

LAMPIRAN

Lampiran 1 Kuesioner

KUESIONER PENELITIAN

Identitas Peneliti

Nama : Kevin Andrean Jala

NIM 1211600320

Fakultas : Ekonomi dan Bisnis Universitas 17 Agustus 1945 Surabaya

Prodi : Manajemen

Responden yang terhormat,

Dalam rangka penelitian tugas akhir/skripsi program strata satu (S1) Fakultas Ekonomi dan Bisnis Universitas 17 Agustus 1945 Surabaya. Saya meminta kesediaannya untuk membantu penelitian saya yang berjudul “Pengaruh Kualitas Pelayanan, *Experiential Marketing*, dan Lokasi Terhadap Kepuasan Pelanggan (BPJS Ketenagakerjaan Cabang Rungkut Surabaya)”. Sehubungan dengan itu, saya mohon partisipasi dari Bapak/Ibu/Saudara/i meluangkan waktunya untuk mengisi kuesioner penelitian ini. Saya sangat mengharapkan agar kuesioner penelitian ini diisi dengan lengkap dan sesuai dengan kondisi sebenarnya.

Atas perhatian dan partisipasinya saya ucapkan terima kasih.

Cara Pengisian

Pilihlah jawaban yang paling sesuai dengan kondisi anda mengenai beberapa pernyataan berikut dengan memberi tanda ceklis () pada kolom yang telah disediakan. Berikut bobot pilihan jawaban:

No	Pernyataan	Skor
1.	Sangat Tidak Setuju	1
2.	Tidak Setuju	2
3.	Kurang Setuju	3
4.	Setuju	4
5.	Sangat Setuju	5

Profil Responden

Nama :

1. Jenis Kelamin : () Pria () Wanita

2. Usia : () 20-25 tahun () 26-30 tahun

() 31-40 tahun () 41-60 tahun

3. Pekerjaan : () Pegawai Negeri () Wirausaha

() Karyawan Swasta

Pilihlah jawaban yang paling tepat dan sesuai dengan kondisi anda.

Variabel Kualitas pelayanan (X1)

No.	Pernyataan	STS	TS	KS	S	SS
1.	Pelayanan sudah sesuai dengan yang diharapkan					
2.	Karyawan BPJS Ketenagakerjaan memberikan pelayanan dengan professional					
3.	Karyawan memberikan pelayanan dengan cepat kepada pelanggan					
4.	Karyawan memberikan pelayanan yang baik tanpa membedakan pelanggan					
5.	Karyawan bersikap ramah dan sopan					

Variabel *Experiential Marketing* (X2)

No.	Pernyataan	STS	TS	KS	S	SS
1.	Fasilitas yang disediakan lengkap dan nyaman					
2.	Pelayanan yang diberikan sudah memenuhi kebutuhan					
3.	Produk/Jasa yang diberikan memuaskan					
4.	Kemudahan pembayaran untuk pelanggan					
5.	BPJS Ketenagakerjaan selalu menjaga kebersihan ruangan					

Variabel Lokasi (X3)

No.	Pernyataan	STS	TS	KS	S	SS
1.	Lokasi BPJS Ketenagakerjaan Cabang Rungkut mudah dijangkau					
2.	Lokasi BPJS dekat dan terlihat dari jalan raya					
3.	Akses menuju BPJS mudah dan tidak macet					
4.	Mempunyai lahan parkir yang luas					
5.	Kondisi lingkungan BPJS bersih dan nyaman					

Kepuasan Pelanggan (Y)

No.	Pernyataan	STS	TS	KS	S	SS
1.	Karyawan peduli dan memberikan keramahan kepada setiap pelanggan					
2.	Karyawan memberikan kecepatan dan ketanggapannya dalam melayani pelanggan					
3.	Karyawan mampu menciptakan hubungan baik dengan pelanggan					
4.	Karyawan berpenampilan menarik dan rapi					
5.	Kepuasan mengenai pemberian informasi karyawan kepada pelanggan					

Lampiran 2 Tabel Penilaian Responden

No	X1.1	X1.2	X1.3	X1.4	X1.5	Tota I (X1)	X2.1	X2.2	X2.3	X2.4	X2.5	Tota I (X2)
1	4	4	4	4	4	20	4	4	4	4	4	20
2	4	4	4	4	4	20	4	4	4	4	4	20
3	4	4	3	5	4	20	5	4	5	5	4	23
4	4	4	4	4	4	20	4	4	4	4	4	20
5	3	4	2	4	4	17	4	4	4	4	3	19
6	5	5	5	5	5	25	5	5	5	5	5	25
7	4	4	4	4	4	20	4	4	4	4	4	20
8	5	5	5	5	5	25	5	5	5	5	5	25
9	4	1	1	1	1	8	1	1	1	1	1	5
10	2	2	2	2	2	10	2	2	2	2	2	10
11	4	4	4	3	4	19	4	4	4	4	4	20
12	4	5	4	4	4	21	4	5	4	4	4	21
13	4	4	4	4	4	20	4	4	4	4	4	20
14	3	3	3	3	3	15	3	3	3	3	3	15
15	5	5	5	5	5	25	5	5	5	5	5	25
16	3	3	3	3	3	15	3	3	3	3	3	15
17	4	4	4	4	4	20	4	4	4	4	4	20
18	1	1	1	1	1	5	1	1	1	1	1	5
19	2	2	2	2	2	10	2	2	2	2	2	10
20	4	4	4	4	4	20	4	4	4	4	4	20
21	1	1	1	1	1	5	1	1	1	1	1	5
22	5	5	5	5	5	25	5	5	5	5	5	25
23	4	4	4	4	4	20	4	4	4	4	4	20
24	2	2	2	2	2	10	2	2	2	2	2	10
25	3	3	3	3	3	15	3	3	3	3	3	15
26	4	4	4	5	5	22	4	4	4	5	4	21
27	4	4	4	4	4	20	4	4	4	4	4	20
28	4	4	5	5	5	23	4	4	5	5	5	23
29	4	5	4	5	5	23	5	4	5	5	5	24
30	4	4	4	4	5	21	5	5	5	5	5	25

31	4	4	3	3	4	18	3	4	4	4	4	19
32	4	4	4	4	4	20	4	4	4	4	4	20
33	4	4	3	4	4	19	3	3	4	4	4	18
34	4	3	4	5	3	19	5	5	4	5	4	23
35	4	4	3	5	4	20	3	3	4	3	4	17
36	5	5	5	5	5	25	5	5	5	5	5	25
37	5	5	5	5	5	25	5	5	5	5	5	25
38	5	5	5	5	5	25	5	5	5	5	5	25
39	4	4	4	4	4	20	4	4	4	4	4	20
40	4	4	5	5	3	21	4	3	5	4	3	19
41	5	5	3	4	4	21	4	4	2	4	4	18
42	4	5	4	5	4	22	4	3	4	4	5	20
43	4	3	4	4	5	20	5	3	4	4	5	21
44	3	4	3	3	4	17	4	4	3	4	4	19
45	5	4	5	5	5	24	5	5	5	5	5	25
46	3	3	3	3	4	16	3	3	3	3	3	15
47	4	4	4	4	4	20	4	4	4	4	4	20
48	4	4	4	3	4	19	4	4	3	4	3	18
49	3	4	3	3	4	17	4	4	3	5	4	20
50	3	4	4	4	5	20	4	5	4	4	4	21
51	4	4	4	4	4	20	4	4	4	4	4	20
52	4	4	4	4	4	20	4	4	4	4	4	20
53	4	4	4	4	4	20	4	4	4	4	4	20
54	4	4	4	4	4	20	3	4	4	3	4	18
55	4	4	4	4	4	20	3	4	4	3	4	18
56	4	4	3	4	4	19	2	3	3	3	4	15
57	4	4	3	4	5	20	5	5	4	4	5	23
58	4	4	3	4	4	19	4	4	4	4	4	20
59	4	4	4	4	5	21	4	5	4	5	4	22
60	4	4	4	4	4	20	4	4	4	4	4	20
61	4	4	4	4	4	20	4	4	4	4	4	20
62	4	4	3	3	4	18	3	4	4	4	4	19
63	4	3	4	4	4	19	4	3	4	4	4	19
64	4	5	3	4	4	20	3	3	3	4	4	17
65	4	4	3	4	4	19	3	3	3	4	4	17

66	4	5	5	5	5	24	4	5	5	5	5	24
67	4	4	4	5	5	22	5	4	5	4	5	23
68	5	5	5	5	5	25	5	4	4	4	4	21
69	4	3	3	4	4	18	3	4	5	4	4	20
70	2	2	2	2	2	10	2	2	2	2	2	10
71	4	3	4	4	5	20	4	5	4	4	5	22
72	3	4	5	4	5	21	3	4	3	5	5	20
73	3	3	4	3	4	17	4	3	4	4	4	19
74	4	5	4	4	5	22	5	4	4	4	4	21
75	4	4	3	4	4	19	3	3	4	4	4	18
76	4	4	4	4	4	20	3	4	4	4	4	19
77	2	3	2	4	4	15	4	3	3	4	4	18
78	4	3	3	4	4	18	4	4	4	4	4	20
79	3	3	3	4	3	16	4	4	3	4	4	19
80	4	5	3	4	4	20	5	2	4	5	4	20
81	4	4	5	4	5	22	4	5	5	5	5	24
82	4	4	3	4	5	20	4	4	4	4	4	20
83	2	3	3	2	3	13	3	3	3	3	4	16
84	3	3	3	3	4	16	4	3	3	4	4	18
85	5	5	5	5	4	24	4	4	5	5	5	23
86	4	5	5	4	5	23	4	4	4	4	5	21
87	5	5	5	5	5	25	5	4	4	4	4	21
88	5	4	4	5	3	21	3	4	4	5	5	21
89	4	4	4	5	4	21	4	4	4	5	4	21
90	4	4	4	4	4	20	4	3	4	4	4	19
91	5	5	5	5	5	25	5	5	4	5	5	24
92	5	5	4	4	4	22	4	4	4	5	5	22
93	4	4	4	4	4	20	5	5	5	5	5	25
94	4	4	4	4	4	20	4	4	4	5	5	22
95	5	5	5	5	5	25	4	4	5	5	4	22
96	4	4	5	5	4	22	4	5	5	4	5	23
97	4	4	5	5	4	22	4	4	4	5	5	22
98	5	5	4	4	4	22	4	4	4	5	5	22
99	4	5	4	4	5	22	4	4	5	4	5	22
100	4	4	5	5	4	22	5	5	5	4	4	23

No.	X3.1	X3.2	X3.3	X3.4	X3.5	Total (X3)	Y.1	Y.2	Y.3	Y.4	Y.5	Total (Y)
1	4	4	4	4	4	20	4	3	3	4	4	18
2	4	4	4	4	4	20	4	4	4	4	4	20
3	4	5	4	4	5	22	5	5	4	5	5	24
4	4	4	4	4	4	20	4	4	4	4	4	20
5	4	4	3	4	4	19	4	3	4	4	2	17
6	5	5	5	5	5	25	5	5	5	5	5	25
7	4	4	4	4	4	20	4	4	4	4	4	20
8	5	5	5	5	5	25	5	5	5	5	5	25
9	1	1	1	1	1	5	1	1	1	1	1	5
10	2	2	2	2	2	10	2	2	2	2	2	10
11	4	4	4	3	4	19	4	4	4	4	4	20
12	4	4	4	4	4	20	5	5	5	4	4	23
13	4	4	4	4	4	20	4	4	4	4	4	20
14	3	3	3	3	3	15	3	3	3	3	3	15
15	5	5	5	5	5	25	5	5	5	5	5	25
16	3	3	3	3	3	15	3	3	3	3	3	15
17	4	4	4	4	4	20	4	4	4	4	4	20
18	1	1	1	1	1	5	1	1	1	1	1	5
19	2	2	2	2	2	10	2	2	2	2	2	10
20	4	4	4	4	4	20	4	4	4	4	4	20
21	1	1	1	1	1	5	1	1	1	1	1	5
22	5	5	5	5	5	25	5	5	5	5	5	25
23	4	4	4	4	4	20	4	4	4	4	4	20
24	2	2	2	2	2	10	2	2	2	2	2	10
25	3	3	3	3	3	15	3	3	3	3	3	15
26	4	4	4	4	4	20	5	4	5	4	5	23
27	4	4	4	4	4	20	4	4	4	4	4	20
28	3	5	5	5	5	23	5	4	5	5	4	23
29	2	5	5	4	4	20	5	5	5	5	5	25
30	2	5	5	5	5	22	4	4	4	4	4	20
31	4	4	4	4	4	20	4	4	4	4	4	20
32	4	4	4	4	4	20	4	4	4	4	4	20
33	4	4	3	4	4	19	4	3	4	4	4	19

34	5	5	3	5	4	22	5	4	3	5	5	22
35	4	5	3	3	4	19	4	5	4	4	4	21
36	5	5	3	3	5	21	5	5	5	5	5	25
37	5	5	3	3	5	21	5	5	5	5	5	25
38	5	5	3	3	5	21	5	5	5	5	5	25
39	4	4	4	4	4	20	4	4	4	4	4	20
40	2	4	5	4	2	17	4	3	3	5	3	18
41	4	4	4	3	5	20	4	4	4	4	4	20
42	4	5	3	3	5	20	4	3	4	4	4	19
43	5	5	2	2	5	19	3	4	4	4	4	19
44	5	4	4	4	4	21	4	4	4	4	5	21
45	5	5	5	5	5	25	5	5	5	1	5	21
46	4	3	3	4	4	18	4	3	4	3	3	17
47	4	4	4	4	4	20	4	4	4	4	4	20
48	3	3	4	4	4	18	4	4	4	4	4	20
49	4	4	3	3	4	18	4	4	4	4	4	20
50	5	5	4	4	4	22	4	4	4	4	4	20
51	4	4	4	4	4	20	4	4	4	4	4	20
52	4	4	4	4	4	20	4	4	4	4	4	20
53	4	4	4	4	4	20	4	4	4	4	4	20
54	3	3	3	3	4	16	4	4	3	4	4	19
55	3	3	3	4	4	17	4	4	4	3	4	19
56	5	4	3	4	4	20	4	4	4	5	4	21
57	4	3	3	4	4	18	5	3	5	5	3	21
58	4	4	4	4	4	20	4	4	4	4	4	20
59	4	4	4	3	4	19	4	4	4	5	5	22
60	4	4	4	4	4	20	4	4	4	4	4	20
61	4	3	4	4	4	19	4	4	4	4	4	20
62	4	4	4	4	4	20	4	4	4	4	4	20
63	3	4	2	3	4	16	4	4	4	4	5	21
64	3	4	5	5	3	20	3	3	3	4	3	16
65	3	4	3	3	4	17	4	5	5	5	4	23
66	5	5	5	5	5	25	5	5	5	5	5	25
67	4	5	4	3	4	20	5	5	5	4	4	23
68	4	5	2	2	5	18	4	4	2	4	4	18

69	4	3	5	5	4	21	3	5	4	5	4	21
70	4	4	2	2	4	18	1	1	2	2	2	8
71	3	3	4	5	3	18	3	4	5	4	5	21
72	4	5	4	3	5	21	5	5	4	5	4	23
73	4	4	2	3	4	17	4	3	4	4	4	19
74	5	5	5	4	4	23	4	4	4	5	5	22
75	4	4	4	4	4	20	4	4	4	4	4	20
76	3	4	3	3	4	17	4	3	4	4	4	19
77	4	4	4	4	4	20	4	3	3	4	3	17
78	4	4	3	3	4	18	4	3	4	4	3	18
79	4	4	4	4	4	20	3	3	4	4	4	18
80	4	4	4	3	4	19	4	4	4	4	4	20
81	4	5	4	5	5	23	5	5	5	5	5	25
82	4	4	5	5	5	23	5	5	5	5	4	24
83	4	4	4	4	4	20	3	3	3	4	3	16
84	5	5	3	4	4	21	4	3	4	4	4	19
85	4	4	4	4	4	20	4	2	2	4	4	16
86	4	4	3	3	5	19	5	4	4	4	4	21
87	2	5	4	2	4	17	4	4	4	5	4	21
88	3	4	3	3	4	17	5	4	4	4	4	21
89	5	5	4	3	5	22	4	4	5	5	5	23
90	4	5	4	4	4	21	4	4	4	5	4	21
91	4	5	5	5	4	23	5	5	5	5	5	25
92	3	5	4	3	5	20	4	3	4	5	4	20
93	4	4	5	4	5	22	4	5	4	5	5	23
94	4	4	4	3	5	20	4	4	4	5	5	22
95	5	5	5	4	4	23	5	5	5	5	4	24
96	4	4	5	5	5	23	4	5	5	5	5	24
97	4	5	4	3	4	20	4	4	4	5	4	21
98	5	5	5	4	5	24	4	4	4	4	4	20
99	5	4	4	5	4	22	4	4	5	5	5	23
100	4	4	4	4	5	21	5	5	4	4	4	22

Keterangan:

X1 = Kualitas Pelayanan

X2 = *Experiential Marketing*

X3 = Lokasi

Y = Kepuasan Pelanggan

Lampiran 3 Variabel Kualitas Pelayanan (X1)

		Statistics				
		X1.1	X1.2	X1.3	X1.4	X1.5
N	Valid	100	100	100	100	100
	Missing	1	1	1	1	1
Mean		3,87	3,92	3,76	3,97	4,04

Frequency Table

		X1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2,0	2,0	2,0
	2	6	5,9	6,0	8,0
	3	12	11,9	12,0	20,0
	4	63	62,4	63,0	83,0
	5	17	16,8	17,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	4	4,0	4,0	7,0
	3	15	14,9	15,0	22,0
	4	54	53,5	54,0	76,0
	5	24	23,8	24,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	6	5,9	6,0	9,0
	3	25	24,8	25,0	34,0
	4	44	43,6	44,0	78,0
	5	22	21,8	22,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	5	5,0	5,0	8,0
	3	12	11,9	12,0	20,0
	4	52	51,5	52,0	72,0

	5	28	27,7	28,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	4	4,0	4,0	7,0
	3	8	7,9	8,0	15,0
	4	56	55,4	56,0	71,0
	5	29	28,7	29,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

VARIABEL EXPERIENTIAL MARKETING (X2)

Statistics

		X2.1	X2.2	X2.3	X2.4	X2.5
N	Valid	100	100	100	100	100
	Missing	1	1	1	1	1
Mean		3,85	3,83	3,89	4,04	4,06

Frequency Table

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	5	5,0	5,0	8,0

	3	18	17,8	18,0	26,0
	4	52	51,5	52,0	78,0
	5	22	21,8	22,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	5	5,0	5,0	8,0
	3	19	18,8	19,0	27,0
	4	52	51,5	52,0	79,0
	5	21	20,8	21,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	5	5,0	5,0	8,0
	3	15	14,9	15,0	23,0
	4	54	53,5	54,0	77,0
	5	23	22,8	23,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	4	4,0	4,0	7,0
	3	9	8,9	9,0	16,0
	4	54	53,5	54,0	70,0
	5	30	29,7	30,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	4	4,0	4,0	7,0
	3	7	6,9	7,0	14,0
	4	56	55,4	56,0	70,0
	5	30	29,7	30,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

VARIABEL LOKASI (X3)

Statistics

		X3.1	X3.2	X3.3	X3.4	X3.5
N	Valid	100	100	100	100	100
	Missing	1	1	1	1	1
Mean		3,83	4,06	3,71	3,67	4,05

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	7	6,9	7,0	10,0
	3	14	13,9	14,0	24,0
	4	56	55,4	56,0	80,0
	5	20	19,8	20,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	3	3,0	3,0	6,0
	3	11	10,9	11,0	17,0
	4	51	50,5	51,0	68,0
	5	32	31,7	32,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	8	7,9	8,0	11,0
	3	23	22,8	23,0	34,0
	4	47	46,5	47,0	81,0
	5	19	18,8	19,0	100,0
	Total		100	99,0	100,0
Missing	System	1	1,0		
Total		101	100,0		

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	7	6,9	7,0	10,0
	3	27	26,7	27,0	37,0
	4	46	45,5	46,0	83,0
	5	17	16,8	17,0	100,0
	Total		100	99,0	100,0
Missing	System	1	1,0		
Total		101	100,0		

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	4	4,0	4,0	7,0
	3	5	5,0	5,0	12,0
	4	61	60,4	61,0	73,0
	5	27	26,7	27,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

VARIABEL KEPUASAN PELANGGAN (Y)

Statistics

		Y.1	Y.2	Y.3	Y.4	Y.5
N	Valid	100	100	100	100	100
	Missing	1	1	1	1	1
Mean		3,98	3,85	3,93	4,08	3,96

Frequency Table**Y.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4,0	4,0	4,0
	2	3	3,0	3,0	7,0
	3	9	8,9	9,0	16,0
	4	59	58,4	59,0	75,0
	5	25	24,8	25,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4,0	4,0	4,0
	2	4	4,0	4,0	8,0
	3	19	18,8	19,0	27,0
	4	49	48,5	49,0	76,0
	5	24	23,8	24,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	6	5,9	6,0	9,0
	3	10	9,9	10,0	19,0
	4	57	56,4	57,0	76,0
	5	24	23,8	24,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4,0	4,0	4,0
	2	4	4,0	4,0	8,0
	3	5	5,0	5,0	13,0

	4	54	53,5	54,0	67,0
	5	33	32,7	33,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	5	5,0	5,0	8,0
	3	10	9,9	10,0	18,0
	4	57	56,4	57,0	75,0
	5	25	24,8	25,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

Lampiran 4 Uji Validitas

		Correlations					Kualitas Pelayanan
		X1.1	X1.2	X1.3	X1.4	X1.5	
X1.1	Pearson Correlation	1	,785**	,724**	,768**	,666**	,877**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	,785**	1	,728**	,770**	,786**	,909**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	,724**	,728**	1	,785**	,734**	,892**

	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	,768**	,770**	,785**	1	,746**	,912**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	,666**	,786**	,734**	,746**	1	,880**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Kualitas Pelan	Pearson Correlation	,877**	,909**	,892**	,912**	,880**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

Correlations						
	X2.1	X2.2	X2.3	X2.4	X2.5	<i>Experiential Marketing</i>
X2.1 Pearson Correlation	1	,752**	,764**	,800**	,741**	,895**
Sig. (2-tailed)		,000	,000	,000	,000	,000
N	100	100	100	100	100	100
X2.2 Pearson Correlation	,752**	1	,764**	,768**	,770**	,894**
Sig. (2-tailed)	,000		,000	,000	,000	,000
N	100	100	100	100	100	100
X2.3 Pearson Correlation	,764**	,764**	1	,778**	,792**	,904**
Sig. (2-tailed)	,000	,000		,000	,000	,000
N	100	100	100	100	100	100

X Pearson	,800**	,768**	,778**	1	,852**	,925**
2 Correlation						
. Sig. (2-tailed)	,000	,000	,000		,000	,000
4 N	100	100	100	100	100	100
X Pearson	,741**	,770**	,792**	,852**	1	,915**
2 Correlation						
. Sig. (2-tailed)	,000	,000	,000	,000		,000
5 N	100	100	100	100	100	100
E Pearson	,895**	,894**	,904**	,925**	,915**	1
x Correlation						
p Sig. (2-tailed)	,000	,000	,000	,000	,000	
e N	100	100	100	100	100	100
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** . Correlation is significant at the 0.01 level (2-tailed).

		Correlations					
		X3.1	X3.2	X3.3	X3.4	X3.5	Lokasi
X3.1	Pearson Correlation	1	,668**	,415**	,498**	,709**	,803**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
X3.2	Pearson Correlation	,668**	1	,561**	,448**	,803**	,846**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
X3.3	Pearson Correlation	,415**	,561**	1	,802**	,522**	,805**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
X3.4	Pearson Correlation	,498**	,448**	,802**	1	,476**	,787**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
X3.5	Pearson Correlation	,709**	,803**	,522**	,476**	1	,852**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Lokasi	Pearson Correlation	,803**	,846**	,805**	,787**	,852**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Kepuasan Pelanggan
Y.1	Pearson Correlation	1	,811**	,803**	,726**	,768**	,911**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
Y.2	Pearson Correlation	,811* *	1	,824**	,694**	,820**	,922**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
Y.3	Pearson Correlation	,803* *	,824**	1	,697**	,778**	,910**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
Y.4	Pearson Correlation	,726* *	,694**	,697**	1	,729**	,855**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
Y.5	Pearson Correlation	,768* *	,820**	,778**	,729**	1	,908**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Kepuasan Pelanggan	Pearson Correlation	,911* *	,922**	,910**	,855**	,908**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

Lampiran 5 Uji Realibilitas

Case Processing Summary

		N	%
Cases	Valid	100	99,0
	Excluded ^a	1	1,0
	Total	101	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,964	4

Lampiran 6 Hasil Data

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	,926 ^a	,857	,852	1,613	,857	191,603	3	96	,000

a. Predictors: (Constant), Lokasi, Kualitas Pelayanan, *Experiential Marketing*

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1496,128	3	498,709	191,603	,000 ^b

Residual	249,872	96	2,603		
Total	1746,000	99			


a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Lokasi, Kualitas Pelayanan, *Experiential Marketing*

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	,065	,869		,074	,941
	Kualitas Pelayanan	,309	,099	,299	3,129	,002
	<i>Experiential Marketing</i>	,431	,115	,426	3,759	,000
	Lokasi	,269	,086	,242	3,126	,002

a. Dependent Variable: Kepuasan Pelanggan









Lampiran 7 Kartu Bimbingan


UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS EKONOMI DAN BISNIS
Kampus: Jl. Semolowaru 45 Surabaya 60118, Telp (031) 5925289, 081216781170 E-mail: feb@untag-sby.ac.id

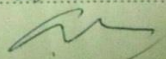
SEMESTER
Gasal / Genap
2019 / 2020

06 MAR 2020
KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa / NBI : Kevin Andrian Jala
 Nama Pembimbing : Drs. E.C. Rudy Santoso, MM
 Judul Skripsi : ANALISIS Pengaruh KUALITAS PELAYANAN, PENGALAMAN DEMASARAN, DAN LOKASI TERHADAP KEKVASAM PELANGGAN (Studi Kasus BRTS Ketenaga Kerjaan CABANG BUNGKUT SURABAYA)
 Mulai Program Skripsi : Semester 8 Thn. Ak. Selesai Bimbingan Tanggal

No.	HARI / TANGGAL	KONSENTRASI		PARAF
		BAB / HAL	KETERANGAN REVISI	
1	18/3/20	I, II, III	revisi	
2	25/3/20	I, II, III	revisi	
3	2/4/20	I, II, III	revisi	
4	9/4/20	I, II, III	proposal deskripsi	
5	17/6/20	I - V	revisi	
6	21/6/20	I - V	revisi	
7	23/6/20	I - V	revisi	
8	25/6/20	I - V	deskripsi Aca	

Perpanjangan I _____
 Semester : _____
 Th. Ak. : _____
 Paraf Kajar : _____

Surabaya, 25-06-2020

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