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# LAMP IRAN

## Lampiran 1 : Kuesioner Penelitian

### PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN PADA ZERO CAFE MAKASSAR

#### A. Pendahuluan

Kepada Yth.

Konsumen Zero Cafe Makassar

Di Tempat

Assalamualaikum Warahmatullahi Wabarakatuh

Dalam rangka menyusun Skripsi untuk strata-1/S1 Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Hasanuddin, dengan ini saya mohon kesediaan Bapak, Ibu, Saudara/I untuk menjadi penelitian saya. Kelengkapan jawaban akan sangat mempengaruhi hasil analisis serta setiap jawaban anda merupakan bantuan yang tidak ternilai bagi penelitian ini. Adapun kriteria yang akan dijadikan responden dalam penelitian ini adalah:

1. Konsumen yang pernah melakukan transaksi di Zero Cafe Makassar
2. Konsumen berusia 17 tahun hingga 40 tahun

Data pribadi Bapak Ibu, Saudara/I tidak akan dipublikasikan, sehingga anda dapat memberikan opini secara bebas. Kerahasiaan informasi yang diperoleh akan dijaga dengan baik dan informasi tersebut hanya akan dipergunakan untuk kepentingan akademik. Atas dukungan dan partisipasinya saya mengucapkan banyak terima kasih.

Wassalamualaikum Wr. Wb.

Hormat saya,

Taufiqurrahman Haris  
NIM A021181352

## B. IDENTITAS RESPONDEN

Petunjuk : Berilah tanda centang (✓) pada jawaban yang sesuai.

1. Nama : \_\_\_\_\_
2. Jenis Kelamin :
  - Laki-Laki
  - Perempuan
3. Usia :
  - 17-25 tahun
  - 26-35 tahun
  - Lebih dari 35 tahun
4. Apakah anda pernah berkunjung dan melakukan transaksi di Zero Café? :
  - Pernah
  - Belum pernah
5. Berapa frekuensi kunjungan Anda ke Zero Café dalam seminggu? :
  - 1-3 kali dalam seminggu
  - >4 kali dalam seminggu

## C. PETUNJUK PENGISIAN KUESIONER

Responden dapat memberikan jawaban dengan memberikan tanda centang (✓) untuk setiap pertanyaan pada kolom penilaian yang telah disediakan dan hanya perlu satu jawaban saja disetiap pertanyaannya. Pada masing-masing pertanyaan terdapat lima alternatif jawaban yang mengacu pada teknik skala *likert* yaitu :

Sangat Setuju	(SS)	= 5
Setuju	(S)	= 4
Netral	(N)	= 3
Tidak Setuju	(TS)	= 2
Sangat Tidak Setuju	(STS)	= 1

## D. KUESIONER PENELITIAN

### 1. Variabel Kualitas Pelayanan

No.	Pertanyaan	Alternatif Jawaban				
		SS	S	N	TS	STS
<b><i>Tangible (X1)</i></b>						
1.	Zero Café menggunakan peralatan dan fasilitas yang terbaru dan lengkap					
2.	Zero Café menyediakan menu yang bervariasi					
3.	Karyawan Zero Café berpenampilan rapi dan menarik					
4.	Interior pada Zero Café sesuai dan menarik di pandang					
<b><i>Reliability (X2)</i></b>						
5.	Zero Café memberikan pelayanan sesuai dengan apa yang dijanjikan					
6.	Zero Café memberikan pelayanan sesuai dengan permintaan					
7.	Karyawan Zero Café berusaha meminimalisir kesalahan dalam pelayanan dengan sistem pencatatan pesanan yang baik					
8.	Zero Café memberikan pelayanan sesuai dengan waktu yang dijanjikan					
9.	Karyawan Zero Café bekerja secara profesional					
<b><i>... Responsiveness (X3)</i></b>						



<b>Responsiveness (X3)</b>					
10.	Zero Café senantiasa memberikan informasi mengenai peayanan kepada konsumen				
11.	Zero Café memberikan pelayanan dengan prinsip kesediaan untuk membantu				
12.	Karyawan Zero Café selalu siap dan tanggap dalam melayanani dan merespon pelanggan				
13.	Karyawan Zero Café melayani dengan cepat				
<b>Assurance (X4)</b>					
14.	Karyawan Zero Café memiliki pengetahuan yang memadai seputar pelayanan diberikan				
15.	Karyawan Zero Café menanamkan kepercayaan kepada pelanggan				
16.	Zero Café membuat pelanggan merasa aman atas pelayanan mereka				
17.	Zero Café melayani dengan penuh perhatian				
<b>Empathy (X5)</b>					
18.	Zero Café memberikan perhatian secara individual kepada pelanggan				
19.	Waktu operasional Zero Café sesuai dengan pelanggan				
20.	Karyawan Zero Café peduli terhadap pelanggan				
21.	Karyawan Zero Café memahami kebutuhan pelanggan dengan baik				

22.	Karyawan Zero Café memberikan pelayanan terbaik hingga menyentuh perasaan pelanggan					
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### B. Variabel Kepuasan Pelanggan (Y)

No.	Pertanyaan	Alternatif Jawaban				
		SS	S	N	TS	STS
1.	Pelayanan yang diberikan lebih baik dari Café kompetitor					
2.	Pelayanan yang diberikan oleh Zero Café sesuai dengan harapan saya					
3.	Saya merasa puas dengan pelayanan yang diberikan oleh Zero Café					

#### PERTANYAAN TERBUKA :

1. Apa yang membuat anda tertarik datang ke Zero Café?

Jawab : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2. Apa kelemahan yang perlu diperbaiki pada Zero Café?

Jawab : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**TERIMA KASIH ATAS PARTISIPASINYA**

## Lampiran 2 : Tabulasi Data

No	Tangible				Total
	X1.1	X1.2	X1.3	X1.4	
1	2	3	2	2	9
2	2	2	2	2	8
3	3	3	3	3	12
4	3	3	4	3	13
5	4	4	4	4	16
6	3	3	4	3	13
7	3	3	3	3	12
8	5	5	5	5	20
9	3	3	3	3	12
10	3	3	4	3	13
11	3	3	3	3	12
12	5	5	5	5	20
13	4	4	4	4	16
14	4	3	4	3	14
15	3	3	3	3	12
16	4	4	4	4	16
17	2	2	2	2	8
18	3	4	4	4	15
19	4	4	4	4	16
20	4	3	4	3	14
21	4	3	4	4	15
22	2	2	2	2	8
23	3	2	3	2	10
24	4	3	4	4	15
25	2	2	2	2	8
26	2	2	2	2	8
27	2	3	2	2	9
28	2	2	2	2	8
29	3	3	3	3	12
30	3	4	3	3	13
31	4	3	4	3	14
32	2	2	2	2	8
33	4	4	4	4	16
34	3	3	3	3	12
35	4	3	4	3	14
36	3	3	3	3	12
37	3	4	3	4	14
38	5	5	4	5	19
39	4	4	4	4	16

40	4	4	4	4	16
41	2	3	2	2	9
42	4	3	4	4	15
43	4	4	4	4	16
44	3	3	3	3	12
45	3	3	3	3	12
46	2	3	3	2	10
47	4	4	4	4	16
48	5	5	5	5	20
49	4	4	4	4	16
50	4	4	4	4	16
51	5	5	5	5	20
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61	4	4	4	4	16
62	3	3	4	3	13
63	4	4	4	4	16
64	4	4	4	4	16
65	5	4	5	5	19
66	4	5	4	5	18
67	4	4	4	4	16
68	4	4	4	4	16
69	2	1	2	2	7
70	2	2	3	3	10
71	4	5	4	4	17
72	4	4	4	4	16
73	4	5	4	5	18
74	3	3	4	3	13
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77	4	4	4	5	17
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79	4	5	4	4	17
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84	4	3	4	3	14
85	4	4	4	4	16
86	5	5	4	5	19
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117	5	5	4	5	19
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119	3	3	3	3	12
120	3	2	3	3	11
121	3	2	3	3	11
122	4	4	4	4	16
123	3	2	2	3	10
124	5	4	4	4	17
125	3	3	3	3	12

Reliability					Total
X2.1	X2.2	X2.3	X2.4	X2.5	
2	3	2	2	3	12
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3	3	4	3	4	17
4	4	4	4	4	20
4	4	4	4	4	20
4	4	4	3	4	19
4	4	4	4	3	19
2	3	2	2	2	11
3	3	4	4	4	18
4	4	3	4	3	18
4	3	3	3	3	16
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5	5	5	4	5	24



Responsiveness				Total
X3.1	X3.2	X3.3	X3.4	
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3	3	3	3	12
3	4	3	3	13
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5	5	5	4	19
5	5	4	5	19
5	4	5	5	19
4	4	4	4	16
4	3	4	4	15
4	3	4	4	15
4	4	4	4	16

4	3	4	4	15
4	4	4	4	16
3	3	3	3	12
3	3	3	3	12
4	4	4	3	15
2	2	2	2	8
4	4	3	4	15
4	4	4	4	16
4	4	4	4	16
4	4	4	3	15
3	3	3	3	12
4	3	4	4	15
4	4	4	4	16
5	5	5	5	20
5	5	5	4	19
5	5	5	5	20
5	5	4	5	19
5	4	5	4	18
4	4	4	4	16
4	4	4	4	16
3	4	4	4	15
4	4	3	4	15
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	5	4	17
5	4	5	5	19
4	4	4	4	16
4	5	4	5	18
5	5	5	5	20
5	4	5	4	18
4	4	4	4	16
3	3	3	3	12
4	3	4	4	15
4	3	4	3	14
3	3	3	3	12
4	4	4	4	16
4	4	4	3	15
4	4	4	4	16
4	5	5	4	18
3	3	3	3	12

Assurance				Total
X4.1	X4.2	X4.3	X4.4	
2	3	3	2	10
3	3	3	3	12
3	2	3	3	11
4	3	4	3	14
4	3	4	3	14
3	3	3	3	12
3	3	3	4	13
4	4	4	4	16
5	5	5	5	20
4	3	4	3	14
3	4	3	4	14
4	4	4	4	16
4	4	4	4	16
5	4	5	4	18
4	4	4	4	16
4	5	4	5	18
5	4	5	5	19
5	5	5	5	20
5	5	4	5	19
5	5	5	5	20
5	4	5	4	18
5	5	5	4	19
3	4	4	3	14
3	3	3	3	12
3	2	3	3	11
2	2	2	3	9
2	2	2	2	8
3	3	3	3	12
3	4	3	4	14
4	4	4	4	16
4	3	4	3	14
4	3	3	3	13
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
3	3	3	4	13
4	4	3	4	15
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
3	4	3	3	13

4	4	4	4	16
4	3	4	4	15
4	3	3	4	14
4	4	4	4	16
3	4	4	3	14
3	4	3	4	14
4	5	4	5	18
4	5	4	5	18
5	5	5	5	20
5	5	5	5	20
5	4	5	4	18
5	5	4	4	18
4	5	4	5	18
5	5	5	5	20
5	4	5	5	19
4	5	4	4	17
4	4	5	5	18
4	4	4	4	16
4	5	4	4	17
4	4	4	5	17
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
4	5	4	5	18
5	5	5	5	20
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	3	4	4	15
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5	5	5	4	19
4	5	4	4	17
5	5	4	5	19
5	5	4	5	19
4	5	4	5	18
4	4	4	5	17

5	5	4	5	19
5	4	5	5	19
4	4	4	4	16
3	3	3	3	12
4	3	4	3	14
4	4	4	4	16
4	4	4	4	16
4	3	3	4	14
4	3	4	4	15
4	4	4	4	16
4	4	3	3	14
3	3	3	4	13
4	4	3	4	15
4	5	4	5	18
5	5	5	4	19
5	5	5	5	20
5	5	5	5	20
5	4	5	4	18
5	5	4	4	18
5	5	5	5	20
5	4	5	5	19
5	5	5	5	20
4	4	4	4	16
4	4	5	4	17
4	4	4	4	16
4	4	4	4	16
5	5	5	4	19
5	5	5	5	20
5	4	5	4	18
5	5	4	5	19
5	5	5	5	20
4	4	4	4	16
4	3	4	3	14
3	3	3	3	12
3	4	3	4	14
4	4	4	4	16
4	4	4	4	16
4	4	3	4	15
4	4	4	4	16
5	5	4	5	19
5	4	5	5	19

Empathy					Total
X5.1	X5.2	X5.3	X5.4	X5.5	
3	2	3	3	3	14
3	3	3	2	3	14
3	3	3	3	4	16
4	4	4	4	4	20
4	3	4	4	4	19
4	4	4	4	4	20
4	4	4	4	4	20
5	4	5	4	4	22
5	5	5	5	5	25
4	5	4	4	4	21
4	4	4	4	3	19
3	4	4	3	4	18
4	4	4	4	3	19
4	5	5	4	5	23
4	4	4	4	4	20
4	4	4	4	4	20
3	4	4	4	4	19
4	5	5	5	5	24
5	5	5	5	4	24
4	5	5	5	4	23
4	4	4	4	4	20
5	5	5	5	5	25
5	5	4	5	5	24
5	4	4	4	4	21
3	3	2	3	3	14
3	3	3	3	3	15
3	2	3	3	3	14
3	3	3	3	2	14
3	3	3	3	3	15
3	4	4	4	3	18
4	3	4	4	3	18
3	4	3	4	4	18
4	3	4	4	4	19
3	4	4	4	3	18
4	3	4	3	4	18
3	4	4	4	4	19
3	3	3	3	3	15
4	4	4	4	3	19
3	4	3	4	4	18
4	4	4	4	4	20
4	4	4	4	4	20

4	5	4	4	4	21
4	5	4	4	4	21
3	4	3	4	3	17
3	3	3	3	3	15
3	3	3	3	3	15
4	3	4	4	3	18
5	4	5	5	5	24
5	5	5	5	4	24
5	5	4	4	4	22
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4	4	5	4	5	22
4	4	4	4	4	20
4	4	4	4	5	21
5	4	5	5	5	24
4	4	4	4	4	20
5	4	5	4	5	23
4	4	4	4	4	20
4	5	4	5	4	22
5	4	5	4	5	23
4	4	4	4	4	20
4	4	4	4	4	20
4	4	4	4	4	20
5	4	5	5	4	23
5	5	5	5	5	25
4	5	5	4	4	22
4	4	4	4	4	20
4	5	5	5	4	23
4	5	5	5	5	24
5	5	5	5	5	25
5	5	5	5	5	25
5	5	4	5	4	23
5	5	5	5	5	25
5	4	5	5	5	24
5	5	5	5	5	25
5	5	5	5	5	25
4	5	5	4	5	23
5	5	5	5	5	25



5	5	5	5	5	25
5	5	4	4	5	23
4	4	4	4	4	20
4	4	3	3	4	18
4	4	3	4	3	18
4	4	4	4	4	20
4	4	3	4	4	19
4	3	3	3	4	17
3	4	3	3	3	16
4	4	4	4	4	20
4	3	3	4	4	18
3	3	3	3	3	15
4	3	3	4	4	18
4	4	4	5	5	22
5	5	4	5	4	23
5	4	5	5	5	24
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	4	5	24
4	4	4	4	4	20
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5	5	5	5	5	25
5	4	5	5	5	24
5	5	5	5	5	25
4	5	4	4	4	21
4	4	4	4	4	20
5	5	5	5	5	25
4	5	4	5	4	22
4	5	5	5	5	24
4	5	4	4	4	21
4	5	5	5	4	23
3	4	4	4	3	18
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3	3	3	3	3	15
3	4	4	3	3	17
3	3	3	3	3	15
3	4	4	4	4	19
3	4	4	3	4	18
4	4	4	4	3	19
4	5	5	4	5	23

Kepuasan Pelanggan			Total
Y1	Y2	Y3	
3	3	2	8
4	4	3	11
3	4	4	11
4	4	4	12
4	4	4	12
3	4	4	11
4	4	4	12
5	4	5	14
5	5	5	15
5	5	4	14
5	5	5	15
5	5	5	15
4	5	5	14
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4	4	4	12
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5	5	5	15
4	5	4	13
4	5	5	14
5	5	4	14
5	5	5	15
4	5	4	13
3	3	3	9
3	3	3	9
4	3	4	11
3	3	3	9
3	4	3	10
4	4	4	12
4	4	4	12
4	4	4	12
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4	4	4	12
4	4	4	12
5	4	5	14
5	5	5	15
5	5	5	15
4	4	4	12
4	4	4	12

4	5	5	14
5	5	5	15
5	5	5	15
5	5	5	15
4	4	4	12
5	4	5	14
5	4	5	14
4	5	4	13
4	5	5	14
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5	5	5	15
4	5	4	13
4	4	4	12
4	4	4	12
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15

5	5	5	15
5	5	5	15
5	4	4	13
5	4	5	14
4	3	4	11
3	4	4	11
3	3	3	9
3	3	3	9
4	3	4	11
4	4	4	12
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4	3	4	11
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3	4	4	11
4	4	3	11
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5	5	5	15
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5	5	5	15
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4	4	4	12
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5	4	5	14
5	5	5	15
4	4	4	12
4	4	4	12
4	3	4	11
4	4	4	12
3	4	4	11
4	4	4	12
4	4	4	12
5	5	5	15

### Lampiran 3 : Hasil Uji Data Pada Aplikasi SPSS

#### Frequencies Variabel Tangible (X1)

		Statistics				
		X1.1	X1.2	X1.3	X1.4	Tangible
N	Valid	125	125	125	125	125
	Missing	0	0	0	0	0
Mean		3.57	3.54	3.63	3.57	14.31
Std. Error of Mean		.084	.085	.082	.086	.320
Median		4.00	4.00	4.00	4.00	15.00
Mode		4	3	4	4	16
Std. Deviation		.945	.955	.912	.962	3.580
Variance		.893	.911	.831	.925	12.813
Range		3	4	3	3	13
Minimum		2	1	2	2	7
Maximum		5	5	5	5	20
Sum		446	443	454	446	1789

#### Frequency Table

		X1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	19	15.2	15.2	15.2
	3	37	29.6	29.6	44.8
	4	48	38.4	38.4	83.2
	5	21	16.8	16.8	100.0
Total		125	100.0	100.0	

		X1.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	.8	.8
	2	16	12.8	12.8	13.6
	3	44	35.2	35.2	48.8
	4	42	33.6	33.6	82.4
	5	22	17.6	17.6	100.0
Total		125	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	14.4	14.4	14.4
	3	29	23.2	23.2	37.6
	4	59	47.2	47.2	84.8
	5	19	15.2	15.2	100.0
	Total	125	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	19	15.2	15.2	15.2
	3	39	31.2	31.2	46.4
	4	44	35.2	35.2	81.6
	5	23	18.4	18.4	100.0
	Total	125	100.0	100.0	

**Frequencies Variabel Reliability (X2)**

		Statistics					Reliability
		X2.1	X2.2	X2.3	X2.4	X2.5	
N	Valid	125	125	125	125	125	125
	Missing	0	0	0	0	0	0
Mean		3.83	3.84	3.86	3.81	3.86	19.19
Std. Error of Mean		.072	.066	.065	.071	.066	.300
Median		4.00	4.00	4.00	4.00	4.00	20.00
Mode		4	4	4	4	4	20
Std. Deviation		.801	.734	.726	.790	.737	3.357
Variance		.641	.539	.527	.624	.544	11.269
Range		4	3	3	3	4	17
Minimum		1	2	2	2	1	8
Maximum		5	5	5	5	5	25
Sum		479	480	482	476	482	2399

**Frequency Table**

		<b>X2.1</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	.8	.8
	2	4	3.2	3.2	4.0
	3	34	27.2	27.2	31.2
	4	62	49.6	49.6	80.8
	5	24	19.2	19.2	100.0
Total		125	100.0	100.0	

		<b>X2.2</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	4.0	4.0	4.0
	3	30	24.0	24.0	28.0
	4	70	56.0	56.0	84.0
	5	20	16.0	16.0	100.0
	Total		125	100.0	100.0

		<b>X2.3</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	4.0	4.0	4.0
	3	28	22.4	22.4	26.4
	4	72	57.6	57.6	84.0
	5	20	16.0	16.0	100.0
	Total		125	100.0	100.0

		<b>X2.4</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	5.6	5.6	5.6
	3	32	25.6	25.6	31.2
	4	64	51.2	51.2	82.4
	5	22	17.6	17.6	100.0
	Total		125	100.0	100.0

		X2.5			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	1	1	.8	.8	.8
	2	3	2.4	2.4	3.2
	3	29	23.2	23.2	26.4
	4	72	57.6	57.6	84.0
	5	20	16.0	16.0	100.0
Total		125	100.0	100.0	

### Frequencies Variabel Responsiveness (X3)

		Statistics				Responsiveness
		X3.1	X3.2	X3.3	X3.4	
N	Valid	125	125	125	125	125
	Missing	0	0	0	0	0
Mean		3.98	4.00	4.01	3.94	15.93
Std. Error of Mean		.067	.065	.068	.069	.241
Median		4.00	4.00	4.00	4.00	16.00
Mode		4	4	4	4	16
Std. Deviation		.746	.730	.757	.776	2.695
Variance		.556	.532	.573	.602	7.261
Range		3	3	3	3	12
Minimum		2	2	2	2	8
Maximum		5	5	5	5	20
Sum		497	500	501	493	1991

### Frequency Table

		X3.1			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	2	3	2.4	2.4	2.4
	3	27	21.6	21.6	24.0
	4	65	52.0	52.0	76.0
	5	30	24.0	24.0	100.0
Total		125	100.0	100.0	



**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.6	1.6	1.6
	3	27	21.6	21.6	23.2
	4	65	52.0	52.0	75.2
	5	31	24.8	24.8	100.0
	Total	125	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.6	1.6	1.6
	3	29	23.2	23.2	24.8
	4	60	48.0	48.0	72.8
	5	34	27.2	27.2	100.0
	Total	125	100.0	100.0	

**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.2	3.2	3.2
	3	29	23.2	23.2	26.4
	4	62	49.6	49.6	76.0
	5	30	24.0	24.0	100.0
	Total	125	100.0	100.0	

**Frequencies Variabel Assurance (X4)****Statistics**

		X4.1	X4.2	X4.3	X4.4	Assurance
N	Valid	125	125	125	125	125
	Missing	0	0	0	0	0
Mean		4.15	4.10	4.07	4.14	16.46
Std. Error of Mean		.067	.071	.066	.066	.241
Median		4.00	4.00	4.00	4.00	16.00
Mode		4	4	4	4	16

Std. Deviation	.752	.797	.742	.737	2.696
Variance	.565	.636	.551	.544	7.267
Range	3	3	3	3	12
Minimum	2	2	2	2	8
Maximum	5	5	5	5	20
Sum	519	512	509	518	2058

### Frequency Table

#### X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.4	2.4	2.4
	3	18	14.4	14.4	16.8
	4	61	48.8	48.8	65.6
	5	43	34.4	34.4	100.0
	Total	125	100.0	100.0	

#### X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.2	3.2	3.2
	3	22	17.6	17.6	20.8
	4	57	45.6	45.6	66.4
	5	42	33.6	33.6	100.0
	Total	125	100.0	100.0	

#### X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.6	1.6	1.6
	3	24	19.2	19.2	20.8
	4	62	49.6	49.6	70.4
	5	37	29.6	29.6	100.0
	Total	125	100.0	100.0	

**X4.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.6	1.6	1.6
	3	20	16.0	16.0	17.6
	4	61	48.8	48.8	66.4
	5	42	33.6	33.6	100.0
	Total	125	100.0	100.0	

**Frequencies Variabel Empathy (X5)**

		Statistics					Empathy
		X5.1	X5.2	X5.3	X5.4	X5.5	
N	Valid	125	125	125	125	125	125
	Missing	0	0	0	0	0	0
Mean		4.11	4.18	4.16	4.16	4.11	20.72
Std. Error of Mean		.066	.068	.068	.064	.067	.294
Median		4.00	4.00	4.00	4.00	4.00	20.00
Mode		4	4	4	4	4	20 <sup>a</sup>
Std. Deviation		.743	.763	.756	.712	.754	3.289
Variance		.552	.582	.571	.506	.568	10.816
Range		2	3	3	3	3	11
Minimum		3	2	2	2	2	14
Maximum		5	5	5	5	5	25
Sum		514	522	520	520	514	2590

a. Multiple modes exist. The smallest value is shown

**Frequency Table**

		X5.1			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	3	28	22.4	22.4	22.4
	4	55	44.0	44.0	66.4
	5	42	33.6	33.6	100.0
Total		125	100.0	100.0	

**X5.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.6	1.6	1.6
	3	21	16.8	16.8	18.4
	4	55	44.0	44.0	62.4
	5	47	37.6	37.6	100.0
	Total	125	100.0	100.0	

**X5.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	24	19.2	19.2	20.0
	4	54	43.2	43.2	63.2
	5	46	36.8	36.8	100.0
	Total	125	100.0	100.0	

**X5.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	20	16.0	16.0	16.8
	4	62	49.6	49.6	66.4
	5	42	33.6	33.6	100.0
	Total	125	100.0	100.0	

**X5.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	26	20.8	20.8	21.6
	4	56	44.8	44.8	66.4
	5	42	33.6	33.6	100.0
	Total	125	100.0	100.0	

### Frequencies Variabel Kepuasan Pelanggan (Y)

		Statistics			KepuasanPelanggan
		Y1	Y2	Y3	
N	Valid	125	125	125	125
	Missing	0	0	0	0
Mean		4.34	4.38	4.38	13.10
Std. Error of Mean		.058	.058	.059	.155
Median		4.00	4.00	4.00	13.00
Mode		4	5	5	15
Std. Deviation		.649	.643	.656	1.729
Variance		.421	.414	.430	2.991
Range		2	2	3	7
Minimum		3	3	2	8
Maximum		5	5	5	15
Sum		543	547	547	1637

### Frequency Table

		Y1			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	3	12	9.6	9.6	9.6
	4	58	46.4	46.4	56.0
	5	55	44.0	44.0	100.0
Total		125	100.0	100.0	

		Y2			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	3	11	8.8	8.8	8.8
	4	56	44.8	44.8	53.6
	5	58	46.4	46.4	100.0
Total		125	100.0	100.0	

**Y3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	9	7.2	7.2	8.0
	4	57	45.6	45.6	53.6
	5	58	46.4	46.4	100.0
	Total	125	100.0	100.0	

**KepuasanPelanggan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	1	.8	.8	.8
	9	5	4.0	4.0	4.8
	10	1	.8	.8	5.6
	11	12	9.6	9.6	15.2
	12	35	28.0	28.0	43.2
	13	10	8.0	8.0	51.2
	14	23	18.4	18.4	69.6
	15	38	30.4	30.4	100.0
	Total	125	100.0	100.0	

**Validitas Variabel Tangible (X1)****Correlations**

		X1.1	X1.2	X1.3	X1.4	Tangible
X1.1	Pearson Correlation	1	.826**	.919**	.894**	.958**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	125	125	125	125	125
X1.2	Pearson Correlation	.826**	1	.797**	.908**	.932**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	125	125	125	125	125
X1.3	Pearson Correlation	.919**	.797**	1	.857**	.940**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	125	125	125	125	125
X1.4	Pearson Correlation	.894**	.908**	.857**	1	.965**

	Sig. (2-tailed)	.000	.000	.000		.000
	N	125	125	125	125	125
Tangible	Pearson Correlation	.958**	.932**	.940**	.965**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	125	125	125	125	125

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

### Validitas Variabel Reliability (X2)

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	Reliability
X2.1	Pearson Correlation	1	.736**	.832**	.701**	.710**	.900**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	125	125	125	125	125	125
X2.2	Pearson Correlation	.736**	1	.683**	.753**	.687**	.870**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	125	125	125	125	125	125
X2.3	Pearson Correlation	.832**	.683**	1	.668**	.774**	.891**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	125	125	125	125	125	125
X2.4	Pearson Correlation	.701**	.753**	.668**	1	.769**	.881**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	125	125	125	125	125	125
X2.5	Pearson Correlation	.710**	.687**	.774**	.769**	1	.888**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	125	125	125	125	125	125
Reliability	Pearson Correlation	.900**	.870**	.891**	.881**	.888**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	125	125	125	125	125	125

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

**Validitas Variabel Responsiveness (X3)**

		Correlations				
		X3.1	X3.2	X3.3	X3.4	Responsiveness
X3.1	Pearson Correlation	1	.697**	.787**	.737**	.898**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	125	125	125	125	125
X3.2	Pearson Correlation	.697**	1	.701**	.755**	.878**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	125	125	125	125	125
X3.3	Pearson Correlation	.787**	.701**	1	.743**	.902**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	125	125	125	125	125
X3.4	Pearson Correlation	.737**	.755**	.743**	1	.905**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	125	125	125	125	125
Responsiveness	Pearson Correlation	.898**	.878**	.902**	.905**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	125	125	125	125	125

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

**Validitas Variabel Assurance (X4)**

		Correlations				
		X4.1	X4.2	X4.3	X4.4	Assurance
X4.1	Pearson Correlation	1	.702**	.847**	.717**	.916**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	125	125	125	125	125
X4.2	Pearson Correlation	.702**	1	.656**	.772**	.883**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	125	125	125	125	125
X4.3	Pearson Correlation	.847**	.656**	1	.644**	.882**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	125	125	125	125	125
X4.4	Pearson Correlation	.717**	.772**	.644**	1	.879**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	125	125	125	125	125
Assurance	Pearson Correlation	.916**	.883**	.882**	.879**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	125	125	125	125	125

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



**Validitas Variabel Empathy (X5)**

		Correlations					
		X5.1	X5.2	X5.3	X5.4	X5.5	Empathy
X5.1	Pearson Correlation	1	.634**	.758**	.759**	.755**	.884**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	125	125	125	125	125	125
X5.2	Pearson Correlation	.634**	1	.720**	.750**	.653**	.853**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	125	125	125	125	125	125
X5.3	Pearson Correlation	.758**	.720**	1	.762**	.761**	.907**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	125	125	125	125	125	125
X5.4	Pearson Correlation	.759**	.750**	.762**	1	.688**	.894**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	125	125	125	125	125	125
X5.5	Pearson Correlation	.755**	.653**	.761**	.688**	1	.875**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	125	125	125	125	125	125
Empathy	Pearson Correlation	.884**	.853**	.907**	.894**	.875**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	125	125	125	125	125	125

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

**Validitas Variabel Kepuasan Pelanggan (Y)**

		Correlations			KepuasanPelanggan
		Y1	Y2	Y3	ggan
Y1	Pearson Correlation	1	.634**	.736**	.890**
	Sig. (2-tailed)		.000	.000	.000
	N	125	125	125	125
Y2	Pearson Correlation	.634**	1	.675**	.866**
	Sig. (2-tailed)	.000		.000	.000
	N	125	125	125	125
Y3	Pearson Correlation	.736**	.675**	1	.907**
	Sig. (2-tailed)	.000	.000		.000
	N	125	125	125	125
KepuasanPelanggan	Pearson Correlation	.890**	.866**	.907**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	125	125	125	125

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

**Reliability Variabel Tangible (X1)****Reliability Statistics**

Cronbach's Alpha	N of Items
.851	5

**Reliability Variabel Reliability (X2)****Reliability Statistics**

Cronbach's Alpha	N of Items
.823	6

**Reliability Variabel Responsiveness (X3)****Reliability Statistics**

Cronbach's Alpha	N of Items
.840	5

**Reliability Variabel Assurance (X4)****Reliability Statistics**

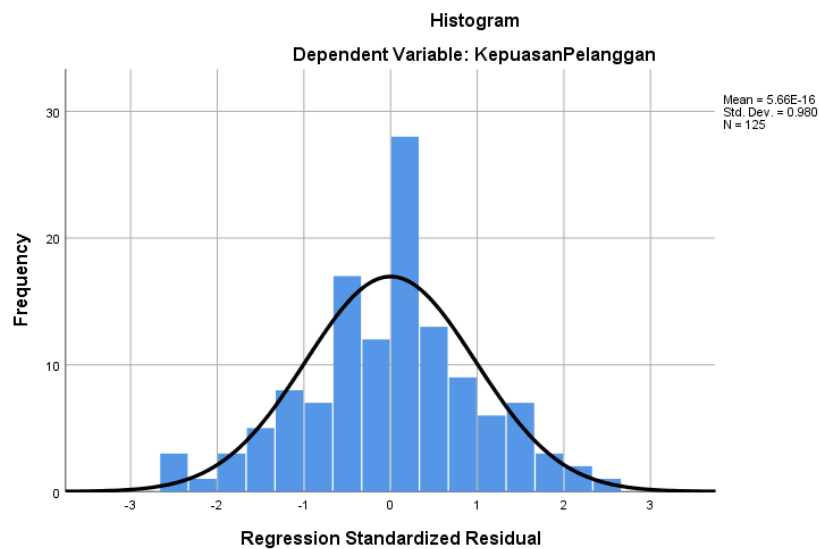
Cronbach's Alpha	N of Items
.839	5

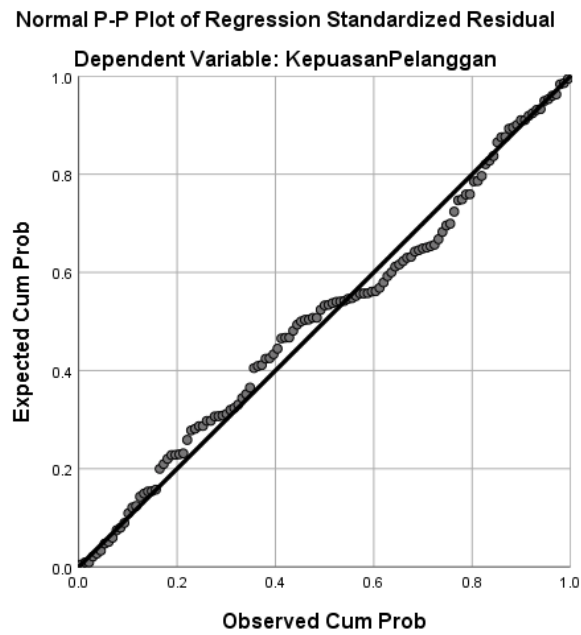
**Reliability Variabel Empathy (X5)****Reliability Statistics**

Cronbach's Alpha	N of Items
.823	6

**Reliability Variabel Kepuasan Pelanggan (Y)****Reliability Statistics**

Cronbach's Alpha	N of Items
.859	4

**Uji Asumsi Klasik****a. Uji normalitas p.p plot**

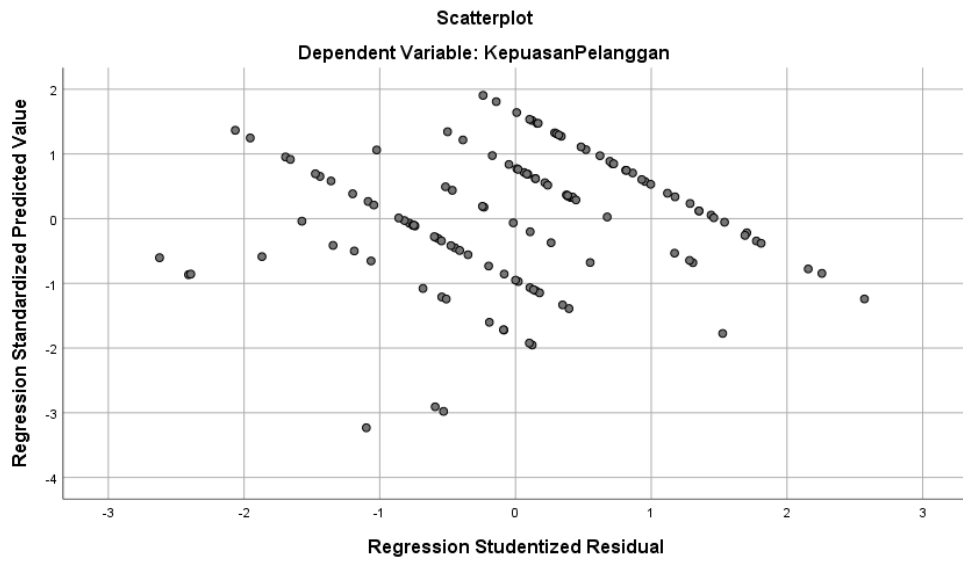


### One-Sample Kolmogorov-Smirnov Test

Unstandardized  
Residual

N		125
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.28791163
Most Extreme Differences	Absolute	.069
	Positive	.069
	Negative	-.057
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

**b. Uji heteroskedastisitas**

**c. Autokorelasi**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.667 <sup>a</sup>	.445	.422	1.315	1.198

a. Predictors: (Constant), Empathy, Responsiveness, Tangible, Reliability, Assurance

b. Dependent Variable: KepuasanPelanggan

**Regresi Linear Berganda**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	7.232	.879	
	Tangible	.125	.040	.259
	Reliability	.146	.048	.283
	Responsiveness	-.267	.059	-.416
	Assurance	.182	.070	.283
	Empathy	.122	.055	.233

a. Dependent Variable: KepuasanPelanggan

**Uji Parsial (Uji T)**

**Coefficients<sup>a</sup>**

Model		t	Sig.
1	(Constant)	8.232	.000
	Tangible	3.123	.002
	Reliability	3.007	.003
	Responsiveness	-4.552	.000
	Assurance	2.612	.010
	Empathy	2.239	.027

a. Dependent Variable: KepuasanPelanggan

**Koefisien Determinan (R<sup>2</sup>)**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667 <sup>a</sup>	.445	.422	1.315

a. Predictors: (Constant), Empathy, Responsiveness, Tangible, Reliability, Assurance

b. Dependent Variable: KepuasanPelanggan

**Uji sumultan (Uji F)**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	165.167	5	33.033	19.112	.000 <sup>b</sup>
	Residual	205.681	119	1.728		
	Total	370.848	124			

a. Dependent Variable: KepuasanPelanggan

b. Predictors: (Constant), Empathy, Responsiveness, Tangible, Reliability, Assurance