**LAMPIRAN**

**Lampiran 1. Angket Penelitian**

Tabel 1.

Kisi-kisi Pembentuk Angket

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Variabel** | **Definisi Operasional** | **Indikator** | **Kisi-kisi** |
| 1. | *Responsiveness* | Kemauan untuk membantu konsumen Eiger Advanture Store Solo dan memberikan jasa dengan segera. | 1. Tanggap 2. Tepat sesua kebutuhan 3. Penuh perhatian, cepat dan tepat (Kotler, 2016) | * + - 1. Karyawan tanggap dalam membantu konsumen.       2. Karyawan memberikan pelayanan dengan tepat sesuai dengan kemauan konsumen.       3. Karyawan memberikan perhatian penuh, cepat dan tepat kepada konsumen. |
| 2 | *Reliability* | Kemampuan yang dapat diandalkan, akurat dan konsisten dalam pengerjaan jasa sesuai dengan apa yang diinginkan konsumen Eiger Advanture Store Solo | Pelayanan dijanjikan akurat dan terpercaya  Kinerja sesuai dengan harapan  Tepat waktu  (Widodo, 2015) | * 1. Konsumen mendapatkan pelayanan sesuai dengan yang dijanjikan   2. Karyawan melakukan pelayanan sesua yang diharapkan konsumen   3. Konsumen mendapatkan pelayanan tepat waktu. |
| 3. | *Assurance* | Mencangkup keandalan atau jaminan kompetensi, dapat dipercaya, kejujuran pemberian jasa, pemilikan kecakapan dan pengetahuan yang diperlukan untuk mengerjakan jasa, dan kredibilitas di Eiger Advanture Store Solo. | 1. Kemampuan menyediakan jasa 2. Membangkitkan rasa percaya dan keyakinan diri 3. Keyakinan memenuhi kebutuhan konsumen   (Widodo, 2015). | 1. Konsumen kemampuan perusahaan menyediakan jasa yang diperlukan. . 2. Konsumen memiliki rasa percaya diri untuk melakukan pembelian 3. Konsumen bekeyakinan perusahaan mampu memenuhi kebutuhannya. |
| 4. | *Empathy* | Empati mencangkup upaya-upaya imajinatif untuk mengenali kebutuhan konsumen Eiger Advanture Store Solo. | * + - 1. Perhatian secara individual pada konsumen       2. Kemudahan melakukan komunikasi       3. Memahami kebutuhan konsumen   (Santoso, 2019)*.* | * + - 1. Karyawan memberikan perhatian secara individu.       2. Karyawan berkomunikasi dengan baik       3. Karyawan mampu memahami kebutuhan konsumen. |
| 5 | *Tangible* | Mencangkup penampilan fasilitas atau elemen-elemen fisikal, peralatan, personel, dan material-material komunikasi konsumen Eiger Advanture Store Solo. | Eksistensi perusahaan  Penampilan dan kemampuan sarana dan prasarana fisik  Keadaan lingkungan sekitar (Kotler, 2016). | * + - 1. Konsumen menunjukkan eksistensi dengan baik.       2. Konsumen merasa sarana dan prasanan yang ada di perusahaan sudah memadahi.       3. Konsumen merasa kondisi lingkungan sekitar mendukung. |
| 6. | Kepuasan konsumen | Persepsi terhadap kepuasan yang didapatkan oleh konsumen pada Eiger Advanture Store Solo | Kepuasan general atau keseluruhan  Konfirmasi harapan  Perbandingan dengan situasi ideal (Ula, 2016) | Konsumen merasa puas pelayanan  Konsumen mendapatkan pelayanan sesuai harapan  Konsumen merasakan pelayanan yang optimal |

**ANGKET / KUESIONER**

Yth.

Saudara/i/ Responden

Di Tempat

Dengan Hormat,

Saya sebagai mahasiswa Program Manajemen Jurusan Ekonomi yang sedang menyusun skripsi dengan judul “KEPUASAN KONSUMEN DITINJAU DARI DIMENSI PELAYANAN (STUDI PADA PT. EIGERINDO MULTI PRODUK INDUSTRI SOLO)”. Skripsi tersebut merupakan salah satu syarat yang harus dipenuhi untuk memperoleh gelar Sarjana Ekonomi.

Keterkaian dengan hal tersebut saya mohon dengan hormat bantuan bapak/ibu/sdr/i untuk mengisi angket secara lengkap dan jujur sesuai dengan keadaan yang sebenarnya. Jawaban bapak/ibu akan saya rahasiakan, dan saya olah hanya untuk kepentingan studi.

Demikian permohonan saya, atas kesediaan dan kerjasamanya, saya ucapkan terima kasih.

Hormat saya,

**Sulthon Adilah Jati**

NIM. 201802P011

**KUESIONER**

Petunjuk pengisian kuesioner:

1. Bacalah instruksi umum yang diberikan di awal pertanyaan.
2. Jawablah seluruh pertanyaan, tanpa ada yang terlewati.
3. Identitas Responden

Isikan jawaban Anda pada tempat yang sudah disediakan dan beri tanda (X) pada jawaban yang Anda pilih.

1. Jenis kelamin
2. Laki-laki
3. Perempuan
4. Usia (tahun):
5. < 30 tahun
6. 30 – 39 tahun
7. 40 – 49 tahun
8. 50 – 60 tahun
9. > 60 tahun
10. Pendapatan perbulan Rp.
11. Kurang dari 2 juta
12. 2 – 3,9 juta
13. 4 – 4,9 juta
14. Diatas 5 juta
15. Profesi
16. Pelajar/Mahasiswa
17. Wiraswasta
18. Pegawai Swasta
19. PNS
20. Lain-lain: .................

Pernyataan-pernyataan di bawah ini adalah untuk mengetahui atribut atau indikator keputusan pembelian, Persepsi Harga, Deferensiasi Kualitas, dan kualitas pelayanan. Berilah tanda (X) pada jawaban yang anda pilih.

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Cukup

4 = Setuju

5 = Sangat Setuju

**Kepuasan Konsumen**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| 1. | Konsumen merasa puas pelayanan |  |  |  |  |  |
| 2. | Konsumen mendapatkan pelayanan sesuai harapan |  |  |  |  |  |
| 3. | Konsumen merasakan pelayanan yang optimal. |  |  |  |  |  |

**Responsiveness**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| 1. | Karyawan tanggap dalam membantu konsumen. |  |  |  |  |  |
| 2. | Karyawan memberikan pelayanan dengan tepat sesuai dengan kemauan konsumen. |  |  |  |  |  |
| 3. | Karyawan memberikan perhatian penuh, cepat dan tepat kepada konsumen. |  |  |  |  |  |

**Reliability**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| 1. | Konsumen mendapatkan pelayanan sesuai dengan yang dijanjikan |  |  |  |  |  |
| 2. | Karyawan melakukan pelayanan sesua yang diharapkan konsumen |  |  |  |  |  |
| 3. | Konsumen mendapatkan pelayanan tepat waktu |  |  |  |  |  |

**Assurance**

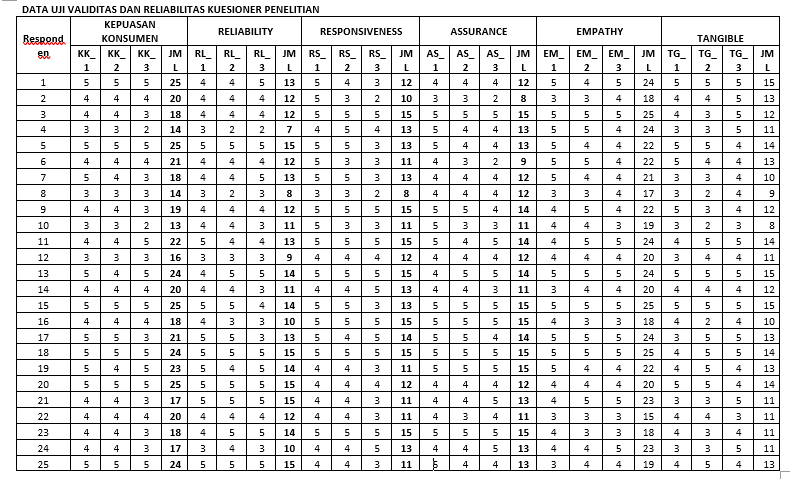
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| 1. | Konsumen kemampuan perusahaan menyediakan jasa yang diperlukan. |  |  |  |  |  |
| 2. | Konsumen memiliki rasa percaya diri untuk melakukan pembelian |  |  |  |  |  |
| 3. | Konsumen bekeyakinan perusahaan mampu memenuhi kebutuhannya |  |  |  |  |  |

**Empathy**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| 1. | Karyawan memberikan perhatian secara individu |  |  |  |  |  |
| 2. | Karyawan berkomunikasi dengan baik |  |  |  |  |  |
| 3. | Karyawan mampu memahami kebutuhan konsumen |  |  |  |  |  |

**Tangible**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| 1. | Konsumen menunjukkan eksistensi dengan baik |  |  |  |  |  |
| 2. | Konsumen merasa sarana dan prasanan yang ada di perusahaan sudah memadahi |  |  |  |  |  |
| 3. | Konsumen merasa kondisi lingkungan sekitar mendukung. |  |  |  |  |  |



**Lampiran 2. Uji Validitas dan Reliabilitas**

**Varabel Kepuasan Karyawan**

**Correlations**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | KK\_1 | KK\_2 | KK\_3 | JML1 |
| KK\_1 | Pearson Correlation | 1 | .889\*\* | .726\*\* | .875\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 |
| N | 25 | 25 | 25 | 25 |
| KK\_2 | Pearson Correlation | .889\*\* | 1 | .699\*\* | .869\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 |
| N | 25 | 25 | 25 | 25 |
| KK\_3 | Pearson Correlation | .726\*\* | .699\*\* | 1 | .924\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 |
| N | 25 | 25 | 25 | 25 |
| JML1 | Pearson Correlation | .875\*\* | .869\*\* | .924\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 |  |
| N | 25 | 25 | 25 | 25 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 25 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 25 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .725 | 4 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| KK\_1 | 4.24 | .723 | 25 |
| KK\_2 | 4.12 | .666 | 25 |
| KK\_3 | 3.84 | 1.028 | 25 |
| JML1 | 20.04 | 3.736 | 25 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KK\_1 | 28.00 | 27.833 | .873 | .667 |
| KK\_2 | 28.12 | 28.443 | .864 | .681 |
| KK\_3 | 28.40 | 24.833 | .891 | .599 |
| JML1 | 12.20 | 4.917 | .975 | .883 |

**Varabel Responsiveness**

**Correlations**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | RS\_1 | RS\_2 | RS\_3 | JML3 |
| RS\_1 | Pearson Correlation | 1 | .396 | .284 | .617\*\* |
| Sig. (2-tailed) |  | .050 | .169 | .001 |
| N | 25 | 25 | 25 | 25 |
| RS\_2 | Pearson Correlation | .396 | 1 | .589\*\* | .836\*\* |
| Sig. (2-tailed) | .050 |  | .002 | .000 |
| N | 25 | 25 | 25 | 25 |
| RS\_3 | Pearson Correlation | .284 | .589\*\* | 1 | .873\*\* |
| Sig. (2-tailed) | .169 | .002 |  | .000 |
| N | 25 | 25 | 25 | 25 |
| JML3 | Pearson Correlation | .617\*\* | .836\*\* | .873\*\* | 1 |
| Sig. (2-tailed) | .001 | .000 | .000 |  |
| N | 25 | 25 | 25 | 25 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 25 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 25 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .815 | 4 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| RS\_1 | 4.56 | .583 | 25 |
| RS\_2 | 4.28 | .737 | 25 |
| RS\_3 | 3.84 | 1.068 | 25 |
| JML3 | 12.68 | 1.909 | 25 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| RS\_1 | 20.80 | 12.167 | .508 | .843 |
| RS\_2 | 21.08 | 10.410 | .761 | .762 |
| RS\_3 | 21.52 | 8.593 | .773 | .710 |
| JML3 | 12.68 | 3.643 | 1.000 | .667 |

**Varabel Reliability**

**Correlations**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | RL\_1 | RL\_2 | RL\_3 | JML2 |
| RL\_1 | Pearson Correlation | 1 | .762\*\* | .618\*\* | .869\*\* |
| Sig. (2-tailed) |  | .000 | .001 | .000 |
| N | 25 | 25 | 25 | 25 |
| RL\_2 | Pearson Correlation | .762\*\* | 1 | .702\*\* | .922\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 |
| N | 25 | 25 | 25 | 25 |
| RL\_3 | Pearson Correlation | .618\*\* | .702\*\* | 1 | .884\*\* |
| Sig. (2-tailed) | .001 | .000 |  | .000 |
| N | 25 | 25 | 25 | 25 |
| JML2 | Pearson Correlation | .869\*\* | .922\*\* | .884\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 |  |
| N | 25 | 25 | 25 | 25 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | |  |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 25 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 25 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .859 | 4 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| RL\_1 | 4.20 | .707 | 25 |
| RL\_2 | 4.12 | .881 | 25 |
| RL\_3 | 4.04 | .935 | 25 |
| JML2 | 12.36 | 2.252 | 25 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| RL\_1 | 20.52 | 15.260 | .821 | .839 |
| RL\_2 | 20.60 | 13.750 | .882 | .797 |
| RL\_3 | 20.68 | 13.727 | .822 | .806 |
| JML2 | 12.36 | 5.073 | 1.000 | .864 |

**Varabel Assurance**

**Correlations**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | AS\_1 | AS\_2 | AS\_3 | JML4 |
| AS\_1 | Pearson Correlation | 1 | .563\*\* | .481\* | .751\*\* |
| Sig. (2-tailed) |  | .003 | .015 | .000 |
| N | 25 | 25 | 25 | 25 |
| AS\_2 | Pearson Correlation | .563\*\* | 1 | .735\*\* | .900\*\* |
| Sig. (2-tailed) | .003 |  | .000 | .000 |
| N | 25 | 25 | 25 | 25 |
| AS\_3 | Pearson Correlation | .481\* | .735\*\* | 1 | .901\*\* |
| Sig. (2-tailed) | .015 | .000 |  | .000 |
| N | 25 | 25 | 25 | 25 |
| JML4 | Pearson Correlation | .751\*\* | .900\*\* | .901\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 |  |
| N | 25 | 25 | 25 | 25 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 25 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 25 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .845 | 4 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| AS\_1 | 4.48 | .586 | 25 |
| AS\_2 | 4.20 | .707 | 25 |
| AS\_3 | 4.16 | .898 | 25 |
| JML4 | 12.84 | 1.886 | 25 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| AS\_1 | 21.20 | 11.250 | .670 | .852 |
| AS\_2 | 21.48 | 9.927 | .853 | .789 |
| AS\_3 | 21.52 | 8.927 | .837 | .761 |
| JML4 | 12.84 | 3.557 | 1.000 | .804 |

**Varabel Emphaty**

**Correlations**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | EM\_1 | EM\_2 | EM\_3 | JML5 |
| EM\_1 | Pearson Correlation | 1 | .616\*\* | .439\* | .773\*\* |
| Sig. (2-tailed) |  | .001 | .028 | .000 |
| N | 25 | 25 | 25 | 25 |
| EM\_2 | Pearson Correlation | .616\*\* | 1 | .694\*\* | .872\*\* |
| Sig. (2-tailed) | .001 |  | .000 | .000 |
| N | 25 | 25 | 25 | 25 |
| EM\_3 | Pearson Correlation | .439\* | .694\*\* | 1 | .838\*\* |
| Sig. (2-tailed) | .028 | .000 |  | .000 |
| N | 25 | 25 | 25 | 25 |
| JML5 | Pearson Correlation | .773\*\* | .872\*\* | .838\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 |  |
| N | 25 | 25 | 25 | 25 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 25 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 25 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .751 | 4 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| EM\_1 | 4.24 | .779 | 25 |
| EM\_2 | 4.20 | .764 | 25 |
| EM\_3 | 4.20 | .707 | 25 |
| JML5 | 21.36 | 2.827 | 25 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| EM\_1 | 29.76 | 16.940 | .721 | .697 |
| EM\_2 | 29.80 | 16.333 | .850 | .665 |
| EM\_3 | 29.80 | 17.083 | .784 | .694 |
| JML5 | 12.64 | 3.657 | .973 | .807 |

**Varabel Tangible**

**Correlations**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | TG\_1 | TG\_2 | TG\_3 | JML\_6 |
| TG\_1 | Pearson Correlation | 1 | .526\*\* | .030 | .730\*\* |
| Sig. (2-tailed) |  | .007 | .888 | .000 |
| N | 25 | 25 | 25 | 25 |
| TG\_2 | Pearson Correlation | .526\*\* | 1 | .304 | .899\*\* |
| Sig. (2-tailed) | .007 |  | .140 | .000 |
| N | 25 | 25 | 25 | 25 |
| TG\_3 | Pearson Correlation | .030 | .304 | 1 | .525\*\* |
| Sig. (2-tailed) | .888 | .140 |  | .007 |
| N | 25 | 25 | 25 | 25 |
| JML\_6 | Pearson Correlation | .730\*\* | .899\*\* | .525\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .007 |  |
| N | 25 | 25 | 25 | 25 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 25 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 25 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .793 | 4 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| TG\_1 | 3.96 | .790 | 25 |
| TG\_2 | 3.88 | 1.092 | 25 |
| TG\_3 | 4.36 | .638 | 25 |
| JML\_6 | 12.20 | 1.893 | 25 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| TG\_1 | 20.44 | 10.590 | .607 | .766 |
| TG\_2 | 20.52 | 8.093 | .812 | .645 |
| TG\_3 | 20.04 | 12.207 | .386 | .836 |
| JML\_6 | 12.20 | 3.583 | 1.000 | .569 |

**Rekap Hasil Veliditas dan Reliabilitas**

Hasil Uji Validitas Untuk Variabel Kepuasan Karyawan (KK)

|  |  |  |  |
| --- | --- | --- | --- |
| Item Pertanyaan | r hitung | r table | Keterangan |
| KK\_1  KK\_2  KK\_3 | 0,875  0,869  0,924 | 0,323  0,323  0,323 | Valid  Valid  Valid |

Sumber : Data yang diolah, Desember 2021.

Hasil Uji Validitas Untuk Variabel Responsiveness (RS)

|  |  |  |  |
| --- | --- | --- | --- |
| Item Pertanyaan | r hitung | r table | Keterangan |
| RS\_1  RS\_2  RS\_3 | 0,617  0,836  0,873 | 0,323  0,323  0,323 | Valid  Valid  Valid |

Sumber : Data yang diolah, Desember 2021.

Hasil Uji Validitas Untuk Variabel Reliability (RL)

|  |  |  |  |
| --- | --- | --- | --- |
| Item Pertanyaan | r hitung | r table | Keterangan |
| RL\_1  RL\_2  RL\_3 | 0,819  0,922  0,884 | 0,323  0,323  0,323 | Valid  Valid  Valid |

Sumber : Data yang diolah, Desember 2021.

Hasil Uji Validitas Untuk Variabel Assurance (AS)

|  |  |  |  |
| --- | --- | --- | --- |
| Item Pertanyaan | r hitung | r table | Keterangan |
| AS\_1  AS\_2  AS\_3 | 0,751  0,900  0,901 | 0,323  0,323  0,323 | Valid  Valid  Valid |

Sumber : Data yang diolah, Desember 2021.

Hasil Uji Validitas Untuk Variabel Emphaty (EM)

|  |  |  |  |
| --- | --- | --- | --- |
| Item Pertanyaan | r hitung | r table | Keterangan |
| EM\_1  EM\_2  EM\_3 | 0,773  0,872  0,838 | 0,323  0,323  0,323 | Valid  Valid  Valid |

Sumber : Data yang diolah, Desember 2021.

Hasil Uji Validitas Untuk Variabel Tangible (TG)

|  |  |  |  |
| --- | --- | --- | --- |
| Item Pertanyaan | r hitung | r table | Keterangan |
| TG\_1  TG\_2  TG\_3 | 0,730  0,899  0,525 | 0,323  0,323  0,323 | Valid  Valid  Valid |

Sumber : Data yang diolah, Desember 2021.

Hasil Uji Reliabilitas

|  |  |  |  |
| --- | --- | --- | --- |
| Variabel | *Alpha Cronbach* | Kriteria | Keterangan |
| Kepuasan Konsumen  Responsiveness Reliability  Assurance  Emphaty  Tangible | 0,725  0,815  0,859  0,845  0,751  0,793 | *Alpha Cronbach* ˃ 0,60 maka *reliabel* | Reliabel  Reliabel  Reliabel  Reliabel |

Sumber : Data yang diolah, Desember 2021.

**Lampiran 2. Tabulasi Data Karakteristik Konsumen**

**Summarize**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summarya** | | | | | | |
|  | Cases | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| Jenis Kelamin | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |
| Usia (tahun) | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |
| Pendapatan Per Bulan (Rp.) | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |
| Pekerjaan | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |
| a. Limited to first 100 cases. | | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Case Summariesa** | | | | | |
|  | | Jenis Kelamin | Usia (tahun) | Pendapatan Per Bulan (Rp.) | Pekerjaan |
| 1 | | Perempuan | < 30 Tahun | 2-3,9 Juta | Pelajar/Mahasiswa |
| 2 | | Laki-laki | 30-39 Tahun | < 2 Juta | Wiraswasta |
| 3 | | Laki-laki | < 30 Tahun | < 2 Juta | Pegawai Swasta |
| 4 | | Perempuan | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 5 | | Laki-laki | < 30 Tahun | 2-3,9 Juta | Pelajar/Mahasiswa |
| 6 | | Laki-laki | < 30 Tahun | < 2 Juta | Pegawai Swasta |
| 7 | | Laki-laki | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 8 | | Perempuan | 30-39 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 9 | | Laki-laki | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 10 | | Perempuan | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 11 | | Laki-laki | < 30 Tahun | < 2 Juta | Wiraswasta |
| 12 | | Laki-laki | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 13 | | Perempuan | < 30 Tahun | 2-3,9 Juta | Wiraswasta |
| 14 | | Laki-laki | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 15 | | Laki-laki | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 16 | | Laki-laki | < 30 Tahun | 2-3,9 Juta | Pelajar/Mahasiswa |
| 17 | | Perempuan | < 30 Tahun | 2-3,9 Juta | Pelajar/Mahasiswa |
| 18 | | Laki-laki | < 30 Tahun | 4-4,9 Juta | Pegawai Swasta |
| 19 | | Perempuan | 30-39 Tahun | 4 | Pegawai Swasta |
| 20 | | Perempuan | < 30 Tahun | 4-4,9 Juta | Pelajar/Mahasiswa |
| 21 | | Laki-laki | < 30 Tahun | 4-4,9 Juta | Pegawai Swasta |
| 22 | | Perempuan | < 30 Tahun | 4-4,9 Juta | Pelajar/Mahasiswa |
| 23 | | Laki-laki | < 30 Tahun | 4-4,9 Juta | Wiraswasta |
| 24 | | Laki-laki | 50-60 Tahun | 2-3,9 Juta | PNS |
| 25 | | Perempuan | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 26 | | Laki-laki | < 30 Tahun | 4-4,9 Juta | Pegawai Swasta |
| 27 | | Laki-laki | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 28 | | Perempuan | < 30 Tahun | 2-3,9 Juta | Pegawai Swasta |
| 29 | | Laki-laki | < 30 Tahun | 2-3,9 Juta | Pegawai Swasta |
| 30 | | Laki-laki | < 30 Tahun | 4-4,9 Juta | Wiraswasta |
| 31 | | Perempuan | < 30 Tahun | 4-4,9 Juta | Wiraswasta |
| 32 | | Laki-laki | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 33 | | Laki-laki | < 30 Tahun | 2-3,9 Juta | Pegawai Swasta |
| 34 | | Perempuan | < 30 Tahun | 2-3,9 Juta | Wiraswasta |
| 35 | | Laki-laki | < 30 Tahun | 2-3,9 Juta | Wiraswasta |
| 36 | | Laki-laki | < 30 Tahun | 2-3,9 Juta | Pelajar/Mahasiswa |
| 37 | | Laki-laki | < 30 Tahun | 2-3,9 Juta | Pelajar/Mahasiswa |
| 38 | | Perempuan | < 30 Tahun | 2-3,9 Juta | Pegawai Swasta |
| 39 | | Laki-laki | < 30 Tahun | 4-4,9 Juta | Pegawai Swasta |
| 40 | | Perempuan | < 30 Tahun | < 2 Juta | Pegawai Swasta |
| 41 | | Laki-laki | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 42 | | Laki-laki | < 30 Tahun | 2-3,9 Juta | Pegawai Swasta |
| 43 | | Laki-laki | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 44 | | Laki-laki | < 30 Tahun | < 2 Juta | Pegawai Swasta |
| 45 | | Perempuan | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 46 | | Perempuan | < 30 Tahun | 4-4,9 Juta | Pegawai Swasta |
| 47 | | Perempuan | < 30 Tahun | < 2 Juta | Pegawai Swasta |
| 48 | | Laki-laki | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 49 | | Laki-laki | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 50 | | Laki-laki | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 51 | | Laki-laki | < 30 Tahun | 4-4,9 Juta | Wiraswasta |
| 52 | | Laki-laki | < 30 Tahun | 2-3,9 Juta | Wiraswasta |
| 53 | | Laki-laki | 30-39 Tahun | 2-3,9 Juta | PNS |
| 54 | | Perempuan | 40-49 Tahun | 4-4,9 Juta | PNS |
| 55 | | Laki-laki | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 56 | | Laki-laki | 30-39 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 57 | | Perempuan | 40-49 Tahun | 4 | PNS |
| 58 | | Laki-laki | 40-49 Tahun | 4-4,9 Juta | PNS |
| 59 | | Laki-laki | 50-60 Tahun | 4-4,9 Juta | PNS |
| 60 | | Perempuan | 50-60 Tahun | 4-4,9 Juta | PNS |
| 61 | | Laki-laki | < 30 Tahun | < 2 Juta | Wiraswasta |
| 62 | | Perempuan | 40-49 Tahun | 4-4,9 Juta | PNS |
| 63 | | Perempuan | 40-49 Tahun | 4-4,9 Juta | PNS |
| 64 | | Laki-laki | 50-60 Tahun | 4-4,9 Juta | PNS |
| 65 | | Laki-laki | 50-60 Tahun | 4-4,9 Juta | PNS |
| 66 | | Laki-laki | 50-60 Tahun | 4-4,9 Juta | PNS |
| 67 | | Perempuan | 40-49 Tahun | 4 | PNS |
| 68 | | Laki-laki | 40-49 Tahun | 2-3,9 Juta | PNS |
| 69 | | Laki-laki | 50-60 Tahun | 4 | PNS |
| 70 | | Laki-laki | 40-49 Tahun | 2-3,9 Juta | PNS |
| 71 | | Laki-laki | 40-49 Tahun | 4-4,9 Juta | PNS |
| 72 | | Laki-laki | 40-49 Tahun | 4-4,9 Juta | PNS |
| 73 | | Laki-laki | 50-60 Tahun | 4-4,9 Juta | Wiraswasta |
| 74 | | Laki-laki | 40-49 Tahun | 4-4,9 Juta | PNS |
| 75 | | Perempuan | 50-60 Tahun | < 2 Juta | Pegawai Swasta |
| 76 | | Laki-laki | 40-49 Tahun | < 2 Juta | Wiraswasta |
| 77 | | Perempuan | 50-60 Tahun | < 2 Juta | Pegawai Swasta |
| 78 | | Perempuan | 30-39 Tahun | 2-3,9 Juta | PNS |
| 79 | | Perempuan | 40-49 Tahun | 4-4,9 Juta | PNS |
| 80 | | Laki-laki | 40-49 Tahun | 2-3,9 Juta | PNS |
| 81 | | Perempuan | 50-60 Tahun | 4-4,9 Juta | PNS |
| 82 | | Laki-laki | 50-60 Tahun | 2-3,9 Juta | PNS |
| 83 | | Perempuan | < 30 Tahun | < 2 Juta | Wiraswasta |
| 84 | | Perempuan | 30-39 Tahun | < 2 Juta | Wiraswasta |
| 85 | | Laki-laki | 40-49 Tahun | 2-3,9 Juta | PNS |
| 86 | | Laki-laki | 40-49 Tahun | 4 | PNS |
| 87 | | Perempuan | 40-49 Tahun | 4-4,9 Juta | PNS |
| 88 | | Perempuan | 40-49 Tahun | < 2 Juta | PNS |
| 89 | | Perempuan | < 30 Tahun | 4-4,9 Juta | Pegawai Swasta |
| 90 | | Laki-laki | < 30 Tahun | 4-4,9 Juta | PNS |
| 91 | | Perempuan | 30-39 Tahun | 4 | Wiraswasta |
| 92 | | Perempuan | < 30 Tahun | 4-4,9 Juta | Wiraswasta |
| 93 | | Perempuan | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 94 | | Laki-laki | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 95 | | Perempuan | < 30 Tahun | 2-3,9 Juta | Pegawai Swasta |
| 96 | | Perempuan | 30-39 Tahun | 2-3,9 Juta | Wiraswasta |
| 97 | | Laki-laki | < 30 Tahun | 2-3,9 Juta | Pegawai Swasta |
| 98 | | Laki-laki | 30-39 Tahun | 4 | Pegawai Swasta |
| 99 | | Perempuan | < 30 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| 100 | | Laki-laki | 30-39 Tahun | < 2 Juta | Pelajar/Mahasiswa |
| Total | N | 100 | 100 | 100 | 100 |
| a. Limited to first 100 cases. | | | | | |

**Frequencies**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | |
|  | | Jenis Kelamin | Usia  (tahun) | Pendapatan Per Bulan (Rp.) | Pekerjaan |
| N | Valid | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 |

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Jenis Kelamin** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-laki | 60 | 60.0 | 60.0 | 60.0 |
| Perempuan | 40 | 40.0 | 40.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Usia (tahun)** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | < 30 Tahun | 59 | 59.0 | 59.0 | 59.0 |
| 30-39 Tahun | 11 | 11.0 | 11.0 | 70.0 |
| 40-49 Tahun | 18 | 18.0 | 18.0 | 88.0 |
| 50-60 Tahun | 12 | 12.0 | 12.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pendapatan Per Bulan (Rp.)** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | < 2 Juta | 37 | 37.0 | 37.0 | 37.0 |
| 2-3,9 Juta | 26 | 26.0 | 26.0 | 63.0 |
| 4-4,9 Juta | 30 | 30.0 | 30.0 | 93.0 |
| 5 | 7 | 7.0 | 7.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pekerjaan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pelajar/Mahasiswa | 31 | 31.0 | 31.0 | 31.0 |
| Wiraswasta | 18 | 18.0 | 18.0 | 49.0 |
| Pegawai Swasta | 22 | 22.0 | 22.0 | 71.0 |
| PNS | 29 | 29.0 | 29.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Lampiran 3. Tabulasi Data Penelitian**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **TABULASI HASIL PENELITIAN** | | | | | | |  | |  | |  | |  |  |  |  | |  | |  | |  | |  |  | | |  |  | |  | |  |  | |  | |
| Res | KK1 | KK2 | KK3 | **JML** | RS1 | RS2 | | RS3 | | **JML** | | RL1 | | RL2 | RL3 | | **JML** | | AS1 | | AS2 | | AS3 | | | **JML** | EM1 | | | EM2 | | EM3 | | | **JML** | | TG1 | | TG2 | TG3 | **JML** |
| 1 | 5 | 4 | 5 | 14 | 5 | 5 | | 5 | | 15 | | 5 | | 5 | 4 | | 14 | | 4 | | 4 | | 4 | | | 12 | 4 | | | 5 | | 5 | | | 14 | | 5 | | 4 | 4 | 13 |
| 2 | 4 | 5 | 4 | 13 | 4 | 5 | | 4 | | 13 | | 5 | | 4 | 5 | | 14 | | 5 | | 4 | | 5 | | | 14 | 3 | | | 4 | | 5 | | | 12 | | 4 | | 4 | 5 | 13 |
| 3 | 3 | 3 | 3 | 9 | 3 | 5 | | 3 | | 11 | | 3 | | 3 | 3 | | 9 | | 4 | | 5 | | 3 | | | 12 | 4 | | | 3 | | 3 | | | 10 | | 3 | | 3 | 3 | 9 |
| 4 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 5 | | 5 | 5 | | 15 | | 5 | | 5 | | 5 | | | 15 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 5 | 15 |
| 5 | 4 | 5 | 4 | 13 | 4 | 5 | | 4 | | 13 | | 5 | | 5 | 4 | | 14 | | 5 | | 5 | | 4 | | | 14 | 5 | | | 4 | | 4 | | | 13 | | 5 | | 5 | 4 | 14 |
| 6 | 4 | 4 | 3 | 11 | 4 | 4 | | 3 | | 11 | | 4 | | 5 | 5 | | 14 | | 4 | | 5 | | 5 | | | 14 | 3 | | | 3 | | 5 | | | 11 | | 4 | | 5 | 5 | 14 |
| 7 | 4 | 3 | 4 | 11 | 4 | 5 | | 4 | | 13 | | 3 | | 5 | 4 | | 12 | | 4 | | 5 | | 4 | | | 13 | 3 | | | 3 | | 3 | | | 9 | | 3 | | 4 | 4 | 11 |
| 8 | 5 | 4 | 4 | 13 | 5 | 4 | | 4 | | 13 | | 5 | | 5 | 4 | | 14 | | 5 | | 5 | | 4 | | | 14 | 5 | | | 5 | | 3 | | | 13 | | 5 | | 4 | 4 | 13 |
| 9 | 3 | 4 | 3 | 10 | 3 | 4 | | 3 | | 10 | | 3 | | 5 | 2 | | 10 | | 5 | | 4 | | 5 | | | 14 | 3 | | | 4 | | 3 | | | 10 | | 3 | | 4 | 3 | 10 |
| 10 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 5 | | 5 | 5 | | 15 | | 3 | | 5 | | 4 | | | 12 | 5 | | | 3 | | 5 | | | 13 | | 4 | | 5 | 4 | 13 |
| 11 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 5 | | 5 | 4 | | 14 | | 5 | | 5 | | 4 | | | 14 | 4 | | | 5 | | 4 | | | 13 | | 4 | | 5 | 4 | 13 |
| 12 | 5 | 5 | 4 | 14 | 5 | 5 | | 4 | | 14 | | 5 | | 5 | 4 | | 14 | | 5 | | 5 | | 5 | | | 15 | 5 | | | 5 | | 4 | | | 14 | | 5 | | 5 | 5 | 15 |
| 13 | 4 | 4 | 4 | 12 | 4 | 4 | | 4 | | 12 | | 4 | | 3 | 5 | | 12 | | 4 | | 5 | | 4 | | | 13 | 4 | | | 5 | | 4 | | | 13 | | 4 | | 4 | 4 | 12 |
| 14 | 5 | 4 | 5 | 14 | 5 | 4 | | 5 | | 14 | | 5 | | 4 | 5 | | 14 | | 5 | | 4 | | 5 | | | 14 | 5 | | | 3 | | 5 | | | 13 | | 5 | | 4 | 5 | 14 |
| 15 | 3 | 4 | 4 | 11 | 3 | 4 | | 4 | | 11 | | 4 | | 5 | 2 | | 11 | | 5 | | 5 | | 4 | | | 14 | 4 | | | 5 | | 2 | | | 11 | | 4 | | 4 | 4 | 12 |
| 16 | 3 | 5 | 5 | 13 | 3 | 5 | | 5 | | 13 | | 5 | | 5 | 5 | | 15 | | 5 | | 5 | | 5 | | | 15 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 5 | 15 |
| 17 | 4 | 4 | 3 | 11 | 4 | 5 | | 3 | | 12 | | 4 | | 5 | 5 | | 14 | | 4 | | 5 | | 5 | | | 14 | 4 | | | 3 | | 4 | | | 11 | | 4 | | 5 | 4 | 13 |
| 18 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 5 | | 5 | 5 | | 15 | | 4 | | 5 | | 4 | | | 13 | 4 | | | 5 | | 4 | | | 13 | | 4 | | 5 | 4 | 13 |
| 19 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 5 | | 5 | 5 | | 15 | | 5 | | 5 | | 5 | | | 15 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 5 | 15 |
| 20 | 4 | 4 | 3 | 11 | 4 | 4 | | 5 | | 13 | | 3 | | 3 | 5 | | 11 | | 5 | | 5 | | 5 | | | 15 | 3 | | | 5 | | 3 | | | 11 | | 4 | | 5 | 5 | 14 |
| 21 | 4 | 4 | 4 | 12 | 4 | 4 | | 4 | | 12 | | 5 | | 4 | 3 | | 12 | | 4 | | 4 | | 4 | | | 12 | 4 | | | 4 | | 4 | | | 12 | | 4 | | 4 | 4 | 12 |
| 22 | 4 | 5 | 5 | 14 | 4 | 5 | | 5 | | 14 | | 5 | | 4 | 4 | | 13 | | 5 | | 4 | | 4 | | | 13 | 5 | | | 4 | | 4 | | | 13 | | 4 | | 4 | 4 | 12 |
| 23 | 3 | 4 | 3 | 10 | 3 | 4 | | 3 | | 10 | | 4 | | 4 | 3 | | 11 | | 4 | | 4 | | 3 | | | 11 | 4 | | | 3 | | 3 | | | 10 | | 4 | | 4 | 3 | 11 |
| 24 | 4 | 4 | 3 | 11 | 4 | 4 | | 5 | | 13 | | 5 | | 3 | 3 | | 11 | | 5 | | 5 | | 4 | | | 14 | 5 | | | 5 | | 4 | | | 14 | | 4 | | 5 | 4 | 13 |
| 25 | 5 | 4 | 4 | 13 | 5 | 5 | | 4 | | 14 | | 5 | | 4 | 4 | | 13 | | 5 | | 4 | | 5 | | | 14 | 5 | | | 4 | | 5 | | | 14 | | 5 | | 4 | 5 | 14 |
| 26 | 4 | 4 | 4 | 12 | 4 | 4 | | 4 | | 12 | | 4 | | 5 | 3 | | 12 | | 4 | | 5 | | 3 | | | 12 | 4 | | | 5 | | 3 | | | 12 | | 4 | | 5 | 3 | 12 |
| 27 | 5 | 4 | 5 | 14 | 5 | 4 | | 5 | | 14 | | 5 | | 5 | 5 | | 15 | | 5 | | 5 | | 5 | | | 15 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 5 | 15 |
| 28 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 5 | | 5 | 5 | | 15 | | 5 | | 5 | | 5 | | | 15 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 5 | 15 |
| 29 | 3 | 3 | 4 | 10 | 3 | 3 | | 4 | | 10 | | 4 | | 5 | 5 | | 14 | | 4 | | 5 | | 4 | | | 13 | 4 | | | 3 | | 3 | | | 10 | | 4 | | 3 | 4 | 11 |
| 30 | 4 | 4 | 4 | 12 | 4 | 4 | | 4 | | 12 | | 4 | | 4 | 4 | | 12 | | 4 | | 4 | | 4 | | | 12 | 4 | | | 4 | | 4 | | | 12 | | 4 | | 4 | 4 | 12 |
| 31 | 3 | 3 | 3 | 9 | 3 | 3 | | 3 | | 9 | | 3 | | 3 | 3 | | 9 | | 3 | | 3 | | 4 | | | 10 | 3 | | | 3 | | 3 | | | 9 | | 3 | | 3 | 3 | 9 |
| 32 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 5 | | 5 | 5 | | 15 | | 5 | | 5 | | 4 | | | 14 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 5 | 15 |
| 33 | 3 | 5 | 5 | 13 | 3 | 5 | | 5 | | 13 | | 5 | | 5 | 5 | | 15 | | 5 | | 4 | | 5 | | | 14 | 5 | | | 5 | | 3 | | | 13 | | 5 | | 5 | 5 | 15 |
| 34 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 5 | | 5 | 5 | | 15 | | 5 | | 4 | | 5 | | | 14 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 5 | 15 |
| 35 | 4 | 4 | 4 | 12 | 4 | 4 | | 4 | | 12 | | 4 | | 5 | 4 | | 13 | | 4 | | 4 | | 4 | | | 12 | 4 | | | 4 | | 4 | | | 12 | | 4 | | 4 | 4 | 12 |
| 36 | 4 | 4 | 4 | 12 | 4 | 4 | | 4 | | 12 | | 4 | | 5 | 5 | | 14 | | 4 | | 5 | | 4 | | | 13 | 4 | | | 5 | | 3 | | | 12 | | 4 | | 5 | 4 | 13 |
| 37 | 4 | 4 | 4 | 12 | 4 | 4 | | 4 | | 12 | | 4 | | 5 | 5 | | 14 | | 4 | | 4 | | 5 | | | 13 | 4 | | | 3 | | 3 | | | 10 | | 4 | | 5 | 4 | 13 |
| 38 | 4 | 4 | 4 | 12 | 4 | 4 | | 4 | | 12 | | 4 | | 4 | 5 | | 13 | | 4 | | 4 | | 4 | | | 12 | 4 | | | 4 | | 3 | | | 11 | | 4 | | 4 | 4 | 12 |
| 39 | 4 | 4 | 5 | 13 | 4 | 4 | | 5 | | 13 | | 5 | | 5 | 5 | | 15 | | 5 | | 4 | | 5 | | | 14 | 5 | | | 5 | | 3 | | | 13 | | 5 | | 4 | 5 | 14 |
| 40 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 5 | | 5 | 5 | | 15 | | 5 | | 5 | | 4 | | | 14 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 5 | 15 |
| 41 | 5 | 5 | 4 | 14 | 5 | 5 | | 4 | | 14 | | 4 | | 5 | 2 | | 11 | | 4 | | 4 | | 2 | | | 10 | 4 | | | 4 | | 4 | | | 12 | | 4 | | 4 | 2 | 10 |
| 42 | 5 | 4 | 5 | 14 | 5 | 4 | | 5 | | 14 | | 4 | | 5 | 4 | | 13 | | 4 | | 5 | | 4 | | | 13 | 4 | | | 5 | | 4 | | | 13 | | 4 | | 4 | 4 | 12 |
| 43 | 4 | 4 | 5 | 13 | 4 | 5 | | 5 | | 14 | | 3 | | 5 | 5 | | 13 | | 3 | | 5 | | 5 | | | 13 | 3 | | | 5 | | 5 | | | 13 | | 3 | | 5 | 4 | 12 |
| 44 | 5 | 4 | 5 | 14 | 5 | 4 | | 5 | | 14 | | 3 | | 4 | 5 | | 12 | | 3 | | 4 | | 4 | | | 11 | 5 | | | 5 | | 4 | | | 14 | | 3 | | 4 | 4 | 11 |
| 45 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 5 | | 5 | 5 | | 15 | | 5 | | 5 | | 5 | | | 15 | 5 | | | 5 | | 3 | | | 13 | | 5 | | 5 | 5 | 15 |
| 46 | 4 | 4 | 4 | 12 | 4 | 4 | | 4 | | 12 | | 4 | | 5 | 4 | | 13 | | 4 | | 5 | | 4 | | | 13 | 4 | | | 5 | | 3 | | | 12 | | 4 | | 4 | 4 | 12 |
| 47 | 3 | 3 | 3 | 9 | 3 | 3 | | 3 | | 9 | | 4 | | 4 | 4 | | 12 | | 4 | | 4 | | 4 | | | 12 | 3 | | | 4 | | 3 | | | 10 | | 4 | | 4 | 4 | 12 |
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| 52 | 2 | 4 | 2 | 8 | 2 | 5 | | 2 | | 9 | | 2 | | 2 | 5 | | 9 | | 2 | | 2 | | 5 | | | 9 | 2 | | | 2 | | 5 | | | 9 | | 2 | | 2 | 2 | 6 |
| 53 | 5 | 4 | 4 | 13 | 5 | 4 | | 4 | | 13 | | 5 | | 5 | 5 | | 15 | | 5 | | 5 | | 5 | | | 15 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 5 | 15 |
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| 60 | 4 | 5 | 5 | 14 | 4 | 5 | | 5 | | 14 | | 4 | | 5 | 5 | | 14 | | 4 | | 4 | | 5 | | | 13 | 4 | | | 5 | | 5 | | | 14 | | 4 | | 4 | 5 | 13 |
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| 62 | 4 | 3 | 3 | 10 | 4 | 3 | | 3 | | 10 | | 5 | | 5 | 5 | | 15 | | 5 | | 5 | | 5 | | | 15 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 4 | 14 |
| 63 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 5 | | 5 | 5 | | 15 | | 5 | | 4 | | 5 | | | 14 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 5 | 15 |
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| 65 | 4 | 5 | 5 | 14 | 4 | 5 | | 5 | | 14 | | 5 | | 5 | 5 | | 15 | | 5 | | 5 | | 4 | | | 14 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 5 | 15 |
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| 70 | 3 | 3 | 3 | 9 | 3 | 3 | | 3 | | 9 | | 3 | | 5 | 3 | | 11 | | 3 | | 5 | | 3 | | | 11 | 3 | | | 5 | | 3 | | | 11 | | 3 | | 3 | 3 | 9 |
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| 73 | 4 | 4 | 4 | 12 | 4 | 5 | | 4 | | 13 | | 4 | | 4 | 4 | | 12 | | 4 | | 4 | | 4 | | | 12 | 4 | | | 4 | | 4 | | | 12 | | 4 | | 4 | 4 | 12 |
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| 75 | 5 | 5 | 4 | 14 | 5 | 5 | | 4 | | 14 | | 3 | | 5 | 3 | | 11 | | 3 | | 5 | | 4 | | | 12 | 3 | | | 5 | | 3 | | | 11 | | 3 | | 5 | 3 | 11 |
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| 78 | 3 | 3 | 3 | 9 | 3 | 5 | | 3 | | 11 | | 3 | | 3 | 3 | | 9 | | 3 | | 3 | | 3 | | | 9 | 3 | | | 3 | | 3 | | | 9 | | 3 | | 3 | 3 | 9 |
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| 80 | 4 | 4 | 5 | 13 | 4 | 4 | | 5 | | 13 | | 5 | | 5 | 5 | | 15 | | 5 | | 4 | | 5 | | | 14 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 5 | 15 |
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| 83 | 4 | 4 | 4 | 12 | 4 | 4 | | 4 | | 12 | | 2 | | 3 | 5 | | 10 | | 2 | | 4 | | 5 | | | 11 | 2 | | | 3 | | 5 | | | 10 | | 2 | | 3 | 2 | 7 |
| 84 | 4 | 5 | 5 | 14 | 4 | 5 | | 5 | | 14 | | 4 | | 5 | 5 | | 14 | | 4 | | 4 | | 5 | | | 13 | 4 | | | 5 | | 5 | | | 14 | | 4 | | 5 | 5 | 14 |
| 85 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 5 | | 5 | 5 | | 15 | | 5 | | 5 | | 4 | | | 14 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 5 | 15 |
| 86 | 4 | 4 | 4 | 12 | 4 | 4 | | 4 | | 12 | | 5 | | 5 | 4 | | 14 | | 2 | | 5 | | 4 | | | 11 | 2 | | | 5 | | 4 | | | 11 | | 2 | | 2 | 4 | 8 |
| 87 | 3 | 4 | 4 | 11 | 3 | 5 | | 4 | | 12 | | 4 | | 4 | 4 | | 12 | | 4 | | 4 | | 4 | | | 12 | 4 | | | 4 | | 4 | | | 12 | | 4 | | 4 | 4 | 12 |
| 88 | 4 | 4 | 4 | 12 | 4 | 4 | | 4 | | 12 | | 4 | | 5 | 4 | | 13 | | 4 | | 4 | | 4 | | | 12 | 4 | | | 5 | | 4 | | | 13 | | 4 | | 4 | 4 | 12 |
| 89 | 4 | 4 | 4 | 12 | 4 | 5 | | 4 | | 13 | | 4 | | 4 | 4 | | 12 | | 4 | | 4 | | 4 | | | 12 | 4 | | | 4 | | 4 | | | 12 | | 4 | | 4 | 4 | 12 |
| 90 | 4 | 4 | 4 | 12 | 4 | 4 | | 4 | | 12 | | 4 | | 4 | 4 | | 12 | | 4 | | 4 | | 4 | | | 12 | 4 | | | 4 | | 4 | | | 12 | | 4 | | 4 | 4 | 12 |
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| 93 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 5 | | 5 | 5 | | 15 | | 5 | | 5 | | 5 | | | 15 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 5 | 15 |
| 94 | 4 | 4 | 5 | 13 | 4 | 4 | | 5 | | 13 | | 4 | | 5 | 5 | | 14 | | 4 | | 5 | | 5 | | | 14 | 4 | | | 5 | | 5 | | | 14 | | 4 | | 5 | 4 | 13 |
| 95 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 5 | | 4 | 4 | | 13 | | 5 | | 4 | | 4 | | | 13 | 5 | | | 4 | | 4 | | | 13 | | 5 | | 4 | 4 | 13 |
| 96 | 5 | 5 | 5 | 15 | 5 | 5 | | 5 | | 15 | | 4 | | 5 | 4 | | 13 | | 4 | | 4 | | 4 | | | 12 | 4 | | | 5 | | 4 | | | 13 | | 4 | | 5 | 4 | 13 |
| 97 | 4 | 4 | 4 | 12 | 4 | 5 | | 4 | | 13 | | 5 | | 5 | 5 | | 15 | | 5 | | 4 | | 5 | | | 14 | 5 | | | 5 | | 5 | | | 15 | | 5 | | 5 | 4 | 14 |
| 98 | 4 | 4 | 4 | 12 | 4 | 5 | | 4 | | 13 | | 4 | | 5 | 4 | | 13 | | 5 | | 5 | | 4 | | | 14 | 4 | | | 5 | | 4 | | | 13 | | 4 | | 4 | 4 | 12 |
| 99 | 4 | 4 | 5 | 13 | 4 | 4 | | 5 | | 13 | | 5 | | 3 | 5 | | 13 | | 5 | | 3 | | 5 | | | 13 | 5 | | | 3 | | 5 | | | 13 | | 5 | | 5 | 5 | 15 |
| 100 | 5 | 5 | 5 | 15 | 3 | 5 | | 5 | | 13 | | 3 | | 5 | 5 | | 13 | | 3 | | 5 | | 5 | | | 13 | 3 | | | 5 | | 5 | | | 13 | | 5 | | 5 | 5 | 15 |

**Rangkuman Data Penelitian**

**Summarize**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summarya** | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | Cases | | | | | | | | | | | | | | | | | |
| Included | | | | | | Excluded | | | | | | Total | | | | | |
| N | | | Percent | | | N | | | Percent | | | N | | | Percent | | |
| Responsiveness | | | | | | 100 | | | 100.0% | | | 0 | | | 0.0% | | | 100 | | | 100.0% | | |
| Reliability | | | | | | 100 | | | 100.0% | | | 0 | | | 0.0% | | | 100 | | | 100.0% | | |
| Assurance | | | | | | 100 | | | 100.0% | | | 0 | | | 0.0% | | | 100 | | | 100.0% | | |
| Emphaty | | | | | | 100 | | | 100.0% | | | 0 | | | 0.0% | | | 100 | | | 100.0% | | |
| Tangible | | | | | | 100 | | | 100.0% | | | 0 | | | 0.0% | | | 100 | | | 100.0% | | |
| Kepuasan Konsumen | | | | | | 100 | | | 100.0% | | | 0 | | | 0.0% | | | 100 | | | 100.0% | | |
| Unstandardized Residual | | | | | | 100 | | | 100.0% | | | 0 | | | 0.0% | | | 100 | | | 100.0% | | |
| ABS\_Res1 | | | | | | 100 | | | 100.0% | | | 0 | | | 0.0% | | | 100 | | | 100.0% | | |
| a. Limited to first 100 cases. | | | | | | | | | | | | | | | | | | | | | | | |
| **Case Summariesa** | | | | | | | | | | | | | | | | | | | | | | | | |
|  | Responsiveness | | | Reliability | | | Assurance | | | Emphaty | | | Tangible | | | Kepuasan Konsumen | | | Unstandardized Residual | | | ABS\_ Res1 | | |
| 1 | 15 | | | 14 | | | 12 | | | 14 | | | 13 | | | 14 | | | -1.01512 | | | 1.02 | | |
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| 87 | 12 | | | 12 | | | 12 | | | 12 | | | 12 | | | 11 | | | -.68959 | | | .69 | | |
| 88 | 12 | | | 13 | | | 12 | | | 13 | | | 12 | | | 12 | | | .05108 | | | .05 | | |
| 89 | 13 | | | 12 | | | 12 | | | 12 | | | 12 | | | 12 | | | -.60187 | | | .60 | | |
| 90 | 12 | | | 12 | | | 12 | | | 12 | | | 12 | | | 12 | | | .31041 | | | .31 | | |
| 91 | 15 | | | 13 | | | 13 | | | 13 | | | 12 | | | 15 | | | .48412 | | | .48 | | |
| 92 | 11 | | | 12 | | | 12 | | | 12 | | | 11 | | | 10 | | | -.70729 | | | .71 | | |
| 93 | 15 | | | 15 | | | 15 | | | 15 | | | 15 | | | 15 | | | .09519 | | | .10 | | |
| 94 | 13 | | | 14 | | | 14 | | | 14 | | | 13 | | | 13 | | | .14923 | | | .15 | | |
| 95 | 15 | | | 13 | | | 13 | | | 13 | | | 13 | | | 15 | | | .41411 | | | .41 | | |
| 96 | 15 | | | 13 | | | 12 | | | 13 | | | 13 | | | 15 | | | .24422 | | | .24 | | |
| 97 | 13 | | | 15 | | | 14 | | | 15 | | | 14 | | | 12 | | | -1.18012 | | | 1.18 | | |
| 98 | 13 | | | 13 | | | 14 | | | 13 | | | 12 | | | 12 | | | -.52143 | | | .52 | | |
| 99 | 13 | | | 13 | | | 13 | | | 13 | | | 15 | | | 13 | | | .09864 | | | .10 | | |
| 100 | 13 | | | 13 | | | 13 | | | 13 | | | 15 | | | 15 | | | 2.09864 | | | 2.10 | | |
| Total | | N | 100 | | 100 | | | 100 | | | 100 | | | 100 | | | 100 | | | 100 | | | 100 | | |
| a. Limited to first 100 cases. | | | | | | | | | | | | | | | | | | | | | | | | |

**Lampiran 4. Hasil Uji Heteroskedastisitas**

**Regression**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Tangible, Responsiveness, Assurance, Reliability, Emphatyb | . | Enter |
| a. Dependent Variable: ABS\_Res1 | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .658a | .433 | .403 | .29427 |
| a. Predictors: (Constant), Tangible, Responsiveness, Assurance, Reliability, Emphaty | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 6.220 | 5 | 1.244 | 14.365 | .000b |
| Residual | 8.140 | 94 | .087 |  |  |
| Total | 14.359 | 99 |  |  |  |
| a. Dependent Variable: ABS\_Res1 | | | | | | |
| b. Predictors: (Constant), Tangible, Responsiveness, Assurance, Reliability, Emphaty | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | |
| Model | | Unstandardized Coefficients | | | Standardized Coefficients | t | Sig. |
| B | Std. Error | | Beta |
| 1 | (Constant) | 1.762 | .334 | |  | 5.273 | .000 |
| Responsiveness | .045 | .028 | | .201 | 1.650 | .102 |
| Reliability | -.218 | .036 | | -.958 | -1.129 | .053 |
| Assurance | .065 | .040 | | .242 | 1.623 | .108 |
| Emphaty | -.030 | .035 | | -.138 | -.851 | .397 |
| Tangible | .033 | .037 | | .174 | .897 | .372 |
| a. Dependent Variable: ABS\_Res1 | | | |  | | | |

**Lampiran 5. Hasil Uji Normalitas**

**Descriptives**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Skewness | | Kurtosis | |
| Statistic | Statistic | Std. Error | Statistic | Std. Error |
| Unstandardized Residual | 100 | .172 | .241 | 3.094 | 2.478 |
| Valid N (listwise) | 100 |  |  |  |  |

**Lampiran 6. Hasil Uji Regresi Linier Berganda**

**Regression**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | | | | |
| Model | Variables Entered | | Variables Removed | | Method | |
| 1 | Tangible, Responsiveness, Assurance, Reliability, Emphatyb | | . | | Enter | |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | |
| b. All requested variables entered. | | | | | | |
| **Model Summaryb** | | | | | | | | |
| Model | R | R Square | | Adjusted R Square | | Std. Error of the Estimate | | Durbin-Watson |
| 1 | .962a | .925 | | .922 | | .528 | | 1.942 |
| a. Predictors: (Constant), Tangible, Responsiveness, Assurance, Reliability, Emphaty | | | | | | | | |
| b. Dependent Variable: Kepuasan Konsumen | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 325.732 | 5 | 65.146 | 233.481 | .000b |
| Residual | 26.228 | 94 | .279 |  |  |
| Total | 351.960 | 99 |  |  |  |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | |
| b. Predictors: (Constant), Tangible, Responsiveness, Assurance, Reliability, Emphaty | | | | | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 1.171 | .600 |  | 1.952 | .044 |  |  |
| Responsiveness | .912 | .049 | .814 | 18.431 | .000 | .407 | 2.459 |
| Reliability | .214 | .064 | .189 | 3.340 | .001 | .247 | 4.049 |
| Assurance | .170 | .072 | .128 | 2.363 | .020 | .272 | 3.678 |
| Emphaty | .046 | .063 | .043 | 1.973 | .047 | .231 | 4.332 |
| Tangible | .070 | .066 | .074 | 2.054 | .029 | .161 | 6.226 |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | | | |