

Statistics

		Kepuasan Pelanggan	Persepsi Harga
N	Valid	154	154
	Missing	0	0
Mean		127.39	34.86
Std. Error of Mean		1.098	.359
Median		127.70 ^a	35.37 ^a
Mode		117 ^b	36
Std. Deviation		13.622	4.452
Variance		185.560	19.818
Range		64	26
Minimum		96	20
Maximum		160	46
Sum		19618	5369
Percentiles	25	117.17 ^c	32.04 ^c
	50	127.70	35.37
	75	135.89	37.33

a. Calculated from grouped data.

b. Multiple modes exist. The smallest value is shown

c. Percentiles are calculated from grouped data.

Kepuasan Pelanggan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 96	1	.6	.6	.6
102	1	.6	.6	1.3
103	1	.6	.6	1.9
105	3	1.9	1.9	3.9
106	3	1.9	1.9	5.8
107	2	1.3	1.3	7.1
108	2	1.3	1.3	8.4
109	5	3.2	3.2	11.7
110	3	1.9	1.9	13.6
111	2	1.3	1.3	14.9
114	4	2.6	2.6	17.5
115	2	1.3	1.3	18.8
116	4	2.6	2.6	21.4
117	9	5.8	5.8	27.3
118	3	1.9	1.9	29.2
119	2	1.3	1.3	30.5
120	5	3.2	3.2	33.8
121	3	1.9	1.9	35.7
122	1	.6	.6	36.4
123	7	4.5	4.5	40.9
124	2	1.3	1.3	42.2
125	3	1.9	1.9	44.2
126	3	1.9	1.9	46.1
127	5	3.2	3.2	49.4
128	5	3.2	3.2	52.6

129	9	5.8	5.8	58.4
130	3	1.9	1.9	60.4
131	3	1.9	1.9	62.3
132	7	4.5	4.5	66.9
133	1	.6	.6	67.5
134	6	3.9	3.9	71.4
135	3	1.9	1.9	73.4
136	6	3.9	3.9	77.3
137	3	1.9	1.9	79.2
138	2	1.3	1.3	80.5
139	2	1.3	1.3	81.8
140	3	1.9	1.9	83.8
141	1	.6	.6	84.4
142	2	1.3	1.3	85.7
143	2	1.3	1.3	87.0
144	3	1.9	1.9	89.0
146	1	.6	.6	89.6
147	2	1.3	1.3	90.9
148	1	.6	.6	91.6
150	6	3.9	3.9	95.5
152	1	.6	.6	96.1
156	1	.6	.6	96.8
157	2	1.3	1.3	98.1
158	2	1.3	1.3	99.4
160	1	.6	.6	100.0
Total	154	100.0	100.0	

Persepsi Harga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20	1	.6	.6	.6
	26	3	1.9	1.9	2.6
	27	4	2.6	2.6	5.2
	28	6	3.9	3.9	9.1
	29	5	3.2	3.2	12.3
	30	9	5.8	5.8	18.2
	31	5	3.2	3.2	21.4
	32	10	6.5	6.5	27.9
	33	14	9.1	9.1	37.0
	34	6	3.9	3.9	40.9
	35	12	7.8	7.8	48.7
	36	31	20.1	20.1	68.8
	37	12	7.8	7.8	76.6
	38	9	5.8	5.8	82.5
	39	6	3.9	3.9	86.4
	40	7	4.5	4.5	90.9
	42	9	5.8	5.8	96.8
	43	1	.6	.6	97.4
	44	1	.6	.6	98.1
	46	3	1.9	1.9	100.0
Total		154	100.0	100.0	

Kepuasan Pelanggan

Jumlah aitem : 32

Nilai skala *favoreble* : Sangat Tidak Setuju : 1

Tidak Setuju : 2

Netral : 3

Setuju : 4

Sangat Setuju : 5

Nilai skala *unfavorable* : Sangat Tidak Setuju : 5

Tidak Setuju : 4

Netral : 3

Setuju : 2

Sangat Setuju : 1

Skor maksimal = Jumlah aitem . Skor maksimal

$$= 32 \times 5$$

$$= 160$$

Skor minimal = Jumlah aitem . Skor minimal

$$= 32 \times 1$$

$$= 32$$

Mean Hipotik = $\frac{(\text{jumlah aitem .skor maks}) + (\text{jumlah aitem .skor min})}{2}$

$$= \frac{(32 \times 5) + (32 \times 1)}{2}$$

$$= 96$$

$$\begin{aligned}
 \text{SD Hipotetik} &= \frac{(\text{jumlah aitem .skor maks})-(\text{jumlah aitem .skor min})}{6} \\
 &= \frac{(32 \times 5)-(32 \times 1)}{6} \\
 &= 21,3
 \end{aligned}$$

$$\begin{aligned}
 \text{Kategorisasi} &: \text{Sangat Tinggi} &= X > (\text{mean} + 1,8\text{SD}) \\
 &: \text{Tinggi} &= (\text{mean} + 0,6\text{SD}) < X \leq (\text{mean} + 1,8\text{SD}) \\
 &: \text{Sedang} &= (\text{mean} - 0,6\text{SD}) < X \leq (\text{mean} + 0,6\text{SD}) \\
 &: \text{Rendah} &= (\text{mean} - 1,8\text{SD}) < X \leq (\text{mean} - 0,6\text{SD}) \\
 &: \text{Sangat Rendah} &= X < (\text{mean} - 1,8\text{SD})
 \end{aligned}$$

$$\begin{aligned}
 \text{Sangat Tinggi} &= X > (\text{mean} + 1,8\text{SD}) \\
 &= X > 96 + 1,8(21,3) \\
 &= X > 134,34
 \end{aligned}$$

$$\begin{aligned}
 \text{Tinggi} &= (\text{mean} + 0,6\text{SD}) < X \leq (\text{mean} + 1,8\text{SD}) \\
 &= 96 + 0,6(21,3) < X \leq 96 + 1,8(21,3) \\
 &= 108,78 < X \leq 134,34
 \end{aligned}$$

$$\begin{aligned}
 \text{Sedang} &= (\text{mean} - 0,6\text{SD}) < X \leq (\text{mean} + 0,6\text{SD}) \\
 &= 96 - 0,6(21,3) < X \leq 96 + 0,6(21,3) \\
 &= 83,22 < X \leq 108,78
 \end{aligned}$$

$$\begin{aligned}
 \text{Rendah} &= (\text{mean} - 1,8\text{SD}) < X \leq (\text{mean} - 0,6\text{SD}) \\
 &= 96 - 1,8(21,3) < X \leq 96 - 0,6(21,3) \\
 &= 57,66 < X \leq 83,22
 \end{aligned}$$

$$\begin{aligned}
 \text{Sangat Rendah} &= X < (\text{mean} - 1,8SD) \\
 &= X < 96 - 1,8(21,3) \\
 &= X < 57,66
 \end{aligned}$$

Persepsi Harga

Jumlah aitem	:	10	
Nilai skala <i>favoreble</i>	:	Sangat Tidak Setuju	: 1
		Tidak Setuju	: 2
		Netral	: 3
		Setuju	: 4
		Sangat Setuju	: 5
Nilai skala <i>unfavorable</i>	:	Sangat Tidak Setuju	: 5
		Tidak Setuju	: 4
		Netral	: 3
		Setuju	: 2
		Sangat Setuju	: 1
Skor maksimal	=	Jumlah aitem . Skor maksimal	
	=	10 x 5	
	=	50	
Skor minimal	=	Jumlah aitem . Skor minimal	
	=	10 x 1	
	=	1	
<i>Mean</i> Hipotik	=	$\frac{(\text{jumlah aitem} \cdot \text{skor maks}) + (\text{jumlah aitem} \cdot \text{skor min})}{2}$	

$$= \frac{(10 \times 5) + (10 \times 1)}{2}$$

$$= 30$$

SD Hipotetik

$$= \frac{(\text{jumlah aitem .skor maks}) - (\text{jumlah aitem .skor min})}{6}$$

$$= \frac{(10 \times 5) - (10 \times 1)}{6}$$

$$= 6,7$$

Kategorisasi

: Sangat Tinggi = $X > (\text{mean} + 1,8\text{SD})$

: Tinggi = $(\text{mean} + 0,6\text{SD}) < X \leq (\text{mean} + 1,8\text{SD})$

: Sedang = $(\text{mean} - 0,6\text{SD}) < X \leq (\text{mean} + 0,6\text{SD})$

: Rendah = $(\text{mean} - 1,8\text{SD}) < X \leq (\text{mean} - 0,6\text{SD})$

: Sangat Rendah = $X < (\text{mean} - 1,8\text{SD})$

Sangat Tinggi

$$= X > (\text{mean} + 1,8\text{SD})$$

$$= X > 30 + 1,8(6,7)$$

$$= X > 42,06$$

Tinggi

$$= (\text{mean} + 0,6\text{SD}) < X \leq (\text{mean} + 1,8\text{SD})$$

$$= 30 + 0,6(6,7) < X \leq 30 + 1,8(6,7)$$

$$= 34,02 < X \leq 42,06$$

Sedang

$$= (\text{mean} - 0,6\text{SD}) < X \leq (\text{mean} + 0,6\text{SD})$$

$$= 30 - 0,6(6,7) < X \leq 30 + 0,6(6,7)$$

$$= 25,98 < X \leq 34,02$$

Rendah

$$= (\text{mean} - 1,8\text{SD}) < X \leq (\text{mean} - 0,6\text{SD})$$

$$= 30 - 1,8(6,7) < X \leq 30 - 0,6(6,7)$$

$$\begin{aligned} &= 17,94 < X \leq 25,98 \\ \text{Sangat Rendah} &= X < (\text{mean} - 1,8SD) \\ &= X < 30 - 1,8(6,7) \\ &= X < 17,94 \end{aligned}$$