

**LAMPIRAN**

## KUISIONER KUALITAS PELAYANAN Masagung Paintshop

### I. IDENTIFIKASI PELANGGAN

#### PETUNJUK PENGISIAN

Berilah Tanda Silang (X) pada pilihan Anda

1. Jenis Kelamin :
  1. Pria
  2. Wanita
  
2. Profesi :
  1. Pelajar/Mahasiswa
  2. Pegawai Negeri
  3. Pegawai Swasta
  4. Wiraswasta
  5. Ibu Rumah Tangga
  
3. Dari :
  1. Sendiri
  2. Asuransi
  
4. Jenis Pekerjaan Bengkel :
  1. Modifikasi
  2. Perbaikan Body/Pengecatan
  
5. Status Kepemilikan Mobil :
  1. Pribadi
  2. Perusahaan/Instansi

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N  
G

# Survey Service Quality MAS AGUNG Paintshop

## ISIKAN ANGKA YANG MEWAKILI PENDAPAT ANDA

|         |   |   |   |   |        |
|---------|---|---|---|---|--------|
| Sgt Tdk |   |   |   |   | Sangat |
| Setuju  |   |   |   |   | Setuju |
| 1       | 2 | 3 | 4 | 5 |        |

Pernyataan dibawah berikut ini merupakan ekspektasi anda mengenai bengkel pengecatan mobil yang berkelas

### EXPECTATIONS

#### Tangibles

- 1 Ruang Tunggu yang nyaman  
(tempat duduk, tata letak, fasilitas minuman, udara segar dan sejuk) \_\_\_\_\_
- 2 Untuk mendapat warna yang sesuai pencampuran cat menggunakan komputer \_\_\_\_\_
- 3 Bengkel pengecatan mobil menggunakan metode cat oven \_\_\_\_\_
- 4 Penampilan customer service yang rapi dan menarik \_\_\_\_\_

#### Responsiveness

- 5 Customer service tidak pernah sibuk untuk melayani anda \_\_\_\_\_
- 6 Anda tidak perlu menunggu lama untuk dilayani ketika anda datang \_\_\_\_\_

#### Assurance

- 7 Customer Service dapat menjelaskan dengan baik dan sopan tahapan-tahapan untuk memperbaiki kerusakan badan mobil/pengecatan \_\_\_\_\_
- 8 Pertanyaan anda dijawab dengan lugas dan sopan. \_\_\_\_\_
- 9 Mempunyai reputasi yang baik \_\_\_\_\_
- 10 Ketika mengecek Customer Service memperlakukan mobil anda dengan baik \_\_\_\_\_
- 11 Staff lapangan mengendarai mobil anda dengan penuh hati-hati \_\_\_\_\_

#### Empathy

- 12 Customer service mengerti pelayanan yang anda inginkan \_\_\_\_\_
- 13 Customer service melayani anda dengan sepenuh hati \_\_\_\_\_

Pernyataan dibawah ini merupakan pendapat anda mengenai MAS AGUNG Paintshop (MAP)

### PERCEPTIONS

#### Tangibles

- 1 Anda merasa nyaman begitu masuk ruang tunggu MAP  
(tempat duduk, tata letak, fasilitas minuman, udara segar dan sejuk) \_\_\_\_\_
- 2 Untuk mendapat warna yang sesuai pencampuran cat menggunakan komputer \_\_\_\_\_
- 3 Bengkel pengecatan mobil menggunakan metode cat oven \_\_\_\_\_
- 4 Penampilan customer service yang rapi dan menarik \_\_\_\_\_

#### Responsiveness

- 5 Customer service tidak pernah sibuk untuk melayani anda \_\_\_\_\_
- 6 Anda tidak perlu menunggu lama untuk dilayani ketika anda datang \_\_\_\_\_

#### Assurance

- 7 Customer Service dapat menjelaskan dengan baik dan sopan tahapan-tahapan untuk memperbaiki kerusakan badan mobil/pengecatan \_\_\_\_\_
- 8 Pertanyaan anda dijawab dengan lugas dan sopan \_\_\_\_\_
- 9 MAS AGUNG Paintshop mempunyai reputasi yang baik \_\_\_\_\_
- 10 Ketika mengecek Customer Service memperlakukan mobil anda dengan baik \_\_\_\_\_
- 11 Staff lapangan mengendarai mobil anda dengan penuh hati-hati \_\_\_\_\_

#### Empathy

- 12 Customer service mengerti pelayanan yang anda inginkan \_\_\_\_\_
- 13 Customer service melayani anda dengan sepenuh hati \_\_\_\_\_

# Survey Service Quality MAS AGUNG Paintshop

## ISIKAN ANGKA YANG MEWAKILI PENDAPAT ANDA

|         |   |   |   |   |        |
|---------|---|---|---|---|--------|
| Sgt Tdk |   |   |   |   | Sangat |
| Setuju  |   |   |   |   | Setuju |
| 1       | 2 | 3 | 4 | 5 |        |

Pernyataan dibawah berikut ini merupakan ekspektasi anda mengenai bengkel pengecatan mobil yang berkelas

Pernyataan dibawah ini merupakan pendapat anda mengenai MAS AGUNG Paintshop (MAP)

### EXPECTATIONS

#### Reliability

- 1 Selesai pada waktu yang telah dijanjikan \_\_\_\_\_
- 2 Warna hasil akhir sama/sangat menyerupai warna asal (tidak belang) \_\_\_\_\_
- 3 Peralatan atau aksesoris terpasang seperti sediakala \_\_\_\_\_

#### Responsiveness

- 4 Tanggapan dan tindakan yang cepat sebagai bentuk respon bila ada masalah \_\_\_\_\_
- 5 Bila ada jadwal yang meleset customer service segera menghubungi anda \_\_\_\_\_
- 6 Setelah melakukan pembayaran penyerahan kembali mobil ke anda dilakukan dengan cepat \_\_\_\_\_
- 7 Customer service dapat menjawab dengan cepat ketika anda menanyakan sampai dimana mobil anda di proses. \_\_\_\_\_

#### Empathy

- 8 Customer Service langsung dapat mengenali anda dengan baik ketika anda datang untuk mengambil mobil \_\_\_\_\_
- 9 Anda merasakan personal service dari customer service \_\_\_\_\_

### PERCEPTIONS

#### Reliability

- 1 Selesai pada waktu yang telah dijanjikan \_\_\_\_\_
- 2 Warna hasil akhir sama/sangat menyerupai warna asal (tidak belang) \_\_\_\_\_
- 3 Peralatan atau aksesoris terpasang seperti sediakala \_\_\_\_\_

#### Responsiveness

- 4 Tanggapan dan tindakan yang cepat sebagai bentuk respon bila ada masalah \_\_\_\_\_
- 5 Bila ada jadwal yang meleset customer service segera menghubungi anda \_\_\_\_\_
- 6 Setelah melakukan pembayaran penyerahan kembali mobil ke anda dilakukan dengan cepat \_\_\_\_\_
- 7 Customer service dapat menjawab dengan cepat ketika anda menanyakan sampai dimana mobil anda di proses. \_\_\_\_\_

#### Empathy

- 8 Customer Service langsung dapat mengenali anda dengan baik ketika anda datang untuk mengambil mobil \_\_\_\_\_
- 9 Anda merasakan personal service dari customer service \_\_\_\_\_

## KUISIONER PEMBOBOTAN TINGKAT KEPENTINGAN

### I. PETUNJUK PENGISIAN

1. Berikanlah penilaian terhadap kriteria-kriteria kualitas layanan yang telah ditentukan untuk mendapatkan bobot dari masing-masing kriteria yang akan menentukan berapa besar pengaruh suatu kriteria terhadap proses kualitas layanan di MAPS
2. Skala penilaian yang digunakan yaitu angka prosentase antara 0 sampai dengan 100%, semakin besar prosentase yang diberikan maka semakin penting dimensi ataupun kriteria yang dinilai tersebut.

Contoh Pengisian :

| No  | Dimensi        | Bobot | Variabel  | Bobot |            |
|---|----------------|-------|---|-------|------------|
| 1   | Tangibles      | 10%   | Ruang Tunggu yang nyaman (tempat duduk, tata letak, fasilitas minuman, udara segar dan sejuk)                               | 10%   | Total 100% |
|   |                |       | Untuk mendapat warna yang sesuai pencampuran cat menggunakan komputer   | 20%   |            |
|   |                |       | Bengkel pengecatan mobil menggunakan metode cat oven  | 40%   |            |
|   |                |       | Penampilan customer service yang rapi dan menarik   | 30%   |            |
| 2   | Reliability    | 50%   | Selesai pada waktu yang telah dijanjikan  |       | Total 100% |
|   |                |       | Warna hasil akhir sama/sangat menyerupai warna asai (tidak belang)<br>Peralatan atau aksesoris terpasang seperti sedia kala |       |            |
| 3   | Responsiveness |       | Tanggapan dan tindakan yang cepat sebagai bentuk respon bila ada masalah  |       | Total 100% |
|   |                |       | Customer service tidak pernah sibuk untuk melayani anda   |       |            |
|   |                |       | Anda tidak perlu menunggu lama untuk dilayani ketika anda datang  |       |            |
|   |                |       | Bila ada jadwal yang meleset customer service segera menghubungi anda   |       |            |
|   |                |       | Setelah melakukan pembayaran penyerahan kembali mobil ke anda dilakukan dengan cepat  |       |            |
| Customer service dapat menjawab dengan cepat ketika anda menanyakan sampai dimana mobil anda diproses |                |       |   |       |            |
| 4   | Assurance      |       | Customer Service dapat menjelaskan dengan baik dan sopan tahapan-tahapan untuk memperbaiki kerusakan badan mobil/pengecatan |       | Total 100% |
|   |                |       | Pertanyaan anda dijawab dengan lugas dan sopan.   |       |            |
|   |                |       | Mempunyai reputasi yang baik  |       |            |
| 5   | Empathy        |       | Ketika mengecek Customer Service memperlakukan mobil anda dengan baik   |       | Total 100% |
|   |                |       | Staff lapangan mengendarai mobil anda dengan penuh hati-hati  |       |            |
|   |                |       | Customer Service langsung dapat mengenali anda dengan baik ketika anda mengambil mobil                                      |       |            |
|   |                |       | Customer service mengerti pelayanan yang anda inginkan  |       |            |
| Total 100%  |                |       | Customer service melayani anda dengan sepenuh hati  |       |            |
|   |                |       | Anda merasakan personal service dari customer service   |       |            |

## PEMBOBOTAN TINGKAT KEPENTINGAN

| No | Dimensi        | Bobot | Variabel  | Bobot |
|----|----------------|-------|---|-------|
| 1  | Tangibles      |       | Ruang Tunggu yang nyaman (tempat duduk, tata letak, fasilitas minuman, udara segar dan sejuk)<br>Untuk mendapat warna yang sesuai pencampuran cat menggunakan komputer<br>Bengkel pengecatan mobil menggunakan metode cat oven<br>Penampilan customer service yang rapi dan menarik   |       |
| 2  | Reliability    |       | Selesai pada waktu yang telah dijanjikan<br>Warna hasil akhir sama/sangat menyerupai warna asal (tidak belang)<br>Peralatan atau aksesoris terpasang seperti sediaan  |       |
| 3  | Responsiveness |       | Tanggapan dan tindakan yang cepat sebagai bentuk respon bila ada masalah<br>Customer service tidak pernah sibuk untuk melayani anda<br>Anda tidak perlu menunggu lama untuk dilayani ketika anda datang<br>Bila ada jadwal yang meleset customer service segera menghubungi anda<br>Setelah melakukan pembayaran penyerahan kembali mobil ke anda dilakukan dengan cepat<br>Customer service dapat menjawab dengan cepat ketika anda menanyakan sampai dimana mobil anda diproses |       |
| 4  | Assurance      |       | Customer Service dapat menjelaskan dengan baik dan sopan tahapan-tahapan untuk memperbaiki kerusakan badan mobil/pengecatan<br>Pertanyaan anda dijawab dengan lugas dan sopan.<br>Mempunyai reputasi yang baik<br>Ketika mengecek Customer Service memperlakukan mobil anda dengan baik<br>Staff lapangan mengendarai mobil anda dengan penuh hati-hati   |       |
| 5  | Empathy        |       | Customer Service langsung dapat mengenali anda dengan baik ketika anda mengambil mobil<br>Customer service mengerti pelayanan yang anda inginkan<br>Customer service melayani anda dengan sepenuh hati<br>Anda merasakan personal service dari customer service   |       |

## DATA IDENTIFIKASI PELANGGAN

| Responden | J.Kelamin | Profesi | Dari | J.Peker | S.Mobil |
|-----------|-----------|---------|------|---------|---------|
| 1         | 1         | 4       | 2    | 2       | 1       |
| 2         | 1         | 4       | 1    | 1       | 1       |
| 3         | 1         | 1       | 2    | 2       | 1       |
| 4         | 1         | 2       | 2    | 2       | 1       |
| 5         | 1         | 4       | 2    | 2       | 1       |
| 6         | 1         | 1       | 2    | 2       | 1       |
| 7         | 1         | 1       | 2    | 2       | 1       |
| 8         | 1         | 3       | 2    | 2       | 1       |
| 9         | 1         | 3       | 2    | 2       | 1       |
| 10        | 2         | 1       | 2    | 2       | 1       |
| 11        | 1         | 3       | 2    | 2       | 1       |
| 12        | 1         | 3       | 2    | 2       | 1       |
| 13        | 1         | 3       | 2    | 2       | 1       |
| 14        | 1         | 2       | 2    | 2       | 1       |
| 15        | 1         | 3       | 2    | 2       | 1       |
| 16        | 1         | 1       | 2    | 2       | 1       |
| 17        | 1         | 2       | 1    | 2       | 2       |
| 18        | 1         | 4       | 2    | 2       | 1       |
| 19        | 1         | 3       | 2    | 2       | 1       |
| 20        | 1         | 4       | 1    | 2       | 1       |
| 21        | 2         | 2       | 1    | 2       | 1       |
| 22        | 1         | 3       | 1    | 2       | 1       |
| 23        | 1         | 4       | 2    | 2       | 1       |
| 24        | 1         | 3       | 1    | 2       | 1       |
| 25        | 1         | 4       | 2    | 2       | 1       |
| 26        | 1         | 2       | 2    | 2       | 2       |
| 27        | 1         | 4       | 2    | 2       | 1       |
| 28        | 1         | 3       | 2    | 2       | 1       |
| 29        | 2         | 4       | 2    | 2       | 1       |
| 30        | 1         | 3       | 1    | 2       | 1       |
| 31        | 1         | 1       | 2    | 2       | 1       |
| 32        | 1         | 3       | 2    | 2       | 1       |
| 33        | 1         | 3       | 1    | 2       | 1       |
| 34        | 1         | 4       | 1    | 2       | 1       |
| 35        | 2         | 3       | 2    | 2       | 1       |
| 36        | 1         | 3       | 2    | 2       | 1       |
| 37        | 1         | 2       | 1    | 2       | 1       |
| 38        | 1         | 2       | 2    | 2       | 1       |
| 39        | 1         | 4       | 1    | 2       | 1       |
| 40        | 1         | 3       | 2    | 2       | 1       |
| 41        | 1         | 4       | 2    | 2       | 1       |
| 42        | 1         | 3       | 1    | 2       | 1       |
| 43        | 1         | 2       | 1    | 2       | 1       |
| 44        | 1         | 3       | 2    | 2       | 1       |
| 45        | 1         | 4       | 1    | 2       | 1       |
| 46        | 1         | 3       | 2    | 2       | 1       |

## DATA IDENTIFIKASI PELANGGAN

|    |   |   |   |   |   |
|----|---|---|---|---|---|
| 47 | 1 | 2 | 2 | 2 | 1 |
| 48 | 1 | 3 | 1 | 1 | 1 |
| 49 | 1 | 4 | 2 | 2 | 1 |
| 50 | 1 | 4 | 2 | 2 | 1 |
| 51 | 1 | 3 | 1 | 2 | 1 |
| 52 | 1 | 3 | 2 | 2 | 1 |
| 53 | 1 | 4 | 2 | 2 | 1 |
| 54 | 1 | 4 | 2 | 2 | 1 |
| 55 | 1 | 3 | 2 | 2 | 1 |
| 56 | 1 | 3 | 2 | 2 | 1 |
| 57 | 1 | 2 | 1 | 2 | 1 |
| 58 | 1 | 3 | 2 | 2 | 1 |
| 59 | 1 | 3 | 2 | 2 | 1 |
| 60 | 1 | 4 | 1 | 2 | 1 |
| 61 | 2 | 5 | 2 | 2 | 1 |
| 62 | 1 | 3 | 2 | 2 | 1 |
| 63 | 1 | 3 | 1 | 2 | 1 |
| 64 | 1 | 3 | 2 | 2 | 1 |
| 65 | 1 | 4 | 2 | 2 | 1 |
| 66 | 1 | 3 | 2 | 2 | 1 |
| 67 | 1 | 4 | 2 | 2 | 1 |
| 68 | 1 | 4 | 2 | 2 | 1 |
| 69 | 1 | 4 | 2 | 2 | 1 |
| 70 | 1 | 3 | 2 | 1 | 1 |
| 71 | 1 | 3 | 2 | 2 | 1 |
| 72 | 1 | 3 | 2 | 2 | 1 |
| 73 | 1 | 4 | 2 | 2 | 1 |
| 74 | 1 | 4 | 2 | 2 | 1 |
| 75 | 1 | 4 | 2 | 2 | 1 |
| 76 | 1 | 3 | 2 | 2 | 1 |
| 77 | 1 | 3 | 2 | 2 | 1 |
| 78 | 1 | 4 | 2 | 2 | 1 |
| 79 | 1 | 4 | 2 | 2 | 1 |
| 80 | 1 | 4 | 2 | 2 | 1 |
| 81 | 1 | 3 | 2 | 2 | 1 |
| 82 | 1 | 3 | 2 | 2 | 1 |
| 83 | 1 | 3 | 2 | 2 | 1 |
| 84 | 1 | 4 | 1 | 2 | 1 |
| 85 | 2 | 3 | 2 | 2 | 1 |
| 86 | 1 | 3 | 2 | 2 | 1 |
| 87 | 1 | 4 | 2 | 2 | 1 |
| 88 | 1 | 4 | 2 | 2 | 1 |
| 89 | 1 | 3 | 2 | 2 | 1 |
| 90 | 1 | 3 | 2 | 2 | 1 |
| 91 | 1 | 4 | 2 | 2 | 1 |
| 92 | 2 | 3 | 1 | 2 | 1 |
| 93 | 1 | 3 | 2 | 2 | 1 |
| 94 | 1 | 3 | 2 | 2 | 1 |
| 95 | 1 | 2 | 1 | 2 | 1 |

## DATA Pre-SAMPLING PERSEPSI PELANGGAN

| Responden  | Variabel |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|------------|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|            | X11      | X12   | X13   | X14   | X21   | X22   | X23   | X31   | X32   | X33   | X34   | X35   | X36   | X41   | X42   | X43   | X44   | X45   | X51   | X52   | X53   | X54   |
| 1          | 5        | 5     | 5     | 4     | 4     | 4     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 4     |
| 2          | 4        | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     |
| 3          | 4        | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     |
| 4          | 5        | 5     | 4     | 5     | 4     | 4     | 4     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 4     | 5     | 4     | 4     | 5     | 5     | 5     | 5     |
| 5          | 5        | 4     | 5     | 5     | 4     | 4     | 5     | 4     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     |
| 6          | 4        | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     |
| 7          | 4        | 5     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 3     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 4     | 5     | 4     | 5     |
| 8          | 5        | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 4     | 3     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 4     |
| 9          | 5        | 5     | 4     | 5     | 4     | 4     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 5     | 5     | 5     |
| 10         | 5        | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| 11         | 4        | 5     | 4     | 4     | 5     | 4     | 3     | 5     | 5     | 4     | 5     | 4     | 5     | 4     | 5     | 4     | 4     | 5     | 5     | 5     | 4     | 4     |
| 12         | 5        | 3     | 4     | 5     | 4     | 4     | 5     | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 5     |
| 13         | 5        | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| 14         | 5        | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| 15         | 4        | 5     | 5     | 5     | 4     | 4     | 4     | 5     | 4     | 5     | 5     | 5     | 4     | 4     | 4     | 5     | 4     | 5     | 5     | 4     | 4     | 5     |
| 16         | 4        | 5     | 4     | 5     | 4     | 5     | 5     | 4     | 4     | 4     | 4     | 4     | 5     | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 5     |
| 17         | 4        | 4     | 5     | 4     | 4     | 4     | 5     | 4     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 4     | 4     | 5     | 4     | 5     | 5     | 5     |
| 18         | 5        | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| 19         | 5        | 5     | 4     | 5     | 4     | 4     | 3     | 5     | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     |
| r hitung   | 0.979    | 0.992 | 0.987 | 0.984 | 0.987 | 0.976 | 0.983 | 0.991 | 0.986 | 0.983 | 0.983 | 0.973 | 0.989 | 0.990 | 0.981 | 0.990 | 0.988 | 0.992 | 0.977 | 0.988 | 0.974 | 0.974 |
| r tabel    | 0.444    | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 |
| Keterangan | Valid    | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid |

## DATA Pre-SAMPLING HARAPAN PELANGGAN

| Responden  | Variabel |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|------------|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|            | X11      | X12   | X13   | X14   | X21   | X22   | X23   | X31   | X32   | X33   | X34   | X35   | X36   | X41   | X42   | X43   | X44   | X45   | X51   | X52   | X53   | X54   |
| 1          | 5        | 5     | 5     | 4     | 4     | 4     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 4     |
| 2          | 4        | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     |
| 3          | 4        | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     |
| 4          | 5        | 5     | 4     | 5     | 4     | 4     | 4     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 4     | 5     | 4     | 4     | 5     | 5     | 5     | 5     |
| 5          | 5        | 4     | 5     | 5     | 4     | 4     | 5     | 4     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     |
| 6          | 4        | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     |
| 7          | 4        | 5     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 3     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 4     | 5     | 4     | 5     |
| 8          | 5        | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 4     | 3     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 4     |
| 9          | 5        | 5     | 4     | 5     | 4     | 4     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 5     | 5     | 5     |
| 10         | 5        | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| 11         | 4        | 5     | 4     | 4     | 5     | 4     | 3     | 5     | 5     | 4     | 5     | 4     | 5     | 4     | 5     | 4     | 4     | 5     | 5     | 5     | 4     | 4     |
| 12         | 5        | 3     | 4     | 5     | 4     | 4     | 5     | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 5     |
| 13         | 5        | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| 14         | 5        | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| 15         | 4        | 5     | 5     | 5     | 4     | 4     | 4     | 5     | 4     | 5     | 5     | 5     | 4     | 4     | 4     | 5     | 4     | 5     | 5     | 4     | 4     | 5     |
| 16         | 4        | 5     | 4     | 5     | 4     | 5     | 5     | 4     | 4     | 4     | 4     | 4     | 5     | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 5     |
| 17         | 4        | 4     | 5     | 4     | 4     | 4     | 5     | 4     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 4     | 4     | 5     | 4     | 5     | 5     | 5     |
| 18         | 5        | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| 19         | 5        | 5     | 4     | 5     | 4     | 4     | 3     | 5     | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     |
| r hitung   | 0.994    | 0.993 | 0.995 | 0.996 | 0.994 | 0.995 | 0.990 | 0.995 | 0.996 | 0.987 | 0.995 | 0.996 | 0.997 | 0.998 | 0.995 | 0.996 | 0.996 | 0.997 | 0.995 | 0.997 | 0.996 | 0.995 |
| r tabel    | 0.444    | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 | 0.444 |
| Keterangan | Valid    | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid |

## DATA SAMPLING PERSEPSI PELANGGAN

| Responden | Variabel |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|           | X11      | X12 | X13 | X14 | X21 | X22 | X23 | X31 | X32 | X33 | X34 | X35 | X36 | X41 | X42 | X43 | X44 | X45 | X51 | X52 | X53 | X54 |
| 1         | 5        | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 4   | 4   | 4   | 5   | 5   | 5   | 5   | 4   | 3   | 5   | 5   | 5   |
| 2         | 5        | 5   | 5   | 4   | 5   | 5   | 5   | 4   | 4   | 5   | 5   | 3   | 4   | 4   | 3   | 5   | 5   | 5   | 5   | 4   | 4   | 3   |
| 3         | 5        | 5   | 5   | 4   | 4   | 5   | 4   | 5   | 5   | 5   | 4   | 5   | 4   | 5   | 5   | 5   | 4   | 5   | 3   | 5   | 3   | 4   |
| 4         | 4        | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 4   | 5   | 4   | 4   | 5   | 4   | 5   | 5   | 4   | 5   | 5   | 5   | 4   |
| 5         | 5        | 4   | 5   | 5   | 5   | 5   | 3   | 4   | 3   | 3   | 3   | 4   | 4   | 4   | 5   | 3   | 3   | 5   | 3   | 4   | 4   | 3   |
| 6         | 4        | 3   | 5   | 4   | 4   | 5   | 5   | 4   | 4   | 4   | 4   | 5   | 4   | 4   | 4   | 5   | 5   | 4   | 5   | 3   | 3   | 5   |
| 7         | 3        | 4   | 5   | 4   | 5   | 5   | 5   | 5   | 4   | 3   | 3   | 4   | 4   | 3   | 4   | 3   | 4   | 5   | 4   | 3   | 3   | 4   |
| 8         | 5        | 5   | 5   | 4   | 5   | 5   | 4   | 5   | 4   | 5   | 5   | 3   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 3   | 5   |
| 9         | 4        | 5   | 3   | 3   | 5   | 4   | 5   | 5   | 4   | 5   | 4   | 4   | 4   | 4   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 3   |
| 10        | 3        | 4   | 4   | 5   | 4   | 4   | 3   | 4   | 5   | 3   | 3   | 3   | 4   | 4   | 4   | 4   | 5   | 5   | 3   | 5   | 3   | 4   |
| 11        | 5        | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 4   | 4   | 4   | 4   | 5   | 5   | 4   | 5   | 4   | 5   | 5   | 5   | 5   | 4   |
| 12        | 3        | 3   | 3   | 3   | 4   | 3   | 5   | 4   | 5   | 3   | 5   | 5   | 5   | 3   | 5   | 4   | 5   | 4   | 4   | 3   | 3   | 3   |
| 13        | 5        | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 3   | 3   | 5   | 5   | 5   | 3   | 5   | 5   | 5   | 5   | 4   | 5   | 3   |
| 14        | 4        | 5   | 5   | 4   | 5   | 5   | 5   | 4   | 5   | 4   | 4   | 5   | 5   | 4   | 4   | 5   | 4   | 5   | 4   | 5   | 3   | 5   |
| 15        | 4        | 4   | 5   | 4   | 4   | 5   | 4   | 4   | 3   | 3   | 5   | 4   | 5   | 5   | 5   | 3   | 3   | 5   | 5   | 4   | 3   | 2   |
| 16        | 2        | 3   | 3   | 5   | 4   | 5   | 3   | 4   | 3   | 4   | 4   | 5   | 3   | 5   | 4   | 3   | 5   | 4   | 5   | 4   | 3   | 4   |
| 17        | 3        | 5   | 4   | 5   | 5   | 5   | 5   | 4   | 4   | 5   | 4   | 3   | 4   | 4   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 3   |
| 18        | 5        | 5   | 5   | 4   | 5   | 5   | 3   | 3   | 4   | 5   | 5   | 4   | 5   | 5   | 5   | 4   | 5   | 5   | 3   | 4   | 3   | 4   |
| 19        | 4        | 5   | 5   | 4   | 4   | 4   | 5   | 5   | 4   | 5   | 5   | 3   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 20        | 3        | 4   | 5   | 4   | 5   | 5   | 4   | 4   | 5   | 3   | 5   | 5   | 5   | 4   | 5   | 3   | 3   | 5   | 4   | 3   | 3   | 4   |
| 21        | 3        | 5   | 3   | 2   | 4   | 5   | 4   | 3   | 3   | 3   | 4   | 5   | 5   | 5   | 3   | 4   | 5   | 5   | 5   | 3   | 4   | 4   |
| 22        | 5        | 5   | 5   | 5   | 4   | 5   | 5   | 4   | 4   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 3   | 5   |
| 23        | 4        | 5   | 5   | 4   | 5   | 4   | 5   | 4   | 4   | 5   | 4   | 4   | 4   | 5   | 4   | 4   | 5   | 5   | 3   | 5   | 3   | 3   |
| 24        | 3        | 5   | 5   | 4   | 5   | 4   | 2   | 3   | 4   | 4   | 3   | 3   | 4   | 4   | 3   | 5   | 5   | 5   | 3   | 3   | 5   | 3   |
| 25        | 3        | 3   | 5   | 4   | 4   | 5   | 5   | 4   | 3   | 3   | 4   | 4   | 3   | 4   | 5   | 5   | 4   | 4   | 5   | 4   | 3   | 5   |
| 26        | 3        | 3   | 4   | 5   | 4   | 5   | 3   | 4   | 4   | 5   | 4   | 3   | 5   | 5   | 4   | 4   | 5   | 4   | 5   | 3   | 5   | 3   |
| 27        | 4        | 5   | 4   | 5   | 5   | 5   | 4   | 5   | 4   | 5   | 5   | 5   | 5   | 4   | 4   | 5   | 5   | 5   | 3   | 5   | 5   | 5   |
| 28        | 3        | 3   | 4   | 3   | 5   | 5   | 5   | 5   | 3   | 3   | 3   | 4   | 3   | 4   | 3   | 5   | 5   | 4   | 4   | 3   | 5   | 3   |
| 29        | 3        | 5   | 3   | 5   | 5   | 5   | 5   | 3   | 5   | 5   | 5   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 5   | 4   | 4   | 4   |
| 30        | 4        | 3   | 5   | 4   | 5   | 5   | 5   | 4   | 4   | 3   | 3   | 4   | 4   | 4   | 5   | 4   | 5   | 5   | 4   | 4   | 3   | 3   |
| 31        | 4        | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 4   | 5   | 5   | 4   | 5   | 4   | 5   | 4   | 4   | 5   | 5   | 5   | 5   |

## DATA SAMPLING PERSEPSI PELANGGAN (lanjutan)

|    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 32 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 4 |
| 33 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 3 |
| 34 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 3 |
| 35 | 3 | 4 | 3 | 2 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 3 | 5 |
| 36 | 2 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 4 |
| 37 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 5 | 3 |
| 38 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 3 | 5 |
| 39 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 3 |
| 40 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 5 |
| 41 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 4 |
| 42 | 3 | 5 | 3 | 3 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 3 |
| 43 | 4 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 3 | 3 |
| 44 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 |
| 45 | 2 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 5 | 3 | 3 | 3 | 5 |
| 46 | 2 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 4 | 3 | 2 |
| 47 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 5 |
| 48 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 5 |
| 49 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 50 | 2 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 3 | 3 | 5 | 3 | 4 |
| 51 | 3 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 3 | 3 | 4 | 5 |
| 52 | 2 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 5 | 3 | 4 |
| 53 | 4 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 5 |
| 54 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 4 |
| 55 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 5 |
| 56 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 3 | 4 |
| 57 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 3 | 5 | 5 | 4 | 3 |
| 58 | 2 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 2 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 3 | 3 |
| 59 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 |
| 60 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 5 | 5 | 3 | 4 | 5 | 3 | 4 | 3 | 5 | 3 |
| 61 | 2 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 3 | 5 |
| 62 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 |
| 63 | 2 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 3 | 4 |
| 64 | 3 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 5 | 4 |
| 65 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |

## DATA SAMPLING PERSEPSI PELANGGAN (lanjutan)

|            |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 66         | 2     | 4     | 4     | 5     | 3     | 4     | 3     | 4     | 5     | 5     | 5     | 3     | 4     | 3     | 3     | 3     | 3     | 3     | 4     | 4     | 3     | 4     |
| 67         | 3     | 5     | 4     | 5     | 4     | 4     | 5     | 5     | 3     | 4     | 5     | 4     | 3     | 5     | 4     | 3     | 5     | 4     | 4     | 5     | 5     | 5     |
| 68         | 3     | 5     | 5     | 3     | 5     | 4     | 5     | 4     | 4     | 4     | 3     | 3     | 3     | 5     | 3     | 4     | 3     | 4     | 4     | 3     | 3     | 3     |
| 69         | 4     | 5     | 5     | 4     | 4     | 5     | 5     | 4     | 4     | 5     | 5     | 4     | 5     | 5     | 3     | 4     | 5     | 5     | 4     | 5     | 4     | 3     |
| 70         | 5     | 5     | 5     | 4     | 5     | 5     | 3     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 4     | 5     | 4     | 5     | 5     | 3     | 4     |
| 71         | 2     | 5     | 4     | 4     | 5     | 4     | 4     | 4     | 5     | 5     | 4     | 4     | 2     | 5     | 4     | 3     | 5     | 3     | 4     | 4     | 4     | 5     |
| 72         | 4     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 5     | 4     | 4     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 3     | 4     |
| 73         | 3     | 5     | 4     | 3     | 5     | 3     | 3     | 4     | 4     | 5     | 5     | 3     | 4     | 5     | 4     | 5     | 4     | 4     | 4     | 3     | 3     | 5     |
| 74         | 3     | 5     | 4     | 5     | 3     | 4     | 5     | 3     | 4     | 5     | 5     | 5     | 4     | 4     | 3     | 3     | 5     | 5     | 4     | 3     | 3     | 3     |
| 75         | 2     | 5     | 5     | 5     | 3     | 4     | 3     | 4     | 3     | 5     | 5     | 5     | 3     | 4     | 4     | 5     | 5     | 4     | 4     | 5     | 4     | 4     |
| 76         | 4     | 5     | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 4     | 4     | 4     | 4     | 5     | 4     | 4     | 4     | 4     | 5     | 5     | 5     | 3     |
| 77         | 4     | 5     | 3     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 5     | 3     | 5     | 5     | 5     | 3     | 4     | 3     | 3     |
| 78         | 4     | 4     | 4     | 3     | 4     | 4     | 5     | 4     | 4     | 4     | 5     | 4     | 5     | 4     | 3     | 3     | 5     | 4     | 3     | 4     | 3     | 4     |
| 79         | 5     | 5     | 4     | 3     | 5     | 5     | 5     | 4     | 5     | 4     | 5     | 4     | 2     | 4     | 5     | 3     | 5     | 5     | 4     | 5     | 5     | 5     |
| 80         | 3     | 5     | 5     | 4     | 4     | 3     | 3     | 4     | 3     | 5     | 4     | 4     | 5     | 5     | 3     | 5     | 5     | 4     | 3     | 4     | 4     | 3     |
| 81         | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 5     | 3     | 5     | 5     | 5     | 4     | 5     | 4     | 4     | 3     | 3     | 5     |
| 82         | 2     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 3     | 4     | 4     | 4     |
| 83         | 3     | 5     | 3     | 3     | 4     | 4     | 3     | 5     | 5     | 5     | 5     | 4     | 4     | 5     | 4     | 4     | 4     | 3     | 4     | 4     | 4     | 3     |
| 84         | 4     | 5     | 5     | 4     | 4     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| 85         | 2     | 5     | 5     | 5     | 3     | 4     | 3     | 4     | 3     | 5     | 5     | 5     | 3     | 4     | 4     | 5     | 5     | 4     | 4     | 5     | 4     | 4     |
| 86         | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 4     | 4     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 3     | 4     |
| 87         | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 5     | 3     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 4     | 3     | 5     |
| 88         | 4     | 5     | 4     | 5     | 4     | 4     | 5     | 4     | 5     | 4     | 4     | 4     | 4     | 5     | 4     | 4     | 4     | 4     | 5     | 5     | 5     | 3     |
| 89         | 3     | 5     | 4     | 5     | 3     | 4     | 5     | 3     | 4     | 5     | 5     | 5     | 4     | 4     | 3     | 3     | 5     | 5     | 4     | 3     | 3     | 3     |
| 90         | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 4     | 5     | 5     | 4     | 5     | 5     | 3     | 4     | 5     | 5     | 4     | 5     | 4     | 3     |
| 91         | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 5     | 3     | 5     | 5     | 5     | 4     | 5     | 4     | 4     | 3     | 3     | 5     |
| 92         | 3     | 5     | 3     | 4     | 5     | 5     | 5     | 4     | 3     | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 4     | 3     | 3     | 4     | 3     |
| 93         | 5     | 4     | 5     | 4     | 5     | 3     | 5     | 4     | 4     | 3     | 4     | 4     | 4     | 4     | 5     | 3     | 5     | 5     | 3     | 4     | 4     | 3     |
| 94         | 5     | 5     | 5     | 3     | 5     | 4     | 5     | 5     | 5     | 3     | 3     | 5     | 5     | 4     | 3     | 5     | 5     | 5     | 5     | 4     | 3     | 3     |
| 95         | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 3     | 4     | 5     | 5     | 4     | 5     | 4     | 3     |
| r hitung   | 0.603 | 0.460 | 0.363 | 0.337 | 0.307 | 0.336 | 0.326 | 0.398 | 0.321 | 0.329 | 0.322 | 0.306 | 0.304 | 0.379 | 0.324 | 0.503 | 0.289 | 0.314 | 0.355 | 0.503 | 0.316 | 0.321 |
| r tabel    | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 |
| Keterangan | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid |

## DATA SAMPLING HARAPAN PELANGGAN

| Responden | Variabel |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|           | X11      | X12 | X13 | X14 | X21 | X22 | X23 | X31 | X32 | X33 | X34 | X35 | X36 | X41 | X42 | X43 | X44 | X45 | X51 | X52 | X53 | X54 |
| 1         | 5        | 5   | 5   | 4   | 4   | 4   | 5   | 4   | 5   | 5   | 4   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 4   |
| 2         | 4        | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   |
| 3         | 4        | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   |
| 4         | 5        | 5   | 4   | 5   | 4   | 4   | 4   | 5   | 5   | 4   | 5   | 4   | 5   | 5   | 4   | 5   | 4   | 4   | 5   | 5   | 5   | 5   |
| 5         | 5        | 4   | 5   | 5   | 4   | 4   | 5   | 4   | 4   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5   |
| 6         | 4        | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 4   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   |
| 7         | 4        | 5   | 5   | 5   | 4   | 5   | 4   | 5   | 5   | 3   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 4   | 5   | 4   | 5   |
| 8         | 5        | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 4   | 3   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 4   | 4   |
| 9         | 5        | 5   | 4   | 5   | 4   | 4   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 4   | 5   | 5   | 5   |
| 10        | 5        | 5   | 5   | 5   | 4   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 11        | 4        | 5   | 4   | 4   | 5   | 4   | 3   | 5   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 4   | 5   | 5   | 5   | 4   | 4   |
| 12        | 5        | 3   | 4   | 5   | 4   | 4   | 5   | 5   | 5   | 4   | 4   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 4   | 5   | 5   |
| 13        | 5        | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 14        | 5        | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 15        | 4        | 5   | 5   | 5   | 4   | 4   | 4   | 5   | 4   | 5   | 5   | 5   | 4   | 4   | 4   | 5   | 4   | 5   | 5   | 4   | 4   | 5   |
| 16        | 4        | 5   | 4   | 5   | 4   | 5   | 5   | 4   | 4   | 4   | 4   | 4   | 5   | 5   | 5   | 4   | 4   | 5   | 5   | 5   | 5   | 5   |
| 17        | 4        | 4   | 5   | 4   | 4   | 4   | 5   | 4   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 4   | 4   | 5   | 4   | 5   | 5   | 5   |
| 18        | 5        | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 19        | 5        | 5   | 4   | 5   | 4   | 4   | 3   | 5   | 5   | 5   | 4   | 4   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 4   | 5   | 5   |
| 20        | 5        | 5   | 4   | 5   | 4   | 4   | 5   | 4   | 5   | 5   | 4   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 4   |
| 21        | 5        | 4   | 3   | 4   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 5   | 5   | 5   | 4   | 5   |
| 22        | 5        | 4   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 23        | 5        | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 4   | 4   | 5   | 5   |
| 24        | 5        | 5   | 4   | 5   | 5   | 4   | 5   | 3   | 4   | 4   | 4   | 5   | 5   | 4   | 4   | 5   | 4   | 5   | 5   | 5   | 5   | 5   |
| 25        | 4        | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 26        | 4        | 5   | 5   | 5   | 4   | 4   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 4   | 4   | 5   | 4   | 5   | 5   | 4   | 4   | 5   |
| 27        | 4        | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   |
| 28        | 4        | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 5   | 4   | 4   | 4   | 5   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   |
| 29        | 5        | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 3   | 5   | 5   | 5   | 5   |
| 30        | 5        | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 4   |
| 31        | 4        | 5   | 4   | 5   | 4   | 4   | 4   | 4   | 5   | 5   | 5   | 4   | 5   | 4   | 4   | 5   | 4   | 4   | 5   | 4   | 5   | 5   |

## DATA SAMPLING HARAPAN PELANGGAN (lanjutan)

|    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 32 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |   |
| 33 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 4 |
| 34 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| 35 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 36 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 38 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| 40 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 41 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 5 |
| 42 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 |
| 43 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 3 |
| 44 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 45 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 3 | 5 |
| 46 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 |
| 47 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 49 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 |
| 50 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 |
| 51 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 52 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 53 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 54 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 56 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 4 | 5 | 3 |
| 57 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 5 |
| 58 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 59 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 3 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 61 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 62 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 63 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 64 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 65 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |

### DATA SAMPLING HARAPAN PELANGGAN (lanjutan)

|            |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 66         | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 5     |
| 67         | 5     | 4     | 4     | 4     | 5     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     |
| 68         | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 5     |
| 69         | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     |
| 70         | 4     | 4     | 5     | 4     | 4     | 5     | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 3     | 5     | 4     | 4     | 4     |
| 71         | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 5     |
| 72         | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 5     |
| 73         | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 4     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 3     | 5     | 4     |
| 74         | 5     | 3     | 4     | 5     | 4     | 5     | 5     | 4     | 4     | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 4     | 3     | 5     | 5     | 4     |
| 75         | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 4     |
| 76         | 4     | 5     | 5     | 4     | 5     | 4     | 5     | 4     | 4     | 4     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 5     | 3     | 4     | 4     | 4     |
| 77         | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| 78         | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| 79         | 5     | 4     | 5     | 4     | 5     | 5     | 4     | 4     | 4     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 4     | 4     | 4     | 5     | 4     |
| 80         | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     |
| 81         | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     |
| 82         | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| 83         | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     |
| 84         | 5     | 5     | 4     | 5     | 4     | 5     | 4     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 5     | 4     | 4     | 5     | 4     | 5     | 5     | 5     |
| 85         | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 5     |
| 86         | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 5     |
| 87         | 5     | 5     | 4     | 5     | 4     | 4     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 5     | 4     | 5     | 4     | 5     | 5     |
| 88         | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 4     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 4     |
| 89         | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 5     |
| 90         | 5     | 5     | 4     | 5     | 4     | 4     | 4     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 4     | 5     | 4     | 4     | 5     | 5     | 5     | 5     |
| 91         | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| 92         | 5     | 4     | 5     | 4     | 5     | 5     | 4     | 4     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 4     |
| 93         | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 5     | 5     | 5     |
| 94         | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 4     | 5     |
| 95         | 5     | 4     | 5     | 4     | 5     | 4     | 5     | 4     | 5     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 5     | 4     | 4     |
| r hitung   | 0.451 | 0.311 | 0.467 | 0.332 | 0.486 | 0.583 | 0.350 | 0.384 | 0.347 | 0.351 | 0.309 | 0.322 | 0.401 | 0.344 | 0.414 | 0.334 | 0.334 | 0.314 | 0.290 | 0.417 | 0.345 | 0.382 |
| r tabel    | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 | 0.195 |
| Keterangan | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid | Valid |

**Reliability Test Persepsi-Pre Sampling**

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 19.0                      N of Items = 22

Alpha = .7435

**Reliability Test Harapan-Pre Sampling**

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 19.0                      N of Items = 22

Alpha = .7096

**Reliability Test Persepsi-Sampling**

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 95.0                      N of Items = 22

Alpha = .6881

**Reliability Test Harapan-Sampling**

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 95.0                      N of Items = 22

Alpha = .7046

## Quick Cluster

**Initial Cluster Centers**

|     | Cluster |   |
|-----|---------|---|
|     | 1       | 2 |
| X11 | 5       | 4 |
| X12 | 4       | 5 |
| X13 | 5       | 4 |
| X14 | 5       | 3 |
| X21 | 5       | 4 |
| X22 | 5       | 4 |
| X23 | 5       | 5 |
| X31 | 4       | 4 |
| X32 | 4       | 4 |
| X33 | 5       | 4 |
| X34 | 5       | 5 |
| X35 | 4       | 4 |
| X36 | 5       | 5 |
| X41 | 5       | 5 |
| X42 | 4       | 5 |
| X43 | 5       | 3 |
| X44 | 4       | 5 |
| X45 | 5       | 5 |
| X51 | 5       | 4 |
| X52 | 3       | 5 |
| X53 | 5       | 3 |
| X54 | 4       | 5 |

**Final Cluster Centers**

|     | Cluster |   |
|-----|---------|---|
|     | 1       | 2 |
| X11 | 5       | 4 |
| X12 | 5       | 5 |
| X13 | 5       | 4 |
| X14 | 5       | 4 |
| X21 | 5       | 5 |
| X22 | 5       | 4 |
| X23 | 5       | 5 |
| X31 | 5       | 4 |
| X32 | 5       | 5 |
| X33 | 5       | 4 |
| X34 | 5       | 5 |
| X35 | 5       | 4 |
| X36 | 5       | 5 |
| X41 | 5       | 5 |
| X42 | 5       | 5 |
| X43 | 5       | 4 |
| X44 | 5       | 5 |
| X45 | 5       | 5 |
| X51 | 5       | 4 |
| X52 | 5       | 5 |
| X53 | 5       | 4 |
| X54 | 5       | 5 |

**Number of Cases in each Cluster**

|         |   |        |
|---------|---|--------|
| Cluster | 1 | 82.000 |
|         | 2 | 13.000 |
| Valid   |   | 95.000 |
| Missing |   | .000   |

## Quick Cluster

### Initial Cluster Centers

|     | Cluster |   |   |
|-----|---------|---|---|
|     | 1       | 2 | 3 |
| X11 | 4       | 4 | 4 |
| X12 | 5       | 5 | 4 |
| X13 | 5       | 4 | 4 |
| X14 | 5       | 3 | 5 |
| X21 | 4       | 4 | 5 |
| X22 | 4       | 4 | 5 |
| X23 | 4       | 5 | 5 |
| X31 | 5       | 4 | 4 |
| X32 | 4       | 4 | 5 |
| X33 | 5       | 4 | 4 |
| X34 | 4       | 5 | 5 |
| X35 | 5       | 4 | 5 |
| X36 | 4       | 5 | 5 |
| X41 | 4       | 5 | 5 |
| X42 | 4       | 5 | 5 |
| X43 | 5       | 3 | 3 |
| X44 | 4       | 5 | 5 |
| X45 | 5       | 5 | 3 |
| X51 | 5       | 4 | 5 |
| X52 | 4       | 5 | 4 |
| X53 | 4       | 3 | 5 |
| X54 | 5       | 5 | 3 |

### Final Cluster Centers

|     | Cluster |   |   |
|-----|---------|---|---|
|     | 1       | 2 | 3 |
| X11 | 5       | 5 | 5 |
| X12 | 5       | 5 | 4 |
| X13 | 5       | 4 | 4 |
| X14 | 5       | 4 | 5 |
| X21 | 5       | 5 | 5 |
| X22 | 5       | 5 | 5 |
| X23 | 5       | 5 | 5 |
| X31 | 5       | 4 | 4 |
| X32 | 5       | 5 | 5 |
| X33 | 5       | 4 | 4 |
| X34 | 5       | 5 | 5 |
| X35 | 5       | 4 | 5 |
| X36 | 5       | 5 | 5 |
| X41 | 5       | 5 | 5 |
| X42 | 5       | 5 | 5 |
| X43 | 5       | 4 | 4 |
| X44 | 5       | 5 | 5 |
| X45 | 5       | 5 | 4 |
| X51 | 5       | 4 | 5 |
| X52 | 5       | 5 | 5 |
| X53 | 5       | 4 | 5 |
| X54 | 5       | 5 | 4 |

### Number of Cases in each Cluster

|         |   |        |
|---------|---|--------|
| Cluster | 1 | 71.000 |
|         | 2 | 12.000 |
|         | 3 | 12.000 |
| Valid   |   | 95.000 |
| Missing |   | .000   |

## Quick Cluster

Initial Cluster Centers

|     | Cluster |   |   |   |
|-----|---------|---|---|---|
|     | 1       | 2 | 3 | 4 |
| X11 | 4       | 5 | 4 | 4 |
| X12 | 5       | 5 | 5 | 4 |
| X13 | 4       | 4 | 4 | 5 |
| X14 | 5       | 5 | 3 | 4 |
| X21 | 5       | 5 | 4 | 4 |
| X22 | 4       | 5 | 4 | 5 |
| X23 | 5       | 5 | 5 | 4 |
| X31 | 3       | 5 | 4 | 5 |
| X32 | 5       | 5 | 4 | 5 |
| X33 | 4       | 5 | 4 | 5 |
| X34 | 5       | 5 | 5 | 5 |
| X35 | 4       | 5 | 4 | 4 |
| X36 | 4       | 5 | 5 | 5 |
| X41 | 5       | 5 | 5 | 5 |
| X42 | 4       | 5 | 5 | 5 |
| X43 | 5       | 4 | 3 | 5 |
| X44 | 5       | 5 | 5 | 5 |
| X45 | 3       | 5 | 5 | 3 |
| X51 | 4       | 4 | 4 | 5 |
| X52 | 4       | 5 | 5 | 4 |
| X53 | 5       | 5 | 3 | 4 |
| X54 | 3       | 5 | 5 | 4 |

Final Cluster Centers

|     | Cluster |   |   |   |
|-----|---------|---|---|---|
|     | 1       | 2 | 3 | 4 |
| X11 | 4       | 5 | 4 | 4 |
| X12 | 5       | 5 | 5 | 4 |
| X13 | 4       | 5 | 5 | 5 |
| X14 | 5       | 5 | 3 | 4 |
| X21 | 5       | 5 | 5 | 4 |
| X22 | 5       | 5 | 4 | 4 |
| X23 | 5       | 5 | 5 | 4 |
| X31 | 4       | 5 | 5 | 5 |
| X32 | 5       | 5 | 4 | 5 |
| X33 | 4       | 5 | 4 | 5 |
| X34 | 5       | 5 | 5 | 5 |
| X35 | 5       | 5 | 4 | 4 |
| X36 | 5       | 5 | 5 | 5 |
| X41 | 5       | 5 | 5 | 5 |
| X42 | 5       | 5 | 5 | 4 |
| X43 | 4       | 5 | 3 | 5 |
| X44 | 5       | 5 | 5 | 5 |
| X45 | 4       | 5 | 5 | 4 |
| X51 | 4       | 5 | 4 | 5 |
| X52 | 4       | 5 | 5 | 4 |
| X53 | 5       | 5 | 4 | 4 |
| X54 | 3       | 5 | 5 | 4 |

Number of Cases in each Cluster

|         |   |        |
|---------|---|--------|
| Cluster | 1 | 4.000  |
|         | 2 | 84.000 |
|         | 3 | 2.000  |
|         | 4 | 5.000  |
| Valid   |   | 95.000 |
| Missing |   | .000   |

## Discriminant

### Standardized Canonical Discriminant Function Coefficients

|     | Function |
|-----|----------|
|     | 1        |
| X14 | .423     |
| X31 | .342     |
| X33 | .399     |
| X34 | -.310    |
| X43 | .563     |
| X51 | .283     |
| X53 | .487     |
| X54 | -.502    |

## Classification Statistics

### Classification Results<sup>b,c</sup>

|                              |       |   | Predicted Group Membership |       | Total |
|------------------------------|-------|---|----------------------------|-------|-------|
|                              |       |   | 1                          | 2     |       |
| Original                     | Count | 1 | 78                         | 4     | 82    |
|                              |       | 2 | 0                          | 13    | 13    |
|                              | %     | 1 | 95.1                       | 4.9   | 100.0 |
|                              |       | 2 | .0                         | 100.0 | 100.0 |
| Cross-validated <sup>a</sup> | Count | 1 | 77                         | 5     | 82    |
|                              |       | 2 | 2                          | 11    | 13    |
|                              | %     | 1 | 93.9                       | 6.1   | 100.0 |
|                              |       | 2 | 15.4                       | 84.6  | 100.0 |

a. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

b. 95.8% of original grouped cases correctly classified.

c. 92.6% of cross-validated grouped cases correctly classified.

## Discriminant

### Standardized Canonical Discriminant Function Coefficients

|     | Function |       |
|-----|----------|-------|
|     | 1        | 2     |
| X12 | .568     | -.056 |
| X14 | .335     | .618  |
| X31 | .284     | .381  |
| X36 | .542     | -.031 |
| X42 | -.456    | .045  |
| X43 | .252     | .558  |
| X45 | .684     | -.266 |
| X54 | .264     | -.648 |

## Classification Statistics

### Classification Results<sup>b,c</sup>

|                              |       |   | Predicted Group Membership |       |      | Total |
|------------------------------|-------|---|----------------------------|-------|------|-------|
|                              |       |   | 1                          | 2     | 3    |       |
| Original                     | Count | 1 | 69                         | 1     | 1    | 71    |
|                              |       | 2 | 0                          | 12    | 0    | 12    |
|                              |       | 3 | 0                          | 1     | 11   | 12    |
|                              | %     | 1 | 97.2                       | 1.4   | 1.4  | 100.0 |
|                              |       | 2 | .0                         | 100.0 | .0   | 100.0 |
|                              |       | 3 | .0                         | 8.3   | 91.7 | 100.0 |
| Cross-validated <sup>a</sup> | Count | 1 | 69                         | 1     | 1    | 71    |
|                              |       | 2 | 1                          | 10    | 1    | 12    |
|                              |       | 3 | 1                          | 2     | 9    | 12    |
|                              | %     | 1 | 97.2                       | 1.4   | 1.4  | 100.0 |
|                              |       | 2 | 8.3                        | 83.3  | 8.3  | 100.0 |
|                              |       | 3 | 8.3                        | 16.7  | 75.0 | 100.0 |

a. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

b. 96.8% of original grouped cases correctly classified.

c. 92.6% of cross-validated grouped cases correctly classified.

## Discriminant

### Standardized Canonical Discriminant Function Coefficients

|     | Function |       |       |
|-----|----------|-------|-------|
|     | 1        | 2     | 3     |
| X11 | .637     | .180  | -.374 |
| X14 | .121     | .916  | -.263 |
| X35 | .490     | .347  | .827  |
| X54 | .862     | -.513 | -.013 |

## Classification Statistics

### Classification Results<sup>b,c</sup>

|                              |       |   | Predicted Group Membership |      |       |       | Total |
|------------------------------|-------|---|----------------------------|------|-------|-------|-------|
|                              |       |   | 1                          | 2    | 3     | 4     |       |
| Original                     | Count | 1 | 3                          | 0    | 0     | 1     |       |
|                              |       | 2 | 1                          | 75   | 0     | 8     |       |
|                              |       | 3 | 0                          | 0    | 2     | 0     |       |
|                              |       | 4 | 0                          | 0    | 0     | 5     |       |
|                              | %     | 1 | 75.0                       | .0   | .0    | 25.0  | 1     |
|                              |       | 2 | 1.2                        | 89.3 | .0    | 9.5   | 1     |
|                              |       | 3 | .0                         | .0   | 100.0 | .0    | 1     |
|                              |       | 4 | .0                         | .0   | .0    | 100.0 | 1     |
| Cross-validated <sup>a</sup> | Count | 1 | 3                          | 0    | 0     | 1     |       |
|                              |       | 2 | 1                          | 75   | 0     | 8     |       |
|                              |       | 3 | 0                          | 0    | 2     | 0     |       |
|                              |       | 4 | 1                          | 1    | 0     | 3     |       |
|                              | %     | 1 | 75.0                       | .0   | .0    | 25.0  | 1     |
|                              |       | 2 | 1.2                        | 89.3 | .0    | 9.5   | 1     |
|                              |       | 3 | .0                         | .0   | 100.0 | .0    | 1     |
|                              |       | 4 | 20.0                       | 20.0 | .0    | 60.0  | 1     |

a. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

b. 89.5% of original grouped cases correctly classified.

c. 87.4% of cross-validated grouped cases correctly classified.

Case Processing Summary

|                                 | Cases |         |         |         |       |         |
|---------------------------------|-------|---------|---------|---------|-------|---------|
|                                 | Valid |         | Missing |         | Total |         |
|                                 | N     | Percent | N       | Percent | N     | Percent |
| SEX * Cluster<br>Number of Case | 95    | 100.0%  | 0       | .0%     | 95    | 100.0%  |

SEX \* Cluster Number of Case Crosstabulation

|       |        |                                    | Cluster Number of Case |        |        | Total  |
|-------|--------|------------------------------------|------------------------|--------|--------|--------|
|       |        |                                    | 1                      | 2      | 3      |        |
| SEX   | Pria   | Count                              | 69                     | 9      | 10     | 88     |
|       |        | % within Cluster<br>Number of Case | 97.2%                  | 75.0%  | 83.3%  | 92.6%  |
|       |        | % of Total                         | 72.6%                  | 9.5%   | 10.5%  | 92.6%  |
|       | Wanita | Count                              | 2                      | 3      | 2      | 7      |
|       |        | % within Cluster<br>Number of Case | 2.8%                   | 25.0%  | 16.7%  | 7.4%   |
|       |        | % of Total                         | 2.1%                   | 3.2%   | 2.1%   | 7.4%   |
| Total |        | Count                              | 71                     | 12     | 12     | 95     |
|       |        | % within Cluster<br>Number of Case | 100.0%                 | 100.0% | 100.0% | 100.0% |
|       |        | % of Total                         | 74.7%                  | 12.6%  | 12.6%  | 100.0% |

Chi-Square Tests

|                                 | Value              | df | Asymp. Sig.<br>(2-sided) |
|---------------------------------|--------------------|----|--------------------------|
| Pearson Chi-Square              | 9.140 <sup>a</sup> | 2  | .010                     |
| Likelihood Ratio                | 7.452              | 2  | .024                     |
| Linear-by-Linear<br>Association | 5.910              | 1  | .015                     |
| N of Valid Cases                | 95                 |    |                          |

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .88.

Case Processing Summary

|                                  | Cases |         |         |         |       |         |
|----------------------------------|-------|---------|---------|---------|-------|---------|
|                                  | Valid |         | Missing |         | Total |         |
|                                  | N     | Percent | N       | Percent | N     | Percent |
| PROFESI * Cluster Number of Case | 95    | 100.0%  | 0       | .0%     | 95    | 100.0%  |

PROFESI \* Cluster Number of Case Crosstabulation

|         |                   |                                 | Cluster Number of Case |        |        | Total  |
|---------|-------------------|---------------------------------|------------------------|--------|--------|--------|
|         |                   |                                 | 1                      | 2      | 3      |        |
| PROFESI | Mahasiswa/Pelajar | Count                           | 6                      |        |        | 6      |
|         |                   | % within Cluster Number of Case | 8.5%                   |        |        | 6.3%   |
|         |                   | % of Total                      | 6.3%                   |        |        | 6.3%   |
|         | Pegawai Negeri    | Count                           | 7                      | 3      | 1      | 11     |
|         |                   | % within Cluster Number of Case | 9.9%                   | 25.0%  | 8.3%   | 11.6%  |
|         |                   | % of Total                      | 7.4%                   | 3.2%   | 1.1%   | 11.6%  |
|         | Pegawai Swasta    | Count                           | 35                     | 4      | 6      | 45     |
|         |                   | % within Cluster Number of Case | 49.3%                  | 33.3%  | 50.0%  | 47.4%  |
|         |                   | % of Total                      | 36.8%                  | 4.2%   | 6.3%   | 47.4%  |
|         | Wiraswasta        | Count                           | 23                     | 4      | 5      | 32     |
|         |                   | % within Cluster Number of Case | 32.4%                  | 33.3%  | 41.7%  | 33.7%  |
|         |                   | % of Total                      | 24.2%                  | 4.2%   | 5.3%   | 33.7%  |
|         | Ibu Rumah Tangga  | Count                           |                        | 1      |        | 1      |
|         |                   | % within Cluster Number of Case |                        | 8.3%   |        | 1.1%   |
|         |                   | % of Total                      |                        | 1.1%   |        | 1.1%   |
| Total   |                   | Count                           | 71                     | 12     | 12     | 95     |
|         |                   | % within Cluster Number of Case | 100.0%                 | 100.0% | 100.0% | 100.0% |
|         |                   | % of Total                      | 74.7%                  | 12.6%  | 12.6%  | 100.0% |

Chi-Square Tests

|                              | Value               | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square           | 11.937 <sup>a</sup> | 8  | .154                  |
| Likelihood Ratio             | 10.218              | 8  | .250                  |
| Linear-by-Linear Association | 1.357               | 1  | .244                  |
| N of Valid Cases             | 95                  |    |                       |

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .13.

Case Processing Summary

|                               | Cases |         |         |         |       |         |
|-------------------------------|-------|---------|---------|---------|-------|---------|
|                               | Valid |         | Missing |         | Total |         |
|                               | N     | Percent | N       | Percent | N     | Percent |
| DARI * Cluster Number of Case | 95    | 100.0%  | 0       | .0%     | 95    | 100.0%  |

SUMBER \* Cluster Number of Case Crosstabulation

|        |          |                                 | Cluster Number of Case |        |        | Total  |
|--------|----------|---------------------------------|------------------------|--------|--------|--------|
|        |          |                                 | 1                      | 2      | 3      |        |
| SUMBER | Sendiri  | Count                           | 13                     | 5      | 4      | 22     |
|        |          | % within Cluster Number of Case | 18.3%                  | 41.7%  | 33.3%  | 23.2%  |
|        |          | % of Total                      | 13.7%                  | 5.3%   | 4.2%   | 23.2%  |
|        | Asuransi | Count                           | 58                     | 7      | 8      | 73     |
|        |          | % within Cluster Number of Case | 81.7%                  | 58.3%  | 66.7%  | 76.8%  |
|        |          | % of Total                      | 61.1%                  | 7.4%   | 8.4%   | 76.8%  |
| Total  |          | Count                           | 71                     | 12     | 12     | 95     |
|        |          | % within Cluster Number of Case | 100.0%                 | 100.0% | 100.0% | 100.0% |
|        |          | % of Total                      | 74.7%                  | 12.6%  | 12.6%  | 100.0% |

Chi-Square Tests

|                              | Value              | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square           | 3.946 <sup>a</sup> | 2  | .139                  |
| Likelihood Ratio             | 3.646              | 2  | .162                  |
| Linear-by-Linear Association | 2.608              | 1  | .106                  |
| N of Valid Cases             | 95                 |    |                       |

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.78.

Case Processing Summary

|                                   | Cases |         |         |         |       |         |
|-----------------------------------|-------|---------|---------|---------|-------|---------|
|                                   | Valid |         | Missing |         | Total |         |
|                                   | N     | Percent | N       | Percent | N     | Percent |
| J.PEKERJ * Cluster Number of Case | 95    | 100.0%  | 0       | .0%     | 95    | 100.0%  |

J.PEKERJ \* Cluster Number of Case Crosstabulation

|          |            |                                 | Cluster Number of Case |        |        | Total  |
|----------|------------|---------------------------------|------------------------|--------|--------|--------|
|          |            |                                 | 1                      | 2      | 3      |        |
| J.PEKERJ | Modifikasi | Count                           | 2                      |        | 1      | 3      |
|          |            | % within Cluster Number of Case | 2.8%                   |        | 8.3%   | 3.2%   |
|          |            | % of Total                      | 2.1%                   |        | 1.1%   | 3.2%   |
|          | Perbaikan  | Count                           | 69                     | 12     | 11     | 92     |
|          |            | % within Cluster Number of Case | 97.2%                  | 100.0% | 91.7%  | 96.8%  |
|          |            | % of Total                      | 72.6%                  | 12.6%  | 11.6%  | 96.8%  |
| Total    |            | Count                           | 71                     | 12     | 12     | 95     |
|          |            | % within Cluster Number of Case | 100.0%                 | 100.0% | 100.0% | 100.0% |
|          |            | % of Total                      | 74.7%                  | 12.6%  | 12.6%  | 100.0% |

Chi-Square Tests

|                              | Value              | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square           | 1.469 <sup>a</sup> | 2  | .480                  |
| Likelihood Ratio             | 1.531              | 2  | .465                  |
| Linear-by-Linear Association | .520               | 1  | .471                  |
| N of Valid Cases             | 95                 |    |                       |

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .38.

Case Processing Summary

|                                  | Cases |         |         |         |       |         |
|----------------------------------|-------|---------|---------|---------|-------|---------|
|                                  | Valid |         | Missing |         | Total |         |
|                                  | N     | Percent | N       | Percent | N     | Percent |
| S.MOBIL * Cluster Number of Case | 95    | 100.0%  | 0       | .0%     | 95    | 100.0%  |

S.MOBIL \* Cluster Number of Case Crosstabulation

|         |                     |                                 | Cluster Number of Case |        |        | Total  |
|---------|---------------------|---------------------------------|------------------------|--------|--------|--------|
|         |                     |                                 | 1                      | 2      | 3      |        |
| S.MOBIL | Pribadi             | Count                           | 70                     | 11     | 12     | 93     |
|         |                     | % within Cluster Number of Case | 98.6%                  | 91.7%  | 100.0% | 97.9%  |
|         |                     | % of Total                      | 73.7%                  | 11.6%  | 12.6%  | 97.9%  |
|         | Perusahaan/Instansi | Count                           | 1                      | 1      |        | 2      |
|         |                     | % within Cluster Number of Case | 1.4%                   | 8.3%   |        | 2.1%   |
|         |                     | % of Total                      | 1.1%                   | 1.1%   |        | 2.1%   |
| Total   |                     | Count                           | 71                     | 12     | 12     | 95     |
|         |                     | % within Cluster Number of Case | 100.0%                 | 100.0% | 100.0% | 100.0% |
|         |                     | % of Total                      | 74.7%                  | 12.6%  | 12.6%  | 100.0% |

Chi-Square Tests

|                              | Value              | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square           | 2.684 <sup>a</sup> | 2  | .261                  |
| Likelihood Ratio             | 2.005              | 2  | .367                  |
| Linear-by-Linear Association | .061               | 1  | .805                  |
| N of Valid Cases             | 95                 |    |                       |

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .25.

## PEMBOBOTAN TINGKAT KEPENTINGAN

| No  | Dimensi        | Bobot  | Variabel  | Bobot | Akhir  |
|---|----------------|--------|---|-------|--------|
| 1   | Tangibles      | 5%     | Ruang Tunggu yang nyaman (tempat duduk, tata letak, fasilitas minuman, udara segar dan sejuk)                               | 30%   | 0.0015 |
|   |                |        | Untuk mendapat warna yang sesuai pencampuran cat menggunakan komputer   | 20%   | 0.0100 |
|   |                |        | Bengkel pengecatan mobil menggunakan metode cat oven  | 40%   | 0.0200 |
|   |                |        | Penampilan customer service yang rapi dan menarik   | 10%   | 0.0050 |
| 2   | Reliability    | 35%    | Selesai pada waktu yang telah dijanjikan  | 35%   | 0.1230 |
|   |                |        | Warna hasil akhir sama/sangat menyerupai warna asal (tidak belang)  | 35%   | 0.1230 |
|   |                |        | Peralatan atau aksesori terpasang seperti sediakala   | 30%   | 0.1050 |
| 3   | Responsiveness | 25%    | Tanggapan dan tindakan yang cepat sebagai bentuk respon bila ada masalah  | 30%   | 0.0750 |
|   |                |        | Customer service tidak pernah sibuk untuk melayani anda   | 10%   | 0.0250 |
|   |                |        | Anda tidak perlu menunggu lama untuk dilayani ketika anda datang  | 20%   | 0.0500 |
|   |                |        | Bila ada jadwal yang meleset customer service segera menghubungi anda   | 15%   | 0.0380 |
|   |                |        | Setelah melakukan pembayaran penyerahan kembali mobil ke anda dilakukan dengan cepat  | 10%   | 0.0250 |
| Customer service dapat menjawab dengan cepat ketika anda menanyakan sampai dimana mobil anda diproses | 15%            | 0.0380 |   |       |        |
| 4   | Assurance      | 20%    | Customer Service dapat menjelaskan dengan baik dan sopan tahapan-tahapan untuk memperbaiki kerusakan badan mobil/pengecatan | 15%   | 0.0300 |
|   |                |        | Pertanyaan anda dijawab dengan lugas dan sopan.   | 10%   | 0.0200 |
|   |                |        | Mempunyai reputasi yang baik  | 40%   | 0.0800 |
|   |                |        | Ketika mengecek Customer Service memperlakukan mobil anda dengan baik   | 25%   | 0.0500 |
|   |                |        | Staff lapangan mengendarai mobil anda dengan penuh hati-hati  | 10%   | 0.0200 |
| 5   | Empathy        | 15%    | Customer Service langsung dapat mengenali anda dengan baik ketika anda mengambil mobil                                      | 15%   | 0.0230 |
|   |                |        | Customer service mengerti pelayanan yang anda inginkan  | 40%   | 0.0600 |
|   |                |        | Customer service melayani anda dengan sepenuh hati  | 30%   | 0.0450 |
|   |                |        | Anda merasakan personal service dari customer service   | 15%   | 0.0230 |

# Nilai Mean Persepsi Pelanggan

| No          | Variabel | KRITERIA  | Mean          |
|-------------|----------|---|---------------|
|             |          |   | Persepsi      |
| 1           | X11      | Ruang Tunggu yang nyaman (tempat duduk, tata letak, AC, fasilitas minuman)  | 3.5684        |
| 2           | X12      | Untuk mendapat warna yang sesuai pencampuran cat menggunakan komputer   | 4.6316        |
| 3           | X13      | Bengkel pengecatan mobil menggunakan metode cat oven  | 4.4842        |
| 4           | X14      | Penampilan customer service yang rapi dan menarik   | 4.1684        |
| 5           | X21      | Selesai pada waktu yang telah dijanjikan  | 4.4947        |
| 6           | X22      | Warna hasil akhir sama/sangat menyerupai warna asal (tidak belang)  | 4.5474        |
| 7           | X23      | Peralatan atau aksesoris terpasang seperti sediakala  | 4.4316        |
| 8           | X31      | Tanggapan dan tindakan yang cepat sebagai bentuk respon bila ada masalah  | 4.2421        |
| 9           | X32      | Customer service tidak pernah sibuk untuk melayani anda   | 4.2632        |
| 10          | X33      | Anda tidak perlu menunggu lama untuk dilayani ketika anda datang  | 4.2211        |
| 11          | X34      | Bila ada jadwal yang meleset customer service segera menghubungi anda   | 4.3684        |
| 12          | X35      | Setelah melakukan pembayaran penyerahan kembali mobil ke anda dilakukan dengan cepat  | 4.1368        |
| 13          | X36      | Customer service dapat menjawab dengan cepat ketika anda menanyakan sampai dimana mobil anda diproses                       | 4.3053        |
| 14          | X41      | Customer Service dapat menjelaskan dengan baik dan sopan tahapan-tahapan untuk memperbaiki kerusakan badan mobil/pengecatan | 4.5895        |
| 15          | X42      | Pertanyaan anda dijawab dengan lugas dan sopan.   | 4.1263        |
| 16          | X43      | Mempunyai reputasi yang baik  | 4.2842        |
| 17          | X44      | Ketika mengecek Customer Service memperlakukan mobil anda dengan baik   | 4.6105        |
| 18          | X45      | Staff lapangan mengendarai mobil anda dengan penuh hati-hati  | 4.3895        |
| 19          | X51      | Customer Service langsung dapat mengenali anda dengan baik ketika anda datang untuk mengambil mobil                         | 4.0211        |
| 20          | X52      | Customer service mengerti pelayanan yang anda inginkan  | 4.2105        |
| 21          | X53      | Customer service melayani anda dengan sepenuh hati  | 3.7789        |
| 22          | X54      | Anda merasakan personal service dari customer service   | 3.9158        |
| <b>Mean</b> |          |   | <b>4.2632</b> |

# Nilai Mean Harapan Pelanggan

| No          | Variabel | KRITERIA  | Mean          |
|-------------|----------|---|---------------|
|             |          |   | Harapan       |
| 1           | X11      | Ruang Tunggu yang nyaman (tempat duduk, tata letak, AC, fasilitas minuman)  | 4.6947        |
| 2           | X12      | Untuk mendapat warna yang sesuai pencampuran cat menggunakan komputer   | 4.7474        |
| 3           | X13      | Bengkel pengecatan mobil menggunakan metode cat oven  | 4.6211        |
| 4           | X14      | Penampilan customer service yang rapi dan menarik   | 4.7053        |
| 5           | X21      | Selesai pada waktu yang telah dijanjikan  | 4.6947        |
| 6           | X22      | Warna hasil akhir sama/sangat menyerupai warna asal (tidak belang)  | 4.6526        |
| 7           | X23      | Peralatan atau aksesoris terpasang seperti sediakala  | 4.7368        |
| 8           | X31      | Tanggapan dan tindakan yang cepat sebagai bentuk respon bila ada masalah  | 4.6105        |
| 9           | X32      | Customer service tidak pernah sibuk untuk melayani anda   | 4.7053        |
| 10          | X33      | Anda tidak perlu menunggu lama untuk dilayani ketika anda datang  | 4.6316        |
| 11          | X34      | Bila ada jadwal yang meleset customer service segera menghubungi anda   | 4.8421        |
| 12          | X35      | Setelah melakukan pembayaran penyerahan kembali mobil ke anda dilakukan dengan cepat  | 4.5684        |
| 13          | X36      | Customer service dapat menjawab dengan cepat ketika anda menanyakan sampai dimana mobil anda diproses                       | 4.8105        |
| 14          | X41      | Customer Service dapat menjelaskan dengan baik dan sopan tahapan-tahapan untuk memperbaiki kerusakan badan mobil/pengecatan | 4.8526        |
| 15          | X42      | Pertanyaan anda dijawab dengan lugas dan sopan.   | 4.7263        |
| 16          | X43      | Mempunyai reputasi yang baik  | 4.6632        |
| 17          | X44      | Ketika mengecek Customer Service memperlakukan mobil anda dengan baik   | 4.7579        |
| 18          | X45      | Staff lapangan mengendarai mobil anda dengan penuh hati-hati  | 4.6737        |
| 19          | X51      | Customer Service langsung dapat mengenali anda dengan baik ketika anda datang untuk mengambil mobil                         | 4.6842        |
| 20          | X52      | Customer service mengerti pelayanan yang anda inginkan  | 4.8000        |
| 21          | X53      | Customer service melayani anda dengan sepenuh hati  | 4.6421        |
| 22          | X54      | Anda merasakan personal service dari customer service   | 4.7158        |
| <b>Mean</b> |          |   | <b>4.7062</b> |

## Nilai Servqual

| No          | Variabel | KRITERIA  | Nilai          |
|-------------|----------|---|----------------|
|             |          |   | Servqual       |
| 1           | X11      | Ruang Tunggu yang nyaman (tempat duduk, tata letak, AC, fasilitas minuman)  | -1.1263        |
| 2           | X12      | Untuk mendapat warna yang sesuai pencampuran cat menggunakan komputer   | -0.1158        |
| 3           | X13      | Bengkel pengecatan mobil menggunakan metode cat oven  | -0.1368        |
| 4           | X14      | Penampilan customer service yang rapi dan menarik   | -0.5368        |
| 5           | X21      | Selesai pada waktu yang telah dijanjikan  | -0.2000        |
| 6           | X22      | Warna hasil akhir sama/sangat menyerupai warna asal (tidak belang)  | -0.1053        |
| 7           | X23      | Peralatan atau aksesoris terpasang seperti sediakala  | -0.3053        |
| 8           | X31      | Tanggapan dan tindakan yang cepat sebagai bentuk respon bila ada masalah  | -0.3684        |
| 9           | X32      | Customer service tidak pernah sibuk untuk melayani anda   | -0.4421        |
| 10          | X33      | Anda tidak perlu menunggu lama untuk dilayani ketika anda datang  | -0.4105        |
| 11          | X34      | Bila ada jadwal yang meleset customer service segera menghubungi anda   | -0.4737        |
| 12          | X35      | Setelah melakukan pembayaran penyerahan kembali mobil ke anda dilakukan dengan cepat  | -0.4316        |
| 13          | X36      | Customer service dapat menjawab dengan cepat ketika anda menanyakan sampai dimana mobil anda diproses                       | -0.5053        |
| 14          | X41      | Customer Service dapat menjelaskan dengan baik dan sopan tahapan-tahapan untuk memperbaiki kerusakan badan mobil/pengecatan | -0.2632        |
| 15          | X42      | Pertanyaan anda dijawab dengan lugas dan sopan.   | -0.6000        |
| 16          | X43      | Mempunyai reputasi yang baik  | -0.3789        |
| 17          | X44      | Ketika mengecek Customer Service memperlakukan mobil anda dengan baik   | -0.1474        |
| 18          | X45      | Staff lapangan mengendarai mobil anda dengan penuh hati-hati  | -0.2842        |
| 19          | X51      | Customer Service langsung dapat mengenali anda dengan baik ketika anda datang untuk mengambil mobil                         | -0.6632        |
| 20          | X52      | Customer service mengerti pelayanan yang anda inginkan  | -0.5895        |
| 21          | X53      | Customer service melayani anda dengan sepenuh hati  | -0.8632        |
| 22          | X54      | Anda merasakan personal service dari customer service   | -0.8000        |
| <b>Mean</b> |          |   | <b>-0.4431</b> |

## Nilai Servqual Terbobot

| No   | Variabel | KRITERIA  | Nilai    |
|------|----------|---|----------|
|      |          |   | Servqual |
| 1    | X11      | Ruang Tunggu yang nyaman (tempat duduk, tata letak, AC, fasilitas minuman)  | -0.0169  |
| 2    | X12      | Untuk mendapat warna yang sesuai pencampuran cat menggunakan komputer   | -0.0012  |
| 3    | X13      | Bengkel pengecatan mobil menggunakan metode cat oven  | -0.0027  |
| 4    | X14      | Penampilan customer service yang rapi dan menarik   | -0.0027  |
| 5    | X21      | Selesai pada waktu yang telah dijanjikan  | -0.0246  |
| 6    | X22      | Warna hasil akhir sama/sangat menyerupai warna asal (tidak belang)  | -0.0129  |
| 7    | X23      | Peralatan atau aksesoris terpasang seperti sediakala  | -0.0321  |
| 8    | X31      | Tanggapan dan tindakan yang cepat sebagai bentuk respon bila ada masalah  | -0.0276  |
| 9    | X32      | Customer service tidak pernah sibuk untuk melayani anda   | -0.0111  |
| 10   | X33      | Anda tidak perlu menunggu lama untuk dilayani ketika anda datang  | -0.0205  |
| 11   | X34      | Bila ada jadwal yang meleset customer service segera menghubungi anda   | -0.0180  |
| 12   | X35      | Setelah melakukan pembayaran penyerahan kembali mobil ke anda dilakukan dengan cepat  | -0.0108  |
| 13   | X36      | Customer service dapat menjawab dengan cepat ketika anda menanyakan sampai dimana mobil anda diproses                       | -0.0192  |
| 14   | X41      | Customer Service dapat menjelaskan dengan baik dan sopan tahapan-tahapan untuk memperbaiki kerusakan badan mobil/pengecatan | -0.0079  |
| 15   | X42      | Pertanyaan anda dijawab dengan lugas dan sopan.   | -0.0120  |
| 16   | X43      | Mempunyai reputasi yang baik  | -0.0303  |
| 17   | X44      | Ketika mengecek Customer Service memperlakukan mobil anda dengan baik   | -0.0074  |
| 18   | X45      | Staff lapangan mengendarai mobil anda dengan penuh hati-hati  | -0.0057  |
| 19   | X51      | Customer Service langsung dapat mengenali anda dengan baik ketika anda datang untuk mengambil mobil                         | -0.0153  |
| 20   | X52      | Customer service mengerti pelayanan yang anda inginkan  | -0.0354  |
| 21   | X53      | Customer service melayani anda dengan sepenuh hati  | -0.0388  |
| 22   | X54      | Anda merasakan personal service dari customer service   | -0.0184  |
| Mean |          |   | -0.0169  |