

**LAMPIRAN 1.2
JENIS KELAMIN**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	64	40.0	40.0	40.0
Wanita	96	60.0	60.0	100.0
Total	160	100.0	100.0	

**LAMPIRAN 1.3
USIA**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-23 tahun	101	63.1	63.1	63.1
24-35 tahun	54	33.8	33.8	96.9
> 35 tahun	5	3.1	3.1	100.0
Total	160	100.0	100.0	

**LAMPIRAN 1.4
PENDIDIKAN TERAKHIR**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMK/ sederajat	88	55.0	55.0	55.0
Diploma	18	11.3	11.3	66.3
S1	52	32.5	32.5	98.8
S2	2	1.3	1.3	100.0
Total	160	100.0	100.0	

LAMPIRAN 1.5
PEKERJAAN SAAT INI

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid Mahasiswa/pelajar	64	40.0	40.0	40.0
PNS/BUMN/TNI/PO	10	6.3	6.3	46.3
LRI				
Pegawai Swasta	57	35.6	35.6	81.9
Wirausaha	12	7.5	7.5	89.4
Ibu Rumah Tangga	10	6.3	6.3	95.6
Lainnya sebutkan...	7	4.4	4.4	100.0
Total	160	100.0	100.0	

LAMPIRAN 1.6
BERAPA LAMA MENGGUNAKAN APLIKASI OVO

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 1 bulan	4	2.5	2.5	2.5
1 bulan – 3 bulan	22	13.8	13.8	16.3
3 bulan – 6 bulan	37	23.1	23.1	39.4
6 bulan – 9 bulan	44	27.5	27.5	66.9
9 bulan – 12 bulan	22	13.8	13.8	80.6
> 12 bulan	31	19.4	19.4	100.0
Total	160	100.0	100.0	

LAMPIRAN 1.7
PENGELUARAN RUTIN DALAM SEBULAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <Rp.1.000.000	81	50.6	50.6	50.6
Rp.1.000.001 – Rp.1.500.000	65	40.6	40.6	91.3
Rp.1.500.001 – Rp.2.500.000	14	8.8	8.8	100.0
Total	160	100.0	100.0	

LAMPIRAN 1.8
DARI MANA MENGETAHUI OVO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Website OVO	7	4.4	4.4	4.4
	Social Media (Instagram, Facebook, Twitter, dll)	39	24.4	24.4	28.8
	Forum Online (Kaskus, Indowebster, dll)	62	38.8	38.8	67.5
	Teman dan Keluarga	43	26.9	26.9	94.4
	Iklan di TV	9	5.6	5.6	100.0
	Total	160	100.0	100.0	

LAMPIRAN 1.9
TERAKHIR MENGGUNAKAN OVO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 minggu terakhir	116	72.5	72.5	72.5
	2 minggu terakhir	30	18.8	18.8	91.3
	1 bulan terakhir	11	6.9	6.9	98.1
	>1 bulan terakhir	3	1.9	1.9	100.0
	Total	160	100.0	100.0	

LAMPIRAN 1.10
TRANSAKSI YANG PALING SERING DILAKUKAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Grab (driver, food, delivery, dll)	52	32.5	32.5	32.5
	Online Shopping (Tokopedia)	20	12.5	12.5	45.0
	Offline Shopping (Toko, Minimarket, dll)	48	30.0	30.0	75.0
	Beli Pulsa	25	15.6	15.6	90.6
	Bayar Tagihan (Listrik, Air, BPJS, Asuransi)	9	5.6	5.6	96.3
	Lainnya, sebutkan...	6	3.8	3.8	100.0
	Total	160	100.0	100.0	

LAMPIRAN 1.11
PENGELUARAN TOP-UP SEBULAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<Rp.100.000	31	19.4	19.4	19.4
	Rp.100.001 – Rp.300.000	49	30.6	30.6	50.0
	Rp.300.001 – Rp.500.000	48	30.0	30.0	80.0
	Rp.500.001 – Rp.1.000.000	20	12.5	12.5	92.5
	Rp.1.000.001 – Rp.2.000.000	8	5.0	5.0	97.5
	>Rp.2.000.000	4	2.5	2.5	100.0
	Total	160	100.0	100.0	

LAMPIRAN 1.12
TABULASI KEMUDAHAN PENGGUNAAN 30 RESPONDEN

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

LAMPIRAN 1.13
HASIL UJI VALIDITAS DAN RELIABILITAS
KEMUDAHAN PENGGUNAAN

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	TOTAL
P1	Pearson Correlation	1	.330	.290	.555**	.421*	.172	.447*	.404*	.669**
	Sig. (2-tailed)		.075	.121	.001	.020	.363	.013	.027	.000
	N	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.330	1	.190	.147	.460*	.005	.188	.198	.493**
	Sig. (2-tailed)	.075		.315	.438	.011	.978	.320	.293	.006
	N	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.290	.190	1	.471**	.257	.312	.214	.448*	.637**
	Sig. (2-tailed)	.121	.315		.009	.170	.094	.257	.013	.000
	N	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.555**	.147	.471**	1	.493**	.416*	.410*	.572**	.768**
	Sig. (2-tailed)	.001	.438	.009		.006	.022	.025	.001	.000
	N	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.421*	.460*	.257	.493**	1	.247	.520**	.539**	.746**
	Sig. (2-tailed)	.020	.011	.170	.006		.188	.003	.002	.000
	N	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.172	.005	.312	.416*	.247	1	.301	.474**	.558**
	Sig. (2-tailed)	.363	.978	.094	.022	.188		.106	.008	.001
	N	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.447*	.188	.214	.410*	.520**	.301	1	.366*	.618**
	Sig. (2-tailed)	.013	.320	.257	.025	.003	.106		.047	.000
	N	30	30	30	30	30	30	30	30	30

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	TOTAL
P8	Pearson Correlation	.404*	.198	.448*	.572**	.539**	.474**	.366*	1	.762**
	Sig. (2-tailed)	.027	.293	.013	.001	.002	.008	.047		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.669**	.493**	.637**	.768**	.746**	.558**	.618**	.762**	1
	Sig. (2-tailed)	.000	.006	.000	.000	.000	.001	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

Sumber: Hasil output statistik, 2019

UJI RELIABILITAS KEMUDAHAN PENGGUNAAN

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Sumber: Hasil output statistik, 2019

Reliability Statistics

Cronbach's Alpha	N of Items
.804	8

Sumber: Hasil output statistik, 2019

LAMPIRAN 1.14
TABULASI PENGALAMAN PELANGGAN 30 RESPONDEN

No Responden	PENGALAMAN PELANGGAN										Total
	9	10	11	12	13	14	15	16	17	18	
1	3	2	1	1	3	4	2	2	3	2	23
2	4	4	4	4	4	4	4	4	4	4	40
3	4	2	1	1	3	3	2	2	3	2	23
4	3	3	3	1	3	2	2	2	3	2	24
5	3	4	3	2	3	3	3	1	3	4	29
6	3	3	4	3	3	2	3	1	3	2	27
7	4	4	4	4	4	4	4	4	4	4	40
8	4	4	4	4	4	4	3	2	3	1	33
9	3	3	3	3	3	3	3	3	3	3	30
10	3	3	3	2	2	2	3	4	2	3	27
11	3	1	2	1	3	1	1	1	1	1	15
12	2	3	3	3	3	3	2	2	3	3	27
13	3	3	3	4	2	4	2	2	3	3	29
14	3	3	3	3	3	3	3	3	3	3	30
15	4	2	4	2	4	3	4	2	4	3	32
16	3	2	3	2	3	3	3	3	3	4	29
17	4	3	3	3	3	3	3	3	3	1	29
18	3	3	3	3	3	3	3	3	3	3	30
19	4	3	3	3	3	3	3	3	3	3	31
20	3	2	1	2	3	2	3	3	2	4	25
21	3	4	3	2	3	3	3	2	2	2	27
22	3	4	3	2	3	3	3	2	2	2	27
23	3	3	2	2	3	4	3	3	4	3	30
24	4	3	2	1	3	2	4	4	3	3	29
25	3	3	4	3	3	2	2	3	3	3	29
26	2	3	4	2	3	3	3	2	2	3	27
27	4	4	4	4	3	4	3	3	3	3	35
28	4	4	4	4	4	4	4	4	4	4	40
29	3	3	3	3	3	3	3	3	3	3	30
30	4	3	3	4	3	4	3	4	4	4	4

LAMPIRAN 1.15
UJI VALIDITAS DAN RELIABILITAS PENGALAMAN PELANGGAN

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	TOTAL
P1	Pearson Correlation	1	.204	.127	.312	.494**	.336	.479**	.439*	.507**	.032	.538**
	Sig. (2-tailed)		.279	.503	.093	.006	.069	.007	.015	.004	.868	.002
	N	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.204	1	.595**	.582**	.272	.500**	.513**	.261	.316	.206	.679**
	Sig. (2-tailed)	.279		.001	.001	.146	.005	.004	.164	.089	.275	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.127	.595**	1	.658**	.394*	.234	.426*	.123	.317	.166	.624**
	Sig. (2-tailed)	.503	.001		.000	.031	.213	.019	.516	.088	.380	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.312	.582**	.658**	1	.290	.592**	.364*	.397*	.491**	.328	.788**
	Sig. (2-tailed)	.093	.001	.000		.119	.001	.048	.030	.006	.077	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.494**	.272	.394*	.290	1	.346	.534**	.156	.509**	.118	.553**
	Sig. (2-tailed)	.006	.146	.031	.119		.061	.002	.412	.004	.535	.002
	N	30	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.336	.500**	.234	.592**	.346	1	.365*	.293	.655**	.288	.691**
	Sig. (2-tailed)	.069	.005	.213	.001	.061		.047	.116	.000	.123	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.479**	.513**	.426*	.364*	.534**	.365*	1	.578**	.533**	.504**	.773**
	Sig. (2-tailed)	.007	.004	.019	.048	.002	.047		.001	.002	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	TOTAL
P8	Pearson Correlation	.439*	.261	.123	.397*	.156	.293	.578**	1	.451*	.546**	.653**
	Sig. (2-tailed)	.015	.164	.516	.030	.412	.116	.001		.012	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	.507**	.316	.317	.491**	.509**	.655**	.533**	.451*	1	.464**	.767**
	Sig. (2-tailed)	.004	.089	.088	.006	.004	.000	.002	.012		.010	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.032	.206	.166	.328	.118	.288	.504**	.546**	.464**	1	.580**
	Sig. (2-tailed)	.868	.275	.380	.077	.535	.123	.005	.002	.010		.001
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.538**	.679**	.624**	.788**	.553**	.691**	.773**	.653**	.767**	.580**	1
	Sig. (2-tailed)	.002	.000	.000	.000	.002	.000	.000	.000	.000	.001	
	N	30	30	30	30	30	30	30	30	30	30	30

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

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

Sumber: Hasil output statistik, 2019

UJI RELIABILITAS PENGALAMAN PELANGGAN

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Sumber: Hasil output statistik, 2019

Reliability Statistics

Cronbach's Alpha	N of Items
.855	10

Sumber: Hasil output statistik, 2019

LAMPIRAN 1.16
TABULASI 30 RESPONDEN KEPUASAN

No Responden	KEPUASAN						Total
	19	20	21	22	23	24	
1	3	3	3	3	3	3	18
2	4	4	4	4	4	4	24
3	4	3	3	3	3	2	18
4	3	3	4	3	3	4	20
5	3	3	3	3	3	3	18
6	3	3	3	3	4	3	19
7	4	4	4	4	4	4	24
8	4	4	4	3	4	4	23
9	3	3	3	3	3	3	18
10	3	2	3	3	4	3	18
11	2	2	2	2	2	2	12
12	3	3	3	3	3	3	18
13	3	3	3	3	2	3	17
14	3	3	3	3	3	3	18
15	4	4	4	4	4	4	24
16	3	3	3	4	4	3	20
17	3	3	4	4	4	4	22
18	3	3	3	3	3	3	18
19	2	3	3	3	3	3	17
20	4	4	4	4	3	3	22
21	3	3	4	4	3	3	20
22	3	3	4	4	3	3	20
23	2	3	3	3	3	4	18
24	3	4	4	4	4	3	22
25	3	4	4	4	3	4	22
26	3	3	3	3	3	3	18
27	3	4	4	3	3	3	20
28	4	4	4	4	4	4	24
29	3	3	3	3	3	3	18
30	4	4	3	4	4	4	23

LAMPIRAN 1.17
UJI VALIDITAS DAN RELIABILITAS KEPUASAN

Correlations

		P1	P2	P3	P4	P5	P6	TOTAL
P1	Pearson Correlation	1	.666**	.517**	.541**	.537**	.366*	.759**
	Sig. (2-tailed)		.000	.003	.002	.002	.047	.000
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	.666**	1	.714**	.645**	.456*	.595**	.849**
	Sig. (2-tailed)	.000		.000	.000	.011	.001	.000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	.517**	.714**	1	.727**	.452*	.609**	.834**
	Sig. (2-tailed)	.003	.000		.000	.012	.000	.000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	.541**	.645**	.727**	1	.593**	.539**	.839**
	Sig. (2-tailed)	.002	.000	.000		.001	.002	.000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	.537**	.456*	.452*	.593**	1	.556**	.753**
	Sig. (2-tailed)	.002	.011	.012	.001		.001	.000
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	.366*	.595**	.609**	.539**	.556**	1	.764**
	Sig. (2-tailed)	.047	.001	.000	.002	.001		.000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.759**	.849**	.834**	.839**	.753**	.764**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

Sumber: Hasil output statisti, 2019

UJI RELIABILITAS KEPUASAN**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Sumber: Hasil output statisti, 2019

Reliability Statistics

Cronbach's Alpha	N of Items
.886	6

Sumber: Hasil output statistik, 2019

LAMPIRAN 1.18
TABULASI LOYALITAS 30 RESPONDEN

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

LAMPIRAN 1.19
UJI VALIDITAS DAN RELIABILITAS LOYALITAS

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	TOTAL
P1	Pearson Correlation	1	.651**	.677**	.531**	.650**	.596**	.341	.380*	.809**
	Sig. (2-tailed)		.000	.000	.003	.000	.001	.065	.039	.000
	N	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.651**	1	.778**	.398*	.567**	.468**	.092	.089	.668**
	Sig. (2-tailed)	.000		.000	.029	.001	.009	.628	.640	.000
	N	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.677**	.778**	1	.531**	.647**	.611**	.322	.267	.792**
	Sig. (2-tailed)	.000	.000		.003	.000	.000	.083	.154	.000
	N	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.531**	.398*	.531**	1	.527**	.577**	.620**	.589**	.805**
	Sig. (2-tailed)	.003	.029	.003		.003	.001	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.650**	.567**	.647**	.527**	1	.915**	.366*	.337	.794**
	Sig. (2-tailed)	.000	.001	.000	.003		.000	.047	.069	.000
	N	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.596**	.468**	.611**	.577**	.915**	1	.454*	.417*	.798**
	Sig. (2-tailed)	.001	.009	.000	.001	.000		.012	.022	.000
	N	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.341	.092	.322	.620**	.366*	.454*	1	.823**	.685**
	Sig. (2-tailed)	.065	.628	.083	.000	.047	.012		.000	.000
	N	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.380*	.089	.267	.589**	.337	.417*	.823**	1	.671**
	Sig. (2-tailed)	.039	.640	.154	.001	.069	.022	.000		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.809**	.668**	.792**	.805**	.794**	.798**	.685**	.671**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	

Correlations

	P1	P2	P3	P4	P5	P6	P7	P8	TOTAL
N	30	30	30	30	30	30	30	30	30

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

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

Sumber: Hasil output statistik, 2019

UJI RELIABILITAS LOYALITAS

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Sumber: Hasil output statistik, 2019

Reliability Statistics

Cronbach's Alpha	N of Items
.879	8

Sumber: Hasil output statistik, 2019

LAMPIRAN 1.20
TABULASII KEMUDAHAN PENGGUNAAN 160 RESPONDEN

No.	KEMUDAHAN PENGGUNAAN								Total	AVG
	p1	p2	p3	p4	p5	p6	p7	p8		
1	4	4	3	4	4	4	4	4	31	3.88
2	4	4	4	3	3	3	4	4	29	3.63
3	3	4	4	4	4	4	4	4	31	3.88
4	3	2	2	3	2	4	4	3	23	2.88
5	3	3	3	3	3	3	3	3	24	3.00
6	3	4	3	3	4	4	4	4	29	3.63
7	4	4	4	4	4	4	4	4	32	4.00
8	4	4	4	2	3	4	4	3	28	3.50
9	3	3	2	3	3	3	3	3	23	2.88
10	4	4	4	3	4	4	4	3	30	3.75
11	2	2	3	2	2	3	2	2	18	2.25
12	3	3	3	2	3	3	2	3	22	2.75
13	3	4	4	4	4	3	4	4	30	3.75
14	2	2	2	2	3	3	2	2	18	2.25
15	4	3	2	3	3	3	3	3	24	3.00
16	4	4	4	4	3	3	3	3	28	3.50
17	3	3	4	3	2	4	3	3	25	3.13
18	2	3	2	2	2	3	3	3	20	2.50
19	3	3	3	3	3	3	3	2	23	2.88
20	4	4	4	3	3	3	3	3	27	3.38
21	2	2	3	3	3	2	3	2	20	2.50
22	4	3	3	3	4	4	3	3	27	3.38
23	4	3	3	3	3	3	4	3	26	3.25

No.	KEMUDAHAN PENGGUNAAN								Total	AVG
	p1	p2	p3	p4	p5	p6	p7	p8		
24	3	3	3	3	3	3	3	3	24	3.00
25	3	3	3	4	3	4	4	3	27	3.38
26	3	3	3	4	3	4	4	3	27	3.38
27	3	3	3	3	4	4	4	3	27	3.38
28	3	3	3	4	3	4	4	3	27	3.38
29	3	3	2	4	3	4	4	4	27	3.38
30	4	4	4	2	3	4	4	3	28	3.50
31	4	4	4	4	4	3	3	3	29	3.63
32	4	4	4	4	4	4	4	4	32	4.00
33	4	4	2	3	3	3	3	3	25	3.13
34	3	3	3	3	4	4	3	4	27	3.38
35	3	3	3	3	4	2	3	3	24	3.00
36	3	4	3	2	3	3	3	4	25	3.13
37	4	3	4	4	4	4	4	4	31	3.88
38	4	3	2	4	4	4	4	4	29	3.63
39	4	3	4	3	3	3	3	3	26	3.25
40	3	2	2	3	2	2	3	2	19	2.38
41	2	3	3	3	3	3	3	3	23	2.88
42	3	3	3	3	3	3	3	3	24	3.00
43	4	4	3	3	3	2	3	3	25	3.13
44	3	3	3	3	3	3	3	3	24	3.00
45	4	4	4	4	4	3	3	4	30	3.75
46	4	2	4	4	4	4	4	4	30	3.75
47	3	4	4	4	4	4	3	4	30	3.75

No.	KEMUDAHAN PENGGUNAAN								Total	AVG
	p1	p2	p3	p4	p5	p6	p7	p8		
48	3	3	3	2	3	3	3	3	23	2.88
49	4	4	4	4	3	3	4	4	30	3.75
50	3	2	3	3	2	4	3	3	23	2.88
51	3	4	3	3	4	3	4	3	27	3.38
52	3	4	3	3	4	3	4	3	27	3.38
53	3	4	3	3	3	4	3	2	25	3.13
54	3	3	1	3	3	3	3	3	22	2.75
55	3	3	4	3	2	4	3	3	25	3.13
56	3	3	4	4	3	3	3	4	27	3.38
57	4	4	3	3	4	3	4	3	28	3.50
58	4	4	4	4	4	4	4	4	32	4.00
59	3	3	3	3	3	3	3	3	24	3.00
60	4	4	3	4	4	4	3	4	30	3.75
61	4	4	4	4	4	3	3	3	29	3.63
62	4	4	4	4	4	4	4	4	32	4.00
63	4	4	2	3	3	3	3	3	25	3.13
64	3	3	3	3	4	4	3	4	27	3.38
65	3	3	3	3	4	2	3	3	24	3.00
66	3	4	3	2	3	3	3	4	25	3.13
67	4	3	4	4	4	4	4	4	31	3.88
68	4	3	2	4	4	4	4	4	29	3.63
69	4	3	4	3	3	3	3	3	26	3.25
70	3	2	2	3	2	2	3	2	19	2.38
71	2	3	3	3	3	3	3	3	23	2.88

No.	KEMUDAHAN PENGGUNAAN								Total	AVG
	p1	p2	p3	p4	p5	p6	p7	p8		
72	3	3	3	3	3	3	3	3	24	3.00
73	4	4	3	3	3	2	3	3	25	3.13
74	3	3	3	3	3	3	3	3	24	3.00
75	4	4	4	4	4	3	3	4	30	3.75
76	4	2	4	4	4	4	4	4	30	3.75
77	3	4	4	4	4	4	3	4	30	3.75
78	3	3	3	2	3	3	3	3	23	2.88
79	4	4	4	4	3	3	4	4	30	3.75
80	3	2	3	3	2	4	3	3	23	2.88
81	3	4	3	3	4	3	4	3	27	3.38
82	3	4	3	3	4	3	4	3	27	3.38
83	3	4	3	3	3	4	3	2	25	3.13
84	3	3	1	3	3	3	3	3	22	2.75
85	3	3	4	3	2	4	3	3	25	3.13
86	3	3	4	4	3	3	3	4	27	3.38
87	4	4	3	3	4	3	4	3	28	3.50
88	4	4	4	4	4	4	4	4	32	4.00
89	3	3	3	3	3	3	3	3	24	3.00
90	4	4	3	4	4	4	3	4	30	3.75
91	4	4	4	4	4	3	3	3	29	3.63
92	4	4	4	4	4	4	4	4	32	4.00
93	4	4	2	3	3	3	3	3	25	3.13
94	3	3	3	3	4	4	3	4	27	3.38
95	3	3	3	3	4	2	3	3	24	3.00

No.	KEMUDAHAN PENGGUNAAN								Total	AVG
	p1	p2	p3	p4	p5	p6	p7	p8		
96	3	4	3	2	3	3	3	4	25	3.13
97	4	3	4	4	4	4	4	4	31	3.88
98	4	3	2	4	4	4	4	4	29	3.63
99	4	3	4	3	3	3	3	3	26	3.25
100	3	2	2	3	2	2	3	2	19	2.38
101	2	3	3	3	3	3	3	3	23	2.88
102	3	3	3	3	3	3	3	3	24	3.00
103	4	4	3	3	3	2	3	3	25	3.13
104	3	3	3	3	3	3	3	3	24	3.00
105	4	4	4	4	4	3	3	4	30	3.75
106	4	2	4	4	4	4	4	4	30	3.75
107	3	4	4	4	4	4	3	4	30	3.75
108	2	3	3	2	3	3	3	3	22	2.75
109	4	4	4	4	3	3	4	4	30	3.75
110	3	2	3	3	2	4	3	3	23	2.88
111	3	4	3	3	4	3	4	3	27	3.38
112	3	4	3	3	4	3	4	3	27	3.38
113	3	4	3	3	3	4	3	2	25	3.13
114	3	3	1	3	3	3	3	3	22	2.75
115	3	3	4	3	2	4	3	3	25	3.13
116	3	3	4	4	3	3	3	4	27	3.38
117	4	4	3	3	4	3	4	3	28	3.50
118	4	4	4	4	4	4	4	4	32	4.00
119	3	3	3	3	3	3	3	3	24	3.00

No.	KEMUDAHAN PENGGUNAAN								Total	AVG
	p1	p2	p3	p4	p5	p6	p7	p8		
120	4	4	3	4	4	4	3	4	30	3.75
121	4	4	4	4	4	3	3	3	29	3.63
122	4	4	4	4	4	4	4	4	32	4.00
123	4	4	2	3	3	3	3	3	25	3.13
124	3	3	3	3	4	4	3	4	27	3.38
125	3	3	3	3	4	2	3	3	24	3.00
126	3	4	3	2	3	3	3	4	25	3.13
127	4	3	4	4	4	4	4	4	31	3.88
128	4	3	2	4	4	4	4	4	29	3.63
129	4	3	4	3	3	3	3	3	26	3.25
130	3	2	2	3	2	2	3	2	19	2.38
131	2	3	3	3	3	3	3	3	23	2.88
132	3	3	3	3	3	3	3	3	24	3.00
133	4	4	3	3	3	2	3	3	25	3.13
134	3	3	3	3	3	3	3	3	24	3.00
135	4	4	4	4	4	3	3	4	30	3.75
136	4	2	4	4	4	4	4	4	30	3.75
137	3	4	4	4	4	4	3	4	30	3.75
138	3	3	3	2	3	3	3	3	23	2.88
139	4	4	4	4	3	3	4	4	30	3.75
140	3	2	3	3	2	4	3	3	23	2.88
141	3	4	3	3	4	3	2	3	25	3.13
142	3	4	3	3	4	3	4	3	27	3.38
143	3	4	3	3	3	4	3	2	25	3.13

No.	KEMUDAHAN PENGGUNAAN								Total	AVG
	p1	p2	p3	p4	p5	p6	p7	p8		
144	3	3	1	3	3	3	3	3	22	2.75
145	3	3	4	3	2	4	3	3	25	3.13
146	3	3	4	4	3	3	3	4	27	3.38
147	4	4	3	3	4	3	4	3	28	3.50
148	4	3	4	4	4	4	4	4	31	3.88
149	3	3	3	3	3	3	3	3	24	3.00
150	4	4	3	4	4	4	3	4	30	3.75
151	4	4	3	4	4	4	4	4	31	3.88
152	4	4	4	3	3	3	4	4	29	3.63
153	3	4	4	4	4	4	4	4	31	3.88
154	3	2	2	3	2	4	4	3	23	2.88
155	3	3	3	3	3	3	3	3	24	3.00
156	3	4	3	3	4	4	4	4	29	3.63
157	3	3	4	3	4	3	4	2	26	3.25
158	1	2	2	2	3	3	4	3	20	2.50
159	4	3	4	3	3	3	4	3	27	3.38
160	3	4	3	4	3	4	3	4	28	3.50

LAMPIRAAN 1.21
TABULASI 160 RESPONDEN PENGALAMAN PELANGGAN

No.	PENGALAMAN PELANGGAN										Total	Rata-rata
	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18		
1	4	4	4	4	3	3	4	4	4	4	38	3.80
2	2	2	3	4	3	4	4	3	3	4	32	3.20
3	2	2	3	3	3	3	3	3	4	3	29	2.90
4	3	2	3	3	4	3	2	3	3	3	29	2.90
5	3	3	3	3	3	3	3	3	3	3	30	3.00
6	4	4	4	4	4	4	4	4	4	4	40	4.00
7	3	3	4	4	4	4	3	4	3	3	35	3.50
8	1	1	3	3	2	2	3	3	4	4	26	2.60
9	3	3	3	2	2	3	3	3	3	3	28	2.80
10	1	2	3	4	3	2	2	3	4	4	28	2.80
11	2	2	3	4	3	3	3	3	3	3	29	2.90
12	3	4	3	3	3	3	3	3	3	3	31	3.10
13	4	4	4	4	4	4	4	4	3	4	39	3.90
14	2	2	3	2	3	2	3	3	3	2	25	2.50
15	3	3	3	3	2	1	1	3	2	2	23	2.30
16	3	3	3	3	3	4	3	4	3	3	32	3.20
17	3	3	3	3	3	3	3	3	4	3	31	3.10
18	2	2	3	2	2	2	2	2	2	2	21	2.10
19	2	2	3	3	3	3	2	3	3	3	27	2.70
20	3	3	3	3	4	4	4	4	4	4	36	3.60
21	2	3	3	3	3	3	1	2	3	3	26	2.60
22	3	3	3	4	3	3	3	3	4	4	33	3.30
23	3	2	3	4	3	3	3	3	4	4	32	3.20

No.	PENGALAMAN PELANGGAN										Total	Rata-rata
	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18		
24	3	3	2	3	2	3	2	3	2	3	26	2.60
25	4	3	3	3	3	3	3	4	3	3	32	3.20
26	3	3	3	3	3	3	3	3	3	3	30	3.00
27	4	3	3	3	3	3	3	3	3	3	31	3.10
28	3	3	3	3	3	3	3	3	3	3	30	3.00
29	2	2	3	4	3	3	4	3	4	4	32	3.20
30	1	1	3	3	2	2	3	3	4	4	26	2.60
31	3	2	1	1	3	4	2	2	3	2	23	2.30
32	4	4	4	4	4	4	4	4	4	4	40	4.00
33	4	2	1	1	3	3	2	2	3	2	23	2.30
34	3	3	3	1	3	2	2	2	3	2	24	2.40
35	3	4	3	2	3	3	3	1	3	4	29	2.90
36	3	3	4	3	3	2	3	1	3	2	27	2.70
37	4	4	4	4	4	4	4	4	4	4	40	4.00
38	4	4	4	4	4	4	3	2	3	1	33	3.30
39	3	3	3	3	3	3	3	3	3	3	30	3.00
40	3	3	3	2	2	2	3	4	2	3	27	2.70
41	3	1	2	1	3	1	1	1	1	1	15	1.50
42	2	3	3	3	3	3	2	2	3	3	27	2.70
43	3	3	3	4	2	4	2	2	3	3	29	2.90
44	3	3	3	3	3	3	3	3	3	3	30	3.00
45	4	2	4	2	4	3	4	2	4	3	32	3.20
46	3	2	3	2	3	3	3	3	3	4	29	2.90
47	4	3	3	3	3	3	3	3	3	1	29	2.90

No.	PENGALAMAN PELANGGAN											Total	Rata-rata
	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18			
48	3	3	3	3	3	3	3	3	3	3	30	3.00	
49	4	3	3	3	3	3	3	3	3	3	31	3.10	
50	3	2	1	2	3	2	3	3	2	4	25	2.50	
51	3	4	3	2	3	3	3	2	2	2	27	2.70	
52	3	4	3	2	3	3	3	2	2	2	27	2.70	
53	3	3	2	2	3	4	3	3	4	3	30	3.00	
54	4	3	2	1	3	2	4	4	3	3	29	2.90	
55	3	3	4	3	3	2	2	3	3	3	29	2.90	
56	2	3	4	2	3	3	3	2	2	3	27	2.70	
57	4	4	4	4	3	4	3	3	3	3	35	3.50	
58	4	4	4	4	4	4	4	4	4	4	40	4.00	
59	3	3	3	3	3	3	3	3	3	3	30	3.00	
60	4	3	3	4	3	4	3	4	4	4	36	3.60	
61	3	2	1	1	3	4	2	2	3	2	23	2.30	
62	4	4	4	4	4	4	4	4	4	4	40	4.00	
63	4	2	1	1	3	3	2	2	3	2	23	2.30	
64	3	3	3	1	3	2	2	2	3	2	24	2.40	
65	3	4	3	2	3	3	3	1	3	4	29	2.90	
66	3	3	4	3	3	2	3	1	3	2	27	2.70	
67	4	4	4	4	4	4	4	4	4	4	40	4.00	
68	4	4	4	4	4	4	3	2	3	1	33	3.30	
69	3	3	3	3	3	3	3	3	3	3	30	3.00	
70	3	3	3	2	2	2	3	4	2	3	27	2.70	
71	3	1	2	1	3	1	1	1	1	1	15	1.50	

No.	PENGALAMAN PELANGGAN											Total	Rata-rata
	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18			
72	2	3	3	3	3	3	2	2	3	3	27	2.70	
73	3	3	3	4	2	4	2	2	3	3	29	2.90	
74	3	3	3	3	3	3	3	3	3	3	30	3.00	
75	4	2	4	2	4	3	4	2	4	3	32	3.20	
76	3	2	3	2	3	3	3	3	3	4	29	2.90	
77	4	3	3	3	3	3	3	3	3	1	29	2.90	
78	3	3	3	3	3	3	3	3	3	3	30	3.00	
79	4	3	3	3	3	3	3	3	3	3	31	3.10	
80	3	2	1	2	3	2	3	3	2	4	25	2.50	
81	3	4	3	2	3	3	3	2	2	2	27	2.70	
82	3	4	3	2	3	3	3	2	2	2	27	2.70	
83	3	3	2	2	3	4	3	3	4	3	30	3.00	
84	4	3	2	1	3	2	4	4	3	3	29	2.90	
85	3	3	4	3	3	2	2	3	3	3	29	2.90	
86	2	3	4	2	3	3	3	2	2	3	27	2.70	
87	4	4	4	4	3	4	3	3	3	3	35	3.50	
88	4	4	4	4	4	4	4	4	4	4	40	4.00	
89	3	3	3	3	3	3	3	3	3	3	30	3.00	
90	4	3	3	4	3	4	3	4	4	4	36	3.60	
91	3	2	1	1	3	4	2	2	3	2	23	2.30	
92	4	4	4	4	4	4	4	4	4	4	40	4.00	
93	4	2	1	1	3	3	2	2	3	2	23	2.30	
94	3	3	3	1	3	2	2	2	3	2	24	2.40	
95	3	4	3	2	3	3	3	1	3	4	29	2.90	

No.	PENGALAMAN PELANGGAN										Total	Rata-rata
	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18		
96	3	3	4	3	3	2	3	1	3	2	27	2.70
97	4	4	4	4	4	4	4	4	4	4	40	4.00
98	4	4	4	4	4	4	3	2	3	1	33	3.30
99	3	3	3	3	3	3	3	3	3	3	30	3.00
100	3	3	3	2	2	2	3	4	2	3	27	2.70
101	3	1	2	1	3	1	1	1	1	1	15	1.50
102	2	3	3	3	3	3	2	2	3	3	27	2.70
103	3	3	3	4	2	4	2	2	3	3	29	2.90
104	3	3	3	3	3	3	3	3	3	3	30	3.00
105	4	2	4	2	4	3	4	2	4	3	32	3.20
106	3	2	3	2	3	3	3	3	3	4	29	2.90
107	4	3	3	3	3	3	3	3	3	1	29	2.90
108	3	3	3	3	3	3	3	3	3	3	30	3.00
109	4	3	3	3	3	3	3	3	3	3	31	3.10
110	3	2	1	2	3	2	3	3	2	4	25	2.50
111	3	4	3	2	3	3	3	2	2	2	27	2.70
112	3	4	3	2	3	3	3	2	2	2	27	2.70
113	3	3	2	2	3	4	3	3	4	3	30	3.00
114	4	3	2	1	3	2	4	4	3	3	29	2.90
115	3	3	4	3	3	2	2	3	3	3	29	2.90
116	2	3	4	2	3	3	3	2	2	3	27	2.70
117	4	4	4	4	3	4	3	3	3	3	35	3.50
118	4	4	4	4	4	4	4	4	4	4	40	4.00
119	3	3	3	3	3	3	3	3	3	3	30	3.00

No.	PENGALAMAN PELANGGAN										Total	Rata-rata
	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18		
120	4	3	3	4	3	4	3	4	4	4	36	3.60
121	3	2	1	1	3	4	2	2	3	2	23	2.30
122	4	4	4	4	4	4	4	4	4	4	40	4.00
123	4	2	1	1	3	3	2	2	3	2	23	2.30
124	3	3	3	1	3	2	2	2	3	2	24	2.40
125	3	4	3	2	3	3	3	1	3	4	29	2.90
126	3	3	4	3	3	2	3	1	3	2	27	2.70
127	4	4	4	4	4	4	4	4	4	4	40	4.00
128	4	4	4	4	4	4	3	2	3	1	33	3.30
129	3	3	3	3	3	3	3	3	3	3	30	3.00
130	3	3	3	2	2	2	3	4	2	3	27	2.70
131	3	1	2	1	3	1	1	1	1	1	15	1.50
132	2	3	3	3	3	3	2	2	3	3	27	2.70
133	3	3	3	4	2	4	2	2	3	3	29	2.90
134	3	3	3	3	3	3	3	3	3	3	30	3.00
135	4	2	4	2	4	3	4	2	4	3	32	3.20
136	3	2	3	2	3	3	3	3	3	4	29	2.90
137	4	3	3	3	3	3	3	3	3	1	29	2.90
138	3	3	3	3	3	3	3	3	3	3	30	3.00
139	4	3	3	3	3	3	3	3	3	3	31	3.10
140	3	2	1	2	3	2	3	3	2	4	25	2.50
141	3	4	3	2	3	3	3	2	2	2	27	2.70
142	3	4	3	2	3	3	3	2	2	2	27	2.70
143	3	3	2	2	3	4	3	3	4	3	30	3.00

No.	PENGALAMAN PELANGGAN										Total	Rata-rata
	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18		
144	4	3	2	1	3	2	4	4	3	3	29	2.90
145	3	3	4	3	3	2	2	3	3	3	29	2.90
146	2	3	4	2	3	3	3	2	2	3	27	2.70
147	4	4	4	4	3	4	3	3	3	3	35	3.50
148	4	4	4	4	4	4	4	4	4	4	40	4.00
149	3	3	3	3	3	3	3	3	3	3	30	3.00
150	4	3	3	4	3	4	3	4	4	4	36	3.60
151	4	3	3	3	3	3	4	3	4	3	33	3.30
152	3	2	3	2	2	2	2	2	2	3	23	2.30
153	4	3	4	3	4	3	3	4	3	4	35	3.50
154	3	3	3	2	2	2	2	2	3	3	25	2.50
155	4	3	3	4	3	4	4	3	4	3	35	3.50
156	3	3	2	3	3	3	3	2	2	2	26	2.60
157	4	3	4	2	4	4	4	3	4	4	36	3.60
158	3	3	3	3	4	2	2	2	3	3	28	2.80
159	4	3	4	3	4	3	4	3	4	3	35	3.50
160	4	4	3	4	3	3	4	4	3	3	35	3.50

LAMPIRAN 1.22
TABULASI 160 RESPONDEN KEPUASAN

No.	KEPUASAN							Total	Rata-rata
	p19	p20	p21	p22	p23	p24			
1	3	4	4	4	4	4	23	3.83	
2	3	4	4	3	3	3	20	3.33	
3	4	4	4	4	4	4	24	4.00	
4	3	4	3	3	3	3	19	3.17	
5	3	3	3	3	3	3	18	3.00	
6	4	4	4	3	3	3	21	3.50	
7	4	4	4	4	4	4	24	4.00	
8	3	3	4	2	3	3	18	3.00	
9	3	2	3	2	3	3	16	2.67	
10	2	3	3	4	4	4	20	3.33	
11	3	2	3	3	2	4	17	2.83	
12	2	3	3	3	3	3	17	2.83	
13	4	3	4	4	4	4	23	3.83	
14	3	3	4	4	3	3	20	3.33	
15	1	4	4	3	3	4	19	3.17	
16	3	4	4	4	3	3	21	3.50	
17	3	3	3	3	3	3	18	3.00	
18	3	3	3	3	3	2	17	2.83	
19	3	4	4	2	3	3	19	3.17	
20	4	4	4	4	4	4	24	4.00	
21	1	2	2	3	3	2	13	2.17	
22	3	4	4	3	3	4	21	3.50	
23	3	3	4	3	3	4	20	3.33	

No.	KEPUASAN							Total	Rata-rata
	p19	p20	p21	p22	p23	p24			
24	3	3	3	3	3	3	18	3.00	
25	4	4	4	3	4	4	23	3.83	
26	3	3	3	3	3	3	18	3.00	
27	3	3	4	4	4	4	22	3.67	
28	3	3	3	3	3	3	18	3.00	
29	3	2	3	4	3	3	18	3.00	
30	3	3	4	2	3	3	18	3.00	
31	3	3	3	3	3	3	18	3.00	
32	4	4	4	4	4	4	24	4.00	
33	4	3	3	3	3	2	18	3.00	
34	3	3	4	3	3	4	20	3.33	
35	3	3	3	3	3	3	18	3.00	
36	3	3	3	3	4	3	19	3.17	
37	4	4	4	4	4	4	24	4.00	
38	4	4	4	3	4	4	23	3.83	
39	3	3	3	3	3	3	18	3.00	
40	3	2	3	3	4	3	18	3.00	
41	2	2	2	2	2	2	12	2.00	
42	3	3	3	3	3	3	18	3.00	
43	3	3	3	3	2	3	17	2.83	
44	3	3	3	3	3	3	18	3.00	
45	4	4	4	4	4	4	24	4.00	
46	3	3	3	4	4	3	20	3.33	
47	3	3	4	4	4	4	22	3.67	

No.	KEPUASAN							Total	Rata-rata
	p19	p20	p21	p22	p23	p24			
48	3	3	3	3	3	3	18	3.00	
49	2	3	3	3	3	3	17	2.83	
50	4	4	4	4	3	3	22	3.67	
51	3	3	4	4	3	3	20	3.33	
52	3	3	4	4	3	3	20	3.33	
53	2	3	3	3	3	4	18	3.00	
54	3	4	4	4	4	3	22	3.67	
55	3	4	4	4	3	4	22	3.67	
56	3	3	3	3	3	3	18	3.00	
57	3	4	4	3	3	3	20	3.33	
58	4	4	4	4	4	4	24	4.00	
59	3	3	3	3	3	3	18	3.00	
60	4	4	3	4	4	4	23	3.83	
61	3	3	3	3	3	3	18	3.00	
62	4	4	4	4	4	4	24	4.00	
63	4	3	3	3	3	2	18	3.00	
64	3	3	4	3	3	4	20	3.33	
65	3	3	3	3	3	3	18	3.00	
66	3	3	3	3	4	3	19	3.17	
67	4	4	4	4	4	4	24	4.00	
68	4	4	4	3	4	4	23	3.83	
69	3	3	3	3	3	3	18	3.00	
70	3	2	3	3	4	3	18	3.00	
71	2	2	2	2	2	2	12	2.00	

No.	KEPUASAN							Total	Rata-rata
	p19	p20	p21	p22	p23	p24			
72	3	3	3	3	3	3	18	3.00	
73	3	3	3	3	2	3	17	2.83	
74	3	3	3	3	3	3	18	3.00	
75	4	4	4	4	4	4	24	4.00	
76	3	3	3	4	4	3	20	3.33	
77	3	3	4	4	4	4	22	3.67	
78	3	3	3	3	3	3	18	3.00	
79	2	3	3	3	3	3	17	2.83	
80	4	4	4	4	3	3	22	3.67	
81	3	3	4	4	3	3	20	3.33	
82	3	3	4	4	3	3	20	3.33	
83	2	3	3	3	3	4	18	3.00	
84	3	4	4	4	4	3	22	3.67	
85	3	4	4	4	3	4	22	3.67	
86	3	3	3	3	3	3	18	3.00	
87	3	4	4	3	3	3	20	3.33	
88	4	4	4	4	4	4	24	4.00	
89	3	3	3	3	3	3	18	3.00	
90	4	4	3	4	4	4	23	3.83	
91	3	3	3	3	3	3	18	3.00	
92	4	4	4	4	4	4	24	4.00	
93	4	3	3	3	3	2	18	3.00	
94	3	3	4	3	3	4	20	3.33	
95	3	3	3	3	3	3	18	3.00	

No.	KEPUASAN							Total	Rata-rata
	p19	p20	p21	p22	p23	p24			
96	3	3	3	3	4	3	19	3.17	
97	4	4	4	4	4	4	24	4.00	
98	4	4	4	3	4	4	23	3.83	
99	3	3	3	3	3	3	18	3.00	
100	3	2	3	3	4	3	18	3.00	
101	2	2	2	2	2	2	12	2.00	
102	3	3	3	3	3	3	18	3.00	
103	3	3	3	3	2	3	17	2.83	
104	3	3	3	3	3	3	18	3.00	
105	4	4	4	4	4	4	24	4.00	
106	3	3	3	4	4	3	20	3.33	
107	3	3	4	4	4	4	22	3.67	
108	3	3	3	3	3	3	18	3.00	
109	2	3	3	3	3	3	17	2.83	
110	4	4	4	4	3	3	22	3.67	
111	3	3	4	4	3	3	20	3.33	
112	3	3	4	4	3	3	20	3.33	
113	2	3	3	3	3	4	18	3.00	
114	3	4	4	4	4	3	22	3.67	
115	3	4	4	4	3	4	22	3.67	
116	3	3	3	3	3	3	18	3.00	
117	3	4	4	3	3	3	20	3.33	
118	4	4	4	4	4	4	24	4.00	
119	3	3	3	3	3	3	18	3.00	

No.	KEPUASAN							Total	Rata-rata
	p19	p20	p21	p22	p23	p24			
120	4	4	3	4	4	4	23	3.83	
121	3	3	3	3	3	3	18	3.00	
122	4	4	4	4	4	4	24	4.00	
123	4	3	3	3	3	2	18	3.00	
124	3	3	4	3	3	4	20	3.33	
125	3	3	3	3	3	3	18	3.00	
126	3	3	3	3	4	3	19	3.17	
127	4	4	4	4	4	4	24	4.00	
128	4	4	4	3	4	4	23	3.83	
129	3	3	3	3	3	3	18	3.00	
130	3	2	3	3	4	3	18	3.00	
131	2	2	2	2	2	2	12	2.00	
132	3	3	3	3	3	3	18	3.00	
133	3	3	3	3	2	3	17	2.83	
134	3	3	3	3	3	3	18	3.00	
135	4	4	4	4	4	4	24	4.00	
136	3	3	3	4	4	3	20	3.33	
137	3	3	4	4	4	4	22	3.67	
138	3	3	3	3	3	3	18	3.00	
139	2	3	3	3	3	3	17	2.83	
140	4	4	4	4	3	3	22	3.67	
141	3	3	4	4	3	3	20	3.33	
142	3	3	4	4	3	3	20	3.33	
143	2	3	3	3	3	4	18	3.00	

No.	KEPUASAN							Total	Rata-rata
	p19	p20	p21	p22	p23	p24			
144	3	4	4	4	4	3	22	3.67	
145	3	4	4	4	3	4	22	3.67	
146	3	3	3	3	3	3	18	3.00	
147	3	4	4	3	3	3	20	3.33	
148	4	4	4	4	4	4	24	4.00	
149	3	3	3	3	3	3	18	3.00	
150	4	4	3	4	4	4	23	3.83	
151	4	3	4	3	4	3	21	3.50	
152	3	3	3	2	2	2	15	2.50	
153	3	4	3	4	3	4	21	3.50	
154	3	3	3	3	2	3	17	2.83	
155	4	3	3	3	4	3	20	3.33	
156	3	3	2	3	3	3	17	2.83	
157	3	4	3	4	4	4	22	3.67	
158	3	3	3	4	4	3	20	3.33	
159	4	3	4	3	4	4	22	3.67	
160	3	4	3	4	3	4	21	3.50	

LAMPIRAN 1.23
TABULASI 160 RESPONDEN LOYALITAS

No.	LOYALITAS									Total	AVG
	P25	p26	P27	P28	P29	p30	P31	P32			
1	4	3	4	4	4	4	4	4	4	31	3.88
2	4	4	4	4	4	4	4	4	4	32	4.00
3	3	3	3	3	3	4	3	3	3	25	3.13
4	3	3	4	3	3	3	3	3	3	25	3.13
5	3	3	3	2	3	3	3	3	3	23	2.88
6	4	4	3	3	3	3	4	4	4	28	3.50
7	4	4	3	3	3	4	3	3	3	27	3.38
8	4	4	4	4	3	4	4	3	3	30	3.75
9	3	3	3	3	3	3	3	3	3	24	3.00
10	4	3	3	2	3	4	4	4	4	27	3.38
11	3	3	3	3	3	3	3	3	3	24	3.00
12	3	3	3	2	3	3	3	3	3	23	2.88
13	4	3	4	4	3	4	4	4	4	30	3.75
14	3	3	3	1	2	3	2	2	2	19	2.38
15	4	4	3	3	3	3	4	4	4	28	3.50
16	4	3	3	3	2	3	3	3	3	24	3.00
17	4	4	3	2	3	3	3	3	3	25	3.13
18	2	2	3	3	2	3	3	3	3	21	2.63
19	4	3	3	2	3	3	3	3	3	24	3.00
20	4	4	4	3	3	3	3	3	3	27	3.38
21	2	3	3	3	2	2	3	3	3	21	2.63
22	4	3	4	3	3	4	3	3	3	27	3.38

No.	LOYALITAS									Total	AVG
	P25	p26	P27	P28	P29	p30	P31	P32			
23	4	4	4	4	3	4	4	3	30	3.75	
24	2	3	3	3	3	3	3	2	22	2.75	
25	3	3	3	3	3	4	3	4	26	3.25	
26	3	3	4	3	3	4	3	3	26	3.25	
27	3	3	3	3	3	3	3	4	25	3.13	
28	3	3	3	3	3	3	3	3	24	3.00	
29	3	3	3	3	2	3	3	2	22	2.75	
30	4	4	4	4	3	4	4	3	30	3.75	
31	4	4	4	3	4	4	2	2	27	3.38	
32	4	4	4	4	4	4	4	4	32	4.00	
33	4	4	3	2	4	3	2	2	24	3.00	
34	4	3	4	3	3	3	3	3	26	3.25	
35	2	4	3	1	3	3	1	2	19	2.38	
36	3	3	3	3	3	3	3	3	24	3.00	
37	4	4	4	4	4	4	4	4	32	4.00	
38	4	2	2	2	3	3	2	2	20	2.50	
39	2	2	2	2	3	3	3	3	20	2.50	
40	3	3	2	3	3	3	2	3	22	2.75	
41	1	1	1	1	1	2	2	2	11	1.38	
42	2	3	3	2	2	2	2	3	19	2.38	
43	2	3	3	4	3	3	1	1	20	2.50	
44	3	3	3	3	3	3	3	3	24	3.00	
45	3	2	3	2	4	4	2	3	23	2.88	
46	3	4	3	1	3	3	1	1	19	2.38	

No.	LOYALITAS									Total	AVG
	P25	p26	P27	P28	P29	p30	P31	P32			
47	4	3	3	3	3	3	3	4	26	3.25	
48	3	3	3	3	3	3	3	3	24	3.00	
49	1	1	2	2	3	3	3	3	18	2.25	
50	3	3	3	2	3	3	2	1	20	2.50	
51	2	3	3	2	3	3	3	2	21	2.63	
52	2	3	3	2	3	3	3	2	21	2.63	
53	1	2	2	2	3	3	2	2	17	2.13	
54	3	3	3	2	3	3	2	2	21	2.63	
55	3	4	3	3	3	3	2	2	23	2.88	
56	2	2	2	3	3	3	3	3	21	2.63	
57	3	3	3	3	3	3	3	3	24	3.00	
58	4	4	4	4	4	4	4	4	32	4.00	
59	3	3	3	3	3	3	3	3	24	3.00	
60	4	4	3	4	4	4	4	4	31	3.88	
61	4	4	4	3	4	4	2	2	27	3.38	
62	4	4	4	4	4	4	4	4	32	4.00	
63	4	4	3	2	4	3	2	2	24	3.00	
64	4	3	4	3	3	3	3	3	26	3.25	
65	2	4	3	1	3	3	1	2	19	2.38	
66	3	3	3	3	3	3	3	3	24	3.00	
67	4	4	4	4	4	4	4	4	32	4.00	
68	4	2	2	2	3	3	2	2	20	2.50	
69	2	2	2	2	3	3	3	3	20	2.50	
70	3	3	2	3	3	3	2	3	22	2.75	

No.	LOYALITAS									Total	AVG
	P25	p26	P27	P28	P29	p30	P31	P32			
71	1	1	1	1	1	2	2	2	11	1.38	
72	2	3	3	2	2	2	2	3	19	2.38	
73	2	3	3	4	3	3	1	1	20	2.50	
74	3	3	3	3	3	3	3	3	24	3.00	
75	3	2	3	2	4	4	2	3	23	2.88	
76	3	4	3	1	3	3	1	1	19	2.38	
77	4	3	3	3	3	3	3	4	26	3.25	
78	3	3	3	3	3	3	3	3	24	3.00	
79	1	1	2	2	3	3	3	3	18	2.25	
80	3	3	3	2	3	3	2	1	20	2.50	
81	2	3	3	2	3	3	3	2	21	2.63	
82	2	3	3	2	3	3	3	2	21	2.63	
83	1	2	2	2	3	3	2	2	17	2.13	
84	3	3	3	2	3	3	2	2	21	2.63	
85	3	4	3	3	3	3	2	2	23	2.88	
86	2	2	2	3	3	3	3	3	21	2.63	
87	3	3	3	3	3	3	3	3	24	3.00	
88	4	4	4	4	4	4	4	4	32	4.00	
89	3	3	3	3	3	3	3	3	24	3.00	
90	4	4	3	4	4	4	4	4	31	3.88	
91	4	4	4	3	4	4	2	2	27	3.38	
92	4	4	4	4	4	4	4	4	32	4.00	
93	4	4	3	2	4	3	2	2	24	3.00	
94	4	3	4	3	3	3	3	3	26	3.25	

No.	LOYALITAS									Total	AVG
	P25	p26	P27	P28	P29	p30	P31	P32			
95	2	4	3	1	3	3	1	2	19	2.38	
96	3	3	3	3	3	3	3	3	24	3.00	
97	4	4	4	4	4	4	4	4	32	4.00	
98	4	2	2	2	3	3	2	2	20	2.50	
99	2	2	2	2	3	3	3	3	20	2.50	
100	3	3	2	3	3	3	2	3	22	2.75	
101	1	1	1	1	1	2	2	2	11	1.38	
102	2	3	3	2	2	2	2	3	19	2.38	
103	2	3	3	4	3	3	1	1	20	2.50	
104	3	3	3	3	3	3	3	3	24	3.00	
105	3	2	3	2	4	4	2	3	23	2.88	
106	3	4	3	1	3	3	1	1	19	2.38	
107	4	3	3	3	3	3	3	4	26	3.25	
108	3	3	3	3	3	3	3	3	24	3.00	
109	1	1	2	2	3	3	3	3	18	2.25	
110	3	3	3	2	3	3	2	1	20	2.50	
111	2	3	3	2	3	3	3	2	21	2.63	
112	2	3	3	2	3	3	3	2	21	2.63	
113	1	2	2	2	3	3	2	2	17	2.13	
114	3	3	3	2	3	3	2	2	21	2.63	
115	3	4	3	3	3	3	2	2	23	2.88	
116	2	2	2	3	3	3	3	3	21	2.63	
117	3	3	3	3	3	3	3	3	24	3.00	
118	4	4	4	4	4	4	4	4	32	4.00	

No.	LOYALITAS								Total	AVG
	P25	p26	P27	P28	P29	p30	P31	P32		
119	3	3	3	3	3	3	3	3	24	3.00
120	4	4	3	4	4	4	4	4	31	3.88
121	4	4	4	3	4	4	2	2	27	3.38
122	4	4	4	4	4	4	4	4	32	4.00
123	4	4	3	2	4	3	2	2	24	3.00
124	4	3	4	3	3	3	3	3	26	3.25
125	2	4	3	1	3	3	1	2	19	2.38
126	3	3	3	3	3	3	3	3	24	3.00
127	4	4	4	4	4	4	4	4	32	4.00
128	4	2	2	2	3	3	2	2	20	2.50
129	2	2	2	2	3	3	3	3	20	2.50
130	3	3	2	3	3	3	2	3	22	2.75
131	1	1	1	1	1	2	2	2	11	1.38
132	2	3	3	2	2	2	2	3	19	2.38
133	2	3	3	4	3	3	1	1	20	2.50
134	3	3	3	3	3	3	3	3	24	3.00
135	3	2	3	2	4	4	2	3	23	2.88
136	3	4	3	1	3	3	1	1	19	2.38
137	4	3	3	3	3	3	3	4	26	3.25
138	3	3	3	3	3	3	3	3	24	3.00
139	1	1	2	2	3	3	3	3	18	2.25
140	3	3	3	2	3	3	2	1	20	2.50
141	2	3	3	2	3	3	3	2	21	2.63
142	2	3	3	2	3	3	3	2	21	2.63

No.	LOYALITAS								Total	AVG
	P25	p26	P27	P28	P29	p30	P31	P32		
143	1	2	2	2	3	3	2	2	17	2.13
144	3	3	3	2	3	3	2	2	21	2.63
145	3	4	3	3	3	3	2	2	23	2.88
146	2	2	2	3	3	3	3	3	21	2.63
147	3	3	3	3	3	3	3	3	24	3.00
148	4	4	4	4	4	4	4	4	32	4.00
149	3	3	3	3	3	3	3	3	24	3.00
150	4	4	3	4	4	4	4	4	31	3.88
151	4	3	4	3	4	3	4	3	28	3.50
152	2	2	3	2	3	3	2	2	19	2.38
153	3	4	3	4	3	4	3	4	28	3.50
154	3	3	3	4	2	2	3	2	22	2.75
155	4	4	3	1	3	4	2	4	25	3.13
156	3	3	3	3	4	4	3	3	26	3.25
157	4	3	3	2	3	3	3	3	24	3.00
158	3	3	3	4	3	3	3	3	25	3.13
159	4	3	4	1	3	3	3	4	25	3.13
160	3	4	3	3	4	3	2	3	25	3.13

LAMPIRAN 1.24
HASIL UJI ANALISIS JALUR TAHAP I

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732 ^a	.536	.530	.30745

a. Predictors: (Constant), PENGALAMAN PELANGGAN, KEMUDAHAN PENGGUNAAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.137	2	8.568	90.648	.000 ^b
	Residual	14.840	157	.095		
	Total	31.977	159			

a. Dependent Variable: KEPUASAN

b. Predictors: (Constant), PENGALAMAN PELANGGAN, KEMUDAHAN PENGGUNAAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.937	.199		4.697	.000
	KEMUDAHAN PENGGUNAAN	.254	.070	.236	3.611	.000
	PENGALAMAN PELANGGAN	.509	.058	.575	8.800	.000

a. Dependent Variable: KEPUASAN

LAMPIRAN 1.25 HASIL UJI ANALISIS TAHAP II

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689 ^a	.475	.465	.40878

a. Predictors: (Constant), PENGALAMAN PELANGGAN, KEMUDAHAN PENGGUNAAN, KEPUASAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.607	3	7.869	47.091	.000 ^b
	Residual	26.068	156	.167		
	Total	49.675	159			

a. Dependent Variable: LOYALITAS

b. Predictors: (Constant), PENGALAMAN PELANGGAN, KEMUDAHAN PENGGUNAAN, KEPUASAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.044	.283		-.155	.877
	KEMUDAHAN PENGGUNAAN	.199	.097	.148	2.045	.043
	KEPUASAN	.353	.106	.283	3.329	.001
	PENGALAMAN PELANGGAN	.392	.094	.355	4.172	.000

a. Dependent Variable: LOYALITAS