

Lampiran 01. Top Brand Index

BRAND	TBI 2018	TBI 2019	TBI 2020	
Go-jek	44.9%	44.6%	47.3%	TOP
Grab	48.0%	43.1%	43.5%	TOP

Sumber : <https://www.topbrand-award.com>



Lampiran 02. Kuesioner Penelitian

KUESIONER PENGARUH KUALITAS PELAYANAN DAN NILAI PELANGGAN TERHADAP KEPUASAN PELANGGAN GO-JEK DI KOTA DENPASAR

I. Identitas Responden

Nama :

Jenis Kelamin :

Umur :

Pekerjaan :

II. Petunjuk Pengalaman

Terima kasih atas partisipasi Ibu/Bapak dalam mengisi kuesioner ini. Berilah tanda (check list sesuai dengan pilihan jawaban yang ada pada kolom isian yang tersedia.

Penelitian ini dilakukan hanya semata-mata untuk ilmu pengetahuan dan kepentingan skripsi penelitian.

Penelitian ini dapat dilakukan berdasarkan skala berikut ini :

No	Penyataan	Skor
1	Sangat Setuju (SS)	5
2	Setuju (S)	4
3	Kurang Setuju (KS)	3
4	Tidak Setuju (TS)	2
5	Sangat Tidak Setuju (STS)	1

Draft Pernyataan

No	Pernyataan	SS	S	KS	TS	STS
	Kualitas Pelayanan	5	4	3	2	1
1	Fasilitas yang diberikan <i>driver</i> seperti helm dan masker dalam keadaan bersih dan layak di pakai					
2	<i>Driver</i> memberikan pelayanan yang andal sehingga pelanggan merasa nyaman					
3	<i>Driver</i> memberikan pelayanan yang cepat dan tanggap kepada saya					
4	Go-jek menjamin kerahasiaan data pribadi dan nomor ponsel saya					
5	<i>Driver</i> peduli dan ramah terhadap pelanggan					

No	Pernyataan	SS	S	KS	TS	STS
	Nilai Pelanggan	5	4	3	2	1
1	Apakah anda merasa Go-jek lebih baik dari merk lainnya					
2	Apakah anda merasa senang setelah menggunakan jasa Go-jek					
3	Apakah dengan adanya jasa Go-jek dapat mempermudah aktivitas anda					

No	Pernyataan	SS	S	KS	TS	STS
	Kepuasan Pelanggan	5	4	3	2	1
1	Saya akan menggunakan jasa Go-jek secara terus menerus					
2	Saya merasa puas dengan pelayanan yang diberikan Go-jek sehingga saya merekomendasikan jasa Go-jek kepada teman					
3	Saya memutuskan menggunakan jasa Go-jek berdasarkan pengalaman orang lain					
4	Saya percaya bahwa Go-jek mampu memuaskan keinginan pelanggan					

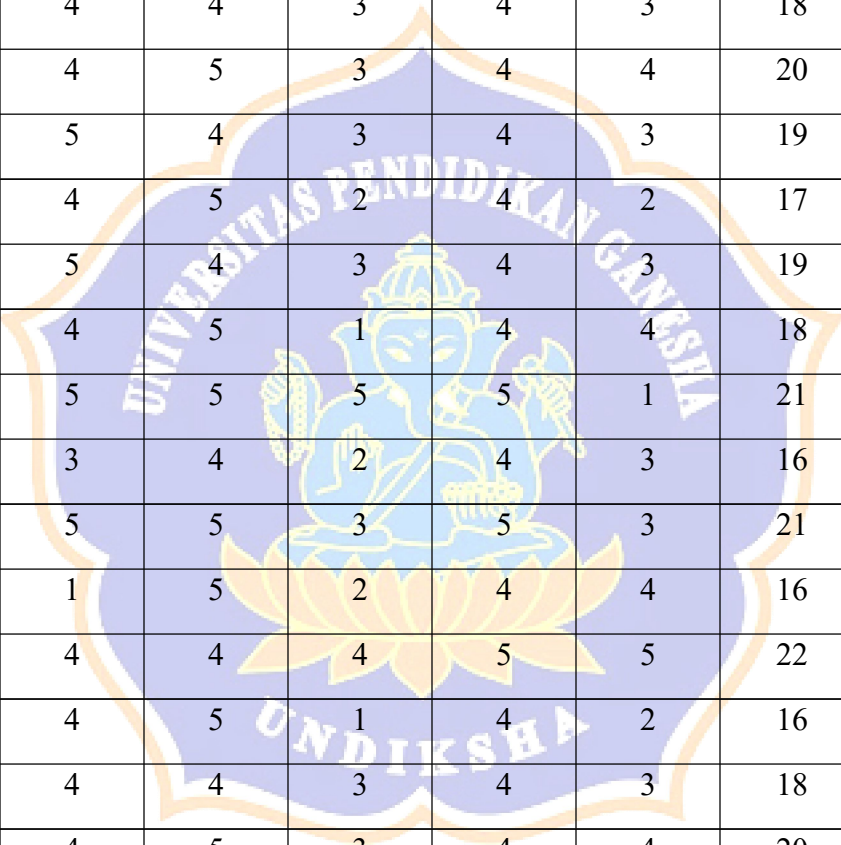
Lampiran 03. Data Ordinal Kuesioner

Kualitas Pelayanan (X1)						
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44	3	4	2	3	3	15
45	3	5	2	5	2	17
46	5	4	1	4	3	17
47	5	5	1	5	4	20

48	5	5	2	5	3	20
49	5	5	2	2	2	16
50	4	4	3	4	3	18
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61	4	4	3	4	3	18
62	3	4	1	5	3	16
63	3	5	2	5	4	19
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67	4	4	3	4	3	18
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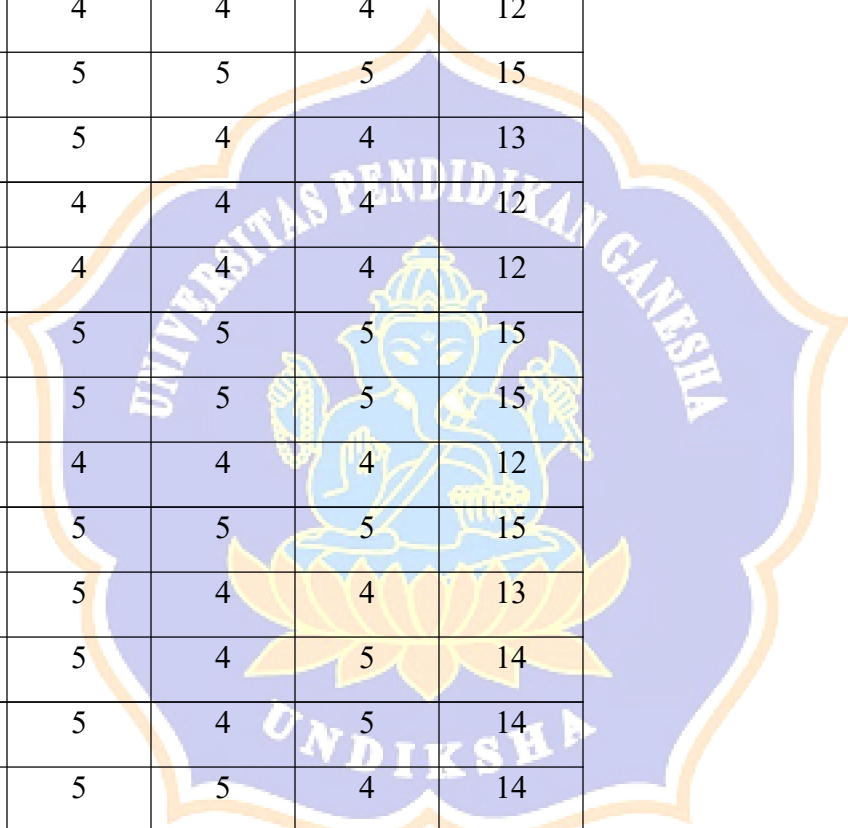
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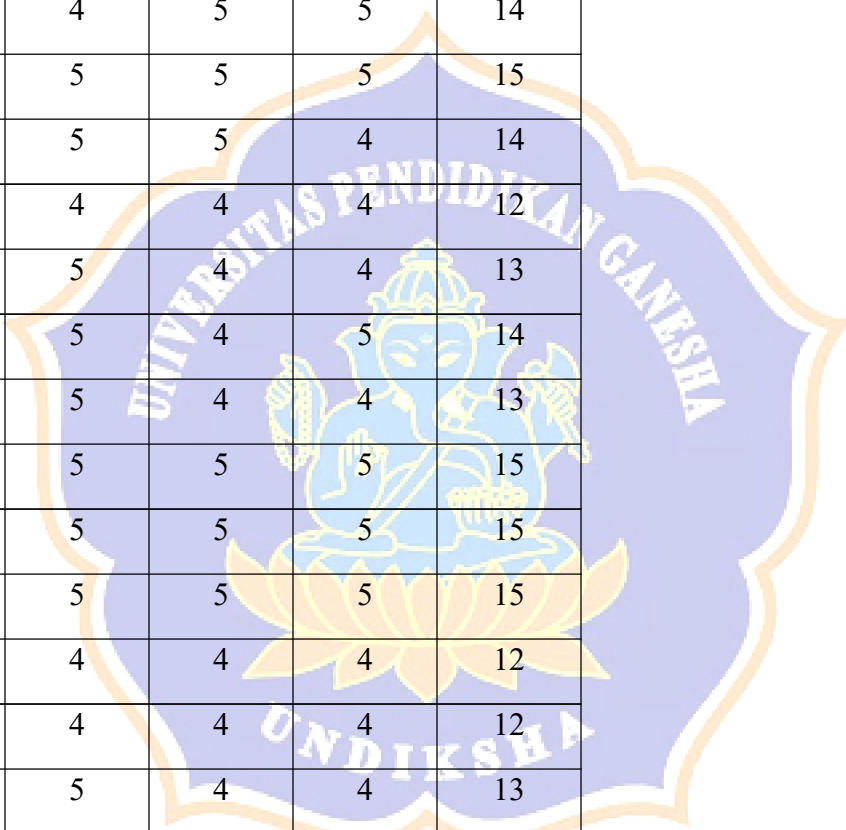
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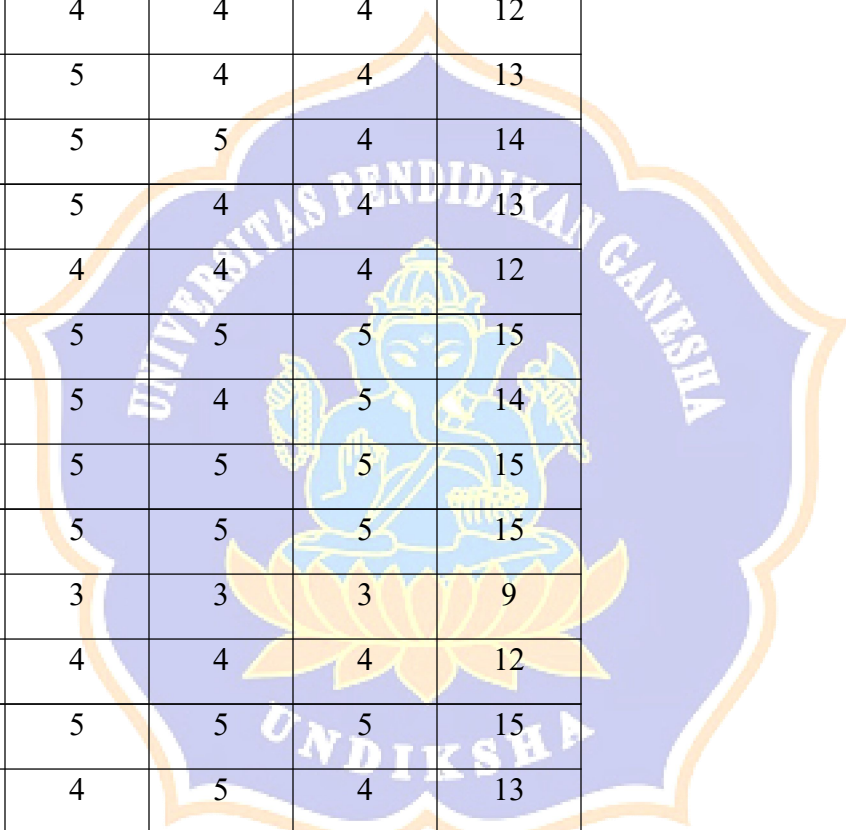


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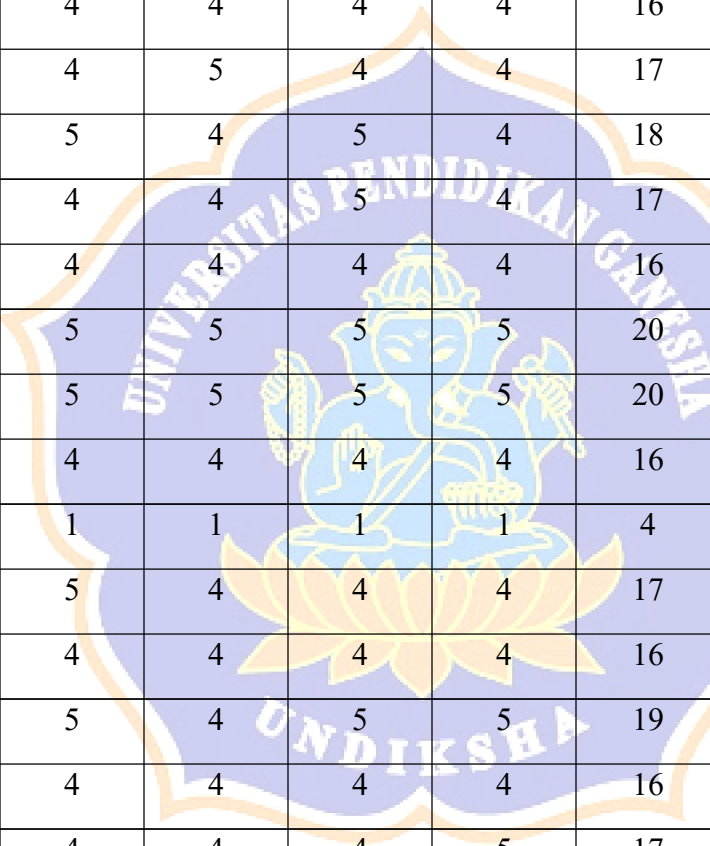
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118	4	4	4	12
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Kepuasan Pelanggan (Y)					
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Lampiran 04. Data Interval Kuesioner

Kualitas Pelayanan (X1)						
No.	1	2	3	4	5	Total
1	3.208	5.137	3.000	3.000	1.484	15.82929251
2	4.677	3.252	3.249	3.308	3.026	17.51267302
3	3.208	5.137	3.249	3.308	4.565	19.46654688
4	3.208	2.159	3.249	3.308	3.026	14.95049817
5	3.208	2.159	3.249	3.308	3.026	14.95049817
6	3.208	3.252	4.805	4.850	4.565	20.67966133
7	3.208	3.252	3.249	3.308	4.565	17.58172582
8	4.677	2.159	3.249	3.308	4.565	17.95792166
9	4.677	3.252	4.805	4.850	4.565	22.14884667
10	3.208	2.159	3.249	3.308	3.026	14.95049817
11	4.677	5.137	4.805	3.308	4.565	22.49142564
12	3.208	3.252	3.249	3.308	4.565	17.58172582
13	3.208	3.252	3.249	3.308	3.026	16.04348767
14	4.677	2.159	3.249	3.308	4.565	17.95792166
15	3.208	3.252	3.249	3.308	4.565	17.58172582
16	3.208	2.159	3.249	1.972	3.026	13.61452742
17	3.208	2.159	1.528	3.308	3.026	13.22965114
18	3.208	2.159	3.249	3.308	4.565	16.48873632
19	3.208	3.252	4.805	3.308	4.565	19.13741924
20	4.677	4.255	4.805	4.850	4.565	23.1515039
21	3.208	3.252	3.249	3.308	3.026	16.04348767
22	3.208	4.255	3.249	3.308	3.026	17.0461449
23	3.208	3.252	1.887	1.972	3.026	13.34537486

24	3.208	3.252	3.249	3.308	3.026	16.04348767
25	3.208	3.252	3.249	3.308	4.565	17.58172582
26	4.677	2.159	3.249	4.850	4.565	19.50016375
27	3.208	3.252	3.249	1.972	3.026	14.70751692
28	3.208	3.252	3.249	3.308	3.026	16.04348767
29	1.954	2.159	3.249	1.972	3.026	12.36028702
30	4.677	3.252	3.249	4.850	4.565	20.59315325
31	3.208	4.255	1.887	3.308	3.026	15.68400284
32	4.677	2.159	3.249	3.308	4.565	17.95792166
33	3.208	3.252	3.249	3.308	3.026	16.04348767
34	1.954	2.159	3.249	3.308	3.026	13.69625777
35	3.208	2.159	3.249	3.308	3.026	14.95049817
36	4.677	1.000	4.805	4.850	3.026	18.35827283
37	4.677	3.252	4.805	3.308	4.565	20.60660458
38	3.208	3.252	3.249	3.308	4.565	17.58172582
39	3.208	2.159	1.887	1.972	4.565	13.79062351
40	3.208	2.159	3.249	3.308	3.026	14.95049817
41	3.208	4.255	3.249	3.308	3.026	17.0461449
42	1.528	2.159	4.805	4.850	4.565	17.90644387
43	1.954	3.252	3.249	3.308	3.026	14.78924727
44	3.208	2.159	3.249	3.308	4.565	16.48873632
45	1.954	3.252	3.249	3.308	3.026	14.78924727
46	4.677	2.159	3.249	3.308	4.565	17.95792166
47	3.208	3.252	3.249	3.308	3.026	16.04348767
48	4.677	4.255	4.805	1.000	4.565	19.30135092

49	4.677	3.252	4.805	3.308	4.565	20.60660458
50	1.528	2.159	3.249	3.308	4.565	14.80850836
51	3.208	3.252	3.249	3.308	3.026	16.04348767
52	3.208	2.159	4.805	3.308	4.565	18.04442974
53	3.208	2.159	3.249	3.308	3.026	14.95049817
54	3.208	3.252	3.249	3.308	3.026	16.04348767
55	3.208	2.159	3.249	3.308	4.565	16.48873632
56	3.208	2.159	3.249	3.308	3.026	14.95049817
57	1.000	1.000	1.000	3.308	4.565	10.87247175
58	3.208	3.252	3.249	3.308	3.026	16.04348767
59	4.677	4.255	4.805	3.308	4.565	21.60926181
60	4.677	3.252	3.249	4.850	4.565	20.59315325
61	3.208	3.252	3.249	1.972	3.026	14.70751692
62	3.208	3.252	3.249	3.308	3.026	16.04348767
63	4.677	3.252	4.805	4.850	3.026	20.61060852
64	4.677	4.255	3.249	4.850	4.565	21.59581048
65	4.677	4.255	3.249	3.308	4.565	20.05356839
66	3.208	3.252	3.249	3.308	4.565	17.58172582
67	4.677	1.000	4.805	3.308	4.565	18.35426889
68	3.208	3.252	3.249	1.972	3.026	14.70751692
69	3.208	3.252	3.249	1.972	3.026	14.70751692
70	3.208	2.159	3.249	3.308	3.026	14.95049817
71	3.208	2.159	3.249	3.308	3.026	14.95049817
72	3.208	2.159	4.805	3.308	4.565	18.04442974
73	4.677	4.255	4.805	4.850	4.565	23.1515039

74	1.954	4.255	3.249	3.308	3.026	15.7919045
75	3.208	2.159	4.805	4.850	4.565	19.58667183
76	3.208	3.252	3.249	3.308	3.026	16.04348767
77	3.208	3.252	3.249	3.308	3.026	16.04348767
78	4.677	2.159	3.249	1.972	3.026	15.08371276
79	1.954	2.159	3.249	3.308	4.565	15.23449592
80	4.677	3.252	3.249	3.308	3.026	17.51267302
81	3.208	3.252	3.249	3.308	3.026	16.04348767
82	3.208	3.252	3.249	3.308	4.565	17.58172582
83	3.208	2.159	3.249	3.308	4.565	16.48873632
84	3.208	3.252	3.249	3.308	3.026	16.04348767
85	3.208	3.252	1.887	3.308	3.026	14.68134561
86	3.208	2.159	3.249	3.308	3.026	14.95049817
87	3.208	3.252	3.249	3.308	3.026	16.04348767
88	1.954	1.000	1.887	1.451	3.026	9.317368649
89	4.677	3.252	4.805	3.308	4.565	20.60660458
90	4.677	1.000	1.000	1.000	4.565	12.24156591
91	3.208	3.252	3.249	3.308	3.026	16.04348767
92	3.208	1.000	3.249	3.308	3.026	13.79115198
93	4.677	4.255	3.249	1.972	3.026	17.17935949
94	3.208	3.252	4.805	4.850	3.026	19.14142318
95	1.000	2.159	1.528	1.000	1.000	6.68759783
96	3.208	2.159	4.805	4.850	3.026	18.04843368
97	3.208	3.252	3.249	3.308	3.026	16.04348767
98	3.208	4.255	3.249	3.308	4.565	18.58438305

99	4.677	1.000	4.805	4.850	4.565	19.89651098
100	3.208	3.252	3.249	3.308	3.026	16.04348767
101	4.677	3.252	4.805	4.850	4.565	22.14884667
102	3.208	4.255	4.805	1.972	4.565	18.80410572
103	4.677	5.137	3.249	1.972	3.026	18.06152332
104	3.208	2.159	3.249	3.308	4.565	16.48873632
105	3.208	3.252	3.249	3.308	3.026	16.04348767
106	3.208	4.255	3.249	1.972	4.565	17.2484123
107	3.208	3.252	3.249	3.308	3.026	16.04348767
108	3.208	2.159	3.249	3.308	4.565	16.48873632
109	3.208	2.159	3.249	3.308	4.565	16.48873632
110	3.208	3.252	4.805	3.308	4.565	19.13741924
111	4.677	4.255	4.805	4.850	4.565	23.1515039
112	3.208	3.252	3.249	3.308	3.026	16.04348767
113	3.208	4.255	3.249	3.308	3.026	17.0461449
114	3.208	3.252	1.887	1.972	3.026	13.34537486
115	3.208	3.252	3.249	3.308	3.026	16.04348767
116	3.208	3.252	3.249	3.308	4.565	17.58172582
117	4.677	2.159	3.249	4.850	4.565	19.50016375
118	3.208	3.252	3.249	1.972	3.026	14.70751692
119	3.208	3.252	3.249	3.308	3.026	16.04348767
120	1.954	2.159	3.249	1.972	3.026	12.36028702

Nilai Pelanggan (X2)				
No.	1	2	3	Total
1	3.208	5.137	3.000	11.345
2	4.677	3.252	3.249	11.178
3	3.208	5.137	3.249	11.594
4	3.208	2.159	3.249	8.616
5	3.208	2.159	3.249	8.616
6	3.208	3.252	4.805	11.265
7	3.208	3.252	3.249	9.709
8	4.677	2.159	3.249	10.085
9	4.677	3.252	4.805	12.734
10	3.208	2.159	3.249	8.616
11	4.677	5.137	4.805	14.619
12	3.208	3.252	3.249	9.709
13	3.208	3.252	3.249	9.709
14	4.677	2.159	3.249	10.085
15	3.208	3.252	3.249	9.709
16	3.208	2.159	3.249	8.616
17	3.208	2.159	1.528	6.895
18	3.208	2.159	3.249	8.616
19	3.208	3.252	4.805	11.265
20	4.677	4.255	4.805	13.737
21	3.208	3.252	3.249	9.709
22	3.208	4.255	3.249	10.712
23	3.208	3.252	1.887	8.347
24	3.208	3.252	3.249	9.709

25	3.208	3.252	3.249	9.709
26	4.677	2.159	3.249	10.085
27	3.208	3.252	3.249	9.709
28	3.208	3.252	3.249	9.709
29	1.954	2.159	3.249	7.362
30	4.677	3.252	3.249	11.178
31	3.208	4.255	1.887	9.350
32	4.677	2.159	3.249	10.085
33	3.208	3.252	3.249	9.709
34	1.954	2.159	3.249	7.362
35	3.208	2.159	3.249	8.616
36	4.677	1.000	4.805	10.482
37	4.677	3.252	4.805	12.734
38	3.208	3.252	3.249	9.709
39	3.208	2.159	1.887	7.254
40	3.208	2.159	3.249	8.616
41	3.208	4.255	3.249	10.712
42	1.528	2.159	4.805	8.492
43	1.954	3.252	3.249	8.455
44	3.208	2.159	3.249	8.616
45	1.954	3.252	3.249	8.455
46	4.677	2.159	3.249	10.085
47	3.208	3.252	3.249	9.709
48	4.677	4.255	4.805	13.737
49	4.677	3.252	4.805	12.734
50	1.528	2.159	3.249	6.936

51	3.208	3.252	3.249	9.709
52	3.208	2.159	4.805	10.172
53	3.208	2.159	3.249	8.616
54	3.208	3.252	3.249	9.709
55	3.208	2.159	3.249	8.616
56	3.208	2.159	3.249	8.616
57	1.000	1.000	1.000	3.000
58	3.208	3.252	3.249	9.709
59	4.677	4.255	4.805	13.737
60	4.677	3.252	3.249	11.178
61	3.208	3.252	3.249	9.709
62	3.208	3.252	3.249	9.709
63	4.677	3.252	4.805	12.734
64	4.677	4.255	3.249	12.181
65	4.677	4.255	3.249	12.181
66	3.208	3.252	3.249	9.709
67	4.677	1.000	4.805	10.482
68	3.208	3.252	3.249	9.709
69	3.208	3.252	3.249	9.709
70	3.208	2.159	3.249	8.616
71	3.208	2.159	3.249	8.616
72	3.208	2.159	4.805	10.172
73	4.677	4.255	4.805	13.737
74	1.954	4.255	3.249	9.458
75	3.208	2.159	4.805	10.172
76	3.208	3.252	3.249	9.709

77	3.208	3.252	3.249	9.709
78	4.677	2.159	3.249	10.085
79	1.954	2.159	3.249	7.362
80	4.677	3.252	3.249	11.178
81	3.208	3.252	3.249	9.709
82	3.208	3.252	3.249	9.709
83	3.208	2.159	3.249	8.616
84	3.208	3.252	3.249	9.709
85	3.208	3.252	1.887	8.347
86	3.208	2.159	3.249	8.616
87	3.208	3.252	3.249	9.709
88	1.954	1.000	1.887	4.841
89	4.677	3.252	4.805	12.734
90	4.677	1.000	1.000	6.677
91	3.208	3.252	3.249	9.709
92	3.208	1.000	3.249	7.457
93	4.677	4.255	3.249	12.181
94	3.208	3.252	4.805	11.265
95	1.000	2.159	1.528	4.688
96	3.208	2.159	4.805	10.172
97	3.208	3.252	3.249	9.709
98	3.208	4.255	3.249	10.712
99	4.677	1.000	4.805	10.482
100	3.208	3.252	3.249	9.709
101	4.677	3.252	4.805	12.734
102	3.208	4.255	4.805	12.268

103	4.677	5.137	3.249	13.063
104	3.208	2.159	3.249	8.616
105	3.208	3.252	3.249	9.709
106	3.208	4.255	3.249	10.712
107	3.208	3.252	3.249	9.709
108	3.208	2.159	3.249	8.616
109	3.208	2.159	4.805	10.172
110	3.208	3.252	3.249	9.709
111	3.208	4.255	3.249	10.712
112	4.677	1.000	4.805	10.482
113	3.208	3.252	3.249	9.709
114	4.677	3.252	4.805	12.734
115	3.208	4.255	4.805	12.268
116	4.677	5.137	3.249	13.063
117	3.208	2.159	3.249	8.616
118	3.208	3.252	3.249	9.709
119	3.208	4.255	3.249	10.712
120	3.208	3.252	3.249	9.709

Kepuasan Pelanggan (Y)					
No.	1	2	3	4	Total
1	3.208	5.137	3.249	3.308	14.90197645
2	4.677	3.252	3.249	3.308	14.48635031
3	3.208	5.137	3.249	3.308	14.90198602
4	3.208	2.159	3.249	3.308	11.92417546
5	3.208	2.159	3.249	3.308	11.92417546

6	3.208	3.252	4.805	4.850	16.11510047
7	3.208	3.252	3.249	3.308	13.01716496
8	4.677	2.159	3.249	3.308	13.39336081
9	4.677	3.252	4.805	4.850	17.58428581
10	3.208	2.159	3.249	3.308	11.92417546
11	4.677	5.137	4.805	3.308	17.92686478
12	3.208	3.252	3.249	3.308	13.01716496
13	3.208	3.252	3.249	3.308	13.01716496
14	4.677	2.159	3.249	3.308	13.39336081
15	3.208	3.252	3.249	3.308	13.01716496
16	3.208	2.159	3.249	1.972	10.58820471
17	3.208	2.159	1.528	3.308	10.20332843
18	3.208	2.159	3.249	3.308	11.92417546
19	3.208	3.252	4.805	3.308	14.57285838
20	4.677	4.255	4.805	4.850	18.58694304
21	3.208	3.252	3.249	3.308	13.01716496
22	3.208	4.255	3.249	3.308	14.01982219
23	3.208	3.252	1.887	1.972	10.31905215
24	3.208	3.252	3.249	3.308	13.01716496
25	3.208	3.252	3.249	3.308	13.01716496
26	4.677	2.159	3.249	4.850	14.9356029
27	3.208	3.252	3.249	1.972	11.68119421
28	3.208	3.252	3.249	3.308	13.01716496
29	1.954	2.159	3.249	1.972	9.333964311
30	4.677	3.252	3.249	4.850	16.0285924
31	3.208	4.255	1.887	3.308	12.65768013

32	4.677	2.159	3.249	3.308	13.39336081
33	3.208	3.252	3.249	3.308	13.01716496
34	1.954	2.159	3.249	3.308	10.66993506
35	3.208	2.159	3.249	3.308	11.92417546
36	4.677	1.000	4.805	4.850	15.33195012
37	4.677	3.252	4.805	3.308	16.04204372
38	3.208	3.252	3.249	3.308	13.01716496
39	3.208	2.159	1.887	1.972	9.226062652
40	3.208	2.159	3.249	3.308	11.92417546
41	3.208	4.255	3.249	3.308	14.01982219
42	1.528	2.159	4.805	4.850	13.34188301
43	1.954	3.252	3.249	3.308	11.76292456
44	3.208	2.159	3.249	3.308	11.92417546
45	1.954	3.252	3.249	3.308	11.76292456
46	4.677	2.159	3.249	3.308	13.39336081
47	3.208	3.252	3.249	3.308	13.01716496
48	4.677	4.255	4.805	1.000	14.73679006
49	4.677	3.252	4.805	3.308	16.04204372
50	1.528	2.159	3.249	3.308	10.2439475
51	3.208	3.252	3.249	3.308	13.01716496
52	3.208	2.159	4.805	3.308	13.47986888
53	3.208	2.159	3.249	3.308	11.92417546
54	3.208	3.252	3.249	3.308	13.01716496
55	3.208	2.159	3.249	3.308	11.92417546
56	3.208	2.159	3.249	3.308	11.92417546
57	1.000	1.000	1.000	3.308	6.307910889

58	3.208	3.252	3.249	3.308	13.01716496
59	4.677	4.255	4.805	3.308	17.04470095
60	4.677	3.252	3.249	4.850	16.0285924
61	3.208	3.252	3.249	1.972	11.68119421
62	3.208	3.252	3.249	3.308	13.01716496
63	4.677	3.252	4.805	4.850	17.58428581
64	4.677	4.255	3.249	4.850	17.03124963
65	4.677	4.255	3.249	3.308	15.48900754
66	3.208	3.252	3.249	3.308	13.01716496
67	4.677	1.000	4.805	3.308	13.78970803
68	3.208	3.252	3.249	1.972	11.68119421
69	3.208	3.252	3.249	1.972	11.68119421
70	3.208	2.159	3.249	3.308	11.92417546
71	3.208	2.159	3.249	3.308	11.92417546
72	3.208	2.159	4.805	3.308	13.47986888
73	4.677	4.255	4.805	4.850	18.58694304
74	1.954	4.255	3.249	3.308	12.76558179
75	3.208	2.159	4.805	4.850	15.02211097
76	3.208	3.252	3.249	3.308	13.01716496
77	3.208	3.252	3.249	3.308	13.01716496
78	4.677	2.159	3.249	1.972	12.05739006
79	1.954	2.159	3.249	3.308	10.66993506
80	4.677	3.252	3.249	3.308	14.48635031
81	3.208	3.252	3.249	3.308	13.01716496
82	3.208	3.252	3.249	3.308	13.01716496
83	3.208	2.159	3.249	3.308	11.92417546

84	3.208	3.252	3.249	3.308	13.01716496
85	3.208	3.252	1.887	3.308	11.6550229
86	3.208	2.159	3.249	3.308	11.92417546
87	3.208	3.252	3.249	3.308	13.01716496
88	1.954	1.000	1.887	1.451	6.291045941
89	4.677	3.252	4.805	3.308	16.04204372
90	4.677	1.000	1.000	1.000	7.677005054
91	3.208	3.252	3.249	3.308	13.01716496
92	3.208	1.000	3.249	3.308	10.76482928
93	4.677	4.255	3.249	1.972	14.15303679
94	3.208	3.252	4.805	4.850	16.11510047
95	1.000	2.159	1.528	1.000	5.68759783
96	3.208	2.159	4.805	4.850	15.02211097
97	3.208	3.252	3.249	3.308	13.01716496
98	3.208	4.255	3.249	3.308	14.01982219
99	4.677	1.000	4.805	4.850	15.33195012
100	3.208	3.252	3.249	3.308	13.01716496
101	4.677	3.252	4.805	4.850	17.58428581
102	3.208	4.255	4.805	1.972	14.23954486
103	4.677	5.137	3.249	1.972	15.03520061
104	3.208	2.159	3.249	3.308	11.92417546
105	3.208	3.252	3.249	3.308	13.01716496
106	3.208	4.255	3.249	1.972	12.68385144
107	3.208	3.252	3.249	3.308	13.01716496
108	3.208	2.159	3.249	3.308	11.92417546
109	3.208	3.252	3.249	3.308	13.01716496

110	4.677	2.159	3.249	4.850	14.9356029
111	3.208	3.252	3.249	1.972	11.68119421
112	3.208	3.252	3.249	3.308	13.01716496
113	1.954	2.159	3.249	1.972	9.333964311
114	4.677	3.252	3.249	4.850	16.0285924
115	3.208	4.255	1.887	3.308	12.65768013
116	4.677	2.159	3.249	3.308	13.39336081
117	3.208	3.252	3.249	3.308	13.01716496
118	1.954	2.159	3.249	3.308	10.66993506
119	3.208	2.159	3.249	3.308	11.92417546
120	4.677	1.000	4.805	4.850	15.33195012

Lampiran 05. Hasil Uji Validitas dan Uji Reabilitas

1. Hasil uji validitas sampel kecil variabel kualitas pelayanan

Correlations							
		X1.1	X1.2	X1.3	X1.4	X1.5	TX1
X1.1	Pearson Correlation	1	.330*	-.112	.228	.167	.601**
	Sig. (2-tailed)		.010	.395	.080	.202	.000
	N	60	60	60	60	60	60
X1.2	Pearson Correlation	.330*	1	-.304*	.305*	-.062	.453**
	Sig. (2-tailed)	.010		.018	.018	.637	.000
	N	60	60	60	60	60	60
X1.3	Pearson Correlation	-.112	-.304*	1	.051	.330**	.352**
	Sig. (2-tailed)	.395	.018		.699	.010	.006

	N	60	60	60	60	60	60
X1.4	Pearson Correlation	.228	.305*	.051	1	.228	.674**
	Sig. (2-tailed)	.080	.018	.699		.080	.000
	N	60	60	60	60	60	60
X1.5	Pearson Correlation	.167	-.062	.330**	.228	1	.625**
	Sig. (2-tailed)	.202	.637	.010	.080		.000
	N	60	60	60	60	60	60
TX1	Pearson Correlation	.601**	.453**	.352**	.674**	.625**	1
	Sig. (2-tailed)	.000	.000	.006	.000	.000	
	N	60	60	60	60	60	60
*. Correlation is significant at the 0.05 level (2-tailed).							
**. Correlation is significant at the 0.01 level (2-tailed).							

2. Hasil uji validitas sampel kecil variabel nilai pelanggan

Correlations					
		X2.1	X2.2	X2.3	TX2
X2.1	Pearson Correlation	1	.738**	.690**	.921**
	Sig. (2-tailed)		.000	.000	.000
	N	60	60	60	60
X2.2	Pearson Correlation	.738**	1	.518**	.858**
	Sig. (2-tailed)	.000		.000	.000
	N	60	60	60	60
X2.3	Pearson Correlation	.690**	.518**	1	.846**
	Sig. (2-tailed)	.000	.000		.000
	N	60	60	60	60

TX2	Pearson Correlation	.921**	.858**	.846**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60
**. Correlation is significant at the 0.01 level (2-tailed).					

3. Hasil uji validitas sampel kecil variabel

Correlations						
		Y1	Y2	Y3	Y4	TY
Y1	Pearson Correlation	1	.228	.413**	.214	.733**
	Sig. (2-tailed)		.080	.001	.101	.000
	N	60	60	60	60	60
Y2	Pearson Correlation	.228	1	.245	-.055	.580**
	Sig. (2-tailed)	.080		.059	.674	.000
	N	60	60	60	60	60
Y3	Pearson Correlation	.413**	.245	1	.312*	.753**
	Sig. (2-tailed)	.001	.059		.015	.000
	N	60	60	60	60	60
Y4	Pearson Correlation	.214	-.055	.312*	1	.521**
	Sig. (2-tailed)	.101	.674	.015		.000
	N	60	60	60	60	60
TY	Pearson Correlation	.733**	.580**	.753**	.521**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

4. Hasil uji validas sampel besar kualitas pelayanan

Correlations							
		X1.1	X1.2	X1.3	X1.4	X1.5	TX1
X1.1	Pearson Correlation	1	.195*	.117	.144	.079	.570**
	Sig. (2-tailed)		.033	.203	.116	.392	.000
	N	120	120	120	120	120	120
X1.2	Pearson Correlation	.195*	1	-.186*	.320**	-.057	.442**
	Sig. (2-tailed)	.033		.042	.000	.535	.000
	N	120	120	120	120	120	120
X1.3	Pearson Correlation	.117	-.186*	1	-.026	.281**	.468**
	Sig. (2-tailed)	.203	.042		.774	.002	.000
	N	120	120	120	120	120	120
X1.4	Pearson Correlation	.144	.320**	-.026	1	.202*	.602**
	Sig. (2-tailed)	.116	.000	.774		.027	.000
	N	120	120	120	120	120	120
X1.5	Pearson Correlation	.079	-.057	.281**	.202*	1	.587**
	Sig. (2-tailed)	.392	.535	.002	.027		.000
	N	120	120	120	120	120	120
TX1	Pearson Correlation	.570**	.442**	.468**	.602**	.587**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	120	120	120	120	120	120
*. Correlation is significant at the 0.05 level (2-tailed).							
**. Correlation is significant at the 0.01 level (2-tailed).							

5. Hasil uji validas sampel besar nilai pelanggan

Correlations					
		X2.1	X2.2	X2.3	TX2

X2.1	Pearson Correlation	1	.788**	.700**	.911**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
X2.2	Pearson Correlation	.788**	1	.729**	.924**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
X2.3	Pearson Correlation	.700**	.729**	1	.891**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
TX2	Pearson Correlation	.911**	.924**	.891**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120
**. Correlation is significant at the 0.01 level (2-tailed).					

6. Hasil uji validas sampel besar kepuasan pelanggan

Correlations						
		Y1	Y2	Y3	Y4	TXY
Y1	Pearson Correlation	1	.157	.385**	.293**	.705**
	Sig. (2-tailed)		.087	.000	.001	.000
	N	120	120	120	120	120
Y2	Pearson Correlation	.157	1	.117	-.038	.500**
	Sig. (2-tailed)	.087		.201	.682	.000
	N	120	120	120	120	120
Y3	Pearson Correlation	.385**	.117	1	.472**	.742**
	Sig. (2-tailed)	.000	.201		.000	.000
	N	120	120	120	120	120

Y4	Pearson Correlation	.293**	-.038	.472**	1	.654**
	Sig. (2-tailed)	.001	.682	.000		.000
	N	120	120	120	120	120
TXY	Pearson Correlation	.705**	.500**	.742**	.654**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

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

7. Hasil uji reabilitas sampel kecil kualitas pelayanan

Reliability Statistics	
Cronbach's Alpha	N of Items
.407	5

8. Hasil uji reabilitas sampel kecil nilai pelanggan

Reliability Statistics	
Cronbach's Alpha	N of Items
.845	3

9. Hasil uji reabilitas sampel kecil kepuasan pelanggan

Reliability Statistics	
Cronbach's Alpha	N of Items

.539	4
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10. Hasil uji reabilitas sampel besar kualitas pelayanan

Reliability Statistics	
Cronbach's Alpha	N of Items
.375	5

11. Hasil uji reabilitas sampel besar nilai pelanggan

Reliability Statistics	
Cronbach's Alpha	N of Items
.895	3

12. Hasil uji reabilitas sampel besar kepuasan pelanggan

Reliability Statistics	
Cronbach's Alpha	N of Items
.534	4

Lampiran 06. Hasil Uji Analisis Jalur

1. Pengaruh X_1 dan X_2 terhadap Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.916 ^a	.840	.837	.92117
a. Predictors: (Constant), TX2, TX1				

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.625	.531		1.177	.241
	TX1	.326	.051	.389	6.339	.000
	TX2	.707	.075	.575	9.369	.000
a. Dependent Variable: TY						

2. Pengaruh X₁ terhadap X₂

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 ^a	.637	.634	1.12384
a. Predictors: (Constant), TX1				

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.781	.644		1.214	.227
	TX1	.543	.038	.798	14.386	.000
a. Dependent Variable: TX2						

RIWAYAT HIDUP



Nyoman Widhya Wiryawan, salah satu mahasiswa jurusan Manajemen Universitas Pendidikan Ganesha yang sedang menyelesaikan studi sarjana (S1). Penulis lahir di Tanah Grogot pada tanggal 28 Oktober 1999. Penulis merupakan anak bungsu dari 3 bersaudara. Penulis merupakan anak dari pasangan Bapak I Wayan Rauh dan Ibu Desak Nyoman Suidiani. Kini penulis beralamat di Jalan Tegal Sari Gang Tunjung No. 7 Banjar Biaung Asri, Kelurahan Kesiman Kertalangu, Kecamatan Denpasar Timur, Kabupaten Denpasar, Provinsi Bali. Penulis menyelesaikan Pendidikan dasar di SD 17. Kesiman dan lulus pada tahun 2011. Kemudian penulis melanjutkan di SMP Negeri 9 Denpasar dan lulus tahun 2014. Pada tahun 2017, penulis lulus dari SMAN 2 Denpasar dengan jurusan Matematika dan Ilmu Pengetahuan Alam (MIPA) dan melanjutkan Pendidikan ke jenjang perguruan tinggi di Universitas Pendidikan Ganesha dan mengambil jurusan S1 Manajemen. Pada tahun 2021 penulis telah menyelesaikan skripsi yang berjudul **“Pengaruh Kualitas Pelayanan dan Nilai Pelanggan Terhadap Kepuasan Pelanggan Go-jek di Kota Denpasar”**