

**LAMPIRAN 1 : TINGKAT HUNIAN KAMAR DI HOTEL ANEKA  
LOVINA**

NO	NATION	PENJUALAN KAMAR		
		JAN	FEB	MAR
1	AUSTRALIA	19	16	26
2	ARGENTINA	2	0	3
3	AUSTRIA	7	23	8
4	BRITISH	18	6	0
5	BELGIUM	14	0	14
6	BANGLADESH	6	0	0
7	CHINA	33	342	29
8	CANADIAN	0	8	12
9	DOMINIKA	8	0	0
10	ESTONIA	0	0	4
11	DANISH	66	90	87
12	FRENCH	11	15	56
13	FINLAND	0	1	39
14	GERMAN	38	36	34
15	HOLLAND	90	110	196
16	HUNGARIA	0	0	0
17	ITALY	1	0	0
18	INA	471	592	712
19	IRISH	4	0	0
20	INDIA	3	2	0
21	JAPAN	20	0	50
22	LITHUANIA	11	22	19
23	MONGALIA	0	2	0
24	MEXICO	0	7	2
25	MALAYSIA	31	8	56
26	NEPAL	2	0	0
27	PORTUGAL	2	2	0
28	SINGAPORE	0	2	0
29	SWEDEN	7	18	38
30	SWISS	8	2	8
31	SPAIN	22	5	15
32	RUSSIAN	0	3	2
33	UKRAINE	4	0	0
34	THAILAND	0	2	0
35	USA	4	2	6
36	KAZAKSTAN	0	0	4
TOTAL		902	1316	1420

**LAMPIRAN 2 : TINGKAT HUNIAN KAMAR HOTEL BINTANG TIGA  
LOVINA**

No	Nama Hotel	Tingkat Kamar per Bulan		
		Januari	Februari	Maret
1.	Bali Taman Beach Resort and SPA	204	363	340
2.	Hotel Puri Saron Lovina	396	708	855
3.	Hotel Aneka Lovina	902	1316	1420

**LAMPIRAN 3: GUEST COMMENT HOTEL ANEKA LOVINA**

RES.	Customer Satisfaction	Facilities	Service	Atmosphere	Cleanliness
1	5	4	5	5	5
2	5	4	5	5	5
3	5	5	5	5	5
4	4	4	5	5	5
5	5	4	5	4	4
6	5	4	5	5	4
7	5	4	4	5	5
8	5	5	5	5	5
9	5	4	5	5	4
10	5	5	5	4	5

**LAMPIRAN 4 : KUESIONER PENELITIAN DI HOTEL ANEKA  
LOVINA**



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

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal : Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Undiksha pada Jurusan Manajemen, saya mengadakan penelitian yang berjudul **“Peran Mediasi Nilai Pelanggan pada Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Hotel Aneka Lovina”**

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 kuesioner ini, saya ucapkan terimakasih.

Singaraja, 10 Desember 2019

Peneliti

Kadek Martini

NIM. 1617041001

**A. Identitas Responden**

(Beri tanda ✓ pada kotak jawaban)

1. Usia : ..... tahun
2. Jenis Kelamin :  Laki-laki  Perempuan
3. Sudah menginap berapa kali di Hotel Aneka Lovina ?  
 1 Kali  Lebih dari 1 Kali

Jika anda menjawab LEBIH DARI 1 KALI, silakan lanjutkan mengisi kuesioner, namun jika menjawab 1 KALI silakan berhenti untuk mengisi kuesioner.

**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

- SS : Sangat Setuju  
S : Setuju  
N : Ragu-Ragu  
TS : Tidak Setuju  
STS : Sangat Tidak Setuju



### C. Draft Pertanyaan

### D. Kepuasan Pelanggan

No	Pernyataan	SS	S	R	TS	STS
	Kepuasan Pelanggan	5	4	3	2	1
<b>Overall Satisfaction</b>						
1	Hotel Aneka Lovina mampu memberikan keseluruhan layanan jasa yang memuaskan					
<b>Expectation Satisfaction</b>						
2	Layanan Hotel Aneka Lovina sesuai dengan yang saya harapkan.					
<b>Experience Satisfaction</b>						
3	Hotel Aneka Lovina mampu menyediakan fasilitas kamar dan fasilitas lain yang menunjang kenyamanan tamu hotel yang menginap.					
4	Hotel Aneka Lovina mampu memberikan pengalaman yang memuaskan selama menginap					

### E. Kualitas Pelayanan

No	Pernyataan	SS	S	R	TS	STS
	Kualitas Pelayanan	5	4	3	2	1
<b>Bukti Langsung (Tangible)</b>						
5	Hotel Aneka Lovina menyediakan fasilitas yang menarik dan memadai					
6	Staf Hotel Aneka Lovina mampu menjalankan profesionalisme saat bekerja					
<b>Keandalan (Reliability)</b>						
7	Hotel Aneka Lovina memberikan pelayanan yang sangat handal dan membuat tamu merasa nyaman untuk menginap.					
<b>Daya Tanggap (Responsiveness)</b>						
8	Hotel Aneka Lovina memberikan pelayanan yang cepat dan tanggap sehingga tamu tidak menunggu lama untuk dilayani.					
<b>Jaminan (Assurance)</b>						
9	Staf Hotel Aneka Lovina memiliki kemampuan dan pengetahuan dalam melayani sehingga menjamin kenyamanan tamu dalam menginap.					
<b>Empati</b>						
10	Pelayanan yang diberikan Hotel Aneka Lovina sangat ramah dan perhatian akan kebutuhan tamu hotel.					

**F. Nilai Pelanggan**

No	Pernyataan	SS	S	R	TS	STS
	Nilai Pelanggan	5	4	3	2	1
<b>Nilai Emosional (<i>Emotional Value</i>)</b>						
11	Hotel Aneka Lovina membuat tamu merasa senang dan puas dalam menggunakan setiap fasilitas hotel.					
<b>Nilai Sosial (<i>Social Value</i>)</b>						
12	Hotel Aneka Lovina membuat tamu hotel merasa bangga dan terkesan saat menginap maupun dalam menggunakan setiap fasilitas hotel.					
13	Hotel Aneka Lovina memiliki kemudahan berkomunikasi dan berinteraksi sehingga tamu hotel merasa dihargai.					
<b>Nilai Kualitas Jasa (<i>Quality Value</i>)</b>						
14	Hotel Aneka Lovina memberikan kualitas jasa yang memuaskan kepada tamu yang menginap maupun dalam menggunakan setiap fasilitas hotel.					
<b>Nilai Terhadap Biaya (<i>Value for Money</i>)</b>						
15	Hotel Aneka Lovina menetapkan harga sesuai dengan fasilitas dan pelayanan yang ditawarkan.					



**LAMPIRAN 5: HASIL DATA ORDINAL PERNYATAAN RESPONDEN SAMPEL KECIL**

RE S	Kualitas Pelayanan							Nilai Pelanggan						Kepuasan Pelanggan				
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Tota 1	Item 1	Item 2	Item 3	Item 4	Item 5	Tota 1	Item 1	Item 2	Item 3	Item 4	Tota 1
1	2	3	2	4	3	3	17	3	3	2	3	3	14	4	4	3	2	13
2	3	3	3	4	4	4	21	3	4	3	3	3	16	3	3	4	3	13
3	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
4	3	3	3	4	4	3	20	3	3	3	3	3	15	3	3	4	3	13
5	3	2	2	4	2	2	15	3	3	4	3	3	16	3	4	3	4	14
6	2	2	2	3	4	4	17	3	2	3	3	3	14	3	4	3	3	13
7	3	2	3	4	4	3	19	3	3	2	3	3	14	3	3	2	2	10
8	3	3	3	2	2	2	15	2	2	2	2	2	10	2	2	2	2	8
9	3	3	3	4	4	3	20	3	3	3	3	3	15	3	3	4	3	13
10	2	2	3	2	2	3	14	3	3	2	3	3	14	3	3	3	2	11
11	3	3	4	5	4	5	24	4	4	3	4	4	19	3	4	4	3	14
12	3	3	4	4	3	3	20	3	3	4	3	3	16	4	4	3	4	15
13	3	3	3	4	4	4	21	3	4	3	3	3	16	3	3	4	3	13
14	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
15	3	2	3	4	4	3	19	3	3	2	3	3	14	3	3	2	2	10
16	2	2	2	2	3	3	14	3	2	4	3	3	15	4	4	3	4	15
17	3	3	3	4	4	4	21	3	4	3	3	3	16	3	3	2	3	11
18	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
19	4	4	3	4	4	3	22	3	3	4	3	3	16	3	3	4	4	14
20	3	4	4	4	4	4	23	3	3	4	3	3	16	3	4	3	4	14
21	4	4	4	3	4	4	23	3	4	3	3	3	16	4	4	3	3	14

22	4	4	3	4	4	3	22	3	3	4	3	3	16	3	3	4	4	14
23	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
24	4	4	3	4	4	3	22	3	3	4	3	3	16	3	3	4	4	14
25	3	2	3	2	3	2	15	3	3	3	3	3	15	2	2	2	3	9
26	4	4	4	5	4	5	26	4	4	5	4	4	21	4	4	4	5	17
27	4	4	4	4	3	3	22	3	3	4	3	3	16	4	4	3	4	15
28	3	3	3	4	4	4	21	3	4	3	3	3	16	3	3	4	3	13
29	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
30	4	4	3	4	4	3	22	3	3	4	3	3	16	3	3	4	4	14





**LAMPIRAN 6: HASIL DATA ORDINAL PERNYATAAN RESPONDEN SAMPEL BESAR**

RES	Kualitas Pelayanan							Nilai Pelanggan						Kepuasan Pelanggan				
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Total	Item 1	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3	Item 4	Total
1	3	4	3	5	4	4	23	4	4	3	4	4	19	5	5	4	3	17
2	4	4	4	5	5	5	27	4	5	4	4	4	21	4	4	5	4	17
3	4	3	4	4	4	3	22	4	3	3	2	4	16	3	3	3	3	12
4	4	4	4	5	5	4	26	4	4	4	4	4	20	4	4	5	4	17
5	4	3	3	5	3	3	21	4	3	5	4	4	20	4	5	4	5	18
6	2	2	2	3	4	4	17	3	2	3	3	3	14	3	4	3	3	13
7	3	2	3	4	4	3	19	3	3	2	3	3	14	3	3	2	2	10
8	3	3	3	2	2	2	15	2	2	2	2	2	10	2	2	2	2	8
9	4	4	4	5	5	5	27	4	4	4	4	4	20	4	4	5	4	17
10	3	3	4	3	3	4	20	4	4	3	3	4	18	4	4	4	3	15
11	4	4	5	5	5	5	28	5	5	4	5	5	24	4	5	5	4	18
12	4	4	5	5	4	4	26	4	4	5	4	4	21	5	5	4	5	19
13	4	4	4	5	5	5	27	4	5	4	4	4	21	4	4	5	4	17
14	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
15	3	2	3	4	4	3	19	3	3	2	3	3	14	3	3	2	2	10
16	3	3	3	3	4	4	20	4	3	5	4	4	20	5	5	4	5	19
17	4	4	4	5	5	5	27	4	5	4	4	4	21	4	4	3	4	15
18	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
19	5	5	4	5	5	5	29	4	4	5	4	4	21	4	4	5	5	18
20	4	5	5	5	5	5	29	4	4	5	4	4	21	4	5	4	5	18
21	5	5	5	4	5	5	29	4	5	4	4	4	21	5	5	4	4	18

22	5	5	4	5	5	4	28	4	4	5	4	4	21	4	4	5	5	18
23	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
24	5	5	4	5	5	4	28	4	4	5	4	4	21	4	4	5	5	18
25	3	2	3	2	3	2	15	3	3	3	3	3	15	2	2	2	3	9
26	5	5	5	5	5	5	30	5	5	5	5	5	25	5	5	5	5	20
27	5	5	5	5	4	4	28	4	4	5	4	4	21	5	5	4	5	19
28	4	4	4	5	5	5	27	4	5	4	4	4	21	4	4	5	4	17
29	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
30	5	5	4	5	5	4	28	4	4	5	4	4	21	4	4	5	5	18
31	5	4	4	4	5	5	27	4	5	5	4	4	22	5	5	5	4	19
32	4	4	4	5	5	5	27	5	4	4	5	5	23	5	5	5	4	19
33	4	5	4	5	5	5	28	4	5	4	4	4	21	5	5	4	4	18
34	3	2	3	2	3	2	15	3	3	3	3	3	15	2	2	2	3	9
35	5	5	5	4	5	4	28	5	5	4	5	5	24	5	5	5	4	19
36	5	5	5	5	4	4	28	4	4	5	4	4	21	5	5	4	5	19
37	4	4	4	5	5	5	27	5	5	4	4	4	22	4	4	5	4	17
38	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
39	4	4	4	5	5	5	27	4	5	4	4	4	21	4	4	5	4	17
40	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
41	5	4	4	4	5	4	26	4	5	5	4	4	22	5	5	5	5	20
42	4	4	5	5	5	5	28	5	5	4	5	5	24	5	5	5	4	19
43	4	5	4	5	4	5	27	4	5	5	4	4	22	4	4	4	5	17
44	3	2	3	2	3	2	15	3	3	3	3	3	15	2	2	2	3	9
45	5	5	5	4	5	4	28	5	5	4	5	5	24	5	5	5	4	19

46	4	4	4	4	3	3	22	3	3	4	3	3	16	4	4	3	4	15
47	3	3	3	4	4	4	21	3	4	3	3	3	16	3	3	4	3	13
48	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
49	4	4	5	5	5	5	28	5	5	4	5	5	24	5	5	5	4	19
50	4	5	4	5	4	5	27	4	5	5	4	4	22	4	4	4	5	17
51	3	2	3	2	3	2	15	3	3	3	3	3	15	2	2	2	3	9
52	5	5	5	4	5	4	28	5	5	4	5	5	24	5	5	5	4	19
53	5	5	5	5	4	4	28	4	4	5	4	4	21	5	5	4	5	19
54	4	4	4	5	5	5	27	4	5	4	4	4	21	4	4	5	4	17
55	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
56	4	4	4	5	5	5	27	4	5	4	4	4	21	4	4	5	4	17
57	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
58	4	4	4	5	5	5	27	5	5	4	4	4	22	4	4	5	4	17
59	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
60	5	4	4	4	5	4	26	4	5	5	4	4	22	5	5	5	5	20
61	4	4	5	5	5	5	28	5	5	4	5	5	24	5	5	5	4	19
62	4	5	4	5	5	5	28	4	5	5	4	4	22	4	4	4	5	17
63	3	2	3	2	3	2	15	3	3	3	3	3	15	2	2	2	3	9
64	5	5	5	5	5	5	30	5	5	4	5	5	24	5	5	5	4	19
65	5	5	5	4	5	4	28	5	5	4	5	5	24	5	5	5	4	19
66	5	5	5	5	4	4	28	4	4	5	4	4	21	5	5	4	5	19
67	4	4	4	5	5	5	27	4	5	4	4	4	21	4	4	5	4	17
68	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
69	4	4	4	5	5	5	27	4	5	4	4	4	21	4	4	5	4	17

70	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
71	4	4	4	5	5	5	27	4	5	4	4	4	21	4	4	5	4	17
72	3	2	3	3	3	2	16	3	2	2	3	3	13	2	2	2	2	8
73	5	4	4	4	5	4	26	4	5	5	4	4	22	5	5	5	5	20
74	4	4	5	5	5	5	28	5	5	4	5	5	24	5	5	5	4	19
75	4	4	4	5	5	5	27	4	5	4	4	4	21	4	4	5	4	17
76	3	2	3	3	3	2	16	3	2	2	3	3	13	3	2	2	2	9
77	5	4	4	4	5	4	26	5	5	4	5	5	24	5	5	5	4	19
78	4	4	5	5	5	5	28	5	5	4	5	5	24	5	5	5	4	19
79	4	4	4	5	5	5	27	4	4	5	4	4	21	5	5	4	5	19
80	3	2	3	3	3	2	16	3	4	3	3	3	16	3	3	4	3	13



**LAMPIRAN 7: HASIL DATA INTERVAL PERNYATAAN RESPONDEN SAMPEL KECIL**

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TX1	X2.1	X2.2	X2.3	X2.4	X2.5	TX2	Y.1	Y.2	Y.3	Y.4	TY
1,000	2,139	1,000	3,051	2,101	2,188	11,479	3,166	2,277	1,000	3,166	3,166	12,774	3,712	3,403	2,048	1,000	10,162
2,471	2,139	2,518	3,051	3,449	3,168	16,796	3,166	3,544	2,091	3,166	3,166	15,132	2,358	2,179	3,117	2,091	9,745
2,471	1,000	2,518	1,924	2,101	1,000	11,014	3,166	1,000	1,000	3,166	3,166	11,497	1,000	1,000	1,000	1,000	4,000
2,471	2,139	2,518	3,051	3,449	2,188	15,816	3,166	2,277	2,091	3,166	3,166	13,865	2,358	2,179	3,117	2,091	9,745
2,471	1,000	1,000	3,051	1,000	1,000	9,522	3,166	2,277	3,055	3,166	3,166	14,830	2,358	3,403	2,048	3,055	10,864
1,000	1,000	1,000	1,924	3,449	3,168	11,541	3,166	1,000	2,091	3,166	3,166	12,588	2,358	3,403	2,048	2,091	9,899
2,471	1,000	2,518	3,051	3,449	2,188	14,677	3,166	2,277	1,000	3,166	3,166	12,774	2,358	2,179	1,000	1,000	6,537
2,471	2,139	2,518	1,000	1,000	1,000	10,128	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	1,000	1,000	4,000
2,471	2,139	2,518	3,051	3,449	2,188	15,816	3,166	2,277	2,091	3,166	3,166	13,865	2,358	2,179	3,117	2,091	9,745
1,000	1,000	2,518	1,000	1,000	2,188	8,706	3,166	2,277	1,000	3,166	3,166	12,774	2,358	2,179	2,048	1,000	7,585
2,471	2,139	4,014	4,554	3,449	4,172	20,800	5,167	3,544	2,091	5,167	5,167	21,135	2,358	3,403	3,117	2,091	10,969
2,471	2,139	4,014	3,051	2,101	2,188	15,965	3,166	2,277	3,055	3,166	3,166	14,830	3,712	3,403	2,048	3,055	12,218
2,471	2,139	2,518	3,051	3,449	3,168	16,796	3,166	3,544	2,091	3,166	3,166	15,132	2,358	2,179	3,117	2,091	9,745
2,471	1,000	2,518	1,924	2,101	1,000	11,014	3,166	1,000	1,000	3,166	3,166	11,497	1,000	1,000	1,000	1,000	4,000
2,471	1,000	2,518	3,051	3,449	2,188	14,677	3,166	2,277	1,000	3,166	3,166	12,774	2,358	2,179	1,000	1,000	6,537
1,000	1,000	1,000	1,000	2,101	2,188	8,290	3,166	1,000	3,055	3,166	3,166	13,553	3,712	3,403	2,048	3,055	12,218
2,471	2,139	2,518	3,051	3,449	3,168	16,796	3,166	3,544	2,091	3,166	3,166	15,132	2,358	2,179	1,000	2,091	7,628
2,471	1,000	2,518	1,924	2,101	1,000	11,014	3,166	1,000	1,000	3,166	3,166	11,497	1,000	1,000	1,000	1,000	4,000
3,926	3,198	2,518	3,051	3,449	2,188	18,330	3,166	2,277	3,055	3,166	3,166	14,830	2,358	2,179	3,117	3,055	10,710
2,471	3,198	4,014	3,051	3,449	3,168	19,352	3,166	2,277	3,055	3,166	3,166	14,830	2,358	3,403	2,048	3,055	10,864
3,926	3,198	4,014	1,924	3,449	3,168	19,680	3,166	3,544	2,091	3,166	3,166	15,132	3,712	3,403	2,048	2,091	11,253
3,926	3,198	2,518	3,051	3,449	2,188	18,330	3,166	2,277	3,055	3,166	3,166	14,830	2,358	2,179	3,117	3,055	10,710
2,471	1,000	2,518	1,924	2,101	1,000	11,014	3,166	1,000	1,000	3,166	3,166	11,497	1,000	1,000	1,000	1,000	4,000
3,926	3,198	2,518	3,051	3,449	2,188	18,330	3,166	2,277	3,055	3,166	3,166	14,830	2,358	2,179	3,117	3,055	10,710

2,471	1,000	2,518	1,000	2,101	1,000	10,090	3,166	2,277	2,091	3,166	3,166	13,865	1,000	1,000	1,000	2,091	5,091
3,926	3,198	4,014	4,554	3,449	4,172	23,314	5,167	3,544	4,318	5,167	5,167	23,361	3,712	3,403	3,117	4,318	14,549
3,926	3,198	4,014	3,051	2,101	2,188	18,479	3,166	2,277	3,055	3,166	3,166	14,830	3,712	3,403	2,048	3,055	12,218
2,471	2,139	2,518	3,051	3,449	3,168	16,796	3,166	3,544	2,091	3,166	3,166	15,132	2,358	2,179	3,117	2,091	9,745
2,471	1,000	2,518	1,924	2,101	1,000	11,014	3,166	1,000	1,000	3,166	3,166	11,497	1,000	1,000	1,000	1,000	4,000
3,926	3,198	2,518	3,051	3,449	2,188	18,330	3,166	2,277	3,055	3,166	3,166	14,830	2,358	2,179	3,117	3,055	10,710



**LAMPIRAN 8: HASIL DATA INTERVAL PERNYATAAN RESPONDEN SAMPEL BESAR**

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TX1	X2.1	X2.2	X2.3	X2.4	X2.5	TX2	Y.1	Y.2	Y.3	Y.4	TY
2,587	2,333	2,587	3,665	3,300	2,146	14,032	3,757	2,272	1,782	3,575	3,793	15,180	3,384	3,282	2,054	1,782	10,503
3,720	2,333	3,737	3,665	4,347	3,208	17,291	3,757	3,300	2,480	3,575	3,793	16,906	2,285	2,191	3,093	2,497	10,066
3,720	1,731	3,737	2,615	3,300	1,699	13,082	3,757	1,779	1,782	1,000	3,793	12,111	1,721	1,691	1,688	1,782	6,883
3,720	2,333	3,737	3,665	4,347	2,146	16,229	3,757	2,272	2,480	3,575	3,793	15,878	2,285	2,191	3,093	2,497	10,066
3,720	1,731	2,587	3,665	2,492	1,699	12,174	3,757	1,779	3,607	3,575	3,793	16,511	2,285	3,282	2,054	3,637	11,258
1,000	1,000	1,000	1,971	3,300	2,146	9,417	2,540	1,000	1,782	2,378	2,540	10,241	1,721	2,191	1,688	1,782	7,382
2,587	1,000	2,587	2,615	3,300	1,699	11,201	2,540	1,779	1,000	2,378	2,540	10,238	1,721	1,691	1,000	1,000	5,412
2,587	1,731	2,587	1,000	1,000	1,000	7,318	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	1,000	1,000	4,000
3,720	2,333	3,737	3,665	4,347	3,208	17,291	3,757	2,272	2,480	3,575	3,793	15,878	2,285	2,191	3,093	2,497	10,066
2,587	1,731	3,737	1,971	2,492	2,146	12,077	3,757	2,272	1,782	2,378	3,793	13,983	2,285	2,191	2,054	1,782	8,312
3,720	2,333	4,890	3,665	4,347	3,208	18,444	4,988	3,300	2,480	4,811	5,062	20,642	2,285	3,282	3,093	2,497	11,158
3,720	2,333	4,890	3,665	3,300	2,146	16,335	3,757	2,272	3,607	3,575	3,793	17,005	3,384	3,282	2,054	3,637	12,357
3,720	2,333	3,737	3,665	4,347	3,208	17,291	3,757	3,300	2,480	3,575	3,793	16,906	2,285	2,191	3,093	2,497	10,066
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	1,000	1,000	2,378	2,540	9,459	1,000	1,000	1,000	1,000	4,000
2,587	1,000	2,587	2,615	3,300	1,699	11,201	2,540	1,779	1,000	2,378	2,540	10,238	1,721	1,691	1,000	1,000	5,412
2,587	1,731	2,587	1,971	3,300	2,146	11,735	3,757	1,779	3,607	3,575	3,793	16,511	3,384	3,282	2,054	3,637	12,357
3,720	2,333	3,737	3,665	4,347	3,208	17,291	3,757	3,300	2,480	3,575	3,793	16,906	2,285	2,191	1,688	2,497	8,662
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	1,000	1,000	2,378	2,540	9,459	1,000	1,000	1,000	1,000	4,000
4,860	3,457	3,737	3,665	4,347	3,208	18,414	3,757	2,272	3,607	3,575	3,793	17,005	2,285	2,191	3,093	3,637	11,206
3,720	3,457	4,890	3,665	4,347	3,208	19,567	3,757	2,272	3,607	3,575	3,793	17,005	2,285	3,282	2,054	3,637	11,258
4,860	3,457	4,890	2,615	4,347	3,208	18,517	3,757	3,300	2,480	3,575	3,793	16,906	3,384	3,282	2,054	2,497	11,217
4,860	3,457	3,737	3,665	4,347	2,146	17,352	3,757	2,272	3,607	3,575	3,793	17,005	2,285	2,191	3,093	3,637	11,206
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	1,000	1,000	2,378	2,540	9,459	1,000	1,000	1,000	1,000	4,000
4,860	3,457	3,737	3,665	4,347	2,146	17,352	3,757	2,272	3,607	3,575	3,793	17,005	2,285	2,191	3,093	3,637	11,206

2,587	1,000	2,587	1,000	2,492	1,000	8,079	2,540	1,779	1,782	2,378	2,540	11,020	1,000	1,000	1,000	1,782	4,782
4,860	3,457	4,890	3,665	4,347	3,208	19,567	4,988	3,300	3,607	4,811	5,062	21,769	3,384	3,282	3,093	3,637	13,396
4,860	3,457	4,890	3,665	3,300	2,146	17,458	3,757	2,272	3,607	3,575	3,793	17,005	3,384	3,282	2,054	3,637	12,357
3,720	2,333	3,737	3,665	4,347	3,208	17,291	3,757	3,300	2,480	3,575	3,793	16,906	2,285	2,191	3,093	2,497	10,066
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	1,000	1,000	2,378	2,540	9,459	1,000	1,000	1,000	1,000	4,000
4,860	3,457	3,737	3,665	4,347	2,146	17,352	3,757	2,272	3,607	3,575	3,793	17,005	2,285	2,191	3,093	3,637	11,206
4,860	2,333	3,737	2,615	4,347	3,208	16,241	3,757	3,300	3,607	3,575	3,793	18,033	3,384	3,282	3,093	2,497	12,256
3,720	2,333	3,737	3,665	4,347	3,208	17,291	4,988	2,272	2,480	4,811	5,062	19,614	3,384	3,282	3,093	2,497	12,256
3,720	3,457	3,737	3,665	4,347	3,208	18,414	3,757	3,300	2,480	3,575	3,793	16,906	3,384	3,282	2,054	2,497	11,217
2,587	1,000	2,587	1,000	2,492	1,000	8,079	2,540	1,779	1,782	2,378	2,540	11,020	1,000	1,000	1,000	1,782	4,782
4,860	3,457	4,890	2,615	4,347	2,146	17,455	4,988	3,300	2,480	4,811	5,062	20,642	3,384	3,282	3,093	2,497	12,256
4,860	3,457	4,890	3,665	3,300	2,146	17,458	3,757	2,272	3,607	3,575	3,793	17,005	3,384	3,282	2,054	3,637	12,357
3,720	2,333	3,737	3,665	4,347	3,208	17,291	4,988	3,300	2,480	3,575	3,793	18,137	2,285	2,191	3,093	2,497	10,066
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	1,000	1,000	2,378	2,540	9,459	1,000	1,000	1,000	1,000	4,000
3,720	2,333	3,737	3,665	4,347	3,208	17,291	3,757	3,300	2,480	3,575	3,793	16,906	2,285	2,191	3,093	2,497	10,066
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	1,000	1,000	2,378	2,540	9,459	1,000	1,000	1,000	1,000	4,000
4,860	2,333	3,737	2,615	4,347	2,146	15,179	3,757	3,300	3,607	3,575	3,793	18,033	3,384	3,282	3,093	3,637	13,396
3,720	2,333	4,890	3,665	4,347	3,208	18,444	4,988	3,300	2,480	4,811	5,062	20,642	3,384	3,282	3,093	2,497	12,256
3,720	3,457	3,737	3,665	3,300	3,208	17,368	3,757	3,300	3,607	3,575	3,793	18,033	2,285	2,191	2,054	3,637	10,166
2,587	1,000	2,587	1,000	2,492	1,000	8,079	2,540	1,779	1,782	2,378	2,540	11,020	1,000	1,000	1,000	1,782	4,782
4,860	3,457	4,890	2,615	4,347	2,146	17,455	4,988	3,300	2,480	4,811	5,062	20,642	3,384	3,282	3,093	2,497	12,256
3,720	2,333	3,737	2,615	2,492	1,699	12,876	2,540	1,779	2,480	2,378	2,540	11,718	2,285	2,191	1,688	2,497	8,662
2,587	1,731	2,587	2,615	3,300	2,146	12,379	2,540	2,272	1,782	2,378	2,540	11,514	1,721	1,691	2,054	1,782	7,248
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	1,000	1,000	2,378	2,540	9,459	1,000	1,000	1,000	1,000	4,000
3,720	2,333	4,890	3,665	4,347	3,208	18,444	4,988	3,300	2,480	4,811	5,062	20,642	3,384	3,282	3,093	2,497	12,256



3,720	3,457	3,737	3,665	3,300	3,208	17,368	3,757	3,300	3,607	3,575	3,793	18,033	2,285	2,191	2,054	3,637	10,166
2,587	1,000	2,587	1,000	2,492	1,000	8,079	2,540	1,779	1,782	2,378	2,540	11,020	1,000	1,000	1,000	1,782	4,782
4,860	3,457	4,890	2,615	4,347	2,146	17,455	4,988	3,300	2,480	4,811	5,062	20,642	3,384	3,282	3,093	2,497	12,256
4,860	3,457	4,890	3,665	3,300	2,146	17,458	3,757	2,272	3,607	3,575	3,793	17,005	3,384	3,282	2,054	3,637	12,357
3,720	2,333	3,737	3,665	4,347	3,208	17,291	3,757	3,300	2,480	3,575	3,793	16,906	2,285	2,191	3,093	2,497	10,066
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	1,000	1,000	2,378	2,540	9,459	1,000	1,000	1,000	1,000	4,000
3,720	2,333	3,737	3,665	4,347	3,208	17,291	3,757	3,300	2,480	3,575	3,793	16,906	2,285	2,191	3,093	2,497	10,066
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	1,000	1,000	2,378	2,540	9,459	1,000	1,000	1,000	1,000	4,000
3,720	2,333	3,737	3,665	4,347	3,208	17,291	4,988	3,300	2,480	3,575	3,793	18,137	2,285	2,191	3,093	2,497	10,066
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	1,000	1,000	2,378	2,540	9,459	1,000	1,000	1,000	1,000	4,000
4,860	2,333	3,737	2,615	4,347	2,146	15,179	3,757	3,300	3,607	3,575	3,793	18,033	3,384	3,282	3,093	3,637	13,396
3,720	2,333	4,890	3,665	4,347	3,208	18,444	4,988	3,300	2,480	4,811	5,062	20,642	3,384	3,282	3,093	2,497	12,256
3,720	3,457	3,737	3,665	4,347	3,208	18,414	3,757	3,300	3,607	3,575	3,793	18,033	2,285	2,191	2,054	3,637	10,166
2,587	1,000	2,587	1,000	2,492	1,000	8,079	2,540	1,779	1,782	2,378	2,540	11,020	1,000	1,000	1,000	1,782	4,782
4,860	3,457	4,890	3,665	4,347	3,208	19,567	4,988	3,300	2,480	4,811	5,062	20,642	3,384	3,282	3,093	2,497	12,256
4,860	3,457	4,890	2,615	4,347	2,146	17,455	4,988	3,300	2,480	4,811	5,062	20,642	3,384	3,282	3,093	2,497	12,256
4,860	3,457	4,890	3,665	3,300	2,146	17,458	3,757	2,272	3,607	3,575	3,793	17,005	3,384	3,282	2,054	3,637	12,357
3,720	2,333	3,737	3,665	4,347	3,208	17,291	3,757	3,300	2,480	3,575	3,793	16,906	2,285	2,191	3,093	2,497	10,066
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	1,000	1,000	2,378	2,540	9,459	1,000	1,000	1,000	1,000	4,000
3,720	2,333	3,737	3,665	4,347	3,208	17,291	3,757	3,300	2,480	3,575	3,793	16,906	2,285	2,191	3,093	2,497	10,066
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	1,000	1,000	2,378	2,540	9,459	1,000	1,000	1,000	1,000	4,000
3,720	2,333	3,737	3,665	4,347	3,208	17,291	3,757	3,300	2,480	3,575	3,793	16,906	2,285	2,191	3,093	2,497	10,066
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	1,000	1,000	2,378	2,540	9,459	1,000	1,000	1,000	1,000	4,000
4,860	2,333	3,737	2,615	4,347	2,146	15,179	3,757	3,300	3,607	3,575	3,793	18,033	3,384	3,282	3,093	3,637	13,396
3,720	2,333	4,890	3,665	4,347	3,208	18,444	4,988	3,300	2,480	4,811	5,062	20,642	3,384	3,282	3,093	2,497	12,256

3,720	2,333	3,737	3,665	4,347	3,208	17,291	3,757	3,300	2,480	3,575	3,793	16,906	2,285	2,191	3,093	2,497	10,066
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	1,000	1,000	2,378	2,540	9,459	1,721	1,000	1,000	1,000	4,721
4,860	2,333	3,737	2,615	4,347	2,146	15,179	4,988	3,300	2,480	4,811	5,062	20,642	3,384	3,282	3,093	2,497	12,256
3,720	2,333	4,890	3,665	4,347	3,208	18,444	4,988	3,300	2,480	4,811	5,062	20,642	3,384	3,282	3,093	2,497	12,256
3,720	2,333	3,737	3,665	4,347	3,208	17,291	3,757	2,272	3,607	3,575	3,793	17,005	3,384	3,282	2,054	3,637	12,357
2,587	1,000	2,587	1,971	2,492	1,000	9,050	2,540	2,272	1,782	2,378	2,540	11,514	1,721	1,691	2,054	1,782	7,248



### LAMPIRAN 9 : DESKRIPSI DATA RESPONDEN

**Jenis\_Kelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	39	48,8	48,8	48,8
	Perempuan	41	51,3	51,3	100,0
	Total	80	100,0	100,0	

**Umur**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	10	12,5	12,5	12,5
	31-40	25	31,3	31,3	43,8
	41-50	21	26,3	26,3	70,0
	51-60	17	21,3	21,3	91,3
	61-70	7	8,8	8,8	100,0
	Total	80	100,0	100,0	



**LAMPIRAN 10 : HASIL *OUTPUT* PERHITUNGAN SPSS21 *FOR* WINDOWS, KUALITAS PELAYANAN ( $X_1$ ), NILAI PELANGGAN ( $X_2$ ) DAN KEPUASAN PELANGGAN (Y)**

**HASIL UJI RELIABILITAS KUALITAS PELAYANAN SAMPEL KECIL**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,842	6

**HASIL UJI RELIABILITAS NILAI PELANGGAN SAMPEL KECIL**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,740	5

**UJI RELIABILITAS KEPUASAN PELANGGAN SAMPEL KECIL**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,856	4

**HASIL UJI RELIABILITAS KUALITAS PELAYANAN SAMPEL BESAR**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,948	6

**HASIL UJI RELIABILITAS NILAI PELANGGAN SAMPEL BESAR****Reliability Statistics**

Cronbach's Alpha	N of Items
,934	5

**HASIL UJI RELIABILITAS KEPUASAN PELANGGAN SAMPEL BESAR****Reliability Statistics**

Cronbach's Alpha	N of Items
,957	4



### HASIL UJI VALIDITAS KUALITAS PELAYANAN SAMPEL KECIL

**Correlations**

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TX1
X1.1	Pearson Correlation	1	,721**	,564**	,438*	,383*	,109	,675**
	Sig. (2-tailed)		,000	,001	,016	,037	,566	,000
	N	30	30	30	30	30	30	30
X1.2	Pearson Correlation	,721**	1	,524**	,529**	,486**	,495**	,832**
	Sig. (2-tailed)	,000		,003	,003	,006	,005	,000
	N	30	30	30	30	30	30	30
X1.3	Pearson Correlation	,564**	,524**	1	,352	,266	,388*	,652**
	Sig. (2-tailed)	,001	,003		,056	,155	,034	,000
	N	30	30	30	30	30	30	30
X1.4	Pearson Correlation	,438*	,529**	,352	1	,623**	,587**	,802**
	Sig. (2-tailed)	,016	,003	,056		,000	,001	,000
	N	30	30	30	30	30	30	30
X1.5	Pearson Correlation	,383*	,486**	,266	,623**	1	,663**	,772**
	Sig. (2-tailed)	,037	,006	,155	,000		,000	,000
	N	30	30	30	30	30	30	30
X1.6	Pearson Correlation	,109	,495**	,388*	,587**	,663**	1	,757**
	Sig. (2-tailed)	,566	,005	,034	,001	,000		,000
	N	30	30	30	30	30	30	30
TX1	Pearson Correlation	,675**	,832**	,652**	,802**	,772**	,757**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	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).

### HASIL UJI VALIDITAS NILAI PELANGGAN SAMPEL KECIL

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	TX2
X2.1	Pearson Correlation	1	,455 <sup>*</sup>	,359	1,000 <sup>**</sup>	1,000 <sup>**</sup>	,808 <sup>**</sup>
	Sig. (2-tailed)		,011	,051	,000	,000	,000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	,455 <sup>*</sup>	1	,379 <sup>*</sup>	,455 <sup>*</sup>	,455 <sup>*</sup>	,751 <sup>**</sup>
	Sig. (2-tailed)	,011		,039	,011	,011	,000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	,359	,379 <sup>*</sup>	1	,359	,359	,758 <sup>**</sup>
	Sig. (2-tailed)	,051	,039		,051	,051	,000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	1,000 <sup>**</sup>	,455 <sup>*</sup>	,359	1	1,000 <sup>**</sup>	,808 <sup>**</sup>
	Sig. (2-tailed)	,000	,011	,051		,000	,000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	1,000 <sup>**</sup>	,455 <sup>*</sup>	,359	1,000 <sup>**</sup>	1	,808 <sup>**</sup>
	Sig. (2-tailed)	,000	,011	,051	,000		,000
	N	30	30	30	30	30	30
TX2	Pearson Correlation	,808 <sup>**</sup>	,751 <sup>**</sup>	,758 <sup>**</sup>	,808 <sup>**</sup>	,808 <sup>**</sup>	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

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

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

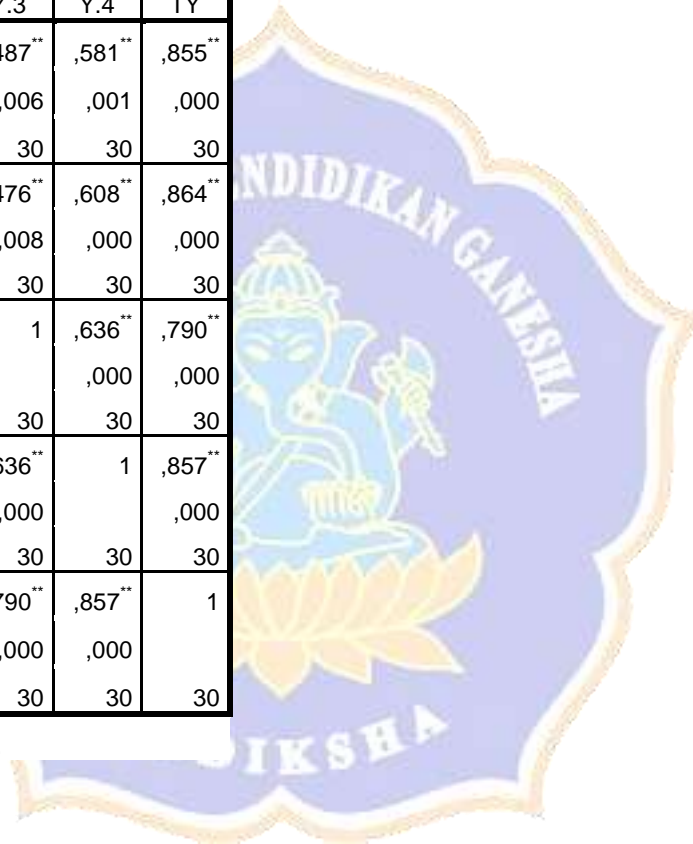


### HASIL UJI VALIDITAS KEPUASAN PELANGGAN SAMPEL KECIL

**Correlations**

		Y.1	Y.2	Y.3	Y.4	TY
Y.1	Pearson Correlation	1	,890**	,487**	,581**	,855**
	Sig. (2-tailed)		,000	,006	,001	,000
	N	30	30	30	30	30
Y.2	Pearson Correlation	,890**	1	,476**	,608**	,864**
	Sig. (2-tailed)	,000		,008	,000	,000
	N	30	30	30	30	30
Y.3	Pearson Correlation	,487**	,476**	1	,636**	,790**
	Sig. (2-tailed)	,006	,008		,000	,000
	N	30	30	30	30	30
Y.4	Pearson Correlation	,581**	,608**	,636**	1	,857**
	Sig. (2-tailed)	,001	,000	,000		,000
	N	30	30	30	30	30
TY	Pearson Correlation	,855**	,864**	,790**	,857**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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





### HASIL UJI VALIDITAS KUALITAS PELAYANAN SAMPEL BESAR

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TX1
X1.1	Pearson Correlation	1	,874**	,808**	,646**	,716**	,616**	,846**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	80	80	80	80	80	80	80
X1.2	Pearson Correlation	,874**	1	,838**	,804**	,781**	,816**	,947**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	80	80	80	80	80	80	80
X1.3	Pearson Correlation	,808**	,838**	1	,688**	,693**	,700**	,862**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	80	80	80	80	80	80	80
X1.4	Pearson Correlation	,646**	,804**	,688**	1	,804**	,867**	,901**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	80	80	80	80	80	80	80
X1.5	Pearson Correlation	,716**	,781**	,693**	,804**	1	,901**	,911**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	80	80	80	80	80	80	80
X1.6	Pearson Correlation	,616**	,816**	,700**	,867**	,901**	1	,923**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	80	80	80	80	80	80	80
TX1	Pearson Correlation	,846**	,947**	,862**	,901**	,911**	,923**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	80	80	80	80	80	80	80

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

### HASIL UJI VALIDITAS NILAI PELANGGAN SAMPEL BESAR

**Correlations**

		X2.1	X2.2	X2.3	X2.4	X2.5	TX2
X2.1	Pearson Correlation	1	,811**	,656**	,924**	,977**	,935**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	80	80	80	80	80	80
X2.2	Pearson Correlation	,811**	1	,751**	,792**	,804**	,925**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	80	80	80	80	80	80
X2.3	Pearson Correlation	,656**	,751**	1	,670**	,667**	,845**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	80	80	80	80	80	80
X2.4	Pearson Correlation	,924**	,792**	,670**	1	,944**	,927**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	80	80	80	80	80	80
X2.5	Pearson Correlation	,977**	,804**	,667**	,944**	1	,939**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	80	80	80	80	80	80
TX2	Pearson Correlation	,935**	,925**	,845**	,927**	,939**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	80	80	80	80	80	80

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

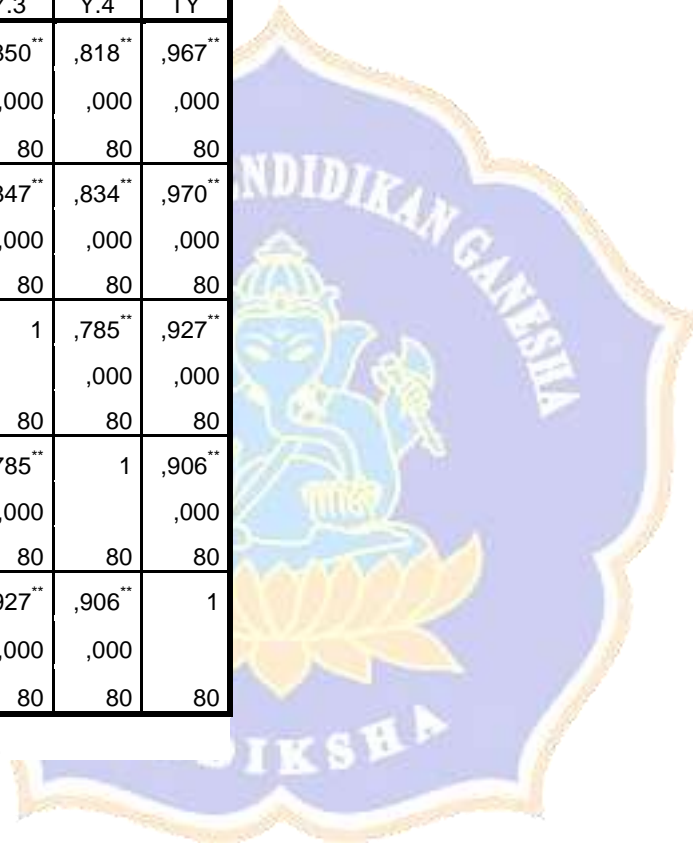


### HASIL UJI VALIDITAS KEPUASAN PELANGGAN SAMPEL BESAR

**Correlations**

		Y.1	Y.2	Y.3	Y.4	TY
Y.1	Pearson Correlation	1	,978**	,850**	,818**	,967**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	80	80	80	80	80
Y.2	Pearson Correlation	,978**	1	,847**	,834**	,970**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	80	80	80	80	80
Y.3	Pearson Correlation	,850**	,847**	1	,785**	,927**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	80	80	80	80	80
Y.4	Pearson Correlation	,818**	,834**	,785**	1	,906**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	80	80	80	80	80
TY	Pearson Correlation	,967**	,970**	,927**	,906**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	80	80	80	80	80

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



## LAMPIRAN 11: OUPUT ANALISIS JALUR (*PATH ANALYSIS*)

### Regression

#### a. Pengaruh Kualitas Pelayanan ( $X_1$ ) dan Nilai Pelanggan ( $X_2$ ) Terhadap Kepuasan Pelanggan (Y).

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	TX2, TX1 <sup>b</sup>	.	Enter

a. Dependent Variable: TY

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,959 <sup>a</sup>	,919	,917	1,27291

a. Predictors: (Constant), TX2, TX1

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1419,988	2	709,994	438,189	,000 <sup>b</sup>
	Residual	124,762	77	1,620		
	Total	1544,750	79			

a. Dependent Variable: TY

b. Predictors: (Constant), TX2, TX1

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4,671	,687		-6,799	,000
	TX1	,269	,077	,323	3,483	,001
	TX2	,705	,101	,649	7,002	,000

a. Dependent Variable: TY

### b. Pengaruh Kualitas Pelayanan (X<sub>1</sub>) Terhadap Nilai Pelanggan (X<sub>2</sub>)

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	TX1 <sup>b</sup>	.	Enter

a. Dependent Variable: TX2

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,937 <sup>a</sup>	,878	,877	1,43061

a. Predictors: (Constant), TX1

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1149,561	1	1149,561	561,679	,000 <sup>b</sup>
	Residual	159,639	78	2,047		
	Total	1309,200	79			

a. Dependent Variable: TX2

b. Predictors: (Constant), TX1

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,217	,730		3,036	,003
	TX1	,718	,030	,937	23,700	,000

a. Dependent Variable: TX2