

Hasil Test Penyebaran Informasi Komunikasi Pemasaran

n : (10)

No.	No Item Pertanyaan							Σ K
	1	2	3	4	5	6	7	
1	4	4	4	4	4	4	4	28
2	4	2	2	3	3	3	3	20
3	4	4	4	4	4	4	4	28
4	4	4	3	4	4	4	4	27
5	4	3	3	4	4	3	4	25
6	4	3	4	4	4	4	4	27
7	3	3	3	3	3	3	4	23
8	4	4	4	3	4	4	4	27
9	4	4	4	4	4	3	4	27
10	3	3	3	3	3	3	3	21
TOTAL								253

Hasil Retest Penyebaran Informasi Komunikas Pemasaran

n : (10)

No.	No Item Pertanyaan							Σ K
	1	2	3	4	5	6	7	
1	4	4	3	4	4	4	4	27
2	3	2	2	3	3	3	3	19
3	3	3	3	4	4	4	4	25
4	4	4	3	3	3	3	3	23
5	3	3	3	3	3	3	3	21
6	3	3	3	4	3	4	3	23
7	3	3	3	3	3	3	3	21
8	3	3	2	4	4	4	3	23
9	2	3	4	4	3	3	4	24
10	3	2	2	3	3	2	3	18
TOTAL								224

Hasil Komunikasi Pemasaran

R	X	X ₁	X ²	X ₁ ²	XX ₁
1	28	25	784	625	700
2	20	17	400	289	340
3	24	18	576	324	432
4	28	24	784	576	672
5	25	23	625	529	575
6	27	28	729	784	756
7	28	21	784	441	588
8	28	24	784	576	672
9	25	24	625	576	600
10	28	27	784	729	756
	ΣX = 261	ΣX₁ = 231	ΣX² = 6.875	ΣX₁² = 5.449	ΣXX₁ = 5.091
	(ΣX)² = 68.121			(ΣX₁)² = 53.361	

$$r = \frac{N \sum XX_1 - (\sum X)(\sum X_1)}{\sqrt{[N \sum X^2 - (\sum X)^2] [N \sum X_1^2 - (\sum X_1)^2]}}$$

$$r = \frac{(10)(6091) - (261)(231)}{\sqrt{[(10)(6875) - (68121)] [(10)(5449) - (53.361)]}}$$

$$r = \frac{60910 - 60291}{\sqrt{[68750 - 68121] [54490 - 53361]}}$$

$$r = \frac{619}{\sqrt{(629)(1129)}}$$

$$r = \frac{619}{\sqrt{710141}} = \frac{658}{842,699} = 0,735$$

Hasil Test Kualitas Layanan Informasi

n : (10)

No.	No Item Pertanyaan							Σ K
	1	2	3	4	5	6	7	
1	3	4	4	4	3	3	4	25
2	4	4	4	4	4	4	4	28
3	2	3	3	3	3	3	3	20
4	4	4	4	4	3	3	3	25
5	4	4	4	4	4	4	4	28
6	3	3	4	4	4	4	4	26
7	4	4	3	3	3	4	4	25
8	4	4	3	3	3	3	3	23
9	4	3	3	4	4	4	4	26
10	4	4	3	4	4	3	3	25
TOTAL								251

Hasil Retest Kualitas Layanan Informasi

n : (10)

No.	No Item Pertanyaan							Σ K
	1	2	3	4	5	6	7	
1	4	4	3	3	3	3	3	24
2	4	4	4	4	3	4	4	27
3	2	2	2	2	3	3	3	17
4	3	3	3	3	3	4	4	24
5	3	3	3	4	4	4	4	25
6	3	3	3	3	3	3	4	23
7	3	3	3	3	4	4	4	24
8	3	3	4	3	4	4	4	25
9	3	3	3	4	4	4	4	25
10	3	3	3	3	3	3	3	21
TOTAL								235

Hasil Kualitas Layanan Informasi

R	X	X ₁	X ²	X ₁ ²	XX ₁
1	25	24	625	576	600
2	28	27	784	729	756
3	20	17	400	289	340
4	25	24	625	576	600
5	28	25	784	625	700
6	26	23	676	529	698
7	25	24	625	576	600
8	23	25	529	625	575
9	26	25	676	625	650
10	25	21	625	441	525
	∑X = 251	∑X₁ = 235	∑X² = 6.349	∑X₁² = 5.591	∑XX₁ = 5.944
	(∑X)² = 63.001			(∑X₁)² = 55.225	

$$r = \frac{N \sum XX_1 - (\sum X)(\sum X_1)}{\sqrt{[N \sum X^2 - (\sum X)^2] [N \sum X_1^2 - (\sum X_1)^2]}}$$

$$r = \frac{(10)(5944) - (251)(235)}{\sqrt{[(10)(6349) - (63001)] [(10)(5591) - (55225)]}}$$

$$r = \frac{59440 - 58985}{\sqrt{[63490 - 63001] [55910 - 55225]}}$$

$$r = \frac{455}{\sqrt{(489)(685)}}$$

$$r = \frac{455}{\sqrt{3344965}} = \frac{455}{578,76} = 0,786$$

Hasil Test Kepuasan Pelanggan

n : (10)

No.	No Item Pertanyaan							Σ K
	1	2	3	4	5	6	7	
1	4	4	4	4	4	4	4	28
2	3	3	3	3	3	3	3	21
3	4	4	3	3	3	3	3	24
4	3	4	4	4	4	4	4	27
5	4	4	4	4	4	4	4	28
6	4	4	4	3	4	4	4	27
7	4	4	4	4	3	4	4	27
8	3	3	4	4	3	4	4	25
9	4	4	4	4	4	4	4	28
10	4	4	4	4	4	4	4	28
TOTAL								263

Hasil Retest Kepuasan Pelanggan

n : (10)

No.	No Item Pertanyaan							Σ K
	1	2	3	4	5	6	7	
1	4	3	4	4	4	4	4	27
2	2	3	2	2	3	3	3	18
3	4	3	3	3	3	3	3	22
4	4	3	3	3	3	4	4	24
5	4	4	4	4	4	3	3	26
6	4	4	4	4	4	4	4	28
7	2	3	3	3	3	3	3	20
8	3	3	3	3	3	3	3	21
9	3	4	4	4	4	4	4	27
10	4	4	4	4	4	3	4	27
TOTAL								240

Hasil Kepuasan Pelanggan

R	X	X ₁	X ²	X ₁ ²	XX ₁
1	28	27	784	729	756
2	21	18	441	324	378
3	24	22	576	484	528
4	27	24	729	576	648
5	28	26	784	676	728
6	27	28	729	784	756
7	27	20	729	400	540
8	25	21	625	441	525
9	28	27	784	729	756
10	28	27	784	729	756
	∑X = 263	∑X₁ = 240	∑X² = 6.965	∑X₁² = 5.872	∑XX₁ = 6.371
	(∑X)² = 69.169			(∑X₁)² = 57.600	

$$r = \frac{N \sum XX_1 - (\sum X)(\sum X_1)}{\sqrt{[N \sum X^2 - (\sum X)^2] [N \sum X_1^2 - (\sum X_1)^2]}}$$

$$r = \frac{(10) (6371) - (263) (240)}{\sqrt{[(10) (6965) - (69169)] [(10) (5872) - (57.600)]}}$$

$$r = \frac{63710 - 63120}{\sqrt{[69650 - 69169][58720 - 57600]}}$$

$$r = \frac{590}{\sqrt{(481)(120)}}$$

$$r = \frac{590}{\sqrt{538720}} = \frac{590}{733,80} = 0,757$$