

Lampiran 1

KUESIONER

Kuesioner ini digunakan sebagai bahan penyusunan skripsi mengenai
**PENGARUH KUALITAS PELAYANAN, PERSEPSI HARGA DAN
KEPERCAYAAN TERHADAP KEPUASAN KONSUMEN JASA TRAVEL
UMRAH DAN HAJI**

PADA PT. SEBARIZ WARNA BERKAH DI SURABAYA

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Mahasiswa jurusan Manajemen Fakultas Ekonomi Universitas 17 Agustus 1945
Surabaya

Jl. Semolowaru no. 45 Surabaya, Telp. 031-5931800

A. Deskripsi responden

1. Nama :
2. Usia :
3. Jenis Kelamin : (L/P)
4. Pekerjaan :

B. Petunjuk pengisian

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

C. Kriteria bobot skor penilaian

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

D. Daftar pernyataan variabel Kualitas Pelayanan (X1)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	PT. Sebariz Warna Berkah memberikan pelayanan sesuai dengan standart yang ditetapkan.					
2	PT. Sebariz Warna Berkah memberikan pelayanan yang cepat terhadap keluhan pelanggan.					
3	PT. Sebariz Warna Berkah dapat menumbuhkan rasa aman bagi para jamaah selama di tanah suci (seperti thawaf, sa'i, melontar jumroh).					
4	PT. Sebariz Warna Berkah memperhatikan kebutuhan para jamaahnya.					
5	PT. Sebariz Warna Berkah menyediakan sarana yang sesuai dengan yang dijanjikan.					

E. Daftar pernyataan variabel Persepsi Harga (X2)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
6	PT. Sebariz Warna Berkah menawarkan harga paket umroh dan haji sesuai dengan kemampuan pasar.					
7	Harga yang ditetapkan oleh PT. Sebariz Warna Berkah sudah sesuai dengan kualitas yang diharapkan jamaahnya.					
8	Menurut saya, Harga yang diberikan oleh PT. Sebariz Warna Berkah bersaing dengan perusahaan travel umrah dan haji lain yang sejenis.					
9	Harga yang diberikan oleh PT. Sebariz Warna Berkah sesuai dengan pelayanannya.					

E. Daftar pernyataan variabel Kepercayaan (X3)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
10	Saya percaya PT. Sebariz Warna Berkah memberikan pelayanan terbaik kepada jamaahnya.					
11	PT. Sebariz Warna Berkah menyediakan fasilitas yang sudah di janjikan.					
12	Menurut saya, PT. Sebariz Warna Berkah memberikan keamanan yang terjamin sebelum dan sesudah berangkat.					
13	PT. Sebariz Warna Berkah menguasai yang dibutuhkan jamaahnya untuk menangani setiap masalah.					

F. Daftar pernyataan variabel Kepuasan Konsumen (Y)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
14	Pelayanan yang diberikan di PT. Sebariz Warna Berkah sesuai dengan yang dijanjikan untuk menjaga kepuasan konsumen.					
15	Pelayanan di PT. Sebariz Warna Berkah sangat baik dan memberikan kepuasan bagi jamaah.					
16	Pegawai di PT. Sebariz Warna Berkah cepat dalam menyelesaikan administrasi jamaah.					
17	Pegawai di PT. Sebariz Warna Berkah tanggap terhadap keluhan jamaah.					

Lampiran 2 Tabulasi Hasil Jawaban Responden

NO	Identitas Responden				
	Nama	Usia		Jenis Kelamin	Pekerjaan
			Ket		
1	R.A Sri Wahyudijah	38	1	2	2
2	Andri Purwanto	43	2	1	1
3	Maya Eka Apriliyanti	39	1	2	2
4	Denisa Risti Fauzan	44	2	2	2
5	Bobby Hasan Fauzan	52	3	1	4
6	Nur Seha	45	2	2	6
7	Siti Nadhiro	48	2	2	6
8	Muhammad Syahirul Alim	43	2	1	1
9	Sulami	32	1	2	2
10	Sri Hartati	41	2	2	2
11	Akhfas	53	3	1	4
12	Gatot Tjatur Widodo	52	3	1	4
13	Sri Suharsih	48	2	2	6
14	Bambang Sujatmiko	56	3	1	4
15	Djumia'ati	58	3	2	6
16	Endah Rahayu	48	2	2	4
17	Nizar Syahrial	42	2	1	5
18	Ali Mahfud Dwi Pambudi	48	2	1	1
19	Alfiyah Rahmawati	36	1	2	6
20	Katiyem	52	3	2	6
21	Khafidlotur Rofiah	44	2	2	2
22	Muhammad Sueb	41	2	1	4
23	Omair Radin Kharmazi	38	1	1	1
24	Budiasinanik	49	2	2	6
25	Adika Sarasa	39	1	1	1
26	Farah Anasti Fauzan	42	2	2	2
27	Hesti Nur Rohmah	37	1	2	2
28	Muhammad Ivan Hasri Fauzan	43	2	2	4
29	Hermawan	51	3	1	3
30	Muhammad Anshari	43	2	1	4
31	Suciati	48	2	2	4

32	Arifin	48	2	1	1
33	Nur Mahsusoh	47	2	2	6
34	Budi Sutresno	49	2	1	4
35	Inamah	42	2	1	6
36	Ade Ruqiadi	53	3	1	1
37	Rica Virgiana	41	2	2	2
38	Ngudi Rahayu	47	2	2	6
39	Hismiati	42	2	2	6
40	Heriyah	48	2	2	6
41	Khadijah	46	2	2	6
42	Suminem	52	3	2	2
43	M. Syaifuddin, S.E	47	2	1	7
44	Suyono	53	3	1	3
45	Hetty Munir	39	1	2	2
46	Karmiatun	49	2	2	6
47	Ari Suwarco	47	2	1	1
48	Dewi Andayani	38	1	2	2
49	Diah Septiyani Adekan	37	1	2	2
50	Suminem	48	2	2	6
51	Kasi	37	1	2	2
52	Hetty	38	1	2	2
53	Musrini	48	2	2	6
54	Wardsito B.A	49	2	1	4
55	Triatmi Suciningtyas	32	1	2	2
56	Suwarni	51	3	2	6
57	Tri Febriandi Amrullah	39	1	1	1
58	Budwiyono	46	2	1	1
59	Suningrum	51	3	2	6
60	RR. Sri Pertami	52	3	2	6

Keterangan :

Usia :

1 = 30 - 40 tahun

2 = 40 - 50 tahun

3 = >50 tahun

Jenis Kelamin :

1 = Laki-Laki

2 = Perempuan

Pekerjaan :

1 = Karyawan

2 = Karyawati

3 = Petani

4 = Wiraswata

5 = PNS

6 = Ibu Rumah Tangga

7 = Staf Accounting

Kualitas Pelayanan (X1)

KP 1	KP 2	KP 3	KP 4	KP 5	TOTAL
4	4	3	4	3	18
5	4	5	5	4	23
5	5	5	4	4	23
4	3	4	4	3	18
5	4	5	4	3	21
5	4	4	4	4	21
3	3	2	3	2	13
5	4	5	5	5	24
3	3	4	2	2	14
5	5	5	4	3	22
5	4	5	5	4	23
5	4	5	5	4	23
3	3	5	5	5	21
5	5	5	5	5	25
3	3	3	3	3	15
4	4	4	4	4	20
4	4	4	4	4	20
4	3	2	5	5	19
2	3	3	4	4	16
4	4	4	4	4	20
5	4	5	5	5	24
3	4	4	5	5	21

4	5	3	5	4	21
4	4	3	4	3	18
5	5	4	4	4	22
4	3	4	3	3	17
4	3	5	4	5	21
4	4	3	3	3	17
2	5	5	5	5	22
3	2	2	3	2	12
4	4	4	3	3	18
4	4	4	4	4	20
4	4	4	4	4	20
4	4	4	3	4	19
4	4	4	4	5	21
4	4	4	4	4	20
4	4	4	4	4	20
4	4	4	4	4	20
5	5	5	5	5	25
5	4	5	5	5	24
5	3	5	5	5	23
4	4	4	4	2	18
3	3	4	4	3	17
4	4	4	4	3	19
4	4	4	3	3	18
4	4	4	4	4	20
3	3	5	5	3	19
4	4	3	3	3	17
4	4	4	4	3	19
4	4	4	4	4	20
5	3	4	4	5	21
4	4	4	4	4	20
3	3	3	3	3	15
3	4	4	5	5	21
3	4	4	4	4	19
4	3	4	4	3	18

1	2	3	2	4	12
4	3	3	4	4	18
3	2	3	3	2	13
5	5	5	5	3	23

Persepsi Harga (X2)

PH 1	PH 2	PH 3	PH 4	TOTAL
3	5	4	4	16
4	4	4	5	17
4	4	3	5	16
3	3	4	3	13
4	5	4	5	18
4	3	4	5	16
2	3	3	3	11
4	4	5	5	18
2	3	3	3	11
4	3	4	5	16
3	2	4	3	12
4	4	4	5	17
4	4	4	4	16
4	3	5	4	16
3	3	4	4	14
3	4	3	4	14
4	4	4	4	16
3	3	4	4	14
3	4	4	3	14
4	5	5	5	19
4	3	5	5	17
4	4	4	5	17
4	3	4	4	15
3	3	4	3	13
4	4	4	4	16
4	4	4	5	17
4	4	4	5	17
4	3	4	3	14
4	3	4	5	16

4	3	3	5	15
5	3	5	4	17
4	2	4	3	13
4	4	5	3	16
3	3	4	3	13
3	4	4	4	15
4	3	4	3	14
3	3	4	4	14
4	4	4	4	16
4	4	5	4	17
4	4	5	5	18
4	4	5	5	18
3	3	4	4	14
4	4	5	4	17
4	1	5	4	14
4	3	4	4	15
3	4	4	4	15
3	3	3	5	14
3	3	3	4	13
4	4	4	4	16
4	3	4	4	15
4	4	5	4	17
5	4	4	4	17
3	3	4	4	14
4	4	5	5	18
3	3	4	4	14
4	3	4	4	15
3	3	4	3	13
3	4	4	3	14
3	3	3	4	13
3	2	4	5	14

Kepercayaan (X3)

K 1	K 2	K 3	K 4	TOTAL
4	3	4	4	15
4	4	5	4	17

5	4	5	4	18
4	3	3	3	13
4	4	5	4	17
4	4	5	3	16
3	2	3	3	11
5	4	5	4	18
3	2	3	3	11
4	4	5	3	16
4	3	3	2	12
4	4	5	4	17
4	4	5	4	17
5	4	4	3	16
4	3	4	3	14
3	3	4	3	13
4	4	4	4	16
4	3	4	3	14
4	3	3	4	14
5	4	5	5	19
5	4	5	3	17
4	4	5	4	17
4	4	4	3	15
4	3	3	3	13
4	4	4	4	16
4	4	5	4	17
4	4	5	4	17
4	4	3	3	14
4	4	5	3	16
3	4	5	3	15
5	5	4	3	17
4	4	3	2	13
5	4	3	4	16
4	3	3	3	13
4	3	4	4	15
4	4	3	3	14
4	3	4	3	14

4	4	4	4	16
5	4	4	4	17
5	4	5	4	18
5	4	5	4	18
4	3	4	3	14
5	4	4	4	17
5	4	4	1	14
4	4	4	3	15
4	3	4	4	15
3	3	5	3	14
3	3	3	3	12
4	4	4	4	16
4	4	4	3	15
5	4	5	4	18
4	5	4	4	17
4	3	4	3	14
5	4	5	4	18
4	3	4	3	14
4	4	4	3	15
4	3	3	3	13
4	3	3	4	14
3	3	4	3	13
4	3	4	2	13

Kepuasan Konsumen (Y)

KK 1	KK 2	KK 3	KK 4	TOTAL
4	3	4	3	14
4	4	5	5	18
5	4	5	5	19
4	3	3	4	14
4	4	5	5	18
4	4	5	4	17
3	2	3	2	10
5	4	5	5	19
3	2	3	4	12

4	4	5	5	18
4	3	3	5	15
4	4	5	5	18
4	4	5	5	18
5	4	4	5	18
4	3	4	4	15
3	3	4	3	13
4	4	4	4	16
4	3	4	4	15
4	3	3	2	12
5	4	5	5	19
5	4	5	5	19
4	4	5	5	18
4	4	4	5	17
4	3	3	4	14
4	4	4	5	17
4	4	5	5	18
4	4	5	5	18
4	4	3	4	15
4	4	5	4	17
3	4	5	4	16
5	5	4	4	18
4	4	3	4	15
5	4	3	3	15
4	3	3	2	12
4	3	4	4	15
4	4	3	4	15
4	3	4	4	15
4	4	4	4	16
5	4	4	5	18
5	4	5	4	18
5	4	5	4	18
4	3	4	4	15
5	4	4	3	16

5	4	4	3	16
4	4	4	5	17
4	3	4	5	16
3	3	5	4	15
3	3	3	3	12
4	4	4	4	16
4	4	4	5	17
5	4	5	3	17
4	5	4	4	17
4	3	4	4	15
5	4	5	3	17
4	3	4	5	16
4	4	4	4	16
4	3	3	2	12
4	3	3	4	14
3	3	4	3	13
4	3	4	4	15

Kualitas Pelayanan (X1)

Statistics

		KP 1	KP 2	KP 3	KP 4	KP 5
N	Valid	60	60	60	60	60
	Missing	0	0	0	0	0
Mean		3.95	3.77	4.00	4.03	3.77

Frequency Table

KP 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.7	1.7	1.7
	2	2	3.3	3.3	5.0
	3	12	20.0	20.0	25.0
	4	29	48.3	48.3	73.3
	5	16	26.7	26.7	100.0
	Total	60	100.0	100.0	

KP 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	5.0	5.0	5.0
	3	16	26.7	26.7	31.7
	4	33	55.0	55.0	86.7
	5	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

KP 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	5.0	5.0	5.0
	3	11	18.3	18.3	23.3
	4	29	48.3	48.3	71.7
	5	17	28.3	28.3	100.0
	Total	60	100.0	100.0	

KP 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3.3	3.3	3.3
	3	11	18.3	18.3	21.7
	4	30	50.0	50.0	71.7
	5	17	28.3	28.3	100.0
	Total	60	100.0	100.0	

KP 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	8.3	8.3	8.3
	3	18	30.0	30.0	38.3
	4	23	38.3	38.3	76.7
	5	14	23.3	23.3	100.0
	Total	60	100.0	100.0	

Persepsi Harga (X1)

Statistics

		PH 1	PH 2	PH 3	PH 4
N	Valid	60	60	60	60
	Missing	0	0	0	0
Mean		3.62	3.43	4.08	4.10

Frequency Table

PH 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3.3	3.3	3.3
	3	21	35.0	35.0	38.3
	4	35	58.3	58.3	96.7
	5	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

PH 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.7	1.7	1.7
	2	3	5.0	5.0	6.7
	3	28	46.7	46.7	53.3
	4	25	41.7	41.7	95.0
	5	3	5.0	5.0	100.0
	Total	60	100.0	100.0	

PH 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	13.3	13.3	13.3
	4	39	65.0	65.0	78.3
	5	13	21.7	21.7	100.0
	Total	60	100.0	100.0	

PH 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	21.7	21.7	21.7
	4	28	46.7	46.7	68.3

	5	19	31.7	31.7	100.0
	Total	60	100.0	100.0	

Kepercayaan (X3)

Statistics

		K 1	K 2	K 3	K 4
N	Valid	60	60	60	60
	Missing	0	0	0	0
Mean		4.12	3.62	4.10	3.38

Frequency Table

K 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	11.7	11.7	11.7
	4	39	65.0	65.0	76.7
	5	14	23.3	23.3	100.0
	Total	60	100.0	100.0	

K 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3.3	3.3	3.3
	3	21	35.0	35.0	38.3
	4	35	58.3	58.3	96.7
	5	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

K 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	23.3	23.3	23.3
	4	26	43.3	43.3	66.7
	5	20	33.3	33.3	100.0
	Total	60	100.0	100.0	

K 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.7	1.7	1.7
	2	3	5.0	5.0	6.7
	3	29	48.3	48.3	55.0
	4	26	43.3	43.3	98.3
	5	1	1.7	1.7	100.0
	Total	60	100.0	100.0	

Kepuasan Konsumen (Y)**Statistics**

		KK 1	KK 2	KK 3	KK 4
N	Valid	60	60	60	60
	Missing	0	0	0	0
Mean		4.12	3.62	4.10	4.07

Frequency Table**KK 1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	11.7	11.7	11.7
	4	39	65.0	65.0	76.7
	5	14	23.3	23.3	100.0
	Total	60	100.0	100.0	

KK 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3.3	3.3	3.3
	3	21	35.0	35.0	38.3
	4	35	58.3	58.3	96.7
	5	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

KK 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	23.3	23.3	23.3
	4	26	43.3	43.3	66.7
	5	20	33.3	33.3	100.0
	Total	60	100.0	100.0	

KK 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	6.7	6.7	6.7
	3	9	15.0	15.0	21.7
	4	26	43.3	43.3	65.0
	5	21	35.0	35.0	100.0
	Total	60	100.0	100.0	

Lampiran 3 Uji Validitas

Correlations

		KP 1	KP 2	KP 3	KP 4	KP 5	TOTAL
KP 1	Pearson Correlation	1	.530**	.496**	.426**	.220	.716**
	Sig. (2-tailed)		.000	.000	.001	.091	.000
	N	60	60	60	60	60	60
KP 2	Pearson Correlation	.530**	1	.470**	.451**	.294*	.718**
	Sig. (2-tailed)	.000		.000	.000	.023	.000
	N	60	60	60	60	60	60
KP 3	Pearson Correlation	.496**	.470**	1	.554**	.430**	.788**
	Sig. (2-tailed)	.000	.000		.000	.001	.000
	N	60	60	60	60	60	60
KP 4	Pearson Correlation	.426**	.451**	.554**	1	.632**	.817**
	Sig. (2-tailed)	.001	.000	.000		.000	.000
	N	60	60	60	60	60	60
KP 5	Pearson Correlation	.220	.294*	.430**	.632**	1	.703**
	Sig. (2-tailed)	.091	.023	.001	.000		.000
	N	60	60	60	60	60	60
TOTAL	Pearson Correlation	.716**	.718**	.788**	.817**	.703**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60

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

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

Correlations

		PH 1	PH 2	PH 3	PH 4	TOTAL
PH 1	Pearson Correlation	1	.221	.511**	.428**	.762**
	Sig. (2-tailed)		.089	.000	.001	.000
	N	60	60	60	60	60
PH 2	Pearson Correlation	.221	1	.148	.293*	.647**

	Sig. (2-tailed)	.089		.260	.023	.000
	N	60	60	60	60	60
PH 3	Pearson Correlation	.511**	.148	1	.138	.610**
	Sig. (2-tailed)	.000	.260		.294	.000
	N	60	60	60	60	60
PH 4	Pearson Correlation	.428**	.293*	.138	1	.707**
	Sig. (2-tailed)	.001	.023	.294		.000
	N	60	60	60	60	60
TOTAL	Pearson Correlation	.762**	.647**	.610**	.707**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

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

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

Correlations

		K 1	K 2	K 3	K 4	TOTAL
K 1	Pearson Correlation	1	.552**	.281*	.265*	.685**
	Sig. (2-tailed)		.000	.030	.041	.000
	N	60	60	60	60	60
K 2	Pearson Correlation	.552**	1	.489**	.273*	.776**
	Sig. (2-tailed)	.000		.000	.035	.000
	N	60	60	60	60	60
K 3	Pearson Correlation	.281*	.489**	1	.381**	.770**
	Sig. (2-tailed)	.030	.000		.003	.000
	N	60	60	60	60	60
K 4	Pearson Correlation	.265*	.273*	.381**	1	.676**
	Sig. (2-tailed)	.041	.035	.003		.000
	N	60	60	60	60	60
TOTAL	Pearson Correlation	.685**	.776**	.770**	.676**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

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

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

Correlations

		KK 1	KK 2	KK 3	KK 4	TOTAL
KK 1	Pearson Correlation	1	.552**	.281*	.182	.618**
	Sig. (2-tailed)		.000	.030	.164	.000
	N	60	60	60	60	60
KK 2	Pearson Correlation	.552**	1	.489**	.393**	.787**
	Sig. (2-tailed)	.000		.000	.002	.000
	N	60	60	60	60	60
KK 3	Pearson Correlation	.281*	.489**	1	.476**	.780**
	Sig. (2-tailed)	.030	.000		.000	.000
	N	60	60	60	60	60
KK 4	Pearson Correlation	.182	.393**	.476**	1	.757**
	Sig. (2-tailed)	.164	.002	.000		.000
	N	60	60	60	60	60
TOTAL	Pearson Correlation	.618**	.787**	.780**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

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

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

Lampiran 4 Uji Reabilitas

Reliability

Scale: ALL VARIABLES

Kualitas Pelayanan

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.799	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP 1	15.57	6.419	.527	.779
KP 2	15.75	6.767	.564	.767
KP 3	15.52	6.186	.646	.741
KP 4	15.48	6.186	.699	.726
KP 5	15.75	6.394	.498	.791

Persepsi Harga

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.609	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PH 1	11.62	2.003	.550	.425
PH 2	11.80	2.129	.299	.614
PH 3	11.15	2.367	.340	.573
PH 4	11.13	1.982	.399	.531

Kepercayaan

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.698	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
K 1	11.10	2.498	.464	.648
K 2	11.60	2.244	.587	.574
K 3	11.12	2.037	.510	.619
K 4	11.83	2.379	.395	.690

Kepuasan Konsumen

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.709	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KK 1	11.78	3.223	.396	.701
KK 2	12.28	2.749	.625	.581
KK 3	11.80	2.502	.558	.605
KK 4	11.83	2.379	.458	.690

Lampiran 5 Analisis Regresi Linier Berganda

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	K, KP, PH ^b		Enter

a. Dependent Variable: KK

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906 ^a	.821	.812	.909

a. Predictors: (Constant), K, KP, PH

b. Dependent Variable: KK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	213.096	3	71.032	85.906	.000 ^b
	Residual	46.304	56	.827		
	Total	259.400	59			

a. Dependent Variable: KK

b. Predictors: (Constant), K, KP, PH

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.583	1.028		.567	.573
	KP	.193	.047	.284	4.119	.000
	PH	-.268	.292	-.233	-.916	.364
	K	1.027	.277	.942	3.715	.000

a. Dependent Variable: KK

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.44	19.23	15.90	1.900	60
Residual	-2.302	1.710	.000	.886	60
Std. Predicted Value	-2.344	1.750	.000	1.000	60
Std. Residual	-2.532	1.881	.000	.974	60

a. Dependent Variable: KK

