

LAMPIRAN

B. Kualitas Layanan

Jawablah pertanyaan di bawa ini yang menyangkut pengalaman Bapak/Ibu/Saudara terhadap pelayanan di PT UMC, dengan memberi tanda silang (X) di kolom yang sesuai pada:

- | | | | |
|---|---------------------|---|---------------|
| 1 | = Sangat tidak baik | 4 | = Baik |
| 2 | = Tidak Baik | 5 | = Sangat baik |
| 3 | = Biasa-biasa | | |

Dimensi Kualitas Layanan	Skala Likert				
	1	2	3	4	5
Tangibles					
Kemudahan parkir kendaraan (a)					
Kebersihan peralatan (b)					
Kerapian dan kenyamanan ruangan (c)					
Penampilan karyawan (d)					
Keindahan eksterior dan interior showroom (e)					
Reliability					
Kecepatan dalam memberikan layanan (f)					
Kemampuan dan ketrampilan karyawan dalam melayani (g)					
Terpenuhinya setiap pesanan secara baik dan lengkap (h)					
Ketepatan jam operasi PT. UMC (i)					
Responsiveness					
Kesigapan karyawan dalam melayani pelanggan (j)					
Kecepatan menyelesaikan masalah (k)					
Kecepatan karyawan dalam menangani transaksi (l)					
Keseriusan pihak PT UMC dalam menanggapi setiap keluhan (m)					
Assurance					
Pengetahuan karyawan terhadap tugas (n)					
Kesopanan karyawan PT UMC (o)					
Kemampuan dalam menanamkan kepercayaan pelanggan (p)					
Keterampilan dalam memberikan informasi (q)					
Emphaty					
Kemudahan untuk menghubungi PT UMC (r)					
Kemampuan karyawan untuk					

berkomunikasi dengan pelanggan (s)					
Perhatian pihak PT UMC kepada pelanggan secara pribadi (t)	1	2	3	4	5
Pemahaman terhadap kebutuhan dan keinginan pelanggan (u)					
Kepuasan pelanggan					
<i>Attributes related to product</i>					
Harga yang dibayar sesuai dengan kualitas produk (mobil) (v)					
Kualitas mobil yang terdapat di showroom baik (w)					
Kekhasan mobil Suzuki terlihat lewat penataan showroom (x)					
Mobil dan asesoris dipajang dengan menarik (y)					
Kualitas mobil Suzuki yang konsisiten dari waktu ke waktu (z)					
<i>Attributes related to services</i>					
Kesediaan PT UMC untuk mengganti pesanan yang tidak sesuai (aa)					
Cara karyawan dalam menawarkan mobil (ab)					
Sikap dan tanggapan karyawan dalam menangani keluhan pelanggan (ac)					
PT UMC berusaha untuk menangani masalah pelanggannya (ad)					
<i>Attributes related to purchase</i>					
Kesopanan, perhatian dan keramahan karyawan dalam melayani (ae)					
Penyampaian informasi kepada pelanggan mudah dimengerti (af)					
Reputasi PT UMC yang baik di benak pelanggannya (ag)					
Kemampuan PT UMC memenuhi segala permintaan pelanggannya dengan baik (ah)					

LAMPIRAN 3

Frequency

a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.7	1.7	1.7
	2.00	25	20.8	20.8	22.5
	3.00	67	55.8	55.8	78.3
	4.00	26	21.7	21.7	100.0
	Total	120	100.0	100.0	

b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	8.3	8.3	8.3
	2.00	25	20.8	20.8	29.2
	3.00	58	48.3	48.3	77.5
	4.00	27	22.5	22.5	100.0
	Total	120	100.0	100.0	

c

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	6.7	6.7	6.7
	2.00	25	20.8	20.8	27.5
	3.00	64	53.3	53.3	80.8
	4.00	23	19.2	19.2	100.0
	Total	120	100.0	100.0	

d

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	4.2	4.2	4.2
	2.00	19	15.8	15.8	20.0
	3.00	65	54.2	54.2	74.2
	4.00	31	25.8	25.8	100.0
	Total	120	100.0	100.0	

e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.5	2.5	2.5
	2.00	23	19.2	19.2	21.7
	3.00	78	65.0	65.0	86.7
	4.00	16	13.3	13.3	100.0
	Total	120	100.0	100.0	

f

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.5	2.5	2.5
	2.00	32	26.7	26.7	29.2
	3.00	66	55.0	55.0	84.2
	4.00	19	15.8	15.8	100.0
	Total	120	100.0	100.0	

g

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	5.0	5.0	5.0
	2.00	27	22.5	22.5	27.5
	3.00	66	55.0	55.0	82.5
	4.00	21	17.5	17.5	100.0
	Total	120	100.0	100.0	

h

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.7	1.7	1.7
	2.00	28	23.3	23.3	25.0
	3.00	56	46.7	46.7	71.7
	4.00	34	28.3	28.3	100.0
	Total	120	100.0	100.0	

i

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	14	11.7	11.7	11.7
	2.00	26	21.7	21.7	33.3
	3.00	55	45.8	45.8	79.2
	4.00	25	20.8	20.8	100.0
	Total	120	100.0	100.0	

o

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	8	6.7	6.7	6.7
2.00	40	33.3	33.3	40.0
3.00	54	45.0	45.0	85.0
4.00	18	15.0	15.0	100.0
Total	120	100.0	100.0	

p

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	3	2.5	2.5	2.5
2.00	26	21.7	21.7	24.2
3.00	72	60.0	60.0	84.2
4.00	19	15.8	15.8	100.0
Total	120	100.0	100.0	

q

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	4	3.3	3.3	3.3
2.00	36	30.0	30.0	33.3
3.00	57	47.5	47.5	80.8
4.00	23	19.2	19.2	100.0
Total	120	100.0	100.0	

r

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	5	4.2	4.2	4.2
2.00	44	36.7	36.7	40.8
3.00	65	54.2	54.2	95.0
4.00	6	5.0	5.0	100.0
Total	120	100.0	100.0	

s

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	1.7	1.7	1.7
2.00	41	34.2	34.2	35.8
3.00	61	50.8	50.8	86.7
4.00	16	13.3	13.3	100.0
Total	120	100.0	100.0	

j

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.3	3.3	3.3
	2.00	33	27.5	27.5	30.8
	3.00	62	51.7	51.7	82.5
	4.00	21	17.5	17.5	100.0
	Total	120	100.0	100.0	

k

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	4.2	4.2	4.2
	2.00	17	14.2	14.2	18.3
	3.00	79	65.8	65.8	84.2
	4.00	19	15.8	15.8	100.0
	Total	120	100.0	100.0	

l

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.7	1.7	1.7
	2.00	29	24.2	24.2	25.8
	3.00	62	51.7	51.7	77.5
	4.00	27	22.5	22.5	100.0
	Total	120	100.0	100.0	

m

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	10.0	10.0	10.0
	2.00	26	21.7	21.7	31.7
	3.00	55	45.8	45.8	77.5
	4.00	27	22.5	22.5	100.0
	Total	120	100.0	100.0	

n

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.7	1.7	1.7
	2.00	53	44.2	44.2	45.8
	3.00	62	51.7	51.7	97.5
	4.00	3	2.5	2.5	100.0
	Total	120	100.0	100.0	

t

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.3	3.3	3.3
	2.00	26	21.7	21.7	25.0
	3.00	70	58.3	58.3	83.3
	4.00	20	16.7	16.7	100.0
	Total	120	100.0	100.0	

u

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	4.2	4.2	4.2
	2.00	39	32.5	32.5	36.7
	3.00	62	51.7	51.7	88.3
	4.00	14	11.7	11.7	100.0
	Total	120	100.0	100.0	

v

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	9.2	9.2	9.2
	2.00	30	25.0	25.0	34.2
	3.00	59	49.2	49.2	83.3
	4.00	20	16.7	16.7	100.0
	Total	120	100.0	100.0	

w

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	5.8	5.8	5.8
	2.00	40	33.3	33.3	39.2
	3.00	67	55.8	55.8	95.0
	4.00	6	5.0	5.0	100.0
	Total	120	100.0	100.0	

x

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.7	1.7	1.7
	2.00	29	24.2	24.2	25.8
	3.00	63	52.5	52.5	78.3
	4.00	26	21.7	21.7	100.0
	Total	120	100.0	100.0	

y

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	7.5	7.5	7.5
	2.00	27	22.5	22.5	30.0
	3.00	74	61.7	61.7	91.7
	4.00	10	8.3	8.3	100.0
	Total	120	100.0	100.0	

z

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.5	2.5	2.5
	2.00	27	22.5	22.5	25.0
	3.00	60	50.0	50.0	75.0
	4.00	30	25.0	25.0	100.0
	Total	120	100.0	100.0	

aa

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.3	3.3	3.3
	2.00	39	32.5	32.5	35.8
	3.00	56	46.7	46.7	82.5
	4.00	21	17.5	17.5	100.0
	Total	120	100.0	100.0	

ab

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	6.7	6.7	6.7
	2.00	35	29.2	29.2	35.8
	3.00	55	45.8	45.8	81.7
	4.00	22	18.3	18.3	100.0
	Total	120	100.0	100.0	

ac

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	5.0	5.0	5.0
	2.00	24	20.0	20.0	25.0
	3.00	59	49.2	49.2	74.2
	4.00	31	25.8	25.8	100.0
	Total	120	100.0	100.0	

ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.7	1.7	1.7
	2.00	28	23.3	23.3	25.0
	3.00	71	59.2	59.2	84.2
	4.00	19	15.8	15.8	100.0
	Total	120	100.0	100.0	

ae

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	5.8	5.8	5.8
	2.00	21	17.5	17.5	23.3
	3.00	68	56.7	56.7	80.0
	4.00	24	20.0	20.0	100.0
	Total	120	100.0	100.0	

af

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	18	15.0	15.0	15.0
	2.00	33	27.5	27.5	42.5
	3.00	42	35.0	35.0	77.5
	4.00	27	22.5	22.5	100.0
	Total	120	100.0	100.0	

ag

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	18	15.0	15.0	15.0
	2.00	30	25.0	25.0	40.0
	3.00	51	42.5	42.5	82.5
	4.00	21	17.5	17.5	100.0
	Total	120	100.0	100.0	

ah

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	4.2	4.2	4.2
	2.00	28	23.3	23.3	27.5
	3.00	64	53.3	53.3	80.8
	4.00	23	19.2	19.2	100.0
	Total	120	100.0	100.0	

LAMPIRAN 4

Descriptives

Descriptive Statistics

	N	Sum	Mean	Std. Deviation
a	120	357.00	2.9750	.70368
b	120	342.00	2.8500	.86627
c	120	342.00	2.8500	.80597
d	120	362.00	3.0167	.76678
e	120	347.00	2.8917	.64555
meanx1	120	350.00	2.9167	.40049
f	120	341.00	2.8417	.71002
g	120	342.00	2.8500	.76312
h	120	362.00	3.0167	.76678
i	120	331.00	2.7583	.91666
meanx2	120	344.00	2.8667	.48608
j	120	340.00	2.8333	.74848
k	120	352.00	2.9333	.68272
l	120	354.00	2.9500	.73164
m	120	337.00	2.8083	.90094
meanx3	120	345.75	2.8813	.49041
n	120	306.00	2.5500	.57759
o	120	322.00	2.6833	.80943
p	120	347.00	2.8917	.68349
q	120	339.00	2.8250	.77419
meanx4	120	328.50	2.7375	.45588
r	120	312.00	2.6000	.65337
s	120	331.00	2.7583	.69809
t	120	346.00	2.8833	.71224
u	120	325.00	2.7083	.72640
meanx5	120	328.50	2.7375	.45932
v	120	328.00	2.7333	.84747
w	120	312.00	2.6000	.67860
x	120	353.00	2.9417	.72525
y	120	325.00	2.7083	.72640
z	120	357.00	2.9750	.76105
aa	120	334.00	2.7833	.76897
ab	120	331.00	2.7583	.83006
ac	120	355.00	2.9583	.81370
ad	120	347.00	2.8917	.67108
ae	120	349.00	2.9083	.77780
af	120	318.00	2.6500	.99283
ag	120	315.00	2.6250	.94436
ah	120	345.00	2.8750	.76216
meany	120	336.06	2.8005	.41563
Valid N (listwise)	120			

LAMPIRAN 5

1. Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
meany	2.8005	.41563	120
meanx1	2.9167	.40049	120
meanx2	2.8667	.48608	120
meanx3	2.8813	.49041	120
meanx4	2.7375	.45588	120
meanx5	2.7375	.45932	120

Correlations

		meany	meanx1	meanx2	meanx3	meanx4	meanx5
Pearson Correlation	meany	1.000	.516	.661	.642	.561	.579
	meanx1	.516	1.000	.532	.426	.298	.266
	meanx2	.661	.532	1.000	.563	.426	.496
	meanx3	.642	.426	.563	1.000	.498	.478
	meanx4	.561	.298	.426	.498	1.000	.556
	meanx5	.579	.266	.496	.478	.556	1.000
Sig. (1-tailed)	meany	.	.000	.000	.000	.000	.000
	meanx1	.000	.	.000	.000	.000	.002
	meanx2	.000	.000	.	.000	.000	.000
	meanx3	.000	.000	.000	.	.000	.000
	meanx4	.000	.000	.000	.000	.	.000
	meanx5	.000	.002	.000	.000	.000	.
N	meany	120	120	120	120	120	120
	meanx1	120	120	120	120	120	120
	meanx2	120	120	120	120	120	120
	meanx3	120	120	120	120	120	120
	meanx4	120	120	120	120	120	120
	meanx5	120	120	120	120	120	120

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	meanx5, meanx1, meanx3, meanx4, ^a meanx2		Enter

a. All requested variables entered.

b. Dependent Variable: meany

Model Summary

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	.791 ^a	.626	.609	.25978	.626	38.120	5	114	.000

a. Predictors: (Constant), meanx5, meanx1, meanx3, meanx4, meanx2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.863	5	2.573	38.120	.000 ^a
	Residual	7.693	114	.067		
	Total	20.557	119			

a. Predictors: (Constant), meanx5, meanx1, meanx3, meanx4, meanx2

b. Dependent Variable: meany

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	.145	.209		.694	.489			
	meanx1	.175	.072	.168	2.440	.016	.516	.223	.140
	meanx2	.229	.068	.268	3.381	.001	.661	.302	.194
	meanx3	.207	.064	.245	3.229	.002	.642	.289	.185
	meanx4	.154	.067	.168	2.303	.023	.561	.211	.132
	meanx5	.172	.067	.190	2.557	.012	.579	.233	.147

a. Dependent Variable: meany

2. Sederhana

Descriptive Statistics

	Mean	Std. Deviation	N
meany	2.8005	.41563	120
meanx	2.8279	.34567	120

Correlations

		meany	meanx
Pearson Correlation	meany	1.000	.789
	meanx	.789	1.000
Sig. (1-tailed)	meany	.	.000
	meanx	.000	.
N	meany	120	120
	meanx	120	120

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	meanx ^a		Enter

a. All requested variables entered.

b. Dependent Variable: meany

Model Summary

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	.789 ^a	.623	.620	25620	.623	195.175	1	118	.000

a. Predictors: (Constant), meanx

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.811	1	12.811	195.175	.000 ^a
	Residual	7.745	118	.066		
	Total	20.557	119			

a. Predictors: (Constant), meanx

b. Dependent Variable: meany

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	.116	.194		.600	.549			
	meanx	.949	.068	.789	13.971	.000	.789	.789	.789

a. Dependent Variable: meany

LAMPIRAN 6

Uji Validitas dan Reliabilitas
Tangibles

Correlations

		a	b	c	d	e	totalx1
a	Pearson Correlation	1	-.061	.038	.141	.160	.446**
	Sig. (2-tailed)		.506	.682	.125	.080	.000
	N	120	120	120	120	120	120
b	Pearson Correlation	-.061	1	.196*	.282**	.166	.652**
	Sig. (2-tailed)	.506		.032	.002	.070	.000
	N	120	120	120	120	120	120
c	Pearson Correlation	.038	.196*	1	.045	-.048	.502**
	Sig. (2-tailed)	.682	.032		.627	.605	.000
	N	120	120	120	120	120	120
d	Pearson Correlation	.141	.282**	.045	1	.004	.574**
	Sig. (2-tailed)	.125	.002	.627		.968	.000
	N	120	120	120	120	120	120
e	Pearson Correlation	.160	.166	-.048	.004	1	.433**
	Sig. (2-tailed)	.080	.070	.605	.968		.000
	N	120	120	120	120	120	120
totalx1	Pearson Correlation	.446**	.652**	.502**	.574**	.433**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	120	120	120	120	120	120

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

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

Reliability

Correlations

		f	g	h	i	totalx2
f	Pearson Correlation	1	.095	.298**	.354**	.687**
	Sig. (2-tailed)		.300	.001	.000	.000
	N	120	120	120	120	120
g	Pearson Correlation	.095	1	-.125	.056	.404**
	Sig. (2-tailed)	.300		.174	.545	.000
	N	120	120	120	120	120
h	Pearson Correlation	.298**	-.125	1	.317**	.603**
	Sig. (2-tailed)	.001	.174		.000	.000
	N	120	120	120	120	120
i	Pearson Correlation	.354**	.056	.317**	1	.747**
	Sig. (2-tailed)	.000	.545	.000		.000
	N	120	120	120	120	120
totalx2	Pearson Correlation	.687**	.404**	.603**	.747**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

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

Responsiveness

Correlations

		j	k	l	m	totalx3
j	Pearson Correlation	1	.307**	.046	.177	.587**
	Sig. (2-tailed)		.001	.618	.054	.000
	N	120	120	120	120	120
k	Pearson Correlation	.307**	1	.229*	.211*	.648**
	Sig. (2-tailed)	.001		.012	.021	.000
	N	120	120	120	120	120
l	Pearson Correlation	.046	.229*	1	.291**	.604**
	Sig. (2-tailed)	.618	.012		.001	.000
	N	120	120	120	120	120
m	Pearson Correlation	.177	.211*	.291**	1	.709**
	Sig. (2-tailed)	.054	.021	.001		.000
	N	120	120	120	120	120
totalx3	Pearson Correlation	.587**	.648**	.604**	.709**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

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

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

Assurance

Correlations

		n	o	p	q	totalx4
n	Pearson Correlation	1	.268**	.259**	.330**	.673**
	Sig. (2-tailed)		.003	.004	.000	.000
	N	120	120	120	120	120
o	Pearson Correlation	.268**	1	.120	.072	.604**
	Sig. (2-tailed)	.003		.193	.436	.000
	N	120	120	120	120	120
p	Pearson Correlation	.259**	.120	1	.281**	.629**
	Sig. (2-tailed)	.004	.193		.002	.000
	N	120	120	120	120	120
q	Pearson Correlation	.330**	.072	.281**	1	.666**
	Sig. (2-tailed)	.000	.436	.002		.000
	N	120	120	120	120	120
totalx4	Pearson Correlation	.673**	.604**	.629**	.666**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

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

Empathy

Correlations

		r	s	t	u	totalx5
r	Pearson Correlation	1	.302**	.170	.319**	.662**
	Sig. (2-tailed)		.001	.064	.000	.000
	N	120	120	120	120	120
s	Pearson Correlation	.302**	1	.213*	.374**	.718**
	Sig. (2-tailed)	.001		.019	.000	.000
	N	120	120	120	120	120
t	Pearson Correlation	.170	.213*	1	.096	.567**
	Sig. (2-tailed)	.064	.019		.296	.000
	N	120	120	120	120	120
u	Pearson Correlation	.319**	.374**	.096	1	.688**
	Sig. (2-tailed)	.000	.000	.296		.000
	N	120	120	120	120	120
totalx5	Pearson Correlation	.662**	.718**	.567**	.688**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

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

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

Kepuasan Pelanggan

Correlations

		v	w	x	y	z	aa	ab	ac	ad	ae	af	ag	ah	totaly
v	Pearson Correlation	1	.091	.180*	.255*	.354*	.285*	.206*	.203*	.318*	.345*	.198*	.168	.416*	.592*
	Sig. (2-tailed)		.325	.050	.005	.000	.002	.024	.026	.000	.000	.030	.067	.000	.000
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
w	Pearson Correlation	.091	1	.311**	.324**	.143	.058	.260**	-.076	.125	.185*	.190*	.341**	.162	.441**
	Sig. (2-tailed)	.325		.001	.000	.119	.529	.004	.409	.172	.043	.038	.000	.076	.000
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
x	Pearson Correlation	.180*	.311**	1	.143	.160*	.037	.200*	.067	.246**	.184*	.053	.140	.154	.405*
	Sig. (2-tailed)	.050	.001		.119	.049	.685	.029	.467	.007	.044	.565	.128	.093	.000
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
y	Pearson Correlation	.255*	.324**	.143	1	.032	.292**	.091	.164	.090	.250*	.207*	.243**	.176	.471**
	Sig. (2-tailed)	.005	.000	.119		.726	.001	.322	.073	.329	.006	.023	.007	.054	.000
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
z	Pearson Correlation	.354**	.143	.180*	.032	1	.106	.163	.215*	.011	.308**	.378**	.139	.357**	.505**
	Sig. (2-tailed)	.000	.119	.049	.726		.251	.075	.018	.904	.001	.000	.130	.000	.000
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
aa	Pearson Correlation	.285**	.058	.037	.292**	.106	1	.154	.267**	.198*	.248**	.241**	.119	.154	.464**
	Sig. (2-tailed)	.002	.529	.685	.001	.251		.093	.003	.030	.006	.008	.197	.093	.000
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
ab	Pearson Correlation	.206*	.260**	.200*	.091	.163	.154	1	-.027	.375**	.343**	.029	.355**	.257**	.498**
	Sig. (2-tailed)	.024	.004	.029	.322	.075	.093		.766	.000	.029	.753	.000	.005	.000
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
ac	Pearson Correlation	.203*	-.076	.067	.164	.215*	.267**	-.027	1	-.085	.193*	.377**	.067	.181*	.392*
	Sig. (2-tailed)	.026	.409	.467	.073	.018	.003	.766		.354	.035	.000	.467	.048	.000
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
ad	Pearson Correlation	.318**	.125	.246**	.090	.011	.196*	.375**	-.085	1	.367**	-.032	.240	.335**	.445**
	Sig. (2-tailed)	.000	.172	.007	.329	.904	.030	.000	.354		.000	.727	.008	.000	.000
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
ae	Pearson Correlation	.345**	.185*	.184*	.250*	.308**	.248**	.343**	.193*	.367**	1	.350*	.285**	.548**	.676**
	Sig. (2-tailed)	.000	.043	.044	.006	.001	.006	.000	.035	.000		.000	.002	.000	.000
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
af	Pearson Correlation	.198*	.190*	.053	.207*	.378**	.241**	.029	.377**	-.032	.350**	1	.334**	.508**	.598**
	Sig. (2-tailed)	.030	.038	.565	.023	.000	.006	.753	.000	.727	.000		.000	.000	.000
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
ag	Pearson Correlation	.168	.341**	.140	.243**	.139	.119	.355**	.067	.240**	.285**	.334**	1	.401**	.585**
	Sig. (2-tailed)	.067	.000	.128	.007	.130	.197	.000	.467	.008	.002	.000		.000	.000
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
ah	Pearson Correlation	.416**	.162	.154	.176	.357**	.154	.257**	.181*	.335**	.548**	.508**	.401**	1	.693**
	Sig. (2-tailed)	.000	.076	.093	.054	.000	.093	.005	.048	.000	.000	.000	.000		.000
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120
totaly	Pearson Correlation	.592**	.441**	.405**	.471**	.505**	.464**	.498**	.392**	.445**	.676**	.598**	.585**	.693**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	120	120	120	120	120	120	120	120	120	120	120	120	120	120

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

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

Tangibles

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.646	5

Reliability

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.646	4

Responsiveness

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.611	4

Assurance

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.609	4

Empathy

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.663	4

Kepuasan

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.777	13

Lampiran Rekapitulasi Data Kepuasan Pelanggan Hasil Kuesioner

Resp.	Kepuasan Pelanggan (Y)													Total	Mean
	1	2	3	4	5	6	7	8	9	10	11	12	13		
1	5	4	5	3	4	4	3	4	4	4	4	4	3	51	3.92
2	4	3	3	4	5	4	3	4	4	4	5	4	4	51	3.92
3	4	3	3	4	5	4	4	5	4	4	5	5	4	54	4.15
4	3	4	4	3	4	3	3	4	4	4	3	2	3	44	3.38
5	3	3	3	4	4	4	4	5	3	4	4	4	3	48	3.69
6	4	4	4	4	4	4	4	5	4	5	5	5	3	55	4.23
7	4	4	3	4	4	4	4	3	4	4	4	4	4	50	3.85
8	3	4	3	3	4	4	2	3	3	4	4	3	4	44	3.38
9	4	4	4	4	5	5	5	4	5	5	5	5	3	58	4.46
10	3	4	4	3	3	3	3	3	4	2	3	5	3	43	3.31
11	3	4	5	5	3	4	3	4	3	4	4	4	4	50	3.85
12	4	3	4	5	3	5	4	5	4	3	2	4	3	49	3.77
13	5	3	4	4	4	5	4	4	5	4	5	3	4	54	4.15
14	3	4	4	3	3	3	3	3	4	3	2	3	2	40	3.08
15	4	4	4	4	4	4	3	4	4	4	4	4	4	51	3.92
16	4	4	5	4	5	3	5	5	4	4	5	4	5	57	4.38
17	4	3	4	4	5	4	2	4	2	2	5	2	3	44	3.38
18	5	4	4	4	4	5	5	5	5	4	4	5	5	59	4.54
19	3	4	3	4	4	4	4	5	3	3	4	4	3	48	3.69
20	4	3	4	4	4	3	3	5	4	4	4	3	4	49	3.77
21	4	4	4	4	3	5	5	4	5	5	4	5	5	57	4.38
22	5	4	5	4	5	4	5	2	5	5	3	4	4	55	4.23
23	3	4	4	4	4	3	4	4	3	4	4	4	4	49	3.77
24	3	4	5	4	4	2	5	2	5	4	3	5	4	50	3.85
25	4	5	4	3	5	3	5	4	4	4	3	5	4	53	4.08
26	5	4	4	3	5	3	4	4	4	4	4	3	4	51	3.92
27	4	4	4	4	3	4	3	5	4	4	3	4	4	50	3.85
28	4	4	4	4	4	4	4	4	4	4	5	4	5	54	4.15
29	5	4	5	4	5	3	3	5	3	5	5	4	5	56	4.31
30	3	3	5	4	4	5	4	5	5	4	2	3	3	50	3.85
31	4	3	4	4	5	4	3	3	4	4	2	2	4	46	3.54
32	2	3	3	2	3	3	4	3	3	3	1	2	3	35	2.69
33	3	4	4	4	3	3	4	4	5	4	4	3	4	49	3.77
34	4	3	4	4	4	3	3	4	4	4	2	2	4	45	3.46
35	4	3	4	4	3	4	4	5	3	5	3	3	2	47	3.62
36	3	4	4	4	4	5	4	4	4	4	3	4	4	51	3.92
37	5	4	4	4	3	4	4	3	4	3	2	4	3	47	3.62
38	4	3	3	4	3	4	3	4	3	3	3	3	3	43	3.31
39	4	4	4	5	4	4	5	4	4	5	4	4	5	56	4.31

40	2	3	3	2	3	2	2	2	3	3	2	2	3	32	2.46
41	4	3	3	3	4	4	3	4	4	4	4	2	4	46	3.54
42	3	4	5	4	4	4	4	5	5	4	4	4	4	54	4.15
43	3	3	4	3	2	2	3	4	4	3	3	3	3	40	3.08
44	4	2	2	3	3	4	4	3	4	4	4	4	4	45	3.46
45	4	3	4	4	4	4	3	4	4	4	5	4	5	52	4.00
46	5	3	4	4	5	5	4	5	4	4	5	5	5	58	4.46
47	3	4	4	3	4	3	3	4	4	4	3	2	3	44	3.38
48	3	3	3	4	4	4	4	5	3	4	4	4	5	50	3.85
49	4	4	4	4	4	4	4	5	4	5	5	5	5	57	4.38
50	4	4	3	4	5	4	4	3	4	4	4	4	4	51	3.92
51	4	5	4	4	4	5	3	4	4	5	5	3	4	54	4.15
52	3	4	4	4	4	4	5	4	4	5	4	3	4	52	4.00
53	3	4	4	3	3	3	3	3	4	2	3	5	3	43	3.31
54	3	4	5	5	3	4	3	4	3	4	4	4	4	50	3.85
55	4	4	5	4	4	4	4	3	3	1	4	4	3	47	3.62
56	4	4	4	4	5	4	4	4	4	4	4	5	4	54	4.15
57	4	4	3	4	4	3	3	4	3	4	4	2	4	46	3.54
58	4	4	3	4	3	3	3	3	4	3	3	4	4	45	3.46
59	3	3	4	3	4	3	3	4	3	2	2	3	3	40	3.08
60	4	3	3	2	5	5	4	4	4	4	4	5	5	52	4.00
61	4	3	3	4	3	5	4	4	4	4	3	5	4	50	3.85
62	4	4	3	5	4	4	4	4	4	5	5	4	5	55	4.23
63	3	4	3	4	3	4	4	4	4	4	3	4	4	48	3.69
64	2	4	4	2	2	5	3	3	4	2	4	2	3	40	3.08
65	3	4	4	3	5	4	4	5	4	4	4	3	4	51	3.92
66	4	3	3	4	4	4	3	4	3	4	3	3	4	46	3.54
67	4	5	5	4	5	5	4	5	4	5	5	4	5	60	4.62
68	2	4	4	5	3	4	2	3	4	4	4	3	3	45	3.46
69	2	4	3	3	4	3	2	4	4	3	4	4	3	43	3.31
70	4	4	5	4	5	3	5	5	4	4	5	4	5	57	4.38
71	4	3	4	4	5	4	2	4	2	2	5	2	3	44	3.38
72	5	4	4	4	4	5	5	5	5	4	4	5	5	59	4.54
73	3	4	3	4	4	4	4	5	3	3	4	4	3	48	3.69
74	4	3	4	4	4	3	3	5	4	4	4	3	4	49	3.77
75	4	4	4	4	3	5	5	4	5	5	4	5	5	57	4.38
76	5	4	5	4	5	4	5	2	5	5	3	4	4	55	4.23
77	3	4	4	4	4	3	4	4	3	4	4	4	4	49	3.77
78	3	4	5	4	4	2	5	2	5	4	3	5	4	50	3.85
79	4	5	4	3	5	3	5	4	4	4	3	5	4	53	4.08
80	5	4	4	3	5	3	4	4	4	4	4	3	4	51	3.92
81	4	3	4	3	4	4	4	4	4	5	3	3	4	49	3.77
82	2	4	4	5	4	4	4	4	3	4	5	5	4	52	4.00

83	5	5	5	5	4	5	4	5	4	5	5	4	5	61	4.69
84	4	2	4	2	5	3	4	5	4	3	3	3	4	46	3.54
85	4	4	5	4	4	4	4	4	4	4	3	4	4	52	4.00
86	4	1	4	1	4	4	3	5	4	3	4	3	4	44	3.38
87	2	4	5	3	4	3	4	5	4	4	5	5	4	52	4.00
88	2	2	4	2	4	4	4	3	3	4	4	4	4	44	3.38
89	4	4	4	3	4	4	4	3	4	4	3	4	4	49	3.77
90	4	5	4	3	4	3	5	3	4	5	4	4	5	53	4.08
91	4	3	4	3	4	3	3	4	4	5	5	4	5	51	3.92
92	4	3	4	3	2	3	4	4	4	3	3	3	4	44	3.38
93	3	3	4	3	3	3	4	4	4	4	3	4	4	46	3.54
94	4	2	5	2	4	4	4	4	5	5	3	2	4	48	3.69
95	4	4	4	4	5	4	4	4	4	4	3	4	4	52	4.00
96	4	4	5	4	5	5	4	3	4	5	5	5	5	58	4.46
97	4	2	4	2	4	3	4	4	3	4	3	3	4	44	3.38
98	4	4	4	4	5	4	3	4	3	4	4	5	4	52	4.00
99	5	3	5	4	4	5	2	5	5	4	2	4	4	52	4.00
100	4	3	4	4	5	4	4	5	4	4	4	2	4	51	3.92
101	2	3	5	3	4	3	2	4	3	3	1	2	3	38	2.92
102	3	4	4	4	3	3	4	4	5	4	4	3	4	49	3.77
103	4	4	5	5	4	5	4	4	5	4	2	2	4	52	4.00
104	4	3	4	4	3	5	5	5	3	5	3	3	2	49	3.77
105	5	4	4	4	4	4	4	4	4	4	1	4	4	50	3.85
106	5	4	5	5	3	3	5	3	4	3	2	4	4	50	3.85
107	4	3	3	4	3	3	3	4	4	3	3	3	3	43	3.31
108	4	2	2	4	4	3	3	3	5	5	3	4	5	47	3.62
109	2	3	4	4	3	4	4	2	4	3	2	2	3	40	3.08
110	5	3	4	4	4	5	4	4	5	4	5	3	4	54	4.15
111	3	3	3	4	4	3	3	4	3	3	1	3	2	39	3.00
112	4	3	3	5	3	3	3	4	4	4	4	4	4	48	3.69
113	3	4	3	3	4	4	5	3	3	3	2	3	2	42	3.23
114	4	4	4	4	4	4	4	3	4	4	3	4	4	50	3.85
115	4	4	3	4	4	4	4	4	4	4	5	4	5	53	4.08
116	5	4	5	4	5	4	5	4	4	5	5	4	5	59	4.54
117	5	4	5	4	4	3	5	3	5	4	2	4	4	52	4.00
118	4	3	3	4	5	4	4	5	4	4	4	2	4	50	3.85
119	2	3	3	3	3	3	5	3	3	3	1	2	3	37	2.85
120	3	4	4	4	5	4	5	4	4	4	4	3	4	52	4.00

Uji Asumsi Klasik

Multikolinieritas

Correlations

	X1	X2	X3	X4	X5
Pearson Correlation	1	,327**	,430**	,297**	,264**
Sig. (2-tailed)		,000	,000	,001	,004
N	120	120	120	120	120
Pearson Correlation	,327**	1	,458**	,426**	,494**
Sig. (2-tailed)	,000		,000	,000	,000
N	120	120	120	120	120
Pearson Correlation	,430**	,458**	1	,404**	,482**
Sig. (2-tailed)	,000	,000		,000	,000
N	120	120	120	120	120
Pearson Correlation	,297**	,426**	,404**	1	,460**
Sig. (2-tailed)	,001	,000	,000		,000
N	120	120	120	120	120
Pearson Correlation	,264**	,494**	,482**	,460**	1
Sig. (2-tailed)	,004	,000	,000	,000	
N	120	120	120	120	120

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

Heteroskedastisitas

Correlations

		X1	X2	X3
Spearman's rho	X1	Correlation Coefficient	1,000	,515**
		Sig. (2-tailed)		,000
		N	120	120
X2		Correlation Coefficient	,515**	1,000
		Sig. (2-tailed)	,000	
		N	120	120
X3		Correlation Coefficient	,375**	,547**
		Sig. (2-tailed)	,000	,000
		N	120	120
X4		Correlation Coefficient	,263**	,459**
		Sig. (2-tailed)	,004	,000
		N	120	120
X5		Correlation Coefficient	,233*	,500**
		Sig. (2-tailed)	,010	,000
		N	120	120
RES		Correlation Coefficient	,028	,111
		Sig. (2-tailed)	,765	,226
		N	120	120

Correlations

			X4	X5	RES
n's rho	X1	Correlation Coefficient	,263**	,233*	,028
		Sig. (2-tailed)	,004	,010	,765
		N	120	120	120
	X2	Correlation Coefficient	,459**	,500**	,111
		Sig. (2-tailed)	,000	,000	,226
		N	120	120	120
	X3	Correlation Coefficient	,519**	,483**	,057
		Sig. (2-tailed)	,000	,000	,537
		N	120	120	120
	X4	Correlation Coefficient	1,000	,572**	,051
		Sig. (2-tailed)	,	,000	,577
		N	120	120	120
	X5	Correlation Coefficient	,572**	1,000	,086
		Sig. (2-tailed)	,000	,	,348
		N	120	120	120
	RES	Correlation Coefficient	,051	,086	1,000
		Sig. (2-tailed)	,577	,348	,
		N	120	120	120

relation is significant at the .01 level (2-tailed).

relation is significant at the .05 level (2-tailed).

Korelasi

Model Summary^a

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
,793 ^a	,628	,612	,26365	1,874

redictors: (Constant), X5, X1, X3, X4, X2

pendent Variable: Y

Casewise Diagnostics^a

Number	Std. Residual	Y
	-3,750	3,38
	3,671	4,46
	3,412	4,54

pendent Variable: Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
ted Value	2,7110	4,5614	3,7941	,33536	120
ual	-,9887	,9680	,0000	,25805	120
redicted Value	-,3230	2,288	,000	1,000	120
esidual	-3,750	3,671	,000	,979	120

pendent Variable: Y

lampiran 7. Harga Kritik dari r Product Moment

N	Interval Kepercayaan		N	Interval Kepercayaan	
	95%	99%		95%	99%
3	0,997	0,999	38	0,320	0,413
4	0,950	0,990	39	0,316	0,408
5	0,878	0,959	40	0,312	0,403
6	0,811	0,917	41	0,308	0,396
7	0,754	0,874	42	0,304	0,393
8	0,707	0,874	43	0,301	0,398
9	0,666	0,798	44	0,297	0,384
10	0,632	0,765	45	0,294	0,380
11	0,602	0,735	46	0,291	0,276
12	0,576	0,708	47	0,288	0,372
13	0,553	0,684	48	0,284	0,368
14	0,532	0,661	49	0,281	0,364
15	0,514	0,641	50	0,297	0,361
16	0,497	0,623	55	0,266	0,345
17	0,482	0,606	60	0,254	0,330
18	0,468	0,590	65	0,244	0,317
19	0,456	0,575	70	0,235	0,306
20	0,444	0,561	75	0,227	0,296
21	0,433	0,549	80	0,220	0,286
22	0,423	0,537	85	0,213	0,278
23	0,413	0,526	90	0,207	0,270
24	0,404	0,515	95	0,202	0,263
25	0,396	0,505	100	0,195	0,256
26	0,388	0,496	125	0,176	0,230
27	0,381	0,487	150	0,159	0,210
28	0,374	0,478	175	0,148	0,194
29	0,367	0,470	200	0,138	0,181
30	0,361	0,463	300	0,113	0,148
31	0,355	0,456	400	0,098	0,128
32	0,349	0,449	500	0,088	0,115
33	0,344	0,442	600	0,080	0,105
34	0,339	0,436	700	0,074	0,097
35	0,334	0,430	800	0,070	0,091
36	0,329	0,424	900	0,065	0,086
37	0,325	0,418	1,000	0,062	0,081

Sumber: Arikunto, Suharsimi, *Prosedur Penelitian Suatu Pendekatan Praktik*, Jakarta: Rineka Cipta, 1992, halaman 324

lampiran 8. Interpretasi Nilai Koefisien Korelasi

No.	Koefisien Korelasi (r)	Interpretasi
1	0,00 - 0,25	<i>No association or low association (weak association)</i>
2	0,26 - 0,50	<i>Moderately low association (moderately weak association)</i>
3	0,51 - 0,75	<i>Moderately high association (moderately strong association)</i>
4	0,76 - 1,00	<i>High association (strong association up to perfect association)</i>

Sumber: Champion, Dean J., 1981, *Basics Statistics for Sosial Research*, (Second Edition), New York: Macmillan Publishing Co., p.302.

ampiran 9. Tabel Distribusi F

Derajat bebas g pembagi (df 2)	Derajat bebas bagi pembilang (df 1)										
	1	2	3	4	5	6	7	8	9	10	11
1	161	200	216	225	230	234	237	239	241	242	243
2	18,51	19,00	19,16	19,25	19,30	19,33	19,36	19,37	19,38	19,39	19,40
3	10,13	9,55	9,28	9,12	9,01	8,94	8,88	8,84	8,81	8,78	8,76
4	7,71	6,94	6,59	6,39	6,26	6,16	6,09	6,04	6,00	5,96	5,93
5	6,61	5,79	5,41	5,19	5,05	4,95	4,88	4,82	4,78	4,74	4,70
6	5,99	5,14	4,76	4,53	4,39	4,28	4,21	4,15	4,10	4,06	4,03
7	5,59	4,74	4,35	4,12	3,97	3,87	3,79	3,73	3,68	3,63	3,60
8	5,32	4,46	4,07	3,84	3,69	3,58	3,50	3,44	3,39	3,34	3,31
9	5,12	4,26	3,86	3,63	3,48	3,37	3,29	3,23	3,18	3,13	3,10
10	4,96	4,10	3,71	3,48	3,33	3,22	3,14	3,07	3,02	2,97	2,91
11	4,84	3,98	3,59	3,36	3,20	3,09	3,01	2,95	2,90	2,86	2,82
12	4,75	3,88	3,49	3,26	3,11	3,00	2,92	2,85	2,80	2,76	2,72
13	4,67	3,80	3,41	3,18	3,02	2,92	2,84	2,77	2,72	2,67	2,63
14	4,60	3,74	3,34	3,11	2,96	2,85	2,77	2,70	2,65	2,60	2,56
15	4,54	3,68	3,29	3,06	2,90	2,79	2,70	2,64	2,59	2,55	2,51
16	4,49	3,63	3,24	3,01	2,85	2,74	2,66	2,59	2,54	2,49	2,45
17	4,45	3,59	3,20	2,96	2,81	2,70	2,62	2,55	2,50	2,45	2,41
18	4,41	3,55	3,16	2,93	2,77	2,66	2,58	2,51	2,46	2,41	2,37
19	4,38	3,52	3,13	2,90	2,74	2,63	2,55	2,48	2,43	2,38	2,34
20	4,35	3,49	3,10	2,87	2,71	2,60	2,52	2,45	2,40	2,35	2,31
21	4,32	3,47	3,07	2,84	2,68	2,57	2,49	2,42	2,37	2,32	2,28
22	4,30	3,44	3,05	2,82	2,66	2,55	2,47	2,40	2,35	2,30	2,26
23	4,28	3,42	3,03	2,80	2,64	2,53	2,45	2,38	2,32	2,28	2,24
24	4,26	3,40	3,01	2,78	2,62	2,51	2,43	2,36	2,30	2,26	2,22
25	4,24	3,38	2,99	2,76	2,60	2,49	2,41	2,34	2,28	2,24	2,20
26	4,22	3,37	2,89	2,74	2,59	2,47	2,39	2,32	2,27	2,22	2,18
27	4,21	3,35	2,86	2,73	2,57	2,46	2,37	2,30	2,25	2,20	2,16
28	4,20	3,34	2,85	2,71	2,56	2,44	2,36	2,29	2,24	2,19	2,15
29	4,18	3,33	2,83	2,70	2,54	2,43	2,35	2,28	2,22	2,18	2,14
30	4,17	3,32	2,82	2,69	2,53	2,42	2,34	2,27	2,21	2,16	2,12
32	4,15	3,30	2,80	2,67	2,51	2,40	2,32	2,25	2,19	2,14	2,10
34	4,13	3,28	2,78	2,65	2,49	2,38	2,30	2,23	2,17	2,12	2,08
36	4,11	3,26	2,76	2,63	2,48	2,36	2,28	2,21	2,15	2,10	2,06
38	4,10	3,25	2,75	2,62	2,46	2,35	2,26	2,19	2,14	2,09	2,05
40	4,08	3,23	2,74	2,61	2,45	2,34	2,25	2,18	2,12	2,07	2,04
42	4,07	3,22	2,73	2,59	2,44	2,32	2,24	2,17	2,11	2,06	2,02
44	4,06	3,21	2,72	2,58	2,43	2,31	2,23	2,16	2,10	2,05	2,01
46	4,05	3,20	2,71	2,57	2,42	2,30	2,22	2,14	2,09	2,04	2,00
∞	3,84	2,99	2,60	2,37	2,21	2,09	2,01	1,94	1,88	1,83	1,79

umber: Dajan, Anto, 1998, **Pengantar Metode Statistik, Jilid II**, LP3ES, Jakarta, hal.398-400.

Lampiran 10. Tabel t

df	$\alpha = 0,100$	$\alpha = 0,050$	$\alpha = 0,025$	$\alpha = 0,010$	$\alpha = 0,005$
1	3,078	6,314	12,706	31,821	63,657
2	1,886	2,920	4,303	6,965	9,925
3	1,638	2,353	3,182	5,541	5,841
4	1,533	2,132	2,376	3,747	4,604
5	1,476	2,015	2,571	3,365	4,032
6	1,440	1,943	2,447	3,343	3,707
7	1,415	1,895	2,365	2,998	3,499
8	1,397	1,860	2,306	2,896	3,355
9	1,383	1,833	2,262	2,821	3,250
10	1,372	1,812	2,228	2,764	3,169
11	1,363	1,796	2,201	2,718	3,106
12	1,356	1,782	2,179	2,681	3,055
13	1,350	1,771	2,160	2,650	3,012
14	1,345	1,761	2,145	2,624	2,977
15	1,341	1,753	2,131	2,602	2,947
16	1,337	1,746	2,120	2,583	2,921
17	1,333	1,740	2,110	2,567	2,898
18	1,330	1,734	2,101	2,552	2,878
19	1,328	1,729	2,093	2,539	2,861
20	1,325	1,725	2,086	2,528	2,845
21	1,323	1,721	2,080	2,518	2,831
22	1,321	1,717	2,074	2,508	2,819
23	1,319	1,714	2,069	2,500	2,807
24	1,318	1,711	2,064	2,492	2,797
25	1,316	1,708	2,060	2,485	2,787
26	1,315	1,706	2,056	2,479	2,779
27	1,314	1,703	2,052	2,473	2,771
28	1,313	1,701	2,048	2,467	2,763
29	1,311	1,699	2,045	2,462	2,756
Inf	1,282	1,645	1,960	2,326	2,576

Sumber: Umar, Husen, 2000, *Riset Pemasaran dan Perilaku Konsumen*, Jakarta: PT. Gramedia Pustaka Utama, halaman 484

ampiran 11. Kriteria Setiap Variabel

Rata-rata		Kriteria	
Interval	Kualitas Layanan	Interpretasi	
$1,00 < X \leq 1,80$	Sangat tidak setuju	Sangat tidak baik	
$1,80 < X \leq 2,60$	Tidak setuju	Tidak baik	
$2,60 < X \leq 3,40$	Ragu-ragu	Ragu-ragu	
$3,40 < X \leq 4,20$	Setuju	Baik	
$4,20 < X \leq 5,00$	Sangat setuju	Sangat baik	

Rata-rata		Kriteria	
Interval	Kepuasan Pelanggan	Interpretasi	
$1,00 < X \leq 1,80$	Sangat tidak setuju	Sangat tidak puas	
$1,80 < X \leq 2,60$	Tidak setuju	Tidak puas	
$2,60 < X \leq 3,40$	Ragu-ragu	Ragu-ragu	
$3,40 < X \leq 4,20$	Setuju	Puas	
$4,20 < X \leq 5,00$	Sangat setuju	Sangat puas	

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