

**LAMPIRAN**

Tabel Coding Kepuasan Konsumen Terhadap Pelayanan Purna Jual

No	Nama	Jns Kimn	Usia	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
1	Inggrid	2	49	2	3	3	3	2	3	3	3	2	3	2	2	3	3	3	2	2	3	3	2	2	2	3	3	2	2	3
2	Yohanes Brahma C D	1	30	2	3	3	3	2	2	3	3	3	3	2	2	3	4	3	2	2	2	3	3	2	2	2	3	2	3	2
3	Huey	1	30	2	3	3	3	2	3	3	3	2	3	2	2	3	3	3	2	2	3	3	2	2	2	3	3	2	2	3
4	Ivan	1	30	2	2	2	3	2	2	2	2	3	2	3	3	2	3	2	3	3	2	2	3	3	3	2	2	2	3	3
5	Jun-Jun	1	29	4	2	2	2	3	2	2	2	3	3	3	3	2	3	3	3	3	3	3	3	3	3	2	3	2	3	2
6	Bambang Triyono	1	49	3	2	2	2	2	2	2	2	2	3	2	2	3	3	2	2	2	3	2	3	2	2	1	2	3	3	2
7	Jeffrey Wijaya	1	48	2	2	3	4	2	3	2	2	2	2	3	2	3	2	3	2	2	3	3	2	2	2	3	3	1	3	3
8	Irwan Suryono	1	47	4	3	2	1	3	1	2	2	3	2	4	3	3	2	3	2	2	3	3	3	2	3	2	3	3	4	2
9	Dhoni	1	20	3	2	2	2	3	2	2	2	3	2	3	3	2	2	3	3	3	2	2	3	3	3	2	3	3	3	2
10	Devarly Prahast	1	21	2	2	2	4	2	3	2	2	3	2	3	2	4	2	3	3	2	3	3	2	2	2	1	3	1	3	3
11	Trifena	2	21	3	2	2	2	3	1	2	1	3	3	3	4	3	1	2	3	2	2	2	3	3	3	2	3	3	3	1
12	Anton Subagio	1	27	3	3	2	2	3	2	2	2	2	3	2	2	3	3	3	2	2	3	3	2	2	2	2	3	3	3	3
13	Edo Mahvel C	1	37	2	2	2	3	3	2	3	2	3	2	2	4	4	3	3	2	3	2	2	3	3	2	2	2	3	3	2
14	Agustinus Elbert	1	49	2	3	3	2	2	3	3	3	2	3	2	2	3	3	3	3	2	3	3	2	2	2	2	3	3	2	3
15	Vay	1	19	3	2	1	2	3	2	1	2	4	2	4	3	2	2	2	4	3	2	2	4	3	4	1	2	3	4	1
16	Fertyx	1	20	3	2	2	2	3	2	2	2	3	2	3	3	2	2	3	2	3	2	2	2	3	2	2	3	3	3	2
17	Arief	1	39	3	2	1	2	3	3	2	2	3	2	4	3	2	3	2	2	3	2	2	3	4	3	2	2	3	2	2
18	Jonas N W	1	19	3	2	2	2	3	2	2	2	3	2	3	3	3	2	2	3	3	2	3	3	3	3	2	2	3	3	3
19	Santoso	1	22	3	2	1	1	3	3	1	1	4	1	3	4	1	1	1	4	3	1	1	3	3	4	1	1	3	4	1
20	Erwin Subagio	1	25	3	2	2	2	3	2	2	2	3	2	3	3	2	2	2	3	3	2	2	3	3	3	2	2	3	3	2
21	Freddy	1	33	4	2	1	2	3	2	2	1	3	2	3	4	1	2	2	3	3	2	2	4	4	4	1	2	3	3	2
22	Komang	1	30	3	3	3	4	2	3	3	4	2	3	2	2	3	4	4	2	2	3	3	2	2	2	3	3	2	2	3
23	Revaldi	1	41	2	2	3	3	2	3	3	2	3	3	2	2	4	3	3	2	2	3	2	3	2	2	2	2	2	2	2
24	Richard Hartono Lehman	1	23	4	1	1	1	4	2	2	1	4	2	3	3	2	2	1	4	3	2	1	4	3	3	2	1	4	3	2
25	Andre	1	20	3	3	2	2	3	2	3	2	2	2	3	2	2	3	3	2	3	3	3	2	2	2	2	2	2	3	3
26	Edward	1	19	4	4	2	3	3	3	3	3	2	4	2	1	4	4	3	2	2	3	4	1	1	2	3	4	1	1	4
27	Bpk Edi	1	37	4	2	1	2	4	1	1	1	4	1	4	4	1	2	1	3	4	1	2	3	4	4	1	2	3	4	2
28	Andhika H P	1	19	3	2	2	3	2	2	3	2	2	2	2	2	3	3	3	2	2	3	3	2	2	2	2	3	2	2	2
29	Sutanto	1	43	4	2	2	1	3	1	2	2	4	2	3	3	2	2	2	2	4	1	2	3	4	4	1	2	3	3	2
30	Luca S	1	18	3	4	3	2	1	2	4	2	2	2	1	3	1	1	2	3	4	3	3	2	4	3	2	3	1	3	2
31	Petrus	1	46	3	2	2	2	4	2	2	2	3	2	3	3	3	3	2	3	3	2	2	3	3	3	2	3	3	3	2
32	Rio	1	19	3	2	2	2	3	2	1	1	3	2	3	3	2	2	1	3	2	3	2	3	3	3	2	2	3	3	2

No	Nama	Jns Klmn	Usia	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
33	Munir	1	38	4	2	1	1	4	2	2	1	4	1	2	4	4	2	1	4	3	1	1	4	3	4	1	2	3	4	1
34	Robby	1	20	3	2	2	2	3	2	2	2	3	2	3	3	3	2	2	3	3	2	2	3	3	3	2	2	3	3	2
35	Felicia	2	23	4	2	2	3	3	1	3	2	3	2	3	3	3	2	3	3	4	2	3	2	3	3	1	2	2	3	2
36	Dwi Janto	1	51	4	4	1	1	4	1	1	1	4	1	4	4	2	2	2	4	3	2	1	4	3	3	1	1	3	4	2
37	Bambang Inanto	1	56	4	1	1	2	3	2	2	2	3	2	2	3	3	2	2	3	4	2	2	3	4	3	2	1	4	3	2
38	Mikael Dwi P	1	19	3	3	3	2	2	3	3	4	2	3	2	2	4	3	3	2	2	3	3	2	2	2	2	3	4	2	4
39	Leo	1	32	3	2	2	2	3	2	1	2	2	2	3	3	2	3	2	3	3	2	2	2	3	3	2	3	3	3	2
40	Kuncoro	1	26	4	2	1	2	4	2	2	2	3	2	3	3	2	2	2	2	3	3	2	3	3	3	2	2	3	4	2
41	Enrico	1	19	3	2	2	2	2	2	1	1	2	3	1	1	3	3	3	1	1	4	4	1	4	1	4	4	1	1	3
42	Tony Haryanto	1	25	3	3	2	2	3	3	2	2	3	2	3	3	2	2	2	2	2	2	2	2	2	2	2	3	2	2	3
43	Lisa	2	19	3	3	2	2	2	2	2	2	3	2	2	2	3	3	3	3	2	2	2	2	2	2	2	3	2	2	3
44	Jovita	1	23	3	2	2	2	3	2	2	2	3	2	3	3	2	2	2	3	3	2	2	3	3	3	2	2	3	3	2
45	Daniel	1	19	2	2	2	2	2	2	1	1	2	2	2	2	3	2	1	2	3	3	2	2	2	2	2	2	2	2	2
46	Pramono	1	38	1	2	1	1	1	1	2	1	1	1	3	1	1	2	1	1	2	1	1	1	2	1	1	2	2	1	1

Tabel Coding Kepuasan Konsumen Terhadap Pelayanan Purna Jual (Lanjutan)

No	Nama	Jns Klmmn	Usia	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54
1	Inggrid	2	49	2	2	2	2	2	2	2	3	3	3	3	2	2	2	2	2	3	3	3	3	2	3	2	3	2	2	3
2	Yohanes Brahma C D	1	30	2	2	2	2	2	2	2	3	3	2	3	2	2	2	2	1	3	3	3	3	2	3	2	3	2	3	3
3	Huey	1	30	2	2	2	2	2	2	2	3	3	3	3	2	2	2	2	2	3	3	3	3	2	3	2	3	2	2	3
4	Ivan	1	30	3	3	2	2	3	2	2	3	3	2	3	3	3	3	2	2	2	3	3	3	2	3	3	3	2	2	3
5	Jun-Jun	1	29	3	3	3	3	3	3	3	1	3	4	2	3	3	3	2	2	4	3	2	1	2	3	4	3	2	1	2
6	Bambang Triyono	1	49	3	3	3	2	2	2	2	2	2	2	2	3	2	3	2	3	3	3	3	3	2	3	3	3	3	3	3
7	Jeffrey Wijaya	1	48	2	3	3	2	1	2	2	3	2	2	3	3	2	2	2	2	3	4	2	3	2	3	2	3	2	3	3
8	Irwan Suryono	1	47	3	4	3	3	4	3	3	1	2	2	3	4	3	3	4	3	2	1	2	2	3	3	4	2	3	4	1
9	Dhoni	1	20	3	3	3	3	3	3	3	2	2	2	3	3	3	3	2	3	2	2	2	2	2	3	2	4	3	2	3
10	Devarly Prahast	1	21	2	3	2	2	3	4	2	3	3	3	4	2	1	3	3	2	2	3	2	3	2	2	3	3	2	2	3
11	Trifena	2	21	4	3	4	3	3	4	3	2	2	2	4	3	3	3	4	3	2	3	2	2	3	2	3	3	3	4	2
12	Anton Subagio	1	27	2	3	3	2	2	2	2	3	2	3	3	3	2	2	2	2	3	3	3	3	2	3	2	3	2	3	3
13	Edo Mahvel C	1	37	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	2	2	3	2	3	3	3	3	2
14	Agustinus Elbert	1	49	2	3	3	2	2	3	2	3	3	3	3	2	2	2	2	2	3	3	3	3	2	3	2	2	2	3	3
15	Vay	1	19	4	3	4	3	4	4	3	1	1	2	4	4	3	3	3	3	1	2	2	1	3	1	3	2	3	3	1
16	Ferlyx	1	20	2	3	3	3	3	2	3	2	2	3	3	3	3	3	3	3	3	2	3	2	3	2	2	3	3	3	2
17	Arief	1	39	3	3	1	3	4	3	3	2	3	2	4	3	2	3	1	2	2	3	2	2	3	2	3	2	2	3	2
18	Jonas N W	1	19	3	3	3	3	2	3	3	2	2	2	3	3	3	3	3	3	4	2	2	2	3	3	3	3	2	3	3
19	Santoso	1	22	4	3	4	4	4	4	4	1	1	1	4	4	4	4	4	4	1	1	1	1	4	1	3	1	4	4	1
20	Erwin Subagio	1	25	3	3	3	3	3	3	3	2	2	2	4	3	3	3	3	3	2	2	2	2	3	2	3	2	3	3	2
21	Freddy	1	33	3	3	3	4	4	3	4	2	1	2	2	3	3	3	3	4	1	2	1	2	3	1	4	1	3	4	1
22	Komang	1	30	2	1	2	2	2	2	2	3	3	2	3	2	2	2	2	2	3	3	2	3	2	3	2	3	2	2	3
23	Revaldi	1	41	2	2	2	2	2	2	2	3	3	3	4	2	3	2	2	2	2	3	2	3	3	3	2	3	2	2	3
24	Richard Hartono Lehman	1	23	3	4	4	3	3	4	3	2	1	1	2	3	4	4	3	3	2	1	1	2	3	2	3	2	3	4	1
25	Andre	1	20	3	3	2	2	2	2	3	2	3	2	3	3	2	2	3	3	3	3	3	2	2	3	2	4	3	2	3
26	Edward	1	19	1	2	1	1	1	2	1	4	4	4	4	1	1	1	1	1	4	4	3	4	2	3	1	4	2	2	4
27	Bpk Edi	1	37	3	4	3	4	3	4	3	1	1	1	2	3	4	1	3	3	1	2	1	2	4	1	3	3	3	4	1
28	Andhika H P	1	19	2	3	2	2	2	2	2	3	3	3	3	2	2	2	2	2	3	3	3	3	2	3	2	3	2	2	3
29	Sutanto	1	43	3	3	3	3	4	3	4	1	2	2	2	4	4	4	3	4	2	2	1	2	4	1	3	2	3	4	1
30	Luca S	1	18	2	2	4	2	3	1	3	2	1	3	2	2	3	4	3	3	3	2	3	4	2	1	3	2	3	2	4
31	Petrus	1	46	3	3	3	4	4	4	4	2	2	2	1	3	3	4	3	4	2	2	2	1	4	2	3	3	3	4	1
32	Rio	1	19	3	4	4	3	3	3	3	2	1	2	2	3	3	3	4	4	2	2	1	2	3	3	3	2	3	3	1

No	Nama	Jns Klmm	Usia	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54
33	Munir	1	38	3	1	3	3	4	3	4	3	2	2	4	3	3	4	3	4	2	1	2	4	3	4	3	1	4	4	4
34	Robby	1	20	3	3	3	3	3	3	3	2	2	2	3	3	2	3	2	3	2	3	2	2	3	3	3	3	3	3	3
35	Felicia	2	23	3	3	3	2	3	2	3	1	2	2	3	4	3	3	3	3	2	2	1	2	3	2	3	2	3	4	2
36	Dwi Janto	1	51	3	3	3	4	4	3	3	1	2	2	2	3	3	4	3	4	2	2	2	2	4	2	3	2	3	4	2
37	Bambang Inanto	1	56	4	2	3	3	4	4	3	4	1	1	4	3	4	3	4	3	1	2	1	3	4	3	4	2	3	4	4
38	Mikael Dwi P	1	19	2	2	3	2	2	2	2	3	3	3	4	3	2	2	3	2	3	4	3	3	2	4	2	4	2	3	4
39	Leo	1	32	2	3	3	3	3	2	3	1	2	2	3	3	2	3	2	3	2	3	2	2	4	2	4	2	3	3	2
40	Kuncoro	1	26	4	2	3	4	3	2	3	2	2	2	4	3	4	3	3	3	2	4	2	3	3	2	3	3	3	3	2
41	Enrico	1	19	1	1	1	2	4	1	1	4	4	4	4	1	2	1	4	1	4	3	4	3	1	3	1	3	1	2	4
42	Tony Haryanto	1	25	2	3	2	2	3	2	3	2	2	2	4	3	2	2	3	2	2	3	2	2	3	2	2	3	2	3	2
43	Lisa	2	19	3	3	2	2	3	2	3	2	2	2	4	3	2	2	2	2	2	3	2	2	3	2	2	3	2	3	2
44	Jovita	1	23	3	3	3	3	3	3	3	2	2	2	3	3	3	3	3	3	2	2	2	2	3	2	3	2	3	3	2
45	Daniel	1	19	2	1	1	2	2	2	2	2	1	2	2	2	2	2	1	1	21	2	1	2	2	3	2	2	2	2	1
46	Pramono	1	38	2	4	2	2	1	2	1	3	2	2	4	2	2	1	2	1	2	1	2	4	2	4	2	1	1	1	4

Tabel Coding Motivasi Pembelian Ulang

No	Nama	Jns Klmn	Usia	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1	Inggrid	2	49	2	2	2	3	3	2	3	3	2	2	2	2	3	3	3	3	3	2
2	Yohanes Brahma C D	1	30	1	2	1	3	3	2	4	4	1	1	2	1	4	3	4	2	2	3
3	Huey	1	30	2	2	2	3	3	2	3	3	2	2	2	2	3	3	3	3	3	2
4	Ivan	1	30	2	2	3	3	2	2	3	3	2	2	3	2	3	3	2	3	3	2
5	Jun-Jun	1	29	3	3	3	3	2	3	3	3	3	2	2	2	2	3	3	3	2	2
6	Bambang Triyono	1	49	2	2	2	2	2	3	3	3	2	2	3	2	3	2	3	2	2	2
7	Jeffrey Wijaya	1	48	2	2	2	4	2	1	3	4	2	2	2	1	2	3	4	3	2	2
8	Irwan Suryono	1	47	4	3	3	2	1	3	2	2	4	3	3	3	1	2	2	2	2	3
9	Dhoni	1	20	1	1	1	4	4	3	4	4	1	1	3	1	4	4	3	4	4	1
10	Devarly Prahast	1	21	1	1	1	3	2	3	3	4	3	2	2	1	4	3	3	2	2	2
11	Trifena	2	21	3	3	3	1	2	3	2	2	3	3	3	3	2	1	1	2	2	3
12	Anton Subagio	1	27	2	2	2	3	3	2	3	3	2	2	2	2	3	3	3	2	2	2
13	Edo Mahvel C	1	37	2	2	2	2	2	2	2	3	3	2	3	2	2	3	3	3	2	3
14	Agustinus Elbert	1	49	2	2	2	3	3	3	3	3	2	2	2	2	3	3	3	3	3	2
15	Vay	1	19	3	3	4	1	2	3	1	2	4	4	4	3	1	2	2	1	2	3
16	Fertyx	1	20	2	2	2	2	2	2	2	3	3	2	3	2	2	3	3	3	2	3
17	Arief	1	39	3	2	2	2	2	3	2	3	3	3	4	2	3	2	2	2	3	2
18	Jonas N W	1	19	3	2	3	3	2	3	3	3	2	3	3	2	2	3	3	2	3	2
19	Santoso	1	22	4	4	3	1	2	4	1	4	4	4	4	4	1	1	4	1	1	4
20	Erwin Subagio	1	25	3	3	2	2	2	3	2	2	3	3	3	3	2	2	2	2	2	3
21	Freddy	1	33	2	2	2	2	2	2	2	3	3	2	3	2	2	3	3	3	2	3
22	Komang	1	30	2	2	2	3	3	2	3	3	2	2	2	2	3	3	2	3	3	2
23	Revaldi	1	41	2	2	1	4	3	2	3	3	2	2	4	2	4	2	4	4	2	1

No	Nama	Jns Klmn	Usia	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
24	Richard Hartono Lehman	1	23	4	3	3	2	1	3	2	1	4	3	3	3	1	2	1	1	1	4
25	Andre	1	20	1	1	1	4	4	3	4	4	1	1	3	1	4	4	3	4	4	1
26	Edward	1	19	1	1	1	4	4	1	4	4	1	1	2	1	3	4	4	4	2	1
27	Bpk Edi	1	37	4	4	4	1	1	3	2	2	4	4	4	3	2	2	2	1	2	4
28	Andhika H P	1	19	2	2	2	3	3	2	3	3	2	2	2	2	3	3	3	3	3	2
29	Sutanto	1	43	4	3	3	1	2	3	2	2	4	3	3	3	1	2	2	2	2	4
30	Luca S	1	18	4	2	3	2	1	2	3	4	3	2	1	2	3	4	3	3	2	1
31	Petrus	1	46	4	4	3	2	1	3	2	1	4	4	3	3	2	2	1	1	2	3
32	Rio	1	19	3	2	2	2	2	2	2	3	3	2	3	2	2	2	2	2	2	3
33	Munir	1	38	3	1	4	4	3	2	4		4	4	4	2	4	3	4	4	2	2
34	Robby	1	20	4	4	3	2	1	3	2	1	4	4	3	3	2	2	1	1	2	3
35	Felicia	2	23	3	3	3	2	1	3	2	3	3	3	3	3	2	2	3	2	2	3
36	Dwi Janto	1	51	3	3	3	2	2	3	2	2	3	3	4	3	2	1	2	2	2	3
37	Bambang Inanto	1	56	3	2	3	4	3	1	4	3	3	4	4	1	4	3	4	4	3	3
38	Mikael Dwi P	1	19	1	1	1	4	3	2	4	4	2	1	1	1	4	3	4	3	1	1
39	Leo	1	32	3	2	3	2	2	2	2	3	3	2	1	2	3	2	3	2	2	3
40	Kuncoro	1	26	3	3	2	2	3	3	3	2	3	3	3	3	2	2	2	2	2	3
41	Enrico	1	19	2	2	1	3	3	2	3	4	1	1	1	2	3	4	1	4	3	1
42	Tony Haryanto	1	25	2	3	2	2	3	2	3	3	2	2	3	2	3	3	3	3	3	2
43	Lisa	2	19	3	2	2	2	3	2	3	3	2	2	3	2	3	3	3	3	3	2
44	Jovita	1	23	3	2	3	2	2	3	2	2	3	3	3	2	2	2	2	2	2	3
45	Daniel	1	19	2	3	3	2	2	3	2	3	2	3	2	3	2	2	2	2	2	2
46	Pramono	1	38	2	4	1	4	3	3	4	2	1	1	1	3	4	3	4	4	2	3

**Tabel Coding Kepuasan Konsumen Terhadap Pelayanan Purna Jual**

No.	Jns Klmn	Usia	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	
1	2	49	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
2	1	30	2	2	2	2	2	3	2	2	3	2	2	2	3	1	2	2	2	3	2	3	2	2	3	2	2	3	3	
3	1	30	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
4	1	30	2	3	3	2	2	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	2	3	2
5	1	29	4	3	3	3	3	3	3	3	3	2	3	3	2	2	2	3	3	2	2	3	3	3	3	2	2	3	3	
6	1	49	3	3	3	3	2	3	3	3	2	2	2	2	3	2	3	2	2	2	3	3	2	2	4	3	3	3	3	
7	1	48	2	3	2	1	2	2	3	3	2	3	3	2	3	3	2	2	2	2	2	2	2	2	2	2	1	3	2	
8	1	47	4	2	3	4	3	4	3	3	3	3	4	3	3	3	2	2	2	2	2	3	2	3	3	2	3	4	3	
9	1	20	3	3	3	3	3	3	3	3	3	3	3	3	2	3	2	3	3	3	3	3	3	3	3	2	3	3	3	
10	1	21	2	3	3	1	2	2	3	3	3	3	3	2	4	3	2	3	2	2	2	2	2	2	4	2	1	3	2	
11	2	21	3	3	3	3	3	4	3	4	3	2	3	4	3	4	3	3	2	3	3	3	3	3	3	2	3	3	4	
12	1	27	3	2	3	3	3	3	3	3	2	2	2	2	3	2	2	2	2	2	2	2	2	2	3	2	3	3	2	
13	1	37	2	3	3	2	3	3	2	3	3	3	2	4	4	2	2	2	3	3	3	3	3	3	2	3	3	3	3	
14	1	49	2	2	2	3	2	2	2	2	2	2	2	2	3	2	2	3	2	2	2	2	2	2	3	2	3	2	2	
15	1	19	3	3	4	3	3	3	4	3	4	3	4	3	2	3	3	4	3	3	3	4	3	4	4	4	3	3	4	4
16	1	20	3	3	3	3	3	3	3	3	3	3	3	3	2	3	2	2	3	3	3	2	3	2	3	2	3	3	3	
17	1	39	3	3	4	3	3	2	3	3	3	3	4	3	2	2	3	2	3	3	3	3	4	3	3	3	3	2	3	
18	1	19	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	
19	1	22	3	3	4	4	3	2	4	4	4	4	3	4	1	4	4	4	3	4	4	3	3	4	4	4	4	3	4	4
20	1	25	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
21	1	33	4	3	4	3	3	3	3	4	3	3	3	4	1	3	3	3	3	3	3	3	4	4	4	4	3	3	3	3
22	1	30	3	2	2	1	2	2	2	1	2	2	2	2	3	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
23	1	41	2	3	2	2	2	2	2	3	3	2	2	2	4	2	2	2	2	2	2	3	3	2	2	3	3	2	2	3



Tabel Coding Kepuasan Konsumen Terhadap Pelayanan Purna Jual (Lanjutan)

No.	Jns Klmn	Usia	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	
24	1	23	4	4	4	4	4	3	3	4	4	3	3	3	2	3	4	4	3	3	4	4	3	3	3	4	4	3	3	
25	1	20	3	2	3	3	3	3	2	3	2	3	3	2	2	2	2	2	3	2	2	2	2	2	3	3	2	3	2	
26	1	19	4	1	3	2	3	2	2	2	2	1	2	1	4	1	2	2	2	2	1	1	1	2	2	1	1	1	1	
27	1	37	4	3	4	3	4	4	4	4	4	4	4	4	1	3	4	3	4	4	3	3	4	4	4	3	3	4	3	
28	1	19	3	3	3	2	2	3	2	3	2	3	2	2	3	2	2	2	2	2	2	2	2	2	3	2	2	2	3	
29	1	43	4	3	3	4	3	4	3	3	4	3	3	3	2	3	3	2	4	4	3	3	4	4	4	3	3	3	3	
30	1	18	3	1	2	3	1	3	1	3	2	3	1	3	1	4	3	3	4	2	2	2	4	3	3	2	1	3	3	
31	1	46	3	3	3	3	4	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	2	3	3	3	
32	1	19	3	3	3	3	3	3	4	4	3	3	3	3	2	3	4	3	2	2	3	3	3	3	3	3	3	3	3	
33	1	38	4	3	4	4	4	3	3	4	4	4	2	4	4	3	4	4	3	4	4	4	3	4	4	3	3	4	4	
34	1	20	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
35	2	23	4	3	3	2	3	4	2	3	3	3	3	3	3	3	2	3	4	3	2	2	3	3	4	3	2	3	3	
36	1	51	4	1	4	4	4	4	4	4	4	4	4	4	2	3	3	4	3	3	4	4	3	3	4	4	3	4	3	
37	1	56	4	4	4	3	3	3	3	3	3	3	2	3	3	3	3	3	4	3	3	3	4	3	3	4	4	3	3	
38	1	19	3	2	2	3	2	2	2	1	2	2	2	2	4	2	2	2	2	2	2	2	2	2	3	2	4	2	1	
39	1	32	3	3	3	3	3	3	4	3	2	3	3	3	2	2	3	3	3	3	3	2	3	3	3	2	3	3	3	
40	1	26	4	3	4	3	4	3	3	3	3	3	3	3	2	3	3	2	3	2	3	3	3	3	3	3	3	4	3	
41	1	19	3	3	3	3	2	3	4	4	2	2	1	1	3	2	2	1	1	1	1	1	4	1	1	1	1	1	2	
42	1	25	3	2	3	3	3	2	3	3	3	3	3	3	2	3	3	2	2	3	3	2	2	2	3	2	2	2	2	
43	2	19	3	2	3	3	2	3	3	3	3	3	2	2	3	2	2	3	2	3	3	2	2	2	3	2	2	2	2	
44	1	23	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
45	1	19	3	3	3	3	3	3	4	4	3	3	3	3	2	3	4	3	2	2	3	3	3	3	3	3	3	3	3	
46	1	38	4	3	4	4	4	3	3	4	4	4	2	4	4	3	4	4	3	4	4	4	4	3	4	4	3	3	4	4

**Tabel Coding Kepuasan Konsumen Terhadap Pelayanan Purna Jual (Lanjutan)**

No.	Jns Klmn	Usia	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	
1	2	49	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
2	1	30	2	2	2	2	2	2	2	2	2	3	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	3	2	
3	1	30	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
4	1	30	3	3	2	2	3	2	2	2	2	3	2	3	3	3	2	2	3	2	2	2	2	2	3	2	2	2	2	
5	1	29	3	3	3	3	3	3	3	4	2	1	3	3	3	3	2	2	1	2	3	4	2	2	4	2	2	1	3	
6	1	49	3	3	3	2	2	2	2	3	3	3	3	3	2	3	2	3	2	2	2	2	2	2	3	2	3	3	2	
7	1	48	2	3	3	2	1	2	2	2	3	3	2	3	2	2	2	2	2	1	3	2	2	2	2	2	2	3	2	
8	1	47	3	4	3	3	4	3	3	4	3	3	2	4	3	3	4	3	3	4	3	3	3	2	4	3	3	4	4	
9	1	20	3	3	3	3	3	3	3	3	3	3	2	3	3	3	2	3	3	3	3	3	2	2	2	1	3	2	2	
10	1	21	2	3	2	2	3	4	2	2	2	2	1	2	1	3	3	2	3	2	3	2	2	3	3	2	2	2	2	
11	2	21	4	3	4	3	3	4	3	3	3	3	1	3	3	3	4	3	3	2	3	3	3	3	3	2	3	4	3	
12	1	27	2	3	3	2	2	2	2	2	3	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2
13	1	37	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	3	2	2	3	3	3	3	3	2	3	3	3	
14	1	49	2	3	3	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	3	2	
15	1	19	4	3	4	3	4	4	3	4	4	3	1	4	3	3	3	3	4	3	3	4	3	4	3	3	3	3	4	
16	1	20	2	3	3	3	3	2	3	3	3	2	2	3	3	3	3	3	2	3	2	3	3	3	2	2	3	3	3	
17	1	39	3	3	1	3	4	3	3	3	2	3	1	3	2	3	1	2	3	2	3	3	3	3	3	3	2	3	3	
18	1	19	3	3	3	3	2	3	3	3	3	3	2	3	3	3	3	3	1	3	3	3	3	2	3	2	2	3	2	
19	1	22	4	3	4	4	4	4	4	4	4	4	1	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	
20	1	25	3	3	3	3	3	3	3	3	3	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
21	1	33	3	3	3	4	4	3	4	3	4	3	3	3	3	3	3	4	4	3	4	3	3	4	4	4	3	4	4	
22	1	30	2	1	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	
23	1	41	2	2	2	2	2	2	2	2	2	2	1	2	3	2	2	2	2	3	2	3	2	2	2	2	2	2	2	

**Tabel Coding Kepuasan Konsumen Terhadap Pelayanan Purna Jual (Lanjutan)**

No.	Jns Klmn	Usia	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54
24	1	23	3	4	4	3	3	4	3	3	4	4	3	3	4	4	3	3	3	4	4	3	3	3	3	3	3	4	4
25	1	20	3	3	2	2	2	2	3	3	2	3	2	3	2	2	3	3	2	2	2	3	2	2	2	1	3	2	2
26	1	19	1	2	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2	2	1	1	2	2	1
27	1	37	3	4	3	4	3	4	3	4	4	4	3	3	4	1	3	3	4	3	4	3	4	4	3	2	3	4	4
28	1	19	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
29	1	43	3	3	3	3	4	3	4	4	3	3	3	4	4	4	3	4	3	3	4	3	4	4	3	3	3	4	4
30	1	18	2	2	4	2	3	1	3	3	4	2	3	2	3	4	3	3	2	3	2	1	2	4	3	3	3	2	1
31	1	46	3	3	3	4	4	4	4	3	3	3	4	3	3	4	3	4	3	3	3	4	4	3	3	2	3	4	4
32	1	19	3	4	4	3	3	3	3	3	4	3	3	3	3	3	4	4	3	3	4	3	3	2	3	3	3	3	4
33	1	38	3	1	3	3	4	3	4	2	3	3	1	3	3	4	3	4	3	4	3	1	3	1	3	4	4	4	1
34	1	20	3	3	3	3	3	3	3	3	3	3	2	3	2	3	2	3	3	2	3	3	3	2	3	2	3	3	2
35	2	23	3	3	3	2	3	2	3	4	3	3	2	4	3	3	3	3	3	3	4	3	3	3	3	3	3	4	3
36	1	51	3	3	3	4	4	3	3	4	3	3	3	3	3	4	3	4	3	3	3	3	4	3	3	3	3	4	3
37	1	56	4	2	3	3	4	4	3	1	4	4	1	3	4	3	4	3	4	3	4	2	4	2	4	3	3	4	1
38	1	19	2	2	3	2	2	2	2	2	2	2	1	3	2	2	3	2	2	1	2	2	2	1	2	1	2	3	1
39	1	32	2	3	3	3	3	2	3	4	3	3	2	3	2	3	2	3	3	2	3	3	4	3	4	3	3	3	3
40	1	26	4	2	3	4	3	2	3	3	3	3	1	3	4	3	3	3	3	1	3	2	3	3	3	2	3	3	3
41	1	19	1	1	1	2	4	1	1	1	1	1	1	1	2	1	4	1	1	2	1	2	1	2	1	2	1	2	1
42	1	25	2	3	2	2	3	2	3	3	3	3	1	3	2	2	3	2	3	2	3	3	3	3	2	2	2	3	3
43	2	19	3	3	2	2	3	2	3	3	3	3	1	3	2	2	2	2	3	2	3	3	3	3	2	2	2	3	3
44	1	23	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
45	1	19	3	4	4	3	3	3	3	3	4	3	3	3	3	3	4	4	3	3	4	3	3	2	3	3	3	3	4
46	1	38	3	1	3	3	4	3	4	2	3	3	1	3	3	4	3	4	3	4	3	1	3	1	3	4	4	4	1

**Tabel Coding Motivasi Pembelian Ulang**

No.	Jns Klmn	Usia	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1	2	49	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
2	1	30	1	2	1	2	2	2	1	1	1	1	2	1	1	2	1	3	3	3
3	1	30	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
4	1	30	2	2	3	2	3	2	2	2	2	2	3	2	2	2	3	2	2	2
5	1	29	3	3	3	2	3	3	2	2	3	2	2	2	3	2	2	2	3	2
6	1	49	2	2	2	3	3	3	2	2	2	2	3	2	2	3	2	3	3	2
7	1	48	2	2	2	1	3	1	2	1	2	2	2	1	3	2	1	2	3	2
8	1	47	4	3	3	3	4	3	3	3	4	3	3	3	4	3	3	3	3	3
9	1	20	1	1	1	1	1	3	1	1	1	1	3	1	1	1	2	1	1	1
10	1	21	1	1	1	2	3	3	2	1	3	2	2	1	1	2	2	3	3	2
11	2	21	3	3	3	4	3	3	3	3	3	3	3	3	3	4	4	3	3	3
12	1	27	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	3	2
13	1	37	2	2	2	3	3	2	3	2	3	2	3	2	3	2	2	2	3	3
14	1	49	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2
15	1	19	3	3	4	4	3	3	4	3	4	4	4	3	4	3	3	4	3	3
16	1	20	2	2	2	3	3	2	3	2	3	2	3	2	3	2	2	2	3	3
17	1	39	3	2	2	3	3	3	3	2	3	3	4	2	2	3	3	3	2	2
18	1	19	3	2	3	2	3	3	2	2	2	3	3	2	3	2	2	3	2	2
19	1	22	4	4	3	4	3	4	4	1	4	4	4	4	4	4	1	4	4	4
20	1	25	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
21	1	33	2	2	2	3	3	2	3	2	3	2	3	2	3	2	2	2	3	3
22	1	30	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2
23	1	41	2	2	1	1	2	2	2	2	2	2	4	2	1	3	1	1	3	1

Tabel Coding Motivasi Pembelian Ulang (Lanjutan)

No.	Jns Klmn	Usia	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
24	1	23	4	3	3	3	4	3	3	4	4	3	3	3	4	3	4	4	4	4
25	1	20	1	1	1	1	1	3	1	1	1	1	3	1	1	1	2	1	1	1
26	1	19	1	1	1	1	1	1	1	1	1	1	2	1	2	1	1	1	3	1
27	1	37	4	4	4	4	4	3	3	3	4	4	4	3	3	3	3	4	3	4
28	1	19	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
29	1	43	4	3	3	4	3	3	3	3	4	3	3	3	4	3	3	3	3	4
30	1	18	4	2	3	3	4	2	2	1	3	2	1	2	2	1	2	2	3	1
31	1	46	4	4	3	3	4	3	3	4	4	4	3	3	3	3	4	4	3	3
32	1	19	3	2	2	3	3	2	3	2	3	2	3	2	3	3	3	3	3	3
33	1	38	3	1	4	1	2	2	1	3	4	4	4	2	1	2	1	1	3	2
34	1	20	4	4	3	3	4	3	3	4	4	4	3	3	3	3	4	4	3	3
35	2	23	3	3	3	3	4	3	3	2	3	3	3	3	3	3	2	3	3	3
36	1	51	3	3	3	3	3	3	3	3	3	3	4	3	3	4	3	3	3	3
37	1	56	3	2	3	1	2	1	1	2	3	4	4	1	1	2	1	1	2	3
38	1	19	1	1	1	1	2	2	1	1	2	1	1	1	1	2	1	2	4	1
39	1	32	3	2	3	3	3	2	3	2	3	2	1	2	2	3	2	3	3	3
40	1	26	3	3	2	3	2	3	2	3	3	3	3	3	3	3	3	3	3	3
41	1	19	2	2	1	2	2	2	2	1	1	1	1	2	2	1	4	1	2	1
42	1	25	2	3	2	3	2	2	2	2	2	2	3	2	2	2	2	2	2	2
43	2	19	3	2	2	3	2	2	2	2	2	2	3	2	2	2	2	2	2	2
44	1	23	3	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3
45	1	19	3	2	2	3	3	2	3	2	3	2	3	2	3	3	3	3	3	3
46	1	38	3	1	4	1	2	2	1	3	4	4	4	2	1	2	1	1	3	2

## Putaran I

Reliability Kepuasan Konsumen terhadap Pelayanan Purna  
Jual

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

RELIABILITY ANALYSIS - SCALE (ALPHA  
A)

## Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
X1.1	144.0435	735.4647	.5113	.9772
X1.2	144.4565	737.9870	.4612	.9773
X1.3	144.0870	728.8367	.7212	.9768
X1.4	144.3043	727.8164	.6453	.9769
X1.5	144.3261	727.8246	.6922	.9768
X1.6	144.2609	736.2415	.5529	.9771
X1.7	144.2609	733.0415	.5560	.9771
X1.8	144.0870	728.4812	.6650	.9769
X1.9	144.2609	724.6415	.8134	.9766
X1.10	144.3261	728.0024	.7582	.9767
X1.11	144.4565	731.3203	.5892	.9770
X1.12	144.3478	718.0097	.8674	.9764
<b>X1.13</b>	<b>144.5217</b>	<b>778.0773</b>	<b>-.4949</b>	<b>.9798</b>
X1.14	144.5652	728.3845	.6766	.9768
X1.15	144.4565	723.9425	.7480	.9767
X1.16	144.4565	727.2314	.6945	.9768
X1.17	144.4783	730.7440	.6271	.9770
X1.18	144.4783	727.7217	.7078	.9768
X1.19	144.4565	723.5870	.7888	.9766
X1.20	144.4348	722.8290	.7815	.9766
X1.21	144.3696	730.5937	.6045	.9770
X1.22	144.4130	720.1589	.8559	.9764
X1.23	144.0435	729.6425	.7032	.9768
X1.24	144.5652	726.4290	.7279	.9767
X1.25	144.5435	728.2092	.6290	.9770
X1.26	144.2609	722.9971	.7856	.9766
X1.27	144.3913	725.7990	.7517	.9767
X1.28	144.4348	723.6734	.7928	.9766
X1.29	144.3913	737.1768	.4149	.9775
X1.30	144.3478	725.9652	.6749	.9768
X1.31	144.4565	721.4981	.8430	.9765
X1.32	144.2174	722.2184	.7157	.9767
X1.33	144.4565	724.0314	.6925	.9768
X1.34	144.3696	720.5937	.8618	.9764
X1.35	144.3913	724.6435	.6478	.9769
X1.36	144.3043	720.3498	.7990	.9765

X1.37	144.3913	727.1768	.7152	.9768
<b>X1.38</b>	<b>145.2174</b>	<b>744.3961</b>	<b>.2286</b>	<b>.9780</b>
X1.39	144.3043	726.8831	.7630	.9767
X1.40	144.4565	722.8758	.7746	.9766
X1.41	144.3696	722.8604	.7164	.9767

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   ( A L P H  
A)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
X1.42	144.4130	732.6034	.5209	.9772
X1.43	144.3913	715.3546	.8552	.9764
X1.44	144.5000	723.0556	.7330	.9767
X1.45	144.6522	722.5874	.7340	.9767
X1.46	144.2609	723.8860	.7630	.9766
X1.47	144.5652	732.9179	.5135	.9772
X1.48	144.3913	722.5546	.8026	.9766
X1.49	144.6087	734.7324	.4511	.9774
X1.50	144.4348	725.9401	.7337	.9767
X1.51	144.7174	727.7184	.6409	.9769
X1.52	144.5000	726.9667	.7994	.9766
X1.53	144.1522	723.0208	.7303	.9767
X1.54	144.5652	720.6068	.6232	.9771

Reliability Coefficients

N of Cases = 46.0

N of Items = 54

Alpha = .9773

## Putaran II

Reliability Kepuasan Konsumen terhadap Pelayanan Purna  
Jual

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   ( A L P H  
A)

## Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
X1.1	139.5217	746.8773	.5110	.9805
X1.2	139.9348	749.4401	.4603	.9806
X1.3	139.5652	739.9401	.7281	.9801
X1.4	139.7826	739.0628	.6477	.9802
X1.5	139.8043	739.3164	.6883	.9801
X1.6	139.7391	747.8860	.5458	.9804
X1.7	139.7391	744.1971	.5619	.9804
X1.8	139.5652	739.7623	.6667	.9802
X1.9	139.7391	735.9304	.8141	.9799
X1.10	139.8043	739.2275	.7616	.9800
X1.11	139.9348	742.5068	.5939	.9803
X1.12	139.8261	729.2580	.8678	.9797
X1.14	140.0435	739.4203	.6846	.9801
X1.15	139.9348	735.1734	.7500	.9800
X1.16	139.9348	738.5957	.6938	.9801
X1.17	139.9565	742.0425	.6289	.9803
X1.18	139.9565	738.9758	.7101	.9801
X1.19	139.9348	734.8623	.7896	.9799
X1.20	139.9130	734.3478	.7761	.9799
X1.21	139.8478	741.7319	.6102	.9803
X1.22	139.8913	731.3435	.8583	.9798
X1.23	139.5217	741.0995	.7003	.9801
X1.24	140.0435	737.7314	.7286	.9800
X1.25	140.0217	739.7106	.6252	.9803
X1.26	139.7391	734.3749	.7837	.9799
X1.27	139.8696	737.0937	.7525	.9800
X1.28	139.9130	734.8367	.7966	.9799
X1.29	139.8696	748.6937	.4125	.9807
X1.30	139.8261	737.4802	.6704	.9802
X1.31	139.9348	732.7734	.8434	.9798
X1.32	139.6957	733.3275	.7199	.9801
X1.33	139.9348	735.5290	.6882	.9801
X1.34	139.8478	731.9097	.8610	.9798



X1.35	139.8696	735.8048	.6513	.9802
X1.36	139.7826	731.5961	.7999	.9799
X1.37	139.8696	738.4271	.7175	.9801
X1.39	139.7826	738.1739	.7642	.9800
X1.40	139.9348	734.1068	.7764	.9799
X1.41	139.8478	734.4430	.7100	.9801
X1.42	139.8913	743.9213	.5223	.9805
X1.43	139.8696	726.9159	.8481	.9798

RELIABILITY ANALYSIS - SCALE (ALPHA  
A)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
X1.44	139.9783	734.0217	.7409	.9800
X1.45	140.1304	734.0271	.7308	.9800
X1.46	139.7391	735.2638	.7613	.9800
X1.47	140.0435	744.1758	.5165	.9805
X1.48	139.8696	733.8937	.8016	.9799
X1.49	140.0870	745.6367	.4624	.9807
X1.50	139.9130	737.4145	.7299	.9800
X1.51	140.1957	738.9609	.6433	.9802
X1.52	139.9783	738.3773	.7971	.9799
X1.53	139.6304	734.5493	.7251	.9800
X1.54	140.0435	731.8647	.6237	.9804

Reliability Coefficients

N of Cases = 46.0

N of Items = 52

Alpha = .9805

## Putaran I

## Reliability Motivasi Pembelian Ulang

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

RELIABILITY ANALYSIS - SCALE (ALPHA  
A)

## Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Y1.1	41.3696	116.3271	.8350	.9514
Y1.2	41.6957	118.6609	.8120	.9519
Y1.3	41.6087	120.2879	.6746	.9541
Y1.4	41.5000	117.1000	.7910	.9522
Y1.5	41.2826	119.6739	.7630	.9527
Y1.6	41.5217	125.3217	.5624	.9556
Y1.7	41.6522	118.9430	.8118	.9519
Y1.8	41.8043	119.8942	.7260	.9532
Y1.9	41.2609	116.3749	.8256	.9515
Y1.10	41.5000	117.8556	.7513	.9529
Y1.11	41.1739	124.9913	.4258	.9581
Y1.12	41.8261	119.6580	.8797	.9513
Y1.13	41.5652	117.4957	.7752	.9524
Y1.14	41.5652	119.9401	.7939	.9523
Y1.15	41.6522	122.4097	.5305	.9566
Y1.16	41.5000	117.1889	.7864	.9522
Y1.17	41.2391	126.7193	.4642	.9568
Y1.18	41.5435	118.1647	.8090	.9519

## Reliability Coefficients

N of Cases = 46.0

N of Items = 18

Alpha = .9558

## Explore Uji Normalitas

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Kepuasan konsumen	46	100.0%	0	.0%	46	100.0%
Motivasi pembelian ulang	46	100.0%	0	.0%	46	100.0%

### Tests of Normality

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Kepuasan konsumen	.086	46	.200*	.970	46	.433
Motivasi pembelian ulang	.107	46	.200*	.950	46	.084

\*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

## Means

### Uji Linieritas

#### Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Motivasi pembelian ulang * Kepuasan konsumen	46	100.0%	0	.0%	46	100.0%

#### ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Motivasi pembelian ulang * Kepuasan konsumen	Between Groups	(Combined) Linearity	5903.248	35	168.664	13.316	.000
		Deviation from Linearity	3751.594	1	3751.594	296.178	.000
			2151.653	34	63.284	4.998	.005
	Within Groups		126.667	10	12.667		
	Total		8029.913	45			

#### Measures of Association

	R	R Squared	Eta	Eta Squared
Motivasi pembelian ulang * Kepuasan konsumen	.789	.622	.989	.979

## Correlations

Correlations

		Kepuasan konsumen	Motivasi pembelian ulang
Kepuasan konsumen	Pearson Correlation	1.000	.789**
	Sig. (2-tailed)	.	.000
	N	46	46
Motivasi pembelian ulang	Pearson Correlation	.789**	1.000
	Sig. (2-tailed)	.000	.
	N	46	46

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

## Crosstabs

**GENDER \* Kepuasan konsumen Crosstabulation**

			Kepuasan konsumen					Total
			sangat rendah	rendah	cukup	tinggi	sangat tinggi	
GENDER	Laki - laki	Count	1	8	11	17	5	42
		% of Total	2.2%	17.4%	23.9%	37.0%	10.9%	91.3%
	Perempuan	Count		1	1	2		4
		% of Total		2.2%	2.2%	4.3%		8.7%
Total		Count	1	9	12	19	5	46
		% of Total	2.2%	19.6%	26.1%	41.3%	10.9%	100.0%

**GENDER \* Motivasi pembelian ulang Crosstabulation**

			Motivasi pembelian ulang				Total
			rendah	cukup	tinggi	sangat tinggi	
GENDER	Laki - laki	Count	16	14	6	6	42
		% of Total	34.8%	30.4%	13.0%	13.0%	91.3%
	Perempuan	Count	2		2		4
		% of Total	4.3%		4.3%		8.7%
Total		Count	18	14	8	6	46
		% of Total	39.1%	30.4%	17.4%	13.0%	100.0%

## Frequencies

### Frequency Table

**Kepuasan konsumen**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat rendah	1	2.2	2.2	2.2
	rendah	9	19.6	19.6	21.7
	cukup	12	26.1	26.1	47.8
	tinggi	19	41.3	41.3	89.1
	sangat tinggi	5	10.9	10.9	100.0
	Total	46	100.0	100.0	

**Motivasi pembelian ulang**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	rendah	18	39.1	39.1	39.1
	cukup	14	30.4	30.4	69.6
	tinggi	8	17.4	17.4	87.0
	sangat tinggi	6	13.0	13.0	100.0
	Total	46	100.0	100.0	

## Crosstabs

## Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Kepuasan konsumen * Motivasi pembelian ulang	46	100.0%	0	.0%	46	100.0%

## Kepuasan konsumen \* Motivasi pembelian ulang Crosstabulation

			Motivasi pembelian ulang				Total
			rendah	cukup	tinggi	sangat tinggi	
Kepuasan konsumen	sangat rendah	Count	1				1
		% of Total	2.2%				2.2%
	rendah	Count	9				9
		% of Total	19.6%				19.6%
	cukup	Count	6	6			12
		% of Total	13.0%	13.0%			26.1%
	tinggi	Count	2	8	7	2	19
		% of Total	4.3%	17.4%	15.2%	4.3%	41.3%
	sangat tinggi	Count			1	4	5
		% of Total			2.2%	8.7%	10.9%
Total	Count	18	14	8	6	46	
	% of Total	39.1%	30.4%	17.4%	13.0%	100.0%	



# CV. GLOBAL UTAMA

dealer resmi

北京 Beijing

**SYM**

Motorcycle

San Yang Motor  
TAIWAN

## Surat Keterangan

Kami yang bertanda tangan di bawah ini menerangkan bahwa mahasiswa dibawah ini :

Nama : **Andiyanto Wijaya**

NRP : **7103001020**

Fakultas : **Psikologi Universitas Katolik Widya Mandala**

telah melakukan penelitian di dealer Beijing Jalan Urip Sumoharjo No. 53 Surabaya antara 23 November s/d 26 November 2006, sebagai bagian dari pengerjaan tugas akhir/skripsi.

Demikianlah surat keterangan ini agar dapat dipergunakan sebagaimana mestinya.

Surabaya, 25 November 2006

Yang menerangkan,

  
 **CV. GLOBAL UTAMA**

Ifan Darmawan

Manager CV. Global Utama





YAYASAN WIDYA MANDALA SURABAYA  
UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA  
**FAKULTAS PSIKOLOGI**

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Nomor : 1505 /WM07/T/2006  
Hal : Ijin Penyebaran Angket

22 November 2006

Kepada : Yth. Bpk. Ivan  
Pimpinan  
CV. Global Utama  
Jl. Urip Sumoharjo no. 53  
Surabaya

Dengan hormat kami beritahukan bahwa mahasiswa tersebut di bawah ini :

Nama : Andiyanto Wijaya  
Fakultas : Psikologi  
Nomor pokok : 7103001020

adalah mahasiswa kami yang sedang menyusun skripsi dengan judul  
**"Motivasi Pembelian Ulang dan Kepuasan Konsumen Terhadap  
Pelayanan Purna Jual Pada Sepeda Motor Cina"**.

Sehubungan dengan hal tersebut kami mohon ijin dan bantuan bagi mahasiswa yang bersangkutan agar dapat melakukan penyebaran angket di tempat yang Bapak pimpin.

Atas bantuan dan kerjasama yang baik, kami ucapkan terima kasih.



Tembusan :  
1. Yth. Mahasiswa ybs.

PERPUSTAKAAN  
Universitas Katolik Widya Mandala  
SURABAYA