

KARAKTERISTIK RESPONDEN

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Usia	100	19	62	25.65	5.279
Valid N (listwise)	100				

Frequencies

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	56	56.0	56.0	56.0
	Perempuan	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	45	45.0	45.0	45.0
	Swasta	34	34.0	34.0	79.0
	Wiraswasta	8	8.0	8.0	87.0
	Dokter	6	6.0	6.0	93.0
	Ibu Rumah Tangga	6	6.0	6.0	99.0
	Pensiunan	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Status Pernikahan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belum menikah	62	62.0	62.0	62.0
	Nikah	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

UJI VALIDITAS DAN RELIABILITAS

1. Dimensi *Tangible*

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.874	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item01	34.50	17.293	.503	.869
Item02	34.43	17.495	.525	.867
Item03	34.47	17.568	.630	.861
Item04	34.47	18.051	.506	.868
Item05	34.53	17.844	.478	.869
Item06	34.23	17.013	.465	.874
Item07	34.20	16.303	.698	.855
Item08	34.47	17.568	.630	.861
Item09	34.47	16.809	.573	.864
Item10	34.13	17.223	.621	.861
Item11	34.30	16.700	.754	.853
Item12	34.30	18.148	.488	.869

2. Dimensi Reliability

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.706	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item13	7.53	2.947	.535	.620
Item14	7.50	2.603	.578	.585
Item15	7.70	2.976	.443	.672
Item16	7.17	2.971	.421	.687

3. Dimensi Responsiveness

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.691	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item17	5.57	.944	.520	.585
Item18	5.57	1.151	.511	.599
Item19	5.80	1.062	.497	.610

4. Dimensi Assurance

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.836	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item20	23.63	9.895	.679	.802
Item21	22.83	11.592	.570	.817
Item22	22.90	11.679	.519	.822
Item23	23.27	10.961	.527	.822
Item24	22.93	11.306	.577	.815
Item25	22.80	11.545	.652	.811
Item26	23.40	11.283	.463	.829
Item27	23.40	11.421	.538	.819
Item28	23.10	12.162	.440	.829

5. Dimensi *Empathy*

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.771	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item29	2.60	.662	.632	. ^a
Item30	2.40	.524	.632	. ^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

ANALISIS FAKTOR

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.806
Bartlett's Test of Sphericity	Approx. Chi-Square	2165.400
	df	435
	Sig.	.000

Communalities

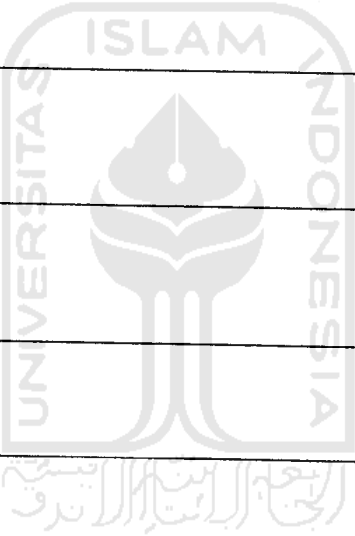
	Initial	Extraction
P01	1.000	.584
P02	1.000	.578
P03	1.000	.733
P04	1.000	.679
P05	1.000	.624
P06	1.000	.773
P07	1.000	.679
P08	1.000	.692
P09	1.000	.763
P10	1.000	.798
P11	1.000	.550
P12	1.000	.624
P13	1.000	.639
P14	1.000	.653
P15	1.000	.607
P16	1.000	.615
P17	1.000	.790
P18	1.000	.791
P19	1.000	.757
P20	1.000	.638
P21	1.000	.633
P22	1.000	.663
P23	1.000	.612
P24	1.000	.754
P25	1.000	.694
P26	1.000	.547
P27	1.000	.491
P28	1.000	.584
P29	1.000	.626
P30	1.000	.758

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.286	30.953	30.953	9.286	30.953	30.953	7.419	24.731	24.731
2	4.079	13.597	44.550	4.079	13.597	44.550	4.993	16.643	41.374
3	3.158	10.526	55.076	3.158	10.526	55.076	3.019	10.062	51.436
4	1.967	6.558	61.633	1.967	6.558	61.633	2.703	9.011	60.447
5	1.541	5.137	66.770	1.541	5.137	66.770	1.897	6.323	66.770
6	.956	3.318	70.089						
7	.952	3.172	73.261						
8	.903	3.009	76.270						
9	.767	2.557	78.826						
10	.699	2.332	81.158						
11	.615	2.051	83.209						
12	.575	1.916	85.124						
13	.554	1.848	86.972						
14	.494	1.645	88.617						
15	.431	1.436	90.053						
16	.390	1.301	91.354						
17	.356	1.188	92.542						
18	.344	1.148	93.690						
19	.271	.902	94.592						
20	.238	.794	95.386						
21	.223	.743	96.129						
22	.195	.651	96.780						
23	.182	.605	97.385						
24	.165	.550	97.936						
25	.150	.500	98.436						
26	.137	.457	98.893						
27	.119	.395	99.288						
28	.102	.340	99.628						
29	.059	.157	99.825						
30	.052	.175	100.000						

Extraction Method: Principal Component Analysis



Rotated Component Matrix^a

	Component				
	1	2	3	4	5
P01	.754	.071	-.115	-.105	.293
P02	.638	.083	.331	.228	-.052
P03	.760	-.072	.359	.116	-.091
P04	.753	.090	.170	.269	.056
P05	.741	.095	.227	.120	.036
P06	.847	.161	-.006	-.038	.169
P07	.759	.238	-.139	-.028	.160
P08	.729	-.062	.340	.121	-.162
P09	.837	.204	-.019	.092	.114
P10	.853	.223	-.145	-.020	.009
P11	.701	.121	.148	.085	-.119
P12	.745	.152	.103	-.042	-.184
P13	.025	.029	.717	.075	.342
P14	.166	.124	.779	-.058	-.003
P15	.090	.223	.736	.085	.034
P16	.161	-.061	.717	.160	.213
P17	.099	-.039	.055	.840	.265
P18	.138	.132	.066	.866	.031
P19	.040	.294	.108	.810	.037
P20	.074	.691	.061	-.015	.390
P21	.227	.748	-.075	.007	.126
P22	.234	.753	.156	-.044	-.118
P23	-.164	.707	-.062	-.076	.276
P24	.388	.752	-.189	-.051	.013
P25	.171	.769	.153	.180	-.131
P26	.063	.670	.113	.284	.026
P27	.085	.647	.213	.124	.069
P28	.138	.632	.068	.399	-.048
P29	-.017	.072	.333	.119	.704
P30	.107	.189	.177	.200	.800

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

ANALISIS SERVICE QUALITY (SERVQUAL)

1. Perhitungan Nilai Rata-rata

Descriptives (Persepsi)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
P01	100	1	4	3.00	.725
P02	100	1	5	2.86	.779
P03	100	1	5	2.97	.717
P04	100	1	5	2.99	.732
P05	100	1	5	2.99	.659
P06	100	1	5	3.15	.796
P07	100	1	5	3.19	.775
P08	100	1	4	2.97	.688
P09	100	1	5	3.11	.723
P10	100	1	4	3.21	.701
P11	100	1	4	3.16	.662
P12	100	1	4	3.03	.611
P13	100	1	4	2.14	.697
P14	100	1	5	2.43	.782
P15	100	1	5	2.38	.776
P16	100	1	4	2.79	.671
P17	100	1	4	2.79	.686
P18	100	1	5	2.87	.691
P19	100	1	5	2.67	.779
P20	100	1	4	2.59	.830
P21	100	1	5	3.10	.659
P22	100	1	4	3.11	.650
P23	100	1	4	2.70	.644
P24	100	1	4	3.16	.647
P25	100	1	5	3.24	.653
P26	100	1	5	2.71	.743
P27	100	1	5	2.84	.748
P28	100	1	5	3.01	.703
P29	100	1	4	2.20	.682
P30	100	1	4	2.43	.820
Valid N (listwise)	100				

Descriptives (Harapan)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
H01	100	3	5	4.04	.491
H02	100	3	5	4.78	.440
H03	100	4	5	4.82	.386
H04	100	3	5	4.85	.386
H05	100	3	5	4.70	.482
H06	100	3	5	4.44	.538
H07	100	3	5	4.78	.462
H08	100	4	5	4.73	.446
H09	100	4	5	4.66	.476
H10	100	4	5	4.39	.490
H11	100	3	5	4.82	.411
H12	100	4	5	4.77	.423
H13	100	3	5	4.83	.451
H14	100	3	5	4.45	.520
H15	100	3	5	4.65	.500
H16	100	4	5	4.76	.429
H17	100	4	5	4.67	.473
H18	100	3	5	4.44	.519
H19	100	4	5	4.77	.423
H20	100	3	5	4.80	.426
H21	100	3	5	4.71	.478
H22	100	4	5	4.45	.500
H23	100	3	5	4.78	.440
H24	100	4	5	4.81	.394
H25	100	3	5	4.63	.506
H26	100	4	5	4.37	.485
H27	100	4	5	4.63	.485
H28	100	3	5	4.61	.510
H29	100	3	5	4.69	.486
H30	100	4	5	4.73	.446
Valid N (listwise)	100				

Descriptives (*Servqual*)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gap01	100	-4	1	-1.04	.852
Gap02	100	-4	1	-1.92	.837
Gap03	100	-4	1	-1.85	.757
Gap04	100	-4	1	-1.86	.792
Gap05	100	-3	2	-1.71	.769
Gap06	100	-3	1	-1.29	.880
Gap07	100	-4	1	-1.59	.854
Gap08	100	-3	0	-1.76	.726
Gap09	100	-3	1	-1.55	.821
Gap10	100	-4	0	-1.18	.823
Gap11	100	-3	0	-1.66	.714
Gap12	100	-4	0	-1.74	.676
Gap13	100	-4	0	-2.69	.837
Gap14	100	-4	0	-2.02	.876
Gap15	100	-4	0	-2.27	.920
Gap16	100	-4	0	-1.97	.784
Gap17	100	-4	0	-1.88	.891
Gap18	100	-3	0	-1.57	.807
Gap19	100	-4	0	-2.10	.882
Gap20	100	-4	0	-2.21	.957
Gap21	100	-4	0	-1.61	.751
Gap22	100	-4	0	-1.34	.768
Gap23	100	-4	0	-2.08	.800
Gap24	100	-4	0	-1.65	.730
Gap25	100	-4	0	-1.39	.815
Gap26	100	-4	0	-1.66	.924
Gap27	100	-4	0	-1.79	.891
Gap28	100	-4	1	-1.60	.865
Gap29	100	-4	-1	-2.49	.882
Gap30	100	-4	0	-2.30	.948
Valid N (listwise)	100				

2. Diagram Kartesius

