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Lampiran 1. Kuesioner

KUESIONER PENELITIAN

PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN PADA PERUSAHAAN *USED CAR* SURIANI JAYA MOTOR DI SUNGGUMINASA KABUPATEN GOWA

Identitas Responden,

Nama :

Umur :

Jenis Kelamin :

Pendidikan :

Pekerjaan :

PETUNJUK PENGISIAN

Berilah tanda (V) pada jawaban yang tersedia menurut pendapat saudara dengan kriteria jawaban sebagai berikut :

Jawaban	Keterangan	Skor
STS	Sangat Tidak Setuju	1
TS	Tidak Setuju	2
KS	Kurang Setuju	3
S	Setuju	4
SS	Sangat Setuju	5

DAFTAR PERTANYAAN

A. Kuesioner Penelitian

Variabel Bukti Fisik (X₁)

No.	Pertanyaan	Jawaban Responden				
		STS	TS	KS	S	SS
		1	2	3	4	5
1.	Perusahaan didukung sarana yang memadai					
2.	Tempat parkir yang memadai					
3.	Penampilan karyawan yang rapi					

No.	Pertanyaan	Jawaban Responden				
		STS	TS	KS	S	SS
		1	2	3	4	5
1.	Pelayanan sesuai yang dijanjikan					
2.	Perhatian karyawan terhadap pelanggan					
3.	Cepat memberi respon					

Variabel Daya Tanggap (X₃)

No.	Pertanyaan	Jawaban Responden				
		STS	TS	KS	S	SS
		1	2	3	4	5
1.	Karyawan cepat melayani pelanggan					
2.	Karyawan memberi informasi yang jelas kepada pelanggan					
3.	Pelanggan tidak lama menunggu					

Variabel Jaminan (X₄)

No.	Pertanyaan	Jawaban Responden				
		STS	TS	KS	S	SS
		1	2	3	4	5
1.	Seluruh transaksi dijamin keamanan dan kepuasan pelanggan					
2.	Seluruh pelanggan diberikan garansi					
3.	Terjadi keakraban dengan karyawan					

Variabel Empati (X₅)

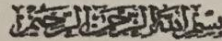
No.	Pertanyaan	Jawaban Responden				
		STS	TS	KS	S	SS
		1	2	3	4	5
1.	Karyawan melayani dengan ramah dan senyum					
2.	Perhatian terhadap keluhan					
3.	Karyawan sangat familiar dan kekeluargaan					

No.	Pertanyaan	Jawaban Responden				
		STS	TS	KS	S	SS
		1	2	3	4	5
1.	Kebutuhan terpenuhi sesuai yang diinginkan					
2.	Pelanggan merasa senang dan puas dengan pelayanan					
3.	Kualitas layanan sesuai yang dijanjikan					



YAYASAN WAKAF UMI
UNIVERSITAS MUSLIM INDONESIA
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Nomor : 01232/C.04/FEB-UMI/IV/2024
Lamp. :
Perihal : Permohonan Ijin Meneliti

Kepada Yang Terhormat,
Pimpinan Yousecar Suriani Jaya Motor Sungguminasa Kabupaten Gowa
di-
Tempat

Assalamu Alaikum Warahmatullahi Wabarkatuh

Atas Rahmat Allah SWT., dalam rangka menyelesaikan tugas akhir Mahasiswa Fakultas Ekonomi dan Bisnis UMI, maka dengan ini kami mengajukan permohonan kepada Bapak/Ibu untuk dapat kiranya menerima mahasiswa/i kami berikut ini:

Nama : Chaeril Ananda Zi
NIM : 02220200115
Fakultas/ Jurusan : Ekonomi dan Bisnis / Manajemen
Konsentrasi : Pemasaran
Judul Skripsi : " Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Pada Perusahaan Yousecar Suriani Jaya Motor Di Sungguminasa Kabupaten Gowa".

Untuk melaksanakan penelitian untuk melengkapi Skripsi di instansi/perusahaan yang Bapak/Ibu pimpin. Pelaksanaan Penelitian Skripsi mahasiswa/mahasiswi disesuaikan dengan jadwal yang ditentukan oleh instansi/perusahaan yang Bapak/Ibu pimpin.

Demikian permohonan ini kami sampaikan, atas perhatian dan kerja samanya kami ucapkan terima kasih.
Wallahu Waliyut Taufiq Walhidayah

Makassar 22 April 2024 M
13 Syawal 1445 H

a.n Dekan
Wakil Dekan Bidang Akademik



Tembusan
1. Rektor UMI Makassar
2. Dekan Fakultas Ekonomi Dan Bisnis UMI
3. Bertinggal.

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LAMPIRAN

Lampiran 2. Data Hasil Jawaban Responden

Bukti Fisik (X1)				Keandalan (X2)			
X1. 1	X1. 2	X1. 3	Rata - Rata	X2. 1	X2. 2	X2. 3	Rata - Rata
4	4	5	4.33	4	5	4	4.33
4	4	4	4.00	4	4	4	4.00
4	4	4	4.00	4	4	4	4.00
4	4	4	4.00	4	5	5	4.67
4	4	4	4.00	5	5	4	4.67
4	5	5	4.67	5	5	4	4.67
3	1	1	1.67	1	1	1	1.00
4	4	4	4.00	4	4	4	4.00
5	4	3	4.00	4	4	4	4.00
5	4	5	4.67	5	5	5	5.00

Bukti Fisik (X1)				Keandalan (X2)			
X1.1	X1.2	X1.3	Rata - Rata	X2.1	X2.2	X2.3	Rata - Rata
5	4	4	4.33	5	5	5	5.00
5	4	5	4.67	5	5	5	5.00
5	4	4	4.33	5	5	5	5.00
5	4	4	4.33	4	5	4	4.33
5	5	5	5.00	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00
4	4	5	4.33	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00
4	4	4	4.00	4	4	5	4.33
5	5	5	5.00	5	5	5	5.00
4	5	4	4.33	5	4	5	4.67
5	3	3	3.67	4	5	5	4.67
5	5	5	5.00	5	5	5	5.00

Bukti Fisik (X1)				Keandalan (X2)			
X1.1	X1.2	X1.3	Rata - Rata	X2.1	X2.2	X2.3	Rata - Rata
4	4	4	4.00	3	4	3	3.33
5	5	5	5.00	5	5	5	5.00
4	4	4	4.00	4	4	4	4.00
4	4	4	4.00	4	4	4	4.00
4	3	5	4.00	4	5	5	4.67
5	3	5	4.33	5	5	5	5.00
4	4	5	4.33	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00
4	5	5	4.67	5	5	5	5.00
5	4	5	4.67	4	5	4	4.33
4	4	5	4.33	4	5	4	4.33
4	3	5	4.00	4	5	4	4.33

Bukti Fisik (X1)				Keandalan (X2)			
X1.1	X1.2	X1.3	Rata - Rata	X2.1	X2.2	X2.3	Rata - Rata
4	4	4	4.00	4	4	4	4.00
4	4	5	4.33	5	5	4	4.67
5	4	5	4.67	4	4	4	4.00
4	4	5	4.33	5	5	4	4.67
4	4	4	4.00	4	4	4	4.00
4	4	4	4.00	5	5	5	5.00
5	4	5	4.67	4	5	4	4.33
4	4	4	4.00	4	4	4	4.00
4	4	4	4.00	4	4	4	4.00
4	4	4	4.00	5	5	4	4.67
4	4	4	4.00	4	4	4	4.00
5	4	4	4.33	4	4	4	4.00
4	4	4	4.00	4	4	4	4.00

Bukti Fisik (X1)				Keandalan (X2)			
X1.1	X1.2	X1.3	Rata - Rata	X2.1	X2.2	X2.3	Rata - Rata
4	4	4	4.00	4	5	5	4.67
5	4	4	4.33	4	4	4	4.00
4	4	4	4.00	4	4	4	4.00
5	5	5	5.00	5	5	5	5.00
4	4	4	4.00	5	4	4	4.33
5	5	5	5.00	5	5	5	5.00
5	4	5	4.67	5	4	4	4.33
5	4	4	4.33	5	4	4	4.33
5	4	5	4.67	4	5	5	4.67
4	4	4	4.00	4	4	4	4.00
5	5	4	4.67	4	5	5	4.67
5	4	4	4.33	4	4	5	4.33

Bukti Fisik (X1)				Keandalan (X2)			
X1.1	X1.2	X1.3	Rata - Rata	X2.1	X2.2	X2.3	Rata - Rata
4	4	4	4.00	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00
5	5	5	5.00	4	5	5	4.67
5	4	5	4.67	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00
5	4	4	4.33	4	4	4	4.00
5	4	5	4.67	4	4	4	4.00
5	4	5	4.67	4	4	4	4.00
5	5	5	5.00	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00
4	4	4	4.00	4	4	4	4.00
5	5	5	5.00	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00

Bukti Fisik (X1)				Keandalan (X2)			
X1.1	X1.2	X1.3	Rata - Rata	X2.1	X2.2	X2.3	Rata - Rata
5	5	5	5.00	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00
5	4	5	4.67	4	5	5	4.67
5	5	5	5.00	5	4	5	4.67
5	5	5	5.00	4	5	4	4.33
5	4	5	4.67	5	5	4	4.67
5	4	5	4.67	4	4	3	3.67
5	5	5	5.00	4	4	5	4.33
4	4	4	4.00	4	4	5	4.33
4	4	4	4.00	4	4	4	4.00
5	5	5	5.00	5	4	4	4.33
5	5	5	5.00	5	5	5	5.00

Bukti Fisik (X1)				Keandalan (X2)			
X1.1	X1.2	X1.3	Rata - Rata	X2.1	X2.2	X2.3	Rata - Rata
5	4	5	4.67	4	5	5	4.67
5	5	4	4.67	4	5	4	4.33
4	4	5	4.33	5	5	5	5.00
4	4	5	4.33	4	5	4	4.33
5	5	5	5.00	5	5	5	5.00
4	4	4	4.00	4	4	4	4.00
4	4	4	4.00	5	4	5	4.67
5	5	5	5.00	5	5	5	5.00
5	4	5	4.67	5	5	5	5.00
5	3	5	4.33	4	4	4	4.00
1	1	1	1.00	1	1	1	1.00
5	5	5	5.00	5	5	5	5.00
5	5	5	5.00	5	4	3	4.00

Bukti Fisik (X1)				Keandalan (X2)			
X1.1	X1.2	X1.3	Rata - Rata	X2.1	X2.2	X2.3	Rata - Rata
5	4	5	4.67	5	5	5	5.00

Daya Tanggap (X3)				Jaminan (X4)				Empati (X5)				Kepuasan Pelanggan (Y)			
X3.1	X3.2	X3.3	Rata-Rata	X4.1	X4.2	X4.3	Rata-Rata	X5.1	X5.2	X5.3	Rata-Rata	Y.1	Y.2	Y.3	Rata-Rata
5	4	4	4.33	4	4	4	4.00	5	5	4	4.67	5	5	5	5.00
4	4	4	4.00	4	4	5	4.33	5	5	5	5.00	5	4	5	4.67
4	4	4	4.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
4	4	4	4.00	4	5	4	4.33	5	4	5	4.67	4	4	5	4.33
5	4	4	4.33	4	5	4	4.33	4	4	4	4.00	4	4	4	4.00
5	4	5	4.67	5	4	4	4.33	5	5	4	4.67	4	5	4	4.33
1	1	1	1.00	1	1	1	1.00	1	1	1	1.00	1	1	1	1.00
3	4	4	3.67	4	4	4	4.00	4	5	3	4.00	4	4	5	4.33
5	4	5	4.67	4	5	4	4.33	4	4	4	4.00	4	5	5	4.67
5	5	5	5.00	5	4	5	4.67	5	4	4	4.33	5	5	5	5.00
5	4	5	4.67	5	4	4	4.33	3	4	5	4.00	4	5	4	4.33

Daya Tanggap (X3)				Jaminan (X4)				Empati (X5)				Kepuasan Pelanggan (Y)			
X3.1	X3.2	X3.3	Rata-Rata	X4.1	X4.2	X4.3	Rata-Rata	X5.1	X5.2	X5.3	Rata-Rata	Y.1	Y.2	Y.3	Rata-Rata
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
4	4	5	4.33	5	5	5	5.00	4	5	5	4.67	5	4	5	4.67
4	4	5	4.33	4	4	5	4.33	4	5	5	4.67	5	5	4	4.67
5	5	5	5.00	5	3	5	4.33	3	5	5	4.33	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
5	5	4	4.67	4	5	5	4.67	5	5	5	5.00	4	5	5	4.67
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
4	3	5	4.00	5	4	5	4.67	5	5	3	4.33	5	4	4	4.33
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
5	4	4	4.33	4	4	5	4.33	4	5	5	4.67	4	5	5	4.67
3	3	5	3.67	4	4	5	4.33	5	5	5	5.00	4	4	4	4.00
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
3	3	3	3.00	3	4	5	4.00	4	4	5	4.33	4	4	4	4.00
5	5	5	5.00	5	5	5	5.00	5	3	5	4.33	5	5	5	5.00
4	3	4	3.67	4	4	4	4.00	3	4	3	3.33	3	4	4	3.67
4	4	4	4.00	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00
5	4	4	4.33	4	4	5	4.33	3	4	5	4.00	5	4	4	4.33
5	5	5	5.00	3	5	5	4.33	5	5	5	5.00	5	5	5	5.00
4	4	5	4.33	5	5	5	5.00	4	5	5	4.67	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
4	4	5	4.33	5	5	5	5.00	5	4	5	4.67	5	4	4	4.33

Daya Tanggap (X3)				Jaminan (X4)				Empati (X5)				Kepuasan Pelanggan (Y)			
X3.1	X3.2	X3.3	Rata-Rata	X4.1	X4.2	X4.3	Rata-Rata	X5.1	X5.2	X5.3	Rata-Rata	Y.1	Y.2	Y.3	Rata-Rata
4	4	4	4.00	5	5	5	5.00	5	5	5	5.00	4	4	5	4.33
5	4	4	4.33	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
5	4	4	4.33	5	4	4	4.33	5	4	5	4.67	5	5	5	5.00
4	4	4	4.00	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00
4	4	4	4.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
4	5	4	4.33	5	5	5	5.00	5	5	5	5.00	5	5	4	4.67
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
4	4	4	4.00	5	5	4	4.67	5	5	5	5.00	5	5	5	5.00
4	4	5	4.33	5	5	5	5.00	5	4	5	4.67	5	4	5	4.67
4	4	4	4.00	5	4	5	4.67	5	5	5	5.00	5	5	5	5.00
4	4	4	4.00	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00
4	4	4	4.00	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00
4	4	5	4.33	5	5	5	5.00	5	4	5	4.67	4	4	4	4.00
4	4	4	4.00	4	4	4	4.00	4	5	4	4.33	4	4	4	4.00
4	4	4	4.00	5	5	4	4.67	4	4	5	4.33	4	4	5	4.33
4	4	4	4.00	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00
4	5	5	4.67	4	4	5	4.33	4	5	4	4.33	5	4	4	4.33
4	4	4	4.00	4	4	4	4.00	4	4	4	4.00	5	4	4	4.33
4	4	4	4.00	4	4	4	4.00	4	5	5	4.67	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
5	5	5	5.00	4	4	4	4.00	5	5	4	4.67	4	5	5	4.67

Daya Tanggap (X3)				Jaminan (X4)				Empati (X5)				Kepuasan Pelanggan (Y)			
X3.1	X3.2	X3.3	Rata-Rata	X4.1	X4.2	X4.3	Rata-Rata	X5.1	X5.2	X5.3	Rata-Rata	Y.1	Y.2	Y.3	Rata-Rata
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
4	5	5	4.67	5	5	4	4.67	5	5	5	5.00	5	5	5	5.00
5	4	5	4.67	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
5	4	5	4.67	5	5	5	5.00	4	5	5	4.67	5	4	5	4.67
4	4	4	4.00	4	4	4	4.00	4	4	4	4.00	5	5	5	5.00
4	4	4	4.00	5	4	4	4.33	5	4	4	4.33	5	4	4	4.33
4	4	4	4.00	4	4	5	4.33	5	4	5	4.67	5	5	4	4.67
5	4	4	4.33	5	5	5	5.00	4	5	4	4.33	4	3	4	3.67
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
5	4	4	4.33	5	5	5	5.00	5	4	4	4.33	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00	5	5	4	4.67	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
4	4	4	4.00	4	4	4	4.00	4	4	3	3.67	4	4	4	4.00
4	5	5	4.67	5	5	5	5.00	5	5	5	5.00	4	5	5	4.67
4	4	4	4.00	5	5	5	5.00	5	5	5	5.00	5	4	5	4.67
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
4	3	4	3.67	4	5	5	4.67	3	5	5	4.33	5	4	5	4.67
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00

Daya Tanggap (X3)				Jaminan (X4)				Empati (X5)				Kepuasan Pelanggan (Y)			
X3.1	X3.2	X3.3	Rata-Rata	X4.1	X4.2	X4.3	Rata-Rata	X5.1	X5.2	X5.3	Rata-Rata	Y.1	Y.2	Y.3	Rata-Rata
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
5	5	5	5.00	4	5	5	4.67	4	5	5	4.67	4	4	4	4.00
4	4	5	4.33	5	5	5	5.00	5	5	5	5.00	4	5	4	4.33
4	5	5	4.67	5	4	5	4.67	5	5	5	5.00	4	4	5	4.33
5	4	5	4.67	4	5	5	4.67	5	5	4	4.67	5	5	5	5.00
4	4	4	4.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
4	5	5	4.67	4	5	4	4.33	5	5	5	5.00	5	5	5	5.00
4	4	4	4.00	4	4	4	4.00	4	4	4	4.00	4	4	3	3.67
4	4	4	4.00	3	4	5	4.00	5	4	4	4.33	4	4	4	4.00
5	5	5	5.00	4	5	5	4.67	5	4	4	4.33	4	4	5	4.33
4	4	5	4.33	5	5	5	5.00	5	5	4	4.67	5	5	5	5.00
4	5	5	4.67	4	5	5	4.67	5	4	5	4.67	5	5	5	5.00
4	4	4	4.00	5	4	4	4.33	4	5	4	4.33	4	4	5	4.33
4	5	4	4.33	4	5	5	4.67	4	5	5	4.67	5	5	5	5.00
4	4	4	4.00	4	5	5	4.67	4	5	4	4.33	4	5	5	4.67
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
4	3	4	3.67	4	5	4	4.33	3	5	5	4.33	5	4	5	4.67
4	4	4	4.00	4	4	4	4.00	4	4	4	4.00	4	4	5	4.33
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
5	5	4	4.67	4	5	5	4.67	5	4	4	4.33	5	5	4	4.67
4	4	4	4.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00

Daya Tanggap (X3)				Jaminan (X4)				Empati (X5)				Kepuasan Pelanggan (Y)			
X3.1	X3.2	X3.3	Rata-Rata	X4.1	X4.2	X4.3	Rata-Rata	X5.1	X5.2	X5.3	Rata-Rata	Y.1	Y.2	Y.3	Rata-Rata
1	1	1	1.00	1	1	1	1.00	1	1	1	1.00	1	1	1	1.00
5	5	5	5.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
4	4	5	4.33	5	5	5	5.00	5	4	4	4.33	4	4	5	4.33
4	5	5	4.67	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00

Lampiran 3. Olahan Data SPSS

1. Statistik Deskriptif

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Bukti Fisik	99	1.00	5.00	4.4142	.60269
Keandalan	99	1.00	5.00	4.4613	.65793
Daya Tanggap	99	1.00	5.00	4.3603	.66620
Jaminan	99	1.00	5.00	4.5555	.64450
Empati	99	1.00	5.00	4.5489	.64860
Kepuasan Pelanggan	99	1.00	5.00	4.5691	.65353
Valid N (listwise)	99				

2. Deskripsi Frekuensi Variabel

Frequency Table

X1.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	CS	1	1.0	1.0	2.0
	S	40	40.4	40.4	42.4
	SS	57	57.6	57.6	100.0
	Total	99	100.0	100.0	

X1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	5	5.1	5.1	7.1
	S	60	60.6	60.6	67.7
	SS	32	32.3	32.3	100.0
	Total	99	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	2	2.0	2.0	4.0
	S	38	38.4	38.4	42.4
	SS	57	57.6	57.6	100.0
	Total	99	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	1	1.0	1.0	3.0
	S	47	47.5	47.5	50.5
	SS	49	49.5	49.5	100.0
	Total	99	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	S	38	38.4	38.4	40.4
	SS	59	59.6	59.6	100.0
	Total	99	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	3	3.0	3.0	5.1
	S	43	43.4	43.4	48.5
	SS	51	51.5	51.5	100.0

Total	99	100.0	100.0
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X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	3	3.0	3.0	5.1
	S	50	50.5	50.5	55.6
	SS	44	44.4	44.4	100.0
	Total	99	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	6	6.1	6.1	8.1
	S	52	52.5	52.5	60.6
	SS	39	39.4	39.4	100.0
	Total	99	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	1	1.0	1.0	3.0
	S	44	44.4	44.4	47.5
	SS	52	52.5	52.5	100.0
	Total	99	100.0	100.0	

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	3	3.0	3.0	5.1
	S	37	37.4	37.4	42.4
	SS	57	57.6	57.6	100.0
	Total	99	100.0	100.0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	1	1.0	1.0	3.0
	S	34	34.3	34.3	37.4
	SS	62	62.6	62.6	100.0
	Total	99	100.0	100.0	

X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	S	29	29.3	29.3	31.3
	SS	68	68.7	68.7	100.0
	Total	99	100.0	100.0	

X5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	6	6.1	6.1	8.1
	S	28	28.3	28.3	36.4
	SS	63	63.6	63.6	100.0
	Total	99	100.0	100.0	

X5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	1	1.0	1.0	3.0
	S	31	31.3	31.3	34.3
	SS	65	65.7	65.7	100.0
	Total	99	100.0	100.0	

X5.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	4	4.0	4.0	6.1
	S	29	29.3	29.3	35.4
	SS	64	64.6	64.6	100.0
	Total	99	100.0	100.0	

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	1	1.0	1.0	3.0
	S	33	33.3	33.3	36.4
	SS	63	63.6	63.6	100.0
	Total	99	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	1	1.0	1.0	3.0
	S	37	37.4	37.4	40.4
	SS	59	59.6	59.6	100.0
	Total	99	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	CS	1	1.0	1.0	3.0
	S	28	28.3	28.3	31.3
	SS	68	68.7	68.7	100.0
	Total	99	100.0	100.0	

Uji kualitas data (Uji Validitas dan Uji Reliabilitas)

3. Uji Kualitas Data

a. Uji Validitas X1 - Y.

X1

		Correlations			
		X1.1	X1.2	X1.3	Bukti Fisik
X1.1	Pearson Correlation	1	.606**	.637**	.847**
	Sig. (2-tailed)		.000	.000	.000
	N	99	99	99	99
X1.2	Pearson Correlation	.606**	1	.651**	.872**
	Sig. (2-tailed)	.000		.000	.000
	N	99	99	99	99
X1.3	Pearson Correlation	.637**	.651**	1	.886**
	Sig. (2-tailed)	.000	.000		.000
	N	99	99	99	99
Bukti Fisik	Pearson Correlation	.847**	.872**	.886**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	99	99	99	99

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

X2

		Correlations			
		X2.1	X2.2	X2.3	Keandalan
X2.1	Pearson Correlation	1	.739**	.732**	.903**
	Sig. (2-tailed)		.000	.000	.000
	N	99	99	99	99
X2.2	Pearson Correlation	.739**	1	.770**	.915**
	Sig. (2-tailed)	.000		.000	.000
	N	99	99	99	99
X2.3	Pearson Correlation	.732**	.770**	1	.917**
	Sig. (2-tailed)	.000	.000		.000
	N	99	99	99	99
Keandalan	Pearson Correlation	.903**	.915**	.917**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	99	99	99	99

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

X3

Correlations

		X3.1	X3.2	X3.3	Daya Tanggap
X3.1	Pearson Correlation	1	.748**	.700**	.900**
	Sig. (2-tailed)		.000	.000	.000
	N	99	99	99	99
X3.2	Pearson Correlation	.748**	1	.749**	.921**
	Sig. (2-tailed)	.000		.000	.000
	N	99	99	99	99
X3.3	Pearson Correlation	.700**	.749**	1	.899**
	Sig. (2-tailed)	.000	.000		.000
	N	99	99	99	99
Daya Tanggap	Pearson Correlation	.900**	.921**	.899**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	99	99	99	99

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

X4

Correlations

		X4.1	X4.2	X4.3	Jaminan
X4.1	Pearson Correlation	1	.692**	.668**	.883**
	Sig. (2-tailed)		.000	.000	.000
	N	99	99	99	99
X4.2	Pearson Correlation	.692**	1	.749**	.908**
	Sig. (2-tailed)	.000		.000	.000
	N	99	99	99	99
X4.3	Pearson Correlation	.668**	.749**	1	.896**
	Sig. (2-tailed)	.000	.000		.000
	N	99	99	99	99
Jaminan	Pearson Correlation	.883**	.908**	.896**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	99	99	99	99

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

X5

Correlations

		X5.1	X5.2	X5.3	Empati
X5.1	Pearson Correlation	1	.583**	.583**	.847**
	Sig. (2-tailed)		.000	.000	.000
	N	99	99	99	99
X5.2	Pearson Correlation	.583**	1	.665**	.863**
	Sig. (2-tailed)	.000		.000	.000
	N	99	99	99	99
X5.3	Pearson Correlation	.583**	.665**	1	.871**
	Sig. (2-tailed)	.000	.000		.000
	N	99	99	99	99
Empati	Pearson Correlation	.847**	.863**	.871**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	99	99	99	99

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

Y

Correlations

		Y.1	Y.2	Y.3	Kepuasan Pelanggan
Y.1	Pearson Correlation	1	.764**	.732**	.911**
	Sig. (2-tailed)		.000	.000	.000
	N	99	99	99	99
Y.2	Pearson Correlation	.764**	1	.758**	.921**
	Sig. (2-tailed)	.000		.000	.000
	N	99	99	99	99
Y.3	Pearson Correlation	.732**	.758**	1	.908**
	Sig. (2-tailed)	.000	.000		.000
	N	99	99	99	99
Kepuasan Pelanggan	Pearson Correlation	.911**	.921**	.908**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	99	99	99	99

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

b. Uji Reliabilitas

X1

Reliability Statistics

Cronbach's Alpha	N of Items
.835	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	8.7071	1.740	.684	.788
X1.2	9.0303	1.519	.696	.773
X1.3	8.7475	1.456	.719	.750

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.898	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	8.9596	1.855	.782	.869
X2.2	8.8485	1.844	.811	.845
X2.3	8.9596	1.753	.805	.850

X3

Reliability Statistics

Cronbach's Alpha	N of Items
.891	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	8.7273	1.894	.774	.856
X3.2	8.8081	1.789	.812	.823
X3.3	8.6263	1.930	.775	.855

X4

Reliability Statistics

Cronbach's Alpha	N of Items
.876	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	9.1818	1.742	.727	.856
X4.2	9.1111	1.732	.788	.800
X4.3	9.0404	1.815	.770	.817

X5

Reliability Statistics

Cronbach's Alpha	N of Items
.823	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X5.1	9.1313	1.809	.639	.798

X5.2	9.0606	1.894	.700	.737
X5.3	9.1010	1.786	.699	.734

Y

Reliability Statistics

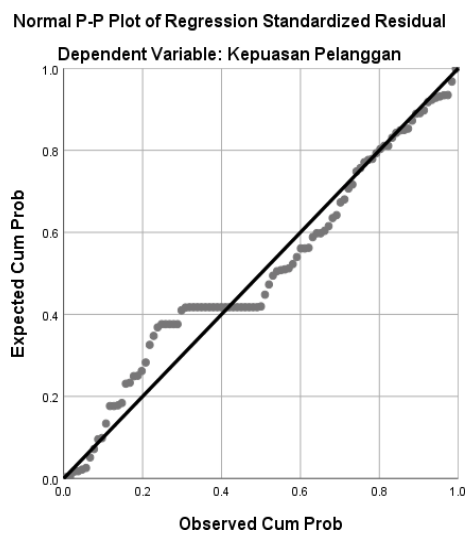
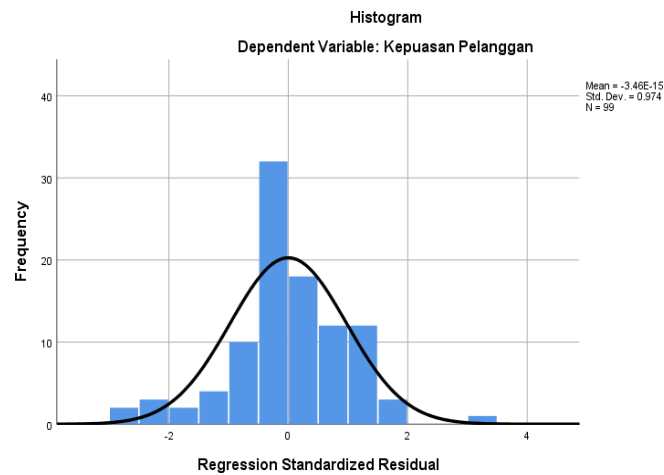
Cronbach's	
Alpha	N of Items
.901	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	9.1414	1.796	.798	.863
Y.2	9.1818	1.763	.818	.845
Y.3	9.0909	1.818	.793	.866

4. ASUMSI KLASIK

a. Uji Normalitas



b. Uji Multikolinearitas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Bukti Fisik	.187	5.338
	Keandalan	.185	5.392
	Daya Tanggap	.150	6.676
	Jaminan	.137	7.303
	Empati	.199	5.035

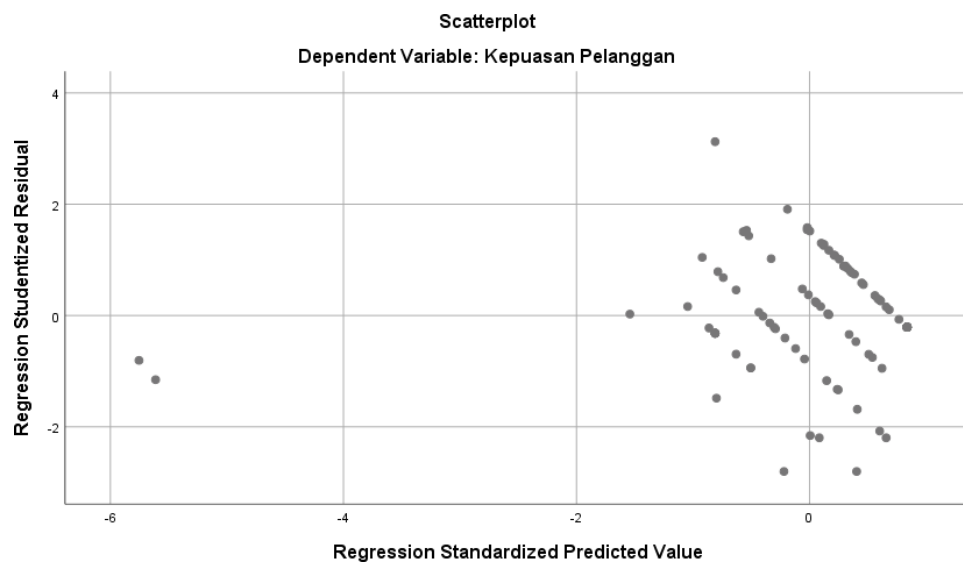
a. Dependent Variable: Kepuasan Pelanggan

Coefficient Correlations^a

Model			Empati	Keandalan	Bukti Fisik	Daya Tanggap	Jaminan
1	Correlations	Empati	1.000	.065	-.044	-.172	-.620
		Keandalan	.065	1.000	.072	-.610	-.336
		Bukti Fisik	-.044	.072	1.000	-.478	-.379
		Daya Tanggap	-.172	-.610	-.478	1.000	.139
		Jaminan	-.620	-.336	-.379	.139	1.000
	Covariances	Empati	.011	.001	-.001	-.002	-.008
		Keandalan	.001	.011	.001	-.007	-.004
		Bukti Fisik	-.001	.001	.013	-.006	-.005
		Daya Tanggap	-.002	-.007	-.006	.013	.002
		Jaminan	-.008	-.004	-.005	.002	.015

a. Dependent Variable: Kepuasan Pelanggan

c. Uji Heteroskedastisitas



5. Uji Analisis Regresi Linear Berganda

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.219	.230		.951	.344
	Bukti Fisik	.125	.114	.115	1.097	.276

Keandalan	.021	.105	.021	.200	.842
Daya Tanggap	.197	.115	.200	1.710	.091
Jaminan	.082	.124	.081	.659	.512
Empati	.545	.103	.541	5.312	.000

a. Dependent Variable: Kepuasan Pelanggan

R² (R Square) Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899 ^a	.809	.799	.29336

a. Predictors: (Constant), Empati, Keandalan, Bukti Fisik, Daya

Tanggap, Jaminan

b. Dependent Variable: Kepuasan Pelanggan

Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.219	.230		.951	.344
	Bukti Fisik	.125	.114	.115	1.097	.276
	Keandalan	.021	.105	.021	.200	.842
	Daya Tanggap	.197	.115	.200	1.710	.091
	Jaminan	.082	.124	.081	.659	.512
	Empati	.545	.103	.541	5.312	.000

a. Dependent Variable: Kepuasan Pelanggan

Uji f

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.852	5	6.770	78.673	.000 ^b
	Residual	8.003	93	.086		
	Total	41.856	98			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Empati, Keandalan, Bukti Fisik, Daya Tanggap, Jaminan