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# LAMPIRAN

## Frekuensi dan Presentase

| **KL1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 13 | 13.0 | 13.0 | 15.0 |
| 3 | 27 | 27.0 | 27.0 | 42.0 |
| 4 | 50 | 50.0 | 50.0 | 92.0 |
| 5 | 8 | 8.0 | 8.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KL2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 14 | 14.0 | 14.0 | 14.0 |
| 2 | 50 | 50.0 | 50.0 | 64.0 |
| 3 | 23 | 23.0 | 23.0 | 87.0 |
| 4 | 8 | 8.0 | 8.0 | 95.0 |
| 5 | 5 | 5.0 | 5.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KL3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| 3 | 9 | 9.0 | 9.0 | 10.0 |
| 4 | 76 | 76.0 | 76.0 | 86.0 |
| 5 | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KL4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 7 | 7.0 | 7.0 | 7.0 |
| 2 | 25 | 25.0 | 25.0 | 32.0 |
| 3 | 27 | 27.0 | 27.0 | 59.0 |
| 4 | 37 | 37.0 | 37.0 | 96.0 |
| 5 | 4 | 4.0 | 4.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KL5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 3 | 3.0 | 3.0 | 3.0 |
| 3 | 21 | 21.0 | 21.0 | 24.0 |
| 4 | 68 | 68.0 | 68.0 | 92.0 |
| 5 | 8 | 8.0 | 8.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KL6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 11 | 11.0 | 11.0 | 11.0 |
| 3 | 33 | 33.0 | 33.0 | 44.0 |
| 4 | 47 | 47.0 | 47.0 | 91.0 |
| 5 | 9 | 9.0 | 9.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KL7** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 14 | 14.0 | 14.0 | 16.0 |
| 3 | 28 | 28.0 | 28.0 | 44.0 |
| 4 | 51 | 51.0 | 51.0 | 95.0 |
| 5 | 5 | 5.0 | 5.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KL8** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| 2 | 5 | 5.0 | 5.0 | 6.0 |
| 3 | 19 | 19.0 | 19.0 | 25.0 |
| 4 | 62 | 62.0 | 62.0 | 87.0 |
| 5 | 13 | 13.0 | 13.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KL9** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| 2 | 32 | 32.0 | 32.0 | 33.0 |
| 3 | 40 | 40.0 | 40.0 | 73.0 |
| 4 | 23 | 23.0 | 23.0 | 96.0 |
| 5 | 4 | 4.0 | 4.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KL10** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 30 | 30.0 | 30.0 | 32.0 |
| 3 | 25 | 25.0 | 25.0 | 57.0 |
| 4 | 37 | 37.0 | 37.0 | 94.0 |
| 5 | 6 | 6.0 | 6.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **CM1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 10 | 10.0 | 10.0 | 10.0 |
| 3 | 43 | 43.0 | 43.0 | 53.0 |
| 4 | 47 | 47.0 | 47.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **CM2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 6 | 6.0 | 6.0 | 6.0 |
| 3 | 16 | 16.0 | 16.0 | 22.0 |
| 4 | 64 | 64.0 | 64.0 | 86.0 |
| 5 | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **CM3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 3 | 3.0 | 3.0 | 3.0 |
| 3 | 4 | 4.0 | 4.0 | 7.0 |
| 4 | 69 | 69.0 | 69.0 | 76.0 |
| 5 | 24 | 24.0 | 24.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **CM4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 5 | 5.0 | 5.0 | 5.0 |
| 2 | 20 | 20.0 | 20.0 | 25.0 |
| 3 | 14 | 14.0 | 14.0 | 39.0 |
| 4 | 47 | 47.0 | 47.0 | 86.0 |
| 5 | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **CM5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| 2 | 10 | 10.0 | 10.0 | 11.0 |
| 3 | 32 | 32.0 | 32.0 | 43.0 |
| 4 | 47 | 47.0 | 47.0 | 90.0 |
| 5 | 10 | 10.0 | 10.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **CM6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 21 | 21.0 | 21.0 | 21.0 |
| 3 | 42 | 42.0 | 42.0 | 63.0 |
| 4 | 33 | 33.0 | 33.0 | 96.0 |
| 5 | 4 | 4.0 | 4.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **CM7** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 4.0 | 4.0 | 4.0 |
| 2 | 16 | 16.0 | 16.0 | 20.0 |
| 3 | 41 | 41.0 | 41.0 | 61.0 |
| 4 | 34 | 34.0 | 34.0 | 95.0 |
| 5 | 5 | 5.0 | 5.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **CM8** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 8 | 8.0 | 8.0 | 8.0 |
| 3 | 22 | 22.0 | 22.0 | 30.0 |
| 4 | 64 | 64.0 | 64.0 | 94.0 |
| 5 | 6 | 6.0 | 6.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **CM9** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 7 | 7.0 | 7.0 | 7.0 |
| 2 | 28 | 28.0 | 28.0 | 35.0 |
| 3 | 33 | 33.0 | 33.0 | 68.0 |
| 4 | 23 | 23.0 | 23.0 | 91.0 |
| 5 | 9 | 9.0 | 9.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **CM10** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 10 | 10.0 | 10.0 | 10.0 |
| 2 | 29 | 29.0 | 29.0 | 39.0 |
| 3 | 33 | 33.0 | 33.0 | 72.0 |
| 4 | 16 | 16.0 | 16.0 | 88.0 |
| 5 | 12 | 12.0 | 12.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KP1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| 2 | 10 | 10.0 | 10.0 | 11.0 |
| 3 | 12 | 12.0 | 12.0 | 23.0 |
| 4 | 38 | 38.0 | 38.0 | 61.0 |
| 5 | 39 | 39.0 | 39.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KP2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 13 | 13.0 | 13.0 | 15.0 |
| 3 | 26 | 26.0 | 26.0 | 41.0 |
| 4 | 49 | 49.0 | 49.0 | 90.0 |
| 5 | 10 | 10.0 | 10.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KP3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 9 | 9.0 | 9.0 | 9.0 |
| 2 | 26 | 26.0 | 26.0 | 35.0 |
| 3 | 37 | 37.0 | 37.0 | 72.0 |
| 4 | 24 | 24.0 | 24.0 | 96.0 |
| 5 | 4 | 4.0 | 4.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KP4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 5 | 5.0 | 5.0 | 5.0 |
| 2 | 12 | 12.0 | 12.0 | 17.0 |
| 3 | 36 | 36.0 | 36.0 | 53.0 |
| 4 | 41 | 41.0 | 41.0 | 94.0 |
| 5 | 6 | 6.0 | 6.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KP5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 8 | 8.0 | 8.0 | 10.0 |
| 3 | 25 | 25.0 | 25.0 | 35.0 |
| 4 | 59 | 59.0 | 59.0 | 94.0 |
| 5 | 6 | 6.0 | 6.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KP6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| 2 | 8 | 8.0 | 8.0 | 9.0 |
| 3 | 9 | 9.0 | 9.0 | 18.0 |
| 4 | 61 | 61.0 | 61.0 | 79.0 |
| 5 | 21 | 21.0 | 21.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KP6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| 2 | 8 | 8.0 | 8.0 | 9.0 |
| 3 | 9 | 9.0 | 9.0 | 18.0 |
| 4 | 61 | 61.0 | 61.0 | 79.0 |
| 5 | 21 | 21.0 | 21.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KP8** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 10 | 10.0 | 10.0 | 12.0 |
| 3 | 22 | 22.0 | 22.0 | 34.0 |
| 4 | 51 | 51.0 | 51.0 | 85.0 |
| 5 | 15 | 15.0 | 15.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KP9** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2.0 | 2.0 | 2.0 |
| 2 | 15 | 15.0 | 15.0 | 17.0 |
| 3 | 27 | 27.0 | 27.0 | 44.0 |
| 4 | 49 | 49.0 | 49.0 | 93.0 |
| 5 | 7 | 7.0 | 7.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **KP10** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 3 | 3.0 | 3.0 | 3.0 |
| 2 | 33 | 33.0 | 33.0 | 36.0 |
| 3 | 37 | 37.0 | 37.0 | 73.0 |
| 4 | 24 | 24.0 | 24.0 | 97.0 |
| 5 | 3 | 3.0 | 3.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

## Reliability and Validity

### Kualitas Layanan

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .872 | 10 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KL1 | 30.60 | 32.386 | .512 | .866 |
| KL2 | 31.23 | 30.530 | .576 | .862 |
| KL3 | 30.13 | 33.637 | .606 | .860 |
| KL4 | 30.93 | 30.133 | .637 | .856 |
| KL5 | 30.23 | 32.254 | .696 | .852 |
| KL6 | 30.43 | 30.461 | .838 | .840 |
| KL7 | 30.57 | 31.771 | .625 | .856 |
| KL8 | 30.00 | 32.966 | .620 | .858 |
| KL9 | 30.67 | 34.023 | .579 | .862 |
| KL10 | 30.60 | 33.628 | .376 | .878 |

### Citra Merek

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .877 | 10 |

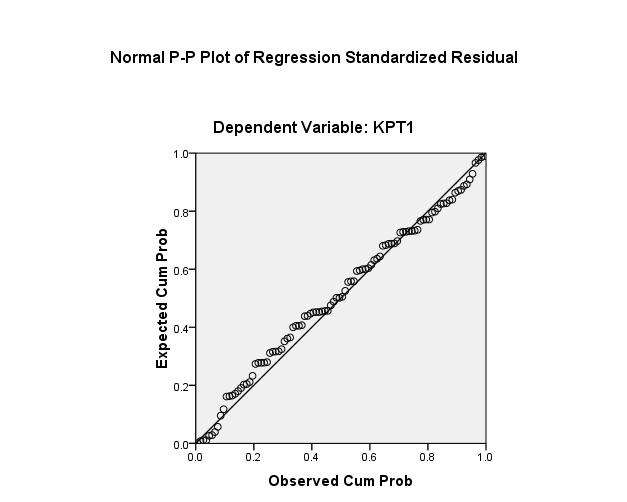
| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| CM1 | 31.67 | 39.816 | .441 | .876 |
| CM2 | 31.10 | 38.576 | .598 | .868 |
| CM3 | 30.87 | 40.189 | .420 | .877 |
| CM4 | 31.63 | 33.964 | .563 | .873 |
| CM5 | 31.37 | 36.723 | .564 | .868 |
| CM6 | 31.60 | 35.697 | .734 | .857 |
| CM7 | 31.70 | 33.252 | .890 | .843 |
| CM8 | 31.30 | 37.666 | .542 | .870 |
| CM9 | 32.00 | 30.276 | .871 | .841 |
| CM10 | 31.77 | 34.530 | .533 | .875 |

### Kepuasan Pelanggan

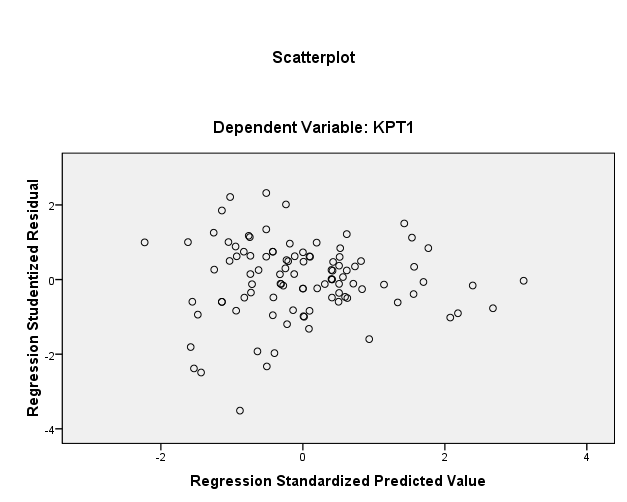
| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .924 | 10 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KP1 | 30.600 | 48.731 | .616 | .921 |
| KP2 | 31.300 | 47.390 | .746 | .915 |
| KP3 | 31.767 | 47.978 | .579 | .923 |
| KP4 | 31.533 | 44.947 | .826 | .910 |
| KP5 | 31.367 | 49.689 | .608 | .922 |
| KP6 | 31.067 | 48.133 | .620 | .921 |
| KP7 | 31.100 | 46.576 | .781 | .913 |
| KP8 | 31.533 | 44.051 | .754 | .914 |
| KP9 | 31.567 | 42.806 | .827 | .910 |
| KP10 | 31.967 | 44.861 | .770 | .913 |

## Normalitas



## Heteroskedastisitas



## VIF (Variance Inflation Factor)

| **Coefficientsa** | | | |
| --- | --- | --- | --- |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | KLT1 | .552 | 1.811 |
| CMT1 | .552 | 1.811 |
| a. Dependent Variable: KPT1 | | | |

## Durbin-Watson

| **Model Summaryb** | | | | | |
| --- | --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .765a | .586 | .577 | .41349 | 1.878 |
| a. Predictors: (Constant), CMT1, KLT1 | | | |  |  |
| b. Dependent Variable: KPT1 | | | |  |  |

## Uji F

| **ANOVAb** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 23.445 | 2 | 11.723 | 68.562 | .000a |
| Residual | 16.585 | 97 | .171 |  |  |
| Total | 40.030 | 99 |  |  |  |
| a. Predictors: (Constant), CMT1, KLT1 | | | |  |  |  |
| b. Dependent Variable: KPT1 | | |  |  |  |  |

## Uji T

| **Coefficientsa** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .050 | .301 |  | .165 | .869 |
| KLT1 | .488 | .101 | .425 | 4.837 | .000 |
| CMT1 | .526 | .112 | .412 | 4.689 | .000 |

## Mean

|  |  |  |  |
| --- | --- | --- | --- |
|  | **N Valid** | **Missing** | **Mean** |
| **KL1** | **100** | **0** | **3,49** |
| **KL2** | **100** | **0** | **2,40** |
| **KL3** | **100** | **0** | **4,03** |
| **KL4** | **100** | **0** | **3,06** |
| **KL5** | **100** | **0** | **3,81** |
| **KL6** | **100** | **0** | **3,54** |
| **KL7** | **100** | **0** | **3,43** |
| **KL8** | **100** | **0** | **3,81** |
| **KL9** | **100** | **0** | **2,97** |
| **KL10** | **100** | **0** | **3,15** |
| **CM1** | **100** | **0** | **3,37** |
| **CM2** | **100** | **0** | **3,86** |
| **CM3** | **100** | **0** | **4,14** |
| **CM4** | **100** | **0** | **3,45** |
| **CM5** | **100** | **0** | **3,55** |
| **CM6** | **100** | **0** | **3,20** |
| **CM7** | **100** | **0** | **3,20** |
| **CM8** | **100** | **0** | **3,68** |
| **CM9** | **100** | **0** | **2,99** |
| **CM10** | **100** | **0** | **2,91** |
| **KP1** | **100** | **0** | **4,04** |
| **KP2** | **100** | **0** | **3,52** |
| **KP3** | **100** | **0** | **2,88** |
| **KP4** | **100** | **0** | **3,31** |
| **KP5** | **100** | **0** | **3,59** |
| **KP6** | **100** | **0** | **3,93** |
| **KP7** | **100** | **0** | **3,70** |
| **KP8** | **100** | **0** | **3,67** |
| **KP9** | **100** | **0** | **3,44** |
| **KP10** | **100** | **0** | **2,91** |

**Data Kuesioner**

|  |  |  |  |  |  |  |  |  |  |
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| KL1 | KL2 | KL3 | KL4 | KL5 | KL6 | KL7 | KL8 | KL9 | KL10 |
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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CM1 | CM2 | CM3 | CM4 | CM5 | CM6 | CM7 | CM8 | CM9 | CM10 |
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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 | KP9 | KP10 |
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