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LAMPIRAN 1

KUESIONER PENELITIAN PENGARUH KUALITAS PELAYANAN DAN CITRA PERUSAHAAN TERHADAP KEPUASAN PELANGGAN PADA KLUB GOLF BOGOR RAYA

Petunjuk Umum Pengisian Kuesioner :

1. Pertanyaan-pertanyaan yang diajukan tidak berpengaruh terhadap kedudukan dan tugas Bapak / Ibu.
2. Pertanyaan-pertanyaan yang diajukan murni untuk kepentingan ilmiah, yaitu penelitian skripsi dengan judul sebagaimana tersebut di atas.
3. Mohon jawaban yang diberikan benar-benar jujur atau apa adanya sesuai dengan kondisi obyektif yang dihadapi.
4. Mohon diisi dengan memberi tanda (x) untuk setiap pertanyaan yang sesuai dengan persepsi Anda pada kolom jawaban yang tersedia.

Keterangan Jawaban :

STS	= Sangat Tidak Setuju	Skor 1
TS	= Tidak Setuju	Skor 2
R	= Ragu-ragu	Skor 3
S	= Setuju	Skor 4
SS	= Sangat Setuju	Skor 5

A. Karakteristik Responden

1. Jenis Kelamin :
 - a. Pria
 - b. Wanita
2. Usia Anda saat ini :
 - a. < 20 tahun
 - b. 20 – 29 tahun
 - c. 30 – 39 tahun
 - d. 40 – 49 tahun
 - e. > 50 tahun
3. Pendidikan Terakhir Anda :
 - a. SMU/Sederajat/dibawahnya
 - b. Diploma
 - c. Sarjana
 - d. S2
 - e. S3

B. Kualitas Pelayanan

No	Pernyataan	Jawaban				
		STS	TS	R	S	SS
1	Klub Golf Bogor Raya menyediakan <i>man locker</i> dan <i>ladies locker</i> yang rapih bersih dan nyaman					
2	Klub Golf Bogor Raya menyediakan <i>VIP room</i> yang eksklusif					
3	Klub Golf Bogor Raya menyediakan lapangan 18 hole yang terawat dan bersih.					
4	Klub Golf Bogor Raya menyediakan <i>chipping</i> dan <i>putting</i> yang memadai					
5	Klub Golf Bogor Raya menyediakan <i>shelter</i> yang strategis di tengah lapangan.					
6	Klub Golf Bogor Raya menyediakan <i>Restaurant</i> dengan berbagai macam menu andalan dan mempunyai pemandangan indah					
7	Pramu golf memberikan informasi / petunjuk permainan (rintangan, jarak, arah angin, <i>breacking</i> , ketinggian lap)					
8	Pramu golf paham tentang green (arah <i>break</i> , kondisi rumput, naik turunnya)					
9	Pramu golf memberikan pelayanan secara cepat & tepat.					
10	Pengetahuan dan kemampuan pramu golf memberikan solusi kepada pemain.					
11	Pramu golf memberikan pelayanan yang terbaik kepada pemain sesuai dengan aturan yang ada.					
12	Pramu golf dapat mengendarai <i>Buggy</i> dengan baik dan hati-hati.					
13	Pramu golf mengingatkan pemain akan peraturan klub, peraturan setempat (<i>local rules</i>)					
14	Pramu golf mempunyai inisiatif & kreatifitas.					
15	Pramu golf dapat menjalin komunikasi yang baik kepada pemain.					
16	Pramu golf dapat memberikan motivasi kepada pemain.					
17	Pramu golf dapat membaca karakter permainan pemain.					
18	Klub golf Bogor raya memberikan jaminan kepada pemain berupa program <i>rain chek</i>					

No	Pernyataan	Jawaban				
		STS	TS	R	S	SS
19	Pemain <i>tee off</i> sesuai dengan <i>tee time</i> yang ditentukan					
20	Keamanan peralatan dan perlengkapan pemain terjaga dan aman.					
21	Klub golf menyediakan pawang hujan apabila ada turnamen.					
22	Pramu golf merawat fasilitas di lapangan (<i>divot teebox, fairway, afront, ball mark di green, bunker</i>)					
23	Pramu Golf menjaga kebersihan peralatan pemain & kebersihan lapangan.					
24	Pramu golf dapat memberikan saran sesuai permintaan pemain.					
25	Pramu golf dapat memiliki perilaku yang sopan santun dan ramah tamah.					

C. Citra Perusahaan

No	Pernyataan	Jawaban				
		STS	TS	R	S	SS
1	Menurut saya Klub Golf Bogor Raya adalah perusahaan yang terpercaya					
2	Menurut pengamatan saya Klub Golf Bogor Raya aktif dalam program <i>Corporate Social Responsibility</i> (tanggungjawab sosial terhadap lingkungan)					
3	Menurut saya Klub Golf Bogor Raya memiliki kontribusi yang besar bagi pertumbuhan ekonomi Indonesia					
4	Menurut saya Klub Golf Bogor Raya mencitrakan diri sebagai perusahaan yang ramah lingkungan melalui program <i>go green</i>					
5	Menurut saya Klub Golf Bogor Raya peduli dalam membantu mensukseskan program-program pemerintah terkait dengan pemberantasan kemiskinan					
6	Keamanan pelanggan dalam bermain golf di Klub Golf Bogor Raya terjamin.					
7	Saya jarang mendengar dan membaca berita-berita yang buruk tentang reputasi Klub Golf Bogor Raya di media massa					
8	Saya merasa petugas keamanan Klub					

No	Pernyataan	Jawaban				
		STS	TS	R	S	SS
	Golf Bogor Raya terlihat cukup terlatih					
9	Menurut saya jumlah petugas keamanan Klub Golf Bogor Raya cukup memadai					
10	Menurut saya penampilan karyawan dan pramugolf Klub Golf Bogor Raya rapi dan meyakinkan					
11	Saya merasa pramugolf Klub Golf Bogor Raya bekerja dengan profesional dan berintegritas					
12	Saya merasa hubungan kerja antar pramugolf dan antar bagian di Klub Golf Bogor Raya terlihat kompak dan harmonis					
13	Menurut pengamatan saya pramugolf di Klub Golf Bogor Raya didominasi oleh putra daerah					
14	Saya merasa dalam berhubungan dengan pelanggan Klub Golf Bogor Raya selalu mengedepankan pendekatan yang sesuai dengan budaya setempat.					
15	Menurut pengamatan saya pramugolf Klub Golf Bogor Raya disiplin dalam melaksanakan tugasnya					
16	Saya mengenal dengan baik logo Klub Golf Bogor Raya					
17	Saya mengetahui warna khas identitas Klub Golf Bogor Raya					
18	Saya dapat mengenali lapangan Klub Golf Bogor Raya walaupun hanya melihat dari jauh					
19	Saya dapat mengenali pramugolf dari Tanda Pengenal Pegawai yang dipakainya					
20	Saya sangat familiar dengan iklan Klub Golf Bogor Raya di televisi dan radio					

D. Kepuasan Pelanggan

No	Pernyataan	Jawaban				
		STS	TS	R	S	SS
1	Saya berencana untuk selalu menggunakan Lapangan Golf di Klub Golf Bogor Raya sebagai sarana untuk berolahraga.					
2	Penawaran lapangan golf dari pesaing tidak membuat saya ingin pindah bermain ke lapangan golf pesaing.					
3	Saya tidak akan berpindah bermain golf di lapangan lain walaupun pesaing lain menawarkan diskon.					
4	Saya akan cenderung mengabaikan jika ada orang lain yang menyarankan saya untuk bermain golf di lapangan lain.					
5	Saya tidak pernah berpikir untuk pindah bermain di lapangan golf lain.					
6	Jika saya ingin bermain golf, maka saya pasti bermain di Klub Golf Bogor Raya.					
7	Jika saya ingin membeli aksesoris pelengkap permainan golf, maka saya akan membelinya di Klub Golf Bogor Raya.					
8	Saya tidak terpengaruh jika Klub Golf Bogor Raya menarik tarif sewa lapangan.					
9	Kesalahan-kesalahan kecil dari pramugolf dalam melayani permainan tidak membuat saya berpikir untuk pindah bermain ke lapangan lain.					
10	Saya menjadikan Klub Golf Bogor Raya sebagai sarana untuk berolahraga					
11	Saya lebih suka bermain di lapangan Klub Golf Bogor Raya dibandingkan lapangan lain.					
12	Saya bermain golf anda minimal 5 kali dalam sebulan					
13	Saya merekomendasikan Klub Golf Bogor Raya sebagai tempat bermain golf kepada teman-teman saya					
14	Saya akan berusaha menyanggah jika ada orang lain yang menceritakan pengalaman buruk dalam menggunakan lapangan di Klub Golf Bogor Raya					
15	Saya akan memberikan penjelasan yang positif tentang Klub Golf Bogor Raya					

No	Pernyataan	Jawaban				
		STS	TS	R	S	SS
	ketika ada teman atau kerabat yang meminta informasi					
16	Saya merekomendasikan orang-orang yang berpotensi menjadi member kepada Klub Golf Bogor Raya					
17	Selain lapangan golf saya juga merekomendasikan produk Klub Golf Bogor Raya yang lain kepada kerabat dan teman-teman saya.					

LAMPIRAN 2
TABULASI DATA MENTAH UNTUK UJI VALIDITAS DAN
RELIABILITAS

1. Variabel Kualitas Pelayanan

No Resp	Butir Pertanyaan																									Jml
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
1	4	5	4	4	4	4	4	4	2	3	4	4	3	4	4	4	4	3	2	5	4	4	3	2	4	92
2	5	5	5	5	5	5	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	3	2	5	118
3	4	3	3	4	3	5	4	5	5	5	5	5	5	4	5	4	4	4	3	3	4	3	4	3	2	99
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	100
5	2	2	3	2	2	2	2	2	3	3	3	3	3	3	2	2	3	2	2	3	2	2	2	2	3	60
6	2	1	2	2	3	2	2	2	2	2	2	2	2	3	2	2	2	2	1	2	2	3	2	1	2	50
7	4	4	3	4	4	4	4	3	5	4	5	4	4	5	4	3	3	4	4	3	4	4	4	4	4	98
8	2	3	3	2	3	3	3	2	2	3	2	3	3	3	2	2	3	2	3	3	2	3	2	3	2	64
9	3	2	2	3	3	2	2	3	3	2	3	2	2	2	2	3	2	3	2	2	3	3	3	2	3	62
10	3	4	4	3	4	5	5	3	4	4	4	4	4	4	5	3	4	4	3	4	4	3	4	3	4	95
11	4	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	3	101
12	4	5	4	4	5	5	5	3	5	5	5	5	5	4	3	4	3	4	5	4	4	5	4	5	4	109
13	4	4	3	4	5	4	4	5	4	4	4	4	4	3	3	4	4	4	4	3	4	5	4	4	3	98
14	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	3	4	4	4	4	4	4	4	2	95
15	3	2	3	3	3	3	3	2	3	3	3	3	3	2	4	3	1	3	2	3	3	3	3	2	2	68
16	4	4	4	4	4	3	3	5	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	5	102
17	2	2	3	2	3	2	2	1	2	4	2	4	4	3	4	4	2	2	2	3	2	3	2	2	2	64
18	5	5	5	5	4	5	5	4	4	4	4	4	4	4	4	4	4	5	5	5	5	4	5	5	5	113
19	5	5	5	5	5	4	4	4	4	4	4	4	4	4	3	5	4	5	5	5	5	5	5	5	4	112
20	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	99
21	4	4	4	4	4	3	3	4	3	4	3	4	4	4	4	4	3	4	4	4	4	4	4	4	4	95
22	5	2	4	5	4	4	4	4	4	4	4	4	4	3	4	5	4	5	2	4	5	4	5	2	4	99
23	4	5	5	4	4	4	4	5	4	4	4	4	4	3	4	4	4	4	5	5	4	4	4	5	4	105
24	5	5	4	5	5	5	5	4	4	5	4	5	5	5	5	5	4	5	5	4	5	5	5	5	4	118
25	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	100
26	4	1	4	4	4	5	5	3	4	5	4	5	5	3	4	3	4	4	1	4	4	4	4	1	3	92
27	3	3	3	3	3	3	3	3	3	4	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	78
28	4	4	4	4	4	5	5	5	4	4	4	4	4	5	5	4	5	4	4	4	4	4	4	4	5	107
29	3	4	3	3	3	3	3	3	2	3	2	3	3	3	4	3	3	3	4	3	3	3	3	4	3	77
30	4	4	5	4	4	5	5	5	4	5	4	5	5	4	4	4	4	4	4	5	4	4	4	4	5	109

2. Variabel Citra Perusahaan

No Resp	Butir Pertanyaan																				Jml
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
1	5	5	2	3	5	4	2	4	4	3	2	4	4	4	4	4	4	4	4	4	75
2	2	2	2	3	2	4	2	2	2	3	4	4	4	3	2	5	5	3	4	4	62
3	4	4	5	3	4	5	5	4	5	4	4	4	4	4	4	5	5	4	4	5	86
4	2	2	2	3	2	3	3	2	2	4	4	4	4	1	1	4	4	4	2	4	57
5	3	3	3	3	3	5	5	2	4	5	5	5	5	2	2	5	5	5	4	4	78
6	2	2	2	2	2	4	4	2	4	4	5	4	5	3	3	4	4	5	4	4	69
7	4	4	4	4	4	4	4	3	5	4	4	4	4	3	3	4	4	4	4	5	79
8	3	3	3	3	3	2	2	3	2	2	3	2	3	3	3	4	4	3	4	5	60
9	2	2	2	2	2	3	3	3	3	3	5	3	5	2	2	5	5	4	4	5	65
10	4	4	5	4	4	4	4	4	4	3	4	3	4	4	4	5	5	4	3	4	80
11	4	4	5	4	4	4	4	4	4	5	5	5	5	4	4	5	4	4	4	5	87
12	4	4	5	4	4	4	4	4	4	5	5	5	5	4	4	5	4	4	4	4	86
13	4	4	5	4	4	4	4	4	2	4	5	4	5	3	3	2	2	4	5	2	74
14	4	4	2	4	4	3	3	3	2	4	3	4	3	3	3	3	3	2	4	3	64
15	4	4	3	4	4	5	5	4	3	4	5	4	5	3	3	4	4	4	5	4	81
16	2	2	1	2	2	4	4	2	4	2	2	2	2	4	4	4	3	2	2	2	52
17	4	4	4	4	4	5	5	2	2	5	4	5	4	5	5	5	5	4	5	4	85
18	5	5	1	5	5	4	4	4	4	4	4	4	4	4	4	5	5	4	5	5	85
19	4	4	2	4	4	4	4	3	3	4	5	4	5	4	4	4	4	4	4	4	78
20	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	78
21	4	4	3	4	4	4	4	3	3	4	4	4	4	4	4	5	5	4	4	4	79
22	2	2	2	2	2	4	4	4	4	4	4	4	4	4	4	5	5	4	5	4	73
23	2	2	3	2	2	5	5	2	2	4	5	4	5	4	4	5	5	4	4	4	73
24	4	4	1	4	4	4	4	2	2	4	4	4	4	2	2	5	5	5	4	4	72
25	4	4	1	4	4	5	5	4	4	4	5	4	5	5	5	5	5	5	5	5	88
26	1	1	1	1	1	5	5	3	2	4	4	4	4	5	5	4	4	1	2	4	61
27	4	4	3	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	77
28	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	81
29	4	4	3	4	4	4	4	4	5	4	5	4	5	5	5	5	5	5	5	4	88
30	3	3	3	3	3	5	5	4	4	5	5	5	5	3	5	5	5	4	5	4	84

3. Variabel Kepuasan Pelanggan

No Resp	Butir Pertanyaan																	Jml
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	
1	5	5	3	5	4	5	2	5	1	2	5	3	3	5	5	3	5	66
2	2	2	2	2	2	2	2	2	1	2	2	2	1	2	2	2	2	32
3	4	3	5	4	4	4	3	5	4	4	4	4	4	4	4	3	4	67
4	2	2	2	2	2	2	2	2	1	2	2	2	1	2	2	2	2	32
5	4	5	5	4	4	3	3	4	1	3	4	5	2	4	4	4	4	63
6	5	5	5	4	4	3	4	4	1	4	4	4	2	3	4	3	5	64
7	4	3	5	3	5	3	4	5	4	4	5	4	5	4	4	4	4	70
8	5	5	4	4	5	4	5	2	3	2	4	4	1	3	5	4	5	65
9	5	4	5	5	4	5	4	1	2	3	5	5	3	2	4	5	4	66
10	4	5	4	5	5	4	4	4	4	4	5	5	4	5	3	4	4	73
11	5	4	4	5	3	3	5	5	4	3	4	4	4	4	3	5	4	69
12	5	5	4	5	3	4	4	5	5	5	3	4	5	4	3	4	5	73
13	3	4	2	3	2	2	2	3	3	3	3	4	3	3	2	4	3	49
14	2	3	4	2	3	4	3	2	4	3	2	3	3	3	2	3	3	49
15	5	5	3	4	4	4	5	1	4	5	5	5	5	5	4	1	3	68
16	4	5	5	3	5	4	4	2	4	5	5	4	4	4	4	2	5	69
17	5	5	3	4	4	4	5	5	2	3	4	4	5	5	4	5	4	71
18	4	5	4	5	4	4	4	3	1	3	4	5	3	3	4	4	5	65
19	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	55
20	4	4	4	4	5	4	2	3	3	4	4	5	5	5	5	5	5	71
21	5	5	2	5	1	4	3	5	3	5	3	3	5	3	3	3	4	62
22	5	5	5	4	3	4	4	4	2	4	4	2	2	4	4	2	4	62
23	5	5	3	5	5	4	4	4	4	3	5	4	3	5	5	5	5	74
24	5	5	2	2	3	5	4	4	3	2	4	4	4	4	4	2	5	62
25	5	5	5	5	5	4	5	4	1	4	4	5	1	5	5	4	5	72
26	3	2	3	4	5	5	5	3	4	3	2	5	3	5	4	3	5	64
27	3	3	3	4	3	3	3	3	1	3	3	2	3	3	3	4	3	50
28	4	4	5	5	3	4	3	4	3	5	4	4	5	4	4	3	4	68
29	5	4	4	5	3	5	4	4	1	3	4	4	2	4	4	4	3	63
30	3	4	3	5	3	4	4	4	1	1	4	4	1	5	4	5	4	59

LAMPIRAN 3

UJI VALIDITAS DAN RELIABILITAS

1. Variabel Kualitas Pelayanan (X₁)

Uji Validitas

		Correlations																										
		Btr1	Btr2	Btr3	Btr4	Btr5	Btr6	Btr7	Btr8	Btr9	Btr10	Btr11	Btr12	Btr13	Btr14	Btr15	Btr16	Btr17	Btr18	Btr19	Btr20	Btr21	Btr22	Btr23	Btr24	Btr25	Tlitr	
Btr1	Pearson Correlation	1	.617*	.729*	1.000*	.798*	.733*	.710*	.764*	.673*	.625*	.731*	.652*	.584*	.503*	.633*	.803*	.676*	.980*	.590*	.714*	1.000*	.798*	.900*	.473*	.678*	.913*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr2	Pearson Correlation	.617*	1	.676*	.617*	.681*	.554*	.558*	.607*	.398*	.415*	.506*	.475*	.379*	.625*	.400*	.599*	.567*	.568*	.900*	.698*	.617*	.681*	.495*	.806*	.616*	.771*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr3	Pearson Correlation	.729*	.676*	1	.729*	.651*	.681*	.692*	.610*	.478*	.633*	.528*	.662*	.587*	.504*	.504*	.686*	.694*	.710*	.646*	.977*	.729*	.651*	.612*	.519*	.702*	.827*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr4	Pearson Correlation	1.000*	.617*	.729*	1	.798*	.733*	.710*	.764*	.673*	.625*	.731*	.652*	.584*	.503*	.633*	.803*	.676*	.980*	.590*	.714*	1.000*	.798*	.900*	.473*	.678*	.913*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr5	Pearson Correlation	.798*	.681*	.651*	.798*	1	.687*	.705*	.596*	.583*	.604*	.631*	.628*	.555*	.553*	.395*	.744*	.590*	.782*	.660*	.637*	.798*	1.000*	.683*	.530*	.572*	.838*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr6	Pearson Correlation	.733*	.554*	.681*	.733*	.687*	1	.969*	.621*	.707*	.779*	.757*	.804*	.755*	.598*	.598*	.645*	.732*	.720*	.538*	.663*	.733*	.687*	.652*	.443*	.486*	.852*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr7	Pearson Correlation	.710*	.558*	.692*	.710*	.705*	.969*	1	.564*	.642*	.721*	.694*	.746*	.735*	.563*	.522*	.511*	.690*	.694*	.536*	.677*	.710*	.705*	.695*	.518*	.510*	.834*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr8	Pearson Correlation	.764*	.607*	.610*	.764*	.596*	.621*	.564*	1	.585*	.504*	.642*	.531*	.467*	.491*	.562*	.674*	.785*	.744*	.577*	.601*	.764*	.596*	.666*	.473*	.638*	.796*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr9	Pearson Correlation	.673*	.398*	.478*	.673*	.583*	.707*	.642*	.585*	1	.708*	.926*	.650*	.670*	.518*	.436*	.518*	.576*	.731*	.540*	.393*	.673*	.583*	.642*	.422*	.479*	.756*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr10	Pearson Correlation	.625*	.415*	.633*	.625*	.604*	.723*	.721*	.504*	.708*	1	.661*	.974*	.974*	.544*	.642*	.615*	.596*	.661*	.508*	.565*	.625*	.604*	.574*	.384*	.404*	.763*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr11	Pearson Correlation	.731*	.506*	.528*	.731*	.631*	.757*	.694*	.642*	.926*	.661*	1	.691*	.621*	.571*	.485*	.566*	.649*	.712*	.477*	.522*	.731*	.631*	.622*	.358*	.542*	.794*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr12	Pearson Correlation	.652*	.475*	.662*	.652*	.628*	.604*	.748*	.531*	.650*	.974*	.691*	1	.947*	.571*	.671*	.641*	.634*	.643*	.466*	.641*	.652*	.628*	.556*	.353*	.436*	.798*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr13	Pearson Correlation	.584*	.379*	.587*	.584*	.555*	.765*	.735*	.467*	.670*	.974*	.621*	.947*	1	.497*	.598*	.573*	.543*	.621*	.472*	.521*	.584*	.555*	.626*	.459*	.352*	.749*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr14	Pearson Correlation	.503*	.625*	.504*	.503*	.553*	.598*	.563*	.491*	.518*	.544*	.571*	.571*	.497*	1	.507*	.545*	.633*	.485*	.594*	.499*	.503*	.553*	.384*	.470*	.565*	.691*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr15	Pearson Correlation	.633*	.400*	.505	.633*	.395*	.598*	.522*	.562*	.436*	.642*	.485*	.671*	.598*	.507*	1	.637*	.502*	.614*	.389*	.498*	.633*	.395*	.517*	.245*	.409*	.661*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Btr16	Pearson Correlation	.803*	.599*	.686*	.803*	.744*	.545*	.511*	.674*	.518*	.615*	.566*	.641*	.573*	.545*	.637*	1	.602*	.786*	.574*	.672*	.803*	.744*	.697*	.454*	.578*	.812*	
	Sig. (2-tailed)																											
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30						

Uji Reliabilitas

Reliability Statistics	
Cronbach's Alpha	N of Items
.975	25

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Btr1	88.9000	313.610	.904	.973
Btr2	89.0333	310.102	.742	.974
Btr3	88.9000	318.783	.812	.974
Btr4	88.9000	313.610	.904	.973
Btr5	88.8000	320.855	.825	.974
Btr6	88.8000	312.303	.836	.973
Btr7	88.8667	314.395	.817	.973
Btr8	89.0000	312.276	.773	.974
Btr9	89.0000	317.379	.733	.974
Btr10	88.7333	320.823	.765	.974
Btr11	88.9333	317.375	.775	.974
Btr12	88.7000	320.838	.783	.974
Btr13	88.7667	322.530	.730	.974
Btr14	88.9333	321.789	.665	.975
Btr15	88.9333	322.754	.633	.975
Btr16	88.8667	318.395	.795	.974
Btr17	89.1333	317.913	.771	.974
Btr18	88.9333	313.582	.896	.973
Btr19	89.1333	309.982	.742	.974
Btr20	88.8667	318.878	.779	.974
Btr21	88.9000	313.610	.904	.973
Btr22	88.8000	320.855	.825	.974
Btr23	89.0000	317.034	.810	.974
Btr24	89.2333	315.220	.618	.975
Btr25	89.1333	317.223	.703	.974

2. Variabel Citra Perusahaan (X2)

Uji Validitas

		Correlations																				
		Btr1	Btr2	Btr3	Btr4	Btr5	Btr6	Btr7	Btr8	Btr9	Btr10	Btr11	Btr12	Btr13	Btr14	Btr15	Btr16	Btr17	Btr18	Btr19	Btr20	Tlitr
Btr1	Pearson Correlation	1	1.000"	.343	.881"	1.000"	.037	.015	.534"	.323	.228	-.055	.250	.081	.246	.250	-.027	-.017	.364"	.493"	.144	.691"
	Sig. (2-tailed)		.000	.063	.000	.000	.845	.938	.002	.081	.226	.773	.183	.671	.189	.183	.886	.927	.048	.006	.448	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr2	Pearson Correlation	1.000"	1	.343	.881"	1.000"	.037	.015	.534"	.323	.228	-.055	.250	.081	.246	.250	-.027	-.017	.364"	.493"	.144	.691"
	Sig. (2-tailed)	.000		.063	.000	.000	.845	.938	.002	.081	.226	.773	.183	.671	.189	.183	.886	.927	.048	.006	.448	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr3	Pearson Correlation	.343	.343	1	.321	.343	.097	.173	.352	.233	.329	.289	.289	.273	.093	.118	-.007	-.097	.204	.194	.050	.486"
	Sig. (2-tailed)	.063	.063		.084	.063	.610	.360	.057	.216	.076	.122	.122	.144	.625	.535	.970	.609	.280	.305	.792	.006
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr4	Pearson Correlation	.881"	.881"	.321	1	.881"	-.057	.015	.386"	.157	.299	.123	.278	.104	.106	.086	-.007	-.002	.360	.465"	.114	.617"
	Sig. (2-tailed)	.000	.000	.084		.000	.763	.936	.035	.409	.109	.518	.137	.585	.578	.651	.972	.993	.051	.010	.549	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr5	Pearson Correlation	1.000"	1.000"	.343	.881"	1	.037	.015	.534"	.323	.228	-.055	.250	.081	.246	.250	-.027	-.017	.364"	.493"	.144	.691"
	Sig. (2-tailed)	.000	.000	.063	.000		.845	.938	.002	.081	.226	.773	.183	.671	.189	.183	.886	.927	.048	.006	.448	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr6	Pearson Correlation	.037	.037	.097	-.057	.037	1	.822"	.080	.235	.530"	.386"	.546"	.406"	.414"	.476"	.305	.310	.186	.222	-.013	.507"
	Sig. (2-tailed)	.845	.845	.610	.763	.845		.000	.674	.210	.003	.047	.002	.026	.023	.008	.101	.095	.326	.238	.945	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr7	Pearson Correlation	.015	.015	.173	.015	.015	.822"	1	.101	.239	.608"	.512"	.430"	.381"	.342	.471"	.237	.221	.205	.184	.003	.510"
	Sig. (2-tailed)	.938	.938	.360	.938	.938	.000		.597	.204	.000	.004	.018	.038	.065	.009	.207	.240	.277	.331	.985	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr8	Pearson Correlation	.534"	.534"	.352	.386"	.534"	.080	.101	1	.515"	.140	.135	.125	.122	.102	.487"	.011	-.011	.089	.421"	.198	.599"
	Sig. (2-tailed)	.002	.002	.057	.035	.002	.674	.597		.004	.462	.478	.512	.197	.027	.006	.953	.955	.639	.020	.294	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr9	Pearson Correlation	.323	.323	.233	.167	.323	.235	.239	.515"	1	.133	.079	.109	.151	.288	.356	.337	.234	.355	.184	.287	.544"
	Sig. (2-tailed)	.081	.081	.216	.409	.081	.210	.204	.004		.485	.677	.567	.425	.123	.054	.069	.214	.054	.330	.124	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr10	Pearson Correlation	.228	.228	.229	.299	.228	.530"	.608"	.140	.133	1	.622"	.942"	.602"	.080	.210	.212	.184	.373"	.379"	.135	.637"
	Sig. (2-tailed)	.226	.226	.076	.109	.226	.003	.000	.462	.485		.000	.000	.000	.676	.265	.262	.330	.042	.039	.476	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr11	Pearson Correlation	-.055	-.055	.289	.123	-.055	.386"	.512"	.135	.079	.622"	1	.521"	.903"	-.059	.016	.234	.256	.535"	.421"	.263	.497"
	Sig. (2-tailed)	.773	.773	.122	.518	.773	.047	.004	.478	.677	.000		.003	.000	.758	.934	.213	.173	.002	.020	.177	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr12	Pearson Correlation	.250	.250	.289	.278	.250	.546"	.430"	.125	.109	.942"	.521"	1	.601"	.077	.167	.228	.211	.359	.397"	.134	.608"
	Sig. (2-tailed)	.183	.183	.122	.137	.183	.002	.018	.512	.567	.000	.003		.000	.684	.379	.226	.262	.051	.030	.480	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr13	Pearson Correlation	.081	.081	.273	.104	.081	.406"	.381"	.242	.151	.602"	.903"	.601"	1	-.026	.054	.209	.248	.630"	.479"	.282	.567"
	Sig. (2-tailed)	.671	.671	.144	.585	.671	.026	.038	.197	.425	.000	.000	.000		.893	.777	.269	.187	.000	.007	.132	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr14	Pearson Correlation	.246	.246	.093	.106	.246	.414"	.342	.402"	.288	.080	-.059	.077	-.026	1	.917"	.198	.128	-.162	.185	.042	.449"
	Sig. (2-tailed)	.189	.189	.625	.578	.189	.023	.065	.027	.123	.676	.758	.684	.893		.000	.295	.499	.392	.328	.827	.013
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr15	Pearson Correlation	.250	.250	.118	.086	.250	.476"	.471"	.487"	.356	.210	.016	.167	.054	.917"	1	.209	.148	-.109	.250	.036	.523"
	Sig. (2-tailed)	.183	.183	.535	.651	.183	.008	.009	.006	.054	.265	.934	.379	.777	.000		.267	.436	.565	.182	.850	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr16	Pearson Correlation	-.027	-.027	-.007	-.007	-.027	.305	.237	.011	.337	.212	.234	.228	.209	.198	.209	1	.918"	.379"	.141	.579"	.411"
	Sig. (2-tailed)	.886	.886	.970	.972	.886	.101	.207	.953	.069	.262	.213	.226	.269	.295	.267		.000	.039	.458	.001	.024
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr17	Pearson Correlation	-.017	-.017	-.097	-.002	-.017	.310	.221	-.011	.234	.184	.256	.211	.248	.128	.148	.918"	1	.436"	.246	.626"	.395"
	Sig. (2-tailed)	.927	.927	.609	.993	.927	.095	.240	.955	.214	.330	.173	.262	.187	.499	.436	.000		.016	.191	.000	.031
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr18	Pearson Correlation	.364"	.364"	.204	.360	.364"	.186	.205	.089	.355	.373"	.535"	.359	.630"	-.182	-.109	.379"	.436"	1	.541"	.323	.592"
	Sig. (2-tailed)	.048	.048	.280	.051	.048	.326	.277	.639	.054	.042	.002	.051	.000	.392	.565	.039	.016		.002	.081	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr19	Pearson Correlation	.493"	.493"	.194	.465"	.493"	.222	.184	.421"	.184	.379"	.421"	.397"	.479"	.185	.250	.141	.246	.541"	1	.216	.662"
	Sig. (2-tailed)	.006	.006	.305	.010	.006	.238	.331	.020	.330	.039	.020	.030	.007	.328	.182	.458	.191	.002		.252	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr20	Pearson Correlation	.144	.144	.050	.114	.144	-.013	.003	.198	.287	.135	.253	.134	.282	.042	.036	.579"	.626"	.323	.216	1	.391"
	Sig. (2-tailed)	.448	.448	.792	.549	.448	.945	.985	.294	.124	.476	.177	.480	.132	.827	.850	.001	.000	.081	.252	.000	.033
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Tlitr	Pearson Correlation	.691"	.691"	.486"	.617"	.691"	.507"	.510"	.599"	.544"	.637"	.497"	.608"	.567"	.449"	.523"	.411"	.395"	.592"	.662"	.391"	1
	Sig. (2-tailed)	.000	.000	.006	.000	.000	.004	.004	.000	.002	.000	.005	.000	.001	.013	.003	.024	.031	.001	.000	.033	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.878	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Btr1	71.8333	86.144	.630	.867
Btr2	71.8333	86.144	.630	.867
Btr3	72.4333	88.461	.378	.879
Btr4	71.8667	88.809	.554	.870
Btr5	71.8333	86.144	.630	.867
Btr6	71.1333	92.671	.451	.874
Btr7	71.2667	91.099	.440	.874
Btr8	72.0333	89.964	.540	.871
Btr9	71.9000	89.266	.465	.874
Btr10	71.3333	90.299	.588	.870
Btr11	71.0333	91.689	.429	.875
Btr12	71.2667	91.168	.559	.871
Btr13	70.9667	91.551	.513	.872
Btr14	71.6667	91.609	.366	.877
Btr15	71.6333	89.620	.441	.875
Btr16	70.7667	93.909	.347	.877
Btr17	70.8667	93.913	.328	.877
Btr18	71.4000	89.421	.527	.871
Btr19	71.2000	88.855	.610	.869
Btr20	71.1667	94.144	.325	.877

3. Kepuasan Pelanggan Uji Validitas

		Correlations																	
		Btr1	Btr2	Btr3	Btr4	Btr5	Btr6	Btr7	Btr8	Btr9	Btr10	Btr11	Btr12	Btr13	Btr14	Btr15	Btr16	Btr17	Tlbttr
Btr1	Pearson Correlation	1	.783"	.319	.591"	.295	.515"	.529"	.391"	.118	.344	.669"	.370"	.303	.370"	.643"	.186	.585"	.767"
	Sig. (2-tailed)		.000	.086	.001	.114	.004	.003	.033	.533	.063	.000	.044	.103	.044	.000	.326	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr2	Pearson Correlation	.783"	1	.229	.485"	.241	.361"	.366"	.262	.025	.297	.633"	.371"	.198	.372"	.499"	.138	.577"	.649"
	Sig. (2-tailed)			.223	.007	.199	.050	.046	.162	.894	.111	.000	.044	.293	.043	.005	.469	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr3	Pearson Correlation	.319	.229	1	.317	.525"	.191	.289	.104	.091	.441"	.445"	.358	.053	.119	.404"	.173	.353	.522"
	Sig. (2-tailed)				.088	.003	.312	.121	.584	.632	.015	.014	.052	.779	.532	.027	.360	.056	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr4	Pearson Correlation	.591"	.485"	.317	1	.224	.437"	.346	.395"	-.040	.241	.458"	.416"	.140	.412"	.485"	.528"	.430"	.655"
	Sig. (2-tailed)			.088		.234	.016	.061	.031	.833	.199	.011	.022	.461	.024	.007	.003	.018	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr5	Pearson Correlation	.295	.241	.525"	.224	1	.382"	.470"	-.038	.227	.138	.581"	.630"	.086	.547"	.710"	.270	.622"	.656"
	Sig. (2-tailed)						.037	.009	.840	.228	.467	.001	.000	.649	.002	.000	.150	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr6	Pearson Correlation	.515"	.361"	.191	.437"	.382"	1	.419"	.115	.157	.088	.401"	.416"	.236	.482"	.610"	.091	.573"	.606"
	Sig. (2-tailed)			.312	.016	.037		.021	.546	.407	.643	.028	.022	.210	.007	.000	.633	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr7	Pearson Correlation	.529"	.366"	.289	.346	.470"	.419"	1	.070	.249	.152	.352	.480"	.070	.391"	.403"	.172	.423"	.588"
	Sig. (2-tailed)			.121	.061	.009	.021		.712	.184	.424	.057	.007	.712	.033	.027	.365	.020	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr8	Pearson Correlation	.391"	.262	.104	.395"	-.038	.115	.070	1	.064	.133	.176	.000	.293	.443"	.200	.318	.349	.434"
	Sig. (2-tailed)			.584	.031	.840	.546	.712		.739	.485	.353	1.000	.116	.014	.289	.087	.059	.017
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr9	Pearson Correlation	.118	.025	.091	-.040	.227	.157	.249	.064	1	.489"	.097	.251	.653"	.263	-.074	-.047	.207	.407"
	Sig. (2-tailed)			.632	.833	.228	.407	.184	.739		.006	.609	.182	.000	.160	.699	.806	.272	.026
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr10	Pearson Correlation	.344	.297	.441"	.241	.138	.088	.152	.133	.489"	1	.237	.245	.638"	.187	.071	-.206	.198	.486"
	Sig. (2-tailed)			.015	.199	.467	.643	.424	.485	.006		.208	.192	.000	.323	.709	.276	.293	.006
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr11	Pearson Correlation	.669"	.633"	.445"	.458"	.581"	.401"	.352	.176	.097	.237	1	.487"	.284	.473"	.674"	.227	.472"	.732"
	Sig. (2-tailed)			.014	.011	.001	.028	.057	.353	.609	.208		.006	.129	.008	.000	.228	.009	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr12	Pearson Correlation	.370"	.371"	.358	.416"	.630"	.416"	.480"	.000	.251	.245	.487"	1	.272	.479"	.495"	.384"	.540"	.690"
	Sig. (2-tailed)			.052	.022	.000	.022	.007	1.000	.182	.192	.006		.147	.007	.005	.036	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr13	Pearson Correlation	.303	.198	.053	.140	.086	.236	.070	.293	.653"	.638"	.284	.272	1	.323	.041	.034	.209	.515"
	Sig. (2-tailed)			.779	.461	.649	.210	.712	.116	.000	.000	.129	.147		.082	.831	.860	.267	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr14	Pearson Correlation	.370"	.372"	.119	.412"	.547"	.482"	.391"	.443"	.263	.187	.473"	.479"	.323	1	.592"	.206	.497"	.692"
	Sig. (2-tailed)			.532	.024	.002	.007	.033	.014	.160	.323	.008	.007	.082		.001	.276	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr15	Pearson Correlation	.643"	.499"	.404"	.485"	.710"	.610"	.403"	.200	-.074	.071	.674"	.495"	.041	.592"	1	.255	.743"	.720"
	Sig. (2-tailed)			.027	.007	.000	.000	.027	.289	.699	.709	.000	.005	.831	.001		.173	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr16	Pearson Correlation	.186	.138	.173	.528"	.270	.091	.172	.318	-.047	-.206	.227	.384"	.034	.206	.255	1	.286	.390"
	Sig. (2-tailed)			.360	.003	.150	.633	.365	.087	.806	.276	.228	.036	.860	.276	.173		.126	.033
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Btr17	Pearson Correlation	.585"	.577"	.353	.430	.622"	.573"	.423"	.349	.207	.198	.472"	.540"	.209	.497"	.743"	.286	1	.768"
	Sig. (2-tailed)			.056	.018	.000	.001	.020	.059	.272	.293	.009	.002	.267	.005	.000	.126		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Tlbttr	Pearson Correlation	.767"	.649"	.522"	.655"	.656"	.606"	.588"	.434"	.407"	.486"	.732"	.690"	.515"	.692"	.720"	.390"	.768"	1
	Sig. (2-tailed)			.003	.000	.000	.000	.001	.017	.026	.006	.000	.000	.004	.000	.000	.033	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.882	17

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Btr1	58.3000	98.355	.724	.868
Btr2	58.2667	100.754	.588	.873
Btr3	58.7000	102.976	.442	.879
Btr4	58.4000	100.455	.595	.873
Btr5	58.8000	99.683	.591	.873
Btr6	58.6667	103.471	.552	.875
Btr7	58.8000	102.303	.521	.876
Btr8	58.9333	103.995	.334	.884
Btr9	59.8333	104.075	.295	.887
Btr10	59.1000	103.955	.405	.880
Btr11	58.6333	99.757	.685	.870
Btr12	58.5667	100.461	.637	.872
Btr13	59.2667	100.478	.410	.882
Btr14	58.6000	100.248	.640	.871
Btr15	58.7333	100.616	.674	.871
Btr16	58.9333	105.857	.297	.884
Btr17	58.4000	99.490	.729	.869

LAMPIRAN 4

TABULASI DATA MENTAH PENELITIAN

1. Variabel Kualitas Pelayanan

No	Butir Pertanyaan																									Jml
Resp	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
1	3	4	4	4	4	4	3	3	4	4	4	3	3	4	3	4	4	4	4	4	4	3	3	4	4	92
2	4	4	4	4	4	4	2	2	4	4	4	1	4	4	1	3	4	5	5	5	4	4	4	4	1	89
3	5	4	4	4	5	5	3	3	4	4	4	2	4	5	3	4	4	5	5	5	5	5	5	5	5	107
4	4	4	4	4	4	3	4	4	5	4	5	2	4	4	2	4	4	4	4	4	4	1	2	4	4	92
5	5	2	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	4	4	4	4	4	4	4	5	98
6	5	3	4	2	4	4	4	2	4	4	4	2	5	4	2	4	5	4	4	4	4	4	5	4	5	96
7	4	3	4	2	4	4	4	2	5	5	5	2	5	4	2	4	5	4	4	4	4	2	4	4	5	95
8	5	4	4	4	4	4	3	3	4	4	4	2	4	5	2	4	4	3	5	5	4	3	3	4	4	95
9	5	4	4	5	5	3	3	3	4	4	4	3	5	5	4	4	3	5	3	5	4	2	1	4	3	95
10	5	3	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	5	5	5	4	4	4	4	5	102
11	5	3	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	5	5	5	4	4	4	4	5	102
12	4	4	4	4	4	4	3	3	4	4	4	3	4	4	3	4	4	4	4	4	4	3	3	4	4	94
13	5	4	4	4	4	4	3	2	4	4	4	3	4	4	3	4	4	4	4	4	4	3	2	4	4	93
14	5	4	4	4	4	4	3	2	4	4	4	2	4	4	2	4	4	4	4	4	4	3	3	4	4	92
15	5	5	4	5	4	4	3	3	4	4	4	3	4	4	3	3	4	4	4	4	5	4	5	5	5	102
16	5	5	4	5	4	4	3	3	4	4	4	3	4	3	3	4	4	4	4	4	5	4	5	5	5	102
17	4	4	4	4	4	4	4	4	5	4	4	2	4	4	2	4	4	4	4	4	4	3	4	5	5	98
18	4	4	5	5	5	3	4	4	4	4	4	2	5	5	3	4	4	3	5	5	4	2	1	5	4	98
19	4	4	5	5	5	3	4	4	4	4	4	2	5	5	3	4	4	3	5	5	4	2	1	5	4	98
20	5	4	4	5	5	3	4	4	4	4	4	3	5	5	4	4	3	2	4	5	4	4	1	4	3	97
21	5	3	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	5	5	5	4	4	4	4	5	102
22	4	4	4	4	4	4	3	3	4	4	4	3	4	4	4	4	4	4	4	4	4	2	4	4	4	95
23	4	4	4	4	4	4	3	3	4	4	4	2	4	4	3	4	4	4	4	4	4	2	2	4	4	91
24	5	3	5	2	4	4	4	2	4	4	4	2	4	4	2	4	5	5	5	5	4	4	4	4	5	98
25	5	3	4	3	4	4	4	2	5	5	5	2	5	4	2	4	5	4	4	4	4	4	4	4	4	98
26	5	4	4	5	5	3	4	4	4	4	4	3	5	5	4	4	3	4	5	3	4	4	1	4	3	98
27	5	4	4	5	5	3	3	3	4	4	4	3	5	5	4	4	3	3	4	5	4	2	1	4	3	94
28	5	4	4	5	5	3	4	4	4	4	4	3	5	5	4	4	3	2	4	5	4	4	1	4	3	97
29	5	4	4	4	4	4	3	3	4	4	4	2	4	4	2	4	4	4	4	4	4	5	5	4	4	97
30	5	4	4	5	4	4	3	3	4	4	4	3	4	5	3	2	3	3	4	4	4	3	3	4	4	93
31	4	4	3	4	5	4	4	2	4	4	4	3	4	4	3	4	3	3	5	5	4	2	2	4	4	92
32	4	4	5	5	5	3	4	4	4	4	4	2	5	5	3	4	4	3	5	5	4	2	1	5	4	98
33	5	4	4	4	4	4	3	3	4	4	4	2	4	4	2	4	4	4	4	4	4	5	5	4	4	97
34	5	4	4	5	4	4	3	3	4	4	4	3	4	5	3	2	3	3	4	4	4	3	3	4	4	93
35	5	4	4	4	4	4	3	3	4	4	4	3	4	4	2	4	4	4	4	4	4	5	5	4	4	98
36	4	4	3	4	5	4	4	2	4	4	4	3	4	4	3	4	3	3	5	5	4	2	2	4	4	92
37	5	4	4	5	4	4	3	3	4	4	4	3	4	5	3	2	3	3	4	4	4	3	3	4	4	93
38	5	4	4	5	5	3	3	3	4	4	4	3	5	5	4	4	3	3	4	5	4	2	1	4	3	94

No Resp	Butir Pertanyaan																									Jml
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
39	5	3	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	5	5	5	4	4	5	4	5	103
40	5	3	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	5	5	5	4	4	4	4	5	102
41	5	3	5	3	4	4	4	2	5	5	5	2	5	4	2	4	5	5	5	5	4	4	4	4	5	103
42	5	3	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	5	5	5	4	4	4	4	5	102
43	4	3	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	4	4	4	4	4	4	4	5	98
44	4	3	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	5	4	5	4	4	5	4	5	101
45	5	3	5	3	4	4	4	2	5	5	5	2	5	4	2	4	5	4	4	5	4	5	5	4	5	103
46	5	3	5	2	4	4	4	2	5	5	5	2	4	4	2	4	5	5	4	4	4	3	4	4	4	97
47	4	3	4	2	4	4	4	2	4	4	4	2	4	4	2	4	5	5	4	5	4	4	4	4	5	95
48	5	3	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	4	4	4	4	2	5	4	5	98
49	5	4	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	5	5	5	4	2	5	4	5	102
50	5	3	5	2	4	4	4	2	5	5	5	4	5	4	2	4	5	5	5	5	4	2	5	4	5	103
51	5	3	5	2	4	4	4	2	5	5	5	2	5	4	2	3	5	4	5	5	4	2	5	4	5	99
52	5	3	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	4	5	5	4	2	5	4	5	100
53	5	3	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	4	5	5	4	2	5	4	5	100
54	5	3	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	4	5	5	4	2	5	4	5	100
55	5	3	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	4	5	5	4	2	5	4	5	100
56	5	3	5	2	4	4	4	2	5	5	5	2	5	4	2	4	5	4	5	5	4	2	5	4	5	100
57	4	4	4	4	4	4	5	4	5	4	5	4	4	4	4	4	4	4	4	4	5	4	4	5	5	106
58	4	4	4	4	4	4	3	3	4	4	4	3	4	4	3	4	4	4	3	2	4	2	3	4	4	90
59	4	4	4	4	4	4	5	4	4	4	4	3	4	4	4	3	4	5	4	4	4	4	4	4	5	101
60	5	4	5	4	5	4	5	3	4	4	4	5	4	5	3	4	4	4	5	5	2	5	1	5	5	104
61	5	4	4	4	4	4	4	4	4	5	3	3	5	4	3	4	4	5	4	4	4	2	4	4	5	100
62	4	4	5	4	5	4	4	3	4	4	4	5	4	4	3	3	4	5	5	5	2	5	5	3	3	101
63	4	4	5	4	5	4	4	3	4	4	4	5	4	5	3	4	4	4	5	5	2	5	1	3	3	98
64	4	3	4	3	4	4	3	4	4	5	4	3	4	4	3	3	4	5	5	4	4	3	5	5	4	98
65	5	4	5	4	4	4	4	4	4	5	2	2	4	4	2	4	4	4	4	4	4	2	4	4	5	96
66	5	4	5	4	4	4	4	4	4	5	3	4	4	4	2	4	4	4	4	4	4	2	4	4	5	99
67	4	3	4	3	4	4	3	3	4	4	4	3	4	4	3	3	4	4	3	4	3	2	4	4	4	89
68	4	3	4	4	4	4	4	4	4	4	5	2	4	5	2	4	4	4	5	4	5	2	2	4	4	95
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78	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	4	4	122
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No Re sp	Butir Pertanyaan																				J ml
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
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42	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
43	4	4	5	4	4	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	83
44	4	4	4	4	5	4	4	5	4	5	4	2	5	4	4	4	4	4	4	4	82
45	5	5	5	5	5	4	4	4	4	4	4	2	4	4	4	5	5	5	4	4	86
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50	5	5	5	2	5	5	5	5	5	5	5	2	5	5	5	5	5	5	5	5	94
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59	5	4	4	4	4	4	4	4	4	4	4	4	4	5	5	2	4	4	4	4	81
60	4	4	3	5	1	1	1	1	1	5	5	1	1	1	1	5	1	3	1	5	50
61	4	5	4	2	4	5	4	4	4	4	4	5	2	4	5	3	2	5	5	4	79
62	4	4	3	5	5	5	1	4	1	5	5	1	4	1	1	5	1	3	1	5	64
63	4	4	3	5	1	1	1	1	1	5	5	1	1	1	1	5	1	3	1	5	50
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66	4	5	4	2	4	5	4	4	4	4	5	2	4	5	3	3	3	5	5	4	79
67	3	3	4	2	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	74
68	3	2	5	2	2	3	3	4	5	5	3	5	5	5	5	5	2	2	5	5	76
69	3	4	5	2	2	3	3	4	5	5	3	5	5	5	5	5	2	2	5	5	78
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71	3	3	3	2	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	74
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73	3	3	3	2	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	74
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77	4	4	4	4	5	5	5	5	5	5	4	4	4	4	5	4	5	5	5	5	91
78	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	99
79	4	4	5	4	4	4	5	5	5	5	4	5	4	4	4	5	5	5	5	5	91

3. Variabel Kepuasan Pelanggan

No Resp	Butir Pertanyaan																	Jml
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7	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	70
8	5	5	4	4	4	4	4	4	5	5	5	3	4	3	5	3	5	72
9	5	5	4	3	4	5	2	4	5	5	5	5	5	5	4	5	5	76
10	5	5	5	4	5	5	5	4	5	5	5	5	5	4	5	5	5	82
11	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	83
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16	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	69
17	5	4	4	4	4	4	4	4	5	4	4	4	4	4	5	5	5	74
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19	5	5	3	3	5	5	2	3	5	5	5	2	5	3	5	2	5	68
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24	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	83
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27	5	5	4	3	4	5	2	4	5	5	5	1	5	4	5	3	5	70
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29	5	5	3	4	4	4	3	3	5	4	5	3	4	4	5	4	5	70
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No Resp	Butir Pertanyaan																	Jml
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	
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45	4	4	5	5	4	4	4	5	4	4	5	5	4	4	4	4	4	73
46	5	5	5	4	4	4	5	2	5	4	4	4	4	4	4	4	4	71
47	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	69
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49	5	5	5	5	5	5	4	2	4	4	4	4	4	5	5	5	5	76
50	4	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	72
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57	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	81
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63	4	4	2	4	2	4	4	5	4	3	4	4	4	3	4	4	3	62
64	3	3	4	5	3	3	4	5	4	4	4	5	4	5	5	5	3	69
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66	5	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	70
67	4	4	4	4	4	3	3	2	4	3	4	3	4	4	4	4	4	62
68	5	4	4	4	4	4	5	3	4	4	4	4	4	4	4	4	4	69
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72	4	4	4	4	3	3	3	1	4	3	4	2	3	4	4	4	4	58
73	4	4	3	3	3	3	5	4	3	4	3	3	4	4	4	4	4	62
74	4	4	4	3	3	3	3	5	4	3	4	2	3	4	4	4	4	61
75	4	4	4	4	3	4	3	2	4	4	4	3	3	5	4	4	4	63
76	4	4	4	4	3	4	3	2	4	4	4	3	3	4	4	4	4	62
77	4	5	5	5	3	4	4	4	5	5	5	5	5	5	4	4	4	76
78	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	85
79	4	5	4	5	4	4	5	4	4	4	5	5	5	5	4	5	4	76

LAMPIRAN 5

UJI REGRESI

1. Uji Regresi Sederhana Kualitas Pelayanan terhadap Kepuasan Pelanggan

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.578 ^a	.334	.325	5.19350

a. Predictors: (Constant), Kualitas Pelayanan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1040.890	1	1040.890	38.591	.000 ^a
	Residual	2076.882	77	26.972		
	Total	3117.772	78			

a. Predictors: (Constant), Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

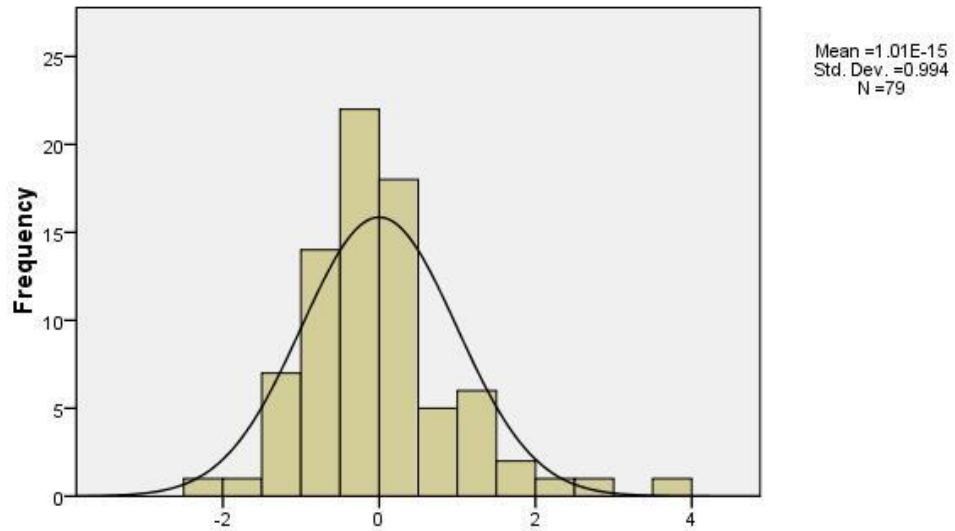
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.397	10.149		.827	.411
	Kualitas Pelayanan	.644	.104	.578	6.212	.000

a. Dependent Variable: Kepuasan Pelanggan

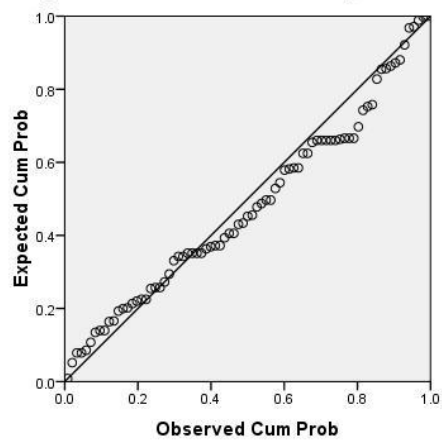
Histogram

Dependent Variable: Kualitas Pelayanan



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Kualitas Pelayanan



2. Uji Regresi Sederhana Citra Perusahaan terhadap Kepuasan Pelanggan

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Citra Perusahaan ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.371 ^a	.138	.126	5.90928

a. Predictors: (Constant), Citra Perusahaan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	428.964	1	428.964	12.284	.001 ^a
	Residual	2688.808	77	34.920		
	Total	3117.772	78			

a. Predictors: (Constant), Citra Perusahaan

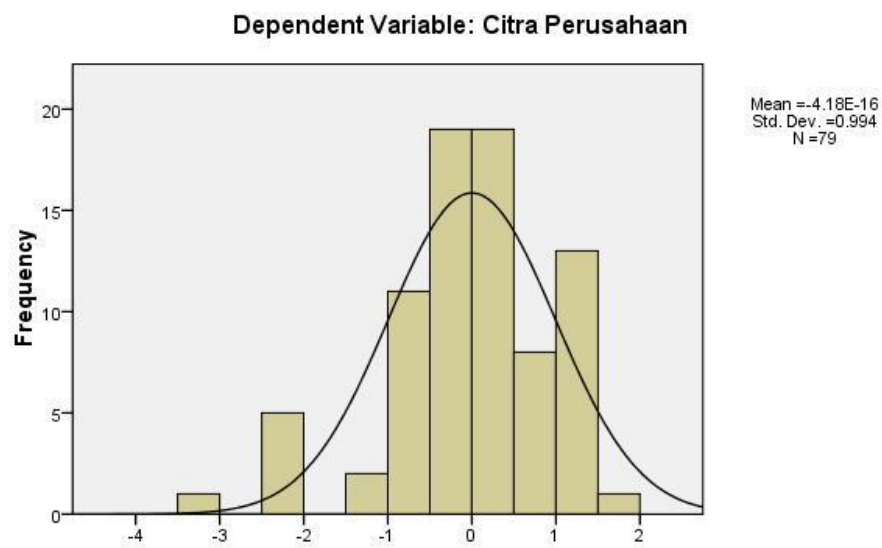
b. Dependent Variable: Kepuasan Pelanggan

Coefficients^a

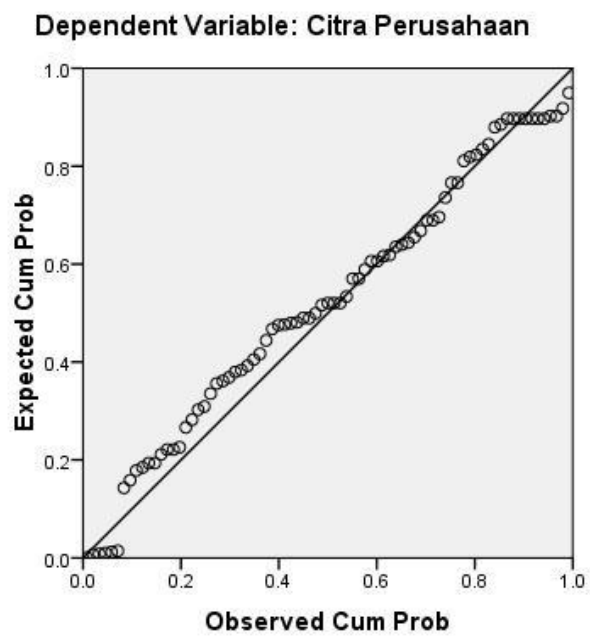
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	54.446	4.866		11.188	.000
	Citra Perusahaan	.210	.060	.371	3.505	.001

a. Dependent Variable: Kepuasan Pelanggan

Histogram



Normal P-P Plot of Regression Standardized Residual



3. Uji Regresi Berganda Kualitas Pelayanan dan Citra Perusahaan Secara Bersama-sama terhadap Kepuasan Pelanggan

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Citra Perusahaan, Kualitas Pelayanan ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan Pelanggan

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603 ^a	.363	.346	5.11145

a. Predictors: (Constant), Citra Perusahaan, Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1132.130	2	566.065	21.666	.000 ^a
	Residual	1985.642	76	26.127		
	Total	3117.772	78			

a. Predictors: (Constant), Citra Perusahaan, Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.362	10.004		.736	.464
	Kualitas Pelayanan	.569	.110	.510	5.188	.000
	Citra Perusahaan	.104	.056	.184	1.869	.066

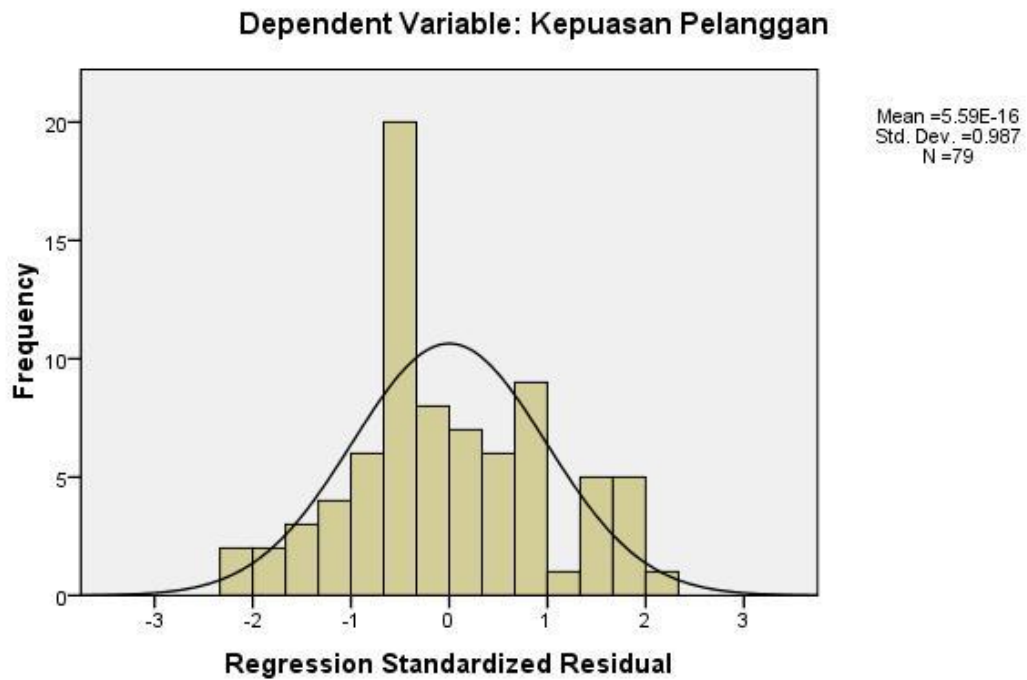
a. Dependent Variable: Kepuasan Pelanggan

Residuals Statistics^a

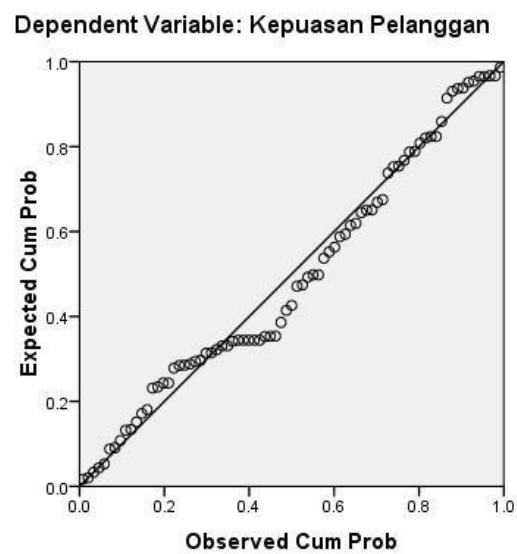
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	63.8969	87.0875	71.3418	3.80979	79
Residual	-1.0865E1	11.33817	.00000	5.04549	79
Std. Predicted Value	-1.954	4.133	.000	1.000	79
Std. Residual	-2.126	2.218	.000	.987	79

a. Dependent Variable: Kepuasan Pelanggan

Histogram



Normal P-P Plot of Regression Standardized Residual



LAMPIRAN 6
UJI KORELASI

Correlations

		Kualitas Pelayanan	Citra Perusahaan	Kepuasan Pelanggan
Kualitas Pelayanan	Pearson Correlation	1	.366**	.578**
	Sig. (2-tailed)		.001	.000
	N	79	79	79
Citra Perusahaan	Pearson Correlation	.366**	1	.371**
	Sig. (2-tailed)	.001		.001
	N	79	79	79
Kepuasan Pelanggan	Pearson Correlation	.578**	.371**	1
	Sig. (2-tailed)	.000	.001	
	N	79	79	79

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

LAMPIRAN