

**LAMPIRAN 3**  
**HASIL UJI COBA VALIDITAS DAN RELIABILITAS**

**Uji coba Validitas Variabel Place**

**Correlations**

		X1_1	X1_2	X1_3	Place
X1_1	Pearson Correlation	1	.754(**)	.494(**)	.862(**)
	Sig. (2-tailed)	.	.000	.006	.000
	N	30	30	30	30
X1_2	Pearson Correlation	.754(**)	1	.512(**)	.867(**)
	Sig. (2-tailed)	.000	.	.004	.000
	N	30	30	30	30
X1_3	Pearson Correlation	.494(**)	.512(**)	1	.820(**)
	Sig. (2-tailed)	.006	.004	.	.000
	N	30	30	30	30
Place	Pearson Correlation	.862(**)	.867(**)	.820(**)	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	30	30	30	30

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

**Uji coba Validitas Variabel Pople**

**Correlations**

		X2_1	X2_2	X2_3	People
X2_1	Pearson Correlation	1	.515(**)	.359	.776(**)
	Sig. (2-tailed)	.	.004	.052	.000
	N	30	30	30	30
X2_2	Pearson Correlation	.515(**)	1	.666(**)	.877(**)
	Sig. (2-tailed)	.004	.	.000	.000
	N	30	30	30	30
X2_3	Pearson Correlation	.359	.666(**)	1	.812(**)
	Sig. (2-tailed)	.052	.000	.	.000
	N	30	30	30	30
People	Pearson Correlation	.776(**)	.877(**)	.812(**)	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	30	30	30	30

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

### Uji coba Validitas Variabel Process

#### Correlations

		X3_1	X3_2	X3_3	Process
X3_1	Pearson Correlation	1	.685(**)	.511(**)	.860(**)
	Sig. (2-tailed)	.	.000	.004	.000
	N	30	30	30	30
X3_2	Pearson Correlation	.685(**)	1	.539(**)	.870(**)
	Sig. (2-tailed)	.000	.	.002	.000
	N	30	30	30	30
X3_3	Pearson Correlation	.511(**)	.539(**)	1	.814(**)
	Sig. (2-tailed)	.004	.002	.	.000
	N	30	30	30	30
Process	Pearson Correlation	.860(**)	.870(**)	.814(**)	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	30	30	30	30

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

### Uji coba Validitas Variabel Physical Evidence

#### Correlations

		X4_1	X4_2	X4_3	Psychal
X4_1	Pearson Correlation	1	.208	.388(*)	.604(**)
	Sig. (2-tailed)	.	.269	.034	.000
	N	30	30	30	30
X4_2	Pearson Correlation	.208	1	.532(**)	.679(**)
	Sig. (2-tailed)	.269	.	.002	.000
	N	30	30	30	30
X4_3	Pearson Correlation	.388(*)	.532(**)	1	.738(**)
	Sig. (2-tailed)	.034	.002	.	.000
	N	30	30	30	30
Psychal	Pearson Correlation	.604(**)	.679(**)	.738(**)	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	30	30	30	30

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

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

## Uji coba Validitas Variabel Customer Satisfaction

### Correlations

		Y1	Y2	Y3	Satisfaction
Y1	Pearson Correlation	1	.220	.196	.642(**)
	Sig. (2-tailed)	.	.243	.300	.000
	N	30	30	30	30
Y2	Pearson Correlation	.220	1	.651(**)	.797(**)
	Sig. (2-tailed)	.243	.	.000	.000
	N	30	30	30	30
Y3	Pearson Correlation	.196	.651(**)	1	.824(**)
	Sig. (2-tailed)	.300	.000	.	.000
	N	30	30	30	30
Satisfaction	Pearson Correlation	.642(**)	.797(**)	.824(**)	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	30	30	30	30

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

## Uji coba Reliabilitas Variabel Place

### 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.

### Reliability Statistics

Cronbach's Alpha	N of Items
.795	3

## Uji coba Reliabilitas Variabel People

### 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.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.755	3

**Uji coba Reliabilitas Variabel Process****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.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.803	3

**Uji coba Reliabilitas Variabel Physical Evidence****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.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.635	3

## Uji coba Reliabilitas Variabel Customer Satisfaction

**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.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.608	3

Tabel r untuk df = 1 - 50

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432