

LAMPIRAN

Lampiran 1 : Lembar Kuesioner

LEMBAR KUESIONER

Perihal : Permohonan Pengisian Kuesioner

Kepada Yth.

Bapak/Ibu sebagai Responden

Di –

Tempat

Dengan hormat,

Sehubungan dengan penelitian untuk skripsi pada strata 1 (S1) Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Palopo di bidang Manajemen Pemasaran yang berjudul:” **Pengaruh Kualitas Pelayanan Terhadap Kepuasan pelanggan Pada Bengkel Yamaha Jaya Baru Motor di Kota Palopo**”. Saya memohon kesediaan Bapak/Ibu untuk meluangkan waktu 10-15 menit untuk mengisi kuesioner ini.

Bapak/Ibu dimohon membaca petunjuk pengisian kuesioner dan menjawab pertanyaan yang sesuai dengan yang dirasakan selama ini. Tidak ada jawaban yang benar atau salah dalam pengisian kuesioner ini karena hanya menanyakan persepsi yang dirasakan. Jawaban dan identitas responden hanya digunakan untuk kepentingan penelitian dan pendidikan yang akan dijaga kerahasiannya. Keberhasilan penelitian ini sangat bergantung pada perhatian dan kesungguhan. Bapak/Ibu dalam mengisi kuesioner ini.

Atas bantuan dan kesediaan Bapak/Ibu dalam mengisi kuesioner penelitian ini, dengan rendah hati saya ucapkan terima kasih

Hormat Saya,

Anita

A. Identitas Responden

Pada pertanyaan di bawah ini, anda dimohon untuk mengisi pertanyaan-
Spertanyaan dengan keadaan/kondisi yang sebenarnya.

1. Nama :.....
2. Jenis kelamin : Laki-Laki Perempuan
3. Usia saat ini : (pilih salah satu dibawah ini)
 < 17 thn 41 thn - 50 thn

- 17 thn - 30 thn > 50 thn
 31 thn - 40 thn

6. Alamat/Domisili :

7. Tanggal Pengisian :

B. Pertanyaan Screening

1. Apakah anda pernah ke Bengkel Yamaha Jaya Baru Motor di Kota Palopo?

Ya Tidak

2. Sudah berapa kali anda mendatangi Bengkel Yamaha Jaya Baru Motor di Kota Palopo?

1 2 3 4 5

C. Petunjuk Pengisian Kuesioner

Isilah pertanyaan di bawah ini dengan memberi tanda centang (√) atau tanda silang (x) pada salah satu kolom jawaban yang tersedia, adapun makna dari jawaban

Alternative yang ada pada kuesioner ini adalah:

Tanda	Keterangan	Skor
SS	Sangat Setuju	5
S	Setuju	4
KS	Kurang Setuju	3
TS	Tidak Setuju	2
STS	Sangat Setuju	1

Variabel Kualitas Pelayanan (X)

No	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
Indikator Keandalan (<i>Reliabilty</i>)						
1.	Karyawan Bengkel Yamaha Jaya Baru Motor cepat dalam melayani masyarakat					
2.	Pelayanan yang diberikan Bengkel Yamaha Jaya Baru Motor sudah sesuai					

	harapan/memuaskan					
3.	Karyawan Bengkel Yamaha Jaya Baru Motor dalam memberikan pelayanan memiliki tingkat akurasi ketepatan yang sesuai dengan prosedur pelayanan					
4.	Karyawan Bengkel Yamaha Jaya Baru Motor memiliki kemampuan dalam menyelesaikan setiap masalah atau keluhan pelanggan					

No	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
Indikator Dimensi Jaminan dan Kepastian (<i>Assurance</i>)						
1.	Karyawan Bengkel Yamaha Jaya Baru Motor rama melayani tamu/pelanggan					
2.	Karyawan Bengkel Yamaha Jaya Baru Motor berpenampilan sopan terhadap pelanggan					
3.	Pelayanan yang diberikan sesuai dengan jaminan yang dijanjikan dan diterima pelanggan					

No	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
Indikator Empati (<i>Emphaty</i>)						
1.	Memberikan perhatian dengan tulus hati dalam melayani pelanggan					
2.	Memberikan perhatian dan kesungguhan dalam melayani keluhan pelanggan					

3.	Kejujuran dan kesabaran karyawan dalam memberikan pelayanan					
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No	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
Indikator Berwujud (<i>Tangibles</i>)						
1.	Kelengkapan formulir aplikasi dan alat tulis untuk pelanggan					
2.	Sealu tersedianya permen di meja karyawan					
3.	Kebersihan dan kerapihan ruangan					
4.	Penataan interior dan eksterior ruangan					

No	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
Indikator Ketanggapan atau Daya Tanggap (<i>Responsiveness</i>)						
1.	Kemampuan karyawan cepat tanggap dalam menyelesaikan keluhan pelanggan					
2.	Memberikan informasi yang jelas dan mudah dipahami oleh pelanggan					
3.	Karyawan selalu menunjukkan rasa percaya diri dan sikap siap melayani pelanggan					
4.	Kecepatan dan ketepatan dalam memberikan informasi yang dibutuhkan pelanggan					

Variabel Kepuasan Pelanggan(Y)

No	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
Indikator Kualitas Produk						
1.	Setiap keluhan pelanggan ditangani dengan cepat oleh karyawan dengan cara memperbaiki kualitas produk					
2.	Karyawan selalu meningkatkan kualitas hasil produksi untuk memenuhi kebutuhan pelanggan					
3.	Adanya kualitas produk sesuai dengan harga					
4.	Produk yang dihasilkan nyaman dipakai					

No	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
Indikator Harga						
1.	Kesesuaian harga dengan kualitas produk					
2.	Harga tiap produk bervariasi					
3.	Harga produk termasuk biaya pengiriman sampai ke tempat tujuan pemesan					

No	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
Indikator Kualitas Pelayanan						
1.	Pelayanan karyawan bengkel yamaha sangat baik					
2.	Tersedianya garansi terhadap beberapa produk bengkel yamaha					
3.	Tersedianya ruang tunggu bagi pelanggan					

No	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
Indikator Faktor Emosional						
1.	Merasa marah ketika dibentak					
2.	Merasa kecewa jika hasil kerja tidak sesuai dengan yang saya inginkan					
3.	Dapat mengendalikan emosi diri dalam situasi apapun					

																		1																		5
2	4	2	2	3	4	4	2	3	2	4	2	3	2	2	4	3	3	5	1	4	2	3	4	2	2	3	2	4	3	4	3	4	3	4	0	4
2	3	2	4	3	2	3	2	4	3	2	3	2	4	3	2	3	2	9	2	3	4	2	3	2	4	3	3	2	4	2	4	2	4	3	8	3
3	2	3	4	4	3	2	3	3	2	3	4	3	4	3	4	3	3	5	6	3	4	2	2	3	4	5	3	3	4	4	4	4	4	4	5	4
2	4	3	2	3	4	2	3	2	3	2	3	2	4	3	2	3	2	4	9	2	3	2	4	3	3	2	3	4	3	2	3	2	3	2	6	3
5	2	3	2	4	3	4	2	2	4	4	2	3	2	2	3	4	2	5	3	4	1	3	2	4	3	3	4	2	2	3	2	3	2	3	6	3
4	5	2	3	1	4	1	4	1	3	5	2	3	1	3	4	3	4	5	3	2	2	4	4	3	3	1	1	2	4	4	4	4	4	4	8	3
4	3	3	4	2	4	2	4	3	4	5	4	2	5	3	4	3	3	6	2	3	4	2	2	3	1	3	2	4	2	1	2	1	0	3	0	
3	2	4	2	3	2	3	2	4	3	2	3	2	4	3	2	3	4	5	1	2	4	3	2	3	2	4	3	2	2	3	2	3	2	3	5	3
2	4	2	4	3	4	2	1	4	4	1	4	3	3	3	5	1	5	5	5	2	4	4	2	3	3	2	4	2	4	4	4	4	4	4	2	4
1	3	3	4	2	3	3	4	4	2	4	3	3	4	2	2	3	3	5	3	4	2	2	3	2	4	4	3	3	4	3	4	3	4	3	1	4
2	4	2	4	2	4	2	4	2	5	5	2	2	4	2	5	2	4	7	3	2	3	1	2	3	2	2	4	2	4	2	4	2	4	4	3	4
4	3	4	3	2	4	4	2	4	4	2	4	3	4	3	2	1	2	5	4	2	3	4	2	1	4	3	2	3	5	3	5	1	4	4	1	
4	3	3	4	4	2	3	3	2	3	4	3	2	4	2	3	3	2	5	4	4	3	4	3	4	3	3	2	4	4	2	4	2	4	2	2	4
2	1	4	2	4	5	2	5	5	4	2	3	2	4	3	4	2	4	8	4	1	2	3	2	4	4	5	2	5	3	5	3	3	3	3	3	4

Lampiran 3 : Hasil Uji Deskriptif

Kualitas Pelayanan (X)

Statistics																				
		X 1	X 2	X 3	X 4	X 5	X 6	X 7	X 8	X 9	X 10	X 11	X 12	X 13	X 14	X 15	X 16	X 17	X 18	To tal X
N	Valid	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		4.26	3.89	3.71	3.66	4.29	4.29	3.83	4.11	3.97	3.54	4.38	3.74	3.74	4.11	3.54	3.99	3.99	3.88	71.43
Std . Error of Mean		0.214	0.216	0.213	0.217	0.215	0.217	0.213	0.218	0.217	0.216	0.218	0.216	0.217	0.215	0.214	0.217	0.217	0.217	3.024
Median		5.00	4.00	4.00	4.00	5.00	5.00	4.00	5.00	4.00	4.00	5.00	4.00	4.00	4.00	5.00	4.00	5.00	5.00	76.00
Std . De via tio n		1.268	1.278	1.245	1.268	1.264	1.265	1.241	1.269	1.264	1.260	1.268	1.266	1.260	1.267	1.267	1.264	1.264	1.264	17.891
Va ria nce		1.608	1.634	1.545	1.582	1.582	1.582	1.577	1.589	1.589	1.583	1.589	1.582	1.581	1.582	1.586	1.588	1.586	1.586	320.076
Su m		149	136	133	128	150	150	134	154	143	145	154	143	143	154	143	154	143	143	2500

Frequencies

Frequency Table

X1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	5.7	5.7	5.7
	2	3	8.6	8.6	14.3
	3	3	8.6	8.6	22.9
	4	3	8.6	8.6	31.4
	5	24	68.6	68.6	100.0
	Total	35	100.0	100.0	

X2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	8.6	8.6	8.6
	2	3	8.6	8.6	17.1
	3	3	8.6	8.6	25.7
	4	12	34.3	34.3	60.0
	5	14	40.0	40.0	100.0
	Total	35	100.0	100.0	

X3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	11.4	11.4	11.4
	2	4	11.4	11.4	22.9
	3	4	11.4	11.4	34.3
	4	9	25.7	25.7	60.0
	5	14	40.0	40.0	100.0
	Total	35	100.0	100.0	

X4					
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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	20.0	20.0	20.0
	2	3	8.6	8.6	28.6
	3	1	2.9	2.9	31.4
	4	8	22.9	22.9	54.3
	5	16	45.7	45.7	100.0
	Total	35	100.0	100.0	

X5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	8.6	8.6	8.6
	2	1	2.9	2.9	11.4
	3	3	8.6	8.6	20.0
	4	4	11.4	11.4	31.4
	5	24	68.6	68.6	100.0
	Total	35	100.0	100.0	

X6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	5.7	5.7	5.7
	3	3	8.6	8.6	14.3
	4	11	31.4	31.4	45.7
	5	19	54.3	54.3	100.0
	Total	35	100.0	100.0	

X7					
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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	8.6	8.6	8.6
	2	5	14.3	14.3	22.9
	3	2	5.7	5.7	28.6
	4	10	28.6	28.6	57.1
	5	15	42.9	42.9	100.0
	Total	35	100.0	100.0	

X8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	11.4	11.4	11.4
	2	2	5.7	5.7	17.1
	3	2	5.7	5.7	22.9
	4	5	14.3	14.3	37.1
	5	22	62.9	62.9	100.0
	Total	35	100.0	100.0	

X9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	8.6	8.6	8.6
	3	8	22.9	22.9	31.4
	4	8	22.9	22.9	54.3
	5	16	45.7	45.7	100.0
	Total	35	100.0	100.0	

X10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	20.0	20.0	20.0
	2	4	11.4	11.4	31.4
	3	3	8.6	8.6	40.0
	4	4	11.4	11.4	51.4
	5	17	48.6	48.6	100.0
	Total	35	100.0	100.0	

X11					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	8.6	8.6	8.6
	2	1	2.9	2.9	11.4
	4	6	17.1	17.1	28.6
	5	25	71.4	71.4	100.0
	Total	35	100.0	100.0	

X12					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	8.6	8.6	8.6
	2	4	11.4	11.4	20.0
	3	5	14.3	14.3	34.3
	4	8	22.9	22.9	57.1
	5	15	42.9	42.9	100.0
	Total	35	100.0	100.0	

X13					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	2.9	2.9	2.9
	2	11	31.4	31.4	34.3
	4	7	20.0	20.0	54.3
	5	16	45.7	45.7	100.0
	Total	35	100.0	100.0	

X14					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	14.3	14.3	14.3
	2	3	8.6	8.6	22.9
	3	3	8.6	8.6	31.4
	4	10	28.6	28.6	60.0
	5	14	40.0	40.0	100.0
	Total	35	100.0	100.0	

X15					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	8.6	8.6	8.6
	4	5	14.3	14.3	22.9
	5	27	77.1	77.1	100.0
	Total	35	100.0	100.0	

X16					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	8.6	8.6	8.6
	2	3	8.6	8.6	17.1
	3	4	11.4	11.4	28.6
	4	9	25.7	25.7	54.3
	5	16	45.7	45.7	100.0
	Total	35	100.0	100.0	

X17					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	8.6	8.6	8.6
	2	1	2.9	2.9	11.4
	3	8	22.9	22.9	34.3
	4	5	14.3	14.3	48.6
	5	18	51.4	51.4	100.0
	Total	35	100.0	100.0	

X18					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	17.1	17.1	17.1
	2	4	11.4	11.4	28.6
	3	1	2.9	2.9	31.4
	4	4	11.4	11.4	42.9
	5	20	57.1	57.1	100.0
	Total	35	100.0	100.0	

Y1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	2.9	2.9	2.9
	3	1	2.9	2.9	5.7
	4	5	14.3	14.3	20.0
	5	28	80.0	80.0	100.0
	Total	35	100.0	100.0	

Y2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	2.9	2.9	2.9
	2	2	5.7	5.7	8.6
	3	5	14.3	14.3	22.9
	4	10	28.6	28.6	51.4
	5	17	48.6	48.6	100.0
	Total	35	100.0	100.0	

Y3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	2.9	2.9	2.9
	2	7	20.0	20.0	22.9
	3	3	8.6	8.6	31.4
	4	4	11.4	11.4	42.9
	5	20	57.1	57.1	100.0
	Total	35	100.0	100.0	

Y4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	17.1	17.1	17.1
	2	3	8.6	8.6	25.7
	3	1	2.9	2.9	28.6
	4	5	14.3	14.3	42.9
	5	20	57.1	57.1	100.0
	Total	35	100.0	100.0	

Y5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	2.9	2.9	2.9
	4	6	17.1	17.1	20.0

	5	28	80.0	80.0	100.0
	Total	35	100.0	100.0	

Y6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	8.6	8.6	8.6
	2	1	2.9	2.9	11.4
	3	4	11.4	11.4	22.9
	4	8	22.9	22.9	45.7
	5	19	54.3	54.3	100.0
	Total	35	100.0	100.0	

Y7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	14.3	14.3	14.3
	2	5	14.3	14.3	28.6
	3	1	2.9	2.9	31.4
	4	5	14.3	14.3	45.7
	5	19	54.3	54.3	100.0
	Total	35	100.0	100.0	

Y8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	14.3	14.3	14.3
	3	1	2.9	2.9	17.1
	4	6	17.1	17.1	34.3
	5	23	65.7	65.7	100.0
	Total	35	100.0	100.0	

Y9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	2.9	2.9	2.9
	2	2	5.7	5.7	8.6
	3	3	8.6	8.6	17.1
	4	12	34.3	34.3	51.4
	5	17	48.6	48.6	100.0
	Total	35	100.0	100.0	

Y10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	14.3	14.3	14.3
	2	6	17.1	17.1	31.4
	4	6	17.1	17.1	48.6
	5	18	51.4	51.4	100.0
	Total	35	100.0	100.0	

Y11					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	5.7	5.7	5.7
	3	2	5.7	5.7	11.4
	4	5	14.3	14.3	25.7
	5	26	74.3	74.3	100.0
	Total	35	100.0	100.0	

Y12					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	5.7	5.7	5.7
	2	5	14.3	14.3	20.0
	3	6	17.1	17.1	37.1
	4	6	17.1	17.1	54.3
	5	16	45.7	45.7	100.0
	Total	35	100.0	100.0	

Y13					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	22.9	22.9	22.9
	2	4	11.4	11.4	34.3
	3	3	8.6	8.6	42.9
	4	7	20.0	20.0	62.9
	5	13	37.1	37.1	100.0
	Total	35	100.0	100.0	

Kepuasan Pelanggan (Y)

1x															
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Total Y
N	Valid	35	35	35	35	35	35	35	35	35	35	35	35	35	35
	Mis sing	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mea n		4.69	4.14	4.00	3.86	4.71	4.11	3.80	4.20	4.20	3.74	4.51	3.83	3.37	53.17
Std. Error of Mea n		0.135	0.179	0.225	0.269	0.127	0.212	0.265	0.238	0.173	0.267	0.176	0.223	0.275	2.024
Medi xx an		5.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	5.00	4.00	4.00	57.00
Std. Devi		0.796	1.061	1.328	1.593	0.750	1.255	1.568	1.410	1.023	1.578	1.040	1.317	1.629	11.972

ation																
Varia nce		0.6 34	1.1 26	1.7 65	2.5 38	0.5 63	1.5 75	2.4 59	1.9 88	1.0 47	2.4 91	1.0 81	1.7 34	2.6 52	143. 323	
Sum		16 4	14 5	14 0	13 5	16 5	14 4	13 3	14 7	14 7	13 1	15 8	13 4	11 8	186 1	

FrequenciesFrequency Table

Y1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	2.9	2.9	2.9
	3	1	2.9	2.9	5.7
	4	5	14.3	14.3	20.0
	5	28	80.0	80.0	100.0
	Total	35	100.0	100.0	

Y2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	2.9	2.9	2.9
	2	2	5.7	5.7	8.6
	3	5	14.3	14.3	22.9
	4	10	28.6	28.6	51.4
	5	17	48.6	48.6	100.0
	Total	35	100.0	100.0	

Y3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	2.9	2.9	2.9
	2	7	20.0	20.0	22.9
	3	3	8.6	8.6	31.4

	4	4	11.4	11.4	42.9
	5	20	57.1	57.1	100.0
	Total	35	100.0	100.0	

Y4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	17.1	17.1	17.1
	2	3	8.6	8.6	25.7
	3	1	2.9	2.9	28.6
	4	5	14.3	14.3	42.9
	5	20	57.1	57.1	100.0
	Total	35	100.0	100.0	

Y5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	2.9	2.9	2.9
	4	6	17.1	17.1	20.0
	5	28	80.0	80.0	100.0
	Total	35	100.0	100.0	

Y6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	8.6	8.6	8.6
	2	1	2.9	2.9	11.4
	3	4	11.4	11.4	22.9
	4	8	22.9	22.9	45.7
	5	19	54.3	54.3	100.0
	Total	35	100.0	100.0	

Y7					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	1	5	14.3	14.3	14.3
	2	5	14.3	14.3	28.6
	3	1	2.9	2.9	31.4
	4	5	14.3	14.3	45.7
	5	19	54.3	54.3	100.0
	Total	35	100.0	100.0	

Y8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	14.3	14.3	14.3
	3	1	2.9	2.9	17.1
	4	6	17.1	17.1	34.3
	5	23	65.7	65.7	100.0
	Total	35	100.0	100.0	

Y9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	2.9	2.9	2.9
	2	2	5.7	5.7	8.6
	3	3	8.6	8.6	17.1
	4	12	34.3	34.3	51.4
	5	17	48.6	48.6	100.0
	Total	35	100.0	100.0	

Y10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	14.3	14.3	14.3
	2	6	17.1	17.1	31.4
	4	6	17.1	17.1	48.6
	5	18	51.4	51.4	100.0

	Total	35	100.0	100.0	
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Y11					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	5.7	5.7	5.7
	3	2	5.7	5.7	11.4
	4	5	14.3	14.3	25.7
	5	26	74.3	74.3	100.0
	Total	35	100.0	100.0	

Y12					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	5.7	5.7	5.7
	2	5	14.3	14.3	20.0
	3	6	17.1	17.1	37.1
	4	6	17.1	17.1	54.3
	5	16	45.7	45.7	100.0
	Total	35	100.0	100.0	

Y13					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	22.9	22.9	22.9
	2	4	11.4	11.4	34.3
	3	3	8.6	8.6	42.9
	4	7	20.0	20.0	62.9
	5	13	37.1	37.1	100.0
	Total	35	100.0	100.0	

X 4	Pea rso n Cor rela tio n	0. 0 0 1	.3 8 1 *	.8 5 4 **	1	0. 2 0 7	.7 4 3 **	.9 4 0 **	.5 1 1 **	.7 8 7 **	.8 7 4 **	0. 2 0 7	.8 6 4 **	.7 9 6 **	.8 5 5 **	0. 1 9 4	.4 1 7 *	.6 1 7 **	.8 4 1 **	.8 6 3 **
	Sig . (2- tail ed)	0. 9 9 4	0. 0 2 4	0. 0 0 0		0. 2 3 2	0. 0 0 0	0. 0 0 0	0. 0 0 2	0. 0 0 0	0. 0 0 0	0. 2 3 2	0. 0 0 0	0. 0 0 0	0. 0 0 0	0. 2 6 4	0. 0 1 3	0. 0 0 0	0. 0 0 0	0. 0 0 0
	N	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5
X 5	Pea rso n Cor rela tio n	0. 0 9 9	0. 1 4 7	0. 3 2 6	0. 2 0 7	1	.4 8 9 **	.3 8 5 *	.5 8 8 **	.3 8 3 *	0. 2 7 0	.5 6 9 **	0. 3 0 9	0. 2 2 5	0. 1 2 2	.7 6 2 *	.6 3 0 **	0. 1 4 8	0. 3 1 3	.5 1 2 **
	Sig . (2- tail ed)	0. 5 7 2	0. 3 9 9	0. 0 5 6	0. 2 3 2		0. 0 0 3	0. 0 2 2	0. 0 0 0	0. 0 2 3	0. 1 1 7	0. 0 0 0	0. 0 7 1	0. 1 9 6	0. 4 7 3	0. 0 0 0	0. 0 0 7	0. 3 9 7	0. 0 6 7	0. 0 0 2
	N	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5
X 6	Pea rso n Cor rela tio n	0. 0 9 8	.3 5 5 *	.7 3 8 **	.7 4 3 **	.4 8 9 **	1	.8 0 1 **	.6 1 6 **	.8 3 4 **	.6 8 7 **	.6 0 1 **	.7 3 2 **	.6 5 4 **	.7 1 7 **	.5 8 5 *	.5 9 6 **	.6 1 5 **	.7 8 0 **	.8 8 2 **
	Sig . (2- tail ed)	0. 5 7 4	0. 0 3 6	0. 0 0 0	0. 0 0 0	0. 0 0 3		0. 0 0 0	0. 0 0 0	0. 0 0 0	0. 0 0 0	0. 0 0 0	0. 0 0 0	0. 0 0 0	0. 0 0 0	0. 0 0 0	0. 0 0 0	0. 0 0 0	0. 0 0 0	0. 0 0 0
	N	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5	3 5
X 7	Pea rso n Cor rela tio n	0. 0 7 7	.3 7 7 *	.8 5 0 **	.9 4 0 **	.3 8 5 *	.8 0 1 **	1	.5 3 2 **	.7 5 6 **	.8 7 0 **	0. 3 2 7	.8 8 0 **	.7 7 9 **	.7 9 6 **	0. 3 2 2	.4 8 5 **	.6 1 5 **	.8 4 9 **	.8 9 9 **
	Sig . (2- tail ed)	0. 6 5 8	0. 0 2 5	0. 0 0 0	0. 0 0 0	0. 0 2 0	0. 0 0 0		0. 0 0 1	0. 0 0 0	0. 0 0 0	0. 0 5 5	0. 0 0 0	0. 0 0 0	0. 0 0 0	0. 0 5 9	0. 0 0 3	0. 0 0 0	0. 0 0 0	0. 0 0 0

	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	
X8	Person Correlation	0.131	0.269	.52**	.51**	.58**	.61**	.53**	1	.63**	.54**	.60**	.50**	.43**	.34*	.47*	.48**	0.308	.47**	.68**
	Sig. (2-tailed)	0.453	0.119	0.001	0.002	0.000	0.000	0.001		0.000	0.001	0.000	0.002	0.009	0.040	0.004	0.003	0.072	0.004	0.000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
X9	Person Correlation	0.05	.40**	.79**	.78**	.38*	.83**	.76**	.63**	1	.79**	.42*	.65**	.64**	.80**	.43*	.58**	.61**	.85**	.87**
	Sig. (2-tailed)	0.978	0.007	0.000	0.000	0.023	0.000	0.000	0.000		0.000	0.012	0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
X10	Person Correlation	0.02	.45**	.89**	.84**	0.27	.68**	.87**	.54**	.79**	1	0.249	.88**	.78**	.78**	0.213	.35*	.59**	.76**	.84**
	Sig. (2-tailed)	0.945	0.007	0.000	0.000	0.107	0.000	0.000	0.001	0.000		0.149	0.000	0.000	0.000	0.209	0.009	0.000	0.000	0.000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
X11	Person Correlation	0.25	0.14	.43*	0.207	.56**	.60**	0.327	.62**	.42*	0.229	1	.37*	.40*	0.184	.60*	.64**	.34*	0.310	.56**
	Sig. (2-tailed)	0.139	0.410	0.004	0.022	0.000	0.000	0.005	0.000	0.014	0.029		0.027	0.019	0.290	0.006	0.007	0.043	0.070	0.002

	ed)																			
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	
X12	Pearson Correlation	0.10	.38*	.85**	.86**	0.30	.73**	.88**	.50**	.60**	.87**	.37*	1	.84**	.71**	0.22	.43**	.62**	.72**	.85**
	Sig. (2-tailed)	0.58	0.25	0.00	0.00	0.07	0.00	0.00	0.02	0.00	0.00	0.00		0.00	0.00	0.22	0.00	0.00	0.00	0.00
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
X13	Pearson Correlation	0.03	.46**	.79**	.76**	0.24	.64**	.77**	.43**	.64**	.77**	.48**	1	.76**	0.19	.54**	.84**	.77**	.44**	.80**
	Sig. (2-tailed)	0.82	0.04	0.00	0.00	0.09	0.00	0.00	0.09	0.00	0.00	0.05	0.00	0.00	0.63	0.01	0.00	0.00	0.00	0.00
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
X14	Pearson Correlation	0.09	.34*	.62**	.85**	0.25	.71**	.76**	.38*	.89**	.78**	.08	.71**	.77**	1	0.18	.42**	.75**	.86**	.81**
	Sig. (2-tailed)	0.59	0.23	0.00	0.00	0.07	0.00	0.00	0.04	0.00	0.09	0.01	0.00	0.00		0.55	0.03	0.00	0.00	0.00
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
X15	Pearson Correlation	-0.03	0.08	0.05	0.19	.76**	.58**	0.32	.47**	.43*	0.21	.66**	0.22	0.19	1	.64**	.37*	0.31	0.39	.48**
	Sig.	0.81	0.26	0.21	0.02	0.00	0.00	0.00	0.02	0.00	0.02	0.00	0.02	0.02		0.00	0.00	0.00	0.00	0.00

	(2-tailed)	51	42	35	64	00	00	59	04	10	19	00	02	63	55		00	30	70	02
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
X16	Pearson Correlation	0.243	.36*	.54**	.47*	.60**	.59**	.45**	.48**	.53**	.64**	.43**	.54**	.48**	.674*	1	.65**	.64**	.73**	
	Sig. (2-tailed)	0.160	0.030	0.001	0.003	0.000	0.000	0.003	0.003	0.004	0.000	0.008	0.001	0.003	0.000		0.000	0.000	0.000	
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	
X17	Pearson Correlation	0.094	.47**	.59**	.61**	0.08	.65**	.65**	0.038	.62**	.54**	.31*	.62**	.87*	.365	1	.68**	.75**		
	Sig. (2-tailed)	0.590	0.004	0.000	0.000	0.309	0.000	0.000	0.702	0.000	0.004	0.003	0.000	0.000	0.003		0.000	0.000		
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35		
X18	Pearson Correlation	0.154	.37*	.74**	.81**	0.033	.78**	.84**	.85**	.76**	0.031	.77**	.74**	.84**	0.030	1	.68**	.80**		
	Sig. (2-tailed)	0.376	0.035	0.000	0.000	0.607	0.000	0.000	0.004	0.000	0.007	0.000	0.000	0.000	0.007		0.000	0.000		
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35		
Totals	Pearson Correlation	0.193	.52**	.89**	.86**	.51**	.88**	.89**	.68**	.88**	.56**	.88**	.84**	.84**	.498*	1	.73**	.85**		

Y 4	Pears on Corre lation	0.2 42	.74 3**	.93 1**	1	0.3 09	.55 3**	.84 8**	- 0.1 18	.81 2**	.86 2**	0.0 10	.67 5**	.70 1**	.84 6**
	Sig. (2- tailed)	0.1 62	0.0 00	0.0 00		0.0 71	0.0 01	0.0 00	0.5 00	0.0 00	0.0 00	0.9 54	0.0 00	0.0 00	0.0 00
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Y 5	Pears on Corre lation	.83 0**	.57 0**	.35 4*	0.3 09	1	.34 8*	0.2 00	.41 7*	.49 8**	0.2 34	.64 6**	.42 5*	0.2 58	.57 2**
	Sig. (2- tailed)	0.0 00	0.0 00	0.0 37	0.0 71		0.0 40	0.2 49	0.0 13	0.0 02	0.1 76	0.0 00	0.0 11	0.1 35	0.0 00
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Y 6	Pears on Corre lation	0.3 31	.47 3**	.61 8**	.55 3**	.34 8*	1	.52 0**	.46 9**	.60 0**	.43 1**	0.1 34	.54 6**	.36 7*	.68 6**
	Sig. (2- tailed)	0.0 52	0.0 04	0.0 00	0.0 01	0.0 40		0.0 01	0.0 05	0.0 00	0.0 10	0.4 43	0.0 01	0.0 30	0.0 00
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Y 7	Pears on Corre lation	0.3 02	.60 1**	.84 7**	.84 8**	0.2 00	.52 0**	1	0.0 98	.74 1**	.77 5**	0.3 00	.72 4**	.80 2**	.87 0**
	Sig. (2- tailed)	0.0 78	0.0 00	0.0 00	0.0 00	0.2 49	0.0 01		0.5 74	0.0 00	0.0 00	0.0 80	0.0 00	0.0 00	0.0 00
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Y 8	Pears on Corre lation	.47 7**	0.0 98	- 0.0 63	- 0.1 18	.41 7*	.46 9**	0.0 98	1	0.1 55	- 0.1 61	.67 0**	.47 8**	0.1 84	.35 2*
	Sig. (2- tailed)	0.0 04	0.5 74	0.7 20	0.5 00	0.0 13	0.0 05	0.5 74		0.3 74	0.3 55	0.0 00	0.0 04	0.2 89	0.0 38
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Y 9	Pears on Corre lation	.44 1**	.73 1**	.84 4**	.81 2**	.49 8**	.60 0**	.74 1**	0.1 55	1	.76 1**	0.3 15	.72 5**	.67 8**	.89 0**
	Sig. (2- tailed)	0.0 08	0.0 00	0.0 00	0.0 00	0.0 02	0.0 00	0.0 00	0.3 74		0.0 00	0.0 65	0.0 00	0.0 00	0.0 00

)														
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Y 10	Pearson Correlation	0.238	.637**	.828**	.862**	0.234	.431**	.775**	-0.161	.761**	1	0.011	.530**	.610**	.761**
	Sig. (2-tailed)	0.168	0.000	0.000	0.000	0.176	0.010	0.000	0.355	0.000		0.949	0.001	0.000	0.000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Y 11	Pearson Correlation	.699**	0.225	0.106	0.010	.646**	0.134	0.300	.670**	0.315	0.011	1	.496**	.370*	.472**
	Sig. (2-tailed)	0.000	0.194	0.543	0.954	0.000	0.443	0.080	0.000	0.065	0.949		0.002	0.029	0.004
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Y 12	Pearson Correlation	.396*	.607**	.672**	.675**	.425*	.546**	.724**	.478**	.725**	.530**	.496**	1	.716**	.862**
	Sig. (2-tailed)	0.019	0.000	0.000	0.000	0.011	0.001	0.000	0.004	0.000	0.001	0.002		0.000	0.000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Y 13	Pearson Correlation	0.229	.513**	.693**	.701**	0.258	.367*	.802**	0.184	.678**	.610**	.370*	.716**	1	.798**
	Sig. (2-tailed)	0.186	0.002	0.000	0.000	0.135	0.030	0.000	0.289	0.000	0.000	0.029	0.000		0.000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Total Y	Pearson Correlation	.564**	.783**	.871**	.846**	.572**	.686**	.870**	.352*	.890**	.761**	.472**	.862**	.798**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.038	0.000	0.000	0.004	0.000	0.000	
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35
**. Correlation is significant at the 0.01 level (2-tailed).															
*. Correlation is significant at the 0.05 level (2-tailed).															

Lampiran 5 : Hasil Uji Reliabilitas

Kualitas Pelayanan (X)

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	0.0
	Total	35	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
0.764	19

Kepuasan Pelanggan (Y)

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	0.0
	Total	35	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
0.767	14

Lampiran 6 : Hasil Uji Regresi Linier Sederhana

Regression

Descriptive Statistics			
	Mean	Std. Deviation	N
Total Y	53.17	11.972	35
Total X	71.43	17.891	35

Correlations			
		Total Y	Total X
Pearson Correlation	Total Y	1.000	0.814
	Total X	0.814	1.000
Sig. (1-tailed)	Total Y		0.000
	Total X	0.000	
N	Total Y	35	35
	Total X	35	35

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Total X ^b		Enter
a. Dependent Variable: Total Y			
b. All requested variables entered.			

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.814 _a	0.662	0.652	7.066	0.662	64.593	14447	33	0.000	1.492
a. Predictors: (Constant), Total X										
b. Dependent Variable: Total Y										

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3225.235	1	3225.235	64.593	.000 ^b
	Residual	1647.736	33	49.931		
	Total	4872.971	34			
a. Dependent Variable: Total Y						
b. Predictors: (Constant), Total X						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.286	4.984		2.867	0.007		
	Total X	0.544	0.068	0.814	8.037	0.000	1.000	1.000
a. Dependent Variable: Total Y								

