

LAMPIRAN

Lampiran 1

**Kepada : Pelanggan yang terhormat
di Surabaya**

Petunjuk Umum :

Jeeves of Belgravia Surabaya mengharapkan para pelanggan yang terhormat memberikan informasi yang sesungguhnya kepada kami melalui pertanyaan-pertanyaan dibawah ini, yang akan sangat bermanfaat bagi peningkatan mutu pelayanan kami dan sebagai sarana menjalin hubungan yang baik dengan para pelanggan yang terhormat.

I. Pertanyaan Tentang Karakteristik Pelanggan Jeeves of Belgravia Surabaya

Petunjuk pengisian : Berilah tanda silang (X) untuk jawaban yang anda anggap paling benar pada kolom yang telah tersedia.

1. Pada saat ini anda berusia :

<input type="checkbox"/> Kurang dari 20 tahun	<input type="checkbox"/> 21-kurang dari 30 tahun
<input type="checkbox"/> 31-kurang dari 40 tahun	<input type="checkbox"/> 41-kurang dari 50 tahun
<input type="checkbox"/> 51 tahun atau lebih	
2. Jenis kelamin :

<input type="checkbox"/> Pria	<input type="checkbox"/> Wanita
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3. Alamat tempat tinggal :
4. Pendidikan terakhir :

<input type="checkbox"/> SLTA	<input type="checkbox"/> Sarjana
<input type="checkbox"/> Diploma	<input type="checkbox"/> Pasca Sarjana
<input type="checkbox"/> Lain-lain, sebutkan.....	
5. Pekerjaan :

<input type="checkbox"/> Pelajar/Mahasiswa	<input type="checkbox"/> Dosen/Guru
<input type="checkbox"/> Dokter	<input type="checkbox"/> Pegawai Swasta
<input type="checkbox"/> Pegawai negeri[non pendidik/pengajar]	<input type="checkbox"/> Pengusaha/Wiraswasta
<input type="checkbox"/> ABRI/POLRI	<input type="checkbox"/> Lain-lain, sebutkan.....
6. Penghasilan anda perbulan :

<input type="checkbox"/> < Rp.2.500.000	<input type="checkbox"/> Rp.2.500.000 – Rp.5.000.000
<input type="checkbox"/> Rp.5.000.000 – Rp.7.500.000	<input type="checkbox"/> Rp.7.500.000 – Rp.10.000.000
<input type="checkbox"/> di atas Rp.10.000.000	

7. Dari manakah anda mendapatkan informasi mengenai Jeeves of Belgravia Surabaya :

- Advertensi Keluarga
- Butik/Salon Rubrik dalam Koran/Majalah
- Referensi teman Lain-lain,sebutkan.....

8. Berapa kali anda menggunakan jasa laundry dan dry cleaning di Jeeves of Belgravia Surabaya :

- 1 kali 2 kali
- 3 – 5 kali 5 – 10 kali
- lebih dari 10 kali

9. Selain menggunakan jasa laundry dan dry cleaning Jeeves of Belgravia Surabaya, apakah anda juga menggunakan Jasa Laundry dan dry cleaning di tempat lain :

- Ya Tidak

Jika “Ya”, sebutkan nama jasa lainnya yang anda gunakan tersebut :

- a.
- b.
- c.

10. Berikanlah Pesan,Saran dan Kritik bagi Jeeves of Belgravia Surabaya dalam hal apapun yang menjadi keinginan anda yang dapat membuat anda sepenuhnya menggunakan layanan Jeeves of Belgravia Surabaya secara konsisten.

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II. Pertanyaan Berkaitan Dengan Penilaian Pelanggan :

Petunjuk pengisian : Berilah tanda silang (X) atau tanda Cawang (√) bagi jawaban yang anda anggap paling benar dan sesuai pada kolom jawaban yang telah tersedia (STS,TS,S,SS).

STS : Sangat Tidak Setuju

TS : Tidak Setuju

S : Setuju

SS : Sangat Setuju

	Pernyataan	SS	S	TS	STS
	VALUE TO PRICE RELATIONSHIP				
1.	Saat saudara mendaftar menjadi member di Jeeves of Belgravia, besarnya biaya tahunan tidaklah besar dibandingkan dengan manfaat yang anda peroleh di Jeeves of Belgravia.				
2.	Harga yang ditetapkan untuk seluruh produk sebanding dengan mutu dan pelayanan yang diberikan Jeeves of Belgravia				
	PRODUCT QUALITY				
3.	Kualitas yang dihasilkan oleh Jeeves of Belgravia secara umum tergolong cukup tinggi dan bersaing.				
4.	Pengetahuan mengenai proses yang dimiliki customers service dari Jeeves of Belgravia cukup baik.				
5.	Kemampuan Jeeves of Belgravia memenuhi keinginan customers terhadap produk yang mereka berikan sudah baik.				
6.	Penilaian kualitas yang diharapkan customers sudah sesuai dengan kualitas yang diberikan Jeeves of Belgravia				
7.	Jeeves of Belgravia mampu memproses produk dengan tingkat kesulitan yang tinggi.				
8.	Kualitas pengerjaan atas <i>Leather and Suede</i> yang dihasilkan Jeeves sudah dapat memuaskan customers				
	PRODUCT FEATURE				
9.	Letak outlet – outlet yang dimiliki oleh Jeeves of Belgravia cukup strategis				
10.	Desain outlet yang unik dan menarik				

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10.	Desain outlet yang unik dan menarik				
11.	Papan reklame yang elegant dan terlihat dengan jelas				

	Jeeves of Belgravia dengan seluruh customers.				
	CONVINEINCE OF ACQUISITION				
28.	Prosedur pembayaran yang diterapkan Jeeves of Belgravia cukup mudah				
29.	Prosedur untuk menjadi member dan aplikasinya cukup mudah bagi semua customers				
30.	Informasi mengenai proses yang akan dilakukan Jeeves of Belgravia terhadap produk yang diterimanya diketahui customers dengan jelas.				
31.	Jeeves of Belgravia selalu menanggapi semua permintaan khusus yang disampaikan customers dengan mudah dan cepat				
	SATISFACTION				
32.	Jeeves of Belgravia akan mendapat respon positif dari setiap customer dan mereka akan memberitakan keberadaan Jeeves of Belgravia di Surabaya kepada orang lain.				
33.	Customers Jeeves of Belgravia akan merekomendasikan penggunaan jasa laundry ini kepada orang lain yang meminta saran kepada customers.				
34.	Semua customers Laundry Jeeves of Belgravia Surabaya akan merekomendasikan jasa laundry ini kepada keluarga, rekan dan kerabat customers.				
35.	Jeeves of Belgravia merupakan pilihan pertama bagi customers dalam menggunakan jasa laundry.				

Dengan demikian Jeeves of Belgravia mengucapkan terima kasih sebesar – besarnya kepada para pelanggan yang terhormat dengan adanya semua informasi di atas, dengan harapan informasi tersebut dapat memberikan kesempatan bagi Jeeves of Belgravia Surabaya untuk meningkatkan kualitas dan pelayanannya di waktu mendatang.

hormat kami,

Jeeves of Belgravia

Lampiran 2.

Tanggapan Responden (N = 53) Terhadap Item-Item Pernyataan Variabel Bebas (X)

No. Res pon den	PERNYATAAN VARIABEL-VARIABEL X (THE BIG EIGHT FACTORS)																																	NILAI RATA2 VAR. X														
	X1				X2				X3				X4				X5				X6				X7				X8																			
	Value to Price Relationship		Product Quality				Product Feature				Reliability				Warranty				Response to and Remedy of				Sales/Service Experience				Convenience of Acquisition																					
	1	2	Jumlah	Rata-2	3	4	5	6	7	8	Jumlah	Rata-2	9	10	11	12	13	14	Jumlah	Rata-2	15	16	17	Jumlah	Rata-2	18	19	20	Jumlah	Rata-2	21	22	23		Jumlah	Rata-2	24	25	26	27	Jumlah	Rata-2	28	29	30	31	Jumlah	Rata-2
1	4	4	8	4.00	4	4	4	3	4	2	21	3.50	4	4	3	4	4	3	22	3.67	3	2	2	7	2.33	3	4	4	11	3.67	3	3	3	9	3.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	3.55
2	3	3	6	3.00	3	3	3	3	3	1	16	2.67	3	3	3	3	3	3	18	3.00	3	3	2	8	2.67	3	3	3	9	3.00	3	3	3	9	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00	2.90
3	2	4	6	3.00	4	4	4	4	4	2	22	3.67	4	4	4	4	4	4	24	4.00	4	4	2	10	3.33	4	4	4	12	4.00	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	3.81
4	3	3	6	3.00	4	3	4	3	4	2	20	3.33	4	3	3	4	3	3	20	3.33	4	4	2	10	3.33	3	4	4	11	3.67	3	4	4	11	3.67	4	4	3	3	14	3.50	3	3	4	4	14	3.50	3.42
5	3	3	6	3.00	3	3	3	4	3	2	18	3.00	3	3	4	3	3	4	20	3.33	3	3	2	8	2.67	4	3	3	10	3.33	4	3	3	10	3.33	3	3	3	4	13	3.25	4	4	3	3	14	3.50	3.19
6	3	4	7	3.50	3	4	3	3	3	2	18	3.00	4	4	3	3	3	4	21	3.50	3	3	2	8	2.67	3	3	3	9	3.00	3	3	3	9	3.00	3	3	3	3	12	3.00	4	4	3	3	14	3.50	3.16
7	4	4	8	4.00	4	4	4	4	4	2	22	3.67	4	4	4	4	4	4	24	4.00	4	4	2	10	3.33	4	4	4	12	4.00	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	3.87
8	3	3	6	3.00	4	3	4	3	4	2	20	3.33	4	3	3	4	4	4	22	3.67	4	4	2	10	3.33	3	4	4	11	3.67	3	3	3	9	3.00	4	4	3	3	14	3.50	3	3	4	4	14	3.50	3.42
9	2	4	6	3.00	4	4	4	3	4	2	21	3.50	4	4	3	4	4	3	22	3.67	4	4	2	10	3.33	3	4	4	11	3.67	3	3	3	9	3.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	3.58
10	3	4	7	3.50	4	4	4	4	4	2	22	3.67	4	4	4	4	4	4	24	4.00	4	4	2	10	3.33	4	4	4	12	4.00	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	3.84
11	3	3	6	3.00	4	3	4	3	4	2	20	3.33	4	3	3	4	4	4	22	3.67	4	4	2	10	3.33	3	3	2	8	2.67	3	3	3	9	3.00	3	4	3	4	14	3.50	3	3	4	4	14	3.50	3.32
12	3	3	6	3.00	4	3	4	3	4	2	20	3.33	4	3	3	4	4	4	22	3.67	4	4	2	10	3.33	3	3	4	10	3.33	3	3	3	9	3.00	3	4	3	4	14	3.50	3	3	4	4	14	3.50	3.39
13	3	3	6	3.00	4	3	4	3	4	2	20	3.33	4	3	3	4	4	4	22	3.67	4	4	2	10	3.33	3	3	4	10	3.33	3	3	3	9	3.00	3	4	3	4	14	3.50	3	3	4	4	14	3.50	3.39
14	4	4	8	4.00	4	4	4	3	4	2	21	3.50	4	4	3	4	4	3	22	3.67	4	4	2	10	3.33	3	3	4	10	3.33	3	4	4	11	3.67	4	4	3	4	15	3.75	3	3	4	4	14	3.50	3.58
15	3	4	7	3.50	3	4	3	3	3	2	18	3.00	4	4	3	3	3	4	21	3.50	3	3	1	7	2.33	3	3	3	9	3.00	3	3	3	9	3.00	4	3	3	3	13	3.25	4	4	3	3	14	3.50	3.16
16	3	3	6	3.00	3	3	3	3	3	2	17	2.83	3	3	3	3	3	4	19	3.17	3	3	2	8	2.67	3	3	3	9	3.00	3	3	3	9	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00	2.97
17	2	4	6	3.00	3	4	3	2	3	2	17	2.83	3	2	2	3	3	3	16	2.67	3	3	2	8	2.67	2	2	3	7	2.33	2	3	3	8	2.67	4	3	4	3	14	3.50	4	4	3	3	14	3.50	2.90
18	3	3	6	3.00	4	3	4	3	4	2	20	3.33	4	3	3	4	4	4	22	3.67	4	4	2	10	3.33	3	3	4	10	3.33	3	3	3	9	3.00	3	4	3	4	14	3.50	3	3	4	4	14	3.50	3.39
19	3	3	6	3.00	4	3	4	4	4	2	21	3.50	3	3	4	4	4	3	21	3.50	4	4	2	10	3.33	4	4	4	12	4.00	4	3	3	10	3.33	4	4	4	4	16	4.00	3	3	4	4	14	3.50	3.55
20	3	4	7	3.50	4	4	4	4	4	2	22	3.67	4	4	4	4	4	4	24	4.00	4	4	2	10	3.33	4	4	4	12	4.00	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	3.84
21	3	4	7	3.50	3	4	3	3	3	2	18	3.00	3	3	3	3	3	3	18	3.00	3	3	2	8	2.67	3	3	3	9	3.00	3	3	3	9	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00	3.00
22	3	3	6	3.00	3	3	3	4	3	2	18	3.00	3	3	3	3	3	3	18	3.00	3	3	2	8	2.67	4	4	3	11	3.67	4	3	3	10	3.33	3	3	3	3	12	3.00	3	3	3	3	12	3.00	3.06
23	3	3	6	3.00	4	3	4	3	4	2	20	3.33	3	3	4	4	4	3	21	3.50	4	4	2	10	3.33	3	3	4	10	3.33	3	3	3	9	3.00	3	4	3	4	14	3.50	3	3	4	4	14	3.50	3.35
24	2	4	6	3.00	3	4	3	3	3	2	18	3.00	3	3	3	3	3	3	18	3.00	3	3	2	8	2.67	3	3	3	9	3.00	3	4	3	10	3.33	3	3	3	3	12	3.00	3	3	3	3	12	3.00	3.00
25	3	3	6	3.00	4	3	4	3	4	2	20	3.33	3	3	4	4	4	3	21	3.50	4	4	2	10	3.33	3	3	4	10	3.33	3	3	4	10	3.33	3	4	3	4	14	3.50	3	3	4	4	14	3.50	3.39

26	3	4	7	3.50	3	4	3	3	3	2	18	3.00	3	3	3	3	3	3	18	3.00	3	3	2	8	2.67	3	3	3	9	3.00	3	4	4	11	3.67	3	3	3	3	12	3.00	4	3	3	3	13	3.25	3.10
27	4	4	8	4.00	4	4	4	3	4	2	21	3.50	3	4	4	4	3	22	3.67	4	4	2	10	3.33	3	3	4	10	3.33	3	4	4	11	3.67	4	4	4	4	16	4.00	4	4	4	4	16	4.00	3.68	
28	3	3	6	3.00	3	3	3	3	3	2	17	2.83	3	3	3	3	3	18	3.00	3	3	2	8	2.67	4	3	3	10	3.33	3	3	3	9	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00	2.97	
29	3	3	6	3.00	4	3	4	3	4	2	20	3.33	3	3	4	4	3	21	3.50	4	4	2	10	3.33	3	3	4	10	3.33	3	3	3	9	3.00	3	4	3	4	14	3.50	3	3	4	4	14	3.50	3.35	
30	3	3	6	3.00	3	3	3	3	3	2	17	2.83	3	3	3	3	3	18	3.00	3	3	2	8	2.67	3	3	3	9	3.00	3	3	3	9	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00	2.94	
31	3	3	6	3.00	4	3	4	3	4	2	20	3.33	3	3	3	4	4	21	3.50	4	4	2	10	3.33	3	3	4	10	3.33	4	4	3	11	3.67	4	4	3	3	14	3.50	3	3	4	4	14	3.50	3.42	
32	4	4	8	4.00	3	4	3	4	3	2	19	3.17	3	4	4	3	3	20	3.33	3	3	2	8	2.67	4	4	3	11	3.67	3	3	4	10	3.33	3	3	4	4	14	3.50	4	4	3	3	14	3.50	3.35	
33	3	3	6	3.00	4	3	4	4	4	2	21	3.50	4	4	4	4	4	24	4.00	4	4	2	10	3.33	4	4	4	12	4.00	4	4	4	12	4.00	4	4	3	3	14	3.50	3	4	4	4	15	3.75	3.68	
34	4	4	8	4.00	4	4	4	4	4	2	22	3.67	4	4	4	4	4	24	4.00	4	4	2	10	3.33	4	4	4	12	4.00	4	4	4	12	4.00	4	2	4	2	12	3.00	4	4	4	4	16	4.00	3.74	
35	2	3	5	2.50	4	3	3	3	3	2	18	3.00	3	3	3	4	3	20	3.33	3	4	2	9	3.00	3	3	4	10	3.33	3	3	3	9	3.00	3	3	3	3	12	3.00	3	3	3	4	13	3.25	3.10	
36	3	3	6	3.00	3	3	3	3	3	2	17	2.83	3	3	3	3	3	18	3.00	3	3	2	8	2.67	3	3	3	9	3.00	3	3	3	9	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00	2.94	
37	2	4	6	3.00	4	4	4	4	4	2	22	3.67	4	4	4	4	4	24	4.00	4	4	2	10	3.33	4	4	4	12	4.00	4	4	4	12	4.00	4	2	4	2	12	3.00	4	4	4	4	16	4.00	3.68	
38	3	3	6	3.00	3	3	3	3	3	2	17	2.83	3	3	3	3	3	18	3.00	3	3	2	8	2.67	3	3	3	9	3.00	3	3	3	9	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00	2.94	
39	3	3	6	3.00	4	3	4	3	4	2	20	3.33	4	4	4	4	4	24	4.00	4	4	2	10	3.33	3	3	4	10	3.33	4	4	3	11	3.67	2	2	3	3	10	2.50	3	3	4	4	14	3.50	3.39	
40	4	4	8	4.00	3	4	3	4	3	2	19	3.17	3	4	4	3	3	20	3.33	3	3	1	7	2.33	4	4	3	11	3.67	3	3	4	10	3.33	3	3	4	4	14	3.50	4	4	3	3	14	3.50	3.32	
41	3	3	6	3.00	3	3	4	3	3	2	18	3.00	4	4	4	4	4	24	4.00	4	4	2	10	3.33	3	3	4	10	3.33	4	4	3	11	3.67	4	4	3	3	14	3.50	3	3	4	4	14	3.50	3.45	
42	3	3	6	3.00	3	3	4	3	3	2	18	3.00	4	3	3	4	4	22	3.67	4	4	2	10	3.33	3	4	4	11	3.67	4	4	3	11	3.67	4	4	3	3	14	3.50	3	3	4	4	14	3.50	3.42	
43	4	4	8	4.00	4	4	4	3	3	2	20	3.33	3	4	4	4	3	22	3.67	4	4	2	10	3.33	4	4	4	12	4.00	4	4	4	12	4.00	4	4	4	4	16	4.00	3	4	4	4	15	3.75	3.71	
44	4	4	8	4.00	4	4	3	3	4	2	20	3.33	3	4	4	3	3	20	3.33	3	3	2	8	2.67	4	4	3	11	3.67	3	3	4	10	3.33	3	3	4	4	14	3.50	4	4	3	3	14	3.50	3.39	
45	3	3	6	3.00	3	3	4	3	3	2	18	3.00	4	3	3	4	4	22	3.67	4	4	2	10	3.33	4	4	4	12	4.00	4	4	3	11	3.67	4	4	3	3	14	3.50	3	3	4	4	14	3.50	3.45	
46	4	4	8	4.00	4	4	3	3	4	2	20	3.33	4	4	4	3	3	21	3.50	3	3	2	8	2.67	4	3	3	10	3.33	3	3	4	10	3.33	3	3	4	4	14	3.50	4	4	3	3	14	3.50	3.39	
47	4	4	8	4.00	4	4	4	3	3	2	20	3.33	3	4	4	4	3	22	3.67	4	4	2	10	3.33	4	4	4	12	4.00	4	4	4	12	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	3.74	
48	3	3	6	3.00	4	4	3	3	3	2	19	3.17	3	3	3	3	3	18	3.00	3	3	2	8	2.67	3	3	3	9	3.00	3	3	3	9	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00	3.00	
49	2	2	4	2.00	4	4	3	3	4	2	20	3.33	3	4	3	4	3	21	3.50	3	4	2	9	3.00	3	4	4	11	3.67	3	4	3	10	3.33	3	4	4	3	14	3.50	4	3	3	4	14	3.50	3.32	
50	4	4	8	4.00	4	3	4	3	3	2	19	3.17	4	3	4	3	4	21	3.50	4	3	2	9	3.00	4	3	3	10	3.33	4	3	4	11	3.67	4	3	3	4	14	3.50	3	4	4	3	14	3.50	3.42	
51	2	2	4	2.00	4	4	4	4	3	2	21	3.50	4	4	3	3	3	20	3.33	4	4	2	10	3.33	3	4	3	10	3.33	3	4	4	11	3.67	4	4	3	3	14	3.50	3	2	2	3	10	2.50	3.23	
52	3	3	6	3.00	3	3	3	3	3	2	17	2.83	3	3	3	3	3	19	3.17	4	3	2	9	3.00	3	4	3	10	3.33	3	3	3	9	3.00	3	3	3	3	12	3.00	3	2	2	3	10	2.50	2.97	
53	2	2	4	2.00	4	4	4	4	4	2	22	3.67	3	4	3	4	3	21	3.50	2	2	2	6	2.00	4	4	4	12	4.00	3	4	4	11	3.67	3	4	4	3	14	3.50	4	2	2	4	12	3.00	3.29	

	X1				X2				X3				X4				X5				X6				X7				X8				NILAI RATA2 VAR. X															
	Value to Price Relationship				Product Quality				Product Feature				Reliability				Warranty				Response to and Remedy of				Sales/Service Experience				Convenience of Acquisition																			
	1	2	Jumlah	Rata-2	3	4	5	6	7	8	Jumlah	Rata-2	9	10	11	12	13	14	Jumlah	Rata-2	15	16	17	Jumlah	Rata-2	18	19	20	Jumlah	Rata-2	21	22		23	Jumlah	Rata-2	24	25	26	27	Jumlah	Rata-2	28	29	30	31	Jumlah	Rata-2
Mean	3.06	3.38	6.43	3.22	3.62	3.49	3.58	3.25	3.51	1.98	19.43	3.24	3.47	3.43	3.40	3.58	3.53	3.45	20.89	3.48	3.55	3.53	1.96	9.04	3.01	3.36	3.43	3.55	10.34	3.45	3.32	3.42	3.40	10.13	3.38	3.43	3.47	3.36	3.42	13.68	3.42	3.40	3.34	3.49	3.58	13.81	3.45	3.35

Lampiran 3.

Tanggapan Responden (N = 53) Terhadap Item-Item Pernyataan Variabel Terikat (Y)

Responden	PERNYATAAN VARIABEL Y (KEPUASAN PELANGGAN)					
	32	33	34	35	Jumlah	Rata-2
1	4	4	3	4	15	3.75
2	3	3	3	3	12	3.00
3	4	4	4	4	16	4.00
4	4	4	3	3	14	3.50
5	3	3	4	3	13	3.25
6	3	3	3	4	13	3.25
7	4	4	4	4	16	4.00
8	4	4	3	3	14	3.50
9	4	4	3	4	15	3.75
10	4	4	4	4	16	4.00
11	4	4	3	3	14	3.50
12	4	4	3	3	14	3.50
13	4	4	3	3	14	3.50
14	4	4	3	4	15	3.75
15	3	3	3	4	13	3.25
16	3	3	3	3	12	3.00
17	3	3	2	4	12	3.00
18	4	4	3	3	14	3.50
19	4	4	4	3	15	3.75
20	4	4	4	4	16	4.00
21	3	3	3	4	13	3.25
22	3	3	4	3	13	3.25
23	4	4	3	3	14	3.50
24	3	3	3	3	12	3.00
25	4	4	3	3	14	3.50
26	3	3	3	3	12	3.00
27	4	4	4	4	16	4.00
28	3	3	3	3	12	3.00

29	4	4	3	3	14	3.50
30	3	3	3	3	12	3.00
31	4	4	3	3	14	3.50
32	3	3	4	4	14	3.50
33	4	4	4	4	16	4.00
34	4	4	4	4	16	4.00
35	3	3	3	3	12	3.00
36	3	3	3	3	12	3.00
37	4	4	4	4	16	4.00
38	3	3	3	3	12	3.00
39	4	4	3	3	14	3.50
40	3	3	4	4	14	3.50
41	4	4	3	3	14	3.50
42	4	4	3	3	14	3.50
43	4	4	4	4	16	4.00
44	3	3	4	4	14	3.50
45	4	4	3	3	14	3.50
46	3	3	4	4	14	3.50
47	4	4	4	4	16	4.00
48	3	3	3	3	12	3.00
49	3	4	3	4	14	3.50
50	4	3	4	3	14	3.50
51	4	4	3	3	14	3.50
52	3	3	3	3	12	3.00
53	3	4	3	4	14	3.50
PERNYATAAN VARIABEL Y (KEPUASAN PELANGGAN)						
	32	33	34	35	Jumlah	Rata-2
Mean	3.57	3.58	3.32	3.43	13.91	3.48

Lampiran 4. Hasil Uji Validitas dan Reliabilitas

1. Validitas Variabel X1 (Value to Price Relationship)

Correlations

		x1item1	x1item2	totalX1
x1item1	Pearson Correlation	1	.452**	.862**
	Sig. (2-tailed)		.001	.000
	N	53	53	53
x1item2	Pearson Correlation	.452**	1	.842**
	Sig. (2-tailed)	.001		.000
	N	53	53	53
totalX1	Pearson Correlation	.862**	.842**	1
	Sig. (2-tailed)	.000	.000	
	N	53	53	53

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

2. Validitas Variabel X2 (Product Quality)

Correlations

		x2item 3	x2item 4	x2item 5	x2item 6	x2item 7	x2item 8	totalX2
x2item3	Pearson Correlation	1	.141	.687**	.157	.793**	.178	.840**
	Sig. (2-tailed)		.314	.000	.261	.000	.202	.000
	N	53	53	53	53	53	53	53
x2item4	Pearson Correlation	.141	1	-.092	.210	.057	.136	.404**
	Sig. (2-tailed)	.314		.510	.132	.685	.331	.003
	N	53	53	53	53	53	53	53
x2item5	Pearson Correlation	.687**	-.092	1	.194	.629**	.165	.730**
	Sig. (2-tailed)	.000	.510		.163	.000	.239	.000
	N	53	53	53	53	53	53	53
x2item6	Pearson Correlation	.157	.210	.194	1	.190	.072	.516**
	Sig. (2-tailed)	.261	.132	.163		.173	.608	.000
	N	53	53	53	53	53	53	53
x2item7	Pearson Correlation	.793**	.057	.629**	.190	1	.141	.805**
	Sig. (2-tailed)	.000	.685	.000	.173		.313	.000
	N	53	53	53	53	53	53	53
x2item8	Pearson Correlation	.178	.136	.165	.072	.141	1	.288*
	Sig. (2-tailed)	.202	.331	.239	.608	.313		.037
	N	53	53	53	53	53	53	53
totalX2	Pearson Correlation	.840**	.404**	.730**	.516**	.805**	.288*	1
	Sig. (2-tailed)	.000	.003	.000	.000	.000	.037	
	N	53	53	53	53	53	53	53

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

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

3. Validitas Variabel X3 (Product Feature)

Correlations

		x3item 9	x3item 10	x3item 11	x3item 12	x3item 13	x3item 14	totalX3
x3item9	Pearson Correlation	1	.366**	.079	.412**	.480**	.507**	.697**
	Sig. (2-tailed)		.007	.576	.002	.000	.000	.000
	N	53	53	53	53	53	53	53
x3item10	Pearson Correlation	.366**	1	.531**	.255	.243	.113	.632**
	Sig. (2-tailed)	.007		.000	.065	.079	.421	.000
	N	53	53	53	53	53	53	53
x3item11	Pearson Correlation	.079	.531**	1	.270	.397**	.035	.583**
	Sig. (2-tailed)	.576	.000		.050	.003	.802	.000
	N	53	53	53	53	53	53	53
x3item12	Pearson Correlation	.412**	.255	.270	1	.849**	.382**	.774**
	Sig. (2-tailed)	.002	.065	.050		.000	.005	.000
	N	53	53	53	53	53	53	53
x3item13	Pearson Correlation	.480**	.243	.397**	.849**	1	.295*	.799**
	Sig. (2-tailed)	.000	.079	.003	.000		.032	.000
	N	53	53	53	53	53	53	53
x3item14	Pearson Correlation	.507**	.113	.035	.382**	.295*	1	.567**
	Sig. (2-tailed)	.000	.421	.802	.005	.032		.000
	N	53	53	53	53	53	53	53
totalX3	Pearson Correlation	.697**	.632**	.583**	.774**	.799**	.567**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	53	53	53	53	53	53	53

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

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

4. Validitas Variabel X4 (Reliability)

Correlations

		x4item15	x4item16	x4item17	totalX4
x4item15	Pearson Correlation	1	.848**	.203	.947**
	Sig. (2-tailed)		.000	.145	.000
	N	53	53	53	53
x4item16	Pearson Correlation	.848**	1	.184	.948**
	Sig. (2-tailed)	.000		.188	.000
	N	53	53	53	53
x4item17	Pearson Correlation	.203	.184	1	.362**
	Sig. (2-tailed)	.145	.188		.008
	N	53	53	53	53
totalX4	Pearson Correlation	.947**	.948**	.362**	1
	Sig. (2-tailed)	.000	.000	.008	
	N	53	53	53	53

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

5. Validitas Variabel X5 (Warranty)

Correlations

		x5item18	x5item19	x5item20	totalX5
x5item18	Pearson Correlation	1	.600**	.109	.748**
	Sig. (2-tailed)		.000	.435	.000
	N	53	53	53	53
x5item19	Pearson Correlation	.600**	1	.359**	.865**
	Sig. (2-tailed)	.000		.008	.000
	N	53	53	53	53
x5item20	Pearson Correlation	.109	.359**	1	.654**
	Sig. (2-tailed)	.435	.008		.000
	N	53	53	53	53
totalX5	Pearson Correlation	.748**	.865**	.654**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	53	53	53	53

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

6. Validitas Variabel X6 (Response to and Remedy of Problem)

Correlations

		x6item21	x6item22	x6item23	totalX6
x6item21	Pearson Correlation	1	.526**	.249	.760**
	Sig. (2-tailed)		.000	.072	.000
	N	53	53	53	53
x6item22	Pearson Correlation	.526**	1	.492**	.857**
	Sig. (2-tailed)	.000		.000	.000
	N	53	53	53	53
x6item23	Pearson Correlation	.249	.492**	1	.735**
	Sig. (2-tailed)	.072	.000		.000
	N	53	53	53	53
totalX6	Pearson Correlation	.760**	.857**	.735**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	53	53	53	53

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

7. Validitas Variabel X7 (Sales/Service Experience)

Correlations

		x7item24	x7item25	x7item26	x7item27	totalX7
x7item24	Pearson Correlation	1	.421**	.351**	.028	.652**
	Sig. (2-tailed)		.002	.010	.840	.000
	N	53	53	53	53	53
x7item25	Pearson Correlation	.421**	1	.068	.535**	.779**
	Sig. (2-tailed)	.002		.629	.000	.000
	N	53	53	53	53	53
x7item26	Pearson Correlation	.351**	.068	1	.287*	.584**
	Sig. (2-tailed)	.010	.629		.037	.000
	N	53	53	53	53	53
x7item27	Pearson Correlation	.028	.535**	.287*	1	.697**
	Sig. (2-tailed)	.840	.000	.037		.000
	N	53	53	53	53	53
totalX7	Pearson Correlation	.652**	.779**	.584**	.697**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	53	53	53	53	53

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

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

8. Validitas Variabel X8 (Convenience of Acquisition)

Correlations

		x8item28	x8item29	x8item30	x8item31	totalX8
x8item28	Pearson Correlation	1	.655**	-.083	-.022	.542**
	Sig. (2-tailed)		.000	.553	.875	.000
	N	53	53	53	53	53
x8item29	Pearson Correlation	.655**	1	.386**	.031	.770**
	Sig. (2-tailed)	.000		.004	.825	.000
	N	53	53	53	53	53
x8item30	Pearson Correlation	-.083	.386**	1	.749**	.774**
	Sig. (2-tailed)	.553	.004		.000	.000
	N	53	53	53	53	53
x8item31	Pearson Correlation	-.022	.031	.749**	1	.637**
	Sig. (2-tailed)	.875	.825	.000		.000
	N	53	53	53	53	53
totalX8	Pearson Correlation	.542**	.770**	.774**	.637**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	53	53	53	53	53

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

Correlations

		Yitem32	Yitem33	Yitem34	Yitem35	totalY
Yitem32	Pearson Correlation	1	.885**	.179	-.001	.757**
	Sig. (2-tailed)		.000	.200	.992	.000
	N	53	53	53	53	53
Yitem33	Pearson Correlation	.885**	1	.080	.120	.764**
	Sig. (2-tailed)	.000		.569	.394	.000
	N	53	53	53	53	53
Yitem34	Pearson Correlation	.179	.080	1	.423**	.625**
	Sig. (2-tailed)	.200	.569		.002	.000
	N	53	53	53	53	53
Yitem35	Pearson Correlation	-.001	.120	.423**	1	.569**
	Sig. (2-tailed)	.992	.394	.002		.000
	N	53	53	53	53	53
totalY	Pearson Correlation	.757**	.764**	.625**	.569**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	53	53	53	53	53

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

10. Reliabilitas Variabel X1 (Value to Price Relationship)

Reliability Statistics

Cronbach's Alpha	N of Items
.622	2

11. Reliabilitas Variabel X2 (Product Quality)

Reliability Statistics

Cronbach's Alpha	N of Items
.665	6

12. Reliabilitas Variabel X3 (Product Feature)

Reliability Statistics

Cronbach's Alpha	N of Items
.759	6

13. Reliabilitas Variabel X4 (Reliability)

Reliability Statistics

Cronbach's Alpha	N of Items
.720	3

14. Reliabilitas Variabel X5 (Warranty)

Reliability Statistics

Cronbach's Alpha	N of Items
.624	3

15. Reliabilitas Variabel X6 (Response to and Remedy of Problem)

Reliability Statistics

Cronbach's Alpha	N of Items
.686	3

16. Reliabilitas Variabel X7 (Sales/Service Experience)

Reliability Statistics

Cronbach's Alpha	N of Items
.616	4

17. Reliabilitas Variabel X8 (Convenience of Acquisition)

Reliability Statistics

Cronbach's Alpha	N of Items
.626	4

18. Reliabilitas Variabel Y (Kepuasan Pelanggan)

Reliability Statistics

Cronbach's Alpha	N of Items
.609	4

Lampiran 5. Print Out Komputer Program SPSS (Frekuensi dan Deskriptif)

Frequency Table

biaya tahunan tidak terlalu besar dibandingkan manfaat yang didapat

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	9	17.0	17.0	17.0
3.00	32	60.4	60.4	77.4
4.00	12	22.6	22.6	100.0
Total	53	100.0	100.0	

harga seluruh produk sebanding dengan mutu dan pelayanan yang diberikan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	3	5.7	5.7	5.7
3.00	27	50.9	50.9	56.6
4.00	23	43.4	43.4	100.0
Total	53	100.0	100.0	

kualitas yang dihasilkan secara umum tergolong cukup tinggi dan bersaing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	20	37.7	37.7	37.7
4.00	33	62.3	62.3	100.0
Total	53	100.0	100.0	

pengetahuan customer service tentang proses pengerjaan cukup baik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	27	50.9	50.9	50.9
4.00	26	49.1	49.1	100.0
Total	53	100.0	100.0	

kemampuan JoB memenuhi keinginan customers thd produk sudah baik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	22	41.5	41.5	41.5
4.00	31	58.5	58.5	100.0
Total	53	100.0	100.0	

kualitas yang diharapkan sudah sesuai dengan kualitas yang diberikan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.9	1.9	1.9
3.00	38	71.7	71.7	73.6
4.00	14	26.4	26.4	100.0
Total	53	100.0	100.0	

JoB mampu memproses produk dengan tingkat kesulitan yang tinggi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	26	49.1	49.1	49.1
4.00	27	50.9	50.9	100.0
Total	53	100.0	100.0	

kualitas pengerjaan leather and suede dapat memuaskan customers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.9	1.9	1.9
2.00	52	98.1	98.1	100.0
Total	53	100.0	100.0	

letak outlet-outlet Jeeves of Belgravia (JoB) cukup strategis

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	28	52.8	52.8	52.8
4.00	25	47.2	47.2	100.0
Total	53	100.0	100.0	

desain outlet unik dan menarik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.9	1.9	1.9
3.00	28	52.8	52.8	54.7
4.00	24	45.3	45.3	100.0
Total	53	100.0	100.0	

papan reklame yang elegan dan terlihat dengan jelas

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.9	1.9	1.9
3.00	30	56.6	56.6	58.5
4.00	22	41.5	41.5	100.0
Total	53	100.0	100.0	

pick-up and delivery service sangat membantu customers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	22	41.5	41.5	41.5
4.00	31	58.5	58.5	100.0
Total	53	100.0	100.0	

packaging memberi nilai keindahan dan keamanan bagi customers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	24	45.3	45.3	45.3
4.00	29	54.7	54.7	100.0
Total	53	100.0	100.0	

fasilitas-fasilitas yang diberikan JoB secara umum sudah memadai

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	29	54.7	54.7	54.7
4.00	24	45.3	45.3	100.0
Total	53	100.0	100.0	

JoB merupakan jasa laundry dgn kualitas dan pelayanan terbaik di Surabaya

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.9	1.9	1.9
3.00	22	41.5	41.5	43.4
4.00	30	56.6	56.6	100.0
Total	53	100.0	100.0	

JoB menjadi andaian customers dalam menggunakan jasa laundry

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	3.8	3.8	3.8
3.00	21	39.6	39.6	43.4
4.00	30	56.6	56.6	100.0
Total	53	100.0	100.0	

JoB mampu mengerjakan leather and suede dengan kualitas yang baik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	3.8	3.8	3.8
2.00	51	96.2	96.2	100.0
Total	53	100.0	100.0	

JoB selalu berusaha memberikan kualitas terbaik melalui berbagai cara

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.9	1.9	1.9
3.00	32	60.4	60.4	62.3
4.00	20	37.7	37.7	100.0
Total	53	100.0	100.0	

anda selalu yakin JoB mampu merawat dengan benar semua pakaian anda

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.9	1.9	1.9
3.00	28	52.8	52.8	54.7
4.00	24	45.3	45.3	100.0
Total	53	100.0	100.0	

anda yakin akan keamanan barang-barang anda yang diserahkan kpd JoB

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.9	1.9	1.9
3.00	22	41.5	41.5	43.4
4.00	30	56.6	56.6	100.0
Total	53	100.0	100.0	

JoB selalu memberikan solusi terbaik saat terjadi masalah

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.9	1.9	1.9
	3.00	34	64.2	64.2	66.0
	4.00	18	34.0	34.0	100.0
	Total	53	100.0	100.0	

JoB selalu menangani dengan baik jika terjadi kesalahan dalam pelayanan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	31	58.5	58.5	58.5
	4.00	22	41.5	41.5	100.0
	Total	53	100.0	100.0	

customer service selalu membantu dalam menyelesaikan masalah

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	32	60.4	60.4	60.4
	4.00	21	39.6	39.6	100.0
	Total	53	100.0	100.0	

customer service berlaku sopan dan ramah kepada para customer JoB

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.9	1.9	1.9
	3.00	28	52.8	52.8	54.7
	4.00	24	45.3	45.3	100.0
	Total	53	100.0	100.0	

layanan telepon sangat membantu para customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	5.7	5.7	5.7
	3.00	22	41.5	41.5	47.2
	4.00	28	52.8	52.8	100.0
	Total	53	100.0	100.0	

penampilan customer service cukup bersih dan rapi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	34	64.2	64.2	64.2
	4.00	19	35.8	35.8	100.0
	Total	53	100.0	100.0	

ada upaya membina hubungan kekeluargaan antara JoB dgn seluruh customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	3.8	3.8	3.8
	3.00	27	50.9	50.9	54.7
	4.00	24	45.3	45.3	100.0
	Total	53	100.0	100.0	

prosedur pembayaran yang diterapkan JoB cukup mudah

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	32	60.4	60.4	60.4
4.00	21	39.6	39.6	100.0
Total	53	100.0	100.0	

prosedur menjadi member dan aplikasinya cukup mudah

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	3	5.7	5.7	5.7
3.00	29	54.7	54.7	60.4
4.00	21	39.6	39.6	100.0
Total	53	100.0	100.0	

informasi tentang proses pengerjaan produk diketahui customer dengan jelas

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	3	5.7	5.7	5.7
3.00	21	39.6	39.6	45.3
4.00	29	54.7	54.7	100.0
Total	53	100.0	100.0	

JoB selalu menanggapi semua permintaan khusus dengan mudah dan cepat

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	22	41.5	41.5	41.5
4.00	31	58.5	58.5	100.0
Total	53	100.0	100.0	

JoB akan mendapat respon positif dari setiap customer dan mereka akan memberitakan keberadaan JoB di Surabaya kepada orang lain

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	23	43.4	43.4	43.4
4.00	30	56.6	56.6	100.0
Total	53	100.0	100.0	

customer JoB akan merekomendasikan penggunaan jasa laundry ini kepada orang lain yang meminta saran kepada mereka

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	22	41.5	41.5	41.5
4.00	31	58.5	58.5	100.0
Total	53	100.0	100.0	

semua customer JoB akan merekomendasikan jasa laundry ini kepada keluarga, rekan, dan kerabat mereka

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.9	1.9	1.9
3.00	34	64.2	64.2	66.0
4.00	18	34.0	34.0	100.0
Total	53	100.0	100.0	

JoB merupakan pilihan pertama customers dalam menggunakan jasa laundry

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	30	56.6	56.6	56.6
4.00	23	43.4	43.4	100.0
Total	53	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
x1item1	53	2.00	4.00	3.0566	.63291
x1item2	53	2.00	4.00	3.3774	.59570
meanX1	53	2.00	4.00	3.2170	.52357
x2item3	53	3.00	4.00	3.6226	.48936
x2item4	53	3.00	4.00	3.4906	.50469
x2item5	53	3.00	4.00	3.5849	.49745
x2item6	53	2.00	4.00	3.2453	.47659
x2item7	53	3.00	4.00	3.5094	.50469
x2item8	53	1.00	2.00	1.9811	.13736
meanX2	53	2.67	3.67	3.2383	.27914
x3item9	53	3.00	4.00	3.4717	.50398
x3item10	53	2.00	4.00	3.4340	.53742
x3item11	53	2.00	4.00	3.3962	.53131
x3item12	53	3.00	4.00	3.5849	.49745
x3item13	53	3.00	4.00	3.5472	.50253
x3item14	53	3.00	4.00	3.4528	.50253
meanX3	53	2.67	4.00	3.4817	.34577
x4item15	53	2.00	4.00	3.5472	.53945
x4item16	53	2.00	4.00	3.5283	.57525
x4item17	53	1.00	2.00	1.9623	.19238
meanX4	53	2.00	3.33	3.0117	.37314
x5item18	53	2.00	4.00	3.3585	.52236
x5item19	53	2.00	4.00	3.4340	.53742
x5item20	53	2.00	4.00	3.5472	.53945
meanX5	53	2.33	4.00	3.4460	.40341
x6item21	53	2.00	4.00	3.3208	.51041
x6item22	53	3.00	4.00	3.4151	.49745
x6item23	53	3.00	4.00	3.3962	.49379
meanX6	53	2.67	4.00	3.3775	.39297
x7item24	53	2.00	4.00	3.4340	.53742
x7item25	53	2.00	4.00	3.4717	.60776
x7item26	53	3.00	4.00	3.3585	.48415
x7item27	53	2.00	4.00	3.4151	.56955
meanX7	53	2.50	4.00	3.4198	.37588
x8item28	53	3.00	4.00	3.3962	.49379
x8item29	53	2.00	4.00	3.3396	.58650
x8item30	53	2.00	4.00	3.4906	.60836
x8item31	53	3.00	4.00	3.5849	.49745
meanX8	53	2.50	4.00	3.4528	.37678
XMEAN	53	2.90	3.87	3.3474	.27740
Yitem32	53	3.00	4.00	3.5660	.50036
Yitem33	53	3.00	4.00	3.5849	.49745
Yitem34	53	2.00	4.00	3.3208	.51041
Yitem35	53	3.00	4.00	3.4340	.50036
YMEAN	53	3.00	4.00	3.4764	.34062
Valid N (listwise)	53				

Lampiran 6. Hasil Uji Regresi

Regresi Linier Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
YMEAN	3.4764	.34062	53
meanX1	3.2170	.52357	53
meanX2	3.2383	.27914	53
meanX3	3.4817	.34577	53
meanX4	3.0117	.37314	53
meanX5	3.4460	.40341	53
meanX6	3.3775	.39297	53
meanX7	3.4198	.37588	53
meanX8	3.4528	.37678	53

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.978 ^a	.956	.948	.07733

a. Predictors: (Constant), meanX8, meanX4, meanX6, meanX1, meanX7, meanX5, meanX2, meanX3

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.770	8	.721	120.597	.000 ^a
	Residual	.263	44	.006		
	Total	6.033	52			

a. Predictors: (Constant), meanX8, meanX4, meanX6, meanX1, meanX7, meanX5, meanX2, meanX3

b. Dependent Variable: YMEAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-.609	.140		-4.339	.000			
	meanX1	.080	.026	.123	3.039	.004	.366	.417	.096
	meanX2	.386	.069	.316	5.552	.000	.872	.642	.175
	meanX3	.165	.068	.168	2.438	.019	.854	.345	.077
	meanX4	.098	.040	.107	2.457	.018	.589	.347	.077
	meanX5	.120	.045	.142	2.698	.010	.767	.377	.085
	meanX6	.110	.043	.127	2.549	.014	.727	.359	.080
	meanX7	.146	.042	.161	3.451	.001	.727	.462	.109
	meanX8	.123	.056	.136	2.205	.033	.815	.315	.069

a. Dependent Variable: YMEAN

Lampiran 7. Uji Asumsi Klasik

1. Uji Multikolinieritas

Correlations

		mean X1	mean X2	mean X3	mean X4	mean X5	mean X6	mean X7	mean X8
meanX1	Pearson Correlation	1	.145	.192	-.031	.155	.248	.298*	.492**
	Sig. (2-tailed)		.301	.169	.826	.267	.073	.030	.000
	N	53	53	53	53	53	53	53	53
meanX2	Pearson Correlation	.145	1	.759**	.477**	.670**	.598**	.623**	.652**
	Sig. (2-tailed)	.301		.000	.000	.000	.000	.000	.000
	N	53	53	53	53	53	53	53	53
meanX3	Pearson Correlation	.192	.759**	1	.635**	.658**	.635**	.495**	.745**
	Sig. (2-tailed)	.169	.000		.000	.000	.000	.000	.000
	N	53	53	53	53	53	53	53	53
meanX4	Pearson Correlation	-.031	.477**	.635**	1	.354**	.431**	.391**	.444**
	Sig. (2-tailed)	.826	.000	.000		.009	.001	.004	.001
	N	53	53	53	53	53	53	53	53
meanX5	Pearson Correlation	.155	.670**	.658**	.354**	1	.709**	.516**	.532**
	Sig. (2-tailed)	.267	.000	.000	.009		.000	.000	.000
	N	53	53	53	53	53	53	53	53
meanX6	Pearson Correlation	.248	.598**	.635**	.431**	.709**	1	.372**	.490**
	Sig. (2-tailed)	.073	.000	.000	.001	.000		.006	.000
	N	53	53	53	53	53	53	53	53
meanX7	Pearson Correlation	.298*	.623**	.495**	.391**	.516**	.372**	1	.635**
	Sig. (2-tailed)	.030	.000	.000	.004	.000	.006		.000
	N	53	53	53	53	53	53	53	53
meanX8	Pearson Correlation	.492**	.652**	.745**	.444**	.532**	.490**	.635**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.000	
	N	53	53	53	53	53	53	53	53

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

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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.609	.140		-4.339	.000		
	meanX1	.080	.026	.123	3.039	.004	.600	1.665
	meanX2	.386	.069	.316	5.552	.000	.306	3.267
	meanX3	.165	.068	.168	2.438	.019	.210	4.772
	meanX4	.098	.040	.107	2.457	.018	.518	1.929
	meanX5	.120	.045	.142	2.698	.010	.356	2.812
	meanX6	.110	.043	.127	2.549	.014	.401	2.492
	meanX7	.146	.042	.161	3.451	.001	.454	2.204
	meanX8	.123	.056	.136	2.205	.033	.262	3.810

a. Dependent Variable: YMEAN

2. Uji AutokorelasiModel Summary^b

Model	Durbin-Watson
1	2.326 ^a

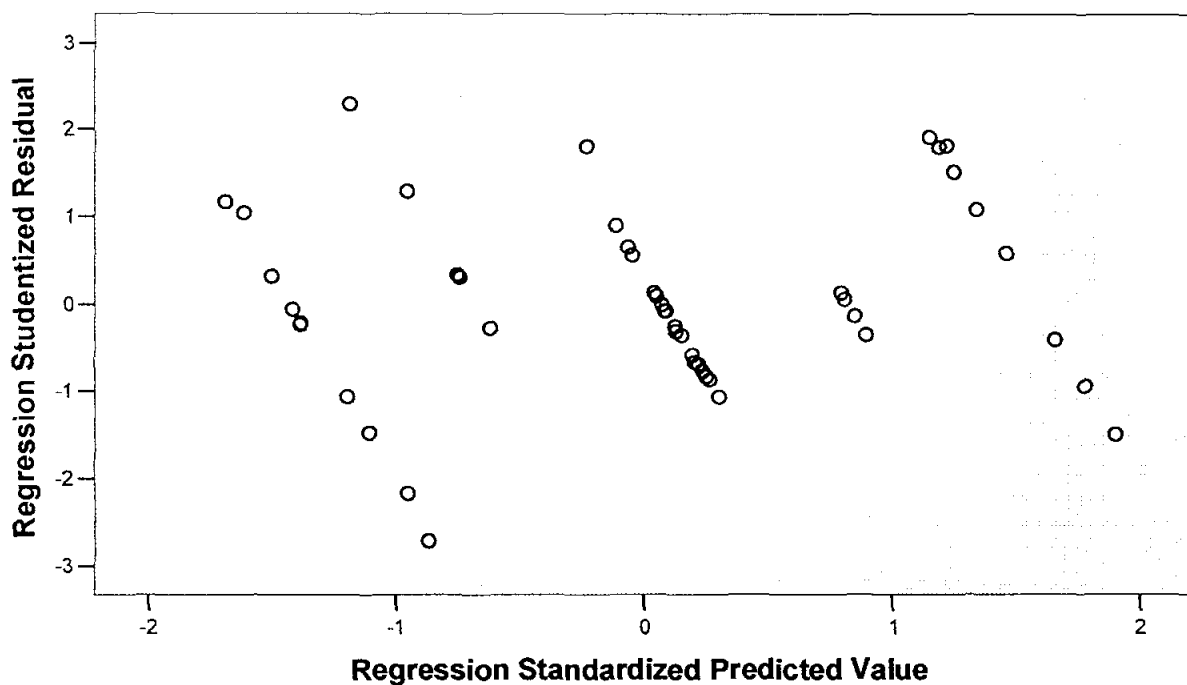
a. Predictors: (Constant), meanX8, meanX4, meanX6, meanX1, meanX7, meanX5, meanX2, meanX3

b. Dependent Variable: YMEAN

3. Uji Heteroskedastisitas

Scatterplot

Dependent Variable: YMEAN



Correlations

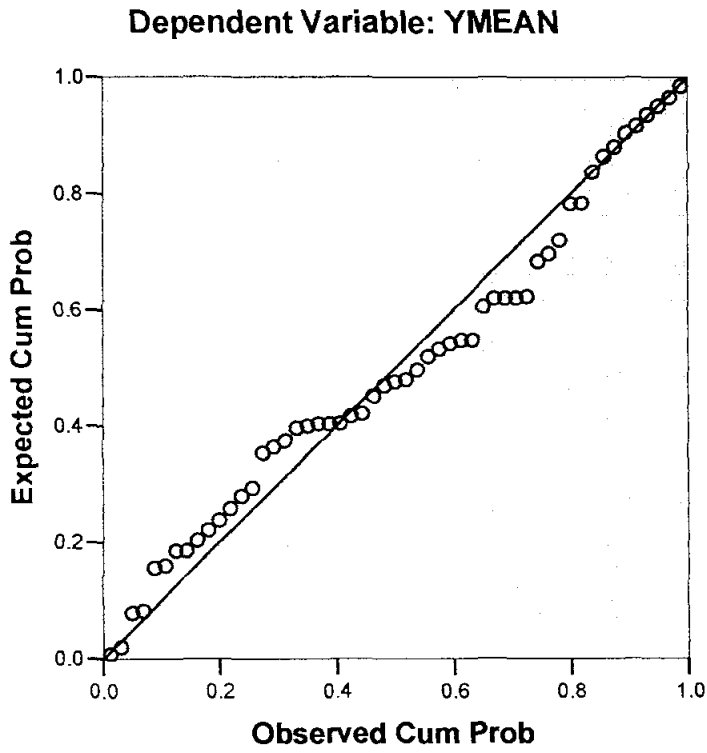
			mean X1	mean X2	mean X3	mean X4	mean X5	mean X6	mean X7	mean X8	RES
Spearman's rho	mean X1	Correlation Coefficient	1.000	.180	.207	-.091	.167	.287*	.309*	.476**	-.001
		Sig. (2-tailed)	.	.196	.136	.517	.233	.037	.024	.000	.994
		N	53	53	53	53	53	53	53	53	53
	mean X2	Correlation Coefficient	.180	1.000	.737**	.555**	.679**	.581**	.655**	.695**	-.056
		Sig. (2-tailed)	.196	.	.000	.000	.000	.000	.000	.000	.692
		N	53	53	53	53	53	53	53	53	53
	mean X3	Correlation Coefficient	.207	.737**	1.000	.710**	.623**	.572**	.561**	.810**	-.052
		Sig. (2-tailed)	.136	.000	.	.000	.000	.000	.000	.000	.711
		N	53	53	53	53	53	53	53	53	53
mean X4	Correlation Coefficient	-.091	.555**	.710**	1.000	.424**	.447**	.476**	.529**	-.084	
	Sig. (2-tailed)	.517	.000	.000	.	.002	.001	.000	.000	.548	
	N	53	53	53	53	53	53	53	53	53	
mean X5	Correlation Coefficient	.167	.679**	.623**	.424**	1.000	.690**	.570**	.618**	-.052	
	Sig. (2-tailed)	.233	.000	.000	.002	.	.000	.000	.000	.710	
	N	53	53	53	53	53	53	53	53	53	
mean X6	Correlation Coefficient	.287*	.581**	.572**	.447**	.690**	1.000	.386**	.514**	-.099	
	Sig. (2-tailed)	.037	.000	.000	.001	.000	.	.004	.000	.483	
	N	53	53	53	53	53	53	53	53	53	
mean X7	Correlation Coefficient	.309*	.655**	.561**	.476**	.570**	.386**	1.000	.687**	-.096	
	Sig. (2-tailed)	.024	.000	.000	.000	.000	.004	.	.000	.496	
	N	53	53	53	53	53	53	53	53	53	
mean X8	Correlation Coefficient	.476**	.695**	.810**	.529**	.618**	.514**	.687**	1.000	.004	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.	.979	
	N	53	53	53	53	53	53	53	53	53	
RES	Correlation Coefficient	-.001	-.056	-.052	-.084	-.052	-.099	-.096	.004	1.000	
	Sig. (2-tailed)	.994	.692	.711	.548	.710	.483	.496	.979	.	
	N	53	53	53	53	53	53	53	53	53	

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

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

4. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



Lampiran 8.

Tabel *r product moment* (two tailed test)

df	α 5%	df	α 5%	df	α 5%	df	α 5%
1	0,997	26	0,374	51	0,271	76	0,223
2	0,980	27	0,367	52	0,268	77	0,221
3	0,878	28	0,361	53	0,266	78	0,220
4	0,811	29	0,355	54	0,263	79	0,219
5	0,775	30	0,349	55	0,261	80	0,217
6	0,707	31	0,344	56	0,257	81	0,216
7	0,666	32	0,339	57	0,256	82	0,215
8	0,632	33	0,334	58	0,254	83	0,213
9	0,602	34	0,329	59	0,252	84	0,212
10	0,576	35	0,325	60	0,250	85	0,211
11	0,553	36	0,320	61	0,248	86	0,210
12	0,532	37	0,316	62	0,246	87	0,208
13	0,514	38	0,312	63	0,244	88	0,207
14	0,497	39	0,308	64	0,242	89	0,206
15	0,482	40	0,304	65	0,240	90	0,205
16	0,468	41	0,301	66	0,239	91	0,204
17	0,456	42	0,297	67	0,237	92	0,203
18	0,444	43	0,294	68	0,235	93	0,202
19	0,433	44	0,291	69	0,234	94	0,201
20	0,423	45	0,288	70	0,232	95	0,200
21	0,413	46	0,285	71	0,230	96	0,199
22	0,404	47	0,282	72	0,229	97	0,198
23	0,396	48	0,279	73	0,227	98	0,197
24	0,388	49	0,276	74	0,226	99	0,196
25	0,381	50	0,273	75	0,224	100	0,195

Sumber : Nugroho, Bhuono Agung. *Srategi Jitu Memilih Metode Statistik Penelitian Dengan SPSS*. Yogyakarta: Penerbit Andi, 2005, hlm.141.

Lampiran 9.

Kriteria Interval Rata-Rata Variabel

Interval	Kriteria	
Rata-Rata (\bar{X})	<i>The Big Eight Factors</i>	Interpretasi
$1,00 < \bar{X} \leq 1,75$	Sangat tidak setuju	Sangat tidak baik
$1,75 < \bar{X} \leq 2,50$	Tidak setuju	Tidak baik
$2,50 < \bar{X} \leq 3,25$	Setuju	Baik
$3,25 < \bar{X} \leq 4,00$	Sangat setuju	Sangat baik
Interval	Kriteria	
Rata-Rata (\bar{X})	Kepuasan Pelanggan	Interpretasi
$1,00 < \bar{X} \leq 1,75$	Sangat tidak setuju	Sangat tidak puas
$1,75 < \bar{X} \leq 2,50$	Tidak setuju	Tidak puas
$2,50 < \bar{X} \leq 3,25$	Setuju	Puas
$3,25 < \bar{X} \leq 4,00$	Sangat setuju	Sangat puas

Sumber : hasil perhitungan

Lampiran 10.

Pedoman Interpretasi Koefisien Korelasi

Interval Koefisien Korelasi	Tingkat Hubungan
0,000 – 0,199	Sangat rendah
0,200 – 0,399	Rendah
0,400 – 0,599	Sedang
0,600 – 0,799	Kuat
0,800 – 1,000	Sangat kuat

Sumber: Sugiyono. *Metode Penelitian Bisnis*. Bandung: Alfabeta. 2003, hlm.183.

TABEL F ($\alpha = 5\%$)

df 2	df 1									
	1	2	3	4	5	6	7	8	9	10
1	161.446	199.499	215.707	224.583	230.160	233.988	236.767	238.884	240.543	241.882
2	18.513	19.000	19.164	19.247	19.296	19.329	19.353	19.371	19.385	19.396
3	10.128	9.552	9.277	9.117	9.013	8.941	8.887	8.845	8.812	8.785
4	7.709	6.944	6.591	6.388	6.256	6.163	6.094	6.041	5.999	5.964
5	6.608	5.786	5.409	5.192	5.050	4.950	4.876	4.818	4.772	4.735
6	5.987	5.143	4.757	4.534	4.387	4.284	4.207	4.147	4.099	4.060
7	5.591	4.737	4.347	4.120	3.972	3.866	3.787	3.726	3.677	3.637
8	5.318	4.459	4.066	3.838	3.688	3.581	3.500	3.438	3.388	3.347
9	5.117	4.256	3.863	3.633	3.482	3.374	3.293	3.230	3.179	3.137
10	4.965	4.103	3.708	3.478	3.326	3.217	3.135	3.072	3.020	2.978
11 s.d. 40										
41	4.079	3.226	2.833	2.600	2.443	2.330	2.243	2.174	2.118	2.071
42	4.073	3.220	2.827	2.594	2.438	2.324	2.237	2.168	2.112	2.065
43	4.067	3.214	2.822	2.589	2.432	2.319	2.232	2.163	2.106	2.059
44	4.062	3.209	2.816	2.584	2.427	2.313	2.226	2.157	2.101	2.054
45	4.057	3.204	2.812	2.579	2.422	2.308	2.221	2.152	2.096	2.049
46	4.052	3.200	2.807	2.574	2.417	2.304	2.216	2.147	2.091	2.044
47	4.047	3.195	2.802	2.570	2.413	2.299	2.212	2.143	2.086	2.039
48	4.043	3.191	2.798	2.565	2.409	2.295	2.207	2.138	2.082	2.035
49	4.038	3.187	2.794	2.561	2.404	2.290	2.203	2.134	2.077	2.030
50	4.034	3.183	2.790	2.557	2.400	2.286	2.199	2.130	2.073	2.026
51	4.030	3.179	2.786	2.553	2.397	2.283	2.195	2.126	2.069	2.022
52	4.027	3.175	2.783	2.550	2.393	2.279	2.192	2.122	2.066	2.018
53	4.023	3.172	2.779	2.546	2.389	2.275	2.188	2.119	2.062	2.015
54	4.020	3.168	2.776	2.543	2.386	2.272	2.185	2.115	2.059	2.011
55	4.016	3.165	2.773	2.540	2.383	2.269	2.181	2.112	2.055	2.008
56	4.013	3.162	2.769	2.537	2.380	2.266	2.178	2.109	2.052	2.005
57	4.010	3.159	2.766	2.534	2.377	2.263	2.175	2.106	2.049	2.001
58	4.007	3.156	2.764	2.531	2.374	2.260	2.172	2.103	2.046	1.998
59	4.004	3.153	2.761	2.528	2.371	2.257	2.169	2.100	2.043	1.995
60	4.001	3.150	2.758	2.525	2.368	2.254	2.167	2.097	2.040	1.993

Sumber: pengolahan perhitungan menggunakan Microsoft Excel

TABEL t

df	α untuk uji dua sisi (two-tailed test)			
	0.010	0.025	0.05	0.10
	α untuk uji satu sisi (one-tailed test)			
	0.005	0.0125	0.025	0.05
1	63.656	25.452	12.706	6.314
2	9.925	6.205	4.303	2.920
3	5.841	4.177	3.182	2.353
4	4.604	3.495	2.776	2.132
5	4.032	3.163	2.571	2.015
6	3.707	2.969	2.447	1.943
7	3.499	2.841	2.365	1.895
8	3.355	2.752	2.306	1.860
9	3.250	2.685	2.262	1.833
10	3.169	2.634	2.228	1.812
11 s.d. 40				
41	2.701	2.327	2.020	1.683
42	2.698	2.325	2.018	1.682
43	2.695	2.323	2.017	1.681
44	2.692	2.321	2.015	1.680
45	2.690	2.319	2.014	1.679
46	2.687	2.317	2.013	1.679
47	2.685	2.315	2.012	1.678
48	2.682	2.314	2.011	1.677
49	2.680	2.312	2.010	1.677
50	2.678	2.311	2.009	1.676
51	2.676	2.310	2.008	1.675
52	2.674	2.308	2.007	1.675
53	2.672	2.307	2.006	1.674
54	2.670	2.306	2.005	1.674
55	2.668	2.304	2.004	1.673
56	2.667	2.303	2.003	1.673
57	2.665	2.302	2.002	1.672
58	2.663	2.301	2.002	1.672
59	2.662	2.300	2.001	1.671
60	2.660	2.299	2.000	1.671

Sumber: pengolahan perhitungan menggunakan Microsoft Excel

Tabel Durbin-Watson (D-W)

 $\alpha = 0,05$

n	k = 1		k = 2		k = 3		k = 4		k = 5		k = 6		k = 7		k = 8	
	dl	du	dl	du	dl	du	dl	du	dl	du	dl	du	dl	du	dl	du
15	0,95	1,23	0,83	1,40	0,71	1,61	0,59	1,84	0,48	2,09	0,37	2,36	0,26	2,63	0,15	2,90
16	0,98	1,24	0,86	1,40	0,75	1,59	0,64	1,80	0,53	2,03	0,43	2,28	0,33	2,54	0,24	2,80
17	1,01	1,25	0,90	1,40	0,79	1,58	0,68	1,77	0,57	1,98	0,46	2,20	0,35	2,44	0,24	2,69
18	1,03	1,26	0,93	1,40	0,82	1,56	0,72	1,74	0,62	1,93	0,51	2,14	0,41	2,36	0,31	2,59
19	1,06	1,28	0,96	1,41	0,86	1,55	0,76	1,72	0,66	1,90	0,56	2,09	0,46	2,31	0,36	2,54
20	1,08	1,28	0,99	1,41	0,89	1,55	0,79	1,70	0,77	1,87	0,64	2,00	0,51	2,14	0,37	2,29
21	1,10	1,30	1,01	1,41	0,92	1,54	0,83	1,69	0,73	1,84	0,63	2,01	0,53	2,18	0,43	2,35
22	1,12	1,31	1,04	1,42	0,95	1,54	0,86	1,68	0,77	1,82	0,66	1,99	0,56	2,17	0,46	2,34
23	1,14	1,32	1,06	1,42	0,97	1,54	0,89	1,67	0,80	1,80	0,69	1,97	0,59	2,16	0,49	2,33
24	1,16	1,33	1,08	1,43	1,00	1,54	0,91	1,66	0,83	1,79	0,72	1,95	0,62	2,15	0,52	2,32
25	1,18	1,34	1,10	1,43	1,02	1,54	0,94	1,65	0,86	1,77	0,75	1,93	0,65	2,14	0,55	2,31
26																
...																
s.d																
...																
35																
36	1,31	1,43	1,26	1,49	1,20	1,56	1,15	1,63	1,09	1,70	1,04	1,78	0,98	1,86	0,93	1,94
37	1,32	1,43	1,27	1,49	1,21	1,56	1,16	1,62	1,10	1,70	1,05	1,78	0,99	1,86	0,94	1,94
38	1,33	1,44	1,28	1,50	1,23	1,56	1,17	1,62	1,12	1,70	1,06	1,79	1,01	1,86	0,96	1,94
39	1,34	1,44	1,29	1,50	1,24	1,56	1,19	1,63	1,13	1,69	1,08	1,79	1,03	1,87	0,98	1,94
40	1,35	1,45	1,30	1,51	1,25	1,57	1,20	1,63	1,15	1,69	1,10	1,79	1,05	1,87	1,00	1,95
45	1,39	1,48	1,34	1,53	1,30	1,58	1,25	1,63	1,21	1,69	1,18	1,80	1,15	1,87	1,12	1,95
50	1,42	1,50	1,38	1,54	1,34	1,59	1,30	1,64	1,26	1,69	1,23	1,80	1,20	1,87	1,18	1,95
55	1,45	1,52	1,41	1,56	1,37	1,60	1,33	1,64	1,30	1,69	1,28	1,80	1,24	1,88	1,23	1,95
60	1,47	1,54	1,44	1,57	1,40	1,61	1,37	1,65	1,33	1,69	1,32	1,80	1,28	1,88	1,27	1,95
65	1,49	1,55	1,46	1,59	1,43	1,62	1,40	1,66	1,36	1,69	1,35	1,81	1,33	1,88	1,31	1,96
70	1,51	1,57	1,48	1,60	1,45	1,63	1,42	1,66	1,39	1,70	1,38	1,81	1,36	1,88	1,34	1,96
75	1,53	1,58	1,50	1,61	1,47	1,64	1,45	1,67	1,42	1,70	1,39	1,81	1,37	1,88	1,36	1,96
80	1,54	1,59	1,52	1,62	1,49	1,65	1,47	1,67	1,44	1,70	1,41	1,81	1,39	1,89	1,39	1,96
85	1,56	1,60	1,53	1,63	1,51	1,65	1,49	1,68	1,46	1,71	1,43	1,81	1,41	1,89	1,41	1,96
90	1,57	1,61	1,55	1,64	1,53	1,66	1,50	1,69	1,48	1,71	1,45	1,82	1,43	1,89	1,43	1,96
95	1,58	1,62	1,56	1,65	1,54	1,67	1,52	1,69	1,50	1,71	1,47	1,82	1,45	1,89	1,44	1,97
100	1,59	1,63	1,57	1,65	1,55	1,67	1,53	1,70	1,51	1,72	1,49	1,82	1,47	1,89	1,45	1,97

Keterangan : n = jumlah responden, k = jumlah variabel bebas, du = batas atas, dl = batas bawah

Sumber : Imam Ghozali (2001)