

BAB V

PENUTUP

5.1. Simpulan

1. Pada penelitian yang dilakukan pada Klinik MSGLOW Surabaya, variabel Kualitas Layanan memiliki pengaruh Parsial Terhadap Kepuasan Pelanggan pada Klinik MSGLOW Surabaya
2. Pada penelitian yang dilakukan pada Klinik MSGLOW Surabaya, variabel Persepsi Harga memiliki pengaruh Parsial Terhadap Kepuasan Pelanggan pada Klinik MSGLOW Surabaya
3. Pada penelitian yang dilakukan pada Klinik MSGLOW Surabaya, variabel Kualitas Layanan memiliki pengaruh Parsial Terhadap Kepuasan Pelanggan pada Klinik MSGLOW Surabaya
4. Pada penelitian yang dilakukan pada Klinik MSGLOW Surabaya, variabel Kualitas layanan (X1), Persepsi Harga (X2), Citra Merk (X3) secara simultan atau bersama-sama berpengaruh terhadap variabel

Kepuasan Pelanggan pada Klinik MSGLOW
Surabaya.

5.2. Saran

Saran dalam penelitian ini adalah :

1. Bagi pihak Klinik MSGLOW Surabaya :

- A. Diharapkan agar pihak Klinik MSGLOW dapat mempertahankan sekaligus meningkatkan kualitas layanan dengan mempertahankan kualitas semaksimal mungkin agar konsumen merasa puas sehingga pengunjung ingin datang lagi.
- B. Diharapkan Klinik MSGLOW Surabaya bisa bersaing untuk masalah harga.
- C. Diharapkan Klinik MSGLOW Surabaya dapat mempertahankan Citra Merek dengan menjaga kualitas packaging dan isinya.

2. Bagi Peneliti selanjutnya pada Klinik MSGLOW Surabaya diharapkan dapat menambahkan atau mengembangkan variabel yang digunakan pada penelitian ini yang diduga mempengaruhi kepuasan pelanggan.

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Lampiran 1

KUISIONER

Kuisisioner ini digunakan sebagai bahan penyusunan skripsi mengenai

**PENGARUH KUALITAS LAYANAN, PERSEPSI HARGA
DAN CITRA MEREK TERHADAP KEPUASAN
PELANGGAN PADA KLINIK MSGLOW SURABAYA**

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A. Petunjuk Pengisian

Beri tanda (√) pada kolom yang sudah disediakan sesuai dengan keadaan pada setiap pernyataan yang tercantum.

B. Identitas Responden

1. Kunjungan : Satu Kali
 Dua Kali
 Tiga Kali

2. Usia : 17-25 tahun
 25-35 tahun
 35-45 tahun
 >45 tahun
3. Pendidikan Terakhir : SD
 SLTP/SMP
 SMA/SMK
 S1
 S2
 S3
4. Pekerjaan : Pelajar/Mahasiswa
 Wiraswasta
 Pegawai Negeri
 Pegawai Swasta
 Pensiunan
 Lain - lain
5. Penghasilan : Rp 1.200.000 – Rp 3.000.000
 Rp Rp 3.000.000 – Rp 5.000.000
 Rp >5.000.000

C. Kriteria Bobot Skor Penilaian

Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
STS	TS	N	S	SS
Nilai 1	Nilai 2	Nilai 3	Nilai 4	Nilai 5

D. Daftar Pernyataan Variabel Kualitas Layanan (X1)

VARIABEL KUALITAS LAYANAN (X1)						
No	Keterangan	Jawaban				
Bukti Fisik (<i>Tangibles</i>) X1.1		STS	TS	KS	S	SS
1.	Kondisi Ruang Menarik					
2.	Pakaian Pegawai Rapi					
3.	Kebersihan dan keamanan tempat					
Keandalan (<i>Reliability</i>) X1.2						
4.	Pegawai selalu senyum					
5.	Kecepatan dalam melayani pelanggan					
6.	Pelayanan memuaskan					
Daya Tanggap (<i>Responsiveness</i>) X1.3						
7.	Tanggap terhadap keluhan pengunjung					
8.	Pengunjung tidak terlalu lama menunggu dalam mengantri					
9.	Pengunjung disuguhkan minum sebelum dan sesudah treatment					
Jaminan (<i>Assurance</i>) X1.4						
10.	Keramahan dalam melayani pengunjung					
11.	Peralatan Treatment yang disediakan steril/bersih					
12.	Pengelolaan tempat parkir aman					
Empati (<i>Empathy</i>) X1.5						
13.	Pegawai mampu mengkomunikasikan dengan baik					
14.	Pegawai Klinik MSGLOW selalu berusaha untuk mengerti keinginan dan kebutuhan pengunjung					
15.	Jika komplain selalu ditanggapi dengan cepat					

E. Daftar Pernyataan Variabel Persepsi Harga (X2)

VARIABEL PERSEPSI HARGA (X2)						
No	Keterangan	Jawaban				
		STS	TS	KS	S	SS
Keterjangkauan Harga X2.1						
16.	Harga yang ditawarkan Klinik MSGLOW bervariasi sesuai jenis kulit					
17.	Harga produk di Klinik MS Glow terjangkau					
Kesesuaian Harga dengan Kualitas produk dan layanan X2.2						
18.	Harga yang ditawarkan Klinik MSGLOW sesuai dengan kualitas packaging yang diberikan					
19.	Harga treatment Klinik MSGlow sesuai dengan layanannya					
Daya Saing Harga X2.3						
20.	Harga yang ditawarkan Klinik MSGLOW memiliki daya saing dengan harga yang ditawarkan pesaing					
21.	Harga tidak jauh berbeda dengan pesaing					
Kesesuaian Harga dengan Manfaat X2.4						
22.	Harga yang ditawarkan Klinik MSGLOW sesuai dengan manfaat yang diberikan oleh produknya					
23.	Harga treatment yang ditawarkan sesuai dengan manfaat jenis kulit yang dialami					

F. Daftar Pernyataan Variabel Citra Merek (X3)

VARIABEL CITRA MEREK (X3)						
No	Keterangan	Jawaban				
		STS	TS	KS	S	SS
Pengakuan (<i>Recognition</i>) X3.1						
24.	Merek Klinik MSGLOW sudah dikenal banyak orang					
25.	Merek Klinik MSGLOW mudah dikenal melalui atribut					
Reputasi (<i>Reputation</i>) X3.2						
26.	Merek Klinik MSGLOW memiliki citra merek yang sesuai dengan kualitas produk					
27.	Merek Klinik MSGLOW memiliki kesan berkelas bagi pengguna					
Afinitas (<i>Affinity</i>) X3.3						
28.	Merek MSGLOW memiliki packaging yang menarik					
29.	Merek MSGLOW mudah diucapkan seseorang					
Domain X3.4						
30.	Timbul bahagia dengan menggunakan merek MSGLOW					
31.	Merek Klinik MSGLOW meningkatkan percaya diri terhadap penggunaanya					

G. Daftar Pernyataan Variabel Kepuasan Pelanggan (Y)

VARIABEL KEPUASAN PELANGGAN (Y)						
		Jawaban				
No	Keterangan	STS	TS	KS	S	SS
Kesesuaian Harapan Y.1						
32.	Produk yang diperoleh sesuai atau melebihi dengan yang diharapkan.					
33.	Fasilitas yang didapat sudah melebihi dengan yang diharapkan					
Minat berkunjung kembali Y.2						
34.	Berminat untuk berkunjung kembali karena nilai dan manfaat yang diperoleh setelah mengkonsumsi produk.					
35.	Berminat berkunjung kembali karena fasilitas penunjang					
Kesediaan Merekomendasikan Y.3						
36.	Menyarankan teman atau kerabat untuk membeli produk yang ditawarkan karena nilai atau manfaat yang didapat setelah mengkonsumsi sebuah produk jasa.					
37.	Menyarankan teman atau kerabat untuk melakukan treatment karena pelayanan yang memuaskan					

Lampiran 2 Tabulasi Kuesioner

PERSEPSI HARGA (X2)								
X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	JML
3	4	5	3	5	3	4	4	31
3	4	4	2	4	4	4	3	28
4	5	3	3	4	3	5	4	31
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4	5	5	3	3	4	4	3	31
4	4	4	2	5	3	5	3	30
4	3	3	3	4	3	5	4	29
5	4	4	3	3	4	4	5	32
5	5	4	3	4	5	3	5	34
5	4	4	4	5	4	4	4	34
4	3	4	4	3	4	3	3	28
3	4	5	4	4	3	5	4	32
4	5	3	3	4	3	4	3	29
5	5	4	3	4	4	3	5	33
5	4	3	3	4	5	5	4	33
4	3	4	2	4	4	4	3	28
3	3	5	3	3	3	4	4	28
5	4	5	4	4	4	3	3	32
4	5	4	5	5	5	5	5	38
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4	4	3	3	4	3	4	4	29
5	3	4	4	3	3	5	5	32
4	4	5	3	3	4	5	3	31
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4	4	4	4	5	5	3	4	33
3	4	3	5	5	5	5	3	33
5	3	3	5	4	4	3	5	32

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3	5	4	3	4	4	4	3	30
4	4	3	4	5	4	5	5	34
4	3	4	4	5	5	5	4	34
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4	4	5	3	4	4	5	3	32
3	5	4	3	5	5	4	4	33
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4	4	4	5	3	5	3	3	31
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4	5	4	5	3	4	3	4	32
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3	4	5	5	4	3	5	4	33

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4	5	4	3	4	4	4	4	32
4	4	3	3	5	3	3	3	28
5	3	4	4	5	5	3	3	32

CITRA MERK (X3)								
X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	JML
3	3	4	4	4	3	4	3	28
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4	5	3	3	5	4	4	2	30
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3	4	3	3	3	4	5	4	29
4	4	4	4	3	5	4	3	31

KEPUASAN PELANGGAN(Y)							
Y1	Y2	Y3	Y4	Y5	Y6	JML	
4	4	3	3	4	3	21	
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3	3	3	5	3	5	22
2	3	3	4	4	4	20
3	4	3	3	5	3	21
3	5	4	4	4	4	24
3	4	4	5	3	4	23
3	4	3	5	4	5	24
4	3	4	5	3	4	23
5	4	5	4	4	5	27
4	5	5	3	5	4	26
3	4	4	3	4	4	22
3	3	3	4	3	5	21
5	4	3	4	4	5	25
4	3	3	5	4	4	23
4	5	3	5	4	3	24
3	4	3	4	5	3	22
4	3	4	3	5	4	23
4	4	4	3	5	4	24
5	3	4	4	4	5	25
4	5	3	3	3	3	21

3	4	3	5	4	3	22
3	3	3	4	4	4	21
1	1	1	1	1	1	6
4	3	3	4	4	4	22
4	4	3	3	4	4	22
3	5	3	3	4	3	21
4	5	4	4	4	5	26
3	4	3	3	5	4	22
4	3	3	5	5	3	23
3	4	4	4	4	4	23
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5	4	4	3	4	4	24
4	5	4	4	4	3	24
3	4	3	3	4	4	21
3	3	3	5	4	5	23
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5	4	3	3	4	3	22
4	4	3	4	5	4	24
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4	4	3	4	4	4	23
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4	4	5	3	3	3	22
5	3	4	4	4	4	24
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3	5	3	5	5	4	25
4	4	4	4	6	3	25
3	3	5	3	5	3	22
4	4	4	3	4	4	23
3	4	3	4	4	5	23
4	4	4	5	5	4	26
4	5	3	4	4	3	23
1	1	1	1	1	1	6
4	4	4	3	4	4	23
4	4	3	4	5	4	24

3	3	4	5	4	4	23
4	4	3	4	4	3	22
3	3	3	3	5	5	22
5	4	4	4	5	4	26
4	5	4	3	4	3	23
3	4	3	4	4	4	22
4	3	4	3	4	4	22
5	4	3	4	4	4	24
4	3	4	4	4	3	22
3	5	3	5	4	4	24
3	4	4	4	4	4	23
3	3	3	4	5	4	22
4	4	5	3	5	4	25
4	4	4	4	4	5	25
5	5	3	4	4	4	25
4	4	3	4	3	4	22
3	3	4	5	4	3	22
1	1	1	1	1	1	6
3	5	4	4	5	4	25
4	4	3	4	5	4	24
3	3	4	5	4	4	23

Lampiran 3 Uji Validitas

Your trial period for SPSS for Windows will expire in 14 days.

CORRELATIONS

```
/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8 X1.9 X  
1.10 X1.11 X1.12 X1.13 X1.14 X1.15 JUMLAH
```

```
/PRINT=TWOTAIL NOSIG
```

```
/MISSING=PAIRWISE.
```

KUALITAS LAYANAN (X1)

Correlations

Notes

Output Created		14-Jul-2019
Comments		
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for both variables.
Syntax		CORRELATIONS /VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8 X1.9 X1.10 X1.11 X1.12 X1.13 X1.14 X1.15 JUMLAH /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00
	Elapsed Time	00:00:00

[DataSet0]

Correlations

	X1 .1	X1 .2	X1 .3	X1 .4	X1 .5	X1 .6	X1 .7	X1 .8	X1 .9	X1 10	X1 11	X1 12	X1 13	X1 14	X1 15	JUM LAH
X1.1 Pears on Correl ation	1	.22 4*	.14 8	.34 9**	.16 9	.08 0	.41 1**	.49 4**	.38 6**	.26 9**	.24 8*	.26 9**	.19 1	.24 6*	.27 5**	.540* *
Sig. (2- tailed)		.02 5	.14 1	.00 0	.09 2	.42 8	.00 0	.00 0	.00 0	.00 7	.01 3	.00 7	.05 7	.01 3	.00 6	.000 *
N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100 *
X1.2 Pears on Correl ation	.22 4*	1	.06 0	.45 1**	.30 3**	.25 2*	.39 2**	.13 3	.48 1**	.17 2	.20 7*	.34 0**	.13 2	.30 1**	.14 4	.529* *
Sig. (2- tailed)	.02 5		.55 4	.00 0	.00 2	.01 1	.00 0	.18 8	.00 0	.08 7	.03 9	.00 1	.19 0	.00 2	.15 2	.000 *
N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100 *
X1.3 Pears on Correl ation	.14 8	.06 0	1	.18 8	.29 1**	.35 1**	.20 5*	.34 0**	.25 4*	.27 9**	.35 2**	.29 7**	.25 7**	.36 0**	.35 1**	.541* *

	Sig. (2- tailed)	.14 1	.55 4		.06 1	.00 3	.00 0	.04 1	.00 1	.01 1	.00 5	.00 0	.00 3	.01 0	.00 0	.00 0	.00 0	.000
	N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100
X1.4	Pearson Correlation	.34 9**	.45 1**	.18 8	.33 1 2**	.25 2*	.31 1**	.17 1	.49 4**	.26 5**	.33 1**	.23 9*	.07 5	.44 4**	.27 4**	.604*		
	Sig. (2- tailed)	.00 0	.00 0	.06 1	.00 1	.01 1	.00 2	.08 9	.00 0	.00 8	.00 1	.01 7	.45 5	.00 0	.00 6	.000		
	N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100		
X1.5	Pearson Correlation	.16 9	.30 3**	.29 1**	.33 2** 1	.39 7**	.18 7	.21 1*	.34 3**	.22 2*	.29 8**	.22 7*	.28 5**	.27 1**	.33 2**	.574*		
	Sig. (2- tailed)	.09 2	.00 2	.00 3	.00 1	.00 0	.06 3	.03 5	.00 0	.02 7	.00 3	.02 3	.00 4	.00 6	.00 1	.000		
	N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100		

X1.6 Pears on Correl ation	.08 0	.25 2*	.35 1**	.25 2*	.39 7**	1 1	.27 1**	.18 9	.31 8**	.29 3**	.24 5*	.32 9**	.32 0**	.26 4**	.41 0**	.585*
Sig. (2- tailed)	.42 8	.01 1	.00 0	.01 1	.00 0		.00 6	.06 0	.00 1	.00 3	.01 4	.00 1	.00 1	.00 8	.00 0	.000
N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100
X1.7 Pears on Correl ation	.41 1**	.39 2**	.20 5*	.31 1**	.18 7	.27 1**	1	.25 6*	.35 3**	.10 7	.35 2**	.28 5**	.30 4**	.27 9**	.25 5*	.573*
Sig. (2- tailed)	.00 0	.00 0	.04 1	.00 2	.06 3	.00 6		.01 0	.00 0	.28 9	.00 0	.00 4	.00 2	.00 5	.01 0	.000
N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100
X1.8 Pears on Correl ation	.49 4**	.13 3	.34 0**	.17 1	.21 1*	.18 9	.25 6*	1	.25 3*	.25 7**	.33 6**	.28 1**	.18 6	.31 5**	.36 5**	.548*
Sig. (2- tailed)	.00 0	.18 8	.00 1	.08 9	.03 5	.06 0	.01 0		.01 1	.01 0	.00 1	.00 5	.06 4	.00 1	.00 0	.000

N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	100
X1.9 Pearson Correlation	.386**	.481**	.254*	.494**	.343**	.318**	.353**	.253*	1	.227*	.362**	.344**	.191	.272**	.329**	.649**	
Sig. (2-tailed)	.000	.000	.011	.000	.000	.000	.010	.023		.000	.000	.057	.006	.001	.000		
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	100	
X1.10 Pearson Correlation	.269**	.172	.279**	.265**	.222*	.293**	.107	.257**	.227*	1	.268**	.311**	.147	.211*	.248*	.502**	
Sig. (2-tailed)	.007	.087	.005	.008	.027	.003	.289	.010	.023		.007	.002	.145	.035	.013	.000	
N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	100	
X1.11 Pearson Correlation	.248*	.207*	.352**	.331**	.298**	.245*	.352**	.336**	.362**	.268**	1	.309**	.298**	.258**	.283**	.598**	

	Sig. (2- tailed)	.01 3	.03 9	.00 0	.00 1	.00 3	.01 4	.00 0	.00 1	.00 0	.00 7		.00 2	.00 3	.01 0	.00 4	.000
	N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100
X1.1 2	Pears on Correl ation	.26 9**	.34 0**	.29 7**	.23 9*	.22 7*	.32 9**	.28 5**	.28 1**	.34 4**	.31 1**	.30 9**		.20 1	.40 6*	.45 1**	.612* 2**
	Sig. (2- tailed)	.00 7	.00 1	.00 3	.01 7	.02 3	.00 1	.00 4	.00 5	.00 0	.00 2	.00 2		.04 0	.00 0	.00 0	.000
	N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100
X1.1 3	Pears on Correl ation	.19 1	.13 2	.25 7**	.07 5	.28 5**	.32 0**	.30 4**	.18 6	.19 1	.14 7	.29 8**	.20 6*		.27 1	.34 6**	.492* 5**
	Sig. (2- tailed)	.05 7	.19 0	.01 0	.45 5	.00 4	.00 1	.00 2	.06 4	.05 7	.14 5	.00 3	.04 0		.00 5	.00 0	.000
	N	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	10 0	100

X1.1 Pears 4	on	.24	.30	.36	.44	.27	.26	.27	.31	.27	.21	.25	.40	.27		.48	.625*	
	Correl ation	6*	1**	0**	4**	1**	4**	9**	5**	2**	1*	8**	1**	6**	1	0**	*	
	Sig. (2- tailed)	.01	.00	.00	.00	.00	.00	.00	.00	.00	.03	.01	.00	.00		.00	.000	
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	100	
		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
X1.1 Pears 5	on	.27	.14	.35	.27	.33	.41	.25	.36	.32	.24	.28	.45	.34	.48		.644*	
	Correl ation	5**	4	1**	4**	2**	0**	5*	5**	9**	8*	3**	2**	5**	0**	1	*	
	Sig. (2- tailed)	.00	.15	.00	.00	.00	.00	.01	.00	.00	.01	.00	.00	.00	.00		.000	
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	100	
		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
JUM Pears LAH	on	.54	.52	.54	.60	.57	.58	.57	.54	.64	.50	.59	.61	.49	.62	.64		1
	Correl ation	0**	9**	1**	4**	4**	5**	3**	8**	9**	2**	8**	2**	2**	5**	4**		
	Sig. (2- tailed)	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00		
		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		

N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	100
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	

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

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

Persepsi Harga (X2)

Your trial period for SPSS for Windows will expire in 14 days.

CORRELATIONS

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2.6 X2.7 X2.8 JUMLAH

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes

Output Created

14-Jul-2019

Comments			
Input	Active Dataset		DataSet0
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	Weight		<none>
	Split File		<none>
	N of Rows in Working Data File		
Missing Value Handling	Definition of Missing		User-defined missing values are treated as missing.
	Cases Used		Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax			CORRELATIONS /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.6 X2.7 X2.8 JUMLAH /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time		00:00
	Elapsed Time		00:00

[DataSet0]

Correlations

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	JUMLAH
X2.1 Pearson Correlation	1	.283**	.231*	.320**	.379**	.534**	.342**	.412**	.683**
Sig. (2-tailed)		.004	.021	.001	.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100
X2.2 Pearson Correlation	.283**	1	.335**	.239*	.280**	.336**	.258**	.288**	.587**
Sig. (2-tailed)	.004		.001	.016	.005	.001	.009	.004	.000
N	100	100	100	100	100	100	100	100	100
X2.3 Pearson Correlation	.231*	.335**	1	.434**	.163	.252*	.323**	.307**	.594**
Sig. (2-tailed)	.021	.001		.000	.105	.011	.001	.002	.000
N	100	100	100	100	100	100	100	100	100
X2.4 Pearson Correlation	.320**	.239*	.434**	1	.145	.442**	.204*	.502**	.644**

	Sig. (2-tailed)	.001	.016	.000		.150	.000	.041	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.379**	.280**	.163	.145	1	.380**	.376**	.284**	.589**
	Sig. (2-tailed)	.000	.005	.105	.150		.000	.000	.004	.000
	N	100	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.534**	.336**	.252*	.442**	.380**	1	.354**	.358**	.716**
	Sig. (2-tailed)	.000	.001	.011	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	.342**	.258**	.323**	.204*	.376**	.354**	1	.320**	.624**
	Sig. (2-tailed)	.000	.009	.001	.041	.000	.000		.001	.000
	N	100	100	100	100	100	100	100	100	100
X2.8	Pearson Correlation	.412**	.288**	.307**	.502**	.284**	.358**	.320**	1	.678**
	Sig. (2-tailed)	.000	.004	.002	.000	.004	.000	.001		.000
	N	100	100	100	100	100	100	100	100	100

JUMLA Pearson										
H	Correlation	.683**	.587**	.594**	.644**	.589**	.716**	.624**	.678**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

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

Citra Merek (X3)

CORRELATIONS

/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5 X3.6 X3.7 X3.8 JUMLAH

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes

Output Created		14-Jul-2019
Comments		
Input	Active Dataset	DataSet0
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	N of Rows in Working Data File	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.

Syntax				CORRELATIONS	
				/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.6 X3.7 X3.8 JUMLAH	
				/PRINT=TWOTAIL NOSIG	
				/MISSING=PAIRWISE.	
Resources	Processor Time				00:00
	Elapsed Time				00:00

[DataSet0]

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	JUMLAH AH
X3.1	Pearson Correlation	1	.444**	.281**	.502**	.304**	.348**	.323**	.248*	.687**
	Sig. (2-tailed)		.000	.005	.000	.002	.000	.001	.013	.000
	N	100	100	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.444**	1	.236*	.357**	.219*	.285**	.336**	.138	.601**

	Sig. (2-tailed)	.000		.018	.000	.029	.004	.001	.172	.000
	N	100	100	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.281**	.236*	1	.422**	.338**	.421**	.225*	.289**	.647**
	Sig. (2-tailed)	.005	.018		.000	.001	.000	.024	.004	.000
	N	100	100	100	100	100	100	100	100	100
X3.4	Pearson Correlation	.502**	.357**	.422**	1	.290**	.308**	.158	.246*	.660**
	Sig. (2-tailed)	.000	.000	.000		.003	.002	.117	.014	.000
	N	100	100	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.304**	.219*	.338**	.290**	1	.323**	.346**	.292**	.623**
	Sig. (2-tailed)	.002	.029	.001	.003		.001	.000	.003	.000
	N	100	100	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.348**	.285**	.421**	.308**	.323**	1	.327**	.323**	.662**
	Sig. (2-tailed)	.000	.004	.000	.002	.001		.001	.001	.000
	N	100	100	100	100	100	100	100	100	100

X3.7	Pearson Correlation	.323**	.336**	.225*	.158	.346**	.327**	1	.193	.582**
	Sig. (2-tailed)	.001	.001	.024	.117	.000	.001		.054	.000
	N	100	100	100	100	100	100	100	100	100
X3.8	Pearson Correlation	.248*	.138	.289**	.246*	.292**	.323**	.193	1	.541**
	Sig. (2-tailed)	.013	.172	.004	.014	.003	.001	.054		.000
	N	100	100	100	100	100	100	100	100	100
JUML AH	Pearson Correlation	.687**	.601**	.647**	.660**	.623**	.662**	.582**	.541**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

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

Kepuasan Pelanggan (Y)

CORRELATIONS/VARIABLES=Y1 Y2 Y3 Y4 Y5 Y6 JUMLAH

/PRINT=TWOTAIL NOSIG/MISSING=PAIRWISE.

Correlations

Notes

Output Created		14-Jul-2019 10:00:00
Comments		
Input	Active Dataset	DataSet0
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	Split File	<none>	
	N of Rows in Working Data File		
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.	
Syntax		CORRELATIONS /VARIABLES=Y1 Y2 Y3 Y4 Y5 Y6 JUMLAH /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.	
Resources	Processor Time		00:00
	Elapsed Time		00:00

[DataSet0]

Correlations

	Y1	Y2	Y3	Y4	Y5	Y6	JUMLA H
--	----	----	----	----	----	----	------------

Y1	Pearson Correlation	1	.366**	.405**	.238*	.326**	.358**	.670**
	Sig. (2-tailed)		.000	.000	.017	.001	.000	.000
	N	100	100	100	100	100	100	100
Y2	Pearson Correlation	.366**	1	.351**	.257**	.407**	.254*	.661**
	Sig. (2-tailed)	.000		.000	.010	.000	.011	.000
	N	100	100	100	100	100	100	100
Y3	Pearson Correlation	.405**	.351**	1	.208*	.391**	.322**	.658**
	Sig. (2-tailed)	.000	.000		.037	.000	.001	.000
	N	100	100	100	100	100	100	100
Y4	Pearson Correlation	.238*	.257**	.208*	1	.369**	.445**	.641**
	Sig. (2-tailed)	.017	.010	.037		.000	.000	.000
	N	100	100	100	100	100	100	100
Y5	Pearson Correlation	.326**	.407**	.391**	.369**	1	.285**	.697**
	Sig. (2-tailed)	.001	.000	.000	.000		.004	.000

	N	100	100	100	100	100	100	100
Y6	Pearson Correlation	.358**	.254*	.322**	.445**	.285**	1	.668**
	Sig. (2-tailed)	.000	.011	.001	.000	.004		.000
	N	100	100	100	100	100	100	100
JUMLA H	Pearson Correlation	.670**	.661**	.658**	.641**	.697**	.668**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

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

Lampiran 4 Uji Realibilitas

RELIABILITY

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8 X1.9 X1.10 X1.11 X1.12 X1.13 X1.14 X1.15

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE CORR COV

/SUMMARY=TOTAL MEANS VARIANCE COV CORR.

Reliability KUALITAS LAYANAN (X1)

Notes

Output Created		14-Jul-2019
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
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	Split File	<none>
	N of Rows in Working Data File	
	Matrix Input	

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
Syntax	Cases Used	<p>Statistics are based on all cases with non-missing data for all variables in the procedure.</p> <p>RELIABILITY</p> <p> /VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8 X1.9 X1.10 X1.11 X1.12 X1.13 X1.14 X1.15</p> <p> /SCALE('ALL VARIABLES') ALL</p> <p> /MODEL=ALPHA</p> <p> /STATISTICS=DESCRIPTIVE SCORING CORR COV</p> <p> /SUMMARY=TOTAL MEANS VARIANCES CORR. COV CORR.</p>
Resources	Processor Time	00:00:00
	Elapsed Time	00:00:00

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.854	.855	15

Item Statistics

	Mean	Std. Deviation	N
X1.1	3.1300	.76085	100
X1.2	3.1200	.79493	100
X1.3	3.1200	.75585	100
X1.4	3.5700	.93479	100
X1.5	3.7400	.97047	100
X1.6	3.9500	.93609	100
X1.7	3.9300	.90179	100
X1.8	3.8300	.86521	100
X1.9	3.9100	.90000	100
X1.10	3.5900	.95447	100
X1.11	3.8700	.89505	100
X1.12	3.7800	.88283	100
X1.13	3.3800	.90766	100
X1.14	3.6900	.91778	100
X1.15	3.8400	.87294	100

Inter-Item Correlation Matrix

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13
X1.1	1.000	.224	.148	.349	.169	.080	.411	.494	.386	.269	.248	.269	.191
X1.2	.224	1.000	.060	.451	.303	.252	.392	.133	.481	.172	.207	.340	.132
X1.3	.148	.060	1.000	.188	.291	.351	.205	.340	.254	.279	.352	.297	.257
X1.4	.349	.451	.188	1.000	.332	.252	.311	.171	.494	.265	.331	.239	.075
X1.5	.169	.303	.291	.332	1.000	.397	.187	.211	.343	.222	.298	.227	.285
X1.6	.080	.252	.351	.252	.397	1.000	.271	.189	.318	.293	.245	.329	.320
X1.7	.411	.392	.205	.311	.187	.271	1.000	.256	.353	.107	.352	.285	.304
X1.8	.494	.133	.340	.171	.211	.189	.256	1.000	.253	.257	.336	.281	.186
X1.9	.386	.481	.254	.494	.343	.318	.353	.253	1.000	.227	.362	.344	.191
X1.10	.269	.172	.279	.265	.222	.293	.107	.257	.227	1.000	.268	.311	.147
X1.11	.248	.207	.352	.331	.298	.245	.352	.336	.362	.268	1.000	.309	.298
X1.12	.269	.340	.297	.239	.227	.329	.285	.281	.344	.309	.309	1.000	.206
X1.13	.191	.132	.257	.075	.285	.320	.304	.186	.191	.298	.298	.206	1.000
X1.14	.246	.301	.360	.441	.271	.264	.279	.315	.272	.211	.258	.401	.276
X1.15	.275	.144	.351	.274	.332	.410	.255	.365	.329	.248	.283	.452	.345

Inter-Item Covariance Matrix

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14
X1.1	.579	.136	.085	.248	.125	.057	.282	.325	.264	.195	.169	.180	.132	.172
X1.2	.136	.632	.036	.335	.234	.188	.281	.091	.344	.131	.147	.239	.095	.219

X1. 3	.085	.036	.571	.133	.213	.248	.140	.223	.173	.201	.238	.198	.176	.250
X1. 4	.248	.335	.133	.874	.301	.221	.263	.138	.415	.236	.277	.197	.064	.381
X1. 5	.125	.234	.213	.301	.942	.361	.163	.178	.300	.205	.259	.195	.251	.242
X1. 6	.057	.188	.248	.221	.361	.876	.229	.153	.268	.262	.206	.272	.272	.227
X1. 7	.282	.281	.140	.263	.163	.229	.813	.200	.287	.092	.284	.227	.249	.231
X1. 8	.325	.091	.223	.138	.178	.153	.200	.749	.197	.212	.261	.215	.146	.250
X1. 9	.264	.344	.173	.415	.300	.268	.287	.197	.810	.195	.291	.273	.156	.224
X1. 10	.195	.131	.201	.236	.205	.262	.092	.212	.195	.911	.229	.262	.127	.185
X1. 11	.169	.147	.238	.277	.259	.206	.284	.261	.291	.229	.801	.244	.242	.212
X1. 12	.180	.239	.198	.197	.195	.272	.227	.215	.273	.262	.244	.779	.165	.325
X1. 13	.132	.095	.176	.064	.251	.272	.249	.146	.156	.127	.242	.165	.824	.230

X1. 14	.172	.219	.250	.381	.242	.227	.231	.250	.224	.185	.212	.325	.230	.842
X1. 15	.183	.100	.232	.223	.281	.335	.201	.276	.258	.206	.221	.348	.274	.384

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.630	3.120	3.950	.830	1.266	.092	
Item Variances	.784	.571	.942	.371	1.649	.013	
Inter-Item Covariances	.221	.036	.415	.379	11.553	.005	
Inter-Item Correlations	.282	.060	.494	.434	8.258	.008	

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted

X1.1	51.3200	52.422	.464	.438	.847
X1.2	51.3300	52.324	.448	.414	.848
X1.3	51.3300	52.446	.465	.323	.847
X1.4	50.8800	50.369	.517	.462	.844
X1.5	50.7100	50.551	.479	.296	.846
X1.6	50.5000	50.636	.495	.358	.845
X1.7	50.5200	51.040	.485	.363	.846
X1.8	50.6200	51.632	.461	.380	.847
X1.9	50.5400	50.008	.573	.438	.841
X1.10	50.8600	51.718	.399	.229	.851
X1.11	50.5800	50.751	.514	.330	.844
X1.12	50.6700	50.648	.532	.363	.843
X1.13	51.0700	52.126	.394	.265	.851
X1.14	50.7600	50.204	.543	.422	.843
X1.15	50.6100	50.301	.569	.435	.841

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
54.4500	58.109	7.62290	15

RELIABILITY

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2.6 X2.7 X2.8

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE CORR COV

/SUMMARY=TOTAL MEANS VARIANCE COV CORR.

Reliability PERSEPSI HARGA (X2)

Notes

Output Created	14-Jul-2019
Comments	
Input	Active Dataset DataSet0

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	N of Rows in Working Data File		
	Matrix Input		
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on all cases with data for all variables in the procedure.	
Syntax		RELIABILITY /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.6 X2.7 X2.8 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCA CORR COV /SUMMARY=TOTAL MEANS VAR COV CORR.	
Resources	Processor Time		00:00
	Elapsed Time		00:00

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.793	.793	8

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.8900	.88643	100
X2.2	3.9000	.88192	100
X2.3	4.0000	.88763	100
X2.4	3.6200	.91872	100
X2.5	3.9200	.90654	100
X2.6	3.8500	.90314	100
X2.7	3.8700	.91734	100
X2.8	3.8300	.88825	100

Inter-Item Correlation Matrix

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7
X2.1	1.000	.283	.231	.320	.379	.534	.342
X2.2	.283	1.000	.335	.239	.280	.336	.258
X2.3	.231	.335	1.000	.434	.163	.252	.323

X2.4	.320	.239	.434	1.000	.145	.442	.204
X2.5	.379	.280	.163	.145	1.000	.380	.376
X2.6	.534	.336	.252	.442	.380	1.000	.354
X2.7	.342	.258	.323	.204	.376	.354	1.000
X2.8	.412	.288	.307	.502	.284	.358	.320

Inter-Item Covariance Matrix

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8
X2.1	.786	.221	.182	.261	.304	.428	.278	.325
X2.2	.221	.778	.263	.194	.224	.268	.209	.225
X2.3	.182	.263	.788	.354	.131	.202	.263	.242
X2.4	.261	.194	.354	.844	.121	.367	.172	.409
X2.5	.304	.224	.131	.121	.822	.311	.313	.229
X2.6	.428	.268	.202	.367	.311	.816	.293	.287
X2.7	.278	.209	.263	.172	.313	.293	.842	.261
X2.8	.325	.225	.242	.409	.229	.287	.261	

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N
Item Means	3.860	3.620	4.000	.380	1.105	.012	
Item Variances	.808	.778	.844	.066	1.085	.001	
Inter-Item Covariances	.262	.121	.428	.307	3.541	.005	
Inter-Item Correlations	.324	.145	.534	.389	3.684	.008	

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's if Item D
X2.1	26.9900	16.353	.558	.372	
X2.2	26.9800	17.151	.439	.214	
X2.3	26.8800	17.076	.446	.284	
X2.4	27.2600	16.538	.503	.408	
X2.5	26.9600	17.049	.436	.260	
X2.6	27.0300	16.009	.597	.425	

X2.7	27.0100	16.717	.477	.269
X2.8	27.0500	16.391	.550	.360

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.8800	21.137	4.59750	8

RELIABILITY

/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5 X3.6 X3.7 X3.8

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE CORR COV

/SUMMARY=TOTAL MEANS VARIANCE COV CORR.

Reliability CITRA MEREK (X3)

Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with data for all variables in the procedure.

Syntax			RELIABILITY
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			/SCALE('ALL VARIABLES') ALL
			/MODEL=ALPHA
			/STATISTICS=DESCRIPTIVE SCA CORR COV
			/SUMMARY=TOTAL MEANS VAR COV CORR.
Resources	Processor Time		00:00
	Elapsed Time		00:00

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0

Excluded ^a	0	.0
Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.778	.778	8

Item Statistics

	Mean	Std. Deviation	N
X3.1	3.7400	.89465	100
X3.2	3.7500	.90314	100
X3.3	3.5600	.94623	100
X3.4	3.8500	.94682	100

X3.5	3.8000	.92113	100
X3.6	3.7000	.88192	100
X3.7	3.7200	.93290	100
X3.8	3.6400	.89352	100

Inter-Item Correlation Matrix

	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8
X3.1	1.000	.444	.281	.502	.304	.348	.323	.248
X3.2	.444	1.000	.236	.357	.219	.285	.336	.138
X3.3	.281	.236	1.000	.422	.338	.421	.225	.289
X3.4	.502	.357	.422	1.000	.290	.308	.158	.246
X3.5	.304	.219	.338	.290	1.000	.323	.346	.292
X3.6	.348	.285	.421	.308	.323	1.000	.327	.323
X3.7	.323	.336	.225	.158	.346	.327	1.000	.193
X3.8	.248	.138	.289	.246	.292	.323	.193	1.000

Inter-Item Covariance Matrix

	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8
X3.1	.800	.359	.238	.425	.251	.275	.270	.198
X3.2	.359	.816	.202	.306	.182	.227	.283	.111
X3.3	.238	.202	.895	.378	.295	.352	.199	.244
X3.4	.425	.306	.378	.896	.253	.258	.139	.208
X3.5	.251	.182	.295	.253	.848	.263	.297	.240
X3.6	.275	.227	.352	.258	.263	.778	.269	.255
X3.7	.270	.283	.199	.139	.297	.269	.870	.161
X3.8	.198	.111	.244	.208	.240	.255	.161	.792

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Item
Item Means	3.720	3.560	3.850	.290	1.081	.008	
Item Variances	.838	.778	.896	.119	1.153	.002	

Inter-Item Covariances	.255	.111	.425	.314	3.827	.005
Inter-Item Correlations	.304	.138	.502	.364	3.646	.007

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	26.0200	16.141	.561	.381	
X3.2	26.0100	16.818	.451	.269	
X3.3	26.2000	16.263	.500	.304	
X3.4	25.9100	16.143	.517	.365	
X3.5	25.9600	16.564	.475	.245	
X3.6	26.0600	16.400	.531	.301	
X3.7	26.0400	16.867	.422	.241	
X3.8	26.1200	17.339	.381	.172	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29.7600	20.972	4.57953	8

RELIABILITY

/VARIABLES=Y1 Y2 Y3 Y4 Y5 Y6

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE CORR COV

/SUMMARY=TOTAL MEANS VARIANCE COV CORR.

Reliability KEPUASAN PELANGGAN (Y)

Notes

Output Created		14-Jul-2019
Comments		
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	N of Rows in Working Data File	
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Y1 Y2 Y3 Y4 Y5 Y6 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR COV /SUMMARY=TOTAL MEANS VAR COV CORR.
Resources	Processor Time	00:00
	Elapsed Time	00:00

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.748	.749	6

Item Statistics

	Mean	Std. Deviation	N
Y1	3.5000	.83485	100
Y2	3.7400	.86012	100

Y3	3.4100	.79258	100
Y4	3.6700	.88825	100
Y5	4.0200	.85257	100
Y6	3.8200	.84543	100

Inter-Item Correlation Matrix

	Y1	Y2	Y3	Y4	Y5	Y6
Y1	1.000	.366	.405	.238	.326	.358
Y2	.366	1.000	.351	.257	.407	.254
Y3	.405	.351	1.000	.208	.391	.322
Y4	.238	.257	.208	1.000	.369	.445
Y5	.326	.407	.391	.369	1.000	.285
Y6	.358	.254	.322	.445	.285	1.000

Inter-Item Covariance Matrix

	Y1	Y2	Y3	Y4	Y5	Y6
Y1	.697	.263	.268	.177	.232	.253

Y2	.263	.740	.239	.196	.298	.185
Y3	.268	.239	.628	.147	.264	.216
Y4	.177	.196	.147	.789	.279	.334
Y5	.232	.298	.264	.279	.727	.206
Y6	.253	.185	.216	.334	.206	.715

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.693	3.410	4.020	.610	1.179	.049	6
Item Variances	.716	.628	.789	.161	1.256	.003	6
Inter-Item Covariances	.237	.147	.334	.187	2.275	.002	6
Inter-Item Correlations	.332	.208	.445	.236	2.133	.005	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1	18.6600	8.328	.495	.270	
Y2	18.4200	8.307	.476	.252	
Y3	18.7500	8.513	.490	.275	
Y4	18.4900	8.353	.441	.266	
Y5	18.1400	8.122	.527	.301	
Y6	18.3400	8.307	.490	.288	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.1600	11.408	3.37764	6

Lampiran 5 Uji Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	1.267	1.361		.931	.354
	KUALITA LAYANAN	.117	.047	.263	2.463	.016
	PERSEPSI HARGA	.213	.069	.289	3.096	.003
	CITRA MERK	.268	.071	.364	3.771	.000

Lampiran 6 Koefisien Determinasi R²

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.848 ^a	.719	.710	1.81920	1.776

Lampiran 7 Uji F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	S
1	Regression	811.728	3	270.576	81.757	
	Residual	317.712	96	3.309		
	Total	1129.440	99			

Lampiran 8 Uji T**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.267	1.361		.931	.354
	KUALITA LAYANAN	.117	.047	.263	2.463	.016
	PERSEPSI HARGA	.213	.069	.289	3.096	.003

CITRA MERK	.268	.071	.364	3.771	.000
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