

LAMPIRAN 1

KUISIONER

Yth. Bapak/Ibu/Saudara/i yang saya hormati,

Guna penyusunan tesis dalam rangka memenuhi syarat untuk dapat menyelesaikan program magister manajemen pada Fakultas Ekonomi Universitas 17 Agustus 1945 Surabaya, sehingga diperlukan data dan informasi yang mendukung kelancaran penelitian. Partisipasi anda bersifat sukarela dan benar-benar rahasia. mohon untuk partisipasinya mengisi setiap pernyataan yang sesuai dengan pendapat Bapak/Ibu/Sdr/i. Terimakasih atas partisipasinya.

A INFORMASI PRIBADI

1. Nama :
2. Jenis Kelamin :
3. Usia :
4. Masa Kerja :
5. Jabatan saat ini :
6. Pendidikan terakhir :

B PETUNJUK PENGISIAN KUISIONER

1. Bapak/Ibu/Sdr/I sebagai pembeli di minta untuk memberikan tanggapan atas pernyataan sebagaimana tersebut dibawah ini.
2. Dimohon hanya menandai salah satu jawaban yang telah disediakan dimasing-masing pernyataan dengan tanda centang (v) pada pilihan jawaban yang menurut bapak/Ibu/Sdr/I paling tepat untuk menggambarkan sikap Bapak/Ibu/Sdr/i.
3. pilihan jawaban tersedia adalah sebagai berikut :

A. 5= Sangat Setuju (SS)

B. 4= Setuju (S)

C. 3= Netral (N)

D. 2= Tidak setuju (TS)

E. 1= Sangat Tidak Setuju (STS)

C. DATA ISIAN KUISIONER

| No | PERNYATAAN | SS | S | N | TS | STS |
|---|---|----|---|---|----|-----|
| | <i>Value Co Creation (X1)</i> | | | | | |
| <i>Equity (Ekuitas) (X1.1)</i> | | | | | | |
| 1 | Dalam penciptaan produk baru, perusahaan berbagi kendali dengan konsumen untuk menyesuaikan kebutuhan | | | | | |
| 2 | Pelanggan diberi ruang berbagi untuk menentukan kebijakan dalam perancangan produk baru | | | | | |
| 3 | Pelanggan ikut menentukan model desain dan fitur yang diberikan pada produk yang akan dibuat oleh perusahaan | | | | | |
| <i>Interaction (Interaksi) (X1.2)</i> | | | | | | |
| 1 | Perusahaan mengadakan acara tatap muka dengan konsumen (gathering) untuk bisa interaksi agar memahami, berbagi, dan melayani kebutuhan konsumen | | | | | |
| 2 | Perusahaan mendengarkan pesan yang disampaikan oleh konsumen dan memberikan tanggapan yang positif | | | | | |
| 3 | Pelanggan mudah mengakses informasi yang diperlukan dari perusahaan | | | | | |
| <i>Knowledge Sharing (Berbagi pengetahuan) (X1.3)</i> | | | | | | |
| 1 | Perusahaan berbagi pengetahuan dengan konsumen mengenai berbagai pengetahuan dan gagasan | | | | | |
| 2 | Perusahaan berbagi pengetahuan dengan konsumen mengenai berbagai inovasi yang diperlukan untuk produk baru | | | | | |
| 3 | Saya memberikan pengetahuan saya kepada personil perusahaan bilamana diperlukan | | | | | |
| <i>Customer Value (X2)</i> | | | | | | |
| <i>Product Value (Nilai produk) (X2.1)</i> | | | | | | |
| 1 | Perusahaan dapat memberikan keuntungan pada pelanggan melalui fitur yang lengkap | | | | | |
| 2 | Produk Mitsubishi Motors dapat diandalkan dan tahan lama | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| 3 | Produk Mitsubishi Motors dapat diandalkan karena mempunyai model dan desain yang bagus | | | | | |
| <i>Service Value (Nilai Pelayanan) (X2.2)</i> | | | | | | |
| 1 | Mitsubishi Motors memberikan pelayanan kepada pelanggan lebih cepat dan tepat dibandingkan dengan merek mobil lain | | | | | |
| 2 | Transaksi di PT Dipo sangat cepat dan sistematis | | | | | |
| 3 | Terdapat kemudahan dalam memperoleh produk mobil Mitsubishi Motors | | | | | |
| <i>Personal Value (Nilai personil) (X2.3)</i> | | | | | | |
| 1 | Karyawan perusahaan mempunyai kemampuan berkomunikasi, kecepatan dan ketelitian, serta kesopanan dan keramahan karyawan terhadap pelanggan | | | | | |
| 2 | Saya merasa senang selama proses memperoleh pelayanan dari karyawan Mitsubishi Motors | | | | | |
| 3 | Karyawan perusahaan mempunyai kemampuan berkomunikasi, kecepatan dan ketelitian, serta kesopanan dan keramahan karyawan terhadap pelanggan | | | | | |
| <i>Sales Promotion (X3)</i> | | | | | | |
| <i>Frekuensi Promosi (X3.1)</i> | | | | | | |
| 1 | Mitsubishi Motors sering melakukan promosi penjualan | | | | | |
| 2 | Saya jarang menjumpai Mitsubishi Motors melakukan promosi penjualan | | | | | |
| 3 | Saya menjumpai promosi penjualan oleh Mitsubishi Motors di mana-mana | | | | | |
| <i>Kualitas Promosi X3.2)</i> | | | | | | |
| 1 | Kualitas Promosi Penjualan yang dilakukan Mitsubishi Motors termasuk kategori sangat baik. | | | | | |
| 2 | Promosi yang dilakukan oleh Mitsubishi Motors mempunyai tampilan yang bagus | | | | | |

| | | | | | | |
|--|--|--|--|--|--|--|
| 3 | Promosi penjualan yang dilakukan oleh Mitsubishi Motors menunjukkan kualitas yang baik. | | | | | |
| Kuantitas Promosi (X3.3) | | | | | | |
| 1 | Jumlah Promosi Penjualan yang dilakukan Mitsubishi Motors termasuk kategori sangat banyak | | | | | |
| 2 | Mitsubishi Motors melakukan promosi penjualan dengan berbagai jenis unit mobil | | | | | |
| 3 | Konsumen mendapatkan banyak hadiah dari perusahaan Mitsubishi Motors | | | | | |
| Kepuasan Pelanggan (Z) | | | | | | |
| <i>Price (Harga) (Z1)</i> | | | | | | |
| 1 | Harga unit mobil Mitsubishi Motors relative murah dibandingkan manfaat yang didapatkan konsumen | | | | | |
| 2 | Saya puas dengan merek mobil Mitsubishi Motors karena harganya cukup logis | | | | | |
| 3 | Harga unit mobil Mitsubishi Motors relative murah dibandingkan harga mobil merek lain dengan kualitas yang relative sama | | | | | |
| <i>Service Quality (Kualitas layanan) (Z2)</i> | | | | | | |
| 1 | Pelayanan di Mitsubishi Motors sangat memuaskan karena ditunjang oleh teknologi yang canggih | | | | | |
| 2 | Pelayanan di Mitsubishi Motors sangat memuaskan karena ditunjang system yang bagus | | | | | |
| 3 | Pelayanan di Mitsubishi Motors sangat memuaskan karena ditunjang budaya kerja karyawan yang standar | | | | | |
| <i>Product Quality (Kualitas Produk) (Z3)</i> | | | | | | |
| 1 | Kualitas produk mobil Mitsubishi Motors sangat bagus dan saya merasa puas sebagai pengguna | | | | | |
| 2 | Fitur dari produk unit mobil Mitsubishi Motors lengkap dan sesuai dengan kebutuhan konsumen masa kini | | | | | |
| 3 | Desain unit mobil Mitsubishi Motors selalu menyesuaikan keinginan pelanggan | | | | | |
| Loyalitas Pelanggan (Y) | | | | | | |
| <i>Repeat Purchase (Pembelian Ulang) (Y1)</i> | | | | | | |

| | | | | | | |
|---------------------------------------|---|--|--|--|--|--|
| 1 | Saya akan bermaksud membeli unit mobil Mitsubishi Motors bila ada cukup uang secara tunai | | | | | |
| 2 | Saya akan bermaksud membeli unit mobil Mitsubishi Motors bila ada kesempatan pembelian secara kredit | | | | | |
| 3 | Saya ada rencana untuk membelikan anak saya atau anggota keluarga yang lain mobil merek Mitsubishi Motors | | | | | |
| <i>Retention (daya bertahan) (Y2)</i> | | | | | | |
| 1 | Saya tetap bertahan pada merek Mitsubishi Motors meskipun ada tawaran merek lain yang lebih murah dsb | | | | | |
| 2 | Saya tidak beralih ke merek lain meskipun menawarkan tampilan produk yang lebih baik. | | | | | |
| 3 | Saya adalah pelanggan tetap dari Mitsubishi Motors | | | | | |
| <i>Referral (Rujukan) (Y3)</i> | | | | | | |
| 1 | Saya merekomendasi anggota keluarga saya, tetangga dan teman saya untuk memilih merek Mitsubishi Motors untuk unit kendaraan mereka | | | | | |
| 2 | Saya menceritakan kelebihan atau keunggulan merek Mitsubishi Motors kepada siapa saja yang saya temui | | | | | |
| 3 | Kalau ada orang yang memerlukan unit mobil saya selalu memberi rujukan pada Merek Mitsubishi Motors | | | | | |

LAMPIRAN 2

HASIL JAWABAN RESPONDEN

| NO. RESP | Value Co Creation (X1) | | | | | | | | | | | | TOTAL X1 |
|-------------|------------------------|--------|--------|---------|--------|--------|--------|---------|--------|--------|--------|---------|----------|
| | X1.1 | | | | X1.2 | | | | X1.3 | | | | |
| | X1.1.1 | X1.1.2 | X1.1.3 | TA X1.1 | X1.2.1 | X1.2.2 | X1.2.3 | TA X1.2 | X1.3.1 | X1.3.2 | X1.3.3 | TA X1.3 | |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 6 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 39 |
| 7 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 42 |
| 8 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 42 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 37 |
| 11 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 39 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 13 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 43 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 40 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 16 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 31 |
| 17 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 37 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 20 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 40 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 22 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 24 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 34 |
| 25 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 34 |
| 26 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 34 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 28 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 30 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 42 |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 32 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 33 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 39 |
| 34 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 39 |
| 35 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 36 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 37 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 37 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 39 |
| 39 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 39 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 41 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 42 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 45 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 40 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 33 |
| 48 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 49 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 50 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |

| NO. RESP | Value Co Creation (X1) | | | | | | | | | | | | TOTAL X1 | |
|-------------|------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| | X1.1 | | | | X1.2 | | | | X1.3 | | | | | |
| | X1.1.1 | X1.1.2 | X1.1.3 | FA X1.1 | X1.2.1 | X1.2.2 | X1.2.3 | FA X1.2 | X1.3.1 | X1.3.2 | X1.3.3 | FA X1.3 | | |
| 51 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 53 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 55 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 42 |
| 56 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 39 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 58 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 43 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 40 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 61 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |
| 62 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 63 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 64 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 39 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 37 |
| 66 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 39 |
| 67 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 70 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 40 |
| Mean | 4.31 | 4.31 | 4.17 | 4.27 | 4.19 | 4.41 | 4.31 | 4.30 | 4.24 | 4.13 | 4.33 | 4.23 | 4.23 | 38.41 |

2. Tabulasi Variabel *Customer Value*

| NO. RESP | Customer Value (X2) | | | | | | | | | | | |
|-------------|---------------------|--------|--------|---------|--------|--------|--------|---------|--------|--------|--------|---------|
| | X2.1 | | | | X2.2 | | | | X2.3 | | | |
| | X2.1.1 | X2.1.2 | X2.1.3 | TA X2.1 | X2.2.1 | X2.2.2 | X2.2.3 | TA X2.2 | X2.3.1 | X2.3.2 | X2.3.3 | TA X2.3 |
| 1 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 6 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 7 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 |
| 8 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 |
| 10 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 11 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 13 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 14 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 16 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 |
| 17 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
| 18 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 |
| 19 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 20 | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 2 | 4 | 3 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 22 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 24 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 |
| 25 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 26 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 |
| 27 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 28 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 32 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 33 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
| 34 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 36 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
| 37 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 38 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 39 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 3 |

| NO. RESP | Customer Value (X2) | | | | | | | | | | | | TOTAL X2 |
|-------------|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| | X2.1 | | | | X2.2 | | | | X2.3 | | | | |
| | X2.1.1 | X2.1.2 | X2.1.3 | TA X2.1 | X2.2.1 | X2.2.2 | X2.2.3 | TA X2.2 | X2.3.1 | X2.3.2 | X2.3.3 | TA X2.3 | |
| 41 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 42 |
| 42 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 33 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 44 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 45 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 40 |
| 46 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 34 |
| 48 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 40 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 39 |
| 50 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 40 |
| 51 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 40 |
| 52 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 36 |
| 53 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 38 |
| 54 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 34 |
| 55 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 39 |
| 56 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 39 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 58 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 59 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 38 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 61 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 32 |
| 62 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 40 |
| 63 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 40 |
| 64 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 65 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 66 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 38 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 3 | 33 |
| 68 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 36 |
| 69 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 70 | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 2 | 4 | 3 | 32 |
| Mean | 4.36 | 4.51 | 4.30 | 4.39 | 4.21 | 4.30 | 4.14 | 4.22 | 4.46 | 4.00 | 4.06 | 4.17 | 38.34 |

| NO. RESP | Sales Promotion (X3) | | | | | | | | | | | | TOTAL X3 |
|-------------|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| | X3.1 | | | | X3.2 | | | | X3.3 | | | | |
| | X3.1.1 | X3.1.2 | X3.1.3 | TA X3.1 | X3.2.1 | X3.2.2 | X3.2.3 | TA X3.2 | X3.3.1 | X3.3.2 | X3.3.3 | TA X3.3 | |
| 41 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 41 |
| 42 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 30 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 44 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 34 |
| 45 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 38 |
| 46 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 47 | 4 | 4 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 31 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 49 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 43 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 52 | 4 | 4 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 31 |
| 53 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 30 |
| 54 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 38 |
| 56 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 38 |
| 59 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 40 |
| 60 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 42 |
| 61 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 62 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 37 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 64 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 44 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 66 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 34 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 68 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 34 |
| 69 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 33 |
| 70 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 33 |
| Mean | 4.11 | 4.03 | 4.07 | 4.07 | 4.01 | 4.14 | 3.94 | 4.03 | 4.09 | 4.20 | 4.23 | 4.17 | 36.83 |

4. Tabulasi Variabel Kepuasan Pelanggan

| NO. RESP | Kepuasan Pelanggan (Z) | | | | | | | | | | | | TOTAL Z |
|-------------|------------------------|--------|--------|---------|--------|--------|--------|---------|--------|--------|--------|---------|---------|
| | Z1.1 | | | | Z1.2 | | | | Z1.3 | | | | |
| | Z1.1.1 | Z1.1.2 | Z1.1.3 | TA Z1.1 | Z1.2.1 | Z1.2.2 | Z1.2.3 | TA Z1.2 | Z1.3.1 | Z1.3.2 | Z1.3.3 | TA Z1.3 | |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 2 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 6 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 7 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 42 |
| 8 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 9 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 42 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 37 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 13 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| 14 | 4 | 4 | 2 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 44 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 |
| 17 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 19 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 20 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 21 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 22 | 3 | 3 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 23 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 24 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 36 |
| 25 | 4 | 3 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
| 26 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 34 |
| 27 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 34 |
| 28 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 42 |
| 30 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 38 |
| 31 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 42 |
| 32 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 33 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 39 |
| 34 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 40 |
| 35 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 38 |
| 36 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 36 |
| 37 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 40 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 38 |

| NO. RESP | Kepuasan Pelanggan (Z) | | | | | | | | | | | | TOTAL Z |
|-------------|------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| | Z1.1 | | | | Z1.2 | | | | Z1.3 | | | | |
| | Z1.1.1 | Z1.1.2 | Z1.1.3 | TA Z1.1 | Z1.2.1 | Z1.2.2 | Z1.2.3 | TA Z1.2 | Z1.3.1 | Z1.3.2 | Z1.3.3 | TA Z1.3 | |
| 41 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 42 |
| 42 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 33 |
| 43 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 44 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 33 |
| 45 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 40 |
| 46 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 33 |
| 47 | 2 | 3 | 4 | 3 | 2 | 5 | 3 | 3 | 4 | 3 | 4 | 4 | 30 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 49 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 41 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 52 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 33 |
| 53 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 33 |
| 54 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 34 |
| 55 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 38 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 37 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 58 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| 59 | 4 | 4 | 2 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 44 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 |
| 62 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 63 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 36 |
| 64 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 67 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 38 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 69 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 70 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| Mean | 4.03 | 3.91 | 4.09 | 4.01 | 4.09 | 4.16 | 4.13 | 4.12 | 4.16 | 4.07 | 4.21 | 4.15 | 36.84 |

5. Tabulasi Variabel Loyalitas Pelanggan

| NO. RESP | Loyalitas Pelanggan (Y) | | | | | | | | | | | | TOTAL Y |
|-------------|-------------------------|--------|--------|---------|--------|--------|--------|---------|--------|--------|--------|---------|---------|
| | Y1.1 | | | | Y1.2 | | | | Y1.3 | | | | |
| | Y1.1.1 | Y1.1.2 | Y1.1.3 | TA Y1.1 | Y1.2.1 | Y1.2.2 | Y1.2.3 | TA Y1.2 | Y1.3.1 | Y1.3.2 | Y1.3.3 | TA Y1.3 | |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 2 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 6 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 38 |
| 7 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 43 |
| 9 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 10 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 11 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 40 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 35 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 37 |
| 14 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 36 |
| 15 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 16 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 32 |
| 17 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 36 |
| 18 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 19 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 34 |
| 20 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 38 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 37 |
| 23 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 35 |
| 24 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 37 |
| 25 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 39 |
| 26 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 38 |
| 27 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 28 | 4 | 2 | 3 | 3 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 33 |
| 29 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 30 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 40 |
| 31 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 32 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 39 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 34 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 42 |
| 35 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 42 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 37 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 43 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 39 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 34 |
| 40 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |

| NO. RESP | Loyalitas Pelanggan (Y) | | | | | | | | | | | | TOTAL Y |
|-------------|-------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| | Y1.1 | | | | Y1.2 | | | | Y1.3 | | | | |
| | Y1.1.1 | Y1.1.2 | Y1.1.3 | TA Y1.1 | Y1.2.1 | Y1.2.2 | Y1.2.3 | TA Y1.2 | Y1.3.1 | Y1.3.2 | Y1.3.3 | TA Y1.3 | |
| 41 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 41 |
| 42 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 31 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 44 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 34 |
| 45 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 39 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 47 | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 27 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 49 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 40 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 51 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 39 |
| 52 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 37 |
| 53 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 35 |
| 54 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 55 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 38 |
| 56 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 40 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 35 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 37 |
| 59 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 36 |
| 60 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 61 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 32 |
| 62 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 36 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 64 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 43 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 66 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 34 |
| 67 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 68 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 69 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 34 |
| 70 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 38 |
| Mean | 4.01 | 4.01 | 4.24 | 4.09 | 4.46 | 4.33 | 4.04 | 4.28 | 4.16 | 4.11 | 4.06 | 4.11 | 37.43 |

LAMPIRAN 3

DESKRIPTIF Frequency Table

X1.1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2,00 | 2 | 2,9 | 2,9 | 2,9 |
| | 4,00 | 42 | 60,0 | 60,0 | 62,9 |
| | 5,00 | 26 | 37,1 | 37,1 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X1.1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 4,00 | 48 | 68,6 | 68,6 | 68,6 |
| | 5,00 | 22 | 31,4 | 31,4 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X1.1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 2 | 2,9 | 2,9 | 2,9 |
| | 4,00 | 54 | 77,1 | 77,1 | 80,0 |
| | 5,00 | 14 | 20,0 | 20,0 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 2 | 2,9 | 2,9 | 2,9 |
| | 4,00 | 49 | 70,0 | 70,0 | 72,9 |
| | 5,00 | 19 | 27,1 | 27,1 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X1.2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 3 | 4,3 | 4,3 | 4,3 |
| | 4,00 | 51 | 72,9 | 72,9 | 77,1 |
| | 5,00 | 16 | 22,9 | 22,9 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X1.2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 4,00 | 41 | 58,6 | 58,6 | 58,6 |
| | 5,00 | 29 | 41,4 | 41,4 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X1.2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 6 | 8,6 | 8,6 | 8,6 |
| | 4,00 | 36 | 51,4 | 51,4 | 60,0 |
| | 5,00 | 28 | 40,0 | 40,0 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 3 | 4,3 | 4,3 | 4,3 |
| | 4,00 | 47 | 67,1 | 67,1 | 71,4 |
| | 5,00 | 20 | 28,6 | 28,6 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X1.3.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 4,00 | 53 | 75,7 | 75,7 | 75,7 |
| | 5,00 | 17 | 24,3 | 24,3 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X1.3.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 3 | 4,3 | 4,3 | 4,3 |
| | 4,00 | 55 | 78,6 | 78,6 | 82,9 |
| | 5,00 | 12 | 17,1 | 17,1 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X1.3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 1 | 1,4 | 1,4 | 1,4 |
| | 4,00 | 45 | 64,3 | 64,3 | 65,7 |
| | 5,00 | 24 | 34,3 | 34,3 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 1 | 1,4 | 1,4 | 1,4 |
| | 4,00 | 54 | 77,1 | 77,1 | 78,6 |
| | 5,00 | 15 | 21,4 | 21,4 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

TOTAL_X1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 31,00 | 2 | 2,9 | 2,9 | 2,9 |
| | 33,00 | 1 | 1,4 | 1,4 | 4,3 |
| | 34,00 | 3 | 4,3 | 4,3 | 8,6 |
| | 36,00 | 17 | 24,3 | 24,3 | 32,9 |
| | 37,00 | 12 | 17,1 | 17,1 | 50,0 |
| | 38,00 | 5 | 7,1 | 7,1 | 57,1 |
| | 39,00 | 10 | 14,3 | 14,3 | 71,4 |
| | 40,00 | 5 | 7,1 | 7,1 | 78,6 |
| | 42,00 | 5 | 7,1 | 7,1 | 85,7 |
| | 43,00 | 2 | 2,9 | 2,9 | 88,6 |
| | 45,00 | 8 | 11,4 | 11,4 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X2.1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 3 | 4,3 | 4,3 | 4,3 |
| | 4,00 | 39 | 55,7 | 55,7 | 60,0 |
| | 5,00 | 28 | 40,0 | 40,0 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X2.1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 2 | 2,9 | 2,9 | 2,9 |
| | 4,00 | 30 | 42,9 | 42,9 | 45,7 |
| | 5,00 | 38 | 54,3 | 54,3 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X2.1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 3 | 4,3 | 4,3 | 4,3 |
| | 4,00 | 43 | 61,4 | 61,4 | 65,7 |
| | 5,00 | 24 | 34,3 | 34,3 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 4,00 | 44 | 62,9 | 62,9 | 62,9 |
| | 5,00 | 26 | 37,1 | 37,1 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X2.2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 2 | 2,9 | 2,9 | 2,9 |
| | 4,00 | 51 | 72,9 | 72,9 | 75,7 |
| | 5,00 | 17 | 24,3 | 24,3 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X2.2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 4 | 5,7 | 5,7 | 5,7 |
| | 4,00 | 41 | 58,6 | 58,6 | 64,3 |
| | 5,00 | 25 | 35,7 | 35,7 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X2.2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 11 | 15,7 | 15,7 | 15,7 |
| | 4,00 | 38 | 54,3 | 54,3 | 70,0 |
| | 5,00 | 21 | 30,0 | 30,0 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 6 | 8,6 | 8,6 | 8,6 |
| | 4,00 | 45 | 64,3 | 64,3 | 72,9 |
| | 5,00 | 19 | 27,1 | 27,1 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X2.3.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 4,00 | 38 | 54,3 | 54,3 | 54,3 |
| | 5,00 | 32 | 45,7 | 45,7 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X2.3.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1,00 | 2 | 2,9 | 2,9 | 2,9 |
| | 2,00 | 2 | 2,9 | 2,9 | 5,7 |
| | 3,00 | 7 | 10,0 | 10,0 | 15,7 |
| | 4,00 | 42 | 60,0 | 60,0 | 75,7 |
| | 5,00 | 17 | 24,3 | 24,3 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X2.3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 9 | 12,9 | 12,9 | 12,9 |
| | 4,00 | 48 | 68,6 | 68,6 | 81,4 |
| | 5,00 | 13 | 18,6 | 18,6 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 4 | 5,7 | 5,7 | 5,7 |
| | 4,00 | 53 | 75,7 | 75,7 | 81,4 |
| | 5,00 | 13 | 18,6 | 18,6 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

TOTAL_X2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 32,00 | 4 | 5,7 | 5,7 | 5,7 |
| | 33,00 | 3 | 4,3 | 4,3 | 10,0 |
| | 34,00 | 2 | 2,9 | 2,9 | 12,9 |
| | 35,00 | 2 | 2,9 | 2,9 | 15,7 |
| | 36,00 | 10 | 14,3 | 14,3 | 30,0 |
| | 37,00 | 11 | 15,7 | 15,7 | 45,7 |
| | 38,00 | 6 | 8,6 | 8,6 | 54,3 |
| | 39,00 | 7 | 10,0 | 10,0 | 64,3 |
| | 40,00 | 10 | 14,3 | 14,3 | 78,6 |
| | 41,00 | 1 | 1,4 | 1,4 | 80,0 |
| | 42,00 | 3 | 4,3 | 4,3 | 84,3 |
| | 43,00 | 5 | 7,1 | 7,1 | 91,4 |
| | 44,00 | 1 | 1,4 | 1,4 | 92,9 |
| | 45,00 | 5 | 7,1 | 7,1 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X3.1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2,00 | 1 | 1,4 | 1,4 | 1,4 |
| | 3,00 | 6 | 8,6 | 8,6 | 10,0 |
| | 4,00 | 47 | 67,1 | 67,1 | 77,1 |
| | 5,00 | 16 | 22,9 | 22,9 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X3.1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 7 | 10,0 | 10,0 | 10,0 |
| | 4,00 | 54 | 77,1 | 77,1 | 87,1 |
| | 5,00 | 9 | 12,9 | 12,9 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X3.1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2,00 | 2 | 2,9 | 2,9 | 2,9 |
| | 3,00 | 7 | 10,0 | 10,0 | 12,9 |
| | 4,00 | 45 | 64,3 | 64,3 | 77,1 |
| | 5,00 | 16 | 22,9 | 22,9 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X3.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 8 | 11,4 | 11,4 | 11,4 |
| | 4,00 | 47 | 67,1 | 67,1 | 78,6 |
| | 5,00 | 15 | 21,4 | 21,4 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X3.2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 11 | 15,7 | 15,7 | 15,7 |
| | 4,00 | 47 | 67,1 | 67,1 | 82,9 |
| | 5,00 | 12 | 17,1 | 17,1 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X3.2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 4 | 5,7 | 5,7 | 5,7 |
| | 4,00 | 52 | 74,3 | 74,3 | 80,0 |
| | 5,00 | 14 | 20,0 | 20,0 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X3.2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 10 | 14,3 | 14,3 | 14,3 |
| | 4,00 | 54 | 77,1 | 77,1 | 91,4 |
| | 5,00 | 6 | 8,6 | 8,6 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X3.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 8 | 11,4 | 11,4 | 11,4 |
| | 4,00 | 55 | 78,6 | 78,6 | 90,0 |
| | 5,00 | 7 | 10,0 | 10,0 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X3.3.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 6 | 8,6 | 8,6 | 8,6 |
| | 4,00 | 52 | 74,3 | 74,3 | 82,9 |
| | 5,00 | 12 | 17,1 | 17,1 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X3.3.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 8 | 11,4 | 11,4 | 11,4 |
| | 4,00 | 40 | 57,1 | 57,1 | 68,6 |
| | 5,00 | 22 | 31,4 | 31,4 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X3.3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 4 | 5,7 | 5,7 | 5,7 |
| | 4,00 | 46 | 65,7 | 65,7 | 71,4 |
| | 5,00 | 20 | 28,6 | 28,6 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

X3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 2 | 2,9 | 2,9 | 2,9 |
| | 4,00 | 49 | 70,0 | 70,0 | 72,9 |
| | 5,00 | 19 | 27,1 | 27,1 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

TOTAL_X3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 30,00 | 2 | 2,9 | 2,9 | 2,9 |
| | 31,00 | 3 | 4,3 | 4,3 | 7,1 |
| | 33,00 | 6 | 8,6 | 8,6 | 15,7 |
| | 34,00 | 5 | 7,1 | 7,1 | 22,9 |
| | 35,00 | 6 | 8,6 | 8,6 | 31,4 |
| | 36,00 | 18 | 25,7 | 25,7 | 57,1 |
| | 37,00 | 6 | 8,6 | 8,6 | 65,7 |
| | 38,00 | 6 | 8,6 | 8,6 | 74,3 |
| | 39,00 | 2 | 2,9 | 2,9 | 77,1 |
| | 40,00 | 5 | 7,1 | 7,1 | 84,3 |
| | 41,00 | 3 | 4,3 | 4,3 | 88,6 |
| | 42,00 | 2 | 2,9 | 2,9 | 91,4 |
| | 43,00 | 1 | 1,4 | 1,4 | 92,9 |
| | 44,00 | 4 | 5,7 | 5,7 | 98,6 |
| | 45,00 | 1 | 1,4 | 1,4 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Z1.1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2,00 | 1 | 1,4 | 1,4 | 1,4 |
| | 3,00 | 8 | 11,4 | 11,4 | 12,9 |
| | 4,00 | 49 | 70,0 | 70,0 | 82,9 |
| | 5,00 | 12 | 17,1 | 17,1 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Z1.1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 15 | 21,4 | 21,4 | 21,4 |
| | 4,00 | 46 | 65,7 | 65,7 | 87,1 |
| | 5,00 | 9 | 12,9 | 12,9 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Z1.1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2,00 | 2 | 2,9 | 2,9 | 2,9 |
| | 3,00 | 7 | 10,0 | 10,0 | 12,9 |
| | 4,00 | 44 | 62,9 | 62,9 | 75,7 |
| | 5,00 | 17 | 24,3 | 24,3 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Z1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 11 | 15,7 | 15,7 | 15,7 |
| | 4,00 | 49 | 70,0 | 70,0 | 85,7 |
| | 5,00 | 10 | 14,3 | 14,3 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Z1.2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2,00 | 1 | 1,4 | 1,4 | 1,4 |
| | 3,00 | 6 | 8,6 | 8,6 | 10,0 |
| | 4,00 | 49 | 70,0 | 70,0 | 80,0 |
| | 5,00 | 14 | 20,0 | 20,0 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Z1.2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 6 | 8,6 | 8,6 | 8,6 |
| | 4,00 | 47 | 67,1 | 67,1 | 75,7 |
| | 5,00 | 17 | 24,3 | 24,3 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Z1.2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 8 | 11,4 | 11,4 | 11,4 |
| | 4,00 | 45 | 64,3 | 64,3 | 75,7 |
| | 5,00 | 17 | 24,3 | 24,3 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Z1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 3 | 4,3 | 4,3 | 4,3 |
| | 4,00 | 56 | 80,0 | 80,0 | 84,3 |
| | 5,00 | 11 | 15,7 | 15,7 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Z1.3.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 4,00 | 59 | 84,3 | 84,3 | 84,3 |
| | 5,00 | 11 | 15,7 | 15,7 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Z1.3.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 6 | 8,6 | 8,6 | 8,6 |
| | 4,00 | 53 | 75,7 | 75,7 | 84,3 |
| | 5,00 | 11 | 15,7 | 15,7 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Z1.3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 4,00 | 55 | 78,6 | 78,6 | 78,6 |
| | 5,00 | 15 | 21,4 | 21,4 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Z1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 4,00 | 59 | 84,3 | 84,3 | 84,3 |
| | 5,00 | 11 | 15,7 | 15,7 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

TOTAL_Z

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 30,00 | 1 | 1,4 | 1,4 | 1,4 |
| | 33,00 | 7 | 10,0 | 10,0 | 11,4 |
| | 34,00 | 5 | 7,1 | 7,1 | 18,6 |
| | 35,00 | 11 | 15,7 | 15,7 | 34,3 |
| | 36,00 | 19 | 27,1 | 27,1 | 61,4 |
| | 37,00 | 7 | 10,0 | 10,0 | 71,4 |
| | 38,00 | 5 | 7,1 | 7,1 | 78,6 |
| | 39,00 | 1 | 1,4 | 1,4 | 80,0 |
| | 40,00 | 3 | 4,3 | 4,3 | 84,3 |
| | 41,00 | 1 | 1,4 | 1,4 | 85,7 |
| | 42,00 | 5 | 7,1 | 7,1 | 92,9 |
| | 44,00 | 5 | 7,1 | 7,1 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Y1.1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2,00 | 1 | 1,4 | 1,4 | 1,4 |
| | 3,00 | 9 | 12,9 | 12,9 | 14,3 |
| | 4,00 | 48 | 68,6 | 68,6 | 82,9 |
| | 5,00 | 12 | 17,1 | 17,1 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Y1.1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2,00 | 1 | 1,4 | 1,4 | 1,4 |
| | 3,00 | 10 | 14,3 | 14,3 | 15,7 |
| | 4,00 | 46 | 65,7 | 65,7 | 81,4 |
| | 5,00 | 13 | 18,6 | 18,6 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Y1.1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 4 | 5,7 | 5,7 | 5,7 |
| | 4,00 | 45 | 64,3 | 64,3 | 70,0 |
| | 5,00 | 21 | 30,0 | 30,0 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Y1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 3 | 4,3 | 4,3 | 4,3 |
| | 4,00 | 54 | 77,1 | 77,1 | 81,4 |
| | 5,00 | 13 | 18,6 | 18,6 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Y1.2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 4,00 | 38 | 54,3 | 54,3 | 54,3 |
| | 5,00 | 32 | 45,7 | 45,7 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Y1.2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 1 | 1,4 | 1,4 | 1,4 |
| | 4,00 | 45 | 64,3 | 64,3 | 65,7 |
| | 5,00 | 24 | 34,3 | 34,3 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Y1.2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 11 | 15,7 | 15,7 | 15,7 |
| | 4,00 | 45 | 64,3 | 64,3 | 80,0 |
| | 5,00 | 14 | 20,0 | 20,0 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Y1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 1 | 1,4 | 1,4 | 1,4 |
| | 4,00 | 47 | 67,1 | 67,1 | 68,6 |
| | 5,00 | 22 | 31,4 | 31,4 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Y1.3.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 3 | 4,3 | 4,3 | 4,3 |
| | 4,00 | 53 | 75,7 | 75,7 | 80,0 |
| | 5,00 | 14 | 20,0 | 20,0 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Y1.3.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2,00 | 1 | 1,4 | 1,4 | 1,4 |
| | 3,00 | 6 | 8,6 | 8,6 | 10,0 |
| | 4,00 | 47 | 67,1 | 67,1 | 77,1 |
| | 5,00 | 16 | 22,9 | 22,9 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Y1.3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 15 | 21,4 | 21,4 | 21,4 |
| | 4,00 | 36 | 51,4 | 51,4 | 72,9 |
| | 5,00 | 19 | 27,1 | 27,1 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Y1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3,00 | 6 | 8,6 | 8,6 | 8,6 |
| | 4,00 | 54 | 77,1 | 77,1 | 85,7 |
| | 5,00 | 10 | 14,3 | 14,3 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

TOTAL_Y

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 27,00 | 1 | 1,4 | 1,4 | 1,4 |
| | 31,00 | 1 | 1,4 | 1,4 | 2,9 |
| | 32,00 | 2 | 2,9 | 2,9 | 5,7 |
| | 33,00 | 1 | 1,4 | 1,4 | 7,1 |
| | 34,00 | 5 | 7,1 | 7,1 | 14,3 |
| | 35,00 | 7 | 10,0 | 10,0 | 24,3 |
| | 36,00 | 18 | 25,7 | 25,7 | 50,0 |
| | 37,00 | 6 | 8,6 | 8,6 | 58,6 |
| | 38,00 | 8 | 11,4 | 11,4 | 70,0 |
| | 39,00 | 4 | 5,7 | 5,7 | 75,7 |
| | 40,00 | 4 | 5,7 | 5,7 | 81,4 |
| | 41,00 | 1 | 1,4 | 1,4 | 82,9 |
| | 42,00 | 2 | 2,9 | 2,9 | 85,7 |
| | 43,00 | 6 | 8,6 | 8,6 | 94,3 |
| | 44,00 | 3 | 4,3 | 4,3 | 98,6 |
| | 45,00 | 1 | 1,4 | 1,4 | 100,0 |
| | Total | 70 | 100,0 | 100,0 | |

Descriptives

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|----|---------|---------|--------|----------------|
| X1.1 | 70 | 3,00 | 5,00 | 4,2429 | ,49448 |
| X1.2 | 70 | 3,00 | 5,00 | 4,2429 | ,52297 |
| X1.3 | 70 | 3,00 | 5,00 | 4,2000 | ,43738 |
| X2.1 | 70 | 4,00 | 5,00 | 4,3714 | ,48668 |
| X2.2 | 70 | 3,00 | 5,00 | 4,1857 | ,57213 |
| X2.3 | 70 | 3,00 | 5,00 | 4,1286 | ,47917 |
| X3.1 | 70 | 3,00 | 5,00 | 4,1000 | ,56850 |
| X3.2 | 70 | 3,00 | 5,00 | 3,9857 | ,46603 |
| X3.3 | 70 | 3,00 | 5,00 | 4,2429 | ,49448 |
| Z1.1 | 70 | 3,00 | 5,00 | 3,9857 | ,55149 |
| Z1.2 | 70 | 3,00 | 5,00 | 4,1143 | ,43549 |
| Z1.3 | 70 | 4,00 | 5,00 | 4,1571 | ,36656 |
| Y1.1 | 70 | 3,00 | 5,00 | 4,1429 | ,45954 |
| Y1.2 | 70 | 3,00 | 5,00 | 4,3000 | ,49196 |
| Y1.3 | 70 | 3,00 | 5,00 | 4,0571 | ,47809 |
| Valid N (listwise) | 70 | | | | |

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|----|---------|---------|--------|----------------|
| X1.1.1 | 70 | 2,00 | 5,00 | 4,3143 | ,62654 |
| X1.1.2 | 70 | 4,00 | 5,00 | 4,3143 | ,46758 |
| X1.1.3 | 70 | 3,00 | 5,00 | 4,1714 | ,44952 |
| X1.2.1 | 70 | 3,00 | 5,00 | 4,1857 | ,49028 |
| X1.2.2 | 70 | 4,00 | 5,00 | 4,4143 | ,49615 |
| X1.2.3 | 70 | 3,00 | 5,00 | 4,3143 | ,62654 |
| X1.3.1 | 70 | 4,00 | 5,00 | 4,2429 | ,43191 |
| X1.3.2 | 70 | 3,00 | 5,00 | 4,1286 | ,44791 |
| X1.3.3 | 70 | 3,00 | 5,00 | 4,3286 | ,50279 |
| X2.1.1 | 70 | 3,00 | 5,00 | 4,3571 | ,56558 |
| X2.1.2 | 70 | 3,00 | 5,00 | 4,5143 | ,55802 |
| X2.1.3 | 70 | 3,00 | 5,00 | 4,3000 | ,54772 |
| X2.2.1 | 70 | 3,00 | 5,00 | 4,2143 | ,47831 |
| X2.2.2 | 70 | 3,00 | 5,00 | 4,3000 | ,57357 |
| X2.2.3 | 70 | 3,00 | 5,00 | 4,1429 | ,66563 |
| X2.3.1 | 70 | 4,00 | 5,00 | 4,4571 | ,50176 |
| X2.3.2 | 70 | 1,00 | 5,00 | 4,0000 | ,85126 |
| X2.3.3 | 70 | 3,00 | 5,00 | 4,0571 | ,56172 |
| X3.1.1 | 70 | 2,00 | 5,00 | 4,1143 | ,60296 |
| X3.1.2 | 70 | 3,00 | 5,00 | 4,0286 | ,48068 |
| X3.1.3 | 70 | 2,00 | 5,00 | 4,0714 | ,66641 |
| X3.2.1 | 70 | 3,00 | 5,00 | 4,0143 | ,57717 |
| X3.2.2 | 70 | 3,00 | 5,00 | 4,1429 | ,49007 |
| X3.2.3 | 70 | 3,00 | 5,00 | 3,9429 | ,47809 |
| X3.3.1 | 70 | 3,00 | 5,00 | 4,0857 | ,50340 |
| X3.3.2 | 70 | 3,00 | 5,00 | 4,2000 | ,62786 |
| X3.3.3 | 70 | 3,00 | 5,00 | 4,2286 | ,54298 |
| Z1.1.1 | 70 | 2,00 | 5,00 | 4,0286 | ,58907 |
| Z1.1.2 | 70 | 3,00 | 5,00 | 3,9143 | ,58341 |
| Z1.1.3 | 70 | 2,00 | 5,00 | 4,0857 | ,67551 |
| Z1.2.1 | 70 | 2,00 | 5,00 | 4,0857 | ,58341 |
| Z1.2.2 | 70 | 3,00 | 5,00 | 4,1571 | ,55523 |
| Z1.2.3 | 70 | 3,00 | 5,00 | 4,1286 | ,58783 |
| Z1.3.1 | 70 | 4,00 | 5,00 | 4,1571 | ,36656 |
| Z1.3.2 | 70 | 3,00 | 5,00 | 4,0714 | ,49112 |
| Z1.3.3 | 70 | 4,00 | 5,00 | 4,2143 | ,41329 |
| Y1.1.1 | 70 | 2,00 | 5,00 | 4,0143 | ,60176 |
| Y1.1.2 | 70 | 2,00 | 5,00 | 4,0143 | ,62538 |
| Y1.1.3 | 70 | 3,00 | 5,00 | 4,2429 | ,54999 |
| Y1.2.1 | 70 | 4,00 | 5,00 | 4,4571 | ,50176 |
| Y1.2.2 | 70 | 3,00 | 5,00 | 4,3286 | ,50279 |
| Y1.2.3 | 70 | 3,00 | 5,00 | 4,0429 | ,60038 |
| Y1.3.1 | 70 | 3,00 | 5,00 | 4,1571 | ,47045 |
| Y1.3.2 | 70 | 2,00 | 5,00 | 4,1143 | ,60296 |
| Y1.3.3 | 70 | 3,00 | 5,00 | 4,0571 | ,69960 |
| Valid N (listwise) | 70 | | | | |

Uji Validitas X1

Correlations

| | | X1.1.1 | X1.1.2 | X1.1.3 | X1.2.1 | X1.2.2 | X1.2.3 | X1.3.1 | X1.3.2 | X1.3.3 | TOTAL_X1 |
|----------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|
| X1.1.1 | Pearson Correlation | 1 | ,548** | ,732** | ,421** | ,321** | ,520** | ,464** | ,577** | ,358** | ,751** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,007 | ,000 | ,000 | ,000 | ,002 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X1.1.2 | Pearson Correlation | ,548** | 1 | ,636** | ,437** | ,368** | ,548** | ,478** | ,496** | ,541** | ,750** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,002 | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X1.1.3 | Pearson Correlation | ,732** | ,636** | 1 | ,445** | ,262* | ,578** | ,753** | ,753** | ,581** | ,848** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,029 | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X1.2.1 | Pearson Correlation | ,421** | ,437** | ,445** | 1 | ,394** | ,562** | ,537** | ,418** | ,337** | ,678** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,001 | ,000 | ,000 | ,000 | ,004 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X1.2.2 | Pearson Correlation | ,321** | ,368** | ,262* | ,394** | 1 | ,368** | ,200 | ,279* | ,376** | ,535** |
| | Sig. (2-tailed) | ,007 | ,002 | ,029 | ,001 | | ,002 | ,097 | ,020 | ,001 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X1.2.3 | Pearson Correlation | ,520** | ,548** | ,578** | ,562** | ,368** | 1 | ,517** | ,629** | ,634** | ,812** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,002 | | ,000 | ,000 | ,000 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X1.3.1 | Pearson Correlation | ,464** | ,478** | ,753** | ,537** | ,200 | ,517** | 1 | ,735** | ,628** | ,773** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,097 | ,000 | | ,000 | ,000 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X1.3.2 | Pearson Correlation | ,577** | ,496** | ,753** | ,418** | ,279* | ,629** | ,735** | 1 | ,646** | ,815** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,020 | ,000 | ,000 | | ,000 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X1.3.3 | Pearson Correlation | ,358** | ,541** | ,581** | ,337** | ,376** | ,634** | ,628** | ,646** | 1 | ,753** |
| | Sig. (2-tailed) | ,002 | ,000 | ,000 | ,004 | ,001 | ,000 | ,000 | ,000 | | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| TOTAL_X1 | Pearson Correlation | ,751** | ,750** | ,848** | ,678** | ,535** | ,812** | ,773** | ,815** | ,753** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |

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

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

Uji Validitas X2

Correlations

| | | X2.1.1 | X2.1.2 | X2.1.3 | X2.2.1 | X2.2.2 | X2.2.3 | X2.3.1 | X2.3.2 | X2.3.3 | TOTAL_X2 |
|----------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|
| X2.1.1 | Pearson Correlation | 1 | -.085 | .351** | .142 | .335** | .247* | .233 | .211 | .437** | .486** |
| | Sig. (2-tailed) | | .483 | .003 | .242 | .005 | .039 | .052 | .080 | .000 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X2.1.2 | Pearson Correlation | -.085 | 1 | .199 | .613** | .190 | .346** | .339** | .336** | .136 | .517** |
| | Sig. (2-tailed) | .483 | | .098 | .000 | .115 | .003 | .004 | .005 | .261 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X2.1.3 | Pearson Correlation | .351** | .199 | 1 | .304* | .909** | .596** | .390** | .280* | .556** | .773** |
| | Sig. (2-tailed) | .003 | .098 | | .010 | .000 | .000 | .001 | .019 | .000 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X2.2.1 | Pearson Correlation | .142 | .613** | .304* | 1 | .291* | .449** | .250* | .249* | .385** | .605** |
| | Sig. (2-tailed) | .242 | .000 | .010 | | .015 | .000 | .037 | .038 | .001 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X2.2.2 | Pearson Correlation | .335** | .190 | .909** | .291* | 1 | .607** | .322** | .297* | .531** | .760** |
| | Sig. (2-tailed) | .005 | .115 | .000 | .015 | | .000 | .007 | .013 | .000 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X2.2.3 | Pearson Correlation | .247* | .346** | .596** | .449** | .607** | 1 | .366** | .384** | .559** | .786** |
| | Sig. (2-tailed) | .039 | .003 | .000 | .000 | .000 | | .002 | .001 | .000 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X2.3.1 | Pearson Correlation | .233 | .339** | .390** | .250* | .322** | .366** | 1 | .204 | .317** | .561** |
| | Sig. (2-tailed) | .052 | .004 | .001 | .037 | .007 | .002 | | .091 | .007 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X2.3.2 | Pearson Correlation | .211 | .336** | .280* | .249* | .297* | .384** | .204 | 1 | .333** | .622** |
| | Sig. (2-tailed) | .080 | .005 | .019 | .038 | .013 | .001 | .091 | | .005 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X2.3.3 | Pearson Correlation | .437** | .136 | .556** | .385** | .531** | .559** | .317** | .333** | 1 | .722** |
| | Sig. (2-tailed) | .000 | .261 | .000 | .001 | .000 | .000 | .007 | .005 | | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| TOTAL_X2 | Pearson Correlation | .486** | .517** | .773** | .605** | .760** | .786** | .561** | .622** | .722** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |

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

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

Uji Validitas X3

Correlations

| | | X3.1.1 | X3.1.2 | X3.1.3 | X3.2.1 | X3.2.2 | X3.2.3 | X3.3.1 | X3.3.2 | X3.3.3 | TOTAL_X3 |
|----------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|
| X3.1.1 | Pearson Correlation | 1 | ,489** | ,593** | ,537** | ,189 | ,325** | ,445** | ,283* | ,317** | ,678** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,117 | ,006 | ,000 | ,017 | ,007 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X3.1.2 | Pearson Correlation | ,489** | 1 | ,401** | ,469** | ,536** | ,449** | ,349** | ,413** | ,419** | ,703** |
| | Sig. (2-tailed) | ,000 | | ,001 | ,000 | ,000 | ,000 | ,003 | ,000 | ,000 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X3.1.3 | Pearson Correlation | ,593** | ,401** | 1 | ,676** | ,323** | ,559** | ,586** | ,381** | ,435** | ,803** |
| | Sig. (2-tailed) | ,000 | ,001 | | ,000 | ,006 | ,000 | ,000 | ,001 | ,000 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X3.2.1 | Pearson Correlation | ,537** | ,469** | ,676** | 1 | ,403** | ,476** | ,644** | ,432** | ,452** | ,814** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,001 | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X3.2.2 | Pearson Correlation | ,189 | ,536** | ,323** | ,403** | 1 | ,283* | ,185 | ,424** | ,366** | ,574** |
| | Sig. (2-tailed) | ,117 | ,000 | ,006 | ,001 | | ,018 | ,126 | ,000 | ,002 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X3.2.3 | Pearson Correlation | ,325** | ,449** | ,559** | ,476** | ,283* | 1 | ,442** | ,232 | ,219 | ,620** |
| | Sig. (2-tailed) | ,006 | ,000 | ,000 | ,000 | ,018 | | ,000 | ,054 | ,069 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X3.3.1 | Pearson Correlation | ,445** | ,349** | ,586** | ,644** | ,185 | ,442** | 1 | ,404** | ,351** | ,702** |
| | Sig. (2-tailed) | ,000 | ,003 | ,000 | ,000 | ,126 | ,000 | | ,001 | ,003 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X3.3.2 | Pearson Correlation | ,283* | ,413** | ,381** | ,432** | ,424** | ,232 | ,404** | 1 | ,714** | ,691** |
| | Sig. (2-tailed) | ,017 | ,000 | ,001 | ,000 | ,000 | ,054 | ,001 | | ,000 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| X3.3.3 | Pearson Correlation | ,317** | ,419** | ,435** | ,452** | ,366** | ,219 | ,351** | ,714** | 1 | ,687** |
| | Sig. (2-tailed) | ,007 | ,000 | ,000 | ,000 | ,002 | ,069 | ,003 | ,000 | | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| TOTAL_X3 | Pearson Correlation | ,678** | ,703** | ,803** | ,814** | ,574** | ,620** | ,702** | ,691** | ,687** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |

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

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

Uji Validitas Z

Correlations

| | Z1.1.1 | Z1.1.2 | Z1.1.3 | Z1.2.1 | Z1.2.2 | Z1.2.3 | Z1.3.1 | Z1.3.2 | Z1.3.3 | TOTAL_Z |
|-----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Z1.1.1 Pearson Correlation | 1 | ,555** | ,285* | ,710** | ,296* | ,450** | ,516** | ,594** | ,570** | ,843** |
| Sig. (2-tailed) | | ,000 | ,017 | ,000 | ,013 | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Z1.1.2 Pearson Correlation | ,555** | 1 | ,313** | ,448** | ,445** | ,159 | ,403** | ,578** | ,438** | ,739** |
| Sig. (2-tailed) | ,000 | | ,008 | ,000 | ,000 | ,188 | ,001 | ,000 | ,000 | ,000 |
| N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Z1.1.3 Pearson Correlation | ,285* | ,313** | 1 | ,018 | ,350** | ,008 | ,296* | ,331** | ,349** | ,522** |
| Sig. (2-tailed) | ,017 | ,008 | | ,883 | ,003 | ,945 | ,013 | ,005 | ,003 | ,000 |
| N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Z1.2.1 Pearson Correlation | ,710** | ,448** | ,018 | 1 | ,047 | ,263* | ,410** | ,484** | ,464** | ,644** |
| Sig. (2-tailed) | ,000 | ,000 | ,883 | | ,697 | ,028 | ,000 | ,000 | ,000 | ,000 |
| N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Z1.2.2 Pearson Correlation | ,296* | ,445** | ,350** | ,047 | 1 | -.063 | ,304* | ,437** | ,483** | ,551** |
| Sig. (2-tailed) | ,013 | ,000 | ,003 | ,697 | | ,606 | ,010 | ,000 | ,000 | ,000 |
| N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Z1.2.3 Pearson Correlation | ,450** | ,159 | ,008 | ,263* | -.063 | 1 | ,107 | ,118 | ,303* | ,409** |
| Sig. (2-tailed) | ,000 | ,188 | ,945 | ,028 | ,606 | | ,380 | ,329 | ,011 | ,000 |
| N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Z1.3.1 Pearson Correlation | ,516** | ,403** | ,296* | ,410** | ,304* | ,107 | 1 | ,581** | ,731** | ,685** |
| Sig. (2-tailed) | ,000 | ,001 | ,013 | ,000 | ,010 | ,380 | | ,000 | ,000 | ,000 |
| N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Z1.3.2 Pearson Correlation | ,594** | ,578** | ,331** | ,484** | ,437** | ,118 | ,581** | 1 | ,566** | ,773** |
| Sig. (2-tailed) | ,000 | ,000 | ,005 | ,000 | ,000 | ,329 | ,000 | | ,000 | ,000 |
| N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Z1.3.3 Pearson Correlation | ,570** | ,438** | ,349** | ,464** | ,483** | ,303* | ,731** | ,566** | 1 | ,792** |
| Sig. (2-tailed) | ,000 | ,000 | ,003 | ,000 | ,000 | ,011 | ,000 | ,000 | | ,000 |
| N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| TOTAL_Z Pearson Correlation | ,843** | ,739** | ,522** | ,644** | ,551** | ,409** | ,685** | ,773** | ,792** | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | |
| N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |

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

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

Uji Validitas Y

Correlations

| | | Y1.1.1 | Y1.1.2 | Y1.1.3 | Y1.2.1 | Y1.2.2 | Y1.2.3 | Y1.3.1 | Y1.3.2 | Y1.3.3 | TOTAL_Y |
|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Y1.1.1 | Pearson Correlation | 1 | ,462** | ,077 | -,022 | ,511** | ,720** | ,555** | ,435** | ,377** | ,690** |
| | Sig. (2-tailed) | | ,000 | ,527 | ,857 | ,000 | ,000 | ,000 | ,000 | ,001 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Y1.1.2 | Pearson Correlation | ,462** | 1 | ,369** | ,117 | ,307** | ,655** | ,583** | ,572** | ,429** | ,757** |
| | Sig. (2-tailed) | ,000 | | ,002 | ,333 | ,010 | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Y1.1.3 | Pearson Correlation | ,077 | ,369** | 1 | ,432** | ,231 | ,319** | ,186 | ,396** | ,453** | ,574** |
| | Sig. (2-tailed) | ,527 | ,002 | | ,000 | ,054 | ,007 | ,122 | ,001 | ,000 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Y1.2.1 | Pearson Correlation | -,022 | ,117 | ,432** | 1 | ,143 | ,030 | ,182 | ,256* | ,214 | ,368** |
| | Sig. (2-tailed) | ,857 | ,333 | ,000 | | ,238 | ,804 | ,131 | ,032 | ,076 | ,002 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Y1.2.2 | Pearson Correlation | ,511** | ,307** | ,231 | ,143 | 1 | ,481** | ,514** | ,352** | ,234 | ,607** |
| | Sig. (2-tailed) | ,000 | ,010 | ,054 | ,238 | | ,000 | ,000 | ,003 | ,051 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Y1.2.3 | Pearson Correlation | ,720** | ,655** | ,319** | ,030 | ,481** | 1 | ,745** | ,507** | ,408** | ,811** |
| | Sig. (2-tailed) | ,000 | ,000 | ,007 | ,804 | ,000 | | ,000 | ,000 | ,000 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Y1.3.1 | Pearson Correlation | ,555** | ,583** | ,186 | ,182 | ,514** | ,745** | 1 | ,549** | ,413** | ,774** |
| | Sig. (2-tailed) | ,000 | ,000 | ,122 | ,131 | ,000 | ,000 | | ,000 | ,000 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Y1.3.2 | Pearson Correlation | ,435** | ,572** | ,396** | ,256* | ,352** | ,507** | ,549** | 1 | ,431** | ,751** |
| | Sig. (2-tailed) | ,000 | ,000 | ,001 | ,032 | ,003 | ,000 | ,000 | | ,000 | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Y1.3.3 | Pearson Correlation | ,377** | ,429** | ,453** | ,214 | ,234 | ,408** | ,413** | ,431** | 1 | ,681** |
| | Sig. (2-tailed) | ,001 | ,000 | ,000 | ,076 | ,051 | ,000 | ,000 | ,000 | | ,000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| TOTAL_Y | Pearson Correlation | ,690** | ,757** | ,574** | ,368** | ,607** | ,811** | ,774** | ,751** | ,681** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,002 | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |

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

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

Reliability X1

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 70 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 70 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,896 | 9 |

Reliability X2

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 70 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 70 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,820 | 9 |

Reliability X3

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 70 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 70 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,868 | 9 |

Reliability Z

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 70 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 70 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,823 | 9 |

Reliability Y

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 70 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 70 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,846 | 9 |