

## **KUISIONER PENELITIAN**

### **ANALISIS PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PASIEN RAWAT INAP RUMAH SAKIT SARI ASIH KARAWACI MELALUI *BRAND IMAGE***

Yth. Saudara/Saudari  
di Tempat

Dengan hormat,

Saya adalah Mahasiswa Fakultas Ekonomi Manajemen Jurusan Pemasaran Universitas Esa Unggul tingkat akhir, dalam rangka mengumpulkan data penelitian untuk menyelesaikan skripsi saya mengenai pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Rawat Inap Rumah Sakit Sari Asih Karawaci melalui Brand Image. Penelitian ini saya ajukan sebagai skripsi, yang merupakan salah satu syarat guna memperoleh gelar kesarjanaan di Fakultas Ekonomi Universitas Esa Unggul.

Untuk itu, saya mengharapkan kesediaan dari saudara/i sekalian untuk menjawab pertanyaan kuesioner ini sesuai dengan petunjuk yang sudah ada, semua informasi yang anda berikan akan dijamin kerahasiaannya dan hanya digunakan untuk tujuan penelitian ini. Atas kesediaan saudara/i sekalian dalam menjawab kuesioner ini, saya ucapkan terima kasih.

Jakarta, DESEMBER 2014

Muhamad Luthfi

## KUISIONER PENELITIAN

### A. Data Responden

Petunjuk : Berikan tanda silang ( X ) untuk jawaban anda.

1. Jenis kelamin

a. Laki – laki

b. Perempuan

2. Usia

a. 18 – 27

c. 39 – 49

b. 28 – 38

d. > 50

3. Pendidikan terakhir

a. SMP

c. S1

b. SMA

d. lainnya ;.....

4. Pekerjaan

a. Mahasiswa

c. Wirausaha

e. Lainnya: .....

b. Karyawan

d. Pegawai Negeri

5. Rata – Rata Pengeluaran Bulanan ?

a. < Rp. 1.000.000

c. Rp. 2.500.001 – Rp. 4.000.000

b. Rp. 1.000.000 – Rp. 2.500.000

d. Rp. > Rp 4.000.000

6. Dari siapa mengetahui RS Sari Asih Karawaci ?

a. Teman

c. tetanga

b. Keluarga

d. lainnya : .....

7. Sudah berapa kali pernah dirawat di RS Sari Asih Karawaci?

a. 1-2 kali

c. 5-6 kali

b. 3- 4 kali

d. > 7 kali

8. Jenis penyakit apa yang diderita oleh pasien?

Jawab :.....

**B. Berikan tanda silang ( x ) untuk pertanyaan yang sesuai dengan pendapat anda!**

Keterangan :

SS = Sangat Setuju

S = Setuju

TS = Tidak Setuju

STS = Sangat tidak setuju

**1. KUALITAS PELAYANAN**

No	PERTANYAAN	STS	TS	S	SS
<b>Bukti Langsung ( <i>Tangible</i> )</b>					
1	Kebersihan ruangan rawat inap				
2	Fasilitas fisik yang sangat baik				
3	Peralatan yang digunakan lengkap				
4	Penampilan dokter rapih				
5	Penampilan perawat rapih				
<b>Keandalan( <i>Reliability</i> )</b>					
6	Prosedur pelayanan dalam penerimaan pasien dilayani secara cepat				
7	Kesiapan dokter melayani pasien				
8	Kesiapan perawat melayani pasien setiap saat				
9	Perawat selalu memberi obat pasien sesuai prosedur pemberian obat				
10	Perawat melaporkan segala detail perubahan pasien				

	kepada dokter sewaktu melakukan kunjungan				
<b>Daya Tanggap ( <i>Responsiveness</i> )</b>					
11	Dokter selalu menanyakan keluhan pasien				
12	Dokter memberikan kesempatan bertanya kepada pasien				
13	Dokter memberi penjelasan tentang penyakit.				
14	Perawat bersikap ramah dan sopan				
15	Perawat memperhatikan kebutuhan dan keluhan pasien				
<b>Jaminan ( <i>Assurance</i> )</b>					
16	Perilaku dokter menimbulkan rasa aman				
17	Perawat terdidik dan mampu melayani pasien				
18	Biaya perawatan terjangkau				
19	Menjaga kerahasiaan pasien selama berada dalam ruang rawat inap				
20	Memberi jaminan akan kesembuhan pasien				
<b>Empati ( <i>Emphaty</i> )</b>					
21	Dokter berusaha menenangkan rasa cemas pasien terhadap penyakit yang diderita				
22	Perawat meluangkan waktu khusus untuk berkomunikasi dengan pasien				
23	Perawat selalu mengingatkan keamanan akan menyimpan barang berharga pasien dan keluarganya				
24	Waktu untuk berkonsultasi keluarga pasien terpenuhi				
25	Menghibur dan memberikan dorongan kepada pasien supaya cepat sembuh dan mendoakan mereka				
26	Waktu kunjungan keluarga pasien terpenuhi				

## 2. BRAND IMAGE

No.	PERTANYAAN	STS	TS	S	SS
<b><i>Strength of brand image</i></b>					
1	Biaya perawatan rawat inap terjangkau				
2	Rumah Sakit Sari Asih memiliki peralatan medis yang lengkap.				
3	Pelayanan jasa rumah sakit ini memberikan rasa aman dan nyaman.				
4.	Pelayanan Rumah Sakit Sari Asih memiliki standar kualitas yang baik				
5	Rumah Sakit Sari Asih memiliki reputasi yang baik				
<b><i>Uniqueness of brand association</i></b>					
6.	Sangat bernuansa islami walaupun bukan rumah sakit khusus pasien islam				
7.	Dekorasi rumah sakit yang bernuansa hijau				
8.	Setiap pergantian shift perawat masuk ke ruangan – ruangan untuk berdoa bersama- sama				
<b><i>Favorability of brand association</i></b>					
9.	Pelayanan rawat inap yang diberikan Rumah Sakit Sari Asih dapat memenuhi harapan saya				
10.	Saya merasa cocok dengan pelayanan Rumah Sakit Sari Asih				
11.	Pelayanan Rumah Sakit Sari Asih memberikan kesan positif kepada saya.				
12.	Rumah Sakit Sari Asih paling banyak dikunjungi oleh masyarakat				
13	Mampu mendorong saya untuk berobat dan menggunakan jasa Rumah Sakit Sari Asih ketika saya sakit .				

**Berikan tanda silang ( x ) untuk pertanyaan yang sesuai dengan pendapat anda!**

Keterangan :

SP = Sangat Puas

P = Puas

TP = Tidak Puas

STP = Sangat tidak puas

### 3. KEPUASAN PASIEN RAWAT INAP

NO	PERTANYAAN	STP	TP	P	SP
<b>A.</b>	<b>Kenyamanan</b>				
1	Kebersihan ruangan				
2	Makanan				
3	Peralatan ruangan				
4	Lokasi rumah sakit				
<b>Hubungan Pasien Dengan Petugas Rumah Sakit</b>					
5	Keramahan dokter dan perawat				
6	Kejelasan informasi yang diberikan dokter dan perawat				
7	Dukungan dari dokter dan perawat				
8	Kesopanan				
<b>Kompetensi Teknis Petugas</b>					
9	Keberanian bertindak				
10	Pengalaman				
11	Gelar para petugas medis terkenal				
<b>Biaya</b>					
12	Kejelasan perhitungan biaya				
13	Kesesuain harga obat – obatan				
14	Kemudahan cara pembayaran				
15	Biaya yang terjangkau				

## kualitas pelayanan

dimensi	Tangible					Reliability					Responsiveness					Assurance					Emphaty						
RSPD	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	total
1	3	3	3	3	3	3	3	3	3	3	3	2	3	3	4	4	4	3	3	3	3	3	3	3	3	3	80
2	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3	76
3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	79
4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	80
5	3	3	3	3	4	3	3	3	4	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	83
6	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	83
7	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	78
8	3	3	3	4	4	4	4	4	4	4	4	4	3	3	3	3	4	4	4	3	4	3	4	3	4	3	93
9	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	77
10	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	82
11	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	78
12	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	104
13	3	3	3	3	3	4	4	3	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	86
14	3	3	2	3	3	4	3	3	4	3	3	2	3	3	3	3	4	3	3	2	3	3	3	3	3	3	78
15	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	4	4	4	4	4	85
16	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	78
17	3	3	3	4	4	4	4	4	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	85
18	3	3	4	4	3	3	4	4	4	3	4	3	4	3	3	3	3	3	3	4	4	3	4	3	3	4	89
19	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	4	4	3	4	4	3	4	4	88





**TABULASI  
BRAND IMAGE**

DIMENSI	Strength of brand image					Uniqueness of brand association			Favorbility of brand association					total
	RSPD	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	
1	3	3	3	3	4	4	4	4	3	3	3	3	3	43
2	3	2	3	3	3	4	4	4	3	3	3	3	3	41
3	3	3	3	3	3	3	3	3	3	3	3	3	3	39
4	3	3	3	3	3	3	3	3	3	3	3	3	3	39
5	4	4	4	2	3	4	4	4	4	4	4	4	4	49
6	3	3	4	3	3	4	4	4	3	4	3	3	3	44
7	3	3	3	3	3	3	3	3	3	3	3	3	3	39
8	3	3	4	3	3	4	4	4	3	3	3	4	4	45
9	3	3	3	3	3	3	3	3	3	3	3	3	3	39
10	3	3	3	3	3	3	3	3	3	3	3	3	3	39
11	3	3	3	3	3	3	3	3	3	3	3	3	3	39
12	4	4	4	4	4	4	4	4	4	4	4	4	4	52
13	3	3	4	4	3	4	4	4	3	3	3	3	3	44
14	3	2	3	3	3	3	3	4	3	3	3	3	3	39
15	3	4	3	3	3	3	4	4	3	3	3	3	3	42
16	3	3	3	3	3	3	3	3	3	3	3	3	3	39
17	3	3	3	3	3	3	3	3	3	3	3	3	3	39
18	2	3	3	3	3	4	4	3	3	3	3	3	3	40
19	3	3	3	3	3	4	4	4	3	3	3	3	3	42





20	3	4	3	3	3	4	3	3	4	3	3	3	3	3	3	48
21	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
22	3	3	3	3	4	4	4	4	3	3	3	3	3	3	3	49
23	4	3	3	3	3	3	3	3	3	4	3	3	3	3	3	47
24	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
25	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
26	3	3	3	3	4	4	3	4	3	3	3	3	3	3	3	48
27	3	3	2	4	4	3	3	3	4	4	4	2	2	3	2	46
28	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	58
29	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	46
30	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4	58

## LAMPIRAN 3 : Hasil Uji Reliabilitas

**Reliability****Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,962	54

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	174,1667	226,833	,608	,962
P2	174,2333	226,185	,688	,961
P3	174,3000	224,631	,739	,961
P4	174,1000	226,714	,598	,962
P5	174,1000	225,748	,663	,961
P6	174,1667	225,247	,629	,962
P7	174,1000	225,679	,668	,961

P8	174,0667	225,995	,642	,961
P9	174,0333	226,723	,592	,962
P10	174,2333	225,082	,769	,961
P11	174,2667	226,823	,571	,962
P12	174,4000	223,697	,636	,961
P13	174,2333	227,771	,573	,962
P14	174,3000	227,321	,659	,961
P15	174,3333	230,092	,469	,962
P16	174,2333	231,082	,335	,963
P17	173,9667	228,585	,473	,962
P18	174,2333	228,530	,518	,962
P19	174,1333	227,430	,557	,962
P20	174,2667	226,064	,550	,962
P21	174,3333	229,954	,481	,962
P22	174,2667	228,547	,537	,962
P23	174,2333	227,357	,464	,962
P24	174,4333	227,357	,584	,962
P25	174,3000	229,114	,518	,962
P26	174,2667	229,030	,501	,962
P27	174,4333	229,151	,553	,962
P28	174,4333	225,978	,531	,962
P29	174,2333	227,978	,558	,962
P30	174,3667	230,102	,410	,962
P31	174,4000	231,559	,416	,962
P32	174,0333	227,964	,449	,962
P33	174,0000	228,000	,509	,962
P34	173,9000	229,610	,417	,962
P35	174,3667	229,689	,541	,962
P36	174,2333	227,151	,618	,962
P37	174,3000	224,700	,866	,961
P38	174,4000	226,662	,598	,962
P39	174,3000	225,803	,660	,961
P40	174,1667	229,799	,405	,962
P41	174,3333	228,575	,385	,963
P42	174,3667	230,102	,410	,962
P43	174,3667	226,792	,500	,962
P44	174,1000	225,679	,588	,962

P45	174,1667	226,282	,646	,961
P46	174,1667	226,902	,603	,962
P47	174,2000	226,028	,679	,961
P48	174,2667	228,892	,511	,962
P49	174,2667	229,582	,460	,962
P50	174,3667	227,413	,606	,962
P51	174,1667	226,902	,603	,962
P52	174,4667	226,671	,581	,962
P53	174,3333	228,368	,611	,962
P54	174,4333	227,771	,555	,962

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
177,5333	236,051	15,36394	54

LAMPIRAN : Hasil Uji Validitas

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	
P1	Pearson Correlation	1	,709**	,619**	,451*	,451*	,375*	.312	,397*	.346	,408*	,414*	,395*	,408*	,562**	.311	,408*	,526**
	Sig. (2-tailed)		.000	.000	.012	.012	.041	.094	.030	.061	.025	.023	.031	.025	.001	.094	.025	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	,709**	1	,719**	,602**	,455*	,492**	,455*	,554**	,655**	,524**	.227	,565**	,683**	,671**	.218	.206	.279
	Sig. (2-tailed)	.000		.000	.000	.012	.006	.012	.001	.000	.003	.227	.001	.000	.000	.247	.274	.136
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	,619**	,719**	1	,674**	,538**	,422*	,674**	,638**	,471**	,572**	,543**	,660**	,719**	,694**	.269	.279	.276
	Sig. (2-tailed)	.000	.000		.000	.002	.020	.000	.000	.009	.001	.002	.000	.000	.000	.150	.136	.140
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	,451*	,602**	,674**	1	,729**	,521**	,593**	,800**	,471**	,455*	,464**	,464**	,602**	,472**	.067	.161	.357
	Sig. (2-tailed)	.012	.000	.000		.000	.003	.001	.000	.009	.012	.010	.010	.000	.008	.724	.394	.052
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	,451*	,455*	,538**	,729**	1	,521**	,593**	,665**	,471**	,602**	,464**	,464**	.308	,472**	.235	.308	,493**







N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P17	Pearson Correlati on	,526**	.279	.276	.357	,493**	.340	.222	.279	.202	.279	.324	.189	.132	.323	,437*	,572**	1
	Sig. (2- tailed)	.003	.136	.140	.052	.006	.066	.239	.136	.285	.136	.081	.318	.486	.081	.016	.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P18	Pearson Correlati on	,709**	,683**	,572**	,455*	,455*	,492**	,455*	,408*	,509**	,524**	,369*	,565**	,365*	,499**	.036	.206	,426*
	Sig. (2- tailed)	.000	.000	.001	.012	.012	.006	.012	.025	.004	.003	.045	.001	.047	.005	.849	.274	.019
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P19	Pearson Correlati on	,508**	,505**	,439*	,522**	,384*	.324	.247	,464**	.272	.356	.239	,374*	.356	.354	.272	.208	.302
	Sig. (2- tailed)	.004	.004	.015	.003	.036	.081	.188	.010	.146	.053	.203	.042	.053	.055	.146	.270	.105
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P20	Pearson Correlati on	,491**	.330	,602**	.297	.180	.113	.297	,381*	.116	.330	,439*	.276	.330	.293	.349	.203	.172
	Sig. (2- tailed)	.006	.075	.000	.111	.342	.551	.111	.038	.541	.075	.015	.140	.075	.116	.059	.282	.363
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P21	Pearson Correlati on	.138	,400*	,437*	,572**	.235	.274	,404*	,535**	,500**	,400*	,391*	,431*	,582**	.118	.167	.036	.101
	Sig. (2- tailed)	.466	.028	.016	.001	.210	.142	.027	.002	.005	.028	.033	.017	.001	.534	.379	.849	.596
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P22	Pearson Correlati on	.323	.263	.325	.081	.233	.285	,385*	.342	.151	,428*	.128	.236	.099	.202	.264	.099	.071





N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P34	Pearson Correlati on	.292	.347	.079	.107	.247	,384*	.247	.296	,484**	.347	.126	.052	.196	.256	,380*	.196	.172
	Sig. (2- tailed)	.118	.060	.678	.574	.189	.036	.189	.113	.007	.060	.507	.784	.299	.172	.038	.299	.363
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P35	Pearson Correlati on	.217	,488**	.331	.331	.331	.191	.150	.299	,447*	.293	.116	.338	,488**	.176	,447*	.293	.211
	Sig. (2- tailed)	.250	.006	.074	.074	.074	.312	.428	.109	.013	.116	.540	.068	.006	.352	.013	.116	.264
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P36	Pearson Correlati on	,408*	,683**	,426*	.308	.308	.359	.308	,408*	,509**	,365*	.085	.329	,365*	.327	.218	.048	.132
	Sig. (2- tailed)	.025	.000	.019	.097	.097	.051	.097	.025	.004	.047	.654	.075	.047	.078	.247	.803	.486
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P37	Pearson Correlati on	,562**	,671**	,694**	,472**	,631**	,495**	,472**	,432*	,552**	,671**	,482**	,518**	,499**	,627**	,512**	.327	,482**
	Sig. (2- tailed)	.001	.000	.000	.008	.000	.005	.008	.017	.002	.000	.007	.003	.005	.000	.004	.078	.007
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P38	Pearson Correlati on	.074	.117	.279	.306	,440*	.310	.306	.286	.267	,554**	,513**	,375*	.262	.169	,367*	.117	,369*
	Sig. (2- tailed)	.698	.539	.136	.101	.015	.096	.101	.126	.153	.001	.004	.041	.161	.373	.046	.539	.045
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P39	Pearson Correlati on	.200	,426*	.321	,403*	,403*	.299	.267	,369*	,471**	,572**	.280	.334	.279	.217	.269	-.015	.276







	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P51	Pearson Correlation	.139	.257	.340	.312	,451*	,502**	,451*	,397*	.208	,408*	.279	.283	.106	.234	.138	.106	.247
	Sig. (2-tailed)	.465	.171	.066	.094	.012	.005	.012	.030	.271	.025	.135	.129	.578	.212	.466	.578	.189
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P52	Pearson Correlation	,441*	.341	,464**	.149	,543**	.270	.280	.139	.130	,483**	.314	,393*	.057	,544**	,423*	.341	,377*
	Sig. (2-tailed)	.015	.065	.010	.432	.002	.149	.134	.463	.493	.007	.092	.032	.766	.002	.020	.065	.040
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P53	Pearson Correlation	.311	,400*	,437*	,404*	,572**	,427*	,404*	,367*	.333	,400*	.228	.297	.218	,512**	,375*	,400*	,437*
	Sig. (2-tailed)	.094	.028	.016	.027	.001	.019	.027	.046	.072	.028	.226	.112	.247	.004	.041	.028	.016
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P54	Pearson Correlation	,424*	.323	.327	.100	,527**	,374*	.242	.085	.212	,477**	.303	.297	.015	,550**	,423*	.323	,470**
	Sig. (2-tailed)	.019	.081	.077	.600	.003	.042	.198	.656	.262	.008	.104	.111	.936	.002	.020	.081	.009
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,628**	,704**	,754**	,619**	,682**	,650**	,686**	,661**	,613**	,781**	,594**	,660**	,593**	,674**	,490**	,362*	,498**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.001	.000	.006	.049	.005
	N	30	30	30	30	30	30	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).

**Correlations**

P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	P29	P30	P31	P32	P33	P34	P35	P36
,709**	,508**	,491**	.138	.323	.083	.278	,398*	,480**	.332	.220	.257	.331	.312	.307	.157	.292	.217	,408*
.000	.004	.006	.466	.081	.664	.137	.029	.007	.073	.243	.171	.074	.093	.099	.407	.118	.250	.025
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,683**	,505**	.330	,400*	.263	.161	.323	.327	,428*	,386*	.256	,365*	,401*	,385*	.065	.175	.347	,488**	,683**
.000	.004	.075	.028	.160	.394	.081	.078	.018	.035	.172	.047	.028	.036	.734	.355	.060	.006	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,572**	,439*	,602**	,437*	.325	.218	.327	,376*	,477**	.221	,484**	.279	,420*	,409*	,418*	.306	.079	.331	,426*
.001	.015	.000	.016	.080	.247	.077	.040	.008	.241	.007	.136	.021	.025	.021	.101	.678	.074	.019
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,455*	,522**	.297	,572**	.081	.241	.242	.313	.233	.119	.079	.161	.272	.251	.179	.279	.107	.331	.308
.012	.003	.111	.001	.670	.199	.198	.092	.215	.531	.679	.394	.146	.182	.343	.136	.574	.074	.097
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,455*	,384*	.180	.235	.233	.126	.242	.313	.081	,459*	.304	.308	.124	.251	,418*	.144	.247	.331	.308



.369 <sup>+</sup>	.239	.439 <sup>+</sup>	.391 <sup>+</sup>	.128	.178	.303	.328	.422 <sup>+</sup>	.197	.349	.511 <sup>**</sup>	.526 <sup>**</sup>	.370 <sup>+</sup>	.578 <sup>**</sup>	.357	.126	.116	.085
.045	.203	.015	.033	.502	.347	.104	.076	.020	.296	.059	.004	.003	.044	.001	.053	.507	.540	.654
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.565 <sup>**</sup>	.374 <sup>+</sup>	.276	.431 <sup>+</sup>	.236	.166	.297	.518 <sup>**</sup>	.358	.354	.596 <sup>**</sup>	.565 <sup>**</sup>	.515 <sup>**</sup>	.233	.192	.094	.052	.338	.329
.001	.042	.140	.017	.210	.382	.111	.003	.052	.055	.001	.001	.004	.216	.310	.623	.784	.068	.075
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.365 <sup>+</sup>	.356	.330	.582 <sup>**</sup>	.099	.161	.169	.327	.428 <sup>+</sup>	.202	.256	.365 <sup>+</sup>	.562 <sup>**</sup>	.385 <sup>+</sup>	.194	.321	.196	.488 <sup>**</sup>	.365 <sup>+</sup>
.047	.053	.075	.001	.604	.394	.371	.078	.018	.284	.172	.047	.001	.036	.305	.084	.299	.006	.047
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.499 <sup>**</sup>	.354	.293	.118	.202	-.013	.217	.255	.202	.259	.304	.327	.493 <sup>**</sup>	.247	.350	.200	.256	.176	.327
.005	.055	.116	.534	.284	.944	.250	.174	.284	.167	.103	.078	.006	.188	.058	.289	.172	.352	.078
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.036	.272	.349	.167	.264	.171	.247	.315	.264	.505 <sup>**</sup>	.335	.218	.000	.294	.296	.468 <sup>**</sup>	.380 <sup>+</sup>	.447 <sup>+</sup>	.218
.849	.146	.059	.379	.159	.367	.188	.090	.159	.004	.070	.247	1.000	.115	.112	.009	.038	.013	.247
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.206	.208	.203	.036	.099	-.087	.015	.327	.099	.386 <sup>+</sup>	.256	.048	-.080	.171	.194	.175	.196	.293	.048
.274	.270	.282	.849	.604	.648	.936	.078	.604	.035	.172	.803	.673	.366	.305	.355	.299	.116	.803

.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
.426*	.302	.172	.101	.071	-.011	.185	.323	.071	.391*	.259	.132	.173	.343	.299	.126	.172	.211	.132	
.019	.105	.363	.596	.709	.952	.328	.081	.709	.033	.167	.486	.360	.064	.109	.508	.363	.264	.486	
.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
1	.356	.203	.218	.099	.037	.169	.327	.263	.202	.256	.365*	.241	.385*	.194	.029	.196	.098	.365*	
	.053	.282	.247	.604	.845	.371	.078	.160	.284	.172	.047	.200	.036	.305	.878	.299	.608	.047	
.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
.356	1	.688**	.442*	.431*	.395*	.403*	.676**	.277	.309	.091	.059	.150	.080	.121	.491**	.480**	.365*	.208	
.053		.000	.014	.017	.031	.027	.000	.138	.096	.632	.755	.429	.674	.524	.006	.007	.047	.270	
.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
.203	.688**	1	.349	.508**	.456*	.517**	.431*	.508**	.176	.311	.076	.214	.160	.310	.551**	.233	.260	.203	
.282	.000		.059	.004	.011	.003	.018	.004	.352	.094	.689	.257	.400	.096	.002	.215	.165	.282	
.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
.218	.442*	.349	1	.264	.597**	.423*	.512**	.452*	.295	.195	.400*	.368*	.294	.148	.468**	.208	.671**	.400*	
.247	.014	.059		.159	.000	.020	.004	.012	.114	.301	.028	.046	.115	.435	.009	.271	.000	.028	
.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
.099	.431*	.508**	.264	1	.720**	.670**	.558**	.489**	.419*	.404*	.263	.277	.207	.402*	.413*	.459*	.337	.428*	



.256	.091	.311	.195	.404 <sup>*</sup>	.200	.555 <sup>**</sup>	.435 <sup>*</sup>	.530 <sup>**</sup>	.522 <sup>**</sup>	1	.499 <sup>**</sup>	.431 <sup>*</sup>	.427 <sup>*</sup>	.248	.045	-.104	.374 <sup>*</sup>	.378 <sup>*</sup>
.172	.632	.094	.301	.027	.289	.001	.016	.003	.003		.005	.017	.019	.186	.814	.584	.042	.040
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.365 <sup>*</sup>	.059	.076	.400 <sup>*</sup>	.263	.286	.323	.327	.428 <sup>*</sup>	.570 <sup>**</sup>	.499 <sup>**</sup>	1	.401 <sup>*</sup>	.385 <sup>*</sup>	.452 <sup>*</sup>	.321	.347	.488 <sup>**</sup>	.683 <sup>**</sup>
.047	.755	.689	.028	.160	.126	.081	.078	.018	.001	.005		.028	.036	.012	.084	.060	.006	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.241	.150	.214	.368 <sup>*</sup>	.277	.188	.389 <sup>*</sup>	.319	.443 <sup>*</sup>	.279	.431 <sup>*</sup>	.401 <sup>*</sup>	1	.505 <sup>**</sup>	.196	.049	-.025	.230	.241
.200	.429	.257	.046	.138	.319	.034	.086	.014	.136	.017	.028		.004	.299	.797	.894	.221	.200
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.385 <sup>*</sup>	.080	.160	.294	.207	.134	.332	.247	.429 <sup>*</sup>	.396 <sup>*</sup>	.427 <sup>*</sup>	.385 <sup>*</sup>	.505 <sup>**</sup>	1	.349	.170	.095	.351	.385 <sup>*</sup>
.036	.674	.400	.115	.272	.481	.073	.188	.018	.030	.019	.036	.004		.059	.368	.618	.057	.036
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.194	.121	.310	.148	.402 <sup>*</sup>	.253	.063	.350	.268	.224	.248	.452 <sup>*</sup>	.196	.349	1	.475 <sup>**</sup>	.430 <sup>*</sup>	.079	.194
.305	.524	.096	.435	.028	.178	.742	.058	.152	.233	.186	.012	.299	.059		.008	.018	.676	.305
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.029	.491 <sup>**</sup>	.551 <sup>**</sup>	.468 <sup>**</sup>	.413 <sup>*</sup>	.593 <sup>**</sup>	.339	.358	.262	.236	.045	.321	.049	.170	.475 <sup>**</sup>	1	.675 <sup>**</sup>	.418 <sup>*</sup>	.321
.878	.006	.002	.009	.023	.001	.067	.052	.162	.209	.814	.084	.797	.368	.008		.000	.021	.084

.196	,480**	.233	.208	,459*	,390*	.161	,420*	.146	,367*	-.104	.347	-.025	.095	,430*	,675**	1	.340	.347
.299	.007	.215	.271	.011	.033	.395	.021	.441	.046	.584	.060	.894	.618	.018	.000		.066	.060
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.098	,365*	.260	,671**	.337	,382*	,473**	,388*	.337	,791**	,374*	,488**	.230	.351	.079	,418*	.340	1	,683**
.608	.047	.165	.000	.069	.037	.008	.034	.069	.000	.042	.006	.221	.057	.676	.021	.066		.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,365*	.208	.203	,400*	,428*	,410*	,477**	.155	,428*	,570**	,378*	,683**	.241	,385*	.194	.321	.347	,683**	1
.047	.270	.282	.028	.018	.025	.008	.414	.018	.001	.040	.000	.200	.036	.305	.084	.060	.000	
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,499**	.354	,431*	.315	,380*	.256	,550**	.255	,380*	,657**	,567**	,499**	.319	,479**	.350	.358	.256	,599**	,671**
.005	.055	.018	.090	.038	.173	.002	.174	.038	.000	.001	.005	.086	.007	.058	.052	.172	.000	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.117	.191	.225	,535**	.292	,433*	,509**	.326	.292	,608**	,515**	,554**	.344	,485**	.356	,384*	.065	,598**	,408*
.539	.312	.231	.002	.117	.017	.004	.078	.117	.000	.004	.001	.063	.007	.053	.036	.734	.000	.025
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.279	.302	.250	,605**	.325	,563**	,612**	.217	.325	,561**	,372*	,572**	.272	,409*	.179	,440*	.219	,692**	,719**





.257	,367*	,370*	.138	.323	.319	,424*	.234	.167	.332	.336	.257	.025	.109	.307	.296	.292	.217	.257
.171	.046	.044	.466	.081	.086	.019	.212	.378	.073	.070	.171	.894	.568	.099	.113	.118	.250	.171
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.257	.226	.249	.138	.323	.319	.278	.234	.167	.332	.336	,408*	.025	.109	.307	,434*	.292	.217	,408*
.171	.230	.184	.466	.081	.086	.137	.212	.378	.073	.070	.025	.894	.568	.099	.016	.118	.250	.025
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.309	.289	.288	.177	,533**	,483**	.299	.279	.213	.357	.355	,463**	.052	.139	,503**	,378*	,391*	.253	,463**
.097	.122	.123	.350	.002	.007	.108	.136	.258	.053	.054	.010	.785	.465	.005	.039	.032	.177	.010
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.099	.277	.245	.075	-.023	.077	.191	-.154	-.023	.229	.025	.099	-.055	-.015	0.000	.262	.146	.337	,428*
.604	.138	.191	.692	.905	.685	.311	.415	.905	.224	.895	.604	.771	.938	1.000	.162	.441	.069	.018
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.099	.123	.245	.264	-.023	.206	.191	-.154	.148	.038	.278	.099	.111	-.015	0.000	.262	-.010	.337	,428*
.604	.517	.191	.159	.905	.275	.311	.415	.436	.842	.137	.604	.560	.938	1.000	.162	.956	.069	.018
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.241	.300	.342	.184	.111	.188	.233	-.029	.111	.279	.308	.241	.027	.072	.065	.344	.127	,427*	,562**
.200	.107	.064	.331	.560	.319	.215	.879	.560	.136	.098	.200	.887	.705	.732	.063	.503	.018	.001



P37	P38	P39	P40	P41	P42	P43	P44	P45	P46	P47	P48	P49	P50	P51	P52	P53	P54	TOTAL
,562**	.074	.200	,426*	,438*	.331	.257	.276	.282	.139	.342	.323	.167	.331	.139	,441*	.311	,424*	,628**
.001	.698	.289	.019	.015	.074	.170	.139	.131	.465	.064	.081	.378	.074	.465	.015	.094	.019	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,671**	.117	,426*	,408*	.267	.080	,437*	,404*	.257	.257	.309	,428*	,428*	,562**	.257	.341	,400*	.323	,704**
.000	.539	.019	.025	.154	.673	.016	.027	.171	.171	.097	.018	.018	.001	.171	.065	.028	.081	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,694**	.279	.321	.200	.179	.272	,558**	.237	.340	.340	,381*	.325	,477**	,569**	.340	,464**	,437*	.327	,754**
.000	.136	.083	.289	.343	.146	.001	.208	.066	.066	.038	.080	.008	.001	.066	.010	.016	.077	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,472**	.306	,403*	.033	.045	.124	,443*	,405*	,451*	.312	.238	,537**	,385*	,420*	.312	.149	,404*	.100	,619**
.008	.101	.027	.864	.814	.515	.014	.026	.012	.094	.206	.002	.035	.021	.094	.432	.027	.600	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,631**	,440*	,403*	.033	.045	.272	.327	,405*	,731**	,451*	,523**	,537**	.233	,420*	,451*	,543**	,572**	,527**	,682**



,482**	,513**	.280	.144	.260	.239	.075	.179	,414*	.279	.322	.128	.128	.096	.279	.314	.228	.303	,594**
.007	.004	.134	.447	.165	.203	.695	.345	.023	.135	.082	.502	.502	.615	.135	.092	.226	.104	.001
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,518**	,375*	.334	.060	.018	.159	,401*	,412*	.283	.283	,419*	.114	.236	,396*	.283	,393*	.297	.297	,660**
.003	.041	.072	.754	.925	.403	.028	.024	.129	.129	.021	.549	.210	.030	.129	.032	.112	.111	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,499**	.262	.279	.106	.145	-.080	.312	.273	.106	.106	.154	.263	,428*	,401*	.106	.057	.218	.015	,593**
.005	.161	.136	.578	.443	.673	.093	.144	.578	.578	.416	.160	.018	.028	.578	.766	.247	.936	.001
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,627**	.169	.217	,398*	.342	.319	,384*	.277	.234	.234	.279	,380*	,380*	,493**	.234	,544**	,512**	,550**	,674**
.000	.373	.249	.029	.065	.086	.036	.138	.212	.212	.136	.038	.038	.006	.212	.002	.004	.002	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,512**	,367*	.269	,484**	,389*	,368*	.286	.060	.138	.138	.354	.264	.264	,368*	.138	,423*	,375*	,423*	,490**
.004	.046	.150	.007	.034	.046	.125	.754	.466	.466	.055	.159	.159	.046	.466	.020	.041	.020	.006
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.327	.117	-.015	.257	.145	,401*	.312	.013	.106	.106	.154	.263	.099	.241	.106	.341	,400*	.323	,362*
.078	.539	.939	.171	.443	.028	.093	.946	.578	.578	.416	.160	.604	.200	.578	.065	.028	.081	.049

.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
,482**	,369*	.276	,386*	,404*	.321	.019	.197	,386*	.247	.333	,375*	.223	.173	.247	,377*	,437*	,470**	,498**	
.007	.045	.140	.035	.027	.083	.920	.298	.035	.189	.072	.041	.236	.360	.189	.040	.016	.009	.005	
.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
,499**	.117	.279	.257	.145	.080	.187	.273	.257	.257	.309	.099	.099	.241	.257	.341	.218	.323	,540**	
.005	.539	.136	.171	.443	.673	.321	.144	.171	.171	.097	.604	.604	.200	.171	.065	.247	.081	.002	
.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
.354	.191	.302	.226	,408*	.300	,468**	,463*	,367*	.226	.289	.277	.123	.300	.226	.159	.102	.115	,579**	
.055	.312	.105	.230	.025	.107	.009	.010	.046	.230	.122	.138	.517	.107	.230	.400	.591	.544	.001	
.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
,431*	.225	.250	.249	,426*	,470**	,566**	.264	,370*	.249	.288	.245	.245	.342	.249	.280	.203	.148	,576**	
.018	.231	.182	.184	.019	.009	.001	.159	.044	.184	.123	.191	.191	.064	.184	.134	.281	.436	.001	
.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
.315	,535**	,605**	-.035	-.028	-.184	.286	.358	.138	.138	.177	.075	.264	.184	.138	-.228	-.042	-.282	,501**	
.090	.002	.000	.856	.884	.331	.125	.052	.466	.466	.350	.692	.159	.331	.466	.226	.827	.131	.005	
.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30	.30
,380*	.292	.325	.323	.302	,443*	.345	,612**	.323	.323	,533**	-.023	-.023	.111	.323	.216	.075	.191	,558**	





.567**	.515**	.372*	.336	.130	.308	.336	.170	.336	.336	.355	.025	.278	.308	.336	.523**	.335	.437*	.559**
.001	.004	.043	.070	.493	.098	.070	.370	.070	.070	.054	.895	.137	.098	.070	.003	.070	.016	.001
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.499**	.554**	.572**	.106	.024	-.080	.062	.273	.257	.408*	.463**	.099	.099	.241	.408*	.341	.218	.323	.579**
.005	.001	.001	.578	.899	.673	.743	.144	.171	.025	.010	.604	.604	.200	.025	.065	.247	.081	.001
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.319	.344	.272	.331	.123	.027	.147	.241	.025	.025	.052	-.055	.111	.027	.025	.096	.000	.078	.435*
.086	.063	.146	.074	.519	.887	.437	.199	.894	.894	.785	.771	.560	.887	.894	.615	1.000	.683	.016
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.479**	.485**	.409*	.312	.196	-.144	.056	.047	.109	.109	.139	-.015	-.015	.072	.109	.140	.049	.124	.434*
.007	.007	.025	.093	.299	.447	.768	.806	.568	.568	.465	.938	.938	.705	.568	.459	.797	.512	.017
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.350	.356	.179	.061	.197	.196	-.051	.053	.307	.307	.503**	0.000	0.000	.065	.307	.347	.148	.313	.478**
.058	.053	.343	.747	.296	.299	.789	.781	.099	.099	.005	1.000	1.000	.732	.099	.060	.435	.092	.007
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.358	.384*	.440*	.157	.312	.196	.383*	.247	.296	.434*	.378*	.262	.262	.344	.434*	.122	.134	.057	.533**
.052	.036	.015	.407	.093	.298	.037	.188	.113	.016	.039	.162	.162	.063	.016	.521	.481	.767	.002

.256	.065	.219	.292	.369*	.127	.099	.342	.292	.292	.391*	.146	-.010	.127	.292	.099	.035	.161	.444*
.172	.734	.246	.118	.045	.503	.603	.064	.118	.118	.032	.441	.956	.503	.118	.603	.856	.395	.014
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.599**	.598**	.692**	.031	.000	-.164	.333	.293	.217	.217	.253	.337	.337	.427*	.217	.116	.224	.095	.559**
.000	.000	.000	.871	1.000	.385	.072	.115	.250	.250	.177	.069	.069	.018	.250	.540	.235	.619	.001
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.671**	.408*	.719**	.257	.145	-.080	.312	.404*	.257	.408*	.463**	.428*	.428*	.562**	.408*	.341	.400*	.323	.637**
.000	.025	.000	.171	.443	.673	.093	.027	.171	.025	.010	.018	.018	.001	.025	.065	.028	.081	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
1	.642**	.694**	.398*	.342	.319	.384*	.418*	.562**	.562**	.613**	.558**	.558**	.666**	.562**	.698**	.709**	.717**	.873**
	.000	.000	.029	.065	.086	.036	.021	.001	.001	.000	.001	.001	.000	.001	.000	.000	.000	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.642**	1	.818**	.074	.134	.049	.153	.391*	.490**	.490**	.520**	.292	.292	.344	.490**	.357	.367*	.368*	.619**
.000		.000	.698	.481	.797	.419	.033	.006	.006	.003	.117	.117	.063	.006	.053	.046	.046	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.694**	.818**	1	.200	.179	-.025	.327	.478**	.479**	.479**	.523**	.477**	.477**	.569**	.479**	.333	.437*	.327	.678**



,562**	,490**	,479**	.139	.323	,483**	,376*	,524**	1	,713**	,636**	,636**	.323	,483**	,713**	,576**	,657**	,571**	,665**
.001	.006	.007	.465	.082	.007	.040	.003		.000	.000	.000	.081	.007	.000	.001	.000	.001	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,562**	,490**	,479**	.139	.092	,483**	,376*	,524**	,713**	1	,636**	,480**	.323	,483**	1,000**	,576**	,657**	,571**	,623**
.001	.006	.007	.465	.628	.007	.040	.003	.000		.000	.007	.081	.007	0.000	.001	.000	.001	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,613**	,520**	,523**	.196	.354	,364*	.162	,591**	,636**	,636**	1	,373*	,373*	,520**	,636**	,598**	,530**	,599**	,696**
.000	.003	.003	.300	.055	.048	.393	.001	.000	.000		.042	.042	.003	.000	.000	.003	.000	.000
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,558**	.292	,477**	.167	.302	.277	,475**	.342	,636**	,480**	,373*	1	,659**	,776**	,480**	,510**	,829**	,510**	,533**
.001	.117	.008	.378	.105	.138	.008	.065	.000	.007	.042		.000	.000	.007	.004	.000	.004	.002
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,558**	.292	,477**	.323	.302	.111	.345	.207	.323	.323	,373*	,659**	1	,776**	.323	,363*	,641**	.351	,483**
.001	.117	.008	.081	.105	.560	.062	.273	.081	.081	.042	.000		.000	.081	.049	.000	.057	.007
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
,666**	.344	,569**	.178	.245	.189	,653**	.241	,483**	,483**	,520**	,776**	,776**	1	,483**	,670**	,735**	,545**	,625**
.000	.063	.001	.347	.192	.317	.000	.199	.007	.007	.003	.000	.000		.007	.000	.000	.002	.000



## Tabulasi 110 responden

## Kualitas pelayanan

dimensi	Tangible					Reliability					Responsiveness					Assurance					Emphaty						total
RSPD	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	
1	4	3	3	3	4	4	4	3	3	4	3	3	3	4	4	4	3	3	3	4	4	4	4	4	4	4	3,58
2	4	4	4	4	4	3	3	3	3	3	3	3	3	3	4	3	4	3	3	3	3	3	4	3	3	3	3,31
3	3	3	3	3	4	4	4	3	4	3	3	3	4	4	3	4	4	3	4	3	4	3	4	4	3	3	3,46
4	4	3	3	3	3	3	3	4	4	3	3	3	4	4	4	3	3	3	3	4	3	4	4	4	3	3	3,38
5	3	3	3	4	4	4	4	4	4	3	3	2	3	3	3	3	3	4	4	2	3	2	2	2	3	2	3,08
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	4	4	4	4	4	3,23
7	3	3	3	3	3	3	3	4	3	3	3	3	4	4	4	4	3	3	3	3	4	4	4	4	4	3	3,38
8	4	4	4	4	3	3	4	3	3	3	4	4	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3,31
9	3	3	3	3	3	3	4	3	3	3	3	3	3	4	4	4	4	3	4	4	4	4	3	3	3	3	3,35
10	3	3	3	3	4	4	4	4	4	3	3	3	3	3	3	4	3	3	3	3	3	3	4	3	3	3	3,27
11	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3,92
12	3	3	3	3	3	2	3	3	3	3	3	3	4	4	3	4	3	3	3	2	3	3	3	3	3	3	3,04
13	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	3	3	4	4	3	3	3	4	4	4	4	3,31
14	4	4	3	3	3	3	4	3	4	3	3	3	3	4	3	3	3	3	3	3	3	3	3	4	3	4	3,27
15	3	4	3	3	3	3	3	4	3	3	3	3	4	4	4	3	3	3	3	3	3	3	4	3	4	4	3,31
16	3	3	3	3	4	4	3	3	3	4	3	4	4	4	4	3	3	3	4	4	4	4	3	4	4	4	3,54
17	4	3	4	3	3	4	3	4	4	3	3	3	3	3	4	4	4	3	4	3	4	3	3	3	3	3	3,38
18	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	3	3	4	4	4	3	3,77
19	3	3	3	3	3	3	3	3	3	3	4	4	4	4	3	3	3	3	3	3	3	3	4	4	4	4	3,31
20	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	3	4	3	3	3	4	4	4	4	3,77
21	4	3	3	3	3	3	3	3	4	3	3	3	3	4	4	4	4	3	3	3	4	4	4	3	4	3	3,38
22	4	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	3,96
23	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	4	3	3	3	4	3	3	3,12
24	3	3	4	4	3	3	4	3	4	3	4	4	4	3	3	3	3	3	3	4	4	3	4	3	3	3	3,38

25	3	4	4	4	3	4	3	3	3	4	4	4	4	4	3	4	4	3	3	3	3	3	3	3	4	4	3,50
26	3	3	3	3	3	3	4	4	4	3	3	3	4	4	4	3	4	3	3	3	3	3	4	3	3	3	3,31
27	3	3	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3,85
28	4	4	4	4	3	3	3	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	4	4	3,46
29	3	3	3	3	3	3	3	3	3	4	3	4	4	3	3	3	3	4	4	4	3	3	3	3	3	3	3,23
30	4	4	4	3	4	4	4	3	3	3	3	3	3	3	4	4	4	3	3	3	3	4	3	3	3	4	3,42
31	3	3	3	3	3	3	3	4	2	2	2	2	2	2	3	2	2	2	2	2	3	3	3	3	4	2	2,62
32	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
33	4	3	4	4	4	4	3	3	3	3	3	3	2	4	4	3	3	2	3	3	3	3	3	2	3	2	3,12
34	3	2	3	4	4	1	3	4	4	4	3	3	3	3	3	3	3	2	4	4	3	4	4	3	4	3	3,23
35	4	3	4	4	4	3	3	4	4	4	4	3	4	4	4	4	4	3	4	4	3	3	4	3	4	3	3,65
36	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
37	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3,00
38	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2,92
39	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
40	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
41	3	3	3	3	3	4	3	4	3	3	3	4	3	3	4	4	3	3	3	2	3	2	2	3	2	2	3,00
42	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3,12
43	4	4	4	3	3	3	3	3	4	4	4	3	3	4	3	3	3	4	3	3	3	3	3	3	4	4	3,38
44	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	3	4	3	4	4	3,85
45	4	4	3	4	4	2	3	3	3	4	4	4	4	3	3	3	3	3	3	4	4	4	4	3	3	3	3,42
46	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	4,00
47	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	3	3	4	4	3	4	4	4	3,23
48	3	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3	2	2	3	2	2,77
49	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
50	2	3	4	4	4	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	2	3	3	3,08







103	4	3	4	4	4	4	3	3	3	4	3	3	4	4	4	4	4	2	3	3	3	3	3	3	4	3	3,42
104	4	4	4	4	4	4	4	4	4	2	4	3	4	4	4	4	4	3	4	4	4	3	3	3	4	3	3,69
105	2	2	2	3	3	2	2	3	3	3	3	2	2	3	3	3	3	2	2	3	3	2	2	3	3	3	2,58
106	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	4	3	2	3	3	3	4	4	4	4	3	3,54
107	4	3	4	3	3	3	4	3	3	3	3	3	4	4	3	3	4	2	3	3	3	3	3	3	3	3	3,19
108	3	3	3	3	3	3	3	4	4	3	3	3	3	2	2	3	3	2	3	3	3	3	3	3	3	3	2,96
109	4	3	2	3	3	3	3	3	3	3	3	3	3	2	4	3	3	4	2	3	3	3	3	3	3	2	2,96
110	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	2	3,00

**TABULASI BRAND IMAGE**

DIMENSI	<i>Strength of brand image</i>					<i>Uniqueness of brand association</i>			<i>Favorability of brand association</i>					total
	RSPD	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	
1	3	3	3	3	3	3	3	4	4	4	3	3	3	3,23
2	3	3	3	3	3	3	3	3	3	3	3	4	4	3,15
3	4	3	3	3	3	3	3	4	4	4	3	3	3	3,31
4	3	3	3	3	4	4	4	3	4	3	3	3	3	3,31
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
7	4	4	4	4	4	4	4	4	3	4	4	4	4	3,92
8	3	4	3	3	3	3	3	3	3	3	3	3	3	3,08
9	3	3	3	3	3	3	3	3	4	4	4	4	4	3,38
10	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
11	4	4	4	4	4	4	4	3	4	4	4	4	4	3,92
12	3	3	3	3	3	3	3	3	4	3	3	3	3	3,08
13	4	4	3	3	4	4	4	3	4	4	4	4	4	3,77
14	4	4	3	3	3	3	3	3	4	4	4	3	3	3,38
15	3	3	4	4	4	3	4	4	3	3	3	3	3	3,38
16	3	3	4	4	3	3	3	3	4	4	4	3	3	3,38
17	4	4	3	3	4	3	4	3	3	3	3	3	3	3,31
18	3	3	3	3	4	4	3	3	3	4	4	3	3	3,31
19	4	4	4	4	4	4	4	4	3	3	3	3	3	3,62
20	4	4	4	4	4	4	3	4	4	3	3	3	3	3,62
21	4	4	4	3	3	4	3	4	4	3	3	3	3	3,46

22	4	3	4	3	4	4	4	4	4	4	4	4	4	4	3,85
23	4	4	4	4	4	4	3	4	4	3	4	3	4	3,77	
24	4	3	3	3	4	3	4	3	4	4	4	4	3	3,54	
25	3	3	3	3	3	4	4	4	4	4	3	3	3	3,38	
26	3	3	3	3	4	4	3	4	3	3	3	4	3	3,31	
27	3	3	3	4	4	4	4	4	3	3	3	3	3	3,38	
28	3	3	3	4	3	3	3	4	3	3	3	3	4	3,23	
29	4	3	3	3	4	4	3	3	3	4	3	3	3	3,31	
30	3	3	3	3	3	3	3	3	3	3	3	4	4	3,15	
31	4	3	3	3	4	4	4	3	3	3	3	3	2	3,23	
32	3	2	3	3	3	3	3	3	3	3	3	3	3	2,92	
33	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00	
34	3	3	3	3	4	4	3	3	3	3	3	3	4	3,23	
35	3	3	3	4	4	4	3	4	3	3	3	3	3	3,31	
36	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00	
37	2	3	3	3	3	3	3	3	3	3	3	3	3	2,92	
38	3	2	3	3	3	3	3	3	3	3	3	3	3	2,92	
39	3	2	3	3	3	3	2	3	3	3	3	3	3	2,85	
40	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00	
41	2	2	3	3	3	3	2	2	2	4	4	3	3	2,77	
42	4	3	3	3	3	4	3	4	3	3	3	3	3	3,23	
43	3	3	4	4	3	4	4	4	3	3	3	4	3	3,46	
44	4	4	4	4	4	4	4	4	4	4	4	4	4	4,00	
45	3	3	3	4	4	4	4	4	3	3	3	3	3	3,38	
46	4	3	4	4	4	3	4	4	4	4	4	4	4	3,85	
47	3	4	3	3	3	4	3	4	3	3	3	3	3	3,23	



74	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4,00
75	3	3	4	4	4	3	4	3	3	3	3	3	3	3	3,31
76	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
77	3	4	4	4	4	4	3	4	4	4	4	4	3	3	3,69
78	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
79	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4,00
80	1	3	3	3	3	3	3	3	2	3	3	3	2	3	2,69
81	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
82	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3,46
83	3	3	4	4	4	3	4	4	3	4	3	3	3	3	3,46
84	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
85	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2,92
86	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
87	3	3	3	3	3	4	4	4	3	3	3	3	4	3	3,31
88	3	3	4	4	4	4	4	4	4	3	3	3	3	3	3,54
89	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
90	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
91	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
92	3	3	4	3	3	4	3	3	3	4	3	4	3	3	3,31
93	3	3	3	3	3	4	4	4	4	4	4	4	4	4	3,62
94	3	2	3	3	2	2	2	2	3	3	3	3	3	3	2,69
95	3	4	4	4	4	4	4	4	4	4	4	3	4	4	3,85
96	2	3	3	3	3	3	2	3	3	2	3	3	3	3	2,77
97	2	3	4	4	4	3	3	4	3	4	3	3	3	4	3,38
98	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
99	3	4	4	3	4	4	4	3	4	3	4	4	4	4	3,69



**TABULASI  
KEPUASAN**

DIMENSI	Kenyamanan				Hubungan Pasien Dengan Petugas Rumah Sakit				Kompetensi Teknis Petugas			Biaya					total
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15		
1	4	3	4	4	4	3	3	3	3	3	3	3	4	4	4	3,47	
2	4	4	4	3	4	4	4	3	4	4	3	3	3	3	3	3,53	
3	4	3	3	3	4	4	4	3	3	3	3	4	4	4	3	3,47	
4	4	3	4	3	3	3	3	3	4	4	3	3	3	4	3	3,33	
5	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,07	
6	4	4	3	3	3	3	3	3	3	3	3	3	3	4	4	3,27	
7	4	4	4	4	4	4	3	4	3	3	3	3	3	3	4	3,53	
8	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3,13	
9	3	3	3	3	3	3	4	4	4	4	3	3	3	3	3	3,27	
10	4	3	3	3	3	3	3	4	3	4	3	3	3	3	3	3,20	
11	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4,00	
12	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3,20	
13	4	3	4	4	4	4	4	4	3	3	3	4	4	4	4	3,73	
14	4	3	3	3	4	4	4	4	3	3	3	3	3	3	3	3,33	
15	4	4	4	4	4	4	3	3	3	3	3	4	4	4	3	3,60	



16	4	3	4	4	4	4	4	3	3	3	3	3	3	3	4	3,47
17	4	3	3	3	3	3	4	4	3	4	3	4	4	4	4	3,53
18	4	4	4	4	4	3	3	4	4	3	4	3	4	4	4	3,73
19	4	4	4	4	3	3	3	3	3	3	3	4	4	4	4	3,53
20	4	4	4	3	3	3	3	3	3	3	3	4	4	4	4	3,53
21	4	3	3	4	3	3	3	3	3	4	3	3	4	4	4	3,40
22	4	3	4	4	4	3	3	3	3	4	4	4	4	4	4	3,67
23	4	4	4	3	3	3	3	3	4	3	4	3	3	3	3	3,33
24	4	3	3	3	3	4	3	4	4	4	4	4	4	4	4	3,67
25	4	4	4	4	3	3	3	4	3	4	4	4	3	3	4	3,60
26	3	3	3	3	4	3	4	4	4	4	4	3	3	3	3	3,33
27	3	3	4	3	3	3	4	4	4	4	3	3	3	3	3	3,27
28	3	3	3	3	4	3	3	3	3	3	4	4	4	3	3	3,27
29	4	4	4	4	4	4	4	4	3	3	3	3	3	4	3	3,53
30	4	4	4	4	4	3	3	3	3	3	3	4	4	4	4	3,67
31	3	2	2	4	3	3	3	3	3	4	3	2	2	2	2	2,73
32	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
33	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
34	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2,93
35	3	3	3	3	4	4	4	3	4	3	3	3	4	4	4	3,47
36	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
37	3	3	3	3	3	4	4	4	3	3	3	3	2	3	2	3,07
38	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2,87
39	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
40	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	2,87
41	3	4	4	4	3	3	3	4	3	3	3	2	2	2	2	3,00



68	3	3	2	3	3	3	3	3	3	3	3	2	2	3	3	2,80
69	4	4	4	3	4	4	4	3	3	4	3	4	3	3	3	3,53
70	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
71	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
72	4	4	3	3	3	3	3	3	3	3	3	2	3	3	3	3,07
73	4	3	3	4	4	3	4	3	4	4	4	4	3	3	3	3,53
74	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4,00
75	3	3	2	2	2	4	3	3	4	3	3	3	2	3	3	2,87
76	3	3	3	3	2	3	2	2	3	3	3	3	3	3	3	2,80
77	3	3	3	3	4	3	4	4	3	3	3	4	4	4	3	3,40
78	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
79	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
80	3	3	3	2	3	3	3	3	3	3	3	2	2	2	1	2,60
81	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
82	4	4	4	3	3	4	4	4	3	4	4	4	3	4	4	3,73
83	4	3	3	3	4	3	3	4	4	4	3	4	4	3	3	3,47
84	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
85	3	3	3	3	3	3	3	3	3	3	3	2	4	2	2	2,87
86	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2,93
87	4	3	4	4	4	3	3	3	3	4	4	3	3	3	3	3,40
88	3	3	3	2	3	3	3	3	4	3	3	2	2	3	2	2,80
89	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
90	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00
91	3	3	2	4	3	3	3	3	3	3	3	3	3	3	3	3,00
92	3	3	3	3	4	4	3	4	3	3	3	3	3	3	3	3,20
93	4	4	4	4	3	3	4	4	4	4	3	3	3	3	3	3,47



## LAMPIRAN 6 : Hasil Analisis Jalur Tahap I

**Regression****Descriptive Statistics**

	Mean	Std. Deviation	N
Brand	3,2477	,33535	110
Kualitas	3,2584	,32687	110

**Correlations**

		Brand	Kualitas
Pearson Correlation	Brand	1,000	,749
	Kualitas	,749	1,000
Sig. (1-tailed)	Brand	.	,000
	Kualitas	,000	.
N	Brand	110	110
	Kualitas	110	110

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Kualitas <sup>b</sup>	.	Enter

a. Dependent Variable: Brand

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,749 <sup>a</sup>	,561	,557	,22321	,561	138,029	1	108	,000

a. Predictors: (Constant), Kualitas

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,877	1	6,877	138,029	,000 <sup>b</sup>
	Residual	5,381	108	,050		
	Total	12,258	109			

a. Dependent Variable: Brand

b. Predictors: (Constant), Kualitas

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,744	,214		3,473	,001
	Kualitas	,768	,065	,749	11,749	,000

a. Dependent Variable: Brand

## LAMPIRAN 7 : Hasil Analisis Jalur Tahap II

**Regression****Descriptive Statistics**

	Mean	Std. Deviation	N
Kepuasan	3,1896	,33235	110
Kualitas	3,2584	,32687	110
Brand	3,2477	,33535	110

**Correlations**

		Kepuasan	Kualitas	Brand
Pearson Correlation	Kepuasan	1,000	,626	,681
	Kualitas	,626	1,000	,749
	Brand	,681	,749	1,000
Sig. (1-tailed)	Kepuasan	.	,000	,000
	Kualitas	,000	.	,000
	Brand	,000	,000	.
N	Kepuasan	110	110	110
	Kualitas	110	110	110
	Brand	110	110	110

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Brand, Kualitas <sup>b</sup>	.	Enter

a. Dependent Variable: Kepuasan

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,703 <sup>a</sup>	,495	,485	,23849	,495	52,340	2	107	,000

a. Predictors: (Constant), Brand, Kualitas

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,954	2	2,977	52,340	,000 <sup>b</sup>
	Residual	6,086	107	,057		
	Total	12,040	109			

a. Dependent Variable: Kepuasan

b. Predictors: (Constant), Brand, Kualitas



Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,759	,241		3,148	,002
	Kualitas	,268	,105	,263	2,539	,013
	Brand	,480	,103	,484	4,665	,000

a. Dependent Variable: Kepuasan