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**Lampiran 1: Kuesioner Penelitian**

**Kuesioner**

Respoden Yth,

Saya Prisca Edelwise, mahasiswa Program Studi Manajemen Pemasaran Kwik Kian Gie School of Business yang sedang melakukan penelitian mengenai pengaruh kualitas layanan dan harga terhadap kepuasan konsumen serta dampaknya pada loyalitas konsumen pengguna *commuter line* rute Jakarta-Bogor dalam rangka menyelesaikan tugas akhir. Demi kelancaran penelitian ini, saya mohon para responden berpartisipasi dengan meluangkan waktu untuk mengisi kuesioner ini secara lengkap dan benar. Semua informasi yang diperoleh dari kuesioner ini bersifat rahasia dan hanya dipergunakan untuk kepentingan akademis. Terimakasih atas kerjasama dan partisipasinya.

**Petunjuk Pengisian**

Berilah tanda centang (✓) pada jawaban yang anda anggap benar.

Keterangan :

 STS (Sangat Tidak Setuju)  S (Setuju)

 TS (Tidak Setuju)  SS (Sangat Setuju)

 N (Netral)

**Identitas Responden**

Nama :

Jenis Kelamin : 󠇙 Laki-laki Perempuan

Usia : 17 – 24 tahun 35-50 tahun

25 – 34 tahun > 51 tahun

Pekerjaan saat ini : Mahasiswa Wirausaha Lain-lain

Karyawan Ibu Rumah Tangga

Pendidikan Terakhir : SMA/Sederajat Sarjana Lain-lain

Diploma Pasca Sarjana

Pendapatan : < Rp 2.500.000 Rp 5.000.000 – Rp 6.999.000

Rp 2.500.000 – Rp 4.999.000 > Rp 7.000.000

Seberapa sering anda menggunakan layanan jasa KRL rute Jakarta-Bogor dalam sebulan:

1-3 Kali 4-6 Kali > 7 Kali

1. **Kualitas Layanan**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Dimensi** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| 1 | Bukti Fisik (*Tangible)* | Peralatan yang digunakan Kereta *Commuter* Indonesia (KRL) sudah modern. |  |  |  |  |  |
| Fasilitas yang disediakan Kereta *Commuter* Indonesia (KRL) menarik secara visual. |  |  |  |  |  |
| Petugas Kereta *Commuter* Indonesia (KRL) berpenampilan rapi. |  |  |  |  |  |
| Tampilan seperti pamflet atau pengumuman menarik secara visual. |  |  |  |  |  |
| 2 | Keandalan (*reliability)* | Kereta *Commuter* Indonesia (KRL) memberikan layanan tepat waktu sesuai dengan yang telah dijanjikan. |  |  |  |  |  |
| Layanan Kereta *Commuter* Indonesia (KRL) dapat diandalkan dalam menangani masalah konsumen. |  |  |  |  |  |
| Kereta *Commuter* Indonesia (KRL) memberikan layanan dengan benar. |  |  |  |  |  |
| Kereta *Commuter* Indonesia (KRL) memberikan layanan seperti yang dijanjikan. |  |  |  |  |  |
| 3 | Daya tanggap (*responsiveness)* | Petugas menginformasikan kapan layanan akan dilakukan. |  |  |  |  |  |
| Petugas melayanai dengan cepat. |  |  |  |  |  |
| Petugas selalu bersedia untuk membantu pelanggan. |  |  |  |  |  |
| Petugas tidak pernah menolak untuk menanggapi permintaan anda. |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No | Dimensi | Pernyataan | STS | TS | N | S | SS |
| 4 | Jaminan (*assurance)* | Perilaku petugas Kereta *Commuter* Indonesia (KRL) menanamkan kepercayan kepada pelanggan. |  |  |  |  |  |
| Anda merasa aman saat menggunakan Kereta *Commuter* Indonesia (KRL). |  |  |  |  |  |
| Petugas Kereta *Commuter* Indonesia (KRL) secara konsisten bersikap sopan. |  |  |  |  |  |
| Petugas memiliki pengetahuan yang dapat menjawab pertanyaan-pertanyaan konsumen. |  |  |  |  |  |
| 5 | Empati (*emphaty)* | Kereta *Commuter* Indonesia (KRL) memiliki jam operasional yang sesuai bagi pelanggannya. |  |  |  |  |  |
| Petugas memahami apa yang dibutuhkan pelanggan. |  |  |  |  |  |
| Petugas memperlakukan pelanggan dengan penuh perhatian |  |  |  |  |  |

1. **Harga**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Dimensi** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| Keterjangkauan Harga | Harga Kereta *Commuter* Indonesia (KRL) terjangkau. |  |  |  |  |  |
| Kesesuaian harga dengan kualitas produk | Harga Kereta *Commuter* Indonesia (KRL) sesuai dengan kualitas jasa yang ditawarkan. |  |  |  |  |  |
| Daya saing harga | Harga Kereta *Commuter* Indonesia (KRL) lebih murah dibanding jasa transportasi lainnya. |  |  |  |  |  |
| Kesesuaian harga dengan manfaat | Harga Kereta *Commuter* Indonesia (KRL) sesuai dengan manfaat yang dirasakan. |  |  |  |  |  |

1. **Kuesioner Kepuasan Konsumen**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Dimensi** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| *Overall satisfaction* | Kereta *Commuter* Indonesia (KRL) memberikan layanan yang konsisten dan menyeluruh sesuai standar. |  |  |  |  |  |
| *Confirmation of expectation* | Kinerja Kereta *Commuter* Indonesia (KRL) sesuai dengan yang diharapkan. |  |  |  |  |  |
| *Comparsion of ideal* | Kinerja Kereta *Commuter* Indonesia (KRL) sesuai dengan harapan ideal. |  |  |  |  |  |

1. **Kuesioner Loyalitas Konsumen**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Dimensi** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| Melakukan pembelian secara teratur | Anda konsisten menggunakan Kereta *Commuter* Indonesia (KRL) |  |  |  |  |  |
| Membeli antara lini produk dan jasa | Anda membeli aksesoris dari Kereta *Commuter* Indonesia (baju, gantungan kunci atau aksesoris lainnya). |  |  |  |  |  |
| Merekomendasikan kepada orang lain | Anda akan merekomendasikan Kereta *Commuter* Indonesia (KRL) kepada orang lain. |  |  |  |  |  |
| Menunjukan kekebalan dari daya tarik pesaing | Anda menolak untuk menggunakan alternative yang ditawarkan oleh jasa transportasi lainnya. |  |  |  |  |  |

**Lampiran 2: Data Primer 2018**

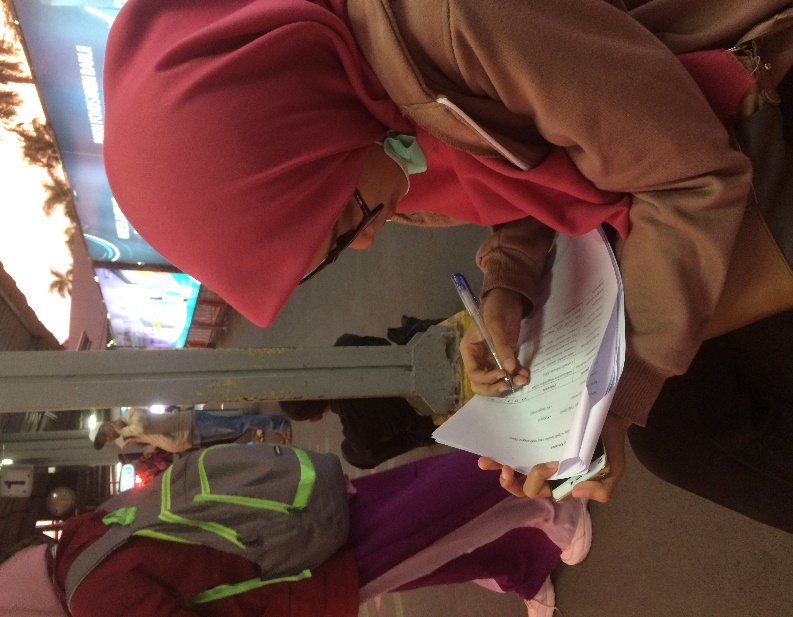
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Kualitas Layanan** | | | | | | | | | | | | | | | | | | |
| T1 | T  2 | T  3 | T  4 | RB  1 | RB  2 | RB  3 | RB  4 | RS  1 | RS  2 | RS  3 | RS  4 | A  1 | A  2 | A  3 | A  4 | E  1 | E  2 | E  3 |
| 1 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 2 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 |
| 3 | 2 | 3 | 4 | 2 | 1 | 3 | 4 | 4 | 4 | 2 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 4 | 4 | 3 | 4 | 3 | 2 | 1 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 4 | 4 | 4 |
| 5 | 4 | 4 | 4 | 3 | 1 | 4 | 2 | 2 | 4 | 3 | 5 | 2 | 4 | 1 | 2 | 4 | 3 | 1 | 3 |
| 6 | 4 | 3 | 3 | 3 | 1 | 4 | 5 | 3 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 3 | 1 |
| 7 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 |
| 8 | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 9 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 |
| 10 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 11 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 3 | 5 |
| 12 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 |
| 13 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 14 | 2 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 5 |
| 15 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 3 |
| 16 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 17 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 18 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 20 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 22 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 |
| 23 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 |
| 24 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 |
| 25 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 |
| 26 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 27 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| 28 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 |
| 29 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 30 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 2 |

**Pra Kuesioner**

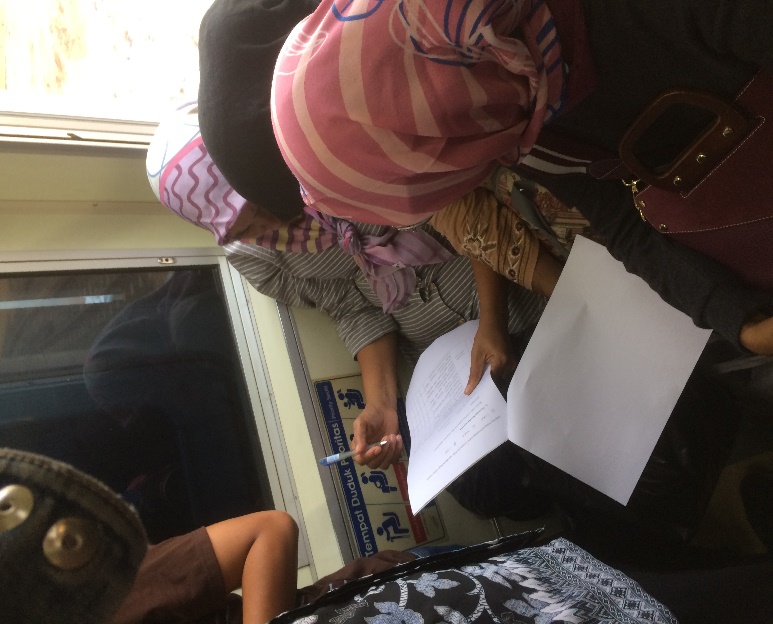
**Lampiran Pra-Kuesioner (Lanjutan)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Harga** | | | | **Kepuasan Konsumen** | | | **Loyalitas Konsumen** | | | |
| H1 | H2 | H3 | H4 | KK1 | KK2 | KK3 | LK1 | LK2 | LK3 | LK4 |
| 1 | 4 | 4 | 3 | 4 | 5 | 5 | 3 | 3 | 1 | 5 | 2 |
| 2 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 1 | 4 | 3 |
| 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 1 | 4 | 1 |
| 4 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 1 | 3 | 2 |
| 5 | 4 | 2 | 1 | 5 | 3 | 4 | 2 | 4 | 2 | 4 | 4 |
| 6 | 3 | 3 | 4 | 4 | 3 | 1 | 1 | 4 | 1 | 3 | 2 |
| 7 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 1 | 4 | 2 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 3 |
| 9 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 2 | 5 | 3 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 1 |
| 11 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 |
| 12 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 3 |
| 13 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 |
| 14 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 1 | 4 | 1 |
| 15 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 3 |
| 16 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 17 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 18 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 |
| 19 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 20 | 5 | 5 | 5 | 5 | 4 | 4 | 2 | 5 | 2 | 4 | 3 |
| 21 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 22 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 23 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 |
| 24 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 25 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 26 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 |
| 27 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 28 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 1 | 5 | 3 |
| 29 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 2 | 5 | 4 |
| 30 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 1 | 3 | 3 |

**Lampiran Foto Responden Pra-Kuesioner**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Kualitas Layanan** | | | | | | | | | | | | | | | | | | |
| T1 | T  2 | T  3 | T  4 | RB  1 | RB  2 | RB  3 | RB  4 | RS  1 | RS  2 | RS  3 | RS  4 | A  1 | A  2 | A  3 | A  4 | E  1 | E  2 | E  3 |
| 1 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 2 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 3 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 |
| 6 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 7 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 8 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 9 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 10 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 11 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 |
| 15 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 16 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 |
| 17 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 18 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 4 |
| 19 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 20 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 4 |
| 21 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 22 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 1 | 2 | 2 | 2 |
| 23 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 24 | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 3 | 4 |
| 25 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 27 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 |
| 28 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 |
| 29 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 30 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 2 | 2 |
| 31 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 32 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 3 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 34 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 35 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |

**Lampiran Kuesioner**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Kualitas Layanan (Lanjutan)** | | | | | | | | | | | | | | | | | | |
| T1 | T  2 | T  3 | T  4 | RB  1 | RB  2 | RB  3 | RB  4 | RS  1 | RS  2 | RS  3 | RS  4 | A  1 | A  2 | A  3 | A  4 | E  1 | E  2 | E  3 |
| 36 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 37 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 5 |
| 38 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 40 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 4 | 3 | 3 |
| 41 | 5 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 42 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 43 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 |
| 44 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 |
| 45 | 3 | 2 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 |
| 46 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 |
| 47 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 49 | 4 | 4 | 4 | 5 | 2 | 2 | 2 | 2 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 2 | 3 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 51 | 3 | 3 | 4 | 3 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 2 |
| 52 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 1 | 4 | 4 | 4 | 3 | 3 | 5 |
| 53 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 |
| 54 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 56 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 |
| 57 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 58 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 59 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 60 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 61 | 2 | 3 | 4 | 2 | 2 | 4 | 4 | 3 | 2 | 3 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 3 |
| 62 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 63 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 64 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 65 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 2 |
| 66 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 67 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 68 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 70 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |

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| **No** | **Kualitas Layanan (Lanjutan)** | | | | | | | | | | | | | | | | | | |
| T1 | T  2 | T  3 | T  4 | RB  1 | RB  2 | RB  3 | RB  4 | RS  1 | RS  2 | RS  3 | RS  4 | A  1 | A  2 | A  3 | A  4 | E  1 | E  2 | E  3 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 5 | 5 | 3 | 4 |
| 72 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 73 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| 74 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 75 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 76 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 |
| 77 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 3 | 3 |
| 78 | 5 | 3 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 3 |
| 79 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 80 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 81 | 4 | 3 | 3 | 3 | 1 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 4 | 4 | 3 | 3 | 3 |
| 82 | 4 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 |
| 83 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 84 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 85 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 86 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 |
| 87 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 88 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| 89 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 90 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 91 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 92 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 94 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 95 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 96 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 97 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 98 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 99 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| 100 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 |
| 101 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 |
| 102 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 103 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 2 | 3 | 3 |
| 104 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 105 | 4 | 4 | 4 | 3 | 2 | 2 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

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| **No** | **Kualitas Layanan (Lanjutan)** | | | | | | | | | | | | | | | | | | |
| T1 | T  2 | T  3 | T  4 | RB  1 | RB  2 | RB  3 | RB  4 | RS  1 | RS  2 | RS  3 | RS  4 | A  1 | A  2 | A  3 | A  4 | E  1 | E  2 | E  3 |
| 106 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 |
| 107 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 2 | 3 |
| 108 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 |
| 109 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 5 |
| 110 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 111 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 |
| 112 | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 2 |
| 113 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 3 |
| 114 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 4 |
| 115 | 4 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 2 | 3 | 3 |
| 116 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 2 | 3 | 3 |
| 117 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 3 |
| 118 | 5 | 3 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 119 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 4 |
| 120 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 |
| 121 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 122 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 3 |
| 123 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 124 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 |
| 125 | 4 | 3 | 3 | 3 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 3 | 2 |
| 126 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 127 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 |
| 128 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 2 | 2 |
| 129 | 4 | 3 | 5 | 4 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 130 | 3 | 3 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 |
| 131 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 5 |
| 132 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 4 |
| 133 | 5 | 4 | 4 | 3 | 2 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 134 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 |
| 135 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 3 | 4 |
| 136 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 137 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 138 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 |
| 139 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 140 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |

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| **No** | **Kualitas Layanan (Lanjutan)** | | | | | | | | | | | | | | | | | | |
| T1 | T  2 | T  3 | T  4 | RB  1 | RB  2 | RB  3 | RB  4 | RS  1 | RS  2 | RS  3 | RS  4 | A  1 | A  2 | A  3 | A  4 | E  1 | E  2 | E  3 |
| 141 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 |
| 142 | 3 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 |
| 143 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 144 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 145 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 146 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 147 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| 148 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 149 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 150 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 5 | 5 | 5 |

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| **No** | **Harga** | | | | **Kepuasan Konsumen** | | | **Loyalitas Konsumen** | | | |
| H1 | H2 | H3 | H4 | KK1 | KK2 | KK3 | LK1 | LK2 | LK3 | LK4 |
| 1 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 2 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 3 |
| 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 2 | 5 | 4 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 6 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 3 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 2 | 5 | 2 |
| 9 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 5 | 4 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 1 | 5 | 1 |
| 11 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 2 | 4 | 4 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 13 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 14 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 |
| 15 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 16 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 17 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 2 | 3 | 4 | 3 |
| 18 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 3 |
| 19 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 3 |
| 20 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 3 |
| 21 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 2 | 4 | 3 |
| 22 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 1 | 4 | 4 |
| 23 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 2 | 5 | 4 |
| 24 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 |
| 25 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 |
| 27 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 5 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 29 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 |
| 30 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 2 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 32 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 2 | 4 | 1 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 34 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 35 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 3 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 2 | 1 | 5 | 1 |
| 37 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 2 | 4 | 2 |
| 38 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 39 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 40 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 2 | 2 | 3 | 3 |
| 41 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 1 | 4 | 4 |
| 42 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 1 | 3 | 3 |
| 43 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 3 |
| 44 | 4 | 3 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 4 | 5 |
| 45 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 2 |

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| **No** | **Harga** | | | | **Kepuasan Konsumen** | | | **Loyalitas Konsumen** | | | |
| H1 | H2 | H3 | H4 | KK1 | KK2 | KK3 | LK1 | LK2 | LK3 | LK4 |
| 46 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 2 | 5 | 4 |
| 47 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 49 | 4 | 3 | 4 | 4 | 2 | 2 | 2 | 5 | 4 | 5 | 3 |
| 50 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 1 | 3 | 1 |
| 52 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 4 | 2 |
| 53 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 3 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 3 |
| 55 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 56 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 3 | 1 | 3 | 2 |
| 57 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 2 | 4 | 3 |
| 58 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 2 | 4 | 3 |
| 59 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 3 |
| 60 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 |
| 61 | 5 | 4 | 4 | 4 | 3 | 2 | 1 | 4 | 1 | 3 | 2 |
| 62 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 3 | 1 | 3 | 2 |
| 63 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 64 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 3 |
| 65 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4 |
| 66 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| 67 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 68 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 69 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 3 |
| 70 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 3 |
| 72 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 |
| 73 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 3 |
| 74 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 75 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 3 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 77 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 |
| 78 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 2 | 5 | 3 |
| 79 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 80 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 81 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 3 | 3 | 4 |
| 82 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 |
| 83 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 84 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 5 |
| 85 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 4 |
| 87 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 3 |
| 88 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 3 |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 1 | 5 | 1 |
| 90 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Harga** | | | | **Kepuasan Konsumen** | | | **Loyalitas Konsumen** | | | |
| H1 | H2 | H3 | H4 | KK1 | KK2 | KK3 | LK1 | LK2 | LK3 | LK4 |
| 91 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 |
| 92 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 5 |
| 93 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 2 | 4 | 2 |
| 94 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 2 | 3 | 2 |
| 95 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |
| 96 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 5 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 3 |
| 98 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 99 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 100 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 2 |
| 101 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 2 | 1 | 3 | 3 |
| 102 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 103 | 5 | 4 | 5 | 4 | 3 | 3 | 2 | 4 | 2 | 3 | 3 |
| 104 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 2 | 1 | 4 | 1 |
| 105 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 3 |
| 106 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 |
| 107 | 4 | 3 | 2 | 4 | 2 | 2 | 2 | 4 | 3 | 4 | 3 |
| 108 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 |
| 109 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 2 | 5 | 2 |
| 110 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 1 | 4 | 3 |
| 111 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 4 | 3 |
| 112 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 2 |
| 113 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 1 | 4 | 3 |
| 114 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 |
| 115 | 5 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 4 | 4 |
| 116 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 1 | 5 | 3 |
| 117 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 1 | 4 | 2 |
| 118 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 2 | 5 | 4 |
| 119 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 2 | 5 | 4 |
| 120 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 1 | 4 | 2 |
| 121 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 3 |
| 122 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| 123 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 2 | 5 | 3 |
| 124 | 5 | 5 | 5 | 5 | 4 | 4 | 2 | 1 | 1 | 4 | 2 |
| 125 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 4 |
| 126 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 2 | 3 | 3 | 1 |
| 127 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 5 | 2 |
| 128 | 5 | 3 | 5 | 5 | 3 | 2 | 2 | 3 | 2 | 4 | 3 |
| 129 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 4 |
| 130 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 4 |
| 131 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 3 |
| 132 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 3 |
| 133 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 2 | 5 | 3 |
| 134 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 3 |
| 135 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 3 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Harga** | | | | **Kepuasan Konsumen** | | | **Loyalitas Konsumen** | | | |
| H1 | H2 | H3 | H4 | KK1 | KK2 | KK3 | LK1 | LK2 | LK3 | LK4 |
| 136 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 137 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 138 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 139 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 |
| 140 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 141 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 142 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 143 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 144 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 145 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 146 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 |
| 147 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 148 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| 149 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 150 | 3 | 3 | 2 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 3 |

**Lampiran 3: Uji Validitas & Reliabiltas (Output SPSS)**

**Lampiran 3a**

**Uji Validitas Pra-Kuesioner Variabel Kualitas Layanan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X1\_T1 | 69.4333 | 90.599 | .373 | .919 |
| X1\_T2 | 69.7000 | 89.252 | .461 | .917 |
| X1\_T3 | 69.3667 | 88.654 | .651 | .914 |
| X1\_T4 | 69.6667 | 89.471 | .497 | .917 |
| X1\_RB1 | 70.3667 | 79.482 | .775 | .909 |
| X1\_RB2 | 69.6000 | 85.628 | .531 | .916 |
| X1\_RB3 | 69.6000 | 89.490 | .385 | .919 |
| X1\_RB4 | 69.8333 | 88.626 | .512 | .916 |
| X1\_RS1 | 69.5333 | 86.395 | .633 | .914 |
| X1\_RS2 | 69.7333 | 81.375 | .780 | .909 |
| X1\_RS3 | 69.4000 | 88.593 | .514 | .916 |
| X1\_RS4 | 69.4333 | 88.185 | .487 | .917 |
| X1\_A1 | 69.4333 | 88.461 | .740 | .913 |
| X1\_A2 | 69.7000 | 83.734 | .644 | .913 |
| X1\_A3 | 69.5667 | 87.702 | .657 | .914 |
| X1\_A4 | 69.5667 | 87.909 | .543 | .916 |
| X1\_E1 | 69.6667 | 85.609 | .665 | .913 |
| X1\_E2 | 69.7333 | 81.237 | .757 | .910 |
| X1\_E3 | 69.6667 | 83.747 | .624 | .914 |

**Lampiran 3b**

**Uji Validitas Pra-Kuesioner Variabel Harga**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X2\_H1 | 13.03 | 4.378 | .585 | .789 |
| X2\_H2 | 13.17 | 3.592 | .805 | .680 |
| X2\_H3 | 13.10 | 3.541 | .658 | .763 |
| X2\_H4 | 13.20 | 4.924 | .530 | .814 |

**Lampiran 3c**

**Uji Validitas Pra-Kuesioner Variabel Kepuasan Konsumen**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X3\_K1 | 7.57 | 2.323 | .660 | .772 |
| X3\_K2 | 7.77 | 1.840 | .738 | .675 |
| X3\_K3 | 8.00 | 1.793 | .641 | .792 |

**Lampiran 3d**

**Uji Validitas Pra-Kuesioner Variabel Loyalitas Konsumen**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Y1\_LK1 | 9.90 | 7.197 | .408 | .722 |
| Y1\_LK2 | 11.70 | 3.528 | .701 | .540 |
| Y1\_LK3 | 10.00 | 7.103 | .373 | .731 |
| Y1\_LK4 | 11.10 | 4.507 | .680 | .542 |

**Lampiran 3e**

**Uji Validitas Reliabilitas**

**Harga**

**Kualitas Layanan**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .919 | 19 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .814 | 4 |

**Loyalitas Konsumen**

**Kepuasan Konsumen**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .721 | 4 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .817 | 3 |

**Lampiran 4: Profile Responden (Output SPSS)**

**Lampiran 4a**

**Persentase Jenis Kelamin Responden Kuesioner**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Jenis Kelamin** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-laki | 56 | 37.3 | 37.3 | 37.3 |
| Perempuan | 94 | 62.7 | 62.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 4b**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Usia** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17-24 | 135 | 90.0 | 90.0 | 90.0 |
| 25-34 | 8 | 5.3 | 5.3 | 95.3 |
| 35-50 | 5 | 3.3 | 3.3 | 98.7 |
| >51 | 2 | 1.3 | 1.3 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Persentase Usia Responden Kuesioner**

**Lampiran 4c**

**Persentase Pekerjaan Responden Kuesioner**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pekerjaan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Mahasiswa | 111 | 74.0 | 74.0 | 74.0 |
| Karyawan | 24 | 16.0 | 16.0 | 90.0 |
| Wirausaha | 4 | 2.7 | 2.7 | 92.7 |
| Ibu Rumah Tangga | 3 | 2.0 | 2.0 | 94.7 |
| Lain-Lain | 8 | 5.3 | 5.3 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 4d**

**Persentase Pendidikan Responden Kuesioner**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pendidikan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SMA/Sederajat | 118 | 78.7 | 78.7 | 78.7 |
| Diploma | 13 | 8.7 | 8.7 | 87.3 |
| Sarjana | 19 | 12.7 | 12.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 4e**

**Persentase Pendapatan Responden Kuesioner**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pendapatan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | < 2.500.000 | 97 | 64.7 | 64.7 | 64.7 |
| 2.500.000 - 4.999.000 | 36 | 24.0 | 24.0 | 88.7 |
| 5.000.000 - 6.999.000 | 8 | 5.3 | 5.3 | 94.0 |
| > 7.000.000 | 9 | 6.0 | 6.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 4f**

**Persentase Frekuensi Pengguaan KRL Responden Kuesioner**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Frekuensi** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1-3 kali | 92 | 61.3 | 61.3 | 61.3 |
| 4-6 kali | 14 | 9.3 | 9.3 | 70.7 |
| > 7 kali | 44 | 29.3 | 29.3 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 5: Data Rata-rata Tertimbang Indikator (Output SPSS)**

**Lampiran 5a**

**Variabel Kualitas Layanan**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | | | |
|  | | KL\_T1 | KL\_T2 | KL\_T3 | KL\_T4 | KL\_RB1 | KL\_RB2 | KL\_RS3 |
| N | Valid | 150 | 150 | 150 | 150 | 150 | 150 | 150 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.25 | 3.80 | 4.17 | 4.09 | 3.66 | 3.82 | 4.18 |
| Mode | | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| Minimum | | 2 | 2 | 2 | 2 | 1 | 2 | 2 |
| Maximum | | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | | |
|  | | KL\_RB4 | KL\_RS1 | KL\_RS2 | KL\_RS3 | KL\_RS4 | KL\_A1 |
| N | Valid | 150 | 150 | 150 | 150 | 150 | 150 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.85 | 3.99 | 3.93 | 4.18 | 4.15 | 4.02 |
| Mode | | 4 | 4 | 4 | 4 | 4 | 4 |
| Minimum | | 2 | 2 | 2 | 2 | 2 | 1 |
| Maximum | | 5 | 5 | 5 | 5 | 5 | 5 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | | |
|  | | KL\_A2 | KL\_A3 | KL\_A4 | KL\_E1 | KL\_E2 | KL\_E3 |
| N | Valid | 150 | 150 | 150 | 150 | 150 | 150 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.04 | 4.19 | 4.15 | 3.97 | 3.95 | 3.96 |
| Mode | | 4 | 4 | 4 | 4 | 4 | 4 |
| Minimum | | 2 | 2 | 1 | 1 | 2 | 2 |
| Maximum | | 5 | 5 | 5 | 5 | 5 | 5 |

**Lampiran 5b**

**Variabel Harga**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | |
|  | | H1 | H2 | H3 | H4 |
| N | Valid | 150 | 150 | 150 | 150 |
| Missing | 0 | 0 | 0 | 0 |
| Mean | | 4.67 | 4.39 | 4.44 | 4.45 |
| Mode | | 5 | 5 | 5 | 5 |
| Minimum | | 2 | 2 | 2 | 2 |
| Maximum | | 5 | 5 | 5 | 5 |

**Lampiran 5c**

**Variabel Kepuasan Konsumen**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Statistics** | | | | |
|  | | KK1 | KK2 | KK3 |
| N | Valid | 150 | 150 | 150 |
| Missing | 0 | 0 | 0 |
| Mean | | 4.17 | 4.07 | 4.00 |
| Mode | | 4 | 4 | 4 |
| Minimum | | 2 | 2 | 1 |
| Maximum | | 5 | 5 | 5 |

**Lampiran 5d**

**Variabel Loyalitas Konsumen**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | |
|  | | LK1 | LK2 | LK3 | LK4 |
| N | Valid | 150 | 150 | 150 | 150 |
| Missing | 0 | 0 | 0 | 0 |
| Mean | | 3.75 | 2.82 | 4.18 | 3.39 |
| Mode | | 4 | 2 | 4 | 3 |
| Minimum | | 1 | 1 | 2 | 1 |
| Maximum | | 5 | 5 | 5 | 5 |

**Lampiran 6: Data Frekuensi Indikator (Output SPSS)**

**Lampiran 6a**

**Skor Rata-rata Variabel Kualitas Layanan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_T1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 3 | 2.0 | 2.0 | 2.0 |
| N | 21 | 14.0 | 14.0 | 16.0 |
| S | 62 | 41.3 | 41.3 | 57.3 |
| SS | 64 | 42.7 | 42.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_T2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 7 | 4.7 | 4.7 | 4.7 |
| N | 47 | 31.3 | 31.3 | 36.0 |
| S | 65 | 43.3 | 43.3 | 79.3 |
| SS | 31 | 20.7 | 20.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_T3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | .7 | .7 | .7 |
| N | 26 | 17.3 | 17.3 | 18.0 |
| S | 70 | 46.7 | 46.7 | 64.7 |
| SS | 53 | 35.3 | 35.3 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 6a (Lanjutan)**

**Skor Rata-rata Variabel Kualitas Layanan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_T4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 3 | 2.0 | 2.0 | 2.0 |
| N | 33 | 22.0 | 22.0 | 24.0 |
| S | 61 | 40.7 | 40.7 | 64.7 |
| SS | 53 | 35.3 | 35.3 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_RB1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 1.3 | 1.3 | 1.3 |
| TS | 12 | 8.0 | 8.0 | 9.3 |
| N | 38 | 25.3 | 25.3 | 34.7 |
| S | 81 | 54.0 | 54.0 | 88.7 |
| SS | 17 | 11.3 | 11.3 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |
|  |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_RB2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 9 | 6.0 | 6.0 | 6.0 |
| N | 43 | 28.7 | 28.7 | 34.7 |
| S | 64 | 42.7 | 42.7 | 77.3 |
| SS | 34 | 22.7 | 22.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 6a (Lanjutan)**

**Skor Rata-rata Variabel Kualitas Layanan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_RB3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 4 | 2.7 | 2.7 | 2.7 |
| N | 31 | 20.7 | 20.7 | 23.3 |
| S | 79 | 52.7 | 52.7 | 76.0 |
| SS | 36 | 24.0 | 24.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_RB4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 9 | 6.0 | 6.0 | 6.0 |
| N | 30 | 20.0 | 20.0 | 26.0 |
| S | 86 | 57.3 | 57.3 | 83.3 |
| SS | 25 | 16.7 | 16.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_RS1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 5 | 3.3 | 3.3 | 3.3 |
| N | 29 | 19.3 | 19.3 | 22.7 |
| S | 79 | 52.7 | 52.7 | 75.3 |
| SS | 37 | 24.7 | 24.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_RS2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 7 | 4.7 | 4.7 | 4.7 |
| N | 36 | 24.0 | 24.0 | 28.7 |
| S | 67 | 44.7 | 44.7 | 73.3 |
| SS | 40 | 26.7 | 26.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 6a (Lanjutan)**

**Skor Rata-rata Variabel Kualitas Layanan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_RS3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 5 | 3.3 | 3.3 | 3.3 |
| N | 23 | 15.3 | 15.3 | 18.7 |
| S | 62 | 41.3 | 41.3 | 60.0 |
| SS | 60 | 40.0 | 40.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_RS4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 4 | 2.7 | 2.7 | 2.7 |
| N | 27 | 18.0 | 18.0 | 20.7 |
| S | 62 | 41.3 | 41.3 | 62.0 |
| SS | 57 | 38.0 | 38.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_A1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | .7 | .7 | .7 |
| TS | 5 | 3.3 | 3.3 | 4.0 |
| N | 25 | 16.7 | 16.7 | 20.7 |
| S | 78 | 52.0 | 52.0 | 72.7 |
| SS | 41 | 27.3 | 27.3 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_A2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 4 | 2.7 | 2.7 | 2.7 |
| N | 29 | 19.3 | 19.3 | 22.0 |
| S | 74 | 49.3 | 49.3 | 71.3 |
| SS | 43 | 28.7 | 28.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 6a (Lanjutan)**

**Skor Rata-rata Variabel Kualitas Layanan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_A3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 4 | 2.7 | 2.7 | 2.7 |
| N | 20 | 13.3 | 13.3 | 16.0 |
| S | 70 | 46.7 | 46.7 | 62.7 |
| SS | 56 | 37.3 | 37.3 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_A4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | .7 | .7 | .7 |
| TS | 3 | 2.0 | 2.0 | 2.7 |
| N | 22 | 14.7 | 14.7 | 17.3 |
| S | 71 | 47.3 | 47.3 | 64.7 |
| SS | 53 | 35.3 | 35.3 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_E1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 1.3 | 1.3 | 1.3 |
| TS | 12 | 8.0 | 8.0 | 9.3 |
| N | 24 | 16.0 | 16.0 | 25.3 |
| S | 63 | 42.0 | 42.0 | 67.3 |
| SS | 49 | 32.7 | 32.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_E2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 8 | 5.3 | 5.3 | 5.3 |
| N | 34 | 22.7 | 22.7 | 28.0 |
| S | 65 | 43.3 | 43.3 | 71.3 |
| SS | 43 | 28.7 | 28.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 6a (Lanjutan)**

**Skor Rata-rata Variabel Kualitas Layanan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KL\_E3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 9 | 6.0 | 6.0 | 6.0 |
| N | 33 | 22.0 | 22.0 | 28.0 |
| S | 63 | 42.0 | 42.0 | 70.0 |
| SS | 45 | 30.0 | 30.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 6b**

**Skor Rata-rata Variabel Harga**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **H1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | .7 | .7 | .7 |
| N | 5 | 3.3 | 3.3 | 4.0 |
| S | 37 | 24.7 | 24.7 | 28.7 |
| SS | 107 | 71.3 | 71.3 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **H2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | .7 | .7 | .7 |
| N | 16 | 10.7 | 10.7 | 11.3 |
| S | 56 | 37.3 | 37.3 | 48.7 |
| SS | 77 | 51.3 | 51.3 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 6b (Lanjutan)**

**Skor Rata-rata Variabel Harga**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **H3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 3 | 2.0 | 2.0 | 2.0 |
| N | 10 | 6.7 | 6.7 | 8.7 |
| S | 55 | 36.7 | 36.7 | 45.3 |
| SS | 82 | 54.7 | 54.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **H4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | .7 | .7 | .7 |
| N | 9 | 6.0 | 6.0 | 6.7 |
| S | 61 | 40.7 | 40.7 | 47.3 |
| SS | 79 | 52.7 | 52.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 6c**

**Skor Rata-rata Variabel Kepuasan Konsumen**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KK1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 3 | 2.0 | 2.0 | 2.0 |
| N | 20 | 13.3 | 13.3 | 15.3 |
| S | 76 | 50.7 | 50.7 | 66.0 |
| SS | 51 | 34.0 | 34.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KK2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 6 | 4.0 | 4.0 | 4.0 |
| N | 20 | 13.3 | 13.3 | 17.3 |
| S | 81 | 54.0 | 54.0 | 71.3 |
| SS | 43 | 28.7 | 28.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 6c (Lanjutan)**

**Skor Rata-rata Variabel Kepuasan Konsumen**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KK3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | .7 | .7 | .7 |
| TS | 6 | 4.0 | 4.0 | 4.7 |
| N | 27 | 18.0 | 18.0 | 22.7 |
| S | 74 | 49.3 | 49.3 | 72.0 |
| SS | 42 | 28.0 | 28.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 6d**

**Skor Rata-rata Variabel Loyalitas Konsumen**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **LK1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 1.3 | 1.3 | 1.3 |
| TS | 12 | 8.0 | 8.0 | 9.3 |
| N | 41 | 27.3 | 27.3 | 36.7 |
| S | 61 | 40.7 | 40.7 | 77.3 |
| SS | 34 | 22.7 | 22.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **LK2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 19 | 12.7 | 12.7 | 12.7 |
| TS | 46 | 30.7 | 30.7 | 43.3 |
| N | 41 | 27.3 | 27.3 | 70.7 |
| S | 31 | 20.7 | 20.7 | 91.3 |
| SS | 13 | 8.7 | 8.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

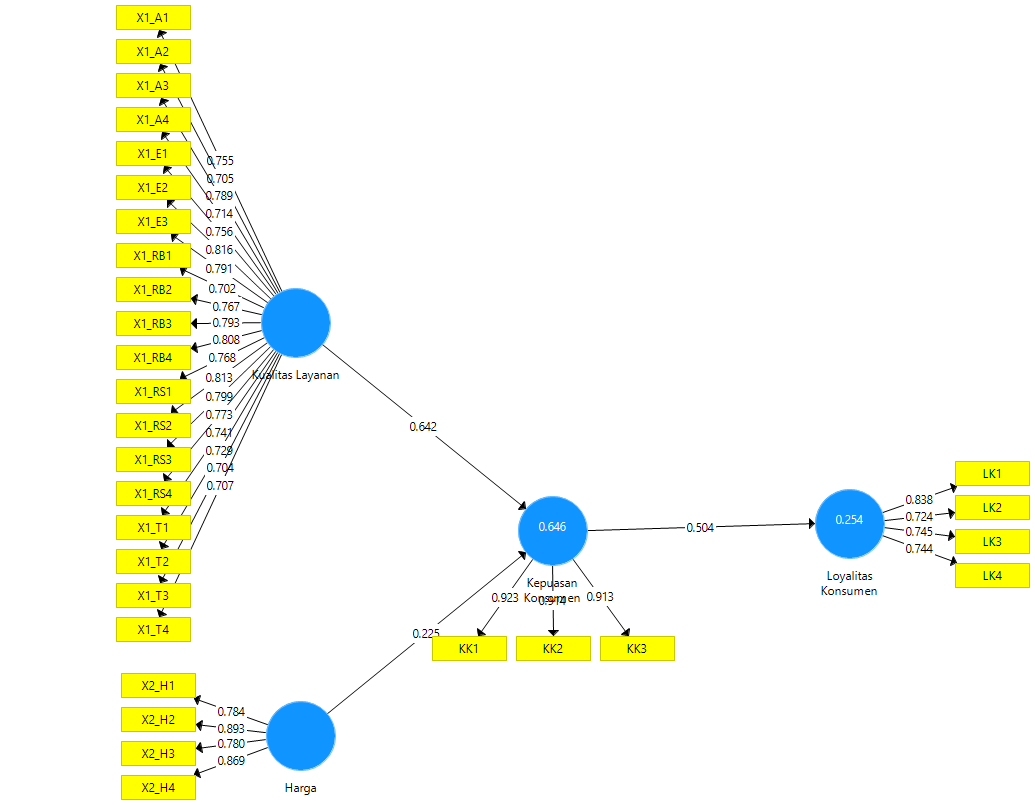
**Lampiran 6d (Lanjutan)**

**Skor Rata-rata Variabel Loyalitas Konsumen**

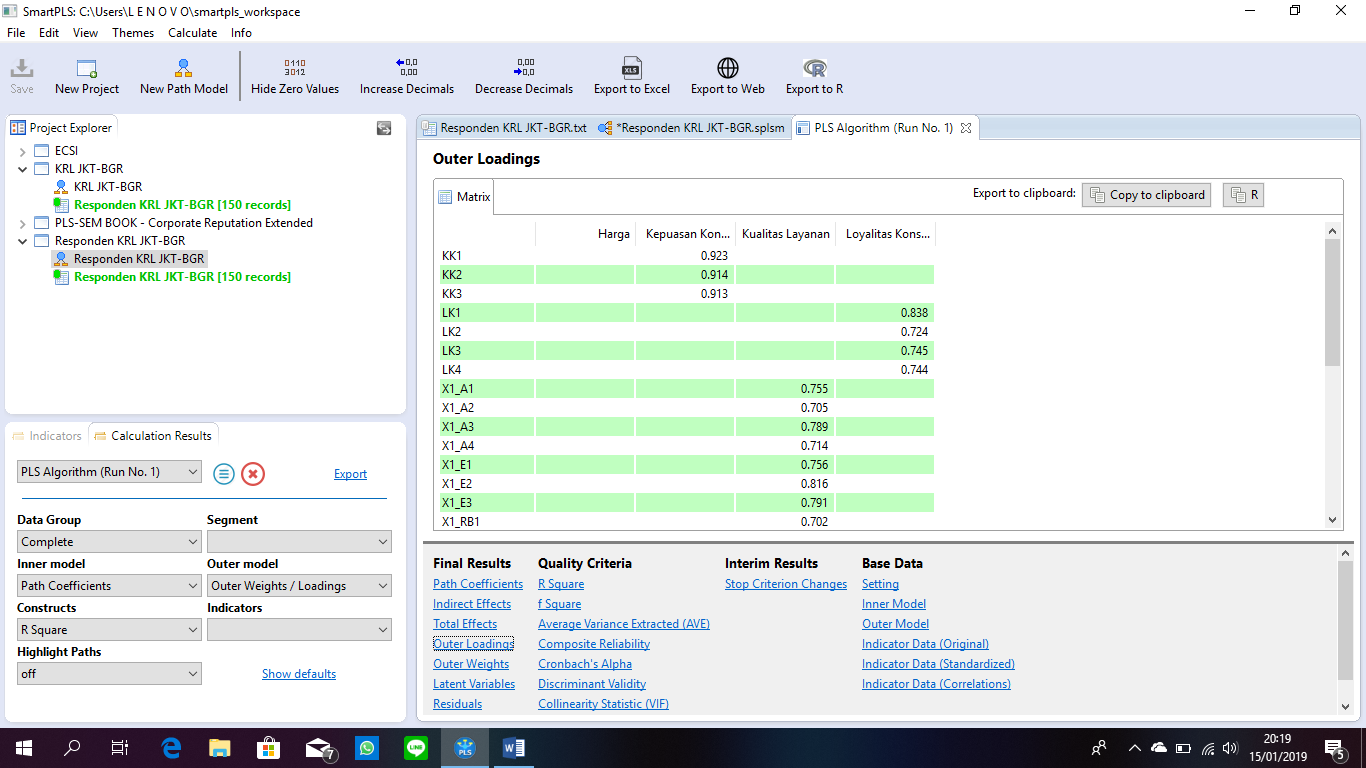
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **LK3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 3 | 2.0 | 2.0 | 2.0 |
| N | 25 | 16.7 | 16.7 | 18.7 |
| S | 64 | 42.7 | 42.7 | 61.3 |
| SS | 58 | 38.7 | 38.7 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

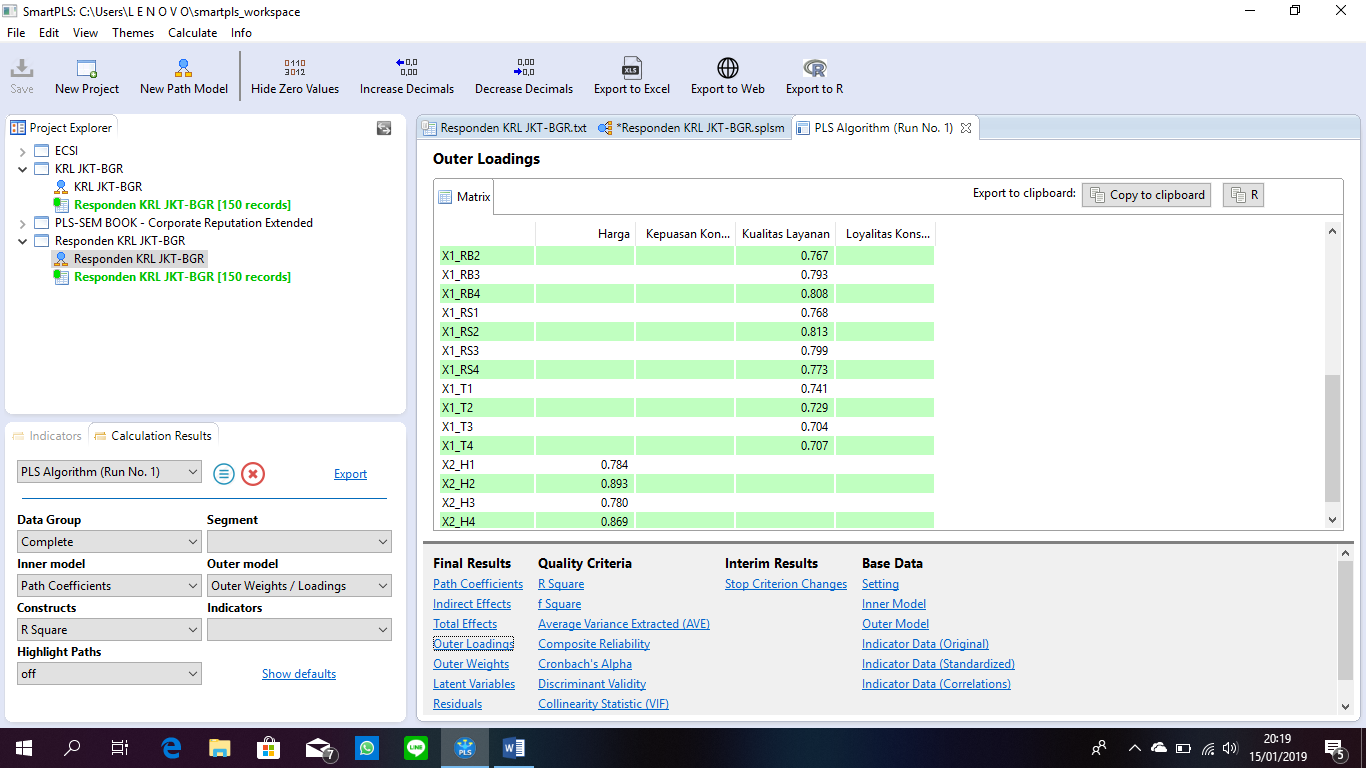
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **LK4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 7 | 4.7 | 4.7 | 4.7 |
| TS | 18 | 12.0 | 12.0 | 16.7 |
| N | 58 | 38.7 | 38.7 | 55.3 |
| S | 43 | 28.7 | 28.7 | 84.0 |
| SS | 24 | 16.0 | 16.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

**Lampiran 7: Evaluasi Pengukuran *Outer* *Model* (Output SPSS)**

****

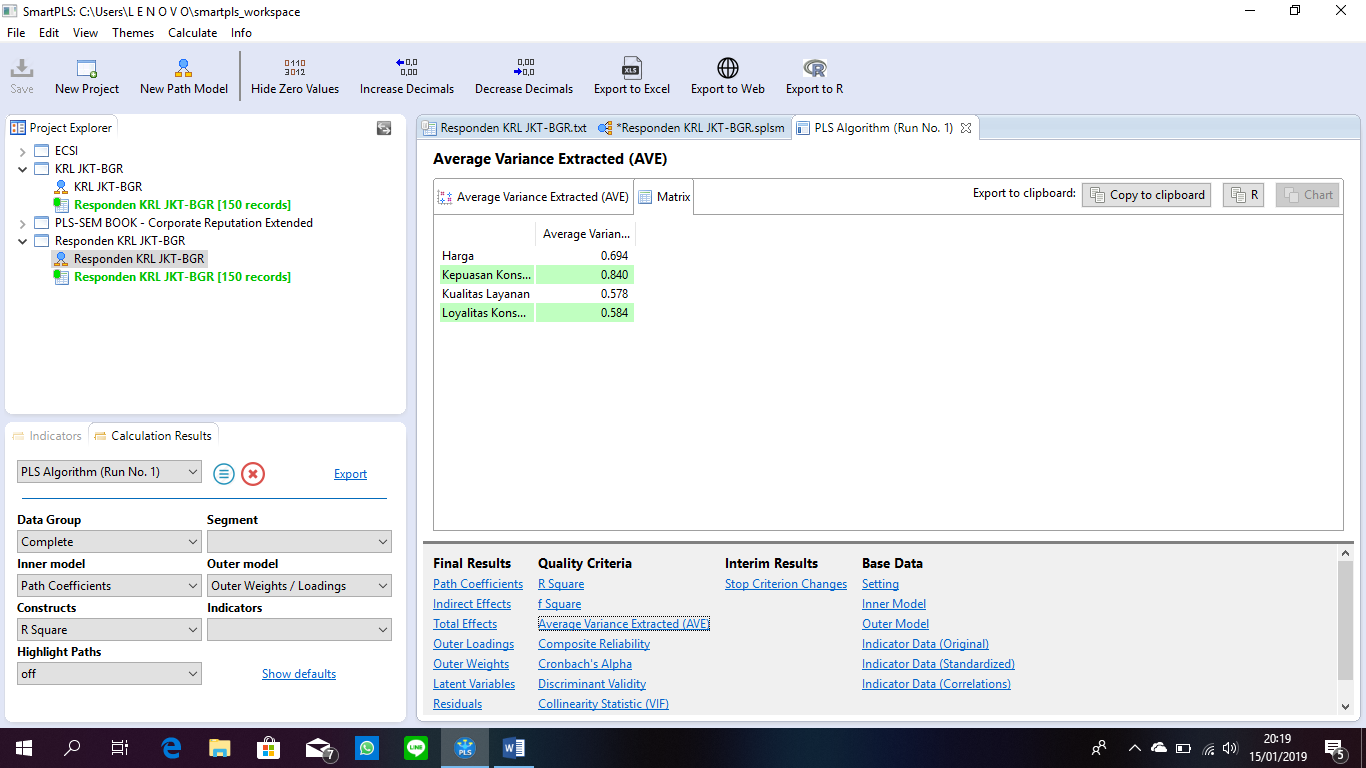
**Lampiran 7a**

**Nilai *Outer Loading***

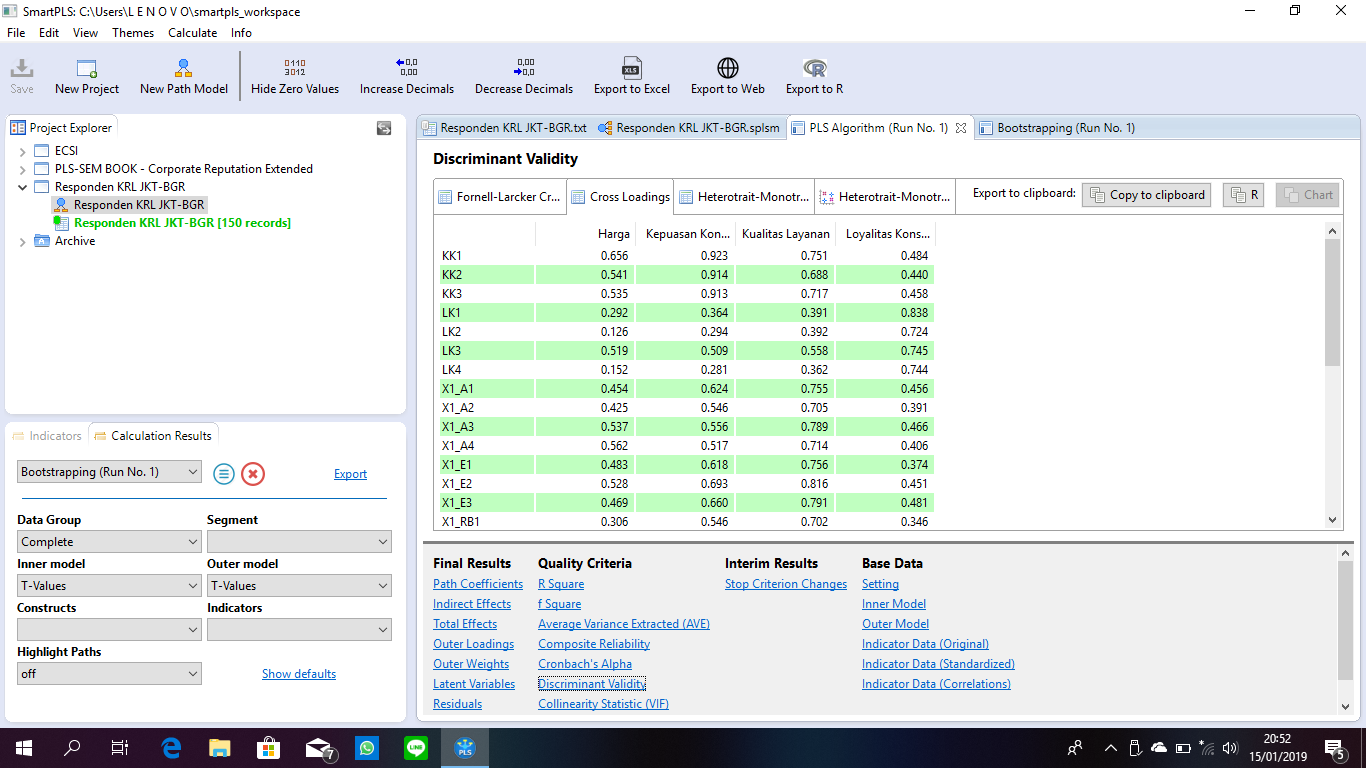


**Lampiran 7b**

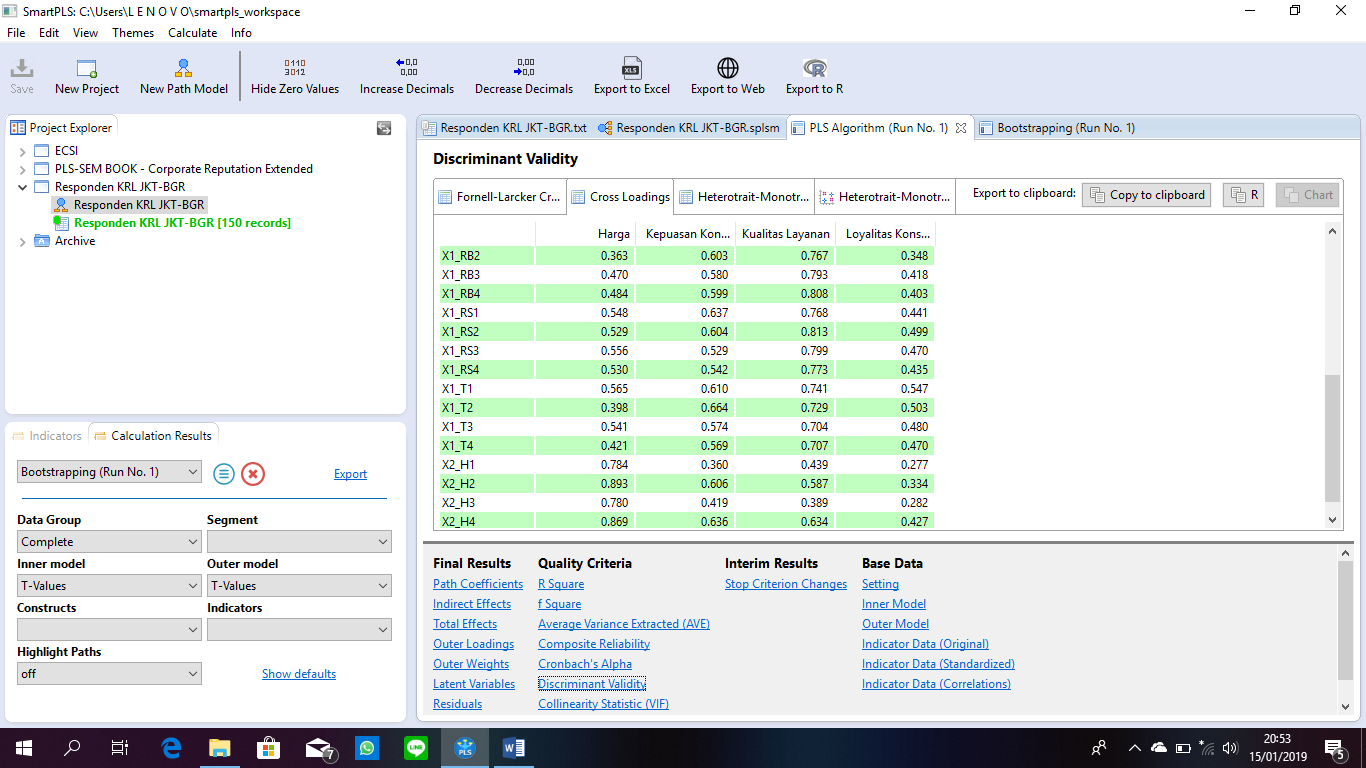
**Nilai AVE**



**Lampiran 7c**

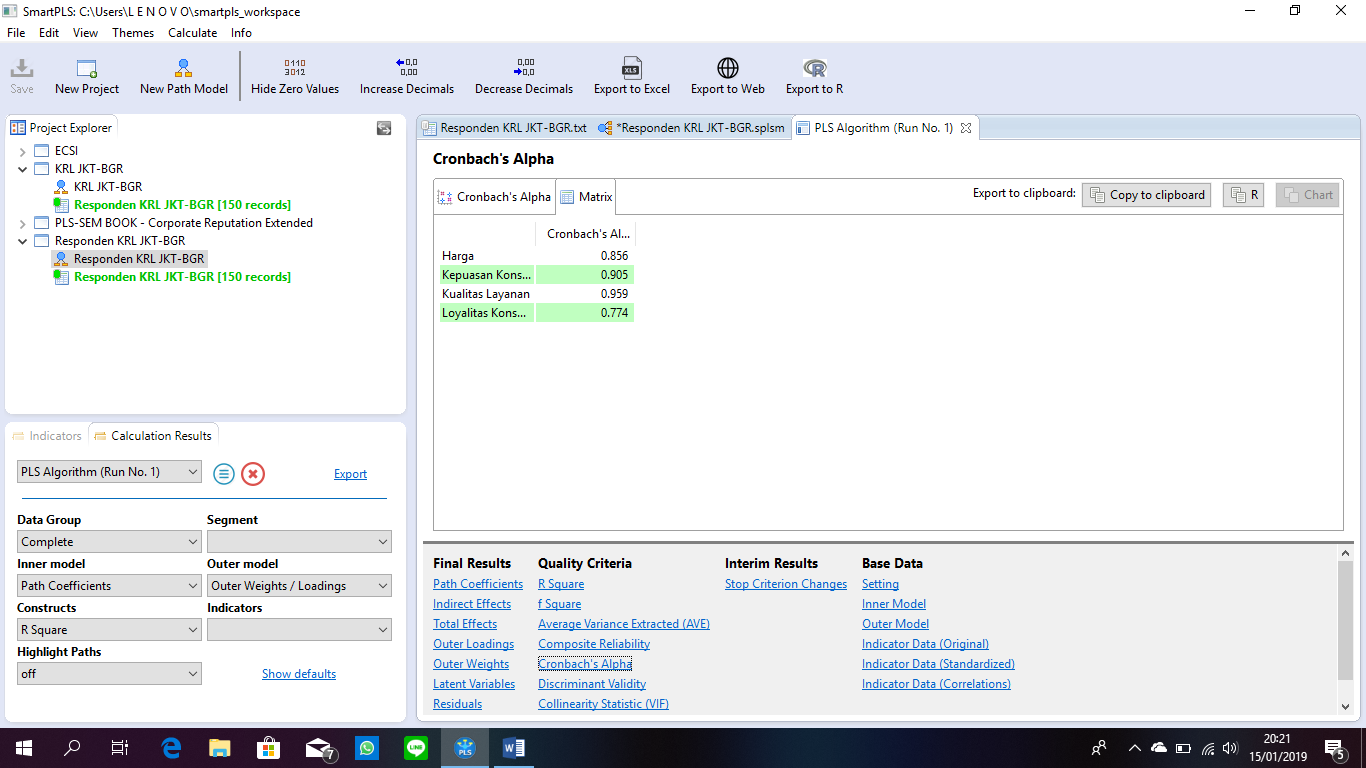
**Nilai *Cross Loading***

**Lampiran 7c (Lanjutan)**

**Nilai *Outer Loading***

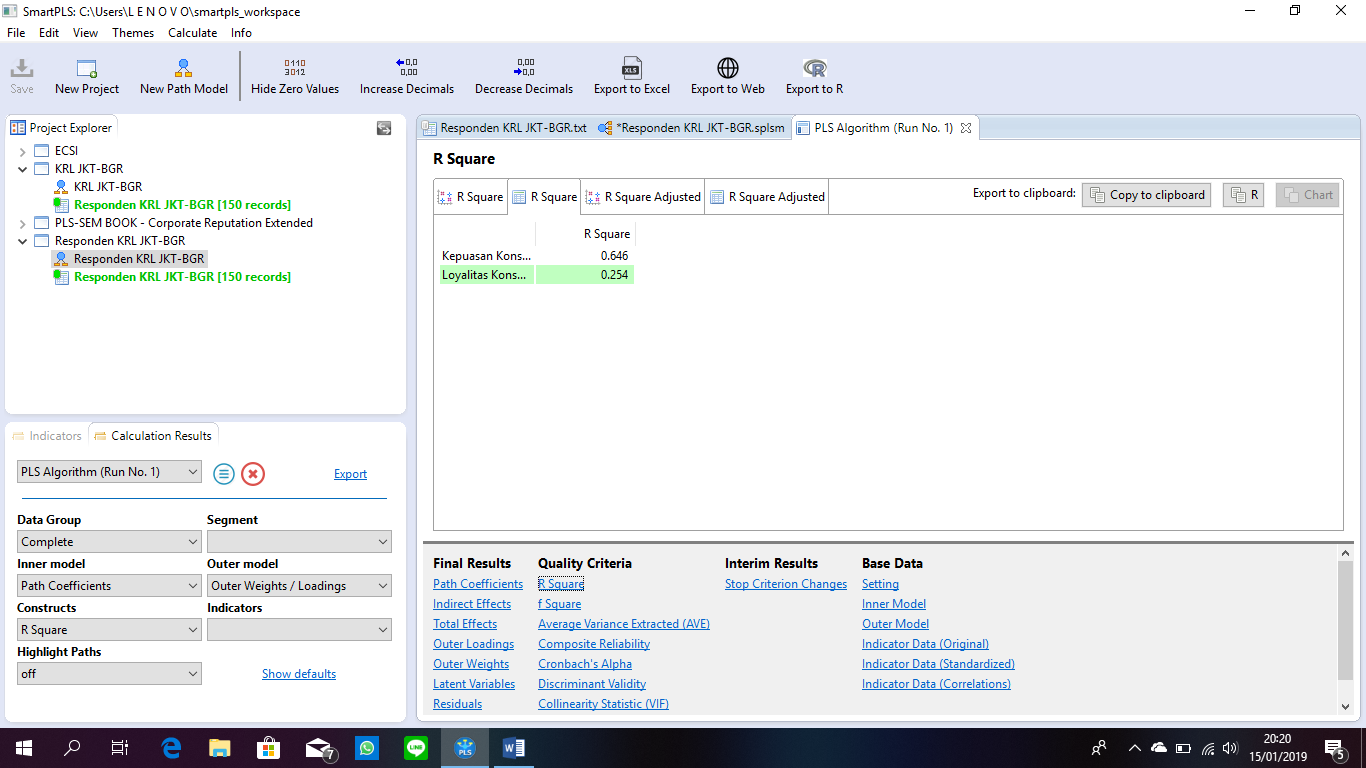
**Lampiran 7d**

**Uji Reliabilitas**



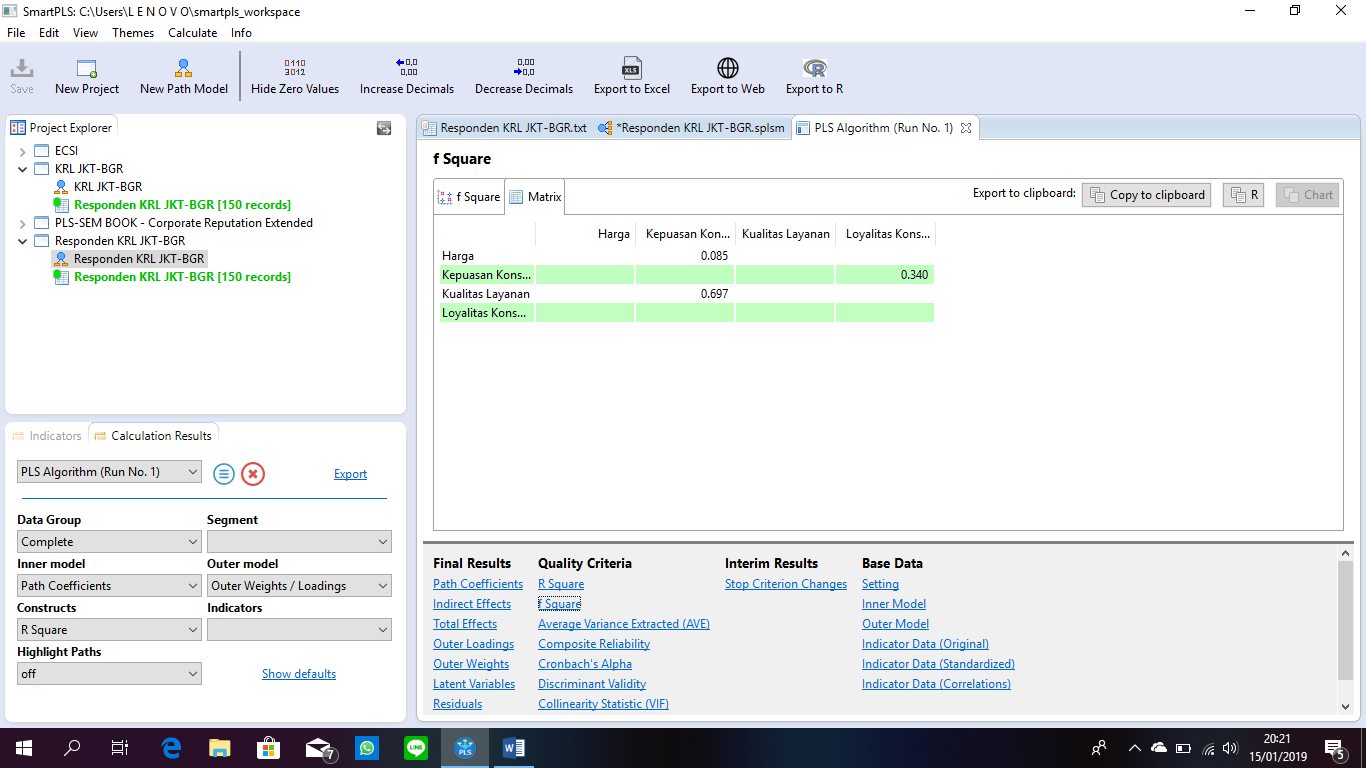
**Lampiran 8: Evaluasi Pengukuran *Inner* *Model* (Output SPSS)**

**Lampiran 8a**

**R-*Square***

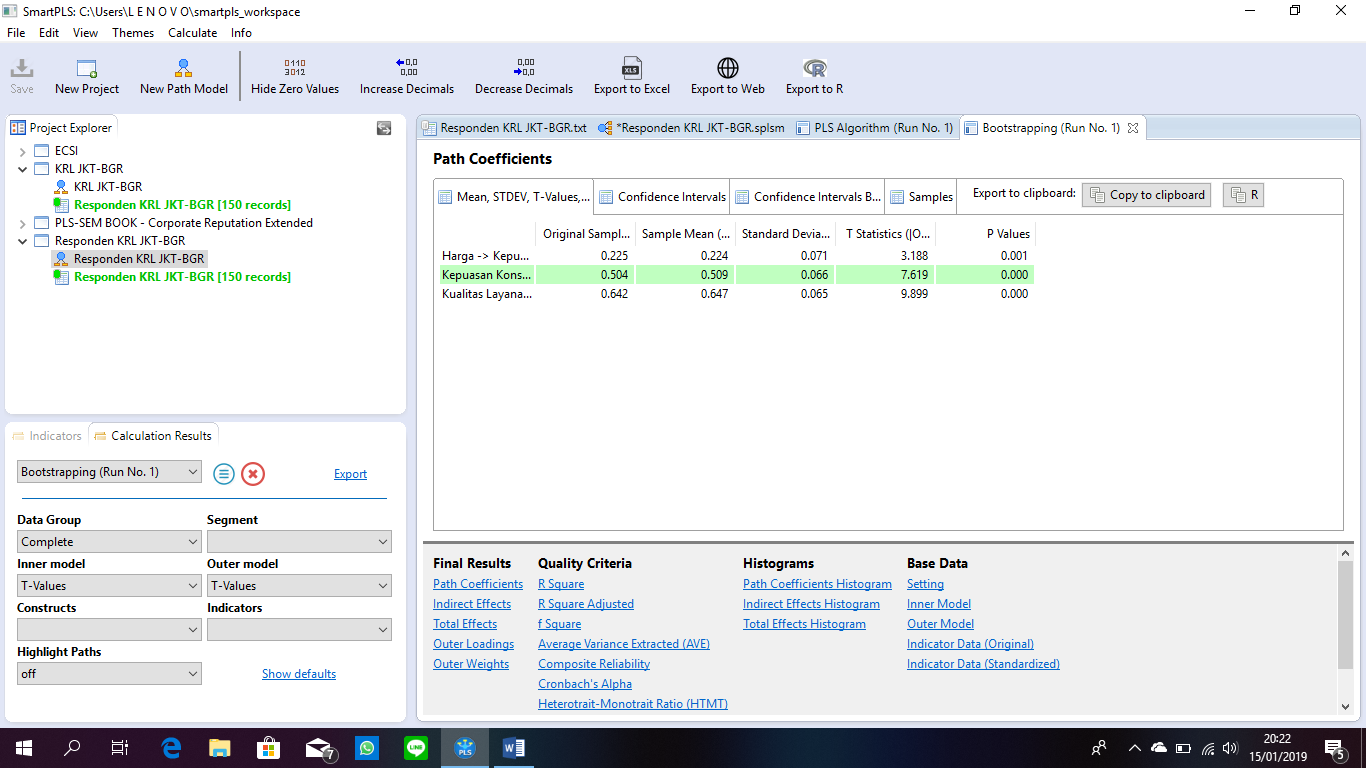
**Lampiran 8b**

**F-*Square***



**Lampiran 9: Evaluasi Model Struktural atau Hipotesis** **(Output SPSS)**

**Lampiran 9a**

**Uji Hipotesis**