00	2	5,0	5,0	100,0
	Total	40	100,0	100,0	

**Kelas sosial**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	5,0	5,0	5,0
	3,00	12	30,0	30,0	35,0
	4,00	23	57,5	57,5	92,5
	5,00	3	7,5	7,5	100,0
	Total	40	100,0	100,0	

**Pencapaian suatu individu**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	7,5	7,5	7,5
	3,00	15	37,5	37,5	45,0
	4,00	19	47,5	47,5	92,5
	5,00	3	7,5	7,5	100,0
	Total	40	100,0	100,0	

**Mengikuti lingkungan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	17	42,5	42,5	42,5
	4,00	19	47,5	47,5	90,0
	5,00	4	10,0	10,0	100,0
	Total	40	100,0	100,0	

**Pengalaman dari anggota keluarga**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	7,5	7,5	7,5
	3,00	11	27,5	27,5	35,0
	4,00	17	42,5	42,5	77,5
	5,00	9	22,5	22,5	100,0
	Total	40	100,0	100,0	

**Status di lingkungan sosial**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	5,0	5,0	5,0
	3,00	20	50,0	50,0	55,0
	4,00	17	42,5	42,5	97,5
	5,00	1	2,5	2,5	100,0
	Total	40	100,0	100,0	

**Mengikuti teman**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	5,0	5,0	5,0
	3,00	23	57,5	57,5	62,5
	4,00	14	35,0	35,0	97,5
	5,00	1	2,5	2,5	100,0
	Total	40	100,0	100,0	

**Kepribadian**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	7,5	7,5	7,5
	3,00	17	42,5	42,5	50,0
	4,00	18	45,0	45,0	95,0
	5,00	2	5,0	5,0	100,0
	Total	40	100,0	100,0	

**Sumber Daya Konsumen**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	7,5	7,5	7,5
	3,00	18	45,0	45,0	52,5
	4,00	17	42,5	42,5	95,0
	5,00	2	5,0	5,0	100,0
	Total	40	100,0	100,0	

**Gaya hidup**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	2,5	2,5	2,5
	3,00	21	52,5	52,5	55,0
	4,00	17	42,5	42,5	97,5
	5,00	1	2,5	2,5	100,0
	Total	40	100,0	100,0	

**Pengolahan informasi komunikasi**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	2,5	2,5	2,5
	3,00	12	30,0	30,0	32,5
	4,00	25	62,5	62,5	95,0
	5,00	2	5,0	5,0	100,0
	Total	40	100,0	100,0	

**Perubahan sikap dan perilaku**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	12	30,0	30,0	30,0
	4,00	26	65,0	65,0	95,0
	5,00	2	5,0	5,0	100,0
	Total	40	100,0	100,0	

**Motivasi**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	2,5	2,5	2,5
	3,00	28	70,0	70,0	72,5
	4,00	11	27,5	27,5	100,0
	Total	40	100,0	100,0	

**Persepsi**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	16	40,0	40,0	40,0
	4,00	17	42,5	42,5	82,5
	5,00	7	17,5	17,5	100,0
	Total	40	100,0	100,0	

**Pengetahuan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	12	30,0	30,0	30,0
	4,00	23	57,5	57,5	87,5
	5,00	5	12,5	12,5	100,0
	Total	40	100,0	100,0	

#### Lampiran 4 Uji Validitas

##### Correlations

		Bud1	Bud2	Bud3	Bud4	TOTBud
Bud1	Pearson Correlation	1	,494**	,422**	,428**	,805**
	Sig. (2-tailed)		,001	,007	,006	,000
	N	40	40	40	40	40
Bud2	Pearson Correlation	,494**	1	,429**	,448**	,761**
	Sig. (2-tailed)	,001		,006	,004	,000
	N	40	40	40	40	40
Bud3	Pearson Correlation	,422**	,429**	1	,402*	,723**
	Sig. (2-tailed)	,007	,006		,010	,000
	N	40	40	40	40	40
Bud4	Pearson Correlation	,428**	,448**	,402*	1	,746**
	Sig. (2-tailed)	,006	,004	,010		,000
	N	40	40	40	40	40
TOTBud	Pearson Correlation	,805**	,761**	,723**	,746**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	40	40	40	40	40

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

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

##### Correlations

		Sos1	Sos2	Sos3	Sos4	TOTSos
Sos1	Pearson Correlation	1	,726**	,524**	,412**	,860**
	Sig. (2-tailed)		,000	,001	,008	,000
	N	40	40	40	40	40
Sos2	Pearson Correlation	,726**	1	,566**	,317*	,874**
	Sig. (2-tailed)	,000		,000	,046	,000
	N	40	40	40	40	40
Sos3	Pearson Correlation	,524**	,566**	1	,262	,749**
	Sig. (2-tailed)	,001	,000		,102	,000
	N	40	40	40	40	40
Sos4	Pearson Correlation	,412**	,317*	,262	1	,611**
	Sig. (2-tailed)	,008	,046	,102		,000
	N	40	40	40	40	40
TOTSos	Pearson Correlation	,860**	,874**	,749**	,611**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	40	40	40	40	40

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

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

#### Correlations

		Pri1	Pri2	Pri3	TOTPri
Pri1	Pearson Correlation	1	,374*	,267	,730**
	Sig. (2-tailed)		,018	,096	,000
	N	40	40	40	40
Pri2	Pearson Correlation	,374*	1	,535**	,832**
	Sig. (2-tailed)	,018		,000	,000
	N	40	40	40	40
Pri3	Pearson Correlation	,267	,535**	1	,748**
	Sig. (2-tailed)	,096	,000		,000
	N	40	40	40	40
TOTPri	Pearson Correlation	,730**	,832**	,748**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	40	40	40	40

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

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

#### Correlations

		Psiko1	Psiko2	Psiko3	Psiko4	Psiko5	TOTPsiko
Psiko1	Pearson Correlation	1	,078	-,085	-,155	,126	,369*
	Sig. (2-tailed)		,634	,600	,338	,438	,019
	N	40	40	40	40	40	40
Psiko2	Pearson Correlation	,078	1	,048	,177	,316*	,607**
	Sig. (2-tailed)	,634		,769	,274	,047	,000
	N	40	40	40	40	40	40
Psiko3	Pearson Correlation	-,085	,048	1	,230	,061	,434**
	Sig. (2-tailed)	,600	,769		,153	,707	,005
	N	40	40	40	40	40	40
Psiko4	Pearson Correlation	-,155	,177	,230	1	,023	,555**
	Sig. (2-tailed)	,338	,274	,153		,886	,000
	N	40	40	40	40	40	40
Psiko5	Pearson Correlation	,126	,316*	,061	,023	1	,599**
	Sig. (2-tailed)	,438	,047	,707	,886		,000
	N	40	40	40	40	40	40
TOTPsiko	Pearson Correlation	,369*	,607**	,434**	,555**	,599**	1
	Sig. (2-tailed)	,019	,000	,005	,000	,000	
	N	40	40	40	40	40	40

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

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

**Lampiran 5**  
**Uji Reliabilitas**

**Reliability-Kebudayaan**  
**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	40	100,0
	Excluded <sup>a</sup>	0	,0
	Total	40	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,750	4

**Reliability-Sosial**  
**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	40	100,0
	Excluded <sup>a</sup>	0	,0
	Total	40	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,778	4

**Reliability-Pribadi**  
**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	40	100,0
	Excluded <sup>a</sup>	0	,0
	Total	40	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,654	3

**Reliability-Psikologis  
Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	40	100,0
	Excluded <sup>a</sup>	0	,0
	Total	40	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,671	6



## Lampiran 6 Analisis Regresi Logistik

**Case Processing Summary**

Unweighted Cases <sup>a</sup>		N	Percent
Selected Cases	Included in Analysis	40	100,0
	Missing Cases	0	,0
	Total	40	100,0
Unselected Cases		0	,0
Total		40	100,0

a. If weight is in effect, see classification table for the total number of cases.

**Dependent Variable Encoding**

Original Value	Internal Value
Tidak Loyal	0
Loyal	1

## Block 0: Beginning Block

**Iteration History<sup>a,b,c</sup>**

Iteration		-2 Log likelihood	Coefficients
			Constant
Step 0	1	54,548	,300
	2	54,548	,302
	3	54,548	,302

a. Constant is included in the model.

b. Initial -2 Log Likelihood: 54.548

c. Estimation terminated at iteration number 3 because parameter estimates changed by less than .001.

**Classification Table<sup>a,b</sup>**

	Observed	Predicted		
		Loyalitas		Percentage Correct
		Tidak Loyal	Loyal	
Step 0	Loyalitas	0	17	,0
	Loyal	0	23	100,0
Overall Percentage				57,5

a. Constant is included in the model.

b. The cut value is .500

**Variables in the Equation**

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	,302	,320	,893	1	,345	1,353

**Variables not in the Equation**

			Score	df	Sig.
Step 0	Variables	Budaya	17,318	1	,000
		Sosial	15,038	1	,000
		Pribadi	6,571	1	,010
		Psiko	3,590	1	,058
	Overall Statistics		21,886	4	,000

**Block 1: Method = Enter**

**Iteration History<sup>a,b,c,d</sup>**

Iteration		-2 Log likelihood	Coefficients				
			Constant	Budaya	Sosial	Pribadi	Psiko
Step 1	1	30,332	-11,939	,413	,331	-,039	,103
	2	27,197	-18,483	,639	,502	-,086	,173
	3	26,656	-22,128	,804	,596	-,134	,190
	4	26,617	-23,201	,868	,625	-,154	,182
	5	26,617	-23,297	,875	,628	-,156	,181
	6	26,617	-23,298	,875	,628	-,156	,181

a. Method: Enter

b. Constant is included in the model.

c. Initial -2 Log Likelihood: 54.548

d. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

**Omnibus Tests of Model Coefficients**

		Chi-square	df	Sig.
Step 1	Step	27,932	4	,000
	Block	27,932	4	,000
	Model	27,932	4	,000

**Model Summary**

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	26,617 <sup>a</sup>	,503	,675

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

**Hosmer and Lemeshow Test**

Step	Chi-square	df	Sig.
1	2,933	8	,733

Contingency Table for Hosmer and Lemeshow Test

		Loyalitas = Tidak Loyal		Loyalitas = Loyal		Total
		Observed	Expected	Observed	Expected	
Step 1	1	4	3,972	0	,028	4
	2	4	3,945	0	,055	4
	3	4	3,410	0	,590	4
	4	3	2,756	2	2,244	5
	5	1	1,019	3	2,981	4
	6	0	,748	4	3,252	4
	7	0	,545	4	3,455	4
	8	0	,372	4	3,628	4
	9	0	,181	4	3,819	4
	10	1	,051	2	2,949	3

Classification Table<sup>a</sup>

		Predicted		
		Loyalitas		Percentage Correct
Observed		Tidak Loyal	Loyal	
	Step 1	Loyalitas	14	3
Tidak Loyal		1	22	95,7
Overall Percentage				90,0

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 <sup>a</sup>	Budaya	,875	,407	4,623	1	,032	2,399
	Sosial	,628	,297	4,462	1	,035	1,873
	Pribadi	,156	,461	,114	1	,736	,856
	Psiko	,181	,421	,185	1	,667	1,198
	Constant	-23,298	8,762	7,070	1	,008	,000

a. Variable(s) entered on step 1: Budaya, Sosial, Pribadi, Psiko.

Correlation Matrix

		Constant	Budaya	Sosial	Pribadi	Psiko
Step 1	Constant	1,000	-,544	-,415	,157	-,574
	Budaya	-,544	1,000	,280	-,344	-,132
	Sosial	-,415	,280	1,000	-,393	-,060
	Pribadi	,157	-,344	-,393	1,000	-,307
	Psiko	-,574	-,132	-,060	-,307	1,000