

Lampiran 1

No respondent:.....

KUISIONER

Yang bertanda tangan di bawah ini :

Nama : NUR ISLAMIYAH

NPM : 07311039

Fak/ Jur : EKONOMI / MANAJEMEN

Saat ini saya menyusun skripsi dengan judul **“Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen AHASS PT Sumber Purnama Sakti Gresik”** guna memperoleh gelar kesarjanaan program S-1 di Universitas Muhammadiyah Gresik. Berkaitan dengan penyelesaian skripsi saya, perkenankan saya sebagai peneliti memohon kesediaan anda meluangkan waktu untuk menjawab kuisisioner ini. Kejujuran dan kesungguhan anda menjawab kuisisioner ini sangat saya harapkan dengan tujuan untuk menghasilkan data yang diperlukan untuk membantu keberhasilan penyusunan skripsi ini. Atas kesediaan serta bantuan serta bantuan ananda saya ucapkan terima kasih.

I. PETUNJUK PENGISIAN KUISISIONER

1. Jawablah pertanyaan dibawah ini sesuai dengan pendapat saudara dan sesuai dengan keadaan yang dialami

2. Pilihlah dan berikan tanda silang (X) pada pertanyaan pilihan

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

II. KARAKTERISTIK RESPONDEN

Jenis kelamin : a. Laki – laki

b. Perempuan

Kota :

1. Sepeda motor yang anda pakai saat ini :

a. Cub / bebek

b. Sport

c. Skuter/ matic

2. Setelah masa servis gratis sepeda motor anda habis, kemanakah anda

paling sering menserviskan sepeda motor anda :

a. AHASS

b. Bengkel umum

c. Diperbaiki sendiri

3. Berapa kali anda melakukan servis dalam waktu 1 tahun :

a. 3 kali

b. 4 kali

c. 5 kali

| No | X1 = Technical Quality | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1 | Pengerjaan mekanik selalu tepat waktu | | | | | |
| 2 | Pengerjaan mekanik selalu Cepat | | | | | |
| 3 | Hasil pengerjaan rapi | | | | | |
| | X2= Functional Quality | STS | TS | N | S | SS |
| 4 | Pegawai AHASS peduli terhadap konsumen | | | | | |
| 5 | Pegawai AHASS ramah tamah terhadap konsumen | | | | | |
| 6 | Pegawai AHASS professional | | | | | |
| | X3= Corporate Image | STS | TS | N | S | SS |
| 7 | AHASS memberikan Kesan baik (<i>impressions</i>) kepada konsumen | | | | | |
| 8 | Anda memberikan Kepercayaan (<i>beliefs</i>) sepenuhnya kepada AHASS | | | | | |
| 9 | Pegawai AHASS memberikan sikap (<i>attitudes</i>) baik kepada konsumen | | | | | |
| | Y = Kepuasan Konsumen | STS | TS | N | S | SS |
| 10 | Anda akan melakukan pembelian ulang di AHASS yang sama | | | | | |
| 11 | Anda akan mengatakan hal hal yang baik tentang kualitas jasa AHASS kepada orang lain | | | | | |
| 12 | Anda akan membeli jasa yang lain dari AHASS yang sama | | | | | |

Lampiran 2: Tabel r *Product Moment*

| N | interval kepercayaan | | N | interval kepercayaan | | N | interval kepercayaan | |
|----|----------------------|-------|----|----------------------|-------|------|----------------------|-------|
| | 95% | 99% | | 95% | 99% | | 95% | 99% |
| 3 | 0,997 | 0,999 | 26 | 0,388 | 0,490 | 50 | 0,297 | 0,361 |
| 4 | 0,950 | 0,990 | 27 | 0,381 | 0,487 | 55 | 0,266 | 0,354 |
| 5 | 0,878 | 0,959 | 28 | 0,374 | 0,478 | 60 | 0,254 | 0,330 |
| 6 | 0,811 | 0,917 | 29 | 0,367 | 0,47 | 65 | 0,244 | 0,317 |
| 7 | 0,754 | 0,874 | 30 | 0,361 | 0,463 | 70 | 0,235 | 0,306 |
| 8 | 0,707 | 0,874 | 31 | 0,355 | 0,456 | 75 | 0,227 | 0,296 |
| 9 | 0,666 | 0,798 | 32 | 0,349 | 0,449 | 80 | 0,220 | 0,286 |
| 10 | 0,632 | 0,765 | 33 | 0,344 | 0,442 | 85 | 0,213 | 0,278 |
| 11 | 0,602 | 0,735 | 34 | 0,339 | 0,436 | 90 | 0,207 | 0,270 |
| 12 | 0,576 | 0,708 | 35 | 0,334 | 0,430 | 95 | 0,202 | 0,263 |
| 13 | 0,553 | 0,684 | 36 | 0,329 | 0,424 | 100 | 0,195 | 0,256 |
| 14 | 0,532 | 0,661 | 37 | 0,325 | 0,418 | 125 | 0,176 | 0,230 |
| 15 | 0,514 | 0,641 | 38 | 0,320 | 0,413 | 150 | 0,159 | 0,210 |
| 16 | 0,497 | 0,623 | 39 | 0,316 | 0,408 | 175 | 0,148 | 0,194 |
| 17 | 0,482 | 0,606 | 40 | 0,312 | 0,403 | 200 | 0,138 | 0,181 |
| 18 | 0,468 | 0,590 | 41 | 0,308 | 0,396 | 300 | 0,113 | 0,148 |
| 19 | 0,456 | 0,575 | 42 | 0,304 | 0,393 | 400 | 0,098 | 0,128 |
| 20 | 0,444 | 0,561 | 43 | 0,301 | 0,389 | 500 | 0,088 | 0,115 |
| 21 | 0,433 | 0,549 | 44 | 0,297 | 0,384 | 600 | 0,080 | 0,105 |
| 22 | 0,423 | 0,537 | 45 | 0,294 | 0,380 | 700 | 0,074 | 0,097 |
| 23 | 0,413 | 0,526 | 46 | 0,291 | 0,276 | 800 | 0,070 | 0,091 |
| 24 | 0,404 | 0,515 | 47 | 0,288 | 0,372 | 900 | 0,065 | 0,086 |
| 25 | 0,396 | 0,505 | 48 | 0,284 | 0,368 | 1000 | 0,062 | 0,081 |
| | | | 49 | 0,281 | 0,364 | | | |

Lampiran 3: Tabel *Durbin Watson*

| n | k' = 1 | | k' = 2 | | k' = 3 | | k' = 4 | | k' = 5 | | k' = 6 | |
|----|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|
| | dl | du | dl | du | dl | du | dl | du | dl | du | dl | du |
| 6 | 0.610 | 1.400 | - | - | - | - | - | - | - | - | - | - |
| 7 | 0.700 | 1.356 | 0.467 | 1.896 | - | - | - | - | - | - | - | - |
| 8 | 0.763 | 1.332 | 0.559 | 1.777 | 0.368 | 2.287 | - | - | - | - | - | - |
| 9 | 0.824 | 1.320 | 0.629 | 1.699 | 0.455 | 2.128 | 0.296 | 2.588 | - | - | - | - |
| 10 | 0.879 | 1.320 | 0.697 | 1.641 | 0.525 | 2.016 | 0.376 | 2.414 | 0.243 | 2.822 | - | - |
| 11 | 0.927 | 1.324 | 0.658 | 1.604 | 0.595 | 1.928 | 0.444 | 2.283 | 0.316 | 2.645 | 0.203 | 3.005 |
| 12 | 0.971 | 1.331 | 0.812 | 1.579 | 0.658 | 1.864 | 0.512 | 2.177 | 0.379 | 2.506 | 0.268 | 2.832 |
| 13 | 1,010 | 1.340 | 0.861 | 1.562 | 0.715 | 1.816 | 0.574 | 2.094 | 0.445 | 2.390 | 0.328 | 2.692 |
| 14 | 1.045 | 1.350 | 0.905 | 1.551 | 0.767 | 1.779 | 0.632 | 2.030 | 0.505 | 2.296 | 0.389 | 2.572 |
| 15 | 1.077 | 1.361 | 0.946 | 1.543 | 0.814 | 1.750 | 0.685 | 1.977 | 0.562 | 2.220 | 0.447 | 2.472 |
| 16 | 1.106 | 1.371 | 0.982 | 1.539 | 0.857 | 1.728 | 0.734 | 1.935 | 0.615 | 2.157 | 0.502 | 2.388 |
| 17 | 1.133 | 1.381 | 1.015 | 1.536 | 0.897 | 1.710 | 0.779 | 1.900 | 0.664 | 2.104 | 0.554 | 2.318 |
| 18 | 1.158 | 1.391 | 1.046 | 1.535 | 0.933 | 1.696 | 0.820 | 1.872 | 0.710 | 2.060 | 0.603 | 2.257 |
| 19 | 1.180 | 1.401 | 1.074 | 1.536 | 0.967 | 1.685 | 0.859 | 1.848 | 0.752 | 2.023 | 0.649 | 2.206 |
| 20 | 1.201 | 1.411 | 1.100 | 1.537 | 0.998 | 1.676 | 0.894 | 1.828 | 0.792 | 1.991 | 0.692 | 2.162 |
| 21 | 1.221 | 1.420 | 1.125 | 1.538 | 1.026 | 1.669 | 0.927 | 1.812 | 0.829 | 1.964 | 0.732 | 2.124 |
| 22 | 1.239 | 1.429 | 1.147 | 1.541 | 1.053 | 1.664 | 0.958 | 1.797 | 0.863 | 1.940 | 0.769 | 2.090 |
| 23 | 1.257 | 1.437 | 1.168 | 1.543 | 1.078 | 1.660 | 0.986 | 1.785 | 0.895 | 1.920 | 0.804 | 2.061 |
| 24 | 1.273 | 1.446 | 1.188 | 1.546 | 1.101 | 1.656 | 1.013 | 1.775 | 0.925 | 1.902 | 0.837 | 2.035 |
| 25 | 1.288 | 1.454 | 1.206 | 1.550 | 1.123 | 1.654 | 1.038 | 1.767 | 0.953 | 1.886 | 0.868 | 2.012 |
| 26 | 1.302 | 1.461 | 1.224 | 1.553 | 1.143 | 1.652 | 1.062 | 1.758 | 0.979 | 1.873 | 0.897 | 1.992 |
| 27 | 1.316 | 1.469 | 1.240 | 1.556 | 1.162 | 1.651 | 1.084 | 1.753 | 1.004 | 1.861 | 0.925 | 1.974 |
| 28 | 1.328 | 1.476 | 1.255 | 1.560 | 1.181 | 1.650 | 1.104 | 1.747 | 1.028 | 1.850 | 0.951 | 1.958 |
| 29 | 1.341 | 1.483 | 1.270 | 1.563 | 1.198 | 1.650 | 1.124 | 1.743 | 1.050 | 1.841 | 0.975 | 1.944 |
| 30 | 1.352 | 1.489 | 1.284 | 1.567 | 1.214 | 1.650 | 1.143 | 1.739 | 1.071 | 1.833 | 0.998 | 1.931 |
| 31 | 1.363 | 1.496 | 1.297 | 1.570 | 1.229 | 1.650 | 1.160 | 1.735 | 1.090 | 1.825 | 1.020 | 1.920 |
| 32 | 1.373 | 1.502 | 1.309 | 1.574 | 1.244 | 1.650 | 1.177 | 1.732 | 1.109 | 1.819 | 1.041 | 1.909 |
| 33 | 1.383 | 1.508 | 1.321 | 1.577 | 1.258 | 1.651 | 1.193 | 1.730 | 1.127 | 1.813 | 1.061 | 1.900 |
| 34 | 1.393 | 1.514 | 1.333 | 1.580 | 1.271 | 1.652 | 1.208 | 1.728 | 1.144 | 1.808 | 1.080 | 1.891 |
| 35 | 1.402 | 1.519 | 1.343 | 1.584 | 1.283 | 1.653 | 1.222 | 1.726 | 1.160 | 1.803 | 1.097 | 1.884 |
| 36 | 1.411 | 1.525 | 1.354 | 1.587 | 1.295 | 1.654 | 1.236 | 1.724 | 1.175 | 1.799 | 1.114 | 1.877 |
| 37 | 1.419 | 1.530 | 1.364 | 1.590 | 1.307 | 1.655 | 1.249 | 1.723 | 1.190 | 1.795 | 1.131 | 1.870 |
| 38 | 1.427 | 1.535 | 1.373 | 1.594 | 1.318 | 1.656 | 1.261 | 1.722 | 1.204 | 1.792 | 1.146 | 1.864 |

| | | | | | | | | | | | | |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 39 | 1.435 | 1.540 | 1.382 | 1.597 | 1.328 | 1.658 | 1.273 | 1.722 | 1.218 | 1.789 | 1.161 | 1.859 |
| 40 | 1.442 | 1.544 | 1.391 | 1.600 | 1.338 | 1.659 | 1.285 | 1.721 | 1.230 | 1.786 | 1.175 | 1.854 |
| 45 | 1.475 | 1.566 | 1.430 | 1.615 | 1.383 | 1.666 | 1.336 | 1.720 | 1.287 | 1.776 | 1.238 | 1.835 |
| 50 | 1.503 | 1.585 | 1.462 | 1.628 | 1.421 | 1.674 | 1.378 | 1.721 | 1.335 | 1.771 | 1.291 | 1.822 |
| 55 | 1.528 | 1.601 | 1.490 | 1.641 | 1.452 | 1.681 | 1.414 | 1.724 | 1.374 | 1.768 | 1.334 | 1.814 |
| 60 | 1.549 | 1.616 | 1.514 | 1.652 | 1.480 | 1.689 | 1.444 | 1.727 | 1.408 | 1.767 | 1.372 | 1.808 |
| 65 | 1.567 | 1.629 | 1.536 | 1.662 | 1.503 | 1.696 | 1.471 | 1.731 | 1.438 | 1.767 | 1.404 | 1.805 |
| 70 | 1.583 | 1.641 | 1.554 | 1.672 | 1.525 | 1.703 | 1.494 | 1.735 | 1.464 | 1.768 | 1.433 | 1.802 |
| 75 | 1.598 | 1.652 | 1.571 | 1.680 | 1.543 | 1.709 | 1.515 | 1.739 | 1.487 | 1.770 | 1.458 | 1.801 |
| 80 | 1.611 | 1.662 | 1.586 | 1.688 | 1.560 | 1.715 | 1.534 | 1.743 | 1.507 | 1.772 | 1.480 | 1.801 |
| 85 | 1.624 | 1.671 | 1.600 | 1.696 | 1.575 | 1.721 | 1.550 | 1.747 | 1.525 | 1.774 | 1.500 | 1.801 |
| 90 | 1.635 | 1.679 | 1.612 | 1.703 | 1.589 | 1.726 | 1.566 | 1.751 | 1.542 | 1.776 | 1.518 | 1.801 |
| 95 | 1.645 | 1.687 | 1.623 | 1.709 | 1.602 | 1.732 | 1.579 | 1.755 | 1.557 | 1.778 | 1.535 | 1.802 |
| 100 | 1.654 | 1.694 | 1.634 | 1.715 | 1.613 | 1.736 | 1.592 | 1.758 | 1.571 | 1.780 | 1.550 | 1.803 |

Lampiran 4: Tabel Uji t

| df | tingkat signifikansi uji dua arah | | | | | |
|-----|-----------------------------------|-------|--------|--------|--------|---------|
| | 0,20 | 0,10 | 0,05 | 0,02 | 0,01 | 0,001 |
| 1 | 3,078 | 6,314 | 12,706 | 31,821 | 63,657 | 636,619 |
| 2 | 1,886 | 2,92 | 4,303 | 6,965 | 9,925 | 31,599 |
| 3 | 1,638 | 2,353 | 3,182 | 4,541 | 5,841 | 12,924 |
| 4 | 1,533 | 2,132 | 2,776 | 3,747 | 4,604 | 8,61 |
| 5 | 1,476 | 2,015 | 2,571 | 3,365 | 4,032 | 6,869 |
| 6 | 1,440 | 1,943 | 2,447 | 3,143 | 3,707 | 5,959 |
| 7 | 1,415 | 1,895 | 2,365 | 2,998 | 3,499 | 5,408 |
| 8 | 1,397 | 1,86 | 2,306 | 2,896 | 3,355 | 5,041 |
| 9 | 1,383 | 1,833 | 2,262 | 2,821 | 3,250 | 4,781 |
| 10 | 1,372 | 1,812 | 2,228 | 2,764 | 3,169 | 4,587 |
| 11 | 1,363 | 1,796 | 2,201 | 2,718 | 3,106 | 4,437 |
| 12 | 1,356 | 1,782 | 2,179 | 2,681 | 3,055 | 4,318 |
| 13 | 1,350 | 1,771 | 2,160 | 2,650 | 3,012 | 4,221 |
| 14 | 1,345 | 1,761 | 2,145 | 2,624 | 2,977 | 4,140 |
| 15 | 1,341 | 1,753 | 2,131 | 2,602 | 2,947 | 4,073 |
| 16 | 1,337 | 1,746 | 2,120 | 2,583 | 2,921 | 4,015 |
| 17 | 1,333 | 1,74 | 2,110 | 2,567 | 2,898 | 3,965 |
| 18 | 1,330 | 1,734 | 2,101 | 2,552 | 2,878 | 3,922 |
| 19 | 1,328 | 1,729 | 2,093 | 2,539 | 2,861 | 3,883 |
| 20 | 1,325 | 1,725 | 2,086 | 2,528 | 2,845 | 3,850 |
| 21 | 1,323 | 1,721 | 2,080 | 2,518 | 2,831 | 3,819 |
| 22 | 1,321 | 1,717 | 2,074 | 2,508 | 2,819 | 3,792 |
| 23 | 1,319 | 1,714 | 2,069 | 2,500 | 2,807 | 3,768 |
| 24 | 1,318 | 1,711 | 2,064 | 2,492 | 2,797 | 3,745 |
| 25 | 1,316 | 1,708 | 2,06 | 2,485 | 2,787 | 3,725 |
| 26 | 1,315 | 1,706 | 2,056 | 2,479 | 2,779 | 3,707 |
| 27 | 1,314 | 1,703 | 2,052 | 2,473 | 2,771 | 3,690 |
| 28 | 1,313 | 1,701 | 2,048 | 2,467 | 2,763 | 3,674 |
| 29 | 1,311 | 1,699 | 2,045 | 2,462 | 2,756 | 3,659 |
| 30 | 1,310 | 1,697 | 2,042 | 2,457 | 2,750 | 3,646 |
| 40 | 1,303 | 1,684 | 2,021 | 2,423 | 2,704 | 3,551 |
| 60 | 1,296 | 1,671 | 2,000 | 2,390 | 2,660 | 3,460 |
| 120 | 1,289 | 1,658 | 1,980 | 2,358 | 2,617 | 3,373 |
| ∞ | 1,282 | 1,645 | 1,960 | 2,326 | 2,576 | 3,291 |

Lampiran 5: tabel uji F

| df | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 12 | 15 | 20 | 24 | 30 | 40 | 60 | 120 | ∞ |
|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 1 | 161 | 200 | 216 | 225 | 230 | 234 | 237 | 239 | 241 | 242 | 244 | 246 | 248 | 249 | 250 | 251 | 252 | 253 | 254 |
| 2 | 18,5 | 19,0 | 19,2 | 19,2 | 19,3 | 19,3 | 19,4 | 19,4 | 19,4 | 19,4 | 19,4 | 19,4 | 19,4 | 19,5 | 19,5 | 19,5 | 19,5 | 19,5 | 19,5 |
| 3 | 10,1 | 9,55 | 9,28 | 9,12 | 9,01 | 8,49 | 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 | 4,5 | 4,46 | 4,43 | 4,40 | 4,37 |
| 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 | 3,5 | 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 | 2,7 | 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 | 1,34 | 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 | 2,4 | 2,34 | 2,28 | 2,24 | 2,16 | 2,09 | 2,01 | 1,96 | 1,92 | 1,87 | 1,82 | 1,77 | 1,71 |
| 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 | 2,18 | 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 |

Lampiran 7: Deskripsi statistik

Frequency Table

Technical quality (X1.1)

| | | Frequency | Percent | Valid Percent | Cumulative Percent | |
|-------|-------|-----------|---------|---------------|--------------------|--|
| Valid | 2,00 | 9 | 9,0 | 9,0 | 9,0 | |
| | 3,00 | 51 | 51,0 | 51,0 | 60,0 | |
| | 4,00 | 39 | 39,0 | 39,0 | 99,0 | |
| | 5,00 | 1 | 1,0 | 1,0 | 100,0 | |
| | Total | 100 | 100,0 | 100,0 | | |

Technical quality (X1.2)

| | | Frequency | Percent | Valid Percent | Cumulative Percent | |
|-------|-------|-----------|---------|---------------|--------------------|--|
| Valid | 2,00 | 9 | 9,0 | 9,0 | 9,0 | |
| | 3,00 | 43 | 43,0 | 43,0 | 52,0 | |
| | 4,00 | 47 | 47,0 | 47,0 | 99,0 | |
| | 5,00 | 1 | 1,0 | 1,0 | 100,0 | |
| | Total | 100 | 100,0 | 100,0 | | |

Technical quality (X1.3)

| | | Frequency | Percent | Valid Percent | Cumulative Percent | |
|-------|-------|-----------|---------|---------------|--------------------|--|
| Valid | 2,00 | 14 | 14,0 | 14,0 | 14,0 | |
| | 3,00 | 52 | 52,0 | 52,0 | 66,0 | |
| | 4,00 | 32 | 32,0 | 32,0 | 98,0 | |
| | 5,00 | 2 | 2,0 | 2,0 | 100,0 | |
| | Total | 100 | 100,0 | 100,0 | | |

Functional quality (X2.1)

| | | Frequency | Percent | Valid Percent | Cumulative Percent | |
|-------|------|-----------|---------|---------------|--------------------|--|
| Valid | 1,00 | 1 | 1,0 | 1,0 | 1,0 | |
| | 2,00 | 10 | 10,0 | 10,0 | 11,0 | |
| | 3,00 | 28 | 28,0 | 28,0 | 39,0 | |

| | | | | | | |
|--|-------|-----|-------|-------|-------|--|
| | 4,00 | 49 | 49,0 | 49,0 | 88,0 | |
| | 5,00 | 12 | 12,0 | 12,0 | 100,0 | |
| | Total | 100 | 100,0 | 100,0 | | |

Functional quality (X2.2)

| | | Frequency | Percent | Valid Percent | Cumulative Percent | |
|-------|-------|-----------|---------|---------------|--------------------|--|
| Valid | 1,00 | 1 | 1,0 | 1,0 | 1,0 | |
| | 2,00 | 8 | 8,0 | 8,0 | 9,0 | |
| | 3,00 | 28 | 28,0 | 28,0 | 37,0 | |
| | 4,00 | 53 | 53,0 | 53,0 | 90,0 | |
| | 5,00 | 10 | 10,0 | 10,0 | 100,0 | |
| | Total | 100 | 100,0 | 100,0 | | |

Functional quality (X2.3)

| | | Frequency | Percent | Valid Percent | Cumulative Percent | |
|-------|-------|-----------|---------|---------------|--------------------|--|
| Valid | 2,00 | 1 | 1,0 | 1,0 | 1,0 | |
| | 3,00 | 77 | 77,0 | 77,0 | 78,0 | |
| | 4,00 | 22 | 22,0 | 22,0 | 100,0 | |
| | Total | 100 | 100,0 | 100,0 | | |

Corporate image (X3.1)

| | | Frequency | Percent | Valid Percent | Cumulative Percent | |
|-------|-------|-----------|---------|---------------|--------------------|--|
| Valid | 1,00 | 1 | 1,0 | 1,0 | 1,0 | |
| | 2,00 | 10 | 10,0 | 10,0 | 11,0 | |
| | 3,00 | 43 | 43,0 | 43,0 | 54,0 | |
| | 4,00 | 42 | 42,0 | 42,0 | 96,0 | |
| | 5,00 | 4 | 4,0 | 4,0 | 100,0 | |
| | Total | 100 | 100,0 | 100,0 | | |

Corporate image (X3.2)

| | | Frequency | Percent | Valid Percent | Cumulative Percent | |
|--|--|-----------|---------|---------------|--------------------|--|
|--|--|-----------|---------|---------------|--------------------|--|

| | | | | | | |
|-------|-------|-----|-------|-------|-------|--|
| Valid | 2,00 | 10 | 10,0 | 10,0 | 10,0 | |
| | 3,00 | 40 | 40,0 | 40,0 | 50,0 | |
| | 4,00 | 46 | 46,0 | 46,0 | 96,0 | |
| | 5,00 | 4 | 4,0 | 4,0 | 100,0 | |
| | Total | 100 | 100,0 | 100,0 | | |

Corporate image (X3.3)

| | | Frequency | Percent | Valid Percent | Cumulative Percent | |
|-------|-------|-----------|---------|---------------|--------------------|--|
| Valid | 2,00 | 2 | 2,0 | 2,0 | 02,0 | |
| | 3,00 | 70 | 70,0 | 70,0 | 72,0 | |
| | 4,00 | 28 | 28,0 | 28,0 | 100,0 | |
| | Total | 100 | 100,0 | 100,0 | | |

Kepuasan konsumen (Y1)

| | | Frequency | Percent | Valid Percent | Cumulative Percent | |
|-------|-------|-----------|---------|---------------|--------------------|--|
| Valid | 1,00 | 1 | 1,0 | 1,0 | 1,0 | |
| | 2,00 | 5 | 5,0 | 5,0 | 6,0 | |
| | 3,00 | 32 | 32,0 | 32,0 | 38,0 | |
| | 4,00 | 53 | 53,0 | 53,0 | 91,0 | |
| | 5,00 | 9 | 9,0 | 9,0 | 100,0 | |
| | Total | 100 | 100,0 | 100,0 | | |

Kepuasan konsumen (Y1)

| | | Frequency | Percent | Valid Percent | Cumulative Percent | |
|-------|-------|-----------|---------|---------------|--------------------|--|
| Valid | 1,00 | 1 | 1,0 | 1,0 | 1,0 | |
| | 2,00 | 10 | 10,0 | 10,0 | 11,0 | |
| | 3,00 | 37 | 37,0 | 37,0 | 48,0 | |
| | 4,00 | 41 | 41,0 | 41,0 | 89,0 | |
| | 5,00 | 11 | 11,0 | 11,0 | 100,0 | |
| | Total | 100 | 100,0 | 100,0 | | |

Kepuasan konsumen (Y3)

| | | Frequency | Percent | Valid Percent | Cumulative Percent | |
|-------|------|-----------|---------|---------------|--------------------|--|
| Valid | 2,00 | 2 | 2,0 | 2,0 | 2,0 | |

| | | | | | | |
|--|-------|-----|-------|-------|-------|--|
| | 3,00 | 65 | 65,0 | 65,0 | 67,0 | |
| | 4,00 | 30 | 30,0 | 30,0 | 97,0 | |
| | 5,00 | 3 | 3,0 | 3,0 | 100,0 | |
| | Total | 100 | 100,0 | 100,0 | | |

lampiran 7: Hasil Uji Validitas

1. *Technical quality*

Correlations

| | | x1.1 | x1.2 | x1.3 | X |
|------|---------------------|----------|----------|----------|----------|
| x1.1 | Pearson Correlation | 1 | ,635(**) | ,463(**) | ,808(**) |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 |
| x1.2 | Pearson Correlation | ,635(**) | 1 | ,628(**) | ,887(**) |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 |
| x1.3 | Pearson Correlation | ,463(**) | ,628(**) | 1 | ,840(**) |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 |
| | N | 100 | 100 | 100 | 100 |
| X | Pearson Correlation | ,808(**) | ,887(**) | ,840(**) | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | |
| | N | 100 | 100 | 100 | 100 |

** Correlation is significant at the 0.01 level (2-tailed).

2. *Functional quality*

Correlations

| | | x2.1 | x2.2 | x2.3 | X2 |
|------|---------------------|----------|----------|----------|----------|
| x2.1 | Pearson Correlation | 1 | ,541(**) | ,248(*) | ,859(**) |
| | Sig. (2-tailed) | | ,000 | ,013 | ,000 |
| | N | 100 | 100 | 100 | 100 |
| x2.2 | Pearson Correlation | ,541(**) | 1 | ,223(*) | ,838(**) |
| | Sig. (2-tailed) | ,000 | | ,026 | ,000 |
| | N | 100 | 100 | 100 | 100 |
| x2.3 | Pearson Correlation | ,248(*) | ,223(*) | 1 | ,505(**) |
| | Sig. (2-tailed) | ,013 | ,026 | | ,000 |
| | N | 100 | 100 | 100 | 100 |
| X2 | Pearson Correlation | ,859(**) | ,838(**) | ,505(**) | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | |
| | N | 100 | 100 | 100 | 100 |

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

3. Corporate image

Correlations

| | | x3.1 | x3.2 | x3.3 | X3 |
|------|---------------------|----------|----------|----------|----------|
| x3.1 | Pearson Correlation | 1 | ,586(**) | ,058 | ,846(**) |
| | Sig. (2-tailed) | | ,000 | ,567 | ,000 |
| | N | 100 | 100 | 100 | 100 |
| x3.2 | Pearson Correlation | ,586(**) | 1 | ,045 | ,832(**) |
| | Sig. (2-tailed) | ,000 | | ,659 | ,000 |
| | N | 100 | 100 | 100 | 100 |
| x3.3 | Pearson Correlation | ,058 | ,045 | 1 | ,390(**) |
| | Sig. (2-tailed) | ,567 | ,659 | | ,000 |
| | N | 100 | 100 | 100 | 100 |
| X3 | Pearson Correlation | ,846(**) | ,832(**) | ,390(**) | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | |
| | N | 100 | 100 | 100 | 100 |

** Correlation is significant at the 0.01 level (2-tailed).

4. Kepuasan konsumen

Correlations

| | | x2.1 | x2.2 | x2.3 | X2 |
|------|---------------------|----------|----------|----------|----------|
| x2.1 | Pearson Correlation | 1 | ,541(**) | ,248(*) | ,859(**) |
| | Sig. (2-tailed) | | ,000 | ,013 | ,000 |
| | N | 100 | 100 | 100 | 100 |
| x2.2 | Pearson Correlation | ,541(**) | 1 | ,223(*) | ,838(**) |
| | Sig. (2-tailed) | ,000 | | ,026 | ,000 |
| | N | 100 | 100 | 100 | 100 |
| x2.3 | Pearson Correlation | ,248(*) | ,223(*) | 1 | ,505(**) |
| | Sig. (2-tailed) | ,013 | ,026 | | ,000 |
| | N | 100 | 100 | 100 | 100 |
| X2 | Pearson Correlation | ,859(**) | ,838(**) | ,505(**) | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | |
| | N | 100 | 100 | 100 | 100 |

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

lampiran 8: Hasil Uji Reliabilitas

1. Technical quality

Case Processing Summary

| | | N | % |
|-------|-----------------|-----|-------|
| Cases | Valid | 100 | 100,0 |
| | Excluded(a) | 0 | ,0 |
| | Total | 100 | 100,0 |

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,843 | 4 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|-----|
| x1.1 | 3,3200 | ,64948 | 100 |
| x1.2 | 3,4000 | ,66667 | 100 |
| x1.3 | 3,2200 | ,70467 | 100 |
| X1 | 9,9500 | 1,72548 | 100 |

2. Functional quality

Case Processing Summary

| | | N | % |
|-------|-----------------|-----|-------|
| Cases | Valid | 100 | 100,0 |
| | Excluded(a) | 0 | ,0 |
| | Total | 100 | 100,0 |

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,803 | 4 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|---------|----------------|-----|
| X2.1 | 3,6100 | ,86334 | 100 |
| X2.2 | 3,6300 | ,81222 | 100 |
| X2.3 | 3,2100 | ,43333 | 100 |
| X2 | 10,4500 | 1,64148 | 100 |

3. Corporate image

Case Processing Summary

| | | N | % |
|-------|-------------|-----|-------|
| Cases | Valid | 100 | 100,0 |
| | Excluded(a) | 0 | ,0 |
| | Total | 100 | 100,0 |

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,783 | 4 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|---------|----------------|-----|
| X3.1 | 3,3800 | ,76251 | 100 |
| X3.2 | 3,4400 | ,72919 | 100 |
| X3.3 | 3,2600 | ,48451 | 100 |
| X3 | 10,0800 | 1,44026 | 100 |

4. Kepuasan konsumen

Case Processing Summary

| | | N | % |
|-------|-------------|-----|-------|
| Cases | Valid | 100 | 100,0 |
| | Excluded(a) | 0 | ,0 |
| | Total | 100 | 100,0 |

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,811 | 4 |

Item Statistics

| | Mean | Std. Deviation | N |
|----|---------|----------------|-----|
| Y1 | 3,6400 | ,75905 | 100 |
| Y2 | 3,5100 | ,85865 | 100 |
| Y3 | 3,3400 | ,57243 | 100 |
| Y | 10,4900 | 1,70261 | 100 |

Lampiran 9 : Hasil Uji Asumsi klasik

Variables Entered/Removed(b)

| Model | Variables Entered | Variables Removed | Method |
|-------|---------------------|-------------------|--------|
| 1 | Inx3, Inx1, Inx2(a) | . | Enter |

a All requested variables entered.

b Dependent Variable: InU2i\

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|---------|----------|-------------------|----------------------------|
| 1 | ,200(a) | ,040 | ,010 | 1,98917 |

a Predictors: (Constant), Inx3, Inx1, Inx2

ANOVA(b)

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|-------|---------|
| 1 | Regression | 15,894 | 3 | 5,298 | 1,339 | ,266(a) |
| | Residual | 379,853 | 96 | 3,957 | | |
| | Total | 395,747 | 99 | | | |

a Predictors: (Constant), Inx3, Inx1, Inx2

b Dependent Variable: InU2i

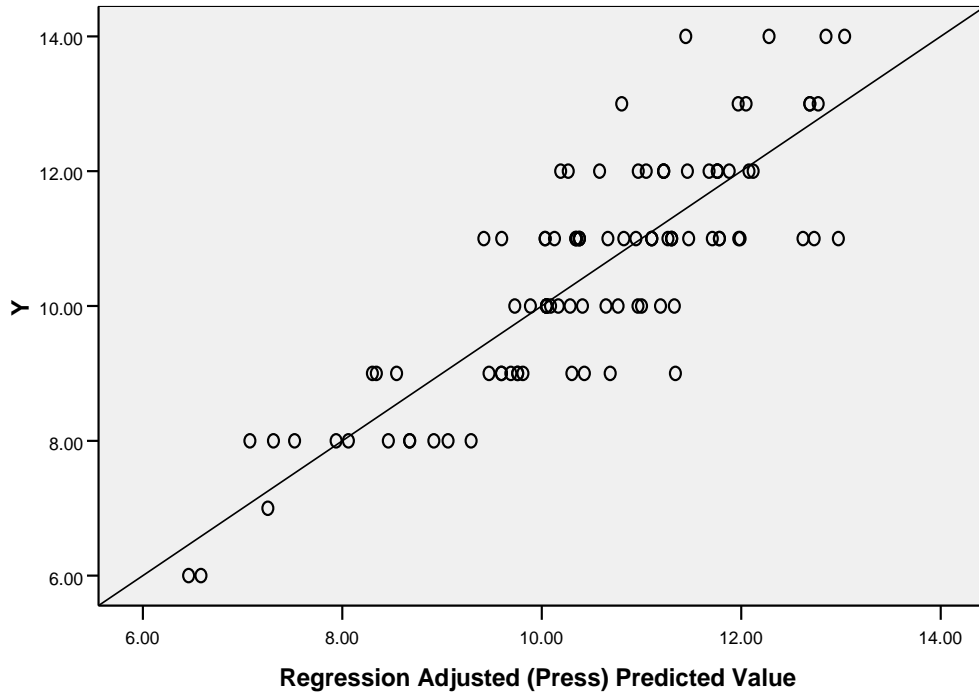
Coefficients(a)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------------|
| | | B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | -4,836 | 3,465 | | -1,396 | ,166 |
| | Inx1 | -,851 | 1,133 | -,080 | -,751 | ,455 |
| | Inx2 | -1,074 | 1,736 | -,092 | -,619 | ,537 |
| | Inx3 | 3,404 | 1,923 | ,260 | 1,770 | ,080 |

a Dependent Variable: InU2i

Scatterplot

Dependent Variable: Y



lampiran 10 : Hasil Uji Regresi

Variables Entered/Removed(b)

| Model | Variables Entered | Variables Removed | Method |
|-------|-------------------|-------------------|--------|
| 1 | x3, x1, x2(a) | . | Enter |

a All requested variables entered.

b Dependent Variable: Y

Model Summary(b)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|---------|----------|-------------------|----------------------------|---------------|
| 1 | ,855(a) | ,730 | ,722 | ,89775 | 1,762 |

a Predictors: (Constant), x3, x1, x2

b Dependent Variable: Y

ANOVA(b)

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|---------|
| 1 | Regression | 209,619 | 3 | 69,873 | 86,697 | ,000(a) |
| | Residual | 77,371 | 96 | ,806 | | |
| | Total | 286,990 | 99 | | | |

a Predictors: (Constant), x3, x1, x2

b Dependent Variable: Y

Coefficients(a)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|---------------------------|-----------|------|-------------------------|------------|
| | | B | Std. Error | Beta | Tolerance | VIF | B | Std. Error |
| 1 | (Constant) | ,022 | ,730 | | ,030 | ,976 | | |
| | x1 | ,116 | ,056 | ,118 | 2,061 | ,042 | ,860 | 1,163 |
| | x2 | ,704 | ,080 | ,679 | 8,812 | ,000 | ,473 | 2,113 |
| | x3 | ,194 | ,089 | ,164 | 2,167 | ,033 | ,490 | 2,039 |

a Dependent Variable: Y

Collinearity Diagnostics(a)

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
|-------|-----------|------------|-----------------|----------------------|-----|------------|-----|
| | | (Constant) | x1 | x2 | x3 | (Constant) | x1 |
| 1 | 1 | 3,962 | 1,000 | ,00 | ,00 | ,00 | ,00 |
| | 2 | ,020 | 13,993 | ,00 | ,83 | ,09 | ,08 |
| | 3 | ,012 | 18,264 | ,91 | ,16 | ,18 | ,01 |
| | 4 | ,006 | 25,486 | ,09 | ,01 | ,72 | ,91 |

a Dependent Variable: Y

Residuals Statistics(a)

| | Minimum | Maximum | Mean | Std. Deviation | N |
|----------------------|----------|---------|---------|----------------|-----|
| Predicted Value | 6,4170 | 13,0897 | 10,4900 | 1,45512 | 100 |
| Residual | -2,25527 | 2,39601 | ,00000 | ,88404 | 100 |
| Std. Predicted Value | -2,799 | 1,787 | ,000 | 1,000 | 100 |
| Std. Residual | -2,512 | 2,669 | ,000 | ,985 | 100 |

a. Dependent Variable: Y