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LAMPIRAN

Tabulasi Data Kualitas Layanan

NO	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTALX
1	4	4	4	2	4	3	21
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5	5	5	4	5	5	5	29
6	4	4	4	5	4	4	25
7	4	5	5	5	5	5	29
8	4	4	4	3	4	3	22
9	5	4	4	4	4	5	26
10	3	3	3	2	3	3	17
11	1	2	1	1	2	2	9
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13	2	1	1	2	2	2	10
14	3	3	3	3	3	3	18
15	1	4	2	2	4	2	15
16	2	5	1	1	4	2	15
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18	1	5	1	2	5	2	16
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22	1	1	2	1	2	2	9
23	2	2	2	2	4	4	16
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30	1	2	2	2	2	2	11
	2	1	1	1	4	1	10
	4	4	4	3	3	2	20
	3	3	3	4	2	2	17
	5	5	3	5	5	2	25



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37	2	2	4	1	4	2	15
38	3	3	4	3	3	2	18
39	2	2	1	5	5	1	16
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41	1	1	2	2	2	2	10
42	1	2	1	1	2	2	9
43	2	2	1	1	2	5	13
44	4	4	4	3	4	3	22
45	5	4	4	4	4	5	26
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51	4	4	4	4	4	4	24
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97	4	5	5	4	4	4	26
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Tabulasi Data Kepuasan Pelanggan

NO	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	TOTAL Y1
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6	4	5	5	4	4	22
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9	4	5	5	5	4	23
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13	3	2	2	2	1	10
14	3	3	3	3	3	15
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19	1	1	4	1	3	10
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21	2	2	2	2	2	10
22	1	1	1	1	1	5
23	1	1	2	2	2	8
24	1	1	1	1	1	5
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26	1	1	3	3	4	12
27	2	2	4	5	5	18
28	1	2	4	5	4	16
29	2	1	3	3	3	12
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32	2	3	4	4	4	17
	1	1	3	3	3	11
	2	2	2	2	1	9
	1	1	1	2	1	6
	1	1	2	2	1	7



NO	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	TOTALY1
37	1	1	2	1	2	7
38	2	4	2	2	4	14
39	3	2	4	2	2	13
40	3	2	4	2	2	13
41	2	2	3	3	3	13
42	1	1	3	1	2	8
43	2	2	2	2	2	10
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46	3	3	3	3	3	15
47	1	1	3	1	2	8
48	2	2	2	2	2	10
49	3	2	2	2	1	10
50	5	3	5	5	5	23
51	4	3	4	4	4	19
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	3	2	5	5	3	18
	5	3	4	4	5	21
	5	3	4	5	4	21



NO	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	TOTALY1
75	4	4	3	4	5	20
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81	5	4	4	5	4	22
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93	4	3	4	5	5	21
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99	4	3	4	5	4	20
100	3	4	4	4	4	19



Optimization Software:
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Tabulasi Data Citra Perusahaan

NO	Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	TOTALY2
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7	3	3	3	4	4	17
8	4	3	4	4	4	19
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15	4	2	4	2	2	14
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69	4	4	4	3	5	20
70	4	4	3	4	4	19
71	3	4	4	3	4	18
	4	5	4	3	4	20
	4	5	4	3	5	21
	5	4	4	3	5	21
	4	4	4	3	5	20



76	4	4	4	4	4	20
77	3	4	3	4	4	18
78	3	3	3	4	4	17
79	4	4	4	3	4	19
80	3	3	3	4	4	17
81	5	4	4	3	5	21
82	4	4	4	4	4	20
83	3	4	4	4	4	19
84	4	4	3	4	4	19
85	4	4	4	3	4	19
86	4	4	4	3	5	20
87	3	3	3	3	3	15
88	3	3	3	4	4	17
89	3	4	4	3	3	17
90	3	4	4	4	4	19
91	4	4	4	4	4	20
92	3	4	4	4	4	19
93	4	4	4	4	4	20
94	4	4	4	3	5	20
95	3	3	3	3	3	15
96	3	3	3	3	3	15
97	3	4	4	3	3	17
98	4	3	3	2	4	16
99	4	3	3	2	4	16
100	3	3	3	2	4	15



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Correlations

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
X1.1	Pearson Correlation	1	.794**	.822**	.763**	.532**	.597**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	
X1.2	Pearson Correlation	.794**	1	.766**	.720**	.594**	.506**	
	Sig. (2-tailed)	.000		.000	.000	.000	.000	
	N	100	100	100	100	100	100	
X1.3	Pearson Correlation	.822**	.766**	1	.729**	.504**	.552**	
	Sig. (2-tailed)	.000	.000		.000	.000	.000	
	N	100	100	100	100	100	100	
X1.4	Pearson Correlation	.763**	.720**	.729**	1	.534**	.485**	
	Sig. (2-tailed)	.000	.000	.000		.000	.000	
	N	100	100	100	100	100	100	
X1.5	Pearson Correlation	.532**	.594**	.504**	.534**	1	.484**	
	Sig. (2-tailed)	.000	.000	.000	.000		.000	
	N	100	100	100	100	100	100	
X1.6	Pearson Correlation	.597**	.506**	.552**	.485**	.484**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	100	100	100	100	100	100	
		Pearson Correlation	.911**	.880**	.887**	.853**	.715**	.728**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000

N	100	100	100	100	100	100
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Correlations

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	TOTALY1
Y1.1	Pearson Correlation	1	.717**	.631**	.742**	.628**	.886**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Y1.2	Pearson Correlation	.717**	1	.549**	.621**	.568**	.823**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Y1.3	Pearson Correlation	.631**	.549**	1	.611**	.628**	.791**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Y1.4	Pearson Correlation	.742**	.621**	.611**	1	.729**	.882**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Y1.5	Pearson Correlation	.628**	.568**	.628**	.729**	1	.841**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
	Pearson Correlation	.886**	.823**	.791**	.882**	.841**	1



Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100

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

Correlations

Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	TOTALY2
Y2.1	Pearson Correlation	1	.223*	.481**	.269**	.379**	.581**
	Sig. (2-tailed)		.026	.000	.007	.000	.000
	N	100	100	100	100	100	100
Y2.2	Pearson Correlation	.223*	1	.370**	.527**	.610**	.725**
	Sig. (2-tailed)	.026		.000	.000	.000	.000
	N	100	100	100	100	100	100
Y2.3	Pearson Correlation	.481**	.370**	1	.494**	.542**	.746**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Y2.4	Pearson Correlation	.269**	.527**	.494**	1	.806**	.837**
	Sig. (2-tailed)	.007	.000	.000		.000	.000
	N	100	100	100	100	100	100
Y2.5	Pearson Correlation	.379**	.610**	.542**	.806**	1	.900**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100



TOTALY2	Pearson Correlation	.581**	.725**	.746*	.837**	.900**		1
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	100	100	100	100	100	100	100

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

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.805	7



Item Statistics

	Mean	Std. Deviation	N
X1.1	3.63	1.331	100
X1.2	3.84	1.253	100
X1.3	3.50	1.389	100
X1.4	3.36	1.307	100
X1.5	3.77	1.090	100
X1.6	3.50	1.291	100
TOTALX1	21.60	6.382	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	39.57	133.722	.891	.762
X1.2	39.36	136.334	.855	.769
X1.3	39.70	133.404	.859	.763
X1.4	39.84	136.156	.821	.769
X1.5	39.43	144.187	.670	.789
X1.6	39.70	140.576	.675	.783
TOTALX1	21.60	40.727	1.000	.910



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Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	100	100.0
Excluded ^a	0	.0
Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.816	6

Item Statistics

	Mean	Std. Deviation	N
Y1.1	3.28	1.334	100
Y1.2	2.87	1.284	100
Y1.3	3.59	1.026	100
Y1.4	3.56	1.321	100
Y1.5	3.62	1.262	100
TOTAL Y1	16.92	5.276	100



Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	30.56	88.168	.853	.770
Y1.2	30.97	90.676	.777	.781
Y1.3	30.25	95.260	.750	.796
Y1.4	30.28	88.486	.849	.771
Y1.5	30.22	90.537	.800	.780
TOTALY1	16.92	27.832	1.000	.899

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	100	100.0
Excluded ^a	0	.0
Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics



	Alpha	N of Items
	.797	6

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Item Statistics

	Mean	Std. Deviation	N
Y2.1	3.61	.863	100
Y2.2	3.42	1.017	100
Y2.3	3.48	.990	100
Y2.4	2.86	1.110	100
Y2.5	3.21	1.241	100
TOTALY2	16.58	4.023	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	29.55	57.422	.502	.793
Y2.2	29.74	53.912	.656	.770
Y2.3	29.68	53.836	.684	.768
Y2.4	30.30	51.020	.787	.748
Y2.5	29.95	48.311	.863	.728
TOTALY2	16.58	16.185	1.000	.823



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Frequencies

Statistics

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Y1.1
N Valid	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0

Statistics

	Y1.2	Y1.3	Y1.4	Y1.5	Y2.1	Y2.2	Y2.3
N Valid	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0

Statistics

	Y2.4	Y2.5
N Valid	100	100
Missing	0	0

Frequency Table

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat tidak setuju	10	10.0	10.0	10.0
Tidak setuju	15	15.0	15.0	25.0



Ragu-ragu	8	8.0	8.0	33.0
Setuju	36	36.0	36.0	69.0
Sangat setuju	31	31.0	31.0	100.0
Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	6	6.0	6.0	6.0
	Tidak setuju	13	13.0	13.0	19.0
	Ragu-ragu	12	12.0	12.0	31.0
	Setuju	29	29.0	29.0	60.0
	Sangat setuju	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	18	18.0	18.0	18.0
	Tidak setuju	6	6.0	6.0	24.0
	Ragu-ragu	7	7.0	7.0	31.0



Setuju	46	46.0	46.0	77.0
Sangat setuju	23	23.0	23.0	100.0
Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	12	12.0	12.0	12.0
	Tidak setuju	16	16.0	16.0	28.0
	Ragu-ragu	17	17.0	17.0	45.0
	Setuju	34	34.0	34.0	79.0
	Sangat setuju	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	2	2.0	2.0	2.0
	Tidak setuju	16	16.0	16.0	18.0
	Ragu-ragu	13	13.0	13.0	31.0
	Setuju	41	41.0	41.0	72.0
	Sangat setuju	28	28.0	28.0	100.0
	Total	100	100.0	100.0	



X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	6	6.0	6.0	6.0
	Tidak setuju	24	24.0	24.0	30.0
	Ragu-ragu	12	12.0	12.0	42.0
	Setuju	30	30.0	30.0	72.0
	Sangat setuju	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	15	15.0	15.0	15.0
	Tidak setuju	14	14.0	14.0	29.0
	Ragu-ragu	18	18.0	18.0	47.0
	Setuju	34	34.0	34.0	81.0
	Sangat setuju	19	19.0	19.0	100.0
	Total	100	100.0	100.0	



Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	19	19.0	19.0	19.0
	Tidak setuju	19	19.0	19.0	38.0
	Ragu-ragu	31	31.0	31.0	69.0
	Setuju	18	18.0	18.0	87.0
	Sangat setuju	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	3	3.0	3.0	3.0
	Tidak setuju	13	13.0	13.0	16.0
	Ragu-ragu	24	24.0	24.0	40.0
	Setuju	42	42.0	42.0	82.0
	Sangat setuju	18	18.0	18.0	100.0
	Total	100	100.0	100.0	



Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	10	10.0	10.0	10.0
	Tidak setuju	16	16.0	16.0	26.0
	Ragu-ragu	10	10.0	10.0	36.0
	Setuju	36	36.0	36.0	72.0
	Sangat setuju	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	8	8.0	8.0	8.0
	Tidak setuju	14	14.0	14.0	22.0
	Ragu-ragu	15	15.0	15.0	37.0
	Setuju	34	34.0	34.0	71.0
	Sangat setuju	29	29.0	29.0	100.0
	Total	100	100.0	100.0	



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Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	11	11.0	11.0	11.0
	Ragu-ragu	31	31.0	31.0	42.0
	Setuju	44	44.0	44.0	86.0
Sangat setuju		14	14.0	14.0	100.0
Total		100	100.0	100.0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	2	2.0	2.0	2.0
	Tidak setuju	20	20.0	20.0	22.0
	Ragu-ragu	25	25.0	25.0	47.0
Setuju		40	40.0	40.0	87.0
Sangat setuju		13	13.0	13.0	100.0
Total		100	100.0	100.0	



Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	4	4.0	4.0	4.0
	Tidak setuju	12	12.0	12.0	16.0
	Ragu-ragu	28	28.0	28.0	44.0
	Setuju	44	44.0	44.0	88.0
	Sangat setuju	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	14	14.0	14.0	14.0
	Tidak setuju	22	22.0	22.0	36.0
	Ragu-ragu	33	33.0	33.0	69.0
	Setuju	26	26.0	26.0	95.0
	Sangat setuju	5	5.0	5.0	100.0
	Total	100	100.0	100.0	



Y2.5

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	13	13.0	13.0	13.0
	Tidak setuju	16	16.0	16.0	29.0
	Ragu-ragu	21	21.0	21.0	50.0
	Setuju	37	37.0	37.0	87.0
	Sangat setuju	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	1	5	3.63	1.331
X1.2	100	1	5	3.84	1.253
X1.3	100	1	5	3.50	1.389
X1.4	100	1	5	3.36	1.307
X1.5	100	1	5	3.77	1.090
X1.6	100	1	5	3.50	1.291
Y1.1	100	1	5	3.28	1.334
Y1.2	100	1	5	2.87	1.284
	100	1	5	3.59	1.026
	100	1	5	3.56	1.321
	100	1	5	3.62	1.262



Y2.1	100	2	5	3.61	.863
Y2.2	100	1	5	3.42	1.017
Y2.3	100	1	5	3.48	.990
Y2.4	100	1	5	2.86	1.110
Y2.5	100	1	5	3.21	1.241
Valid N (listwise)	100				

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TOTALX1 ^b	.	Enter

a. Dependent Variable: TOTALY1

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881 ^a	.776	.774	2.511



ors: (Constant), TOTALX1

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ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2137.629	1	2137.629	339.125	.000 ^b
Residual	617.731	98	6.303		
Total	2755.360	99			

a. Dependent Variable: TOTALY1

b. Predictors: (Constant), TOTALX1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	1.193	.890		1.340	.183
	.728	.040	.881	18.415	.000

a. Dependent Variable: TOTALY1

Regression

**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	TOTALY1, TOTALX1 ^b	.	Enter

a. Dependent Variable: TOTALY2

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 ^a	.610	.602	2.539

a. Predictors: (Constant), TOTALY1, TOTALX1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	977.051	2	488.526	75.782	.000 ^b
	Residual	625.309	97	6.446		
	Total	1602.360	99			



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.844	.908		6.433	.000
TOTALX1	.378	.084	.599	4.473	.000
TOTALY1	.152	.102	.200	1.491	.139

a. Dependent Variable: TOTALY2



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