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LAMPIRAN

HASIL FREKUENSI KARAKTERISTIK RESPONDEN

Frequencies

Statistics

| | | Jenis Kelamin | Umur | Pekerjaan |
|---|---------|---------------|------|-----------|
| N | Valid | 235 | 235 | 235 |
| | Missing | 0 | 0 | 0 |

Frequency Table

Jenis Kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-laki | 78 | 33.2 | 33.2 | 33.2 |
| | Perempuan | 157 | 66.8 | 66.8 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

Umur

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 17-25 | 80 | 34.0 | 34.0 | 34.0 |
| | 26-45 | 121 | 51.5 | 51.5 | 85.5 |
| | 46-65 | 34 | 14.5 | 14.5 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

Pekerjaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Belum kerja | 8 | 3.4 | 3.4 | 3.4 |
| | Guru/Dosen | 10 | 4.3 | 4.3 | 7.7 |
| | Honorar | 18 | 7.7 | 7.7 | 15.3 |
| | IRT | 38 | 16.2 | 16.2 | 31.5 |
| | Pegawai Swasta | 40 | 17.0 | 17.0 | 48.5 |
| | Pelajar/Mahasiswa | 56 | 23.8 | 23.8 | 72.3 |
| | Pensiunan | 3 | 1.3 | 1.3 | 73.6 |
| | PNS/ASN/Polri | 54 | 23.0 | 23.0 | 96.6 |
| | Wirausaha | 8 | 3.4 | 3.4 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

Descriptives

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|---------|----------------|
| Umur | 235 | 17.00 | 65.00 | 31.9574 | 11.48681 |
| Valid N (listwise) | 235 | | | | |

HASIL FREKUENSI JAWABAN PERNYATAAN

| No | Pernyataan | 1 | % | 2 | % | 3 | % | 4 | % | Jml |
|------|--|---|-----|-----|------|-----|------|-----|------|-----|
| X1.1 | Pelayanan dokter gigi yang disediakan oleh RSUD Hajjah Andi Depu cukup lengkap sesuai kebutuhan saya. | 1 | 0.4 | 4 | 1.7 | 118 | 50.2 | 112 | 47.7 | 235 |
| X1.2 | Kualitas pelayanan poliklinik gigi di RSUD Hajjah Andi Depu memuaskan | 0 | 0.0 | 6 | 2.6 | 131 | 55.7 | 98 | 41.7 | 235 |
| X1.3 | Pelayanan poliklinik gigi pada sore sampai malam hari sangat membantu pasien yang tidak diperiksa pada pagi hari. | 2 | 0.9 | 54 | 23.0 | 118 | 50.2 | 61 | 26.0 | 235 |
| X1.4 | Pelayanan poliklinik gigi dapat dimanfaatkan sehari-hari karena dokter gigi selalu ada di tempat. | 0 | 0.0 | 10 | 4.3 | 149 | 63.4 | 76 | 32.3 | 235 |
| X1.5 | Dokter gigi memiliki kemampuan memberikan pengobatan gigi sesuai dengan kondisinya masing-masing | 0 | 0.0 | 7 | 3.0 | 103 | 43.8 | 125 | 53.2 | 235 |
| X2.1 | Tarif di poliklinik gigi RSUD Hajjah Andi Depu sesuai dengan pelayanan yang diberikan. | 0 | 0.0 | 12 | 5.1 | 150 | 63.8 | 73 | 31.1 | 235 |
| X2.2 | Tarif di poliklinik gigi RSUD Hajjah Andi Depu terjangkau bagi kemampuan pasien atau terjangkau. | 0 | 0.0 | 12 | 5.1 | 155 | 66.0 | 68 | 28.9 | 235 |
| X2.4 | Cara pembayaran di poliklinik gigi RSUD Hajjah Andi Depu praktis. | 0 | 0.0 | 10 | 4.3 | 169 | 71.9 | 56 | 23.8 | 235 |
| X3.1 | Lokasi RSUD Hajjah Andi Depu strategis dan mudah dicapai | 0 | 0.0 | 10 | 4.3 | 142 | 60.4 | 83 | 35.3 | 235 |
| X3.2 | Ruang poliklinik gigi mudah ditemukan dan tidak membingungkan pasien | 0 | 0.0 | 7 | 3.0 | 141 | 60.0 | 87 | 37.0 | 235 |
| X3.3 | Ruang tunggu di poliklinik gigi nyaman dan tidak berisik. | 0 | 0.0 | 6 | 2.6 | 147 | 62.6 | 82 | 34.9 | 235 |
| X3.4 | Pengaturan cahaya di ruang tunggu dan pemeriksaan gigi cukup baik. | 0 | 0.0 | 10 | 4.3 | 152 | 64.7 | 73 | 31.1 | 235 |
| X3.5 | Fasilitas penunjang di RSUD Hajjah Andi Depu cukup baik dan lengkap seperti: ATM dan kantin. | 0 | 0.0 | 11 | 4.7 | 167 | 71.1 | 57 | 24.3 | 235 |
| X3.6 | Situasi di poliklinik gigi dan lingkungan sekitarnya aman | 0 | 0.0 | 8 | 3.4 | 150 | 63.8 | 77 | 32.8 | 235 |
| X3.7 | Toilet di poliklinik gigi bersih dan tidak berbau. | 1 | 0.4 | 24 | 10.2 | 170 | 72.3 | 40 | 17.0 | 235 |
| X3.8 | Tempat parkir aman dan luas. | 0 | 0.0 | 9 | 3.8 | 140 | 59.6 | 86 | 36.6 | 235 |
| X4.1 | Petugas di bagian informasi memberikan informasi yang jelas saat saya atau pasien lain membutuhkan informasi mengenai pelayanan poliklinik gigi di RSUD Hajjah Andi Depu | 0 | 0.0 | 6 | 2.6 | 152 | 64.7 | 77 | 32.8 | 235 |
| X4.2 | Brosur yang berisi informasi pelayanan poliklinik gigi RSUD Hajjah Andi Depu tersedia di bagian administrasi. | 0 | 0.0 | 17 | 7.2 | 176 | 74.9 | 42 | 17.9 | 235 |
| X4.3 | Pasien dapat dengan mudah mencari informasi melalui media sosial atau internet tentang pelayanan pengobatan gigi di poliklinik gigi RSUD Hajjah Andi Depu | 0 | 0.0 | 26 | 11.1 | 153 | 65.1 | 56 | 23.8 | 235 |
| Y.1 | Apakah suatu saat anda membutuhkan Pelayanan Kesehatan gigi dan mulut ? | 7 | 3.0 | 228 | 97.0 | | | | | 235 |
| Y.2 | Apakah anda akan berminat untuk Kembali memanfaatkan pelayanan di RSUD Hajjah Andi Depu | 7 | 3.0 | 228 | 97.0 | | | | | 235 |

| No | Pernyataan | 1 | % | 2 | % | 3 | % | 4 | % | Jml |
|----|------------|---|---|---|---|---|---|---|---|-----|
| ? | | | | | | | | | | |

HASIL REGRESI LINIER BERGANDA

Regression

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|---------|
| 1 | Conversation, Co-Creation, Currency, Communal Activation ^b | | . Enter |

a. Dependent Variable: Minat Kunjungan Ulang

b. All requested variables entered.

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .557 ^a | .310 | .298 | .18483 |

a. Predictors: (Constant), Conversation, Co-Creation, Currency, Communal Activation

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 3.530 | 4 | .882 | 25.828 | .000 ^b |
| | Residual | 7.858 | 230 | .034 | | |
| | Total | 11.387 | 234 | | | |

a. Dependent Variable: Minat Kunjungan Ulang

b. Predictors: (Constant), Conversation, Co-Creation, Currency, Communal Activation

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.184 | .104 | | 30.694 | .000 |
| | Co-Creation | .025 | .008 | .257 | 3.196 | .002 |
| | Currency | .040 | .013 | .249 | 3.059 | .002 |
| | Communal Activation | .027 | .007 | .406 | 3.785 | .000 |
| | Conversation | .078 | .015 | .461 | 5.232 | .000 |

a. Dependent Variable: Minat Kunjungan Ulang

Uji Asumsi Klasik

Uji Normalitas

NPar Tests

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|-------------------------------------|----------------|-------------------------|
| N | | 235 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | .18324822 |
| Most Extreme Differences | Absolute | .180 |
| | Positive | .162 |
| | Negative | -.180 |
| Test Statistic | | .180 |
| Asymp. Sig. (2-tailed) ^c | | .113 |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Uji Multikolinieritas

Regression

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|---------|
| 1 | Conversation, Co-Creation, Currency, Communal Activation ^b | | . Enter |

a. Dependent Variable: Minat Kunjungan Ulang

b. All requested variables entered.

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics | |
|-------|---------------------|-----------------------------|------------|--------------------------------|--------|------|-------------------------|-------|
| | | B | Std. Error | | | | Tolerance | VIF |
| 1 | (Constant) | 3.184 | .104 | | 30.694 | .000 | | |
| | Co-Creation | .025 | .008 | .257 | 3.196 | .002 | .462 | 2.163 |
| | Currency | .040 | .013 | .249 | 3.059 | .002 | .452 | 2.213 |
| | Communal Activation | .027 | .007 | .406 | 3.785 | .000 | .260 | 3.843 |
| | Conversation | .078 | .015 | .461 | 5.232 | .000 | .386 | 2.587 |

a. Dependent Variable: Minat Kunjungan Ulang

Hasil Frekuensi Jawaban

Frequencies

X1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | .4 | .4 | .4 |
| | 2.00 | 3 | 1.3 | 1.3 | 1.7 |
| | 3.00 | 121 | 51.5 | 51.5 | 53.2 |
| | 4.00 | 110 | 46.8 | 46.8 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 5 | 2.1 | 2.1 | 2.1 |
| | 3.00 | 132 | 56.2 | 56.2 | 58.3 |
| | 4.00 | 98 | 41.7 | 41.7 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 2 | .9 | .9 | .9 |
| | 2.00 | 54 | 23.0 | 23.0 | 23.8 |
| | 3.00 | 117 | 49.8 | 49.8 | 73.6 |
| | 4.00 | 62 | 26.4 | 26.4 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X1.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 9 | 3.8 | 3.8 | 3.8 |
| | 3.00 | 148 | 63.0 | 63.0 | 66.8 |
| | 4.00 | 78 | 33.2 | 33.2 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X1.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 6 | 2.6 | 2.6 | 2.6 |
| | 3.00 | 104 | 44.3 | 44.3 | 46.8 |
| | 4.00 | 125 | 53.2 | 53.2 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 12 | 5.1 | 5.1 | 5.1 |
| | 3.00 | 150 | 63.8 | 63.8 | 68.9 |
| | 4.00 | 73 | 31.1 | 31.1 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 13 | 5.5 | 5.5 | 5.5 |

| | | | | | |
|--|-------|-----|-------|-------|-------|
| | 3.00 | 154 | 65.5 | 65.5 | 71.1 |
| | 4.00 | 68 | 28.9 | 28.9 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X2.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 9 | 3.8 | 3.8 | 3.8 |
| | 3.00 | 171 | 72.8 | 72.8 | 76.6 |
| | 4.00 | 55 | 23.4 | 23.4 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X3.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 9 | 3.8 | 3.8 | 3.8 |
| | 3.00 | 140 | 59.6 | 59.6 | 63.4 |
| | 4.00 | 86 | 36.6 | 36.6 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X3.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 7 | 3.0 | 3.0 | 3.0 |
| | 3.00 | 140 | 59.6 | 59.6 | 62.6 |
| | 4.00 | 88 | 37.4 | 37.4 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 5 | 2.1 | 2.1 | 2.1 |
| | 3.00 | 146 | 62.1 | 62.1 | 64.3 |
| | 4.00 | 84 | 35.7 | 35.7 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X3.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 9 | 3.8 | 3.8 | 3.8 |
| | 3.00 | 151 | 64.3 | 64.3 | 68.1 |
| | 4.00 | 75 | 31.9 | 31.9 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X3.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 10 | 4.3 | 4.3 | 4.3 |
| | 3.00 | 167 | 71.1 | 71.1 | 75.3 |
| | 4.00 | 58 | 24.7 | 24.7 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X3.6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 7 | 3.0 | 3.0 | 3.0 |
| | 3.00 | 148 | 63.0 | 63.0 | 66.0 |
| | 4.00 | 80 | 34.0 | 34.0 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X3.7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | .4 | .4 | .4 |
| | 2.00 | 23 | 9.8 | 9.8 | 10.2 |
| | 3.00 | 169 | 71.9 | 71.9 | 82.1 |
| | 4.00 | 42 | 17.9 | 17.9 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X3.8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 8 | 3.4 | 3.4 | 3.4 |
| | 3.00 | 139 | 59.1 | 59.1 | 62.6 |
| | 4.00 | 88 | 37.4 | 37.4 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X4.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 7 | 3.0 | 3.0 | 3.0 |
| | 3.00 | 151 | 64.3 | 64.3 | 67.2 |
| | 4.00 | 77 | 32.8 | 32.8 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X4.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 16 | 6.8 | 6.8 | 6.8 |
| | 3.00 | 175 | 74.5 | 74.5 | 81.3 |
| | 4.00 | 44 | 18.7 | 18.7 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

X4.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 25 | 10.6 | 10.6 | 10.6 |
| | 3.00 | 153 | 65.1 | 65.1 | 75.7 |
| | 4.00 | 57 | 24.3 | 24.3 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

Y.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 6 | 2.6 | 2.6 | 2.6 |
| | 2.00 | 229 | 97.4 | 97.4 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |

Y.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 6 | 2.6 | 2.6 | 2.6 |
| | 2.00 | 229 | 97.4 | 97.4 | 100.0 |
| | Total | 235 | 100.0 | 100.0 | |