LAMPIRAN 1

KUISIONER PENELITIAN

LAMPIRAN 2

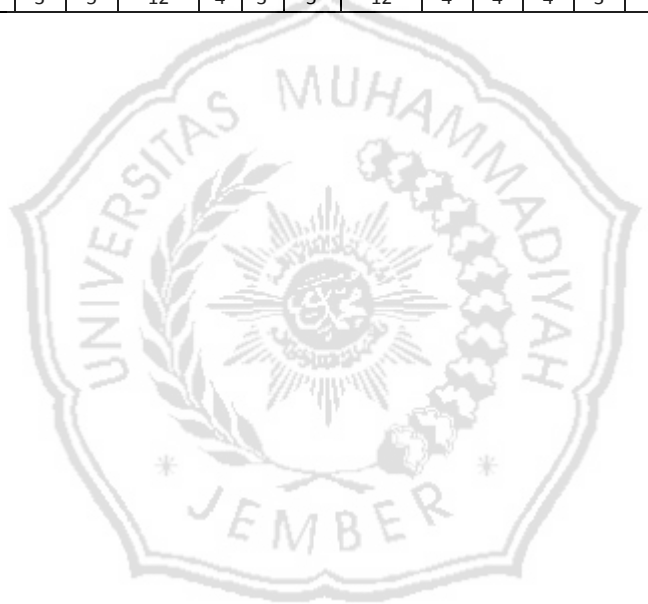
REKAPITULASI DATA

REKAPITULASI HASIL ANGKET

NO	JK	USIA	PENDIDIKAN	*Reliability(X1)*				skor	*Assurance(X2)*			skor	*Tangible(X3)*			skor	*Empathy(X4)*				skor	*Responsiveness(X5)*				skor	*Kepuasan konsumen (y)*			skor
				1	2	3	4		5	6	7		8	9	10		11	12	13	14		15	16	17	18		19	20	21	
1	L	<20	SD	5	5	5	5	20	5	5	5	15	5	4	4	13	4	4	5	4	17	5	4	5	4	18	5	5	5	15
2	P	20-30	SMP	4	5	4	5	18	4	5	5	14	4	4	5	13	4	4	5	4	17	4	4	4	4	16	4	5	5	14
3	L	31-40	SMA	5	4	4	5	18	3	3	3	9	3	3	3	9	3	3	3	3	12	3	3	3	4	13	5	5	4	14
4	P	41-50	S1	5	4	4	5	18	4	5	5	14	4	5	5	14	4	5	5	4	18	4	4	5	4	17	5	5	5	15
5	P	>50	SD	5	4	4	4	17	3	5	4	12	5	4	5	14	5	5	3	3	16	5	5	4	4	18	5	3	5	13
6	L	31-40	SMP	5	5	5	5	20	5	5	5	15	4	4	4	12	4	5	5	5	19	5	5	5	4	19	5	5	5	15
7	P	41-50	SMP	5	4	5	4	18	5	4	5	14	4	4	4	12	4	4	4	4	16	4	5	5	4	18	4	5	5	14
8	P	20-30	SMP	5	4	4	4	17	4	5	5	14	4	4	4	12	3	4	4	4	15	5	5	4	4	18	4	5	4	13
9	P	20-30	SMP	5	5	5	5	20	4	4	4	12	4	4	4	12	4	4	4	4	16	4	5	5	4	18	4	5	5	14
10	L	20-30	SD	5	4	5	5	19	5	4	4	13	4	4	5	13	4	4	4	4	16	5	5	4	4	18	5	4	5	14
11	P	31-40	SD	5	4	5	4	18	5	5	4	14	5	4	5	14	4	5	5	4	18	5	5	4	4	18	5	5	4	14
12	P	41-50	SD	4	5	5	5	19	4	3	4	11	5	4	4	13	5	4	4	4	17	4	5	5	4	18	5	5	4	14
13	L	41-50	SD	5	5	4	4	18	4	4	4	12	4	4	4	12	4	5	5	5	19	5	4	5	4	18	4	5	5	14
14	P	31-40	SMP	4	4	5	4	17	5	5	5	15	4	4	4	12	4	4	5	4	17	5	5	5	4	19	4	5	5	14
15	L	31-40	SMA	4	4	4	5	17	5	4	5	14	4	4	4	12	4	4	4	4	16	4	4	5	5	18	5	5	4	14
16	L	41-50	SMP	4	4	5	5	18	5	5	5	15	3	5	5	13	3	4	4	4	15	5	4	5	5	19	5	5	5	15
17	P	41-50	SMA	4	4	5	5	18	4	4	4	12	4	5	4	13	4	5	5	5	19	5	5	5	4	19	5	5	4	14
18	P	20-30	SMP	4	5	5	4	18	5	5	5	15	5	5	5	15	5	5	4	5	19	5	5	4	4	18	5	5	4	14
19	P	41-50	SMP	5	4	4	5	18	3	3	3	9	3	3	3	9	4	4	5	4	17	5	5	4	4	18	4	5	5	14
20	P	41-50	SMP	5	5	5	4	19	4	5	5	14	5	5	5	15	4	5	5	5	19	5	5	5	2	17	4	5	5	14
21	P	20-30	SMP	4	4	4	5	17	4	5	5	14	5	5	4	14	4	5	4	5	18	3	5	5	4	17	5	4	5	14
22	P	41-50	SMA	5	5	4	4	18	5	5	5	15	3	4	5	12	5	4	5	4	18	5	4	5	4	18	5	5	4	14
23	P	20-30	SMP	3	3	3	3	12	5	5	5	15	3	3	3	9	4	3	2	2	11	3	3	4	4	14	4	5	5	14
24	P	41-50	SMP	5	5	4	4	18	3	4	5	12	5	4	4	13	4	4	3	4	15	5	5	5	4	19	5	4	5	14
25	P	41-50	SMA	5	4	4	4	17	4	4	4	12	5	5	5	15	4	5	4	5	18	5	5	5	4	19	5	5	5	15
26	P	41-50	SMP	5	4	4	5	18	5	5	4	14	4	5	5	14	3	4	3	4	14	5	5	5	4	19	4	5	5	14
27	P	41-50	SMA	4	5	5	5	19	5	4	5	14	4	5	5	14	3	3	5	3	14	4	5	5	4	18	5	5	5	15
28	P	41-50	SMP	5	4	3	4	16	5	3	4	12	5	5	4	14	5	4	4	4	17	5	5	5	4	19	5	4	5	14
29	P	<20	SMP	3	3	3	3	12	3	4	3	10	5	5	4	14	4	5	5	5	19	3	3	3	4	13	5	5	4	14
30	P	>50	SMP	4	4	3	4	15	4	4	5	13	5	5	4	14	4	5	5	5	19	5	4	5	4	18	4	5	5	14
31	P	31-40	SMP	4	3	5	3	15	3	3	3	9	5	5	4	14	4	5	5	5	19	5	5	5	4	19	4	5	5	14
32	P	31-40	SD	4	4	4	4	16	4	4	5	13	3	5	5	13	5	5	4	5	19	4	5	4	3	16	4	5	4	13
33	L	<20	SD	5	5	4	4	18	5	5	5	15	5	4	4	13	4	3	4	3	14	4	5	4	4	17	5	5	5	15
34	P	31-40	SD	4	5	4	5	18	5	5	4	14	5	4	3	12	3	3	5	5	16	5	4	3	3	15	4	5	5	14
35	L	<20	SD	3	5	3	4	15	4	5	5	14	4	4	3	11	5	5	5	5	20	5	4	5	4	18	4	5	5	14
36	P	41-50	SMP	3	4	3	4	14	4	3	4	11	5	5	4	14	3	3	3	3	12	3	4	4	4	15	5	5	4	14
37	P	41-50	SMP	4	4	4	3	15	5	5	4	14	5	5	5	15	5	5	3	5	18	4	5	4	4	17	5	4	5	14
38	P	41-50	SMP	4	4	3	4	15	5	5	4	14	4	5	5	14	4	4	5	4	17	5	4	5	4	18	5	4	5	14
39	P	>50	SMP	4	4	4	4	16	4	5	5	14	4	4	4	12	5	4	4	4	17	5	5	4	4	18	4	5	5	14
40	P	>50	SMP	5	5	5	4	19	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	2	17	5	5	4	14
41	P	41-50	SMP	4	4	4	5	17	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	4	19	5	4	5	14

42	L	41-50	SMA	4	5	5	4	18	5	4	5	14	5	5	5	15	4	5	5	5	19	4	5	4	4	17	4	5	5	14
43	P	41-50	SMP	4	4	4	4	16	4	4	5	13	4	3	3	10	5	5	4	4	18	4	5	5	4	18	4	5	5	14
44	P	20-30	SMP	4	5	4	4	17	4	4	5	13	4	5	5	14	4	5	4	5	18	4	5	5	4	18	4	5	5	14
45	P	41-50	SMA	3	3	3	3	12	3	3	3	9	4	5	5	14	3	3	3	4	13	3	3	3	4	13	4	5	4	13
46	P	20-30	SMP	3	3	3	3	12	5	4	5	14	3	4	4	11	3	3	3	4	13	4	4	3	4	15	4	4	5	13
47	P	41-50	SMA	4	5	5	5	19	4	4	5	13	4	5	5	14	5	5	5	5	20	4	5	5	4	18	5	5	5	15
48	P	41-50	SMA	4	5	4	4	17	4	5	4	13	4	5	5	14	2	5	5	5	17	4	5	5	4	18	4	5	5	14
49	P	20-30	SMA	4	4	4	4	16	4	3	4	11	4	4	4	12	5	5	4	5	19	4	4	4	4	16	5	5	4	14
50	P	20-30	SMA	4	4	4	4	16	4	4	4	12	4	4	4	12	5	5	4	5	19	4	4	4	4	16	5	5	4	14
51	P	20-30	SMA	5	5	5	5	20	5	5	5	15	5	5	5	15	5	5	5	5	20	5	4	5	4	18	5	5	5	15
52	P	20-30	SMA	3	4	4	4	15	4	3	4	11	4	3	3	10	5	5	5	5	20	4	3	3	3	13	4	4	4	12
53	P	20-30	SMA	4	4	4	4	16	4	4	4	12	4	4	4	12	4	4	5	4	17	4	4	4	4	16	4	5	5	14
54	P	20-30	SMA	3	4	5	4	16	4	5	4	13	5	4	3	12	3	4	5	4	16	4	4	4	2	14	4	4	4	12
55	P	41-50	SMA	4	4	4	4	16	4	4	4	12	4	4	4	12	5	4	5	4	18	4	4	4	5	17	4	4	4	12
56	L	41-50	SMA	5	5	4	4	18	4	5	4	13	5	5	5	15	3	5	5	5	18	5	5	4	5	19	5	5	5	15
57	P	31-40	SMA	4	4	4	4	16	3	5	4	12	3	5	4	12	3	5	4	5	17	4	4	4	4	16	4	4	4	12
58	P	31-40	SMA	5	5	5	5	20	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	4	19	5	5	5	15
59	P	20-30	SMA	4	4	3	3	14	5	5	4	14	4	5	5	14	3	3	3	3	12	3	3	3	4	13	5	5	4	14
60	P	20-30	SMA	3	3	3	3	12	3	3	3	9	3	3	3	9	4	5	5	5	19	5	5	4	5	19	5	4	5	14
61	L	31-40	SMA	5	5	4	5	19	5	5	4	14	4	5	5	14	5	5	5	5	20	4	5	4	4	17	4	5	5	14
62	P	31-40	SMA	4	4	5	5	18	4	4	5	13	4	5	5	14	5	5	5	5	20	4	5	4	4	17	5	4	5	14
63	P	31-40	SMA	3	2	2	3	10	3	3	3	9	3	3	3	9	3	3	3	2	11	3	3	3	3	12	3	3	3	9
64	L	31-40	SMA	3	4	4	3	14	3	3	3	9	3	3	3	9	3	3	3	3	12	3	3	3	4	13	3	3	3	9
65	P	31-40	SMA	5	5	4	5	19	5	4	5	14	5	5	4	14	4	5	5	5	19	5	5	4	4	18	4	5	5	14
66	P	20-30	SMA	4	5	5	5	19	4	4	5	13	4	5	4	13	4	5	5	5	19	4	5	5	4	18	4	5	5	14
67	P	20-30	SMA	4	5	4	5	18	5	5	4	14	5	4	5	14	4	5	4	5	18	5	5	4	4	18	5	5	4	14
68	L	31-40	SMA	4	5	5	5	19	5	5	5	15	4	5	5	14	5	5	5	5	20	5	4	5	4	18	5	5	5	15
69	L	31-40	SMA	2	3	4	4	13	3	3	3	9	3	3	3	9	5	3	4	3	15	3	3	3	4	13	3	3	3	9
70	P	31-40	SMA	3	3	4	4	14	3	4	3	10	3	3	3	9	4	3	5	3	15	4	3	3	4	14	5	4	5	14
71	P	31-40	SMA	4	5	5	5	19	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	4	19	5	5	5	15
72	P	31-40	SMA	4	5	5	5	19	5	4	5	14	4	5	5	14	4	5	5	5	19	4	5	5	3	17	4	5	5	14
73	L	31-40	SMA	4	5	4	4	17	4	5	5	14	4	5	5	14	4	5	5	5	19	5	5	5	4	19	5	5	4	14
74	L	>50	SMA	4	5	4	4	17	5	5	5	15	5	4	5	14	4	5	5	5	19	4	4	5	4	17	5	5	4	14
75	L	31-40	SMA	3	3	3	3	12	3	3	3	9	3	3	3	9	4	3	3	3	13	4	3	3	5	15	3	3	3	9
76	P	31-40	SMA	3	3	3	3	12	4	4	3	11	4	4	4	12	3	4	4	4	15	4	4	4	5	17	3	4	4	11
77	P	31-40	SMA	5	5	5	4	19	4	5	5	14	5	4	5	14	4	4	5	4	17	5	5	4	4	18	4	5	5	14
78	P	41-50	SMA	5	4	5	5	19	4	5	5	14	5	4	5	14	4	4	5	4	17	5	5	4	4	18	4	5	5	14
79	P	41-50	SMA	3	3	3	3	12	3	3	3	9	3	3	3	9	5	3	4	3	15	3	3	4	4	14	3	3	3	9
80	L	>50	SMA	4	5	5	5	19	5	5	4	14	4	5	5	14	5	5	4	5	19	5	5	4	5	19	5	5	4	14
81	P	>50	SMA	3	3	4	4	14	3	4	3	10	4	4	4	12	3	4	3	4	14	4	3	4	4	15	4	4	4	12
82	L	41-50	SMA	4	5	5	4	18	4	5	5	14	5	5	5	15	5	5	5	5	20	5	5	5	4	19	5	5	5	15
83	P	41-50	SMA	3	4	5	5	17	4	5	5	14	5	3	5	13	4	5	5	5	19	4	4	5	3	16	5	5	4	14
84	P	41-50	SMA	3	5	5	5	18	5	4	4	13	3	4	5	12	3	4	5	4	16	5	4	4	4	17	4	4	5	13
85	L	41-50	SMA	5	4	4	4	17	5	5	4	14	4	5	5	14	4	5	5	5	19	4	5	5	4	18	4	5	5	14
86	P	41-50	SMA	4	4	4	4	16	4	4	4	12	4	4	4	12	4	4	4	4	16	5	4	3	4	16	4	4	4	12

87	P	41-50	SMP	4	5	5	5	19	5	5	4	14	5	5	4	14	4	5	5	5	19	5	4	5	3	17	5	5	5	15
88	P	41-50	S1	4	5	5	4	18	5	4	5	14	4	5	5	14	5	5	4	5	19	4	5	5	4	18	5	5	5	15
89	P	31-40	SMP	3	4	4	3	14	5	3	4	12	4	4	4	12	3	4	3	4	14	3	4	5	4	16	4	4	5	13
90	L	31-40	S1	4	4	4	4	16	5	4	5	14	4	4	4	12	4	3	4	3	14	4	4	5	4	17	4	5	4	13
91	L	41-50	SMP	4	4	4	4	16	4	4	4	12	4	4	4	12	4	4	4	4	16	4	4	4	4	16	4	4	4	12
92	P	20-30	SMP	5	5	4	5	19	4	5	5	14	5	5	4	14	4	4	5	4	17	5	4	5	3	17	5	4	5	14
93	L	41-50	SMP	5	5	5	4	19	4	5	5	14	5	4	5	14	5	4	5	4	18	4	5	5	4	18	4	5	5	14
94	L	41-50	S1	5	3	4	5	17	4	3	4	11	4	5	5	14	4	3	3	3	13	1	3	2	4	10	4	4	3	11
95	P	31-40	SD	5	5	5	4	19	5	4	5	14	5	4	5	14	5	5	4	5	19	5	4	5	5	19	5	4	5	14
96	P	31-40	SMP	4	4	5	5	18	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	4	19	5	5	5	15
97	P	>50	SMP	5	5	5	5	20	4	5	5	14	4	5	5	14	4	5	5	5	19	5	5	5	4	19	5	5	5	15
98	L	>50	SMP	4	5	5	5	19	4	5	5	14	4	5	5	14	5	4	5	4	18	5	4	5	4	18	4	5	5	14
99	P	31-40	S1	3	4	4	5	16	5	3	5	13	4	3	4	11	5	3	3	3	14	4	4	4	4	16	4	5	4	13
100	P	41-50	SMP	4	4	4	4	16	4	3	5	12	4	3	5	12	4	4	4	3	15	4	4	4	2	14	4	4	4	12



LAMPIRAN 3

OUTPUT SPSS

FREKUENSI JAWABAN RESPONDEN

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	L	26	26,0	26,0	26,0
	P	74	74,0	74,0	100,0
	Total	100	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20	4	4,0	4,0	4,0
	>50	9	9,0	9,0	13,0
	20-30	20	20,0	20,0	33,0
	31-40	29	29,0	29,0	62,0
	41-50	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S1	5	5,0	5,0	5,0
	SD	11	11,0	11,0	16,0
	SMA	48	48,0	48,0	64,0
	SMP	36	36,0	36,0	100,0
	Total	100	100,0	100,0	

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	20	20,0	20,0	21,0
	4	46	46,0	46,0	67,0
	5	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	13	13,0	13,0	14,0
	4	44	44,0	44,0	58,0
	5	42	42,0	42,0	100,0
	Total	100	100,0	100,0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	14	14,0	14,0	15,0
	4	47	47,0	47,0	62,0
	5	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	14,0	14,0	14,0
	4	47	47,0	47,0	61,0
	5	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

x2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	16,0	16,0	16,0
	4	42	42,0	42,0	58,0
	5	42	42,0	42,0	100,0
	Total	100	100,0	100,0	

x2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	19,0	19,0	19,0
	4	33	33,0	33,0	52,0
	5	48	48,0	48,0	100,0
	Total	100	100,0	100,0	

x2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	14,0	14,0	14,0
	4	34	34,0	34,0	48,0
	5	52	52,0	52,0	100,0
	Total	100	100,0	100,0	

x3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	16,0	16,0	16,0
	4	47	47,0	47,0	63,0
	5	37	37,0	37,0	100,0
	Total	100	100,0	100,0	

x3.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	15,0	15,0	15,0
	4	38	38,0	38,0	53,0
	5	47	47,0	47,0	100,0
	Total	100	100,0	100,0	

x3.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	15,0	15,0	15,0
	4	36	36,0	36,0	51,0
	5	49	49,0	49,0	100,0
	Total	100	100,0	100,0	

x4.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	19	19,0	19,0	20,0
	4	47	47,0	47,0	67,0
	5	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

x4.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	18,0	18,0	18,0
	4	32	32,0	32,0	50,0
	5	50	50,0	50,0	100,0
	Total	100	100,0	100,0	

x4.13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	16	16,0	16,0	17,0
	4	30	30,0	30,0	47,0
	5	53	53,0	53,0	100,0
	Total	100	100,0	100,0	

x4.14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	3	15	15,0	15,0	17,0
	4	36	36,0	36,0	53,0
	5	47	47,0	47,0	100,0
	Total	100	100,0	100,0	

x5.15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	3	12	12,0	12,0	13,0
	4	40	40,0	40,0	53,0
	5	47	47,0	47,0	100,0
	Total	100	100,0	100,0	

x5.16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	14,0	14,0	14,0
	4	35	35,0	35,0	49,0
	5	51	51,0	51,0	100,0
	Total	100	100,0	100,0	

x5.17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	13	13,0	13,0	14,0
	4	36	36,0	36,0	50,0
	5	50	50,0	50,0	100,0
	Total	100	100,0	100,0	

x5.18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4,0	4,0	4,0
	3	8	8,0	8,0	12,0
	4	79	79,0	79,0	91,0
	5	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

y.19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6,0	6,0	6,0
	4	45	45,0	45,0	51,0
	5	49	49,0	49,0	100,0
	Total	100	100,0	100,0	

y.20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6,0	6,0	6,0
	4	25	25,0	25,0	31,0
	5	69	69,0	69,0	100,0
	Total	100	100,0	100,0	

y.21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6,0	6,0	6,0
	4	32	32,0	32,0	38,0
	5	62	62,0	62,0	100,0
	Total	100	100,0	100,0	

LAMPIRAN 4

OUTPUT SPSS

UJI INSTRUMEN

A. UJI VALIDITAS

Correlations

		x1.1	x1.2	x1.3	x1.4	Reliability
x1.1	Pearson Correlation	1	,503**	,385**	,416**	,737**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
x1.2	Pearson Correlation	,503**	1	,584**	,534**	,829**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
x1.3	Pearson Correlation	,385**	,584**	1	,583**	,805**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
x1.4	Pearson Correlation	,416**	,534**	,583**	1	,793**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Reliability	Pearson Correlation	,737**	,829**	,805**	,793**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Correlations

		x2.5	x2.6	x2.7	Assurance
x2.5	Pearson Correlation	1	,446**	,567**	,810**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
x2.6	Pearson Correlation	,446**	1	,527**	,810**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
x2.7	Pearson Correlation	,567**	,527**	1	,845**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Assurance	Pearson Correlation	,810**	,810**	,845**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Correlations

		x3.8	x3.9	x3.10	Tangible
x3.8	Pearson Correlation	1	,424**	,374**	,733**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
x3.9	Pearson Correlation	,424**	1	,655**	,858**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
x3.10	Pearson Correlation	,374**	,655**	1	,839**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Tangible	Pearson Correlation	,733**	,858**	,839**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Correlations

		x4.11	x4.12	x4.13	x4.14	Empathy
x4.11	Pearson Correlation	1	,377**	,222*	,269**	,590**
	Sig. (2-tailed)		,000	,026	,007	,000
	N	100	100	100	100	100
x4.12	Pearson Correlation	,377**	1	,520**	,868**	,891**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
x4.13	Pearson Correlation	,222*	,520**	1	,573**	,750**
	Sig. (2-tailed)	,026	,000		,000	,000
	N	100	100	100	100	100
x4.14	Pearson Correlation	,269**	,868**	,573**	1	,876**
	Sig. (2-tailed)	,007	,000	,000		,000
	N	100	100	100	100	100
Empathy	Pearson Correlation	,590**	,891**	,750**	,876**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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

Correlations

		x5.15	x5.16	x5.17	x5.18	Responsiveness
x5.15	Pearson Correlation	1	,554**	,494**	,029	,795**
	Sig. (2-tailed)		,000	,000	,777	,000
	N	100	100	100	100	100
x5.16	Pearson Correlation	,554**	1	,567**	,014	,808**
	Sig. (2-tailed)	,000		,000	,887	,000
	N	100	100	100	100	100
x5.17	Pearson Correlation	,494**	,567**	1	-,013	,782**
	Sig. (2-tailed)	,000	,000		,898	,000
	N	100	100	100	100	100
x5.18	Pearson Correlation	,029	,014	-,013	1	,306**
	Sig. (2-tailed)	,777	,887	,898		,002
	N	100	100	100	100	100
Responsiveness	Pearson Correlation	,795**	,808**	,782**	,306**	1
	Sig. (2-tailed)	,000	,000	,000	,002	
	N	100	100	100	100	100

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

Correlations

		y.19	y.20	y.21	Kepuasan konsumen
y.19	Pearson Correlation	1	,360**	,326**	,741**
	Sig. (2-tailed)		,000	,001	,000
	N	100	100	100	100
y.20	Pearson Correlation	,360**	1	,409**	,773**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
y.21	Pearson Correlation	,326**	,409**	1	,763**
	Sig. (2-tailed)	,001	,000		,000
	N	100	100	100	100
Kepuasan konsumen	Pearson Correlation	,741**	,773**	,763**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

B. UJI RELIABILITAS

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,775	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	12,70	3,121	,513	,755
x1.2	12,54	2,918	,650	,682
x1.3	12,59	2,992	,618	,699
x1.4	12,60	3,172	,535	,742

Assurance

Reliability Statistics

Cronbach's Alpha	N of Items
,759	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.5	8,67	1,698	,577	,690
x2.6	8,64	1,627	,550	,723
x2.7	8,55	1,604	,642	,616

Tangible

Reliability Statistics

Cronbach's Alpha	N of Items
,739	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.8	8,66	1,742	,439	,791
x3.9	8,55	1,402	,654	,544
x3.10	8,53	1,444	,612	,596

Empathy

Reliability Statistics

Cronbach's Alpha	N of Items
,759	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x4.11	12,77	3,088	,447	,762
x4.12	12,42	2,610	,682	,629
x4.13	12,54	2,796	,533	,719
x4.14	12,94	3,188	,599	,691

Responsiveness

Reliability Statistics

Cronbach's Alpha	N of Items
,635	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x5.15	12,65	2,008	,553	,454
x5.16	12,60	2,040	,597	,423
x5.17	12,62	2,076	,540	,467
x5.18	13,04	3,433	,012	,777

Kepuasan konsumen

Reliability Statistics

Cronbach's Alpha	N of Items
,633	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y.19	9,19	1,024	,408	,581
y.20	8,99	,980	,472	,492
y.21	9,06	,986	,445	,529

LAMPIRAN 5

REGRESI LINEAR BERGANDA

Descriptive Statistics

	Mean	Std. Deviation	N
Kepuasan konsumen	13,62	1,376	100
Reliability	16,85	2,276	100
Assurance	12,93	1,816	100
Tangible	12,87	1,745	100
Empathy	17,07	2,401	100
Responsiveness	16,97	1,946	100

Correlations

		Kepuasan konsumen	Reliability	Assurance	Tangible	Empathy	Responsiveness
Pearson Correlation	Kepuasan konsumen	1,000	,639	,628	,593	,509	,644
	Reliability	,639	1,000	,611	,555	,514	,599
	Assurance	,628	,611	1,000	,581	,397	,528
	Tangible	,593	,555	,581	1,000	,506	,478
	Empathy	,509	,514	,397	,506	1,000	,584
	Responsiveness	,644	,599	,528	,478	,584	1,000
Sig. (1-tailed)	Kepuasan konsumen	.	,000	,000	,000	,000	,000
	Reliability	,000	.	,000	,000	,000	,000
	Assurance	,000	,000	.	,000	,000	,000
	Tangible	,000	,000	,000	.	,000	,000
	Empathy	,000	,000	,000	,000	.	,000
	Responsiveness	,000	,000	,000	,000	,000	.
N	Kepuasan konsumen	100	100	100	100	100	100
	Reliability	100	100	100	100	100	100
	Assurance	100	100	100	100	100	100
	Tangible	100	100	100	100	100	100
	Empathy	100	100	100	100	100	100
	Responsiveness	100	100	100	100	100	100

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,769[a]	,592	,570	,903

a. Predictors: (Constant), Responsiveness, Tangible, Empathy, Assurance, Reliability

b. Dependent Variable: Kepuasan konsumen

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110,942	5	22,188	27,222	,000[b]
	Residual	76,618	94	,815		
	Total	187,560	99			

a. Dependent Variable: Kepuasan konsumen

b. Predictors: (Constant), Responsiveness, Tangible, Empathy, Assurance, Reliability

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,521	,886		3,975	,000		
	Reliability	,120	,058	,199	2,086	,040	,479	2,088
	Assurance	,170	,069	,225	2,457	,016	,520	1,923
	Tangible	,149	,070	,188	2,119	,037	,549	1,821
	Empathy	,033	,050	,057	,659	,512	,576	1,736
	Responsiveness	,200	,065	,283	3,066	,003	,509	1,964

a. Dependent Variable: Kepuasan konsumen

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	Reliability	Assurance	Tangible	Empathy	Responsiveness
1	1	5,958	1,000	,00	,00	,00	,00	,00	,00
	2	,012	22,107	,03	,03	,32	,04	,40	,02
	3	,010	24,910	,69	,02	,00	,10	,24	,02
	4	,008	26,583	,07	,26	,03	,66	,00	,07
	5	,007	30,268	,01	,58	,59	,11	,15	,01
	6	,005	34,585	,20	,10	,06	,09	,21	,89

a. Dependent Variable: Kepuasan konsumen

Residuals Statistics[a]

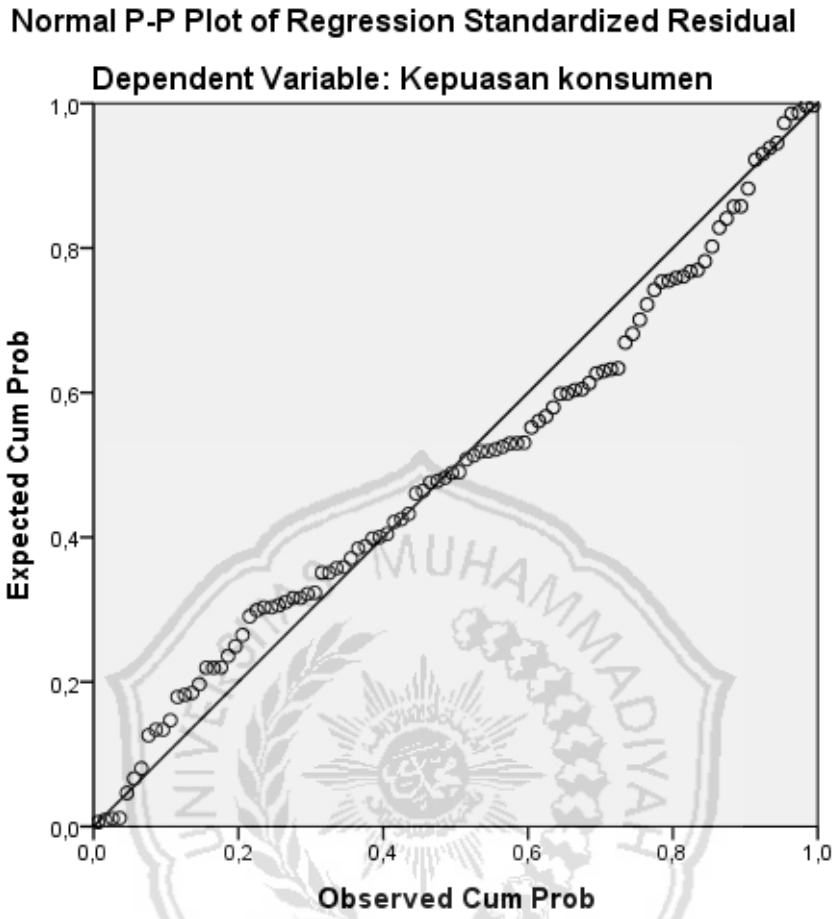
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10,36	15,17	13,62	1,059	100
Std. Predicted Value	-3,082	1,465	,000	1,000	100
Standard Error of Predicted Value	,107	,461	,206	,081	100
Adjusted Predicted Value	10,54	15,18	13,60	1,088	100
Residual	-2,265	2,460	,000	,880	100
Std. Residual	-2,508	2,724	,000	,974	100
Stud. Residual	-2,624	3,043	,011	1,035	100
Deleted Residual	-2,479	3,084	,022	,996	100
Stud. Deleted Residual	-2,711	3,188	,013	1,055	100
Mahal. Distance	,390	24,867	4,950	5,168	100
Cook's Distance	,000	,401	,024	,064	100
Centered Leverage Value	,004	,251	,050	,052	100

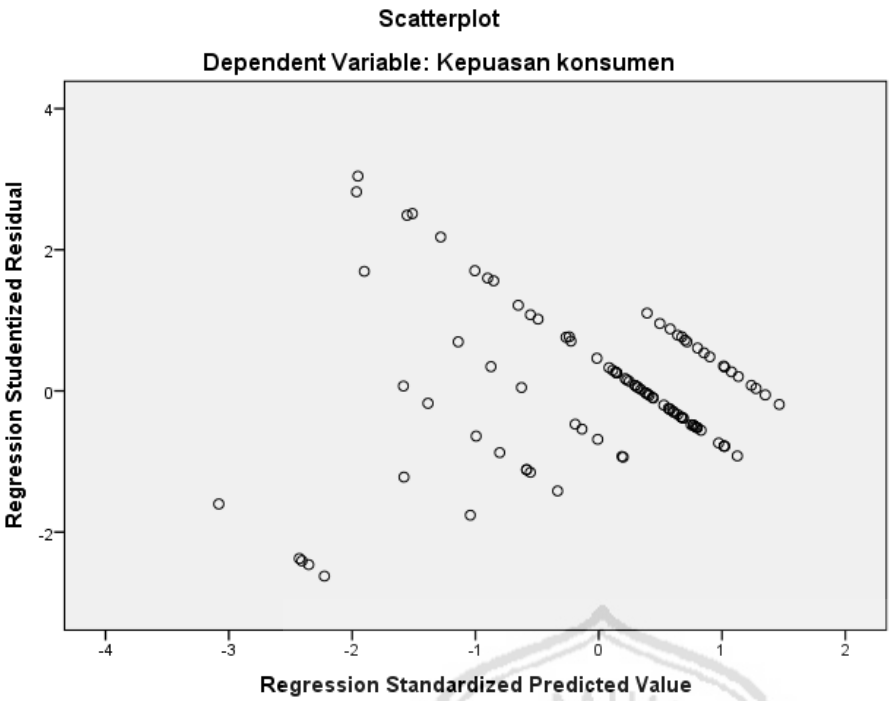
a. Dependent Variable: Kepuasan konsumen

LAMPIRAN 6

ASUMSI KLASIK

GAMBAR HASIL UJI NORMALITAS DAN HETEROSKEDASTISITAS




Scatterplot
Dependent Variable: Kepuasan konsumen
Regression Studentized Residual
Regression Standardized Predicted Value
4
2
0
-2
-4
-3
-2
-1
0
1
2

KUISIONER

ANALISIS KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA PT. BORWITA CITRA PRIMA DI BONDOWOSO

Bersama ini saya mohon kesediaan Bapak/Ibu untuk mengisi kuisioner dibawah ini. Informasi yang Bapak/Ibu berikan merupakan bantuan yang sangat berarti dalam menyelesaikan penelitian ini. Atas bantuan dan perhatiannya saya ucapkan terima kasih.

- **Karakteristik responden** :
  1. Jenis Kelamin :
  2. Pendidikan Terakhir :
  3. Usia :

- **Petunjuk pengisian pertanyaan** :
  1. Pilihlah jawaban yang sesuai dengan pendapat anda dengan cara memberikan tanda checklist (√) pada kotak yang tersedia
  2. Mohon menjawab satu jawaban saja yang paling sesuai untuk setiap pertanyaan

Alternatif pilihan :

SS : Sangat Setuju skor:5
S : Setuju skor:4
KS : Kurang Setuju skor:3
TS : Tidak Setuju skor:2
STS : Sangat Tidak Setuju skor:1

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