

BAB V

PENUTUP

A. Kesimpulan

Berdasarkan hasil analisis di atas, maka dapat diambil kesimpulan dari penelitian sebagai berikut :

1. Pada skala *persepsi* untuk keseluruhan lima dimensi yaitu bukti fisik, kehandalan, daya tanggap, jaminan dan empati masuk dalam kategori setuju.
2. Pada skala *ekspektasi* untuk keseluruhan lima dimensi yaitu bukti fisik, kehandalan, daya tanggap, jaminan dan empati masuk dalam kategori sangat penting.
3. Dari kelima dimensi terdapat indikator-indikator yang sangat penting terhadap kepentingan/kepuasan pelanggan, akan tetapi perusahaan belum dapat melaksanakannya sesuai keinginan konsumen yaitu di kuadran A diantaranya adalah :
 - a. Staf karyawan Star Steak bersih, rapi, dan berseragam (X1.3)
 - b. Tagihan pembayaran Star Steak yang tepat (X2.4)
 - c. Terdapat perbaikan kecepatan dan kualitas pelayanan pada waktu sibuk di Star Steak (X3.1)
 - d. Keistimewaan khusus untuk pelanggan Start Steak (X5.2)
 - e. Karyawan Start Steak memberikan simpati pada pelanggan (X5.4).

4. Dari kelima dimensi terdapat indikaor-indikator yang bersifat sangat penting dan perusahaan telah mampu melaksanakannya sehingga dapat memuaskan konsumen yaitu di kuadran B, diantaranya adalah :
 - a. Area parkir Star Steak yang memadai dan desain eksterior yang menarik (X1.1)
 - b. Toilet Star Steak yang bersih (X1.8)
 - c. Restoran Star Steak yang bersih (X1.9)
 - d. Layanan di Star Steak yang cepat (X2.1)
 - e. Terdapat pelayanan complain pelanggan di Star Steak (X2.5)
 - f. Karyawan Start Steak dapat menjawab pertanyaan konsumen secara lengkap (X4.1)
 - g. Merasa aman di Start Steak (X4.4)
 - h. Antisipasi perhatian individu kepada pelanggan Start Steak (X4.5)
5. Dari kelima dimensi terdapat indikaor-indikator yang bersifat kurang penting dalam pelaksanaannya dan kurang memuaskan konsumen yaitu di kuadran C, diantaranya adalah :
 - a. Dekorasi restoran Star Steak yang khas (X1.4)
 - b. Menu Star Steak yang menarik secara visual (X1.6)
 - c. Kursi di Star Steak yang nyaman di restoran (X1.7)
 - d. Karyawan Star Steak yang cekatan (X2.2)
 - e. Pelayanan Star Steak dapat diandalkan dan konsisten (X2.3)
 - f. Respon pelayanan di Star Steak yang cepat (X3.2)
 - g. Perasaan nyaman dan percaya diri (X4.2)

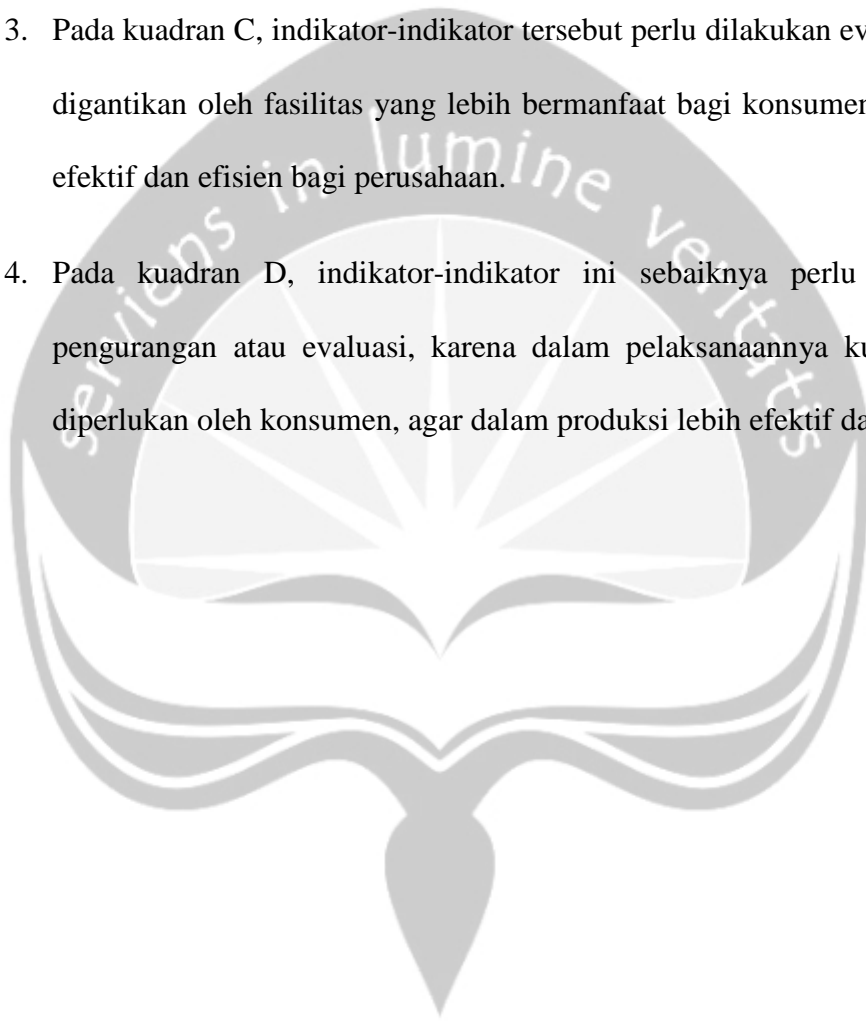
- h. Staf Start Steak memberikan informasi tentang item menu, bahan-bahannya, dan metode penyajian (X4.5)
 - i. Karyawan Start Steak memberikan kebutuhan dan keinginan pelanggan (X5.3)
 - j. Karyawan Start Steak memberikan pelayanan terbaik untuk pelanggan (X5.5).
6. Dari kelima dimensi terdapat indikaor-indikator yang bersifat kurang penting dilaksanakan akan tetapi pada keinerja pelaksanaannya telah memuaskan konsumen yaitu di kuadran D, diantaranya adalah :
- a. Ruang makan Star Steak yang menarik secara visual (X1.2)
 - b. Menu Star Steak yang mudah dibaca (X1.5)
 - c. Terdapat upaya ekstra Start Steak untuk penanganan khusus permintaan (X3.3)
 - d. Karyawan Start Steak memberikan perhatian kepada pelanggan (X5.1).

B. Saran

Saran yang dapat disampaikan terkait dengan hasil dan pembahasan penelitian ini diantaranya adalah:

1. Pada kuadran A, diperlukan adanya pelatihan-pelatihan dan evaluasi disetiap pelaksanaannya guna meningkatkan kinerja. Sehingga dapat memuaskan konsumen dan menciptakan loyalitas pelanggan kedepannya.

2. Pada kuadran B indikator-indikator tersebut perlu dipertahankan akan tetapi perlu adanya peningkatan kinerja kedepannya agar perusahaan dapat tetap bertahan dalam persaingan pasar, dan dapat meningkatkan nilai unggul daripada perusahaan lain.
3. Pada kuadran C, indikator-indikator tersebut perlu dilakukan evaluasi atau digantikan oleh fasilitas yang lebih bermanfaat bagi konsumen dan lebih efektif dan efisien bagi perusahaan.
4. Pada kuadran D, indikator-indikator ini sebaiknya perlu dilakukan pengurangan atau evaluasi, karena dalam pelaksanaannya kurang/tidak diperlukan oleh konsumen, agar dalam produksi lebih efektif dan efisien



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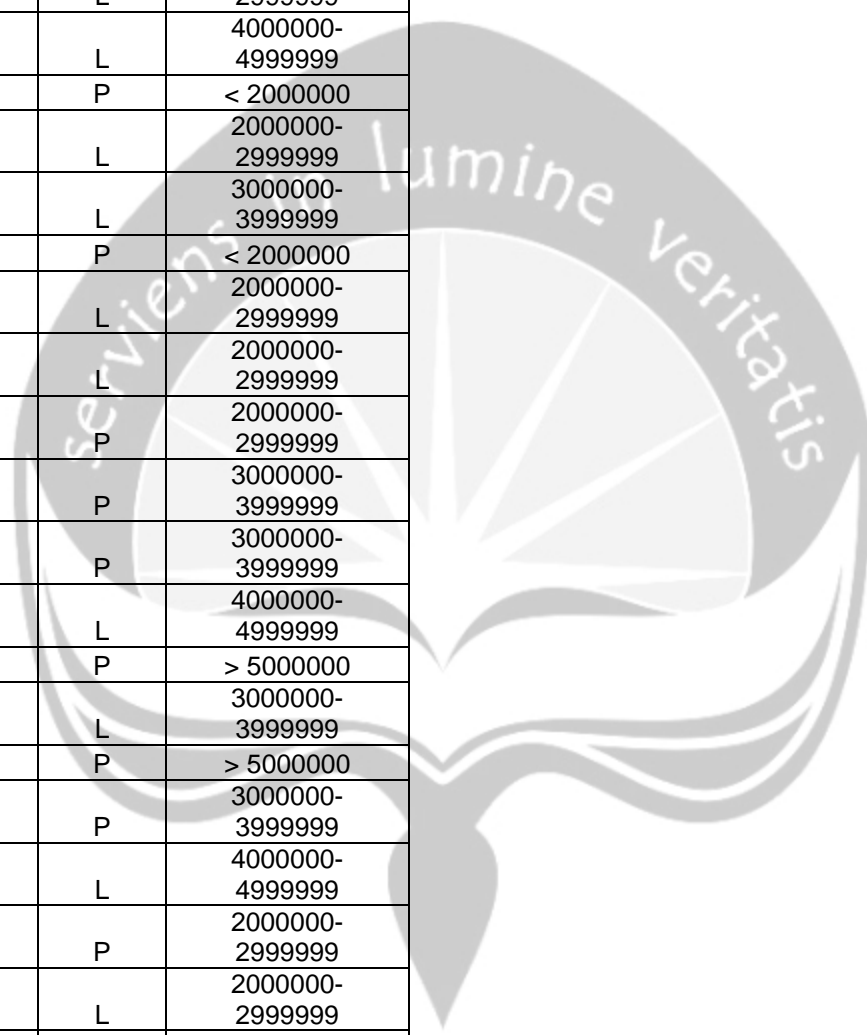
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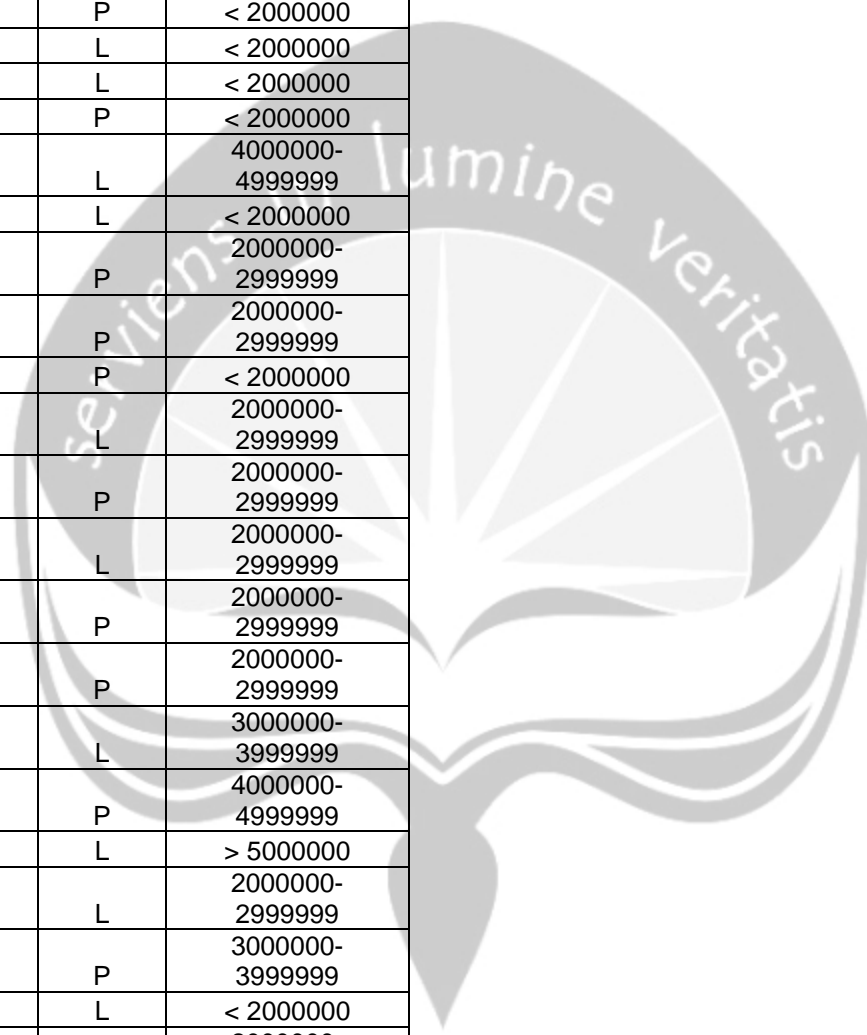
Lampiran
Data Karakteristik Responden

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Sumber: Data Primer yang Diolah, November 2019



Lampiran

Jawaban Responden Tentang Ekspektasi dan Persepsi Kualitas Pelayanan di Star Steak Kota Solo

No. Res P	Tangibles																					
	Ekspektasi									Sk or	Rat a-rata	Persepsi									Sk or	Rat a-rata
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82	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	4	4	4	4	5	37	4.11
83	5	5	4	4	3	3	4	4	4	36	4	4	5	4	4	3	4	4	5	5	38	4.22
84	4	3	4	3	5	5	4	4	5	37	4.11	3	2	4	3	4	4	4	3	3	30	3.33
85	5	5	4	5	5	4	5	4	4	41	4.56	5	5	4	5	4	4	5	4	5	41	4.56
86	4	4	3	3	4	3	3	4	5	33	3.67	4	4	3	3	4	3	3	3	4	31	3.44
87	4	4	4	3	4	3	4	4	5	35	3.89	4	1	4	4	2	3	4	4	4	30	3.33
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92	4	4	4	3	4	4	4	4	4	35	3.89	4	4	5	3	4	4	4	3	4	35	3.89
93	4	4	4	4	4	4	4	4	4	36	4	5	5	4	4	4	4	4	4	4	38	4.22
94	4	4	4	3	4	3	3	4	5	34	3.78	4	4	4	3	4	2	3	2	3	29	3.22
95	4	4	4	4	4	4	4	4	4	36	4	4	3	4	4	3	4	4	4	4	34	3.78
96	3	3	3	3	3	3	3	3	4	28	3.11	4	3	4	4	3	2	3	4	4	31	3.44
97	4	4	3	3	4	3	3	4	5	33	3.67	4	4	4	5	4	3	3	3	4	34	3.78
98	4	4	3	3	4	3	3	4	5	33	3.67	4	2	4	2	3	3	3	4	3	28	3.11

99	4	4	4	4	4	4	4	4	4	36	4	3	2	4	3	3	4	4	2	2	27	3
100	4	4	3	3	4	3	3	4	4	32	3.56	3	1	4	4	4	2	3	4	4	29	3.22
Jml	403	400	388	367	399	371	377	398	435	3538	393.1	386	343	407	364	374	360	377	384	400	3395	377.2
Rata 2	4.03	4.00	3.88	3.67	3.99	3.71	3.77	3.98	4.35	35.38	3.93	3.86	3.43	4.07	3.64	3.74	3.60	3.77	3.84	4.00	33.95	3.77

Sumber: Data Primer yang Diolah, November 2019.



No. Resp	Reliability													
	Ekspektasi					Skor	Rata-rata	Persepsi					Skor	Rata-rata
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3	4	4	4	4	4	20	4	5	3	4	5	4	21	4.2
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5	4	4	4	4	5	21	4.2	4	4	4	4	4	20	4
6	5	5	4	4	4	22	4.4	4	4	4	4	4	20	4
7	4	3	4	3	3	17	3.4	4	3	4	4	2	17	3.4
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13	5	5	4	4	5	23	4.6	3	4	4	5	4	20	4
14	4	3	4	3	4	18	3.6	4	4	4	5	3	20	4
15	4	4	4	5	5	22	4.4	4	4	4	5	3	20	4
16	4	4	3	4	4	19	3.8	4	4	3	4	4	19	3.8
17	5	4	5	4	4	22	4.4	5	5	5	5	4	24	4.8
18	4	4	4	4	5	21	4.2	4	3	4	4	5	20	4
19	4	3	3	4	4	18	3.6	3	3	3	4	4	17	3.4
20	3	4	4	4	4	19	3.8	2	4	4	4	4	18	3.6
21	5	5	5	5	5	25	5	4	4	5	5	3	21	4.2
22	4	4	3	3	3	17	3.4	4	4	3	5	4	20	4
23	4	4	4	4	4	20	4	4	4	4	4	3	19	3.8
24	5	4	5	4	4	22	4.4	4	4	5	5	4	22	4.4
25	4	4	4	4	4	20	4	4	4	4	4	4	20	4
26	4	4	4	4	5	21	4.2	5	5	4	4	4	22	4.4
27	3	4	3	3	4	17	3.4	2	3	3	4	4	16	3.2
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29	4	4	4	4	5	21	4.2	5	4	4	5	5	23	4.6
30	4	4	3	3	4	18	3.6	4	3	3	4	3	17	3.4
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32	4	4	3	4	4	19	3.8	4	3	3	4	3	17	3.4
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34	5	4	3	3	3	18	3.6	5	4	3	3	2	17	3.4
35	4	4	3	3	4	18	3.6	5	4	3	3	3	18	3.6
36	4	3	3	3	4	17	3.4	4	4	3	3	4	18	3.6
37	4	4	3	4	5	20	4	5	4	3	5	4	21	4.2
38	4	4	3	3	4	18	3.6	4	3	3	3	4	17	3.4
39	4	4	3	3	3	17	3.4	4	3	3	4	3	17	3.4
40	4	4	3	3	4	18	3.6	4	4	3	3	4	18	3.6
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43	4	4	4	4	5	21	4.2	4	4	4	4	4	20	4
44	4	4	3	3	5	19	3.8	4	4	3	4	5	20	4

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47	4	3	3	3	4	17	3.4	4	3	3	3	4	17	3.4
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50	4	3	3	4	5	19	3.8	4	4	3	4	4	19	3.8
51	4	4	4	4	5	21	4.2	5	4	4	4	4	21	4.2
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53	4	4	4	4	5	21	4.2	3	4	4	4	5	20	4
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55	4	4	4	4	5	21	4.2	4	4	4	5	4	21	4.2
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58	4	4	4	4	5	21	4.2	4	5	4	4	5	22	4.4
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60	4	4	4	4	4	20	4	5	5	4	4	4	22	4.4
61	4	4	4	4	5	21	4.2	4	4	4	4	4	20	4
62	4	4	4	4	5	21	4.2	5	4	4	4	5	22	4.4
63	4	4	4	4	4	20	4	3	3	4	4	4	18	3.6
64	4	4	4	4	4	20	4	4	3	4	3	3	17	3.4
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68	4	4	4	4	4	20	4	3	2	4	4	4	17	3.4
69	4	4	4	4	5	21	4.2	4	4	4	4	5	21	4.2
70	5	4	4	4	5	22	4.4	5	3	4	4	4	20	4
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73	4	5	4	5	4	22	4.4	5	5	4	4	4	22	4.4
74	4	4	4	4	4	20	4	4	3	4	4	4	19	3.8
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82	4	4	4	4	4	20	4	3	2	4	4	4	17	3.4
83	4	4	4	5	4	21	4.2	4	4	4	5	4	21	4.2
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86	4	3	3	3	4	17	3.4	4	3	3	4	4	18	3.6
87	4	4	3	4	5	20	4	3	2	3	4	4	16	3.2
88	4	4	3	3	4	18	3.6	4	4	3	4	4	19	3.8
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97	4	3	3	3	4	17	3.4	4	3	3	3	3	16	3.2
98	4	3	3	4	4	18	3.6	4	2	3	4	3	16	3.2
99	4	4	4	4	4	20	4	5	3	4	4	4	20	4
100	4	3	3	4	5	19	3.8	4	2	3	4	4	17	3.4
Jml	403	388	367	377	427	1962	392.4	399	356	367	402	388	1912	382.4
Rata2	4.03	3.88	3.67	3.77	4.27	19.62	3.92	3.99	3.56	3.67	4.02	3.88	19.12	3.82

Sumber: Data Primer yang Diolah, November 2019.



No. Resp	Reliability													
	Ekspektasi					Skor	Rata-rata	Persepsi					Skor	Rata-rata
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8	4	4	4	5	4	21	4.2	4	3	4	4	4	19	3.8
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10	4	4	4	4	5	21	4.2	4	4	4	5	4	21	4.2
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12	4	4	4	4	4	20	4	3	3	4	4	4	18	3.6
13	5	5	4	4	5	23	4.6	3	4	4	5	4	20	4
14	4	3	4	3	4	18	3.6	4	4	4	5	3	20	4
15	4	4	4	5	5	22	4.4	4	4	4	5	3	20	4
16	4	4	3	4	4	19	3.8	4	4	3	4	4	19	3.8
17	5	4	5	4	4	22	4.4	5	5	5	5	4	24	4.8
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24	5	4	5	4	4	22	4.4	4	4	5	5	4	22	4.4
25	4	4	4	4	4	20	4	4	4	4	4	4	20	4
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70	5	4	4	4	5	22	4.4	5	3	4	4	4	20	4
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92	4	4	3	3	4	18	3.6	3	2	3	4	4	16	3.2

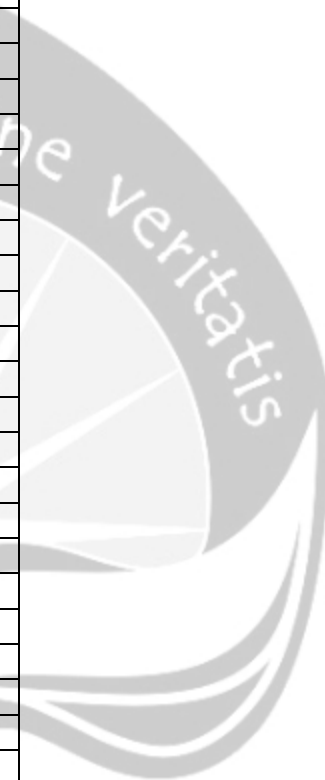
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94	4	4	3	3	5	19	3.8	4	4	3	4	4	19	3.8
95	4	4	4	4	4	20	4	5	4	4	4	4	21	4.2
96	3	3	3	3	3	15	3	3	2	3	3	3	14	2.8
97	4	3	3	3	4	17	3.4	4	3	3	3	3	16	3.2
98	4	3	3	4	4	18	3.6	4	2	3	4	3	16	3.2
99	4	4	4	4	4	20	4	5	3	4	4	4	20	4
100	4	3	3	4	5	19	3.8	4	2	3	4	4	17	3.4
Jml	403	388	367	377	427	1962	392.4	399	356	367	402	388	1912	382.4
Rata2	4.03	3.88	3.67	3.77	4.27	19.62	3.92	3.99	3.56	3.67	4.02	3.88	19.12	3.82

Sumber: Data Primer yang Diolah, November 2019.



No. Resp	Responsiveness									
	Ekspektasi			Skor	Rata-rata	Persepsi			Skor	Rata-rata
	1	2	3			1	2	3		
1	5	4	5	14	4.67	5	5	4	14	4.67
2	4	4	5	13	4.33	4	4	4	12	4
3	4	4	4	12	4	5	4	4	13	4.33
4	4	4	5	13	4.33	4	5	4	13	4.33
5	4	4	5	13	4.33	4	4	4	12	4
6	4	4	4	12	4	5	4	4	13	4.33
7	4	3	3	10	3.33	2	4	2	8	2.67
8	4	5	4	13	4.33	3	4	3	10	3.33
9	3	4	4	11	3.67	2	4	4	10	3.33
10	4	4	5	13	4.33	3	4	4	11	3.67
11	4	4	5	13	4.33	5	4	5	14	4.67
12	4	4	4	12	4	5	4	3	12	4
13	4	4	5	13	4.33	4	4	3	11	3.67
14	4	3	4	11	3.67	3	4	3	10	3.33
15	4	5	5	14	4.67	3	4	4	11	3.67
16	3	4	4	11	3.67	2	3	3	8	2.67
17	5	4	4	13	4.33	4	3	4	11	3.67
18	4	4	5	13	4.33	4	3	4	11	3.67
19	3	4	4	11	3.67	4	3	3	10	3.33
20	4	4	4	12	4	5	4	4	13	4.33
21	5	5	5	15	5	4	4	4	12	4
22	3	3	3	9	3	2	3	2	7	2.33
23	4	4	4	12	4	3	4	3	10	3.33
24	5	4	4	13	4.33	4	5	4	13	4.33
25	4	4	4	12	4	5	5	5	15	5
26	4	4	5	13	4.33	5	4	5	14	4.67
27	3	3	4	10	3.33	2	4	3	9	3
28	4	4	4	12	4	4	5	4	13	4.33
29	4	4	5	13	4.33	4	4	5	13	4.33
30	3	3	4	10	3.33	4	4	3	11	3.67
31	4	4	4	12	4	4	4	3	11	3.67
32	3	4	4	11	3.67	4	4	3	11	3.67
33	3	4	4	11	3.67	4	4	4	12	4
34	3	3	3	9	3	2	3	2	7	2.33
35	3	3	4	10	3.33	4	3	3	10	3.33
36	3	3	4	10	3.33	4	4	4	12	4
37	3	4	5	12	4	4	4	4	12	4
38	3	3	4	10	3.33	2	4	3	9	3
39	3	3	3	9	3	4	4	3	11	3.67
40	3	3	4	10	3.33	4	3	3	10	3.33
41	4	4	4	12	4	4	4	3	11	3.67
42	3	3	4	10	3.33	4	3	3	10	3.33
43	4	4	5	13	4.33	4	4	4	12	4
44	3	3	5	11	3.67	4	3	4	11	3.67

45	4	4	4	12	4	4	3	3	10	3.33
46	3	3	3	9	3	2	3	3	8	2.67
47	3	3	4	10	3.33	3	3	2	8	2.67
48	3	4	4	11	3.67	3	4	4	11	3.67
49	4	4	4	12	4	5	5	4	14	4.67
50	3	4	5	12	4	4	3	4	11	3.67
51	4	4	5	13	4.33	5	5	4	14	4.67
52	3	3	4	10	3.33	4	4	3	11	3.67
53	4	4	5	13	4.33	4	3	3	10	3.33
54	3	3	4	10	3.33	5	4	3	12	4
55	4	4	5	13	4.33	4	3	4	11	3.67
56	3	3	3	9	3	4	4	2	10	3.33
57	3	3	4	10	3.33	4	3	3	10	3.33
58	4	4	5	13	4.33	4	3	3	10	3.33
59	3	3	4	10	3.33	5	3	3	11	3.67
60	4	4	4	12	4	4	4	3	11	3.67
61	4	4	5	13	4.33	4	3	2	9	3
62	4	4	5	13	4.33	3	3	2	8	2.67
63	4	4	4	12	4	4	4	3	11	3.67
64	4	4	4	12	4	4	4	3	11	3.67
65	4	4	4	12	4	4	4	4	12	4
66	4	4	5	13	4.33	3	3	4	10	3.33
67	4	4	5	13	4.33	5	4	4	13	4.33
68	4	4	4	12	4	3	3	3	9	3
69	4	4	5	13	4.33	3	4	3	10	3.33
70	4	4	5	13	4.33	4	4	3	11	3.67
71	4	4	4	12	4	4	4	2	10	3.33
72	4	4	4	12	4	5	5	4	14	4.67
73	4	5	4	13	4.33	4	5	4	13	4.33
74	4	4	4	12	4	4	4	3	11	3.67
75	4	4	4	12	4	4	4	3	11	3.67
76	4	4	5	13	4.33	4	4	3	11	3.67
77	4	4	5	13	4.33	5	5	5	15	5
78	4	4	4	12	4	4	4	3	11	3.67
79	4	4	5	13	4.33	5	4	3	12	4
80	4	4	4	12	4	4	3	3	10	3.33
81	4	4	5	13	4.33	5	4	3	12	4
82	4	4	4	12	4	4	3	4	11	3.67
83	4	5	4	13	4.33	4	5	3	12	4
84	3	4	5	12	4	4	4	3	11	3.67
85	5	4	4	13	4.33	5	4	4	13	4.33
86	3	3	4	10	3.33	4	3	4	11	3.67
87	3	4	5	12	4	5	5	4	14	4.67
88	3	3	4	10	3.33	4	4	3	11	3.67
89	3	3	3	9	3	4	4	3	11	3.67
90	3	3	4	10	3.33	4	3	3	10	3.33
91	4	4	4	12	4	4	3	4	11	3.67
92	3	3	4	10	3.33	2	3	2	7	2.33



93	4	4	5	13	4.33	3	4	3	10	3.33
94	3	3	5	11	3.67	4	4	4	12	4
95	4	4	4	12	4	4	4	4	12	4
96	3	3	3	9	3	4	4	2	10	3.33
97	3	3	4	10	3.33	4	2	3	9	3
98	3	4	4	11	3.67	4	3	4	11	3.67
99	4	4	4	12	4	3	2	4	9	3
100	3	4	5	12	4	4	4	5	13	4.33
Jml	367	377	427	1171	390.3	388	378	341	1107	369
Rata2	3.67	3.77	4.27	11.71	3.90	3.88	3.78	3.41	11.07	3.69

Sumber: Data Primer yang Diolah, November 2019.



No. Resp	Assurance															
	Ekspektasi						Skor	Rata-rata	Persepsi						Skor	Rata-rata
	1	2	3	4	5	6			1	2	3	4	5	6		
1	4	5	5	4	5	4	27	4.5	4	4	3	4	4	5	24	4
2	4	4	4	4	5	4	25	4.17	4	3	2	4	5	4	22	3.67
3	4	4	4	4	4	4	24	4	4	4	3	5	5	4	25	4.17
4	4	4	4	4	5	4	25	4.17	4	4	4	5	4	4	25	4.17
5	4	4	4	4	5	4	25	4.17	4	4	3	4	4	5	24	4
6	5	4	4	4	4	4	25	4.17	4	4	4	5	4	4	25	4.17
7	4	4	3	4	4	3	22	3.67	2	4	2	4	4	2	18	3
8	4	4	4	4	5	5	26	4.33	4	4	2	4	3	3	20	3.33
9	3	3	4	4	4	4	22	3.67	3	3	2	4	4	5	21	3.5
10	4	4	4	4	4	4	24	4	4	3	4	5	5	4	25	4.17
11	4	4	4	4	5	4	25	4.17	4	4	4	5	4	5	26	4.33
12	4	4	4	4	4	4	24	4	4	4	4	4	4	4	24	4
13	5	4	4	4	4	4	25	4.17	4	4	3	5	5	5	26	4.33
14	5	4	3	4	4	3	23	3.83	4	3	3	4	4	3	21	3.5
15	4	4	4	4	5	5	26	4.33	4	4	4	4	4	3	23	3.83
16	3	3	4	4	4	4	22	3.67	4	4	4	4	4	3	23	3.83
17	5	5	5	4	4	4	27	4.5	4	4	4	5	5	5	27	4.5
18	4	4	4	4	5	4	25	4.17	4	4	4	4	4	4	24	4
19	3	3	4	4	4	4	22	3.67	3	3	2	4	3	4	19	3.17
20	4	4	3	3	3	4	21	3.5	4	3	3	3	3	3	19	3.17
21	5	5	5	5	5	5	30	5	4	4	3	5	3	5	24	4
22	4	3	3	4	4	3	21	3.5	4	3	3	5	4	4	23	3.83
23	4	4	4	4	4	4	24	4	4	3	4	4	3	4	22	3.67
24	4	5	4	5	4	4	26	4.33	4	4	3	5	4	3	23	3.83
25	4	4	4	4	4	4	24	4	4	4	4	4	4	4	24	4
26	4	4	4	4	5	4	25	4.17	4	4	3	5	4	3	23	3.83
27	4	3	3	3	3	3	19	3.17	3	3	3	3	2	3	17	2.83
28	4	4	4	4	4	4	24	4	4	4	4	4	4	5	25	4.17
29	4	4	4	4	5	4	25	4.17	4	4	4	4	5	4	25	4.17
30	4	3	4	4	5	3	23	3.83	4	3	3	4	4	3	21	3.5
31	4	4	4	4	4	4	24	4	4	4	4	4	4	4	24	4
32	4	3	4	4	4	4	23	3.83	4	3	3	4	4	4	22	3.67
33	4	3	4	4	5	4	24	4	4	3	4	4	3	5	23	3.83
34	4	3	5	4	4	3	23	3.83	4	4	3	4	4	3	22	3.67
35	4	3	4	4	4	3	22	3.67	4	3	4	4	4	2	21	3.5
36	4	3	3	4	5	3	22	3.67	4	3	3	5	5	3	23	3.83
37	4	3	4	4	5	4	24	4	4	4	4	4	4	4	24	4
38	4	3	3	4	4	3	21	3.5	4	4	3	4	4	4	23	3.83
39	3	3	4	4	4	3	21	3.5	3	3	3	4	4	3	20	3.33
40	4	3	3	4	4	3	21	3.5	4	4	3	5	4	3	23	3.83
41	4	4	3	4	5	4	24	4	4	4	3	4	4	4	23	3.83
42	4	3	4	4	4	3	22	3.67	4	3	3	4	4	4	22	3.67
43	4	4	4	4	4	4	24	4	4	4	4	4	4	4	24	4
44	4	3	3	4	5	3	22	3.67	4	3	3	4	4	3	21	3.5

45	4	4	4	4	4	4	24	4	4	4	4	4	4	4	24	4
46	4	3	3	3	4	3	20	3.33	3	3	2	2	3	3	16	2.67
47	4	3	3	4	5	3	22	3.67	4	4	2	4	4	4	22	3.67
48	4	3	3	4	5	4	23	3.83	4	3	2	4	4	4	21	3.5
49	4	4	4	4	4	4	24	4	4	4	2	4	4	3	21	3.5
50	4	3	3	4	4	4	22	3.67	4	3	3	4	5	3	22	3.67
51	4	4	4	4	5	4	25	4.17	4	4	4	4	5	4	25	4.17
52	3	3	3	4	4	3	20	3.33	3	4	3	4	4	3	21	3.5
53	4	4	3	4	4	4	23	3.83	3	4	3	4	5	4	23	3.83
54	4	3	3	4	4	3	21	3.5	3	3	3	4	4	3	20	3.33
55	4	4	4	4	5	4	25	4.17	4	4	2	5	5	4	24	4
56	3	3	3	3	4	3	19	3.17	3	4	3	3	4	3	20	3.33
57	4	3	3	4	4	3	21	3.5	4	3	3	4	4	3	21	3.5
58	4	4	4	4	5	4	25	4.17	4	4	4	5	5	3	25	4.17
59	3	3	3	4	3	3	19	3.17	3	4	3	4	5	3	22	3.67
60	4	4	4	4	5	4	25	4.17	4	4	3	5	5	3	24	4
61	5	4	4	4	5	4	26	4.33	4	4	4	4	5	4	25	4.17
62	4	4	4	4	4	4	24	4	4	4	4	4	5	4	25	4.17
63	4	4	4	4	4	4	24	4	5	4	4	5	5	3	26	4.33
64	4	4	4	4	4	4	24	4	4	4	3	4	3	4	22	3.67
65	4	4	4	4	4	4	24	4	4	4	3	4	4	5	24	4
66	4	4	4	4	5	4	25	4.17	4	4	4	4	4	4	24	4
67	4	4	4	4	5	4	25	4.17	5	4	4	4	5	4	26	4.33
68	5	4	4	4	4	4	25	4.17	4	4	3	5	5	5	26	4.33
69	4	4	4	4	5	4	25	4.17	4	4	3	4	4	4	23	3.83
70	4	4	4	4	5	4	25	4.17	4	4	3	4	5	4	24	4
71	4	4	4	5	4	4	25	4.17	4	4	3	5	5	4	25	4.17
72	5	4	5	4	4	4	26	4.33	4	4	3	4	5	5	25	4.17
73	4	4	4	5	5	5	27	4.5	4	4	4	5	4	5	26	4.33
74	4	4	4	4	5	4	25	4.17	4	4	3	4	5	4	24	4
75	4	4	3	3	3	4	21	3.5	4	3	3	3	4	4	21	3.5
76	4	4	4	4	4	4	24	4	4	4	3	5	5	4	25	4.17
77	4	4	4	4	5	4	25	4.17	4	4	3	4	5	4	24	4
78	4	4	4	4	4	4	24	4	4	3	4	4	5	4	24	4
79	4	4	4	4	4	4	24	4	4	4	4	5	5	4	26	4.33
80	5	4	4	4	4	4	25	4.17	4	4	4	5	5	4	26	4.33
81	5	4	5	4	5	4	27	4.5	4	4	3	4	5	4	24	4
82	4	4	4	4	4	4	24	4	4	4	3	4	4	4	23	3.83
83	4	4	4	4	4	5	25	4.17	4	4	4	5	4	5	26	4.33
84	3	3	4	4	5	4	23	3.83	4	4	4	4	5	4	25	4.17
85	5	5	5	4	4	4	27	4.5	4	4	3	4	4	4	23	3.83
86	4	3	3	4	5	3	22	3.67	4	4	2	5	5	4	24	4
87	4	3	4	4	5	4	24	4	4	4	4	5	5	5	27	4.5
88	4	3	3	4	4	3	21	3.5	4	3	2	4	5	3	21	3.5
89	3	3	4	4	4	3	21	3.5	4	4	4	5	4	3	24	4
90	4	3	3	4	4	3	21	3.5	4	3	3	4	3	2	19	3.17
91	4	4	3	4	5	4	24	4	3	4	3	4	5	4	23	3.83
92	4	3	4	4	4	3	22	3.67	4	2	4	4	5	3	22	3.67

93	4	4	4	4	4	4	24	4	4	3	2	4	4	4	21	3.5
94	4	3	3	4	5	3	22	3.67	4	2	2	5	4	2	19	3.17
95	4	4	4	4	4	4	24	4	4	4	4	4	5	4	25	4.17
96	4	3	3	3	4	3	20	3.33	4	2	2	3	3	2	16	2.67
97	4	3	3	4	5	3	22	3.67	4	3	3	4	4	3	21	3.5
98	4	3	3	4	5	4	23	3.83	4	3	3	5	5	5	25	4.17
99	4	4	4	4	4	4	24	4	4	4	3	5	5	3	24	4
100	4	3	3	4	4	4	22	3.67	4	3	2	4	3	2	18	3
Jml	402	367	377	398	435	377	2356	392.7	389	364	320	423	425	374	2295	382.5
Rata2	4.02	3.67	3.77	3.98	4.35	3.77	23.56	3.93	3.89	3.64	3.20	4.23	4.25	3.74	22.95	3.83

Sumber: Data Primer yang Diolah, November 2019.



No. Resp	Emphaty													
	Ekspektasi					Skor	Rata-rata	Persepsi					Skor	Rata-rata
	1	2	3	4	5			1	2	3	4	5		
1	4	4	3	4	4	19	3.8	4	4	2	5	4	19	3.8
2	4	4	3	4	4	19	3.8	4	4	4	4	4	20	4
3	4	4	3	3	4	18	3.6	4	4	4	4	4	20	4
4	4	4	3	3	4	18	3.6	4	4	2	3	4	17	3.4
5	4	3	3	3	4	17	3.4	4	4	4	3	4	19	3.8
6	5	4	4	4	4	21	4.2	4	5	4	5	5	23	4.6
7	4	4	3	3	4	18	3.6	3	4	3	4	3	17	3.4
8	4	4	3	4	3	18	3.6	5	4	4	5	4	22	4.4
9	5	3	3	3	4	18	3.6	4	3	4	3	4	18	3.6
10	5	3	4	4	4	20	4	4	4	4	4	4	20	4
11	5	3	4	4	4	20	4	4	4	4	4	4	20	4
12	5	4	4	3	4	20	4	4	4	4	3	2	17	3.4
13	4	4	3	4	4	19	3.8	4	5	3	5	5	22	4.4
14	3	3	4	3	4	17	3.4	3	5	4	4	2	18	3.6
15	4	4	4	4	4	20	4	5	4	4	5	4	22	4.4
16	5	4	3	3	4	19	3.8	4	3	4	3	4	18	3.6
17	5	4	3	4	4	20	4	4	5	4	5	4	22	4.4
18	5	4	4	3	4	20	4	4	4	4	4	4	20	4
19	4	3	4	3	3	17	3.4	4	3	2	4	3	16	3.2
20	4	4	3	3	4	18	3.6	4	4	4	4	4	20	4
21	4	4	3	4	4	19	3.8	5	5	4	5	5	24	4.8
22	4	4	4	4	4	20	4	3	4	3	2	4	16	3.2
23	5	4	4	4	4	21	4.2	4	4	4	4	4	20	4
24	5	4	4	4	4	21	4.2	4	4	4	4	4	20	4
25	5	4	3	4	4	20	4	4	4	4	4	4	20	4
26	5	4	4	3	3	19	3.8	4	4	4	4	4	20	4
27	5	4	4	3	3	19	3.8	3	4	4	4	4	19	3.8
28	4	4	3	3	3	17	3.4	4	4	4	4	4	20	4
29	4	4	4	4	4	20	4	4	4	4	4	4	20	4
30	5	4	4	4	4	21	4.2	3	4	3	4	2	16	3.2
31	4	4	4	3	4	19	3.8	4	4	4	4	4	20	4
32	5	4	3	3	4	19	3.8	4	4	4	4	4	20	4
33	4	4	4	4	3	19	3.8	4	4	4	4	4	20	4
34	5	4	4	4	4	21	4.2	3	4	4	4	4	19	3.8
35	5	4	3	3	4	19	3.8	3	4	2	4	4	17	3.4
36	5	4	4	3	4	20	4	3	4	3	4	3	17	3.4
37	4	4	4	3	4	19	3.8	4	4	4	4	4	20	4
38	4	3	4	4	3	18	3.6	3	4	3	4	4	18	3.6
39	4	3	4	4	4	19	3.8	3	3	4	4	2	16	3.2
40	4	3	3	3	4	17	3.4	3	4	4	3	4	18	3.6
41	5	4	4	4	3	20	4	4	4	4	4	4	20	4
42	5	4	3	4	3	19	3.8	3	4	3	4	4	18	3.6
43	4	4	4	4	4	20	4	4	4	4	4	4	20	4
44	4	4	4	4	4	20	4	3	4	3	2	4	16	3.2

45	4	3	4	4	4	19	3.8	4	4	4	4	4	20	4
46	5	4	3	3	3	18	3.6	3	4	3	3	3	16	3.2
47	5	4	4	4	4	21	4.2	3	4	4	4	3	18	3.6
48	5	4	4	4	4	21	4.2	4	4	4	4	3	19	3.8
49	5	4	4	4	4	21	4.2	4	4	4	4	4	20	4
50	4	4	4	4	4	20	4	4	4	4	4	3	19	3.8
51	4	4	3	4	4	19	3.8	4	4	4	4	4	20	4
52	4	3	4	3	4	18	3.6	3	3	3	4	3	16	3.2
53	4	4	4	4	3	19	3.8	4	4	3	4	4	19	3.8
54	4	4	3	4	3	18	3.6	3	4	3	4	3	17	3.4
55	4	4	4	4	4	20	4	4	4	4	4	4	20	4
56	5	4	4	4	4	21	4.2	3	3	3	2	3	14	2.8
57	4	4	3	4	3	18	3.6	3	4	3	4	3	17	3.4
58	5	4	4	4	4	21	4.2	4	4	4	4	4	20	4
59	5	4	3	4	3	19	3.8	3	3	4	4	4	18	3.6
60	5	4	4	4	4	21	4.2	4	4	4	4	4	20	4
61	4	4	4	4	3	19	3.8	4	5	4	4	4	21	4.2
62	4	3	3	3	4	17	3.4	4	4	4	4	4	20	4
63	5	4	4	3	4	20	4	4	4	4	4	4	20	4
64	5	4	4	4	4	21	4.2	4	4	4	4	4	20	4
65	5	4	4	3	4	20	4	4	4	4	4	4	20	4
66	5	4	3	3	4	19	3.8	4	4	4	4	4	20	4
67	4	3	4	3	4	18	3.6	4	4	4	4	4	20	4
68	4	3	4	4	4	19	3.8	4	5	4	4	4	21	4.2
69	4	4	3	3	3	17	3.4	4	4	4	4	4	20	4
70	4	4	4	4	4	20	4	4	4	4	4	4	20	4
71	5	4	4	3	4	20	4	4	4	4	4	5	21	4.2
72	4	4	4	4	4	20	4	4	5	4	5	4	22	4.4
73	5	4	3	4	4	20	4	5	4	4	4	5	22	4.4
74	4	3	4	4	3	18	3.6	4	4	4	4	4	20	4
75	5	4	4	4	4	21	4.2	4	4	3	4	4	19	3.8
76	4	4	3	4	4	19	3.8	4	4	4	4	4	20	4
77	5	4	3	4	4	20	4	4	4	4	4	4	20	4
78	5	4	4	4	3	20	4	4	4	4	4	4	20	4
79	5	4	4	4	4	21	4.2	4	4	4	4	4	20	4
80	5	3	3	3	4	18	3.6	4	5	4	4	4	21	4.2
81	5	4	4	3	3	19	3.8	4	5	4	4	4	21	4.2
82	5	4	4	3	4	20	4	4	4	4	4	4	20	4
83	4	4	4	4	4	20	4	5	4	4	5	4	22	4.4
84	4	4	3	4	4	19	3.8	4	3	4	3	4	18	3.6
85	4	4	4	4	4	20	4	4	5	4	5	4	22	4.4
86	4	4	3	4	3	18	3.6	3	4	3	4	3	17	3.4
87	5	4	4	4	4	21	4.2	4	4	4	4	4	20	4
88	5	4	3	4	4	20	4	3	4	3	4	4	18	3.6
89	4	4	4	4	4	20	4	3	3	4	4	4	18	3.6
90	4	3	4	4	4	19	3.8	3	4	4	3	4	18	3.6
91	4	3	4	4	4	19	3.8	4	4	4	4	4	20	4
92	4	4	4	4	3	19	3.8	3	4	3	4	4	18	3.6

93	5	4	3	3	4	19	3.8	4	4	4	4	4	20	4
94	4	4	4	3	4	19	3.8	3	4	3	4	4	18	3.6
95	5	4	4	4	5	22	4.4	4	4	4	4	4	20	4
96	4	3	4	4	4	19	3.8	3	4	3	3	3	16	3.2
97	5	4	3	4	4	20	4	3	4	4	4	3	18	3.6
98	4	4	4	4	4	20	4	4	4	4	4	3	19	3.8
99	5	4	3	3	4	19	3.8	4	4	4	4	4	20	4
100	5	4	4	4	4	21	4.2	4	4	4	4	3	19	3.8
Jml	447	381	363	365	380	1936	387.2	377	402	372	394	381	1926	385.2
Rata2	4.47	3.81	3.63	3.65	3.80	19.36	3.87	3.77	4.02	3.72	3.94	3.81	19.26	3.85

Sumber: Data Primer yang Diolah, November 2019.



Lampiran
Uji Validitas dan Reliabilitas
1. Untuk Tangibles (Skala Ekspektasi)
Correlations

Correlations

		e1	e2	e3	e4	e5	e6	e7	e8	e9	E_Tangibles
e1	Pearson Correlation	1	,622**	,390**	,392**	,321**	,178	,479**	,358**	,198	,642**
	Sig. (2-tailed)		,000	,000	,000	,001	,076	,000	,000	,048	,000
	N	30	30	30	30	30	30	30	30	30	30
e2	Pearson Correlation	,622**	1	,296*	,474**	,051	,148	,397**	,283**	,081	,557**
	Sig. (2-tailed)	,000		,003	,000	,612	,142	,000	,004	,425	,000
	N	30	30	30	30	30	30	30	30	30	30
e3	Pearson Correlation	,390**	,296*	1	,469**	,247**	,566**	,558**	,403**	,008	,681**
	Sig. (2-tailed)	,000	,003		,000	,013	,000	,000	,000	,937	,000
	N	30	30	30	30	30	30	30	30	30	30
e4	Pearson Correlation	,392**	,474**	,469**	1	,230	,654**	,577**	,299**	,081	,755**
	Sig. (2-tailed)	,000	,000	,000		,022	,000	,000	,003	,422	,000
	N	30	30	30	30	30	30	30	30	30	30
e5	Pearson Correlation	,321**	,051	,247**	,230	1	,406**	,439**	,508**	,263**	,583**
	Sig. (2-tailed)	,001	,612	,013	,022		,000	,000	,000	,008	,000
	N	30	30	30	30	30	30	30	30	30	30
e6	Pearson Correlation	,178	,148	,566**	,654**	,406**	1	,538**	,389**	,064	,722**
	Sig. (2-tailed)	,076	,142	,000	,000	,000		,000	,000	,526	,000
	N	30	30	30	30	30	30	30	30	30	30
e7	Pearson Correlation	,479**	,397**	,558**	,577**	,439**	,538**	1	,368**	,162	,800**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,108	,000
	N	30	30	30	30	30	30	30	30	30	30
e8	Pearson Correlation	,358**	,283**	,403**	,299**	,508**	,389**	,368**	1	,326**	,638**
	Sig. (2-tailed)	,000	,004	,000	,003	,000	,000	,000		,001	,000
	N	30	30	30	30	30	30	30	30	30	30
e9	Pearson Correlation	,198	,081	,008	,081	,263**	,064	,162	,326**	1	,382**
	Sig. (2-tailed)	,048	,425	,937	,422	,008	,526	,108	,001		,000
	N	30	30	30	30	30	30	30	30	30	30
E_Tangibles	Pearson Correlation	,642**	,557**	,681**	,755**	,583**	,722**	,800**	,638**	,382**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	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).

Reliability
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	30,0
	Excluded ^a	0	,0
	Total	30	30,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,812	9

2. Untuk Tangibles (Skala Persepsi) Correlations

Correlations

		p1	p2	p3	p4	p5	p6	p7	p8	p9	P_Tangi bles
p1	Pearson Correlation	1	,177	,124	,138	,121	,190	,282**	,433**	,304**	,564**
	Sig. (2-tailed)		,079	,220	,171	,229	,059	,005	,000	,002	,000
	N	30	30	30	30	30	30	30	30	30	30
p2	Pearson Correlation	,177	1	,250	,147	,170	,227	,114	,168	,298	,598
	Sig. (2-tailed)	,079		,012	,144	,091	,023	,260	,094	,003	,000
	N	30	30	30	30	30	30	30	30	30	30
p3	Pearson Correlation	,124	,250	1	,121	,210	,335**	,207	,221	,044	,524
	Sig. (2-tailed)	,220	,012		,231	,036	,001	,039	,027	,662	,000
	N	30	30	30	30	30	30	30	30	30	30
p4	Pearson Correlation	,138	,147	,121	1	,132	,172	,170	,127	,165	,461
	Sig. (2-tailed)	,171	,144	,231		,189	,088	,090	,209	,101	,000
	N	30	30	30	30	30	30	30	30	30	30
p5	Pearson Correlation	,121	,170	,210	,132	1	,124	,075	-,043	,020	,393
	Sig. (2-tailed)	,229	,091	,036	,189		,220	,459	,672	,842	,000
	N	30	30	30	30	30	30	30	30	30	30
p6	Pearson Correlation	,190	,227	,335**	,172	,124	1	,359**	,283**	,137	,577**
	Sig. (2-tailed)	,059	,023	,001	,088	,220		,000	,004	,174	,000
	N	30	30	30	30	30	30	30	30	30	30
p7	Pearson Correlation	,282**	,114	,207	,170	,075	,359**	1	,286**	,077	,500**
	Sig. (2-tailed)	,005	,260	,039	,090	,459	,000		,004	,447	,000
	N	30	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	,433**	,168	,221	,127	-,043	,283**	,286**	1	,349**	,585**
	Sig. (2-tailed)	,000	,094	,027	,209	,672	,004	,004		,000	,000
	N	30	30	30	30	30	30	30	30	30	30
p9	Pearson Correlation	,304**	,298	,044	,165	,020	,137	,077	,349**	1	,518**
	Sig. (2-tailed)	,002	,003	,662	,101	,842	,174	,447	,000		,000
	N	30	30	30	30	30	30	30	30	30	30
P_Tangi bles	Pearson Correlation	,564**	,598	,524	,461	,393	,577**	,500**	,585**	,518**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	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).

Reliability Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	30,0
	Excluded ^a	0	,0
	Total	30	30,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,665	9

3. Untuk Reliability (Skala Ekspektasi) Correlations

Correlations

		e1	e2	e3	e4	e5	E_Reliability
e1	Pearson Correlation	1	,420**	,457**	,280**	,225**	,608**
	Sig. (2-tailed)		,000	,000	,005	,024	,000
	N	30	30	30	30	30	30
e2	Pearson Correlation	,420**	1	,469**	,471**	,267**	,701**
	Sig. (2-tailed)	,000		,000	,000	,007	,000
	N	30	30	30	30	30	30
e3	Pearson Correlation	,457**	,469**	1	,651**	,322**	,811**
	Sig. (2-tailed)	,000	,000		,000	,001	,000
	N	30	30	30	30	30	30
e4	Pearson Correlation	,280**	,471**	,651**	1	,452**	,809**
	Sig. (2-tailed)	,005	,000	,000		,000	,000
	N	30	30	30	30	30	30
e5	Pearson Correlation	,225**	,267**	,322**	,452**	1	,667**
	Sig. (2-tailed)	,024	,007	,001	,000		,000
	N	30	30	30	30	30	30
E_Reliability	Pearson Correlation	,608**	,701**	,811**	,809**	,667**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	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).

Reliability Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	30,0
	Excluded ^a	0	,0
	Total	30	30,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,765	5

4. Untuk Reliability (Skala Persepsi) Correlations

Correlations

		p1	p2	p3	p4	p5	P_Reliability
p1	Pearson Correlation	1	,412**	,343**	,235*	,099	,682**
	Sig. (2-tailed)		,000	,000	,019	,327	,000
	N	30	30	30	30	30	30
p2	Pearson Correlation	,412**	1	,352**	,241*	,163	,698**
	Sig. (2-tailed)	,000		,000	,016	,105	,000
	N	30	30	30	30	30	30
p3	Pearson Correlation	,343**	,352**	1	,520**	,190	,708**
	Sig. (2-tailed)	,000	,000		,000	,058	,000
	N	30	30	30	30	30	30
p4	Pearson Correlation	,235*	,241*	,520**	1	,223*	,641**
	Sig. (2-tailed)	,019	,016	,000		,025	,000
	N	30	30	30	30	30	30
p5	Pearson Correlation	,099	,163	,190	,223*	1	,510**
	Sig. (2-tailed)	,327	,105	,058	,025		,000
	N	30	30	30	30	30	30
P_Reliability	Pearson Correlation	,682**	,698**	,708**	,641**	,510**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	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).

Reliability Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	30,0
	Excluded ^a	0	,0
	Total	30	30,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,647	5

5. Untuk Responsiveness (Skala Ekspektasi) Correlations

Correlations

		e1	e2	e3	E_Responsiveness
e1	Pearson Correlation	1	,651**	,322**	,811**
	Sig. (2-tailed)		,000	,001	,000
	N	30	30	30	30
e2	Pearson Correlation	,651**	1	,452**	,858**
	Sig. (2-tailed)	,000		,000	,000
	N	30	30	30	30
e3	Pearson Correlation	,322**	,452**	1	,749**
	Sig. (2-tailed)	,001	,000		,000
	N	30	30	30	30
E_Responsiveness	Pearson Correlation	,811**	,858**	,749**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

Reliability Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	30,0
	Excluded ^a	0	,0
	Total	30	30,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,724	3

6. Untuk Responsiveness (Skala Persepsi) Correlations

Correlations

		p1	p2	p3	P_Responsiveness
p1	Pearson Correlation	1	,353**	,424**	,859**
	Sig. (2-tailed)		,000	,000	,000
	N	30	30	30	30
p2	Pearson Correlation	,353**	1	,318	,783**
	Sig. (2-tailed)	,000		,001	,000
	N	30	30	30	30
p3	Pearson Correlation	,424**	,318	1	,456**
	Sig. (2-tailed)	,000	,001		,000
	N	30	30	30	30
P_Responsiveness	Pearson Correlation	,859**	,783**	,456**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

Reliability Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	30,0
	Excluded ^a	0	,0
	Total	30	30,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,633	3

7. Untuk Assurance (Skala Ekspektasi) Correlations

Correlations

		e1	e2	e3	e4	e5	e6	E_Assurance
e1	Pearson Correlation	1	,500	,297	,145	,093	,232	,562
	Sig. (2-tailed)		,000	,003	,151	,358	,020	,000
	N	30	30	30	30	30	30	30
e2	Pearson Correlation	,500	1	,577	,299	,081	,651	,804
	Sig. (2-tailed)	,000		,000	,003	,422	,000	,000
	N	30	30	30	30	30	30	30
e3	Pearson Correlation	,297	,577	1	,368	,162	,530	,759
	Sig. (2-tailed)	,003	,000		,000	,108	,000	,000
	N	30	30	30	30	30	30	30
e4	Pearson Correlation	,145	,299	,368	1	,326	,333	,560
	Sig. (2-tailed)	,151	,003	,000		,001	,001	,000
	N	30	30	30	30	30	30	30
e5	Pearson Correlation	,093	,081	,162	,326	1	,242	,485
	Sig. (2-tailed)	,358	,422	,108	,001		,015	,000
	N	30	30	30	30	30	30	30
e6	Pearson Correlation	,232	,651	,530	,333	,242	1	,773
	Sig. (2-tailed)	,020	,000	,000	,001	,015		,000
	N	30	30	30	30	30	30	30
E_Assurance	Pearson Correlation	,562	,804	,759	,560	,485	,773	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).

Reliability Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	30,0
	Excluded ^a	0	,0
	Total	30	30,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,737	6

8. Untuk Assurance (Skala Persepsi) Correlations

Correlations

		p1	p2	p3	p4	p5	p6	P_Assurance
p1	Pearson Correlation	1	,095	,334**	,326**	,212	,194	,501
	Sig. (2-tailed)		,346	,001	,001	,035	,053	,000
	N	30	30	30	30	30	30	30
p2	Pearson Correlation	,095	1	,327**	,297**	,299**	,388**	,638**
	Sig. (2-tailed)	,346		,001	,003	,003	,000	,000
	N	30	30	30	30	30	30	30
p3	Pearson Correlation	,334**	,327**	1	,209**	,211**	,276**	,637**
	Sig. (2-tailed)	,001	,001		,037	,035	,005	,000
	N	30	30	30	30	30	30	30
p4	Pearson Correlation	,326**	,297**	,209**	1	,435**	,238**	,643**
	Sig. (2-tailed)	,001	,003	,037		,000	,017	,000
	N	30	30	30	30	30	30	30
p5	Pearson Correlation	,212	,299**	,211**	,435**	1	,230**	,647**
	Sig. (2-tailed)	,035	,003	,035	,000		,021	,000
	N	30	30	30	30	30	30	30
p6	Pearson Correlation	,194	,388**	,276**	,238**	,230**	1	,672**
	Sig. (2-tailed)	,053	,000	,005	,017	,021		,000
	N	30	30	30	30	30	30	30
P_Assurance	Pearson Correlation	,501	,638**	,637**	,643**	,647**	,672**	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).

Reliability Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	30,0
	Excluded ^a	0	,0
	Total	30	30,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,679	6

9. Untuk Emphaty (Skala Ekspektasi) Correlations

Correlations

		e1	e2	e3	e4	e5	E_Emphaty
e1	Pearson Correlation	1	,291**	,016	-,063	,109	,570**
	Sig. (2-tailed)		,003	,878	,536	,280	,000
	N	30	30	30	30	30	30
e2	Pearson Correlation	,291**	1	-,107	,126	-,048	,461**
	Sig. (2-tailed)	,003		,289	,213	,635	,000
	N	30	30	30	30	30	30
e3	Pearson Correlation	,016	-,107	1	,219*	,078	,509**
	Sig. (2-tailed)	,878	,289		,028	,440	,000
	N	30	30	30	30	30	30
e4	Pearson Correlation	-,063	,126	,219*	1	,000	,520**
	Sig. (2-tailed)	,536	,213	,028		1,000	,000
	N	30	30	30	30	30	30
e5	Pearson Correlation	,109	-,048	,078	,000	1	,433**
	Sig. (2-tailed)	,280	,635	,440	1,000		,000
	N	30	30	30	30	30	30
E_Emphaty	Pearson Correlation	,570**	,461**	,509**	,520**	,433**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	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).

Reliability Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	30,0
	Excluded ^a	0	,0
	Total	30	30,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,676	5

10. Untuk Emphaty (Skala Persepsi) Correlations

Correlations

		p1	p2	p3	p4	p5	P_Emphaty
p1	Pearson Correlation	1	,232	,450	,426	,481	,783
	Sig. (2-tailed)		,020	,000	,000	,000	,000
	N	30	30	30	30	30	30
p2	Pearson Correlation	,232	1	,150	,442	,247	,588
	Sig. (2-tailed)	,020		,136	,000	,013	,000
	N	30	30	30	30	30	30
p3	Pearson Correlation	,450**	,150	1	,178	,218	,599**
	Sig. (2-tailed)	,000	,136		,076	,029	,000
	N	30	30	30	30	30	30
p4	Pearson Correlation	,426**	,442**	,178	1	,242	,689
	Sig. (2-tailed)	,000	,000	,076		,015	,000
	N	30	30	30	30	30	30
p5	Pearson Correlation	,481**	,247	,218	,242	1	,674
	Sig. (2-tailed)	,000	,013	,029	,015		,000
	N	30	30	30	30	30	30
P_Emphaty	Pearson Correlation	,783**	,588**	,599**	,689**	,674**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	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).

Reliability Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	30,0
	Excluded ^a	0	,0
	Total	30	30,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,688	5



Lampiran
Hasil Deskriptif Responden
Frequencies

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	2	2,0	2,0	2,0
	16	8	8,0	8,0	10,0
	17	4	4,0	4,0	14,0
	20	12	12,0	12,0	26,0
	21	14	14,0	14,0	40,0
	22	4	4,0	4,0	44,0
	23	2	2,0	2,0	46,0
	25	2	2,0	2,0	48,0
	28	2	2,0	2,0	50,0
	29	4	4,0	4,0	54,0
	30	2	2,0	2,0	56,0
	31	4	4,0	4,0	60,0
	32	8	8,0	8,0	68,0
	33	4	4,0	4,0	72,0
	37	2	2,0	2,0	74,0
	40	2	2,0	2,0	76,0
	43	2	2,0	2,0	78,0
	44	2	2,0	2,0	80,0
	46	2	2,0	2,0	82,0
	47	6	6,0	6,0	88,0
	48	2	2,0	2,0	90,0
	49	2	2,0	2,0	92,0
	51	2	2,0	2,0	94,0
	53	2	2,0	2,0	96,0
	54	2	2,0	2,0	98,0
	57	2	2,0	2,0	100,0
Total		100	100,0	100,0	

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	51	51,0	51,0	51,0
	1	49	49,0	49,0	100,0
Total		100	100,0	100,0	

Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 2000000	30	30,0	30,0	30,0
	> 5000000	5	5,0	5,0	35,0
	2000000-2999999	41	41,0	41,0	76,0
	3000000-3999999	15	15,0	15,0	91,0
	4000000-4999999	9	9,0	9,0	100,0
Total		100	100,0	100,0	

Lampiran
Hasil Perbandingan Skala Ekspektasi dan Skala Persepsi untuk
Tangibles
T-Test

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 e1	4,03	100	,361	,036
p1	3,86	100	,620	,062
Pair 2 e2	4,00	100	,449	,045
p2	3,43	100	,924	,092
Pair 3 e3	3,88	100	,456	,046
p3	4,07	100	,655	,066
Pair 4 e4	3,67	100	,570	,057
p4	3,64	100	,704	,070
Pair 5 e5	3,99	100	,438	,044
p5	3,74	100	,719	,072
Pair 6 e6	3,71	100	,608	,061
p6	3,60	100	,636	,064
Pair 7 e7	3,77	100	,566	,057
p7	3,77	100	,529	,053
Pair 8 e8	3,98	100	,317	,032
p8	3,84	100	,707	,071
Pair 9 e9	4,35	100	,557	,056
p9	4,00	100	,696	,070
Pair 10 E_Tangibles	35,38	100	2,784	,278
P_Tangibles	33,95	100	3,258	,326

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 e1 & p1	100	,154	,125
Pair 2 e2 & p2	100	,316	,001
Pair 3 e3 & p3	100	,468	,000
Pair 4 e4 & p4	100	,356	,000
Pair 5 e5 & p5	100	,120	,235
Pair 6 e6 & p6	100	,455	,000
Pair 7 e7 & p7	100	,935	,000
Pair 8 e8 & p8	100	,391	,000
Pair 9 e9 & p9	100	,104	,303
Pair 10 E_Tangibles & P_Tangibles	100	,599	,000

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 e1 - p1	,170	,667	,067	,038	,302	2,547	99	,012
Pair 2 e2 - p2	,570	,891	,089	,393	,747	6,401	99	,000
Pair 3 e3 - p3	-,190	,598	,060	-,309	-,071	-3,178	99	,002
Pair 4 e4 - p4	,030	,731	,073	-,115	,175	,410	99	,682
Pair 5 e5 - p5	,250	,796	,080	,092	,408	3,140	99	,002
Pair 6 e6 - p6	,110	,650	,065	-,019	,239	1,693	99	,094
Pair 7 e7 - p7	,000	,201	,020	-,040	,040	,000	99	1,000
Pair 8 e8 - p8	,140	,652	,065	,011	,269	2,148	99	,034
Pair 9 e9 - p9	,350	,845	,085	,182	,518	4,140	99	,000
Pair 10 E_Tangibles - P_Tangibles	1,430	2,739	,274	,887	1,973	5,222	99	,000

Hasil Perbandingan Skala Ekspektasi dan Skala Persepsi untuk Reliability T-Test

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 e1	4,03	100	,388	,039
p1	3,99	100	,759	,076
Pair 2 e2	3,88	100	,456	,046
p2	3,56	100	,729	,073
Pair 3 e3	3,67 ^a	100	,570	,057
p3	3,67 ^a	100	,570	,057
Pair 4 e4	3,77	100	,529	,053
p4	4,02	100	,568	,057
Pair 5 e5	4,27	100	,601	,060
p5	3,88	100	,656	,066
Pair 6 E_Reliability	19,62	100	1,847	,185
P_Reliability	19,12	100	2,129	,213

a. The correlation and t cannot be computed because the standard error of the difference is 0.

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 e1 & p1	100	,447	,000
Pair 2 e2 & p2	100	,417	,000
Pair 4 e4 & p4	100	,520	,000
Pair 5 e5 & p5	100	,519	,000
Pair 6 E_Reliability & P_Reliability	100	,767	,000

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	e1 - p1	,040	,680	,068	-,095	,175	,588	99	,558
Pair 2	e2 - p2	,320	,680	,068	,185	,455	4,707	99	,000
Pair 4	e4 - p4	-,250	,539	,054	-,357	-,143	-4,639	99	,000
Pair 5	e5 - p5	,390	,618	,062	,267	,513	6,312	99	,000
Pair 6	E_Reliability - P_Reliability	,500	1,382	,138	,226	,774	3,619	99	,000

Hasil Perbandingan Skala Ekspektasi dan Skala Persepsi untuk Responsiveness

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	e1	3,67	100	,570	,057
	p1	3,88	100	,820	,082
Pair 2	e2	3,77	100	,529	,053
	p2	3,78	100	,675	,068
Pair 3	e3	4,27	100	,601	,060
	p3	3,41	100	,753	,075
Pair 4	E_Responsiveness	11,71	100	1,365	,137
	P_Responsiveness	11,07	100	1,713	,171

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	e1 & p1	100	,282	,004
Pair 2	e2 & p2	100	,338	,001
Pair 3	e3 & p3	100	,445	,000
Pair 4	E_Responsiveness & P_Responsiveness	100	,484	,000

Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	e1 - p1	-,210	,856	,086	-,380	-,040	-2,452	99	,016
Pair 2	e2 - p2	-,010	,703	,070	-,150	,130	-,142	99	,887
Pair 3	e3 - p3	,860	,725	,073	,716	1,004	11,862	99	,000
Pair 4	E_Responsiveness - P_Responsiveness	,640	1,592	,159	,324	,956	4,019	99	,000

Hasil Perbandingan Skala Ekspektasi dan Skala Persepsi untuk Assurance

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	e1	4,02	100	,449	,045
	p1	3,89	100	,399	,040
Pair 2	e2	3,67	100	,570	,057
	p2	3,64	100	,542	,054
Pair 3	e3	3,77	100	,566	,057
	p3	3,20	100	,696	,070
Pair 4	e4	3,98	100	,317	,032
	p4	4,23	100	,584	,058
Pair 5	e5	4,35	100	,557	,056
	p5	4,25	100	,687	,069
Pair 6	e6	3,77	100	,529	,053
	p6	3,74	100	,799	,080
Pair 7	E_Assurance	23,56	100	1,997	,200
	P_Assurance	22,95	100	2,346	,235

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	e1 & p1	100	,350	,000
Pair 2	e2 & p2	100	,528	,000
Pair 3	e3 & p3	100	,374	,000
Pair 4	e4 & p4	100	,625	,000
Pair 5	e5 & p5	100	,218	,030
Pair 6	e6 & p6	100	,550	,000
Pair 7	E_Assurance & P_Assurance	100	,653	,000

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	e1 - p1	,130	,485	,049	,034	,226	2,679	99	,009
Pair 2	e2 - p2	,030	,540	,054	-,077	,137	,555	99	,580
Pair 3	e3 - p3	,570	,714	,071	,428	,712	7,980	99	,000
Pair 4	e4 - p4	-,250	,458	,046	-,341	-,159	-5,461	99	,000
Pair 5	e5 - p5	,100	,785	,078	-,056	,256	1,274	99	,206
Pair 6	e6 - p6	,030	,674	,067	-,104	,164	,445	99	,657
Pair 7	E_Assurance - P_Assurance	,610	1,836	,184	,246	,974	3,322	99	,001

Hasil Perbandingan Skala Ekspektasi dan Skala Persepsi untuk Emphaty T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	e1	4,47	100	,521	,052
	p1	3,77	100	,529	,053
Pair 2	e2	3,81	100	,394	,039
	p2	4,02	100	,449	,045
Pair 3	e3	3,63	100	,485	,049
	p3	3,72	100	,533	,053
Pair 4	e4	3,65	100	,479	,048
	p4	3,94	100	,565	,057
Pair 5	e5	3,80	100	,426	,043
	p5	3,81	100	,581	,058
Pair 6	E_Emphaty	19,36	100	1,159	,116
	P_Emphaty	19,26	100	1,779	,178

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	e1 & p1	100	,030	,770
Pair 2	e2 & p2	100	,079	,436
Pair 3	e3 & p3	100	,142	,159
Pair 4	e4 & p4	100	,183	,069
Pair 5	e5 & p5	100	,049	,629
Pair 6	E_Emphaty & P_Emphaty	100	,165	,101

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	e1 - p1	,700	,732	,073	,555	,845	9,567	99	,000
Pair 2	e2 - p2	-,210	,574	,057	-,324	-,096	-3,660	99	,000
Pair 3	e3 - p3	-,090	,668	,067	-,223	,043	-1,347	99	,181
Pair 4	e4 - p4	-,290	,671	,067	-,423	-,157	-4,321	99	,000
Pair 5	e5 - p5	-,010	,703	,070	-,150	,130	-,142	99	,887
Pair 6	E_Emphaty - P_Emphaty	,100	1,957	,196	-,288	,488	,511	99	,610