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LAMPIRAN

Lampiran 1-Surat Izin Penelitian



KEMENTERIAN AGAMA REPUBLIK INDONESIA
UNIVERSITAS ISLAM NEGERI (UIN)
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Nomor : B-301/Un.17/F.V.J.2/PP.00.9/05/2023 Serang, 17 Mei 2023
 Sifat : Biasa
 Lampiran : -
 Perihal : Permohonan Data Penelitian

Kepada Yth.

Kepala Cabang

Bank Syariah di Rangkasbitung (Bank Syariah Indonesia dan BJB Syariah)

Di-

Rangkasbitung, Lebak

Assalamu'alaikum Wr. Wb.

Salam silaturahmi kami sampaikan. Semoga Bapak/Ibu dapat melaksanakan tugas dengan baik dan sukses dalam menjalankan aktivitas, serta senantiasa dalam lindungan Allah SWT. Aamiin.

Selanjutnya, berdasarkan Surat Keputusan Rektor Universitas Islam Negeri Sultan Maulana Hasanuddin Banten Nomor: 444 Tahun 2017 tentang Pedoman Akademik, khususnya yang mengatur mengenai penelitian sebagai tugas akhir perkuliahan, kami mengharapkan bantuan Bapak/Ibu untuk memberikan informasi atau data dalam rangka penyusunan dan penulisan skripsi tersebut. Adapun judul skripsi yang dimaksud **Pengaruh Strategi Pemasaran, Kualitas Pelayanan, dan Citra Perusahaan terhadap Keputusan Nasabah Menabung Pada Bank Syariah di Kota Rangkasbitung** akan dibahas oleh:

Nama : Rahayu Pramudita
 NIM : 191420034
 Jurusan : **Perbankan Syariah**
 Tahun Akademik : **2022/2023**

Demikian surat permohonan ini kami buat. Atas bantuan dan perhatian Bapak/Ibu kami ucapkan terima kasih.

Wasalamu'alaikum Wr. Wb.



Lampiran-2 Kuesioner Penelitian

KUISSIONER PENELITIAN

Assalamualaikum Wr.Wb

Dalam rangka penyusunan skripsi yang berjudul “PENGARUH STRATEGI PEMASARAN, KUALITAS PELAYANAN, DAN CITRA PERUSAHAAN TERHADAP KEPUTUSAN NASABAH MENABUNG PADA BANK SYARIAH DI KOTA RANGKASBITUNG” Program Studi Perbankan Syariah, Fakultas Ekonomi dan Bisnis Islam UIN Sultan Maulana Hasanuddin Banten.

Nama : Rahayu Pramudita

NIM : 191420034

Mohon bantuan untuk ketersediaan bapak/ibu, saudara/i untuk mengisi lembar kuisisioner ini.

Responden memiliki tabungan pada Bank Syariah di Kota Rangkasbitung

Hormat saya

Rahayu Pramudita

A. Profil Responden

1. Jenis kelamin :
 Laki-laki Perempuan
2. Usia :
 18-28 Tahun
 29-39 Tahun
 40-50 Tahun
 > 50 Tahun
3. Pekerjaan
 Mahasiswa
 Pegawai negeri
 Wirausaha
 Pegawai swasta
4. Tabungan pada bank
 Bank Syariah Indonesia
 Bank Jabar Banten (BJB Syariah)

B. Petunjuk Pengisian

Berilah tanda check list pada jawaban yang anda pilih dengan ketentuan sebagai berikut:

1. STS : Sangat tidak setuju
2. TS : Tidak setuju
3. N : Cukup
4. S : Setuju
5. SS : Sangat setuju

DAFTAR PERTANYAAN/PERNYATAAN

1. Variabel strategi pemasaran

| No. | Pernyataan | SS | S | N | TS | STS |
|-------------------------------------|---|----|---|---|----|-----|
| Produk | | | | | | |
| 1. | Bank syariah memiliki produk tabungan yang bervariasi sesuai kebutuhan nasabah | | | | | |
| 2. | Bank syariah memiliki produk tabungan yang berkualitas | | | | | |
| Harga | | | | | | |
| 3. | Biaya administrasi produk tabungan dibayarkan sesuai dengan penjelasan pada perjanjian/akad | | | | | |
| 4. | Saldo minimum pada produk tabungan bank syariah lebih kecil dibandingkan bank konvensional | | | | | |
| Penempatan pasar atau tempat | | | | | | |
| 5. | Bank syariah muda ditemukan di kota Rangkasbitung | | | | | |
| 6. | Bank syariah yang berada di kota Rangkasbitung berada di pusat kota sehingga mudah untuk dijangkau nasabah | | | | | |
| Promosi | | | | | | |
| 7. | Customer Service melakukan promosi dengan personal selling untuk memberikan informasi secara detail mengenai produk tabungan dengan jelas dan menarik | | | | | |

2. Variabel Kualitas Pelayanan

| No | Pernyataan | SS | S | N | TS | STS |
|--------------------------------------|--|----|---|---|----|-----|
| Tangible (Bukti Fisik) | | | | | | |
| 1. | Pegawai bank menggunakan pakaian yang baik dan sopan | | | | | |
| 2. | Fasilitas berupa tempat duduk tunggu memadai untuk nasabah | | | | | |
| Reliability (Kehandalan) | | | | | | |
| 3. | Karyawan dapat menguasai dan mengetahui semua produk sesuai kebutuhan nasabah | | | | | |
| Responsiveness (Daya tanggap) | | | | | | |
| 4. | Karyawan bank syariah dapat memberikan pelayanan dengan cepat | | | | | |
| 5. | Karyawan bank syariah tanggap dalam memberikan solusi dan saran untuk setiap keluhan nasabah | | | | | |
| 6. | Karyawan bank memiliki kemampuan berkomunikasi dengan baik dan lugas | | | | | |
| Assurance (Jaminan) | | | | | | |
| 6. | Bank syariah dapat menjaga kerahasiaan data nasabah | | | | | |
| Empaty (Empati) | | | | | | |
| 7. | Karyawan bank syariah bersikap sopan dan ramah dalam melayani transaksi | | | | | |

3. Variabel Citra Perusahaan

| No | Pernyataan | SS | S | C | TS | STS |
|-----------------------------|--|----|---|---|----|-----|
| Reputasi | | | | | | |
| 1. | Bank syariah memiliki citra positif di lingkungan masyarakat | | | | | |
| Kepribadian | | | | | | |
| 2. | Bank syariah memiliki jati diri sebagai bank yang sesuai syariat Islam | | | | | |
| 3. | Bank syariah dapat dipercaya sebagai bank yang tanpa riba | | | | | |
| Identitas perusahaan | | | | | | |
| 4. | Bank syariah memiliki ciri khusus yaitu "Bank tanpa riba" | | | | | |
| Value | | | | | | |
| 5. | Bank syariah memiliki nilai yang tinggi terhadap kepedulian kepada nasabah | | | | | |

4. Variabel Keputusan Menabung

| No | Pernyataan | SS | S | C | TS | STS |
|----------------------------|---|----|---|---|----|-----|
| Pengenalan masalah | | | | | | |
| 1. | Saya memilih produk tabungan sesuai dengan kebutuhannya | | | | | |
| Pencarian Informasi | | | | | | |
| 2. | Saya mencari informasi produk yang tersedia di bank syariah kepada karyawan atau kerabat yang sudah lebih dulu menabung | | | | | |
| Keputusan pembelian | | | | | | |
| 3. | Saya memilih bank syariah untuk | | | | | |

| No | Pernyataan | SS | S | C | TS | STS |
|------------------------|--|----|---|---|----|-----|
| | menabung karena bank syariah sesuai dengan syariat Islam | | | | | |
| Pasca pembelian | | | | | | |
| 5. | Saya akan menabung kembali di bank syariah | | | | | |

Lampiran-4 Jawaban Responden

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

| No | Strategi Pemasaran | | | | | | | |
|----|--------------------|---|---|---|---|---|---|----|
| 34 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 37 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 32 |
| 38 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 30 |
| 39 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 32 |
| 40 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 29 |
| 41 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 28 |
| 42 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 26 |
| 43 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 30 |
| 44 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 45 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 34 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 47 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 31 |
| 48 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 31 |
| 49 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 31 |
| 50 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 31 |
| 51 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 |
| 52 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 31 |
| 53 | 4 | 5 | 2 | 4 | 5 | 5 | 5 | 30 |
| 54 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 24 |
| 55 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 33 |
| 56 | 5 | 4 | 3 | 3 | 4 | 3 | 3 | 25 |
| 57 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 58 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 59 | 3 | 4 | 3 | 3 | 5 | 5 | 3 | 26 |
| 60 | 5 | 3 | 5 | 3 | 3 | 4 | 4 | 27 |
| 61 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 63 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 29 |
| 64 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 27 |
| 65 | 5 | 3 | 5 | 5 | 3 | 5 | 4 | 30 |
| 66 | 4 | 5 | 3 | 2 | 5 | 5 | 5 | 29 |
| 67 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 26 |

| No | Strategi Pemasaran | | | | | | | |
|-----|--------------------|---|---|---|---|---|---|----|
| 68 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 |
| 69 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 29 |
| 70 | 3 | 2 | 2 | 2 | 1 | 5 | 1 | 16 |
| 71 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 27 |
| 72 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 27 |
| 73 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 20 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 75 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 77 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 29 |
| 78 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 27 |
| 79 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 32 |
| 80 | 4 | 4 | 3 | 2 | 2 | 4 | 3 | 22 |
| 81 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 |
| 82 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 30 |
| 83 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 33 |
| 84 | 3 | 3 | 5 | 4 | 3 | 4 | 4 | 26 |
| 85 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 32 |
| 86 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 33 |
| 87 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 33 |
| 88 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 89 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 28 |
| 90 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 27 |
| 91 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 30 |
| 92 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 33 |
| 93 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 32 |
| 94 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 33 |
| 95 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 31 |
| 96 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 30 |
| 97 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 31 |
| 98 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 30 |
| 99 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 32 |
| 100 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 32 |

| No | Strategi Pemasaran | | | | | | | | |
|-----|--------------------|---|---|---|---|---|---|---|----|
| 69 | 5 | 5 | 2 | 4 | 4 | 4 | 5 | 4 | 33 |
| 70 | 1 | 4 | 2 | 2 | 2 | 3 | 2 | 3 | 19 |
| 71 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
| 72 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 31 |
| 73 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 75 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 77 | 4 | 4 | 4 | 4 | 2 | 5 | 4 | 4 | 31 |
| 78 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 29 |
| 79 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 34 |
| 80 | 4 | 3 | 4 | 2 | 2 | 2 | 4 | 3 | 24 |
| 81 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 82 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 36 |
| 83 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 39 |
| 84 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 35 |
| 85 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 36 |
| 86 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 |
| 87 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 37 |
| 88 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 38 |
| 89 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 34 |
| 90 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 35 |
| 91 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 36 |
| 92 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 36 |
| 93 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 37 |
| 94 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 38 |
| 95 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 38 |
| 96 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 38 |
| 97 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 36 |
| 98 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 38 |
| 99 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| 100 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 36 |

| No | Citra Perusahaan | | | | | |
|----|------------------|---|---|---|---|----|
| 1 | 5 | 5 | 5 | 5 | 4 | 24 |
| 2 | 4 | 5 | 5 | 5 | 4 | 23 |
| 3 | 4 | 5 | 4 | 4 | 5 | 22 |
| 4 | 3 | 3 | 5 | 4 | 4 | 19 |
| 5 | 3 | 4 | 3 | 3 | 4 | 17 |
| 6 | 4 | 4 | 4 | 4 | 4 | 20 |
| 7 | 5 | 5 | 5 | 5 | 5 | 25 |
| 8 | 4 | 4 | 3 | 3 | 5 | 19 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 |
| 10 | 4 | 5 | 5 | 5 | 4 | 23 |
| 11 | 4 | 4 | 3 | 3 | 4 | 18 |
| 12 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 3 | 4 | 4 | 4 | 3 | 18 |
| 14 | 4 | 4 | 4 | 4 | 4 | 20 |
| 15 | 3 | 4 | 3 | 3 | 4 | 17 |
| 16 | 4 | 4 | 4 | 5 | 5 | 22 |
| 17 | 5 | 5 | 5 | 4 | 5 | 24 |
| 18 | 4 | 4 | 4 | 4 | 5 | 21 |
| 19 | 4 | 5 | 5 | 4 | 5 | 23 |
| 20 | 5 | 5 | 4 | 4 | 5 | 23 |
| 21 | 5 | 5 | 5 | 4 | 4 | 23 |
| 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 23 | 4 | 5 | 4 | 5 | 4 | 22 |
| 24 | 4 | 4 | 5 | 4 | 4 | 21 |
| 25 | 4 | 5 | 4 | 4 | 4 | 21 |
| 26 | 4 | 4 | 4 | 4 | 4 | 20 |
| 27 | 4 | 4 | 5 | 5 | 5 | 23 |
| 28 | 3 | 3 | 3 | 3 | 3 | 15 |
| 29 | 4 | 5 | 5 | 3 | 4 | 21 |
| 30 | 4 | 4 | 4 | 4 | 4 | 20 |
| 31 | 5 | 5 | 4 | 5 | 5 | 24 |
| 32 | 4 | 5 | 4 | 4 | 5 | 22 |
| 33 | 4 | 4 | 4 | 4 | 5 | 21 |
| 34 | 5 | 5 | 5 | 5 | 5 | 25 |
| 35 | 5 | 5 | 5 | 5 | 5 | 25 |
| 36 | 5 | 5 | 5 | 5 | 5 | 25 |
| 37 | 4 | 5 | 3 | 4 | 5 | 21 |
| 38 | 4 | 5 | 5 | 5 | 4 | 23 |
| 39 | 4 | 4 | 4 | 4 | 4 | 20 |

| No | Citra Perusahaan | | | | | |
|----|------------------|---|---|---|---|----|
| 40 | 4 | 4 | 5 | 5 | 5 | 23 |
| 41 | 4 | 4 | 4 | 5 | 4 | 21 |
| 42 | 4 | 3 | 3 | 4 | 4 | 18 |
| 43 | 4 | 5 | 4 | 5 | 5 | 23 |
| 44 | 4 | 3 | 4 | 3 | 3 | 17 |
| 45 | 5 | 5 | 5 | 5 | 5 | 25 |
| 46 | 5 | 5 | 5 | 5 | 5 | 25 |
| 47 | 5 | 4 | 5 | 4 | 4 | 22 |
| 48 | 4 | 4 | 4 | 4 | 4 | 20 |
| 49 | 4 | 5 | 4 | 5 | 4 | 22 |
| 50 | 4 | 5 | 4 | 5 | 4 | 22 |
| 51 | 4 | 4 | 4 | 4 | 4 | 20 |
| 52 | 5 | 5 | 5 | 5 | 5 | 25 |
| 53 | 3 | 3 | 3 | 3 | 4 | 16 |
| 54 | 3 | 4 | 4 | 3 | 4 | 18 |
| 55 | 5 | 5 | 5 | 5 | 5 | 25 |
| 56 | 4 | 4 | 4 | 4 | 4 | 20 |
| 57 | 5 | 5 | 5 | 5 | 5 | 25 |
| 58 | 5 | 5 | 5 | 5 | 5 | 25 |
| 59 | 4 | 3 | 2 | 2 | 5 | 16 |
| 60 | 4 | 5 | 5 | 5 | 4 | 23 |
| 61 | 5 | 5 | 5 | 5 | 5 | 25 |
| 62 | 5 | 5 | 5 | 5 | 5 | 25 |
| 63 | 4 | 5 | 4 | 5 | 4 | 22 |
| 64 | 4 | 4 | 4 | 4 | 4 | 20 |
| 65 | 3 | 4 | 4 | 4 | 5 | 20 |
| 66 | 5 | 5 | 5 | 5 | 5 | 25 |
| 67 | 4 | 4 | 4 | 4 | 4 | 20 |
| 68 | 4 | 4 | 4 | 4 | 4 | 20 |
| 69 | 4 | 5 | 1 | 1 | 4 | 15 |
| 70 | 3 | 1 | 2 | 2 | 3 | 11 |
| 71 | 4 | 4 | 3 | 3 | 5 | 19 |
| 72 | 4 | 3 | 3 | 3 | 4 | 17 |
| 73 | 3 | 3 | 3 | 3 | 3 | 15 |
| 74 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 5 | 5 | 5 | 5 | 5 | 25 |
| 76 | 5 | 5 | 5 | 5 | 5 | 25 |
| 77 | 4 | 5 | 3 | 3 | 4 | 19 |
| 78 | 4 | 4 | 4 | 4 | 4 | 20 |

| No | Citra Perusahaan | | | | | |
|-----|------------------|---|---|---|---|----|
| 79 | 4 | 4 | 4 | 4 | 4 | 20 |
| 80 | 3 | 2 | 2 | 2 | 4 | 13 |
| 81 | 4 | 4 | 4 | 4 | 4 | 20 |
| 82 | 4 | 4 | 5 | 3 | 4 | 20 |
| 83 | 5 | 5 | 4 | 4 | 5 | 23 |
| 84 | 4 | 4 | 5 | 4 | 5 | 22 |
| 85 | 5 | 4 | 5 | 5 | 4 | 23 |
| 86 | 4 | 5 | 5 | 4 | 5 | 23 |
| 87 | 5 | 5 | 4 | 5 | 5 | 24 |
| 88 | 4 | 5 | 5 | 4 | 5 | 23 |
| 89 | 4 | 4 | 5 | 3 | 5 | 21 |
| 90 | 5 | 4 | 5 | 3 | 4 | 21 |
| 91 | 4 | 4 | 4 | 5 | 4 | 21 |
| 92 | 5 | 5 | 4 | 5 | 4 | 23 |
| 93 | 4 | 5 | 5 | 4 | 5 | 23 |
| 94 | 5 | 5 | 5 | 5 | 4 | 24 |
| 95 | 4 | 4 | 5 | 4 | 5 | 22 |
| 96 | 4 | 4 | 4 | 5 | 5 | 22 |
| 97 | 5 | 5 | 5 | 4 | 4 | 23 |
| 98 | 4 | 5 | 5 | 4 | 5 | 23 |
| 99 | 4 | 5 | 4 | 4 | 4 | 21 |
| 100 | 4 | 4 | 4 | 5 | 5 | 22 |

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

| No | Keputusan Menabung | | | | |
|----|--------------------|---|---|---|----|
| 39 | 4 | 4 | 4 | 4 | 16 |
| 40 | 5 | 5 | 5 | 5 | 20 |
| 41 | 3 | 5 | 5 | 4 | 17 |
| 42 | 4 | 4 | 4 | 3 | 15 |
| 43 | 4 | 5 | 4 | 4 | 17 |
| 44 | 4 | 3 | 3 | 4 | 14 |
| 45 | 5 | 5 | 5 | 5 | 20 |
| 46 | 5 | 5 | 5 | 5 | 20 |
| 47 | 5 | 5 | 4 | 5 | 19 |
| 48 | 4 | 4 | 5 | 4 | 17 |
| 49 | 5 | 4 | 5 | 4 | 18 |
| 50 | 5 | 5 | 4 | 4 | 18 |
| 51 | 4 | 4 | 4 | 3 | 15 |
| 52 | 4 | 5 | 5 | 5 | 19 |
| 53 | 4 | 4 | 3 | 4 | 15 |
| 54 | 3 | 3 | 4 | 4 | 14 |
| 55 | 5 | 5 | 5 | 4 | 19 |
| 56 | 4 | 4 | 4 | 4 | 16 |
| 57 | 5 | 5 | 5 | 5 | 20 |
| 58 | 5 | 5 | 5 | 5 | 20 |
| 59 | 3 | 3 | 3 | 5 | 14 |
| 60 | 4 | 5 | 5 | 4 | 18 |
| 61 | 5 | 5 | 5 | 5 | 20 |
| 62 | 5 | 5 | 5 | 5 | 20 |
| 63 | 4 | 4 | 4 | 4 | 16 |
| 64 | 4 | 4 | 4 | 4 | 16 |
| 65 | 5 | 4 | 4 | 4 | 17 |
| 66 | 4 | 5 | 5 | 5 | 19 |
| 67 | 4 | 4 | 4 | 4 | 16 |
| 68 | 4 | 4 | 4 | 4 | 16 |
| 69 | 5 | 4 | 2 | 4 | 15 |
| 70 | 2 | 4 | 2 | 4 | 12 |
| 71 | 4 | 3 | 3 | 4 | 14 |
| 72 | 3 | 3 | 3 | 4 | 13 |
| 73 | 3 | 3 | 3 | 3 | 12 |
| 74 | 5 | 5 | 5 | 5 | 20 |
| 75 | 5 | 5 | 5 | 5 | 20 |
| 76 | 5 | 5 | 5 | 5 | 20 |

| No | Keputusan Menabung | | | | |
|-----|--------------------|---|---|---|----|
| 77 | 4 | 5 | 2 | 5 | 16 |
| 78 | 3 | 4 | 4 | 4 | 15 |
| 79 | 4 | 4 | 5 | 4 | 17 |
| 80 | 4 | 2 | 3 | 3 | 12 |
| 81 | 3 | 4 | 4 | 4 | 15 |
| 82 | 4 | 5 | 5 | 5 | 19 |
| 83 | 5 | 5 | 5 | 4 | 19 |
| 84 | 4 | 5 | 5 | 5 | 19 |
| 85 | 5 | 4 | 5 | 5 | 19 |
| 86 | 4 | 5 | 4 | 5 | 18 |
| 87 | 5 | 4 | 5 | 5 | 19 |
| 88 | 5 | 4 | 5 | 5 | 19 |
| 89 | 4 | 5 | 5 | 4 | 18 |
| 90 | 4 | 4 | 4 | 4 | 16 |
| 91 | 4 | 5 | 5 | 5 | 19 |
| 92 | 5 | 4 | 4 | 4 | 17 |
| 93 | 4 | 5 | 5 | 5 | 19 |
| 94 | 4 | 4 | 4 | 5 | 17 |
| 95 | 4 | 5 | 4 | 5 | 18 |
| 96 | 5 | 5 | 5 | 4 | 19 |
| 97 | 4 | 5 | 5 | 4 | 18 |
| 98 | 4 | 5 | 5 | 5 | 19 |
| 99 | 5 | 4 | 5 | 5 | 19 |
| 100 | 5 | 4 | 5 | 5 | 19 |

1. UJI VALIDITAS

a. Strategi Pemasaran

Correlations

| | | SP1 | SP2 | SP3 | SP4 | SP5 | SP6 | SP7 | Strategi Pemasaran |
|--------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------------------|
| SP1 | Pearson Correlation | 1 | .493** | .400** | .300** | .406** | .324** | .496** | .641** |
| | Sig. (2-tailed) | | .000 | .000 | .002 | .000 | .001 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| SP2 | Pearson Correlation | .493** | 1 | .330** | .434** | .577** | .518** | .552** | .761** |
| | Sig. (2-tailed) | .000 | | .001 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| SP3 | Pearson Correlation | .400** | .330** | 1 | .501** | .428** | .276** | .506** | .674** |
| | Sig. (2-tailed) | .000 | .001 | | .000 | .000 | .006 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| SP4 | Pearson Correlation | .300** | .434** | .501** | 1 | .513** | .416** | .485** | .735** |
| | Sig. (2-tailed) | .002 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| SP5 | Pearson Correlation | .406** | .577** | .428** | .513** | 1 | .569** | .624** | .819** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| SP6 | Pearson Correlation | .324** | .518** | .276** | .416** | .569** | 1 | .338** | .684** |
| | Sig. (2-tailed) | .001 | .000 | .006 | .000 | .000 | | .001 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| SP7 | Pearson Correlation | .496** | .552** | .506** | .485** | .624** | .338** | 1 | .777** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .001 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Strategi Pemasaran | Pearson Correlation | .641** | .761** | .674** | .735** | .819** | .684** | .777** | 1 |
| | 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).

b. Kualitas Pelayanan

| | | Correlations | | | | | | | | Kualitas Pelayanan |
|--------------------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------------------|
| | | KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 | |
| KP1 | Pearson Correlation | 1 | .400** | .368** | .596** | .426** | .433** | .561** | .492** | .720** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| KP2 | Pearson Correlation | .400** | 1 | .310** | .566** | .410** | .513** | .431** | .436** | .680** |
| | Sig. (2-tailed) | .000 | | .002 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| KP3 | Pearson Correlation | .368** | .310** | 1 | .557** | .437** | .390** | .459** | .491** | .684** |
| | Sig. (2-tailed) | .000 | .002 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| KP4 | Pearson Correlation | .596** | .566** | .557** | 1 | .520** | .598** | .565** | .674** | .860** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| KP5 | Pearson Correlation | .426** | .410** | .437** | .520** | 1 | .528** | .496** | .432** | .725** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| KP6 | Pearson Correlation | .433** | .513** | .390** | .598** | .528** | 1 | .402** | .522** | .738** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| KP7 | Pearson Correlation | .561** | .431** | .459** | .565** | .496** | .402** | 1 | .524** | .749** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| KP8 | Pearson Correlation | .492** | .436** | .491** | .674** | .432** | .522** | .524** | 1 | .766** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Kualitas Pelayanan | Pearson Correlation | .720** | .680** | .684** | .860** | .725** | .738** | .749** | .766** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

c. Citra Perusahaan

Correlations

| | | CP1 | CP2 | CP3 | CP4 | CP5 | Citra Perusahaan |
|---------------------|---------------------|--------|--------|--------|--------|--------|---------------------|
| CP1 | Pearson Correlation | 1 | .634** | .563** | .563** | .494** | .801** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| CP2 | Pearson Correlation | .634** | 1 | .554** | .587** | .493** | .823** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| CP3 | Pearson Correlation | .563** | .554** | 1 | .690** | .375** | .829** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| CP4 | Pearson Correlation | .563** | .587** | .690** | 1 | .393** | .843** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| CP5 | Pearson Correlation | .494** | .493** | .375** | .393** | 1 | .655** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Citra Perusahaan | Pearson Correlation | .801** | .823** | .829** | .843** | .655** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

d. Keputusan Nasabah Menabung

| | | Correlations | | | | |
|--------------------|---------------------|--------------|--------|--------|--------|--------------------|
| | | KM1 | KM2 | KM3 | KM4 | Keputusan Menabung |
| KM1 | Pearson Correlation | 1 | .449** | .488** | .394** | .745** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| KM2 | Pearson Correlation | .449** | 1 | .532** | .541** | .808** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| KM3 | Pearson Correlation | .488** | .532** | 1 | .493** | .819** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| KM4 | Pearson Correlation | .394** | .541** | .493** | 1 | .756** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Keputusan Menabung | Pearson Correlation | .745** | .808** | .819** | .756** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

2. Uji Reliabilitas

a. Keputusan menabung

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .787 | 4 |

b. Strategi pemasaran

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .851 | 7 |

c. Kualitas pelayanan

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .882 | 8 |

d. Citra Perusahaan

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .848 | 5 |

3. Uji Asumsi Klasik

a. UJI NORMALITAS

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | 0E-7 |
| | Std. Deviation | .99221390 |
| | Absolute | .114 |
| Most Extreme Differences | Positive | .114 |
| | Negative | -.067 |
| Kolmogorov-Smirnov Z | | 1.138 |
| Asymp. Sig. (2-tailed) | | .150 |

a. Test distribution is Normal.

b. Calculated from data.

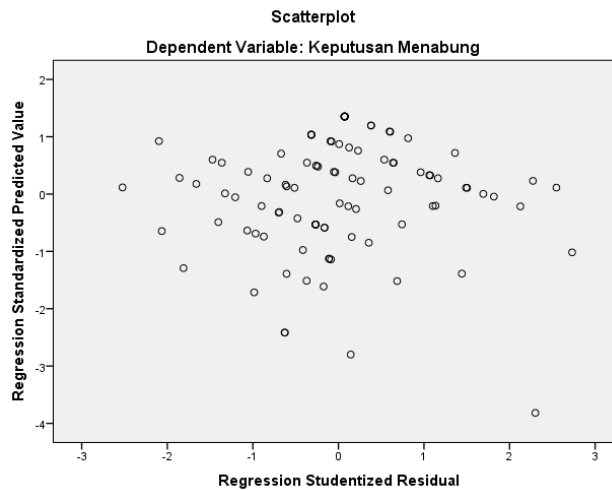
b. Uji Multikolinearitas

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|----------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | 1.627 | .872 | | 1.865 | .065 | | |
| 1 Strategi Pemasaran | .104 | .048 | .187 | 2.166 | .033 | .289 | 3.457 |
| Kualitas Pelayanan | .102 | .046 | .192 | 2.203 | .030 | .285 | 3.510 |
| Citra Perusahaan | .424 | .059 | .573 | 7.253 | .000 | .345 | 2.897 |

a. Dependent Variable: Keputusan Menabung

c. Uji Heteroskedastisitas



Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| | | | | | |
| 1 (Constant) | 2.077 | .571 | | 3.641 | .000 |
| Strategi Pemasaran | -.049 | .031 | -.285 | -1.562 | .122 |
| Kualitas Pelayanan | -.011 | .030 | -.069 | -.377 | .707 |
| Citra Perusahaan | .023 | .038 | .101 | .603 | .548 |

a. Dependent Variable: ABS_RES

d. Uji Autokorelasi

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| | | | | | |
| 1 (Constant) | .082 | .890 | | .092 | .927 |
| Strategi Pemasaran | .000 | .049 | -.001 | -.005 | .996 |
| Kualitas Pelayanan | -.009 | .050 | -.035 | -.170 | .865 |
| Citra Perusahaan | .011 | .063 | .031 | .170 | .865 |
| RES_2 | .020 | .106 | .019 | .185 | .854 |

a. Dependent Variable: Unstandardized Residual

4. Uji Hipotesis

a. UJI F SIMULTAN

ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|---------|-------------------|
| 1 Regression | 373.536 | 3 | 124.512 | 122.641 | .000 ^b |
| Residual | 97.464 | 96 | 1.015 | | |
| Total | 471.000 | 99 | | | |

a. Dependent Variable: Keputusan Menabung

b. Predictors: (Constant), Citra Perusahaan, Strategi Pemasaran, Kualitas Pelayanan

b. UJI T PARSIAL DAN ANALISIS REGRESI BERGANDA

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|-------|-----------------------------|------------|---------------------------|------|-------|------|
| | B | Std. Error | Beta | | | |
| | (Constant) | 1.627 | .872 | | | |
| 1 | Strategi Pemasaran | .104 | .048 | .187 | 2.166 | .033 |
| | Kualitas Pelayanan | .102 | .046 | .192 | 2.203 | .030 |
| | Citra Perusahaan | .424 | .059 | .573 | 7.253 | .000 |

a. Dependent Variable: Keputusan Menabung

5. UJI KOEFISIEN DETERMINASI

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .891 ^a | .793 | .787 | 1.00760 |

a. Predictors: (Constant), Citra Perusahaan, Strategi Pemasaran, Kualitas Pelayanan

b. Dependent Variable: Keputusan Menabung

6. UJI KOEFISIEN KORELASI

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .891 ^a | .793 | .787 | 1.00760 | .793 | 122.641 | 3 | 96 | .000 |

a. Predictors: (Constant), Citra Perusahaan, Strategi Pemasaran, Kualitas Pelayanan

b. Dependent Variable: Keputusan Menabung