LAMPIRAN

Lampiran 1 Kuesioner

Responden Yth,

Saya, mahasiswa Program Studi Strata 1 Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Esa Unggul Jakarta. Saya sedang meneliti tentang industry transportasi ojek *online* untuk menyelesaikan tugas akhir. Maka dari itu saya meminta kesediaan saudara/i untuk mengisi kuesioner ini. **Semua jawaban benar, tidak ada jawaban yang salah**. Pernyataan dan data responden hanya akan digunakan untuk keperluan penelitian dan sangat dijaga kerahasiaannya. Terima kasih atas bantuan dan kerjasamanya.
Atas kesediaan dan partisipasi Saudara/i, saya ucapkan terima kasih.

Hormat saya,

M. Kurniawan Rosyid

PROFIL RESPONDEN

BAGIAN I

DATA RESPONDEN (Hanya Untuk Kepentingan Penelitian)

Pilihlah salah satu jawaban pada setiap pertanyaan berikut ini dengan memberikan tanda silang (X)

1. Nama : _____
2. Jenis Kelamin : a. laki-laki b. perempuan
3. Usia :
   a. 18-25 tahun c. 36-45 tahun e. > 50 tahun
   b. 26-35 tahun d. 46-50 tahun
4. Latar belakang pendidikan terakhir :
   a. SMA/SMK b. D3 c.S1 d. S2
5. Frekuensi Penggunaan Go-Ride (Mingguan) :
   a. 2 Kali b. 3 kali c. lebih dari 4 kali

BAGIAN II
KUESIONER

Pilih jawaban yang paling sesuai dari pernyataan-pernyataan berikut berdasarkan pengalaman pribadi Bapak/Ibu menggunakan layanan Go-*Ride* pada Go-Jek dengan member tanda silang (X) pada kolom yang disediakan.

No	Pernyataan	Jawaban				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
	Kualitas Pelayanan					
1	Kendaraan Go-Jek selalu terlihat layak untuk dipakai.					
2	Go-Jek mudah di dapatkan.					
3	Pengemudi Go-Jek selalu berpenampilan bersih.					
4	Kendaraan Go-Jek yang beroperasi selalu terlihat bersih.					
5	Go-Jek tepat waktu dalam memberikan pelayananannya.					
6	Go-Jek dengan tulus membantu penumpang.					
7	Segala fasilitas Go-Jek yang di tawarkan dapat diandalkan.					
8	Go-Jek selalu memverifikasi permintaan pesanan dari penumpangnya.					
9	Go-Jek selalu memverifikasi penumpang yang dituju agar tidak terjadi kesalahan.					

No	Pernyataan	Jawaban				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
10	Go-Jek tidak memberikan penjelasan peraturan kepada konsumen perihal waktu pelayanan.					
11	Go-Jek tidak tepat waktu untuk menjemput penumpangnya.					
12	Go-Jek tidak selalu bersedia melayani penumpang.					
13	Go-Jek tidak menanggapi dengan baik keluhan penumpang.					
14	Saya merasa aman Go-Jek selalu tepat sampai tujuan dalam mengantar penumpang.					
15	Saya merasa senang pembayaran Go-Jek dilakukan dengan transparan.					
16	Pengemudi Go-Jek bersikap sopan.					
17	Go-Jek bertanggung jawab jika terjadi kesalahan dalam bekerja.					
18	Pengemudi Go-Jek turut membantu menata barang bawaan milik penumpangnya.					
19	Fasilitas Go-Jek yang ditawarkan tidak sesuai dengan kebutuhan konsumen.					
20	Go-Jek berinisiatif mengambil jalan lain yang lebih efektif agar penumpang cepat sampi tujuan.					
21	Pengemudi Go-Jek tidak mengharuskan saya terhadap pemakaian helm.					

No	Pernyataan	Jawaban				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
22	Jam beroperasinya Go-Jek tidak sesuai dengan standar yang dapat merugikan penumpang.					
	Harga					
23	Harga Go-Jek relatif murah.					
24	Harga yang dibayar sesuai dengan layanan yang didapatkan.					
25	Harga yang dibayar merupakan harga yang wajar jika dibandingkan dengan transportasi ojek online lain.					
	Kepuasan Pelanggan					
26	Selama menggunakan Go-Jek, saya merasa senang.					
27	Menurut saya, Layanan Go-Jek sesuai dengan yang saya inginkan.					
28	Secara keseluruhan, saya puas dengan Go-Jek.					

*Keterangan :

SS = Sangat Setuju
S = Setuju
N = Netral
TS = Tidak Setuju
STS = Sangat Tidak Setuju

R	Kualitas Pelayanan																						Harg	
	KL1	KL2	KL3	KL4	KL5	KL6	KL7	KL8	KL9	KL10	KL11	KL12	KL13	KL14	KL15	KL16	KL17	KL18	KL19	KL20	KL21	KL22	RP1	RP2
1	5	5	4	4	4	3	3	4	4	3	4	4	3	4	4	4	3	4	3	4	4	3	3	3
2	5	3	5	5	3	5	5	5	5	1	2	3	3	5	5	5	5	3	3	4	3	4	5	5
3	4	3	3	3	3	3	3	4	4	3	2	2	4	4	4	4	4	3	3	5	3	3	4	4
4	4	3	3	3	3	4	4	4	4	3	3	3	3	5	5	5	3	3	3	3	3	3	3	3
5	3	4	3	3	3	4	4	4	4	2	3	2	2	4	4	4	4	3	3	3	5	5	4	4
6	4	4	4	4	4	4	3	4	4	4	4	3	3	3	3	3	3	3	3	3	4	3	3	3
7	3	4	2	2	3	5	2	5	5	2	3	3	3	4	4	3	4	4	5	4	5	5	4	3
8	4	4	4	2	3	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	3	2	3
9	5	4	4	4	5	4	3	5	5	3	5	5	5	4	5	4	4	5	5	5	5	5	5	5
10	4	4	4	4	4	4	4	4	4	2	2	2	2	4	4	4	4	4	4	4	4	4	4	4
11	4	4	4	2	3	2	2	4	4	3	2	2	2	2	2	3	3	4	4	5	4	4	3	3
12	4	4	2	2	4	4	4	4	4	2	2	2	2	4	4	3	4	4	4	4	3	4	4	4
13	5	4	4	4	3	5	5	4	4	3	4	4	4	3	4	5	4	4	3	4	4	4	2	4
14	3	3	3	3	3	3	2	3	3	3	3	3	4	4	4	3	2	3	3	3	3	3	2	3
15	5	5	5	5	4	4	4	3	4	3	2	2	4	4	5	3	3	4	4	4	4	4	3	4
16	5	5	4	4	4	5	5	5	5	1	5	2	3	5	5	5	5	4	2	4	4	4	5	5
17	5	3	5	5	3	5	5	5	5	1	2	3	3	5	5	5	5	4	5	5	4	5	5	5
18	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	5
19	3	5	3	4	5	5	5	5	5	3	4	5	4	4	5	5	4	4	5	5	4	2	3	4
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21	4	2	2	3	2	3	2	3	1	1	4	3	3	3	4	4	4	4	4	4	4	4	4	3
22	3	4	3	3	5	3	5	5	5	3	5	5	3	4	5	4	4	3	4	4	4	4	3	3
23	3	4	3	3	4	4	4	3	4	3	3	3	4	4	4	4	4	4	4	5	5	5	4	4
24	3	4	3	3	4	3	4	4	4	3	4	4	3	4	4	3	3	4	5	4	4	4	1	3
25	4	4	3	3	3	4	4	4	3	3	3	4	4	4	4	4	4	5	5	5	5	5	4	4

26	4	4	3	3	4	4	4	4	3	3	4	3	3	4	4	4	3	4	5	5	5	4	4	4
27	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	4	3	3	3
28	3	2	4	4	5	5	4	5	5	3	4	4	5	5	3	5	5	4	4	4	4	4	4	4
29	4	5	3	3	3	3	3	3	4	4	2	5	5	4	4	4	4	4	4	5	5	4	3	3
30	5	5	4	5	4	4	4	4	4	2	2	2	2	4	4	4	4	4	4	4	4	4	4	4

Lampiran 2 Tabulasi Data Kuesioner *Pretest*

R	Kualitas Pelayanan																						Harga			Kepuasan Pelanggan		
	KL1	KL2	KL3	KL4	KL5	KL6	KL7	KL8	KL9	KL10	KL11	KL12	KL13	KL14	KL15	KL16	KL17	KL18	KL19	KL20	KL21	KL22	RP1	RP2	RP3	KP1	KP2	KP3
1	5	5	4	4	4	3	3	4	4	3	4	4	3	4	4	4	3	4	3	4	4	3	3	3	3	3	3	4
2	5	3	5	5	3	5	5	5	5	1	2	3	3	5	5	5	5	3	3	4	3	4	5	5	5	5	5	5
3	4	3	3	3	3	3	3	4	4	3	2	2	4	4	4	4	4	3	3	5	3	3	4	4	4	4	4	4
4	4	3	3	3	3	4	4	4	4	3	3	3	3	5	5	5	3	3	3	3	3	3	3	3	3	4	4	5
5	3	4	3	3	3	4	4	4	4	2	3	2	2	4	4	4	4	3	3	3	5	5	4	4	4	4	4	4
6	4	4	4	4	4	4	3	4	4	4	4	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3
7	3	4	2	2	3	5	2	5	5	2	3	3	3	4	4	3	4	4	5	4	5	5	4	3	3	4	4	5
8	4	4	4	2	3	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	3	2	3	2	4	4	4
9	5	4	4	4	5	4	3	5	5	3	5	5	5	4	5	4	4	5	5	5	5	5	5	5	5	3	3	4
10	4	4	4	4	4	4	4	4	4	2	2	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
11	4	4	4	2	3	2	2	4	4	3	2	2	2	2	2	3	3	4	4	5	4	4	3	3	4	3	4	3
12	4	4	2	2	4	4	4	4	4	2	2	2	2	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4
13	5	4	4	4	3	5	5	4	4	3	4	4	4	3	4	5	4	4	3	4	4	4	2	4	2	4	4	4
14	3	3	3	3	3	3	2	3	3	3	3	3	4	4	4	3	2	3	3	3	3	3	2	3	3	3	3	3
15	5	5	5	5	4	4	4	3	4	3	2	2	4	4	5	3	3	4	4	4	4	4	3	4	4	5	4	4
16	5	5	4	4	4	5	5	5	5	1	5	2	3	5	5	5	5	4	2	4	4	4	5	5	3	5	5	5
17	5	3	5	5	3	5	5	5	5	1	2	3	3	5	5	5	5	4	5	5	4	5	5	5	5	5	5	5
18	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	5	4	5	5	5
19	3	5	3	4	5	5	5	5	5	3	4	5	4	4	5	5	4	4	5	5	4	2	3	4	3	4	4	4
20	4	4	3	3	4	4	4	4	4	2	2	2	2	4	4	4	4	4	4	4	4	2	3	3	3	3	3	3
21	4	2	2	3	2	3	2	3	1	1	4	3	3	3	4	4	4	4	4	4	4	4	4	3	5	4	4	4
22	3	4	3	3	5	3	5	5	5	3	5	5	3	4	5	4	4	3	4	4	4	4	3	3	3	4	4	4
23	3	4	3	3	4	4	4	3	4	3	3	3	4	4	4	4	4	4	4	5	5	5	4	4	3	3	3	4
24	3	4	3	3	4	3	4	4	4	3	4	4	3	4	4	3	3	4	5	4	4	4	1	3	2	3	3	3
25	4	4	3	3	3	4	4	4	3	3	3	4	4	4	4	4	4	5	5	5	5	5	4	4	3	4	4	4
26	4	4	3	3	4	4	4	4	3	3	4	3	3	4	4	4	3	4	5	5	5	4	4	4	5	3	3	4
27	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	4	3	3	3	3	3	3	3
28	3	2	4	4	5	5	4	5	5	3	4	4	5	5	3	5	5	4	4	4	4	4	4	4	3	3	4	4
29	4	5	3	3	3	3	3	3	4	4	2	5	5	4	4	4	4	4	4	5	5	4	3	3	3	4	4	4
30	5	5	4	5	4	4	4	4	4	2	2	2	2	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5

Lampiran 3 Hasil Uji *Pretest*

1. *Factor Analysis* Variabel Kualitas Pelayanan

Indikator : *Tangibles*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,705
Bartlett's Test of Sphericity	Approx. Chi-Square	38,988
	Df	6
	Sig.	,000

Anti-image Matrices

		KL1	KL2	KL3	KL4
Anti-image Covariance	KL1	,601	-,124	-,150	-,082
	KL2	-,124	,927	-,026	-,009
	KL3	-,150	-,026	,362	-,248
	KL4	-,082	-,009	-,248	,396
Anti-image Correlation	KL1	,822[a]	-,166	-,321	-,169
	KL2	-,166	,835[a]	-,045	-,015
	KL3	-,321	-,045	,652[a]	-,655
	KL4	-,169	-,015	-,655	,671[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
KL1	,811
KL2	,410
KL3	,896
KL4	,873

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

2. *Factor Analysis* Variabel Kualitas Pelayanan

Indikator : *Reliability*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,673
Bartlett's Test of Sphericity	Approx. Chi-Square	35,487
	Df	6
	Sig.	,000

Anti-image Matrices

		KL5	KL6	KL7	KL8
Anti-image Covariance	KL5	,699	,094	-,182	-,232
	KL6	,094	,485	-,254	-,231
	KL7	-,182	-,254	,540	-,024
	KL8	-,232	-,231	-,024	,533
Anti-image Correlation	KL5	,656[a]	,161	-,297	-,380
	KL6	,161	,631[a]	-,497	-,455
	KL7	-,297	-,497	,705[a]	-,044
	KL8	-,380	-,455	-,044	,700[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
KL5	,668
KL6	,814
KL7	,818
KL8	,825

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

3. *Factor Analysis* Variabel Kualitas Pelayanan

Indikator : *Responsiveness*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,715
Bartlett's Test of Sphericity	Approx. Chi-Square	41,677
	Df	10
	Sig.	,000

Anti-image Matrices

		KL9	KL10	KL11	KL12	KL13
Anti-image Covariance	KL9	,937	,053	,019	-,095	-,023
	KL10	,053	,678	,036	-,112	-,163
	KL11	,019	,036	,623	-,239	,020
	KL12	-,095	-,112	-,239	,355	-,208
	KL13	-,023	-,163	,020	-,208	,475
Anti-image Correlation	KL9	,774[a]	,066	,025	-,164	-,034
	KL10	,066	,811[a]	,055	-,228	-,288
	KL11	,025	,055	,700[a]	-,507	,037
	KL12	-,164	-,228	-,507	,663[a]	-,506
	KL13	-,034	-,288	,037	-,506	,735[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
KL9	,322
KL10	,696
KL11	,695
KL12	,903
KL13	,835

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

4. *Factor Analysis* Variabel Kualitas Pelayanan

Indikator : *Assurance*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,722
Bartlett's Test of Sphericity	Approx. Chi-Square	47,920
	Df	6
	Sig.	,000

Anti-image Matrices

		KL14	KL15	KL16	KL17
Anti-image Covariance	KL14	,425	-,258	-,086	-,109
	KL15	-,258	,515	-,097	,059
	KL16	-,086	-,097	,434	-,256
	KL17	-,109	,059	-,256	,503
Anti-image Correlation	KL14	,734[a]	-,552	-,201	-,235
	KL15	-,552	,702[a]	-,205	,116
	KL16	-,201	-,205	,740[a]	-,547
	KL17	-,235	,116	-,547	,705[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
KL14	,863
KL15	,772
KL16	,857
KL17	,783

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

5. *Factor Analysis* **Variabel Kualitas Pelayanan**

Indikator : *Emphaty*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,787
Bartlett's Test of Sphericity	Approx. Chi-Square	47,945
	df	10
	Sig.	,000

Anti-image Matrices

		KL18	KL19	KL20	KL21	KL22
Anti-image Covariance	KL18	,472	-,146	-,209	-,075	-,080
	KL19	-,146	,526	-,163	-,129	,004
	KL20	-,209	-,163	,526	-,009	-,004
	KL21	-,075	-,129	-,009	,589	-,271
	KL22	-,080	,004	-,004	-,271	,687
Anti-image Correlation	KL18	,792[a]	-,294	-,420	-,142	-,140
	KL19	-,294	,816[a]	-,310	-,232	,006
	KL20	-,420	-,310	,782[a]	-,016	-,006
	KL21	-,142	-,232	-,016	,775[a]	-,426
	KL22	-,140	,006	-,006	-,426	,755[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
KL18	,834
KL19	,804
KL20	,774
KL21	,743
KL22	,633

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

6. *Factor Analysis* Variabel Harga

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,652
Bartlett's Test of Sphericity	Approx. Chi-Square	39,382
	Df	3
	Sig.	,000

Anti-image Matrices

		RP1	RP2	RP3
Anti-image Covariance	RP1	,317	-,230	-,230
	RP2	-,230	,484	,005
	RP3	-,230	,005	,484
Anti-image Correlation	RP1	,599[a]	-,587	-,587
	RP2	-,587	,692[a]	,010
	RP3	-,587	,010	,693[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
RP1	,933
RP2	,846
RP3	,846

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

7. *Factor Analysis* Variabel Kepuasan Pelanggan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,732
Bartlett's Test of Sphericity	Approx. Chi-Square	72,465
	df	3
	Sig.	,000

Anti-image Matrices

		KP1	KP2	KP3
Anti-image Covariance	KP1	,169	-,130	-,072
	KP2	-,130	,171	-,065
	KP3	-,072	-,065	,379
Anti-image Correlation	KP1	,680[a]	-,764	-,285
	KP2	-,764	,684[a]	-,256
	KP3	-,285	-,256	,890[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
KP1	,955
KP2	,953
KP3	,900

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 4 Tabulasi Data Kuesioner

R	Kualitas Pelayanan																						Harga			Kepuasan Pelanggan		
	KL1	KL2	KL3	KL4	KL5	KL6	KL7	KL8	KL9	KL10	KL11	KL12	KL13	KL14	KL15	KL16	KL17	KL18	KL19	KL20	KL21	KL22	RP1	RP2	RP3	KP1	KP2	KP3
1	4	4	4	4	4	4	4	4	4	3	4	4	3	4	4	4	4	4	3	4	4	4	1	1	3	4	4	4
2	5	4	3	4	3	3	4	5	5	1	2	3	3	5	4	2	5	4	4	5	4	5	2	4	4	5	4	4
3	4	4	2	2	4	2	4	4	4	3	2	2	4	4	4	2	4	4	4	4	4	4	5	5	4	5	4	5
4	3	5	4	4	5	5	4	4	4	3	3	3	3	4	4	4	4	3	4	4	4	5	3	3	4	4	3	3
5	4	4	4	4	4	4	3	4	4	2	3	2	2	4	4	4	4	3	3	4	4	5	3	4	3	4	3	4
6	4	3	4	4	4	4	4	4	4	4	4	3	3	5	5	5	5	4	4	5	5	4	4	5	4	5	4	5
7	5	5	4	4	4	4	4	5	5	2	3	3	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
8	5	5	5	5	5	5	5	5	4	2	4	4	4	5	5	5	5	3	5	5	5	3	5	5	5	5	5	5
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Lampiran 4. Tabulasi Data Kuesioner (Lanjutan)

R	Kualitas Pelayanan																						Harga			Kepuasan Pelanggan		
	KL1	KL2	KL3	KL4	KL5	KL6	KL7	KL8	KL9	KL10	KL11	KL12	KL13	KL14	KL15	KL16	KL17	KL18	KL19	KL20	KL21	KL22	RP1	RP2	RP3	KP1	KP2	KP3
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Lampiran 4. Tabulasi Data Kuesioner (Lanjutan)

R	Kualitas Pelayanan																						Harga			Kepuasan Pelanggan		
	KL1	KL2	KL3	KL4	KL5	KL6	KL7	KL8	KL9	KL10	KL11	KL12	KL13	KL14	KL15	KL16	KL17	KL18	KL19	KL20	KL21	KL22	RP1	RP2	RP3	KP1	KP2	KP3
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101	4	4	4	4	4	4	3	4	4	4	5	3	5	3	3	3	3	4	3	3	3	3	3	3	3	3	3	5
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113	4	4	2	2	4	2	4	4	4	4	5	5	4	4	4	2	4	5	4	4	4	4	5	5	4	5	5	5
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Lampiran 5 Uji One Way ANOVA

1. Jenis Kelamin

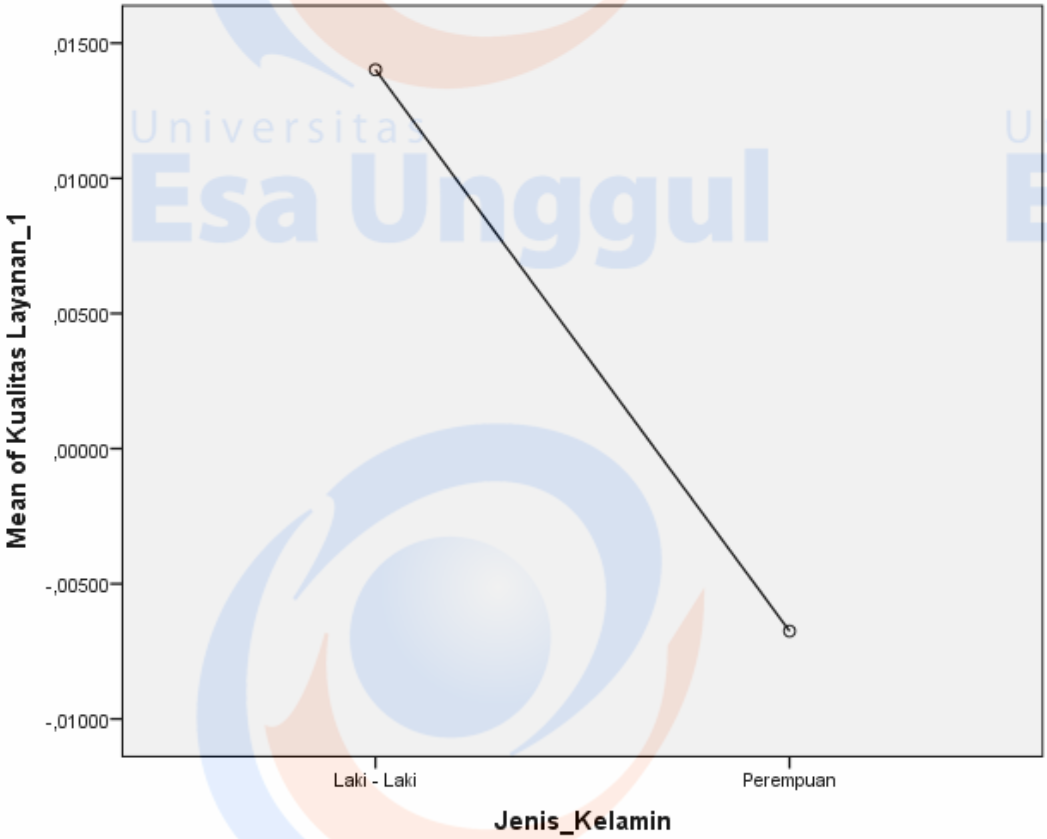
Test of Homogeneity of Variances

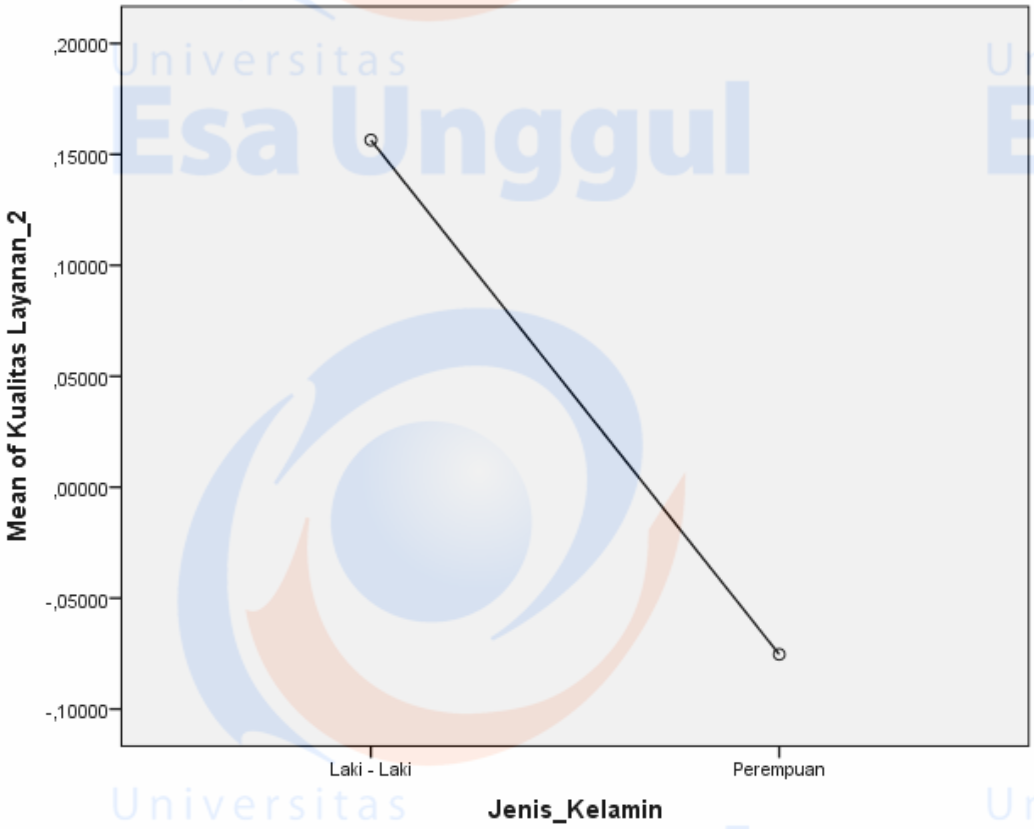
	Levene Statistic	df1	df2	Sig.
Kualitas Layanan_1	,025	1	118	,875
Kualitas Layanan_2	,485	1	118	,488
Kualitas Layanan_3	,375	1	118	,541
Kualitas Layanan_4	1,090	1	118	,299
Kualitas Layanan_5	,914	1	118	,341
Harga	,222	1	118	,638
Kepuasan Pelanggan	1,459	1	118	,229

ANOVA

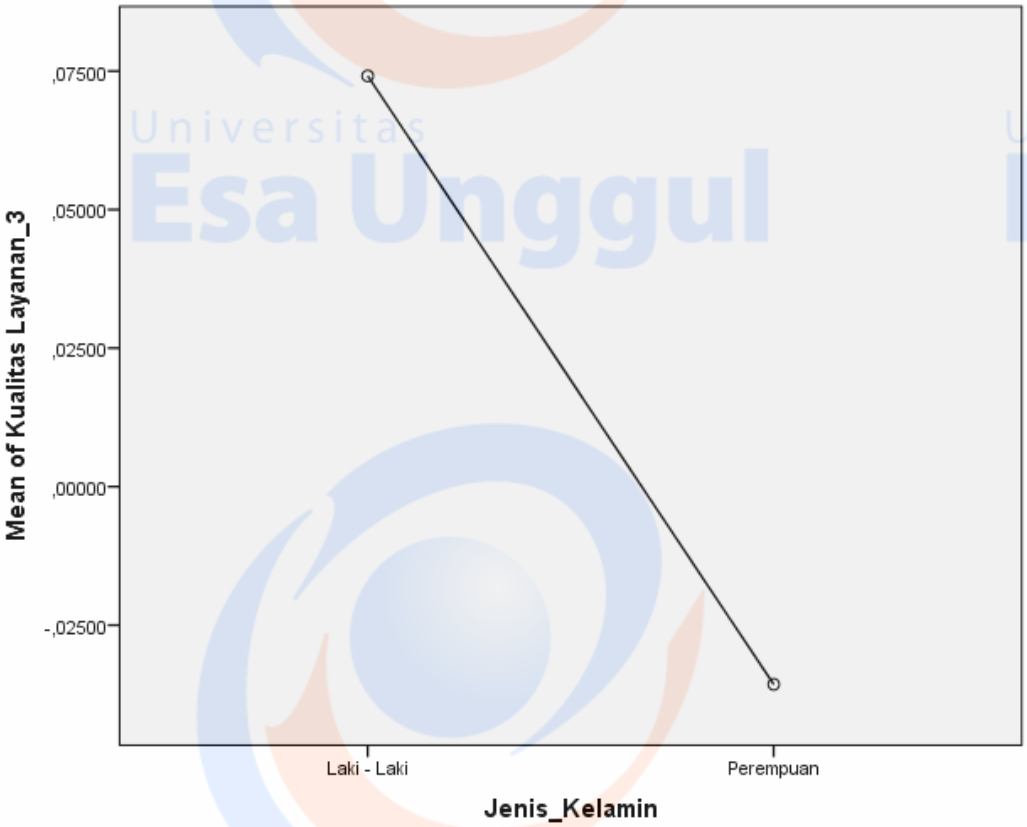
		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Layanan_1	Between Groups	,011	1	,011	,011	,916
	Within Groups	118,989	118	1,008		
	Total	119,000	119			
Kualitas Layanan_2	Between Groups	1,415	1	1,415	1,420	,236
	Within Groups	117,585	118	,996		
	Total	119,000	119			
Kualitas Layanan_3	Between Groups	,317	1	,317	,316	,575
	Within Groups	118,683	118	1,006		
	Total	119,000	119			
Kualitas Layanan_4	Between Groups	,062	1	,062	,061	,805
	Within Groups	118,938	118	1,008		
	Total	119,000	119			
Kualitas Layanan_5	Between Groups	,025	1	,025	,025	,874
	Within Groups	118,975	118	1,008		
	Total	119,000	119			
Harga	Between Groups	,585	1	,585	,583	,446
	Within Groups	118,415	118	1,004		
	Total	119,000	119			
Kepuasan Pelanggan	Between Groups	,496	1	,496	,494	,483
	Within Groups	118,504	118	1,004		
	Total	119,000	119			

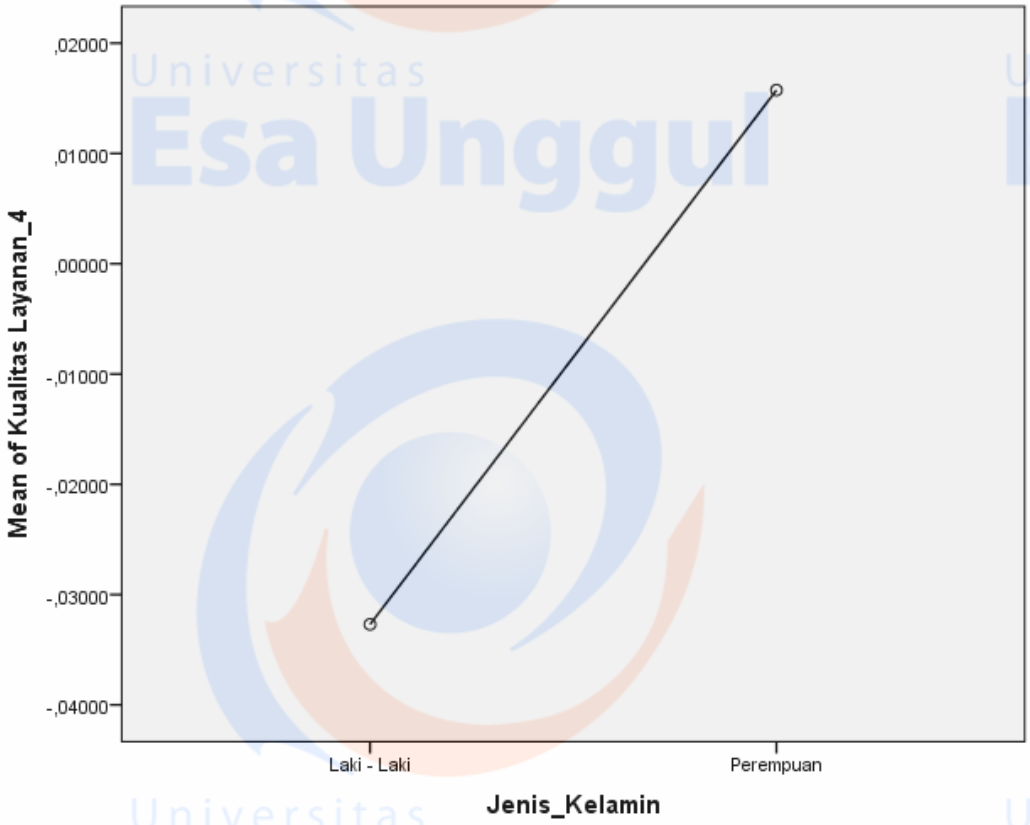
Lampiran 5. Uji *One Way* ANOVA



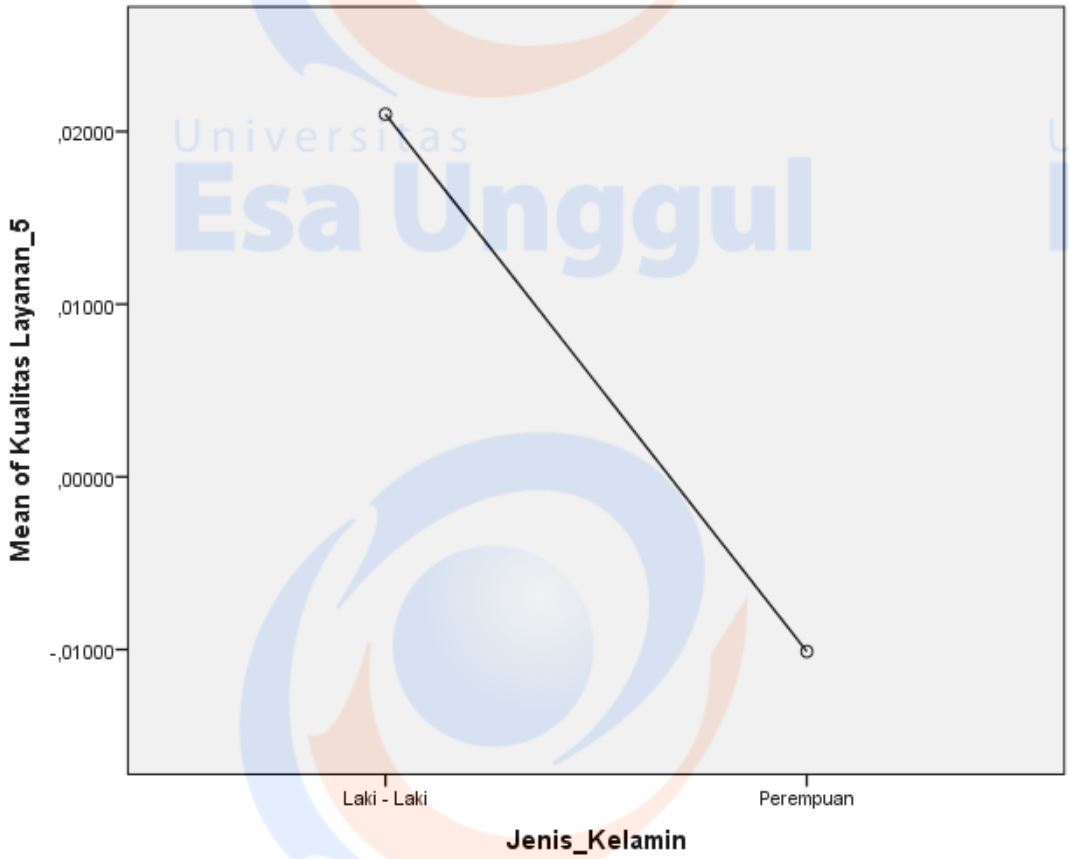


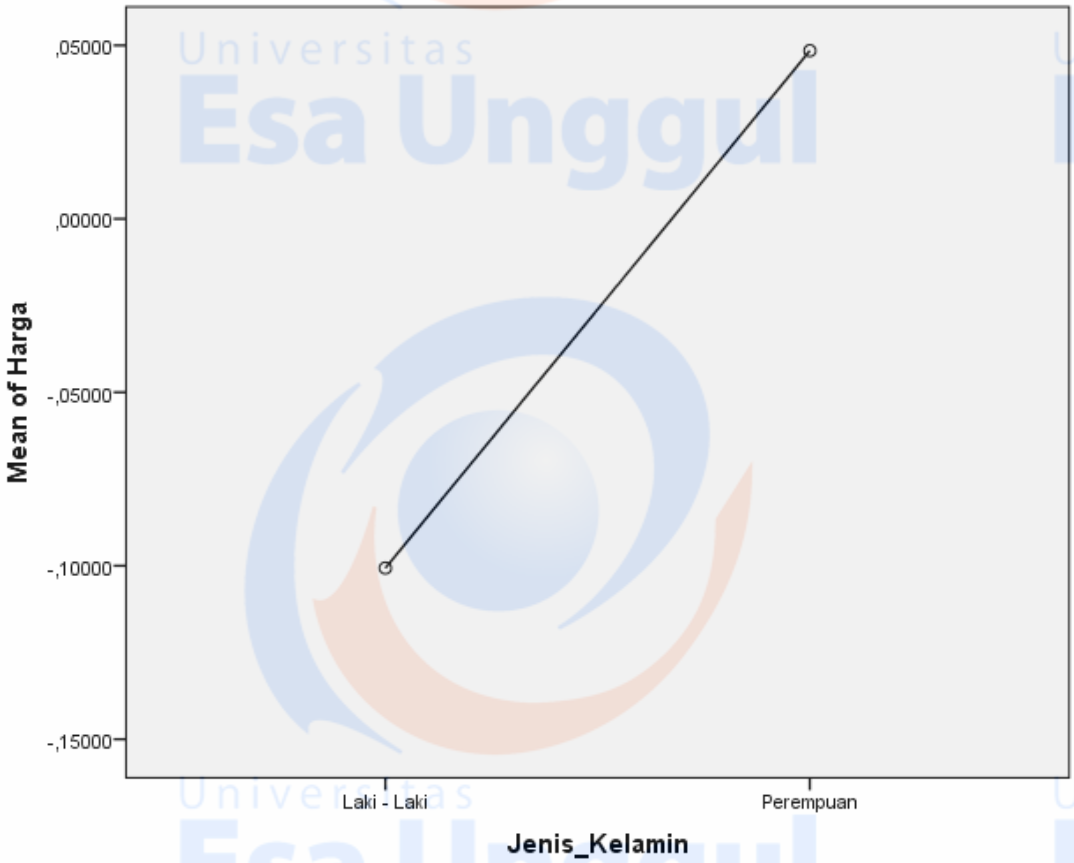
Lampiran 5. Uji *One Way* ANOVA



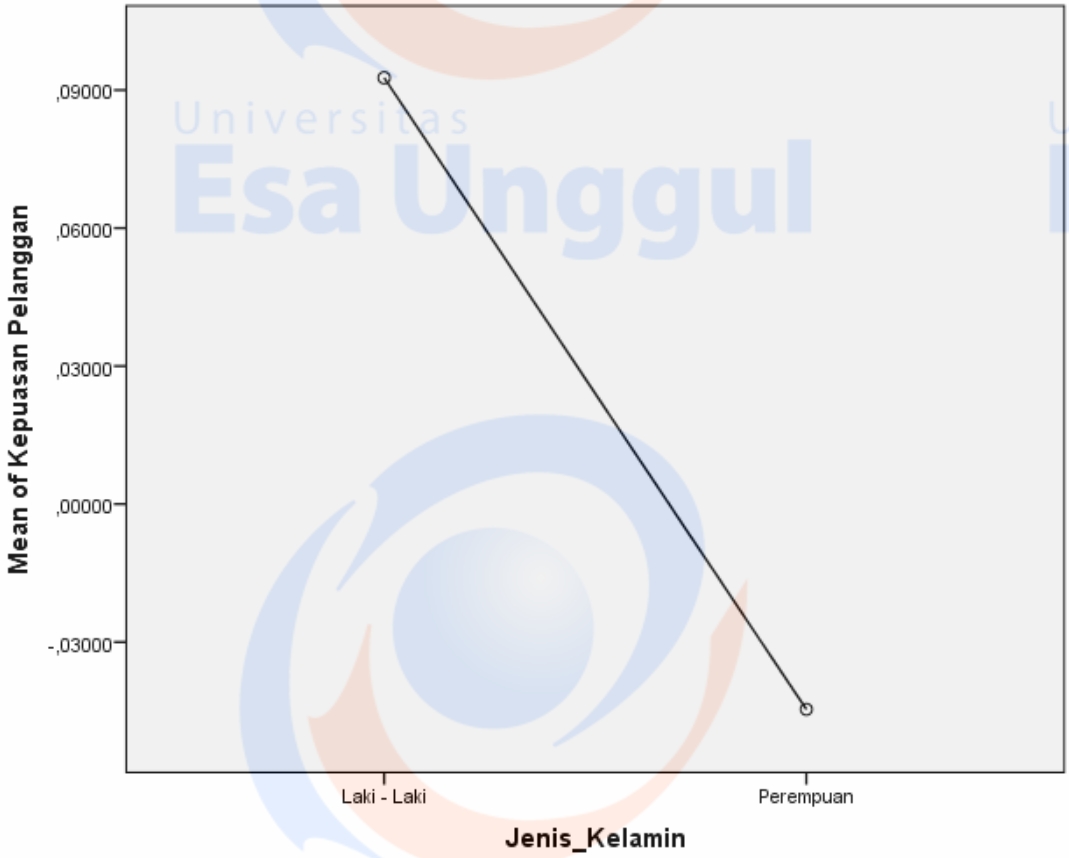


Lampiran 5. Uji *One Way* ANOVA





Lampiran 5. *One Way* ANOVA



Lampiran 5. Uji *One Way* ANOVA

2. Usia

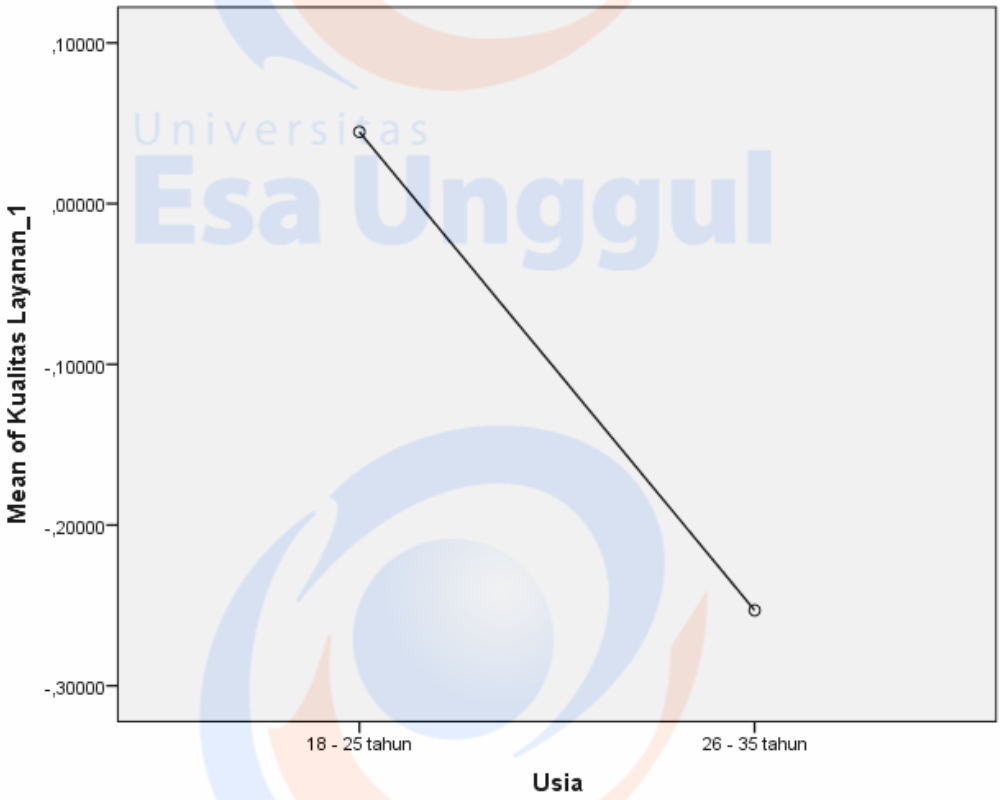
Test of Homogeneity of Variances

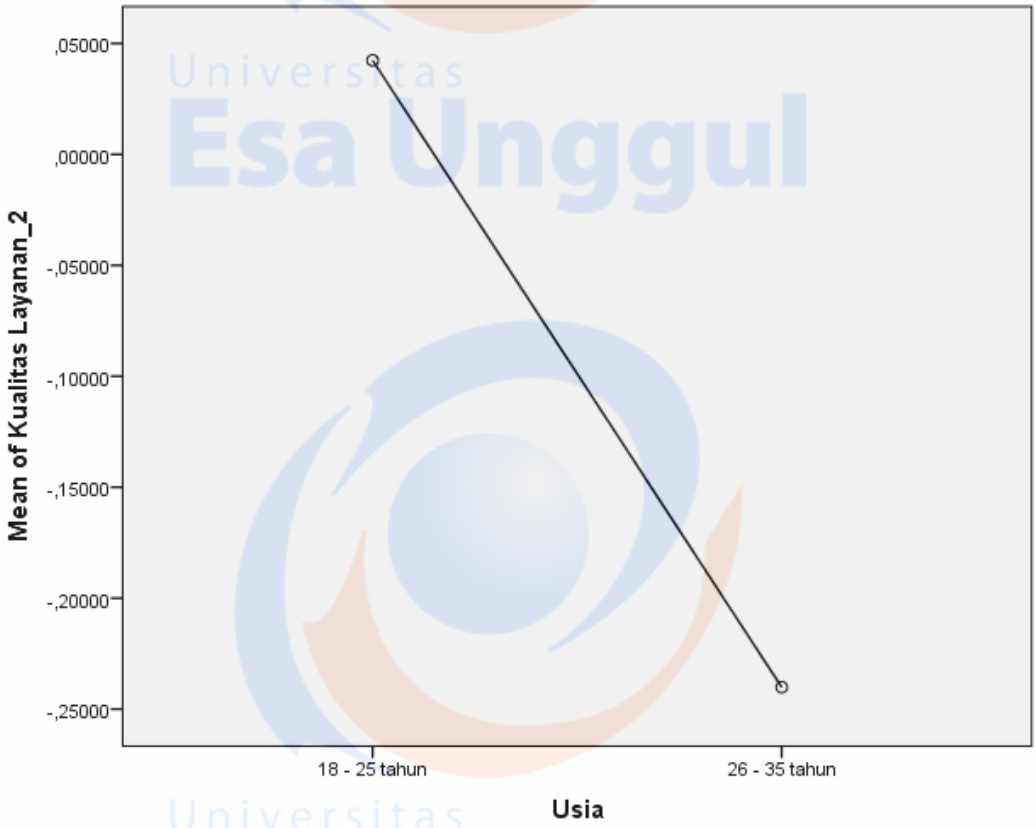
	Levene Statistic	df1	df2	Sig.
Kualitas Layanan_1	,270	1	118	,604
Kualitas Layanan_2	,698	1	118	,405
Kualitas Layanan_3	,173	1	118	,678
Kualitas Layanan_4	,467	1	118	,496
Kualitas Layanan_5	1,472	1	118	,228
Harga	,755	1	118	,387
Kepuasan Pelanggan	,380	1	118	,539

ANOVA

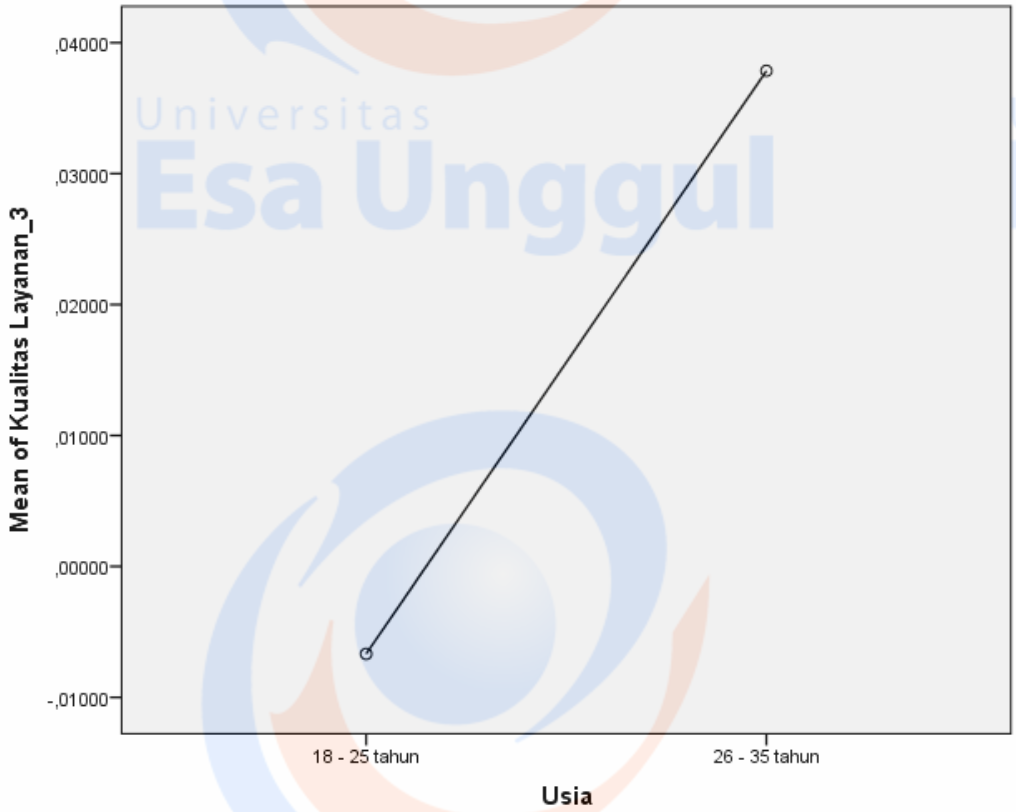
		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Layanan_1	Between Groups	1,356	1	1,356	1,360	,246
	Within Groups	117,644	118	,997		
	Total	119,000	119			
Kualitas Layanan_2	Between Groups	1,221	1	1,221	1,224	,271
	Within Groups	117,779	118	,998		
	Total	119,000	119			
Kualitas Layanan_3	Between Groups	,030	1	,030	,030	,863
	Within Groups	118,970	118	1,008		
	Total	119,000	119			
Kualitas Layanan_4	Between Groups	,011	1	,011	,011	,916
	Within Groups	118,989	118	1,008		
	Total	119,000	119			
Kualitas Layanan_5	Between Groups	,114	1	,114	,113	,737
	Within Groups	118,886	118	1,008		
	Total	119,000	119			
Harga	Between Groups	,168	1	,168	,166	,684
	Within Groups	118,832	118	1,007		
	Total	119,000	119			
Kepuasan Pelanggan	Between Groups	1,489	1	1,489	1,495	,224
	Within Groups	117,511	118	,996		
	Total	119,000	119			

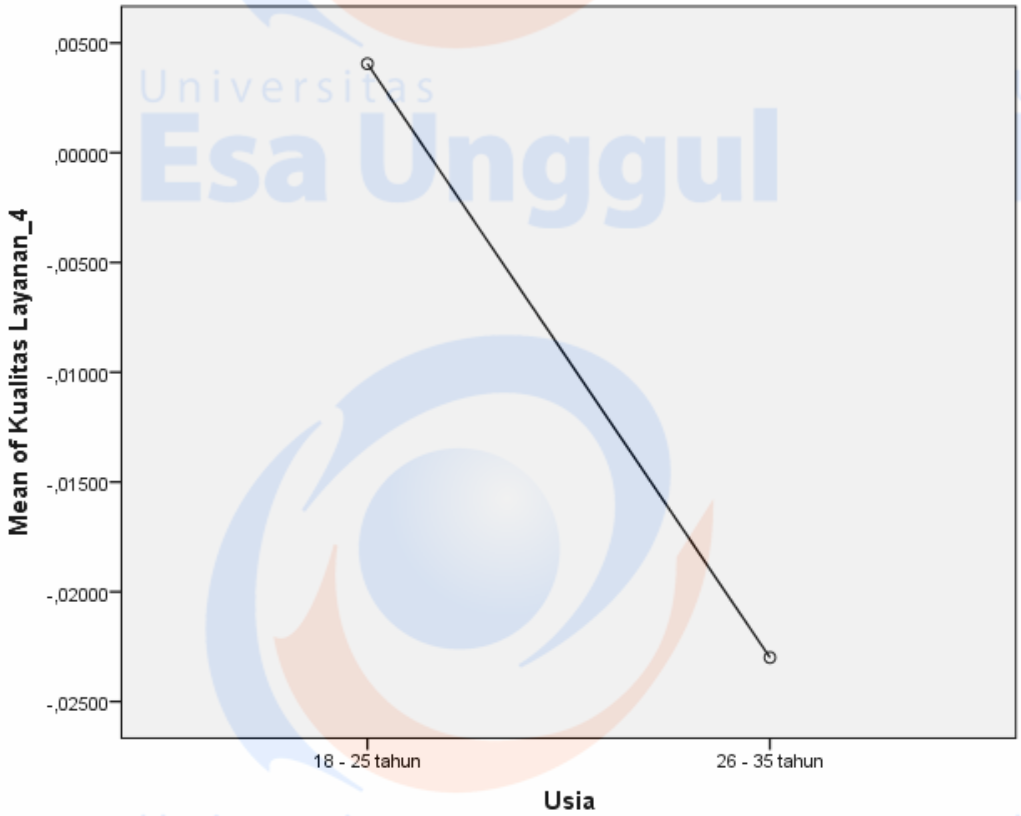
Lampiran 5. *One Way* ANOVA



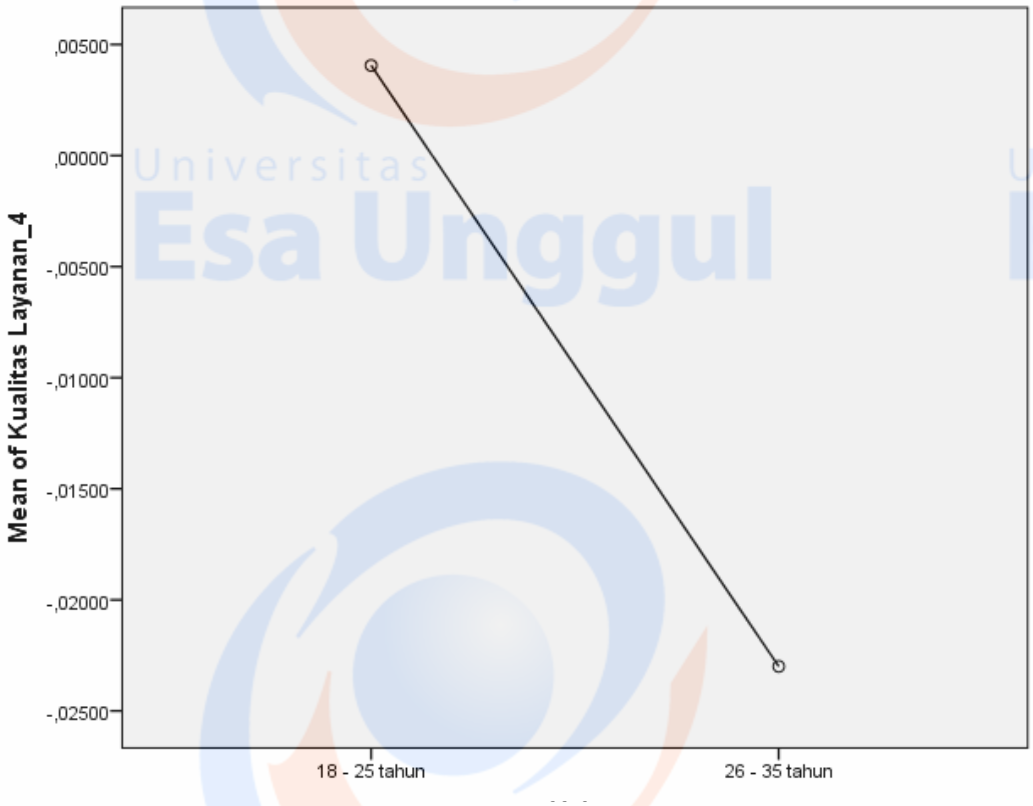


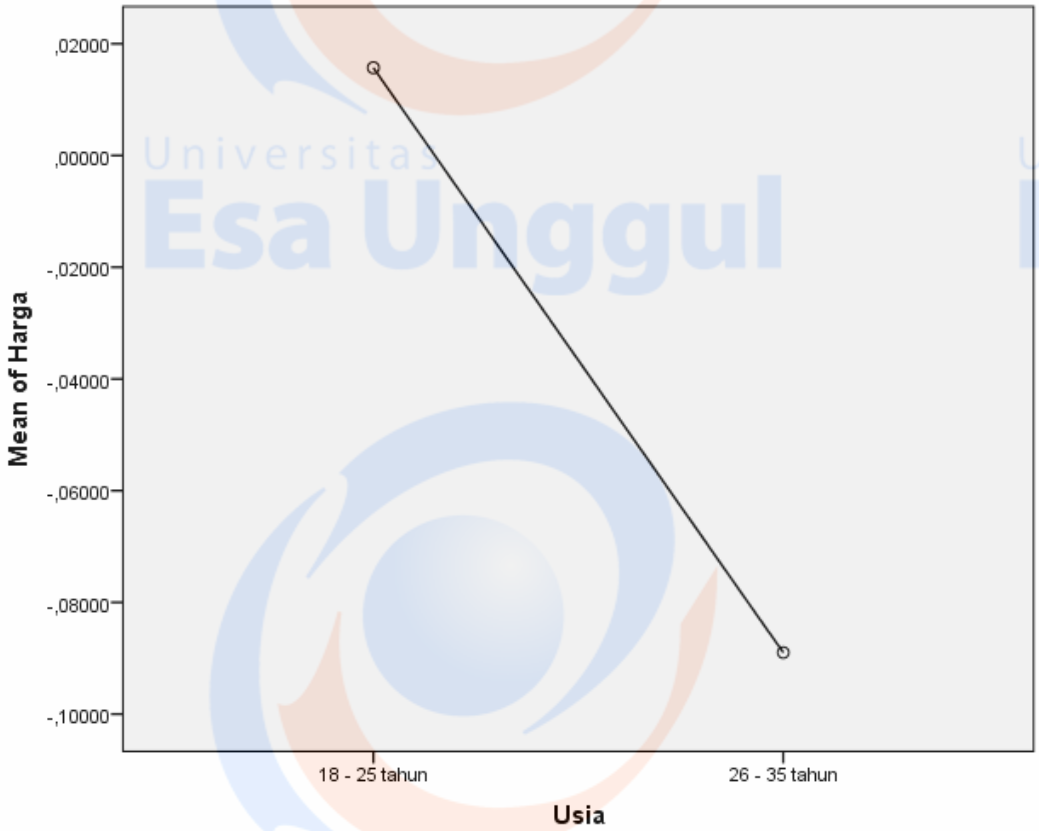
Lampiran 5. *One Way* ANOVA



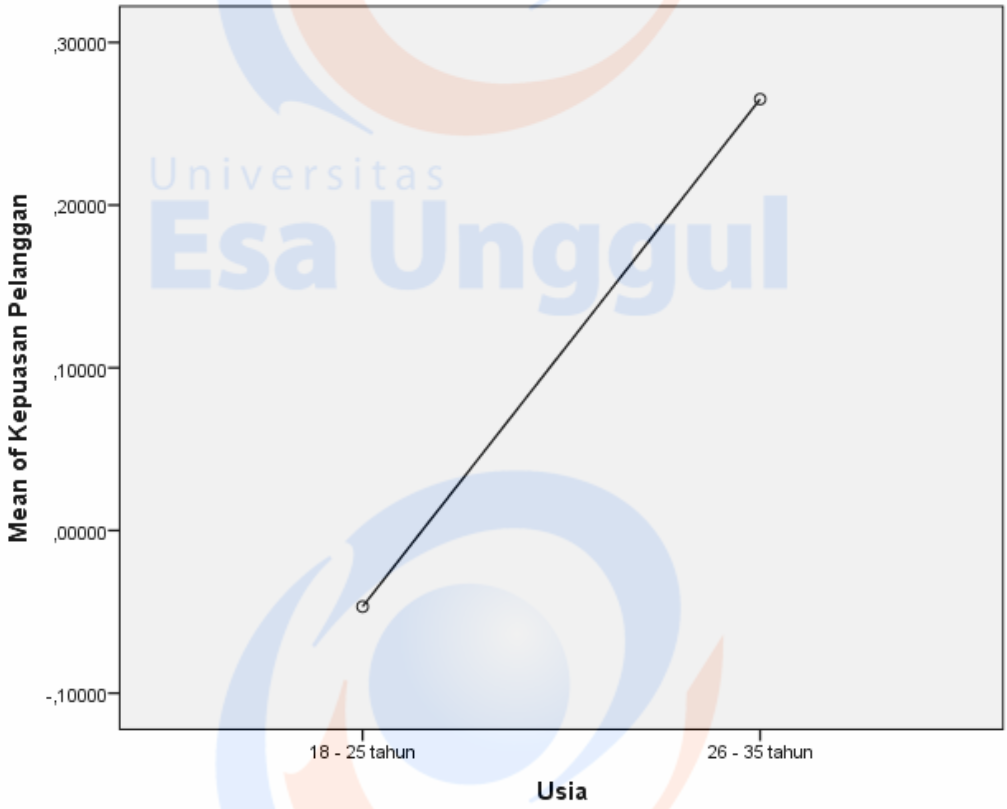


Lampiran 5. *One Way* ANOVA





Lampiran 5. *One Way* ANOVA



Lampiran 5. Uji *One Way* ANOVA

3. Latar Pendidikan

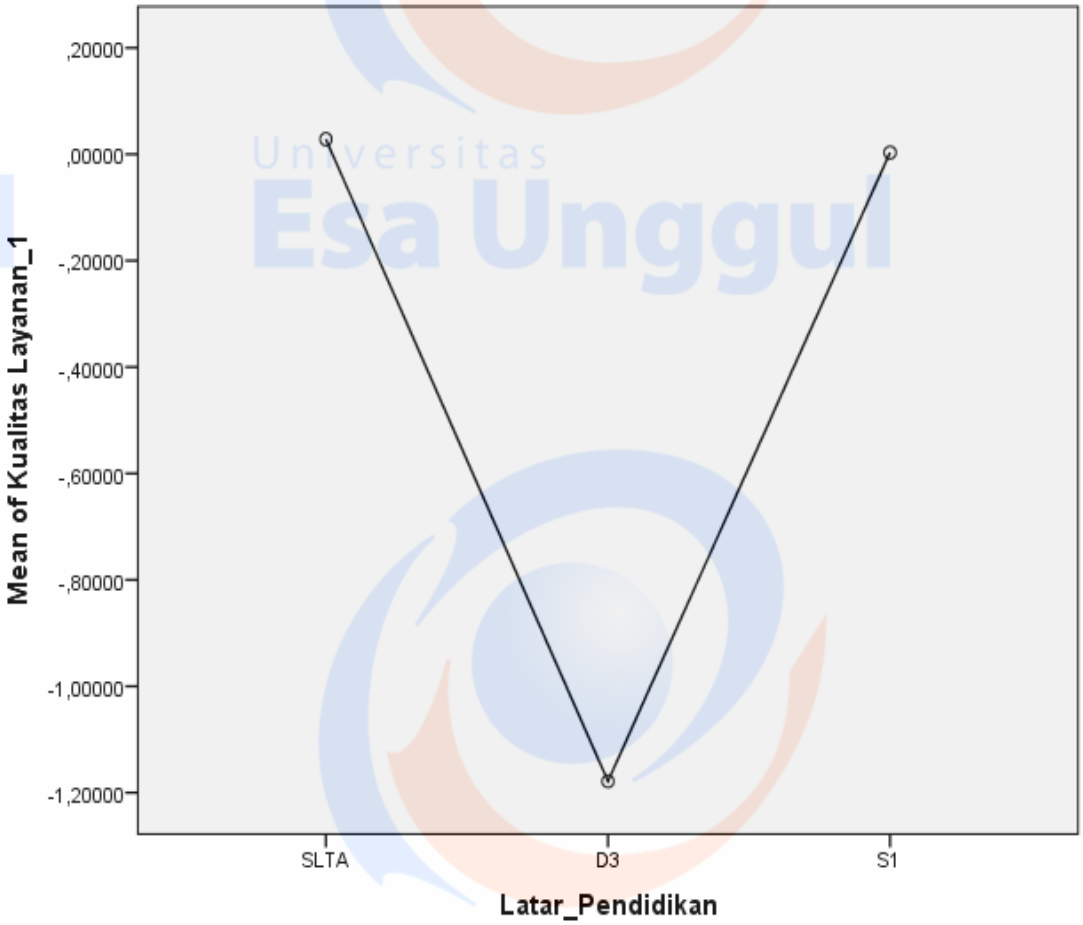
Test of Homogeneity of Variances

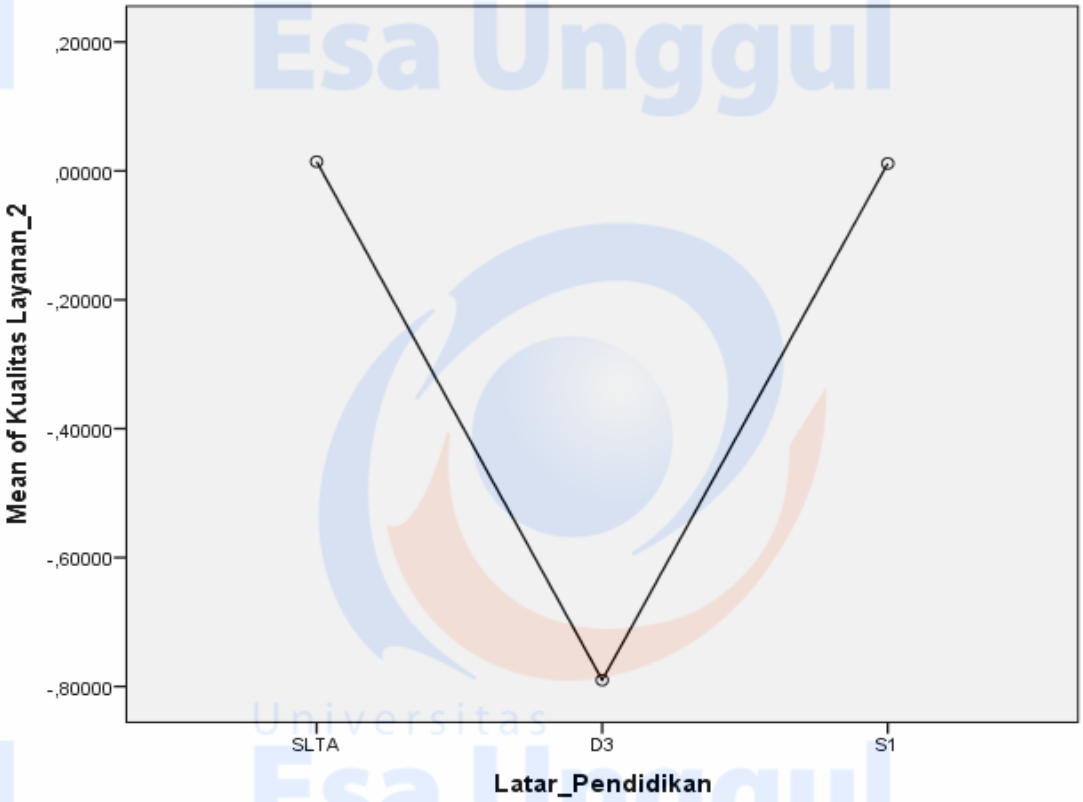
	Levene Statistic	df1	df2	Sig.
Kualitas Layanan_1	,542	2	117	,583
Kualitas Layanan_2	,499	2	117	,608
Kualitas Layanan_3	,272	2	117	,763
Kualitas Layanan_4	,107	2	117	,899
Kualitas Layanan_5	,334	2	117	,717
Harga	,304	2	117	,739
Kepuasan Pelanggan	1,826	2	117	,166

ANOVA

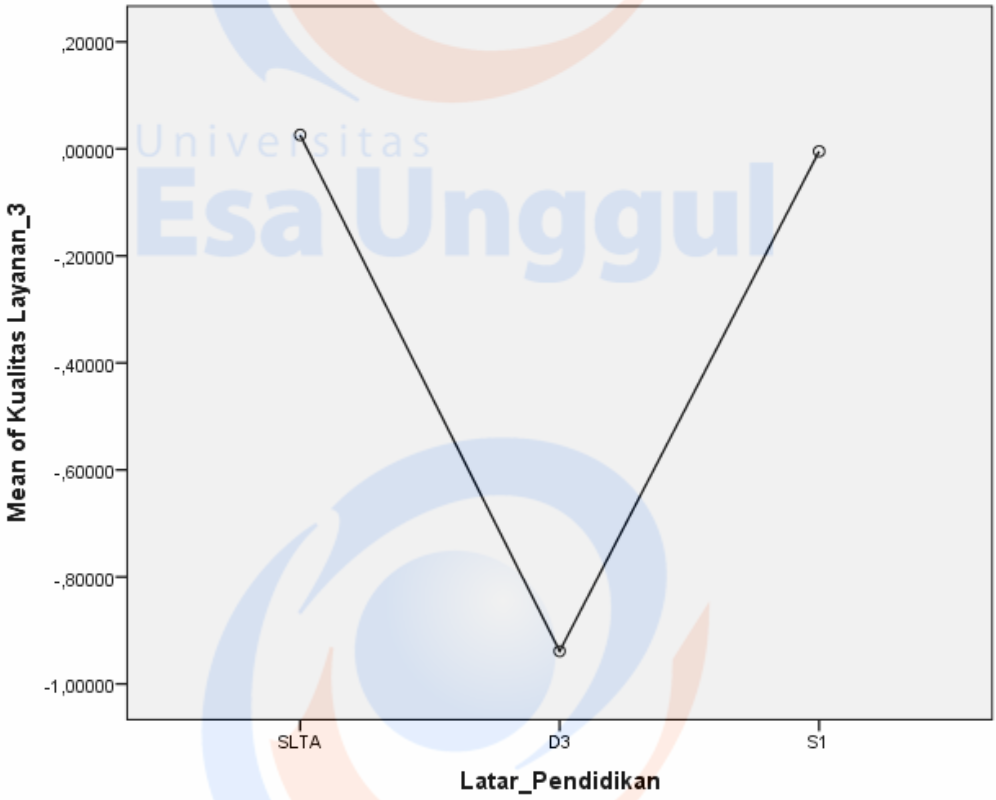
		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Layanan_1	Between Groups	2,841	2	1,421	1,431	,243
	Within Groups	116,159	117	,993		
	Total	119,000	119			
Kualitas Layanan_2	Between Groups	1,270	2	,635	,631	,534
	Within Groups	117,730	117	1,006		
	Total	119,000	119			
Kualitas Layanan_3	Between Groups	1,817	2	,908	,907	,407
	Within Groups	117,183	117	1,002		
	Total	119,000	119			
Kualitas Layanan_4	Between Groups	2,021	2	1,011	1,011	,367
	Within Groups	116,979	117	1,000		
	Total	119,000	119			
Kualitas Layanan_5	Between Groups	2,033	2	1,017	1,017	,365
	Within Groups	116,967	117	1,000		
	Total	119,000	119			
Harga	Between Groups	1,234	2	,617	,613	,543
	Within Groups	117,766	117	1,007		
	Total	119,000	119			
Kepuasan Pelanggan	Between Groups	,048	2	,024	,024	,977
	Within Groups	118,952	117	1,017		
	Total	119,000	119			

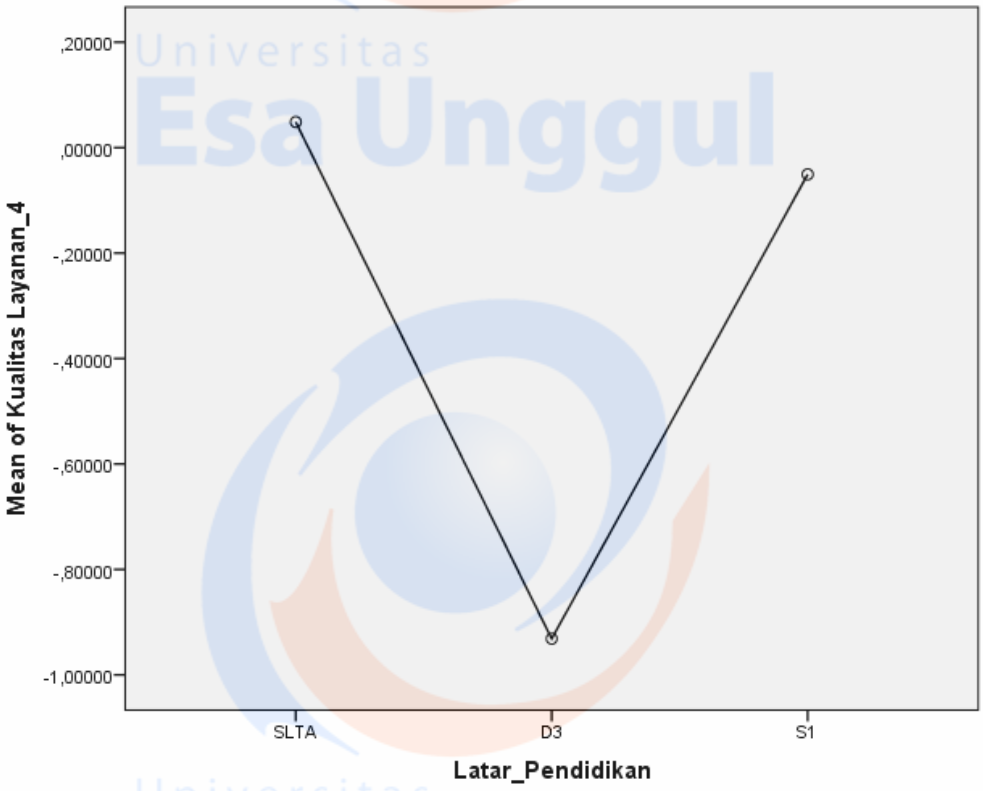
Lampiran 5. *One Way* ANOVA



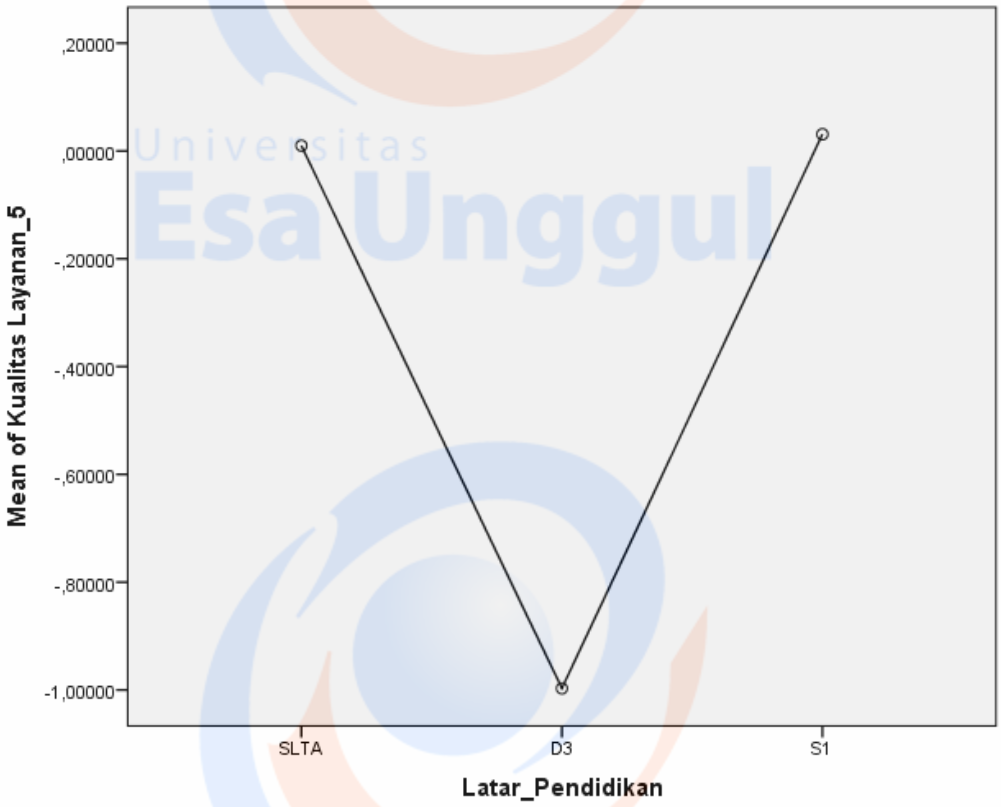


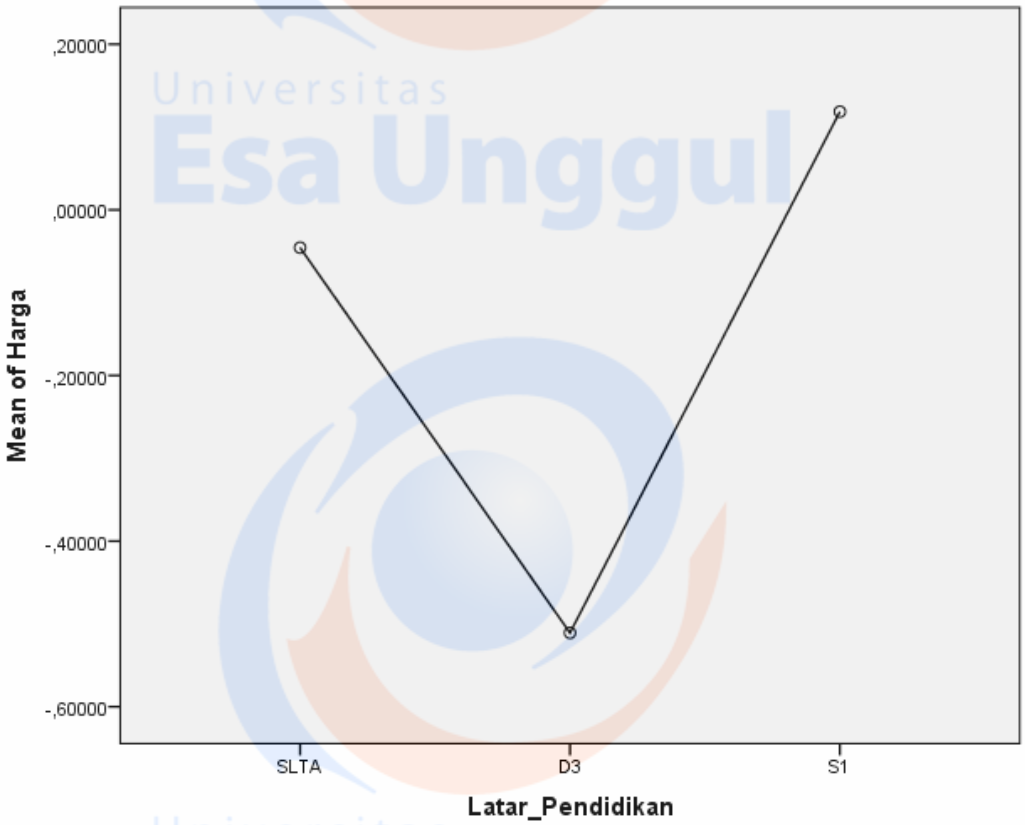
Lampiran 5. *One Way* ANOVA





Lampiran 5. *One Way* ANOVA





Lampiran 5. Uji *One Way* ANOVA

4. Frekuensi

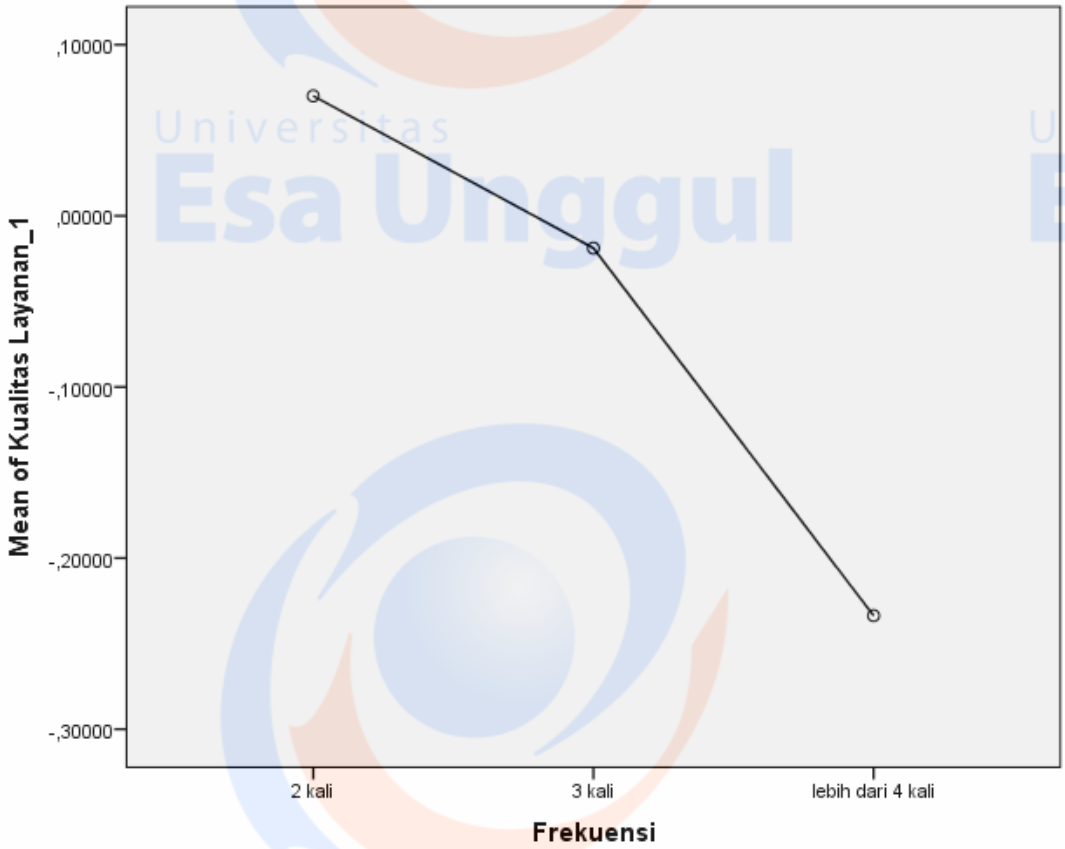
Test of Homogeneity of Variances

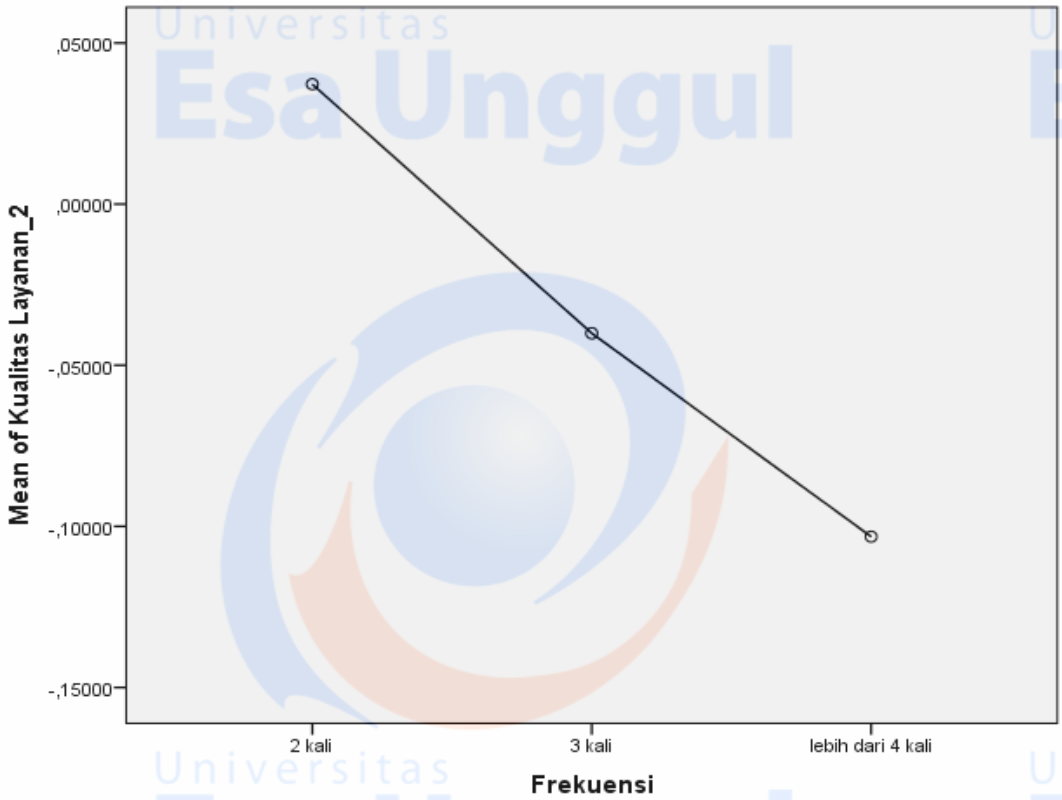
	Levene Statistic	df1	df2	Sig.
Kualitas Layanan_1	1,059	2	117	,350
Kualitas Layanan_2	1,546	2	117	,217
Kualitas Layanan_3	,641	2	117	,529
Kualitas Layanan_4	5,811	2	117	,004
Kualitas Layanan_5	1,787	2	117	,172
Harga	,608	2	117	,546
Kepuasan Pelanggan	,134	2	117	,874

ANOVA

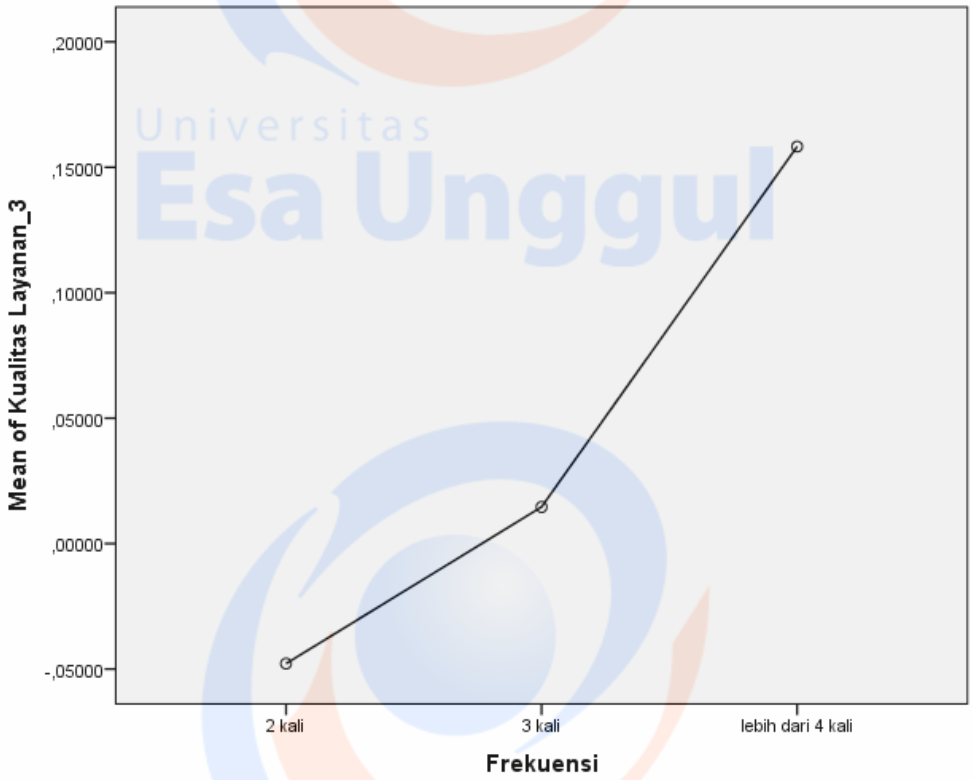
		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Layanan_1	Between Groups	1,659	2	,829	,827	,440
	Within Groups	117,341	117	1,003		
	Total	119,000	119			
Kualitas Layanan_2	Between Groups	,383	2	,191	,189	,828
	Within Groups	118,617	117	1,014		
	Total	119,000	119			
Kualitas Layanan_3	Between Groups	,765	2	,382	,378	,686
	Within Groups	118,235	117	1,011		
	Total	119,000	119			
Kualitas Layanan_4	Between Groups	,562	2	,281	,278	,758
	Within Groups	118,438	117	1,012		
	Total	119,000	119			
Kualitas Layanan_5	Between Groups	2,432	2	1,216	1,220	,299
	Within Groups	116,568	117	,996		
	Total	119,000	119			
Harga	Between Groups	3,959	2	1,980	2,013	,138
	Within Groups	115,041	117	,983		
	Total	119,000	119			
Kepuasan Pelanggan	Between Groups	,512	2	,256	,253	,777
	Within Groups	118,488	117	1,013		
	Total	119,000	119			

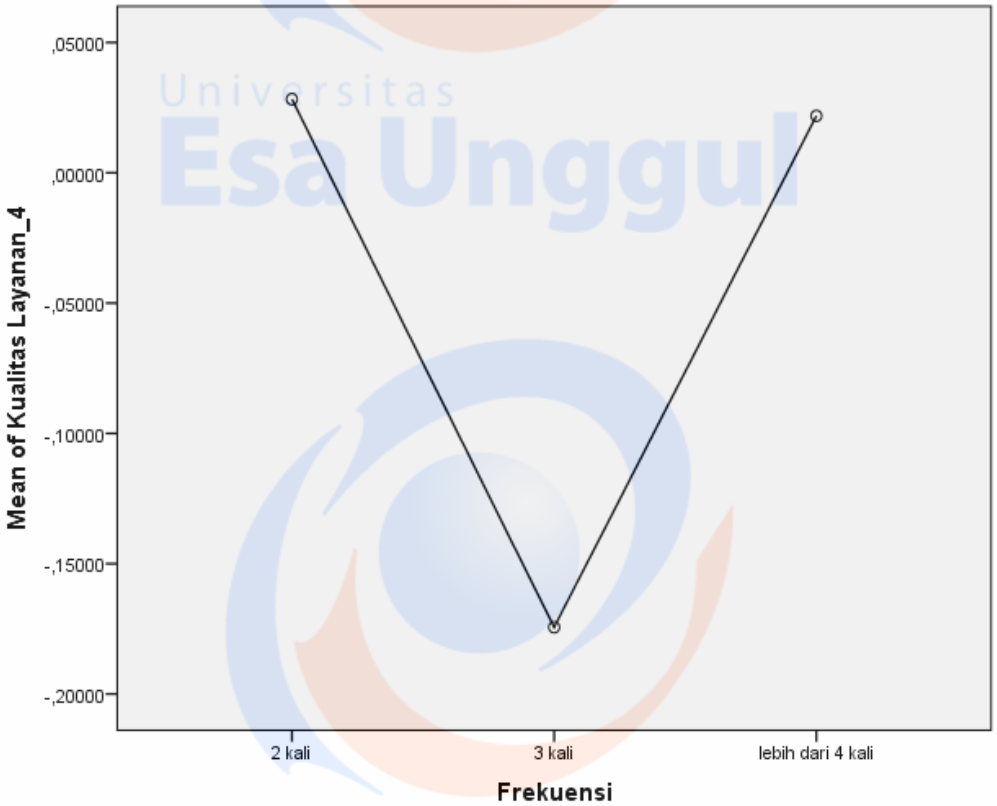
Lampiran 5. *One Way* ANOVA



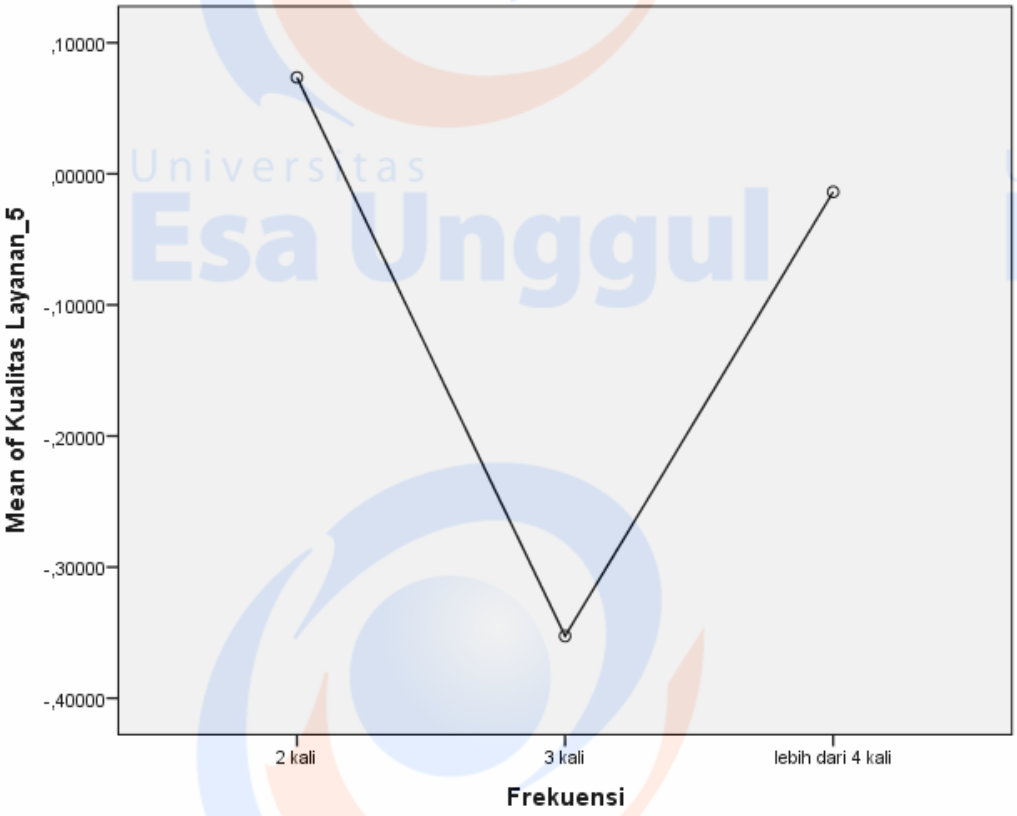


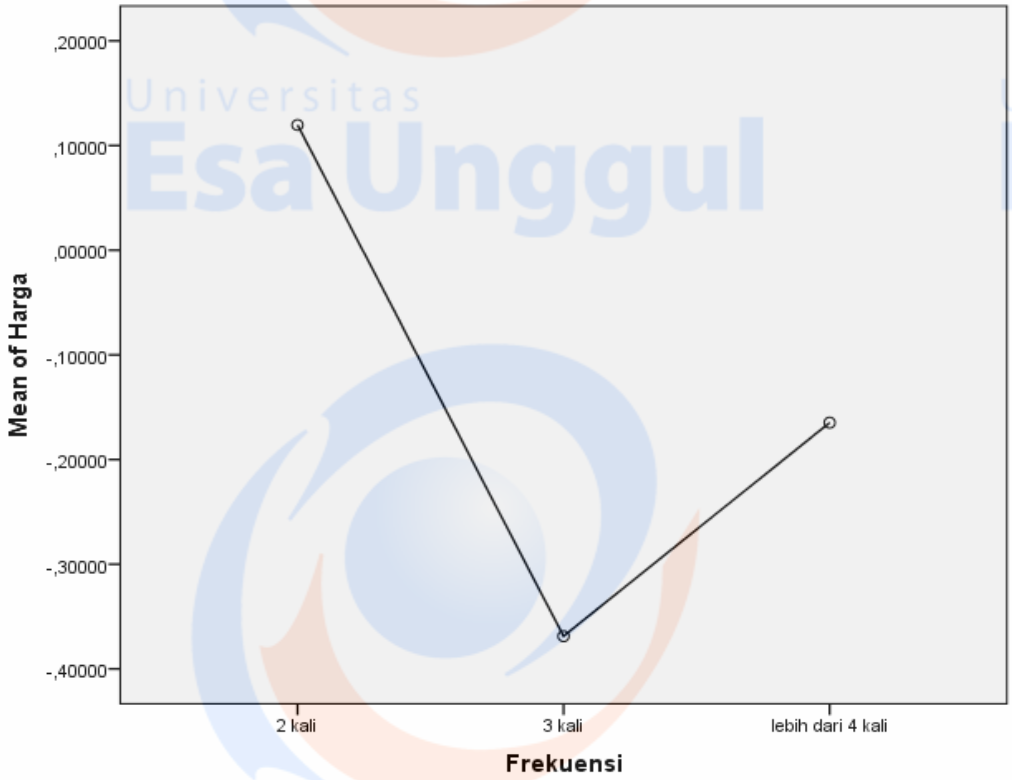
Lampiran 5. *One Way* ANOVA



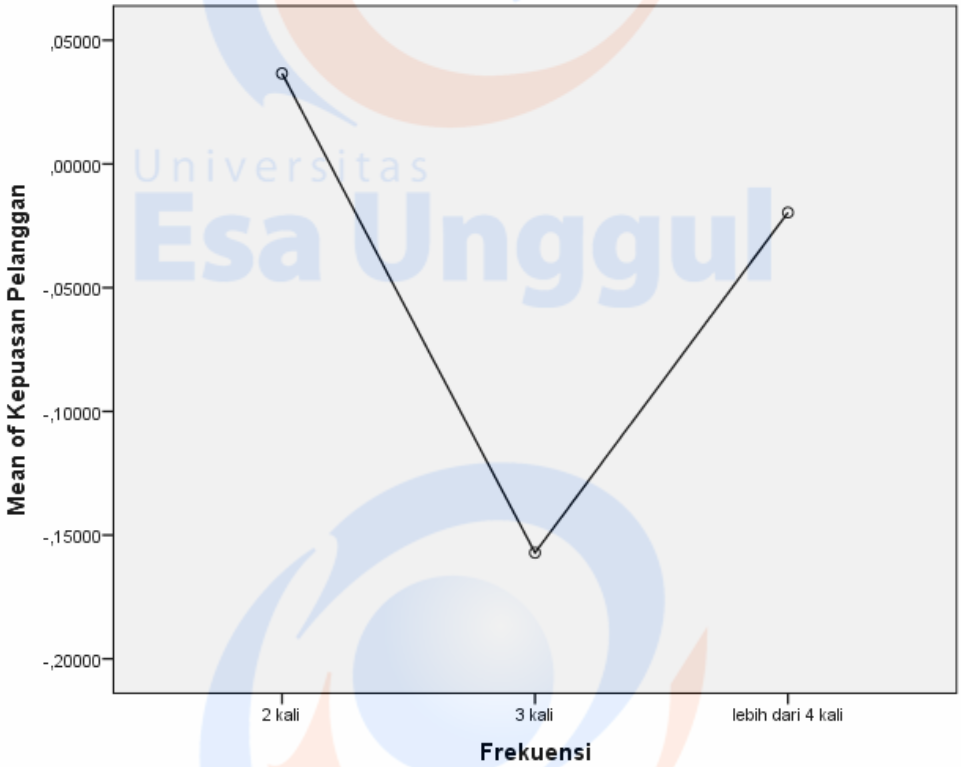


Lampiran 5. *One Way* ANOVA





Lampiran 5. *One Way* ANOVA



Lampiran 6 Hasil Uji Kuesioner Penelitian

1. *Factor Analysis* Variabel Kualitas Pelayanan

Indikator : *Tangibles*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,718
Bartlett's Test of Sphericity	Approx. Chi-Square	222,536
	df	6
	Sig.	,000

Anti-image Matrices

		KL1	KL2	KL3	KL4
Anti-image Covariance	KL1	,609	-,184	,017	-,132
	KL2	-,184	,670	-,034	-,071
	KL3	,017	-,034	,333	-,222
	KL4	-,132	-,071	-,222	,275
Anti-image Correlation	KL1	,809[a]	-,289	,038	-,322
	KL2	-,289	,862[a]	-,072	-,165
	KL3	,038	-,072	,666[a]	-,733
	KL4	-,322	-,165	-,733	,655[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
KL1	,768
KL2	,736
KL3	,852
KL4	,906

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

2. *Factor Analysis* Variabel Kualitas Pelayanan

Indikator : *Reliability*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,792
Bartlett's Test of Sphericity	Approx. Chi-Square	149,778
	df	6
	Sig.	,000

Anti-image Matrices

		KL5	KL6	KL7	KL8
Anti-image Covariance	KL5	,520	-,199	-,186	-,142
	KL6	-,199	,624	-,129	-,070
	KL7	-,186	-,129	,567	-,158
	KL8	-,142	-,070	-,158	,678
Anti-image Correlation	KL5	,759[a]	-,349	-,342	-,239
	KL6	-,349	,806[a]	-,217	-,108
	KL7	-,342	-,217	,788[a]	-,256
	KL8	-,239	-,108	-,256	,833[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
KL5	,844
KL6	,778
KL7	,820
KL8	,745

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

3. *Factor Analysis* Variabel Kualitas Pelayanan

Indikator : *Responsiveness*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,708
Bartlett's Test of Sphericity	Approx. Chi-Square	97,500
	Df	10
	Sig.	,000

Anti-image Matrices

		KL9	KL10	KL11	KL12	KL13
Anti-image Covariance	KL9	,938	,020	,023	-,169	,023
	KL10	,020	,787	,003	-,139	-,195
	KL11	,023	,003	,814	-,202	-,099
	KL12	-,169	-,139	-,202	,597	-,233
	KL13	,023	-,195	-,099	-,233	,652
Anti-image Correlation	KL9	,591[a]	,023	,027	-,226	,030
	KL10	,023	,758[a]	,004	-,202	-,272
	KL11	,027	,004	,754[a]	-,290	-,136
	KL12	-,226	-,202	-,290	,675[a]	-,374
	KL13	,030	-,272	-,136	-,374	,711[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
KL9	,300
KL10	,652
KL11	,618
KL12	,828
KL13	,785

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

4. *Factor Analysis* Variabel Kualitas Pelayanan

Indikator : *Assurance*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,711
Bartlett's Test of Sphericity	Approx. Chi-Square	119,907
	df	6
	Sig.	,000

Anti-image Matrices

		KL14	KL15	KL16	KL17
Anti-image Covariance	KL14	,545	-,260	-,026	-,227
	KL15	-,260	,556	-,214	-,050
	KL16	-,026	-,214	,775	-,081
	KL17	-,227	-,050	-,081	,723
Anti-image Correlation	KL14	,675[a]	-,473	-,041	-,363
	KL15	-,473	,685[a]	-,326	-,079
	KL16	-,041	-,326	,773[a]	-,108
	KL17	-,363	-,079	-,108	,768[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
KL14	,829
KL15	,826
KL16	,659
KL17	,712

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

5. *Factor Analysis* Variabel Kualitas Pelayanan

Indikator : *Empathy*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,746
Bartlett's Test of Sphericity	Approx. Chi-Square	301,853
	df	10
	Sig.	,000

Anti-image Matrices

		KL18	KL19	KL20	KL21	KL22
Anti-image Covariance	KL18	,957	,058	-,066	-,048	,001
	KL19	,058	,348	,033	-,136	-,024
	KL20	-,066	,033	,825	-,073	-,020
	KL21	-,048	-,136	-,073	,181	-,143
	KL22	,001	-,024	-,020	-,143	,265
Anti-image Correlation	KL18	,703[a]	,101	-,074	-,116	,001
	KL19	,101	,798[a]	,062	-,541	-,080
	KL20	-,074	,062	,895[a]	-,190	-,043
	KL21	-,116	-,541	-,190	,671[a]	-,653
	KL22	,001	-,080	-,043	-,653	,762[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
KL18	,226
KL19	,866
KL20	,548
KL21	,949
KL22	,908

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

6. *Factor Analysis* Variabel Harga

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,657
Bartlett's Test of Sphericity	Approx. Chi-Square	76,171
	df	3
	Sig.	,000

Anti-image Matrices

		RP1	RP2	RP3
Anti-image Covariance	RP1	,622	-,310	-,178
	RP2	-,310	,636	-,150
	RP3	-,178	-,150	,784
Anti-image Correlation	RP1	,625[a]	-,492	-,255
	RP2	-,492	,633[a]	-,212
	RP3	-,255	-,212	,755[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
RP1	,842
RP2	,832
RP3	,734

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

7. *Factor Analysis* Variabel Kepuasan Pelanggan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,665
Bartlett's Test of Sphericity	Approx. Chi-Square	89,051
	df	3
	Sig.	,000

Anti-image Matrices

		KP1	KP2	KP3
Anti-image Covariance	KP1	,571	-,188	-,303
	KP2	-,188	,751	-,133
	KP3	-,303	-,133	,598
Anti-image Correlation	KP1	,628[a]	-,288	-,519
	KP2	-,288	,765[a]	-,199
	KP3	-,519	-,199	,644[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
KP1	,859
KP2	,752
KP3	,840

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

8. ***Reliability*** **Variabel Kualitas Layanan**

Indikator : *Tangibles*

Reliability Statistics

Cronbach's Alpha	N of Items
,830	4

9. ***Reliability*** **Variabel Kualitas Layanan**

Indikator : *Reliability*

Reliability Statistics

Cronbach's Alpha	N of Items
,808	4

10. ***Reliability*** **Variabel Kualitas Layanan**

Indikator : *Responsiveness*

Reliability Statistics

Cronbach's Alpha	N of Items
,661	5

11. ***Reliability*** **Variabel Kualitas Layanan**

Indikator : *Assurance*

Reliability Statistics

Cronbach's Alpha	N of Items
,735	4

12. ***Reliability*** **Variabel Kualitas Layanan**

Indikator : *Empathy*

Reliability Statistics

Cronbach's Alpha	N of Items
,756	5

13. ***Reliability*** **Variabel Harga**

Reliability Statistics

Cronbach's Alpha	N of Items
,720	3

14. ***Reliability*** **Variabel Kepuasan Pelanggan**

Reliability Statistics

Cronbach's Alpha	N of Items
,752	3

Lampiran 7 Uji Statistik Rerata Sel

1. *Median Split* Variabel Kualitas Pelayanan

Statistics Median Split

		Kualitas Layanan	Harga	Kepuasan Pelanggan
N	Valid	120	120	120
	Missing	0	0	0
Median		-,0464319	,1279100	-,0051093

Between-Subjects Factors

		Value Label	N
KL_Code	1	Tinggi	60
	2	Rendah	60
RP_Code	1	Murah	60
	2	Mahal	60

2. Rerata Sel

Tests of Between-Subjects Effects

Dependent Variable: Kepuasan Pelanggan

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	25,526[a]	3	8,509	10,559	,000	,215	31,677	,999
Intercept	,081	1	,081	,100	,752	,001	,100	,061
KL_Code	5,869	1	5,869	7,283	,008	,059	7,283	,763
KL_Code * RP_Code	16,096	2	8,048	9,987	,000	,147	19,974	,983
Error	93,474	116	,806					
Total	119,000	120						
Corrected Total	119,000	119						

a. R Squared = ,215 (Adjusted R Squared = ,194)

b. Computed using alpha = ,05

Lampiran 7. Uji Statistik Rerata Sel

Parameter Estimates

Dependent Variable: Kepuasan Pelanggan

Parameter	B	Std. Error	t	Sig.	95% Confidence Interval		Partial Eta Squared	Noncent. Parameter	Observed Power[b]
					Lower Bound	Upper Bound			
Intercept	-,692	,152	-4,560	,000	-,993	-,391	,152	4,560	,995
[KL_Code=1]	,764	,235	3,250	,002	,298	1,229	,083	3,250	,897
[KL_Code=2]	0[a]	.	.	.	.	.	.	.	.
[KL_Code=1] * [RP_Code=1]	,357	,235	1,520	,131	-,108	,823	,020	1,520	,326
[KL_Code=1] * [RP_Code=2]	0[a]	.	.	.	.	.	.	.	.
[KL_Code=2] * [RP_Code=1]	,988	,235	4,203	,000	,522	1,454	,132	4,203	,986
[KL_Code=2] * [RP_Code=2]	0[a]	.	.	.	.	.	.	.	.

a. This parameter is set to zero because it is redundant.

b. Computed using alpha = ,05

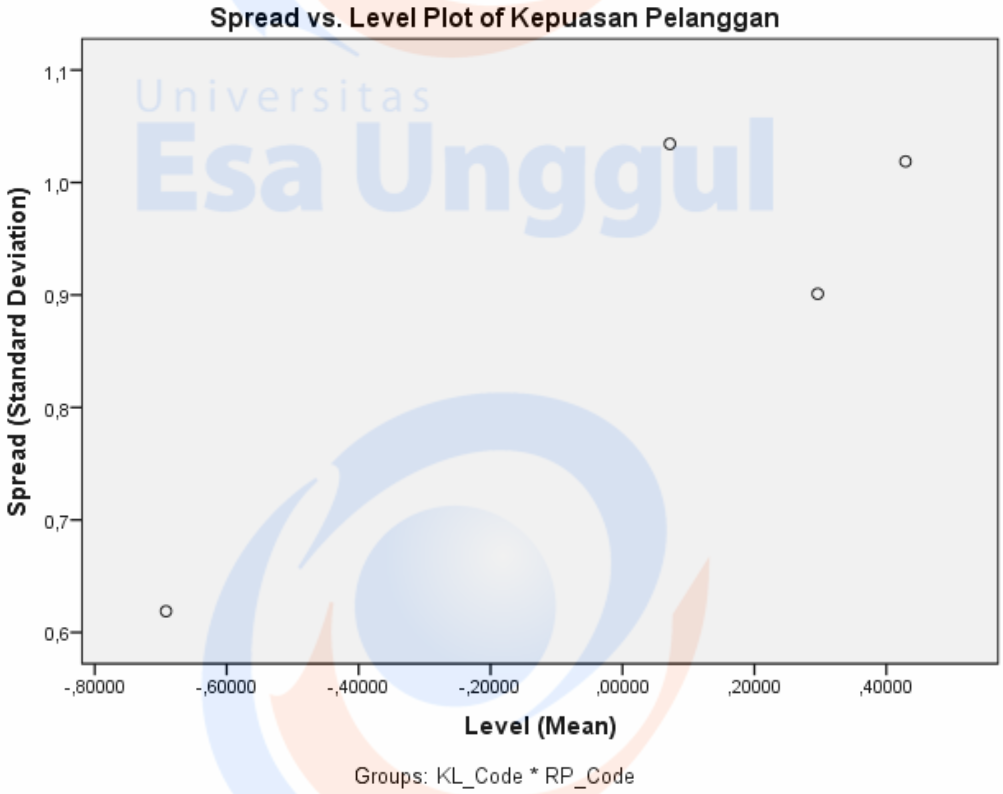
Estimates

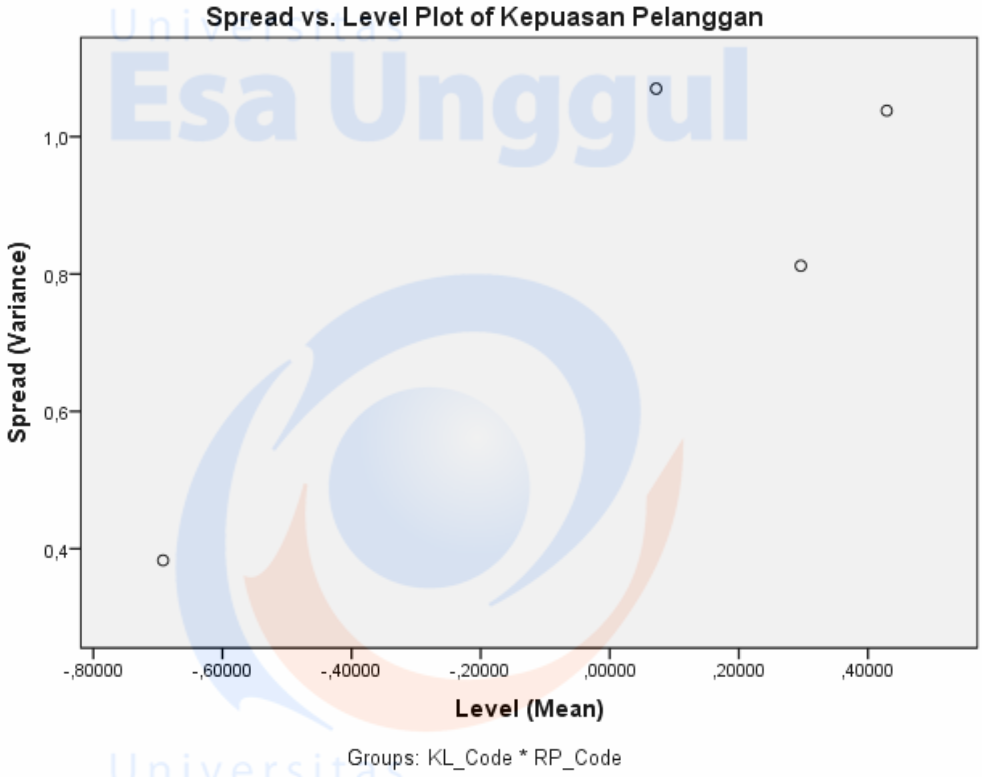
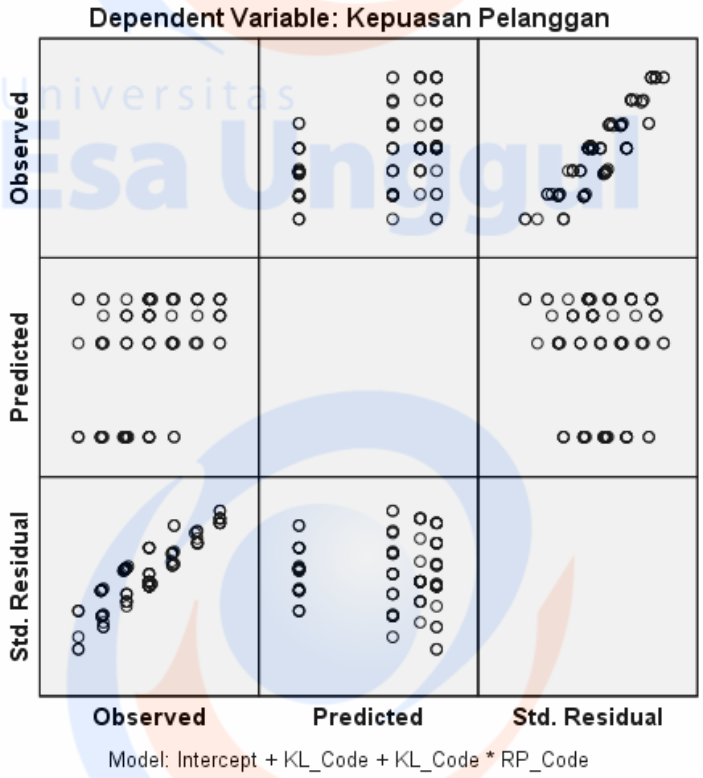
Dependent Variable: Kepuasan Pelanggan

KL_Code	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Tinggi	,251	,118	,018	,483
Rendah	-,198	,118	-,431	,035

Lampiran 7. Uji Statistik Rerata Sel

Spread-Versus-Level Plots





Lampiran 7. Uji Statistik Rerata Sel