



# LAMPIRAN

## Lampiran 01. Responden Uji Instrumen

### Daftar Nama Responden Uji Validitas dan Uji Reliabilitas

Uji validitas dan reliabilitas dilakukan dengan menyebarkan kuisioner kepada responden pengguna layanan jasa pengiriman pada ID Express sebanyak 30 orang responden. Adapun daftar nama uji validitas dan reliabilitas sebagai berikut.

| No  | Nama                   | No Telp       | Jenis Kelamin | Usia          | Pendidikan Terakhir | Pekerjaan         | Status Perkawinan | Pengalaman menggunakan jasa |
|-----|------------------------|---------------|---------------|---------------|---------------------|-------------------|-------------------|-----------------------------|
| 1.  | Anisa Rahmadani        | 081262865488  | Perempuan     | 20 - 30 tahun | S1/S2/S3            | Wiraswasta        | Belum Menikah     | > 2 kali                    |
| 2.  | Moh. Wildan            | 081357307363  | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 3.  | Fani                   | 081249329510  | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 4.  | Sulasiyah              | 087701728931  | Perempuan     | 20 - 30 tahun | SMP                 | Karyawan swasta   | Menikah           | > 2 kali                    |
| 5.  | Putri Kurniasari       | 0859175425172 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 6.  | Mohamad Hadi           | 085338259463  | Laki-laki     | 31 - 40 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 7.  | Wahyu Surya Imawan     | 081234738884  | Laki-laki     | 20 - 30 tahun | DIPLOMA             | Wiraswasta        | Menikah           | > 2 kali                    |
| 8.  | Sisi Karmila           | 087848100889  | Perempuan     | < 20 tahun    | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 9.  | Reti Wijayanti         | 088803870013  | Perempuan     | < 20 tahun    | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 10. | Mauladana Hafiz Hakiki | 087800128960  | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 11. | Nikmah Gusmiarny       | 085939649198  | Perempuan     | < 20 tahun    | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 12. | Ariska Firdaussia      | 081908236496  | Perempuan     | 20 - 30 tahun | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 13. | Ajeng                  | 085736759685  | Perempuan     | 20 - 30 tahun | S1/S2/S3            | Karyawan swasta   | Belum Menikah     | > 2 kali                    |

| No  | Nama                 | No Telp      | Jenis Kelamin | Usia          | Pendidikan Terakhir | Pekerjaan         | Status Perkawinan | Pengalaman menggunakan jasa |
|-----|----------------------|--------------|---------------|---------------|---------------------|-------------------|-------------------|-----------------------------|
| 14. | Qarien Nafiesah H    | 087753171435 | Perempuan     | < 20 tahun    | SMP                 | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 15. | Delfirani            | 081217491513 | Perempuan     | < 20 tahun    | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 16. | Dony                 | 083827795380 | Laki-laki     | < 20 tahun    | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 17. | Nuriah Rahmah        | 081247850872 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Belum bekerja     | Menikah           | > 2 kali                    |
| 18. | Satuwi               | 083129300193 | Laki-laki     | 41 - 50 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 19. | Fazarina Ika Untari  | 085704168110 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Belum Menikah     | > 2 kali                    |
| 20. | Ida Laila            | 087234543678 | Perempuan     | 20 - 30 tahun | S1/S2/S3            | Belum bekerja     | Belum Menikah     | > 2 kali                    |
| 21. | Nurul Aini           | 083853353092 | Perempuan     | 41 - 50 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 22. | Novita Ayu Lestari   | 087755378377 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Belum bekerja     | Menikah           | > 2 kali                    |
| 23. | Siti Wahyu Istikomah | 083842643920 | Perempuan     | 31 - 40 tahun | SMP                 | Karyawan swasta   | Menikah           | > 2 kali                    |
| 24. | Edi Suriyanto        | 085857854140 | Laki-laki     | 20 - 30 tahun | SMP                 | Wiraswasta        | Menikah           | > 2 kali                    |
| 25. | Novian Effendi       | 087827272178 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 26. | Hadi Kurniawan       | 082236473369 | Laki-laki     | 31 - 40 tahun | S1/S2/S3            | Karyawan swasta   | Menikah           | > 2 kali                    |
| 27. | Ida Purwaningsih     | 087806543339 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 28. | Agus Mulyono         | 082239881472 | Laki-laki     | 31 - 40 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 29. | Moh. Andri Alfattah  | 087755861713 | Laki-laki     | 31 - 40 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 30. | Drasti               | 085749341174 | Perempuan     | 20 - 30 tahun | S1/S2/S3            | Wiraswasta        | Menikah           | > 2 kali                    |

## Lampiran 02. Kuesioner Penelitian

### KUESIONER PENELITIAN

#### **“Pengaruh Kualitas Pelayanan Dan Nilai Pelanggan Terhadap Kepuasan Pelanggan PT. Anugerah Bintang Sejahtera Abadi Banyuwangi”**

Yth, Bapak/Ibu/Saudara/i

Dengan hormat,

Dalam rangka memenuhi kelengkapan penyusunan skripsi, saya mahasiswa atas nama Retno Daniati, Program Studi SI Pendidikan Ekonomi, Fakultas Ekonomi, Universitas Pendidikan Ganesha bermaksud untuk memohon kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuesioner sesuai dengan petunjuk pengisian yang tertera di bawah ini. Penelitian ini semata-mata bersifat ilmiah dan dipergunakan untuk keperluan penyusunan skripsi sebagai salah satu syarat untuk dapat menyelesaikan program studi S1 pada Fakultas Ekonomi, Universitas Pendidikan Ganesha. Saya harap jawaban yang Bapak/Ibu/Saudara/i *input* adalah bersifat jujur dan terbuka, mengingat data yang diperlukan sangat besar artinya serta identitas dan jawaban yang diberikan akan dijamin kerahasiaannya.

Atas segala bantuan serta partisipasi yang Saudara/i berikan, saya ucapkan terima kasih.

Hormat saya,

Retno Daniati

**a. Screening Question**

Silahkan memberi tanda (√) pada pilihan yang disediakan.

1. Apakah anda pernah menggunakan jasa layanan pengiriman pada PT. Anugerah Bintang Sejahtera Abadi Banyuwangi?
  - Ya (Lanjutkan ke bagian selanjutnya)
  - Tidak (Mohon tidak dilanjutkan pengisian kuesioner dan terima kasih)

**b. Identitas Responden**

1. Nama :
2. Alamat :
3. No. Telp :
4. Jenis Kelamin :
  - Laki – laki
  - Perempuan
5. Usia :
  - < 20 tahun
  - 20 – 30 tahun
  - 31 – 40 tahun
  - 41 – 50 tahun
  - > 50 tahun
6. Pendidikan Terakhir :
  - SD
  - SMP
  - SMA/SMK
  - S1/S2/S3
  - DIPLOMA
7. Pekerjaan :
  - Wiraswasta
  - PNS/BUMN
  - Karyawan Swasta
  - Pelajar/Mahasiswa
  - Belum Bekerja
8. Status Perkawinan :
  - Menikah
  - Belum Menikah

9. Pengalaman Menggunakan Jasa :

> 2 kali

1 kali

**c. Pentunjuk Pengisian**

Pernyataan-pernyataan di bawah ini merupakan item – item terkait faktor-faktor yang mempengaruhi kepuasan pelanggan. Untuk itu mohon Bapak/Ibu/Saudara/i memberikan *tick mark* (√) pada kolom jawaban telah disediakan. Butir-butir pernyataan dijawab menggunakan lima jawaban yang mengacu pada skala likert yaitu dengan keterangan sebagai berikut.

| Keterangan                | Skor |
|---------------------------|------|
| SS (Sangat Setuju)        | 5    |
| S (Setuju)                | 4    |
| KS (Kurang Setuju)        | 3    |
| TS (Tidak Setuju)         | 2    |
| STS (Sangat Tidak Setuju) | 1    |

**Kepuasan Pelanggan (Y)**

| PERNYATAAN                       |   | JAWABAN |   |    |    |     |
|----------------------------------|---|---------|---|----|----|-----|
|                                  |   | SS      | S | KS | TS | STS |
| <b>Kualitas Produk atau Jasa</b> |   |         |   |    |    |     |
| 1.                               | Saya merasa bahwa produk atau jasa yang diperoleh sudah sesuai atau melebihi dengan apa yang saya harapkan sehingga saya berkeinginan untuk terus menggunakan jasa yang disediakan PT. Anugerah Bintang Sejahtera Abadi |         |   |    |    |     |
| 2.                               | Saya merasa puas menggunakan jasa layanan pengiriman pada PT. Anugerah Bintang Sejahtera Abadi  |         |   |    |    |     |
| <b>Harga</b>                     |   |         |   |    |    |     |
| 3.                               | Harga pengiriman jasa pada PT. Anugerah Bintang sejahtera Abadi sesuai dengan kualitas yang diberikan dan manfaat yang didapatkan   |         |   |    |    |     |
| 4.                               | Saya merasa puas dengan harga produk jasa pengiriman yang ditawarkan karena harga yang bervariasi sesuai kebutuhan dan terjangkau bagi konsumen atau pelanggan  |         |   |    |    |     |
| <b>Biaya dan Kemudahan</b>       |   |         |   |    |    |     |
| 5.                               | Biaya jasa pengiriman yang bervariasi dan terjangkau bagi konsumen atau pelanggan   |         |   |    |    |     |
| 6.                               | Saya merasa puas terhadap kemudahan akses yang diberikan  |         |   |    |    |     |



|                            |   |  |  |  |  |  |  |  |  |  |  |  |  |  |
|----------------------------|---|--|--|--|--|--|--|--|--|--|--|--|--|--|
| 14.                        | Karyawan mampu memberikan informasi yang luas mengenai jasa pengiriman kepada konsumen atau pelanggan                               |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>Assurance (Jaminan)</b> |   |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 15.                        | PT. Anugerah Bintang Sejahtera Abadi dapat memberikan jaminan atas kehilangan dan kerusakan paket/barang pada saat pengiriman       |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 16.                        | PT. Anugerah Bintang Sejahtera Abadi memberikan jaminan keamanan supaya terhindar dari resiko kehilangan dan kerusakan paket/barang |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>Emphaty (Empati)</b>    |   |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 17.                        | Karyawan PT. Anugerah Bintang Sejahtera Abadi memberikan perhatian secara individual kepada konsumen/pelanggan                      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 18.                        | Karyawan PT. Anugerah Bintang Sejahtera Abadi menjalin komunikasi yang baik dengan konsumen atau pelanggan                          |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 19.                        | Karyawan selalu memahami kebutuhan pelanggan dalam melakukan transaksi pada PT. Anugerah Bintang Sejahtera Abadi                    |  |  |  |  |  |  |  |  |  |  |  |  |  |

### Nilai Pelanggan (X<sub>2</sub>)

| PERNYATAAN                               |  | JAWABAN |   |    |    |     |
|--|--|---------|---|----|----|-----|
|  |  | SS      | S | KS | TS | STS |
| <b>Emotional value (Nilai emosional)</b> |  |         |   |    |    |     |
| 20.                                      | Saya merasa nyaman menggunakan produk jasa yang disediakan pada PT. Anugerah Bintang Sejahtera Abadi   |         |   |    |    |     |
| 21.                                      | Saya tidak pernah ragu untuk selalu menggunakan produk jasa yang disediakan pada PT. Anugerah Bintang Sejahtera Abadi  |         |   |    |    |     |
| 22.                                      | Saya puas atas pelayanan yang diberikan karyawan pada PT. Anugerah Bintang Sejahtera Abadi   |         |   |    |    |     |
| <b>Social value (Nilai Sosial)</b>       |  |         |   |    |    |     |
| 23.                                      | Saya bangga menggunakan jasa pengiriman pada PT. Anugerah Bintang Sejahtera Abadi karena barang yang saya kirim aman dan cepat sampai tujuan                             |         |   |    |    |     |
| 24.                                      | Saya senang menggunakan jasa pengiriman pada PT. Anugerah Bintang Sejahtera Abadi karena manfaat yang saya peroleh setelah menggunakan produk jasa yang telah disediakan |         |   |    |    |     |



|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| 25.   | Saya selalu menggunakan jasa pengiriman pada PT. Anugerah Bintang Sejahtera Abadi karena mampu menciptakan komunikasi yang baik antar pelanggan  |  |  |  |  |  |
| <b>Quality/Performance Value<br/>(Nilai Kualitas/Performa Jasa)</b> |  |  |  |  |  |  |
| 26.   | Karyawan selalu memberikan pelayanan sesuai dengan standar yang ditetapkan sehingga saya puas atas pelayanan yang diberikan  |  |  |  |  |  |
| 27.   | Produk jasa yang ditawarkan PT. Anugerah Bintang Sejahtera Abadi sangat berkualitas sehingga saya selalu menggunakan produk jasa yang disediakan pada PT. Anugerah Bintang Sejahtera Abadi |  |  |  |  |  |
| 28.   | Kinerja produk jasa yang disediakan PT. Anugerah Bintang Sejahtera Abadi sangat baik sehingga saya menggunakannya  |  |  |  |  |  |
| <b>Price/value for money (Nilai terhadap biaya)</b>                 |  |  |  |  |  |  |
| 29.   | Saya memperoleh manfaat yang diinginkan dengan biaya yang lebih murah dalam menggunakan jasa pengiriman pada PT. Anugerah Bintang Sejahtera Abadi  |  |  |  |  |  |
| 30.   | Harga yang ditawarkan atau produk jasa yang disediakan PT. Anugerah Bintang Sejahtera Abadi relative lebih murah dibandingkan perusahaan lain yang sejenis                                 |  |  |  |  |  |





|    |   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |    |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|---|---|---|---|---|---|---|---|---|---|---|---|----|----|
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 64 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |    |
| 20 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |    |
| 21 | 4 | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 44 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 53 |    |
| 22 | 2 | 3 | 4 | 3 | 2 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4  | 55 |
| 23 | 2 | 4 | 2 | 3 | 2 | 3 | 3 | 2 | 4 | 4 | 2 | 4 | 3 | 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |    |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 54 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 39 |    |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |    |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |    |
| 27 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 44 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 61 |    |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |    |
| 29 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |    |
| 30 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 49 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 54 |    |



2. Nilai Pelanggan (X<sub>2</sub>)

| NO<br>RES | NILAI PELANGGAN (X <sub>2</sub> ) |                       |                       |                       |                       |                       |                       |                       |                       |                        |                        | TOT<br>AL<br>(X <sub>2</sub> ) |
|-----------|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|------------------------|--------------------------------|
|           | X <sub>2</sub> .<br>1             | X <sub>2</sub> .<br>2 | X <sub>2</sub> .<br>3 | X <sub>2</sub> .<br>4 | X <sub>2</sub> .<br>5 | X <sub>2</sub> .<br>6 | X <sub>2</sub> .<br>7 | X <sub>2</sub> .<br>8 | X <sub>2</sub> .<br>9 | X <sub>2</sub> .<br>10 | X <sub>2</sub> .<br>11 |                                |
| 1         | 5                                 | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                      | 5                      | 55                             |
| 2         | 5                                 | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                      | 5                      | 55                             |
| 3         | 5                                 | 5                     | 4                     | 4                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                      | 4                      | 52                             |
| 4         | 4                                 | 4                     | 5                     | 5                     | 4                     | 4                     | 5                     | 4                     | 4                     | 4                      | 4                      | 47                             |
| 5         | 4                                 | 3                     | 4                     | 4                     | 5                     | 5                     | 3                     | 4                     | 4                     | 5                      | 4                      | 45                             |
| 6         | 5                                 | 4                     | 4                     | 4                     | 4                     | 5                     | 5                     | 4                     | 4                     | 4                      | 5                      | 48                             |
| 7         | 4                                 | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                      | 2                      | 42                             |
| 8         | 5                                 | 5                     | 5                     | 4                     | 4                     | 5                     | 4                     | 4                     | 4                     | 5                      | 5                      | 50                             |
| 9         | 4                                 | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                      | 4                      | 44                             |
| 10        | 4                                 | 4                     | 4                     | 4                     | 3                     | 4                     | 4                     | 4                     | 3                     | 4                      | 4                      | 42                             |
| 11        | 5                                 | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                      | 5                      | 55                             |
| 12        | 4                                 | 4                     | 3                     | 3                     | 2                     | 4                     | 4                     | 4                     | 3                     | 2                      | 1                      | 34                             |
| 13        | 4                                 | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                      | 4                      | 44                             |
| 14        | 5                                 | 5                     | 5                     | 5                     | 5                     | 3                     | 4                     | 4                     | 4                     | 4                      | 4                      | 48                             |
| 15        | 4                                 | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                      | 4                      | 44                             |
| 16        | 5                                 | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                      | 5                      | 55                             |
| 17        | 5                                 | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                      | 5                      | 55                             |
| 18        | 4                                 | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 3                      | 3                      | 42                             |
| 19        | 4                                 | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                      | 4                      | 44                             |
| 20        | 5                                 | 5                     | 4                     | 4                     | 5                     | 4                     | 4                     | 4                     | 5                     | 5                      | 4                      | 49                             |
| 21        | 4                                 | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 3                     | 3                      | 2                      | 40                             |
| 22        | 4                                 | 3                     | 4                     | 4                     | 5                     | 4                     | 4                     | 4                     | 4                     | 3                      | 3                      | 42                             |
| 23        | 4                                 | 3                     | 4                     | 4                     | 3                     | 4                     | 3                     | 3                     | 3                     | 3                      | 3                      | 37                             |
| 24        | 5                                 | 4                     | 4                     | 5                     | 4                     | 4                     | 5                     | 4                     | 4                     | 4                      | 4                      | 47                             |
| 25        | 5                                 | 4                     | 5                     | 5                     | 4                     | 5                     | 4                     | 4                     | 4                     | 3                      | 3                      | 46                             |
| 26        | 4                                 | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                      | 4                      | 44                             |
| 27        | 4                                 | 3                     | 4                     | 4                     | 3                     | 4                     | 4                     | 4                     | 3                     | 3                      | 3                      | 39                             |
| 28        | 4                                 | 3                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 2                      | 2                      | 39                             |
| 29        | 4                                 | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                      | 4                      | 44                             |
| 30        | 4                                 | 5                     | 4                     | 3                     | 5                     | 3                     | 4                     | 4                     | 4                     | 5                      | 4                      | 45                             |

### 3. Kepuasan Pelanggan (Y)

| NO<br>RES | KEPUASAN PELANGGAN (Y) |     |     |     |     |     | TOTAL<br>(Y) |
|-----------|------------------------|-----|-----|-----|-----|-----|--------------|
|           | Y.1                    | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 |              |
| 1         | 5                      | 4   | 4   | 4   | 4   | 4   | 25           |
| 2         | 5                      | 5   | 5   | 5   | 5   | 5   | 30           |
| 3         | 5                      | 5   | 5   | 5   | 5   | 5   | 30           |
| 4         | 5                      | 5   | 5   | 5   | 5   | 5   | 30           |
| 5         | 4                      | 4   | 4   | 5   | 4   | 5   | 26           |
| 6         | 4                      | 4   | 4   | 4   | 4   | 4   | 24           |
| 7         | 4                      | 4   | 3   | 4   | 4   | 5   | 24           |
| 8         | 5                      | 5   | 5   | 5   | 5   | 4   | 29           |
| 9         | 4                      | 5   | 4   | 4   | 4   | 5   | 26           |
| 10        | 4                      | 4   | 4   | 4   | 4   | 4   | 24           |
| 11        | 5                      | 5   | 5   | 5   | 5   | 5   | 30           |
| 12        | 4                      | 5   | 3   | 4   | 5   | 4   | 25           |
| 13        | 4                      | 4   | 4   | 4   | 4   | 4   | 24           |
| 14        | 5                      | 5   | 4   | 5   | 5   | 5   | 29           |
| 15        | 4                      | 4   | 4   | 4   | 4   | 4   | 24           |
| 16        | 5                      | 4   | 5   | 5   | 5   | 5   | 29           |
| 17        | 5                      | 5   | 5   | 5   | 5   | 5   | 30           |
| 18        | 4                      | 4   | 3   | 3   | 3   | 5   | 22           |
| 19        | 4                      | 4   | 4   | 5   | 5   | 5   | 27           |
| 20        | 4                      | 4   | 4   | 5   | 4   | 3   | 24           |
| 21        | 4                      | 4   | 3   | 4   | 3   | 4   | 22           |
| 22        | 3                      | 4   | 3   | 3   | 4   | 4   | 21           |
| 23        | 3                      | 3   | 3   | 4   | 4   | 4   | 21           |
| 24        | 4                      | 5   | 5   | 4   | 4   | 5   | 27           |
| 25        | 4                      | 4   | 4   | 5   | 4   | 5   | 26           |
| 26        | 4                      | 4   | 4   | 4   | 4   | 4   | 24           |
| 27        | 3                      | 4   | 3   | 3   | 3   | 5   | 21           |
| 28        | 4                      | 4   | 2   | 2   | 2   | 5   | 19           |
| 29        | 4                      | 4   | 4   | 4   | 4   | 4   | 24           |
| 30        | 4                      | 4   | 3   | 3   | 3   | 4   | 21           |



|     |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
|-----|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|     | Sig. (2-tailed)     | .001   | .009   | .001   | .002   | .006   | .000   | .000   | .002   | .000   | .002   | .000   | .005   | .000   |        |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |        |
| X1  | Pearson Correlation | .523** | .674** | .431*  | .567** | .518** | .634** | .670** | .535** | .785** | 1      | .625** | .638** | .539** | .738** |
| 0   | Sig. (2-tailed)     | .003   | .000   | .017   | .001   | .003   | .000   | .000   | .002   | .000   |        | .000   | .002   | .000   |        |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |        |
| X11 | Pearson Correlation | .755** | .553** | .625** | .747** | .706** | .651** | .743** | .750** | .536** | .625** | 1      | .593** | .746** | .851** |
| 1   | Sig. (2-tailed)     | .000   | .002   | .000   | .000   | .000   | .000   | .000   | .000   | .002   | .000   |        | .001   | .000   | .000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| X12 | Pearson Correlation | .715** | .548** | .655** | .547** | .640** | .614** | .563** | .629** | .632** | .638** | .593** | 1      | .773** | .801** |
| 2   | Sig. (2-tailed)     | .000   | .002   | .000   | .002   | .000   | .000   | .001   | .000   | .000   | .000   | .001   |        | .000   | .000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| X13 | Pearson Correlation | .808** | .597** | .593** | .662** | .833** | .613** | .578** | .782** | .502** | .539** | .746** | .773** | 1      | .861** |
| 3   | Sig. (2-tailed)     | .000   | .000   | .001   | .000   | .000   | .000   | .001   | .000   | .005   | .002   | .000   | .000   |        | .000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| X1T | Pearson Correlation | .889** | .747** | .793** | .865** | .858** | .809** | .838** | .885** | .720** | .738** | .851** | .801** | .861** | 1      |
|     | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .956             | 13         |







|     |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
|-----|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X10 | Pearson Correlation | .656** | .691** | .588** | .620** | .573** | .652** | .776** | .663** | .803** | 1      | .667** | .809** | .630** | .821** |
|     | Sig. (2-tailed)     | .000   | .000   | .001   | .000   | .001   | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   | .000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| X11 | Pearson Correlation | .707** | .688** | .658** | .681** | .532** | .719** | .719** | .758** | .577** | .667** | 1      | .622** | .746** | .824** |
|     | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .002   | .000   | .000   | .000   | .001   | .000   |        | .000   | .000   | .000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| X12 | Pearson Correlation | .733** | .703** | .724** | .775** | .395*  | .863** | .755** | .658** | .761** | .809** | .622** | 1      | .717** | .855** |
|     | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .031   | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| X13 | Pearson Correlation | .855** | .691** | .872** | .814** | .573** | .839** | .776** | .748** | .586** | .630** | .746** | .717** | 1      | .889** |
|     | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .001   | .000   | .000   | .000   | .000   | .001   | .000   | .000   |        | .000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| X14 | Pearson Correlation | .925** | .872** | .826** | .908** | .701** | .903** | .889** | .878** | .810** | .821** | .824** | .855** | .889** | 1      |
|     | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .968             | 13         |



3. Nilai Pelanggan (X<sub>2</sub>)

## Correlations

|   | X2.1       | X2.2       | X2.3       | X2.4       | X2.5        | X2.6       | X2.7       | X2.8       | X2.9       | X2.10       | X2.11       | X2.T       |
|---|------------|------------|------------|------------|-------------|------------|------------|------------|------------|-------------|-------------|------------|
| X Pearson<br>2 Correlati<br>on<br>1<br>Sig. (2-<br>tailed)<br>N | 1          | .693*<br>. | .638*<br>. | .633*<br>. | .509**<br>. | .569*<br>. | .633*<br>. | .600*<br>. | .671*<br>. | .533**<br>. | .586**<br>. | .807*<br>. |
| X Pearson<br>2 Correlati<br>on<br>2<br>Sig. (2-<br>tailed)<br>N | .693*<br>. | 1          | .537*<br>. | .333<br>.  | .519**<br>. | .226<br>.  | .593*<br>. | .660*<br>. | .668*<br>. | .705**<br>. | .577**<br>. | .771*<br>. |
| X Pearson<br>2 Correlati<br>on<br>3<br>Sig. (2-<br>tailed)<br>N | .638*<br>. | .537*<br>. | 1          | .831*<br>. | .557**<br>. | .439*<br>. | .482*<br>. | .526*<br>. | .566*<br>. | .509**<br>. | .628**<br>. | .773*<br>. |
| X Pearson<br>2 Correlati<br>on<br>4<br>Sig. (2-<br>tailed)<br>N | .633*<br>. | .333<br>.  | .831*<br>. | 1          | .446*<br>.  | .430*<br>. | .573*<br>. | .504*<br>. | .525*<br>. | .333<br>.   | .504**<br>. | .684*<br>. |
| X Pearson<br>2 Correlati<br>on<br>5<br>Sig. (2-<br>tailed)<br>N | .509*<br>. | .519*<br>. | .557*<br>. | .446*<br>. | 1           | .264<br>.  | .367*<br>. | .589*<br>. | .822*<br>. | .697**<br>. | .584**<br>. | .766*<br>. |
| X Pearson<br>2 Correlati<br>on<br>6<br>Sig. (2-<br>tailed)<br>N | .569*<br>. | .226<br>.  | .439*<br>. | .430*<br>. | .264<br>.   | 1          | .430*<br>. | .598*<br>. | .505*<br>. | .390*<br>.  | .447*<br>.  | .596*<br>. |
| X Pearson<br>2 Correlati<br>on<br>7<br>Sig. (2-<br>tailed)<br>N | .633*<br>. | .593*<br>. | .482*<br>. | .573*<br>. | .367*<br>.  | .430*<br>. | 1          | .768*<br>. | .620*<br>. | .400*<br>.  | .504**<br>. | .716*<br>. |
| X Pearson<br>2 Correlati<br>on<br>8<br>Sig. (2-<br>tailed)<br>N | .600*<br>. | .660*<br>. | .526*<br>. | .504*<br>. | .589**<br>. | .598*<br>. | .768*<br>. | 1          | .779*<br>. | .575**<br>. | .515**<br>. | .811*<br>. |
| X Pearson<br>2 Correlati<br>on<br>9<br>Sig. (2-<br>tailed)<br>N | .671*<br>. | .668*<br>. | .566*<br>. | .525*<br>. | .822**<br>. | .505*<br>. | .620*<br>. | .779*<br>. | 1          | .711**<br>. | .646**<br>. | .883*<br>. |
| X Pearson<br>2 Correlati<br>on                                  | .533*<br>. | .705*<br>. | .509*<br>. | .333<br>.  | .697**<br>. | .390*<br>. | .400*<br>. | .575*<br>. | .711*<br>. | 1           | .838**<br>. | .833*<br>. |

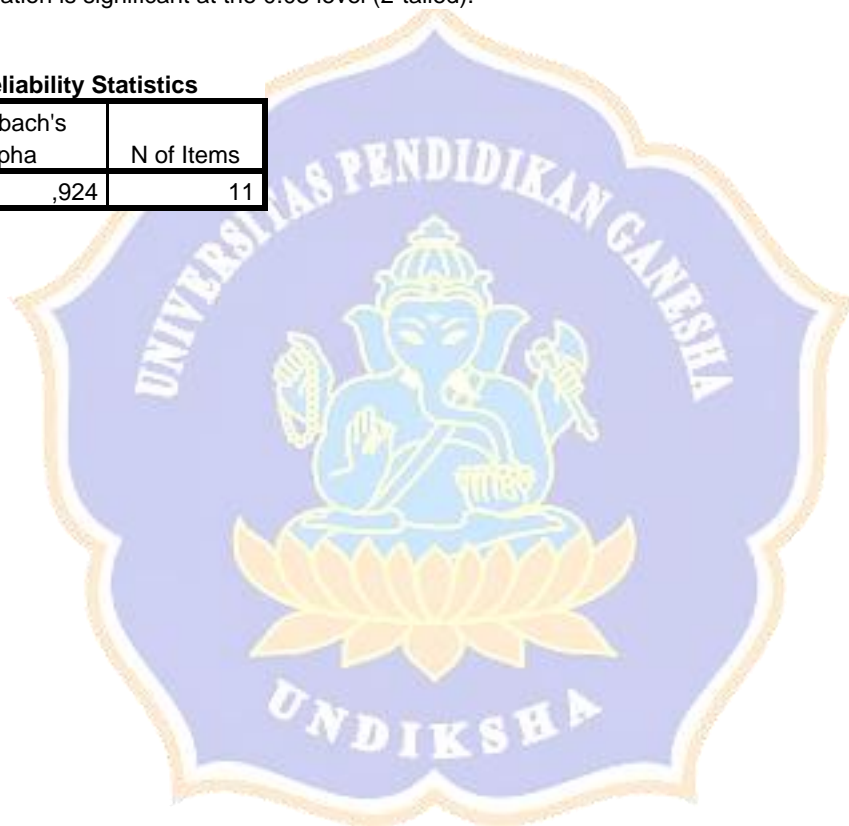
|   |                     |       |       |       |       |        |       |       |       |       |        |        |
|---|---------------------|-------|-------|-------|-------|--------|-------|-------|-------|-------|--------|--------|
| 1 | Sig. (2-tailed)     | .002  | .000  | .004  | .072  | .000   | .033  | .028  | .001  | .000  | .000   | .000   |
| 0 | N                   | 30    | 30    | 30    | 30    | 30     | 30    | 30    | 30    | 30    | 30     | 30     |
| X | Pearson Correlation | .586* | .577* | .628* | .504* | .584** | .447* | .504* | .515* | .646* | .838** | .842*  |
| 2 | Sig. (2-tailed)     | .001  | .001  | .000  | .005  | .001   | .013  | .005  | .004  | .000  | .000   | .000   |
| 1 | N                   | 30    | 30    | 30    | 30    | 30     | 30    | 30    | 30    | 30    | 30     | 30     |
| X | Pearson Correlation | .807* | .771* | .773* | .684* | .766** | .596* | .716* | .811* | .883* | .833** | .842** |
| 2 | Sig. (2-tailed)     | .000  | .000  | .000  | .000  | .000   | .001  | .000  | .000  | .000  | .000   | .000   |
| T | N                   | 30    | 30    | 30    | 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).

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .924             | 11         |



#### 4. Kepuasan Pelanggan (Y)

##### Correlations

|                         | Y1     | Y2     | Y3     | Y4     | Y5     | Y6    | Y.T    |
|-------------------------|--------|--------|--------|--------|--------|-------|--------|
| Y1 Pearson Correlation  | 1      | ,655** | ,710** | ,618** | ,597** | ,296  | ,822** |
| Sig. (2-tailed)         |        | ,000   | ,000   | ,000   | ,000   | ,112  | ,000   |
| N                       | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| Y2 Pearson Correlation  | ,655** | 1      | ,592** | ,416*  | ,565** | ,394* | ,744** |
| Sig. (2-tailed)         | ,000   |        | ,001   | ,022   | ,001   | ,031  | ,000   |
| N                       | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| Y3 Pearson Correlation  | ,710** | ,592** | 1      | ,797** | ,766** | ,218  | ,902** |
| Sig. (2-tailed)         | ,000   | ,001   |        | ,000   | ,000   | ,246  | ,000   |
| N                       | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| Y4 Pearson Correlation  | ,618** | ,416*  | ,797** | 1      | ,839** | ,150  | ,860** |
| Sig. (2-tailed)         | ,000   | ,022   | ,000   |        | ,000   | ,430  | ,000   |
| N                       | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| Y5 Pearson Correlation  | ,597** | ,565** | ,766** | ,839** | 1      | ,155  | ,872** |
| Sig. (2-tailed)         | ,000   | ,001   | ,000   | ,000   |        | ,413  | ,000   |
| N                       | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| Y6 Pearson Correlation  | ,296   | ,394*  | ,218   | ,150   | ,155   | 1     | ,425*  |
| Sig. (2-tailed)         | ,112   | ,031   | ,246   | ,430   | ,413   |       | ,019   |
| N                       | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| Y.T Pearson Correlation | ,822** | ,744** | ,902** | ,860** | ,872** | ,425* | 1      |
| Sig. (2-tailed)         | ,000   | ,000   | ,000   | ,000   | ,000   | ,019  |        |
| N                       | 30     | 30     | 30     | 30     | 30     | 30    | 30     |

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,870             | 6          |



## Lampiran 05. Rekapitulasi Uji Instrumen

### Rekapitulasi Hasil Uji Validitas dan Uji Reliabilitas Instrumen

#### 1. Hasil Uji Validitas Instrumen

| Item Pernyataan                                       | r-hitung | r-tabel | Keterangan |
|---|----------|---------|------------|
| <b>KEPUASAN PELANGGAN (Y)</b>                         |          |         |            |
| Pernyataan 1  | 0.822    | 0.361   | VALID      |
| Pernyataan 2  | 0.744    | 0.361   | VALID      |
| Pernyataan 3  | 0.902    | 0.361   | VALID      |
| Pernyataan 4  | 0.860    | 0.361   | VALID      |
| Pernyataan 5  | 0.872    | 0.361   | VALID      |
| Pernyataan 6  | 0.425    | 0,361   | VALID      |
| <b>KUALITAS PELAYANAN (X<sub>1</sub>) : KENYATAAN</b> |          |         |            |
| Pernyataan 7  | 0.889    | 0.361   | VALID      |
| Pernyataan 8  | 0.747    | 0.361   | VALID      |
| Pernyataan 9  | 0.793    | 0.361   | VALID      |
| Pernyataan 10   | 0.865    | 0.361   | VALID      |
| Pernyataan 11   | 0.858    | 0.361   | VALID      |
| Pernyataan 12   | 0.809    | 0.361   | VALID      |
| Pernyataan 13   | 0.838    | 0.361   | VALID      |
| Pernyataan 14   | 0.885    | 0.361   | VALID      |
| Pernyataan 15   | 0.720    | 0.361   | VALID      |
| Pernyataan 16   | 0.738    | 0.361   | VALID      |
| Pernyataan 17   | 0.851    | 0.361   | VALID      |
| Pernyataan 18   | 0.801    | 0.361   | VALID      |
| Pernyataan 19   | 0.861    | 0.361   | VALID      |
| <b>KUALITAS PELAYANAN (X<sub>1</sub>) : HARAPAN</b>   |          |         |            |
| Pernyataan 7  | 0.925    | 0.361   | VALID      |
| Pernyataan 8  | 0.872    | 0.361   | VALID      |
| Pernyataan 9  | 0.826    | 0.361   | VALID      |
| Pernyataan 10   | 0.908    | 0.361   | VALID      |
| Pernyataan 11   | 0.701    | 0.361   | VALID      |
| Pernyataan 12   | 0.903    | 0.361   | VALID      |
| Pernyataan 13   | 0.889    | 0.361   | VALID      |
| Pernyataan 14   | 0.878    | 0.361   | VALID      |
| Pernyataan 15   | 0.810    | 0.361   | VALID      |
| Pernyataan 16   | 0.821    | 0.361   | VALID      |
| Pernyataan 17   | 0.824    | 0.361   | VALID      |
| Pernyataan 18   | 0.855    | 0.361   | VALID      |
| Pernyataan 19   | 0.889    | 0.361   | VALID      |
| <b>NILAI PELANGGAN (X<sub>2</sub>)</b>                |          |         |            |
| Pernyataan 20   | 0.807    | 0.361   | VALID      |
| Pernyataan 21   | 0.771    | 0.361   | VALID      |
| Pernyataan 22   | 0.773    | 0.361   | VALID      |

|               |       |       |       |
|---------------|-------|-------|-------|
| Pernyataan 23 | 0.684 | 0.361 | VALID |
| Pernyataan 24 | 0.766 | 0.361 | VALID |
| Pernyataan 25 | 0.596 | 0.361 | VALID |
| Pernyataan 26 | 0.716 | 0.361 | VALID |
| Pernyataan 27 | 0.811 | 0.361 | VALID |
| Pernyataan 28 | 0.883 | 0.361 | VALID |
| Pernyataan 29 | 0.833 | 0.361 | VALID |
| Pernyataan 30 | 0.842 | 0.361 | VALID |

## 2. Hasil Uji Reliabilitas Instrumen

| Variabel                             | <i>Cronbach' Alpha</i> | Item | Keterangan      |
|--------------------------------------|------------------------|------|-----------------|
| Kepuasan Pelanggan (Y)               | 0.870                  | 6    | <b>Reliabel</b> |
| Kualitas Pelayanan (X1)<br>Kenyataan | 0.956                  | 13   | <b>Reliabel</b> |
| Kualitas Pelayanan (X1)<br>Harapan   | 0.968                  | 13   | <b>Reliabel</b> |
| Nilai Pelanggan (X2)                 | 0.924                  | 11   | <b>Reliabel</b> |



## Lampiran 06. Interpretasi Hasil Uji Validitas dan Reliabilitas Instrumen

### 1. Uji Validitas

Instrumen dikatakan valid apabila  $r$  hitung  $\geq r$  tabel dengan taraf signifikan 0,05, sedangkan apabila  $r$  hitung  $< r$  tabel dengan taraf signifikansi 0,05 maka instrumen tidak berkorelasi secara signifikan terhadap skor total dan dapat dinyatakan tidak valid. Penelitian ini melakukan uji validitas menggunakan bantuan SPSS For Windows dengan kriteria pengukuran apabila nilai  $r$ -tabel yaitu 0,361 (pada  $df = N-2 = 28$ ) lebih kecil dari pada  $r$ -hitung maka butir pernyataan pada kuisioner dinyatakan valid. Berdasarkan nilai  $r$ -hitung pada seluruh item pernyataan variabel kualitas pelayanan (X1), variabel nilai pelanggan (X2) dan variabel kepuasan pelanggan (Y) bernilai lebih besar dari pada  $r$ -tabel yaitu sebesar 0,361. Hal ini menunjukkan bahwa seluruh pernyataan dinyatakan valid.

### 2. Uji Reliabilitas

Pengujian reliabilitas dilakukan dengan menggunakan koefisien Alpha Cronbach dengan kriteria pengujian jika nilai Cronbach's Alpha lebih besar dari 0,600 maka kuisioner dinyatakan reliabel. Variabel kualitas pelayanan (kenyataan) memiliki nilai Cronbach's Alpha sebesar 0,956, serta kualitas pelayanan (harapan) sebesar 0,968. Variabel nilai pelanggan memiliki nilai Cronbach's Alpha sebesar 0,924 serta variabel kepuasan pelanggan sebesar 0,870. Berdasarkan hasil uji reliabilitas tersebut menunjukkan bahwa seluruh variabel memiliki nilai Cronbach's Alpha lebih dari 0,600 sehingga kuisioner penelitian dinyatakan reliabel.

### Lampiran 07. Daftar Nama Responden Penelitian

#### Responden Penelitian

| No  | Nama             | No Telp      | Jenis Kelamin | Usia          | Pendidikan Terakhir | Pekerjaan         | Status Perkawinan | Pengalaman menggunakan jasa |
|-----|------------------|--------------|---------------|---------------|---------------------|-------------------|-------------------|-----------------------------|
| 1.  | Nur ifana        | 081332002858 | Perempuan     | 31 - 40 tahun | SMP                 | Wiraswasta        | Menikah           | > 2 kali                    |
| 2.  | Moh. Munif       | 081217754014 | Laki-laki     | 31 - 40 tahun | SD                  | Wiraswasta        | Menikah           | > 2 kali                    |
| 3.  | Rasmini          | 082253871482 | Perempuan     | 41 - 50 tahun | SMP                 | Wiraswasta        | Menikah           | > 2 kali                    |
| 4.  | Humairoh         | 087857742981 | Perempuan     | < 20 tahun    | SMA/SMK             | Belum bekerja     | Belum Menikah     | > 2 kali                    |
| 5.  | Ainun Nisa       | 081981587670 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 6.  | Arif Hidayat     | 082259746871 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 7.  | Suriyo           | 082253541729 | Laki-laki     | 41 - 50 tahun | SMP                 | Wiraswasta        | Menikah           | > 2 kali                    |
| 8.  | Ramdani          | 083853114573 | Laki-laki     | 41 - 50 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 9.  | Saniya           | 085253557870 | Perempuan     | 41 - 50 tahun | SMP                 | Wiraswasta        | Menikah           | > 2 kali                    |
| 10. | Tatik Safari     | 083114055641 | Perempuan     | 41 - 50 tahun | SMP                 | Wiraswasta        | Menikah           | > 2 kali                    |
| 11. | Eko Swadayana    | 081983172251 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 12. | Mimin Herminanti | 083853167751 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 13. | Diana Ulfa       | 087781823567 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 14. | Winda Nurlali    | 085331764482 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 15. | Arumi            | 083853172261 | Perempuan     | 20 - 30 tahun | S1/S2/S3            | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 16. | Kasih Handayani  | 081981217624 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 17. | Kartilah         | 087857315317 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 18. | Suwarno          | 082253601387 | Laki-laki     | 41 - 50 tahun | SMP                 | Wiraswasta        | Menikah           | > 2 kali                    |
| 19. | Nanik Ismiyati   | 081231237272 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 20. | Hendra Rahman    | 083805495290 | Laki-laki     | 31 - 40 tahun | S1/S2/S3            | PNS/BUMN          | Menikah           | > 2 kali                    |



| No  | Nama               | No Telp      | Jenis Kelamin | Usia          | Pendidikan Terakhir | Pekerjaan       | Status Perkawinan | Pengalaman menggunakan jasa |
|-----|--------------------|--------------|---------------|---------------|---------------------|-----------------|-------------------|-----------------------------|
| 21. | Nur Aini           | 081933400734 | Perempuan     | 31 - 40 tahun | SMP                 | Belum bekerja   | Menikah           | > 2 kali                    |
| 22. | Gita Putri Ilmi    | 082193095960 | Perempuan     | 20 - 30 tahun | S1/S2/S3            | Karyawan swasta | Belum Menikah     | > 2 kali                    |
| 23. | Iga Dwi Liga       | 081230123744 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta | Belum Menikah     | > 2 kali                    |
| 24. | Nisa Anggraini     | 083129478050 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Belum bekerja   | Menikah           | > 2 kali                    |
| 25. | Indah Desi P       | 081231657331 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta | Belum Menikah     | > 2 kali                    |
| 26. | Indra              | 081135815102 | Laki-laki     | 31 - 40 tahun | S1/S2/S3            | Karyawan swasta | Menikah           | > 2 kali                    |
| 27. | Adi setiawan       | 082141370581 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta      | Belum Menikah     | > 2 kali                    |
| 28. | Murdiono           | 085282390723 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta      | Belum Menikah     | > 2 kali                    |
| 29. | Catur Hadi         | 081906697776 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta | Belum Menikah     | > 2 kali                    |
| 30. | Aulia Safitri      | 087872220092 | Perempuan     | 20 - 30 tahun | SMP                 | Belum bekerja   | Menikah           | > 2 kali                    |
| 31. | Bahrul ulum        | 083853182646 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta      | Menikah           | > 2 kali                    |
| 32. | Moch. Ramadhan     | 082185350768 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta | Belum Menikah     | > 2 kali                    |
| 33. | Harsono            | 085707114797 | Laki-laki     | 41 - 50 tahun | SMA/SMK             | Wiraswasta      | Menikah           | > 2 kali                    |
| 34. | Tera Nur Ayung     | 083852659812 | Perempuan     | < 20 tahun    | SMA/SMK             | Belum bekerja   | Belum Menikah     | > 2 kali                    |
| 35. | Firman bagus M     | 082140554630 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta      | Menikah           | > 2 kali                    |
| 36. | Endang Kusniati    | 082136598880 | Perempuan     | 41 - 50 tahun | SMA/SMK             | Karyawan swasta | Menikah           | > 2 kali                    |
| 37. | Kelvin riyana      | 082247652814 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta      | Belum Menikah     | > 2 kali                    |
| 38. | Nanda maulana      | 082139579899 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta      | Menikah           | > 2 kali                    |
| 39. | Siti nafisah       | 081335446181 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Wiraswasta      | Menikah           | > 2 kali                    |
| 40. | Junaidi            | 083847566128 | Laki-laki     | 41 - 50 tahun | SMA/SMK             | Wiraswasta      | Menikah           | > 2 kali                    |
| 41. | Moh wildan         | 081357307363 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta      | Menikah           | > 2 kali                    |
| 42. | SeptianAndriansyah | 082257895487 | Laki-laki     | 31 - 40 tahun | SMA/SMK             | Karyawan swasta | Menikah           | > 2 kali                    |

| No  | Nama                 | No Telp      | Jenis Kelamin | Usia          | Pendidikan Terakhir | Pekerjaan         | Status Perkawinan | Pengalaman menggunakan jasa |
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| 43. | Rizki S Nugraha      | 081259756843 | Laki-laki     | < 20 tahun    | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 44. | Feri jatmiko         | 082231356678 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 45. | Muhamad Yuditara     | 085704817046 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 46. | Nur                  | 085856936411 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 47. | Jubaidi              | 083110065091 | Laki-laki     | 31 - 40 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 48. | Nur yusuf            | 082333023995 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 49. | Nur amin             | 081216673710 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Belum Menikah     | > 2 kali                    |
| 50. | Amin                 | 081216673710 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Belum Menikah     | > 2 kali                    |
| 51. | Ryssa Nilam Sari     | 085331416114 | Perempuan     | 31 - 40 tahun | S1/S2/S3            | Wiraswasta        | Menikah           | > 2 kali                    |
| 52. | Khoirulfadlilah      | 081246651633 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 53. | Siti maslihah        | 085336555934 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 54. | Kennisa Dwi N        | 085253009728 | Perempuan     | 20 - 30 tahun | DIPLOMA             | Wiraswasta        | Belum Menikah     | > 2 kali                    |
| 55. | Hilmiyatul ulfa      | 081998628741 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 56. | Herlina puspita sari | 082257864310 | Laki-laki     | 31 - 40 tahun | S1/S2/S3            | Belum bekerja     | Menikah           | > 2 kali                    |
| 57. | Mita                 | 082139437938 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 58. | Devi okta            | 082244087578 | Perempuan     | 31 - 40 tahun | S1/S2/S3            | Wiraswasta        | Menikah           | > 2 kali                    |
| 59. | Retno Sari           | 082230973331 | Perempuan     | 31 - 40 tahun | S1/S2/S3            | Wiraswasta        | Menikah           | > 2 kali                    |
| 60. | Hartik kusniati      | 085730454817 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 61. | Kholipatul ula       | 083848698355 | Perempuan     | 20 - 30 tahun | S1/S2/S3            | Wiraswasta        | Menikah           | > 2 kali                    |
| 62. | Debi Safira          | 085816823519 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Belum Menikah     | > 2 kali                    |
| 63. | winda rizkiya        | 083832779470 | Perempuan     | < 20 tahun    | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 64. | Kharisma O E P       | 082257591022 | Perempuan     | 20 - 30 tahun | S1/S2/S3            | Karyawan swasta   | Belum Menikah     | > 2 kali                    |

| No  | Nama               | No Telp      | Jenis Kelamin | Usia          | Pendidikan Terakhir | Pekerjaan       | Status Perkawinan | Pengalaman menggunakan jasa |
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| 65. | Marisa             | 087863142883 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta | Belum Menikah     | > 2 kali                    |
| 66. | Tarisa Suci Amalia | 085334455410 | Perempuan     | 20 - 30 tahun | S1/S2/S3            | Karyawan swasta | Belum Menikah     | > 2 kali                    |
| 67. | Aldi Prasetyo      | 081357884772 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta | Belum Menikah     | > 2 kali                    |
| 68. | Tumiran            | 087885269006 | Laki-laki     | 41 - 50 tahun | SMP                 | Wiraswasta      | Menikah           | > 2 kali                    |
| 69. | Putri Cahyati      | 087794651697 | Perempuan     | 20 - 30 tahun | SMP                 | Wiraswasta      | Menikah           | > 2 kali                    |
| 70. | Sugeng Hermawan    | 081232989871 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta | Belum Menikah     | > 2 kali                    |
| 71. | Windi Agustin      | 083852659812 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Belum bekerja   | Menikah           | > 2 kali                    |
| 72. | Mariyana           | 083117599392 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta | Menikah           | > 2 kali                    |
| 73. | Doni rismananda    | 082132417706 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta      | Belum Menikah     | > 2 kali                    |
| 74. | Wari suwarno       | 081515088498 | Laki-laki     | 41 - 50 tahun | SMA/SMK             | Wiraswasta      | Menikah           | > 2 kali                    |
| 75. | Aqil               | 085785227646 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta | Belum Menikah     | > 2 kali                    |
| 76. | Rubiah             | 085748102869 | Perempuan     | 41 - 50 tahun | SMP                 | Wiraswasta      | Menikah           | > 2 kali                    |
| 77. | Saydatus siva      | 081231178971 | Perempuan     | 20 - 30 tahun | S1/S2/S3            | Karyawan swasta | Belum Menikah     | > 2 kali                    |
| 78. | Teguh Sukma        | 082373291438 | Laki-laki     | 20 - 30 tahun | S1/S2/S3            | Belum bekerja   | Belum Menikah     | > 2 kali                    |
| 79. | Rike Purwanti      | 085943818298 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Karyawan swasta | Menikah           | > 2 kali                    |
| 80. | Supeno             | 087865590544 | Laki-laki     | 41 - 50 tahun | SMP                 | Wiraswasta      | Menikah           | > 2 kali                    |
| 81. | Ningsih            | 089615872626 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Karyawan swasta | Menikah           | > 2 kali                    |
| 82. | Khusniyati         | 081949966995 | Perempuan     | 41 - 50 tahun | SMA/SMK             | Wiraswasta      | Menikah           | > 2 kali                    |
| 83. | Dwi Febri          | 082268989896 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta | Belum Menikah     | > 2 kali                    |
| 84. | Suilah             | 085645011923 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Wiraswasta      | Menikah           | > 2 kali                    |
| 85. | Agus Hamdan        | 087815202288 | Laki-laki     | 31 - 40 tahun | SMA/SMK             | Wiraswasta      | Menikah           | > 2 kali                    |
| 86. | Misati             | 085862941752 | Perempuan     | 41 - 50 tahun | SMP                 | Wiraswasta      | Menikah           | > 2 kali                    |

| No  | Nama            | No Telp      | Jenis Kelamin | Usia          | Pendidikan Terakhir | Pekerjaan         | Status Perkawinan | Pengalaman menggunakan jasa |
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| 87. | Fery Irawan     | 081224742226 | Laki-laki     | 31 - 40 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 88. | Vira Nadia      | 081283061868 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 89. | Nur Tyasningsih | 087854466176 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 90. | Yuliana         | 085855303640 | Perempuan     | 31 - 40 tahun | SMP                 | Wiraswasta        | Menikah           | > 2 kali                    |
| 91. | Mujiyanto       | 082268858687 | Laki-laki     | 41 - 50 tahun | SD                  | Wiraswasta        | Menikah           | > 2 kali                    |
| 92. | Andika Pranata  | 081326437721 | Laki-laki     | 31 - 40 tahun | DIPLOMA             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 93. | Rizki pramudia  | 087840867755 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Belum Menikah     | > 2 kali                    |
| 94. | Hari Selamat    | 085960171125 | Laki-laki     | 31 - 40 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 95. | Sutriyo         | 085871152005 | Laki-laki     | 41 - 50 tahun | SD                  | Wiraswasta        | Menikah           | > 2 kali                    |
| 96. | Maharani        | 081317881919 | Perempuan     | 20 - 30 tahun | SMP                 | Belum bekerja     | Menikah           | > 2 kali                    |
| 97. | Indri Warsini   | 085645011794 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 98. | Novian          | 089652670080 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 99. | Sri salma       | 085943818323 | Perempuan     | 41 - 50 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 100 | Uut Sadiqah     | 085770985202 | Perempuan     | 20 - 30 tahun | S1/S2/S3            | Karyawan swasta   | Menikah           | > 2 kali                    |
| 101 | Kartining       | 087860035900 | Perempuan     | 41 - 50 tahun | SMP                 | Wiraswasta        | Menikah           | > 2 kali                    |
| 102 | Nining nurlaili | 081617323073 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 103 | Temu asih       | 085716942595 | Perempuan     | 41 - 50 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 104 | Heru Sumarno    | 085774957314 | Laki-laki     | 31 - 40 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 105 | Samidi          | 085781782860 | Laki-laki     | 41 - 50 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 106 | Ani Suryani     | 082114065454 | Perempuan     | 41 - 50 tahun | S1/S2/S3            | PNS/BUMN          | Menikah           | > 2 kali                    |
| 107 | Romatun         | 081916897098 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 108 | Boati           | 083806135490 | Perempuan     | 41 - 50 tahun | SMP                 | Karyawan swasta   | Menikah           | > 2 kali                    |

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| 109 | Badriyah           | 083178740766 | Perempuan     | 31 - 40 tahun | SMP                 | Wiraswasta        | Menikah           | > 2 kali                    |
| 110 | Moh lukman         | 085606022142 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 111 | Muchsin            | 081250162018 | Laki-laki     | 41 - 50 tahun | SMP                 | Wiraswasta        | Menikah           | > 2 kali                    |
| 112 | Panca              | 082247551995 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 113 | Surya ramadhan     | 081290515253 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 114 | Sudirman           | 081959081875 | Laki-laki     | 41 - 50 tahun | SD                  | Wiraswasta        | Menikah           | > 2 kali                    |
| 115 | Susyaningsih       | 081276105758 | Perempuan     | 41 - 50 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 116 | Sawini             | 082262141983 | Perempuan     | 41 - 50 tahun | SMP                 | Wiraswasta        | Menikah           | > 2 kali                    |
| 117 | Panji              | 085806348348 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 118 | Sofyan             | 081338549517 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Belum Menikah     | > 2 kali                    |
| 119 | Miranti hestina    | 081217517186 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 120 | Ansor              | 082142833054 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Belum Menikah     | > 2 kali                    |
| 121 | Ni'matus Salisa    | 083834562276 | Perempuan     | 31 - 40 tahun | S1/S2/S3            | PNS/BUMN          | Menikah           | > 2 kali                    |
| 122 | Solikin            | 081238156978 | Laki-laki     | 20 - 30 tahun | SMP                 | Wiraswasta        | Belum Menikah     | > 2 kali                    |
| 123 | Khofifah khoirun N | 082121208202 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 124 | Bahrul ulum        | 087740995472 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 125 | Dewi Maysaro       | 081999198891 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Belum Menikah     | > 2 kali                    |
| 126 | Luki               | 083110047469 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 127 | Darmi              | 085791541922 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 128 | Rega Nagata        | 082217934747 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 129 | Damas              | 085895247942 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Belum Menikah     | > 2 kali                    |
| 130 | Fajar              | 085856847331 | Laki-laki     | 31 - 40 tahun | SMA/SMK             | Wiraswasta        | Belum Menikah     | > 2 kali                    |

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| 131 | Unggul saputra      | 083893065669 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 132 | Diki ardyansah      | 087856282445 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Belum Menikah     | > 2 kali                    |
| 133 | Soliyah             | 082298718877 | Perempuan     | 41 - 50 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 134 | Dita firdaus        | 082217881935 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 135 | Diraja adtya        | 085799292382 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Belum Menikah     | > 2 kali                    |
| 136 | Dhoifi father       | 081515485431 | Laki-laki     | 20 - 30 tahun | S1/S2/S3            | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 137 | Basir               | 082331645464 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 138 | Siami               | 085785227645 | Perempuan     | 41 - 50 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 139 | Sigit prayoga       | 082298718797 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Belum Menikah     | > 2 kali                    |
| 140 | Reni maftul         | 087863354907 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 141 | Fendi syafiq K      | 085736548895 | Laki-laki     | 31 - 40 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 142 | Pinto farera        | 082228321972 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 143 | Erik Susanto        | 081515088498 | Laki-laki     | 41 - 50 tahun | S1/S2/S3            | PNS/BUMN          | Menikah           | > 2 kali                    |
| 144 | Ragil Sakinah       | 082247552013 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 145 | Tutik Suwarni       | 082217881912 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 146 | Maskur              | 082340226508 | Laki-laki     | 41 - 50 tahun | SMP                 | Wiraswasta        | Menikah           | > 2 kali                    |
| 147 | Ifanayah            | 081240492929 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 148 | Munif Hidayat       | 085967974933 | Perempuan     | 41 - 50 tahun | SMA/SMK             | Karyawan swasta   | Menikah           | > 2 kali                    |
| 149 | Rosalia             | 081770963599 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 150 | Jesika Anastasya    | 083123089105 | Perempuan     | 20 - 30 tahun | DIPLOMA             | Wiraswasta        | Menikah           | > 2 kali                    |
| 151 | Zana Frida          | 082262141968 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |
| 152 | shella widiyastutik | 075730494058 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Wiraswasta        | Menikah           | > 2 kali                    |

| No   | Nama       | No Telp      | Jenis Kelamin | Usia          | Pendidikan Terakhir | Pekerjaan         | Status Perkawinan | Pengalaman menggunakan jasa |
|------|------------|--------------|---------------|---------------|---------------------|-------------------|-------------------|-----------------------------|
| 153  | Nuril F.Y  | 082334321941 | Laki-laki     | 20 - 30 tahun | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 154  | Ratu syifa | 085731039123 | Perempuan     | 20 - 30 tahun | SMA/SMK             | Pelajar/Mahasiswa | Belum Menikah     | > 2 kali                    |
| 155. | Cecillia   | 085210729028 | Perempuan     | 31 - 40 tahun | SMA/SMK             | Wiraswasta        | Belum Menikah     | > 2 kali                    |



## Lampiran 08. Data Penelitian

## Data Penelitian

1. Kualitas Pelayanan (X<sub>1</sub>)

| KUALITAS PELAYANAN (X) |              |              |              |              |              |              |              |              |           |           |           |           |                  |              |              |              |              |              |              |              |              |              |           |           |                  |           |           |
|------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------|-----------|-----------|-----------|------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------|-----------|------------------|-----------|-----------|
| KENYATAAN              |              |              |              |              |              |              |              |              |           |           |           |           | TOT<br>AL<br>(X) | HARAPAN      |              |              |              |              |              |              |              |              |           |           | TOT<br>AL<br>(X) |           |           |
| X<br>1.<br>1           | X<br>1.<br>2 | X<br>1.<br>3 | X<br>1.<br>4 | X<br>1.<br>5 | X<br>1.<br>6 | X<br>1.<br>7 | X<br>1.<br>8 | X<br>1.<br>9 | X1<br>.10 | X1<br>.11 | X1<br>.12 | X1<br>.13 |                  | X<br>1.<br>1 | X<br>1.<br>2 | X<br>1.<br>3 | X<br>1.<br>4 | X<br>1.<br>5 | X<br>1.<br>6 | X<br>1.<br>7 | X<br>1.<br>8 | X<br>1.<br>9 | X1<br>.10 | X1<br>.11 |                  | X1<br>.12 | X1<br>.13 |
| 4                      | 4            | 3            | 3            | 3            | 3            | 4            | 3            | 4            | 4         | 4         | 4         | 4         | 47               | 5            | 5            | 5            | 5            | 5            | 5            | 4            | 5            | 5            | 5         | 5         | 5                | 64        |           |
| 4                      | 3            | 3            | 4            | 4            | 4            | 4            | 4            | 4            | 4         | 4         | 4         | 4         | 50               | 5            | 5            | 5            | 5            | 5            | 5            | 5            | 5            | 5            | 5         | 5         | 5                | 65        |           |
| 3                      | 3            | 3            | 3            | 3            | 4            | 4            | 4            | 3            | 3         | 3         | 4         | 4         | 44               | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4         | 4         | 4                | 52        |           |
| 4                      | 3            | 3            | 3            | 3            | 4            | 4            | 4            | 3            | 3         | 4         | 4         | 4         | 46               | 4            | 4            | 5            | 5            | 5            | 4            | 4            | 4            | 5            | 5         | 4         | 4                | 57        |           |
| 4                      | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4         | 4         | 4         | 4         | 52               | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3         | 3         | 3                | 39        |           |
| 4                      | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4         | 4         | 4         | 4         | 52               | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4         | 4         | 4                | 52        |           |
| 4                      | 4            | 5            | 4            | 5            | 4            | 5            | 4            | 5            | 5         | 4         | 4         | 5         | 58               | 5            | 5            | 4            | 5            | 4            | 5            | 5            | 5            | 4            | 4         | 5         | 4                | 59        |           |
| 3                      | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3         | 3         | 3         | 3         | 39               | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3         | 3         | 3                | 39        |           |
| 4                      | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4         | 4         | 4         | 4         | 52               | 5            | 5            | 5            | 5            | 5            | 5            | 5            | 5            | 5            | 5         | 5         | 5                | 65        |           |
| 4                      | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4         | 4         | 4         | 4         | 52               | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3         | 3         | 3                | 39        |           |
| 5                      | 5            | 5            | 5            | 5            | 5            | 5            | 5            | 5            | 5         | 5         | 5         | 5         | 65               | 5            | 5            | 5            | 5            | 5            | 5            | 5            | 5            | 5            | 5         | 5         | 5                | 65        |           |
| 4                      | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4            | 4         | 4         | 4         | 4         | 52               | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3            | 3         | 3         | 3                | 39        |           |
| 5                      | 4            | 5            | 4            | 5            | 4            | 4            | 5            | 4            | 3         | 3         | 4         | 3         | 53               | 4            | 5            | 4            | 5            | 4            | 5            | 4            | 5            | 5            | 4         | 5         | 4                | 58        |           |
| 5                      | 3            | 5            | 3            | 3            | 4            | 3            | 3            | 4            | 5         | 5         | 4         | 3         | 50               | 4            | 3            | 4            | 4            | 5            | 5            | 4            | 5            | 5            | 4         | 4         | 4                | 55        |           |
| 3                      | 4            | 3            | 3            | 3            | 3            | 4            | 5            | 3            | 3         | 4         | 3         | 3         | 44               | 4            | 4            | 4            | 5            | 4            | 5            | 4            | 5            | 4            | 5         | 4         | 5                | 57        |           |
| 4                      | 4            | 3            | 5            | 4            | 5            | 5            | 5            | 5            | 4         | 4         | 2         | 4         | 54               | 5            | 4            | 4            | 4            | 5            | 5            | 4            | 4            | 4            | 5         | 4         | 5                | 57        |           |
| 3                      | 3            | 4            | 3            | 4            | 3            | 4            | 3            | 3            | 4         | 3         | 4         | 3         | 44               | 4            | 4            | 3            | 4            | 3            | 4            | 3            | 4            | 5            | 3         | 3         | 3                | 4         | 47        |



|   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |    |    |
|---|---|---|---|---|---|---|---|---|---|---|---|---|----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|----|
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| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 51 |    |
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| 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5  | 65 |
| 4 | 2 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 43 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5  | 65 |
| 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 2 | 4 | 4 | 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 55 |    |
| 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 5 | 5 | 50 | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 55 |    |
| 3 | 4 | 3 | 4 | 4 | 2 | 5 | 3 | 4 | 4 | 4 | 2 | 3 | 45 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 63 |    |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 52 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 48 |    |
| 4 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 4 | 48 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 56 |    |
| 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 3 | 3 | 4 | 51 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 53 |    |
| 4 | 2 | 2 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 41 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 64 |    |
| 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 3 | 5 | 5 | 51 | 5 | 3 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 3 | 5 | 4 | 3 | 52 |    |
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| 3 | 2 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |    |
| 4 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 55 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 56 |    |
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| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 50 |    |

|   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |    |    |
|---|---|---|---|---|---|---|---|---|---|---|---|---|----|---|---|---|---|---|---|---|---|---|---|---|---|----|----|
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |    |
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| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 52 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 53 |    |
| 3 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 56 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 56 |    |
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| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 60 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4  | 58 |
| 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 59 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4  | 60 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 54 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4  | 54 |
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| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 61 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 2 | 5 | 5 | 5  | 58 |
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| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5  | 65 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 52 |
| 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 15 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1  | 15 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 52 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 52 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5  | 65 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 39 |
| 3 | 5 | 5 | 5 | 1 | 1 | 1 | 5 | 4 | 4 | 4 | 5 | 5 | 48 | 5 | 5 | 5 | 5 | 1 | 1 | 1 | 5 | 4 | 4 | 4 | 5 | 5  | 50 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 52 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 39 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 39 |
| 3 | 4 | 3 | 4 | 3 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5  | 54 |
| 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 47 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 3 | 3 | 3 | 4  | 52 |
| 3 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 3 | 51 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 3 | 5 | 4 | 4 | 5 | 4  | 54 |

|   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|---|---|----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 3 | 4 | 2 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 43 | 4 | 4 | 4 | 2 | 2 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 52 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 5 | 3 | 3 | 4 | 47 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 3 | 4 | 3 | 49 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 57 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 56 |
| 3 | 3 | 2 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 47 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 54 |
| 4 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 3 | 46 | 3 | 3 | 3 | 5 | 4 | 4 | 5 | 4 | 3 | 2 | 5 | 4 | 4 | 49 |
| 5 | 3 | 2 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 53 | 3 | 3 | 3 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 53 |
| 4 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 2 | 3 | 5 | 55 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 55 |
| 3 | 3 | 3 | 5 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 50 | 4 | 3 | 3 | 3 | 4 | 2 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 48 |
| 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 57 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 56 |
| 3 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 5 | 5 | 52 | 3 | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 53 |
| 3 | 3 | 4 | 5 | 3 | 3 | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 47 | 3 | 3 | 4 | 3 | 2 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 51 |
| 4 | 4 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 50 | 4 | 4 | 3 | 3 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 48 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 58 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 57 |
| 2 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 46 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 43 |
| 5 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 53 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 53 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 48 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 46 |
| 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 53 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 57 |
| 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 48 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 48 |
| 3 | 3 | 2 | 3 | 2 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 42 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 35 |
| 5 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 49 | 3 | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 5 | 45 |
| 5 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 45 | 5 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 3 | 45 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 62 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 62 |
| 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 53 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 51 |
| 3 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 50 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 2 | 4 | 49 |
| 5 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 58 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 55 |

|   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
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| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 58 | 5 | 4 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 56 |
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| 4 | 4 | 4 | 3 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 3 | 51 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 3 | 5 | 3 | 50 |
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| 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 51 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 5 | 54 |
| 3 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 2 | 4 | 5 | 51 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 52 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 5 | 3 | 49 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 5 | 3 | 5 | 2 | 46 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 60 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 61 |
| 2 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 51 | 3 | 2 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 52 |
| 5 | 4 | 3 | 3 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 52 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 51 |
| 5 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 57 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 56 |
| 3 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 54 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 53 |
| 3 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 55 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 55 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 3 | 55 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 5 | 55 |
| 5 | 4 | 3 | 4 | 5 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 54 | 4 | 4 | 3 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 5 | 50 |
| 3 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 54 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 52 |
| 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 59 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 58 |
| 5 | 3 | 4 | 5 | 3 | 2 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 53 | 4 | 3 | 3 | 4 | 4 | 2 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 50 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 57 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 5 | 4 | 5 | 5 | 56 |
| 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 3 | 2 | 52 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 55 |
| 5 | 4 | 2 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 48 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 3 | 4 | 51 |
| 3 | 4 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 47 | 5 | 4 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 48 |
| 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 3 | 4 | 2 | 47 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 2 | 49 |
| 4 | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 51 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 2 | 4 | 3 | 49 |



|   |   |   |   |   |   |   |   |   |   |   |   |   |    |    |   |   |   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|---|---|----|----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 3 | 3 | 4 | 4 | 2 | 3 | 5 | 3 | 2 | 2 | 4 | 3 | 4 | 42 | 2  | 2 | 4 | 4 | 2 | 2 | 4 | 4 | 2 | 2 | 4 | 4 | 3 | 39 |
| 5 | 4 | 3 | 3 | 4 | 3 | 5 | 5 | 3 | 4 | 3 | 3 | 4 | 49 | 5  | 4 | 4 | 2 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 50 |
| 4 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 2 | 5 | 4 | 5 | 49 | 4  | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 2 | 3 | 5 | 4 | 4 | 48 |
| 4 | 4 | 3 | 4 | 5 | 2 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 53 | 4  | 4 | 3 | 4 | 5 | 2 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 52 |
| 3 | 3 | 4 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 2 | 4 | 3 | 49 | 3  | 3 | 5 | 4 | 2 | 3 | 4 | 5 | 5 | 5 | 2 | 4 | 3 | 48 |
| 5 | 3 | 4 | 5 | 2 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 53 | 3  | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 50 |
| 3 | 3 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 54 | 4  | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 55 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 55 | 4  | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 55 |
| 3 | 3 | 4 | 3 | 2 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 45 | 3  | 3 | 3 | 4 | 2 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 46 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 5 | 4 | 55 | 4  | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 5 | 54 |
| 4 | 4 | 5 | 4 | 5 | 4 | 5 | 2 | 4 | 5 | 2 | 3 | 5 | 52 | 5  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 61 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | 4  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3  | 30 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 31 |



2. Nilai Pelanggan ( $X_2$ )

| NO RES | NILAI PELANGGAN ( $X_2$ ) |       |       |       |       |       |       |       |       |        |        | TOTAL ( $X_2$ ) |
|--------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|-----------------|
|        | X2. 1                     | X2. 2 | X2. 3 | X2. 4 | X2. 5 | X2. 6 | X2. 7 | X2. 8 | X2. 9 | X2. 10 | X2. 11 |                 |
| 1      | 5                         | 5     | 4     | 4     | 4     | 3     | 5     | 4     | 4     | 3      | 3      | 44              |
| 2      | 4                         | 3     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4      | 3      | 42              |
| 3      | 4                         | 4     | 4     | 3     | 4     | 4     | 4     | 4     | 3     | 3      | 3      | 40              |
| 4      | 3                         | 3     | 4     | 3     | 3     | 4     | 4     | 3     | 4     | 3      | 3      | 37              |
| 5      | 4                         | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4      | 4      | 44              |
| 6      | 3                         | 3     | 4     | 3     | 4     | 5     | 4     | 4     | 4     | 3      | 3      | 40              |
| 7      | 4                         | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4      | 4      | 51              |
| 8      | 3                         | 3     | 3     | 3     | 3     | 3     | 3     | 3     | 3     | 2      | 2      | 31              |
| 9      | 4                         | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 4      | 4      | 50              |
| 10     | 3                         | 3     | 4     | 3     | 3     | 4     | 3     | 3     | 4     | 2      | 2      | 34              |
| 11     | 4                         | 4     | 5     | 4     | 5     | 5     | 4     | 5     | 4     | 5      | 4      | 49              |
| 12     | 4                         | 3     | 4     | 3     | 4     | 4     | 3     | 3     | 4     | 4      | 3      | 39              |
| 13     | 4                         | 3     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4      | 4      | 43              |
| 14     | 3                         | 4     | 3     | 4     | 5     | 2     | 3     | 4     | 5     | 3      | 3      | 39              |
| 15     | 4                         | 3     | 5     | 5     | 5     | 5     | 3     | 3     | 4     | 4      | 4      | 45              |
| 16     | 4                         | 2     | 4     | 2     | 4     | 4     | 4     | 4     | 4     | 2      | 5      | 39              |
| 17     | 3                         | 3     | 3     | 3     | 3     | 4     | 4     | 4     | 4     | 4      | 3      | 38              |
| 18     | 2                         | 3     | 3     | 4     | 4     | 5     | 4     | 3     | 4     | 4      | 4      | 40              |
| 19     | 4                         | 2     | 4     | 3     | 3     | 5     | 4     | 4     | 4     | 4      | 4      | 41              |
| 20     | 4                         | 4     | 5     | 4     | 5     | 5     | 5     | 4     | 4     | 5      | 4      | 49              |
| 21     | 4                         | 3     | 4     | 3     | 3     | 5     | 5     | 4     | 4     | 3      | 4      | 42              |
| 22     | 3                         | 3     | 4     | 3     | 4     | 5     | 4     | 4     | 4     | 4      | 4      | 42              |
| 23     | 3                         | 3     | 3     | 3     | 3     | 5     | 5     | 5     | 5     | 5      | 3      | 43              |
| 24     | 4                         | 5     | 4     | 5     | 4     | 5     | 4     | 4     | 4     | 4      | 3      | 46              |
| 25     | 4                         | 3     | 4     | 4     | 3     | 4     | 4     | 4     | 4     | 4      | 4      | 42              |
| 26     | 4                         | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5      | 4      | 52              |
| 27     | 4                         | 3     | 4     | 3     | 4     | 4     | 3     | 4     | 3     | 3      | 3      | 38              |
| 28     | 3                         | 3     | 4     | 4     | 3     | 4     | 4     | 3     | 4     | 3      | 3      | 38              |
| 29     | 4                         | 3     | 3     | 4     | 4     | 4     | 4     | 4     | 4     | 4      | 4      | 42              |
| 30     | 2                         | 2     | 3     | 3     | 3     | 3     | 3     | 3     | 3     | 2      | 2      | 29              |
| 31     | 3                         | 4     | 4     | 3     | 2     | 2     | 3     | 4     | 3     | 3      | 2      | 33              |
| 32     | 4                         | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4      | 3      | 43              |
| 33     | 4                         | 3     | 4     | 4     | 4     | 3     | 4     | 4     | 4     | 3      | 4      | 41              |
| 34     | 3                         | 4     | 4     | 4     | 4     | 3     | 4     | 2     | 3     | 4      | 4      | 39              |
| 35     | 3                         | 4     | 4     | 4     | 2     | 2     | 2     | 3     | 3     | 3      | 2      | 32              |
| 36     | 4                         | 3     | 5     | 3     | 5     | 4     | 5     | 3     | 3     | 5      | 5      | 45              |
| 37     | 2                         | 2     | 3     | 3     | 3     | 3     | 3     | 4     | 4     | 3      | 2      | 32              |

|    |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|----|
| 38 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 33 |
| 39 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 28 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 41 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 28 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 44 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 49 |
| 45 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 53 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 47 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 48 |
| 48 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 46 |
| 49 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 51 |
| 50 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 53 |
| 51 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 47 |
| 52 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 47 |
| 53 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 54 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 39 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 43 |
| 58 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 45 |
| 62 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 64 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 65 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 66 | 4 | 3 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 3 | 41 |
| 67 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 68 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 69 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 70 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 44 |
| 71 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 72 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 73 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 5 | 38 |
| 74 | 4 | 3 | 4 | 2 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 40 |
| 75 | 5 | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 44 |
| 76 | 4 | 2 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 39 |
| 77 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 5 | 4 | 5 | 5 | 47 |
| 78 | 3 | 2 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 2 | 38 |







### 3. Kepuasan Pelanggan (Y)

| NO<br>RES | KEPUASAN PELANGGAN (Y) |     |     |     |     |     | TOTAL<br>(Y) |
|-----------|------------------------|-----|-----|-----|-----|-----|--------------|
|           | Y.1                    | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 |              |
| 1         | 4                      | 4   | 5   | 5   | 3   | 4   | 25           |
| 2         | 4                      | 4   | 4   | 3   | 4   | 4   | 23           |
| 3         | 5                      | 4   | 3   | 3   | 4   | 5   | 24           |
| 4         | 3                      | 4   | 3   | 3   | 3   | 5   | 21           |
| 5         | 4                      | 4   | 4   | 4   | 4   | 4   | 24           |
| 6         | 3                      | 4   | 3   | 3   | 3   | 5   | 21           |
| 7         | 5                      | 5   | 4   | 4   | 4   | 4   | 26           |
| 8         | 3                      | 3   | 3   | 2   | 2   | 3   | 16           |
| 9         | 4                      | 4   | 4   | 4   | 4   | 5   | 25           |
| 10        | 4                      | 4   | 2   | 2   | 2   | 3   | 17           |
| 11        | 5                      | 5   | 3   | 3   | 3   | 5   | 24           |
| 12        | 4                      | 3   | 4   | 3   | 4   | 3   | 21           |
| 13        | 4                      | 5   | 4   | 5   | 4   | 5   | 27           |
| 14        | 5                      | 4   | 3   | 4   | 3   | 5   | 24           |
| 15        | 3                      | 4   | 3   | 3   | 3   | 4   | 20           |
| 16        | 4                      | 4   | 3   | 4   | 3   | 5   | 23           |
| 17        | 3                      | 3   | 3   | 3   | 3   | 3   | 18           |
| 18        | 4                      | 4   | 4   | 4   | 5   | 5   | 26           |
| 19        | 4                      | 5   | 4   | 5   | 4   | 5   | 27           |
| 20        | 4                      | 4   | 4   | 4   | 4   | 4   | 24           |
| 21        | 3                      | 4   | 3   | 3   | 4   | 5   | 22           |
| 22        | 5                      | 5   | 3   | 2   | 3   | 5   | 23           |
| 23        | 4                      | 4   | 3   | 3   | 3   | 4   | 21           |
| 24        | 5                      | 5   | 4   | 4   | 5   | 4   | 27           |
| 25        | 3                      | 4   | 3   | 3   | 3   | 5   | 21           |
| 26        | 5                      | 5   | 4   | 4   | 4   | 4   | 26           |
| 27        | 4                      | 4   | 3   | 3   | 4   | 3   | 21           |
| 28        | 4                      | 4   | 3   | 4   | 5   | 3   | 23           |
| 29        | 4                      | 4   | 2   | 2   | 2   | 5   | 19           |
| 30        | 2                      | 3   | 3   | 3   | 3   | 3   | 17           |
| 31        | 3                      | 3   | 3   | 4   | 4   | 3   | 20           |
| 32        | 4                      | 4   | 4   | 4   | 4   | 4   | 24           |
| 33        | 4                      | 5   | 4   | 4   | 5   | 4   | 26           |
| 34        | 2                      | 3   | 4   | 4   | 3   | 2   | 18           |
| 35        | 2                      | 3   | 3   | 2   | 3   | 3   | 16           |
| 36        | 3                      | 4   | 5   | 5   | 4   | 3   | 24           |
| 37        | 3                      | 2   | 4   | 4   | 4   | 4   | 21           |
| 38        | 3                      | 3   | 3   | 4   | 4   | 3   | 20           |

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|----|---|---|---|---|---|---|----|
| 39 | 3 | 4 | 4 | 4 | 3 | 2 | 20 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 41 | 4 | 4 | 4 | 2 | 2 | 3 | 19 |
| 42 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 44 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 45 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 46 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 47 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 48 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 49 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 50 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 51 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 52 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 53 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 54 | 3 | 4 | 5 | 4 | 4 | 4 | 24 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 57 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 58 | 4 | 5 | 4 | 4 | 3 | 4 | 24 |
| 59 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 64 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 65 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 66 | 5 | 5 | 3 | 3 | 3 | 5 | 24 |
| 67 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 68 | 2 | 3 | 3 | 3 | 3 | 3 | 17 |
| 69 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 71 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 72 | 4 | 5 | 2 | 2 | 3 | 4 | 20 |
| 73 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 74 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 75 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 76 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 77 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 78 | 2 | 3 | 3 | 3 | 3 | 3 | 17 |
| 79 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |

|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 80  | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 81  | 3 | 3 | 2 | 2 | 2 | 2 | 14 |
| 82  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 83  | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 84  | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 85  | 5 | 5 | 4 | 4 | 3 | 5 | 26 |
| 86  | 2 | 3 | 3 | 3 | 3 | 3 | 17 |
| 87  | 4 | 5 | 3 | 4 | 5 | 3 | 24 |
| 88  | 4 | 5 | 3 | 3 | 2 | 4 | 21 |
| 89  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 90  | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 91  | 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| 92  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 93  | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 94  | 4 | 4 | 3 | 3 | 5 | 4 | 23 |
| 95  | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 96  | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 97  | 3 | 4 | 5 | 3 | 5 | 5 | 25 |
| 98  | 4 | 3 | 5 | 4 | 5 | 3 | 24 |
| 99  | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 100 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 101 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 102 | 4 | 4 | 2 | 2 | 2 | 4 | 18 |
| 103 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 104 | 4 | 5 | 3 | 3 | 4 | 5 | 24 |
| 105 | 3 | 4 | 4 | 5 | 5 | 3 | 24 |
| 106 | 4 | 5 | 4 | 3 | 3 | 5 | 24 |
| 107 | 5 | 5 | 2 | 2 | 2 | 5 | 21 |
| 108 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 109 | 3 | 4 | 5 | 3 | 3 | 5 | 23 |
| 110 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 111 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 112 | 3 | 4 | 5 | 5 | 4 | 3 | 24 |
| 113 | 4 | 5 | 3 | 3 | 3 | 4 | 22 |
| 114 | 5 | 4 | 3 | 3 | 5 | 5 | 25 |
| 115 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 116 | 3 | 3 | 3 | 2 | 2 | 4 | 17 |
| 117 | 5 | 5 | 2 | 3 | 2 | 4 | 21 |
| 118 | 2 | 3 | 3 | 3 | 4 | 3 | 18 |
| 119 | 2 | 3 | 3 | 2 | 3 | 4 | 17 |
| 120 | 3 | 3 | 4 | 2 | 3 | 2 | 17 |

|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 121 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 122 | 2 | 3 | 3 | 3 | 2 | 3 | 16 |
| 123 | 4 | 5 | 4 | 4 | 3 | 3 | 23 |
| 124 | 4 | 4 | 3 | 3 | 4 | 5 | 23 |
| 125 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 126 | 2 | 4 | 4 | 4 | 4 | 2 | 20 |
| 127 | 4 | 3 | 3 | 3 | 4 | 5 | 22 |
| 128 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 129 | 3 | 2 | 2 | 3 | 4 | 3 | 17 |
| 130 | 3 | 3 | 4 | 3 | 3 | 4 | 20 |
| 131 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 132 | 3 | 3 | 3 | 4 | 5 | 3 | 21 |
| 133 | 4 | 3 | 4 | 3 | 5 | 4 | 23 |
| 134 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 135 | 3 | 3 | 2 | 4 | 4 | 4 | 20 |
| 136 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 137 | 4 | 4 | 5 | 5 | 4 | 3 | 25 |
| 138 | 3 | 4 | 5 | 5 | 4 | 3 | 24 |
| 139 | 2 | 3 | 4 | 4 | 5 | 5 | 23 |
| 140 | 5 | 3 | 5 | 5 | 5 | 3 | 26 |
| 141 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 142 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 143 | 4 | 3 | 3 | 5 | 2 | 3 | 20 |
| 144 | 3 | 4 | 4 | 5 | 4 | 3 | 23 |
| 145 | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| 146 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 147 | 4 | 3 | 5 | 5 | 5 | 5 | 27 |
| 148 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 149 | 5 | 4 | 3 | 2 | 3 | 4 | 21 |
| 150 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 151 | 4 | 5 | 3 | 4 | 3 | 5 | 24 |
| 152 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 153 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 154 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 155 | 2 | 1 | 1 | 3 | 2 | 2 | 11 |

## Lampiran 09. Uji Asumsi Klasik

### 1. Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 155                     |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | 2.93667846              |
| Most Extreme Differences         | Absolute       | .060                    |
|                                  | Positive       | .039                    |
|                                  | Negative       | -.060                   |
| Test Statistic                   |                | .060                    |
| Asymp. Sig. (2-tailed)           |                | .200 <sup>c,d</sup>     |

### 2. Uji Multikolinearitas

#### Coefficients<sup>a</sup>

| Model                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|                         | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1 (Constant)            | 3.016                       | 2.329      |                           | 1.295 | .197 |                         |       |
| Kualitas Pelayanan (X1) | .057                        | .021       | .181                      | 2.671 | .008 | .879                    | 1.138 |
| Nilai Pelanggan (X2)    | .340                        | .043       | .537                      | 7.943 | .000 | .879                    | 1.138 |

a. Dependent Variable: Kepuasan Pelanggan (Y)

### 3. Uji Heterokedastisitas

#### Coefficients<sup>a</sup>

| Model                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------------------------|-----------------------------|------------|---------------------------|-------|------|
|                         | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)            | 4.964                       | 2.121      |                           | 2.341 | .021 |
| Kualitas Pelayanan (X1) | -.029                       | .030       | -.079                     | -.967 | .335 |
| Nilai Pelanggan (X2)    | -.026                       | .027       | -.078                     | -.958 | .340 |

a. Dependent Variable: Abs\_RES

## Lampiran 10. Uji Hipotesis

### 1. Uji Statistik t ( $X_1$ )

Coefficients<sup>a</sup>

| Model                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------------------------|-----------------------------|------------|---------------------------|-------|------|
|                         | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)            | 11.470                      | 2.456      |                           | 4.670 | .000 |
| Kualitas Pelayanan (X1) | .115                        | .024       | .368                      | 4.892 | .000 |

### 2. Uji Statistik t ( $X_2$ )

Coefficients<sup>a</sup>

| Model                | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|----------------------|-----------------------------|------------|---------------------------|-------|------|
|                      | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)         | 7.178                       | 1.765      |                           | 4.067 | .000 |
| Nilai Pelanggan (X2) | .380                        | .041       | .600                      | 9.282 | .000 |

### 3. Uji F (Simultan)

ANOVA<sup>a</sup>

| Model        | Sum of Squares | df  | Mean Square | F      | Sig.              |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 845.285        | 2   | 422.643     | 48.371 | .000 <sup>b</sup> |
| Residual     | 1328.108       | 152 | 8.738       |        |                   |
| Total        | 2173.394       | 154 |             |        |                   |

## Lampiran 11. Uji Analisis Linear Berganda

Coefficients<sup>a</sup>

| Model                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|                         | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1 (Constant)            | 3.016                       | 2.329      |                           | 1.295 | .197 |                         |       |
| Kualitas Pelayanan (X1) | .057                        | .021       | .181                      | 2.671 | .008 | .879                    | 1.138 |
| Nilai Pelanggan (X2)    | .340                        | .043       | .537                      | 7.943 | .000 | .879                    | 1.138 |

a. Dependent Variable: Kepuasan Pelanggan (Y)



## Lampiran 12. Pedoman Observasi

### Pedoman Observasi

Pelaksanaan observasi dalam penelitian ini menggunakan observasi partisipasi langsung, yang dimana peneliti mendatangi langsung tempat objek penelitian yang dilaksanakan di PT. Anugerah Bintang Sejahtera Abadi. Peneliti melakukan pengamatan terkait fisik perusahaan, yakni sebagai berikut.

|   |  |
|---|--|
| 1. Tempat Parkir PT. ABSA   | 2. Letak lokasi PT. ABSA   |
|   |   |
| 3. Ruang pelayanan administrasi   | 4. Ruang tunggu customer   |
|  |  |
| 5. Tempat proses packing barang   | 6. Tempat toilet perusahaan  |
|  |  |

### Lampiran 13. Pedoman Wawancara

#### Pedoman Wawancara

Pedoman wawancara pada penelitian ini menggunakan pedoman wawancara secara terbuka, kepada pengguna layanan jasa yang telah menggunakan layanan jasa pengiriman lebih dari dua kali pada PT. Anugerah Bintang Sejahtera Abadi di Kota Banyuwangi, berikut ini merupakan wawancara terbuka/pertanyaan mengenai pelayanan jasa yang diberikan oleh PT. Anugerah Bintang Sejahtera Abadi Banyuwangi.

| Narasumber            | Pertanyaan   |
|-----------------------|--|
| Pengguna layanan jasa | <ol style="list-style-type: none"> <li>1. Bagaimana penilaian saudara mengenai pelayanan jasa yang diberikan oleh PT. Anugerah Bintang Sejahtera Abadi Banyuwangi?</li> <li>2. Bagaimana penilaian saudara mengenai sistem pelayanan pengiriman yang diberikan oleh PT. Anugerah Bintang Sejahtera Abadi Banyuwangi, apakah pelayanan pengiriman tepat waktu sesuai yang tertera di sistem atau mungkin lebih lama dari yang tertera di sistem?</li> <li>3. Apakah saudara pernah mengalami kerugian dalam menggunakan jasa pengiriman barang pada PT. Anugerah Bintang Sejahtera Abadi Kota Banyuwangi, khususnya dalam hal keterlambatan pengiriman barang?</li> <li>4. Apa yang saudara lakukan pada saat mengalami kerugian dalam hal keterlambatan pengiriman barang?</li> <li>5. Apakah pelaku usaha memberikan ganti rugi akibat kerugian yang saudara alami?</li> <li>6. Jika pelaku usaha memberi ganti kerugian, bagaimana bentuk ganti kerugian yang diberikan kepada saudara?</li> </ol> |

## Lampiran 14. Riwayat Hidup

### RIWAYAT HIDUP



Retno Daniati lahir di Desa Alasmalang, Kecamatan Singojuruh, Kabupaten Banyuwangi, Jawa Timur pada tanggal 23 Agustus 2001. Penulis lahir dari pasangan suami istri Bapak Satuwi dan Ibu Nurul Aini. Penulis berkebangsaan Indonesia dan beragama Islam. Kini penulis beralamat di Dusun Bangunrejo, Desa Alasmalang, Kecamatan Singojuruh, Kabupaten Banyuwangi, Provinsi Jawa Timur.

Penulis menyelesaikan pendidikan dasar di SD Negeri 1 Alasmalang dan lulus tahun 2013, kemudian penulis melanjutkan di SMP Negeri 1 Singojuruh dan lulus pada tahun 2016, pada tahun 2019 penulis lulus dari SMKS Muhammadiyah 6 Rogojampi jurusan Teknik Komputer dan Jaringan kemudian melanjutkan ke Strata 1 Prodi Pendidikan Ekonomi di Universitas Pendidikan Ganesha. Selanjutnya mulai tahun 2019 sampai penulisan skripsi ini penulis masih terdaftar sebagai mahasiswa Program Studi S1 Pendidikan Ekonomi di Universitas Pendidikan Ganesha.