

**Lampiran 1**  
**KUESIONER**

KUESIONER PENELITIAN  
PENGARUH KINERJA KUALITAS PELAYANAN TERHADAP  
KEPUASAN DAN LOYALITAS PELANGGAN PT. TELEKOMUNIKASI  
INDONESIA TBK. CABANG YOGYAKARTA.

Perkenalkan nama saya Damar Ahmad Kesawasidhi, Mahasiswa dari Universitas Islam Indonesia, Fakultas Ekonomi, Jurusan Manajemen ingin meminta waktu anda untuk membantu saya dalam mengisi kuisisioner penelitian ini. Perlu saya sampaikan bahwa kuesioner ini bertujuan untuk kepentingan akademis dalam rangka menyelesaikan tugas akhir skripsi saya.

oleh sebab itu, untuk menunjang kualitas penelitian ini saya mohon kepada anda untuk mengisi kuesioner ini dengan sungguh-sungguh dan jujur. Akhir kata atas bantuan dan kerjasamanya saya ucapkan trimakasih dan semoga bantuan yang anda berikan mendapat balasan dari Allah SWT.

Hormat saya,

Damar Ahmad Kesawasidhi

**Petunjuk Pengisian Jawaban : Berilah tanda (√) untuk jawaban yang sesuai**

1) Jenis kelamin :

- Laki-laki
- Perempuan

2) Usia :

- < 20 tahun
- 21 – 30
- 31 – 40
- 41 – 50
- > 50 tahun

3) Pekerjaan :

- Pegawai Swasta
- Pegawai Negri
- Wiraswasta
- Pelajar/Mahasiswa
- Lain-lain

4) Sudah berapa lama Anda menjadi pelanggan PT. Telkom Indonesia Cabang Yogyakarta.

- < 3 bulan
- 3-6 bulan
- 6-12 bulan
- > 12 bulan

Keterangan :

Jawaban tersedia berupa huruf yang mempunyai arti sebagai berikut :

1. STS = Sangat Tidak Setuju
2. TS = Tidak Setuju
3. KS = Kurang Setuju
4. S = Setuju
5. SS = Sangat Setuju

| Indikator Kualitas Pelayanan ( X ) |  | Jawaban |   |    |    |     |
|------------------------------------|--|---------|---|----|----|-----|
| No                                 | Persepsi   | SS      | S | KS | TS | STS |
| 1                                  | PT. Telkom Cabang Yogyakarta memiliki lokasi yang strategis  |         |   |    |    |     |
| 2                                  | Gedung PT. Telkom Cabang Yogyakarta bersih dan rapi  |         |   |    |    |     |
| 3                                  | Penampilan karyawan PT. Telkom Cabang Yogyakarta menarik   |         |   |    |    |     |
| 4                                  | Peralatan yang digunakan mendukung pelayanan   |         |   |    |    |     |
| 5                                  | Sarana parkir luas dan memadai   |         |   |    |    |     |
| 6                                  | Karyawan mampu menyelesaikan keluhan yang dihadapi pelanggan                                       |         |   |    |    |     |
| 7                                  | Karyawan mempunyai pengetahuan untuk menjawab pertanyaan pelanggan                                 |         |   |    |    |     |
| 8                                  | PT. Telkom cabang yogyakarta tidak melakukan kesalahan dalam memberikan pelayanan kepada pelanggan |         |   |    |    |     |
| 9                                  | Karyawan memberikan pelayanan secara maksimal kepada pelanggan                                     |         |   |    |    |     |
| 10                                 | Karyawan selalu bersedia membantu menyelesaikan kesulitan yang dialami pelanggan                   |         |   |    |    |     |
| 11                                 | Karyawan dapat mengatakan dengan pasti kapan pelayanan yang dibutuhkan dapat terlaksana            |         |   |    |    |     |
| 12                                 | Karyawan mampu melayani pelanggan dengan cepat dan tepat   |         |   |    |    |     |
| 13                                 | Karyawan dapat menangani keluhan pelanggan baik  |         |   |    |    |     |
| 14                                 | Karyawan terampil dalam menangani pelanggan  |         |   |    |    |     |
| 15                                 | Karyawan selalu bersikap ramah dan sopan pada setiap pelanggan                                     |         |   |    |    |     |
| 16                                 | Karyawan memberikan informasi secara jelas dan mudah dipahami                                      |         |   |    |    |     |
| 17                                 | Karyawan memberi jaminan profesionalisme dalam melayani  |         |   |    |    |     |
| 18                                 | Karyawan dapat menciptakan suasana komunikasi yang baik dan nyaman kepada pelanggan                |         |   |    |    |     |
| 19                                 | Karyawan memberikan perhatian baik secara personal atau individu                                   |         |   |    |    |     |

|    |  |  |  |  |  |  |
|----|--|--|--|--|--|--|
| 20 | Karyawan dapat merespon dengan baik apa yang menjadi keluhan dari pelanggan  |  |  |  |  |  |
| 21 | Karyawan selalu mengutamakan kepentingan pelanggan                           |  |  |  |  |  |
| 22 | Jam pelayanan PT. Telkom cabang yogyakarta sesuai dengan kebutuhan pelanggan |  |  |  |  |  |

| Indikator Kepuasan Pelanggan ( Y <sub>1</sub> ) |   | Jawaban |   |    |    |     |
|---|---|---------|---|----|----|-----|
| No.   | Persepsi  | SS      | S | KS | TS | STS |
| 1   | Pelayanan yang diberikan sesuai dengan harapan pelanggan      |         |   |    |    |     |
| 2   | Terpenuhinya kebutuhan pelanggan atas jasa yang diberikan     |         |   |    |    |     |
| 3   | Merasa senang dengan pelayanan yang diberikan                 |         |   |    |    |     |
| 4   | Fasilitas dan kenyamanan yang diberikan sesuai dengan harapan |         |   |    |    |     |
| 5   | PT. Telkom cabang yogyakarta memiliki kinerja yang tinggi     |         |   |    |    |     |

| Indikator Loyalitas Pelanggan ( Y <sub>2</sub> ) |   | Jawaban |   |    |    |     |
|--|---|---------|---|----|----|-----|
| No.  | Persepsi  | SS      | S | KS | TS | STS |
| 1  | Apabila saya ingin menggunakan jasa telekomunikasi maka saya akan menggunakan jasa telekomunikasi pada PT. Telkom cabang yogyakarta |         |   |    |    |     |
| 2  | Saya berkeinginan untuk tetap menjadi pelanggan PT. Telkom cabang yogyakarta  |         |   |    |    |     |
| 3  | Saya tidak terpengaruh oleh biaya yang lebih rendah yang ditawarkan oleh kantor selain PT. Telkom cabang yogyakarta                 |         |   |    |    |     |
| 4  | Saya tidak terpengaruh oleh bujukan dari kantor lain untuk berpindah menggunakan jasanya  |         |   |    |    |     |
| 5  | Saya akan merekomendasikan kepada orang lain untuk menggunakan jasa Telekomunikasi PT. Telkom cabang yogyakarta                     |         |   |    |    |     |

**Lampiran 2**  
**Data Kuesioner**

**Kualitas Pelayanan**

| Responden | P 1 | P 2 | P 3 | P 4 | P 5 | P 6 | P 7 | P 8 | P 9 | P 10 | P 11 | P 12 | P 13 | P 14 | P 15 | P 16 | P 17 | P 18 | P 19 | P 20 | P 21 | P 22 | Jml | Rata-rata |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|-----|-----------|
| 1         | 4   | 4   | 4   | 5   | 4   | 4   | 4   | 3   | 4   | 4    | 4    | 4    | 4    | 4    | 5    | 5    | 4    | 5    | 5    | 5    | 5    | 4    | 94  | 4,27      |
| 2         | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 88  | 4,00      |
| 3         | 4   | 4   | 4   | 4   | 5   | 4   | 4   | 4   | 4   | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 90  | 4,09      |
| 4         | 4   | 4   | 4   | 5   | 5   | 5   | 5   | 4   | 3   | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 5    | 4    | 4    | 4    | 5    | 97  | 4,41      |
| 5         | 4   | 4   | 4   | 4   | 4   | 3   | 4   | 3   | 3   | 4    | 4    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 4    | 4    | 83  | 3,77      |
| 6         | 4   | 4   | 3   | 4   | 4   | 4   | 5   | 3   | 4   | 4    | 3    | 3    | 4    | 4    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 2    | 81  | 3,68      |
| 7         | 3   | 4   | 4   | 3   | 3   | 2   | 2   | 2   | 2   | 4    | 1    | 3    | 2    | 3    | 5    | 4    | 3    | 3    | 3    | 4    | 4    | 5    | 69  | 3,14      |
| 8         | 5   | 5   | 5   | 5   | 3   | 4   | 5   | 5   | 5   | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 107 | 4,86      |
| 9         | 4   | 4   | 4   | 4   | 3   | 4   | 4   | 3   | 3   | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 4    | 3    | 4    | 4    | 3    | 82  | 3,73      |
| 10        | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 88  | 4,00      |
| 11        | 5   | 4   | 4   | 4   | 5   | 5   | 4   | 3   | 4   | 4    | 3    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 90  | 4,09      |
| 12        | 4   | 4   | 4   | 3   | 2   | 4   | 3   | 2   | 3   | 4    | 3    | 2    | 2    | 3    | 2    | 2    | 4    | 4    | 3    | 4    | 3    | 4    | 69  | 3,14      |
| 13        | 4   | 4   | 3   | 4   | 3   | 4   | 4   | 4   | 4   | 4    | 3    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 3    | 4    | 4    | 3    | 82  | 3,73      |
| 14        | 4   | 4   | 4   | 4   | 4   | 1   | 3   | 3   | 1   | 3    | 1    | 1    | 1    | 3    | 3    | 4    | 3    | 3    | 4    | 2    | 2    | 3    | 61  | 2,77      |
| 15        | 5   | 4   | 3   | 4   | 3   | 3   | 3   | 3   | 4   | 4    | 3    | 3    | 3    | 4    | 4    | 3    | 4    | 4    | 3    | 4    | 4    | 4    | 79  | 3,59      |
| 16        | 5   | 3   | 4   | 4   | 4   | 5   | 5   | 3   | 4   | 4    | 3    | 3    | 4    | 4    | 4    | 4    | 4    | 3    | 3    | 4    | 4    | 4    | 85  | 3,86      |
| 17        | 4   | 5   | 5   | 4   | 2   | 1   | 5   | 4   | 5   | 4    | 1    | 1    | 1    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 5    | 86  | 3,91      |
| 18        | 3   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 87  | 3,95      |
| 19        | 3   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 4    | 5    | 5    | 5    | 4    | 5    | 4    | 4    | 5    | 5    | 5    | 4    | 5    | 102 | 4,64      |
| 20        | 3   | 4   | 3   | 4   | 2   | 3   | 4   | 3   | 2   | 4    | 2    | 2    | 3    | 4    | 5    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 75  | 3,41      |
| 21        | 5   | 4   | 3   | 4   | 3   | 3   | 3   | 3   | 3   | 4    | 3    | 3    | 4    | 4    | 4    | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 75  | 3,41      |
| 22        | 5   | 5   | 4   | 4   | 5   | 5   | 4   | 4   | 4   | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 92  | 4,18      |
| 23        | 5   | 4   | 4   | 4   | 3   | 4   | 4   | 4   | 4   | 5    | 4    | 4    | 4    | 4    | 5    | 4    | 5    | 5    | 4    | 4    | 4    | 4    | 92  | 4,18      |
| 24        | 5   | 4   | 4   | 4   | 5   | 4   | 4   | 3   | 3   | 4    | 3    | 4    | 3    | 4    | 4    | 4    | 3    | 4    | 4    | 5    | 5    | 3    | 86  | 3,91      |
| 25        | 5   | 4   | 4   | 5   | 3   | 4   | 4   | 4   | 4   | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 90  | 4,09      |
| 26        | 5   | 5   | 5   | 5   | 5   | 4   | 4   | 4   | 5   | 4    | 4    | 4    | 3    | 4    | 5    | 4    | 4    | 4    | 3    | 4    | 4    | 4    | 93  | 4,23      |
| 27        | 4   | 4   | 4   | 4   | 2   | 1   | 3   | 1   | 3   | 2    | 1    | 1    | 3    | 3    | 4    | 4    | 3    | 3    | 2    | 4    | 3    | 4    | 63  | 2,86      |
| 28        | 5   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    | 3    | 3    | 4    | 4    | 5    | 5    | 4    | 5    | 4    | 4    | 4    | 3    | 89  | 4,05      |
| 29        | 4   | 4   | 4   | 5   | 4   | 5   | 4   | 4   | 4   | 4    | 5    | 4    | 4    | 4    | 5    | 5    | 4    | 4    | 4    | 4    | 5    | 4    | 94  | 4,27      |
| 30        | 4   | 4   | 4   | 3   | 4   | 4   | 4   | 4   | 4   | 4    | 4    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 86  | 3,91      |
| 31        | 4   | 4   | 4   | 3   | 4   | 3   | 4   | 3   | 3   | 3    | 3    | 3    | 3    | 4    | 3    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 78  | 3,55      |
| 32        | 5   | 3   | 3   | 4   | 3   | 4   | 5   | 4   | 4   | 4    | 4    | 4    | 5    | 4    | 3    | 5    | 4    | 5    | 5    | 4    | 5    | 4    | 91  | 4,14      |
| 33        | 5   | 5   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 91  | 4,14      |
| 34        | 5   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 3    | 3    | 4    | 3    | 3    | 5    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 87  | 3,95      |

|    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |      |      |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|------|------|
| 35 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 85 | 3,86 |      |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4  | 104  | 4,73 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 88   | 4,00 |
| 38 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5  | 106  | 4,82 |
| 39 | 5 | 4 | 4 | 3 | 4 | 2 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4  | 81   | 3,68 |
| 40 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4  | 89   | 4,05 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 90   | 4,09 |
| 42 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3  | 84   | 3,82 |
| 43 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3  | 84   | 3,82 |
| 44 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4  | 97   | 4,41 |
| 45 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4  | 77   | 3,50 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4  | 75   | 3,41 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 88   | 4,00 |
| 48 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3  | 75   | 3,41 |
| 49 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3  | 95   | 4,32 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4  | 85   | 3,86 |
| 51 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4  | 89   | 4,05 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 88   | 4,00 |
| 53 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 89   | 4,05 |
| 54 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 83   | 3,77 |
| 55 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3  | 102  | 4,64 |
| 56 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 85   | 3,86 |
| 57 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4  | 102  | 4,64 |
| 58 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4  | 89   | 4,05 |
| 59 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3  | 79   | 3,59 |
| 60 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5  | 88   | 4,00 |
| 61 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 3  | 92   | 4,18 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 4  | 83   | 3,77 |
| 63 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4  | 82   | 3,73 |
| 64 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 80 | 3,64 |      |
| 65 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 86   | 3,91 |
| 66 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5  | 95   | 4,32 |
| 67 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5  | 95   | 4,32 |
| 68 | 5 | 5 | 5 | 5 | 2 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4  | 94   | 4,27 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 87   | 3,95 |
| 70 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 2 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 86   | 3,91 |
| 71 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3  | 80   | 3,64 |
| 72 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5  | 98   | 4,45 |
| 73 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4  | 77   | 3,50 |
| 74 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 1  | 77   | 3,50 |
| 75 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 90   | 4,09 |
| 76 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4  | 96   | 4,36 |

|     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |      |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|------|
| 77  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 88 | 4,00 |
| 78  | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 81 | 3,68 |
| 79  | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 89 | 4,05 |
| 80  | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 94 | 4,27 |
| 81  | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 93 | 4,23 |
| 82  | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 86 | 3,91 |
| 83  | 3 | 5 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 92 | 4,18 |
| 84  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 90 | 4,09 |
| 85  | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 1 | 2 | 1 | 2 | 2 | 3 | 4 | 3 | 2 | 4 | 3 | 2 | 4 | 3 | 62 | 2,82 |
| 86  | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 94 | 4,27 |
| 87  | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 91 | 4,14 |
| 88  | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 90 | 4,09 |
| 89  | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 95 | 4,32 |
| 90  | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 86 | 3,91 |
| 91  | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 91 | 4,14 |
| 92  | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 84 | 3,82 |
| 93  | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 83 | 3,77 |
| 94  | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 96 | 4,36 |
| 95  | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 78 | 3,55 |
| 96  | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 76 | 3,45 |
| 97  | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 96 | 4,36 |
| 98  | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 79 | 3,59 |
| 99  | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 95 | 4,32 |
| 100 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 94 | 4,27 |



## KEPUASAN

| Responden | p1 | p2 | p3 | p4 | p5 | Jumlah | Rata-rata |
|-----------|----|----|----|----|----|--------|-----------|
| 1         | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 2         | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 3         | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 4         | 5  | 4  | 4  | 5  | 4  | 22     | 4,40      |
| 5         | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 6         | 4  | 4  | 4  | 3  | 4  | 19     | 3,80      |
| 7         | 2  | 2  | 3  | 2  | 2  | 11     | 2,20      |
| 8         | 5  | 5  | 5  | 5  | 5  | 25     | 5,00      |
| 9         | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 10        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 11        | 5  | 5  | 5  | 5  | 4  | 24     | 4,80      |
| 12        | 3  | 3  | 3  | 3  | 2  | 14     | 2,80      |
| 13        | 4  | 3  | 4  | 4  | 4  | 19     | 3,80      |
| 14        | 1  | 3  | 2  | 3  | 4  | 13     | 2,60      |
| 15        | 4  | 4  | 3  | 3  | 3  | 17     | 3,40      |
| 16        | 4  | 4  | 4  | 3  | 4  | 19     | 3,80      |
| 17        | 2  | 2  | 1  | 4  | 4  | 13     | 2,60      |
| 18        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 19        | 5  | 5  | 5  | 5  | 5  | 25     | 5,00      |
| 20        | 2  | 4  | 4  | 3  | 4  | 17     | 3,40      |
| 21        | 3  | 3  | 4  | 3  | 3  | 16     | 3,20      |
| 22        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 23        | 4  | 4  | 3  | 4  | 4  | 19     | 3,80      |
| 24        | 4  | 3  | 5  | 5  | 4  | 21     | 4,20      |
| 25        | 4  | 4  | 4  | 4  | 5  | 21     | 4,20      |
| 26        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 27        | 1  | 3  | 1  | 2  | 1  | 8      | 1,60      |
| 28        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 29        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 30        | 3  | 3  | 4  | 4  | 4  | 18     | 3,60      |
| 31        | 3  | 4  | 4  | 4  | 4  | 19     | 3,80      |
| 32        | 5  | 4  | 5  | 5  | 5  | 24     | 4,80      |
| 33        | 5  | 5  | 5  | 5  | 4  | 24     | 4,80      |
| 34        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 35        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 36        | 5  | 5  | 5  | 5  | 5  | 25     | 5,00      |
| 37        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 38        | 5  | 5  | 5  | 5  | 5  | 25     | 5,00      |
| 39        | 4  | 4  | 4  | 3  | 3  | 18     | 3,60      |
| 40        | 4  | 5  | 4  | 4  | 4  | 21     | 4,20      |



|    |   |   |   |   |   |    |      |
|----|---|---|---|---|---|----|------|
| 41 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 42 | 3 | 3 | 4 | 4 | 4 | 18 | 3,60 |
| 43 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 44 | 4 | 4 | 4 | 5 | 5 | 22 | 4,40 |
| 45 | 4 | 4 | 4 | 4 | 3 | 19 | 3,80 |
| 46 | 3 | 4 | 4 | 3 | 3 | 17 | 3,40 |
| 47 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 48 | 3 | 3 | 3 | 3 | 3 | 15 | 3,00 |
| 49 | 5 | 5 | 4 | 4 | 4 | 22 | 4,40 |
| 50 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 51 | 1 | 4 | 4 | 4 | 4 | 17 | 3,40 |
| 52 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 53 | 4 | 3 | 4 | 4 | 4 | 19 | 3,80 |
| 54 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 55 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 56 | 4 | 4 | 4 | 4 | 3 | 19 | 3,80 |
| 57 | 4 | 5 | 5 | 4 | 5 | 23 | 4,60 |
| 58 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 59 | 4 | 4 | 4 | 3 | 4 | 19 | 3,80 |
| 60 | 3 | 4 | 3 | 3 | 3 | 16 | 3,20 |
| 61 | 4 | 4 | 4 | 5 | 5 | 22 | 4,40 |
| 62 | 4 | 3 | 4 | 4 | 4 | 19 | 3,80 |
| 63 | 4 | 4 | 4 | 4 | 3 | 19 | 3,80 |
| 64 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 65 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 66 | 4 | 4 | 5 | 4 | 4 | 21 | 4,20 |
| 67 | 4 | 4 | 5 | 4 | 4 | 21 | 4,20 |
| 68 | 4 | 5 | 4 | 5 | 5 | 23 | 4,60 |
| 69 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 70 | 3 | 4 | 4 | 4 | 5 | 20 | 4,00 |
| 71 | 4 | 4 | 3 | 3 | 5 | 19 | 3,80 |
| 72 | 5 | 5 | 5 | 4 | 5 | 24 | 4,80 |
| 73 | 4 | 3 | 3 | 4 | 4 | 18 | 3,60 |
| 74 | 3 | 3 | 4 | 1 | 3 | 14 | 2,80 |
| 75 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 76 | 5 | 4 | 4 | 4 | 4 | 21 | 4,20 |
| 77 | 3 | 3 | 4 | 4 | 4 | 18 | 3,60 |
| 78 | 3 | 4 | 4 | 4 | 4 | 19 | 3,80 |
| 79 | 5 | 4 | 4 | 4 | 4 | 21 | 4,20 |
| 80 | 3 | 4 | 4 | 5 | 4 | 20 | 4,00 |
| 81 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 82 | 4 | 3 | 4 | 4 | 4 | 19 | 3,80 |

|           |      |      |      |     |      |    |      |
|-----------|------|------|------|-----|------|----|------|
| 83        | 4    | 4    | 4    | 4   | 3    | 19 | 3,80 |
| 84        | 4    | 4    | 4    | 4   | 5    | 21 | 4,20 |
| 85        | 2    | 2    | 2    | 3   | 2    | 11 | 2,20 |
| 86        | 4    | 4    | 4    | 3   | 4    | 19 | 3,80 |
| 87        | 3    | 4    | 5    | 4   | 3    | 19 | 3,80 |
| 88        | 4    | 5    | 4    | 4   | 4    | 21 | 4,20 |
| 89        | 4    | 4    | 4    | 4   | 4    | 20 | 4,00 |
| 90        | 4    | 4    | 4    | 4   | 4    | 20 | 4,00 |
| 91        | 5    | 4    | 3    | 4   | 3    | 19 | 3,80 |
| 92        | 4    | 4    | 3    | 3   | 3    | 17 | 3,40 |
| 93        | 3    | 4    | 4    | 4   | 4    | 19 | 3,80 |
| 94        | 5    | 4    | 4    | 5   | 4    | 22 | 4,40 |
| 95        | 3    | 4    | 3    | 4   | 4    | 18 | 3,60 |
| 96        | 3    | 4    | 4    | 3   | 3    | 17 | 3,40 |
| 97        | 4    | 4    | 4    | 4   | 4    | 20 | 4,00 |
| 98        | 3    | 3    | 3    | 3   | 3    | 15 | 3,00 |
| 99        | 5    | 5    | 4    | 4   | 5    | 23 | 4,60 |
| 100       | 4    | 4    | 5    | 4   | 4    | 21 | 4,20 |
| Jumlah    | 381  | 392  | 393  | 390 | 391  |    |      |
| Rata-rata | 3,81 | 3,92 | 3,93 | 3,9 | 3,91 |    |      |



## LOYALITAS

| Responden | p1 | p2 | p3 | p4 | p5 | jumlah | Rata-rata |
|-----------|----|----|----|----|----|--------|-----------|
| 1         | 5  | 5  | 5  | 5  | 5  | 25     | 5,00      |
| 2         | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 3         | 5  | 4  | 4  | 4  | 5  | 22     | 4,40      |
| 4         | 4  | 3  | 2  | 3  | 4  | 16     | 3,20      |
| 5         | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 6         | 4  | 4  | 2  | 1  | 3  | 14     | 2,80      |
| 7         | 2  | 3  | 2  | 2  | 3  | 12     | 2,40      |
| 8         | 5  | 5  | 5  | 5  | 5  | 25     | 5,00      |
| 9         | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 10        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 11        | 4  | 5  | 5  | 5  | 5  | 24     | 4,80      |
| 12        | 4  | 4  | 3  | 4  | 4  | 19     | 3,80      |
| 13        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 14        | 3  | 2  | 2  | 2  | 2  | 11     | 2,20      |
| 15        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 16        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 17        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 18        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 19        | 5  | 4  | 5  | 3  | 5  | 22     | 4,40      |
| 20        | 4  | 3  | 2  | 3  | 3  | 15     | 3,00      |
| 21        | 3  | 3  | 2  | 3  | 3  | 14     | 2,80      |
| 22        | 4  | 5  | 4  | 4  | 4  | 21     | 4,20      |
| 23        | 4  | 4  | 2  | 3  | 4  | 17     | 3,40      |
| 24        | 4  | 4  | 3  | 3  | 4  | 18     | 3,60      |
| 25        | 5  | 5  | 5  | 5  | 4  | 24     | 4,80      |
| 26        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 27        | 4  | 4  | 3  | 3  | 3  | 17     | 3,40      |
| 28        | 4  | 4  | 3  | 3  | 4  | 18     | 3,60      |
| 29        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 30        | 3  | 3  | 3  | 3  | 3  | 15     | 3,00      |
| 31        | 4  | 4  | 3  | 3  | 4  | 18     | 3,60      |
| 32        | 5  | 5  | 5  | 5  | 5  | 25     | 5,00      |
| 33        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 34        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 35        | 3  | 3  | 3  | 4  | 3  | 16     | 3,20      |
| 36        | 5  | 5  | 4  | 4  | 4  | 22     | 4,40      |
| 37        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 38        | 4  | 4  | 4  | 4  | 4  | 20     | 4,00      |
| 39        | 5  | 5  | 5  | 4  | 3  | 22     | 4,40      |

|    |   |   |   |   |   |    |      |
|----|---|---|---|---|---|----|------|
| 40 | 4 | 3 | 5 | 4 | 5 | 21 | 4,20 |
| 41 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 42 | 4 | 4 | 3 | 3 | 3 | 17 | 3,40 |
| 43 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 44 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 45 | 3 | 3 | 3 | 3 | 3 | 15 | 3,00 |
| 46 | 4 | 3 | 3 | 2 | 2 | 14 | 2,80 |
| 47 | 4 | 5 | 4 | 4 | 4 | 21 | 4,20 |
| 48 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 49 | 4 | 5 | 4 | 5 | 4 | 22 | 4,40 |
| 50 | 4 | 4 | 4 | 4 | 3 | 19 | 3,80 |
| 51 | 4 | 4 | 4 | 4 | 3 | 19 | 3,80 |
| 52 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 53 | 3 | 4 | 3 | 3 | 4 | 17 | 3,40 |
| 54 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 55 | 5 | 5 | 3 | 4 | 5 | 22 | 4,40 |
| 56 | 3 | 4 | 3 | 2 | 4 | 16 | 3,20 |
| 57 | 4 | 4 | 4 | 5 | 4 | 21 | 4,20 |
| 58 | 5 | 4 | 4 | 4 | 4 | 21 | 4,20 |
| 59 | 3 | 3 | 2 | 3 | 3 | 14 | 2,80 |
| 60 | 3 | 3 | 4 | 3 | 2 | 15 | 3,00 |
| 61 | 4 | 3 | 2 | 2 | 3 | 14 | 2,80 |
| 62 | 4 | 4 | 4 | 3 | 4 | 19 | 3,80 |
| 63 | 4 | 3 | 4 | 4 | 3 | 18 | 3,60 |
| 64 | 4 | 4 | 3 | 4 | 4 | 19 | 3,80 |
| 65 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 66 | 5 | 4 | 4 | 2 | 4 | 19 | 3,80 |
| 67 | 5 | 4 | 4 | 2 | 4 | 19 | 3,80 |
| 68 | 5 | 5 | 4 | 4 | 5 | 23 | 4,60 |
| 69 | 4 | 4 | 3 | 3 | 3 | 17 | 3,40 |
| 70 | 4 | 3 | 3 | 3 | 4 | 17 | 3,40 |
| 71 | 3 | 3 | 4 | 3 | 3 | 16 | 3,20 |
| 72 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 73 | 3 | 3 | 3 | 3 | 3 | 15 | 3,00 |
| 74 | 3 | 4 | 3 | 3 | 4 | 17 | 3,40 |
| 75 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 76 | 5 | 4 | 5 | 5 | 4 | 23 | 4,60 |
| 77 | 4 | 4 | 3 | 3 | 4 | 18 | 3,60 |
| 78 | 4 | 4 | 4 | 4 | 5 | 21 | 4,20 |
| 79 | 4 | 4 | 4 | 5 | 4 | 21 | 4,20 |
| 80 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 81 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |

|           |      |      |      |     |      |    |      |
|-----------|------|------|------|-----|------|----|------|
| 82        | 4    | 4    | 4    | 4   | 4    | 20 | 4,00 |
| 83        | 5    | 5    | 5    | 5   | 5    | 25 | 5,00 |
| 84        | 4    | 4    | 4    | 4   | 4    | 20 | 4,00 |
| 85        | 2    | 2    | 1    | 2   | 1    | 8  | 1,60 |
| 86        | 4    | 4    | 4    | 4   | 4    | 20 | 4,00 |
| 87        | 4    | 4    | 3    | 5   | 4    | 20 | 4,00 |
| 88        | 4    | 4    | 4    | 5   | 5    | 22 | 4,40 |
| 89        | 4    | 4    | 4    | 4   | 5    | 21 | 4,20 |
| 90        | 3    | 4    | 4    | 4   | 4    | 19 | 3,80 |
| 91        | 4    | 3    | 4    | 5   | 4    | 20 | 4,00 |
| 92        | 4    | 4    | 5    | 4   | 5    | 22 | 4,40 |
| 93        | 4    | 4    | 4    | 4   | 4    | 20 | 4,00 |
| 94        | 5    | 5    | 4    | 4   | 4    | 22 | 4,40 |
| 95        | 4    | 3    | 3    | 3   | 4    | 17 | 3,40 |
| 96        | 3    | 3    | 3    | 3   | 3    | 15 | 3,00 |
| 97        | 5    | 4    | 5    | 4   | 4    | 22 | 4,40 |
| 98        | 3    | 3    | 3    | 3   | 3    | 15 | 3,00 |
| 99        | 4    | 4    | 4    | 4   | 4    | 20 | 4,00 |
| 100       | 4    | 4    | 4    | 4   | 5    | 21 | 4,20 |
| jumlah    | 399  | 391  | 369  | 370 | 387  |    |      |
| Rata-rata | 3,99 | 3,91 | 3,69 | 3,7 | 3,87 |    |      |



### Lampiran 3

### Hasil Hitung Melalui Program IBM SPSS 20

#### UJI VALIDITAS DAN RELIABILITAS

#### Uji Validitas dan Reliabilitas Kualitas Pelayanan

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| P1  | 82.82                      | 72.533                         | .253                             | .915                             |
| P2  | 82.87                      | 72.518                         | .368                             | .912                             |
| P3  | 82.93                      | 72.611                         | .331                             | .913                             |
| P4  | 82.85                      | 71.341                         | .477                             | .911                             |
| P5  | 83.14                      | 70.324                         | .373                             | .914                             |
| P6  | 83.22                      | 66.052                         | .645                             | .907                             |
| P7  | 82.92                      | 68.983                         | .631                             | .908                             |
| P8  | 83.43                      | 67.581                         | .642                             | .907                             |
| P9  | 83.19                      | 67.327                         | .645                             | .907                             |
| P10 | 82.95                      | 68.917                         | .664                             | .907                             |
| P11 | 83.29                      | 64.572                         | .718                             | .905                             |
| P12 | 83.35                      | 66.189                         | .693                             | .906                             |
| P13 | 83.25                      | 66.997                         | .638                             | .907                             |
| P14 | 83.04                      | 70.665                         | .567                             | .909                             |
| P15 | 82.77                      | 70.341                         | .476                             | .911                             |
| P16 | 82.89                      | 69.149                         | .592                             | .908                             |
| P17 | 83.02                      | 68.606                         | .664                             | .907                             |
| P18 | 82.87                      | 69.730                         | .573                             | .909                             |
| P19 | 83.07                      | 69.621                         | .556                             | .909                             |
| P20 | 82.99                      | 69.263                         | .588                             | .908                             |
| P21 | 82.98                      | 70.646                         | .545                             | .909                             |
| P22 | 83.16                      | 71.732                         | .323                             | .914                             |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .913             | 22         |

## Uji Validitas dan Reliabilitas Kepuasan Pelanggan

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| P23 | 15.66                      | 5.297                          | .701                             | .837                             |
| P24 | 15.55                      | 6.169                          | .695                             | .838                             |
| P25 | 15.54                      | 5.827                          | .700                             | .834                             |
| P26 | 15.57                      | 5.965                          | .686                             | .838                             |
| P27 | 15.56                      | 5.905                          | .676                             | .840                             |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .866             | 5          |

## Uji Validitas dan Reliabilitas Loyalitas Pelanggan

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| P28 | 15.17                      | 6.951                          | .692                             | .869                             |
| P29 | 15.25                      | 6.735                          | .753                             | .856                             |
| P30 | 15.47                      | 5.807                          | .778                             | .847                             |
| P31 | 15.46                      | 6.089                          | .695                             | .869                             |
| P32 | 15.29                      | 6.390                          | .731                             | .858                             |

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .885             | 5          |

### Hasil Uji Asumsi Klasik

#### One-Sample Kolmogorov-Smirnov Test

|                                |                | Unstandardized Residual |
|--------------------------------|----------------|-------------------------|
| N                              |                | 100                     |
| Normal Parameters <sup>a</sup> | Mean           | .0000000                |
|                                | Std. Deviation | 2.33108621              |
| Most Extreme Differences       | Absolute       | .056                    |
|                                | Positive       | .051                    |
|                                | Negative       | -.056                   |
| Kolmogorov-Smirnov Z           |                | .563                    |
| Asymp. Sig. (2-tailed)         |                | .909                    |

a. Test distribution is Normal.

#### Coefficients<sup>a</sup>

| Model              | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      | Collinearity Statistics |       |
|--------------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|-------------------------|-------|
|                    | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part | Tolerance               | VIF   |
| 1 (Constant)       | -.594                       | 2.502      |                           | -.237 | .813 |              |         |      |                         |       |
| Kualitas Pelayanan | .195                        | .050       | .544                      | 3.917 | .000 | .659         | .370    | .298 | .300                    | 3.338 |
| Kepuasan Pelanggan | .145                        | .146       | .138                      | .997  | .321 | .593         | .101    | .076 | .300                    | 3.338 |



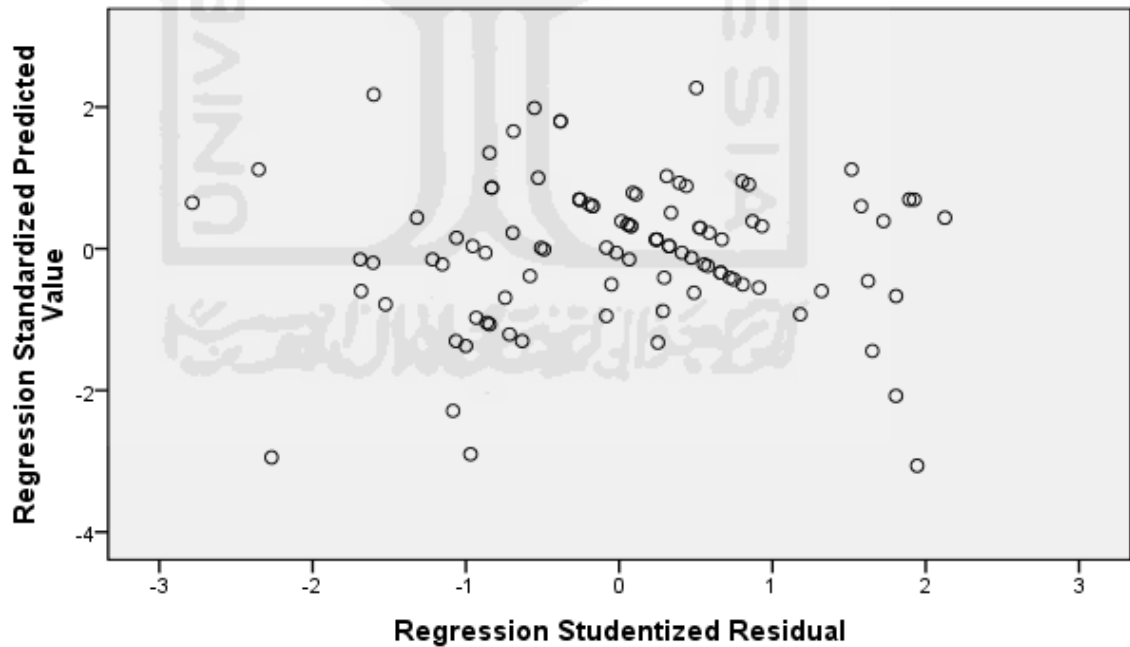
Coefficients<sup>a</sup>

| Model              | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      | Collinearity Statistics |       |
|--------------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|-------------------------|-------|
|                    | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part | Tolerance               | VIF   |
|                    | 1 (Constant)                | -.594      | 2.502                     |       |      |              | -.237   | .813 |                         |       |
| Kualitas Pelayanan | .195                        | .050       | .544                      | 3.917 | .000 | .659         | .370    | .298 | .300                    | 3.338 |
| Kepuasan Pelanggan | .145                        | .146       | .138                      | .997  | .321 | .593         | .101    | .076 | .300                    | 3.338 |

a. Dependent Variable: Loyalitas Pelanggan

### Scatterplot

Dependent Variable: Loyalitas Pelanggan



## ANALISIS REGRESI

### Hasil Regresi Linier Berganda Model I

**Variables Entered/Removed<sup>b</sup>**

| Model | Variables Entered               | Variables Removed | Method |
|-------|---------------------------------|-------------------|--------|
| 1     | Kualitas Pelayanan <sup>a</sup> |                   | Enter  |

a. All requested variables entered.

b. Dependent Variable: Kepuasan Pelanggan

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
|       |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |               |
| 1     | .837 <sup>a</sup> | .700     | .697              | 1.633                      | .700              | 229.157  | 1   | 98  | .000          | 1.843         |

a. Predictors: (Constant), Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 611.429        | 1  | 611.429     | 229.157 | .000 <sup>a</sup> |
|       | Residual   | 261.481        | 98 | 2.668       |         |                   |
|       | Total      | 872.910        | 99 |             |         |                   |

a. Predictors: (Constant), Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

**Coefficients<sup>a</sup>**

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Correlations |         |      | Collinearity Statistics |       |  |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|------|--------------|---------|------|-------------------------|-------|--|
|       |                    | B                           | Std. Error | Beta                      |        |      | Zero-order   | Partial | Part | Tolerance               | VIF   |  |
| 1     | (Constant)         | -5.364                      | 1.649      |                           | -3.254 | .002 |              |         |      |                         |       |  |
|       | Kualitas Pelayanan | .285                        | .019       | .837                      | 15.138 | .000 | .837         | .837    | .837 | 1.000                   | 1.000 |  |

a. Dependent Variable: Kepuasan

Pelanggan

## Hasil Regresi Linier Berganda Model II

**Variables Entered/Removed<sup>b</sup>**

| Model | Variables Entered               | Variables Removed | Method |
|-------|---------------------------------|-------------------|--------|
| 1     | Kualitas Pelayanan <sup>a</sup> |                   | Enter  |

a. All requested variables entered.

b. Dependent Variable: Loyalitas Pelanggan

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
|       |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |               |
| 1     | .659 <sup>a</sup> | .435     | .429              | 2.355                      | .435              | 75.369   | 1   | 98  | .000          | 1.793         |

a. Predictors: (Constant), Kualitas Pelayanan

b. Dependent Variable: Loyalitas Pelanggan

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 417.969        | 1  | 417.969     | 75.369 | .000 <sup>a</sup> |
|       | Residual   | 543.471        | 98 | 5.546       |        |                   |
|       | Total      | 961.440        | 99 |             |        |                   |

a. Predictors: (Constant), Kualitas Pelayanan

b. Dependent Variable: Loyalitas Pelanggan

**Coefficients<sup>a</sup>**

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      | Collinearity Statistics |       |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|-------------------------|-------|
|       |                    | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part | Tolerance               | VIF   |
| 1     | (Constant)         | -1.373                      | 2.377      |                           | -.578 | .565 |              |         |      |                         |       |
|       | Kualitas Pelayanan | .236                        | .027       | .659                      | 8.682 | .000 | .659         | .659    | .659 | 1.000                   | 1.000 |

a. Dependent Variable: Loyalitas Pelanggan

### Hasil Regresi Linier Berganda Model III

**Variables Entered/Removed<sup>b</sup>**

| Model | Variables Entered               | Variables Removed | Method |
|-------|---------------------------------|-------------------|--------|
| 1     | Kepuasan Pelanggan <sup>a</sup> |                   | Enter  |

a. All requested variables entered.

b. Dependent Variable: Loyalitas Pelanggan

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
|       |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |               |
| 1     | .593 <sup>a</sup> | .352     | .345              | 2.521                      | .352              | 53.222   | 1   | 98  | .000          | 1.868         |

a. Predictors: (Constant), Kepuasan Pelanggan

b. Dependent Variable: Loyalitas Pelanggan

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 338.375        | 1  | 338.375     | 53.222 | .000 <sup>a</sup> |
|       | Residual   | 623.065        | 98 | 6.358       |        |                   |
|       | Total      | 961.440        | 99 |             |        |                   |

a. Predictors: (Constant), Kepuasan Pelanggan

b. Dependent Variable: Loyalitas Pelanggan

**Coefficients<sup>a</sup>**

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      | Collinearity Statistics |       |  |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|-------------------------|-------|--|
|       |                    | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part | Tolerance               | VIF   |  |
|       |                    |                             |            |                           |       |      |              |         |      |                         |       |  |
| 1     | (Constant)         | 7.038                       | 1.681      |                           | 4.188 | .000 |              |         |      |                         |       |  |
|       | Kepuasan Pelanggan | .623                        | .085       | .593                      | 7.295 | .000 | .593         | .593    | .593 | 1.000                   | 1.000 |  |

a. Dependent Variable: Loyalitas Pelanggan