

Lampiran 4

Uji Validitas Kepuasan Pelanggan

Descriptive Statistics

| | Mean | Std. Deviation | N |
|----------|---------|----------------|----|
| KP01 | 3.5000 | .50855 | 30 |
| KP02 | 3.4667 | .50742 | 30 |
| KP03 | 3.3667 | .55605 | 30 |
| Total KP | 10.3333 | 1.18419 | 30 |

Correlations

| | | KP01 | KP02 | KP03 | Total KP |
|----------|-----------------------------------|--------|--------|--------|----------|
| KP01 | Pearson Correlation | 1 | .668** | .305 | .859** |
| | Sig. (2-tailed) | | .000 | .101 | .000 |
| | Sum of Squares and Cross-products | 7.500 | 5.000 | 2.500 | 15.000 |
| | Covariance | .259 | .172 | .086 | .517 |
| | N | 30 | 30 | 30 | 30 |
| KP02 | Pearson Correlation | .668** | 1 | .106 | .765** |
| | Sig. (2-tailed) | .000 | | .577 | .000 |
| | Sum of Squares and Cross-products | 5.000 | 7.467 | .867 | 13.333 |
| | Covariance | .172 | .257 | .030 | .460 |
| | N | 30 | 30 | 30 | 30 |
| KP03 | Pearson Correlation | .305 | .106 | 1 | .646** |
| | Sig. (2-tailed) | .101 | .577 | | .000 |
| | Sum of Squares and Cross-products | 2.500 | .867 | 8.967 | 12.333 |
| | Covariance | .086 | .030 | .309 | .425 |
| | N | 30 | 30 | 30 | 30 |
| Total KP | Pearson Correlation | .859** | .765** | .646** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | Sum of Squares and Cross-products | 15.000 | 13.333 | 12.333 | 40.667 |
| | Covariance | .517 | .460 | .425 | 1.402 |
| | N | 30 | 30 | 30 | 30 |

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