Lampiran 1

Tabel Ringkasan Penelitian Terdahulu

No	Peneliti	Judul	Metode Analisis	Hasil
1.	Halil Zaim, Nizamettin Bayurt dan Selim Zain (2010)	*Service Quality Determinants Of Customer Satisfaction In Hospital : Tukish Experience* *International Business & Economics Reserach Journal*	*Logistic Regression Analysis ANOVA With SPSS*	Terdapat hubungan yang signifikan antara kualitas pelayanana yang baik dengan kepuasan pelanggan di lingkungan rumah sakit di Turki
2.	Beom Joon Choi dan Hyun Sik Kim (2012)	*The Impact Of Outcome Quality, Interaction Quality, And Peer-To-Peer Quality On Customer Satisfaction With A Hospital Service* *Emerald Group Publishing Limited Journal*	*Structural Equation Modelling (SEM) Analysis of Moment Structure With AMOS 18.0 Program*	1) Penelitian ini menunjukkan bahwa kualitas hasil pelayanan, kualitas interaksi pelayanan dan peer to peer secara signifikan mempengaruhi kepuasan pelanggan dan loyalitas pelanggan, 2) Penelitian ini menunjukkan bahwa kualitas hasil pelayanan, kualitas interaksi pelayanan dan peer to peer harus dianggap sebagai elemen penting dalam menciptakan kepuasan pelanggan 3) Penelitian ini juga menunjukkan bahwa kepuasan pelanggan harus diperlakukan sebagai variable

No	Peneliti	Judul	Metode Analisis	Hasil
				strategis untuk meningkatkan loyalitas pelanggan
3.	I Gede Mahatma Yuda Bakti dan Sik Sumaedi (2012)	*An Analysis Of Library Customer Loyalty The Role Of Service Quality And Customer Satisfaction, A Case Study In Indonesia* *Emerald Group Publishing Limited Journal*	*Structural Equation Modelling* (SEM) With *LISREL 8.50*	1) Penelitian ini mengungkapkan bahwa kualitas pelayanan tidak berpengaruh langsung terhadap loyalitas pelanggan dalam layanan perpustakaan di universitas. 2) Penelitian ini juga menemukan bahwa kualitas pelayanan mempengaruhi loyalitas pelanggan secara tidak langsung melalui kepuasan pelanggan,
4.	Shao-Chang Li (2013)	*Exploring the Relationships among Service Quality, Customer Loyalty and Word-Of-Mouth for Private Higher Education in Taiwan* *Asia Pacific Management Journal Review*	*Structural Equation Modelling (SEM) With Analysis of Moment Structure (AMOS) is Program*	1) Penelitian ini menujukkan bahwa kualitas pelayanan berhubungan positif dengan kepuasan pelanggan. 2) Penelitian ini menujukkan bahwa kualitas pelayanan berhubungan positif dengan loyalitas pelanggan. 3) Penelitian ini menujukkan bahwa kepuasan pelanggan berhubungan positif dengan loyalitas pelanggan. 4) Penelitian ini menujukkan bahwa kualitas pelayanan berhubungan positif dengan *word of mouth*. 5) Penelitian ini menujukkan bahwa kepuasan pelanggan

No	Peneliti	Judul	Metode Analisis	Hasil
				berhubungan positif dengan *word of mouth*. 1) Penelitian ini menujukkan bahwa loyalitas pelanggan berhubungan positif dengan *word of mouth*.
5.	Seyyed Sajjad Mohtasham , Sedigheh Kobra Sarollahi, Delara Received (2017):	*The effect of service quality and innovation on word of mouth marketing success* *Eurasia Business and Economics Society Journal*	*Structural Equation Modelling (SEM) With* *Partial Least Square (PLS)*	1) Penelitian ini menujukkan bahwa kualitas pelayanan berhubungan positif dengan kepuasan pelanggan. 2) Penelitian ini menujukkan bahwa kualitas pelayanan berhubungan positif dengan *brand image*. 3) Penelitian ini menujukkan bahwa kualitas pelayanan berhubungan positif dengan loyalitas pelanggan. 4) Penelitian ini menujukkan bahwa kepuasan pelanggan berhubungan positif dengan loyalitas pelanggan. 5) Penelitian ini menujukkan bahwa *brand image* berhubungan positif dengan loyalitas pelanggan. 6) Penelitian ini menujukkan bahwa loyalitas pelanggan berhubungan positif dengan *word of mouth*. 7) Penelitian ini menujukkan bahwa inovasi berhubungan positif dengan loyalitas pelanggan.
6.	Kaushik Mukerjee (2018)	*The impact of brand experience, service*	*Structural Equation Modelling (SEM) With*	1) Penelitian ini menujukkan bahwa *brand experience* berhubungan positif dengan *word of mouth*.

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No	Peneliti	Judul	Metode Analisis	Hasil
		quality and perceived value on word of mouth of retail bank customers: investigating the mediating effect of loyalty. *Journal of Financial Services Marketing*	*Analysis of Moment Structure (AMOS) Version 23 is Program*	2) Penelitian ini menujukkan bahwa kualitas pelayanan berhubungan positif dengan *word of mouth*. 3) Penelitian ini menujukkan bahwa *perceived value* (nilai keuntungan) berhubungan positif dengan *word of mouth*. 4) Penelitian ini menujukkan bahwa *brand experience* berhubungan positif dengan loyalitas pelanggan. 5) Penelitian ini menujukkan bahwa kualitas pelayanan berhubungan positif dengan loyalitas pelanggan. 6) Penelitian ini menujukkan bahwa *perceived value* (nilai keuntungan) berhubungan positif dengan loyalitas pelanggan.
7.	Susanto dan Nuryakin (2018)	*How Do Service Quality And Satisfaction Enhancing Customer Loyalty In Indonesia Hospital?* *Journal Of QUALITY Access To Success*	*Structural Equation Modelling* (SEM) With *Analysis of Moment Structure* AMOS 18,0 Program	1) Kualitas pelayanan memiliki pengaruh yang signifikan dalam meningkatkan loyalitas pelanggan 2) Kualitas pelayanan memiliki pengaruh yang signifikan dalam meningkatkan kepuasan pelanggan 3) Kepuasan pelanggan memiliki pengaruh yang signifikan dalam meningkatkan loyalitas pelanggan

Lampiran 2

Definisi Operasional Variabel

A. Tabel Detail Definisi Operasional Variabel

Variabel	Dimensi	Definisi Operasional	Indikator	Butir Pernyataan Kuesioner
Service quality (Kualitas Pelayanan). (Parasuraman, 1988).	Reliability/ Keandalan.	Kemampuan memberikan pelayanan yang dijanjikan dengan segera, akurat dan memuaskan. (Parasuraman, 1988).	1. Providing services promised. (Parasuraman, 1988). Menyediakan layanan yang dijanjikan.	1. RS EMC Sentul memberikan layanan sesuai dengan yang dijanjikan.
			2. Dependability in handling customers service problem. (Parasuraman, 1988). Dapat menangani masalah pelayanan.	2. RS EMC Sentul mampu melayani keluhan pasien.
			3. Perfoming service right the first time. (Parasuraman, 1988). Keakuratan dalam memberikan pelayanan.	3. RS EMC Sentul memberikan layanan yang tepat sejak awal.

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Variabel	Dimensi	Definisi Operasional	Indikator	Butir Pernyataan Kuesioner
			4. Providing service at the promised time. (Parasuraman, 1988). Memberikan pelayanan pada waktu yang dijanjikan.	4. RS EMC Sentul memberikan pelayanan pada waktu yang dijanjikan.
	Responsiveness/ Daya Tanggap.	Keinginan para staf dan karyawan untuk membantu para pasien dan memberikan pelayanan yang tanggap. (Parasuraman, 1988).	5. Maintaining error – free record. (Parasuraman, 1988). Memperbaiki dan menghindari kesalahan dalam pelayanan.	5. RS EMC Sentul menjamin tidak ada kesalahan dalam pencatatan pelayanan pasien.
			6. Keeping customers informed about when service will be performed. (Parasuraman, 1988). Memberikan informasi waktu pelayanan akan dilakukan.	6. Petugas RS EMC Sentul selalu memberikan informasi tentang kapan layanan akan diberikan.
			7. Prompt service to customers. (Parasuraman, 1988).	7. Pasien mendapatkan pelayanan yang cepat di RS EMC Sentul.

Variabel	Dimensi	Definisi Operasional	Indikator	Butir Pernyataan Kuesioner
			Pemberitahuan segera untuk informasi terhadap jadwal pelayanan yang diberikan.	
			8. Willingness to help customers. (Parasuraman, 1988). Kesediaan untuk membantu pasien.	8. Petugas RS EMC Sentul selalu bersedia untuk membantu pasien.
			9. Readiness to respond to customers request. (Parasuraman, 1988). Kesiapan untuk menanggapi permintaan pasien.	9. Petugas RS EMC Sentul selalu tanggap terhadap kebutuhan pasien.
	Assurance/ Jaminan.	Kemampuan untuk melahirkan kepercayaan dan keyakinan pada diri pasien. (Parasuraman, 1988).	10. Employess who instill confidence in customers. (Parasuraman, 1988). Karyawan dapat menanamkan kepercayaan kepada pasien.	10. Petugas RS EMC Sentul mampu menanamkan kepercayaan kepada pasien
			11. Making customers feel	11. RS EMC Sentul memberikan rasa aman dalam

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Variabel	Dimensi	Definisi Operasional	Indikator	Butir Pernyataan Kuesioner
			safe in their transaction. (Parasuraman, 1988). Membuat pasien merasa aman dalam transaksi mereka.	pelayanannya kepada pasien.
			12. Employess who are consistently courteous. (Parasuraman, 1988). Keramahan dan kesopanan petugas dalam memberikan Pelayanan.	12. Petugas RS EMC Sentul selalu bersikap sopan.
			13. Employees who have the knowledge to answer customer question. (Parasuraman, 1988). Karyawan yang memiliki pengetahuan untuk menjawab pertanyaan pasien.	13. Petugas RS EMC Sentul memiliki pengetahuan yang baik untuk menjawab pertanyaan pasien.
	Empathy/ Empati.	Aspek yang menekankan pada perlakuan pasien sebagai	14. Giving Customer Individual attention.	14. RS EMC Sentul memberikan perhatian secara

Variabel	Dimensi	Definisi Operasional	Indikator	Butir Pernyataan Kuesioner
		individu. (Parasuraman, 1988).	(Parasuraman, 1988). Memberikan perhatian kepada setiap pasien.	khusus kepada setiap pasien.
			15.Employess who deal with customers in a caring fashion. (Parasuraman, 1988). Memahami apa yang dibutuhkan pasien.	15. Petugas RS EMC Sentul peduli terhadap keinginan pasien.
			16.Having the customers best interest at heart. (Parasuraman, 1988). Melayani pasien dengan sepenuh hati.	16. RS EMC Sentul memberikan pelayannan yang menyenangkan hati pasien.
			17.Employees who understand the needs of their customers. (Parasuraman, 1988). Karyawan yang memahami kebutuhan pasien mereka.	17. Petugas RS EMC Sentul memahami kebutuhan pasien.
	Tangibles/ Bukti Fisik.	Penampilan fisik,	18.Convenient business hours.	18. RS EMC Sentul beroperasional

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Variabel	Dimensi	Definisi Operasional	Indikator	Butir Pernyataan Kuesioner
		perlengkapan, pegawai dan sarana komunikasi. (Parasuraman, 1988).	(Parasuraman, 1988). Ketersediaan Jam pelayanan yang baik.	dalam jam pelayanan yang nyaman
			19. Modern equipment. (Parasuraman, 1988). Memiliki peralatan yang modern.	19. RS EMC Sentul memiliki peralatan medis yang modern / up to date.
			20. Visually appealing facilities. (Parasuraman, 1988). Ruang tunggu dan fasilitas perlengkapan nyaman dan menunjang.	20. Fasilitas RS EMC Sentul tampak menarik dan nyaman.
			21. Employees who have aneat, professional appearance. (Parasuraman, 1988). Penampilan karyawan rapi dan bersih/professional.	21. Karyawan RS EMC Sentul berpenampilan rapi, bersih dan professional.
			22. Visually appealing	22. RS EMC Sentul mempunyai

Variabel	Dimensi	Definisi Operasional	Indikator	Butir Pernyataan Kuesioner
			materials associated with the service. (Parasuraman, 1988). Tampilan fisik yang menarik dalam pelayanan.	peralatan yang baik terkait dengan pelayanan terhadap pasien.
Customer satisfaction (Kepuasan Pelanggan) (Oliver, 1997).		Kepuasan pasien adalah perasaan yang dialami seseorang ketika membandingkan apa yang menjadi harapannya dengan kenyataan yang didapatkan. (Kotler, P. & Keller, 2009)	23.Decision to choose. (Oliver, 1997). Keputusan untuk memilih	23.Saya senang dengan keputusan saya memilih RS EMC Sentul sebagai RS langganan saya.
			24.Making right decision. (Oliver, 1997). Melakukan yang tepat.	24. Saya yakin bahwa saya telah melakukan hal yang benar ketika memilih RS EMC Sentul sebagai RS pilihan saya.
			25.Overall satisfaction. (Oliver, 1997).	25.Secara keseluruhan saya puas dengan pelayanan di RS EMC Sentul.

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Variabel	Dimensi	Definisi Operasional	Indikator	Butir Pernyataan Kuesioner
			Kepuasan secara umum.	
Word Of Mouth. (Syah, 2014).		Mengukur kebersediaan pelanggan untuk merekomendasikan kepada pelanggan lainnya.	26. Would always recommend (Syah, 2014). Selalu merekomendasikan	26. Saya akan selalu merekomendasikan RS EMC Sentul kepada seseorang yang meminta saran saya.
				27. Saya akan menceritakan hal-hal baik mengenai Rumah Sakit EMC Sentul.
				28. Saya senang apabila ada teman maupun keluarga saya yang juga berlangganan di Rumah Sakit EMC Sentul.

B. Tabel Kisi-kisi Instrumen Penelitian (Kuesioner Penelitian)

Variabel Penelitian	Dimensi	No. Item
Service quality (Kualitas Pelayanan). (Parasuraman, 1988).	Tangibles (fasilitas nyata / bukti langsung secara fisik)	1,2,3,4
	Reliability (Keandalan)	5,6,7,8,9
	Responsiveness (Daya Tanggap)	10,11,12,13
	Assurance (Jaminan)	14,15,16,17
	Empathy (Empati)	18,19,20,21,22
Customer satisfaction (Kepuasan Pelanggan). (Oliver, 1997).	Decision to choose (Keputusan untuk memilih)	23
	Making right decision (Melakukan pengambilan keputusan yang tepat)	24
	Overall satisfaction (Kepuasan secara umum)	25
Word of Mouth (Rekomendasi dari mulut ke mulut). (Syah, 2014).	Word of Mouth (Rekomendasi dari mulut ke mulut)	26,27,28

Teknik pembuatan skala dalam penelitian ini termasuk dalam skala *Likert* yaitu berhubungan dengan pernyataan tentang sikap seseorang terhadap sesuatu yang terdiri dari 5 tingkatan: 1. Skor 5 untuk jawaban Sangat Setuju (SS). 2. Skor 4 untuk jawaban Setuju (S). 3. Skor 3 untuk jawaban Antara Setuju dan Tidak Setuju (ASTS). 4. Skor 2 untuk jawaban Tidak Setuju (TS). 5. Skor 1 untuk jawaban Sangat Tidak Setuju (STS) (Sugiyono, 2011).

C. Penjabaran Instrumen Kuesioner

Service Quality / Kualitas Pelayanan (Parasuraman, 1988).				
No.	**Dimension**	**Originale**	**Translate**	**Context**
1.	*Tangibles* (fasilitas nyata/bukti langsung).	XYZ has up to date equipment.	XYZ memiliki peralatan terkini.	RS EMC Sentul memiliki peralatan medis yang modern.
2.		XYZ physical facilities are visually appealing.	Fasilitas fisik XYZ menarik secara visual.	Fasilitas RS EMC Sentul tampak nyaman.
3.		XYZ employees are well dressed and appear neat	Karyawan XYZ berpakaian bagus dan tampak rapi.	Petugas RS EMC Sentul berpenampilan rapi.
4.		The appearance of the physical facilities of XYZ is in keeping with the type of services provided.	Tampilan fasilitas fisik XYZ sesuai dengan jenis layanan yang disediakan.	RS EMC Sentul mempunyai fasilitas peralatan yang baik, sesuai dengan jenis pelayanan yang disediakan terhadap pasien.
5.	*Reliability* (kehandalan).	When XYZ promise to do something by a certain time, it does so.	Ketika XYZ berjanji untuk melakukan sesuatu pada waktu tertentu, ia melakukannya.	Ketika RS EMC Sentul berjanji untuk memberikan pelayanan pada waktu tertentu, RS EMC Sentul melakukan apa yang dijanjikannya.
6.		When you have problem, XYZ is sympathetic and reassuring.	Ketika Anda memiliki masalah, XYZ bersimpati dan meyakinkan.	Ketika Anda memiliki masalah, RS EMC Sentul bersimpati.
7.		XYZ is dependable.	XYZ bisa diandalkan	RS EMC Sentul bisa diandalkan.
8.		XYZ provide its services at the time they promise to do so.	XYZ menyediakan layanannya pada saat mereka	RS EMC Sentul memberikan pelayanan pada waktu yang dijanjikan

No.	Dimension	Originale	Translate	Context
**Service Quality / Kualitas Pelayanan** (Parasuraman, 1988).
			berjanji untuk melakukannya.	
9.		XYZ keep its records accurately.	XYZ menyimpan catatannya secara akurat.	RS EMC Sentul menyimpan catatan rekam medis pasiennya secara akurat.
10.	*Responsiveness* (Kesigapan).	XYZ does not tell customers exactly when services will be performed. (-)	XYZ tidak memberi tahu pelanggan kapan layanan akan dilakukan. (-)	RS EMC Sentul tidak memberitahukan kepada pasien, mengenai kapan layanan medis akan dilakukan. (-)
11.		You do not receive prompt services form XYZ's employess. (-)	Anda tidak menerima layanan cepat dari karyawan XYZ. (-)	Anda tidak menerima pelayanan yang cepat dari petugas RS EMC Sentul.(-)
12.		Employees of XYZ are not always willing to help customers. (-)	Karyawan XYZ tidak selalu bersedia membantu pelanggan. (-)	Petugas RS EMC Sentul tidak selalu bersedia membantu pasien. (-)
13.		Employees if XYZ are too busy to respond to customer requests promptly. (-)	Karyawan jika XYZ terlalu sibuk untuk menanggapi permintaan pelanggan dengan segera. (-)	Jika petugas RS EMC Sentul terlalu sibuk, Petugas tersebut tidak bisa menanggapi permintaan pasien dengan segera. (-)
14.	*Assurance* (Kepastian/ jaminan).	You can trust employees of XYZ.	Anda dapat mempercayai karyawan XYZ.	Petugas RS EMC Sentul mampu menanamkan kepercayaan kepada pasien
15.		You feel safe in your transactions	Anda merasa aman dalam bertransaksi	Petugas RS EMC Sentul memberikan rasa aman dalam melakukan

No.	Dimension	Originale	Translate	Context
		with XYZ' employees.	dengan karyawan XYZ.	transaksi pelayanannya kepada pasien.
16.		Employees of XYZ are polite.	Karyawan XYZ bersikap sopan.	Petugas RS EMC Sentul selalu bersikap sopan.
17.		Employees get adequate support from XYZ to do their jobs well.	Karyawan mendapat dukungan yang memadai dari XYZ untuk melakukan pekerjaannya dengan baik.	Petugas RS EMC Sentul mendapat dukungan yang memadai dari RS EMC Sentul untuk melakukan pekerjaannya dengan baik.
18.	*Emphaty* (Empati).	XYZ do not give you personal attention. (-)	XYZ tidak memberi Anda perhatian pribadi. (-)	RS EMC Sentul tidak memberikan perhatian secara khusus (pribadi) kepada setiap pasien. (-)
19.		Employees of XYZ do not give you personal attention. (-)	Karyawan XYZ tidak memberi Anda perhatian pribadi. (-)	Petugas RS EMC Sentul tidak memberikan perhatian secara khusus (pribadi) kepada setiap pasien. (-)
20.		Employees of XYZ do not know what your needs are.(-)	Karyawan XYZ tidak tahu apa kebutuhan Anda. (-)	Petugas RS EMC Sentul tidak peduli terhadap kebutuhan pasien. (-)
21.		XYZ does not have your best interests at heart. (-)	XYZ tidak memiliki kepentingan terbaik di hati Anda. (-)	RS EMC Sentul tidak memberikan pelayanan yang menyenangkan hati pasien. (-)
22.		XYZ does not have operating hours convenient to all their customers. (-)	XYZ tidak memiliki jam operasional yang nyaman bagi	RS EMC Sentul tidak memiliki jam operasional yang nyaman bagi semua pasien mereka. (-)

Service Quality / Kualitas Pelayanan (Parasuraman, 1988).

No.	Dimension	Originale	Translate	Context
**Service Quality / Kualitas Pelayanan** (Parasuraman, 1988).				

Service Quality / Kualitas Pelayanan (Parasuraman, 1988).

No.	Dimension	Originale	Translate	Context
			semua pelanggan mereka. (-)	

Customer satisfaction / Kepuasan Pelanggan (Cheng, 2008)

No.	Dimension	Originale	Translate	Context
23.	Decision to choose (Keputusan untuk memilih).	I am happy about my decision to choose this ISP.	Saya senang dengan keputusan saya untuk memilih ISP ini.	Saya senang dengan keputusan saya memilih RS EMC Sentul sebagai RS langganan saya.
24.	Making right decision (Membuat keputusan yang benar).	I believe that I did the right thing when I chose this ISP.	Saya percaya bahwa saya melakukan hal yang benar ketika saya memilih ISP ini.	Saya percaya bahwa saya telah melakukan hal yang benar ketika memilih RS EMC Sentul sebagai RS pilihan saya.
25.	Overall satisfaction (Kepuasan secara menyeluruh).	Overall, I am satisfied with this ISP.	Secara keseluruhan, saya puas dengan ISP ini.	Secara keseluruhan, saya puas dengan pelayanan di RS EMC Sentul.

Word of Mouth (Rekomendasi dari mulut ke mulut) (Syah, 2014).

No.	Dimension	Originale	Translate	Context
26.	*Word of Mouth* (Rekomendasi dari mulut ke mulut)	Mengukur kebersediaan pelanggan untuk merekomendasikan kepada pelanggan lainnya	Mengukur kebersediaan pelanggan untuk merekomendasikan kepada pelanggan lainnya	Saya akan selalu merekomendasikan RS EMC Sentul kepada seseorang yang meminta saran saya.
27.				Saya akan menceritakan hal-hal baik mengenai Rumah Sakit EMC Sentul.
28.				Saya senang apabila ada teman maupun keluarga saya yang juga berlangganan di Rumah Sakit EMC Sentul.

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Lampiran 3

Kuesioner Penelitian

A. Kuesioner Pretest

INSTRUMEN PENELITIAN / KUESIONER PENELITIAN
KUESIONER SURVEY

A. Identitas Responden: (Berilah tanda "X" pada pilihan yang ada)

1. Jenis kelamin anda:

   a. Pria   b. Wanita

2. Usia anda saat ini:

   a. 17 - 25 tahun   b. 26 - 35 tahun   c. 36 - 45 tahun   d. 46 – 55 tahun

   e. > 56 tahun

3. Pendidikan akhir:

   a. SMP   b. SMA   c. D3   d. S1   e. S2   f. S3

4. Pekerjaan:

   a. Pelajar/Mahasiswa   b. PNS / TNI / POLRI   c. Pegawai Swasta   d. BUMN

   e. Lainnya

5. Pendapatan perbulan:

   a. Rp. ≤ 3.850.000   b. ≥ Rp 3.850.000

B. Kuesioner

Saya mohon untuk kesediaan saudara/bapak/ibu untuk memberikan pendapat pernyataan-pernyataan dengan cara menyilang **("X")** kotak pada salah satu nomer yang dapat dipilih pada skala 1 sampai 5. Skala nomor menunjukkan seberapa dekat jawaban saudara/bapak/ibu dengan pilihan yang tersedia, sebagai berikut:

1. Sangat tidak setuju (STS)

2. Tidak setuju (TS)

3. Antara setuju tidak setuju (ASTS)

4. Setuju (S)

5. Sangat Setuju (SS)

NO	PERNYATAAN KUESIONER	STS	TS	ASTS	S	SS
		1	**2**	**3**	**4**	**5**
1.	RS EMC Sentul memiliki peralatan medis yang modern.					
2.	Fasilitas RS EMC Sentul tampak nyaman.					
3.	Petugas RS EMC Sentul berpenampilan rapi.					
4.	RS EMC Sentul mempunyai fasilitas peralatan yang baik, sesuai dengan jenis pelayanan yang disediakan terhadap pasien.					
5.	Ketika RS EMC Sentul berjanji untuk memberikan pelayanan pada waktu tertentu, RS EMC Sentul melakukan apa yang dijanjikannya.					
6.	Ketika Anda memiliki masalah, RS EMC Sentul bersimpati.					
7.	RS EMC Sentul bisa diandalkan.					
8.	RS EMC Sentul memberikan pelayanan pada waktu yang dijanjikan					
9.	RS EMC Sentul menyimpan catatan rekam medis pasiennya secara akurat.					
10.	RS EMC Sentul tidak memberitahukan kepada pasien, mengenai kapan layanan medis akan dilakukan. (-)					
11.	Anda tidak menerima pelayanan yang cepat dari petugas RS EMC Sentul.(-)					
12.	Petugas RS EMC Sentul tidak selalu bersedia membantu pasien. (-)					
13.	Jika petugas RS EMC Sentul terlalu sibuk, Petugas tersebut tidak bisa menanggapi permintaan pasien dengan segera. (-)					
14.	Petugas RS EMC Sentul mampu menanamkan kepercayaan kepada pasien					

NO	PERNYATAAN KUESIONER	STS	TS	ASTS	S	SS
		1	2	3	4	5
15.	Petugas RS EMC Sentul memberikan rasa aman dalam melakukan transaksi pelayanannya kepada pasien.					
16.	Petugas RS EMC Sentul selalu bersikap sopan.					
17.	Petugas RS EMC Sentul mendapat dukungan yang memadai dari RS EMC Sentul untuk melakukan pekerjaannya dengan baik.					
18.	RS EMC Sentul tidak memberikan perhatian secara khusus (pribadi) kepada setiap pasien. (-)					
19.	Petugas RS EMC Sentul tidak memberikan perhatian secara khusus (pribadi) kepada setiap pasien. (-)					
20.	Petugas RS EMC Sentul tidak peduli terhadap kebutuhan pasien. (-)					
21.	RS EMC Sentul tidak memberikan pelayanan yang menyenangkan hati pasien. (-)					
22.	RS EMC Sentul tidak memiliki jam operasional yang nyaman bagi semua pasien mereka. (-)					
23.	Saya senang dengan keputusan saya memilih RS EMC Sentul sebagai RS langganan saya.					
24.	Saya percaya bahwa saya telah melakukan hal yang benar ketika memilih RS EMC Sentul sebagai RS pilihan saya.					
25.	Secara keseluruhan, saya puas dengan pelayanan di RS EMC Sentul.					
26.	Saya akan selalu merekomendasikan RS EMC Sentul kepada seseorang yang meminta saran saya.					
27.	Saya akan menceritakan hal-hal baik mengenai Rumah Sakit EMC Sentul.					

NO	PERNYATAAN KUESIONER	STS	TS	ASTS	S	SS
		1	2	3	4	5
28.	Saya senang apabila ada teman maupun keluarga saya yang juga berlangganan di Rumah Sakit EMC Sentul.					

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Variabel Penelitian	Dimensi	No. Item	Kaiser-Meyer-Olkin (KMO)
Service quality (Kualitas Pelayanan).). (Parasuraman, 1988).	Tangibles (fasilitas nyata / bukti langsung secara fisik)	1 2 3 4	0,564
	Reliability (Keandalan)	5 6 7 8 9	0,640
	Responsiveness (Daya Tanggap)	10 11 12 13	0,670
	Assurance (Jaminan)	14 15 16 17	0,672
	Empathy (Empati)	18 19 20	0,656

Variabel Penelitian	Dimensi	No. Item	Kaiser-Meyer-Olkin (KMO)
		21	
		22	
Customer satisfaction (Kepuasan Pelanggan). (Oliver, 1997).	Decision to choose (Keputusan untuk memilih)	23	
	Making right decision (Melakukan pengambilan keputusan yang tepat)	24	0,696
	Overall satisfaction (Kepuasan secara umum)	25	
Customer Loyality (Loyalitas pelanggan). (Syah, 2014).	Word of Mouth (Rekomendasi dari mulut ke mulut)	26 27 28	0,720

Teknik pembuatan skala dalam penelitian ini termasuk dalam skala *Likert* yaitu berhubungan dengan pernyataan tentang sikap seseorang terhadap sesuatu yang terdiri dari 5 tingkatan: 1. Skor 5 untuk jawaban Sangat Setuju (SS). 2. Skor 4 untuk jawaban Setuju (S). 3. Skor 3 untuk jawaban Antara Setuju dan Tidak Setuju (ASTS). 4. Skor 2 untuk jawaban Tidak Setuju (TS). 5. Skor 1 untuk jawaban Sangat Tidak Setuju (STS) (Sugiyono, 2011). (Lampiran 5 diatas)

B. Kuesioner Pasca Pretest yang Sudah Melalui Uji Validitas dan Reliabilitas SPSS

KUESIONER SURVEY PENELITIAN

A. Identitas Responden: (Berilah tanda "X" pada pilihan yang ada)

1. Nama: …………………………………….………………………………..……

2. Jenis kelamin anda:

   a. Pria   b. Wanita

3. Usia anda saat ini:

   a. 17 - 25 tahun   b. 26 - 35 tahun   c. 36 - 45 tahun   d. 46 – 55 tahun

   e. > 56 tahun

4. Pendidikan akhir:

   a. SMP   b. SMA   c. D3   d. S1   e. S2   f. S3

5. Pekerjaan:

   a. Pelajar/Mahasiswa   b. PNS / TNI / POLRI   c. Pegawai Swasta   d. BUMN

   e. Lainnya

6. Pendapatan perbulan:

   a. Rp. $\leq$ 3.850.000   b. > Rp 3.850.000

B. Kuesioner

Saya mohon untuk kesediaan saudara/bapak/ibu untuk memberikan pendapat pernyataan-pernyataan dengan cara menyilang **("X")** kotak pada salah satu nomer yang dapat dipilih pada skala 1 sampai 5. Skala nomor menunjukkan seberapa dekat jawaban saudara/bapak/ibu dengan pilihan yang tersedia, sebagai berikut:

1. Sangat tidak setuju (STS)

2. Tidak setuju (TS)

3. Antara setuju tidak setuju (ASTS)

4. Setuju (S)

5. Sangat Setuju (SS)

NO	PERNYATAAN KUESIONER	STS	TS	ASTS	S	SS
		1	**2**	**3**	**4**	**5**
1.	RS EMC Sentul memiliki peralatan medis yang modern.					
2.	Fasilitas RS EMC Sentul tampak nyaman.					
3.	RS EMC Sentul mempunyai fasilitas peralatan yang baik, sesuai dengan jenis pelayanan yang disediakan terhadap pasien.					
4.	Ketika RS EMC Sentul berjanji untuk memberikan pelayanan pada waktu tertentu, RS EMC Sentul melakukan apa yang dijanjikannya.					
5.	RS EMC Sentul bisa diandalkan.					
6.	RS EMC Sentul memberikan pelayanan pada waktu yang dijanjikan					
7.	RS EMC Sentul menyimpan catatan rekam medis pasiennya secara akurat.					
8.	RS EMC Sentul tidak memberitahukan kepada pasien, mengenai kapan layanan medis akan dilakukan. (-)					
9.	Anda tidak menerima pelayanan yang cepat dari petugas RS EMC Sentul.(-)					
10.	Petugas RS EMC Sentul tidak selalu bersedia membantu pasien. (-)					
11.	Jika petugas RS EMC Sentul terlalu sibuk, Petugas tersebut tidak bisa menanggapi permintaan pasien dengan segera. (-)					
12.	Petugas RS EMC Sentul mampu menanamkan kepercayaan kepada pasien					
13.	Petugas RS EMC Sentul memberikan rasa aman dalam melakukan transaksi pelayanannya kepada pasien.					
14.	Petugas RS EMC Sentul selalu bersikap sopan.					

NO	PERNYATAAN KUESIONER	STS	TS	ASTS	S	SS
		1	2	3	4	5
15.	Petugas RS EMC Sentul mendapat dukungan yang memadai dari RS EMC Sentul untuk melakukan pekerjaannya dengan baik.					
16.	RS EMC Sentul tidak memberikan perhatian secara khusus (pribadi) kepada setiap pasien. (-)					
17.	Petugas RS EMC Sentul tidak memberikan perhatian secara khusus (pribadi) kepada setiap pasien. (-)					
18.	Petugas RS EMC Sentul tidak peduli terhadap kebutuhan pasien. (-)					
19.	RS EMC Sentul tidak memberikan pelayanan yang menyenangkan hati pasien. (-)					
20.	RS EMC Sentul tidak memiliki jam operasional yang nyaman bagi semua pasien mereka. (-)					
21.	Saya senang dengan keputusan saya memilih RS EMC Sentul sebagai RS langganan saya.					
22.	Saya percaya bahwa saya telah melakukan hal yang benar ketika memilih RS EMC Sentul sebagai RS pilihan saya.					
23.	Secara keseluruhan, saya puas dengan pelayanan di RS EMC Sentul.					
24.	Saya akan selalu merekomendasikan RS EMC Sentul kepada seseorang yang meminta saran saya.					
25.	Saya akan menceritakan hal-hal baik mengenai Rumah Sakit EMC Sentul.					
26.	Saya senang apabila ada teman maupun keluarga saya yang juga berlangganan di Rumah Sakit EMC Sentul.					

--------TERIMAKASIH-------

Variabel Penelitian	Dimensi	No. Item	Kaiser-Meyer-Olkin (KMO)	Alpha Chonbach's
Service quality (Kualitas Pelayanan).. (Parasuraman, 1988).	Tangibles (fasilitas nyata / bukti langsung secara fisik)	1 2 4	0,676	0,711
	Reliability (Keandalan)	5 7 8 9	0,642	0,747
	Responsiveness (Daya Tanggap)	10 11 12 13	0,670	0,609
	Assurance (Jaminan)	14 15 16 17	0,672	0,681
	Empathy (Empati)	18 19 20 21 22	0,656	0,820
Customer satisfaction (Kepuasan Pelanggan). (Oliver, 1997).	Decision to choose (Keputusan untuk memilih)	23	0,696	0,890
	Making right decision (Melakukan pengambilan keputusan yang tepat)	24		

Variabel Penelitian	Dimensi	No. Item	Kaiser-Meyer-Olkin (KMO)	Alpha Chonbach's
	Overall satisfaction (Kepuasan secara umum)	25		
Customer Loyality (Loyalitas pelanggan). (Syah, 2014).	Word of Mouth (Rekomendasi dari mulut ke mulut)	26 27 28	0,720	0,855

Teknik pembuatan skala dalam penelitian ini termasuk dalam skala *Likert* yaitu berhubungan dengan pernyataan tentang sikap seseorang terhadap sesuatu yang terdiri dari 5 tingkatan: 1. Skor 5 untuk jawaban Sangat Setuju (SS). 2. Skor 4 untuk jawaban Setuju (S). 3. Skor 3 untuk jawaban Antara Setuju dan Tidak Setuju (ASTS). 4. Skor 2 untuk jawaban Tidak Setuju (TS). 5. Skor 1 untuk jawaban Sangat Tidak Setuju (STS) (Sugiyono, 2011). Untuk hasil uji validitas dan reliabilitas diatas dengan menghilangkan pertanyaan no.3 dan no.6, sehingga hanya didapatkan 26 pertanyaan kuesioner yang telah dinyatakan valid dan reliable dan dari hasil uji ini akan dilakukan numerasi ulang sesuai urutan pertanyaan instrument kuesioner.

Lampiran 4 Data Responden Penelitian

A. Input Data Responden Penelitian Kuesioner Pretest

No.	Responden	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	A21	A22	CS1	CS2	CS3	W1	W2	W3
		Tangibles				Reliability					Responsiveness				Assurance				Emphaty					Decision Making		Overall	Word Of Mouth		
1	Murjiati	5	5	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	5	5	4
2	Satrio W	5	5	5	5	5	4	5	5	2	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5
3	Dhiya F	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	3	4	4	4	4	4	4
4	Andis	4	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	Endi Farma	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
6	Bramastra Lalean	4	5	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
7	Bayu Widiaiswara	5	5	5	5	5	4	4	4	4	4	5	5	4	4	4	5	4	4	4	5	4	5	4	4	4	4	4	5
8	Shinta	4	5	5	4	5	4	5	4	5	4	4	4	4	5	4	5	4	4	4	4	4	4	5	5	5	5	5	5
9	Hery H	4	4	4	4	3	4	4	3	4	3	4	4	3	4	4	4	4	3	4	4	4	4	3	3	4	4	4	4
10	Milka Gunawan	4	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	5	5	5	4	4	4	4	4
11	Disa Marinda	4	4	4	4	4	4	4	3	4	4	4	5	4	4	4	4	3	4	5	5	4	4	4	4	4	3	4	3
12	Adnan Amanda	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
13	Dewy	4	4	4	4	3	4	4	4	3	3	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
14	Yunita	5	5	5	3	5	5	5	5	5	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5
15	Cut S	5	4	4	4	4	4	4	4	4	4	4	5	4	4	4	5	4	5	5	4	5	3	5	5	5	5	4	4
16	V. Esti Windiastri	4	4	4	4	4	4	4	3	3	4	4	4	3	4	3	4	3	3	4	4	4	3	4	4	4	4	3	4
17	Lie Henny	4	4	4	4	3	3	4	4	3	5	3	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
18	Amanda	3	4	5	3	3	4	3	3	3	3	4	4	4	4	4	5	5	4	5	5	5	4	4	4	4	4	4	4
19	Fajar	4	5	5	5	4	4	4	4	4	2	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4
20	Fany	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4
21	Alexandra	4	5	5	4	4	5	4	4	3	4	4	4	2	4	5	5	3	4	4	4	4	4	4	4	4	5	4	4
22	Elisabeth Mandik	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	3	4	3
23	Virzalani	4	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
24	Apriliani	5	5	5	5	5	5	5	5	5	3	4	4	4	4	4	4	4	2	2	4	4	4	4	4	4	4	4	4
25	Alrescha	3	4	4	4	5	5	3	4	4	4	4	4	3	4	4	4	3	3	3	4	4	4	3	3	4	3	3	3
26	Jose S	4	5	5	4	4	4	4	3	4	4	4	4	4	4	4	5	4	4	4	4	4	3	4	4	4	4	5	5
27	Farida	3	4	4	4	4	4	4	4	4	4	4	5	5	4	4	5	5	5	5	5	5	5	4	4	4	4	4	4
28	Fitriyani	4	4	4	4	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	5	4
29	David P	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	5	5	5	5	5	5	5	4	4	4	4	4	4
30	Almadina P	3	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4
31	Yudha	5	5	5	5	5	4	5	5	5	4	5	5	5	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5
32	Susi Hartono	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	3	4	4	4	5	4	4	4	4	4	4	4
33	Cholifatun	4	4	4	4	3	5	4	3	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

B. Input Data Responden Penelitian Kuesioner Pasca Pretest (Kuesioner Sesungguhnya)

| No. | Responden | Service Quality | | | | | | | | | | | | | | | | | | | | | Customer Satiffaction | | | Customer Loyalty | | |
| | | Tangibles | | | Reliability | | | | Responsivenes | | | | Assurance | | | | Emphaty | | | | | Decision Making | | Overall | Word Of Mouth | | |
		A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	CS1	CS2	CS3	WO1	WO2	WO3
1	Riza Rohayati	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5
2	Lilik Lifianti	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4
3	Khanifan	5	5	5	4	4	5	4	4	4	5	4	4	5	5	4	4	4	5	5	5	5	5	5	4	4	4
4	Ika Lestari	4	5	4	4	4	4	4	5	5	5	4	4	5	5	4	4	5	5	5	5	5	5	5	4	4	4
5	Satoto	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4
6	Aisy	3	4	4	3	3	3	5	2	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4
7	Vivian Mellani	4	4	4	4	5	4	4	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5
8	Zulfikar M	4	4	4	4	4	4	4	4	4	5	5	4	5	5	4	4	4	5	5	4	4	4	4	4	4	4
9	Mardiah	4	4	4	4	4	4	4	4	2	4	3	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4
10	Johanes	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
11	Siti Dawati	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5	4	5	4	4	4	3	4	4	5
12	Nadia	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
13	Oky Irawan A Sugiri	4	5	4	4	4	3	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4
14	Rita Darmayanti	4	4	4	5	4	4	5	2	4	3	4	4	4	3	4	4	4	4	3	4	4	4	5	4	4	4
15	Sandi Lesmana	4	4	4	4	4	4	3	4	4	4	4	3	3	4	4	4	4	4	4	3	4	4	4	4	4	3
16	Riri Maditya	5	5	5	5	5	4	5	4	4	4	4	4	5	5	5	4	4	4	4	4	5	5	5	5	4	3
17	Rendy Muharram	4	5	4	4	4	3	3	3	4	4	4	4	5	5	4	4	4	4	4	3	5	4	4	4	4	4
18	Yulia Soenarto	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	5	4
19	M Zaenal S	4	4	4	4	4	4	4	4	4	4	5	4	5	5	4	4	4	5	5	4	4	4	4	4	4	4
20	Dwi Wahyu W	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
21	Reza Pradipta	4	4	4	3	4	3	4	3	4	4	3	3	4	4	4	3	3	4	4	3	3	4	4	3	3	3
22	Kurnianingsih	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	2	2	4	4	4	4	4	4	3	4	4
23	Jeffry Leiwakobessy	5	5	5	4	5	5	5	4	4	5	4	4	5	5	4	5	5	5	5	4	5	5	5	5	5	5
24	Dede Aulia Rahman	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	4	5	4
25	Terry Wirajimin	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
26	Dara	5	5	5	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	4	5	4	4	4
27	Yuanita Amanda	4	5	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4
28	Sartono	4	4	4	4	4	4	4	5	5	4	4	5	4	4	3	4	4	4	4	4	4	4	4	4	4	4
29	Tanry	5	5	5	5	4	4	4	4	4	4	4	5	4	4	3	4	4	4	4	3	4	4	4	4	4	4
30	M Salma Fauzi	5	5	5	4	4	4	5	5	4	5	4	5	5	5	5	5	5	5	5	4	5	4	5	5	4	5
31	Fauzan Naufal Anam	3	4	4	3	4	3	4	4	4	5	4	4	3	4	4	4	4	4	4	3	3	3	4	3	3	4
32	Koko Syahputra	4	4	4	4	4	4	4	3	3	4	3	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4
33	Elis Triani	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5

No.	Responden	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	CS1	CS2	CS3	WO1	WO2	WO3
			Tangibles			Reliability				Responsivenes			Assurance				Emphaty				Decision Making	Overall		Word Of Mouth		
34	Felicia D Saleh	3	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
35	Aulia Rachman	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
36	Rizka Septyaningsih	4	5	5	4	4	4	4	5	4	5	4	4	4	5	4	4	4	4	4	5	4	4	4	4	4	4
37	Kamalasari	4	5	5	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
38	Ray Agung	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	5	4	4	4	4
39	Marita	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
40	Alphita	5	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4
41	Ijung	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
42	Mela	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	2	4	3	4	4	4	4	4	4	4	4
43	Ria Siska Ariani	5	4	5	4	4	4	5	4	4	4	4	4	4	4	4	5	5	4	4	4	5	5	5	4	4	5
44	Ajeng	5	5	5	4	4	4	5	4	4	4	4	4	5	5	5	3	4	4	4	3	5	5	5	5	4	4
45	Linda	4	4	4	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4	5	5	4	4	4	4
46	Rully	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
47	Dheny Rose	5	5	4	5	5	4	5	4	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5
48	Rully Leonard	5	4	5	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
49	Syarifah Fajar Fitria	5	5	4	4	5	5	5	4	4	4	4	4	4	5	4	4	4	5	4	4	5	5	4	4	4	4
50	Ningtyas	4	4	4	4	4	4	4	4	4	5	5	5	4	4	5	5	5	5	5	4	4	4	4	5	5	5
51	Yohap	4	5	4	4	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	4	4
52	Budi Santoso	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
53	Fardha Firula	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
54	Kanti Y	4	4	4	4	4	4	4	3	4	5	4	4	4	4	4	4	4	4	5	5	4	4	4	5	5	5
55	M Syafii Antopo	4	4	4	5	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4
56	Ria Iskandar	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5
57	Lisdawati	4	5	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4
58	Timbui	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	5	4
59	Jajang	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
60	Adhitia	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
61	Slark	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
62	Titin	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
63	Marijan	5	5	5	4	4	4	4	5	4	4	4	5	4	5	4	4	4	5	5	4	4	4	4	4	4	4
64	Recha	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
65	Ika KD	4	4	4	4	5	5	5	5	4	5	5	5	5	4	5	4	5	4	5	4	4	5	4	4	5	5
66	Igor Liansah	4	4	4	4	4	3	5	4	4	4	4	5	4	4	4	4	4	3	4	4	5	4	4	4	4	4
67	Anugerah Rizki A	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
68	Fitriana	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
69	Agus	4	4	5	4	4	4	5	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4

No.	Responden	Tangibles			Reliability				Responsivenes				Assurance				Emphaty					Decision Making		Overall	Word Of Mouth		
		A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	CS1	CS2	CS3	WO1	WO2	WO3
70	Ranti	4	4	5	4	4	4	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4
71	Aldo	4	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4
72	Andisa	5	5	5	5	5	5	5	3	3	3	4	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5
73	Aranda Noor Shifa	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
74	Clayton Sarantha	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
75	Bae	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
76	Joanita Dewi	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
77	Suratman	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4
78	Fenal Fua	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
79	Ujang	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4
80	Cindy Nurmadi	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
81	Eka	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4
82	M Trihadi	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
83	Suharyono	5	4	4	3	3	3	4	3	3	3	3	4	4	4	4	4	4	5	4	4	4	3	4	3	4	4
84	Septianti	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4
85	Umi Kulsum	5	4	4	5	4	4	5	5	5	5	5	4	4	4	4	4	5	5	5	4	5	4	4	4	4	4
86	Eka Mardiyah	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5
87	Taufik	4	4	4	4	5	5	5	5	5	5	4	4	4	5	3	4	4	5	4	3	5	4	4	4	4	4
88	Neneng Rismayanti	4	4	4	4	4	3	4	5	4	5	5	5	5	4	4	5	5	5	5	5	4	4	4	4	4	4
89	Nindyar HS	5	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4
90	Yodi	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
91	Dear Olivia S	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4
92	Yunita Anggrawati	5	5	4	5	4	4	5	5	5	5	5	4	4	5	4	5	5	5	5	3	5	5	5	4	4	5
93	Kadinda Salsabila F	4	4	4	4	4	4	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	5	4	4
94	Savira Zahra	4	5	4	4	4	4	4	4	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4
95	Popy Wulansariasih	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
96	Dechia	5	5	4	5	5	5	5	4	4	5	5	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5
97	Djufri	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	4	4	4	4
98	Ru Pi	4	4	4	4	3	4	4	4	4	4	3	4	4	4	4	3	3	4	4	4	4	4	4	4	3	4
99	Widya Suhendra	5	5	5	4	4	4	5	4	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4
100	Enda Juanda	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4
101	Anissa	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	3	3	4	4	4	4	4	4	4	4	4
102	Mulya	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	3	5	4	4	4	4	4	4	4	4
103	Elok	4	5	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	5	4	4	4	4	4
104	Anna Diah PB	5	5	5	5	4	4	5	4	4	5	4	4	4	4	4	4	4	5	5	4	4	4	4	3	5	4
105	Bowo Satmoko	5	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

No.	Responden	Tangibles			Reliability				Responsivenes				Assurance				Emphaty					Decision Making	Overall		Word Of Mouth		
		A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	CS1	CS2	CS3	WO1	WO2	WO3
106	Ahmad Satrio	4	4	4	4	5	4	4	4	5	4	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4
107	Eko S	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4
108	Agus Rismanto	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
109	Atang	4	4	4	4	4	4	4	5	5	5	5	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4
110	Nita Hasanah Jaoharo	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
111	Imelda	5	5	4	4	4	4	4	4	4	5	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	4
112	Hasna	4	4	4	3	4	3	4	3	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4
113	Siti Fatimah	4	5	4	5	5	5	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4
114	Fitri Yeni P	4	4	4	4	5	4	4	4	4	4	5	4	4	5	4	4	5	5	5	4	4	4	5	4	4	4
115	Iska Agustina	4	4	4	4	4	4	5	4	5	5	4	4	4	4	5	5	5	4	4	5	4	5	5	5	5	4
116	Shi Zaneta Anindita	4	5	5	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	5	4	4	5	5	4	3
117	Rani Nur Adiawati	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
118	Nia Nurul Mahmudah	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4
119	Thirza Diah	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	5	5	5	4	4	4	4	5	5	4
120	Mira Sari Lapuppung	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
121	Abraham Jonathan	4	5	4	5	4	4	5	5	4	5	4	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4
122	Anna Nurillah Amalia	5	4	5	4	5	4	5	4	4	4	4	4	5	4	5	4	4	4	4	4	5	5	5	4	4	4
123	Ratna Enda	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
124	Susi Irma	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
125	Annisa	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
126	Zoraya	5	5	5	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4
127	Shakira Rafa Aliyah	5	4	5	4	4	4	5	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4
128	Faraya	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
129	Eko Darwanti	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
130	Hatini Rahayu	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4
131	Sherly Veronica	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
132	Dedi Djunaedi	4	4	4	4	4	4	3	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4
133	Chrestjana	4	4	4	3	3	3	5	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
134	Winandy Firmansyah	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4
135	Muliantara	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	5	5	4	4	4	5	4	4	4
136	Muhammad Khairul I	4	4	4	5	4	4	4	4	4	4	4	4	5	5	4	4	5	4	4	4	4	4	4	4	4	4
137	Fanny	5	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4
138	Elola	5	4	4	5	5	4	5	5	4	5	5	4	4	5	4	5	4	5	5	4	5	5	5	5	5	4
139	Nana Rusmana	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
140	Agita KP	5	5	5	3	4	4	4	3	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4
141	Lutusi	4	4	4	4	4	4	3	5	5	5	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4

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No.	Responden	Tangibles			Reliability				Responsivenes				Assurance				Emphaty					Customer Satiffaction Decision Making	Overall		Customer Loyalty Word Of Mouth		
		A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	CS1	CS2	CS3	WO1	WO2	WO3
142	Fitri F	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4
143	Ryan Rickyanto	4	5	5	4	4	4	4	3	4	4	5	4	5	4	4	5	4	5	5	5	4	4	3	4	5	4
144	Rahman Maulana	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4
145	Wijdan HZ	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
146	Nindi	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
147	Achmad Tristan Y	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4
148	Fantri Wismantoro	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	5	5	5	5	5	5	5	5	4	5	5
149	Doni Ibrahim	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	3	3	4	4	4	4
150	Halimah Tusachdiyah	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3
151	Dwi	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	5	5	5	5	5	4	4	4	4	4	4
152	Aji	4	4	4	4	4	4	4	5	5	5	5	4	5	5	5	5	5	5	5	5	4	4	4	4	4	4
153	Kimberly	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	5	5	5	5	5	4	4	4	4	4	4
154	Ahisa	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	5	5	5	5	5	4	4	4	4	4	5
155	Widya	4	4	4	4	4	4	4	4	4	4	4	3	5	5	5	4	4	5	5	5	4	5	5	5	5	5
156	Edi	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	4	5	5
157	Jajang Burhanudin	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
158	Puspha	4	4	4	4	4	4	4	4	4	5	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	3
159	Fandi	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4
160	Alis S	5	5	4	4	5	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	4	5
161	Yoyok	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
162	Tovita	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
163	Yudi	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
164	Nurlela	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
165	Fenny	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
166	Julius Agus Salim	5	5	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
167	Joko	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4
168	Robertus Pawang	5	5	5	4	4	4	4	4	4	5	4	4	4	5	4	4	4	5	5	4	4	4	4	4	4	4
169	Shifa Putri Hamdani	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
170	Aditya Prabowo	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
171	Fiqhi Wahyu	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
172	Mulyanah	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4
173	Juan Prakosos Irawan	5	5	5	5	5	5	5	4	4	5	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	5
174	Edyson	5	5	5	5	5	5	5	4	4	4	4	5	4	4	4	4	4	4	5	4	4	4	5	5	5	4
175	Dimas R Pratama	4	5	4	4	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	4	4	4
176	Bagja S	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
177	Christine	4	5	4	5	4	4	4	4	5	5	4	4	4	4	4	4	4	5	4	4	4	5	5	4	5	5

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No.	Responden	Tangibles			Reliability				Responsivenes				Assurance				Emphaty					Customer Satisfaction Decision Making		Overall	Customer Loyalty Word Of Mouth		
		A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	CS1	CS2	CS3	WO1	WO2	WO3
178	Dewa	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4
179	Sumopo	4	5	4	4	4	4	5	4	4	4	4	4	4	4	5	5	5	5	5	5	4	4	4	4	4	4
180	Helga Meilani	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
181	Isna	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
182	Rudy S	5	4	4	4	4	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4
183	Sandi A	4	4	4	5	5	4	4	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4
184	Liliana Feronica	4	5	5	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4
185	Eva Susanti Rahmatiy	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	5	4	4	4	5	5	5
186	Dani Malik Ibrahim	4	4	4	5	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4
187	Renny	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	5	4
188	Bobby Tisna	4	4	4	4	4	5	5	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4
189	Yuriska Rizki	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4
190	Agustina Dwi Puspita	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4
191	Salifatul Mufidah	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	4
192	Yuyun Puspita	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4
193	Tio Sebastian	4	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	5	5	5	4	4	4	4	5	4	4
194	Nurdinsyah	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	5	5	5	4	4	4	5	4	4	4
195	Halimah	4	4	4	4	4	4	4	4	5	4	4	4	5	5	4	4	4	5	5	4	4	4	4	4	4	4
196	Agus Kuswara	4	4	4	4	4	4	4	4	5	4	4	4	5	5	4	4	4	5	4	4	4	4	4	4	4	4
197	RR Purboferi Idayani	4	5	4	4	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4	4	5	4	4	4
198	Marwani Hifsi	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	4	4	4
199	Farha Fibula Ahsa	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
200	Wukir Trangjiwani	4	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
201	Agustina	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
202	Iis Sopiah	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	4	4	4	5	4	5	5
203	Martenus Rudy W	4	5	4	4	4	5	4	4	5	5	4	4	5	5	5	4	5	5	5	4	4	4	5	4	5	4
204	Ziyad	3	5	4	5	4	4	4	5	4	5	4	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5
205	Ria Purwiati	4	5	5	4	4	4	4	4	5	5	4	5	5	5	5	4	5	5	5	4	4	4	5	5	4	5
206	Bowo Heri S	4	5	4	4	4	4	4	5	4	5	4	4	4	5	4	4	5	5	4	5	4	4	4	5	4	5
207	Harmirin	4	5	4	4	4	4	4	4	4	5	4	4	5	5	5	4	5	5	5	4	4	5	4	4	5	5
208	Jayadi Hasan	4	5	5	4	4	4	4	4	5	5	4	4	4	5	4	4	5	5	4	5	4	4	4	4	4	4
209	Tay Joo Chun	5	5	5	5	4	4	4	4	5	4	5	4	5	5	5	4	5	4	4	5	4	4	5	5	4	4
210	Aji Utami Yulianti	4	5	5	5	4	4	4	4	4	5	4	4	5	5	5	5	4	5	5	5	4	5	5	5	4	5
211	Imelda Nasution	4	5	4	5	5	4	4	4	5	5	4	4	4	5	5	5	5	5	4	4	4	4	5	4	4	4
212	Rani N A	4	5	5	4	4	4	4	4	5	4	5	4	4	5	4	4	5	5	5	4	4	5	5	5	5	5
213	Iska A	5	5	5	4	4	5	4	4	4	5	5	4	4	5	4	4	5	5	4	5	4	4	4	4	4	4

No.	Responden	Tangibles			Reliability				Responsivenes				Assurance				Emphaty					Customer Satiffaction Decision Making		Overall	Customer Loyalty Word Of Mouth		
		A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	CS1	CS2	CS3	WO1	WO2	WO3
214	Mia Amalia T	4	5	5	5	4	4	4	4	5	5	4	5	4	5	4	5	4	5	5	4	4	5	4	4	4	4
215	Nia Nur M	3	5	4	4	4	5	4	4	5	4	5	4	5	5	4	5	4	5	5	5	4	5	5	5	5	4
216	Hastini Rahayu	4	5	5	5	5	4	4	5	5	4	4	5	4	5	4	4	5	5	4	4	3	4	5	4	5	5
217	Eko Purwanti	4	5	4	4	4	4	4	5	5	5	5	5	4	5	4	5	4	4	5	5	4	4	4	4	4	4
218	Sakira R A	4	5	4	4	3	4	4	4	5	5	4	4	4	5	4	4	5	5	5	4	4	4	4	4	4	4
219	Gage	4	5	5	5	4	5	4	5	5	5	5	4	4	5	5	5	5	5	5	4	5	4	5	5	4	4
220	Puguh Sindarto	4	5	4	4	4	4	4	4	5	5	4	4	4	5	4	4	5	4	4	5	5	5	4	4	5	4
221	Tri Joko Setyono	4	5	5	4	4	4	4	4	5	4	5	4	4	5	5	5	5	5	5	4	4	5	5	5	4	5
222	Yeni Syam	3	5	4	4	4	4	4	4	5	4	5	4	4	5	4	4	5	5	5	4	4	4	4	5	5	5
223	Nurlela Ratna Dilla	4	5	4	4	4	4	4	4	4	5	5	4	4	5	4	4	5	5	4	4	4	4	4	4	5	4
224	Carolina Trista	3	5	4	4	4	4	4	4	5	5	4	4	4	5	4	4	5	4	5	4	4	4	4	5	4	4
225	Samsuri	3	5	4	4	4	4	4	4	5	4	5	4	5	4	5	4	5	5	5	4	4	4	5	4	5	4
226	Budi Santoso P	4	5	4	4	4	3	4	5	5	4	4	4	4	4	4	4	5	4	5	4	4	5	5	4	4	5
227	Maswati	4	5	4	4	4	4	4	4	5	4	5	4	4	5	4	4	5	5	4	5	4	4	4	5	4	4
228	Syafia Istifada	4	4	3	3	4	4	4	4	4	4	4	4	4	5	4	4	5	5	5	4	4	5	4	4	4	5
229	Eunice Melanie	4	5	4	4	4	4	4	4	4	5	4	4	4	5	5	4	5	5	5	4	4	4	5	4	5	4
230	Losiauman Hiong	4	5	4	3	4	4	4	4	5	4	5	4	5	4	4	4	5	5	5	4	4	4	4	4	5	4
231	Budiyanto	4	5	4	4	5	5	4	5	5	5	4	4	5	4	4	4	5	4	5	4	4	4	5	5	4	5
232	Nur Asikin	3	4	4	4	4	4	4	4	5	5	4	4	5	4	4	4	5	5	5	4	4	4	4	4	5	5
233	Cupri Retno P	4	5	4	4	5	5	4	4	4	4	4	4	4	3	4	3	4	5	4	4	4	4	3	4	5	4
234	Bambang Irawan	4	5	4	4	5	4	4	4	5	4	5	4	4	5	4	4	5	4	4	5	4	4	5	5	4	5
235	J Indra Kurniawan	4	5	4	4	4	4	4	4	5	5	4	4	4	5	4	4	5	4	5	5	4	5	5	5	5	5
236	Santa Hagar	4	5	4	4	4	4	4	4	4	5	5	4	4	5	4	4	5	5	4	4	4	4	5	5	5	5
237	Francis Daniel W	4	5	4	4	4	4	4	4	5	5	4	4	4	5	4	4	5	4	5	4	4	4	4	5	4	5
238	R Ujang Syahrial	4	5	4	4	5	4	4	5	4	4	5	4	4	5	4	4	5	5	4	5	4	4	5	4	4	5
239	Rudy Eysa M	3	4	4	4	4	4	4	4	5	5	4	4	4	5	4	4	5	5	4	4	4	4	5	4	4	5
240	Agus Mulyadi	4	5	4	4	4	4	4	4	5	4	4	4	4	5	4	4	5	4	4	5	4	4	4	5	5	4
241	Rheinadia	4	5	4	4	4	4	4	4	5	5	4	4	4	5	4	4	4	5	5	4	4	4	4	4	4	5
242	Mila Karmila	4	5	4	4	4	5	4	4	5	5	4	4	4	5	4	4	4	5	5	4	4	5	5	4	5	5
243	Ahmad Mubarak S	4	5	4	4	4	4	4	4	5	5	4	4	4	5	4	4	5	5	5	4	4	4	5	4	4	4
244	Gamal Nasir	4	4	4	4	4	4	4	4	5	4	5	4	5	4	4	4	4	5	5	4	4	5	5	5	4	4
245	Tini Supriyantini	4	5	5	4	4	4	4	5	5	4	4	4	4	4	4	4	5	5	4	5	4	4	4	4	4	4
246	Rizki Primayustianto	4	5	4	4	4	4	4	5	4	5	4	4	4	5	4	4	5	4	4	5	4	4	4	5	5	4
247	Roni Nasrullah	4	5	4	4	5	4	4	4	5	5	4	5	4	4	4	4	4	5	4	4	4	4	4	4	4	5
248	Johanes M P	5	4	4	4	5	4	4	4	4	4	4	4	4	5	4	4	5	5	4	4	4	5	4	4	4	5
249	Dewanta S	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	4	5	5	4	4	4	5	5	4	5

No.	Responden	Service Quality																							Customer Satiffaction			Customer Loyalty		
		Tangibles			Reliability				Responsivenes				Assurance				Emphaty					Decision Making		Overall	Word Of Mouth		
		A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	CS1	CS2	CS3	WO1	WO2	WO3
250	Lusi Susanti	5	4	5	4	4	4	4	5	4	5	4	4	5	5	4	4	5	4	5	4	5	4	4	4	4	5
251	Suharianar	5	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	5	5	4	4	4	4
252	Abdullah Aziz	5	5	4	4	5	5	4	4	4	4	4	4	5	4	4	4	5	5	5	4	4	4	4	4	5	4
253	Bryan Edison	5	5	5	4	5	4	4	4	5	4	5	4	5	4	4	4	5	4	4	4	4	4	5	4	4	5
254	My Gunawati P	5	4	5	4	5	4	4	4	4	5	4	4	5	5	5	4	5	5	4	4	5	5	5	5	5	4
255	Brigita Laura F	5	5	4	4	4	4	4	4	5	4	4	5	4	4	4	4	5	4	4	5	4	4	4	4	4	4
256	R Adhitya Indra	5	4	5	4	4	4	4	5	5	5	4	5	4	5	4	4	5	5	4	4	4	5	4	4	4	4
257	Saulina	5	4	4	5	4	5	4	4	5	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4
258	Karuna Susanto	5	4	5	4	4	4	4	4	4	4	5	5	5	4	4	4	5	5	4	4	4	4	4	5	4	5
259	Iis Rulianti	5	4	4	4	5	4	4	4	5	5	4	5	4	4	5	4	5	4	5	4	4	4	4	5	4	4
260	Dian Pitaloka	5	5	4	5	4	4	4	5	5	5	4	4	4	4	5	4	5	4	5	5	4	5	4	5	5	4
261	Ung Wang Ling	4	4	5	4	4	5	4	4	4	4	4	4	5	4	4	4	4	5	5	4	4	4	4	4	4	5
262	Leyla Sungkar	5	5	5	4	4	4	4	4	5	5	4	5	5	4	5	4	5	5	4	4	4	4	4	4	4	5
263	Saikem	4	5	4	4	4	4	4	5	4	4	5	5	5	4	5	4	5	5	4	5	4	4	5	5	4	4
264	Budi Pratama	4	5	4	4	4	5	4	4	5	4	5	4	5	4	4	4	4	5	5	4	5	4	5	4	4	5
265	Eva Oclianti	5	5	5	4	4	4	4	4	5	4	4	5	5	4	4	4	5	4	4	5	4	4	4	4	4	4
266	Rahmanullah	4	5	4	4	4	4	4	4	5	4	4	4	5	4	4	4	5	5	5	4	4	4	5	4	5	5
267	Sebastian Walter S	4	5	4	4	5	4	4	4	5	4	5	5	4	5	4	4	4	5	4	5	4	4	4	5	4	4
268	Suhardi Permadi	4	5	4	4	5	4	4	4	5	5	4	5	4	5	4	4	5	4	4	5	4	4	5	5	5	4
269	Khanifah Indah L	5	4	4	4	4	4	4	4	5	5	4	4	5	4	4	5	4	4	4	5	4	4	4	5	4	5
270	Herman Supriyadi	4	5	4	4	4	4	4	4	5	5	4	5	5	4	3	4	4	5	5	4	4	5	5	5	5	4
271	Isna Herlinda	5	5	4	4	5	4	4	4	4	5	5	4	4	4	3	4	4	5	4	4	4	4	4	5	4	4
272	Hasto Djokosuprapto	4	5	4	5	4	4	4	4	5	4	5	5	4	4	4	4	4	4	5	4	4	5	5	5	4	4
273	Adi Purnomo	5	5	4	4	4	4	4	4	5	4	5	4	4	4	5	4	5	5	4	4	4	4	4	5	5	5
274	Karsih	4	5	4	4	5	4	5	4	5	4	4	5	4	5	4	4	5	5	5	4	4	4	4	4	5	4
275	Seskaivana Manopo	4	5	4	5	4	4	4	4	5	4	4	4	4	5	4	4	5	5	4	4	4	4	5	4	5	5
276	Melani	4	5	4	5	4	4	4	4	5	5	4	4	4	5	4	5	4	4	5	5	4	4	5	4	5	4
277	Jalaludin Asyafii	4	4	4	5	4	4	4	5	5	4	4	5	4	4	4	4	4	5	4	4	4	4	5	4	4	4
278	Yelia Fatma	5	5	4	4	4	4	5	4	4	5	5	4	5	4	4	4	5	5	4	4	4	5	5	4	4	5
279	Rohani	4	5	5	5	4	4	4	5	4	5	5	4	4	5	5	4	5	5	5	4	4	4	4	4	5	4
280	Lili Rosalia	5	5	4	5	4	4	4	5	5	5	4	4	5	5	5	4	5	4	5	4	4	4	5	4	4	4
281	Deas Olivia S	4	5	4	5	4	4	4	4	4	5	4	4	4	5	5	4	4	5	5	4	4	4	5	4	4	4
282	Taufik Iskandar	5	5	4	4	5	4	5	5	4	4	5	5	5	5	5	4	4	5	4	5	4	4	3	4	4	5
283	Rustini	4	5	4	5	5	4	4	5	4	5	5	4	5	5	5	4	5	5	5	4	5	5	4	4	5	4
284	Onah	4	5	4	4	4	4	4	4	5	4	4	4	4	5	4	4	4	5	4	4	3	4	4	4	4	4
285	Mey Rina	4	5	4	4	4	4	4	4	5	5	4	4	4	5	4	4	4	5	5	4	4	4	4	4	4	4

No.	Responden	Service Quality																				Customer Satiffaction			Customer Loyalty		
		Tangibles			Reliability				Responsivenes				Assurance				Emphaty					Decision Making		Overall	Word Of Mouth		
		A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20	CS1	CS2	CS3	WO1	WO2	WO3
286	Tachianomi Pieters	4	5	4	4	4	4	4	4	5	5	5	4	4	5	4	4	5	4	5	5	5	4	4	5	4	4
287	Tini	4	5	4	4	4	4	4	4	5	5	4	4	4	5	4	4	4	5	4	5	4	4	4	4	4	4
288	Pratitis Mukti Tomi	4	5	4	4	4	4	4	4	5	4	5	4	4	5	4	4	5	4	5	5	4	4	4	4	5	4
289	Arifin Kurniawan	4	5	4	4	4	4	4	4	4	5	4	5	5	5	4	4	5	4	4	5	4	4	5	4	4	4
290	Eka Rahayu Melani W	4	5	4	4	4	3	3	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	4	4	3
291	Sari Hanida	4	5	4	4	4	4	4	4	5	5	4	4	5	5	4	5	5	5	4	4	4	5	4	5	5	4
292	Ni Nyoman Veronica	4	5	4	4	4	4	4	4	5	5	4	4	5	5	4	4	5	4	5	4	4	5	5	5	5	5
293	Selmon Sulaiman	5	5	5	4	4	5	4	4	5	5	5	4	5	5	5	4	4	5	5	5	4	5	4	4	5	4
294	Yoga Swara Permana	4	5	5	4	4	4	4	4	5	4	5	4	5	5	5	4	4	5	4	5	4	5	5	5	4	5
295	Nindyar Harumi Putra	4	5	4	4	4	5	4	4	4	4	4	4	4	5	4	4	4	5	5	5	4	4	5	4	4	4
296	Ida Suri Setyowati	4	5	4	4	5	4	4	4	5	4	4	4	5	4	5	4	5	4	4	5	4	4	4	5	4	5
297	Ilham Permana	4	5	4	4	5	4	4	5	4	4	5	4	5	5	4	4	5	4	4	5	5	4	4	5	4	4
298	Vitalis Genardo	4	5	5	5	4	4	4	5	4	4	4	4	5	5	5	4	4	4	5	5	5	4	4	4	5	4
299	Syarif Hidayat	4	5	4	4	4	4	4	4	5	4	4	4	5	5	5	4	4	5	5	5	4	4	4	4	4	5
300	Fahroza Bintang S	4	5	4	4	4	4	4	4	4	5	4	4	5	5	4	4	4	5	5	4	4	4	5	4	4	4
301	Arlesman Purba	4	5	5	4	4	4	4	5	5	5	4	4	5	4	4	4	5	4	5	4	4	4	5	4	4	4
302	Lili Edi Junaedi	4	5	4	4	3	4	4	4	5	5	4	5	5	5	4	4	4	5	5	4	4	4	4	4	5	4
303	Roslaeni Rasuman	4	5	5	4	4	5	4	5	5	4	4	4	4	5	4	5	5	5	4	4	4	4	4	5	5	5

Lampiran 5

Analisa Data Statistik Hasil Penelitian

A. Hasil Output SPSS Uji Validitas dan Reliabilitas

DATASET ACTIVATE DataSet6.

FACTOR

 /VARIABLES A1 A2 A3 A4

 /MISSING MEANSUB

 /ANALYSIS A1 A2 A3 A4

 /PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
ROTATION

 /FORMAT SORT

 /CRITERIA MINEIGEN(1) ITERATE(25)

 /EXTRACTION PC

 /CRITERIA ITERATE(25)

 /ROTATION VARIMAX

 /SAVE REG(ALL)

 /METHOD=CORRELATION.

Factor Analysis

Correlation Matrix[a]

		A1	A2	A3	A4
Correlation	A1	1.000	.485	.150	.422
	A2	.485	1.000	.680	.463
	A3	.150	.680	1.000	.195
	A4	.422	.463	.195	1.000
Sig. (1-tailed)	A1		.002	.203	.007
	A2	.002		.000	.003
	A3	.203	.000		.138
	A4	.007	.003	.138	

a. Determinant = ,274

Inverse of Correlation Matrix

	A1	A2	A3	A4
A1	1.488	-.870	.429	-.309
A2	-.870	2.864	-1.694	-.628
A3	.429	-1.694	2.048	.203
A4	-.309	-.628	.203	1.381

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.564
Bartlett's Test of Sphericity	Approx. Chi-Square	38.569
	df	6
	Sig.	.000

Anti-image Matrices

		A1	A2	A3	A4
Anti-image Covariance	A1	.672	-.204	.141	-.150
	A2	-.204	.349	-.289	-.159
	A3	.141	-.289	.488	.072
	A4	-.150	-.159	.072	.724
Anti-image Correlation	A1	.605[a]	-.422	.246	-.215
	A2	-.422	.543[a]	-.700	-.316
	A3	.246	-.700	.481[a]	.121
	A4	-.215	-.316	.121	.728[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
A1	1.000	.458
A2	1.000	.824
A3	1.000	.480
A4	1.000	.468

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Componen t	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.229	55.734	55.734	2.229	55.734	55.734
2	.972	24.312	80.046			
3	.580	14.495	94.540			
4	.218	5.460	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
A2	.907
A3	.693
A4	.684
A1	.677

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Reproduced Correlations

		A1	A2	A3	A4
Reproduced Correlation	A1	.458[a]	.614	.469	.463
	A2	.614	.824[a]	.629	.621
	A3	.469	.629	.480[a]	.474
	A4	.463	.621	.474	.468[a]
Residual[b]	A1		-.129	-.319	-.041
	A2	-.129		.051	-.158
	A3	-.319	.051		-.279
	A4	-.041	-.158	-.279	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 5 (83,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

 /VARIABLES A1 A2 A4

 /MISSING MEANSUB

 /ANALYSIS A1 A2 A4

 /PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION

 /FORMAT SORT

 /CRITERIA MINEIGEN(1) ITERATE(25)

 /EXTRACTION PC

 /CRITERIA ITERATE(25)

 /ROTATION VARIMAX

 /SAVE REG(ALL)

 /METHOD=CORRELATION.

Factor Analysis

Correlation Matrix^a

Correlation Matrix[a]

		A1	A2	A4
Correlation	A1	1.000	.485	.422
	A2	.485	1.000	.463
	A4	.422	.463	1.000
Sig. (1-tailed)	A1		.002	.007
	A2	.002		.003
	A4	.007	.003	

a. Determinant = ,562

Inverse of Correlation Matrix

	A1	A2	A4
A1	1.398	-.515	-.351
A2	-.515	1.462	-.460
A4	-.351	-.460	1.361

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.676
Bartlett's Test of Sphericity	Approx. Chi-Square	17.378
	df	3
	Sig.	.001

Anti-image Matrices

		A1	A2	A4
Anti-image Covariance	A1	.715	-.252	-.185
	A2	-.252	.684	-.231
	A4	-.185	-.231	.735
Anti-image Correlation	A1	.680[a]	-.360	-.255
	A2	-.360	.656[a]	-.326
	A4	-.255	-.326	.696[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
A1	1.000	.633
A2	1.000	.670
A4	1.000	.611

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Componen t	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.913	63.783	63.783	1.913	63.783	63.783
2	.580	19.342	83.124			
3	.506	16.876	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
A2	.818
A1	.795
A4	.782

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Reproduced Correlations

		A1	A2	A4
Reproduced Correlation	A1	.633[a]	.651	.622
	A2	.651	.670[a]	.640
	A4	.622	.640	.611[a]
Residual[b]	A1		-.166	-.200
	A2	-.166		-.177
	A4	-.200	-.177	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 3 (100,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

 /VARIABLES A5 A6 A7 A8 A9

 /MISSING MEANSUB

 /ANALYSIS A5 A6 A7 A8 A9

 /PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION

 /FORMAT SORT

 /CRITERIA MINEIGEN(1) ITERATE(25)

 /EXTRACTION PC

 /CRITERIA ITERATE(25)

 /ROTATION VARIMAX

 /SAVE REG(ALL)

 /METHOD=CORRELATION.

Factor Analysis

Correlation Matrix[a]

		A5	A6	A7	A8	A9
Correlation	A5	1.000	.342	.527	.627	.402
	A6	.342	1.000	.097	.238	.355
	A7	.527	.097	1.000	.647	.319
	A8	.627	.238	.647	1.000	.144
	A9	.402	.355	.319	.144	1.000
Sig. (1-tailed)	A5		.026	.001	.000	.010
	A6	.026		.296	.091	.021
	A7	.001	.296		.000	.035
	A8	.000	.091	.000		.212
	A9	.010	.021	.035	.212	

a. Determinant = ,205

Inverse of Correlation Matrix

	A5	A6	A7	A8	A9
A5	2.039	-.260	-.255	-.978	-.504
A6	-.260	1.275	.341	-.302	-.413
A7	-.255	.341	1.997	-1.143	-.491
A8	-.978	-.302	-1.143	2.349	.526
A9	-.504	-.413	-.491	.526	1.430

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.640
Bartlett's Test of Sphericity	Approx. Chi-Square	46.771
	df	10
	Sig.	.000

Anti-image Matrices

		A5	A6	A7	A8	A9
Anti-image Covariance	A5	.491	-.100	-.063	-.204	-.173
	A6	-.100	.784	.134	-.101	-.227
	A7	-.063	.134	.501	-.244	-.172
	A8	-.204	-.101	-.244	.426	.157
	A9	-.173	-.227	-.172	.157	.699
Anti-image Correlation	A5	.742[a]	-.162	-.126	-.447	-.295
	A6	-.162	.612[a]	.214	-.174	-.306
	A7	-.126	.214	.655[a]	-.528	-.291
	A8	-.447	-.174	-.528	.601[a]	.287
	A9	-.295	-.306	-.291	.287	.541[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
A5	1.000	.724
A6	1.000	.699
A7	1.000	.758
A8	1.000	.803
A9	1.000	.637

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Compon ent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulat ive %	Total	% of Variance	Cumulat ive %	Total	% of Variance	Cumulat ive %
1	2.540	50.806	50.806	2.540	50.806	50.806	2.136	42.713	42.713
2	1.080	21.603	72.409	1.080	21.603	72.409	1.485	29.695	72.409
3	.713	14.250	86.659						
4	.414	8.278	94.937						
5	.253	5.063	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
A5	.850	-.030
A8	.802	-.399
A7	.777	-.393
A9	.571	.557
A6	.493	.675

Extraction Method: Principal
Component Analysis.

a. 2 components extracted.

Reproduced Correlations

		A5	A6	A7	A8	A9
Reproduced Correlation	A5	.724[a]	.399	.673	.694	.469
	A6	.399	.699[a]	.118	.126	.658
	A7	.673	.118	.758[a]	.780	.225
	A8	.694	.126	.780	.803[a]	.236
	A9	.469	.658	.225	.236	.637[a]
Residual[b]	A5		-.057	-.146	-.068	-.067
	A6	-.057		-.022	.112	-.303
	A7	-.146	-.022		-.133	.094
	A8	-.068	.112	-.133		-.092
	A9	-.067	-.303	.094	-.092	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 9 (90,0%) nonredundant residuals with absolute values greater than 0.05.

Rotated Component Matrix[a]

	Component	
	1	2
A8	.892	.083
A7	.867	.075
A5	.739	.422
A6	.064	.834
A9	.193	.774

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component	1	2
1	.850	.526
2	-.526	.850

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

FACTOR

  /VARIABLES A5 A7 A8 A9

  /MISSING MEANSUB

  /ANALYSIS A5 A7 A8 A9

  /PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
ROTATION

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  /CRITERIA MINEIGEN(1) ITERATE(25)

  /EXTRACTION PC

  /CRITERIA ITERATE(25)

  /ROTATION VARIMAX

  /SAVE REG(ALL)

  /METHOD=CORRELATION.

Factor Analysis

Correlation Matrix[a]

		A5	A7	A8	A9
Correlation	A5	1.000	.527	.627	.402
	A7	.527	1.000	.647	.319
	A8	.627	.647	1.000	.144
	A9	.402	.319	.144	1.000
Sig. (1-tailed)	A5		.001	.000	.010
	A7	.001		.000	.035
	A8	.000	.000		.212
	A9	.010	.035	.212	

a. Determinant = ,261

73

Inverse of Correlation Matrix

	A5	A7	A8	A9
A5	1.985	-.185	-1.040	-.589
A7	-.185	1.906	-1.062	-.380
A8	-1.040	-1.062	2.277	.428
A9	-.589	-.380	.428	1.296

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.642
Bartlett's Test of Sphericity	Approx. Chi-Square	40.057
	df	6
	Sig.	.000

Anti-image Matrices

		A5	A7	A8	A9
Anti-image Covariance	A5	.504	-.049	-.230	-.229
	A7	-.049	.525	-.245	-.154
	A8	-.230	-.245	.439	.145
	A9	-.229	-.154	.145	.772
Anti-image Correlation	A5	.685[a]	-.095	-.489	-.367
	A7	-.095	.709[a]	-.510	-.242
	A8	-.489	-.510	.597[a]	.249
	A9	-.367	-.242	.249	.526[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
A5	1.000	.719
A7	1.000	.695
A8	1.000	.690
A9	1.000	.277

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.381	59.517	59.517	2.381	59.517	59.517
2	.889	22.218	81.735			
3	.465	11.635	93.370			
4	.265	6.630	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
A5	.848
A7	.834
A8	.830
A9	.526

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Reproduced Correlations

		A5	A7	A8	A9
Reproduced Correlation	A5	.719[a]	.707	.704	.446
	A7	.707	.695[a]	.693	.439
	A8	.704	.693	.690[a]	.437
	A9	.446	.439	.437	.277[a]
Residual[b]	A5		-.181	-.078	-.044
	A7	-.181		-.046	-.120
	A8	-.078	-.046		-.293
	A9	-.044	-.120	-.293	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 4 (66,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

 /VARIABLES A10 A11 A12 A13

 /MISSING MEANSUB

 /ANALYSIS A10 A11 A12 A13

 /PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION

 /FORMAT SORT

 /CRITERIA MINEIGEN(1) ITERATE(25)

 /EXTRACTION PC

 /CRITERIA ITERATE(25)

 /ROTATION VARIMAX

/SAVE REG(ALL)

/METHOD=CORRELATION.

Factor Analysis

Correlation Matrix[a]

		A10	A11	A12	A13
Correlation	A10	1.000	.028	.213	.136
	A11	.028	1.000	.557	.448
	A12	.213	.557	1.000	.562
	A13	.136	.448	.562	1.000
Sig. (1-tailed)	A10		.438	.117	.225
	A11	.438		.000	.004
	A12	.117	.000		.000
	A13	.225	.004	.000	

a. Determinant = ,427

Inverse of Correlation Matrix

	A10	A11	A12	A13
A10	1.063	.150	-.279	-.055
A11	.150	1.529	-.712	-.305
A12	-.279	-.712	1.834	-.673
A13	-.055	-.305	-.673	1.522

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.670
Bartlett's Test of Sphericity	Approx. Chi-Square	25.364
	df	6
	Sig.	.000

Anti-image Matrices

		A10	A11	A12	A13
Anti-image Covariance	A10	.941	.092	-.143	-.034
	A11	.092	.654	-.254	-.131
	A12	-.143	-.254	.545	-.241
	A13	-.034	-.131	-.241	.657
Anti-image Correlation	A10	.537[a]	.118	-.200	-.043
	A11	.118	.686[a]	-.425	-.200
	A12	-.200	-.425	.637[a]	-.403
	A13	-.043	-.200	-.403	.723[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
A10	1.000	.584
A11	1.000	.609
A12	1.000	.754
A13	1.000	.645

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Componen t	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.091	52.276	52.276	2.091	52.276	52.276
2	.985	24.613	76.889			
3	.540	13.503	90.392			
4	.384	9.608	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
A12	.868
A13	.803
A11	.780
A10	.589

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Reproduced Correlations

		A10	A11	A12	A13
Reproduced Correlation	A10	.584[a]	.226	.251	.232
	A11	.226	.609[a]	.677	.627
	A12	.251	.677	.754[a]	.697
	A13	.232	.627	.697	.645[a]
Residual[b]	A10		-.198	-.039	-.097
	A11	-.198		-.120	-.179
	A12	-.039	-.120		-.136
	A13	-.097	-.179	-.136	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 5 (83,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

/VARIABLES A14 A15 A16 A17

/MISSING MEANSUB

/ANALYSIS A14 A15 A16 A17

/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION

/FORMAT SORT

/CRITERIA MINEIGEN(1) ITERATE(25)

/EXTRACTION PC

/CRITERIA ITERATE(25)

/ROTATION VARIMAX

/SAVE REG(ALL)

/METHOD=CORRELATION.

Factor Analysis

Correlation Matrix[a]

		A14	A15	A16	A17
Correlation	A14	1.000	.481	.392	.319
	A15	.481	1.000	.298	.243
	A16	.392	.298	1.000	.539
	A17	.319	.243	.539	1.000
Sig. (1-tailed)	A14		.002	.012	.035
	A15	.002		.046	.087
	A16	.012	.046		.001
	A17	.035	.087	.001	

a. Determinant = ,443

Inverse of Correlation Matrix

	A14	A15	A16	A17
A14	1.444	-.563	-.315	-.155
A15	-.563	1.329	-.138	-.068
A16	-.315	-.138	1.539	-.695
A17	-.155	-.068	-.695	1.440

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.672
Bartlett's Test of Sphericity	Approx. Chi-Square	24.276
	df	6
	Sig.	.000

Anti-image Matrices

		A14	A15	A16	A17
Anti-image Covariance	A14	.693	-.294	-.142	-.074
	A15	-.294	.753	-.068	-.036
	A16	-.142	-.068	.650	-.313
	A17	-.074	-.036	-.313	.694
Anti-image Correlation	A14	.687[a]	-.407	-.211	-.107
	A15	-.407	.682[a]	-.097	-.049
	A16	-.211	-.097	.662[a]	-.467
	A17	-.107	-.049	-.467	.661[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
A14	1.000	.567
A15	1.000	.454
A16	1.000	.601
A17	1.000	.519

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Componen t	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.140	53.506	53.506	2.140	53.506	53.506
2	.897	22.425	75.930			
3	.511	12.772	88.703			
4	.452	11.297	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
A16	.775
A14	.753
A17	.720
A15	.673

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Reproduced Correlations

		A14	A15	A16	A17
Reproduced Correlation	A14	.567[a]	.507	.584	.542
	A15	.507	.454[a]	.522	.485
	A16	.584	.522	.601[a]	.559
	A17	.542	.485	.559	.519[a]
Residual[b]	A14		-.026	-.191	-.223
	A15	-.026		-.224	-.243
	A16	-.191	-.224		-.020
	A17	-.223	-.243	-.020	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 4 (66,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

 /VARIABLES A18 A19 A20 A21 A22

 /MISSING MEANSUB

 /ANALYSIS A18 A19 A20 A21 A22

 /PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION

 /FORMAT SORT

 /CRITERIA MINEIGEN(1) ITERATE(25)

 /EXTRACTION PC

 /CRITERIA ITERATE(25)

 /ROTATION VARIMAX

 /SAVE REG(ALL)

 /METHOD=CORRELATION.

Factor Analysis

Correlation Matrix^a

		A18	A19	A20	A21	A22
Correlation	A18	1.000	.757	.424	.434	.196
	A19	.757	1.000	.672	.601	.272
	A20	.424	.672	1.000	.571	.645
	A21	.434	.601	.571	1.000	.396
	A22	.196	.272	.645	.396	1.000
Sig. (1-tailed)	A18		.000	.007	.006	.138
	A19	.000		.000	.000	.063
	A20	.007	.000		.000	.000
	A21	.006	.000	.000		.011
	A22	.138	.063	.000	.011	

a. Determinant = ,068

Inverse of Correlation Matrix

	A18	A19	A20	A21	A22
A18	2.462	-2.214	.612	.026	-.285
A19	-2.214	4.325	-2.114	-.804	.940
A20	.612	-2.114	3.348	-.275	-1.596
A21	.026	-.804	-.275	1.749	-.302
A22	-.285	.940	-1.596	-.302	1.950

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.656
Bartlett's Test of Sphericity	Approx. Chi-Square	79.178
	df	10
	Sig.	.000

Anti-image Matrices

		A18	A19	A20	A21	A22
Anti-image Covariance	A18	.406	-.208	.074	.006	-.059
	A19	-.208	.231	-.146	-.106	.111
	A20	.074	-.146	.299	-.047	-.245
	A21	.006	-.106	-.047	.572	-.089
	A22	-.059	.111	-.245	-.089	.513
Anti-image Correlation	A18	.652[a]	-.678	.213	.012	-.130
	A19	-.678	.604[a]	-.556	-.292	.324
	A20	.213	-.556	.645[a]	-.114	-.625
	A21	.012	-.292	-.114	.892[a]	-.164
	A22	-.130	.324	-.625	-.164	.560[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
A18	1.000	.538
A19	1.000	.763
A20	1.000	.739
A21	1.000	.607
A22	1.000	.378

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.025	60.494	60.494	3.025	60.494	60.494
2	.998	19.957	80.451			
3	.509	10.189	90.640			
4	.336	6.714	97.354			
5	.132	2.646	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
A19	.873
A20	.859
A21	.779
A18	.733
A22	.615

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Reproduced Correlations

		A18	A19	A20	A21	A22
Reproduced Correlation	A18	.538[a]	.641	.630	.572	.451
	A19	.641	.763[a]	.751	.681	.537
	A20	.630	.751	.739[a]	.670	.528
	A21	.572	.681	.670	.607[a]	.479
	A22	.451	.537	.528	.479	.378[a]
Residual[b]	A18		.117	-.206	-.138	-.255
	A19	.117		-.079	-.080	-.265
	A20	-.206	-.079		-.099	.117
	A21	-.138	-.080	-.099		-.083
	A22	-.255	-.265	.117	-.083	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 10 (100,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

 /VARIABLES CS1 CS2 CS3

 /MISSING MEANSUB

 /ANALYSIS CS1 CS2 CS3

 /PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION

 /FORMAT SORT

 /CRITERIA MINEIGEN(1) ITERATE(25)

/EXTRACTION PC

/CRITERIA ITERATE(25)

/ROTATION VARIMAX

/SAVE REG(ALL)

/METHOD=CORRELATION.

Factor Analysis

Correlation Matrix[a]

		CS1	CS2	CS3
Correlation	CS1	1.000	.888	.665
	CS2	.888	1.000	.665
	CS3	.665	.665	1.000
Sig. (1-tailed)	CS1		.000	.000
	CS2	.000		.000
	CS3	.000	.000	

a. Determinant = ,112

Inverse of Correlation Matrix

	CS1	CS2	CS3
CS1	4.953	-3.956	-.664
CS2	-3.956	4.953	-.664
CS3	-.664	-.664	1.884

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.696
Bartlett's Test of Sphericity	Approx. Chi-Square	65.911
	df	3
	Sig.	.000

Anti-image Matrices

		CS1	CS2	CS3
Anti-image Covariance	CS1	.202	-.161	-.071
	CS2	-.161	.202	-.071
	CS3	-.071	-.071	.531
Anti-image Correlation	CS1	.642[a]	-.799	-.217
	CS2	-.799	.642[a]	-.217
	CS3	-.217	-.217	.904[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CS1	1.000	.886
CS2	1.000	.886
CS3	1.000	.712

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Componen t	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.484	82.812	82.812	2.484	82.812	82.812
2	.403	13.447	96.259			
3	.112	3.741	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
CS1	.941
CS2	.941
CS3	.844

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

95

Reproduced Correlations

		CS1	CS2	CS3
Reproduced Correlation	CS1	.886[a]	.886	.794
	CS2	.886	.886[a]	.794
	CS3	.794	.794	.712[a]
Residual[b]	CS1		.002	-.129
	CS2	.002		-.129
	CS3	-.129	-.129	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 2 (66,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

 /VARIABLES WOM1 WOM2 WOM3

 /MISSING MEANSUB

 /ANALYSIS WOM1 WOM2 WOM3

 /PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION

 /FORMAT SORT

 /CRITERIA MINEIGEN(1) ITERATE(25)

 /EXTRACTION PC

 /CRITERIA ITERATE(25)

 /ROTATION VARIMAX

 /SAVE REG(ALL)

 /METHOD=CORRELATION.

Factor Analysis

Correlation Matrix[a]

		WOM1	WOM2	WOM3
Correlation	WOM1	1.000	.609	.728
	WOM2	.609	1.000	.654
	WOM3	.728	.654	1.000
Sig. (1-tailed)	WOM1		.000	.000
	WOM2	.000		.000
	WOM3	.000	.000	

a. Determinant = ,251

Inverse of Correlation Matrix

	WOM1	WOM2	WOM3
WOM1	2.279	-.529	-1.314
WOM2	-.529	1.870	-.837
WOM3	-1.314	-.837	2.504

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.720
Bartlett's Test of Sphericity	Approx. Chi-Square	41.675
	df	3
	Sig.	.000

97

Anti-image Matrices

		WOM1	WOM2	WOM3
Anti-image Covariance	WOM1	.439	-.124	-.230
	WOM2	-.124	.535	-.179
	WOM3	-.230	-.179	.399
Anti-image Correlation	WOM1	.710[a]	-.256	-.550
	WOM2	-.256	.788[a]	-.387
	WOM3	-.550	-.387	.679[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
WOM1	1.000	.785
WOM2	1.000	.725
WOM3	1.000	.818

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.329	77.623	77.623	2.329	77.623	77.623
2	.405	13.497	91.119			
3	.266	8.881	100.000			

Extraction Method: Principal Component Analysis.

Component Matrixa

	Component
	1
WOM3	.905
WOM1	.886
WOM2	.851

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Reproduced Correlations

		WOM1	WOM2	WOM3
Reproduced Correlation	WOM1	.785[a]	.754	.802
	WOM2	.754	.725[a]	.770
	WOM3	.802	.770	.818[a]
Residual[b]	WOM1		-.145	-.073
	WOM2	-.145		-.116
	WOM3	-.073	-.116	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations.
There are 3 (100,0%) nonredundant residuals with absolute values greater
than 0.05.

B. Tabel Ringkasan Confirmatory Factor Analysis

Variable	Indikator	Component			Keterangan
		1	**2**	**3**	
Kualitas Pelayanan	A1	0,677			Valid
	A2	0,907			Valid
	A3	0,693			Valid
	A4	0,864			Valid
	A5	0,850			Valid
	A6	0,493			Invalid
	A7	0,777			Valid
	A8	0,802			Valid
	A9	0,571			Valid
	A10	0,589			Valid
	A11	0,780			Valid
	A12	0,868			Valid
	A13	0,803			Valid
	A14	0,753			Valid
	A15	0,673			Valid
	A16	0,775			Valid
	A17	0,720			Valid
	A18	0,733			Valid
	A19	0,873			Valid
	A20	0,859			Valid

Variable	Indikator	Component			Keterangan
		1	**2**	**3**	
	A21	0,779			Valid
	A22	0,615			Valid
Kepuasan Pelanggan	CS1		0,941		Valid
	CS2		0,941		Valid
	CS3		0,844		Valid
Word Of Mouth	WOM1			0,886	Valid
	WOM2			0,851	Valid
	WOM3			0,905	Valid

RELIABILITY

 /VARIABLES=A1 A2 A4

 /SCALE('ALL VARIABLES') ALL

 /MODEL=ALPHA

 /SUMMARY=TOTAL MEANS.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	33	100.0
	Excluded[a]	0	.0
	Total	33	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.711	.716	3

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.222	4.121	4.364	.242	1.059	.016	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
A1	8.5455	.756	.528	.285	.632
A2	8.3030	.905	.562	.316	.590
A4	8.4848	.883	.510	.265	.644

RELIABILITY

  /VARIABLES=A5 A7 A8 A9

  /SCALE('ALL VARIABLES') ALL

  /MODEL=ALPHA

  /SUMMARY=TOTAL MEANS.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	33	100.0
	Excluded[a]	0	.0
	Total	33	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.747	.762	4

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.008	3.879	4.152	.273	1.070	.013	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
A5	12.0000	1.813	.679	.496	.602
A7	11.8788	2.297	.634	.475	.654
A8	12.0606	2.184	.580	.561	.669
A9	12.1515	2.320	.342	.228	.809

RELIABILITY

  /VARIABLES=A10 A11 A12 A13

  /SCALE('ALL VARIABLES') ALL

  /MODEL=ALPHA

  /SUMMARY=TOTAL MEANS.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	33	100.0
	Excluded[a]	0	.0
	Total	33	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.609	.657	4

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.015	3.879	4.212	.333	1.086	.024	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
A10	12.1515	1.383	.159	.059	.723
A11	12.0000	1.437	.449	.346	.530
A12	11.8485	1.195	.624	.455	.397
A13	12.1818	.903	.492	.343	.456

RELIABILITY

 /VARIABLES=A14 A15 A16 A17

 /SCALE('ALL VARIABLES') ALL

 /MODEL=ALPHA

 /SUMMARY=TOTAL MEANS.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	33	100.0
	Excluded[a]	0	.0
	Total	33	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.681	.709	4

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.159	4.061	4.394	.333	1.082	.025	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
A14	12.5455	1.318	.500	.307	.629
A15	12.5455	1.256	.389	.247	.661
A16	12.2424	.939	.575	.350	.535
A17	12.5758	.814	.503	.306	.617

RELIABILITY

 /VARIABLES=A18 A19 A20 A21 A22

 /SCALE('ALL VARIABLES') ALL

 /MODEL=ALPHA

 /SUMMARY=TOTAL MEANS.

108

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	33	100.0
	Excluded[a]	0	.0
	Total	33	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.820	.832	5

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.109	3.909	4.242	.333	1.085	.019	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
A18	16.6364	2.551	.587	.594	.798
A19	16.3939	2.309	.766	.769	.733
A20	16.3030	2.843	.749	.701	.755
A21	16.3333	3.042	.633	.428	.785
A22	16.5152	3.070	.421	.487	.837

RELIABILITY

 /VARIABLES=CS1 CS2 CS3

 /SCALE('ALL VARIABLES') ALL

 /MODEL=ALPHA

 /SUMMARY=TOTAL MEANS.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	33	100.0
	Excluded[a]	0	.0
	Total	33	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.890	.895	3

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.172	4.152	4.182	.030	1.007	.000	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CS1	8.3333	.667	.870	.798	.767
CS2	8.3333	.667	.870	.798	.767
CS3	8.3636	1.051	.685	.469	.941

RELIABILITY

 /VARIABLES=WOM1 WOM2 WOM3

 /SCALE('ALL VARIABLES') ALL

 /MODEL=ALPHA

 /SUMMARY=TOTAL MEANS.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	33	100.0
	Excluded[a]	0	.0
	Total	33	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.855	.856	3

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.121	4.091	4.152	.061	1.015	.001	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
WOM1	8.2424	.877	.736	.561	.790
WOM2	8.2121	.985	.679	.465	.842
WOM3	8.2727	.892	.772	.601	.756

C. Tabel Ringkasan Hasil Uji Reliabilitas

Variable	*Alpha Cronbach's*	Nilai Seharusnya	Keterangan
Kualitas Pelayanan : * Tangibles (A1,A2,A4) * Reliability (A5,A7,A8,A9) * Responsiveness (A10,A11,A12,A13) * Assurance (A14,A15,A16,A17) * Emphaty (A18,A19,A29,A21,A22)	0,711 0,747 0,609 0,681 0,820	> 0,600 > 0,600 > 0,600 > 0,600 > 0,600	Reliabilitas baik
Kepuasan Pelanggan (CS1,CS2,CS3)	0,890	> 0,600	Reliabilitas baik
Word Of Mouth (WOM1,WOM2,WOM3)	0,855	> 0,600	Reliabilitas baik

D. Analisa Profil Responden

Karakteristik	Profil	Jumlah Responden	%
Jenis Kelamin	Laki-laki	142	46,9%
	Wanita	161	53,1%
	TOTAL	303	100,0%
Usia	17 – 25 tahun	42	13,9%
	26 – 35 tahun	92	30,4%
	36 – 45 tahun	84	27,7%
	46 – 55 tahun	49	16,1%
	>56 tahun	36	11,9%
	TOTAL	303	100,0%
Pendidikan Terakhir	SMP	4	1,3%
	SMA	42	13,8%
	D3	22	7,3%
	S1	195	64,4%
	S2	36	11,9%
	S3	4	1,3
	TOTAL	303	100,0%
Pekerjaan	Pelajar / Mahasiswa	21	6,8%
	PNS / TNI / POLRI	27	8,9%
	Pegawai Swasta	145	47,9%
	BUMN	35	11,6%
	Lainnya	75	24,8%

Karakteristik	Profil	Jumlah Responden	%
	TOTAL	303	100,0%
Pendapatan Perbulan	Rp < 3.850.000,-	21	6,9%
	Rp > 3.850.000,-	282	93,1%
	TOTAL	303	100,0%

E. Hasil Output Uji SEM LISREL Versi 8.8.

DATE: 1/12/2020

TIME: 17:42

L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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RAW DATA FROM FILE DATA303EMCSCKW.psf

LATENT VARIABLES: SQ CS WOM

RELATIONSHIP

SQ1 = SQ

SQ2 = SQ

SQ3 = SQ

SQ4 = SQ

SQ5 = SQ

CS1 = CS

CS2 = CS

CS3 = CS

WOM1 = WOM

WOM2 = WOM

WOM3 = WOM

CS = SQ

WOM = SQ CS

SET ERROR COVARIANCE SQ5 AND SQ3 FREE

SET ERROR COVARIANCE SQ5 AND SQ2 FREE

SET ERROR COVARIANCE SQ5 AND SQ1 FREE

SET ERROR COVARIANCE SQ2 AND CS1 FREE

SET ERROR COVARIANCE CS2 AND CS1 FREE

OPTIONS: SC

PATH DIAGRAM

END OF PROBLEM

Sample Size =   303

Covariance Matrix

	CS1	CS2	CS3	WOM1	WOM2	WOM3
CS1	0.17					
CS2	0.10	0.18				
CS3	0.06	0.09	0.24			
WOM1	0.04	0.07	0.08	0.22		
WOM2	0.04	0.07	0.06	0.08	0.21	
WOM3	0.02	0.06	0.06	0.08	0.07	0.21
SQ1	0.16	0.14	0.13	0.13	0.11	0.09
SQ2	0.18	0.18	0.15	0.15	0.15	0.13
SQ3	0.09	0.13	0.11	0.14	0.12	0.11
SQ4	0.16	0.18	0.19	0.17	0.16	0.15
SQ5	0.09	0.14	0.14	0.15	0.18	0.16

Covariance Matrix

	SQ1	SQ2	SQ3	SQ4	SQ5
SQ1	1.00				
SQ2	0.53	1.00			
SQ3	0.31	0.37	1.00		
SQ4	0.49	0.49	0.42	1.00	
SQ5	0.27	0.29	0.61	0.51	1.00

Number of Iterations = 16

LISREL Estimates (Maximum Likelihood)

Measurement Equations

CS1 = 0.21*CS, Errorvar.= 0.12 , R² = 0.28

(0.012)

9.94

CS2 = 0.31*CS, Errorvar.= 0.090 , R² = 0.51

(0.036)   (0.013)

8.52   7.00

CS3 = 0.29*CS, Errorvar.= 0.16 , R² = 0.34

(0.045)   (0.016)

6.34   10.00

WOM1 = 0.29*WOM, Errorvar.= 0.14 , R² = 0.37

(0.015)

9.67

WOM2 = 0.28*WOM, Errorvar.= 0.13 , R^2 = 0.39

   (0.037)   (0.013)

    7.70   9.39

WOM3 = 0.26*WOM, Errorvar.= 0.15 , R^2 = 0.31

   (0.036)   (0.014)

    7.12   10.35

SQ1 = 0.64*SQ, Errorvar.= 0.59 , R^2 = 0.41

   (0.057)   (0.057)

   11.29   10.27

SQ2 = 0.70*SQ, Errorvar.= 0.50 , R^2 = 0.49

   (0.055)   (0.053)

   12.65   9.47

SQ3 = 0.54*SQ, Errorvar.= 0.71 , R^2 = 0.29

   (0.059)   (0.064)

    9.12   11.14

SQ4 = 0.74*SQ, Errorvar.= 0.45 , R^2 = 0.55

   (0.053)   (0.048)

   13.97   9.38

SQ5 = 0.66*SQ, Errorvar.= 0.55 , R^2 = 0.45

   (0.059)   (0.061)

   11.27   8.92

Error Covariance for CS2 and CS1 = 0.030

               (0.0097)

                 3.11

Error Covariance for SQ2 and CS1 = 0.049

(0.016)

3.09

Error Covariance for SQ5 and SQ1 = -0.13

(0.038)

-3.35

Error Covariance for SQ5 and SQ2 = -0.15

(0.036)

-4.16

Error Covariance for SQ5 and SQ3 = 0.25

(0.051)

4.86

Structural Equations

CS = 0.79*SQ, Errorvar.= 0.38 , R^2 = 0.62

(0.11)   (0.14)

7.27   2.74

WOM = 0.40*CS + 0.46*SQ, Errorvar.= 0.33 , R^2 = 0.67

(0.19)   (0.17)   (0.11)

2.12   2.76   3.10

Reduced Form Equations

CS = 0.79*SQ, Errorvar.= 0.38, R^2 = 0.62

(0.11)

7.27

WOM = 0.78*SQ, Errorvar.= 0.39, R^2 = 0.61

(0.092)

8.48

Correlation Matrix of Independent Variables

     SQ

   1.00

Covariance Matrix of Latent Variables

	CS	WOM	SQ
CS	1.00		
WOM	0.77	1.00	
SQ	0.79	0.78	1.00

Goodness of Fit Statistics

Degrees of Freedom = 36

Minimum Fit Function Chi-Square = 53.11 (P = 0.033)

Normal Theory Weighted Least Squares Chi-Square = 54.55 (P = 0.024)

Estimated Non-centrality Parameter (NCP) = 18.55

90 Percent Confidence Interval for NCP = (2.54 ; 42.52)

Minimum Fit Function Value = 0.18

Population Discrepancy Function Value (F0) = 0.061

90 Percent Confidence Interval for F0 = (0.0084 ; 0.14)

Root Mean Square Error of Approximation (RMSEA) = 0.041

90 Percent Confidence Interval for RMSEA = (0.015 ; 0.063)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.73

Expected Cross-Validation Index (ECVI) = 0.38

90 Percent Confidence Interval for ECVI = (0.33 ; 0.46)

ECVI for Saturated Model = 0.44

ECVI for Independence Model = 6.80

Chi-Square for Independence Model with 55 Degrees of Freedom = 2030.75

Independence AIC = 2052.75

Model AIC = 114.55

Saturated AIC = 132.00

Independence CAIC = 2104.60

Model CAIC = 255.97

Saturated CAIC = 443.11

Normed Fit Index (NFI) = 0.97

Non-Normed Fit Index (NNFI) = 0.99

Parsimony Normed Fit Index (PNFI) = 0.64

Comparative Fit Index (CFI) = 0.99

Incremental Fit Index (IFI) = 0.99

Relative Fit Index (RFI) = 0.96

Critical N (CN) = 334.31

Root Mean Square Residual (RMR) = 0.019

Standardized RMR = 0.037

Goodness of Fit Index (GFI) = 0.97

Adjusted Goodness of Fit Index (AGFI) = 0.94

Parsimony Goodness of Fit Index (PGFI) = 0.53

Standardized Solution

LAMBDA-Y

	CS	WOM
CS1	0.21	- -
CS2	0.31	- -
CS3	0.29	- -
WOM1	- -	0.29
WOM2	- -	0.28
WOM3	- -	0.26

LAMBDA-X

	SQ
SQ1	0.64
SQ2	0.70
SQ3	0.54
SQ4	0.74
SQ5	0.66

BETA

	CS	WOM
CS	- -	- -
WOM	0.40	- -

GAMMA

```
          SQ
        --------
CS       0.79
WOM      0.46
```

Correlation Matrix of ETA and KSI

```
          CS       WOM      SQ
        --------  --------  --------
CS       1.00
WOM      0.77     1.00
SQ       0.79     0.78     1.00
```

PSI

Note: This matrix is diagonal.

```
          CS       WOM
        --------  --------
         0.38     0.33
```

Regression Matrix ETA on KSI (Standardized)

```
          SQ
        --------
CS       0.79
WOM      0.78
```

Completely Standardized Solution

LAMBDA-Y

	CS	WOM
CS1	0.52	- -
CS2	0.71	- -
CS3	0.59	- -
WOM1	- -	0.61
WOM2	- -	0.63
WOM3	- -	0.56

LAMBDA-X

	SQ
SQ1	0.64
SQ2	0.70
SQ3	0.54
SQ4	0.74
SQ5	0.67

BETA

	CS	WOM
CS	- -	- -
WOM	0.40	- -

GAMMA

	SQ
CS	0.79
WOM	0.46

Correlation Matrix of ETA and KSI

	CS	WOM	SQ
CS	1.00		
WOM	0.77	1.00	
SQ	0.79	0.78	1.00

PSI

Note: This matrix is diagonal.

CS	WOM
0.38	0.33

THETA-EPS

	CS1	CS2	CS3	WOM1	WOM2	WOM3
CS1	0.72					
CS2	0.17	0.49				
CS3	- -	- -	0.66			
WOM1	- -	- -	- -	0.63		
WOM2	- -	- -	- -	- -	0.61	
WOM3	- -	- -	- -	- -	- -	0.69

THETA-DELTA-EPS

	CS1	CS2	CS3	WOM1	WOM2	WOM3
SQ1	- -	- -	- -	- -	- -	- -
SQ2	0.12	- -	- -	- -	- -	- -
SQ3	- -	- -	- -	- -	- -	- -
SQ4	- -	- -	- -	- -	- -	- -
SQ5	- -	- -	- -	- -	- -	- -

THETA-DELTA

	SQ1	SQ2	SQ3	SQ4	SQ5
SQ1	0.59				
SQ2	- -	0.51			
SQ3	- -	- -	0.71		
SQ4	- -	- -	- -	0.45	
SQ5	-0.13	-0.15	0.25	- -	0.55

Regression Matrix ETA on KSI (Standardized)

	SQ
CS	0.79
WOM	0.78

Time used: 0.016 Seconds

Path Diagram Standardized Solution
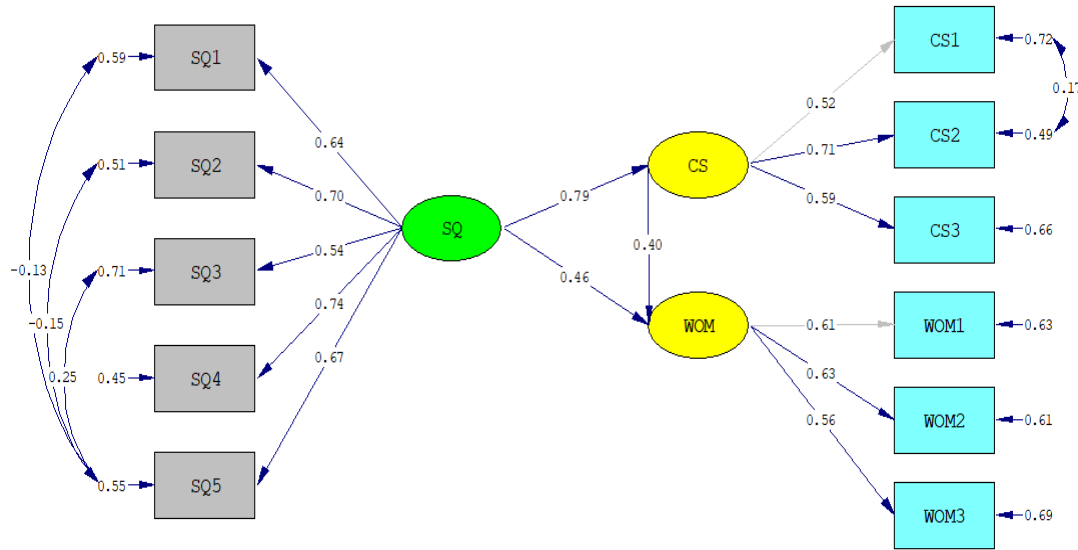
Chi-Square=54.55, df=36, P-value=0.02440, RMSEA=0.041

Path Diagram T-Values
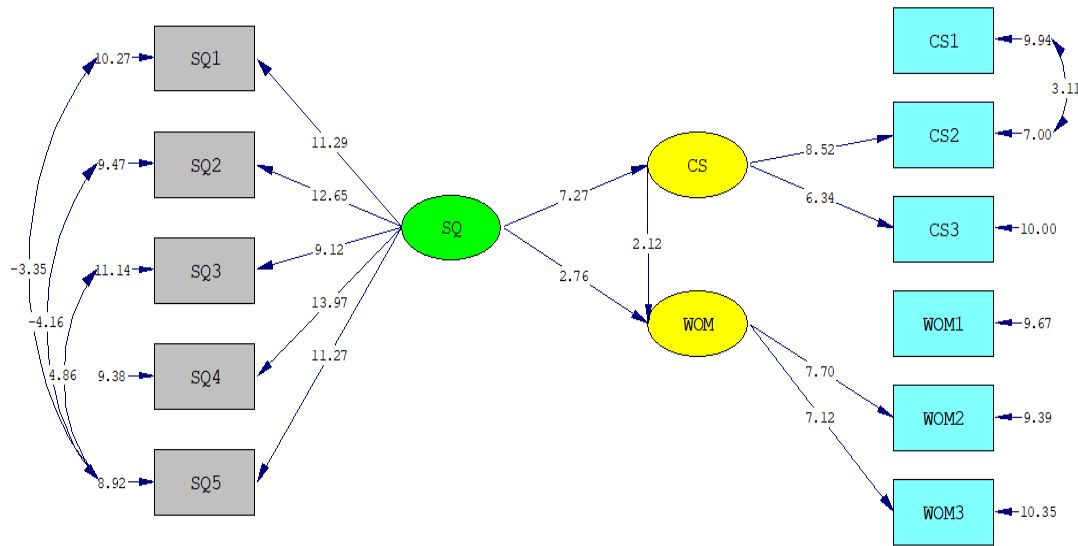
Chi-Square=54.55, df=36, P-value=0.02440, RMSEA=0.041

F. Tabel Hasil *Goodness of Fit Index Structural Equation Modeling* **(SEM) LISREL Versi 8.8**

Group	Indikator	Value	Keterangan
1	*Degrees of Freedom*	36	*Good Fit*
	Chi-Square	54.55	
	Chi Square / Degree of Freedom	54,55 / 36 = 1,51	
	Probability (P)	0.024	
	Estimated Non-centrality Parameter (NCO)	18.55	
	Confidence Interval for NCP	2.54 ; 42.52	
2	*Root Mean Square Error of Approximation (RMSEA)*	0.041	*Good Fit*
	Confidence Interval for RMSEA	0.015 ; 0.063	
	P-Value for Test of Close Fit (RMSEA < 0,05)	0.73	
3	*Expected Cross-Validation Index (ECVI) Model*	0.38	*Good Fit*
	ECVI for Saturated Model	0.44	
	ECVI for Independence Model	6.80	
	Confidence Interval for ECVI	0.33 ; 0.46	
4	*Model AIC*	114.55	*Good Fit*
	Saturated AIC	132.00	
	Independence AIC	2052.75	
	Model CAIC	255.97	
	Saturated CAIC	443.11	

Group	Indikator	Value	Keterangan
	Independence CAIC	2104.60	
5	*Normed Fit Index (NFI)*	0.97	*Good Fit*
	Non-Normed Fit Index (NNFI)	0.99	
	Parsimony Normed Fit Index (PNFI)	0.64	
	Comparative Fit Index (CFI)	0.99	
	Incremental Fit Index (IFI)	0.99	
	Relative Fit Index (RFI)	0.96	
6	*Critical N (CN)*	334.31	*Good Fit*
7	*Goodness of Fit Index (GFI)*	0.97	*Good Fit*
	Adjusted Goodness of Fit Index (AGFI)	0.94	
	Parsimony Goodness of Fit Index (PGFI)	0.53	

Sumber: Data Primer Diolah Januari 2020.

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Service Quality and Customer Satisfaction on WOM a Private Hospital in Indonesia

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Abstract
This research examines the effect of service quality and customer satisfaction on word of mouth. We carried out a survey of our sample, which consisted of 303 respondents. This study provides empirical evidence that service quality has a significant positive effect on customer satisfaction, service quality also has a significant positive effect on word of mouth and customer satisfaction has a significant positive effect on word of mouth.
Keywords: service quality, customer satisfaction, word of mouth.

INTRODUCTION

The rapid development of the medical environment at the local and global level has encouraged hospitals to implement various changes. The medical industry in general is progressive, more productive, and developing quickly, along with the rapid improvements in medical science and technology (Kulsum & Syah, 2017). Given the changes that tend to accelerate with the emergence of various new government policies, technology, the economy, consumer behavior, market growth, competitor strategies, and other factors that result in a more competitive situation, then the right strategy is needed to manage the healthcare services offered by hospitals. Hospitals are in the healthcare service business, based on the principle of trust from their customers. Thus, service quality, customer satisfaction, and word of mouth determine the success of a hospital's business.

Health care is a dynamic and rapidly growing public service market sector that faces increasing competition and significant changes (Dagger, 2007). The quality of service is identical to how good or bad the offerings are, which are provided by service companies to satisfy the consumers by providing or delivering services which exceed the consumers' expectations (Lovelock, 2002). Customer satisfaction is considered to be a feeling of happiness or disappointment for the customers, which comes from their comparison between the performance or results of a service or product, and their expectations of it, where the context of customer satisfaction is an estimate, or customer confidence in what they receive. In other words, customer satisfaction is the quality of service as determined by the opinions of the consumers (Kotler & Keller, 2009).

Product or service quality is one of the keys to success in competition. The quality of products and services provided by a company will affect the company's reputation in the eyes of consumers, and will ultimately affect the consumers' loyalty to the company (Syah, 2013). In hospitals, improved service quality is related to patient satisfaction, so if there is an increase in the services received by patients, and the patients' satisfaction

increases, this will have an impact on the patients' loyalty (Nurlitasari & Syah, 2016). Service quality is a key factor to get customer satisfaction that will increase customer loyalty (Ajami *et al.*, 2018).

Customer loyalty includes the attitude component and the customer behavior component, which is related to a customer's attitude, which is reflected in the intention to return to buy the product, the willingness to recommend the company to others (word of mouth), not to move to other products and be willing to pay a price premium (Anselmsson *et al*, 2014). Research by Yu *et al.* (2017) examined site-level (website quality and interactivity) and consumer-level (satisfaction, attitude, stickiness) values, but the study did not examine any hedonic value variables as one of the antecedents that affect word of mouth.

Word of mouth refers to informal communications between individuals about ownership, use, and certain characteristics of goods and services, sellers, services, and social issues (Yu *et al.,* 2017). Generating positive word of mouth is an important marketing strategy for online businesses because it can significantly influence consumers' purchasing decisions (Smith *et al.,* 2007). Dissatisfaction often results in customers going out or spreading negative feedback through word of mouth (Lai & Chou, 2015). However, if the right service recovery strategy is applied, then positive confirmation from customers can be achieved, so as to turn dissatisfied customers into satisfied and loyal customers who spread positive messages by word of mouth (Lankton & McKnight, 2012).

The quality of service has a very significant influence on word of mouth (Mukerjee, 2018). Trusov (2000) said that communicating by word of mouth is more influential than communication through other promotional methods. Customers who are very satisfied with certain products or services will have the enthusiasm to introduce those products or services through word of mouth to anyone they know (Griffin, 2003). Customers who get products or services that meet or exceed expectations, tend to give a positive response to the company, one of them, giving word of mouth to his colleagues. Word of mouth is an effective way to build a positive image for a hospital, besides the fact that word of mouth can also increase the number of purchases and sales (Handini & Ruswanti, 2016). It has been established that high service quality provides benefits, which include customer satisfaction and positive word of mouth communications (Ilyas *et al.*, 2013).

Based on research conducted by Susanto (2018), Ajami *et al.* (2018), Zaim *et al.* (2013) and Bakti (2013), service quality is related to customer satisfaction, which will lead to customer loyalty. Meanwhile, customer loyalty has three dimensions, namely: word of mouth, switching behavior, and product repurchase. However, in todays rapidly developing digital era, one thing that is very important for maintaining customer loyalty is word of mouth, which will be the focus of this research, because, in terms of services, hospitals provide services in a people-to-people manner. So through positive word of mouth a hospital's business will grow faster or, if the word of mouth is negative it will worsen.

From the background description above, the objectives of the research are: (1) To find out the relationship between service quality and patients' satisfaction in a hospital in Indonesia. (2) To find out the relationship between service quality and word of mouth in a hospital in Indonesia. (3) To find out the relationship between patient satisfaction and word of mouth in a hospital in Indonesia.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
LITERATURE REVIEW
Service Quality.

Service quality is a measure of how well the service delivered met the customer's expectations (Parasuraman, 1988). The quality of service is a term that describes a level of excellence, provided by the product's provider (producer) to the customer, to meet the customer's desires (Naik *et al.*, 2010). The quality of service must begin with the customer's needs and end with the customer's perception (Kotler & Keller, 2009). The quality of service is the level of how good or bad the products or services provided by the service companies to satisfy the consumers' demands were (Lovelock, 2002).

A hospital is a place that organizes health service activities, and it can also be used for the education of health workers and to undertake research. The functions of a hospital include: (1) Carrying out medical pocedures. (2) Carrying out medical and non medical support services. (3) Carrying out nursing services and care. (4) Carrying out referral services. (5) Carrying out education and training. (6) Carrying out research and development (Azwar, 1996).

Parasuraman (1988) also stated that there are five dimensions in determining service quality, namely: tangibles, reliability, responsiveness, assurance, and empathy. If the five dimensions above have been fulfilled then the personal relationship between the patient will certainly feel comfortable with the service that have provided. This will make a deep impression on the patient, in the form of satisfaction with the service provided by the hospital.

Customer satisfaction.

Customer satisfaction is the level of pleasure or disappointment felt by a customer about a product or service offered to them (Rangkuti, 2013). Meanwhile, according to Kotler & Keller (2009) customer satisfaction can be interpreted as a feeling of pleasure or disappointment by customers that comes from a comparison between their impressions of the performance or results of a service or product and the customers' expectations, where the context of the customers' satisfaction expectations are estimates or their beliefs about what is received. In other words, customer satisfaction is the quality of the service or product, as seen from the point of view of the consumers. Customer satisfaction can be described from the three dimensions described by Kotler & Keller (2009), which include emotions. Emotional factors are usually caused by the emotional value that is given by the environment or the brand of a product and service such as pride and self-confidence. A product that is of a certain quality, but sells for a cheaper price than the same products of the same quality will have a higher value. The cost and

convenience matter to consumers who do not need to incur additional costs, or do not need to waste time, when obtaining a product or service and thus tend to be satisfied with the product or service. With good customer satisfaction, the hospital business will run and develop, which will certainly encourage continued good service and better hospital facilities, so these will increase the hospital's profits (Syah, 2014).

Word of Mouth.

Customer loyalty includes an attitude component and a customer behavior component, these are related to the customer's attitude which is reflected in the intention to return to buy the product, the willingness to recommend the company to others (word of mouth), not changing to other products easily and being willing to pay a premium price (Anselmsson *et al.*, 2014). The opinions of Brown *et al.* (2005) and Li (2013) were that word of mouth is an informal communication between people who are not commercially connected, who receive information about brands, products, companies, or services. Davidow (2000) also stated that a good, satisfying relationship can be promoted through positive word of mouth. According to Sumardy (2011), based on the Word of Mouth Marketing Association (WOMMA) which is the official body for word of mouth marketing, defining word of mouth marketing is the organization's effort to influence how customers create and distribute relevant marketing information to consumers. Based on the opinion of Tjiptono (2000) word of mouth is a personal or non-personal statement made by someone other than a member of a customers' organization. Customers' word of mouth, obtained through other customers and based on the level of trust in experts, friends or family, tend to be more quickly accepted. Word of mouth can also be used as a reference for customers of these services, but it is usually difficult to evaluate services that have not been purchased or experienced personally. A customer who is loyal will tend to know the product better, need less information, buys more of it, is prepared to pay a higher price for the product, and recommends the product by word of mouth to other people (Ganesh, 2000).

According to De Bruyn & Lilie (2008) the concept of word of mouth is constructed differently, such as informal transfers of positive purchases, and negative behavior related to consumption, among consumers. Word of mouth refers to informal communications between individuals about the ownership, use and certain characteristics of goods and services, sales, services and social issues (Yu *et al*, 2017). Customer loyalty is related to all the things that can attract customers, and will make them buy a product, buy it repeatedly (often), buy it in greater quantities and bring in even more customers with a word of mouth promotion system (Fornell, 1992).

The exponential growth in the use of online social media, which makes word of mouth easier to spread to many people simultaneously, has made word of mouth stand out (Gopinath *et al.*, 2014). Beside, other studies have shown that word of mouth has a significant impact on the formation of a consumer's attitude; positive word of mouth can reduce the risk associated with purchasing a new product or service (Srinivasan *et al.*, 2002). As an important but difficult to manage marketing power, word of mouth is believed to be able to complement and extend the effects of an advertisement (Hogan &

Lemon, 2004). For example, the initial marketing activities (advertising and promotion) trigger an initial purchase reaction, then the purchasing experience triggers the spread of word of mouth, as the consumers share their experiences with others (Chevalier *et al.*, 2003).

It can be concluded that word of mouth cannot be found or created; because word of mouth is made voluntarily by consumers, without getting any gift or reward. Trying to fabricate word of mouth is very unethical and can damage a company's brand image and reputation (Handini & Ruswanti, 2016).

HYPOTHESIS DEVELOPMENT
Relationship Between Service Quality and Customer Satisfaction.

Service quality can be categorized as the expected level of excellence and control over the level of excellence to meet the customers' desires, in this case the customers' satisfaction (Lovelock, 2002). The quality of service and level of customer satisfaction are considered to determine the possibility of a repurchase decision (Parasuraman, 1988). Customer satisfaction from using a service can be seen as an evaluation by the customers of their experience and their reaction to certain products in a transaction, or their relationship to the quality of the service provided (Susanto, 2018). The level of customer satisfaction with services is an important factor in developing a service delivery system that is responsive to customers' needs, minimizing costs and time and maximizing the impact of the service on the target population (Kartawidjaja & Syah, 2016).

In terms of service quality, the importance of service quality's dimensions and customer behavior can be drawn a relationship, that customers' perceptions of the service quality affect the overall satisfaction and customers' perceptions of values that provide a positive relationship on the intensity of the customers' behavior and retention, so that the concept of customer satisfaction can seen within a certain scope, such as in a store, where customer satisfaction will be closely related to the intensity of the repurchase decisions (Mittal, 2013). Feedback and information are important elements for building an effective service delivery system, including the level of customer satisfaction and improving the service quality (Kartawidjaja & Syah, 2016). Customer satisfaction can be called the performance evaluation of a service's quality, because customers will compare the output with their expectations before buying or consuming a product (Susanto, 2018).

In a study on the service quality, it was found that the service qualities had a strong correlation with customer satisfaction (Ajami *et al.*, 2018). Maximum service quality will increase patient satisfaction (Kulsum & Syah, 2017). Service quality has a significant and positive influence on patient satisfaction (Kartawidjaja & Syah, 2016). The relationship between service quality and external customer satisfaction is found by comparing the responses of service users in the health and hospitality industries. The findings of this study indicate that the quality of service of companies engaged in the health sector with real dimensions, reliability and empathy have a significant effect on customer satisfaction. Meanwhile, other dimensions, namely assurance and responsiveness, do not have a significant effect on customer satisfaction. The test results of the relationship of service

quality to customer satisfaction in the scope of hotel services show that personality, reliability, responsiveness and empathy have a significant effect on customer satisfaction (Panda, 2014). The effect of service quality on customer satisfaction in private hospitals and government hospitals in India has also been researched; the quality of service was measured by several dimensions, such as: infrastructure, the quality of employees, clinical care processes, administrative procedures, the hospitals' image, social responsibility and trust. This study concludes that clinical care, administrative procedures, safety indicators and trustworthiness have a significant effect on patients' satisfaction in government hospitals. Infrastructure, image and trust are significant predictors of patient satisfaction in private hospitals. Government hospitals in India are known to provide qualified doctors and private hospitals are preferred for their infrastructure facilities. The quality of the staff has the highest correlation with customer service, in terms of helping patients and showing what is important in the context of hospital services (Pantouvakis, 2013). From the literature mentioned above, the first hypothesis that can be proposed is:
H1: Good service quality will increase customer satisfaction.

Relationship Between Service Quality and Word of Mouth.

The quality of service in a service business is a decision or attitude related to the levels of service excellence and customer loyalty desired by that business (Parasuraman, 1998). Customer loyalty is related to all the things that can attract customers, and which will make them buy the product, buy it repeatedly (often), buy it in greater quantities and bring in even more customers through a word of mouth promotion system (Fornell, 1992). Word of mouth is considered to be a network of patient relationships that can ensure that a hospital gains a competitive advantage, which is essential for the success of its business (Hsu, 2018). Customer loyalty can be considered as their former patients' commitment to consistently reuse the hospital's services in the future. Loyal customers, in this case patients, will not only use certain quality services again, but also recommend them (by word of mouth) to other prospective customers; as a result loyal customers will help to defend the hospital's business from market conditions and difficult competition (Mortazavi, 2009). Service quality has an influence on patient loyalty, this is supported by the results of research which found that good quality hospital services will increase their patients' loyalty to the hospital (Sumiyati & Syah, 2016). This serves to link the processes that lead to purchases and consumption, with post-purchase phenomena such as: switching behavior, repeated purchases and word of mouth (Churchill, 2016). This relates the concept of service quality to customer perceptions and customer concepts which imply that the perceived service quality can be seen as a level and direction of perception between customer perceptions and expectations, resulting in customer loyalty (Parasuraman, 1998).

Research conducted by Li (2013) showed that service quality is positively related to word of mouth. The study conducted by Mukerjee (2018) also established a positive relationship between service quality and word of mouth, because banks already have regulations, structure and technology. This study proved that the customers of retail banks in emerging markets will be involved in positive word of mouth recommendations

if they are impressed with the quality of the services offered (Mukerjee, 2018). Quality of service is considered an important factor for developing patient loyalty (Zarei, 2012). Service quality is a key factor for creating customer satisfaction that will increase customer loyalty (Ajami *et al.*, 2018). Developing a conceptual model for understanding the positive or negative effects of overall service quality on word of mouth communications, a study showed that employees' attitudes are the most important service quality attributes, and they can produce positive word of mouth (Choudhury, 2014). From the literature above, the second hypothesis that can be proposed is:

H 2: Good service quality will improve word of mouth.

Relationship Between Customer Satisfaction and Word of Mouth.

Customer satisfaction is important for service providers, because customers spread a sense of satisfaction to potential customers, thus increasing the company's reputation. So if customers are satisfied, they will inform their colleagues and family about this by word of mouth (Burnham & Leary, 2018). Customer satisfaction is an important factor for maintaining organizational sustainability and customer loyalty (Donio, 2006). One of the most significant results in the marketing literature is customer satisfaction. This serves to link the processes that lead to purchases and consumption, with post-purchase phenomena such as switching behavior, repeated purchases and word of mouth (Churchill, 2016). Customers who get products or services that meet or exceed their expectations tend to give a positive response about the company. One of them is through word of mouth to their colleagues. Word of mouth is an effective way to build a positive image for a hospital or clinic, word of mouth can also increase the number of purchases and sales (Handini & Ruswanti, 2016). Satisfied customers will be more likely to remain loyal, by making repeated purchases and recommending products by word of mouth (Fornell, 1992). While Griffin (2003) argued that loyal customers are customers who are very satisfied with certain products or services, and they are enthusiastic about introducing them, by word of mouth, to anyone they know. A customer who is loyal will tend to know the product better, need less information, buy more of it, be prepared to pay a higher price for the product and offer the product through word of mouth to other people (Ganesh, 2000).

Fornell *et al.* (2009) provided the view that customer satisfaction can encourage customers to continue to buy and use the products, the impact of this means they will continue to provide good recommendations to others about the products (word of mouth). Jham (2018) explained that the satisfaction felt by customers can have a significant influence on the formation of customer loyalty. This is due to feeling happy, and being happy to encourage consumers to choose without realizing that their needs have been met.

According to research by Handini & Ruswanti (2016) word of mouth plays an important role in marketing Rumah Sehat Wanita Hauraa, so that patient satisfaction has a significant effect on word of mouth. According to the research of Brown *et al.* (2005) customer satisfaction is highly positively correlated with word of mouth. Therefore, it is very clear that customer satisfaction is a key variable that influences the

word of mouth intention. Customer satisfaction alone cannot be responsible for driving future purchasing power or spreading positive recommendations by word of mouth. In addition, customer loyalty will also lead to word of mouth intentions. The presence of loyalty will definitely have a different impact on the customer's word of mouth intentions (Burnham & Leary, 2018). From the literature above, the third hypothesis that can be proposed is:

H 3: Good customer satisfaction will increase worth of mouth.

Model Framework for the Relationships between Service Quality, Customer Satisfaction and Word of Mouth.
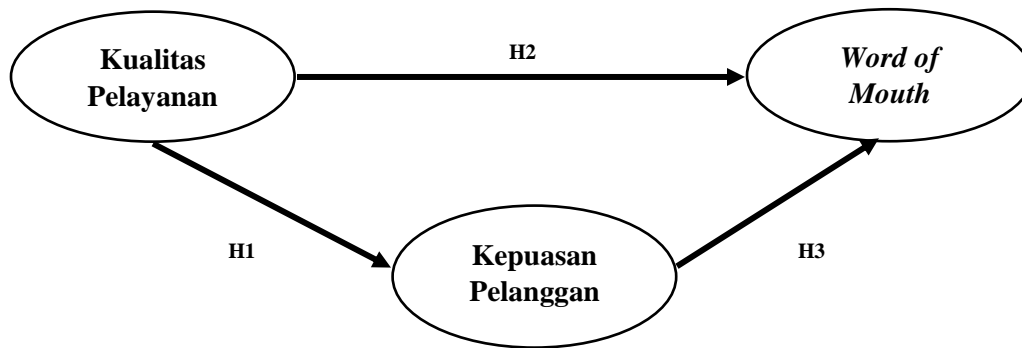
Figure 1. Model Framework for the Relationship between Service Quality, Customer Satisfaction and Word of Mouth

RESEARCH METHOD

This research used a quantitative approach with the primary data being collected using the questionnaire survey method. This research started by developing its hypotheses which involved finding the right procedures for using a specific data source. This research included confirmatory research, which is research that aims to test a theory or hypothesis to strengthen or reject the theory or hypothesis of pre-existing research. Judging from the time dimension, this study was classified as a cross-sectional study because it was conducted only once (Cooper & Schindler, 2010).

We conducted our survey in a private hospital in Indonesia. The research started in December 2019, and was conducted for 30 days from 09.00 to 16.00 every day by directly meeting the respondents and inviting them to fill out the questionnaire. The population in this study consisted of public (private) patients who attended an outpatient examination (polyclinic and emergency room) at the hospital.

The sampling technique used in this study was purposive sampling. Purposive sampling is included in the non-probability sampling methods. The purposive sampling method is a technique for determining a sample with certain considerations or criteria. The sample in this study is that some of the customers in this case are outpatients (polyclinic and emergency room). The sample taken in this study has the following criteria: private patients, or old patients who have had an outpatient's examination

(polyclinic and emergency room), or existing customers who have had at least 2 examinations as outpatients at the hospital.

The variables involved in this study were the service quality as an exogenous variable. The instrument used to measure service quality was based on the instrument developed by Parasuraman (1988). The quality of service included 22 question items with indicators including: tangibles, reliability, responsiveness, assurance and empathy. Customer satisfaction acted as an endogenous variable. The instrument used to measure customer satisfaction was based on the instrument developed by Oliver (1997). The measurement of customer satisfaction included three question items with indicators including: decision to choose, do the right thing and general satisfaction. The last variable was word of mouth, which was an endogenous variable. The instrument used to measure word of mouth was based on the instrument developed by Syah (2014). Measurement of the word of mouth included three question items with indicators including: always recommending to others, telling good things, and happy if other people subscribe to the same place. To measure each of the research instruments, a Likert scale was used, with five alternative answers: strongly disagree (SD), disagree (D), neither agree or disagree (BAD), agree (A) and strongly agree (SA) (Sugiyono, 2011).

Before being used in the actual research, the research questionnaire's instruments were tested first. The instruments' trial was conducted to find out whether the instruments produced really good results, because the merits of the instruments would affect whether or not the data were correct and determine the quality of the research's results. How good or bad the instruments were was shown by their level of validity (validity) and reliability (reliability) (Hair *et al.*, 2013). This showed whether or not they were appropriate to use on the customers of the hospital. The trial of these instruments was conducted on 33 respondents outside the population that were sampled in the actual research. From the results of the validity and reliability test of the 28 questions in the questionnaire, 26 passed the tests with a Kaiser-Meyer-Olkin (KMO) value > 0.500 and a Cronbach's alpha value of > 0.600 (Appendix 9).

This research's population was not limited; therefore the number of samples could be calculated based on the total number of questionnaires that passed the validity and reliability test x 5, ie 26 x 5 = 130 respondents. Hair *et al.* (2013) suggested that the minimum sample size is 5 to 10 observations for each estimated parameter, so the sample used in this study amounted to 26 items x 5. So, the minimum number of samples needed was 130 respondents. In this case the researcher used a sample of 303 respondents. The testing phase conducted in this study was assisted by structural equation modeling (SEM) with the linear structural relations (LISREL) program (Ghozali, 2014).

RESULTS AND DISCUSSIONS
RESULTS

The profiles of the 303 respondent patients treated at the hospital showed that the majority of patients were women (53.1%), aged between 26 to 35 years old (30.4%), 64.4% held a bachelor's degree (S1), with 47.9% of them employed as private employees,

with a monthly income > Rp. 3,850,000. This showed that the hospital's patients were of a productive age, with a fairly high education, had jobs as private employees and who already had an awareness of healthy lifestyles.

Table 1. Profile of Respondents.

Characteristics	Profil	Number of Respondents	%
Sex	Male	142	46.9%
	Female	161	53.1%
	TOTAL	303	100.0%
Age	17 – 25 years old	42	13.9%
	26 – 35 years old	92	30.4%
	36 – 45 years old	84	27.7%
	46 – 55 years old	49	16.1%
	>56 years old	36	11.9%
	TOTAL	303	100.0%
Last education	Junior High School	4	1.3%
	Senior High School	42	13.8%
	D3	22	7.3%
	S1	195	64.4%
	S2	36	11.9%
	S3	4	1.3%
	TOTAL	303	100.0%
Profession	Student / College	21	6.8%
	PNS / TNI / POLRI	27	8.9%
	Private employees	145	47.9%
	BUMN	35	11.6%
	Others	75	24.8%
	TOTAL	303	100.0%
Monthly income	Rp < 3,850,000-	21	6.9%
	Rp > 3,850,000-	282	93.1%
	TOTAL	303	100.0%

The results of the structural equation's output from LISREL version 8.8., showed that service quality (SQ) had a greater positive effect on customer satisfaction (CS) that was equal to 0.79, with a value of R Square (R^2) = 0.62. Service quality (SQ) had a greater positive effect on word of mouth (WOM), which was equal to 0.46 and customer satisfaction (CS) had a smaller positive effect on word of mouth (WOM), which amounted to 0.40, with a value of R Square (R^2) = 0.67.

The results of the output reduced form equation from LISREL version 8.8., showed that service quality (SQ) had a greater positive effect on customer satisfaction (CS) that was equal to 0.79, with a value of R Square (R^2) = 0.62. Service quality (SQ) had a smaller positive effect on word of mouth (WOM) which was equal to 0.78, with a value of R Square (R^2) = 0.61.

We tested the suitability of this model using structural equation modeling (SEM) with the LISREL program version 8.8. The following goodness of fit index was generated after testing:

Table 2.The Result of Goodness of Fit Index Structural Equation Modeling (SEM) LISREL Version 8.8

Group	Indicator	Value	Information
1	*Degrees of Freedom*	36	
	Chi-Square	54.55	
	Chi Square / Degree of Freedom	54.55 / 36 = 1.51	*Good Fit*
	Probability (P)	0.024	
	Estimated Non-centrality Parameter (NCP)	18.55	
	Confidence Interval for NCP	2.54 : 42.52	
2	*Root Mean Square Error of Approximation (RMSEA)*	0.041	
	Confidence Interval for RMSEA	0.015 : 0.063	*Good Fit*
	P-Value for Test of Close Fit (RMSEA < 0.05)	0.73	
3	*Expected Cross-Validation Index (ECVI) Model*	0.38	
	ECVI for Saturated Model	0.44	
	ECVI for Independence Model	6.80	*Good Fit*
	Confidence Interval for ECVI	0.33 : 0.46	
4	*Model AIC*	114.55	
	Saturated AIC	132.00	
	Independence AIC	2,052.75	
	Model CAIC	255.97	*Good Fit*
	Saturated CAIC	443.11	
	Independence CAIC	2,104.60	
5	*Normed Fit Index (NFI)*	0.97	
	Non-Normed Fit Index (NNFI)	0.99	
	Parsimony Normed Fit Index (PNFI)	0.64	
	Comparative Fit Index (CFI)	0.99	*Good Fit*
	Incremental Fit Index (IFI)	0.99	
	Relative Fit Index (RFI)	0.96	
6	*Critical N (CN)*	334.31	*Good Fit*
7	*Goodness of Fit Index (GFI)*	0.97	
	Adjusted Goodness of Fit Index (AGFI)	0.94	*Good Fit*
	Parsimony Goodness of Fit Index (PGFI)	0.53	

Source: *Primary Data Processed January 2020.*

From the results of the goodness of fit index's measurement above (Table 2), it can be concluded that all the parameters met the expected conditions. Regarding the item indicators, namely: chi square, RMSEA, ECVI, AIC & CAIC, fit index, critical N and GFI & AGFI, they are all a good fit. From the summary of the results from LISREL version 8.8., this analysis was chosen to determine the gradual influence on service quality, customer satisfaction and word of mouth, and, as explained in the literature review above, three hypotheses were formulated by this study. To find out whether the hypotheses were supported by the data or not, the t-value was compared with the t-table of 1.96 (Ghozali, 2014). If the t-value > 1.96, it could be concluded that the research's hypotheses were supported by the data (and proven significantly).

An image of the test model of the research model, and the test of the hypotheses using the LISREL version 8.8., is shown below. The hypotheses test results and the tests

of the causality relationship of each research variable are also presented in the following figure 2 and table 2.

Chi-Square=54.55, df=36, P-value=0.02440, RMSEA=0.041
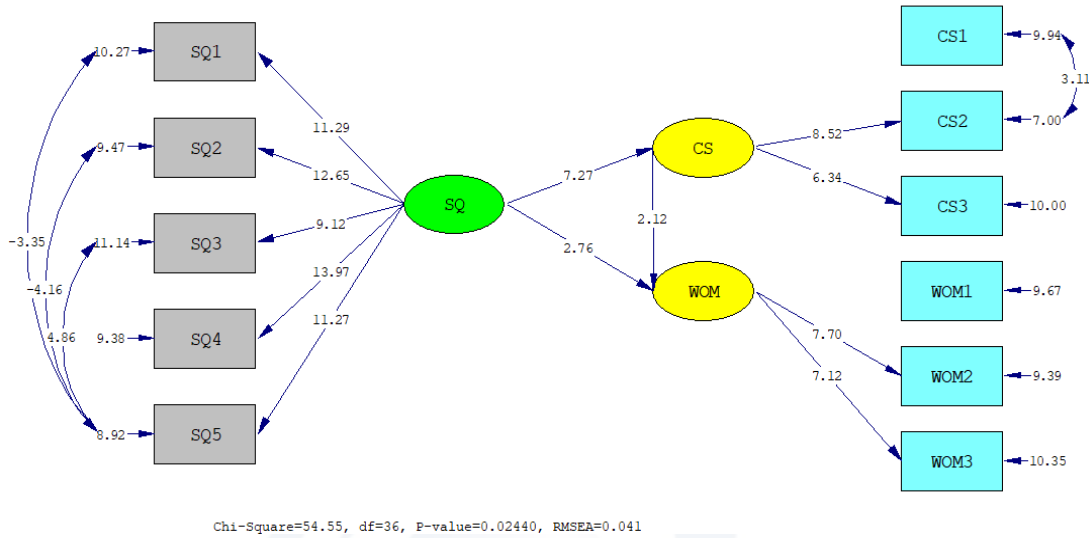
Figure 2. Results of the Research Model (LISREL Path Diagram Version 8.8.)

Table 2. Estimation Results with LISREL Model Version 8.8.

Variab;eRealtionship	Path Coefficient	T-Value	T-Table	Information
Service Quality→Customer Satisfaction	0.79	7.27	1.96	H1 received
Service Quality→ Word of Mouth	0.46	2.76	1.96	H2 received
Customer Satisfaction→ Word of Mouth	0.40	2.12	1.96	H3 received

Source: *Primary Data Processed January 2020.*

The results show the direct effect of service quality on customer satisfaction. The path coefficient was 0.79, the t-value was above the t-table's value (7.27 > 1.96) so that the relationship between these two variables is statistically significant. This result provides empirical evidence about the positive effect of service quality on customer satisfaction. This indicates that the better the quality of the service provided to customers is, the higher the customers' satisfaction will be. Therefore, the first hypothesis is supported.

The direct effect of service quality on word of mouth was found. The path coefficient was 0.46 and the t-value was above the t-table's value (2.76 > 1.96). This result indicates that service quality has a significant positive effect on word of mouth. The better the quality of the service provided to customers is, the more likely that word of mouth will increase. Therefore, the second hypothesis is supported.

Finally, we found the direct effect of customer satisfaction on word of mouth. The path coefficient was 0.40 and the t-value was above the t-table's value (2.12 > 1.96). This result provides empirical evidence that customer satisfaction has a significant positive effect on word of mouth. The more satisfaction that a customer feels, the more likely it is that word of mouth will increase. This result supports our third hypothesis.

DISCUSSIONS
Quality of Service Improves Customer Satisfaction.

This research successfully demonstrated that service quality has a positive effect on customer satisfaction. This means that better quality service, will have a positive impact on customer satisfaction, so there will be fewer complaints from customers about the quality of the service. The findings of this study support the previous research conducted by Thurau (2004) which stated that the quality of customer service affects their relationships both directly and indirectly and causes increased customer satisfaction. According to Mittal & Gera (2013), in terms of service quality, the importance of service quality's dimensions and customer behavior can be drawn a relationship, that customers' perceptions of service quality affect their overall satisfaction and the customers' perceptions of values that provide a positive relationship with the intensity of behavior and retention of customers, so the concept of customer satisfaction can be seen within a certain scope, such as in a store, where customers' satisfaction will be closely related to the intent to repurchase. Whereas according to Kartawidjaja & Syah (2016) feedback and information are important elements for building an effective service delivery system, including the level of customer satisfaction and improvement in the service's quality.

Haghighi et al. (2012) concluded that a positive service quality can increase satisfaction; this is due to the quality of service that is described by the dimensions of responsiveness and physical evidence so it becomes a real thing that is prioritized by customers. Rampl et al. (2012) found that service quality had a positive and significant effect on customer satisfaction; this is due to improvements to people's ability to serve customers.

Research conducted by Hisam et al. (2016) concluded that there was a relationship between service quality and customer satisfaction, but that study only examined the relationship between variables and did not seek for a relationship from the existing dimensions. In a study of the service quality of electronic services, it was found that the quality of electronic services was strongly correlated with customer satisfaction (Ajami et al., 2018). Research conducted by Kulsum & Syah (2017) concluded that maximum service quality will increase the patients' satisfaction. Service quality has a significant positive effect on patients' satisfaction (Kartawidjaja & Syah, 2016).

Quality of Service Improves Worf of Mouth.

This study shows that service quality has a positive effect on word of mouth. This means that the better the quality of the services provided, positive word of mouth will recommend the services offered, thus impacting on the number of customer visits. Wong & Sohal (2003) explained that plenary service quality is something that needs to

be pursued to make a positive and significant influence on customer loyalty; this condition is because customers will prefer to stay in a restaurant that is able to serve their every need. Hamenda (2018) provided an explanation that service quality is able to influence loyalty, due to the staffs' empathy for the customer. According to Parasuraman (1988), the quality of service offered by a service provider is a global decision or attitude related to service excellence and customer loyalty. Customer loyalty is related to all the things that can attract customers, and make them buy a product, buy it repeatedly (often), buy it in greater quantities and bring in even more customers with a word of mouth promotion system (Fornell, 1992). Li (2013) suggested that service quality is positively related to word of mouth. Word of mouth is considered to be a network of customer relationships that can ensure that businesses (betul, intinya untuk memperkuat bahwa dipenelitian lainpun ada penelitian yang hasilnya sama dengan penelitian ini) gain a competitive advantage, which is essential for their success (Hsu, 2018).

Customer Satisfaction Increases Word of Mouth.

This research successfully demonstrated that customer satisfaction has a positive effect on word of mouth, meaning that the greater satisfaction felt by the customers will cause them to pass on their satisfaction by word of mouth and recommend the business to others. Ngo (2015) provided an explanation that customer satisfaction plays a major role in shaping customer loyalty, which is caused by the comfort that is generated. This finding indicates that customer satisfaction is one of the items that are able to encourage customers to be loyal to a company. Gures *et al.* (2014) explained that customer satisfaction is able to have an impact on customer confidence, so they keep using the product. Netemeyer *et al.* (2010) provided the view that customer satisfaction encourages customers to continue to buy and use the products; they will then recommend the products by word of mouth to others.

Research conducted by Yu *et al.* (2017) successfully demonstrated that customer satisfaction has a positive effect on word of mouth, meaning that the greater satisfaction felt by the customers will cause them to make positive recommendations by word of mouth to other people. Customer satisfaction is important for service providers, because happy customers spread a sense of satisfaction to potential customers, thus increasing the company's reputation. So if customers are satisfied, they will make positive word of mouth recommendations to their colleagues and family (Burnham & Leary, 2018). This serves to link the processes that lead to purchases and consumption, with post-purchase phenomena such as switching behavior, repeated purchases and word of mouth (Churchill, 2016). Customers who get products or services that meet or exceed their expectations, tend to give a positive response to the company. One of them is by giving positive word of mouth to other shoppers. Word of mouth is an effective way to build a positive image for a hospital, besides the fact that it can also increase the number of purchases and sales (Handini & Ruswanti, 2016). Customers who are satisfied will be more likely to be loyal, and make repeated purchases and recommend products through word of mouth (Fornell, 1992).

The exponential growth in the use of online social media, which makes word of mouth easier to spread to many people, has made word of mouth very prominent (Gopinath *et al.*, 2014). In addition, research shows that word of mouth has a significant impact on the formation of a consumer's attitude, positive word of mouth can reduce the risk associated with purchasing products or services (Srinivasan *et al*, 2002). As an important but difficult to manage marketing power, word of mouth is believed to be able to complement and extend the effects of advertising (Hogan & Lemon, 2004). For example, initial marketing activities (advertising, promotion) trigger an initial purchase reaction, then purchasing experiences trigger the spread of word of mouth, as people share their experiences with others (Chevalier *et al.*, 2003). The company develops loyal customers, so they can be very valuable assets for the company. The customers not only continue to use the company's products or services, but they themselves will also recommend the company by word of mouth to others, according to their experiences (Yarimoglu, 2014).

According to Handini & Ruswanti (2016) word of mouth plays an important role in marketing Rumah Sehat Wanita Hauraa, so that patient's satisfaction has a significant effect on word of mouth. According to the research of Brown *et al.* (2005) customer satisfaction is highly positively correlated with word of mouth. Therefore, it is very clear that customer satisfaction is a key variable that influences word of mouth intentions. Customer satisfaction alone cannot be responsible for driving future purchasing power, or spreading positive recommendations by word of mouth. In addition, customer loyalty will also lead to positive word of mouth intentions. The presence of loyalty will definitely have a different impact on the customer's word of mouth intentions (Burnham & Leary, 2018).

CONCLUSION

The results of this study conclude that service quality has a significant positive effect on customer satisfaction, the better the quality of the service offered, the greater will be its impact on customer satisfaction, so that there will be few complaints from customers about the quality of the service. Service quality has a significant positive effect on word of mouth, the better the quality of the service provided then the more positive are the word of mouth recommendations for the service offered, so that it has an impact on the number of customer visits. Customer satisfaction has a significant positive effect on word of mouth; the greater the satisfaction felt by customers, the more frequently and positively they will recommend the business by word of mouth to others. Customer satisfaction is important to service providers, as customers spread a sense of satisfaction to potential customers, thus enhancing the company's reputation.

Managerial Implications.

The implications of the results of this study are expected to be beneficial for hospitals in Indonesia, which can use them to create a good quality service flow, including such things as: polite ways of communicating, friendly service, a short waiting

time for patient services, how to dress neatly and educate patients. All of these should increase customer satisfaction, and with the improved quality of service and customer satisfaction, then a positive word of mouth can develop, which will ultimately benefit the patients in general and hospitals in the future. The implication of this research for researchers is that it will add to the literature relating to research that has been carried out, that service quality and customer satisfaction have a positive effect on word of mouth.

Limitations and Suggestions for Future Research.

The limitation of this study is that it was only carried out on general private patients who seek outpatient treatment (polyclinic and emergency room) and it was limited to patients who have had at least two treatment visits to one hospital, hence the limited number of respondents. For further research, it would be better if this research was carried out in all the lines of health services at a hospital, both outpatient and inpatient, by involving all the patients, both private, insurance and BPJS patients. It would be even better if further research were to be carried out in several hospitals (both regional general hospitals or private hospitals) at a certain time with a larger number of respondents, and by adding research variables such as: customer retention, communication skills and service prices, in order to obtain more varied data and variable results.

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melakukan pengrusakan, akun akan dihapus dari pendaftaran jurnal. Itu dilakukan mengingat sistem dari OJS ini masih banyak memiliki celah yang dapat dimanfaatkan oleh para orang yang tidak bertanggung-jawab. Oleh sebab itu, untuk menghindari kejadian tersebut, admin website akan selalu memonitor pengguna yang terdaftar, agar tidak ditemukan pengguna yang tidak bertanggung jawab dan merusak sistem.

4. Konfirmasi melalui **Email** Subjek diisi dengan "Konfirmasi Pendaftaran Jurnal JMMR". Isi email: Nama Lengkap, nama akun, dan nomor handphone. Kirim ke jmmr@umy.ac.id
5. Konfirmasi Konfirmasi Melalui **WhatsApp** Isi chat: Konfirmasi Pendaftaran Jurnal JMMR; Nama Lengkap; Nama Akun; dan Email. Kirim ke **dr Mahendra Prasetyo Kusumo.,MM / Admin JMMR a.n Junior Hendri W S.IP (+6282326796566)**

AUTHOR GUIDELINES: MANUSCRIPT FROM RESEARCH STUDY

KETENTUAN SISTEMATIKA PENULISAN ARTIKEL BERASAL HASIL PENELITIAN DENGAN UJI HIPOTESIS STATISTIK (PENELITIAN PENGARUH DAN HUBUNGAN ANTAR VARIABEL)

The Manuscript written in the following order:

Artikel ditulis dengan urutan sebagai berikut:

TITLE

The title of the article is written clearly, straightforward and no more than 15 words. Preferably the title is written simple, intriguing but describes the contents of the article (may be written with a sentence).

JUDUL

Judul artikel ditulis jelas, lugas dan tidak lebih dari 15 kata. Sebaiknya judul ditulis sederhana, menggugah rasa ingin tahu namun menggambarkan isi artikel (boleh ditulis dengan kalimat tanya).

ABSTRACT

Abstracts are written in English with spaces (one). The abstract contains a description of the research objectives, methods used, and research results. The abstract is written in a concise, solid and written in one paragraph (maximum 200

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words) which summarizes the importance of research variables and research objectives and research methods (eg samples and analytical techniques used), and answers to the formulation of problems or research results. The abstract is given a keyword that contains the basic ideas or concepts that represent the field under study. Keywords (keywords) maximum 6 words.

ABSTRAK
Abstrak ditulis dalam bahasa Inggris dengan spasi tnggal (satu). Abstrak memuat uraian mengenai tujuan penelitian, metode yang digunakan, dan hasil penelitian. Abstrak ditulis secara ringkas, padat dan ditulis dalam satu alinea (maksimal 200 kata) yang merangkum berisi pentingnya variable penelitian dan tujuan penelitian serta metode penelitian (misal: sampel dan teknik analisis yang digunakan), dan jawaban atas rumusan masalah atau hasil penelitian. Abstrak diberi kata kunci yang berisi ide-ide atau konsep dasar yang mewakili bidang yang diteliti. Kata kunci (keywords) maksimal 6 kata.

INTRODUCTION
This section describes the background, objectives, contribution, results and implications of the research. For the results and implications are recommended (not mandatory).

PENDAHULUAN
Bagian ini berisi tentang latar belakang penelitian, tujuan penelitian, kontribusi penelitian, hasil dan implikasi penelitian. Untuk hasil dan implikasi bersifat anjuran (tidak wajib).

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT (QUANTITATIVE) OR LITERATURE REVIEW AND FOCUS OF STUDY (QUALITATIVE)
This section contains the literature which referenced and associated to the study and hypothesis development (quantitative) or research question (qualitative). Highly recommended literature referenced is published at least in the last 10 years with the most important according to the order are: a reputed international journals, national journals accredited, national journals, international symposiums, national symposiums, textbooks, and daily reputed.

TINJAUAN LITERATUR DAN PENGEMBANGAN HIPOTESIS

Bagian ini memuat literatur-literatur yang diacu serta terkait dengan penelitian dan pengembangan hipotesis. Sangat dianjurkan literatur yang diacu adalah yang dipublikasi 10 tahun terakhir dengan yang paling utama menurut urutannya adalah: artikel dari jurnal internasional bereputasi, artikel dari jurnal nasional terakreditasi, artikel dari jurnal nasional, buku teks, dan harian yang bereputasi.

RESEARCH METHOD
This section contains at least the design of the study, subject/object/sample, the operational definition and measurement of variables, techniques/instruments of data collection, data analysis and hypothesis testing.

METODE PENELITIAN
Bagian ini setidaknya memuat rancangan atau desain penelitian, subjek/objek/ sampel penelitian, definisi operasional dan pengukuran variabel, teknik/instrumen pengumpulan data dan analisis data serta pengujian hipotesis.

RESULT AND DISCUSSION
This section contains characteristics data of the subject / object / samples / respondents research, data analysis, and hypothesis testing instruments (if any), the answers of the research questions, findings and findings interpretation.

HASIL DAN PEMBAHASAN
Bagian ini memuat data karakteristik subjek/objek/sampel/responden penelitian, hasil analisis data, pengujian instrumen dan hipotesis (jika ada), jawaban dari pertanyaan penelitian, temuan-temuan dan interpretasi temuan-temuan. Bagian ini, bila dimungkinkan, bisa dibuat grafik untuk setiap variable penelitian. Selanjutnya disajikan berturut-turut nilai statistik deskriptif (Misal; Mean, SD, Maximum, Minimum) beserta interpretasinya. Pada bagian akhir bagian ini menyajikan hasil uji hipotesis penelitian dan pembahasannya secara cukup.

CONCLUSION
Presenting a summary of findings, implications, limitations and research suggestions sequentially.

SIMPULAN
Menyajikan kesimpulan hasil, implikasi, keterbatasan dan saran penelitian secara berurutan.

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Acknowledgment
This section is written if desirable. Loading gratitude and appreciation to those who significantly contribute in the completion of the study

UCAPAN TERIMA KASIH
Bagian ini hanya ditulis jika diinginkan. Memuat ucapan terima kasih dan penghargaan kepada pihak-pihak yang dinilai berkontribusi signifikan dalam penyelesaian penelitian.

REFERENCE
Contains the sources referred in the manuscript.

DAFTAR PUSTAKA
Memuat sumber-sumber yang diacu di dalam penulisan.

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All authors should disclose in their manuscripts any financial or other substantive conflicts of interest. When an author discovers a significant error or inaccuracy in his/her own published work, it is the author's obligation to promptly notify the JMMR's editor-in-chief and cooperate with the editor to retract or correct the paper.

Reviewers Acknowledgement
All articles were published in Jurnal Medicoetolegal dan Manajemen Rumah Sakit (JMMR) pass through review process from referees i.e. JMMR editorial team and expert reviewers from several universities. The members of the Editorial Team of JMMR extend thanks and gratitude to all the referees who have contributed to the process of peer review of manuscripts since 2012. The support and professional assistance of the esteemed colleagues make the success of the journal possible.

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Lampiran 8

Sekilas Biodata Penulis

Cahyo Kusumo Wijoyo, dilahirkan di Kendal, 17 Oktober 1986. Sebagai anak ketiga dari 3 bersaudara dari pasangan Bapak Soebiyanto Mantri dan Ibu Wahyu Susenorini. Penulis telah menikah dengan Ajeng Febry Hapsari pada tahun 2013 dan sekarang dikaruniai 2 orang anak yang bernama Adhisti Lareina Wijoyo dan Arkananta Elvano Wijoyo. Penulis sejak usia pendidikan Sekolah Dasar sudah dibentuk dan dituntut untuk menjadi pribadi yang santun, tegas, cerdas, mandiri dan agamis. Penulis pernah menempuh pendidikan di SD Negeri Pegulon 01 Kendal, dan melanjutkan ke jenjang SLTP di SMP Negeri 02 Kendal dan SLTA di SMA Negeri 01 Kendal. Gelar sarjana diperoleh Penulis dari Jurusan Ilmu Kedokteran, Fakultas Ilmu Kedokteran, Universitas Islam Sultan Agung (UNISSULA) Semarang. Penulis sejak duduk di bangku SD, telah aktif pada kegiatan-kegiatan sekolah khususnya kegiatan sosial dan pengabdian masyarakat. Sampai dengan kuliah berbagai jabatan pada unit kegiatan organisasi mahasiswa seperti: Staf Ahli Divisi Pengembangan Sumber Daya dan Organisasi (PSDMO) BEM Fakultas Kedokteran UNISSULA, Ketua Asisten Dosen Laboratorium Fisiologi Fakultas Kedokteran UNISSULA, Ketua Divisi Syiar dan Dakwah UKM Badan Amalan Islam (BAI) Fakultas Kedokteran UNISSULA, Ketua Dewan Sidang Forum Ukhuwah Lembaga Dakwah Fakultas Kedokteran Indonesia (FULDFKI), Ketua Dewan Sidang Ikatan Senat Mahasiswa Kedokteran Indonesia (ISMKI) Wilayah III dan Ketua Tim Dokter Relawan Bencana Letusan Gunung Berapi pernah dijalaninya. Saat ini pun penulis tercatat sebagai salah satu anggota Esa Unggul Silaturahmi Mahasiswa dan Alumni (ESUMMI).

Penulis telah mengabdikan diri sebagai dokter selama kurang lebih 10 tahun dan memiliki riwayat bekerja di beberapa tempat pelayanan kesehatan, seperti: Klinik BTN Boyolali, Puskesmas Ngemplak Boyolali, Puskesmas Pembantu Donohudan Boyolali, Rumah Sakit Umum Daerah Banyudono Boyolali, Rumah Sakit Medistra Jakarta dan sekarang mengemban amanah sebagai Wakil Kepala Divisi Pelayanan Medis Rumah Sakit EMC Sentul Bogor. Kepeminatan yang tinggi akan manajemen dan penguatan kapasitas organisasi serta cita-citanya untuk selalu belajar mendorong Penulis melanjutkan pendidikannya ke jenjang pasca sarjana pada program studi Magister Manajemen di Fakultas Ekonomi dan Bisnis Universitas Esa Unggul dan telah menulis tugas akhir dengan Judul "**Pengaruh Kualitas Pelayanan dan Kepuasan Pelanggan dapat Meningkatkan *Word of Mouth* di Rumah Sakit EMC Sentul, Indonesia**"

Dengan mengucap syukur Alhamdulillah ke hadirat Allah SWT, Penulis mengharap agar tulisan/tugas akhir ini dapat memberikan manfaat bagi banyak pihak dan kontribusi positif pada bidang keilmuan, khususnya manajemen.