

Lampiran 1 Kuisisioner



KUESIONER PENELITIAN

PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DAN LOYALITAS PELANGGAN DI RUMAH SAKIT BHAKTI MULIA

Data Pribadi :

Jenis Kelamin :

☐ Laki-Laki ☐ Perempuan

Usia :

☐ 17-24 Tahun ☐ 25-34 Tahun ☐ 35-44 Tahun ☐ 45 Tahun

Pekerjaan saat ini :

☐ Mahasiswa ☐ Pegawai Swasta ☐ wiraswasta ☐ Lain-Lain

Status Pernikahan :

☐ Belum Menikah ☐ Menikah

Mohon untuk menjawab Pernyataan dibawah ini dengan benar sesuai dengan Pengaruh Kualitas, Kepuasan dan Loyalitas anda sebagai pelanggan RS. Bhakti Mulia Jakarta Barat dengan memberi tanda (X) pada pilihan sesuai pendapat anda.

TS	Tidak Setuju
STS	Sangat Tidak Setuju
CS	Cukup Setuju
S	Setuju
SS	Sangat Setuju

No	Pernyataan	Sangat Setuju (5)	Setuju (4)	Cukup Setuju (3)	Tidak Setuju (2)	Sangat Tidak Setuju (1)
1.	Loyalitas Pelanggan	1. Konsistensi pelayanan Rumah Sakit dapat dipercaya				
		2. Bahwa semua pertanyaan pasien dijawab oleh tenaga medis secara sungguh-sungguh				
		3. Rumah Sakit menepati janji kepada pasien				
		4. Terdapat ikatan emosional antara pasien dan Rumah Sakit				
		5. Keramahan tenaga medis membuat pasien senang				
		6. Tidak terpengaruh terhadap alternatif yang ditawarkan Rumah Sakit lain				
		7. Beban yang diterima pasien ketika terjadi perubahan akan lebih kecil dibandingkan pindah ke Rumah Sakit lain				
		8. Pasien merasa kesulitan jika harus pindah ke Rumah Sakit lain				
		9. Memberikan rekomendasi Rumah Sakit ini kepada orang lain				
		10. Memberi informasi pada orang lain mengenai kinerja Rumah Sakit berdasarkan pengalaman yang dialami				
		11. Memberikan tanggapan positif tentang kinerja Rumah Sakit				
		12. Memberi masukan atau ide yang baik kepada Rumah Sakit				
		13. Nama Rumah Sakit yang positif sebagai saranan promosi				

2.	Kepuasan Pelanggan	1. Saya merasa puas setelah melakukan perawatan di rumah sakit ini.					
		2. Saya berniat untuk merekomendasikan kepada teman/kerabat agar melakukan perawatan di rumah sakit ini.					
		3. Saya merasa senang pasien setelah melakukan perawatan di rumah sakit tersebut.					
		4. Saya merasa puas selama menjadi pasien.					
		5. Pelayanan yang diberikan mampu memenuhi harapan pasien.					
		6. Keramahan karyawan rumah sakit membuat saya merasa aman dan nyaman					
3.	Kualitas Pelayanan	1. Prosedur administrasi tidak berbelit-belit					
		2. Lokasi Rumah Sakit berada ditempat yang strategis					
		3. Daya tanggap Rumah sakit sangat cepat					
		4. Dokter dan perawat di Rumah Sakit ini cepat tanggap menangani pasien					
		5. Perawat di Rumah Sakit ini melayani dengan terampil dan teliti					
		6. Biaya pengobatan di Rumah Sakit ini terjangkau					
		7. Pegawai memberikan perhatian terhadap keluhan pasien					
		8. Menurut saya rumah sakit ini memberikan pelayanan yang adil tanpa memandang status sosial					
		9. Ruang tunggu unit layanan Rumah Sakit ini tergolong bersih					

Lampiran 4 Hasil Uji Validitas

Correlations											
	pernyataan 1	pernyataan 2	pernyataan 3	pernyataan 4	pernyataan 5	pernyataan 6	pernyataan 7	pernyataan 8	pernyataan 9	pernyataan 10	total
pernyataan 1 Pearson Correlation	1	,498**	,586**	,428*	,716**	,563**	,488**	,405	,652**	-.151	,775**
Sig. (2-tailed)		.005	.001	.018	.000	.001	.006	.026	.000	.425	.000
N	30	30	30	30	30	30	30	30	30	30	30
pernyataan 2 Pearson Correlation	,498**	1	.304	.298	,527**	,480**	,499**	.298	,533**	-.002	,666**
Sig. (2-tailed)	.005		.103	.110	.003	.007	.005	.110	.002	.991	.000
N	30	30	30	30	30	30	30	30	30	30	30
pernyataan 3 Pearson Correlation	,586**	.304	1	,627**	,588**	,626**	,371*	.293	,542**	-.200	,690**
Sig. (2-tailed)	.001	.103		.000	.001	.000	.044	.116	.002	.290	.000
N	30	30	30	30	30	30	30	30	30	30	30
pernyataan 4 Pearson Correlation	,428*	.298	,627**	1	,660**	,662**	.288	,572**	.289	-.088	,684**
Sig. (2-tailed)	.018	.110	.000		.000	.000	.122	.001	.121	.644	.000
N	30	30	30	30	30	30	30	30	30	30	30
pernyataan 5 Pearson Correlation	,716**	,527**	,588**	,660**	1	,665**	,585**	,502**	,591**	-.163	,836**
Sig. (2-tailed)	.000	.003	.001	.000		.000	.001	.005	.001	.389	.000
N	30	30	30	30	30	30	30	30	30	30	30
pernyataan 6 Pearson Correlation	,563**	,480**	,626**	,662**	,665**	1	,431*	,507**	,576**	-.179	,787**
Sig. (2-tailed)	.001	.007	.000	.000	.000		.017	.004	.001	.344	.000
N	30	30	30	30	30	30	30	30	30	30	30
pernyataan 7 Pearson Correlation	,488**	,499**	,371*	.288	,585**	,431*	1	,401*	,651**	-.061	,717**
Sig. (2-tailed)	.006	.005	.044	.122	.001	.017		.028	.000	.747	.000
N	30	30	30	30	30	30	30	30	30	30	30
pernyataan 8 Pearson Correlation	,405	.298	.293	,572**	,502**	,507**	,401*	1	,398*	.023	,650**
Sig. (2-tailed)	.026	.110	.116	.001	.005	.004	.028		.029	.905	.000
N	30	30	30	30	30	30	30	30	30	30	30
pernyataan 9 Pearson Correlation	,652**	,533**	,542**	.289	,591**	,576**	,651**	,398*	1	-.017	,789**
Sig. (2-tailed)	.000	.002	.002	.121	.001	.001	.000	.029		.928	.000
N	30	30	30	30	30	30	30	30	30	30	30
pernyataan 10 Pearson Correlation	-.151	-.002	-.200	-.088	-.163	-.179	-.061	.023	-.017	1	.067
Sig. (2-tailed)	.425	.991	.290	.644	.389	.344	.747	.905	.928		.726
N	30	30	30	30	30	30	30	30	30	30	30
total Pearson Correlation	,775**	,666**	,690**	,684**	,836**	,787**	,717**	,650**	,789**	.067	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.726	
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).

Lampiran 5 Hasil Uji Validitas

Correlations

		pernyataan 11	pernyataan 12	pernyataan 13	pernyataan 14	pernyataan 15	pernyataan 16	total
pernyataan 11	Pearson Correlation	1	.239	.293	.387*	.419*	.175	.583**
	Sig. (2-tailed)		.204	.116	.035	.021	.355	.001
	N	30	30	30	30	30	30	30
pernyataan 12	Pearson Correlation	.239	1	.596**	.070	.453*	.390*	.681**
	Sig. (2-tailed)	.204		.001	.713	.012	.033	.000
	N	30	30	30	30	30	30	30
pernyataan 13	Pearson Correlation	.293	.596**	1	.049	.223	.367*	.583**
	Sig. (2-tailed)	.116	.001		.798	.237	.046	.001
	N	30	30	30	30	30	30	30
pernyataan 14	Pearson Correlation	.387*	.070	.049	1	.391*	.473**	.601**
	Sig. (2-tailed)	.035	.713	.798		.033	.008	.000
	N	30	30	30	30	30	30	30
pernyataan 15	Pearson Correlation	.419*	.453*	.223	.391*	1	.543**	.804**
	Sig. (2-tailed)	.021	.012	.237	.033		.002	.000
	N	30	30	30	30	30	30	30
pernyataan 16	Pearson Correlation	.175	.390*	.367*	.473**	.543**	1	.745**
	Sig. (2-tailed)	.355	.033	.046	.008	.002		.000
	N	30	30	30	30	30	30	30
total	Pearson Correlation	.583**	.681**	.583**	.601**	.804**	.745**	1
	Sig. (2-tailed)	.001	.000	.001	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

Lampiran 6 Hasil Uji Validitas

[illegible]

pernyataan 30	Pearson Correlation	-.075	.109	.283	.292	-,367*	,467**	,618**	-,400*	.143	-.240	.068	.264	.282	1	-.106	,450*	,381*
	Sig. (2-tailed)	.693	.566	.130	.117	.046	.009	.000	.029	.450	.201	.723	.159	.131		.577	.012	.038
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pernyataan 31	Pearson Correlation	.057	.237	.194	.019	,488**	-.025	-.133	,372*	.190	.299	.080	.136	.059	-.106	1	-.246	,386*
	Sig. (2-tailed)	.764	.207	.304	.919	.006	.898	.484	.043	.315	.109	.672	.473	.755	.577		.190	.035
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pernyataan 32	Pearson Correlation	.003	-.181	-.004	.347	-.234	,452*	,441*	-.221	.009	-.224	.069	.075	.082	,450*	-.246	1	.279
	Sig. (2-tailed)	.986	.338	.984	.061	.213	.012	.015	.241	.962	.234	.717	.694	.667	.012	.190		.135
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
total	Pearson Correlation	.269	,648**	,661**	.199	,484**	.361	,470**	,361*	,660**	,421*	,564**	,648**	,476**	,381*	,386*	.279	1
	Sig. (2-tailed)	.151	.000	.000	.291	.007	.050	.009	.050	.000	.020	.001	.000	.008	.038	.035	.135	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Lampiran 7 Hasil Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.884	35

Item-Total Statistics

	Mean if Item	Scale Variance if Item Deleted	Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	224.07	871.099	.619	.879
VAR00002	223.47	879.016	.592	.880
VAR00003	223.90	885.610	.480	.881
VAR00004	223.57	881.151	.592	.881
VAR00005	223.60	875.559	.706	.880
VAR00006	224.03	862.999	.771	.878
VAR00007	223.83	870.075	.553	.880
VAR00008	223.53	874.395	.704	.880
VAR00009	223.83	872.626	.700	.879
VAR00010	223.33	901.264	.105	.885
VAR00011	192.37	610.654	.856	.878
VAR00012	223.63	893.757	.475	.882
VAR00013	223.80	877.131	.673	.880
VAR00014	223.57	894.047	.394	.883
VAR00015	223.40	882.455	.538	.881
VAR00016	223.77	863.151	.707	.878
VAR00017	223.27	880.409	.667	.880
VAR00018	205.43	746.254	.872	.867
VAR00019	223.23	894.185	.301	.883
VAR00020	223.67	875.540	.637	.880
VAR00021	223.50	878.879	.693	.880
VAR00022	223.83	909.523	-.005	.886
VAR00023	223.80	880.855	.538	.881
VAR00024	224.00	898.345	.147	.884
VAR00025	223.40	884.593	.375	.882
VAR00026	223.97	878.930	.392	.881
VAR00027	223.97	875.482	.588	.880
VAR00028	224.03	880.171	.390	.882
VAR00029	223.87	880.464	.580	.881
VAR00030	223.60	876.455	.653	.880
VAR00031	223.63	884.447	.517	.881
VAR00032	223.07	896.133	.217	.884
VAR00033	223.53	886.395	.318	.882
VAR00034	223.10	901.817	.099	.885
VAR00035	170.20	562.510	.884	.887

Lampiran 8 Hasil jalur 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.359 ^a	.129	.120	4527.386

a. Predictors: (Constant), kualitas pelayanan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	297257906.800	1	297257906.800	14.502	.000 ^b
	Residual	2008728232.110	98	20497226.858		
	Total	2305986138.910	99			

a. Dependent Variable: kepuasan pelanggan

b. Predictors: (Constant), kualitas pelayanan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29386.646	2512.979		11.694	.000
	kualitas pelayanan	.252	.066	.359	3.808	.000

a. Dependent Variable: kepuasan pelanggan

Lampiran 9 Hasil Jalur 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777 ^a	.603	.595	3525.414

a. Predictors: (Constant), kepuasan pelanggan, kualitas pelayanan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1833053530.337	2	916526765.168	73.744	.000 ^b
	Residual	1205568589.423	97	12428542.159		
	Total	3038622119.760	99			

a. Dependent Variable: loyalitas pelanggan

b. Predictors: (Constant), kepuasan pelanggan, kualitas pelayanan

Coefficients^a

Model		Unstandardized Coefficients		Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9692.718	3028.585		3.200	.002
	kualitas pelayanan	.571	.055	.707	10.323	.000
	kepuasan pelanggan	.178	.079	.155	2.264	.026

a. Dependent Variable: loyalitas pelanggan

Tabulasi 2 Kuisisioner

no	kualitas pelayanan									kepuasan pelanggan						loyalitas pelanggan												
	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	p27	p28
1	5	4	4	5	5	5	5	4	4	4	4	4	5	5	5	5	4	5	4	3	4	5	4	3	4	4	4	4
2	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	3	4	5	5	5	5	5	4	4	4	4	4	4
3	4	4	5	5	4	5	4	4	5	5	4	5	4	4	4	4	5	5	1	4	2	4	4	4	3	3	5	4
4	4	4	4	4	5	5	5	5	5	4	4	4	5	5	5	5	5	5	1	4	4	4	4	4	5	5	5	4
5	4	4	4	4	4	5	4	5	4	4	4	4	5	4	5	4	4	4	4	4	4	5	4	5	4	4	4	4
6	3	4	3	5	5	4	3	5	3	4	5	5	3	4	5	5	4	3	3	4	4	3	5	5	3	4	5	3
7	3	5	3	3	3	4	5	3	5	3	5	5	3	5	4	5	5	4	3	5	1	3	4	3	4	5	4	4
8	3	5	3	3	4	3	5	3	3	3	4	3	3	3	3	5	4	4	1	5	1	2	4	2	4	3	3	4
9	3	2	4	3	3	3	2	4	3	4	2	3	4	2	3	4	4	3	3	4	4	2	4	3	4	2	3	2
10	4	3	4	3	4	2	4	2	4	4	3	3	4	4	3	3	3	3	4	3	2	4	2	3	4	3	2	4
11	3	5	3	3	4	3	4	3	3	3	3	3	3	3	4	5	3	3	3	3	1	3	2	1	4	3	4	4
12	3	4	5	5	4	3	5	4	3	3	4	3	3	3	3	3	3	4	3	4	2	4	5	3	2	3	4	4
13	3	2	3	3	3	3	2	2	2	3	2	3	3	3	3	3	4	3	3	3	2	2	2	3	4	4	3	2
14	5	5	3	3	4	3	3	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4
15	2	3	3	4	4	3	2	3	3	3	3	4	4	2	5	4	3	4	3	2	4	5	2	3	1	3	3	4
16	3	4	3	3	4	3	4	3	4	3	3	4	3	1	4	3	2	3	4	3	3	5	4	3	1	3	4	3
17	3	4	3	4	3	3	1	3	2	3	3	4	3	4	4	4	3	4	3	2	4	3	1	3	1	3	3	4
18	2	3	3	4	3	3	2	3	2	3	3	4	4	3	4	4	3	2	4	2	4	5	2	3	2	3	4	3
19	3	3	3	4	3	2	3	4	3	4	3	4	3	1	2	4	2	3	3	4	2	1	5	2	3	3	2	2
20	5	5	4	5	5	4	4	5	4	4	5	4	5	4	4	5	5	4	4	5	2	4	4	5	4	5	5	5
21	2	3	3	3	3	2	2	3	3	4	4	4	4	4	4	4	3	4	5	3	4	4	1	3	5	4	3	3

Tabulasi 2 Kuisisioner

22	3	4	3	3	3	3	3	4	3	4	3	3	3	4	4	3	4	4	4	3	3	4	5	4	4	3	4	4
23	3	4	3	3	3	2	2	3	4	4	3	3	4	4	4	4	3	3	3	2	3	4	2	4	2	3	3	3
24	3	4	4	3	3	3	2	3	3	4	3	4	4	4	4	3	2	3	4	3	2	4	4	2	3	2	3	5
25	4	3	2	3	3	2	4	4	3	3	2	3	5	3	4	3	4	3	4	3	4	4	1	2	3	4	4	3
26	2	3	2	3	3	2	4	4	3	3	3	3	5	3	4	5	4	4	3	3	4	3	2	3	5	3	5	5
27	2	3	3	3	3	2	4	4	3	3	4	3	3	2	4	4	2	3	3	3	4	3	2	2	2	3	3	3
28	2	4	3	4	3	3	3	4	3	4	3	3	5	4	4	4	3	4	4	3	4	5	4	4	3	2	3	3
29	2	3	2	3	3	2	3	4	3	3	3	3	3	4	4	5	4	4	4	3	4	5	3	3	1	2	3	3
30	1	3	2	3	2	3	2	3	2	3	3	4	3	2	3	2	3	4	4	3	5	5	3	4	2	3	3	3
31	5	4	4	5	5	5	5	4	4	4	5	4	3	3	3	5	4	5	4	3	4	5	4	3	4	4	4	4
32	5	5	5	5	5	5	5	5	5	3	4	4	4	3	3	3	4	5	5	5	5	5	4	4	4	4	4	4
33	4	4	5	5	4	5	4	4	5	3	4	5	3	4	5	4	5	5	1	4	2	4	4	4	3	3	5	4
34	4	4	4	4	5	5	5	5	5	4	3	4	4	4	4	5	5	5	1	4	4	4	4	4	5	5	5	4
35	4	4	4	4	4	5	4	5	4	4	4	4	3	4	5	4	4	4	4	4	4	5	4	5	4	4	4	4
36	3	4	3	5	5	4	3	5	3	5	5	5	1	4	4	5	4	3	3	4	4	3	5	5	3	4	5	3
37	3	5	3	3	3	4	5	3	5	5	3	4	3	4	5	5	5	4	3	5	1	3	4	3	4	5	4	4
38	3	5	3	3	4	3	5	3	3	4	4	3	3	3	3	5	4	4	1	5	1	2	4	2	4	3	3	4
39	3	2	4	3	3	3	2	4	3	4	4	4	4	4	4	4	4	3	3	4	4	2	4	3	4	2	3	2
40	4	3	4	3	4	2	4	2	4	4	4	4	3	4	3	3	3	3	4	3	2	4	2	3	4	3	2	4
41	3	5	3	3	4	3	4	3	3	5	4	3	4	4	3	5	3	3	3	3	1	3	2	1	4	3	4	4
42	3	4	5	5	4	3	5	4	3	4	4	5	4	3	4	3	3	4	3	4	2	4	5	3	2	3	4	4
43	3	2	3	3	3	3	2	2	2	5	4	4	4	3	3	3	4	3	3	3	2	2	2	3	4	4	3	2
44	5	5	3	3	4	3	3	4	4	3	5	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	3	4

Tabulasi 2 Kuisisioner

45	2	3	3	4	4	3	2	3	3	5	4	5	4	5	4	4	3	4	3	2	4	5	2	3	1	3	3	4
46	3	4	3	3	4	3	4	3	4	4	2	3	4	4	3	3	2	3	4	3	3	5	4	3	1	3	4	3
47	3	4	3	4	3	3	1	3	2	5	3	3	4	3	3	4	3	4	3	2	4	3	1	3	1	3	3	4
48	2	3	3	4	3	3	2	3	2	4	3	4	3	3	3	4	3	2	4	2	4	5	2	3	2	3	4	3
49	3	3	3	4	3	2	3	4	3	4	5	4	4	3	4	4	2	3	3	4	2	1	5	2	3	3	2	2
50	5	5	4	5	5	4	4	5	4	5	3	4	5	4	4	5	5	4	4	5	2	4	4	5	4	5	5	5
51	2	3	3	3	3	2	2	3	3	4	4	4	4	3	3	4	3	4	5	3	4	4	1	3	5	4	3	3
52	3	4	3	3	3	3	3	4	3	2	5	4	4	3	4	3	4	4	4	3	3	4	5	4	4	3	4	4
53	3	4	3	3	3	2	2	3	4	4	3	5	4	4	4	4	3	3	3	2	3	4	2	4	2	3	3	3
54	3	4	4	3	3	3	2	3	3	5	4	2	4	4	4	3	2	3	4	3	2	4	4	2	3	2	3	5
55	4	3	2	3	3	2	4	4	3	5	5	5	5	5	5	3	4	3	4	3	4	4	1	2	3	4	4	3
56	2	3	2	3	3	2	4	4	3	4	4	1	5	5	5	5	4	4	3	3	4	3	2	3	5	3	5	5
57	2	3	3	3	3	2	4	4	3	4	3	5	4	4	4	4	2	3	3	3	4	3	2	2	2	3	3	3
58	2	4	3	4	3	3	3	4	3	4	4	4	4	4	4	4	3	4	4	3	4	5	4	4	3	2	3	3
59	2	3	2	3	3	2	3	4	3	5	4	3	5	5	5	5	4	4	4	3	4	5	3	3	1	2	3	3
60	1	3	2	3	2	3	2	3	2	4	4	3	5	4	4	2	3	4	4	3	5	5	3	4	2	3	3	3
61	3	4	4	4	5	5	5	4	3	3	4	3	4	5	3	3	5	5	5	3	5	5	5	3	5	5	5	3
62	4	4	4	4	3	5	4	4	4	4	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	4	4
63	3	4	4	3	5	4	5	5	4	4	4	4	4	5	4	4	5	5	3	5	3	5	5	5	5	4	4	4
64	3	3	5	5	3	3	3	3	4	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4
65	5	5	5	4	3	5	3	5	3	3	5	5	5	4	3	5	5	5	5	5	3	3	3	3	3	3	3	5
66	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	5	4	4	5	5	4	2	4	5	5
67	4	5	5	4	4	3	4	5	5	4	4	4	4	3	5	5	5	5	5	5	4	5	4	5	3	5	3	5

Tabulasi 2 Kuisisioner

68	4	4	4	5	4	4	4	5	4	4	4	5	4	5	4	5	4	3	4	4	3	5	5	4	4	5	5	4
69	4	3	5	5	4	5	3	4	3	4	4	4	4	4	4	4	5	4	5	5	5	5	5	3	5	5	5	4
70	5	3	5	3	4	4	4	5	5	5	4	4	4	5	4	5	5	5	4	4	5	5	3	5	5	4	3	4
71	4	3	3	3	5	5	4	3	3	3	5	4	5	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4
72	5	5	2	5	5	4	5	5	5	4	4	4	4	5	5	5	3	5	4	2	3	3	3	5	4	5	5	5
73	4	4	4	3	5	2	5	5	4	3	3	4	4	3	3	3	5	3	3	5	5	5	4	5	5	3	5	5
74	4	5	5	2	4	5	5	4	5	4	4	4	4	4	5	4	4	4	4	4	5	5	5	5	5	4	4	4
75	4	4	4	5	5	4	4	4	4	4	5	4	5	4	4	5	5	5	5	3	3	3	3	2	4	4	4	4
76	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	3	3	4	5	5	3	5	5	5	4	5	5	4
77	5	5	3	4	5	4	4	4	4	5	5	5	5	5	5	1	5	5	5	4	4	5	5	4	4	5	5	5
78	5	5	5	5	4	4	5	5	5	3	3	3	4	4	4	5	3	5	5	5	5	5	5	5	5	5	5	1
79	5	5	5	5	4	4	4	5	5	3	4	4	5	4	4	2	4	5	2	5	5	5	3	5	5	5	5	4
80	4	5	5	5	5	5	5	5	4	4	5	4	4	5	5	5	5	5	4	5	5	5	5	4	5	5	4	5
81	4	5	4	4	4	2	4	4	4	4	3	3	4	4	3	3	3	3	5	5	5	5	4	5	3	3	3	3
82	3	4	3	4	4	3	3	4	3	3	3	5	3	3	4	5	5	4	5	5	5	5	5	5	4	5	3	2
83	5	4	5	5	4	3	5	4	5	3	4	3	3	3	3	5	5	5	5	5	5	5	5	5	5	5	4	4
84	5	4	5	5	3	4	4	4	4	3	4	3	3	3	3	3	4	3	3	5	5	5	5	5	5	5	3	4
85	5	5	3	5	4	1	3	4	4	4	3	3	4	4	2	2	5	4	5	5	5	5	5	4	5	4	3	4
86	4	3	5	4	4	3	4	5	5	4	4	4	4	3	5	4	3	5	5	5	4	4	4	5	5	5	3	3
87	3	4	2	5	4	5	4	5	4	3	5	4	3	5	4	3	4	3	4	5	5	5	4	3	5	5	5	3
88	3	3	3	3	3	3	3	3	3	5	4	4	3	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4
89	5	5	5	5	5	5	5	5	5	3	5	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
90	4	4	4	4	4	4	4	4	4	4	4	4	4	3	5	4	2	4	5	5	5	5	3	5	4	4	3	4

Tabulasi 2 Kuisisioner

91	5	5	4	5	5	4	4	5	4	4	5	4	4	5	5	5	5	4	5	5	5	3	5	3	5	5	3	5
92	4	5	5	5	5	4	4	5	3	4	4	5	4	5	4	5	5	5	3	5	5	5	2	5	5	4	3	4
93	5	4	3	1	2	5	5	4	3	4	5	4	4	4	5	3	4	4	5	5	5	4	5	4	5	4	3	4
94	3	4	5	5	4	4	4	5	4	4	3	5	5	5	4	2	5	5	5	5	5	1	5	4	4	5	5	4
95	5	4	4	2	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	3	3	3	3	3	3
96	4	5	4	5	5	4	4	4	5	3	3	5	3	3	3	3	4	2	5	5	5	5	5	2	5	5	5	4
97	4	3	4	5	5	4	5	5	4	3	5	4	4	5	5	5	5	5	5	5	2	5	4	5	4	5	3	3
98	4	5	4	4	4	4	4	4	3	3	4	5	5	3	4	4	4	3	3	4	5	4	5	4	5	4	5	5
99	4	4	5	4	4	3	5	4	5	4	3	4	3	3	5	2	3	5	5	4	5	5	2	4	4	5	4	5
100	5	5	5	5	5	5	5	5	5	5	4	4	3	4	5	5	4	5	4	4	5	3	5	3	4	5	2	5

Lampiran 3 Tabulasi Pretest

No	kualitas pelayanan										kepuasan pelanggan						loyalitas pelanggan															
	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	p27	p28	p29	p30	p31	p32
1	5	4	4	5	5	5	5	4	4	3	4	4	4	5	5	5	5	4	5	4	3	4	5	4	3	4	4	4	4	5	3	5
2	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	3	4	5	5	5	5	5	4	4	4	4	4	4	5	5	5
3	4	4	5	5	4	5	4	4	5	5	5	4	5	4	4	4	4	5	5	1	4	2	4	4	4	3	3	5	4	4	4	1
4	4	4	4	4	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	1	4	4	4	4	4	5	5	5	4	4	4	4
5	4	4	4	4	4	5	4	5	4	1	4	4	4	5	4	5	4	4	4	4	4	4	5	4	5	4	4	4	4	4	5	4
6	3	4	3	5	5	4	3	5	3	3	4	5	5	3	4	5	5	4	3	3	4	4	3	5	5	3	4	5	3	3	5	5
7	3	5	3	3	3	4	5	3	5	3	3	5	5	3	5	4	5	5	4	3	5	1	3	4	3	4	5	4	4	5	4	3
8	3	5	3	3	4	3	5	3	3	5	3	4	3	3	3	3	5	4	4	1	5	1	2	4	2	4	3	3	4	3	4	5
9	3	2	4	3	3	3	2	4	3	2	4	2	3	4	2	3	4	4	3	3	4	4	2	4	3	4	2	3	2	3	4	3
10	4	3	4	3	4	2	4	2	4	3	4	3	3	4	4	3	3	3	3	4	3	2	4	2	3	4	3	2	4	3	3	2
11	3	5	3	3	4	3	4	3	3	2	3	3	3	3	3	4	5	3	3	3	3	1	3	2	1	4	3	4	4	3	3	5
12	3	4	5	5	4	3	5	4	3	3	3	4	3	3	3	3	3	3	4	3	4	2	4	5	3	2	3	4	4	4	4	4
13	3	2	3	3	3	3	2	2	2	4	3	2	3	3	3	3	3	4	3	3	3	2	2	2	3	4	4	3	2	3	2	3
14	5	5	3	3	4	3	3	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	3	5
15	2	3	3	4	4	3	2	3	3	4	3	3	4	4	2	5	4	3	4	3	2	4	5	2	3	1	3	3	4	5	1	5
16	3	4	3	3	4	3	4	3	4	2	3	3	4	3	1	4	3	2	3	4	3	3	5	4	3	1	3	4	3	4	2	5
17	3	4	3	4	3	3	1	3	2	4	3	3	4	3	4	4	4	3	4	3	2	4	3	1	3	1	3	3	4	5	2	5
18	2	3	3	4	3	3	2	3	2	4	3	3	4	4	3	4	4	3	2	4	2	4	5	2	3	2	3	4	3	5	1	5