

### Lampiran 1 : Kuesioner Penelitian

NAMA RESPONDEN	NO. RESPONDEN	WAKTU PENCATATAN		
		TGL	BLN	THN
			Januari	2022

PENGARUH PENGELOLAAN HUBUNGAN PELANGGAN, KUALITAS PELAYANAN, BAURAN PEMASARAN TERHADAP KEPUASAN PELANGGAN DENGAN NILAI PELANGGAN SEBAGAI VARIABEL INTERVENING PADA PERUSAHAAN ZELIKA PROVINSI PAPUA BARAT

#### I. IDENTITAS RESPONDEN

1. Nama : .....
2. Umur : ..... Tahun
3. Jenis Kelamin : L / P (Lingkari salah satu)
4. Pendidikan Terakhir : SMP / SMA / Diploma (D2-D3) / S1 / S2  
(:ingkari salah satu)
5. Masa Langganan : a. > 1 - 3 Tahun  
b. > 3 - 4 Tahun  
c. > 4 - 5 Tahun  
d. > 5 - 6 Tahun  
e. > 6 - 7 Tahun
6. Transaksi Pembelian (Lingkari salah satu)  
: a. 3 Kali b. 4 - 5 Kali c. > 5 Kali

#### II. PETUNJUK

1. Bpk/Ibu/Sdr/Sdri memberikan tanggapan/jawaban terhadap pernyataan yang terdapat di bawah ini dengan kenyataan yang dialami selama menjadi pelanggan Perusahaan Zelika Provinsi Papua Barat.

2. Berikan jawaban dengan memberi tanda ( $\surd$ ) pada kolom yang telah disediakan pada bagian kanan dari masing-masing pernyataan. Huruf-huruf pada kolom di bagian atas mengandung arti sebagai berikut:

**STS** = *sangat tidak setuju*, yang berarti Bpk/Ibu/Sdr/Sdri berpendapat apa yang terkandung dalam pernyataan yang diajukan sungguh-sungguh tidak benar .

**TS** = *tidak setuju*, yang berarti Bpk/Ibu/Sdr/Sdri berpendapat apa yang terkandung dalam pernyataan yang diajukan lebih banyak tidak benarnya daripada benarnya.

**N** = *Netral* berarti Bpk/Ibu/Sdr/Sdri berpendapat apa yang terkandung dalam pernyataan yang diajukan memiliki tingkat kebenarannya, namun secara pribadi merasa bahwa pernyataan tersebut tidak sepenuhnya benar.

**S** = *setuju*, berarti Bpk/Ibu/Sdr/Sdri berpendapat apa yang terkandung dalam pernyataan yang diajukan lebih banyak benarnya daripada tidak benarnya.

**SS** = *sangat setuju*, yang berarti Bpk/Ibu/Sdr/Sdri berpendapat bahwa apa yang terkandung di dalam pernyataan yang diajukan sungguh-sungguh benar sesuai dengan apa yang dirasakan.

3. Jenis pertanyaan berikut ini terdiri dari dua macam yaitu pertanyaan tertutup dan pertanyaan terbuka. Pertanyaan tertutup yaitu pertanyaan yang jawabannya dapat dipilih berdasarkan pilihan yang telah disediakan. Pertanyaan terbuka yaitu pertanyaan yang jawaban sepenuhnya di tentukan oleh Bpk/Ibu/Sdr dengan memberikan uraian yang sesuai dengan kondisi yang sebenarnya.

### III. Kuesioner Penelitian

#### A. Pengelolaan Hubungan Pelanggan, (X1)

Daftar Pernyataan	STS (1)	TS (2)	N (3)	S (4)	SS (5)
<b>1. Identifikasi Pelanggan (X1.1)</b>					
1. Perusahaan senantiasa mengamati dan menanyakan tentang kebutuhan produk yang diinginkan pelanggan.					
2. Perusahaan senantiasa menyamakan tentang harapan pelanggan dan keinginan perusahaan.					
3. Perusahaan senantiasa mengidentifikasi dan menetapkan produk apa saja yang hendak disediakan dan dengan memperhatikan kebutuhan pelanggan.					
<b>2. Upaya Menciptakan Pengetahuan Pelanggan (X1.2)</b>					
1. Perusahaan senantiasa memberi informasi kepada pelanggan untuk mengetahui tentang suatu produk.					
2. Perusahaan senantiasa memberi informasi dan pemahaman kepada pelanggan untuk memilih produk yang tepat.					
3. Perusahaan senantiasa menanyakan kepada pelanggan terkait produk-produk yang dibutuhkan dimasa mendatang.					
<b>3. Membangun Hubungan Pelanggan (X1.3)</b>					
1. Penghargaan/ <i>reward</i> diberikan kepada pelanggan yang sering melakukan pembelian/ <i>loyal</i> .					
2. Hubungan baik antara perusahaan dengan pelanggan terjalin baik.					
<b>(Pertanyaan Terbuka)</b> Bagaimana menurut saudara tentang pengelolaan hubungan pelanggan yang diterapkan oleh manajemen Perusahaan Zelika Provinsi Papua Barat yang saudara ketahui?					

**B. Kualitas Pelayanan (X2)**

<b>Daftar Pernyataan</b>	<b>STS (1)</b>	<b>TS (2)</b>	<b>N (3)</b>	<b>S (4)</b>	<b>SS (5)</b>
<b>1. Keandalan (X2.1)</b>					
1. Perusahaan memberikan jaminan kepada pelanggan atas produk yang dipasarkan.					
2. Jaminan kendala atas produk yang dipasarkan.					
<b>2. Daya Tanggap (X2.2)</b>					
1. Perusahaan senantiasa membantu dan bersikap agresif dalam melayani pelanggan.					
2. Perusahaan senantiasa melayani pelanggan dengan cepat dan tepat waktu.					
<b>3. Kepastian (X2.3)</b>					
1. Karyawan perusahaan memberikan pelayanan dengan bersikap ramah dan sopan kepada pelanggan.					
2. Karyawan perusahaan memiliki sikap cekatan dan memiliki kemampuan yang baik dalam memberikan pelayanan kepada pelanggan.					
<b>4. Empati (X2.4)</b>					
1. Perusahaan senantiasa memberikan perhatian kepada pelanggan.					
2. Perusahaan memberikan kemudahan pelayanan bagi pelanggan yang tempat tinggalnya jauh dengan lokasi perusahaan.					
3. Koordinasi/hubungan baik antara perusahaan dengan selalu terjalin sangat baik.					
<b>5. Berwujud (X2.5)</b>					
1. Lingkungan outlet dibuat untuk memberikan rasa nyaman dan betah bagi pelanggan.					
2. Karyawan perusahaan senantiasa berpenampilan rapi dan menarik di tempat kerja.					
<b>(Pertanyaan terbuka)</b>					
Bagaimana menurut saudara tentang kualitas pelayanan yang diterapkan oleh manajemen Perusahaan Zelika Provinsi Papua Barat yang saudara ketahui?					

### C. Bauran Pemasaran (X3)

Daftar Pernyataan	STS (1)	TS (2)	N (3)	S (4)	SS (5)
<b>1. Tempat (X3.1)</b>					
1. Perusahaan memberikan kemudahan terhadap pelanggan atas barang/produk yang dipesan.					
2. Perusahaan membantu proses pengiriman barang meskipun tidak diminta.					
3. Perusahaan menyediakan fasilitas transportasi untuk pengiriman barang ke tempat tujuan.					
<b>2. Produk (X3.2)</b>					
1. Produk/barang yang dijual memiliki manfaat.					
2. Produk/barang yang dipasarkan selalu tersedia.					
<b>3. Promosi (X3.3)</b>					
1. Perusahaan senantiasa mempromosikan produk-produk yang dimiliki.					
2. Perusahaan senantiasa melakukan promosi secara langsung.					
3. Perusahaan senantiasa melakukan promosi secara tidak langsung memasarkan produk melalui pelanggan.					
4. Bentuk promosi yang perusahaan dilakukan secara on line melalui media elektronik.					
<b>4. Harga (X3.4)</b>					
1. Harga yang ditawarkan sesuai dengan kondisi barang.					
2. Harga yang ditawarkan relatif terjangkau.					
3. Memberikan potongan harga bagi pelanggan yang membeli produk dalam jumlah banyak.					
<b>5. Orang (X3.5)</b>					
1. Karyawan memiliki tanggung jawab penuh terhadap pekerjaannya					
2. Karyawan memiliki toleransi yang baik dengan rekan sesama kerja.					
3. Karyawan memiliki kepedulian yang tinggi terhadap pelanggan.					
<b>6. Proses (X3.6)</b>					
1. Perusahaan senantiasa melakukan pemantauan terkait barang yang didistribusikan ke pelanggan agar sampai ke pelanggan tepat waktu.					

2. Perusahaan senantiasa memperhatikan terkait produk yang terjual agar sampai ke pelanggan dalam kondisi baik.					
3. Proses pengiriman barang dilakukan secara tercatat dan tersistem untuk menghindari kesalahan dan resiko yang akan terjadi.					
<b>7. Bukti Fisik (X3.7)</b>					
1. Transaksi jual beli dicatat secara rinci oleh bagian keuangan.					
2. Keluar masuk barang di gudang di dokumentasikan dengan baik.					
<b>(Pertanyaan terbuka)</b> Bagaimana menurut saudara tentang bauran pemasaran yang diterapkan oleh manajemen Perusahaan Zelika Provinsi Papua Barat yang Saudara ketahui?					

#### D. Nilai Pelanggan (Y1)

Daftar Pernyataan	STS (1)	TS (2)	N (3)	S (4)	SS (5)
<b>1. Menciptakan kesetiaan dan retensi pelanggan (Y1.1)</b>					
1. Pelanggan merasa puas terhadap barang yang dibeli.					
2. Kualitas barang sangat baik dan sesuai selera pelanggan.					
<b>2. Menumbuhkan pangsa pasar (Y1.2)</b>					
1. Barang yang dibutuhkan pelanggan selalu tersedia.					
2. Selalu menyediakan barang yang tidak terdapat ditempat lain.					
<b>3. Membantu ekuitas pelanggan (Y1.3)</b>					
1. Barang yang dipasarkan mampu memberikan kepuasan terhadap pelanggan/konsumen.					
2. Barang yang dipasarkan memiliki nilai yang dapat dijangkau oleh konsumen/manfaat ekonomis.					
<b>4. Membangun hubungan yang benar dengan pelanggan yang tepat (Y1.4)</b>					
1. Barang yang dipasarkan memiliki kinerja produk yang tahan lama.					

2. Perusahaan memberikan <i>reward</i> /hadiah bagi pelanggan yang memiliki loyalitas.					
<p><b>(Pertanyaan terbuka)</b>            Bagaimana menurut saudara tentang nilai pelanggan yang diterapkan oleh manajemen Perusahaan Zelika Provinsi Papua Barat yang saudara ketahui?</p>					

### E. Kepuasan pelanggan (Y2)

Daftar Pernyataan	STS (1)	TS (2)	N (3)	S (4)	SS (5)
<b>1. Kepuasan secara keseluruhan (Y2.1)</b>					
1. Pelanggan merasa puas dengan pelayanan yang diberikan.					
2. Pelanggan merasa nyaman dengan pelayanan yang diberikan.					
<b>2. Konfirmasi harapan (Y2.2)</b>					
1. Perusahaan melayani pelanggan dengan senang hati dan melampaui jam kerja.					
2. Perusahaan selalu melayani dan merespon keluhan-keluhan pelanggan berkaitan dengan permasalahan produk.					
<b>3. Perbandingan dengan situasi ideal (Y2.3)</b>					
1. Produk yang dipasarkan sejenis namun memiliki kualitas yang lebih unggul.					
2. Kualitas produk yang dipasarkan sejenis dengan harga yang lebih ekonomis.					
<p>(Pertanyaan terbuka)            Bagaimana menurut saudara tentang kepuasan pelanggan yang diterapkan oleh manajemen Perusahaan Zelika Provinsi Papua Barat yang saudara ketahui?</p>					

## Lampiran 2: Tabulasi Jawaban Responden

Samirudin

No	Pengelolaan Hubungan Pelanggan (X1)								Rerata
	X1.1			X1.2			X1.3		
	X1.1.1	X1.1.2	X1.1.3	X1.2.1	X1.2.2	X1.2.3	X1.3.1	X1.3.2	
1	5	4	4	4	4	5	4	4	4,25
2	5	4	4	4	4	5	4	4	4,25
3	5	4	4	4	3	4	4	5	4,13
4	5	4	4	4	4	5	5	4	4,38
5	4	5	4	5	4	5	5	5	4,63
6	5	5	5	5	5	5	5	5	5,00
7	4	5	4	4	5	4	5	4	4,38
8	4	5	4	5	5	5	5	5	4,75
9	5	4	4	5	5	5	5	5	4,75
10	5	5	5	5	5	5	5	5	5,00
11	4	4	4	5	5	5	5	5	4,63
12	4	5	4	5	4	5	5	5	4,63
13	5	5	5	5	5	5	5	5	5,00
14	5	4	4	5	4	5	5	5	4,63
15	5	5	5	5	5	5	5	5	5,00
16	5	5	5	4	5	5	4	4	4,63
17	4	4	4	5	5	5	5	5	4,63
18	5	4	4	4	4	5	5	4	4,38
19	4	4	4	5	5	5	5	5	4,63
20	4	4	4	5	5	5	5	5	4,63
21	4	4	5	4	5	4	5	4	4,38
22	4	5	4	4	5	4	5	4	4,38
23	4	4	4	4	4	5	4	4	4,13
24	4	5	4	4	5	5	5	4	4,50
25	4	5	4	5	5	5	5	5	4,75
26	4	4	5	4	5	4	5	4	4,38
27	3	4	4	4	3	4	4	4	3,75
28	4	4	4	5	4	5	5	5	4,50
29	3	4	3	4	3	4	4	4	3,63
30	4	4	4	5	4	5	5	5	4,50
31	4	4	4	5	5	5	5	5	4,63
32	4	4	4	5	5	5	5	5	4,63
33	5	4	4	4	4	5	5	4	4,38
34	5	4	4	5	5	5	5	5	4,75
35	4	5	4	4	5	5	5	4	4,50
36	5	4	4	4	5	5	4	4	4,38
37	4	4	4	5	5	5	5	5	4,63
38	4	4	4	4	4	5	4	4	4,13
39	5	5	5	4	4	5	4	4	4,50
40	5	4	4	5	4	5	5	5	4,63
41	4	4	5	4	5	4	5	4	4,38
42	4	4	3	4	3	4	4	4	3,75
43	4	4	4	5	5	5	5	5	4,63
44	3	3	3	4	3	4	4	4	3,50
45	5	5	5	4	4	5	4	4	4,50
46	5	5	5	4	5	5	4	4	4,63
47	5	4	4	4	4	5	5	4	4,38
48	4	5	4	5	5	5	5	5	4,75
49	4	4	4	5	5	5	5	5	4,63
50	5	4	4	4	5	5	4	4	4,38
51	4	4	4	5	4	5	5	5	4,50



52	4	4	4	4	4	5	4	4	4,13
53	5	5	5	4	4	5	4	4	4,50
54	5	4	4	5	5	5	5	5	4,75
55	4	5	4	4	5	4	5	4	4,38
56	3	3	3	3	3	4	4	4	3,38
57	4	4	4	5	5	5	5	5	4,63
58	4	3	3	4	3	4	4	4	3,63
59	4	4	4	5	5	5	5	5	4,63
60	4	4	4	5	5	5	5	5	4,63
61	5	5	5	4	4	5	4	4	4,50
62	4	4	5	4	5	4	5	4	4,38
63	5	5	5	4	5	5	4	4	4,63
64	4	4	4	5	4	5	5	5	4,50
65	4	5	5	4	4	4	5	4	4,38
66	5	5	5	4	4	5	4	4	4,50
67	4	4	4	4	4	5	4	4	4,13
68	4	4	4	5	4	5	5	5	4,50
69	5	4	4	5	5	5	5	5	4,75
70	5	5	4	5	5	5	5	5	4,88
71	5	5	5	4	5	5	4	4	4,63
72	4	5	4	5	5	5	5	5	4,75
73	4	4	4	5	5	5	5	5	4,63
74	4	5	4	5	4	5	5	5	4,63
75	5	4	4	5	4	5	5	5	4,63
76	5	4	4	5	5	5	5	5	4,75
77	5	5	5	5	5	5	5	5	5,00
78	5	5	5	5	5	5	5	5	5,00
79	4	4	4	5	5	5	5	5	4,63
80	4	5	4	4	5	4	5	4	4,38
81	5	4	4	5	5	5	5	5	4,75
82	4	4	4	5	4	5	5	5	4,50
83	4	5	4	4	5	4	5	4	4,38
84	4	5	4	4	5	5	5	4	4,50
85	4	4	4	4	4	5	4	4	4,13
86	5	5	5	4	4	5	4	4	4,50
87	5	5	4	5	4	5	5	5	4,75
88	5	4	4	4	4	5	5	4	4,38
89	4	4	4	4	4	5	4	4	4,13

90	5	5	5	5	5	5	5	5	5,00
91	4	4	4	4	4	5	4	4	4,13
92	4	3	4	4	3	4	4	5	3,88
93	4	5	4	4	5	4	5	4	4,38
94	5	4	4	5	5	5	5	5	4,75
95	5	4	4	5	5	5	5	5	4,75
96	5	5	5	4	5	5	4	4	4,63
97	4	3	4	5	5	5	5	5	4,50
98	4	4	4	4	4	5	4	4	4,13
99	4	4	4	4	4	5	4	4	
100	4	5	4	4	5	5	5	4	4,50
101	4	5	4	5	5	5	5	5	4,75
102	4	5	4	4	5	4	5	4	4,38
103	4	4	4	5	4	5	5	5	4,50
104	4	3	4	4	4	5	4	5	4,13
105	3	3	3	3	4	4	4	4	3,50
106	4	4	4	5	4	5	5	5	4,50
107	4	4	4	5	5	5	5	5	4,63
108	4	4	4	5	4	5	5	5	4,50
109	5	5	5	5	5	5	5	5	5,00
110	5	4	4	5	5	5	5	5	4,75
111	4	4	4	5	5	5	5	5	4,63
112	4	4	5	4	5	4	5	4	4,38
113	4	4	4	5	5	5	5	5	4,63
114	5	4	4	4	4	5	4	4	4,25
115	4	4	4	5	5	5	5	5	4,63
116	5	4	5	5	5	5	5	5	4,88
117	5	4	4	4	4	5	5	4	4,38
118	5	4	4	5	4	5	5	5	4,63
119	4	5	4	4	5	4	5	4	4,38
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121	4	4	5	4	5	4	5	4	4,38
122	4	3	4	4	3	4	5	4	3,88
123	5	4	4	4	4	5	5	4	4,38
124	4	5	4	4	5	5	5	4	4,50
125	4	4	4	5	5	5	5	5	4,63
126	5	4	4	4	4	5	5	4	4,38
127	4	4	4	5	5	5	5	5	4,63
128	5	4	4	4	4	5	4	4	4,25
129	4	4	5	4	5	4	5	4	4,38
130	5	4	5	5	5	5	5	5	4,88
131	4	4	5	4	5	4	5	4	4,38
132	4	5	4	4	5	5	5	4	4,50
133	4	3	4	5	5	5	5	5	4,50
134	3	4	4	4	4	4	4	4	3,88
135	5	5	5	4	4	5	4	4	4,50
136	4	4	5	4	5	4	5	4	4,38
137	5	4	4	4	4	5	5	4	4,38
138	3	4	4	4	4	4	4	4	3,88
139	4	5	4	5	5	5	5	5	4,75
140	5	4	4	4	4	5	5	4	4,38
141	5	5	4	5	5	5	5	5	4,88
142	4	5	4	4	5	4	5	4	4,38
143	5	5	4	5	5	5	5	5	4,88
144	4	5	5	4	4	4	5	4	4,38
145	4	4	4	5	5	5	5	5	4,63
146	4	4	4	5	4	5	5	5	4,50

Kualitas pelanggan (X2)											
X2.1		X2.2		X2.3		X2.4			X2.5		Rerata
X2.1.1	X2.1.2	X2.2.1	X2.2.2	X2.3.1	X2.3.2	X2.4.1	X2.4.2	X2.4.3	X2.5.1	X2.5.2	
4	4	3	3	4	4	3	4	4	3	3	3,55
4	4	4	4	4	4	4	4	4	4	4	4,00
4	3	3	3	5	4	4	4	3	4	4	3,73
3	3	5	4	5	5	4	4	4	5	4	4,18
5	4	5	5	5	5	4	4	4	5	5	4,64
4	5	5	5	5	5	4	4	4	4	5	4,55
5	5	4	4	4	5	4	5	4	5	4	4,45
4	4	5	4	5	5	5	4	5	4	4	4,45
5	5	4	4	5	4	5	4	5	4	4	4,45
4	4	5	5	5	5	5	4	5	4	5	4,64
5	4	5	5	5	5	5	5	4	5	5	4,82
5	5	4	5	4	5	5	5	4	5	4	4,64
5	4	4	4	5	5	5	5	4	3	3	4,27
4	4	5	4	5	5	4	5	4	5	4	4,45
3	4	5	3	4	4	4	3	3	4	4	3,73
4	4	4	5	4	5	4	5	5	4	4	4,36
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4	5	4	4	5	4	5	4	5	4	4	4,36
4	5	4	4	5	5	5	5	4	5	5	4,64
3	4	5	4	5	5	4	4	4	5	4	4,27
4	5	4	4	5	5	5	4	5	5	4	4,55
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4	4	4	3	4	5	4	4	4	4	4	4,00
4	4	5	4	5	5	5	4	5	4	4	4,45
5	4	5	5	5	5	5	5	4	5	5	4,82
5	4	5	5	5	5	4	4	4	5	4	4,55
4	3	3	3	5	4	4	4	4	5	4	3,91
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4	5	4	4	5	5	5	5	4	5	5	4,64
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Bauran Pemasaran (X3)												
X3.1			X3.2		X3.3				X3.4			X3.5.1
X3.1.1	X3.1.2	X3.1.3	X3.2.1	X3.2.2	X3.3.1	X3.3.2	X3.3.3	X3.3.4	X3.4.1	X3.4.2	X3.4.3	
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X3.5		X3.6			X3.7		Rerata
X3.5.2	X3.5.3	X3.6.1	X3.6.2	X3.6.3	X3.7.1	X3.7.2	
4	4	4	5	5	4	5	4,45
4	4	4	4	5	4	4	3,80
3	4	4	4	5	4	3	3,70
4	4	4	5	5	4	5	4,45
4	4	4	5	5	4	4	4,55
4	5	5	5	5	5	5	4,80
4	5	4	4	5	5	4	4,50
4	4	5	5	5	4	5	4,45
5	5	5	4	4	5	4	4,40
4	4	5	5	5	4	5	4,55
5	5	5	5	5	5	4	4,85
5	5	5	5	5	5	5	5,00
4	4	5	4	4	5	5	4,55
5	4	5	4	5	4	4	4,55
4	4	4	5	5	4	4	4,40
4	4	5	5	5	4	5	4,65
4	5	5	5	5	4	4	4,45
3	4	4	4	5	4	3	3,65
5	4	5	4	5	4	4	4,45
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4	4	4	5	5	4	4	4,45
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5	5	5	5	5	5	5	4,80
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5	4	4	4	4	5	5	4,35
4	4	5	5	5	4	5	4,55
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4	4	4	5	5	4	5	4,45
4	5	5	5	5	4	4	4,45
4	4	4	4	4	4	4	3,90
4	4	4	5	5	4	5	4,45
5	4	4	4	4	4	5	4,35
4	5	5	5	5	5	5	4,65
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4	4	4	5	5	4	4	4,45
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4	4	4	5	5	4	5	4,45
4	4	4	5	5	4	4	4,50
4	5	5	5	5	5	5	4,65
4	4	4	5	5	4	3	4,10

4	4	5	4	5	5	5	4,45
4	4	4	5	5	4	4	4,45
5	5	5	5	5	5	5	4,90
4	4	5	5	5	4	5	4,80
4	4	3	4	3	3	3	3,40
5	4	4	4	4	5	5	4,35
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5	4	4	5	4	4	4	4,55
4	4	4	5	5	4	4	4,45
4	4	4	4	4	4	4	3,80
4	4	4	5	5	4	5	4,45
5	4	5	5	4	4	4	4,40
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5	4	4	5	4	4	4	4,30
5	4	5	4	5	4	4	4,45
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4	5	5	5	5	5	5	4,90
5	4	4	4	4	3	3	3,90
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4	5	4	4	5	5	4	4,55
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4	4	4	5	5	4	4	4,00
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4	4	4	5	5	4	5	4,45
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5	5	4	5	5	5	5	4,55
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4	5	4	5	4	5	4	4,45
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5	4	4	5	4	4	4	4,50
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5	5	5	5	5	5	5	4,90
4	4	4	4	4	4	4	3,65
4	4	5	4	5	4	4	4,30
5	5	4	5	5	5	5	4,55
5	5	5	5	5	5	5	5,00
5	5	5	5	5	5	4	4,85
5	5	5	5	5	5	5	5,00
4	5	5	5	4	5	5	4,50
4	5	4	5	4	5	4	4,45
5	4	5	5	5	4	5	4,40
5	5	5	4	4	5	5	4,45
4	5	5	4	5	5	4	4,50
4	4	4	4	4	4	4	3,85
5	5	5	5	5	5	5	5,00
5	4	4	4	4	4	4	4,45
5	5	4	5	5	5	5	4,55
4	4	5	5	5	4	5	4,45
5	5	5	5	5	5	5	4,90
5	4	4	4	4	3	3	3,80
5	4	5	4	5	4	4	4,40
4	4	5	5	5	4	5	4,55
4	5	4	5	4	5	5	4,45
4	4	4	5	5	4	5	4,40
5	5	4	5	4	5	4	4,50
4	5	4	4	5	5	4	4,50
4	4	4	4	4	4	4	3,85
5	5	5	5	5	5	5	5,00

Nilai Pelanggan (Y1)								
Y1.1		Y1.2		Y1.3		Y1.4		Rerata
Y1.1.1	Y1.1.2	Y1.2.1	Y1.2.2	Y1.3.1	Y1.3.2	Y1.4.1	Y1.4.2	
5	4	5	4	4	4	5	4	4,38
5	4	5	4	4	4	5	4	4,38
4	4	3	3	3	3	3	3	3,25
4	3	3	3	5	4	4	4	3,75
5	5	4	5	5	5	5	5	4,88
5	5	5	5	5	5	5	5	5,00
4	5	5	4	4	5	5	4	4,50
5	4	5	5	4	4	5	5	4,63
5	4	5	4	4	4	5	4	4,38
5	5	5	5	5	5	5	5	5,00
5	5	4	4	5	5	4	4	4,50
4	5	4	5	5	5	5	5	4,75
5	5	4	5	5	5	5	5	4,88
5	4	5	4	5	4	5	4	4,50
4	4	4	5	4	4	4	4	4,13
5	5	4	5	4	5	5	5	4,75
5	4	5	4	4	4	5	4	4,38
4	4	4	4	4	4	3	3	3,75
5	4	5	4	5	4	5	4	4,50
4	4	4	5	4	4	4	5	4,25
4	5	4	4	5	5	4	4	4,38
5	4	5	4	4	4	5	4	4,38
4	4	4	4	3	4	3	3	3,63
4	5	4	5	4	5	4	5	4,50
5	4	5	5	5	4	5	4	4,63
5	5	4	4	5	5	4	4	4,50
4	3	3	3	3	4	3	3	3,25
5	5	4	5	4	5	4	5	4,63
4	5	4	5	4	5	4	5	4,50
5	4	5	4	5	4	5	4	4,50
4	5	4	5	5	5	5	5	4,75
5	4	5	4	4	4	5	4	4,38
3	3	3	3	5	4	3	3	3,38
5	4	5	4	5	4	5	4	4,50
4	4	4	5	4	4	4	5	4,25
4	5	4	4	5	5	4	4	4,38
5	4	5	4	4	4	5	4	4,38
4	4	4	4	4	4	3	3	3,75
4	5	4	5	4	5	4	5	4,50
5	5	4	4	5	5	4	3	4,38
5	5	4	4	5	5	4	4	4,50
3	3	3	3	5	3	3	3	3,25
4	4	4	5	5	5	5	5	4,63
4	5	4	5	4	5	4	5	4,50
5	4	5	4	5	4	5	4	4,50
5	4	5	5	4	4	5	5	4,63
3	3	4	4	4	4	4	4	3,75
5	4	5	4	5	4	5	4	4,50
4	4	4	5	4	4	4	5	4,25
4	5	4	4	5	5	4	4	4,38
4	5	4	4	5	5	4	4	4,38





Kepuasan Pelanggan (Y2)						
Y2.1		Y2.2		Y2.3		Rerata
Y2.1.1	Y2.1.2	Y2.2.1	Y2.2.2	Y2.3.1	Y2.3.2	
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
4	4	4	3	4	4	3,83
4	4	4	4	4	4	4,00
5	5	5	4	5	5	4,83
5	5	5	5	5	5	5,00
5	5	5	5	5	5	5,00
4	4	4	5	4	4	4,17
5	4	5	4	5	4	4,50
5	5	5	5	5	5	5,00
5	5	5	5	5	5	5,00
5	5	5	5	5	5	5,00
4	5	4	4	4	4	4,17
5	5	5	5	5	4	4,83
4	4	5	5	5	5	4,67
4	4	4	4	4	5	4,17
5	4	5	4	5	5	4,67
4	4	4	3	4	4	3,83
5	5	5	5	5	5	5,00
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
4	4	4	5	4	5	4,33
4	4	4	4	4	4	4,00
5	5	5	4	5	4	4,67
4	5	5	4	4	4	4,33
4	4	4	4	4	5	4,17
4	4	4	3	4	4	3,83
5	5	5	5	5	4	4,83
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
5	5	5	5	5	5	5,00
5	5	5	4	5	4	4,67
4	4	4	3	4	4	3,83
5	5	5	5	5	5	5,00
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
4	4	4	5	4	5	4,33
4	4	4	4	4	4	4,00
5	5	5	5	5	4	4,83
4	4	5	5	5	4	4,50
4	4	4	4	4	5	4,17
4	4	4	3	4	4	3,83
5	5	5	5	5	4	4,83
4	4	4	4	4	4	4,00
4	4	4	4	4	5	4,17
5	5	5	5	5	5	5,00
4	4	4	3	4	4	3,83
5	5	5	5	5	5	5,00
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
4	4	4	5	4	5	4,33

4	4	4	4	4	4	4,00
5	5	5	5	5	4	4,83
4	4	4	4	4	4	4,00
4	4	4	4	4	5	4,17
4	4	4	3	4	4	3,83
5	5	5	5	5	4	4,83
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
5	5	5	5	5	5	5,00
5	5	5	4	5	4	4,67
4	4	4	4	4	4	4,00
5	5	5	5	5	5	5,00
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
5	4	5	4	5	4	4,50
4	4	4	4	4	4	4,00
5	5	5	5	5	4	4,83
5	5	5	5	5	5	5,00
4	4	4	5	4	4	4,17
5	5	5	4	5	4	4,67
5	5	5	5	5	5	5,00
5	5	5	5	5	5	5,00
5	5	5	5	5	5	5,00
4	5	4	4	4	4	4,17
5	5	5	5	5	4	4,83
5	5	5	5	4	4	4,67
4	5	4	4	4	4	4,17
5	5	5	4	5	4	4,67
4	4	4	4	4	4	4,00
5	5	5	5	5	5	5,00
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
4	4	4	5	4	5	4,33
4	4	4	4	4	4	4,00
5	5	5	5	5	4	4,83
5	5	5	5	5	5	5,00
4	4	4	5	4	4	4,17
4	4	4	3	4	4	3,83



4	4	4	4	4	4	4,00
4	4	4	5	4	4	4,17
4	4	4	3	4	4	3,83
5	5	5	5	5	4	4,83
5	5	5	5	5	4	4,83
4	4	4	4	4	5	4,17
5	5	5	5	5	5	5,00
5	5	5	4	5	4	4,67
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
5	5	5	5	5	5	5,00
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
4	5	4	5	4	4	4,33
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
5	5	5	5	5	5	5,00
4	3	4	5	4	5	4,17
5	4	5	4	5	5	4,67
4	5	4	5	4	4	4,33
5	5	5	5	5	5	5,00
5	5	5	5	5	5	5,00
4	5	4	4	4	4	4,17
5	5	5	5	5	4	4,83
4	4	4	4	4	4	4,00
4	5	4	4	4	4	4,17
5	5	5	4	5	4	4,67
4	4	4	4	4	4	4,00
5	5	5	5	5	5	5,00
4	4	4	4	4	4	4,00
5	5	5	5	5	5	5,00
4	4	4	4	5	5	4,33
4	4	4	4	4	4	4,00
5	5	5	5	5	4	4,83
5	5	5	5	5	5	5,00
5	5	5	5	5	5	5,00
5	4	4	4	4	5	4,33
4	5	4	4	4	4	4,17
5	4	5	4	5	5	4,67
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
4	4	4	5	4	5	4,33
4	4	4	4	4	4	4,00
5	5	5	5	5	5	5,00
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
4	4	4	5	4	5	4,33
5	5	5	5	5	5	5,00
4	4	4	3	4	4	3,83
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
5	4	5	4	5	5	4,67
4	4	4	4	4	4	4,00
4	4	4	4	4	4	4,00
4	4	4	5	4	5	4,33
4	4	4	4	4	4	4,00
5	5	5	5	5	5	5,00



**Frequencies****Statistics**

		Y1.1.1	Y1.1.2	Y1.2.1	Y1.2.2	Y.1.3.1	Y1.3.2	Y1.4.1	Y1.4.2
N	Valid	146	146	146	146	146	146	146	146
	Missing	0	0	0	0	0	0	0	0
Mean		4.46	4.37	4.30	4.35	4.45	4.36	4.38	4.12
Std. Deviation		.634	.654	.647	.650	.611	.560	.655	.663
Minimum		3	3	3	3	3	3	3	3
Maximum		5	5	5	5	5	5	5	5

**Frequencies****Statistics**

		Y2.1.1	Y2.1.2	Y2.2.1	Y2.2.2	Y2.3.1	Y2.3.2
N	Valid	146	146	146	146	146	146
	Missing	0	0	0	0	0	0
Mean		4.40	4.41	4.42	4.34	4.41	4.36
Std. Deviation		.492	.507	.495	.604	.494	.481
Minimum		4	3	4	3	4	4
Maximum		5	5	5	5	5	5

## Lampiran 4. Hasil Uji Validitas Dan Reliabilitas

### Reliability

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

##### Reliability Statistics

Cronbach's Alpha	N of Items
.654	3

### Correlations

#### Correlations

		X1.1.1	X1.1.2	X1.1.3	hub1
X1.1.1	Pearson Correlation	1	.287**	.432**	.751**
	Sig. (2-tailed)		.000	.000	.000
	N	146	146	146	146
X1.1.2	Pearson Correlation	.287**	1	.465**	.768**
	Sig. (2-tailed)	.000		.000	.000
	N	146	146	146	146
X1.1.3	Pearson Correlation	.432**	.465**	1	.796**
	Sig. (2-tailed)	.000	.000		.000
	N	146	146	146	146
hub1	Pearson Correlation	.751**	.768**	.796**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	146	146	146	146

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

### Reliability

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

##### Reliability Statistics

Cronbach's Alpha	N of Items
.624	3

## Correlations

		Correlations			
		X1.2.1	X1.2.2	X1.2.3	hub2
X1.2.1	Pearson Correlation	1	.395**	.533**	.758**
	Sig. (2-tailed)		.000	.000	.000
	N	146	146	146	146
X1.2.2	Pearson Correlation	.395**	1	.196*	.714**
	Sig. (2-tailed)	.000		.018	.000
	N	146	146	146	146
X1.2.3	Pearson Correlation	.533**	.196*	1	.685**
	Sig. (2-tailed)	.000	.018		.000
	N	146	146	146	146
hub2	Pearson Correlation	.758**	.714**	.685**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	146	146	146	146

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

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.673	2

## Correlations

		Correlations		
		X1.3.1	X1.3.2	hub3
X1.3.1	Pearson Correlation	1	.511**	.851**
	Sig. (2-tailed)		.000	.000
	N	146	146	146
X1.3.2	Pearson Correlation	.511**	1	.886**
	Sig. (2-tailed)	.000		.000
	N	146	146	146
hub3	Pearson Correlation	.851**	.886**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.617	2

## Correlations

#### Correlations

		X2.1.1	X2.1.2	kual1
X2.1.1	Pearson Correlation	1	.448**	.851**
	Sig. (2-tailed)		.000	.000
	N	146	146	146
X2.1.2	Pearson Correlation	.448**	1	.786**
	Sig. (2-tailed)	.000		.000
	N	146	146	146
kual1	Pearson Correlation	.851**	.786**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.612	2

## Correlations

		Correlations		
		X2.2.1	X2.2.2	kual2
X2.2.1	Pearson Correlation	1	.441**	.710**
	Sig. (2-tailed)		.000	.000
	N	146	146	146
X2.2.2	Pearson Correlation	.441**	1	.712**
	Sig. (2-tailed)	.000		.000
	N	146	146	146
kual2	Pearson Correlation	.710**	.712**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.640	2

## Correlations

		Correlations		
		X2.3.1	X2.3.2	kual3
X2.3.1	Pearson Correlation	1	.471**	.832**
	Sig. (2-tailed)		.000	.000
	N	146	146	146
X2.3.2	Pearson Correlation	.471**	1	.818**
	Sig. (2-tailed)	.000		.000
	N	146	146	146
kual3	Pearson Correlation	.832**	.818**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.606	3

**Correlations****Correlations**

		X2.4.1	X2.4.2	X2.4.3	kual4
X2.4.1	Pearson Correlation	1	.228**	.684**	.853**
	Sig. (2-tailed)		.006	.000	.000
	N	146	146	146	146
X2.4.2	Pearson Correlation	.228**	1	.092	.559**
	Sig. (2-tailed)	.006		.269	.000
	N	146	146	146	146
X2.4.3	Pearson Correlation	.684**	.092	1	.812**
	Sig. (2-tailed)	.000	.269		.000
	N	146	146	146	146
kual4	Pearson Correlation	.853**	.559**	.812**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	146	146	146	146

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

**Reliability****Scale: ALL VARIABLES****Reliability Statistics**

Cronbach's Alpha	N of Items
.620	2

**Correlations****Correlations**

		X2.5.1	X2.5.2	kual5
X2.5.1	Pearson Correlation	1	.449**	.805**
	Sig. (2-tailed)		.000	.000
	N	146	146	146
X2.5.2	Pearson Correlation	.449**	1	.781**
	Sig. (2-tailed)	.000		.000
	N	146	146	146
kual5	Pearson Correlation	.805**	.781**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146

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



## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.613	3

## Correlations

#### Correlations

		X3.1.1	X3.1.2	X3.1.3	baur1
X3.1.1	Pearson Correlation	1	.477**	.124	.685**
	Sig. (2-tailed)		.000	.136	.000
	N	146	146	146	146
X3.1.2	Pearson Correlation	.477**	1	.494**	.740**
	Sig. (2-tailed)	.000		.000	.000
	N	146	146	146	146
X3.1.3	Pearson Correlation	.124	.494**	1	.666**
	Sig. (2-tailed)	.136	.000		.000
	N	146	146	146	146
baur1	Pearson Correlation	.685**	.740**	.666**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	146	146	146	146

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.624	2

## Correlations

		Correlations		
		X3.2.1	X3.2.2	baur2
X3.2.1	Pearson Correlation	1	.461**	.761**
	Sig. (2-tailed)		.000	.000
	N	146	146	146
X3.2.2	Pearson Correlation	.461**	1	.856**
	Sig. (2-tailed)	.000		.000
	N	146	146	146
baur2	Pearson Correlation	.761**	.856**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.612	4

## Correlations

		Correlations				
		X3.3.1	X3.3.2	X3.3.3	X3.3.4	baur3
X3.3.1	Pearson Correlation	1	.399	.076	.392**	.639**
	Sig. (2-tailed)		.000	.363	.000	.000
	N	146	146	146	146	146
X3.3.2	Pearson Correlation	.399**	1	.207	.615**	.785**
	Sig. (2-tailed)	.000		.012	.000	.000
	N	146	146	146	146	146
X3.3.3	Pearson Correlation	.076	.207	1	.106	.519**
	Sig. (2-tailed)	.363	.012		.202	.000
	N	146	146	146	146	146
X3.3.4	Pearson Correlation	.392**	.615**	.106	1	.738**
	Sig. (2-tailed)	.000	.000	.202		.000
	N	146	146	146	146	146
baur3	Pearson Correlation	.639**	.785**	.519**	.738**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	146	146	146	146	146

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

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.606	3

## Correlations

#### Correlations

		X3.4.1	X3.4.2	X3.4.3	baur4
X3.4.1	Pearson Correlation	1	.416**	.305**	.773**
	Sig. (2-tailed)		.000	.000	.000
	N	146	146	146	146
X3.4.2	Pearson Correlation	.416**	1	.305**	.673**
	Sig. (2-tailed)	.000		.000	.000
	N	146	146	146	146
X3.4.3	Pearson Correlation	.305**	.305**	1	.674**
	Sig. (2-tailed)	.000	.000		.000
	N	146	146	146	146
baur4	Pearson Correlation	.773**	.673**	.674**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	146	146	146	146

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.609	3

## Correlations

		Correlations			
		X3.5.1	X3.5.2	X3.5.3	baur5
X3.5.1	Pearson Correlation	1	.237**	.459**	.759**
	Sig. (2-tailed)		.004	.000	.000
	N	146	146	146	146
X3.5.2	Pearson Correlation	.237**	1	.356**	.698**
	Sig. (2-tailed)	.004		.000	.000
	N	146	146	146	146
X3.5.3	Pearson Correlation	.459**	.356**	1	.753**
	Sig. (2-tailed)	.000	.000		.000
	N	146	146	146	146
baur5	Pearson Correlation	.759**	.698**	.753**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	146	146	146	146

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.603	3

## Correlations

		Correlations			
		X3.6.1	X3.6.2	X3.6.3	baur6
X3.6.1	Pearson Correlation	1	.205	.381*	.665**
	Sig. (2-tailed)		.013	.000	.000
	N	146	146	146	146
X3.6.2	Pearson Correlation	.205	1	.431**	.655**
	Sig. (2-tailed)	.013		.000	.000
	N	146	146	146	146
X3.6.3	Pearson Correlation	.381**	.431**	1	.710**
	Sig. (2-tailed)	.000	.000		.000
	N	146	146	146	146
baur6	Pearson Correlation	.665**	.655**	.710**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	146	146	146	146

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

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.610	2

## Correlations

#### Correlations

		X3.7.1	X3.7.2	baur7
X3.7.1	Pearson Correlation	1	.441**	.818**
	Sig. (2-tailed)		.000	.000
	N	146	146	146
X3.7.2	Pearson Correlation	.441**	1	.857**
	Sig. (2-tailed)	.000		.000
	N	146	146	146
baur7	Pearson Correlation	.818**	.857**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.623	2

## Correlations

		Correlations		
		Y1.1.1	Y1.1.2	nilai1
Y1.1.1	Pearson Correlation	1	.453**	.736**
	Sig. (2-tailed)		.000	.000
	N	146	146	146
Y1.1.2	Pearson Correlation	.453**	1	.767**
	Sig. (2-tailed)	.000		.000
	N	146	146	146
nilai1	Pearson Correlation	.736**	.767**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.608	2

## Correlations

		Correlations		
		Y1.2.1	Y1.2.2	nilai2
Y1.2.1	Pearson Correlation	1	.437**	.790**
	Sig. (2-tailed)		.000	.000
	N	146	146	146
Y1.2.2	Pearson Correlation	.437**	1	.797**
	Sig. (2-tailed)	.000		.000
	N	146	146	146
nilai2	Pearson Correlation	.790**	.797**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.622	2

## Correlations

#### Correlations

		Y.1.3.1	Y1.3.2	nilai3
Y.1.3.1	Pearson Correlation	1	.453**	.851**
	Sig. (2-tailed)		.000	.000
	N	146	146	146
Y1.3.2	Pearson Correlation	.453**	1	.831**
	Sig. (2-tailed)	.000		.000
	N	146	146	146
nilai3	Pearson Correlation	.851**	.831**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.633	2

## Correlations

		Y1.4.1	Y1.4.2	nilai4
Y1.4.1	Pearson Correlation	1	.464**	.818**
	Sig. (2-tailed)		.000	.000
	N	146	146	146
Y1.4.2	Pearson Correlation	.464**	1	.822**
	Sig. (2-tailed)	.000		.000
	N	146	146	146
nilai4	Pearson Correlation	.818**	.822**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.867	2

## Correlations

		Y2.1.1	Y2.1.2	puas1
Y2.1.1	Pearson Correlation	1	.766**	.938**
	Sig. (2-tailed)		.000	.000
	N	146	146	146
Y2.1.2	Pearson Correlation	.766**	1	.942**
	Sig. (2-tailed)	.000		.000
	N	146	146	146
puas1	Pearson Correlation	.938**	.942**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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



**Reliability Statistics**

Cronbach's Alpha	N of Items
.725	2

**Correlations****Correlations**

		Y2.2.1	Y2.2.2	puas2
Y2.2.1	Pearson Correlation	1	.579**	.864**
	Sig. (2-tailed)		.000	.000
	N	146	146	146
Y2.2.2	Pearson Correlation	.579**	1	.911**
	Sig. (2-tailed)	.000		.000
	N	146	146	146
puas2	Pearson Correlation	.864**	.911**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146

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

**Reliability****Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	146	100.0
	Excluded <sup>a</sup>	0	.0
	Total	146	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.625	2

**Correlations****Correlations**

		Y2.3.1	Y2.3.2	puas3
Y2.3.1	Pearson Correlation	1	.454**	.857**
	Sig. (2-tailed)		.000	.000
	N	146	146	146
Y2.3.2	Pearson Correlation	.454**	1	.848**
	Sig. (2-tailed)	.000		.000
	N	146	146	146
puas3	Pearson Correlation	.857**	.848**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146

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

## Lampiran 5. Pengujian Asumsi GeSCA Linieritas

### Curve Fit

#### Model Description

Model Name		MOD_1
Dependent Variable	1	Skor.Y1
	1	Linear
	2	Logarithmic
Equation	3	Inverse
	4	Quadratic
	5	Cubic
	6	Power <sup>a</sup>
Independent Variable		Skor.X1
Constant		Included
Variable Whose Values Label Observations in Plots		Unspecified
Tolerance for Entering Terms in Equations		.0001

a. The model requires all non-missing values to be positive.

#### Case Processing Summary

	N
Total Cases	146
Excluded Cases <sup>a</sup>	0
Forecasted Cases	0
Newly Created Cases	0

a. Cases with a missing value in any variable are excluded from the analysis.

#### Variable Processing Summary

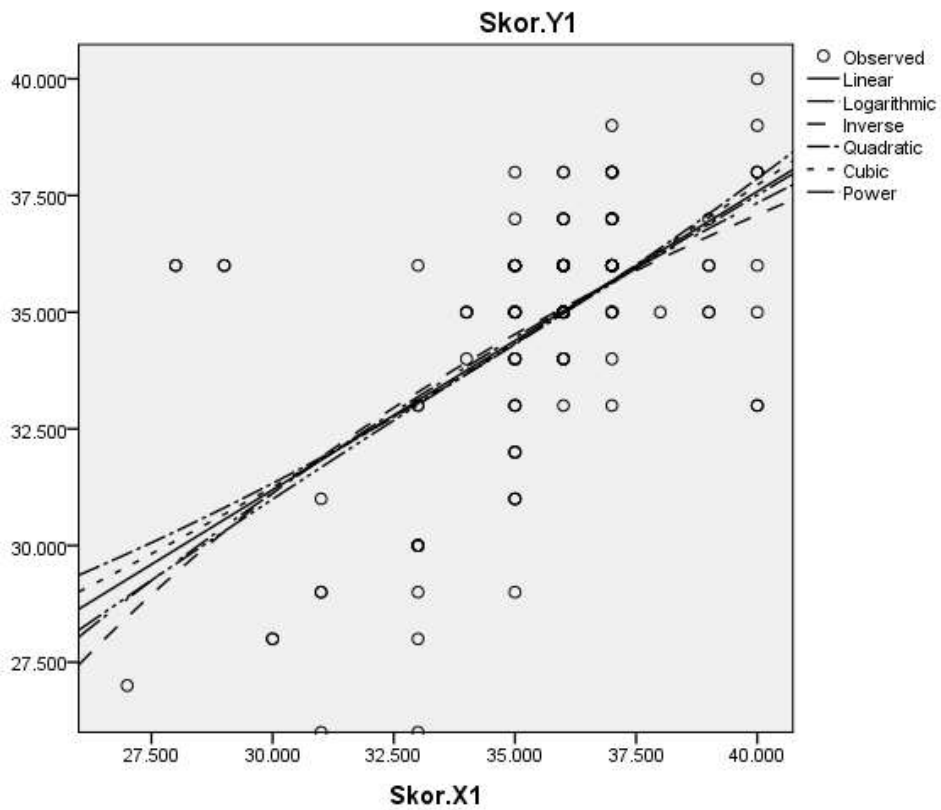
	Variables	
	Dependent	Independent
	Skor.Y1	Skor.X1
Number of Positive Values	146	146
Number of Zeros	0	0
Number of Negative Values	0	0
Number of Missing Values	User-Missing	0
	System-Missing	0

#### Model Summary and Parameter Estimates

Dependent Variable: Skor.Y1

Equation	Model Summary					Parameter Estimates			
	R Square	F	df1	df2	Sig.	Constant	b1	b2	b3
Linear	.330	71.016	1	144	.000	12.016	.639		
Logarithmic	.324	69.102	1	144	.000	-42.304	21.590		
Inverse	.314	65.982	1	144	.000	54.987	716.125		
Quadratic	.332	35.569	2	143	.000	25.515	-.150	.011	
Cubic	.332	35.589	2	143	.000	21.465	.000	.013	-7.105E-005
Power	.329	70.482	1	144	.000	3.248	.663		

The independent variable is Skor.X1.



**Curve Fit**

Model Description		
Model Name		MOD_2
Dependent Variable	1	Skor.Y1
	1	Linear
	2	Logarithmic
Equation	3	Inverse
	4	Quadratic
	5	Cubic
	6	Power <sup>a</sup>
Independent Variable		Skor.X2
Constant		Included
Variable Whose Values Label Observations in Plots		Unspecified
Tolerance for Entering Terms in Equations		.0001

a. The model requires all non-missing values to be positive.

**Case Processing Summary**

	N
Total Cases	146
Excluded Cases <sup>a</sup>	0
Forecasted Cases	0
Newly Created Cases	0

a. Cases with a missing value in any variable are excluded from the analysis.

**Variable Processing Summary**

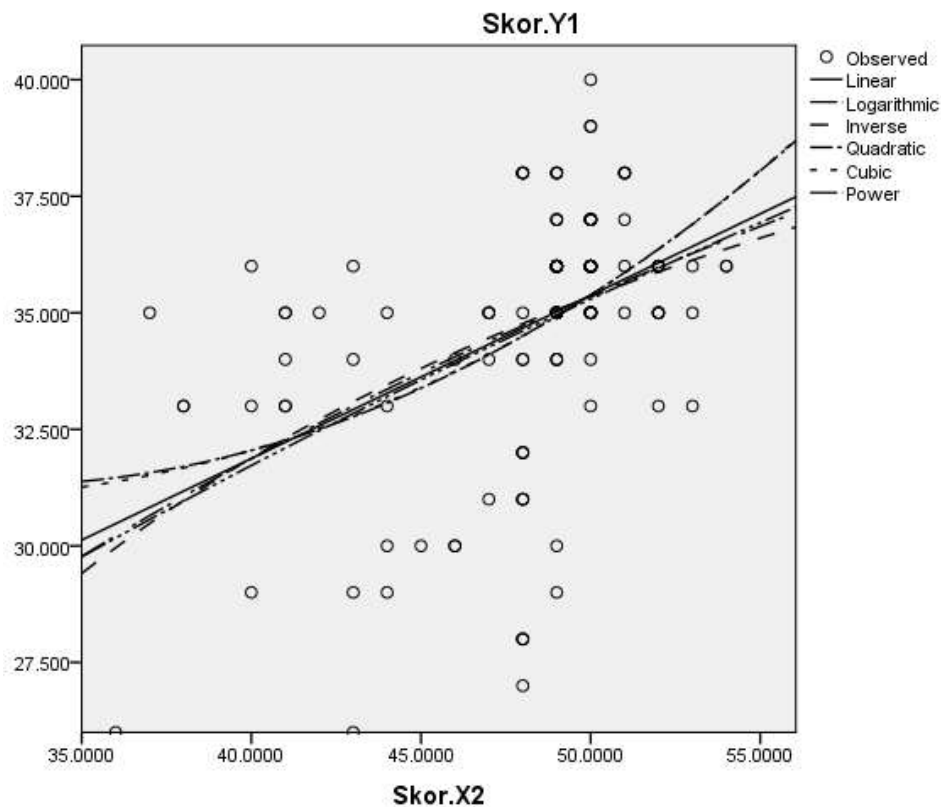
		Variables	
		Dependent	Independent
		Skor.Y1	Skor.X2
Number of Positive Values		146	146
Number of Zeros		0	0
Number of Negative Values		0	0
Number of Missing Values	User-Missing	0	0
	System-Missing	0	0

**Model Summary and Parameter Estimates**

Dependent Variable: Skor.Y1

Equation	Model Summary					Parameter Estimates			
	R Square	F	df1	df2	Sig.	Constant	b1	b2	b3
Linear	.198	35.639	1	144	.000	17.878	.350		
Logarithmic	.194	34.683	1	144	.000	-25.918	15.664		
Inverse	.189	33.503	1	144	.000	49.195	692.501		
Quadratic	.205	18.392	2	143	.000	45.386	-.867	.013	
Cubic	.204	18.337	2	143	.000	35.521	-.236	.000	9.321E-005
Power	.194	34.598	1	144	.000	5.450	.478		

The independent variable is Skor.X2.



## Curve Fit

### Model Description

Model Name		MOD_3
Dependent Variable	1	Skor.Y1
	1	Linear
	2	Logarithmic
Equation	3	Inverse
	4	Quadratic
	5	Cubic
	6	Power <sup>a</sup>
Independent Variable		Skor.X3
Constant		Included
Variable Whose Values Label Observations in Plots		Unspecified
Tolerance for Entering Terms in Equations		.0001

a. The model requires all non-missing values to be positive.

### Case Processing Summary

	N
Total Cases	146
Excluded Cases <sup>a</sup>	0
Forecasted Cases	0
Newly Created Cases	0

a. Cases with a missing value in any variable are excluded from the analysis.

### Variable Processing Summary

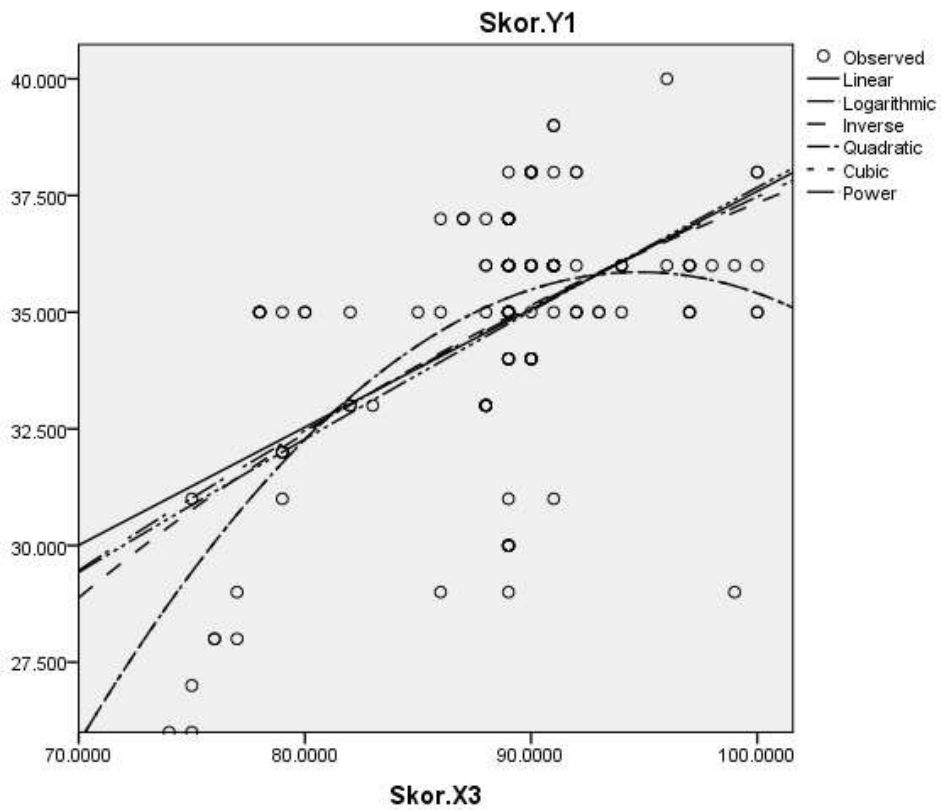
	Variables	
	Dependent	Independent
	Skor.Y1	Skor.X3
Number of Positive Values	146	146
Number of Zeros	0	0
Number of Negative Values	0	0
Number of Missing Values	User-Missing	0
	System-Missing	0

### Model Summary and Parameter Estimates

Dependent Variable: Skor.Y1

Equation	Model Summary					Parameter Estimates			
	R Square	F	df1	df2	Sig.	Constant	b1	b2	b3
Linear	.282	56.649	1	144	.000	12.310	.253		
Logarithmic	.297	60.838	1	144	.000	-65.911	22.449		
Inverse	.311	64.892	1	144	.000	57.083	1974.086		
Quadratic	.368	41.637	2	143	.000	-111.895	3.118	-.016	
Cubic	.368	41.637	2	143	.000	-111.895	3.118	-.016	.000
Power	.303	62.744	1	144	.000	1.553	.692		

The independent variable is Skor.X3.



**Curve Fit**

**Model Description**

Model Name		MOD_4
Dependent Variable	1	Skor.Y2
	1	Linear
	2	Logarithmic
Equation	3	Inverse
	4	Quadratic
	5	Cubic
	6	Power <sup>a</sup>
Independent Variable		Skor.X1
Constant		Included
Variable Whose Values Label Observations in Plots		Unspecified
Tolerance for Entering Terms in Equations		.0001

a. The model requires all non-missing values to be positive.

**Case Processing Summary**

	N
Total Cases	146
Excluded Cases <sup>a</sup>	0
Forecasted Cases	0
Newly Created Cases	0

a. Cases with a missing value in any variable are excluded from the analysis.

**Variable Processing Summary**

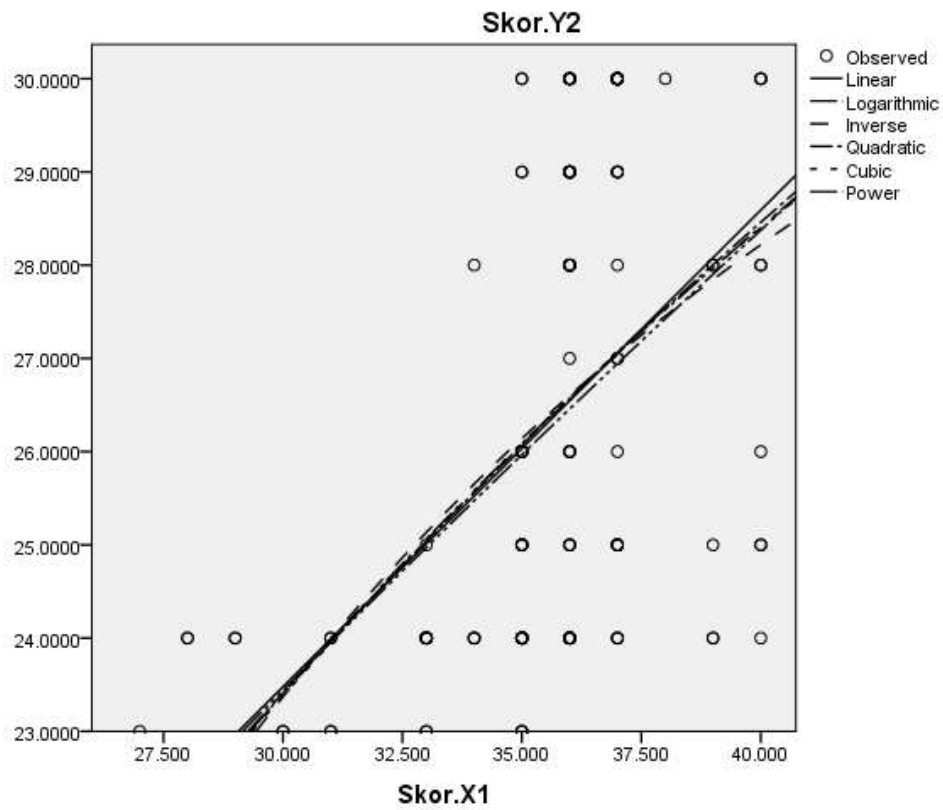
	Variables	
	Dependent	Independent
	Skor.Y2	Skor.X1
Number of Positive Values	146	146
Number of Zeros	0	0
Number of Negative Values	0	0
Number of Missing Values	0	0
	User-Missing	0
	System-Missing	0

**Model Summary and Parameter Estimates**

Dependent Variable: Skor.Y2

Equation	Model Summary					Parameter Estimates			
	R Square	F	df1	df2	Sig.	Constant	b1	b2	b3
Linear	.231	43.217	1	144	.000	8.138	.511		
Logarithmic	.230	43.042	1	144	.000	-35.785	17.402		
Inverse	.227	42.168	1	144	.000	42.763	581.747		
Quadratic	.231	21.515	2	143	.000	1.776	.883	-.005	
Cubic	.232	21.574	2	143	.000	2.010	.780	.000	-7.509E-005
Power	.238	44.929	1	144	.000	2.447	.664		

The independent variable is Skor.X1.



## Curve Fit

### Model Description

Model Name		MOD_5
Dependent Variable	1	Skor.Y2
	1	Linear
	2	Logarithmic
Equation	3	Inverse
	4	Quadratic
	5	Cubic
	6	Power <sup>a</sup>
Independent Variable		Skor.X3
Constant		Included
Variable Whose Values Label Observations in Plots		Unspecified
Tolerance for Entering Terms in Equations		.0001

a. The model requires all non-missing values to be positive.

### Case Processing Summary

	N
Total Cases	146
Excluded Cases <sup>a</sup>	0
Forecasted Cases	0
Newly Created Cases	0

a. Cases with a missing value in any variable are excluded from the analysis.

### Variable Processing Summary

	Variables	
	Dependent	Independent
	Skor.Y2	Skor.X3
Number of Positive Values	146	146
Number of Zeros	0	0
Number of Negative Values	0	0
Number of Missing Values	User-Missing	0
	System-Missing	0

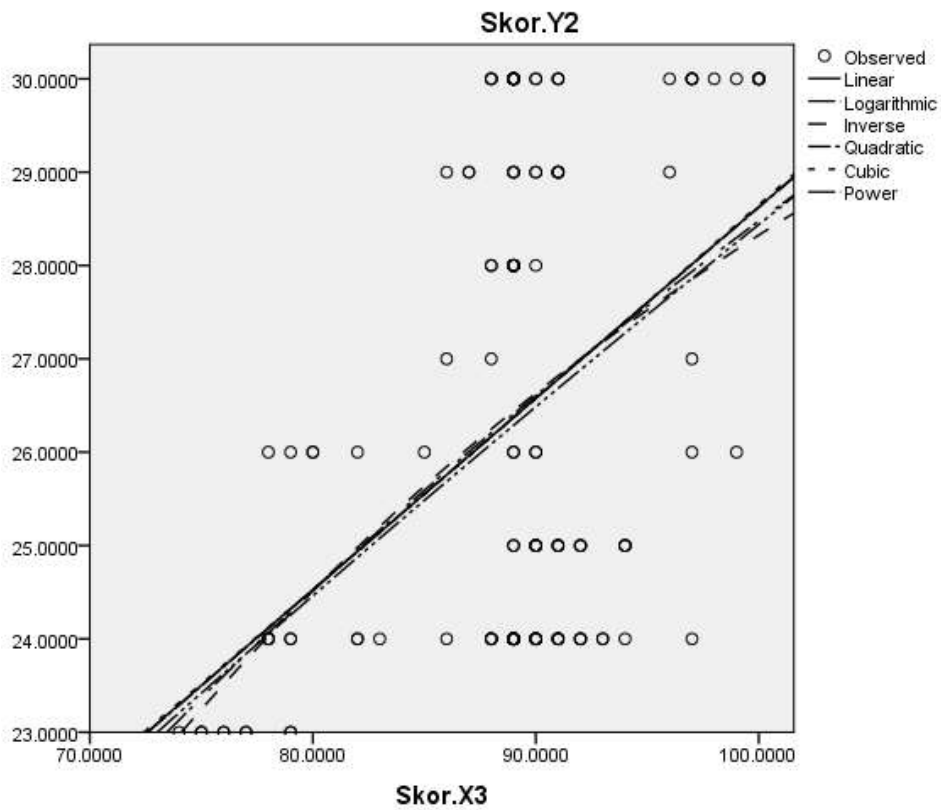
### Model Summary and Parameter Estimates

Dependent Variable: Skor.Y2

Equation	Model Summary					Parameter Estimates			
	R Square	F	df1	df2	Sig.	Constant	b1	b2	b3
Linear	.203	36.679	1	144	.000	8.116	.205		
Logarithmic	.203	36.657	1	144	.000	-53.284	17.754		
Inverse	.202	36.504	1	144	.000	43.565	1524.001		
Quadratic	.203	18.212	2	143	.000	7.784	.213	-4.398E-005	
Cubic	.203	18.213	2	143	.000	8.956	.191	.000	6.357E-007
Power	.208	37.844	1	144	.000	1.269	.675		

The independent variable is Skor.X3.





### Curve Fit

#### Model Description

Model Name		MOD_6
Dependent Variable	1	Skor.Y2
	1	Linear
	2	Logarithmic
Equation	3	Inverse
	4	Quadratic
	5	Cubic
	6	Power <sup>a</sup>
Independent Variable		Skor.Y1
Constant		Included
Variable Whose Values Label Observations in Plots		Unspecified
Tolerance for Entering Terms in Equations		.0001

a. The model requires all non-missing values to be positive.

#### Case Processing Summary

	N
Total Cases	146
Excluded Cases <sup>a</sup>	0
Forecasted Cases	0
Newly Created Cases	0

a. Cases with a missing value in any variable are excluded from the analysis.

**Variable Processing Summary**

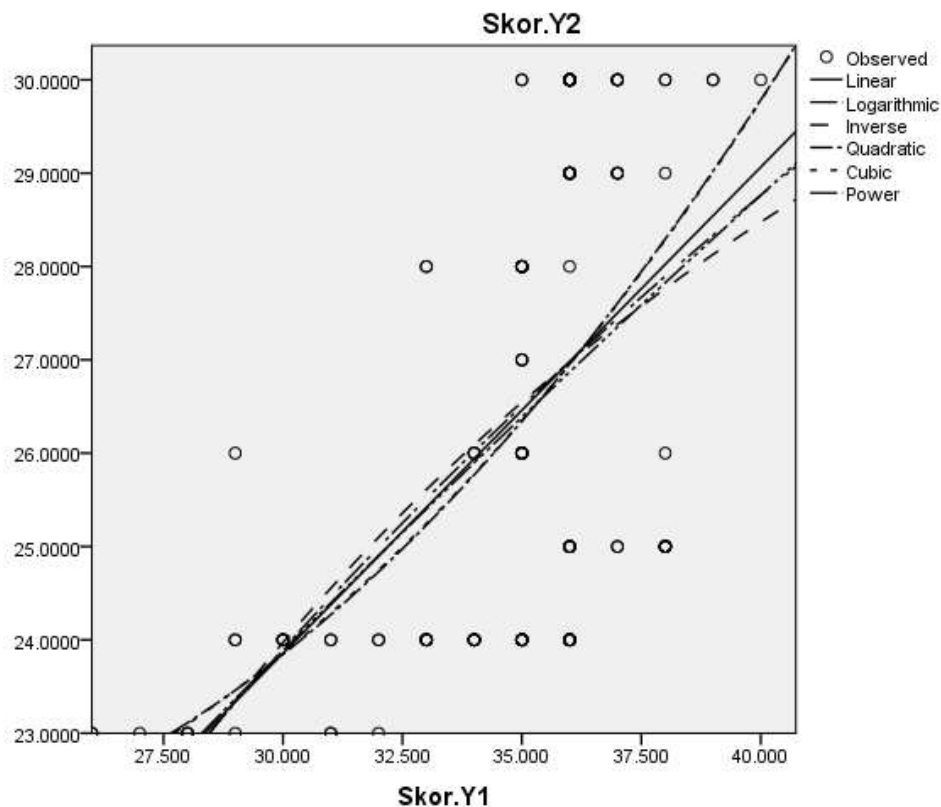
		Variables	
		Dependent	Independent
		Skor.Y2	Skor.Y1
Number of Positive Values		146	146
Number of Zeros		0	0
Number of Negative Values		0	0
Number of Missing Values	User-Missing	0	0
	System-Missing	0	0

**Model Summary and Parameter Estimates**

Dependent Variable: Skor.Y2

Equation	Model Summary					Parameter Estimates			
	R Square	F	df1	df2	Sig.	Constant	b1	b2	b3
Linear	.296	60.688	1	144	.000	8.225	.521		
Logarithmic	.291	59.008	1	144	.000	-33.601	16.906		
Inverse	.283	56.736	1	144	.000	41.986	540.447		
Quadratic	.302	30.903	2	143	.000	28.732	-.731	.019	
Cubic	.301	30.814	2	143	.000	21.141	-.071	.000	.000
Power	.301	62.084	1	144	.000	2.651	.646		

The independent variable is Skor.Y1.



## Lampiran 6. Hasil Analisis GeSCA

### Summary Information

#### Estimation Summary

The ALS algorithm converged in 8 iterations  
( convergence criterion = 1e-05 )

Number of observations 146

Number of parameters 50

Number of bootstrap samples 100

#### Model fit

	Measure	Std.Error	95%CI_LB	95%CI_UB
FIT	0.5238	0.0216	0.4812	0.5661
Adjusted FIT (AFIT)	0.5163	0.0219	0.473	0.5593
GFI	0.9838	0.002	0.9799	0.988
Standardized Root Mean Square (SRMR)	0.1448	0.0178	0.1269	0.1993
FIT_M	0.6026	0.0233	0.5587	0.6474
FIT_S	0.1772	0.0191	0.1441	0.2149

## Model Hipotesis Model Building

### Current Indicators

hub1 hub2 hub3 kual1 kual2 kual3 kual4 kual5 baur1 baur2 baur3 baur4 baur5  
baur6 baur7 nilai1 nilai2 nilai3 nilai4 puas1 puas2 puas3

# Measurement model

$X1 \sim \text{hub1} + \text{hub2} + \text{hub3}$

$X2 \sim \text{kual1} + \text{kual2} + \text{kual3} + \text{kual4} + \text{kual5}$

$X3 \sim \text{baur1} + \text{baur2} + \text{baur3} + \text{baur4} + \text{baur5} + \text{baur6} + \text{baur7}$

$Y1 \sim \text{nilai1} + \text{nilai2} + \text{nilai3} + \text{nilai4}$

$Y2 \sim \text{puas1} + \text{puas2} + \text{puas3}$

# Structural model

$Y1 \sim X1 + X2 + X3$

$Y2 \sim X1 + X3 + Y1$



## Parameter Estimation

### Estimates

#### Estimates of Loadings:

	Estimate	Std.Error	95%CI_LB	95%CI_UB
hub1	0.5578	0.1201	0.2095	0.6834
hub2	0.9529	0.0079	0.9342	0.9641
hub3	0.7818	0.0375	0.7132	0.8582
kual1	0.6951	0.064	0.5768	0.8004
kual2	0.7686	0.0455	0.6735	0.8404
kual3	0.7573	0.0372	0.667	0.8183
kual4	0.7359	0.0607	0.6002	0.8175
kual5	0.7172	0.0429	0.6231	0.7858
baur1	0.8367	0.029	0.7742	0.8834
baur2	0.7952	0.029	0.742	0.8479
baur3	0.7964	0.0341	0.706	0.8524
baur4	0.7413	0.0495	0.623	0.8147
baur5	0.6571	0.0582	0.5374	0.7525
baur6	0.7096	0.0451	0.5987	0.7949
baur7	0.6917	0.0404	0.6037	0.7716
nilai1	0.8019	0.0405	0.7001	0.8605
nilai2	0.7869	0.0553	0.643	0.8519
nilai3	0.6645	0.0703	0.5252	0.7837
nilai4	0.7281	0.0719	0.5303	0.8227
puas1	0.9123	0.0155	0.8895	0.9435
puas2	0.9618	0.0064	0.9482	0.9731
puas3	0.8958	0.017	0.8622	0.9253

#### Estimates of Path Coefficients:

	Estimate	Std.Error	95%CI_LB	95%CI_UB
Y1~X1	0.4249	0.073	0.3004	0.5633
Y2~X1	0.2526	0.0733	0.1329	0.3875
Y1~X2	0.2068	0.0708	0.0792	0.3535
Y1~X3	0.2978	0.0813	0.1624	0.4441
Y2~X3	0.1992	0.0705	0.0714	0.3458
Y2~Y1	0.3035	0.0729	0.178	0.4526

#### Estimates of Weights:

	Estimate	Std.Error	95%CI_LB	95%CI_UB
hub1	0.2928	0.0516	0.1235	0.3443
hub2	0.5539	0.0406	0.4723	0.6284

hub3	0.3951	0.0327	0.3481	0.4752
kual1	0.2556	0.0235	0.2224	0.3076
kual2	0.2756	0.0231	0.2369	0.3276
kual3	0.2748	0.0213	0.2422	0.3234
kual4	0.2869	0.0229	0.2389	0.3303
kual5	0.2667	0.0172	0.2454	0.3084
baur1	0.2276	0.0142	0.2009	0.2513
baur2	0.2002	0.0141	0.1741	0.2297
baur3	0.2045	0.012	0.1848	0.2334
baur4	0.1849	0.014	0.1562	0.2076
baur5	0.1706	0.0145	0.1425	0.1993
baur6	0.1715	0.0151	0.1466	0.2037
baur7	0.1685	0.0127	0.1452	0.1974
nilai1	0.3535	0.0346	0.3024	0.4319
nilai2	0.3647	0.0348	0.2898	0.4462
nilai3	0.3157	0.0435	0.2283	0.413
nilai4	0.302	0.0395	0.2414	0.3792
puas1	0.3069	0.0298	0.2544	0.3659
puas2	0.4775	0.0292	0.4141	0.5316
puas3	0.2911	0.0177	0.2638	0.3294

#### **R-squared Values of Endogenous Latent Variables:**

X1	0
X2	0
X3	0
Y1	0.4963
Y2	0.3898

#### **Reliability and Validity Measures**

Type of indicators per latent variable:  
(0=formative, 1=reflective)

<b>X1</b>	<b>X2</b>	<b>X3</b>	<b>Y1</b>	<b>Y2</b>
1	1	1	1	1

**Cronbach's alpha**

X1	0.6562
X2	0.7872
X3	0.8683
Y1	0.7337
Y2	0.9156

**Dillon-Goldstein's rho**

X1	0.818
X2	0.8546
X3	0.899
Y1	0.8342
Y2	0.9457

**Average Variance Extracted (AVE)**

X1	0.6101
X2	0.5407
X3	0.5614
Y1	0.5584
Y2	0.8533

**Indirect and Direct Effects****Total effects of latent variables (Std.Error)**

	X1	X2	X3	Y1	Y2
X1					
X2					
X3					
	0.4249	0.2068	0.2978		
Y1	( 0.073 )	( 0.0708 )	( 0.0813 )		
	0.3816	0.0628	0.2896	0.3035	
Y2	( 0.0584 )	( 0.0268 )	( 0.0601 )	( 0.0729 )	

**Indirect effects of latent variables (Std.Error)**

	X1	X2	X3	Y1	Y2
X1					
X2					
X3					
Y1					
	0.129	0.0628	0.0904		
Y2	( 0.0401 )	( 0.0268 )	( 0.0334 )		

**Total effects of latent variables on indicators(Std.Error)**

	X1	X2	X3	Y1	Y2
	0.5578				
hub1	( 0.1201 )				
	0.9529				
hub2	( 0.0079 )				
	0.7818				
hub3	( 0.0375 )				
	0.6951				
kual1	( 0.064 )				
	0.7686				
kual2	( 0.0455 )				
	0.7573				
kual3	( 0.0372 )				
	0.7359				
kual4	( 0.0607 )				
	0.7172				
kual5	( 0.0429 )				
	0.8367				
baur1	( 0.029 )				
	0.7952				
baur2	( 0.029 )				
	0.7964				
baur3	( 0.0341 )				
	0.7413				
baur4	( 0.0495 )				
	0.6571				



baur5 ( 0.0582 )  
           0.7096  
 baur6 ( 0.0451 )  
           0.6917  
 baur7 ( 0.0404 )  
           0.3407   0.1658   0.2388   0.8019  
 nilai1 ( 0.0613 ) ( 0.0569 ) ( 0.0676 ) ( 0.0405 )  
           0.3344   0.1627   0.2343   0.7869  
 nilai2 ( 0.0663 ) ( 0.0546 ) ( 0.0636 ) ( 0.0553 )  
           0.2823   0.1374   0.1979   0.6645  
 nilai3 ( 0.0548 ) ( 0.0504 ) ( 0.063 ) ( 0.0703 )  
           0.3094   0.1505   0.2168   0.7281  
 nilai4 ( 0.0687 ) ( 0.0519 ) ( 0.0603 ) ( 0.0719 )  
           0.3481   0.0573   0.2642   0.2769   0.9123  
 puas1 ( 0.0552 ) ( 0.0244 ) ( 0.0544 ) ( 0.0669 ) ( 0.0155 )  
           0.367    0.0604   0.2786   0.2919   0.9618  
 puas2 ( 0.0567 ) ( 0.0258 ) ( 0.0579 ) ( 0.0704 ) ( 0.0064 )  
           0.3418   0.0562   0.2595   0.2719   0.8958  
 puas3 ( 0.0542 ) ( 0.024 ) ( 0.0544 ) ( 0.0659 ) ( 0.017 )

**Indirect effects of latent variables on indicators(Std.Error)**

	X1	X2	X3	Y1	Y2
hub1					
hub2					
hub3					
kual1					
kual2					
kual3					
kual4					
kual5					
baur1					
baur2					
baur3					
baur4					

baur5  
 baur6  
 baur7  
           0.3407  0.1658  0.2388  
 nilai1 ( 0.0613 ) ( 0.0569 ) ( 0.0676 )  
           0.3344  0.1627  0.2343  
 nilai2 ( 0.0663 ) ( 0.0546 ) ( 0.0636 )  
           0.2823  0.1374  0.1979  
 nilai3 ( 0.0548 ) ( 0.0504 ) ( 0.063 )  
           0.3094  0.1505  0.2168  
 nilai4 ( 0.0687 ) ( 0.0519 ) ( 0.0603 )  
           0.3481  0.0573  0.2642  0.2769  
 puas1 ( 0.0552 ) ( 0.0244 ) ( 0.0544 ) ( 0.0669 )  
           0.367  0.0604  0.2786  0.2919  
 puas2 ( 0.0567 ) ( 0.0258 ) ( 0.0579 ) ( 0.0704 )  
           0.3418  0.0562  0.2595  0.2719  
 puas3 ( 0.0542 ) ( 0.024 ) ( 0.0544 ) ( 0.0659 )

## Latent Measures

### Means, Variances, and Correlations of Latent Variables

#### Means of latent variables

X1      4.4938  
 X2      4.4065  
 X3      4.4387  
 Y1      4.3503  
 Y2      4.3888

#### Variances of latent variables

X1      0.0935  
 X2      0.0927  
 X3      0.0798  
 Y1      0.1099  
 Y2      0.1841

### Correlations of latent variables

X1	1				
X2	0.2397	1			
X3	0.3859	0.3616	1		
Y1	0.5893	0.4164	0.5367	1	
Y2	0.5084	0.2864	0.4596	0.5594	1

Model Fit	
FIT	0.5238
AFIT	0.5163
GFI	0.9838
SRMR	0.1448
NPAR	55

### Measurement Model

Variable	Loading			Weight			SMC		
	Estimate	SE	CR	Estimate	SE	CR	Estimate	SE	CR
<b>Hubungan Pelanggan (X1)</b>	<b>AVE = 0.610, Alpha =0.656</b>								
X1.1	0.558	0.120	4.644	0.293	0.052	5.674	0.311	0.054	5.759
X1.2	0.953	0.008	120.620	0.554	0.041	13.643	0.908	0.039	23.282
X1.3	0.782	0.038	20.848	0.395	0.033	12.083	0.611	0.055	11.109
<b>Kualitas Pelayanan (X2)</b>	<b>AVE = 0.541, Alpha =0.787</b>								
X2.1	0.695	0.064	10.861	0.256	0.024	10.877	0.483	0.085	5.684
X2.2	0.769	0.046	16.892	0.276	0.023	11.931	0.591	0.067	8.817
X2.3	0.757	0.037	20.358	0.275	0.021	12.901	0.574	0.079	7.260
X2.4	0.736	0.061	12.124	0.287	0.023	12.528	0.542	0.078	6.943
X2.5	0.717	0.043	16.718	0.267	0.017	15.506	0.514	0.144	3.572
<b>Bauran Pemasaran (X3)</b>	<b>AVE = 0.561, Alpha =0.868</b>								
X3.1	0.837	0.029	28.852	0.228	0.014	16.028	0.700	0.085	8.236
X3.2	0.795	0.029	27.421	0.200	0.014	14.199	0.632	0.067	9.438
X3.3	0.796	0.034	23.355	0.205	0.012	17.042	0.634	0.079	8.029
X3.4	0.741	0.050	14.976	0.185	0.014	13.207	0.550	0.078	7.045
X3.5	0.657	0.058	11.290	0.171	0.015	11.766	0.432	0.144	2.998
X3.6	0.710	0.045	15.734	0.172	0.015	11.358	0.504	0.103	4.889
X3.7	0.692	0.040	17.121	0.169	0.013	13.268	0.478	0.121	3.954

<b>Nilai Pelanggan (Y1)</b>	<b>AVE = 0.558, Alpha =0.734</b>								
Y1.1	0.802	0.041	19.800	0.354	0.035	10.217	0.643	0.057	11.281
Y1.2	0.787	0.055	14.230	0.365	0.035	10.480	0.619	0.051	12.141
Y1.3	0.665	0.070	9.452	0.316	0.044	7.257	0.442	0.105	4.205
Y1.4	0.728	0.072	10.127	0.302	0.040	7.646	0.530	0.100	5.301
<b>Kepuasan Pelanggan (Y2)</b>	<b>AVE = 0.853, Alpha =0.916</b>								
Y2.1	0.912	0.016	58.858	0.307	0.030	10.299	0.832	0.099	8.407
Y2.2	0.962	0.006	150.281	0.478	0.029	16.353	0.925	0.107	8.645
Y2.3	0.896	0.017	52.694	0.291	0.018	16.446	0.802	0.107	7.500

CR\* = significant at .05 level

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## Lampiran 7. Hasil Analisis Pengaruh Langsung

### Structural Model

Path Coefficients			
	Estimate	SE	CR
Y1~X1	0.4249	0.073	5.82*
Y2~X1	0.2526	0.0733	3.45*
Y1~X2	0.2068	0.0708	2.92*
Y1~X3	0.2978	0.0813	3.66*
Y2~X3	0.1992	0.0705	2.83*
Y2~Y1	0.3035	0.0729	4.16*

CR\* = significant at .05 level

R square of Latent Variable	
X1	0
X2	0
X3	0
Y1	0.4963
Y2	0.3898
Means Scores of Latent Variables	
X1	4.4938
X2	4.4065
X3	4.4387
Y1	4.3503
Y2	4.3888

	Correlations of Latent Variables (SE)				
	X1	X2	X3	Y1	Y2
X1	1	0.2397 (0.092)*	0.3859 (0.092)*	0.5893 (0.092)*	0.5084 (0.091)*
X2	0.2397 (0.092)*	1	0.3616 (0.092)*	0.4164 (0.092)*	0.2864 (0.091)*
X3	0.3859 (0.092)*	0.3616 (0.092)*	1	0.5367 (0.092)*	0.4596 (0.091)*
Y1	0.5893 (0.092)*	0.4164 (0.092)*	0.5367 (0.092)*	1	0.5594 (0.111)*
Y2	0.5084 (0.091)*	0.2864 (0.091)*	0.4596 (0.091)*	0.5594 (0.111)*	1

\* significant at .05 level

### Lampiran 8 : Hasil Uji Sobel (Pengaruh Tidak Langsung)

#### Mediasi Y1 pada Pengaruh X1 terhadap Y2 Hasil Analisis GeSCA : Mencari nilai koefisien ab

Pengaruh Tidak Langsung	Nilai Koefisien Pengaruh Langsung						Nilai Koefisien ab
	Variabel	Estimate	SE	Variabel	Estimate	SE	
Pengelolaan Hubungan Pelanggan > Nilai > Kepuasan Pelanggan	Pengelolaan Hubungan Pelanggan > Nilai	0.425	0.073	Nilai > Kepuasan Pelanggan	0.304	0.073	0.129

#### Hasil Analisis GeSCA : Sobel Test

Nilai X1 ke Y2 tanpa mengontrol variabel Mediasi	Nilai X1 ke Y2 setelah mengontrol variabel Mediasi	Koefisien ab	Sab	Nilai t	Ket.
0.508	0.253	0.129	0.038	3.420	<b>Signifikan</b> , jadi memang benar nilai pelanggan merupakan variabel mediasi

#### Mediasi Y1 pada Pengaruh X2 terhadap Y2 Hasil Analisis GeSCA : Mencari nilai koefisien ab

Pengaruh Tidak Langsung	Nilai Koefisien Pengaruh Langsung						Nilai Koefisien ab
	Variabel	Estimate	SE	Variabel	Estimate	SE	
Kualitas Pelayanan > Nilai > Kepuasan Pelanggan	Kualitas Pelayanan > Nilai	0.207	0.071	Nilai > Kepuasan Pelanggan	0.304	0.073	0.063

**Hasil Analisis GeSCA : Sobel Test**

Nilai X2 ke Y2 tanpa mengontrol variabel Mediasi	Nilai X2 ke Y2 setelah mengontrol variabel Mediasi	Koefisien ab	Sab	Nilai t	Ket.
0.286	-	0.063	0.026	2.439	<b>Signifikan</b> , jadi memang benar nilai pelanggan merupakan variabel mediasi

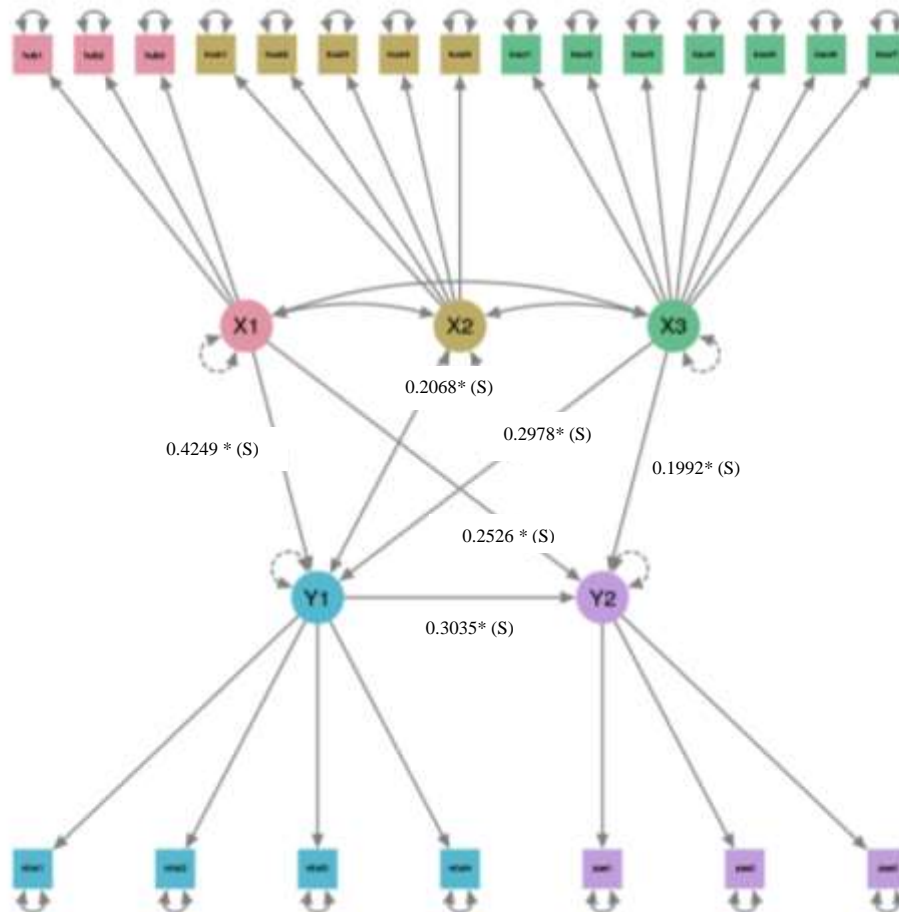
**Mediasi Y1 pada Pengaruh X3 terhadap Y2  
Hasil Analisis GeSCA : Mencari nilai koefisien ab**

Pengaruh Tidak Langsung	Nilai Koefisien Pengaruh Langsung						Nilai Koefisien ab
	Variabel	Estimate	SE	Variabel	Estimate	SE	
Bauran Pemasaran > Nilai > Kepuasan Pelanggan	Bauran Pemasaran > Nilai	0.298	0.081	Nilai > Kepuasan Pelanggan	0.304	0.073	0.090

**Hasil Analisis GeSCA : Sobel Test**

Nilai X3 ke Y2 tanpa mengontrol variabel Mediasi	Nilai X3 ke Y2 setelah mengontrol variabel Mediasi	Koefisien ab	Sab	Nilai t	Ket.
0.460	0.199	0.090	0.032	2.796	<b>Signifikan</b> , jadi memang benar nilai pelanggan merupakan variabel mediasi

Lampiran 9. Gambar Model Struktural.





**Lampiran 10. Hasil Model Penelitian**