

**CUSTOMER BEHAVIOR ANALYSIS; A CASE STUDY on
THE INFLUENCE of PRODUCTS' ATTRIBUTES
to CUSTOMER SATISFACTION of ELTI JOGJAKARTA**

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A BACHELOR DEGREE THESIS

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Defended before the Board of Examiners
On August 31, 2004
and Declared Acceptable

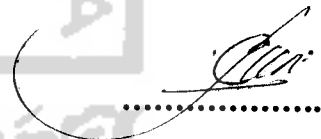
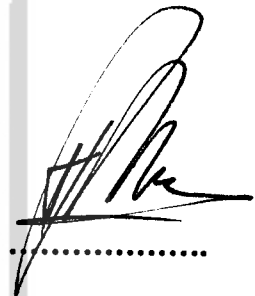
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The writer hopes that this thesis can give contributions and benefits for others.



Jogyakarta, August 2004

Ajeng Vina Puspasari

Special Dedication

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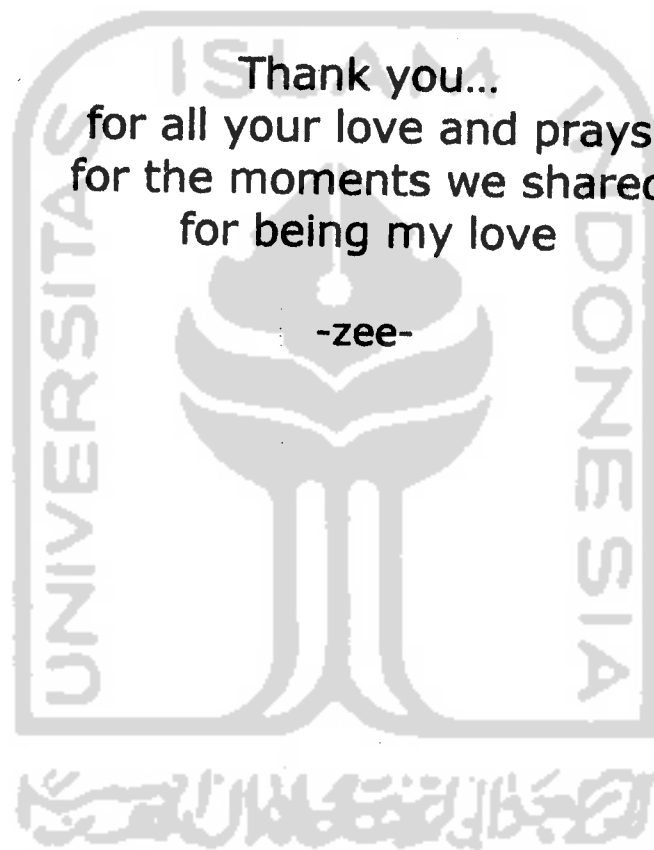


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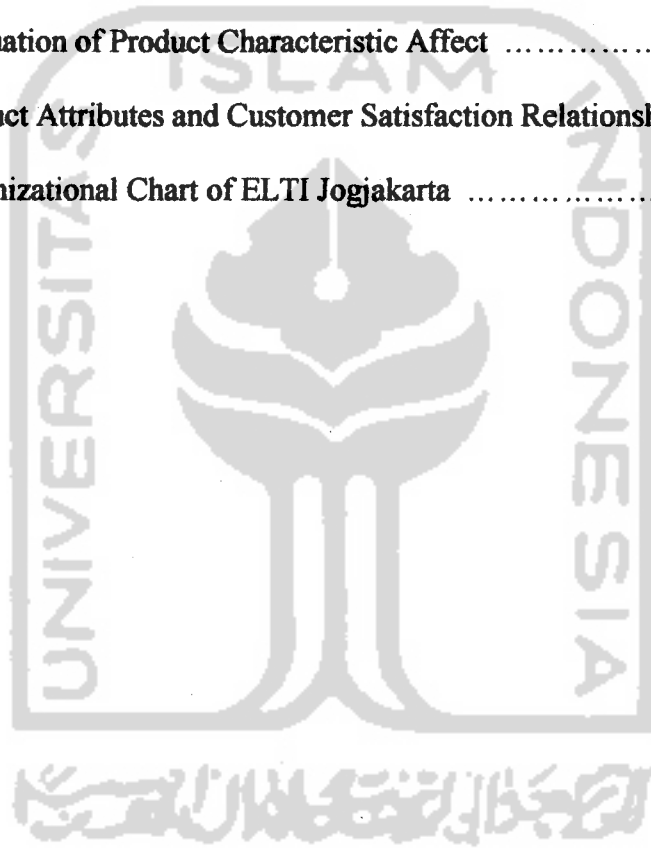
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ABSTRACT

Ajeng Vina Puspasari (2004), "Customer Behavior Analysis; A Case Study on The Influence of Products' Attributes to Customer Satisfaction of ELTI Jogjakarta". Jogjakarta: Management Department, International Program, Faculty of Economics, Universitas Islam Indonesia.

Nowadays, the firm that has high concern to ward customers satisfaction is the most successful firm because satisfied customers give so many advantages. A firm should find the most effective marketing strategy to win the competition. A firm that is customer centered is the most effective one to identify opportunities and make long terms strategy rationally. A customer-centered firm can give direct demand to customers by focusing all the firm resources.

This research was conducted in order to obtain the level of customers' satisfaction and to identify the factors influencing the satisfaction of the customers of ELTI Jogjakarta. This research involves 100 respondents of the insurance's customer taken in a simple quota sampling.

Based on the research, the following results are presented as follows. First, ELTI Jogjakarta is able to give good satisfaction to its customers. It is proven by the number of the average score of ELTI's customers' loyalty in Jogjakarta that exceeds 11.93. Second, simultaneously, the influence of Responsiveness (X1), Price (X2), Assurance (X3), Reliability (X4), Tangible (X5) and Empathy (6) to customers' satisfaction (Y) through multiple regression ($R^2 = 0.495$) had been proved statistically. Here the reliability (X4) is the dominant factor influencing customers' satisfaction (Y).

Therefore, the Reliability variable needs to receive more attention and soon increases in terms of accuracy in service acceleration, staff's culture, staff's courtesy, and completing the services at the promised time. The other variables follow after it.

ABSTRAK

Ajeng Vina Puspasari (2004), "**Customer Behavior Analysis; A Case Study on The Influence of Products' Attributes to Customer Satisfaction of ELTI Jogjakarta**". Jogjakarta: Manajemen, Program Internasional, Fakultas Ekonomi, Universitas Islam Indonesia.

Perusahaan yang paling berhasil dewasa ini adalah perusahaan yang menganut pada kepuasan pelanggan karena pelanggan yang puas akan menghasilkan sejumlah manfaat bagi perusahaan. Perusahaan harus menemukan strategi pemasaran yang efektif untuk dapat memenangkan kompetisi. Perusahaan yang berpusat pada pelanggan (customer-centered) adalah strategi yang paling baik untuk dapat mengidentifikasi kesempatan baru dengan cepat dan dapat membuat rencana jangka panjang secara rasional. Dengan mengawasi kebutuhan pelanggan yang muncul, perusahaan dapat menentukan kelompok pelanggan dan kebutuhan yang paling penting untuk dilayani, kemudian mengkonsentrasikan sumber daya yang ada untuk memenuhi kebutuhan tersebut.

Penelitian ini dilaksanakan untuk mengetahui tingkat kepuasan konsumen dan untuk mengetahui faktor-faktor yang mempengaruhi kepuasan konsumen pada ELTI Jogjakarta. Penelitian ini melibatkan 100 konsumen sebagai responden yang dipilih berdasarkan kuota.

Berdasarkan penelitian, didapatkan hasil sebagai berikut. Pertama, ELTI Jogjakarta telah dengan baik dapat memberikan kepuasan kepada konsumen. Hal tersebut dibuktikan dengan nilai rata – rata kepuasan konsumen ELTI Jogjakarta yang mencapai 11.93.

Kedua, secara simultan, pengaruh dari Responsiveness (X1), Price (X2), Assurance (X3), Reliability (X4), Tangible (X5) and Empathy (6) pada kepuasan konsumen (Y) melalui regresi total ($R^2 = 0.495$) telah dibuktikan secara statistik. Disini dinyatakan bahwa Reliability adalah factor dominan yang mempengaruhi kepuasan konsumen (Y).

Oleh karena itu, variabel reliability perlu mendapat perhatian lebih dan segera ditingkatkan dalam hal kecepatan, budaya kerja, kesopanan dan melaksanakan layanan sesuai waktu yang dijanjikan. Sedangkan variabel yang lain mengikuti setelahnya.

CHAPTER I

INTRODUCTION

1. 1. BACKGROUND OF THE STUDY

The global condition in this third millennium influences the education in Indonesia. Many universities open international classes, foreign universities open their branches in Indonesia and also there is an increasing need of competent employees with good English skill for company in Indonesia. This can be seen from the intention of the student and their parents to be prepared in facing the globalization, in trying to improve the quality of education formally or informally.

Education is inseparable with the existence of Yogyakarta until right now Yogyakarta is still known as student city. *Kraton's* School started the history of education in Yogyakarta, it was a long time before Dutch introduced education inside a class model. The school gave education to the royal family and also to castle guard family. In 1867, Dutch government established a school, which was still located in *Kraton*. Gradually, more schools were established such as *Taman Siswa* and *Muhammadiyah*. After Indonesia got its independence in 1945, the first private university was founded (*Universitas Islam Indonesia*) and one year later, *Gadjah Mada* University, which was the oldest public university in Indonesia, was established. Both Universities strengthen the image of Yogyakarta as the student city. Later on, more public and private universities were established. Besides the formal

education program, there are a lot of informal education organizations such as organizations that give computer training, English course, or other courses that were included in post high school education. Yogyakarta that has many schools both formal and informal school is one of favorite destinations for students from all parts of Indonesia. The low living cost also becomes one of the attractive factors that attract students to study in Yogyakarta. Hence, a lot of private organizations keep trying to establish more schools either formal or informal and make the students as their target market.

ELTI (English Language Training International) as one of the informal education organizations is originated from English Language Training in Banbury, Oxford, England. It has representatives in more than 12 (twelve) countries throughout the world. In Indonesia, ELTI started its operation in 1981. At first ELTI specialized itself in providing in-house training, mainly for the oil companies. Gramedia, one of the biggest publishing companies in Indonesia, overtook ELTI in 1989 and has since then established it into one of the best English courses in Indonesia. There are many reasons to study English and there are also many reasons to select a school to improve English. ELTI becomes one of the best choices for studying English. ELTI has more than 20 years of experience in teaching English to children and adults, all programmes are well designed and they are formulated in a complete package consisting of placement test, teaching materials, and evaluations. Assessment on students' progress is not only based on the final test results, but also class

participation both spoken and written which will be counted towards their final mark (pass or fail). Prior to joining a program, a student will be given a placement test to test his verbal and written proficiency. This helps to ensure that all students in a class are at similar level. Also, ELTI provides qualified instructors, most of its Indonesian instructors are recruited from reputable universities, and some of them are graduates from other disciplines with near-native English abilities. To be an ELTI instructor one must go through rigorous recruitment and training programs. All instructors have been comprehensively trained in teaching English as a Foreign Language and the ongoing professional development courses ensure the instructors to be up-to-date in communicative methodology. The aim is to make the instructors ready to help students to communicate confidently in real life situations outside the classroom in both speaking and writing. Emphasis is placed on encouraging clear, accurate and effective communication skills.

Education is one kind of businesses that belong to the service industry. Therefore, it should more concern on the service quality, because it is the main consideration to gain customer's interest. Since quality is intangible, companies should respond quickly to the customer expectations, so that they can deliver services, which fit the customer expectation or even more. Not only outfitting high service quality, those companies also need to educate the customers to use the service that can fulfill customer satisfaction. Customer dissatisfaction sometimes comes from the lack of information from the customer to utilize the service provided.

Service qualities delivered by their internal units require the company to maintain the whole processes and to create supported environment for the customer satisfaction. Those supported environment are perception of service quality it self, product quality, and price or situational factors and personal factors.

Product attributes can be improved by using the marketing mix as a tool to create policy and making decision on quality improvement. I use the marketing mix as the analysis tools and also the product attribute factors, which consist of responsiveness, price, assurance, reliability, tangible, and empathy. All of these are done in order to create customer satisfaction and also to win the competition among other similar service companies.

Because of all the reasons above, it is imperative to have a research on this field. The research is entitled **Customer Behavior Analysis; A Case Study on The Influence of Products' Attributes to Customer Satisfaction of ELTI Yogyakarta.**

1. 2. PROBLEM IDENTIFICATION

Based on the study background, the focus of the research is on how the management of ELTI can manage its products' attributes to create customer's satisfaction.

1. 3. PROBLEM FORMULATION

1. Do the product attributes influence the customer's satisfaction?

2. What factors of the product attributes that dominantly influence customer's satisfaction?

1. 4. PROBLEM LIMITATION

1. This research is internal-based (internal from ELTI) research regarding to its product attribute.
2. Internal factors are used in examining the product attributes provided by ELTI.

1. 5. LIMITATION OF RESEARCH AREA

In order to provide a clear description and to be able to impart useful information, the limitations of the study are indicated below:

1. This study is located in ELTI branch, Jl. Sabirin 6 Kotabaru, Jogjakarta 55224. Phone. (0274) 561849
2. The respondents are the customers of ELTI.
3. This study is aimed to observe the relationship between product attributes and costumer's satisfaction.

1. 6. RESEARCH OBJECTIVES

1. To examine the influence of product attributes to costumer's satisfaction.

2. To identify the product attributes that dominantly influence to costumer's satisfaction.

1. 7. RESEARCH CONTRIBUTIONS

1. Company

The research might give useful benefits for ELTI management; mainly it will help to make a good understanding concerning products' attributes that can influence the customer satisfaction. The research might also be able to give some supporting data for ELTI Jogyakarta about the products' attributes offered to maintain the customer satisfaction.

2. Writer

The research can give various positive contributions for the writer, mainly concerning the knowledge of the service marketing theory and also conducted to practice the writer's ability in systematical analytic thought.

3. Other Parties

The research might also give contributions for other parties who want to make similar report. It can be a reference for them in writing their report.

1. 8. DEFINITION OF TERMS

Those are some terms that should be explained to the reader in order to make a good understanding about the research:

1. Customer

A customer can be defined as one who purchases a product or service.

2. Product

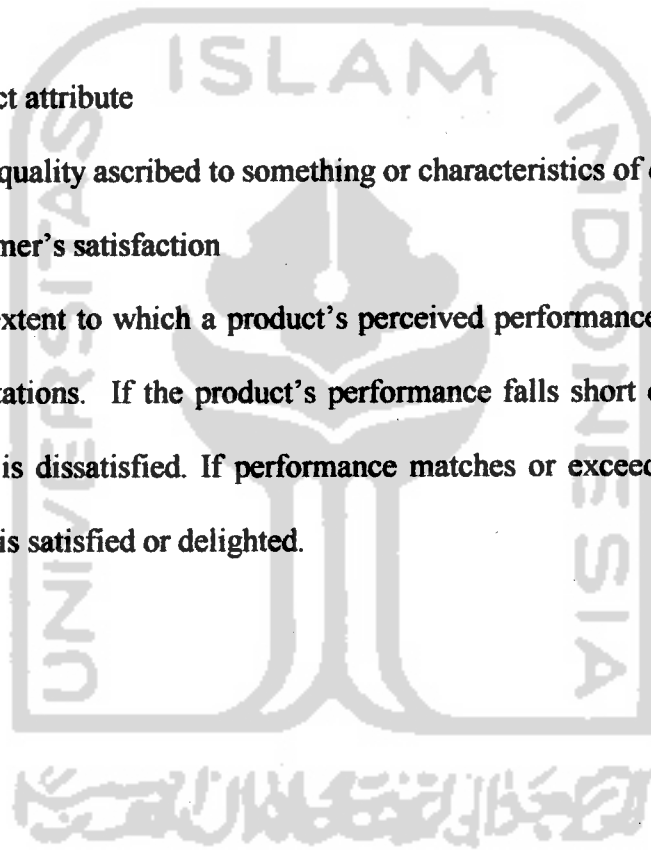
A product is anything that can be offered to a market to satisfy a need or want. The concept of product is not limited to physical objects, anything capable of satisfying a need can be called a product. It could be services or goods.

3. Product attribute

It is a quality ascribed to something or characteristics of quality.

4. Customer's satisfaction

The extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations, the buyer is dissatisfied. If performance matches or exceeds expectations, the buyer is satisfied or delighted.



CHAPTER II

REVIEW RELATED LITERATURE

2. 1. THEORETICAL REVIEW

2.1.1. Definition of Marketing

A market consists of all the potential customers who share a particular need or want and they might be willing and able to engage in exchange to satisfy their need or want. Kotler and Armstrong (1996) mention that marketing is a social and managerial process by which individual and groups obtain what they need and want through creating and exchanging product and value with others. They also explained about the means of need, wants, demand, product, value, satisfaction, quality, exchange, transaction, relationship and markets such as follows:

- a. Need is defined as a state of felt deprivation.
- b. Want is defined as the form taken by human needs as they are shaped by culture and individual personality.
- c. Demand is defined as the human wants that are backed by buying power.
- d. Product is defined as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, personal, places, organizations, and ideas.
- e. Customer value is the difference between the values the customer gains

- f. Customer satisfaction extent to which product's perceived performance matches a buyer's expectation. If the product's performance falls short of expectations, the buyer is dissatisfied. If performance matches or exceeds expectations, the buyer is satisfied or delighted.
- g. Quality is linked to quality. It designed to constantly improve the quality of product, services, and marketing process.
- h. Exchange is the act of obtaining a desired object from someone by offering something in return.
- i. Transaction is a trade between two parties that involves at least two things of value, agreed-upon conditions, a time of agreement, and a place of agreement.
- j. Relationship in marketing means the process of creating, maintaining, and enhancing strong, value-laden relationship with customers and their stakeholder.
- k. Market is defied as the set of all accrual and potential buyers of product or service.

2.1.2. Definition of Service

The simplest definition of service is deeds, processes, and performances according to Zeithaml and Bitner (2000). They also said that the broad definition of services is include all economic activities whose output is not a physical product or construction, which is generally consumed at the time its produced and provides

added value in forms (such as convenience, amusement, timelines, comfort, or health). There are essentially intangible concerns of its purchaser.

Lovelock (2001:3) defined service, as an act or performance offered by one party to another although the process may be tied to physical product, the performance is essentially intangible and does not normally result in ownership of any of the factors of production and also service are economic activities that create value and provide benefits for customers at specific times and places as result of bringing about a desired change in or on behalf of the recipient of the service. Here he has been described service as something that may be brought and sold, but which cannot be dropped on our foot.

The definitions above stressed that services have the characteristic of intangible and it can be delivered to the consumer together with physical product or just consume it directly while purchase.

2.1.3. Differences in Goods and Services Marketing

There is general agreement that inherent differences between goods and services exist. They result in unique or least different, management challenges for service business and manufacturers. These differences and associated marketing implication are shown in Figure 2.1.

Good	Service	Resulting implications
Tangible	Intangible	<ul style="list-style-type: none"> - Service cannot be inventoried. - Service cannot be patented. - Service cannot be readily displayed or communicated. - Pricing is difficult.
Standardized	Heterogeneous	<ul style="list-style-type: none"> - Service delivery and customer satisfaction depend on employee actions. - Service quality depend on many uncontrollable factors - There is no sure knowledge that the service delivered matches what was planned and promoted.
Production separate from consumption	Simultaneous production and consumption	<ul style="list-style-type: none"> - Customers participate in and affect the transaction. - Customers affect each other. - Employees affect the service outcomes. - Decentralization may be essential. - Mass production is difficult
Nonperishable	Perishable	<ul style="list-style-type: none"> - It is difficult to synchronize supply and demand with services. - Services cannot be returned or resold

Figure 2.1 The Differences Between Goods and Services
(Source: Zeithaml and Bitner 2000:12)

Intangibility is the most basic, and universally cited, difference between goods and services. Because service are performances or actions rather than objects, they cannot seen, felt, tasted, or touched in the same manner that we can sense tangible goods. It presents several marketing challenges: Services cannot be inventoried, and therefore fluctuations in demand are often difficult to manage. Service cannot be patented legally, and competitor can therefore easily copy new service concepts.

Service cannot be readily displayed or easily communicated to customers, so quality may be difficult for consumers to assess.

It called heterogeneity because services are performance, frequently produced by humans, and no two services will be precisely alike. The employees delivering the service frequently are the service in the customer's eyes, and people may offer in their performance from day to day or hour to hour. Heterogeneity also results because no two customers are precisely alike; each have unique demands and experience the service in a unique way. Thus, the heterogeneity connected with services is largely the result of human interaction (between and among employees and customers) and all of the vagaries that accompany it.

Simultaneous Production and Consumption is that service producers find themselves playing a role as part of the product itself and as an essential ingredient in the service experience for the consumer. The quality of service and customer satisfaction will be highly dependent on what happens in "real time," including actions of employees and interactions between employees and customers.

Perishability refers to the fact that services cannot be saved, stored, resold, or returned. A primary issue that marketers face in relation to service perishability is the inability to inventory. Demand forecasting and creative planning for capacity utilization are therefore important and challenging decision areas. The fact that service cannot typically be returned or resold also implies a need for strong recovery strategies when things do go wrong.

2.1.3.1. The Service Marketing Mix

Concerns on service marketing mix is very important to be done by service business marketer because its support so much on the quality of the service that would be received by the customer of the services itself. A good accomplishment of service marketing mix will so much give the customer the information, service of the employee, price, etc, all about the services offered by the producers.

Marketing Mix for Goods:

Product	Place	Promotion	Price
Physical good features	Channel Type	Promotion	Flexibility
Quality level	Exposure	Sales people	Price level
Accessories	Intermediaries	Advertising	Terms
Packaging	Locations	Sales promotion	Differentiation
Warranties	Transportation	Publicity	Discount
Product lines	Storage		Allowance
Branding	Managing channels		

Marketing Mix for Services:

People	Physical Evidence	Process
Employees	Facility design	Flow of activities
Customers	Equipment	Number of steps
	Signage	Customer involvement
	Employee dress	
	Other tangibles	

Figure 2.2 Expanded Marketing Mix for Services
(Source: Zeithaml and Bitner 2000:19)

The traditional marketing mix is composed of the four P's: product, price, place (distribution), and promotion. Key strategy decision areas for each of the four

P's are captured in the first four columns in Figure 2.2. However, the strategies for the four P's require some modifications when applied to services. Because services are usually produced and consumed simultaneously, customers are often present in the firm's factory, interact directly with the firm's personnel, and are actually part of the service production process. Also, because services are intangible customers will often be looking for any tangible cue to help them understand the nature of the service experience. These facts have led services marketers to conclude that they can use additional variables to communicate with and satisfy their customers. The expanded marketing mix for services shown in the three remaining columns in Figure 2.2. In addition to the traditional four P's, the service marketing mix includes people, physical evidence, and process.

2.1.3.3. The Gap Model of Services Quality

The gap model of services quality focuses on strategies and processes that firms can employ to drive service excellence. Below is the Gap Analysis Model developed by Berry and his colleagues who are intended to be used for analyzing sources of quality problems and for helping managers understand how service quality can be improved.

Customer

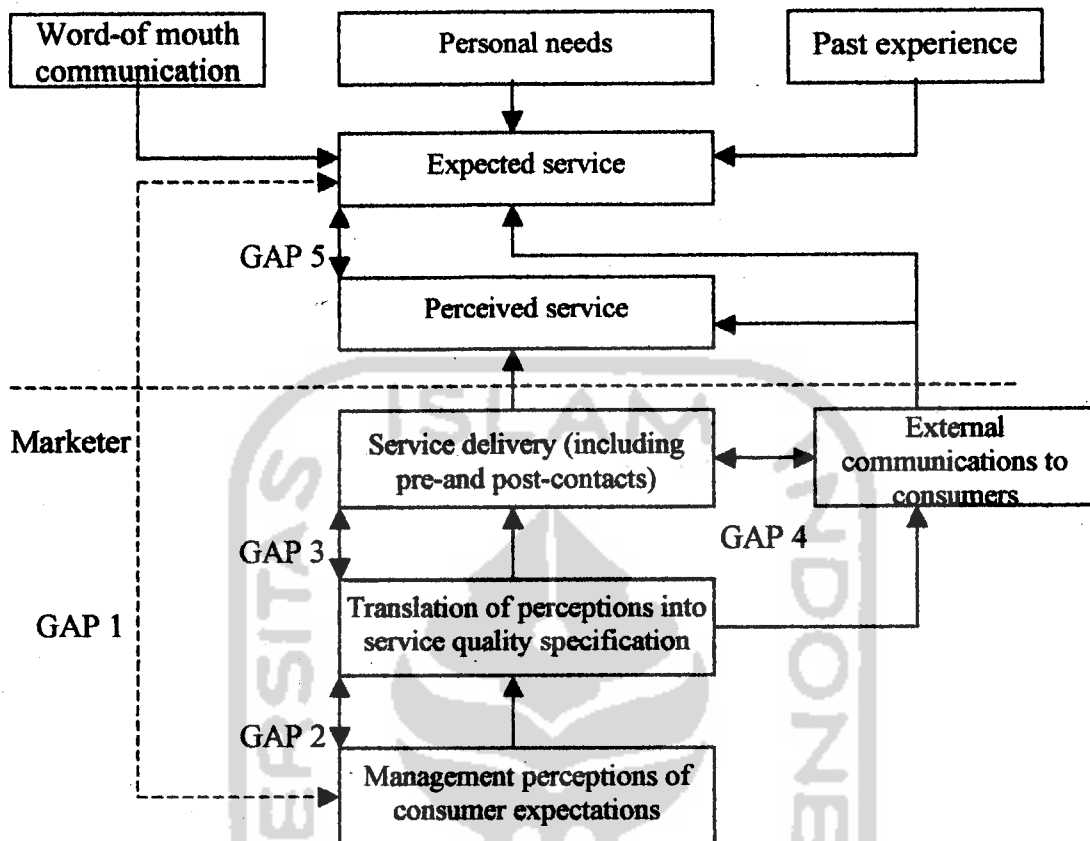


Figure 2.3 Service Quality Gap
(Source: Firzsimmons 2001:47)

First of all, the model demonstrates how service quality emerges. The upper part of the model includes phenomena related to the customer; the lower part shows phenomena related to the service provider. The expected service is a function of the customer's past experience and personal needs and of word-of-mouth communication. As illustrated, market communication can be expected to influence the perceived service as well as the expected service.

This basic structure demonstrates which steps have to be considered when analyzing and planning service quality. Zeithaml and Berry (2000) identify four potential shortfalls within the service organization that may lead to a gap between what customer expected and what they receive. Those four potential shortfalls are:

1. Not knowing what customers expect
2. Specifying service quality standards that do not reflects what management believes to be customer's expectations
3. Service performance that does not match specifications
4. Not living up to the levels of service performance that are promoted by marketing communications.

The four potential shortfalls are the marketing approaches to improving service quality. Here improving quality requires identifying the specific causes of each gap and then developing strategies to close them.

2.1.4. Customer Satisfaction

Satisfaction as a border concept, arguing that perceived service quality is but one component of customer satisfaction, which also reflects price-quality tradeoffs, situational and personal factors.

Oliver (on Zeithaml & Bitner 2000:75) offers his own formal decision of satisfaction definition; satisfaction is the customer's fulfillment response. It is a judgment that a product or service itself provides a pleasurable level of consumption-related fulfillment. This means that satisfaction is the customer's evaluation of a

product or service in terms of whether that product or service has met their needs and expectations. Failure to meet needs and expectation is assumed to result in dissatisfaction with the product or service.

Customer's expectation is considered having a great role in determining the product quality (goods and services) and their satisfaction. The customer will use their expectation as the standard or reference. Thus, it is their expectation that cause why the customers can consider the two organizations of the same businesses different. In this context, the customer satisfaction is, generally the estimation or the belief of the customers about what they are going to be obtained.

Whether the buyers is satisfied is depends on the received service in relation to the buyer's expectation. In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her satisfaction (Kotler, 2000:36).

If the performance matches the expectations, the customers are satisfied. If the performance exceeds expectations, the customers are highly satisfied or delighted. Kotler is trying to say that recent situation, the business cannot stay only to satisfy the customer, and they must delight the customer. Satisfaction are now can be easily got also by the customers from the competitor. The company has to give more and more added value in order to attract the customer stay loyal.

2.1.5. Definition of Product Attributes

Developing a product involve defining the benefits that the product will offer. These benefit are communicated and delivered by product attributes such as quality, feature, and design. Decisions about these attributes greatly affect consumer reactions to a product (Kotler and Armstrong, 1996: 279).

2.1.5.1. A Continuum of Product Attributes

One of the basic differences between goods and services is that services are harder for customer to evaluate. All products can be placed on a continuum ranging from “easy to evaluate” to “difficult to evaluate” depending on whether they are high in search attributes, experience attributes, or credence attributes (lovelock, 2001:117).

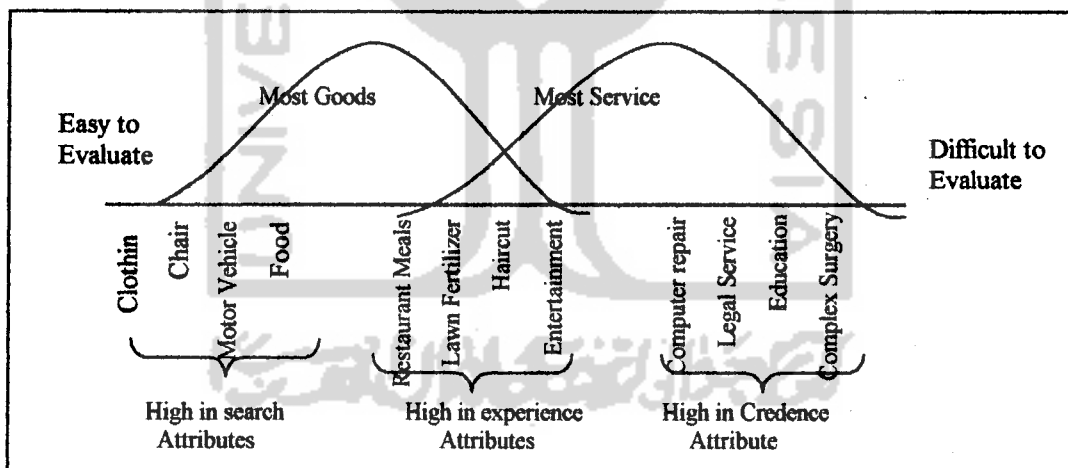


Figure 2.4 Evaluation of Product Characteristic Affect
(Source: Adapted from Lovelock 2000: 118)

Search attributes means attributes that a customer can determine before purchasing a product. It includes color, style, feel, hardness and smell. Experience

attributes means attributes that can only be discerned after purchase or during consumption. It includes taste and wearability. Both of these attributes almost completely can be determined and evaluated before purchase.

Credence attributes has product characteristics that customers find impossible to evaluate confidently even after purchase and consumption because the customer is forced to trust that certain benefits have been delivered even though it may be hard to document them. Education includes to the high in credence attribute.

2.1.5.2. Product Attributes in Service

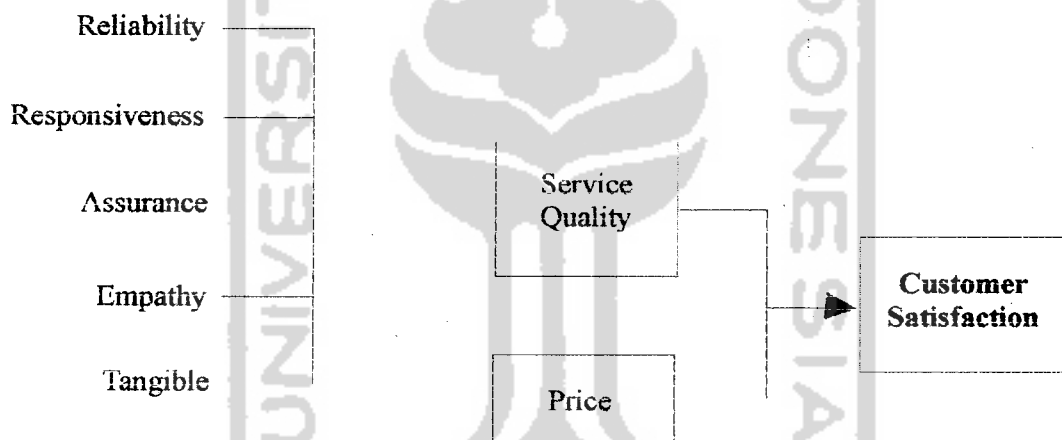


Figure 2.5 Product Attributes and Customer Satisfaction Relationship

(Source: Adapted from Zeithaml and Bitner 2000:75)

There are some definitions related to service quality such as follows:

1. Tangibles

Tangibles include the physical evidence of the service such as physical facilities, appearance of service provider, tools, or equipment used to

provide the service, physical presentation of the service, and other customer in the service facility. Here ELTI react to this aspect by using proper uniform for the employees, comfortable office, and also back up facilities.

2. Reliability

Reliability in services is defined as the ability to perform the promised service dependably and accurately. Here ELTI give consistency in giving services as published, accurate note, maintain good service performance.

3. Responsiveness

This concerns the willingness or readiness of employees to provide service. ELTI very concerns to the responsiveness aspect of service by putting informative personnel, and quick response toward customer's problems and customer's difficulties.

4. Assurance

This dimension relates to the knowledge, competence, and courtesy of service employees and their ability to convey trust and confidence. Here ELTI provide customers with qualified instructors, all programmes are well-designed and well teaching materials.

5. Empathy

Empathy is defined as the caring and individualized attention provided to customers. Here ELTI provides hospitality frontlines and quick standardized service for their customers.

6. Price

Price is the amount of money one must pay to obtain the right to use the product. It is needed to know by the customers because in service customers pay more than just purchase goods, such as time, physical effort, psychological cost and sensory cost. For the firm price includes intangible performances such as labor, materials, machine time, storage, and etc associated with producing a physical good which tangible is transferred to the customer upon purchase. Price is reflected the benefit that customers will get and also the offered of the firm.

2.1.6. Tools for Tracking and Measuring Customer Satisfaction

We have here the tools for tracking and measuring customer satisfaction. This is very important because by doing this, the company is able to evaluate whether they already satisfied their customers and even they can analyze why the customers leaved them for other service provider. Below are the tools for tracking and measuring customer satisfaction (Kotler, 2000:38):

- **Complaint and suggestion system**

The company makes customer-centered organizations, which will makes easy for the customers to register suggestion and complaints. Here the company will receive suggestion and complaint from the customer more organized.

- **Customer satisfaction surveys**

Here we collect satisfaction data from the customers. It is also useful to ask additional questions to measure repurchase intention and to measure the likelihood or willingness to recommend the company and brand to others.

- **Ghost shopping**

Companies can hire people to pose as potential buyers to report on strong and weak points experienced in buying the company's and competitors' products. These mystery shoppers can even test how the company's sales personnel handle various situations.

- **Last customer analysis**

Companies should contact customers who have stopped buying or who have switched to another serviced provider to know why this happened. It is not only important to conduct exit interviews when the customers first stop buying, but it is also necessary to monitor the customer loss rate.

By performing above tools and measuring customer satisfaction, the company will gain a lot of informations about their customers and also the working performance of the employees who serve the customers. The company can evaluate themselves by considering the reasons why did the customer switch to another service provider. Hopefully the recent business has to consider these measuring tools to be implemented on their business activities, mainly to improve customer's satisfaction and keep the customers away from the competitors.

2.2. THEORETICAL FRAMEWORK

The service quality and price, in this term we called product attributes are given by the educational company is the main concern of the customer in evaluating their satisfaction. Hence educational company needs to be very careful to take a good care in giving and implementing product attribute factors to be delivered to their customers.

In this case educational companies will compete each other in maximizing the product attributes implementation in serving their customers. Here product attribute are used as a tool to fulfilling customer's satisfaction. The company then needs to consider the important factor of product attribute which can effect or influence much in maintaining customer's satisfaction, and whether it has been fulfilled or not. Most importantly is that the company hopefully can run the product attributes by considering that all factors are important and can not be easily ignored, although in the most cases there are several factors that's more dominant than other.

2.3. HYPOTHESIS

Hypothesis is a statement of supposition about the correlation between two or more variables. Two criteria of good hypothesis are firstly, hypothesis is statements about the correlation of variables, and secondly, hypothesis consists of clear implication for evaluating the real correlation. In order to give the response to the existing problems, the hypothesis presented in this research is as follows:

1. There are significant influences of product attributes to customer's satisfaction.
2. Reliability is the dominant factor of product attributes that influences customer's satisfaction.



CHAPTER III

COMPANY PROFILE

3. 1. Historical Background

English Language Training International (ELTI) is included on service company that provides English training. ELTI is originated from an English Language Training in Banbury, Oxford, England, which has representatives in more than 12 (twelve) countries throughout the world. In Indonesia, ELTI started its operation in 1981. And in Yogyakarta, ELTI started their operation on March 1984 with 2 (two) offices, there are:

1. ELTI I at Jalan I Dewa Nyoman Oka 2. This office is specialized for General English Course.
2. ELTI II at Jalan F.M. Noto III/13. This office is specialized for English for kids and Junior High School students.

At first ELTI specialized itself in providing in-company classes, mainly in the oil sector. Gramedia, one of the biggest publishing companies in Indonesia, overtook ELTI in 1989 and has since then established it into one of the best English courses in Indonesia. In 1995 ELTI started its operation in the new office at Jalan Sabirin 6 Kota Baru Yogyakarta and it has been running until now. Since its students increase from time to time ELTI opened their branch in 2003 at Jalan Sudirman 52 Yogyakarta.

3. 2. ELTI Objectives

The ELTI objectives are:

- a. To help and improve the Indonesian people in getting fluency in English Language, it also provides a representative place for those who want to learn English Language well without going abroad.
- b. To give any changes to Indonesian people who want to have an ability in English language generally or English for specific purpose.
- c. To give the opportunity to learn English Language interestingly and communicatively.

3. 3. Employee

Employees at ELTI are divided into 2 categories, academic and administrative employees. The academic employees include all the part timer, semi full timer and full timer teachers. The considerations are 10 hours working per week for part timer, 18-24 hours working per week for semi full timer and 40 hours working per week for full timer. And ELTI has 50 administrative employees.

3.3.1. Organizational Chart of ELTI

The organizational chart of ELTI is designed by three basic modern organizations:

1. Simple

2. Flexible to adopt the changing of internal and external environment
3. Market oriented and customer satisfaction

The company cultures provide the soul of organization while the management provides a sense of direction. All the components are wrapped into one harmonious company packages ultimately meet the customer satisfaction. It is shown at Figure

3.1.

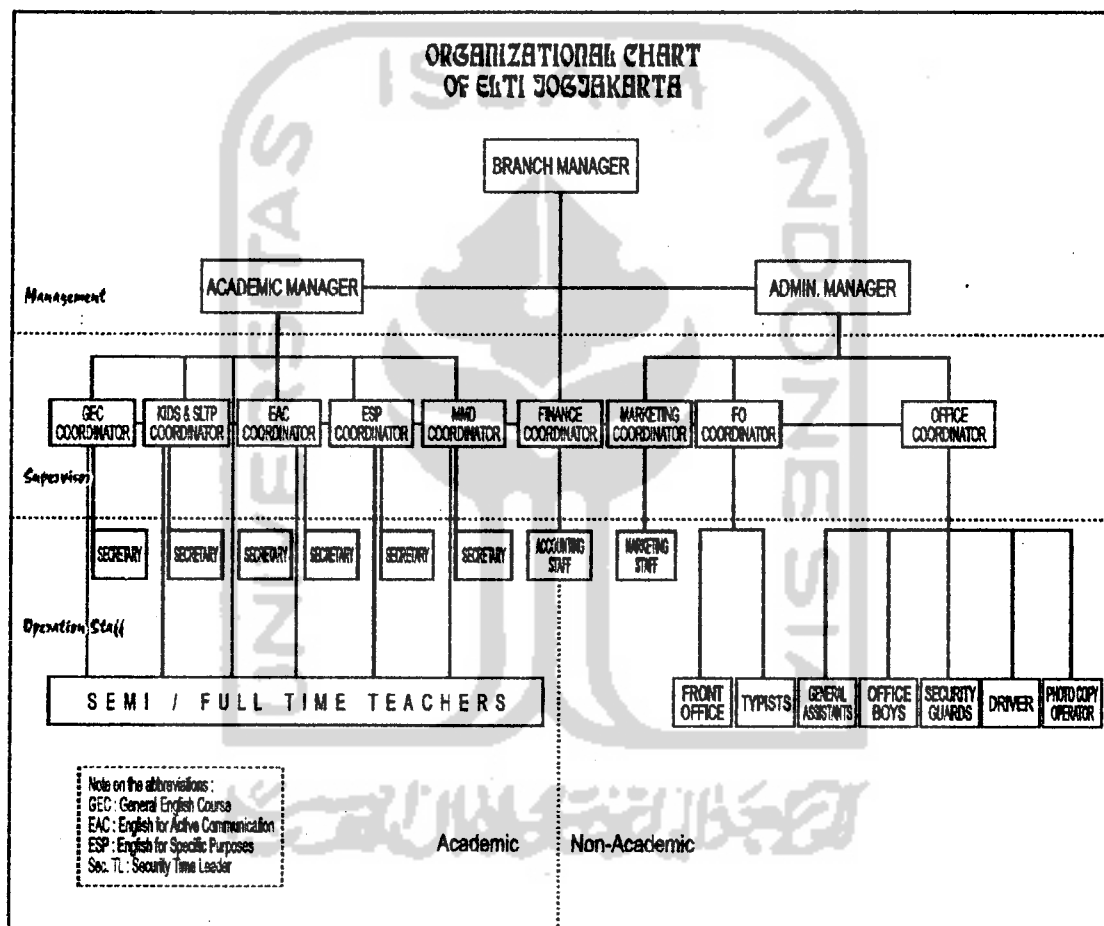


Figure 3.1 Organizational Chart of ELTI

3.3.2. Job description of ELTI

1. Branch manager

Duties and Responsibilities:

- a. Giving advice and authority to the subordinate divisions about things related to ELTI.

2. Academic manager

Duties and Responsibilities:

- a. Coordinating and controlling the Academic Coordinator
- b. Coordinating and controlling the MMDC (Media and Material Development Coordinator)
- c. Managing the operational things

3. Academic Coordinator

Duties and Responsibilities:

- a. Responsible on the classes' schedules
- b. Controlling the teacher continuously

4. MMDC (Media and Material Development Coordinator)

Duties and Responsibilities:

- a. Developing the media and material for all programs

5. Administration manager

Duties and Responsibilities:

- a. Coordinating and controlling all the administrative things at ELTI

6. Marketing Coordinator

Duties and Responsibilities:

- a. Designing the promotional plan
- b. Analyzing the market

7. Front Office Coordinator

Duties and Responsibilities:

- a. Managing the student data base
- b. Taking the payment and giving the money to the accounting on the next day
- c. Seeing the ELTI guests

8. Office Coordinator

Duties and Responsibilities:

- a. Coordinating the general assistant, office boy, security team, driver and photocopy operator

9. Accounting

Duties and Responsibilities:

- a. Providing the income and expenses statement

3.4 ELTI Products and Services

3.4.1. ELTI Program

All programmes are well designed, formulated in a complete package

consisting of placement testing, teaching materials, and evaluations. Assessment on students' progress is not only based on the final test results, but also class participation both spoken and written will be counted towards their final mark (pass or fail).

Prior to joining a program, a student will be given a placement test to test his verbal and written proficiency. This helps to ensure that all the students in a class are at a similar level. And the programs are:

– *English Training for General Purposes*

The General English syllabus is designed to help course participants master the basic principles of English and to practice it in situational and contextual links. It is communication centered and focuses on productive skills of English. Class levels are carefully graded from Elementary to Advanced; the language covered at each level is guided by detailed syllabuses. Each student's class level is decided on the basis of a placement test and interview on enrolment. Progress tests are given on a biweekly basis and a final examination is given at the end of the level. Successful participants may continue to the next level of learning. ELTI's General English is amazing as it is the favorite program of its kind.

– *English for Kids*

There are three subprograms, namely: English for Pre-School Students, English for Elementary Students and English for Junior High School Students. English for Pre-School and Elementary Students is specifically designed to introduce English as a means of communication to children as early as possible so that they can have a positive attitude to the language. In the teaching and learning process, children are exposed to the language by doing a lot of interesting and fun classroom activities. Assisted with communicatively created teaching media, students are encouraged to use the language with their teacher and peers.

English for Junior High School Students is specifically designed to provide them back-up knowledge of English as they have been learning it at school and a chance to practice it in the integrated skills type of learning: listening, speaking, reading and writing.

Through fun and interesting classroom activities, children are encouraged to expose themselves to English. They are given as many opportunities as possible to use English through pair work, group work, simulations, mini drama or role-plays, games and songs.

– *English Training for Active Communication (Conversation Programme)*

More and more college students in the last semester, recent graduates, job hunters whether they like it or not must face the high demand of English proficiency as one of the "basic" requirements for many jobs. For working professionals already in the field, the demand for English competence encourages them to update their communication skills to advance in their careers.

– *English Training for Active Communication*

This programme is specifically designed to meet the needs of those who need English at their fingertips instantly available to solve problems. Functional-based curriculum and contextual activities are provided to make learning meaningful, enjoyable and accessible. Participants are encouraged to actively and directly use the language every minute in the classroom with the teacher and peers. Group discussions, debates, role-plays, presentations are emphasized to allow participants apply real life situations in the classroom.

– *English Training for Specific Purposes (ESP)*

Nowadays, the ability and the need to understand and communicate with others have become increasingly important, at times even urgent. An international exchange of ideas from medical topics, to the most up to date business information, to political crises is essential. To meet these communication needs, more and more individuals

and companies have highly specific academic and professional reasons for seeking to improve their language skills. ELTI's ESP programmes focus on developing communicative competence in a specific field, such as: Business English, English Training for Job Seekers, TOEFL Preparation, English Training for Banking English, Training for the Medical Profession, GMAT Preparation, English Training for Secretaries, English for Academic Purposes, English for IT Professionals, TOEFL CBT Preparation, GMAT CAT Preparation, English for Report Writing English for Oral Presentations.

3.4.2. ELTI Material

For the program of beginning through advanced courses, ELTI uses a handout especially designed by a team of teachers with many years of experience helping people learn English. It is based on research into the interests and needs of English students. Each lesson of each unit is designed to build upon and expand ideas and information presented before until gradually, step by step, the student achieves a comfortable fluency level. Whatever materials are used, ELTI teachers are encouraged to choose from a variety of resources from a fully equipped teacher's library standard in all schools.

3.4.3. ELTI Teacher

Most of the Indonesian instructors are recruited from reputable universities, and some of them are graduates from other disciplines with near-native English abilities. To be an ELTI instructor one must go through rigorous recruitment and training programs.

All instructors have been comprehensively trained in teaching English as a Foreign Language and ongoing professional development courses ensure instructors are kept up to date in communicative methodology. The aim is to make instructors ready to help students communicate confidently in real life situations outside the classroom in both speaking and writing. Emphasis is placed on encouraging clear, accurate and effective communication skills.

3.4.4. ELTI Method

ELTI approach combines maximum progress with maximum communicative practice. It develops fluency, confidence and accuracy while improving all the essential skills of reading, writing, listening and speaking. The result is successful and effective communication teaching students how to really use the language in real-life situations. It is important to mention that all of these skills are important and all of these skills can be communicative. Oral communication or conversation alone is not sufficient for learners to experience great progress. Listening, reading and writing

provide rich sources of language from which students can build up their knowledge and vocabulary.

3. 5. ELTI Students

ELTI cater to students of all ages and occupations, and offer general language instruction, as well as specialised classes for student groups, businesses, and professionals. Table 3.2 show the number of students in the last 5 years.

Table 3.2
The Number of Students in The Last Five Years

Division	2000	2001	2002	2003	2004*
General English Course	7813	7519	6011	6489	1683
Kids and SLTP	6452	6457	6258	7060	2177
English for Active Communication	3638	3084	3542	4913	2688
TOEFL Preparation	248	158	127	246	106
English for Job Hunting	-	41	-	17	29
Total	16936	17259	15939	18725	6683

* Per April 2004

CHAPTER IV

RESEARCH METHODS

4. 1. RESEARCH METHOD

In this research, the types of study used here was quantitative analysis. Therefore, in this analysis, statistic method was used to describe the relationship among variable of quantity. However, the qualitative analysis was also used to enrich the comprehension of quantitative analysis result.

4. 2. RESEARCH SUBJECT

4.2.1. Subject

The subject of this research is Customer Behavior Analysis; A Case Study on The Influence of Products' Attributes to Customer Satisfaction of ELTI Yogyakarta.

4.2.2. Population

Burn and Bush (2000) define population as the entire group under study as specified by the objectives of the research. In this research, the population was the customers of ELTI Yogyakarta.

4. 3. RESEARCH SETTING

4.3.1. Place

This research took place in ELTI branch, Jl. Sabirin 6 Kotabaru, Yogyakarta 55224. Phone. (0274) 561849

4.3.2. Time

This research began on May 1st, 2004 to July 15th, 2004.

4. 4. RESEARCH INSTRUMENT

In gathering the data from the customers, the questionnaire was made. The questionnaire was given to the customers who were already selected based on quota sampling.

Before this questionnaire was distributed to the respondents, it was tested. Thus, 30 questionnaires in terms of its validity and reliability were distributed as a means to guarantee that the data collected using questionnaire had been tested, and it will give valid and reliable measurement report or data.

4.4.1. Reliability for The Test

Reliability is the degree to which measures are free from random error and, therefore, provide consistent data. The less error is, the more reliable the research is, so a measurement that is free of error is a correct measure. The report on the analysis

of reliability to the questionnaire for each research variable (responsiveness, price, assurance, reliability, tangible, empathy and satisfaction) are as follows:

Table 4.2
Reliability test

No	Variables	R xx'
Y	Satisfaction	0.8648
X1	Responsiveness	0.7572
X2	Price	0.8494
X3	Assurance	0.7438
X4	Reliability	0.7636
X5	Tangible	0.7694
X6	Empathy	0.7746

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 2)

- a. The calculation of reliability trial in measurement of customer satisfaction research required that all of valid items tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.8648. This indicates that all of items have fulfilled the requirement as a reliable factor.
- b. The calculation of reliability trial in measurement of responsiveness results required that all of valid item tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.7572. This indicates that all of items have fulfilled the requirement as a reliable factor.
- c. The calculation of reliability trial in measurement of price results required that all of valid items tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.8494. This indicates that all of items have fulfilled the requirement as a reliable factor.

- d. The calculation of reliability trial in measurement of assurance results required that all of valid items tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.7438. This indicates that all of items have fulfilled the requirement as a reliable factor.
- e. The calculation of reliability trial in measurement of reliability results required that all of valid items tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.7636. This indicates that all of items have fulfilled the requirement as a reliable factor.
- f. The calculation of reliability trial in measurement of tangible results was required that all of valid items tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.7694. This indicates that all of items have fulfilled the requirement as a reliable factor.
- g. The calculation of reliability trial in measurement of empathy results required that all of valid items tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.7746. This indicates that all of items have fulfilled the requirement as a reliable factor.

4.4.2. Validity for The Test

Validity is defined as the accuracy of the measurement. It addresses the issue of whether what the researcher was trying to measure was actually measured.

a. Responsiveness

From the calculation of the validity analysis of each responsiveness variable, the result is as follows:

Table 4.3
Validity test – Responsiveness

No	Rxy	Status
1	0.3878	Valid
2	0.5453	Valid
3	0.5985	Valid
4	0.6174	Valid
5	0.6081	Valid

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 2)

The result shows that all of variables of responsiveness were valid.

b. Price

From the calculation of the validity analysis of each price variable, the result is as follow:

Table 4.4
Validity test – Price

No	Rxy	Status
1	0.8298	Valid
2	0.8020	Valid
3	0.7708	Valid

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 2)

The result states that all of variables of price were valid.

c. Assurance

From the calculation of the validity analysis of each assurance variable, the result is as follows:

Table 4.5
Validity test – Assurance

No	Rxy	Status
1	0.5136	Valid
2	0.6698	Valid
3	0.5741	Valid
4	0.5486	Valid
5	0.4266	Valid
6	0.6925	Valid
7	0.5894	Valid
8	0.5668	Valid
9	0.4311	Valid
10	0.4972	Valid

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 2)

The result states that all of variables of price were valid.

d. Reliability

From the calculation of the validity analysis of each reliability variable, the result is as follows:

Table 4.6
Validity test – Reliability

No	Rxy	Status
1	0.4263	Valid
2	0.5552	Valid
3	0.7166	Valid
4	0.6211	Valid
5	0.5483	Valid

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 2)

The result demonstrates that all of variables of reliability were valid.

e. Tangibles

From the calculation of the validity analysis of each tangible variable, the result is as follow:

Table 4.7
Validity test – Tangibles

No	Rxy	Status
1	0.7321	Valid
2	0.7676	Valid
3	0.7003	Valid
4	0.7615	Valid
5	0.5178	Valid
6	0.7340	Valid
7	0.7242	Valid
8	0.5786	Valid
9	0.4640	Valid

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 2)

The result shows that all of variables of tangibles were valid

f. Empathy

From the calculation of the validity analysis of each empathy variable, the result is as follows:

Table 4.8
Validity test – Empathy

No	Rxy	Status
1	0.8078	Valid
2	0.6026	Valid
3	0.5878	Valid
4	0.7575	Valid
5	0.6272	Valid
6	0.4074	Valid

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 2)

The result shows that all of variables of empathy were valid.

g. Satisfaction

From the calculation of the validity analysis of each customer satisfaction variable, the result is as follows:

Table 4.9
Validity test – Satisfaction

No	Rxy	Status
1	0.8833	Valid
2	0.7924	Valid
3	0.9246	Valid

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 2)

The result demonstrates that all of variables of customer satisfaction were valid.

4. 5. RESEARCH VARIABLES

Research variables used in this reach consist of:

1. Independent variables

a. Responsiveness

This concerns the willingness or readiness of employees to provide service.

b. Price

It reflects the benefit that customers will get and also the offers of the firm.

c. Assurance

This dimension relates to the knowledge, competence, and courtesy of service employees and their ability to convey trust and confidence.

d. Reliability

Reliability in services is defined as the ability to perform the promised service dependently and accurately.

e. Tangibles

Tangibles include the physical evidence of the service such as physical facilities, appearance of service provider, tools, or equipment used to provide the service, physical presentation of the service, and other customers in the service facility.

f. **Empathy**

Empathy is defined as the caring and individualized attention provided to customers.

2. **Dependent variables**

a. **Customer Satisfaction**

The extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations, the buyer is dissatisfied. If performance matches or exceeds expectations, the buyer is satisfied or delighted.

4. 6. RESEARCH PROCEDURES

4.6.1. Responsiveness

This variable is measured by the customer's perception on how far the readiness of staffs in giving the support and service to the customers, such as:

- a. The staff's and teachers eagerness in responding to the customer's needs.
- b. Professionalism in managing the case (compliance) of the customers.
- c. Their readiness to help the customers.

4.6.2. Price

Price variable is measured by using indicators, such as:

- a. **Facility**

b. Service

4.6.3. Assurance

This variable is measured through the customer's perception to their knowledge, capability, culture, and reliability possessed by the staffs, such as:

- a. Excellent performance.
- b. Staff's self-reliance to the programs knowledge.

4.6.4 Reliability

Reliable variables are measured by using the customer's perception indicators, such as:

- a. Service giving acceleration
- b. Staff's culture
- c. Staff's courtesy
- d. Validity in holding services

4.6.5. Tangibles

The physical condition variables are measured by the customer's perception indicators, such as:

- a. Physical facility possessed by the firm in the form of office performance.
- b. Instrument possessed by the firm including the office interior.

- c. Supporting instruments such as the brochures.

4.6.6. Empathy

Empathy variable is measured by using indicators such as:

- a. Staff's accessibility to do the relationship/ communication with the customers.
- b. Staff's capability to give the personal attention to the customers.
- c. Staffs' understanding to the customer's needs by providing products in accordance with the needs.

4.6.7. Customers' Satisfaction

Customers' satisfaction variables are measured through the customer's perception about their perceived satisfaction with the indicators:

- a. The perceived satisfaction when the customers interact with the teachers.
- b. The perceived satisfaction when the customers interact with the staffs.
- c. The perceived satisfaction when the customers interact with the facility.

4. 7. DATA COLLECTION TECHNIQUES

The data are collected using several methods:

1. Questionnaire

This questionnaire was used to collect primary data by distributing or giving questionnaire to the respondents to fill in and assign to the research.

2. Documentation

This method was held for collecting secondary data, i.e. many data that were collected previously by the companies.

4. 8. TECHNIQUE OF DATA ANALYSIS

4.8.1. Qualitative Analysis

This research was based on the information from the respondents. The questionnaire results were used to find out the impact of product attributes on customers decision. The analysis consisted of:

1. Customers' variable (customer's satisfaction)
2. Product variables (responsiveness, price, assurance, reliability, tangible and empathy)

4.8.2. Quantitative Analysis

This is an analysis presented in the form of numbers or calculation. Therefore, in this analysis, a given statistic method was used to describe the relationship among variable of quantity.

Statistic method applied in this research was Multiple Regression Method. This general formula of the multiple regression models can be expressed as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \text{error}$$

Y = customer satisfaction

α = constant

$\beta_1, \beta_2, \dots, \beta_n$ regression coefficient associated with the independent variable X_1, X_2, \dots, X_6 , and the error.

X_1 = responsiveness, X_2 = price, X_3 = assurance, X_4 = reliable, X_5 = tangible, X_6 = empathy



CHAPTER V

RESEARCH FINDINGS AND IMPLICATIONS

5. 1. RESEARCH FINDINGS

5. 1. 1. Reliability for The Data

The report on the analysis of reliability to the questionnaire for each research variable (responsiveness, price, assurance, reliability, tangible, empathy and satisfaction) are as follows:

Table 5.1
Reliability test

No	Variables	R xx'
Y	Satisfaction	0.8634
X1	Responsiveness	0.7627
X2	Price	0.8352
X3	Assurance	0.7579
X4	Reliability	0.7766
X5	Tangible	0.7631
X6	Empathy	0.7885

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 6)

- a. The calculation of reliability trial in measurement of customer satisfaction research required that all of valid items tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.8634. This indicates that all of items have fulfilled the requirement as a reliable factor.
- b. The calculation of reliability trial in measurement of responsiveness results required that all of valid item tested its level of reliability by using Alpha

- technique; the result of reliability coefficient was 0.7627. This indicates that all of items have fulfilled the requirement as a reliable factor.
- c. The calculation of reliability trial in measurement of price results required that all of valid items tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.8352. This indicates that all of items have fulfilled the requirement as a reliable factor.
 - d. The calculation of reliability trial in measurement of assurance results required that all of valid items tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.7579. This indicates that all of items have fulfilled the requirement as a reliable factor.
 - e. The calculation of reliability trial in measurement of reliability results required that all of valid items tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.7766. This indicates that all of items have fulfilled the requirement as a reliable factor.
 - f. The calculation of reliability trial in measurement of tangible results was required that all of valid items tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.7631. This indicates that all of items have fulfilled the requirement as a reliable factor.
 - g. The calculation of reliability trial in measurement of empathy results required that all of valid items tested its level of reliability by using Alpha technique;

the result of reliability coefficient was 0.7885. This indicates that all of items have fulfilled the requirement as a reliable factor.

5.1.2. Validity for The Data

a. Responsiveness

From the calculation of the validity analysis of each responsiveness variable, the result is as follows:

Table 5.2
Validity test – Responsiveness

No	Rxy	Status
1	0.3512	Valid
2	0.5150	Valid
3	0.7046	Valid
4	0.6580	Valid
5	0.5820	Valid

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 6)

The result shows that all of variables of responsiveness were valid.

b. Price

From the calculation of the validity analysis of each price variable, the result is as follow:

Table 5.3
Validity test – Price

No	Rxy	Status
1	0.7584	Valid
2	0.7757	Valid
3	0.6976	Valid

Source: based on the statistical calculation from SPSS release

10.00 windows program (see Appendix: 6)

The result states that all of variables of price were valid.

c. Assurance

From the calculation of the validity analysis of each assurance variable, the result is as follows:

Table 5.4
Validity test – Assurance

No	Rxy	Status
1	0.5583	Valid
2	0.6666	Valid
3	0.5738	Valid
4	0.5745	Valid
5	0.5831	Valid
6	0.5785	Valid
7	0.7056	Valid
8	0.6237	Valid
9	0.6955	Valid
10	0.4763	Valid

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 6)

The result states that all of variables of price were valid.

d. Reliability

From the calculation of the validity analysis of each reliability variable, the result is as follows:

Table 5.5
Validity test – Reliability

No	Rxy	Status
1	0.4605	Valid
2	0.6004	Valid
3	0.6976	Valid
4	0.6267	Valid
5	0.6691	Valid

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 6)

The result demonstrates that all of variables of reliability were valid.

e. Tangibles

From the calculation of the validity analysis of each tangible variable, the result is as follow:

Table 5.6
Validity test – Tangibles

No	Rxy	Status
1	0.6803	Valid
2	0.6524	Valid
3	0.7087	Valid
4	0.6561	Valid
5	0.6757	Valid
6	0.6700	Valid
7	0.5149	Valid
8	0.5005	Valid
9	0.4538	Valid

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 6)

The result shows that all of variables of tangibles were valid

f. Empathy

From the calculation of the validity analysis of each empathy variable, the result is as follows:

Table 5.7
Validity test – Empathy

No	Rxy	Status
1	0.7169	Valid
2	0.6926	Valid
3	0.6118	Valid
4	0.7953	Valid
5	0.7674	Valid
6	0.5927	Valid

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 6)

The result shows that all of variables of empathy were valid.

g. Satisfaction

From the calculation of the validity analysis of each customer satisfaction variable, the result is as follows:

Table 5.8
Validity test – Satisfaction

No	Rxy	Status
1	0.8259	Valid
2	0.8573	Valid
3	0.8877	Valid

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 6)

The result demonstrates that all of variables of customer satisfaction were valid.

5. 1.3.DISCUSSION AND IMPLICATION

As it has been mentioned previously, the major hypothesis of this research, which states that the Responsiveness, Price, Assurance, Reliability, Tangible and

Empathy simultaneously have the significant influence to the Customer Satisfaction of the service. The major hypothesis was tested by using the multiple linear regression analysis.

Based on the simple regression analysis result using SPSS for windows program, the following mathematics model is obtained:

Table 5.9
The computation of Multiple Regression

B	R	R ²	Coef. Sig.	F -count
X1 = -0.164	0.704	0.495	X1 = 0.019	15.205
X2 = 0.145			X2 = 0.044	
X3 = 0.08544			X3 = 0.032	
X4 = 0.180			X4 = 0.041	
X5 = 0.08366			X5 = 0.020	
X6 = 0.117			X6 = 0.047	

Source: based on the statistical calculation from SPSS release 10.00 windows program (see Appendix: 4)

Before the equation obtained is interpreted, it must be tested first to the significance of the regression model. The regression model was tested by using the *F*-test and *t*-test.

a. *F*-test

Hypothesis Ho: $ry_{X_1X_2X_3X_4X_5X_6} = 0$

There are no significance influences of product attributes to customer's satisfaction.

Ha: $ry_{X_1X_2X_3X_4X_5X_6} \neq 0$

There are significance influences of product attributes to customer's satisfaction.

The test criteria: if the score of F -count $>$ F -table: Thus, H_0 is rejected and H_a is accepted. But if the score of F -count \leq F -table: Thus, H_0 is accepted and H_a is rejected.

For the numerator degree = 6, the denominator degree = $100-6-1 = 93$, and the significant level = 5% of the F -table is obtained F -table = 2.17 (see Appendix: 5). If compared with F -table, in fact the score of F -count = 15.205 was bigger than the F -table that was obtained (F -table = 2.17), thus H_0 is rejected and H_a is accepted.

The important conclusion drawn on this F -test is simple regression model is used for stating the existing influence of Responsiveness (X1), Price (X2), Assurance (X3), Reliability (X4), Tangible (X5) and Empathy (6) to the customers satisfaction (Y). So there are significance influences of product attributes to customers' satisfaction.

The total influence of all variables to the customer satisfaction (Y) is the determination coefficient, $R^2 = 0.495$ or 49.5%. This describes that 49.5% is the change on independent variables of Responsiveness (X1), Price (X2), Assurance (X3), Reliability (X4), Tangible (X5) and Empathy (6) to the customers' satisfaction (Y), while 50.5% of the rest is the influence from other variables, not in the independent variables category.

b. *t*-test

Hypothesis: $H_0: b_{1, 2, 3, 4, 5, 6} = 0$

There are no significance influences of each Responsiveness (X1), Price (X2), Assurance (X3), Reliability (X4), Tangible (X5) and Empathy (6) to customer satisfaction.

$H_a: b_{1, 2, 3, 4, 5, 6} \neq 0$

There are significance influences of each Responsiveness (X1), Price (X2), Assurance (X3), Reliability (X4), Tangible (X5) and Empathy (6) to customer satisfaction.

The test criteria: if the absolute score of coefficient significance $> \alpha 0.05$: Thus, H_0 is accepted and H_a is rejected. But if the score of coefficient significance $\leq \alpha 0.05$: Thus, H_0 is rejected and H_a is accepted

Furthermore, the test result from each independent variable is presented in the following table:

Table 5.10
t- test Result to Each Independent Variables

No	Independent variables	Coef. Sig.	α	Result
1	Responsiveness (X1)	0.019	0.05	Ha Accepted
2	Price (X2)	0.044	0.05	Ha Accepted
3	Assurance (X3)	0.032	0.05	Ha Accepted
4	Reliability (X4)	0.041	0.05	Ha Accepted
5	Tangible (X5)	0.020	0.05	Ha Accepted
6	Empathy (X6)	0.047	0.05	Ha Accepted

Source: based on the statistical calculation from SPSS release 10.0 windows program
(see Appendix: 4)

Coefficient significance X1 (Responsiveness) is $< \alpha 0.05$, it means that X1 influence significantly to customers' satisfaction (Y), while the influence of other variables constant. Coefficient significance X2 (Price) is $< \alpha 0.05$, it means that X2 influences significantly to customers' satisfaction (Y), while the influence of other variables is constant. Coefficient significance X3 (Assurance) is $< \alpha 0.05$, it means that X3 influences significantly to customers' satisfaction (Y), while the influence of other variables is constant. Coefficient significance X4 (Reliability) is $< \alpha 0.05$, it means that X4 influences significantly to customers' satisfaction (Y), while the influence of other variables is constant. Coefficient significance X5 (Tangible) is $< \alpha 0.05$, it means that X5 influences significantly to customers' satisfaction (Y), while the influence of other

variables is constant. Coefficient significance X6 (Empathy) is $< \alpha 0.05$, it means that X6 influences significantly to customers' satisfaction (Y), while the influence of other variables is constant.

Based on the *F*-test and *t*-test result, it can be concluded that the major hypothesis of this research states that the Responsiveness (X1), Price (X2), Assurance (X3), Reliability (X4), Tangible (X5) and Empathy (X6) simultaneously influence significantly to the customers' satisfaction (Y) is accepted.

The mathematics model of the influence of Responsiveness (X1), Price (X2), Assurance (X3), Reliability (X4), Tangible (X5) and Empathy (X6) to the dependent variable of customer satisfaction (Y) can be written in the following equation:

$$Y = 1.491 - 0.164X1 + 0.145X2 + 0.08544X3 + 0.18X4 + 0.08366X5 + 0.117X6$$

Based on the above mathematics model, the following interpretation can be made:

1. The starting point of customer satisfaction in ELTI Jogjakarta Branch is 1.491, when the influence of the variables is constant.
2. In case of the constant condition of other variables, each increasing score of Responsiveness variable (X1) will have impacts on the decrease of customer's Satisfaction variable (Y) score of 0.164.
3. In the case of the constant condition of other variables, each increasing score of Price variable (X2) will have impact on the increase of customer's Satisfaction variable (Y) score of 0.145.

4. In the case of the constant condition of other variables, each increasing score of Assurance variable (X3) will have impact on the increase of customer's Satisfaction variable (Y) score of 0.08544.
5. In the case of the constant condition of other variables, each increasing score of Reliability variable (X4) will have impact on the increase of customer's Satisfaction variable (Y) score of 0.180
6. In the case of the constant condition of other variables, each increasing score of Tangible variable (X5) will have impact on the increase of customer's Satisfaction variable (Y) score of 0.08366.
7. In the case of the constant condition of other variables, each increasing score of Empathy variable (X6) will have impact on the increase of customer's Satisfaction variable (Y) score of 0.117.
8. From the information that we have got, it is noticed that the Reliability (X4) is the variable that has the dominant influence to the customers' satisfaction. By comparing the score of Beta coefficient, the coefficient score of X4 is higher than the other independent variables coefficient. That is why the Reliability (X4) has the most dominant influence toward customers' satisfaction (Y).
9. ELTI Branch is considered to have been able to achieve customers' satisfaction, when the average score of customers' satisfaction exceeds 11.93.

CHAPTER VI

CONCLUSIONS AND RECOMMENDATIONS

This chapter presents some conclusions and suggestions relevant to the finding and data analysis result of this research. The entire conclusion presented here is based on the empirical finding derived from the respondent's answers. Besides, the conclusions presented here focus on the test result of the research hypothesis.

6. 1. CONCLUSIONS

- a. Simultaneously, the products' attributes influence significantly to the customer's satisfaction. It can be proven statistically where $R = 0.704$, F -count 15.205 is bigger than the score of F -table 2.17 (see Appendix: 5). Based on the multiple regression analysis, it was found that the amount of coefficient determination is $R^2 = 0.495$ or 49.5%, it means that the 49.5% of the variation appearing on the whole customer satisfaction is determined by the variation appearing in the responsiveness, price, assurance, reliability, tangible and empathy simultaneously, while 50.5 % of the rest is determined by the other variables excluded in the observed model.

- b. The mathematic model which calculates the influence of the Responsiveness, Price, Assurance, Reliability, Tangible and Empathy to the customer's satisfaction can be stated with the following equation:

$$Y = 1.491 - 0.164X_1 + 0.145X_2 + 0.08544X_3 + 0.18X_4 + 0.08366X_5 + 0.117X_6$$

Based on the above mathematic model, the following interpretations are made:

1. Even though the starting point of the customers' satisfaction possessed by ELTI is low, it does not cause the customers to be dissatisfied. It happens because the average score of customers' satisfaction exceeds 11.93, meaning that the customers are quite satisfied.
2. Responsiveness (X_1) has negative influence ($b_1 = -0.164$) and it is significant to the customers' satisfaction. Therefore, ELTI should performs Responsiveness carefully because by increasing Responsiveness has a chance to decrease the customer satisfaction.
3. Price (X_2) has positive influence ($b_2 = 0.145$) and it is significant to the customers' satisfaction. Therefore, in order to increase customer satisfaction, ELTI should perform the price variable of 0.145.
4. Assurance (X_3) has positive influence ($b_3 = 0.08544$) and it is significant to the customers' satisfaction. Therefore, in order to increase the customers' satisfaction, ELTI should perform the assurance variable of 0.08544.

5. Reliability (X4) has positive influence ($b_4 = 0.180$) and it is significant to the customers' satisfaction. Therefore, in order to increase customer satisfaction, ELTI should perform the reliability variable of 0.180.
6. Tangible (X5) has a positive influence ($b_5 = 0.08544$) and it is significant to the customer's satisfaction. Hence, for increasing the customer satisfaction, ELTI should perform the tangible variable of 0.08544.
7. Empathy (X6) has positive influence ($b_6 = 0.117$) and it is significant to the customers' satisfaction. Therefore, in order to increase the customer satisfaction, ELTI should perform the empathy variable of 0.117.
8. Based on the explanation above, it can be seen that the Reliability (X4) is the product attributes factor that has the biggest and dominant influence to the customers' satisfaction (Y).

6. 2. RECOMMENDATIONS

In order to respond to customer's satisfaction, ELTI Branch should consider the following:

1. Try to know what customers expectation on responsiveness to meet the customers satisfaction.

2. The more prices possessed by the firm consisting of facilities and services, the higher the customers satisfaction is.
3. The better the assurance possessed by the firm consisting of the insurance's capability to give the service, excellent performance, and staff's self-reliance to the insurance's product knowledge, the higher the customer's satisfaction is.
4. The better the reliability possessed by the firm consisting of service acceleration, staff's culture, staff's courtesy the higher the customer's satisfaction is.
5. The more tangible possessed by the firm consisting of physical one, instrument, staffs, and communication vehicles, the higher the customers satisfaction is.
6. The better the empathy possessed by the firm consisting of the staff's accessibility to do the communication with the customers, staff's capability to give the personal attention to the customers, and the staff's understanding to the customer's needs by providing products in accordance with the needs, the higher the customer's satisfaction is.
7. To make progress, ELTI should also increase the quality performance of the six factors such as Tangible, Reliability, Responsiveness, Assurance, Empathy, Price and the quality system of management to ensure and support all the programs in the right way.

8. In order to give higher satisfaction level to the customers and to make them loyal, ELTI is suggested to pay attention and increase the quality of Reliable factor in terms of service acceleration, staff's culture, staff's courtesy. The other factors follow after it.



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APPENDICES



SURVEY KEPUASAN KONSUMEN ELTI CABANG YOGYAKARTA

KUESIONER UNTUK KONSUMEN ELTI CABANG YOGYAKARTA

Data Pribadi

- Nama :
- Umur :
- Pekerjaan :
- Terdaftar di ELTI dalam program:
beri tanda (√) pada program yang anda ikuti
 - General English Course
 - 1A-2B 3A-4B 5-6 7-8 9-10
 - English for Active Communication
 - 1-2 3-4 5-6 7-8 9-10
 - TOEFL
 - TOEFL 1 TOEFL 2
 - English for Job Hunting
 - Pre EJJ EJJ
- Telah menjadi konsumen ELTI Yogyakarta selama :

- Kuesioner ini hanya untuk mengetahui bagaimana pendapat anda mengenai kepuasan konsumen dari ELTI cabang Yogyakarta yang anda rasakan. Dalam hal ini tidak ada jawaban yang benar atau salah, yang penting adalah mengungkapkan apa yang anda rasakan.
- Survey ini selain dipakai sebagai bahan skripsi untuk menyelesaikan S1 di UII Yogyakarta juga sebagai peningkatan pelayanan di ELTI cabang Yogyakarta.
- Berikan jawaban dengan memberikan tanda (√)
- Terima kasih atas partisipasi anda.

Pernyataan berikut berhubungan dengan penilaian dan perasaan anda terhadap pelayanan ELTI cabang Yogyakarta, berdasarkan pengalaman anda sebagai konsumen.

Pilihlah jawaban dengan memberikan tanda seperti diatas dalam setiap pernyataan, dengan ketentuan sebagai berikut :

SS = Sangat Setuju , **S** = Setuju, **N** = Netral , **TS** = Tidak Setuju , **STS** = Sangat Tidak Setuju.

Pernyataan Seputar Responsiveness

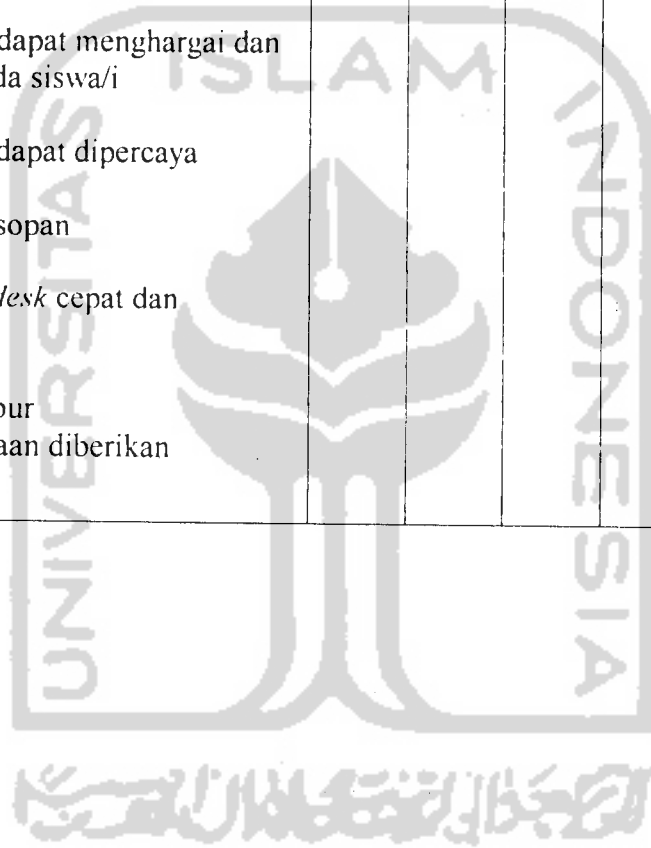
PERNYATAAN	SS	S	N	TS	STS
1. Pengajar selalu siap membantu kesulitan siswa/i					
2. Pengajar ELTI selalu menanggapi permintaan siswa/i					
3. Karyawan ELTI selalu dapat menyelesaikan masalah yang dihadapi siswa/i					
4. Karyawan selalu siap membantu					
5. Karyawan ELTI selalu menanggapi permintaan siswa/i					

Pernyataan Seputar Harga

PERTANYAAN	SS	S	N	TS	STS
6. Biaya kursus sebanding dengan fasilitas yang diberikan					
7. Biaya kursus sesuai dengan kualitas program					
8. Biaya kursus terjangkau					

Pernyataan Seputar Assurance

PERTANYAAN	SS	S	N	TS	STS
9. Pengajar ELTI dapat menghargai dan menghormati siswa/i					
10. Pengajar ELTI dapat dipercaya					
11. Pengajar ELTI dapat membantu kesulitan siswa/i					
12. Pengajar ELTI tepat waktu					
13. Pengajar memberikan materi sesuai dengan buku					
14. Karyawan ELTI dapat menghargai dan menghormati pada siswa/i					
15. Karyawan ELTI dapat dipercaya					
16. Karyawan ELTI sopan					
17. Pelayanan <i>front desk</i> cepat dan menyenangkan					
18. Pengganti hari libur nasional/keagamaan diberikan					



Pernyataan Seputar Reliability

PERTANYAAN	SS	S	N	TS	STS
19. Kualitas pengajar ELTI dapat diandalkan					
20. Karyawan ELTI selalu siap membantu					
21. Jika konsumen menghadapi masalah, pihak ELTI menanggapi secara simpatik dan meyakinkan					
22. Pihak ELTI dapat memberikan pelayanan yang tepat pada waktu yang dijanjikan					
23. Program dan fasilitas yang dijanjikan selalu diberikan tepat waktu					

Pernyataan Seputar Tangible

PERTANYAAN	SS	S	N	TS	STS
24. Ruang kelas menarik					
25. ELTI memiliki peralatan dan teknologi yang modern					
26. ELTI memiliki laboratorium bahasa					
27. ELTI memiliki perpustakaan					
28. Pengajar ELTI tampak ramah					
29. Pengajar ELTI mengenakan pakaian yang bagus dan rapi					
30. Karyawan ELTI mengenakan pakaian yang bagus dan rapi					
31. Karyawan ELTI tampak ramah					
32. Sarana untuk mengkomunikasikan jasa atau program tampak menarik (misal: brosur)					

Pernyataan Seputar Emphaty

PERTANYAAN	SS	S	N	TS	STS
33. Pengajar ELTI dapat memahami kebutuhan siswa/i					
34. Pengajar ELTI dapat membantu secara individual					
35. Pengajar ELTI menjaga hubungan baik dengan siswa/i					
36. Karyawan ELTI dapat mengerti kebutuhan siswa/i					
37. Karyawan ELTI dapat membantu kesulitan secara individual					
38. Karyawan ELTI memelihara hubungan baik dengan siswa/i					

Pernyataan Seputar Kepuasan

PERTANYAAN	SS	S	N	TS	STS
39. Apakah anda tertarik untuk melanjutkan program selanjutnya?					
40. Kemungkinan anda akan melanjutkan program					
41. Apakah anda setuju dengan pernyataan berikut: "saya berkeinginan untuk melanjutkan program di ELTI"					

RELIABILITY and VALIDITY DATA

	resp_1	resp_2	resp_3	resp_4	resp_5	totale	price_	price_	price_	totalpri	assur_	assur_	assur_	assur_	assur_	
1	3	3	3	4	3	16	4	5	3	12	4	3	4	4	3	4
2	4	4	4	4	4	20	3	3	3	9	4	4	5	4	4	4
3	4	4	3	4	4	19	4	3	4	11	4	3	3	4	4	4
4	4	4	4	4	4	20	3	3	3	9	4	4	4	5	5	4
5	4	4	4	4	4	20	4	4	4	12	4	4	4	4	4	4
6	4	4	2	4	2	16	4	4	4	12	4	4	4	4	4	4
7	5	5	4	5	4	23	3	3	3	9	4	4	4	5	5	4
8	5	4	4	4	3	20	4	3	4	11	5	4	4	5	5	4
9	5	4	4	4	4	21	1	3	3	7	3	4	4	4	3	4
10	3	3	4	3	3	16	4	4	4	12	4	4	4	4	4	4
11	5	5	3	3	3	19	3	3	4	10	4	3	3	2	4	3
12	4	4	4	4	4	20	4	4	4	12	4	4	4	3	4	4
13	4	4	3	4	4	19	4	4	4	12	5	4	4	3	4	4
14	4	4	4	4	3	19	3	3	2	8	4	4	4	4	4	4
15	4	4	4	4	4	20	4	4	4	12	4	4	4	4	4	4
16	4	4	4	4	4	20	4	3	3	10	4	4	3	3	3	3
17	3	4	3	4	4	18	4	4	5	13	4	4	3	4	3	4
18	4	4	3	3	3	17	4	4	3	11	4	3	4	4	4	3
19	4	4	3	4	3	18	2	2	3	7	4	3	3	4	3	4
20	4	4	3	3	3	17	4	3	4	11	4	4	4	4	4	4
21	5	5	4	5	4	23	3	3	4	10	5	4	4	4	4	4
22	5	2	3	3	3	16	4	4	4	12	5	4	3	5	5	4
23	5	4	3	3	4	19	1	1	1	3	5	5	5	5	5	5
24	5	4	4	3	3	19	4	4	4	12	4	3	4	5	2	5

RELIABILITY and VALIDITY DATA

	resp_1	resp_2	resp_3	resp_4	resp_5	totale	price_1	price_2	price_3	price_4	totalpri	assur_1	assur_2	assur_3	assur_4	assur_5
25	3	5	3	3	3	17	1	3	3	3	7	3	3	3	3	3
26	4	2	3	3	3	15	3	3	4	4	10	4	3	3	4	4
27	5	4	4	4	4	21	2	3	3	3	8	5	4	4	3	4
28	4	4	3	4	4	19	2	4	4	4	10	4	4	4	4	4
29	4	4	3	3	4	18	4	4	4	4	12	4	4	4	4	3
30	4	5	4	4	4	21	4	4	4	4	12	4	4	5	5	4



RELIABILITY and VALIDITY DATA

	assur_3	assur_4	assur_5	assur_1	totalas	reliab_4	reliab_3	reliab_2	reliab_1	totalr	tang	tang	tang	tang	tang_4	tang_5	tang_6
1	3	5	4	3	37	4	3	4	4	18	4	5	3	3	3	4	5
2	3	4	2	4	38	4	4	3	3	17	3	3	3	3	3	5	4
3	4	3	3	4	36	3	4	4	4	19	4	3	3	3	4	4	5
4	4	4	2	4	40	4	4	3	3	17	3	3	3	3	4	4	4
5	4	4	4	2	38	4	4	4	4	20	4	3	5	5	4	4	5
6	4	4	4	5	41	4	4	4	4	19	4	4	5	5	5	5	5
7	4	4	4	5	43	5	4	4	4	21	5	5	4	4	4	4	4
8	4	4	4	3	42	5	4	4	3	20	5	5	4	4	5	5	5
9	4	4	4	5	39	4	4	4	3	17	3	1	1	1	4	4	4
10	4	4	4	4	40	3	4	4	4	19	4	3	3	3	4	4	4
11	4	4	4	2	33	4	3	4	4	18	2	2	3	2	4	3	3
12	4	4	4	4	39	4	4	4	4	20	4	4	4	4	4	4	4
13	4	4	3	4	39	4	4	4	4	21	3	4	2	2	4	4	4
14	4	4	4	4	40	4	3	3	3	16	4	3	1	1	4	4	4
15	4	4	4	5	41	4	4	4	4	20	4	4	4	4	4	4	4
16	3	4	3	4	34	4	4	4	3	17	4	4	3	3	4	4	4
17	4	4	4	5	39	4	3	4	4	20	5	4	4	5	4	5	5
18	3	3	3	4	35	4	3	3	3	16	3	3	3	3	4	4	4
19	3	4	4	5	37	4	4	4	3	19	4	4	4	4	3	4	4
20	3	4	3	3	37	3	4	4	4	19	3	3	3	3	4	3	4
21	4	4	4	4	41	4	4	4	4	20	3	3	4	4	4	4	4
22	3	4	4	3	40	3	4	4	4	19	4	5	4	4	4	4	5
23	5	5	5	5	50	4	4	4	4	21	5	5	5	5	5	5	5
24	3	4	4	5	39	5	5	4	4	22	4	4	3	3	4	4	4

RELIABILITY and VALIDITY DATA

	assur_	assur_	assur_	assur_1	totalas	reliab_	reliab_	reliab_3	reliab_	totalr	tang	tang	tang	tang_4	tang_5	tang_6
25	3	3	3	1	28	3	3	3	3	15	3	1	3	3	3	3
26	4	4	4	3	37	3	3	3	4	16	4	3	3	3	3	4
27	4	4	4	5	41	4	4	4	4	19	4	3	3	3	4	4
28	3	3	3	4	37	3	3	3	4	17	4	3	3	3	4	4
29	3	4	3	4	37	5	4	4	4	21	4	3	4	4	4	4
30	4	5	4	4	43	5	4	5	4	22	4	4	5	5	5	4



RELIABILITY and VALIDITY DATA

	tang_7	tang_8	tang_9	totaltan	emph_	emph_	emph_	emph_	emph_	emph_	emph_	emph_	emph_	emph_	emph_	totaltemp	satisf_	satisf_	satisf_	satisf_	totalisa
1	5	5	4	38	4	3	5	3	3	3	4	22	5	4	5	14					
2	3	4	3	31	4	4	4	3	3	3	3	21	3	3	3	9					
3	5	4	4	35	3	3	4	4	3	4	4	21	4	3	10						
4	3	4	3	30	4	4	4	4	4	4	4	24	3	3	9						
5	5	3	3	37	4	3	3	3	3	3	4	20	4	4	13						
6	5	5	5	43	4	5	4	2	3	4	4	22	4	4	12						
7	4	4	5	39	4	4	4	4	3	3	3	22	4	4	12						
8	5	5	5	43	4	3	5	4	4	4	4	24	5	4	14						
9	4	4	5	27	3	4	4	4	3	4	3	21	3	4	10						
10	4	4	4	33	4	3	4	4	4	3	4	22	4	4	12						
11	4	4	4	28	3	3	4	4	3	3	3	19	4	3	11						
12	4	4	4	35	4	4	4	4	4	4	4	24	4	4	12						
13	4	3	4	30	3	3	4	4	3	3	4	20	4	4	12						
14	4	4	3	28	3	4	4	4	3	3	2	19	3	3	9						
15	4	4	4	36	4	4	4	4	4	4	4	24	4	4	12						
16	4	4	4	34	2	2	4	4	3	3	4	18	4	4	12						
17	5	4	3	39	3	3	4	4	3	3	3	19	4	4	12						
18	4	4	4	33	4	4	4	4	3	3	3	21	3	3	9						
19	4	4	4	36	3	2	4	4	3	2	4	18	5	4	14						
20	3	4	3	29	4	3	4	4	3	4	4	22	4	4	11						
21	4	4	3	33	4	4	4	4	4	4	4	24	4	4	12						
22	4	4	4	38	3	4	4	4	3	2	5	21	5	3	12						
23	5	5	5	45	5	5	5	5	5	5	5	30	5	5	15						
24	4	4	4	34	4	4	4	4	4	2	4	22	5	5	15						

RELIABILITY and VALIDITY DATA

	tang_7	tang_8	tang_9	totaltan	emph_	emph_	emph_	emph_	emph_	emph_	emph_	totalemp	satisf_	satisf_	satisf_	totalisa
25	3	3	3	25	3	3	3	3	3	3	3	18	3	3	3	9
26	4	3	4	31	3	3	3	3	3	3	4	19	3	3	3	9
27	4	4	4	33	4	3	4	3	3	3	4	21	3	3	3	9
28	4	4	3	32	3	3	4	3	3	3	3	19	4	4	4	12
29	4	4	4	35	5	5	5	5	4	4	4	28	4	4	4	12
30	5	4	4	40	4	3	4	4	4	4	4	23	5	4	4	13



Reliability-responsiveness

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
RESP_1	33.5667	13.9092	.3878	.7504
RESP_2	33.7667	12.8747	.5453	.7196
RESP_3	34.2667	13.3747	.5985	.7217
RESP_4	34.0000	13.2414	.6174	.7177
RESP_5	34.2000	13.3379	.6081	.7202
TOTALRES	18.8667	4.0506	1.0000	.6548

Reliability Coefficients

N of Cases = 30.0 N of Items = 6

Alpha = .7572

Reliability-price

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
PRICE_1	17.1333	12.6713	.8298	.7756
PRICE_2	17.0000	14.4138	.8020	.8177
PRICE_3	16.8667	14.5333	.7708	.8243
TOTALPRI	10.2000	4.9241	1.0000	.8221

Reliability Coefficients

N of Cases = 30.0 N of Items = 4

Alpha = .8494

Reliability-assurance

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
ASSUR_1	73.2667	52.8230	.5136	.7292
ASSUR_2	73.6333	51.7575	.6698	.7213
ASSUR_3	73.5667	51.6333	.5741	.7224
ASSUR_4	73.4000	50.5241	.5486	.7183
ASSUR_5	73.5000	51.9828	.4266	.7284
ASSUR_6	73.5000	51.8448	.6925	.7214
ASSUR_7	73.7333	51.9264	.5894	.7235
ASSUR_8	73.4333	52.5989	.5668	.7272
ASSUR_9	73.7667	52.2540	.4311	.7291
ASSUR_10	73.5000	48.6724	.4972	.7149
TOTALASS	38.7000	14.2172	1.0000	.7831

Reliability Coefficients

N of Cases = 30.0

N of Items = 11

Alpha = .7438

Reliability-reliability

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
RELIAB_1	33.7333	12.0644	.4263	.7510
RELIAB_2	33.9000	12.1621	.5552	.7391
RELIAB_3	34.0000	11.1034	.7166	.7032
RELIAB_4	34.0000	12.0690	.6211	.7326
RELIAB_5	33.8667	11.7057	.5483	.7318
TOTALREL	18.8333	3.5920	1.0000	.6816

Reliability Coefficients

N of Cases = 30.0

N of Items = 6

Alpha = .7636

Reliability-tangible

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
TANG_1	64.8667	86.6713	.7321	.7447
TANG_2	65.2000	81.4069	.7676	.7280
TANG_3	65.2333	82.5989	.7003	.7337
TANG_4	65.2667	81.0989	.7615	.7274
TANG_5	64.6000	91.4897	.5178	.7618
TANG_6	64.5000	88.3966	.7340	.7501
TANG_7	64.5333	87.9816	.7242	.7489
TANG_8	64.6667	90.8506	.5786	.7593
TANG_9	64.8000	90.4414	.4640	.7600
TOTALTAN	34.3333	24.2299	1.0000	.8660

Reliability Coefficients

N of Cases = 30.0

N of Items = 10

Alpha = .7694

Reliability-empathy

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
EMPH_1	39.5667	24.9437	.8078	.7238
EMPH_2	39.7000	25.4586	.6026	.7408

EMPH_3	39.1667	27.5230	.5878	.7594
EMPH_4	39.8000	25.2000	.7575	.7291
EMPH_5	39.9000	25.8172	.6272	.7421
EMPH_6	39.4667	27.6368	.4074	.7686
TOTALEMP	21.6000	7.6966	1.0000	.7871

Reliability Coefficients

N of Cases = 30.0

N of Items = 7

Alpha = .7746

Reliability-satisfaction

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

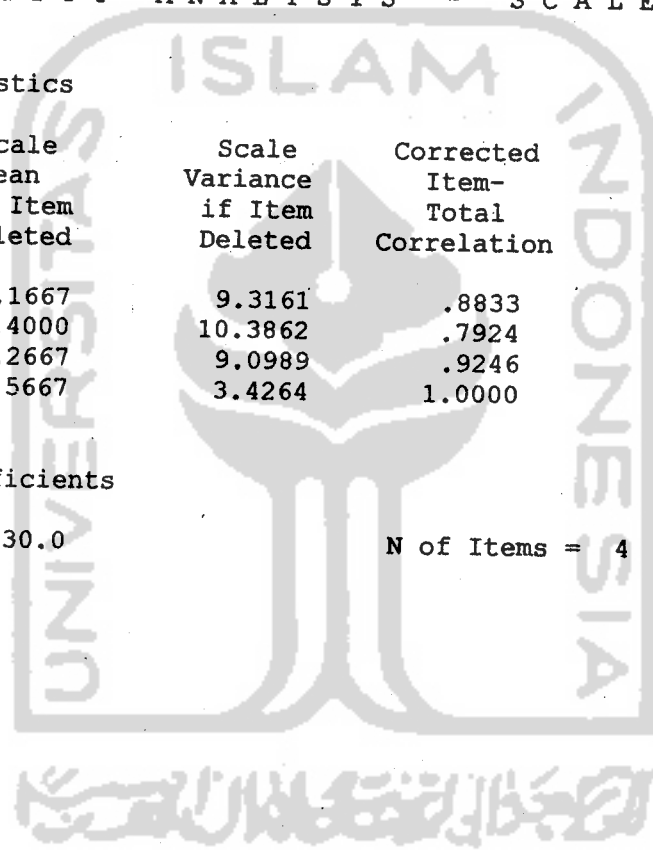
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
SATISF_1	19.1667	9.3161	.8833	.8076
SATISF_2	19.4000	10.3862	.7924	.8536
SATISF_3	19.2667	9.0989	.9246	.7940
TOTALSAT	11.5667	3.4264	1.0000	.8916

Reliability Coefficients

N of Cases = 30.0

N of Items = 4

Alpha = .8648



REGRESSION DATA

	respon	price	assuran	reliabel	tangible	emphaty	satisfac
1	16	12	37	18	38	22	14
2	20	9	38	17	31	21	9
3	19	11	36	19	35	21	10
4	20	9	40	17	30	24	9
5	20	12	38	20	37	20	13
6	16	12	41	19	43	22	12
7	23	9	43	21	39	22	12
8	20	11	42	20	43	24	14
9	21	7	39	17	27	21	10
10	16	12	40	19	33	22	12
11	19	10	33	18	28	19	11
12	20	12	39	20	35	24	12
13	19	12	39	21	30	20	12
14	19	8	40	16	28	19	9
15	20	12	41	20	36	24	12
16	20	10	34	17	34	18	12
17	18	13	39	20	39	19	12
18	17	11	35	16	33	21	9
19	18	7	37	19	36	18	14
20	17	11	37	19	29	22	11
21	23	10	41	20	33	24	12
22	16	12	40	19	38	21	12
23	19	3	50	21	45	30	15
24	19	12	39	22	34	22	15
25	17	7	28	15	25	18	9
26	15	10	37	16	31	19	9
27	21	8	41	19	33	21	9
28	19	10	37	17	32	19	12
29	18	12	37	21	35	28	12
30	21	12	43	22	40	23	13
31	15	9	37	17	31	19	12
32	25	15	50	25	45	30	15
33	18	11	36	14	27	22	12
34	21	12	39	19	34	24	12
35	25	13	41	24	31	24	15
36	21	9	40	18	32	21	10
37	19	10	25	17	19	14	7

REGRESSION DATA

	respon	price	assuran	reliabel	tangible	emphaty	satisfac
38	15	9	48	18	25	30	15
39	17	9	34	16	28	20	12
40	18	12	37	19	31	22	12
41	16	10	42	15	35	19	12
42	18	8	37	15	31	20	11
43	14	12	34	19	35	18	12
44	18	11	34	15	32	19	11
45	19	11	40	16	36	19	12
46	17	14	29	16	34	22	12
47	16	8	37	14	32	16	12
48	20	12	40	20	25	24	11
49	20	9	40	20	27	24	15
50	16	11	32	16	32	21	12
51	17	11	38	17	32	18	12
52	18	8	35	24	38	29	15
53	20	10	41	16	34	21	12
54	17	8	34	17	31	20	11
55	18	15	34	20	38	21	13
56	21	15	41	19	32	19	12
57	18	13	37	17	33	19	12
58	17	11	36	18	32	22	14
59	19	11	38	19	35	19	15
60	14	12	37	18	32	22	12
61	14	12	37	18	31	21	13
62	19	12	38	16	32	21	15
63	18	11	30	18	33	19	13
64	18	9	31	17	31	17	9
65	17	11	39	18	32	19	11
66	21	10	33	19	38	30	11
67	18	9	42	20	31	22	10
68	17	8	39	16	30	18	10
69	18	9	37	19	32	21	12
70	20	12	38	19	41	21	14
71	17	12	38	19	29	20	12
72	20	14	40	24	44	24	15
73	19	10	37	19	33	21	12
74	19	12	39	19	36	22	12

REGRESSION DATA

	respon	price	assuran	reliabel	tangible	emphaty	satisfac
75	18	12	38	18	35	21	11
76	18	12	39	20	37	23	12
77	20	12	41	17	36	22	12
78	20	12	41	17	36	22	12
79	20	12	39	21	36	24	12
80	15	12	37	18	31	20	12
81	20	10	38	20	34	24	12
82	19	8	32	19	28	18	9
83	23	12	42	18	36	24	12
84	20	9	34	17	27	22	11
85	18	7	27	15	23	17	7
86	19	12	39	22	35	22	12
87	22	11	46	19	32	24	13
88	19	10	31	17	31	18	9
89	17	11	33	19	33	21	12
90	18	9	44	18	34	21	11
91	20	12	39	20	31	20	12
92	17	15	40	20	40	19	14
93	17	13	45	19	37	26	12
94	20	12	47	20	44	29	15
95	20	12	40	19	34	21	12
96	21	14	48	22	39	28	15
97	24	12	35	20	32	20	10
98	17	12	39	15	23	23	12
99	20	13	48	21	33	28	14
100	20	11	42	19	34	23	12

Regression Analysis

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Empathy, Price, Responsiveness, Tangible, Assurance, Reliability		Enter

a. All requested variables entered.

b. Dependent Variable: Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 ^a	.495	.463	1.31

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

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression 156.737	6	26.123	15.205	.000 ^a
	Residual 159.773	93	1.718		
	Total 316.510	99			

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

b. Dependent Variable: Satisfaction

Model	Unstandardized Coefficients		Std. Error	Standardized Coefficients		t	Sig.
	B			Beta			
1	(Constant)	1.491	1.502			.992	.324
	Responsiveness	-.164	.068	-.201		-2.395	.019
	Price	.145	.071	.165		2.038	.044
	Assurance	8.544E-02	.039	.216		2.172	.032
	Reliability	.180	.087	.220		2.077	.041
	Tangible	8.366E-02	.035	.222		2.366	.020
	Empathy	.117	.058	.208		2.015	.047

a. Dependent Variable: Satisfaction

Descriptive Statistics

	Mean	Std. Deviation	N
Responsiveness	18.70	2.20	100
Price	10.83	2.03	100
Assurance	38.26	4.53	100
Reliability	18.54	2.19	100
Tangible	33.33	4.75	100
Empathy	21.62	3.16	100
Satisfaction	11.93	1.79	100

	Responsiveness	Price	Assurance	Reliability	Tangible	Empathy	Satisfaction
Responsiveness	Pearson Correlation	.100	.321**	.449**	.202*	.320**	.095
	Sig. (1-tailed)	.162	.001	.000	.022	.001	.174
	N	100	100	100	100	100	100
Price	Pearson Correlation	1.000	.170*	.360**	.336**	.155	.368**
	Sig. (1-tailed)		.045	.000	.000	.061	.000
	N	100	100	100	100	100	100
Assurance	Pearson Correlation	.170*	1.000	.441**	.480**	.618**	.512**
	Sig. (1-tailed)	.045		.000	.000	.000	.000
	N	100	100	100	100	100	100
Reliability	Pearson Correlation	.360**	.441**	1.000	.529**	.559**	.518**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Tangible	Pearson Correlation	.336**	.480**	.529**	1.000	.426**	.545**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Empathy	Pearson Correlation	.155	.618**	.559**	.426**	1.000	.520**
	Sig. (1-tailed)	.061	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Satisfaction	Pearson Correlation	.368**	.512**	.518**	.545**	.520**	1.000
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).



F-Distribution

Entries in the table give F_{α} values, where α is the area or probability in the upper tail of the F -distribution. For example, with 12 numerator degrees of freedom, 15 denominator degrees of freedom, and a .05 area in the upper tail, $F_{.05} = 2.48$.

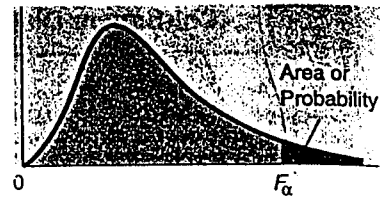


Table of $F_{.05}$ Values

Denominator Degrees of Freedom	Numerator Degrees of Freedom																			
	1	2	3	4	5	6	7	8	9	10	12	15	20	24	30	40	60	120	∞	
1	161.4	199.5	215.7	224.6	230.2	234.0	236.8	238.9	240.5	241.9	243.9	245.9	248.0	249.1	250.1	251.1	252.2	253.3	254.3	
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40	19.41	19.43	19.45	19.45	19.46	19.47	19.48	19.49	19.50	
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79	8.74	8.70	8.66	8.64	8.62	8.59	8.57	8.55	8.53	
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96	5.91	5.86	5.80	5.77	5.75	5.72	5.69	5.66	5.63	
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74	4.68	4.62	4.56	4.53	4.50	4.46	4.43	4.40	4.36	
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06	4.00	3.94	3.87	3.84	3.81	3.77	3.74	3.70	3.67	
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64	3.57	3.51	3.44	3.41	3.38	3.34	3.30	3.27	3.23	
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35	3.28	3.22	3.15	3.12	3.08	3.04	3.01	2.97	2.93	
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14	3.07	3.01	2.94	2.90	2.86	2.83	2.79	2.75	2.71	
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98	2.91	2.85	2.77	2.74	2.70	2.66	2.62	2.58	2.54	
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85	2.79	2.72	2.65	2.61	2.57	2.53	2.49	2.45	2.40	
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75	2.69	2.62	2.54	2.51	2.47	2.43	2.38	2.34	2.30	
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67	2.60	2.53	2.46	2.42	2.38	2.34	2.30	2.25	2.21	
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60	2.53	2.46	2.39	2.35	2.31	2.27	2.22	2.18	2.13	
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54	2.48	2.40	2.33	2.29	2.25	2.20	2.16	2.11	2.07	
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49	2.42	2.35	2.28	2.24	2.19	2.15	2.11	2.06	2.01	
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49	2.45	2.38	2.31	2.23	2.19	2.15	2.10	2.06	2.01	1.96	
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41	2.34	2.27	2.19	2.15	2.11	2.06	2.02	1.97	1.92	
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38	2.31	2.23	2.16	2.11	2.07	2.03	1.98	1.93	1.88	
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35	2.28	2.20	2.12	2.08	2.04	1.99	1.95	1.90	1.84	
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32	2.25	2.18	2.10	2.05	2.01	1.96	1.92	1.87	1.81	
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30	2.23	2.15	2.07	2.03	1.98	1.94	1.89	1.84	1.78	
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27	2.20	2.13	2.05	2.01	1.96	1.91	1.86	1.81	1.76	
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25	2.18	2.11	2.03	1.98	1.94	1.89	1.84	1.79	1.73	
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24	2.16	2.09	2.01	1.96	1.92	1.87	1.82	1.77	1.71	
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22	2.15	2.07	1.99	1.95	1.90	1.85	1.80	1.75	1.69	
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20	2.13	2.06	1.97	1.93	1.88	1.84	1.79	1.73	1.67	
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19	2.12	2.04	1.96	1.91	1.87	1.82	1.77	1.71	1.65	
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22	2.18	2.10	2.03	1.94	1.90	1.85	1.81	1.75	1.70	1.64	
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16	2.09	2.01	1.93	1.89	1.84	1.79	1.74	1.68	1.62	
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08	2.00	1.92	1.84	1.79	1.74	1.69	1.64	1.58	1.51	
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99	1.92	1.84	1.75	1.70	1.65	1.59	1.53	1.47	1.39	
120	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.83	1.75	1.66	1.61	1.55	1.50	1.43	1.35	1.25	
∞	3.84	3.00	2.60	2.37	2.21	2.10	2.01	1.94	1.88	1.83	1.75	1.67	1.57	1.52	1.46	1.39	1.32	1.22	1.00	

EMP_2	39.6867	37.8519	.6926	.7550
EMP_3	39.4337	40.4925	.6118	.7749
EMP_4	39.9157	36.8830	.7953	.7436
EMP_5	40.0000	37.2195	.7674	.7473
EMP_6	39.8313	38.9712	.5927	.7666
TOTEMP	21.6867	11.3153	1.0000	.8443

Reliability Coefficients

N of Cases = 83.0

N of Items = 7

Alpha = .7885

Reliability-satisfaction

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

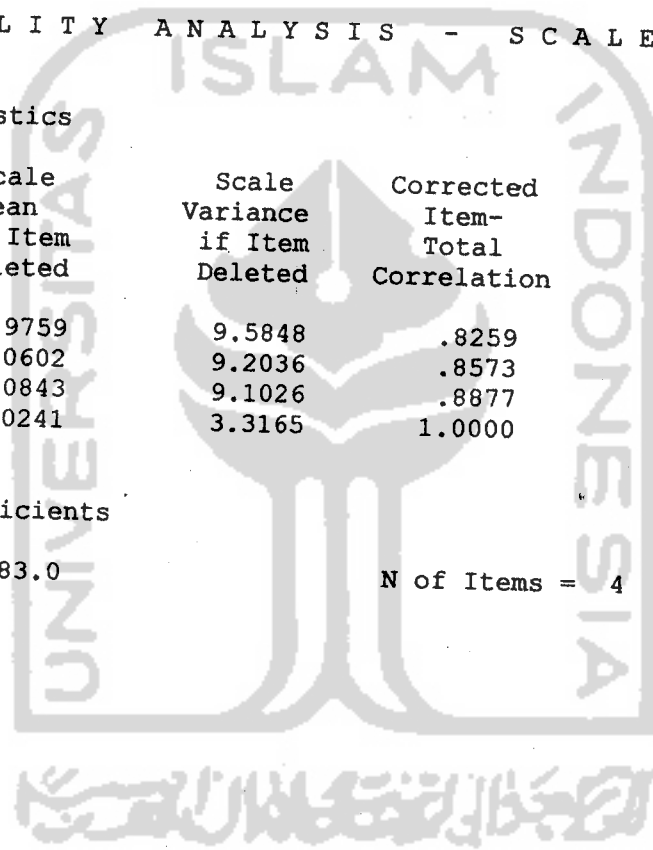
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
SAT_1	19.9759	9.5848	.8259	.8323
SAT_2	20.0602	9.2036	.8573	.8155
SAT_3	20.0843	9.1026	.8877	.8077
TOTSAT	12.0241	3.3165	1.0000	.8853

Reliability Coefficients

N of Cases = 83.0

N of Items = 4

Alpha = .8634



Reliability Coefficients

N of Cases = 83.0

N of Items = 6

Alpha = .7766

Reliability-tangible

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
TANG_1	62.4217	78.7346	.6803	.7388
TANG_2	62.6867	76.9982	.6524	.7340
TANG_3	62.8072	75.7429	.7087	.7284
TANG_4	62.7590	75.9900	.6561	.7309
TANG_5	62.4458	78.4696	.6757	.7380
TANG_6	62.2771	78.8857	.6700	.7395
TANG_7	62.2771	81.5198	.5149	.7506
TANG_8	62.5181	80.9844	.5005	.7494
TANG_9	62.4458	81.9330	.4538	.7530
TOTTANG	33.0964	21.9906	1.0000	.8406

Reliability Coefficients

N of Cases = 83.0

N of Items = 10

Alpha = .7631

Reliability-empathy

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
EMP_1	39.6867	38.2421	.7169	.7565

Reliability-assurance

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
ASS_1	72.2289	86.3006	.5583	.7429
ASS_2	72.3855	84.9471	.6666	.7373
ASS_3	72.3012	86.2862	.5738	.7426
ASS_4	72.5783	83.4907	.5745	.7350
ASS_5	72.2771	85.3247	.5831	.7398
ASS_6	72.6265	83.9686	.5785	.7362
ASS_7	72.7952	84.3600	.7056	.7348
ASS_8	72.5904	83.8301	.6237	.7347
ASS_9	72.7952	82.6527	.6955	.7297
ASS_10	72.3976	83.4863	.4763	.7386
TOTASS	38.1566	23.3044	1.0000	.8399

Reliability Coefficients

N of Cases = 83.0

N of Items = 11

Alpha = .7579

Reliability-reliability

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
RELIB_1	33.0120	18.4511	.4605	.7678
RELIAB_2	33.2771	17.4954	.6004	.7459
RELIAB_3	33.4940	16.6920	.6976	.7268
RELIAB_4	33.3735	17.6759	.6267	.7464
RELIAB_5	33.2892	16.6959	.6691	.7294
TOTALREL	18.4940	5.3018	1.0000	.7356

Reliability-responsiveness

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
RES_1	32.8916	18.1466	.3512	.7643
RES_2	33.1807	17.0279	.5150	.7378
RES_3	33.9157	16.1026	.7046	.7076
RES_4	33.6024	16.2912	.6580	.7146
RES_5	33.8313	16.7029	.5820	.7274
TOTRES	18.6024	5.1205	1.0000	.6779

Reliability Coefficients

N of Cases = 83.0 N of Items = 6

Alpha = .7627

Reliability-price

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PRIC_1	18.1325	11.4822	.7584	.7729
PRIC_2	18.0000	12.9268	.7757	.8036
PRIC_3	18.2048	12.6283	.6976	.8082
TOTPRIC	10.8675	4.3603	1.0000	.7586

Reliability Coefficients

N of Cases = 83.0 N of Items = 4

Alpha = .8352