



**LAMPIRAN-LAMPIRAN**

**Lampiran 01. Laporan Pendapatan di PT. Indah Permai Depo Singaraja**

**Periode Bulan Januari Sampai September 2021**

No	Bulan	Pendapatan per bulan	Target	Pencapaian (%)
1.	Januari	Rp. 175.573.246	Rp. 277.200.000	63,3%
2.	Februari	Rp. 138.969.296	Rp. 277.200.000	50%
3.	Maret	Rp. 162.966.411	Rp. 277.200.000	58,8%
4.	April	Rp. 184.019.000	Rp. 277.200.000	66,3%
5.	Mei	Rp. 178.449.836	Rp. 277.200.000	64,3%
6.	Juni	Rp. 191.373.101	Rp. 277.200.000	69%
7.	Juli	Rp. 162.268.171	Rp. 277.200.000	58,5%
8.	Agustus	Rp. 175.715.906	Rp. 277.200.000	63,5 %
9.	September	Rp. 133.531.707	Rp. 277.200.000	48,1 %

(Sumber: PT. Indah Permai Depo Singaraja, Data Diolah)



## Lampiran 02. Kuesioner Penelitian



**KUESIONER PENELITIAN  
UNIVERSITAS PENDIDIKAN GANESHA  
FAKULTAS EKONOMI  
JURUSAN MANAJEMEN  
PROGRAM STUDI MANAJEMEN**

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Kepada Yth.

Bapak/Ibu, Saudara/i Pelanggan AQUA

di PT. Indah Permai Depo Singaraja

Hal: Pengisian Kuesioner

Dengan hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada Program Studi Manajemen, saya saya mengadakan penelitian yang berjudul **“Pengaruh Kualitas Pelayanan dan Citra Perusahaan Terhadap Kepuasan Pelanggan Air Minum Dalam Kemasan Merek AQUA (Studi pada PT. Indah Permai Depo Singaraja)”**.

Melalui surat ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan berpartisipasi dalam penelitian ini dengan mengisi kuesioner terlampir. Data yang saya kumpulkan adalah murni untuk tujuan penelitian dan diperlakukan secara konfidensial. Atas perhatian dan kesediaan bapak/ibu mengisi kuesionerini, saya ucapkan terimakasih.

Singaraja, 6 Desember 2021

Peneliti

Ni Made Aryawati

NIM.1817041092

### A. Identitas Responden

Responden diharap menjawab pertanyaan-pertanyaan berikut dengan mengisi bagian yang kosong atau memberi tanda (✓) pada jawaban yang tersedia.

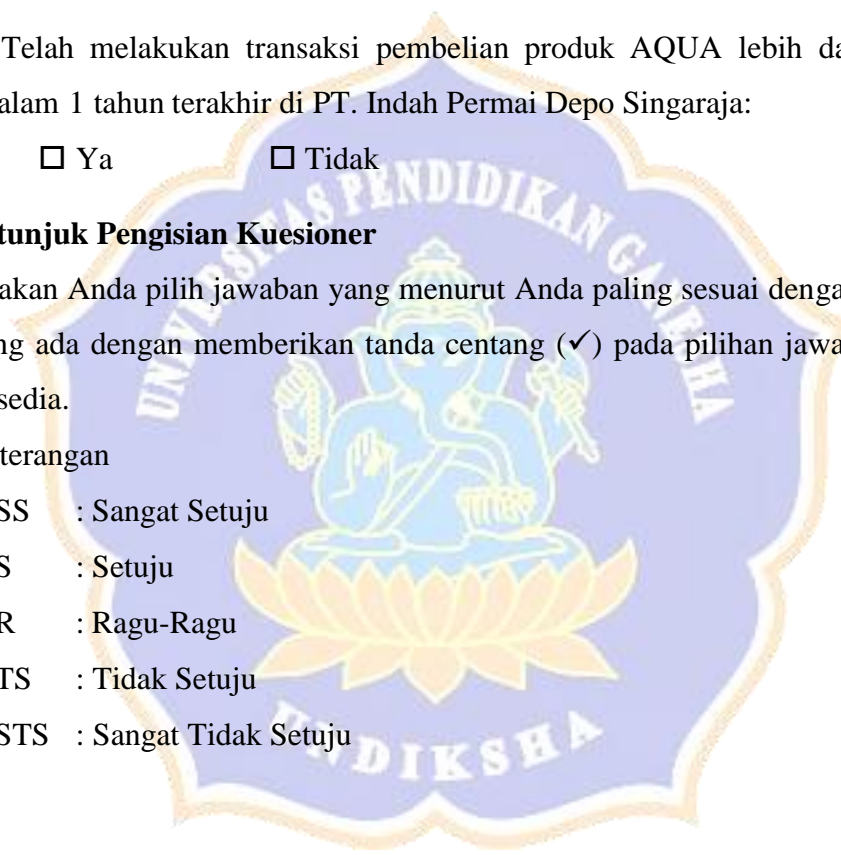
1. Nama pelanggan:.....
2. Alamat :.....
3. Merupakan pelanggan di PT. Indah Permai Depo Singaraja :
  - Ya                       Tidak
4. Telah melakukan transaksi pembelian produk AQUA lebih dari 1 kali dalam 1 tahun terakhir di PT. Indah Permai Depo Singaraja:
  - Ya                               Tidak

### B. Petunjuk Pengisian Kuesioner

Silakan Anda pilih jawaban yang menurut Anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (✓) pada pilihan jawaban yang tersedia.

Keterangan

1. SS : Sangat Setuju
2. S : Setuju
3. R : Ragu-Ragu
4. TS : Tidak Setuju
5. STS : Sangat Tidak Setuju



### C. Daftar Pertanyaan

#### 1. Kualitas Pelayanan

No.	Pernyataan	SS	S	R	TS	STS
		5	4	3	2	1
1.	Karyawan PT. Indah Permai Depo Singaraja berpenampilan yang rapi.					
2.	PT. Indah Permai Depo Singaraja memberikan pelayanan yang memudahkan pelanggan melakukan pembelian AQUA.					
3.	Karyawan PT. Indah Permai Depo Singaraja disiplin dalam melakukan pelayanan kepada pelanggan.					
4.	PT. Indah Permai Depo Singaraja memberikan kemudahan akses kepada pelanggan yang mengajukan permohonan pembelian AQUA.					
5.	PT. Indah Permai Depo Singaraja menggunakan transportasi mobil truck engkel dalam proses pelayanan.					
6.	Karyawan PT. Indah Permai Depo Singaraja teliti dalam melayani pembelian AQUA Anda.					
7.	PT. Indah Permai Depo Singaraja melakukan pelayanan sesuai dengan standar operasional.					
8.	Karyawan PT. Indah Permai Depo Singaraja ahli menggunakan alat bantu pelayanan, seperti alat komunikasi, komputer, dan transportasi pengantaran pemesanan AQUA.					
9.	Karyawan PT. Indah Permai Depo Singaraja selalu bersedia merespon dan membantu dalam melayani pelanggan.					
10.	Karyawan PT. Indah Permai Depo Singaraja sigap merespon keluhan pelanggan.					
11.	PT. Indah Permai Depo Singaraja memberikan jaminan tepat waktu dalam pengiriman AQUA sesuai yang dijanjikan.					
12.	PT. Indah Permai Depo Singaraja memberikan jaminan legalitas berupa struk nota pembelian produk AQUA.					

13.	Karyawan PT. Indah Permai Depo Singaraja mampu menjalankan profesionalisme saat bekerja dengan mendahulukan kepentingan pelanggan.					
14.	Karyawan PT. Indah Permai Depo Singaraja melayani dengan sikap ramah dan sopan santun.					
15.	Karyawan PT. Indah Permai Depo Singaraja melayani pelanggan dengan tidak membeda-bedakan satu dengan lainnya.					
16.	Karyawan PT. Indah Permai Depo Singaraja melayani pelanggan dengan sikap menghargai secara konsisten/tidak berubah-ubah.					

## 2. Citra Perusahaan

No.	Pernyataan	SS	S	R	TS	STS
		5	4	3	2	1
1.	PT. Indah Permai Depo Singaraja merupakan perusahaan yang dapat dipercaya.					
2.	PT. Indah Permai Depo Singaraja sering melakukan kegiatan <i>Corporate Sosial Responsibility</i> (bakti sosial).					
3.	Pelanggan yakin pada PT. Indah Permai Depo Singaraja karena kinerja pelayanan yang memuaskan.					
4.	Pelanggan membeli produk AQUA di PT. Indah Permai Depo Singaraja karena memiliki reputasi yang baik di kalangan masyarakat.					
5.	PT. Indah Permai Depo Singaraja peduli terhadap pelanggan.					
6.	PT. Indah Permai Depo Singaraja selalu berinovasi.					
7.	PT. Indah Permai Depo Singaraja memiliki logo dari pusat yang memiliki ciri khas sebagai pembeda dari pesaing.					



### 3. Kepuasan Pelanggan

No.	Pernyataan	SS	S	R	TS	STS
		5	4	3	2	1
1.	Produk AQUA yang diperoleh sesuai dengan harapan pelanggan.					
2.	Pelayanan yang diberikan karyawan sudah sesuai harapan.					
3.	Fasilitas penunjang yang diberikan PT. Indah Permai Depo Singaraja sesuai dengan harapan.					
4.	Pelanggan akan melakukan pembelian ulang karena pelayanan yang diberikan oleh PT. Indah Permai Depo Singaraja memuaskan.					
5.	Pelanggan akan merekomendasikan produk AQUA yang dijual di PT. Indah Permai Depo Singaraja karena pelayanan yang memuaskan.					



**Lampiran 03. Tabulasi Data (Hasil Data Pernyataan Responden)**

No	Kualitas Pelayanan																Total_X.1
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15	X1.16	
1	2	4	4	2	2	4	4	2	2	4	4	2	2	4	4	2	48
2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
3	2	3	4	2	2	3	4	2	2	3	4	2	2	3	4	2	44
4	3	5	4	3	3	5	4	3	3	5	4	3	3	5	4	3	60
5	3	4	4	3	3	4	4	3	3	4	4	3	3	4	4	3	56
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
7	3	2	2	3	3	2	2	3	3	2	2	3	3	2	2	3	40
8	2	3	3	2	2	3	3	2	2	3	3	2	2	3	3	2	40
9	3	2	3	3	3	2	3	3	3	2	3	3	3	2	3	3	44
10	3	5	5	3	3	5	5	3	3	5	5	3	3	5	5	3	64
11	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
12	3	3	4	3	3	3	4	3	3	3	4	3	3	3	4	3	52
13	3	3	4	3	3	3	4	3	3	3	4	3	3	3	4	3	52
14	3	4	5	3	3	4	5	3	3	4	5	3	3	4	5	3	60
15	2	3	4	2	2	3	4	2	2	3	4	2	2	3	4	2	44
16	4	4	3	4	4	4	3	4	4	4	3	4	4	4	3	4	60



17	3	4	4	3	3	4	4	3	3	4	4	3	3	4	4	3	56
18	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
19	2	4	4	2	2	4	4	2	2	4	4	2	2	4	4	2	48
20	3	4	5	3	3	4	5	3	3	4	5	3	3	4	5	3	60
21	3	4	4	3	3	4	4	3	3	4	4	3	3	4	4	3	56
22	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
23	3	3	2	3	3	3	2	3	3	3	2	3	3	3	2	3	44
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73	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
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75	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
76	3	4	3	3	3	4	3	3	3	4	3	3	3	4	3	3	52
77	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
78	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
79	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	32
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96	3	4	5	3	3	4	5	3	3	4	5	3	3	4	5	3	60
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102	5	5	5	4	5	4	4	4	4	4	5	5	5	4	4	4	71
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106	5	4	4	5	5	4	5	4	4	4	5	5	4	4	5	5	72
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113	5	5	4	4	5	5	5	4	4	5	4	5	4	5	5	4	73
114	4	5	4	5	4	5	4	5	5	4	4	5	4	4	5	5	72
115	5	5	4	5	4	4	5	5	5	5	4	4	4	4	4	5	72
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149	5	5	4	4	4	4	4	5	4	5	4	5	4	5	5	4	71
150	5	5	5	4	5	5	5	4	4	5	4	5	4	4	5	4	73





No	Citra Perusahaan							Total_X2
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	
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13	3	4	3	3	3	4	3	23
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24	4	4	3	3	4	4	3	25
25	5	5	3	3	5	5	3	29
26	2	4	3	3	2	4	3	21

27	4	3	4	4	4	3	4	26
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72	3	2	2	2	3	2	2	16
73	3	3	3	3	3	3	3	21
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95	4	5	3	3	4	5	3	27
96	4	5	3	3	4	5	3	27
97	5	5	5	5	5	5	5	35
98	4	4	5	4	4	4	5	30
99	5	5	5	5	5	5	4	34
100	4	5	4	5	5	4	4	31
101	4	4	5	5	4	5	4	31
102	4	5	5	5	4	4	4	31
103	4	4	5	4	4	5	5	31
104	5	4	4	5	5	5	4	32
105	5	4	5	4	4	4	4	30
106	4	5	5	4	4	5	5	32
107	4	4	4	4	5	5	5	31

108	5	4	5	4	5	5	5	33
109	4	4	4	5	5	5	4	31
110	4	4	4	5	5	4	4	30
111	5	5	5	5	5	5	5	35
112	4	5	4	5	5	4	5	32
113	5	4	5	4	5	5	4	32
114	4	4	5	4	4	5	5	31
115	5	4	4	4	4	4	5	30
116	5	4	4	5	5	5	4	32
117	4	4	4	4	4	4	5	29
118	5	4	5	4	5	5	5	33
119	4	4	4	4	4	5	5	30
120	4	5	5	4	5	4	4	31
121	4	5	5	4	4	4	4	30
122	5	5	5	5	5	4	5	34
123	5	4	5	4	4	4	5	31
124	5	5	5	4	4	4	4	31
125	4	4	5	5	5	5	5	33
126	5	4	5	5	5	5	4	33
127	4	5	5	5	4	5	4	32
128	5	5	4	4	5	5	5	33
129	5	4	5	5	4	5	4	32
130	5	5	4	5	4	5	4	32
131	5	4	5	5	5	4	5	33
132	5	5	5	5	5	4	5	34
133	5	4	4	4	5	4	5	31
134	4	4	5	4	5	4	4	30

135	5	5	4	5	4	5	5	33
136	4	5	5	5	4	5	5	33
137	5	4	5	5	4	5	5	33
138	4	4	4	4	5	4	4	29
139	5	5	5	5	4	5	4	33
140	4	4	4	5	4	4	5	30
141	4	4	4	4	5	4	5	30
142	4	5	5	5	5	4	4	32
143	5	4	5	4	4	4	4	30
144	4	4	4	4	5	4	5	30
145	4	4	4	4	5	5	4	30
146	5	5	5	5	5	5	5	35
147	5	4	5	4	5	4	5	32
148	4	4	5	5	5	4	4	31
149	5	4	5	4	5	5	4	32
150	5	4	5	4	4	5	4	31





No	Kepuasan Pelanggan					Total_Y
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	
1	2	2	4	4	2	14
2	3	3	3	3	3	15
3	2	2	3	4	2	13
4	3	3	5	4	3	18
5	3	3	4	4	3	17
6	3	3	3	3	3	15
7	3	3	2	2	3	13
8	2	2	3	3	2	12
9	3	3	2	3	3	14
10	3	3	5	5	3	19
11	3	3	3	3	3	15
12	3	3	3	4	3	16
13	3	3	3	4	3	16
14	3	3	4	5	3	18
15	2	2	3	4	2	13
16	4	4	4	3	4	19
17	3	3	4	4	3	17
18	3	3	3	3	3	15
19	2	2	4	4	2	14
20	3	3	4	5	3	18
21	3	3	4	4	3	17
22	3	3	3	3	3	15

23	3	3	3	2	3	14
24	3	3	4	4	3	17
25	3	3	5	5	3	19
26	3	3	2	4	3	15
27	4	4	4	3	4	19
28	3	3	5	5	3	19
29	3	3	3	3	3	15
30	3	3	3	3	3	15
31	4	4	4	4	4	20
32	4	4	3	3	4	18
33	3	3	3	3	3	15
34	3	3	4	4	3	17
35	4	4	4	4	4	20
36	4	4	4	4	4	20
37	4	4	5	5	4	22
38	4	4	4	4	4	20
39	3	3	3	4	3	16
40	3	3	4	2	3	15
41	3	3	5	5	3	19
42	4	4	3	3	4	18
43	4	4	3	3	4	18
44	4	4	4	4	4	20
45	3	3	3	3	3	15
46	4	4	4	4	4	20
47	3	3	4	3	3	16
48	4	4	3	3	4	18

49	4	4	4	4	4	20
50	3	3	3	3	3	15
51	4	4	4	4	4	20
52	4	4	4	4	4	20
53	4	4	3	3	4	18
54	3	3	3	3	3	15
55	4	4	3	2	4	17
56	3	3	3	3	3	15
57	3	3	4	3	3	16
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63	3	3	3	3	3	15
64	3	3	4	3	3	16
65	4	4	3	4	4	19
66	4	4	4	4	4	20
67	4	4	3	4	4	19
68	2	2	3	2	2	11
69	3	3	3	3	3	15
70	4	4	4	4	4	20
71	3	3	3	3	3	15
72	2	2	3	2	2	11
73	3	3	3	3	3	15
74	2	2	3	2	2	11

75	3	3	3	3	3	15
76	3	3	4	3	3	16
77	3	3	3	3	3	15
78	3	3	3	3	3	15
79	2	2	2	2	2	10
80	3	3	4	3	3	16
81	3	3	3	3	3	15
82	3	3	4	3	3	16
83	3	3	3	3	3	15
84	3	3	3	3	3	15
85	3	3	4	3	3	16
86	2	2	2	2	2	10
87	4	4	3	4	4	19
88	3	3	2	1	3	12
89	3	3	3	3	3	15
90	2	2	2	1	2	9
91	3	3	3	1	3	13
92	3	3	3	1	3	13
93	3	3	3	5	3	17
94	3	3	3	5	3	17
95	3	3	4	5	3	18
96	3	3	4	5	3	18
97	5	4	5	4	4	22
98	4	4	5	5	5	23
99	5	5	4	5	4	23
100	5	4	5	5	4	23

101	4	4	4	5	5	22
102	4	5	4	4	4	21
103	5	4	4	5	5	23
104	4	5	4	5	5	23
105	4	5	5	4	5	23
106	5	5	4	5	4	23
107	4	4	5	5	5	23
108	4	5	5	5	4	23
109	4	5	5	4	4	22
110	5	5	4	4	4	22
111	4	5	5	5	4	23
112	4	5	4	4	4	21
113	4	5	5	5	4	23
114	5	4	5	4	5	23
115	5	4	4	5	5	23
116	4	5	5	5	4	23
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121	4	4	4	4	4	20
122	5	5	5	5	4	24
123	5	5	4	4	5	23
124	4	5	4	5	5	23
125	5	4	4	5	5	23
126	4	5	4	4	4	21

127	4	4	4	4	5	21
128	5	4	5	4	4	22
129	5	5	4	4	4	22
130	4	4	4	4	4	20
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139	5	4	5	4	5	23
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141	4	4	5	5	5	23
142	5	4	5	4	4	22
143	5	5	4	4	5	23
144	5	4	4	5	5	23
145	4	5	5	4	5	23
146	4	4	4	4	5	21
147	4	4	5	5	4	22
148	5	4	5	5	4	23
149	4	4	4	4	5	21
150	4	5	5	5	4	23



### Lampiran 04. Hasil Statistik Deskriptif

Pelanggan					Transaksi Lebih Dari 1						
		Frequency	Percent	Valid Percent	Cumulative Percent			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	0	0.0	0.0	0.0	Valid	Tidak	0	0.0	0.0	0.0
	Ya	150	100.0	100.0	100.0		Ya	150	100.0	100.0	100.0
	Total	150	100.0	100.0			Total	150	100.0	100.0	

X1.1					X1.2						
		Frequency	Percent	Valid Percent	Cumulative Percent			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	1.3	1.3	1.3	Valid	Tidak Setuju	7	4.7	4.7	4.7
	Tidak Setuju	11	7.3	7.3	8.7		Ragu-Ragu	48	32.0	32.0	36.7
	Ragu-Ragu	60	40.0	40.0	48.7		Setuju	64	42.7	42.7	79.3
	Setuju	46	30.7	30.7	79.3		Sangat Setuju	31	20.7	20.7	100.0
	Sangat Setuju	31	20.7	20.7	100.0		Total	150	100.0	100.0	
	Total	150	100.0	100.0							

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	2.7	2.7	2.7
	Tidak Setuju	9	6.0	6.0	8.7
	Ragu-Ragu	42	28.0	28.0	36.7
	Setuju	59	39.3	39.3	76.0
	Sangat Setuju	36	24.0	24.0	100.0
	Total	150	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	7.3	7.3	7.3
	Ragu-Ragu	60	40.0	40.0	47.3
	Setuju	53	35.3	35.3	82.7
	Sangat Setuju	26	17.3	17.3	100.0
	Total	150	100.0	100.0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	7.3	7.3	7.3
	Ragu-Ragu	60	40.0	40.0	47.3
	Setuju	51	34.0	34.0	81.3
	Sangat Setuju	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

**X1.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	4.7	4.7	4.7
	Ragu-Ragu	48	32.0	32.0	36.7
	Setuju	62	41.3	41.3	78.0
	Sangat Setuju	33	22.0	22.0	100.0
	Total	150	100.0	100.0	

**X1.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	2.7	2.7	2.7
	Tidak Setuju	9	6.0	6.0	8.7
	Ragu-Ragu	42	28.0	28.0	36.7
	Setuju	56	37.3	37.3	74.0
	Sangat Setuju	39	26.0	26.0	100.0
	Total	150	100.0	100.0	

**X1.8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	7.3	7.3	7.3
	Ragu-Ragu	60	40.0	40.0	47.3
	Setuju	57	38.0	38.0	85.3
	Sangat Setuju	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

**X1.9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	7.3	7.3	7.3
	Ragu-Ragu	60	40.0	40.0	47.3
	Setuju	56	37.3	37.3	84.7
	Sangat Setuju	23	15.3	15.3	100.0
	Total	150	100.0	100.0	

**X1.10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	4.7	4.7	4.7
	Ragu-Ragu	48	32.0	32.0	36.7
	Setuju	61	40.7	40.7	77.3
	Sangat Setuju	34	22.7	22.7	100.0
	Total	150	100.0	100.0	

<b>X1.11</b>					<b>X1.12</b>						
		Frequency	Percent	Valid Percent	Cumulative Percent			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	2.7	2.7	2.7	Valid	Tidak Setuju	11	7.3	7.3	7.3
	Tidak Setuju	9	6.0	6.0	8.7		Ragu-Ragu	60	40.0	40.0	47.3
	Ragu-Ragu	42	28.0	28.0	36.7		Setuju	44	29.3	29.3	76.7
	Setuju	64	42.7	42.7	79.3		Sangat Setuju	35	23.3	23.3	100.0
	Sangat Setuju	31	20.7	20.7	100.0		Total	150	100.0	100.0	
	Total	150	100.0	100.0							

<b>X1.13</b>					<b>X1.14</b>						
		Frequency	Percent	Valid Percent	Cumulative Percent			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	7.3	7.3	7.3	Valid	Tidak Setuju	7	4.7	4.7	4.7
	Ragu-Ragu	60	40.0	40.0	47.3		Ragu-Ragu	48	32.0	32.0	36.7
	Setuju	52	34.7	34.7	82.0		Setuju	58	38.7	38.7	75.3
	Sangat Setuju	27	18.0	18.0	100.0		Sangat Setuju	37	24.7	24.7	100.0
	Total	150	100.0	100.0			Total	150	100.0	100.0	

<b>X1.15</b>					<b>X1.16</b>						
		Frequency	Percent	Valid Percent	Cumulative Percent			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	2.7	2.7	2.7	Valid	Tidak Setuju	11	7.3	7.3	7.3
	Tidak Setuju	9	6.0	6.0	8.7		Ragu-Ragu	60	40.0	40.0	47.3
	Ragu-Ragu	42	28.0	28.0	36.7		Setuju	51	34.0	34.0	81.3
	Setuju	55	36.7	36.7	73.3		Sangat Setuju	28	18.7	18.7	100.0
	Sangat Setuju	40	26.7	26.7	100.0		Total	150	100.0	100.0	
	Total	150	100.0	100.0							

<b>X2.1</b>					<b>X2.2</b>						
		Frequency	Percent	Valid Percent	Cumulative Percent			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	4.7	4.7	4.7	Valid	Sangat Tidak Setuju	4	2.7	2.7	2.7
	Ragu-Ragu	48	32.0	32.0	36.7		Tidak Setuju	9	6.0	6.0	8.7
	Setuju	61	40.7	40.7	77.3		Ragu-Ragu	42	28.0	28.0	36.7
	Sangat Setuju	34	22.7	22.7	100.0		Setuju	64	42.7	42.7	79.3
	Total	150	100.0	100.0			Sangat Setuju	31	20.7	20.7	100.0
							Total	150	100.0	100.0	

<b>X2.3</b>					<b>X2.4</b>						
		Frequency	Percent	Valid Percent	Cumulative Percent			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	7.3	7.3	7.3	Valid	Tidak Setuju	11	7.3	7.3	7.3
	Ragu-Ragu	60	40.0	40.0	47.3		Ragu-Ragu	60	40.0	40.0	47.3
	Setuju	44	29.3	29.3	76.7		Setuju	52	34.7	34.7	82.0
	Sangat Setuju	35	23.3	23.3	100.0		Sangat Setuju	27	18.0	18.0	100.0
	Total	150	100.0	100.0			Total	150	100.0	100.0	

<b>X2.5</b>					<b>X2.6</b>						
		Frequency	Percent	Valid Percent	Cumulative Percent			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	4.7	4.7	4.7	Valid	Sangat Tidak Setuju	4	2.7	2.7	2.7
	Ragu-Ragu	48	32.0	32.0	36.7		Tidak Setuju	9	6.0	6.0	8.7
	Setuju	58	38.7	38.7	75.3		Ragu-Ragu	42	28.0	28.0	36.7
	Sangat Setuju	37	24.7	24.7	100.0		Setuju	55	36.7	36.7	73.3
	Total	150	100.0	100.0			Sangat Setuju	40	26.7	26.7	100.0
							Total	150	100.0	100.0	



<b>X2.7</b>					<b>Y1.1</b>						
		Frequency	Percent	Valid Percent	Cumulative Percent			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	7.3	7.3	7.3	Valid	Tidak Setuju	11	7.3	7.3	7.3
	Ragu-Ragu	60	40.0	40.0	47.3		Ragu-Ragu	60	40.0	40.0	47.3
	Setuju	51	34.0	34.0	81.3		Setuju	53	35.3	35.3	82.7
	Sangat Setuju	28	18.7	18.7	100.0		Sangat Setuju	26	17.3	17.3	100.0
	Total	150	100.0	100.0			Total	150	100.0	100.0	

<b>Y1.2</b>					<b>Y1.3</b>						
		Frequency	Percent	Valid Percent	Cumulative Percent			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	7.3	7.3	7.3	Valid	Tidak Setuju	7	4.7	4.7	4.7
	Ragu-Ragu	60	40.0	40.0	47.3		Ragu-Ragu	48	32.0	32.0	36.7
	Setuju	51	34.0	34.0	81.3		Setuju	62	41.3	41.3	78.0
	Sangat Setuju	28	18.7	18.7	100.0		Sangat Setuju	33	22.0	22.0	100.0
	Total	150	100.0	100.0			Total	150	100.0	100.0	

Y1.4					Y1.5				
	Frequency	Percent	Valid Percent	Cumulative Percent		Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	4	2.7	2.7	2.7	Valid Tidak Setuju	11	7.3	7.3	7.3
Tidak Setuju	9	6.0	6.0	8.7	Ragu-Ragu	60	40.0	40.0	47.3
Ragu-Ragu	42	28.0	28.0	36.7	Setuju	57	38.0	38.0	85.3
Setuju	56	37.3	37.3	74.0	Sangat Setuju	22	14.7	14.7	100.0
Sangat Setuju	39	26.0	26.0	100.0	Total	150	100.0	100.0	
Total	150	100.0	100.0						



## Lampiran 05. Hasil Uji Validitas dan Reliabilitas (Sampel Kecil)

### a. Indikator Kualitas Pelayanan

		Correlations																Kualitas Pelayanan
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15	X1.16	
X1.1	Pearson Correlation	1	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	.511**
	Sig. (2-tailed)		.511	.369	.000	.000	.511	.369	.000	.000	.511	.369	.000	.000	.511	.369	.000	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.125	1	.664**	.125	.125	1.000**	.664**	.125	.125	1.000**	.664**	.125	.125	1.000**	.664**	.125	.852**
	Sig. (2-tailed)	.511		.000	.511	.511	.000	.000	.511	.511	.000	.000	.511	.511	.000	.000	.511	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	-.170	.664**	1	-.170	-.170	.664**	1.000**	-.170	-.170	.664**	1.000**	-.170	-.170	.664**	1.000**	-.170	.692**
	Sig. (2-tailed)	.369	.000		.369	.369	.000	.000	.369	.369	.000	.000	.369	.369	.000	.000	.369	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	1.000**	.125	-.170	1	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	.511**
	Sig. (2-tailed)	.000	.511	.369		.000	.511	.369	.000	.000	.511	.369	.000	.000	.511	.369	.000	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	1.000**	.125	-.170	1.000**	1	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	.511**
	Sig. (2-tailed)	.000	.511	.369	.000		.511	.369	.000	.000	.511	.369	.000	.000	.511	.369	.000	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.125	1.000**	.664**	.125	.125	1	.664**	.125	.125	1.000**	.664**	.125	.125	1.000**	.664**	.125	.852**
	Sig. (2-tailed)	.511	.000	.000	.511	.511		.000	.511	.511	.000	.000	.511	.511	.000	.000	.511	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	-.170	.664**	1.000**	-.170	-.170	.664**	1	-.170	-.170	.664**	1.000**	-.170	-.170	.664**	1.000**	-.170	.692**
	Sig. (2-tailed)	.369	.000	.000	.369	.369	.000		.369	.369	.000	.000	.369	.369	.000	.000	.369	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	.511**
	Sig. (2-tailed)	.000	.511	.369	.000	.000	.511	.369		.000	.511	.369	.000	.000	.511	.369	.000	.004

	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	1	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	.511**
	Sig. (2-tailed)	.000	.511	.369	.000	.000	.511	.369	.000		.511	.369	.000	.000	.511	.369	.000	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.10	Pearson Correlation	.125	1.000**	.664**	.125	.125	1.000**	.664**	.125	.125	1	.664**	.125	.125	1.000**	.664**	.125	.852**
	Sig. (2-tailed)	.511	.000	.000	.511	.511	.000	.000	.511	.511		.000	.511	.511	.000	.000	.511	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.11	Pearson Correlation	-.170	.664**	1.000**	-.170	-.170	.664**	1.000**	-.170	-.170	.664**	1	-.170	-.170	.664**	1.000**	-.170	.692**
	Sig. (2-tailed)	.369	.000	.000	.369	.369	.000	.000	.369	.369	.000		.369	.369	.000	.000	.369	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.12	Pearson Correlation	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1	1.000**	.125	-.170	1.000**	.511**
	Sig. (2-tailed)	.000	.511	.369	.000	.000	.511	.369	.000	.000	.511	.369		.000	.511	.369	.000	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.13	Pearson Correlation	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	1	.125	-.170	1.000**	.511**
	Sig. (2-tailed)	.000	.511	.369	.000	.000	.511	.369	.000	.000	.511	.369	.000		.511	.369	.000	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.14	Pearson Correlation	.125	1.000**	.664**	.125	.125	1.000**	.664**	.125	.125	1.000**	.664**	.125	.125	1	.664**	.125	.852**
	Sig. (2-tailed)	.511	.000	.000	.511	.511	.000	.000	.511	.511	.000	.000	.511	.511		.000	.511	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.15	Pearson Correlation	-.170	.664**	1.000**	-.170	-.170	.664**	1.000**	-.170	-.170	.664**	1.000**	-.170	-.170	.664**	1	-.170	.692**
	Sig. (2-tailed)	.369	.000	.000	.369	.369	.000	.000	.369	.369	.000	.000	.369	.369	.000		.369	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.16	Pearson Correlation	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1.000**	1.000**	.125	-.170	1	.511**
	Sig. (2-tailed)	.000	.511	.369	.000	.000	.511	.369	.000	.000	.511	.369	.000	.000	.511	.369		.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kualitas Pelayanan	Pearson Correlation	.511**	.852**	.692**	.511**	.511**	.852**	.692**	.511**	.511**	.852**	.692**	.511**	.511**	.852**	.692**	.511**	1
	Sig. (2-tailed)	.004	.000	.000	.004	.004	.000	.000	.004	.004	.000	.000	.004	.004	.000	.000	.004	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.911	16



**b. Indikator Citra Perusahaan**

**Correlations**

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	Citra Perusahaan
X2.1	Pearson Correlation	1	.664**	.125	.125	1.000**	.664**	.125	.890**
	Sig. (2-tailed)		.000	.511	.511	.000	.000	.511	.000
	N	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.664**	1	-.170	-.170	.664**	1.000**	-.170	.761**
	Sig. (2-tailed)	.000		.369	.369	.000	.000	.369	.000
	N	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.125	-.170	1	1.000**	.125	-.170	1.000**	.403*
	Sig. (2-tailed)	.511	.369		.000	.511	.369	.000	.027
	N	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.125	-.170	1.000**	1	.125	-.170	1.000**	.403*
	Sig. (2-tailed)	.511	.369	.000		.511	.369	.000	.027
	N	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	1.000**	.664**	.125	.125	1	.664**	.125	.890**
	Sig. (2-tailed)	.000	.000	.511	.511		.000	.511	.000
	N	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.664**	1.000**	-.170	-.170	.664**	1	-.170	.761**
	Sig. (2-tailed)	.000	.000	.369	.369	.000		.369	.000
	N	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.125	-.170	1.000**	1.000**	.125	-.170	1	.403*
	Sig. (2-tailed)	.511	.369	.000	.000	.511	.369		.027
	N	30	30	30	30	30	30	30	30
Citra Perusahaan	Pearson Correlation	.890**	.761**	.403*	.403*	.890**	.761**	.403*	1
	Sig. (2-tailed)	.000	.000	.027	.027	.000	.000	.027	
	N	30	30	30	30	30	30	30	30

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

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



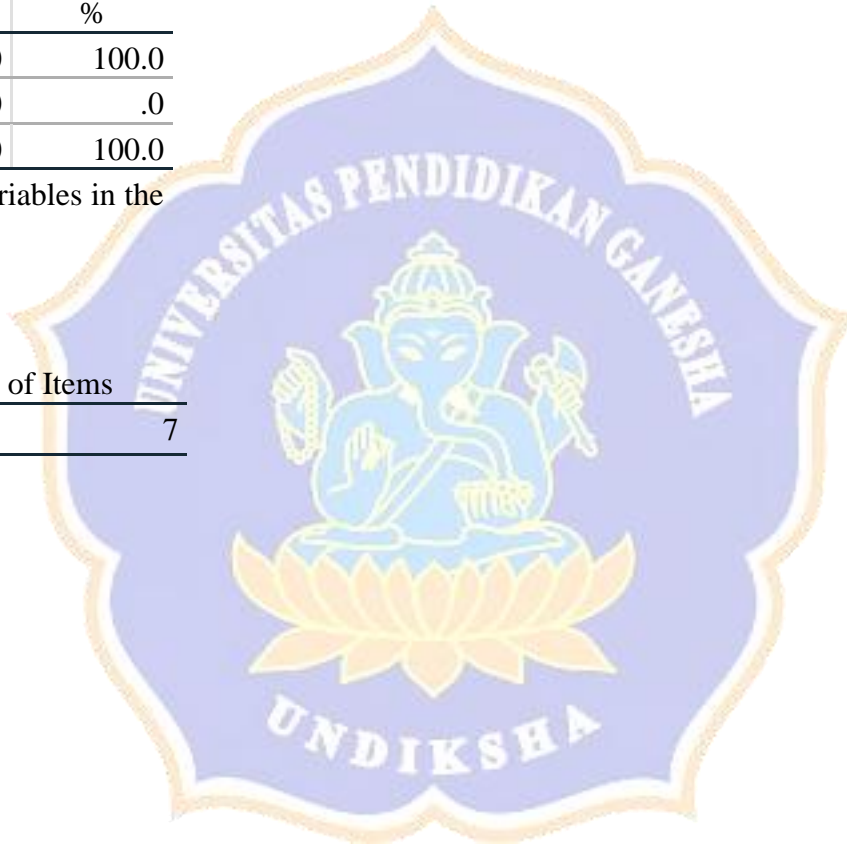
**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.803	7





**c. Indikator Kepuasan Pelanggan**

		Correlations					
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Kepuasan Pelanggan
Y1.1	Pearson Correlation	1	1.000**	.125	-.170	1.000**	.671**
	Sig. (2-tailed)		.000	.511	.369	.000	.000
	N	30	30	30	30	30	30
Y1.2	Pearson Correlation	1.000**	1	.125	-.170	1.000**	.671**
	Sig. (2-tailed)	.000		.511	.369	.000	.000
	N	30	30	30	30	30	30
Y1.3	Pearson Correlation	.125	.125	1	.664**	.125	.764**
	Sig. (2-tailed)	.511	.511		.000	.511	.000
	N	30	30	30	30	30	30
Y1.4	Pearson Correlation	-.170	-.170	.664**	1	-.170	.559**
	Sig. (2-tailed)	.369	.369	.000		.369	.001
	N	30	30	30	30	30	30
Y1.5	Pearson Correlation	1.000**	1.000**	.125	-.170	1	.671**
	Sig. (2-tailed)	.000	.000	.511	.369		.000
	N	30	30	30	30	30	30
Kepuasan Pelanggan	Pearson Correlation	.671**	.671**	.764**	.559**	.671**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	
	N	30	30	30	30	30	30

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

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.701	5



## Rekapitulasi Hasil Uji Validitas dan Reliabilitas Instrumen (Sampel Kecil)

### 1) Hasil Uji Validitas Instrumen (Sampel Kecil)

Variabel	Indikator	$r_{yx}$	P-value	Alpha ( $\alpha$ )	Keterangan
Kualitas Pelayanan (X <sub>1</sub> )	1	0,511	0,000	0,05	Valid
	2	0,852	0,000	0,05	Valid
	3	0,692	0,000	0,05	Valid
	4	0,511	0,000	0,05	Valid
	5	0,511	0,000	0,05	Valid
	6	0,852	0,000	0,05	Valid
	7	0,692	0,000	0,05	Valid
	8	0,511	0,000	0,05	Valid
	9	0,511	0,000	0,05	Valid
	10	0,852	0,000	0,05	Valid
	11	0,692	0,000	0,05	Valid
	12	0,511	0,000	0,05	Valid
	13	0,511	0,000	0,05	Valid
	14	0,852	0,000	0,05	Valid
	15	0,692	0,000	0,05	Valid
	16	0,511	0,000	0,05	Valid
Citra Perusahaan (X <sub>2</sub> )	1	0,890	0,000	0,05	Valid
	2	0,761	0,000	0,05	Valid
	3	0,403	0,000	0,05	Valid
	4	0,403	0,000	0,05	Valid
	5	0,890	0,000	0,05	Valid
	6	0,761	0,000	0,05	Valid
	7	0,403	0,000	0,05	Valid
Kepuasan Pelanggan (Y)	1	0,671	0,000	0,05	Valid
	2	0,671	0,000	0,05	Valid
	3	0,764	0,000	0,05	Valid
	4	0,559	0,000	0,05	Valid
	5	0,671	0,000	0,05	Valid

Melalui perbandingan antara nilai *p-value* dengan nilai *alpha* 0,05, maka item kuesioner dinyatakan valid. Hasil uji validitas menunjukkan nilai *p-value* lebih kecil dari nilai 0,05 sehingga dapat disimpulkan bahwa semua item pernyataan adalah valid dan dapat dilanjutkan ke sampel besar yang berjumlah 150 responden.

## 2) Hasil Uji Reliabilitas Instrumen (Sampel Kecil)

Variabel	<i>Cronbach's Alpha</i>	Reliabilitas	Keterangan
Kualitas Pelayanan ( $X_1$ )	0,911	0,60	Reliabel
Citra Perusahaan ( $X_2$ )	0,803	0,60	Reliabel
Kepuasan Pelanggan (Y)	0,701	0,60	Reliabel

Hasil uji reliabilitas sampel kecil sebanyak 30 responden menunjukkan nilai *cronbach's alpha* lebih besar dari 0,60 sehingga dapat disimpulkan bahwa semua instrument adalah reliabel dan dapat dilanjutkan ke sampel besar yang berjumlah 150 responden.





	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
X1.9	Pearson Correlation	.767**	.546**	.502**	.893**	.877**	.575**	.537**	.849**	1	.566**	.500**	.885**	.880**	.576**	.545**	.877**	.852**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
X1.10	Pearson Correlation	.472**	.888**	.684**	.566**	.598**	.880**	.670**	.559**	.566**	1	.653**	.615**	.582**	.883**	.693**	.579**	.819**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
X1.11	Pearson Correlation	.456**	.651**	.910**	.527**	.507**	.630**	.881**	.467**	.500**	.653**	1	.536**	.550**	.648**	.907**	.507**	.789**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
X1.12	Pearson Correlation	.768**	.584**	.556**	.897**	.897**	.564**	.555**	.881**	.885**	.615**	.536**	1	.893**	.586**	.569**	.880**	.876**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
X1.13	Pearson Correlation	.772**	.565**	.526**	.886**	.897**	.555**	.534**	.846**	.880**	.582**	.550**	.893**	1	.599**	.566**	.861**	.864**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
X1.14	Pearson Correlation	.514**	.878**	.669**	.575**	.587**	.897**	.679**	.550**	.576**	.883**	.648**	.586**	.599**	1	.669**	.587**	.819**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
X1.15	Pearson Correlation	.488**	.644**	.890**	.537**	.540**	.671**	.908**	.532**	.545**	.693**	.907**	.569**	.566**	.669**	1	.548**	.817**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
X1.16	Pearson Correlation	.769**	.544**	.539**	.910**	.858**	.589**	.579**	.890**	.877**	.579**	.507**	.880**	.861**	.587**	.548**	1	.864**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
Kualitas Pelayanan	Pearson Correlation	.777**	.801**	.802**	.861**	.860**	.809**	.817**	.839**	.852**	.819**	.789**	.876**	.864**	.819**	.817**	.864**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150

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



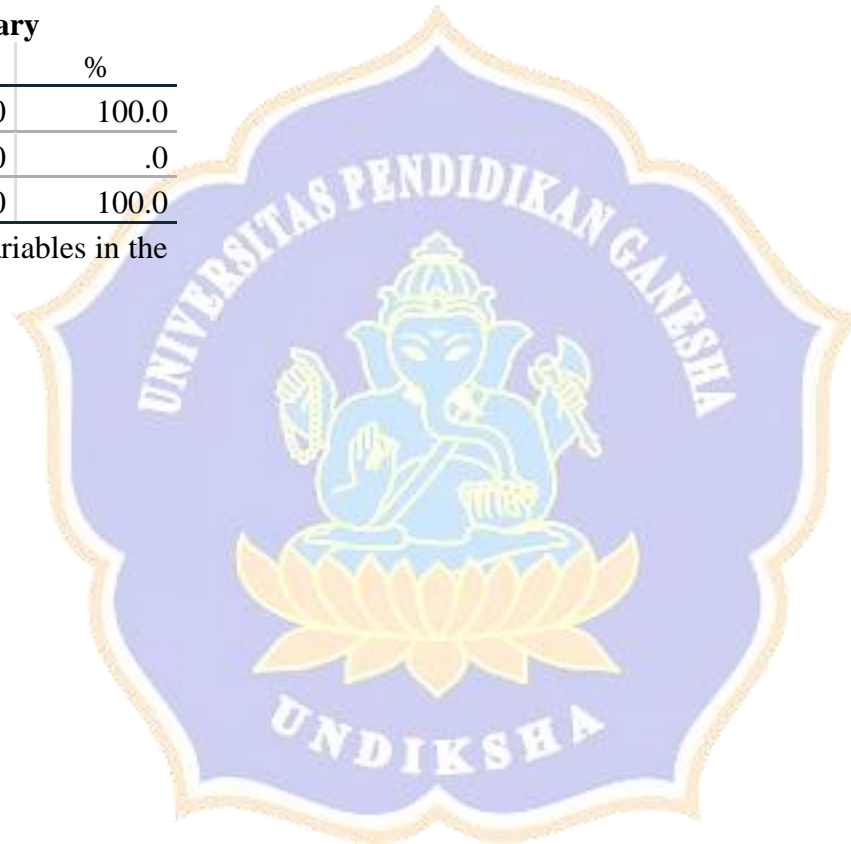
**Case Processing Summary**

		N	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	0	.0
	Total	150	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.969	16





**b. Indikator Citra Perusahaan**

		Correlations							
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	Citra Perusahaan
X2.1	Pearson Correlation	1	.653**	.615**	.582**	.883**	.693**	.579**	.844**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150
X2.2	Pearson Correlation	.653**	1	.536**	.550**	.648**	.907**	.507**	.823**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150
X2.3	Pearson Correlation	.615**	.536**	1	.893**	.586**	.569**	.880**	.858**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150
X2.4	Pearson Correlation	.582**	.550**	.893**	1	.599**	.566**	.861**	.852**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150
X2.5	Pearson Correlation	.883**	.648**	.586**	.599**	1	.669**	.587**	.838**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150	150	150
X2.6	Pearson Correlation	.693**	.907**	.569**	.566**	.669**	1	.548**	.848**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150	150	150
X2.7	Pearson Correlation	.579**	.507**	.880**	.861**	.587**	.548**	1	.837**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150	150	150
Citra Perusahaan	Pearson Correlation	.844**	.823**	.858**	.852**	.838**	.848**	.837**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150

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

**Case Processing Summary**

		N	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	0	.0
	Total	150	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.931	7



### c. Indikator Kepuasan Pelanggan

		Correlations					
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Kepuasan Pelanggan
Y1.1	Pearson Correlation	1	.865**	.557**	.537**	.859**	.892**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
Y1.2	Pearson Correlation	.865**	1	.561**	.547**	.844**	.893**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
Y1.3	Pearson Correlation	.557**	.561**	1	.681**	.539**	.786**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
Y1.4	Pearson Correlation	.537**	.547**	.681**	1	.548**	.793**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
Y1.5	Pearson Correlation	.859**	.844**	.539**	.548**	1	.885**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
Kepuasan Pelanggan	Pearson Correlation	.892**	.893**	.786**	.793**	.885**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

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

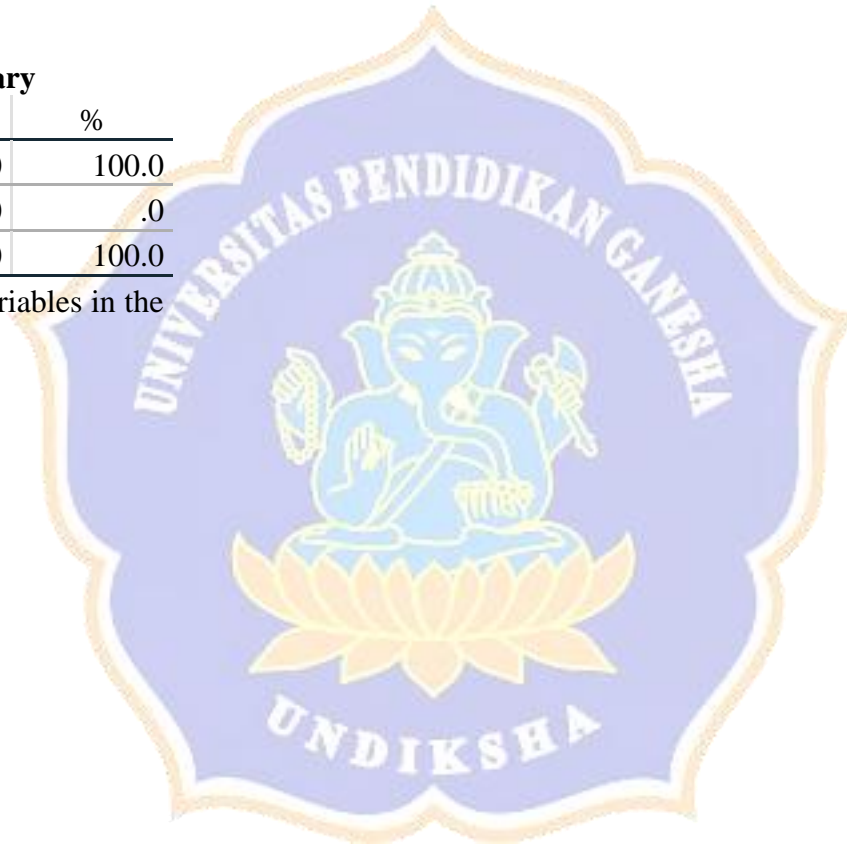
**Case Processing Summary**

		N	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	0	.0
	Total	150	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.901	5



## Rekapitulasi Hasil Uji Validitas dan Reliabilitas Instrumen (Sampel Besar)

### 1) Hasil Uji Validitas Instrumen (Sampel Besar)

Variabel	Indikator	ryx	P-value	Alpha ( $\alpha$ )	Keterangan
Kualitas Pelayanan (X <sub>1</sub> )	1	0,777	0,000	0,05	Valid
	2	0,801	0,000	0,05	Valid
	3	0,802	0,000	0,05	Valid
	4	0,961	0,000	0,05	Valid
	5	0,860	0,000	0,05	Valid
	6	0,809	0,000	0,05	Valid
	7	0,817	0,000	0,05	Valid
	8	0,839	0,000	0,05	Valid
	9	0,852	0,000	0,05	Valid
	10	0,819	0,000	0,05	Valid
	11	0,789	0,000	0,05	Valid
	12	0,876	0,000	0,05	Valid
	13	0,864	0,000	0,05	Valid
	14	0,819	0,000	0,05	Valid
	15	0,817	0,000	0,05	Valid
	16	0,864	0,000	0,05	Valid
Citra Perusahaan (X <sub>2</sub> )	1	0,844	0,000	0,05	Valid
	2	0,823	0,000	0,05	Valid
	3	0,858	0,000	0,05	Valid
	4	0,852	0,000	0,05	Valid
	5	0,838	0,000	0,05	Valid
	6	0,848	0,000	0,05	Valid
	7	0,837	0,000	0,05	Valid
Kepuasan Pelanggan (Y)	1	0,892	0,000	0,05	Valid
	2	0,893	0,000	0,05	Valid
	3	0,786	0,000	0,05	Valid
	4	0,793	0,000	0,05	Valid
	5	0,885	0,000	0,05	Valid

Melalui perbandingan antara nilai *p-value* dengan nilai *alpha* 0,05, maka item kuesioner dinyatakan valid. Hasil uji validitas menunjukkan nilai *p-value* lebih kecil dari nilai 0,05 sehingga dapat disimpulkan bahwa semua item pernyataan adalah valid.

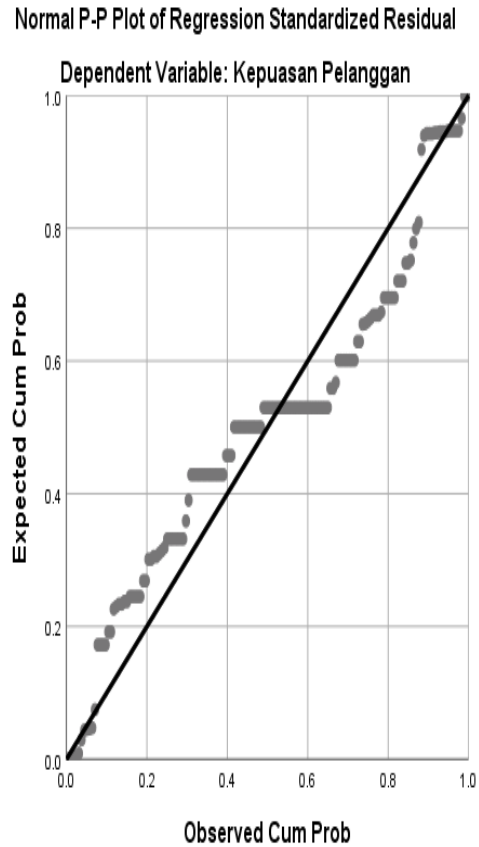
## 2) Hasil Uji Reliabilitas Instrumen (Sampel Besar)

Variabel	<i>Cronbach's Alpha</i>	Reliabilitas	Keterangan
Kualitas Pelayanan (X <sub>1</sub> )	0,969	0,60	Reliabel
Citra Perusahaan (X <sub>2</sub> )	0,931	0,60	Reliabel
Kepuasan Pelanggan (Y)	0,901	0,60	Reliabel

Hasil uji reliabilitas menunjukkan nilai *cronbach's alpha* lebih besar dari 0,60. Sehingga dapat disimpulkan bahwa semua instrument variabel kualitas pelayanan, citra perusahaan dan kepuasan pelanggan adalah reliabel.



**Lampiran 07. Hasil Uji Asumsi Klasik (Normalitas Data)**



**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		150
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.47361031
Most Extreme Differences	Absolute	.124
	Positive	.124
	Negative	-.121
Test Statistic		.124
Asymp. Sig. (2-tailed)		.088 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

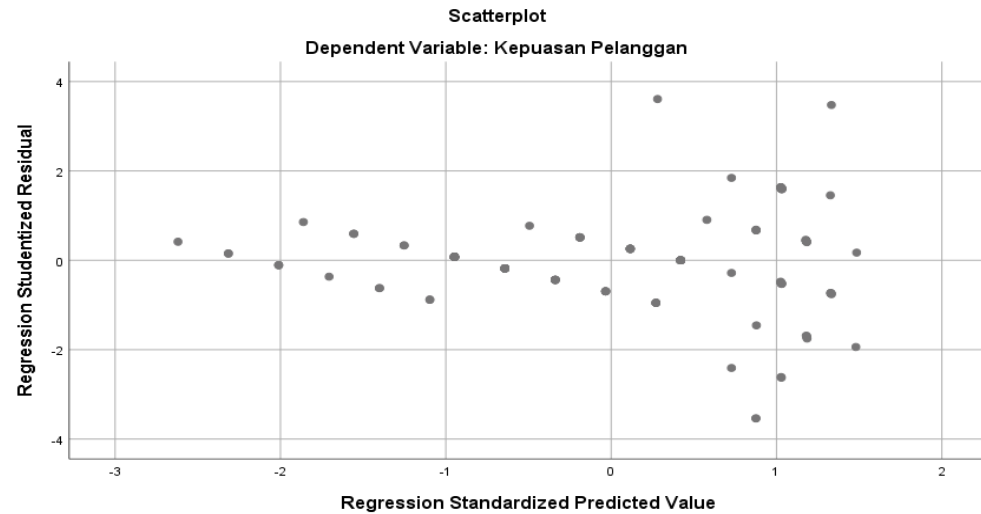


**Lampiran 08. Hasil Uji Asumsi Klasik (Multikolinearitas)**

Model	Unstandardized Coefficients		Coefficients <sup>a</sup>		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	1.141	.201		3.700	.000		
Kualitas Pelayanan	.555	.024	.761	3.238	.000	.928	1.861
Citra Perusahaan	.549	.053	.783	3.329	.000	.928	1.861

a. Dependent Variable: Kepuasan Pelanggan

**Lampiran 09. Hasil Uji Asumsi Klasik (Heteroskedastisitas)**



Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	Citra Perusahaan, Kualitas Pelayanan <sup>b</sup>		Enter

a. Dependent Variable: ABSRES

b. All requested variables entered.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.618	.125		1.294	.115
	Kualitas Pelayanan	-.020	.015	-.654	1.327	.187
	Citra Perusahaan	.080	.033	1.198	1.433	.162

a. Dependent Variable: ABSRES

**Lampiran 10. Hasil Uji Regresi Linier Berganda dan Uji Hipotesis (Uji t, Uji F dan R Square)**

<b>Variables Entered/Removed<sup>a</sup></b>			
Model	Variables Entered	Variables Removed	Method
1	Citra Perusahaan, Kualitas Pelayanan <sup>b</sup>	.	Enter

a. Dependent Variable: Kepuasan Pelanggan

b. All requested variables entered.

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.992 <sup>a</sup>	.984	.984	.477

a. Predictors: (Constant), Citra Perusahaan, Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan



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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2019.752	2	1009.876	41.777	.000 <sup>b</sup>
	Residual	33.422	147	.227		
	Total	2053.173	149			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Citra Perusahaan, Kualitas Pelayanan

Model		Unstandardized Coefficients		Coefficients <sup>a</sup>			Correlations		
		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part
1	(Constant)	1.141	.201		3.700	.000			
	Kualitas Pelayanan	.555	.024	.761	3.238	.000	.986	.887	.245
	Citra Perusahaan	.549	.053	.783	3.329	.000	.961	.648	.109

a. Dependent Variable: Kepuasan Pelanggan