BAB V

PENUTUP

Pada bab lima ini penulis mengambil kesimpulan dari penelitian yang telah dilakukan serta merumuskan saran bagi pihak manajemen Carrefour Ambarukmo Plaza.

5.1. Kesimpulan

1. Hasil analisis profil responden diketahui bahwa:

   a. Mayoritas responden (72,2%) dalam penelitian ini adalah wanita.

   b. Mayoritas responden (67,9%) dalam penelitian ini berusia antara 20 sampai 34 tahun.

   c. Mayoritas responden (36,1%) dalam penelitian ini bekerja sebagai pegawai (Swasta, PNS, TNI, POLRI).

   d. Mayoritas responden (46,7%) dalam penelitian ini memiliki penghasilan antara Rp. 600.000 sampai Rp. 1.200.000.

   e. Mayoritas responden (78,3%) dalam penelitian ini berkunjung ke Carrefour sebanyak 1 kali dalam 1 bulan.

2. Hasil analisis *Chi Square* diketahui bahwa:

   a. Terdapat hubungan yang signifikan antara jenis kelamin dengan pekerjaan.

   b. Terdapat hubungan yang signifikan antara usia dengan pekerjaan.

   c. Terdapat hubungan yang signifikan antara usia dengan penghasilan.

   d. Terdapat hubungan yang signifikan antara pekerjaan dengan penghasilan.

86

3. Hasil analisis regresi dapat diketahui bahwa:

a. Kualitas layanan memiliki pengaruh yang signifikan terhadap kepuasan pelanggan. Berdasarkan hal tersebut maka hipotesis penelitian yang diajukan penulis terbukti.

b. Kualitas layanan memiliki pengaruh yang signifikan terhadap loyalitas pelanggan. Berdasarkan hal tersebut maka hipotesis penelitian yang diajukan penulis terbukti.

c. Kepuasan pelanggan tidak memdiasi hubungan kualitas layanan dengan loyalitas pelanggan. Berdasarkan hal tersebut maka hipotesis penelitian yang diajukan penulis tidak terbukti.

d. *Store image* tidak memoderasi pengaruh kualitas layanan terhadap kepuasan pelanggan. Berdasarkan hal tersebut maka hipotesis penelitian yang diajukan penulis tidak terbukti.

e. *Store image* tidak memoderasi pengaruh kepuasan pelanggan terhadap loyalitas pelanggan. Berdasarkan hal tersebut maka hipotesis penelitian yang diajukan penulis tidak terbukti.

f. *Store image* memoderasi pengaruh kualitas layanan terhadap loyalitas pelanggan. Berdasarkan hal tersebut maka hipotesis penelitian yang diajukan penulis terbukti.

4. Hasil analisis *One Sample T-test* dapat diketahui bahwa:

a. Konsumen memiliki persepsi yang baik terhadap kualitas layanan yang diberikan manajemen Carrefour Plaza Ambarukmo Yogyakarta.

b. Konsumen memiliki kepuasan yang tinggi atas pelayanan dari manajemen Carrefour Plaza Ambarukmo Yogyakarta.

c. Konsumen memiliki loyalitas yang tinggi pada Carrefour Plaza Ambarukmo Yogyakarta.

5. Hasil analisis *Oneway Anova* dapat diketahui terdapat perbedaan tingkat loyalitas konsumen. Konsumen dengan frekuensi konjungan lebih dari 3 kali dalam satu bulan memiliki loyalitas yang lebih tinggi dibandingkan konsumen yang berbelanja kurang dari 3 kali dalam satu bulan. Berdasarkan hal tersebut maka hipotesis penelitian yang diajukan penulis tidak terbukti.

5.2. Saran

1. Hasil analisis regresi dapat diketahui bahwa kepuasan tidak memediasi hubungan antara kualitas layanan dengan loyalitas pelanggan. Berdasarkan hal tersebut maka dalam rangka menciptakan loyalitas pelanggan, pihak manajemen Carrefour Plaza Ambarukmo Yogyakarta dapat meningkatkan loyalitas pelanggan dengan memperbaiki kualitas layanan yang antara lain adalah dengan meningkatkan fasilitas fisik yang berupa penataan barang yang lebih menarik secara visual, perhatian terhadap penampilan karyawan serta melengkapi fasilitas toko dengan peralatan yang modern.

2. Berkaitan dengan kehandalan pelayanan, pihak manajemen Carrefour Plaza Ambarukmo Yogyakarta sebaiknya memberikan pelayanan kepada pelanggan sesuai dengan yang dijanjikan, memberikan perhatian yang serius kepada

pelanggan yang mengalami masalah, dan meningkatkan kejujuran karyawan dalam memberikan pelayanan kepada pelanggan.

3. Dalam rangka meningkatkan loyalitas pelanggan, pihak manajemen Carrefour Plaza Ambarukmo Yogyakarta harus mampu meningkatkan kecepatan pelayanan yang diberikan kepada pelanggan. Cara yang dapat dilakukan antara lain adalah dengan meningkatkan kemampuan karyawan dalam memberikan pelayanan yang cepat, kesigapan karyawan dalam memberikan pelayanan kepada pelanggan dan meningkatkan kemampuan karyawan dalam memberikan penjelasan secara terperinci kepada pelanggan.

4. Pihak manajemen Carrefour Plaza Ambarukmo Yogyakarta harus mampu memberikan jaminan kepada pelanggan bahwa karyawan mereka mampu bersikap sopan dalam memberikan pelayanan, karyawan mampu menanamkan rasa percaya pelanggan pada perusahaan, karyawan memberikan pelayanan dengan sabar dan mampu memberikan solusi yang tepat atas permasalahan yang dihadapi.

5. Hasil analisis regresi dapat diketahui bahwa *store image* memperkuat hubungan kausal antara kulaitas layanan dengan loyalitas pelanggan. Berdasarkan hal tersbut maka pihak manajemen harus mampu menciptakan *image* perusahaan yang baik di mata pelanggan. Secara umum *image* dari suatu toko dapat dibangun dengan cara memberikan pelayanan yang baik, mendesaian *layout* toko dengan menarik, dan menyediakan barang dengan lengkap bagi pelanggan.

6. Hasil uji beda dapat diketahui bahwa semakin tinggi frekuensi kunjungan pelanggan akan meningkatkan loyalitas pelanggan pada Carrefour Plaza

Ambarukmo Yogyakarta. Berdasarkan hal tersebut maka pihak manajemen Carrefour Plaza Ambarukmo Yogyakarta harus mampu meningkatkan pelayanan mereka dalam rangka meningkatkan kunjungan pelanggan serta peningkatan loyalitas pelanggan. Peningkatan pelayanan ditekankan pada pelanggan yang berkunjung kurang dari 3 kali dalam satu bulan.

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LAMPIRAN I

KUESIONER

Kepada Yth.

Bapak / Ibu / Sdr/i :

Konsumen Carrefour Ambarukmo Plaza Yogyakarta

di tempat

Dengan hormat,

Perkenankanlah, saya yang bertanda tangan di bawah ini:

Nama   : Hendry Jatmiko Saragi

No. Mhs : 03 03 14245

Adalah mahasiswa Universitas Atma Jaya Yogyakarta yang sedang melakukan penelitian skripsi dengan judul: **"STORE IMAGE SEBAGAI VARIABEL MODERATOR PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN KONSUMEN SERTA DAMPAKNYA PADA LOYALITAS KONSUMEN"**, penulis mengharapkan kesediaan Bapak / Ibu / Saudara / i untuk memberikan tanggapan atas pertanyaan yang saya ajukan. Hal ini semata-mata hanyalah kepentingan untuk menyelesaikan studi yang saya tempuh. Oleh karena itu, jawaban yang diberikan akan besar artinya bagi saya dan perkembangan ilmu pengetahuan.

Atas perhatian dan waktu yang telah Bapak / Ibu / Saudara / i berikan, penulis mengucapkan banyak terima kasih.

Yogyakarta, September 2008

Peneliti

Hendry Jatmiko Saragi

I. DATA DEMOGRAFI RESPONDEN

Pilihlah salah satu jawaban dengan memberi tanda silang (X) untuk setiap pertanyaan berikut ini sesuai dengan kondisi demografi Bapak/Ibu/Sdr/I:

1. Jenis kelamin Bapak/Ibu/Sdr/I:

    a. Pria

    b. Wanita

2. Usia Bapak/Ibu/Sdr/I saat ini:

    a. Kurang dari 20 tahun

    b. 20 – 34 tahun

    c. 35 – 49 tahun

    d. Lebih dari 49 tahun

3. Pekerjaan Bapak/Ibu/Sdr/I saat ini:

    a. Pelajar/Mahasiswa

    b. Pegawai (Swasta, PNS, TNI. POLRI)

    c. Wiraswasta

    d. Lainnya

4. Penghasilan Bapak/Ibu/Sdr/I dalam satu bulan:

    a. Kurang dari Rp. 600.000.

    b. Rp. 6000.000 – Rp. 1.200.000

    c. > Rp. 1.200.000 – Rp. 1.800.000

    d. > Rp. 1.800.000 – Rp. 2.400.000

    e. Lebih dari Rp. 2.400.000

5. Frekuensi berkunjung ke Carrefour dalam satu bulan:

    a. 1 kali.

    b. 2 – 3 kali

    c. Lebih dari 3 kali

II. KUALITAS LAYANAN

Pilihlah salah satu jawaban dengan memberi tanda silang (X) untuk setiap pertanyaan berikut ini sesuai dengan pendapat Bapak/Ibu/Sdr/I mengenai kualitas layanan Carrefour.

Keterangan:
SS = Sangat Setuju;   S = Setuju;   CS = Cukup Setuju;
TS = Tidak Setuju;   STS = Sangat Tidak Setuju.

No	TANGIBLE	SS	S	CS	TS	STS
1	Tata ruang Carrefour menarik secara visual.					
2	Produk yang dijual Carrefour ditata dengan baik.					
3	Karyawan Carrefour berpenampilan menarik.					
4	Carrefour menggunakan peralatan yang modern.					

No	RELIABILITY	SS	S	CS	TS	STS
1	Carrefour memberikan pelayanan sesuai dengan yang dijanjikan pada konsumen.					
2	Carrefour memberikan perhatian serius pada konsumen yang mengalami masalah.					
3	Karyawan Carrefour jujur dalam menjelaskan kepada konsumen mengenai kualitas produk yang dijualnya.					
4	Pelayanan yang diberikan pihak manajemen Carrefour pada konsumen dilakukan dengan baik sejak pertama kali.					
5	Carrefour buka dan tutup dengan tepat waktu.					

No	RESPONSIVENESS	SS	S	CS	TS	STS
1	Karyawan Carrefour memberikan penjelasan dengan terperinci pada saat memberikan pelayanan pada konsumen					
2	Karyawan Carrefour memberi pelayanan dengan segera.					
3	Karyawan Carrefour siap membantu sesuai dengan kebutuhan konsumen.					
4	Karyawan Carrefour menanggapi permintaan konsumen.					

No	ASSURANCE	SS	S	CS	TS	STS
1	Karyawan Carrefour dapat menanamkan rasa percaya kepada konsumen.					
2	Karyawan Carrefour sabar dalam memberikan layanan kepada para konsumen.					
3	Karyawan Carrefour berlaku sopan terhadap konsumen.					
4	Warung Carrefour memberikan jaminan atas pelayanan yang diberikan pada konsumen.					

No	EMPATHY	SS	S	CS	TS	STS
1	Pihak manajemen Carrefour memberikan perhatian yang baik kepada konsumen.					
2	Pihak manajemen Carrefour memberikan perhatian secara individu kepada konsumen.					
3	Pihak manajemen Carrefour memahami keperluan /kebutuhan spesifik konsumen.					
4	Pihak manajemen Carrefour memperhatikan kepentingan konsumen.					
5	Carrefour memiliki jam operasi sesuai dengan kebutuhan konsumen.					

III. STORE IMAGE

Pilihlah salah satu jawaban dengan memberi tanda silang (X) untuk setiap pertanyaan berikut ini sesuai dengan pendapat Bapak/Ibu/Sdr/I mengenai *store image* dari *hypermarket* Carrefour.
Keterangan:
SS = Sangat Setuju;   S = Setuju;   CS = Cukup Setuju;
TS = Tidak Setuju;   STS = Sangat Tidak Setuju.

No	STORE IMAGE	SS	S	CS	TS	STS
1	Carrefour nayaman untuk dijadikan tempat berbelanja.					
2	Harga barang yang dijual Carrefour relatif murah					
3	Karyawan Carrefour memberikan pelayanan yang baik					
4	Carrefour hanya menjual barang dengan kualitas yang baik					
5	Carrefour sering mengadakan program promosi (discount) bagi pelanggan					

IV. KEPUASAN KONSUMEN

Pilihlah salah satu jawaban dengan memberi tanda silang (X) untuk setiap pertanyaan berikut ini sesuai dengan pendapat Bapak/Ibu/Sdr/I mengenai kepuasan konsumen terhadap Carrefour.

Keterangan:

SS = Sangat Setuju;   S = Setuju;   CS = Cukup Setuju;

TS = Tidak Setuju;   STS = Sangat Tidak Setuju.

No	KEPUASAN KONSUMEN	SS	S	CS	TS	STS
1	Saya puas atas fasilitas fisik yang disediakan Carrefour bagi konsumen.					
2	Saya puas atas kehandalan pelayanan yang diberikan pihak manajemen Carrefour.					
3	Saya puas atas kecepatan pelayanan yang diberikan pihak manajemen Carrefour Iga					
4	Saya puas atas jaminan pelayanan dan produk yang dijual oleh pihak manajemen Carrefour					
5	Saya puas atas perhatian yang diberikan oleh pihak karyawan maupun pihak manajemen Carrefour					

V. LOYALITAS KONSUMEN

Pilihlah salah satu jawaban dengan memberi tanda silang (X) untuk setiap pertanyaan berikut ini sesuai dengan pendapat Bapak/Ibu/Sdr/I mengenai loyalitas konsumen terhadap Carrefour.

Keterangan:

SS = Sangat Setuju;   S = Setuju;   CS = Cukup Setuju;

TS = Tidak Setuju;   STS = Sangat Tidak Setuju.

	Loyalitas Konsumen	SS	S	CS	TS	STS
1	Saya yakin saya melakukan hal yang benar dengan berbelanja di Carrefour.					
2	Saya senang dengan keputusan saya berbelanja di Carrefour.					
3	Saya akan kembali berbelanja di Carrefour pada waktu yang akan datang					
4	Saya merekomendasikan kepada orang lain untuk berbelanja di Carrefour					

LAMPIRAN II

Tangible

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.894	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Tangible_1	11.13	4.740	.831	.837
Tangible_2	11.53	4.189	.852	.834
Tangible_3	10.97	5.620	.729	.878
Tangible_4	11.47	5.775	.691	.890

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.03	8.723	2.953	4

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.839	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Reliability_1	14.73	4.478	.515	.838
Reliability_2	15.03	4.033	.621	.812
Reliability_3	14.80	4.097	.631	.809
Reliability_4	15.10	3.817	.797	.762
Reliability_5	14.87	4.120	.653	.803

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.63	6.171	2.484	5

Responsiveness

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.840	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Responsiveness_1	10.70	2.217	.648	.812
Responsiveness_2	10.77	1.978	.793	.739
Responsiveness_3	10.67	2.437	.714	.783
Responsiveness_4	10.87	2.740	.569	.839

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.33	3.954	1.988	4

Assurance

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.804	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Assurance_1	10.23	3.357	.527	.796
Assurance_2	10.83	3.040	.616	.757
Assurance_3	10.77	3.013	.547	.791
Assurance_4	10.77	2.392	.808	.650

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.20	4.924	2.219	4

Emphaty

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.905	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Empathy_1	14.23	4.737	.892	.854
Empathy_2	14.43	5.220	.758	.884
Empathy_3	14.53	5.361	.686	.899
Empathy_4	14.50	4.741	.714	.900
Empathy_5	14.43	5.357	.799	.879

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.03	7.757	2.785	5

Store Image

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.885	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Store_Image_1	14.67	5.954	.873	.824
Store_Image_2	14.77	7.082	.737	.863
Store_Image_3	14.93	6.271	.690	.870
Store_Image_4	14.77	5.909	.726	.863
Store_Image_5	14.73	6.961	.640	.878

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.47	9.775	3.126	5

Kepuasan

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.813	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Kepuasan_1	14.53	6.326	.505	.805
Kepuasan_2	14.40	5.903	.660	.768
Kepuasan_3	14.63	4.378	.762	.724
Kepuasan_4	14.63	5.482	.545	.796
Kepuasan_5	14.60	5.490	.596	.779

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.20	8.234	2.870	5

Loyalitas

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.732	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Loyalitas_1	10.33	3.678	.468	.704
Loyalitas_2	10.43	3.151	.616	.622
Loyalitas_3	10.70	2.838	.536	.671
Loyalitas_4	10.73	3.168	.499	.687

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.07	5.237	2.288	4

LAMPIRAN III

Frequency Table

Jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	50	27,8	27,8	27,8
	Wanita	130	72,2	72,2	100,0
	Total	180	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 th	8	4,4	4,4	4,4
	20 - 34 th	122	67,8	67,8	72,2
	35 - 49 th	41	22,8	22,8	95,0
	> 49 th	9	5,0	5,0	100,0
	Total	180	100,0	100,0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	49	27,2	27,2	27,2
	Pegawai (Swasta, PNS, TNI, POLRI)	65	36,1	36,1	63,3
	Wiraswasta	51	28,3	28,3	91,7
	Lainnya	15	8,3	8,3	100,0
	Total	180	100,0	100,0	

Penghasilan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp. 600.000	24	13,3	13,3	13,3
	Rp. 600.000 - Rp. 1.200.000	84	46,7	46,7	60,0
	> Rp. 1.200.000 - Rp. 1.800.000	41	22,8	22,8	82,8
	> Rp. 1.800.000 - Rp. 2.400.000	17	9,4	9,4	92,2
	> Rp. > Rp. 2.400.000	14	7,8	7,8	100,0
	Total	180	100,0	100,0	

Frekuensi kunjungan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 kali	141	78,3	78,3	78,3
	2 - 3 kali	31	17,2	17,2	95,6
	> 3 kali	8	4,4	4,4	100,0
	Total	180	100,0	100,0	

LAMPIRAN IV

Jenis kelamin * Usia

Crosstab

Count

		Usia				Total
		< 20 th	20 - 34 th	35 - 49 th	> 49 th	
Jenis kelamin	Pria	3	34	9	4	50
	Wanita	5	88	32	5	130
Total		8	122	41	9	180

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.317[a]	3	.509
Likelihood Ratio	2.220	3	.528
Linear-by-Linear Association	.002	1	.965
N of Valid Cases	180		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.22.

Jenis kelamin * Pekerjaan

Crosstab

Count

		Pekerjaan				Total
		Pelajar/Mahasiswa	Pegawai (Swasta, PNS, TNI, POLRI)	Wiraswasta	Lainnya	
Jenis kelamin	Pria	15	11	22	2	50
	Wanita	34	54	29	13	130
Total		49	65	51	15	180

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.571[a]	3	.009
Likelihood Ratio	11.715	3	.008
Linear-by-Linear Association	.143	1	.705
N of Valid Cases	180		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.17.

Jenis kelamin * Penghasilan

Crosstab

Count

		Penghasilan					Total
		< Rp. 600.000	Rp. 600.000 - Rp. 1.200.000	> Rp. 1.200.000 - Rp. 1.800.000	> Rp. 1.800.000 - Rp. 2.400.000	> Rp. > Rp. 2.400.000	
Jenis kelamin	Pria	8	19	14	5	4	50
	Wanita	16	65	27	12	10	130
Total		24	84	41	17	14	180

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.339[a]	4	.674
Likelihood Ratio	2.340	4	.674
Linear-by-Linear Association	.110	1	.740
N of Valid Cases	180		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.89.

Jenis kelamin * Frekuensi kunjungan

Crosstab

Count

		Frekuensi kunjungan			Total
		1 kali	2 - 3 kali	> 3 kali	
Jenis kelamin	Pria	36	12	2	50
	Wanita	105	19	6	130
Total		141	31	8	180

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.232[a]	2	.328
Likelihood Ratio	2.120	2	.346
Linear-by-Linear Association	.847	1	.357
N of Valid Cases	180		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.22.

Usia * Pekerjaan

Crosstab

Count

		Pekerjaan				Total
		Pelajar/Mahasiswa	Pegawai (Swasta, PNS, TNI, POLRI)	Wiraswasta	Lainnya	
Usia	< 20 th	8	0	0	0	8
	20 - 34 th	41	43	29	9	122
	35 - 49 th	0	19	17	5	41
	> 49 th	0	3	5	1	9
Total		49	65	51	15	180

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.754[a]	9	.000
Likelihood Ratio	56.692	9	.000
Linear-by-Linear Association	26.220	1	.000
N of Valid Cases	180		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .67.

Usia * Penghasilan

Crosstab

Count

		Penghasilan					Total
		< Rp. 600.000	Rp. 600.000 - Rp. 1.200.000	> Rp. 1.200.000 - Rp. 1.800.000	> Rp. 1.800.000 - Rp. 2.400.000	> Rp. > Rp. 2.400.000	
Usia	< 20 th	3	5	0	0	0	8
	20 - 34 th	18	60	30	9	5	122
	35 - 49 th	3	14	11	8	5	41
	> 49 th	0	5	0	0	4	9
Total		24	84	41	17	14	180

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.359[a]	12	.000
Likelihood Ratio	35.856	12	.000
Linear-by-Linear Association	18.909	1	.000
N of Valid Cases	180		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .62.

Usia * Frekuensi kunjungan

Crosstab

Count

		Frekuensi kunjungan			Total
		1 kali	2 - 3 kali	> 3 kali	
Usia	< 20 th	5	3	0	8
	20 - 34 th	96	19	7	122
	35 - 49 th	32	8	1	41
	> 49 th	8	1	0	9
Total		141	31	8	180

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.395[a]	6	.623
Likelihood Ratio	4.742	6	.577
Linear-by-Linear Association	.932	1	.334
N of Valid Cases	180		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .36.

Pekerjaan * Penghasilan

Crosstab

Count

		Penghasilan					Total
		< Rp. 600.000	Rp. 600.000 - Rp. 1.200.000	> Rp. 1.200.000 - Rp. 1.800.000	> Rp. 1.800.000 - Rp. 2.400.000	> Rp. > Rp. 2.400.000	
Pekerjaan	Pelajar/Mahasiswa	14	30	5	0	0	49
	Pegawai (Swasta, PNS, TNI, POLRI)	6	37	15	5	2	65
	Wiraswasta	2	13	18	8	10	51
	Lainnya	2	4	3	4	2	15
Total		24	84	41	17	14	180

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.665[a]	12	.000
Likelihood Ratio	61.481	12	.000
Linear-by-Linear Association	39.233	1	.000
N of Valid Cases	180		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 1.17.

Pekerjaan * Frekuensi kunjungan

Crosstab

Count

		Frekuensi kunjungan			Total
		1 kali	2 - 3 kali	> 3 kali	
Pekerjaan	Pelajar/Mahasiswa	37	9	3	49
	Pegawai (Swasta, PNS, TNI, POLRI)	54	9	2	65
	Wiraswasta	38	10	3	51
	Lainnya	12	3	0	15
Total		141	31	8	180

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.528[a]	6	.865
Likelihood Ratio	3.191	6	.784
Linear-by-Linear Association	.042	1	.838
N of Valid Cases	180		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .67.

Crosstabs

Penghasilan * Frekuensi kunjungan Crosstabulation

Count

		Frekuensi kunjungan			Total
		1 kali	2 - 3 kali	> 3 kali	
Penghasilan	< Rp. 600.000	18	6	0	24
	Rp. 600.000 - Rp. 1.200.000	69	12	3	84
	> Rp. 1.200.000 - Rp. 1.800.000	33	6	2	41
	> Rp. 1.800.000 - Rp. 2.400.000	10	6	1	17
	> Rp. > Rp. 2.400.000	11	1	2	14
Total		141	31	8	180

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.871[a]	8	.209
Likelihood Ratio	10.289	8	.245
Linear-by-Linear Association	1.921	1	.166
N of Valid Cases	180		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .62.

LAMPIRAN V
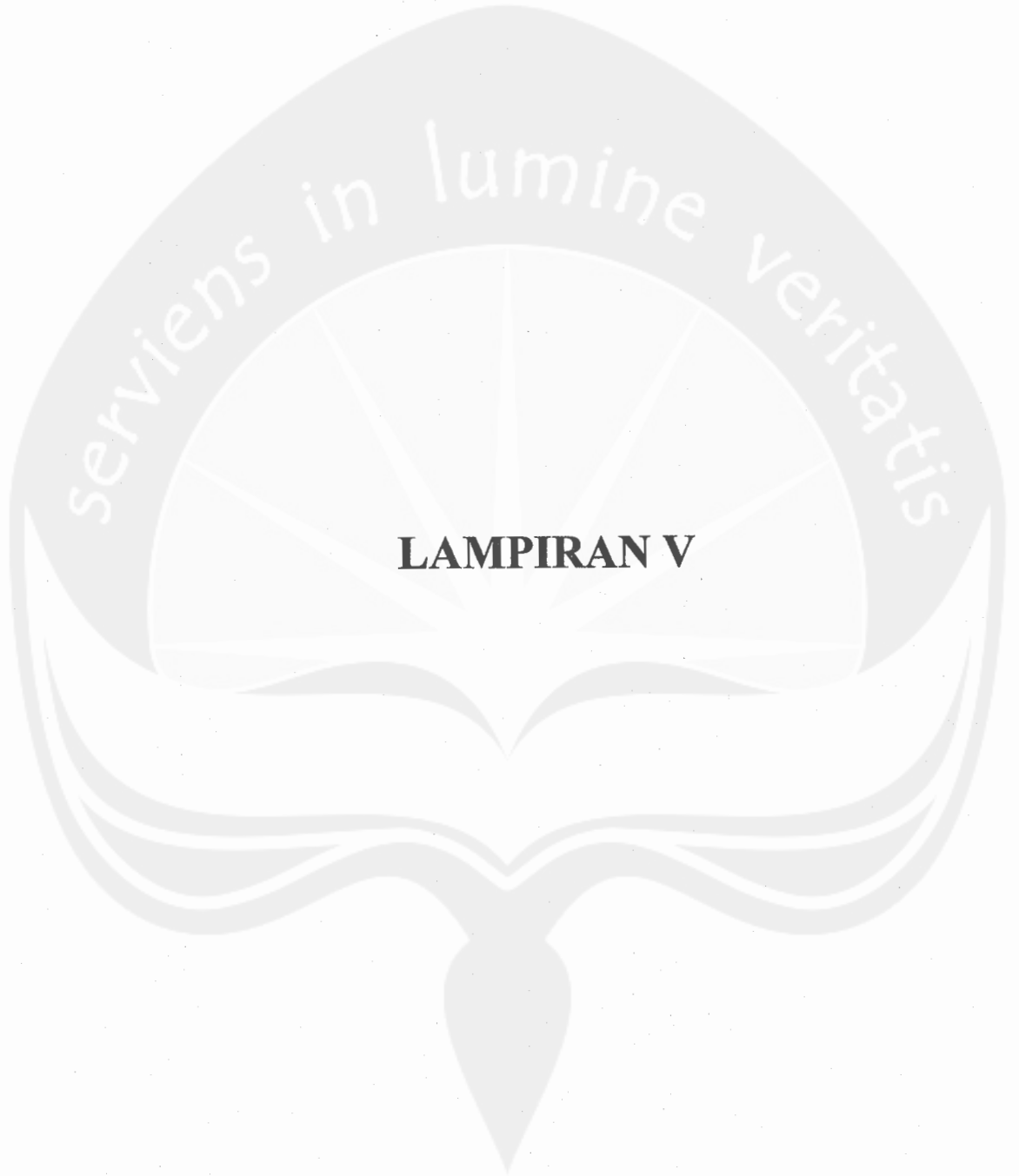
Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Tangible	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Empathy	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Kepuasan Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.466[a]	.217	.212	.43672
2	.526[b]	.276	.268	.42100

a. Predictors: (Constant), Tangible

b. Predictors: (Constant), Tangible, Empathy

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.392	1	9.392	49.243	.000[a]
	Residual	33.949	178	.191		
	Total	43.341	179			
2	Regression	11.970	2	5.985	33.769	.000[b]
	Residual	31.371	177	.177		
	Total	43.341	179			

a. Predictors: (Constant), Tangible

b. Predictors: (Constant), Tangible, Empathy

c. Dependent Variable: Kepuasan Pelanggan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.625	.203		12.954	.000
	Tangible	.349	.050	.466	7.017	.000
2	(Constant)	2.051	.247		8.317	.000
	Tangible	.331	.048	.441	6.865	.000
	Empathy	.180	.047	.245	3.814	.000

a. Dependent Variable: Kepuasan Pelanggan

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Reliability	.062[a]	.703	.483	.053	.565
	Responsiveness	.013[a]	.171	.865	.013	.757
	Assurance	.099[a]	1.497	.136	.112	.994
	Empathy	.245[a]	3.814	.000	.276	.990
2	Reliability	.032[b]	.377	.707	.028	.560
	Responsiveness	-.032[b]	-.433	.665	-.033	.738
	Assurance	-.051[b]	-.659	.511	-.050	.693

a. Predictors in the Model: (Constant), Tangible

b. Predictors in the Model: (Constant), Tangible, Empathy

c. Dependent Variable: Kepuasan Pelanggan

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas layanan	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Kepuasan Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.446[a]	.199	.194	.44173

a. Predictors: (Constant), Kualitas layanan

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.608	1	8.608	44.115	.000[b]
	Residual	34.733	178	.195		
	Total	43.341	179			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas layanan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.060	.298		6.910	.000
	Kualitas layanan	.514	.077	.446	6.642	.000

a. Dependent Variable: Kepuasan Pelanggan

Regression

Model	Variables Entered	Variables Removed	Method
1	Tangible	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Assurance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Responsiveness	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	Reliability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Loyalitas Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668[a]	.446	.443	.39600
2	.777[b]	.603	.599	.33603
3	.837[c]	.701	.696	.29275
4	.850[d]	.722	.715	.28301

a. Predictors: (Constant), Tangible

b. Predictors: (Constant), Tangible, Assurance

c. Predictors: (Constant), Tangible, Assurance, Responsiveness

d. Predictors: (Constant), Tangible, Assurance, Responsiveness, Reliability

ANOVA[e]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.474	1	22.474	143.317	.000[a]
	Residual	27.913	178	.157		
	Total	50.387	179			
2	Regression	30.400	2	15.200	134.612	.000[b]
	Residual	19.987	177	.113		
	Total	50.387	179			
3	Regression	35.303	3	11.768	137.306	.000[c]
	Residual	15.084	176	.086		
	Total	50.387	179			
4	Regression	36.370	4	9.093	113.520	.000[d]
	Residual	14.017	175	.080		
	Total	50.387	179			

a. Predictors: (Constant), Tangible

b. Predictors: (Constant), Tangible, Assurance

c. Predictors: (Constant), Tangible, Assurance, Responsiveness

d. Predictors: (Constant), Tangible, Assurance, Responsiveness, Reliability

e. Dependent Variable: Loyalitas Pelanggan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.781	.184		9.693	.000
	Tangible	.541	.045	.668	11.972	.000
2	(Constant)	.728	.200		3.637	.000
	Tangible	.515	.038	.637	13.411	.000
	Assurance	.309	.037	.398	8.378	.000
3	(Constant)	.140	.191		.735	.464
	Tangible	.373	.038	.460	9.698	.000
	Assurance	.303	.032	.390	9.414	.000
	Responsiveness	.308	.041	.359	7.563	.000
4	(Constant)	.025	.187		.131	.896
	Tangible	.286	.044	.353	6.463	.000
	Assurance	.288	.031	.370	9.181	.000
	Responsiveness	.264	.041	.307	6.394	.000
	Reliability	.175	.048	.204	3.650	.000

a. Dependent Variable: Loyalitas Pelanggan

Excluded Variables[e]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Reliability	.375[a]	5.437	.000	.378	.565
	Responsiveness	.370[a]	6.391	.000	.433	.757
	Assurance	.398[a]	8.378	.000	.533	.994
	Empathy	.295[a]	5.708	.000	.394	.990
2	Reliability	.310[b]	5.238	.000	.367	.555
	Responsiveness	.359[b]	7.563	.000	.495	.756
	Empathy	.108[b]	1.917	.057	.143	.690
3	Reliability	.204[c]	3.650	.000	.266	.507
	Empathy	.045[c]	.888	.376	.067	.670
4	Empathy	.050[d]	1.024	.307	.077	.669

a. Predictors in the Model: (Constant), Tangible

b. Predictors in the Model: (Constant), Tangible, Assurance

c. Predictors in the Model: (Constant), Tangible, Assurance, Responsiveness

d. Predictors in the Model: (Constant), Tangible, Assurance, Responsiveness, Reliability

e. Dependent Variable: Loyalitas Pelanggan

Regression

Model	Variables Entered	Variables Removed	Method
1	Kualitas layanan	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Loyalitas Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827[a]	.684	.682	.29915

a. Predictors: (Constant), Kualitas layanan

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.458	1	34.458	385.040	.000[a]
	Residual	15.929	178	.089		
	Total	50.387	179			

a. Predictors: (Constant), Kualitas layanan

b. Dependent Variable: Loyalitas Pelanggan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.014	.202		.071	.944
	Kualitas layanan	1.029	.052	.827	19.622	.000

a. Dependent Variable: Loyalitas Pelanggan

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Tangible	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Assurance	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Responsiveness	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	Reliability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Loyalitas Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668[a]	.446	.443	.39600
2	.777[b]	.603	.599	.33603
3	.837[c]	.701	.696	.29275
4	.850[d]	.722	.715	.28301

a. Predictors: (Constant), Tangible

b. Predictors: (Constant), Tangible, Assurance

c. Predictors: (Constant), Tangible, Assurance, Responsiveness

d. Predictors: (Constant), Tangible, Assurance, Responsiveness, Reliability

ANOVA[e]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.474	1	22.474	143.317	.000[a]
	Residual	27.913	178	.157		
	Total	50.387	179			
2	Regression	30.400	2	15.200	134.612	.000[b]
	Residual	19.987	177	.113		
	Total	50.387	179			
3	Regression	35.303	3	11.768	137.306	.000[c]
	Residual	15.084	176	.086		
	Total	50.387	179			
4	Regression	36.370	4	9.093	113.520	.000[d]
	Residual	14.017	175	.080		
	Total	50.387	179			

a. Predictors: (Constant), Tangible

b. Predictors: (Constant), Tangible, Assurance

c. Predictors: (Constant), Tangible, Assurance, Responsiveness

d. Predictors: (Constant), Tangible, Assurance, Responsiveness, Reliability

e. Dependent Variable: Loyalitas Pelanggan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.781	.184		9.693	.000
	Tangible	.541	.045	.668	11.972	.000
2	(Constant)	.728	.200		3.637	.000
	Tangible	.515	.038	.637	13.411	.000
	Assurance	.309	.037	.398	8.378	.000
3	(Constant)	.140	.191		.735	.464
	Tangible	.373	.038	.460	9.698	.000
	Assurance	.303	.032	.390	9.414	.000
	Responsiveness	.308	.041	.359	7.563	.000
4	(Constant)	.025	.187		.131	.896
	Tangible	.286	.044	.353	6.463	.000
	Assurance	.288	.031	.370	9.181	.000
	Responsiveness	.264	.041	.307	6.394	.000
	Reliability	.175	.048	.204	3.650	.000

a. Dependent Variable: Loyalitas Pelanggan

Excluded Variables[e]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Reliability	.375[a]	5.437	.000	.378	.565
	Responsiveness	.370[a]	6.391	.000	.433	.757
	Assurance	.398[a]	8.378	.000	.533	.994
	Empathy	.295[a]	5.708	.000	.394	.990
	Kepuasan Pelanggan	.100[a]	1.595	.112	.119	.783
2	Reliability	.310[b]	5.238	.000	.367	.555
	Responsiveness	.359[b]	7.563	.000	.495	.756
	Empathy	.108[b]	1.917	.057	.143	.690
	Kepuasan Pelanggan	.051[b]	.941	.348	.071	.774
3	Reliability	.204[c]	3.650	.000	.266	.507
	Empathy	.045[c]	.888	.376	.067	.670
	Kepuasan Pelanggan	.047[c]	1.005	.316	.076	.773
4	Empathy	.050[d]	1.024	.307	.077	.669
	Kepuasan Pelanggan	.041[d]	.903	.368	.068	.772

a. Predictors in the Model: (Constant), Tangible

b. Predictors in the Model: (Constant), Tangible, Assurance

c. Predictors in the Model: (Constant), Tangible, Assurance, Responsiveness

d. Predictors in the Model: (Constant), Tangible, Assurance, Responsiveness, Reliability

e. Dependent Variable: Loyalitas Pelanggan

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas layanan	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Loyalitas Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827[a]	.684	.682	.29915

a. Predictors: (Constant), Kualitas layanan

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.458	1	34.458	385.040	.000[a]
	Residual	15.929	178	.089		
	Total	50.387	179			

a. Predictors: (Constant), Kualitas layanan

b. Dependent Variable: Loyalitas Pelanggan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.014	.202		.071	.944
	Kualitas layanan	1.029	.052	.827	19.622	.000

a. Dependent Variable: Loyalitas Pelanggan

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Kepuasan Pelanggan	.026[a]	.549	.583	.041	.801

a. Predictors in the Model: (Constant), Kualitas layanan

b. Dependent Variable: Loyalitas Pelanggan

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Pelanggan	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Loyalitas Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.389[a]	.152	.147	.49007

a. Predictors: (Constant), Kepuasan Pelanggan

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.637	1	7.637	31.797	.000[a]
	Residual	42.750	178	.240		
	Total	50.387	179			

a. Predictors: (Constant), Kepuasan Pelanggan

b. Dependent Variable: Loyalitas Pelanggan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.261	.302		7.485	.000
	Kepuasan Pelanggan	.420	.074	.389	5.639	.000

a. Dependent Variable: Loyalitas Pelanggan

Regression

Model	Variables Entered	Variables Removed	Method
1	Kualitas layanan*Store image		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Kualitas layanan		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Store image		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Loyalitas Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.879[a]	.773	.772	.25336
2	.885[b]	.783	.781	.24848
3	.895[c]	.801	.797	.23887

a. Predictors: (Constant), Kualitas layanan*Store image

b. Predictors: (Constant), Kualitas layanan*Store image, Kualitas layanan

c. Predictors: (Constant), Kualitas layanan*Store image, Kualitas layanan, Store image

ANOVA[d]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.961	1	38.961	606.937	.000[a]
	Residual	11.426	178	.064		
	Total	50.387	179			
2	Regression	39.459	2	19.730	319.554	.000[b]
	Residual	10.928	177	.062		
	Total	50.387	179			
3	Regression	40.345	3	13.448	235.683	.000[c]
	Residual	10.043	176	.057		
	Total	50.387	179			

a. Predictors: (Constant), Kualitas layanan*Store image

b. Predictors: (Constant), Kualitas layanan*Store image, Kualitas layanan

c. Predictors: (Constant), Kualitas layanan*Store image, Kualitas layanan, Store image

d. Dependent Variable: Loyalitas Pelanggan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.664	.095		17.561	.000
	Kualitas layanan*Store image	.149	.006	.879	24.636	.000
2	(Constant)	1.133	.209		5.428	.000
	Kualitas layanan*Store image	.117	.013	.687	9.000	.000
	Kualitas layanan	.270	.095	.217	2.841	.005
3	(Constant)	-3.177	1.112		-2.856	.005
	Kualitas layanan*Store image	.183	.077	1.077	2.374	.019
	Kualitas layanan	1.390	.299	1.117	4.654	.000
	Store image	1.161	.295	1.057	3.939	.000

a. Dependent Variable: Loyalitas Pelanggan

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Kualitas layanan	.217[a]	2.841	.005	.209	.210
	Store image	-.132[a]	-1.524	.129	-.114	.169
2	Store image	1.057[b]	3.939	.000	.285	.016

a. Predictors in the Model: (Constant), Kualitas layanan*Store image

b. Predictors in the Model: (Constant), Kualitas layanan*Store image, Kualitas layanan

c. Dependent Variable: Loyalitas Pelanggan

Regression

Model	Variables Entered	Variables Removed	Method
1	Kualitas layanan	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: Kepuasan Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,446[a]	,199	,194	,44173

a. Predictors: (Constant), Kualitas layanan

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,608	1	8,608	44,115	,000[a]
	Residual	34,733	178	,195		
	Total	43,341	179			

a. Predictors: (Constant), Kualitas layanan

b. Dependent Variable: Kepuasan Pelanggan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,060	,298		6,910	,000
	Kualitas layanan	,514	,077	,446	6,642	,000

a. Dependent Variable: Kepuasan Pelanggan

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Store image	-,056[a]	-,650	,516	-,049	,602
	Kualitas layanan*Store image	-,155[a]	-1,062	,290	-,080	,210

a. Predictors in the Model: (Constant), Kualitas layanan

b. Dependent Variable: Kepuasan Pelanggan

LAMPIRAN VI

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Tangible	180	4.0153	.65543	.04885
Reliability	180	3.9556	.61944	.04617
Responsiveness	180	3.8444	.61757	.04603
Assurance	180	3.7278	.68212	.05084
Empathy	180	3.5889	.66877	.04985
Kualitas layanan	180	3.8264	.42641	.03178
Kepuasan Pelanggan	180	4.0278	.49207	.03668
Store image	180	3.9700	.48276	.03598
Loyalitas Pelanggan	180	3.9514	.53056	.03955

One-Sample Test

	Test Value = 3.4		
	t	df	Sig. (2-tailed)
Tangible	12.595	179	.000
Reliability	12.033	179	.000
Responsiveness	9.655	179	.000
Assurance	6.447	179	.000
Empathy	3.789	179	.000
Kualitas layanan	13.416	179	.000
Kepuasan Pelanggan	17.117	179	.000
Store image	15.841	179	.000
Loyalitas Pelanggan	13.943	179	.000

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Tangible	180	4.0153	.65543	.04885
Reliability	180	3.9556	.61944	.04617
Responsiveness	180	3.8444	.61757	.04603
Assurance	180	3.7278	.68212	.05084
Empathy	180	3.5889	.66877	.04985
Kualitas layanan	180	3.8264	.42641	.03178
Kepuasan Pelanggan	180	4.0278	.49207	.03668
Store image	180	3.9700	.48276	.03598
Loyalitas Pelanggan	180	3.9514	.53056	.03955

One-Sample Test

	Test Value = 4.2		
	t	df	Sig. (2-tailed)
Tangible	-3.781	179	.000
Reliability	-5.294	179	.000
Responsiveness	-7.724	179	.000
Assurance	-9.288	179	.000
Empathy	-12.260	179	.000
Kualitas layanan	-11.755	179	.000
Kepuasan Pelanggan	-4.696	179	.000
Store image	-6.392	179	.000
Loyalitas Pelanggan	-6.287	179	.000

LAMPIRAN VII

T-Test

Group Statistics

	Jenis kelamin	N	Mean	Std. Deviation	Std. Error Mean
Tangible	Pria	50	3.9450	.72367	.10234
	Wanita	130	4.0423	.62810	.05509
Reliability	Pria	50	3.9520	.65348	.09242
	Wanita	130	3.9569	.60846	.05337
Responsiveness	Pria	50	3.9200	.56794	.08032
	Wanita	130	3.8154	.63532	.05572
Assurance	Pria	50	3.6650	.70640	.09990
	Wanita	130	3.7519	.67377	.05909
Empathy	Pria	50	3.5160	.72853	.10303
	Wanita	130	3.6169	.64509	.05658
Kualitas layanan	Pria	50	3.7996	.47237	.06680
	Wanita	130	3.8367	.40885	.03586
Kepuasan Pelanggan	Pria	50	3.9600	.47294	.06688
	Wanita	130	4.0538	.49855	.04373
Store image	Pria	50	3.9920	.48816	.06904
	Wanita	130	3.9615	.48230	.04230
Loyalitas Pelanggan	Pria	50	3.9550	.55945	.07912
	Wanita	130	3.9500	.52125	.04572

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Tangible	Equal variances assumed	-.892	178	.374
	Equal variances not assumed	-.837	78.989	.405
Reliability	Equal variances assumed	-.048	178	.962
	Equal variances not assumed	-.046	83.595	.963
Responsiveness	Equal variances assumed	1.018	178	.310
	Equal variances not assumed	1.070	98.823	.287
Assurance	Equal variances assumed	-.765	178	.445
	Equal variances not assumed	-.749	85.322	.456
Empathy	Equal variances assumed	-.906	178	.366
	Equal variances not assumed	-.859	80.237	.393
Kualitas layanan	Equal variances assumed	-.522	178	.603
	Equal variances not assumed	-.489	78.819	.626
Kepuasan Pelanggan	Equal variances assumed	-1.147	178	.253
	Equal variances not assumed	-1.174	93.358	.243
Store image	Equal variances assumed	.378	178	.706
	Equal variances not assumed	.376	87.989	.708
Loyalitas Pelanggan	Equal variances assumed	.056	178	.955
	Equal variances not assumed	.055	83.642	.956

Oneway

Descriptives

		N	Mean	Std. Deviation
Tangible	< 20 th	8	4.0313	.52504
	20 - 34 th	122	4.0287	.68650
	35 - 49 th	41	4.0305	.62047
	> 49 th	9	3.7500	.48412
	Total	180	4.0153	.65543
Reliability	< 20 th	8	3.9000	.45356
	20 - 34 th	122	3.9803	.65070
	35 - 49 th	41	3.9951	.51281
	> 49 th	9	3.4889	.64893
	Total	180	3.9556	.61944
Responsiveness	< 20 th	8	4.0313	.50775
	20 - 34 th	122	3.8648	.61670
	35 - 49 th	41	3.7561	.64587
	> 49 th	9	3.8056	.62222
	Total	180	3.8444	.61757
Assurance	< 20 th	8	3.9063	.66732
	20 - 34 th	122	3.7398	.66835
	35 - 49 th	41	3.7012	.72504
	> 49 th	9	3.5278	.74419
	Total	180	3.7278	.68212
Empathy	< 20 th	8	3.6750	.38452
	20 - 34 th	122	3.6197	.67904
	35 - 49 th	41	3.4683	.68353
	> 49 th	9	3.6444	.68394
	Total	180	3.5889	.66877
Kualitas layanan	< 20 th	8	3.9088	.40293
	20 - 34 th	122	3.8466	.43409
	35 - 49 th	41	3.7902	.39854
	> 49 th	9	3.6433	.47387
	Total	180	3.8264	.42641
Kepuasan Pelanggan	< 20 th	8	4.0500	.43753
	20 - 34 th	122	4.0295	.49304
	35 - 49 th	41	4.0049	.53383
	> 49 th	9	4.0889	.37565
	Total	180	4.0278	.49207
Store image	< 20 th	8	3.9000	.59522
	20 - 34 th	122	3.9885	.49077
	35 - 49 th	41	3.9561	.42547
	> 49 th	9	3.8444	.57252
	Total	180	3.9700	.48276
Loyalitas Pelanggan	< 20 th	8	4.0313	.55802
	20 - 34 th	122	3.9713	.54847
	35 - 49 th	41	3.9207	.45907
	> 49 th	9	3.7500	.59948
	Total	180	3.9514	.53056

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Tangible	Between Groups	.667	3	.222	.513	.674
	Within Groups	76.229	176	.433		
	Total	76.895	179			
Reliability	Between Groups	2.124	3	.708	1.872	.136
	Within Groups	66.561	176	.378		
	Total	68.684	179			
Responsiveness	Between Groups	.663	3	.221	.575	.632
	Within Groups	67.606	176	.384		
	Total	68.269	179			
Assurance	Between Groups	.661	3	.220	.470	.704
	Within Groups	82.625	176	.469		
	Total	83.286	179			
Empathy	Between Groups	.799	3	.266	.591	.621
	Within Groups	79.259	176	.450		
	Total	80.058	179			
Kualitas layanan	Between Groups	.459	3	.153	.840	.474
	Within Groups	32.087	176	.182		
	Total	32.546	179			
Kepuasan Pelanggan	Between Groups	.059	3	.020	.081	.971
	Within Groups	43.282	176	.246		
	Total	43.341	179			
Store image	Between Groups	.231	3	.077	.326	.806
	Within Groups	41.487	176	.236		
	Total	41.718	179			
Loyalitas Pelanggan	Between Groups	.503	3	.168	.592	.621
	Within Groups	49.884	176	.283		
	Total	50.387	179			

Oneway

Descriptives

		N	Mean	Std. Deviation
Tangible	Pelajar/Mahasiswa	49	3.9490	.60592
	Pegawai (Swasta, PNS, TNI, POLRI)	65	4.0308	.66513
	Wiraswasta	51	4.0490	.65958
	Lainnya	15	4.0500	.79732
	Total	180	4.0153	.65543
Reliability	Pelajar/Mahasiswa	49	3.9020	.56734
	Pegawai (Swasta, PNS, TNI, POLRI)	65	3.9877	.63134
	Wiraswasta	51	3.9647	.62827
	Lainnya	15	3.8600	.74527
	Total	180	3.9556	.61944
Responsiveness	Pelajar/Mahasiswa	49	3.8673	.54749
	Pegawai (Swasta, PNS, TNI, POLRI)	65	3.8462	.67704
	Wiraswasta	51	3.8088	.61763
	Lainnya	15	3.8833	.61866
	Total	180	3.8444	.61757
Assurance	Pelajar/Mahasiswa	49	3.7959	.67251
	Pegawai (Swasta, PNS, TNI, POLRI)	65	3.8077	.71639
	Wiraswasta	51	3.5931	.67075
	Lainnya	15	3.6167	.56590
	Total	180	3.7278	.68212
Empathy	Pelajar/Mahasiswa	49	3.6857	.65955
	Pegawai (Swasta, PNS, TNI, POLRI)	65	3.6000	.70975
	Wiraswasta	51	3.5333	.69704
	Lainnya	15	3.4133	.33352
	Total	180	3.5889	.66877
Kualitas layanan	Pelajar/Mahasiswa	49	3.8400	.42630
	Pegawai (Swasta, PNS, TNI, POLRI)	65	3.8545	.47086
	Wiraswasta	51	3.7898	.35805
	Lainnya	15	3.7847	.46822
	Total	180	3.8264	.42641
Kepuasan Pelanggan	Pelajar/Mahasiswa	49	4.0449	.51034
	Pegawai (Swasta, PNS, TNI, POLRI)	65	4.0677	.52948
	Wiraswasta	51	3.9843	.45755
	Lainnya	15	3.9467	.38889
	Total	180	4.0278	.49207
Store image	Pelajar/Mahasiswa	49	3.9551	.48865
	Pegawai (Swasta, PNS, TNI, POLRI)	65	4.0000	.50000
	Wiraswasta	51	3.9490	.45227
	Lainnya	15	3.9600	.53023
	Total	180	3.9700	.48276

Descriptives

		N	Mean	Std. Deviation
Loyalitas Pelanggan	Pelajar/Mahasiswa	49	3.9643	.55902
	Pegawai (Swasta, PNS, TNI, POLRI)	65	4.0115	.60018
	Wiraswasta	51	3.8775	.36869
	Lainnya	15	3.9000	.59612
	Total	180	3.9514	.53056

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Tangible	Between Groups	.307	3	.102	.235	.872
	Within Groups	76.588	176	.435		
	Total	76.895	179			
Reliability	Between Groups	.212	3	.071	.182	.909
	Within Groups	68.472	176	.389		
	Total	68.684	179			
Responsiveness	Between Groups	.113	3	.038	.098	.961
	Within Groups	68.156	176	.387		
	Total	68.269	179			
Assurance	Between Groups	1.752	3	.584	1.261	.289
	Within Groups	81.534	176	.463		
	Total	83.286	179			
Empathy	Between Groups	1.087	3	.362	.808	.491
	Within Groups	78.971	176	.449		
	Total	80.058	179			
Kualitas layanan	Between Groups	.155	3	.052	.280	.840
	Within Groups	32.392	176	.184		
	Total	32.546	179			
Kepuasan Pelanggan	Between Groups	.313	3	.104	.427	.734
	Within Groups	43.028	176	.244		
	Total	43.341	179			
Store image	Between Groups	.093	3	.031	.132	.941
	Within Groups	41.625	176	.237		
	Total	41.718	179			
Loyalitas Pelanggan	Between Groups	.562	3	.187	.661	.577
	Within Groups	49.825	176	.283		
	Total	50.387	179			

Oneway

Descriptives

		N	Mean	Std. Deviation
Tangible	< Rp. 600.000	24	4.2083	.58359
	Rp. 600.000 - Rp. 1.200.000	84	3.9821	.65260
	> Rp. 1.200.000 - Rp. 1.800.000	41	4.0183	.71017
	> Rp. 1.800.000 - Rp. 2.400.000	17	3.9853	.67587
	> Rp. > Rp. 2.400.000	14	3.9107	.62486
	Total	180	4.0153	.65543
Reliability	< Rp. 600.000	24	4.1000	.43738
	Rp. 600.000 - Rp. 1.200.000	84	3.9381	.63015
	> Rp. 1.200.000 - Rp. 1.800.000	41	3.9122	.67089
	> Rp. 1.800.000 - Rp. 2.400.000	17	4.0118	.67628
	> Rp. > Rp. 2.400.000	14	3.8714	.63540
	Total	180	3.9556	.61944
Responsiveness	< Rp. 600.000	24	3.8125	.63524
	Rp. 600.000 - Rp. 1.200.000	84	3.8839	.63702
	> Rp. 1.200.000 - Rp. 1.800.000	41	3.7805	.58948
	> Rp. 1.800.000 - Rp. 2.400.000	17	3.8971	.58000
	> Rp. > Rp. 2.400.000	14	3.7857	.65675
	Total	180	3.8444	.61757
Assurance	< Rp. 600.000	24	3.8438	.62473
	Rp. 600.000 - Rp. 1.200.000	84	3.8095	.69053
	> Rp. 1.200.000 - Rp. 1.800.000	41	3.6280	.64740
	> Rp. 1.800.000 - Rp. 2.400.000	17	3.3971	.67926
	> Rp. > Rp. 2.400.000	14	3.7321	.75616
	Total	180	3.7278	.68212
Empathy	< Rp. 600.000	24	3.7250	.59509
	Rp. 600.000 - Rp. 1.200.000	84	3.6310	.63738
	> Rp. 1.200.000 - Rp. 1.800.000	41	3.5415	.75398
	> Rp. 1.800.000 - Rp. 2.400.000	17	3.3882	.58511
	> Rp. > Rp. 2.400.000	14	3.4857	.80657
	Total	180	3.5889	.66877
Kualitas layanan	< Rp. 600.000	24	3.9379	.38974
	Rp. 600.000 - Rp. 1.200.000	84	3.8489	.44061
	> Rp. 1.200.000 - Rp. 1.800.000	41	3.7761	.40065
	> Rp. 1.800.000 - Rp. 2.400.000	17	3.7359	.38020
	> Rp. > Rp. 2.400.000	14	3.7571	.52288
	Total	180	3.8264	.42641
Kepuasan Pelanggan	< Rp. 600.000	24	4.1417	.39773
	Rp. 600.000 - Rp. 1.200.000	84	4.0286	.53336
	> Rp. 1.200.000 - Rp. 1.800.000	41	4.0244	.50437
	> Rp. 1.800.000 - Rp. 2.400.000	17	3.8941	.43656
	> Rp. > Rp. 2.400.000	14	4.0000	.41510
	Total	180	4.0278	.49207

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Tangible	Between Groups	.667	3	.222	.513	.674
	Within Groups	76.229	176	.433		
	Total	76.895	179			
Reliability	Between Groups	2.124	3	.708	1.872	.136
	Within Groups	66.561	176	.378		
	Total	68.684	179			
Responsiveness	Between Groups	.663	3	.221	.575	.632
	Within Groups	67.606	176	.384		
	Total	68.269	179			
Assurance	Between Groups	.661	3	.220	.470	.704
	Within Groups	82.625	176	.469		
	Total	83.286	179			
Empathy	Between Groups	.799	3	.266	.591	.621
	Within Groups	79.259	176	.450		
	Total	80.058	179			
Kualitas layanan	Between Groups	.459	3	.153	.840	.474
	Within Groups	32.087	176	.182		
	Total	32.546	179			
Kepuasan Pelanggan	Between Groups	.059	3	.020	.081	.971
	Within Groups	43.282	176	.246		
	Total	43.341	179			
Store image	Between Groups	.231	3	.077	.326	.806
	Within Groups	41.487	176	.236		
	Total	41.718	179			
Loyalitas Pelanggan	Between Groups	.503	3	.168	.592	.621
	Within Groups	49.884	176	.283		
	Total	50.387	179			

Oneway

Descriptives

		N	Mean	Std. Deviation
Tangible	Pelajar/Mahasiswa	49	3.9490	.60592
	Pegawai (Swasta, PNS, TNI, POLRI)	65	4.0308	.66513
	Wiraswasta	51	4.0490	.65958
	Lainnya	15	4.0500	.79732
	Total	180	4.0153	.65543
Reliability	Pelajar/Mahasiswa	49	3.9020	.56734
	Pegawai (Swasta, PNS, TNI, POLRI)	65	3.9877	.63134
	Wiraswasta	51	3.9647	.62827
	Lainnya	15	3.9600	.74527
	Total	180	3.9556	.61944
Responsiveness	Pelajar/Mahasiswa	49	3.8673	.54749
	Pegawai (Swasta, PNS, TNI, POLRI)	65	3.8462	.67704
	Wiraswasta	51	3.8088	.61763
	Lainnya	15	3.8833	.61866
	Total	180	3.8444	.61757
Assurance	Pelajar/Mahasiswa	49	3.7959	.67251
	Pegawai (Swasta, PNS, TNI, POLRI)	65	3.8077	.71639
	Wiraswasta	51	3.5931	.67075
	Lainnya	15	3.6167	.56590
	Total	180	3.7278	.68212
Empathy	Pelajar/Mahasiswa	49	3.6857	.65955
	Pegawai (Swasta, PNS, TNI, POLRI)	65	3.6000	.70975
	Wiraswasta	51	3.5333	.69704
	Lainnya	15	3.4133	.33352
	Total	180	3.5889	.66877
Kualitas layanan	Pelajar/Mahasiswa	49	3.8400	.42630
	Pegawai (Swasta, PNS, TNI, POLRI)	65	3.8545	.47086
	Wiraswasta	51	3.7898	.35805
	Lainnya	15	3.7847	.46822
	Total	180	3.8264	.42641
Kepuasan Pelanggan	Pelajar/Mahasiswa	49	4.0449	.51034
	Pegawai (Swasta, PNS, TNI, POLRI)	65	4.0677	.52948
	Wiraswasta	51	3.9843	.45755
	Lainnya	15	3.9467	.38889
	Total	180	4.0278	.49207
Store image	Pelajar/Mahasiswa	49	3.9551	.48865
	Pegawai (Swasta, PNS, TNI, POLRI)	65	4.0000	.50000
	Wiraswasta	51	3.9490	.45227
	Lainnya	15	3.9600	.53023
	Total	180	3.9700	.48276

Descriptives

		N	Mean	Std. Deviation
Loyalitas Pelanggan	Pelajar/Mahasiswa	49	3.9643	.55902
	Pegawai (Swasta, PNS, TNI, POLRI)	65	4.0115	.60018
	Wiraswasta	51	3.8775	.36869
	Lainnya	15	3.9000	.59612
	Total	180	3.9514	.53056

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Tangible	Between Groups	.307	3	.102	.235	.872
	Within Groups	76.588	176	.435		
	Total	76.895	179			
Reliability	Between Groups	.212	3	.071	.182	.909
	Within Groups	68.472	176	.389		
	Total	68.684	179			
Responsiveness	Between Groups	.113	3	.038	.098	.961
	Within Groups	68.156	176	.387		
	Total	68.269	179			
Assurance	Between Groups	1.752	3	.584	1.261	.289
	Within Groups	81.534	176	.463		
	Total	83.286	179			
Empathy	Between Groups	1.087	3	.362	.808	.491
	Within Groups	78.971	176	.449		
	Total	80.058	179			
Kualitas layanan	Between Groups	.155	3	.052	.280	.840
	Within Groups	32.392	176	.184		
	Total	32.546	179			
Kepuasan Pelanggan	Between Groups	.313	3	.104	.427	.734
	Within Groups	43.028	176	.244		
	Total	43.341	179			
Store image	Between Groups	.093	3	.031	.132	.941
	Within Groups	41.625	176	.237		
	Total	41.718	179			
Loyalitas Pelanggan	Between Groups	.562	3	.187	.661	.577
	Within Groups	49.825	176	.283		
	Total	50.387	179			

Oneway

Descriptives

		N	Mean	Std. Deviation
Tangible	< Rp. 600.000	24	4.2083	.58359
	Rp. 600.000 - Rp. 1.200.000	84	3.9821	.65260
	> Rp. 1.200.000 - Rp. 1.800.000	41	4.0183	.71017
	> Rp. 1.800.000 - Rp. 2.400.000	17	3.9853	.67587
	> Rp. > Rp. 2.400.000	14	3.9107	.62486
	Total	180	4.0153	.65543
Reliability	< Rp. 600.000	24	4.1000	.43738
	Rp. 600.000 - Rp. 1.200.000	84	3.9381	.63015
	> Rp. 1.200.000 - Rp. 1.800.000	41	3.9122	.67089
	> Rp. 1.800.000 - Rp. 2.400.000	17	4.0118	.67628
	> Rp. > Rp. 2.400.000	14	3.8714	.63540
	Total	180	3.9556	.61944
Responsiveness	< Rp. 600.000	24	3.8125	.63524
	Rp. 600.000 - Rp. 1.200.000	84	3.8839	.63702
	> Rp. 1.200.000 - Rp. 1.800.000	41	3.7805	.58948
	> Rp. 1.800.000 - Rp. 2.400.000	17	3.8971	.58000
	> Rp. > Rp. 2.400.000	14	3.7857	.65675
	Total	180	3.8444	.61757
Assurance	< Rp. 600.000	24	3.8438	.62473
	Rp. 600.000 - Rp. 1.200.000	84	3.8095	.69053
	> Rp. 1.200.000 - Rp. 1.800.000	41	3.6280	.64740
	> Rp. 1.800.000 - Rp. 2.400.000	17	3.3971	.67926
	> Rp. > Rp. 2.400.000	14	3.7321	.75616
	Total	180	3.7278	.68212
Empathy	< Rp. 600.000	24	3.7250	.59509
	Rp. 600.000 - Rp. 1.200.000	84	3.6310	.63738
	> Rp. 1.200.000 - Rp. 1.800.000	41	3.5415	.75398
	> Rp. 1.800.000 - Rp. 2.400.000	17	3.3882	.58511
	> Rp. > Rp. 2.400.000	14	3.4857	.80657
	Total	180	3.5889	.66877
Kualitas layanan	< Rp. 600.000	24	3.9379	.38974
	Rp. 600.000 - Rp. 1.200.000	84	3.8489	.44061
	> Rp. 1.200.000 - Rp. 1.800.000	41	3.7761	.40065
	> Rp. 1.800.000 - Rp. 2.400.000	17	3.7359	.38020
	> Rp. > Rp. 2.400.000	14	3.7571	.52288
	Total	180	3.8264	.42641
Kepuasan Pelanggan	< Rp. 600.000	24	4.1417	.39773
	Rp. 600.000 - Rp. 1.200.000	84	4.0286	.53336
	> Rp. 1.200.000 - Rp. 1.800.000	41	4.0244	.50437
	> Rp. 1.800.000 - Rp. 2.400.000	17	3.8941	.43656
	> Rp. > Rp. 2.400.000	14	4.0000	.41510
	Total	180	4.0278	.49207

Descriptives

		N	Mean	Std. Deviation
Store image	< Rp. 600.000	24	4.0167	.46780
	Rp. 600.000 - Rp. 1.200.000	84	4.0071	.49814
	> Rp. 1.200.000 - Rp. 1.800.000	41	3.8976	.48399
	> Rp. 1.800.000 - Rp. 2.400.000	17	3.8941	.42496
	> Rp. > Rp. 2.400.000	14	3.9714	.50753
	Total	180	3.9700	.48276
Loyalitas Pelanggan	< Rp. 600.000	24	4.0521	.48330
	Rp. 600.000 - Rp. 1.200.000	84	4.0000	.57035
	> Rp. 1.200.000 - Rp. 1.800.000	41	3.8720	.52178
	> Rp. 1.800.000 - Rp. 2.400.000	17	3.8088	.39061
	> Rp. > Rp. 2.400.000	14	3.8929	.52545
	Total	180	3.9514	.53056

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Tangible	Between Groups	1.155	4	.289	.667	.615
	Within Groups	75.740	175	.433		
	Total	76.895	179			
Reliability	Between Groups	.756	4	.189	.487	.745
	Within Groups	67.928	175	.388		
	Total	68.684	179			
Responsiveness	Between Groups	.419	4	.105	.270	.897
	Within Groups	67.851	175	.388		
	Total	68.269	179			
Assurance	Between Groups	3.152	4	.788	1.721	.147
	Within Groups	80.135	175	.458		
	Total	83.286	179			
Empathy	Between Groups	1.519	4	.380	.846	.498
	Within Groups	78.539	175	.449		
	Total	80.058	179			
Kualitas layanan	Between Groups	.651	4	.163	.893	.469
	Within Groups	31.895	175	.182		
	Total	32.546	179			
Kepuasan Pelanggan	Between Groups	.626	4	.157	.642	.634
	Within Groups	42.715	175	.244		
	Total	43.341	179			
Store image	Between Groups	.481	4	.120	.511	.728
	Within Groups	41.237	175	.236		
	Total	41.718	179			
Loyalitas Pelanggan	Between Groups	1.094	4	.274	.971	.425
	Within Groups	49.293	175	.282		
	Total	50.387	179			

Oneway

Descriptives

		N	Mean	Std. Deviation
Tangible	1 kali	141	4.0177	.65305
	2 - 3 kali	31	3.9435	.66992
	> 3 kali	8	4.2500	.66815
	Total	180	4.0153	.65543
Reliability	1 kali	141	3.9277	.62850
	2 - 3 kali	31	3.9871	.59539
	> 3 kali	8	4.3250	.46522
	Total	180	3.9556	.61944
Responsiveness	1 kali	141	3.8262	.62959
	2 - 3 kali	31	3.8387	.59354
	> 3 kali	8	4.1875	.41726
	Total	180	3.8444	.61757
Assurance	1 kali	141	3.7163	.68349
	2 - 3 kali	31	3.6855	.66761
	> 3 kali	8	4.0938	.69356
	Total	180	3.7278	.68212
Empathy	1 kali	141	3.5816	.69071
	2 - 3 kali	31	3.5871	.54390
	> 3 kali	8	3.7250	.77782
	Total	180	3.5889	.66877
Kualitas layanan	1 kali	141	3.8139	.44192
	2 - 3 kali	31	3.8084	.36255
	> 3 kali	8	4.1163	.28218
	Total	180	3.8264	.42641
Kepuasan Pelanggan	1 kali	141	4.0043	.49712
	2 - 3 kali	31	4.0645	.47438
	> 3 kali	8	4.3000	.42762
	Total	180	4.0278	.49207
Store image	1 kali	141	3.9716	.49256
	2 - 3 kali	31	3.8774	.44625
	> 3 kali	8	4.3000	.30237
	Total	180	3.9700	.48276
Loyalitas Pelanggan	1 kali	141	3.9309	.54207
	2 - 3 kali	31	3.9274	.46634
	> 3 kali	8	4.4063	.37649
	Total	180	3.9514	.53056

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Tangible	Between Groups	.601	2	.301	.697	.499
	Within Groups	76.294	177	.431		
	Total	76.895	179			
Reliability	Between Groups	1.232	2	.616	1.617	.201
	Within Groups	67.452	177	.381		
	Total	68.684	179			
Responsiveness	Between Groups	.989	2	.495	1.301	.275
	Within Groups	67.280	177	.380		
	Total	68.269	179			
Assurance	Between Groups	1.145	2	.573	1.234	.294
	Within Groups	82.141	177	.464		
	Total	83.286	179			
Empathy	Between Groups	.156	2	.078	.173	.842
	Within Groups	79.902	177	.451		
	Total	80.058	179			
Kualitas layanan	Between Groups	.704	2	.352	1.957	.144
	Within Groups	31.842	177	.180		
	Total	32.546	179			
Kepuasan Pelanggan	Between Groups	.713	2	.356	1.480	.231
	Within Groups	42.628	177	.241		
	Total	43.341	179			
Store image	Between Groups	1.137	2	.569	2.480	.087
	Within Groups	40.581	177	.229		
	Total	41.718	179			
Loyalitas Pelanggan	Between Groups	1.732	2	.866	3.151	.045
	Within Groups	48.655	177	.275		
	Total	50.387	179			

LAMPIRAN VIII

Case Summaries

	Jenis kelamin	Usia	Pekerjaan	Penghasilan	Frekuensi kunjungan	Tang_1	Tang_2	Tang_3	Tang_4	Rel_1	Rel_2
1	2	1	1	2	1	4	4	4	4	3	4
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3	1	1	1	2	1	5	5	4	3	5	5
4	1	1	1	2	1	5	5	5	5	4	4
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6	2	2	1	2	1	4	5	5	4	4	4
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8	1	2	1	2	1	4	4	5	4	4	4
9	2	2	1	2	1	4	4	5	5	4	4
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54	2	2	2	2	1	3	3	3	3	3	3
55	2	2	2	5	1	5	5	4	3	4	4

Case Summaries

	Jenis kelamin	Usia	Pekerjaan	Penghasilan	Frekuensi kunjungan	Tang_1	Tang_2	Tang_3	Tang_4	Rel_1	Rel_2
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110	2	2	3	3	1	5	5	5	5	3	4

Case Summaries

	Jenis kelamin	Usia	Pekerjaan	Penghasilan	Frekuensi kunjungan	Tang_1	Tang_2	Tang_3	Tang_4	Rel_1	Rel_2
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156	1	3	2	2	2	5	5	4	5	5	4
157	1	3	2	1	2	4	3	3	5	4	4
158	1	4	2	2	2	5	5	4	2	3	3
159	2	2	3	3	2	5	5	5	4	4	3
160	2	2	3	3	2	4	1	2	2	2	4
161	1	2	3	4	2	4	3	4	4	4	4
162	1	2	3	2	2	4	4	4	4	4	4
163	1	2	3	3	2	3	4	2	3	4	4
164	2	2	3	5	3	4	4	4	4	4	4
165	2	2	3	4	2	5	5	5	5	5	5

Case Summaries

	Jenis kelamin	Usia	Pekerjaan	Penghasilan	Frekuensi kunjungan	Tang_1	Tang_2	Tang_3	Tang_4	Rel_1	Rel_2
166	2	3	3	2	2	5	5	4	4	3	4
167	2	3	3	4	2	4	4	4	4	4	4
168	1	3	3	3	2	3	3	3	3	4	4
169	1	3	3	4	2	4	4	2	2	4	4
170	1	2	4	1	2	5	5	5	5	4	5
171	2	3	4	4	2	4	4	4	3	4	4
172	2	3	4	4	2	4	4	4	4	4	4
173	2	1	1	2	2	4	4	4	4	4	4
174	2	2	1	3	3	4	4	4	4	4	4
175	1	2	1	2	3	5	5	4	5	5	5
176	2	2	2	3	3	4	4	2	3	5	4
177	2	2	2	5	2	5	4	3	3	4	5
178	2	3	2	3	1	5	5	4	3	5	5
179	1	2	3	4	3	5	5	5	5	5	5
180	2	3	3	5	3	5	5	5	5	4	4

Case Summaries

	Rel_3	Rel_4	Rel_5	Res_1	Res_2	Res_3	Res_4	Ass_1	Ass_2	Ass_3	Ass_4
1	4	4	5	3	4	4	4	5	4	4	4
2	4	4	5	4	4	4	4	4	5	5	4
3	2	4	5	5	5	5	4	4	4	4	4
4	4	4	3	5	4	5	5	4	4	4	4
5	4	4	2	4	4	4	4	3	3	3	3
6	5	4	4	4	4	4	4	4	4	4	4
7	4	4	5	5	5	5	4	4	5	4	5
8	4	5	5	5	5	4	4	5	4	4	4
9	4	4	5	5	4	3	4	5	4	4	4
10	4	4	5	4	4	4	4	3	4	4	4
11	4	3	4	3	4	4	4	3	4	4	4
12	4	4	4	3	4	4	3	3	4	4	3
13	4	4	5	4	4	4	4	4	4	3	4
14	3	3	3	4	4	4	4	4	4	4	4
15	4	4	3	4	4	3	4	3	3	3	3
16	5	4	5	4	4	5	4	3	4	4	4
17	2	2	4	5	5	5	2	4	3	5	5
18	4	4	5	5	5	5	4	4	5	5	5
19	5	4	5	5	5	5	1	5	5	5	5
20	2	4	5	4	4	4	4	5	5	5	5
21	4	4	4	4	5	4	4	3	3	3	3
22	3	3	4	4	4	4	4	4	4	5	5
23	4	4	5	4	5	4	4	5	5	5	5
24	4	4	4	4	4	4	4	3	3	4	4
25	2	2	5	2	5	2	4	4	4	4	4
26	1	2	3	2	3	3	3	3	3	3	3
27	3	3	3	3	3	3	3	3	3	3	3
28	4	4	4	3	3	4	4	3	5	3	2
29	3	2	4	4	4	3	3	4	4	3	4
30	5	4	5	4	3	4	4	4	3	3	4
31	4	4	4	3	3	3	1	5	4	4	3
32	4	4	3	3	5	4	4	4	4	3	5
33	3	3	3	4	4	5	4	3	4	4	3
34	4	5	2	3	4	3	4	3	3	3	3
35	4	4	4	3	3	4	5	4	4	3	4
36	4	4	2	4	4	4	2	3	3	2	1
37	5	5	5	5	5	5	5	3	3	1	1
38	3	4	4	4	3	2	3	3	4	3	4
39	5	4	4	4	4	4	4	5	4	5	4
40	4	4	4	4	4	4	4	4	4	4	4
41	4	4	4	4	4	4	3	5	5	5	2
42	4	4	5	4	5	5	4	5	4	4	4
43	4	4	3	4	4	4	4	4	4	4	4
44	4	4	4	4	4	4	3	4	3	4	3
45	4	5	5	3	3	4	4	4	3	4	4
46	4	4	4	4	4	4	4	4	4	5	5
47	4	4	4	4	4	4	4	4	4	5	4
48	5	5	5	5	5	5	5	4	4	4	4
49	5	5	5	5	5	5	5	4	4	4	4
50	2	2	3	5	3	4	2	4	4	5	4
51	4	4	5	4	3	4	3	3	4	4	3
52	4	4	5	4	4	4	5	4	4	4	4
53	4	4	4	4	4	4	4	3	3	3	3
54	3	3	3	3	2	3	3	3	3	3	3
55	4	4	4	5	5	5	2	5	5	5	5

	Rel_3	Rel_4	Rel_5	Res_1	Res_2	Res_3	Res_4	Ass_1	Ass_2	Ass_3	Ass_4
56	2	2	5	5	5	5	2	5	5	5	5
57	1	1	5	3	4	5	5	5	5	5	5
58	5	5	5	5	4	4	4	3	3	5	5
59	2	2	5	3	5	3	3	3	3	5	5
60	4	3	4	4	4	4	3	4	3	3	4
61	2	2	5	3	3	4	3	2	3	5	5
62	4	3	4	3	4	4	4	4	4	4	4
63	4	3	3	2	4	4	2	4	2	3	2
64	4	4	4	4	4	4	4	3	4	3	5
65	4	4	4	4	4	4	4	2	3	4	1
66	5	5	5	5	4	4	5	4	4	5	5
67	4	4	4	4	4	4	3	3	3	3	3
68	5	4	4	4	5	4	5	4	4	5	4
69	5	4	4	3	3	4	4	3	2	3	2
70	5	5	5	4	4	4	4	4	4	4	4
71	2	2	2	2	2	2	2	4	3	4	3
72	4	4	4	5	4	4	4	4	4	4	4
73	4	4	3	4	4	4	5	1	4	4	2
74	4	4	5	5	4	4	4	4	4	4	4
75	4	4	5	4	4	4	3	3	3	3	3
76	4	4	4	4	4	4	4	3	4	4	4
77	4	4	3	3	3	3	3	5	5	5	5
78	2	3	4	2	4	2	3	5	5	5	5
79	3	4	5	4	5	4	4	5	5	5	5
80	4	4	4	4	4	4	4	3	3	1	1
81	4	4	5	4	4	4	3	4	3	3	3
82	4	3	5	3	4	4	4	4	3	3	3
83	2	2	3	2	3	2	2	3	3	3	3
84	4	4	4	5	5	4	4	4	4	4	4
85	4	4	5	5	5	5	4	4	4	4	4
86	4	5	2	2	2	2	2	4	4	4	5
87	4	4	4	5	5	5	4	3	3	3	3
88	5	5	5	5	5	5	5	3	5	5	4
89	4	4	3	4	4	4	5	1	4	4	2
90	4	4	5	4	4	3	4	3	4	4	4
91	3	4	4	3	3	3	3	3	3	3	5
92	4	5	5	2	3	2	2	4	4	4	4
93	4	4	4	4	4	4	4	3	3	3	3
94	2	4	4	2	2	4	2	4	4	4	4
95	4	4	4	4	4	4	4	4	3	4	4
96	2	2	3	4	2	2	2	3	3	3	3
97	5	5	5	5	5	5	5	2	5	5	4
98	4	4	3	5	5	4	3	2	3	2	2
99	4	3	4	3	4	4	4	4	4	4	4
100	4	4	5	3	4	4	5	4	4	4	4
101	5	5	5	4	4	4	4	2	2	3	2
102	2	1	3	5	5	5	4	3	3	2	2
103	3	5	5	4	3	4	3	3	4	4	4
104	5	5	5	5	5	3	5	3	3	3	3
105	5	4	5	4	4	4	3	2	2	2	3
106	4	4	4	3	3	3	3	4	4	4	4
107	5	5	5	5	3	4	3	4	3	3	4
108	4	4	3	4	4	3	3	4	3	5	4
109	3	4	3	2	2	3	4	4	4	4	3
110	5	5	4	5	4	4	3	4	4	5	5

Case Summaries

	Rel_3	Rel_4	Rel_5	Res_1	Res_2	Res_3	Res_4	Ass_1	Ass_2	Ass_3	Ass_4
111	5	4	3	4	4	4	4	3	4	3	4
112	5	4	3	4	4	4	4	4	3	3	3
113	4	5	3	4	5	4	4	5	4	4	4
114	4	4	4	4	4	4	4	4	4	4	3
115	5	5	4	4	4	4	4	3	3	3	3
116	4	4	4	4	4	4	4	3	4	5	4
117	4	4	4	4	4	4	4	4	4	4	4
118	4	4	4	4	4	4	4	4	4	4	4
119	5	5	4	5	3	2	5	4	4	4	4
120	4	4	5	4	4	4	4	4	4	5	5
121	4	3	4	2	2	4	4	4	4	4	4
122	5	5	4	4	4	4	4	3	3	3	3
123	4	4	4	4	4	3	3	4	4	4	4
124	4	3	4	3	3	3	3	3	5	4	3
125	3	4	5	5	5	4	4	5	5	5	5
126	4	4	4	4	4	4	4	3	3	3	3
127	4	3	3	2	4	4	2	4	2	3	2
128	4	4	5	4	4	4	3	4	4	4	4
129	2	2	3	5	5	4	4	4	4	4	4
130	5	4	4	4	4	4	4	4	4	4	4
131	5	5	5	5	5	5	5	4	4	4	4
132	4	3	4	3	3	3	3	3	5	4	3
133	3	5	4	3	4	4	4	3	3	3	2
134	4	4	4	4	4	4	4	4	4	5	4
135	4	4	4	4	4	4	3	4	3	4	4
136	4	4	4	4	4	4	4	4	4	4	4
137	3	4	3	4	4	3	3	3	4	4	2
138	5	4	5	5	5	3	4	4	3	4	2
139	5	4	4	3	4	5	4	2	2	3	3
140	2	2	2	3	3	2	3	4	5	4	3
141	3	2	5	3	3	3	4	2	3	3	3
142	4	5	5	5	3	4	4	4	4	5	4
143	2	4	4	3	3	4	3	3	3	2	3
144	5	4	5	4	4	4	4	5	5	4	5
145	3	3	5	3	3	4	3	4	5	4	5
146	2	4	5	4	4	3	2	3	3	5	4
147	5	5	5	5	5	4	3	5	5	2	2
148	4	1	4	2	3	3	4	3	4	3	4
149	2	5	3	4	4	3	4	4	4	3	4
150	4	4	4	3	3	4	3	4	4	4	4
151	4	4	4	4	4	4	4	5	3	4	4
152	3	4	3	5	5	4	4	5	5	5	5
153	4	4	5	2	5	2	2	5	5	5	5
154	4	4	4	4	3	4	4	5	3	3	3
155	4	4	4	4	4	4	5	4	4	4	4
156	4	4	4	4	4	4	3	3	2	3	3
157	4	4	4	4	4	3	2	4	3	3	3
158	2	2	3	5	4	5	4	3	3	3	3
159	5	5	3	4	5	5	4	4	3	4	4
160	2	2	3	2	2	2	4	4	4	3	3
161	4	4	4	4	4	4	4	3	4	4	4
162	4	4	4	4	4	4	4	4	3	3	3
163	4	4	4	4	4	4	4	4	4	4	4
164	5	5	4	4	4	5	5	5	4	5	4
165	5	5	5	5	5	5	5	1	3	3	2

Case Summaries

	Rel_3	Rel_4	Rel_5	Res_1	Res_2	Res_3	Res_4	Ass_1	Ass_2	Ass_3	Ass_4
166	5	5	4	3	4	4	4	5	4	4	4
167	4	4	4	4	4	4	4	3	3	2	1
168	5	4	4	4	3	3	4	4	4	5	4
169	4	4	4	4	4	4	4	3	3	3	3
170	5	5	5	5	5	5	5	4	4	4	4
171	4	4	4	4	4	4	4	4	4	4	4
172	4	4	4	4	4	4	4	4	4	4	4
173	3	4	4	3	4	4	4	4	4	5	5
174	3	4	3	4	4	5	2	3	4	4	4
175	5	5	5	5	5	5	4	3	4	3	3
176	4	4	4	5	4	4	4	4	4	4	4
177	5	5	5	5	5	4	5	2	4	4	3
178	3	3	4	3	4	3	1	4	4	5	5
179	5	5	4	4	4	4	4	3	3	3	4
180	4	4	4	4	4	3	3	4	4	4	4

Case Summaries

	Emp_1	Emp_2	Emp_3	Emp_4	Emp_5	KP1	KP2	KP3	KP4	KP5	LP1
1	4	4	4	4	4	5	5	5	4	5	4
2	4	4	4	4	4	4	4	5	4	4	4
3	4	4	4	3	4	4	4	4	3	3	5
4	4	4	2	2	4	4	4	5	5	4	5
5	3	3	3	4	4	3	3	5	4	3	5
6	4	4	4	4	4	4	4	4	4	4	4
7	4	4	5	4	4	3	3	3	3	4	4
8	4	4	4	4	5	4	4	4	3	4	4
9	4	4	4	4	4	4	4	4	4	4	4
10	4	4	4	5	4	3	3	5	4	4	4
11	4	4	2	4	3	4	5	5	4	4	4
12	4	3	3	4	4	4	4	4	4	4	5
13	4	4	4	4	4	4	4	5	5	5	4
14	4	4	4	4	4	5	5	4	4	5	4
15	3	3	3	4	3	4	4	4	4	4	3
16	4	2	4	2	2	4	4	4	4	4	5
17	3	5	5	3	4	4	4	4	4	5	5
18	5	5	5	3	4	3	3	4	3	4	5
19	5	5	5	4	5	3	4	4	3	4	5
20	5	5	5	5	5	4	4	5	4	4	4
21	4	4	4	4	4	3	3	4	4	4	4
22	4	5	5	4	4	5	5	5	5	5	5
23	5	5	5	4	5	5	5	5	5	5	5
24	5	5	5	3	5	5	5	5	4	5	5
25	3	3	3	3	3	5	5	3	3	5	3
26	3	4	3	4	3	3	3	3	3	3	3
27	3	3	3	4	3	3	3	3	3	3	3
28	5	2	2	3	5	5	5	4	4	5	4
29	3	4	4	3	4	5	4	4	3	5	4
30	3	2	2	4	4	5	5	4	4	5	4
31	4	3	4	2	4	5	4	5	5	5	5
32	2	1	3	2	4	4	4	5	5	4	5
33	4	3	3	4	4	3	4	4	4	3	4
34	3	3	3	4	3	3	3	4	3	3	4
35	4	4	4	4	4	4	4	4	4	4	4
36	2	3	2	1	3	3	4	4	4	3	4
37	1	1	2	2	2	4	4	5	5	4	5
38	4	4	4	4	4	4	3	5	4	4	5
39	4	4	4	4	4	4	4	5	4	4	5
40	4	4	4	4	4	4	4	5	5	4	5
41	4	4	5	4	4	4	4	4	5	4	4
42	2	3	3	3	3	3	3	3	4	3	3
43	4	4	3	3	4	5	5	3	5	5	3
44	4	4	4	3	4	5	5	4	4	5	4
45	4	4	2	2	2	3	4	4	3	3	4
46	5	5	4	4	3	3	5	5	4	3	5
47	5	4	3	3	2	3	5	4	4	3	4
48	5	4	3	2	3	3	3	5	5	3	5
49	5	4	3	2	4	3	4	5	5	3	5
50	5	5	4	4	3	4	4	5	4	4	5
51	4	3	4	4	4	4	4	4	5	4	5
52	4	4	4	4	4	4	4	4	3	4	4
53	3	3	3	5	3	4	3	4	4	4	5
54	3	3	3	3	3	5	4	4	5	4	3
55	5	5	5	4	5	3	4	5	3	5	5

	Emp_1	Emp_2	Emp_3	Emp_4	Emp_5	KP1	KP2	KP3	KP4	KP5	LP1
56	5	5	5	5	5	4	4	4	4	4	5
57	5	5	5	4	5	5	5	5	5	5	5
58	4	4	4	4	4	5	5	5	5	5	5
59	3	2	2	2	3	3	3	3	3	3	3
60	3	4	3	4	3	5	4	4	4	5	4
61	1	3	3	3	3	4	4	3	4	4	3
62	4	4	4	4	4	3	4	4	3	3	4
63	4	3	3	4	2	4	3	3	3	4	3
64	4	4	3	3	4	5	4	5	5	5	5
65	1	2	1	3	4	4	3	4	5	4	4
66	4	4	4	5	5	5	4	5	5	5	5
67	4	4	3	4	3	2	5	5	4	2	5
68	5	4	2	2	2	3	4	5	5	3	5
69	5	4	4	4	5	4	4	4	4	4	4
70	5	5	4	4	3	3	4	5	5	3	5
71	3	4	2	2	3	3	3	3	3	3	2
72	5	4	3	3	3	3	4	5	4	3	5
73	2	4	4	4	4	4	4	3	4	4	3
74	4	4	4	4	4	4	4	5	5	5	4
75	3	3	3	4	3	5	3	4	5	5	5
76	4	4	4	4	4	5	4	5	4	4	4
77	5	5	5	4	5	4	4	5	4	4	5
78	4	4	4	3	4	4	4	5	5	4	5
79	5	5	5	3	5	5	4	4	4	5	5
80	1	1	2	2	2	3	3	4	4	3	4
81	2	3	3	2	4	4	3	5	5	4	5
82	3	3	4	3	3	4	4	4	4	4	3
83	3	3	3	3	3	3	3	3	2	3	3
84	4	4	4	3	4	4	4	4	4	4	4
85	4	4	2	4	4	4	4	3	3	4	4
86	2	4	2	2	2	3	2	3	3	3	4
87	2	2	3	4	2	4	4	4	5	4	5
88	4	4	3	5	4	3	4	5	5	3	5
89	2	4	4	4	4	4	4	3	4	4	3
90	4	4	4	4	4	4	4	5	5	5	4
91	2	2	3	2	4	5	5	5	3	5	5
92	4	4	4	4	5	4	2	4	4	4	4
93	4	4	3	3	4	3	4	5	5	3	5
94	4	4	2	2	5	3	4	4	2	3	4
95	4	4	2	2	3	3	4	4	4	3	4
96	2	3	2	2	2	3	4	4	2	3	4
97	4	3	3	4	4	4	5	4	5	4	5
98	2	2	3	4	4	3	3	5	4	3	5
99	4	4	4	4	4	5	4	5	5	4	4
100	4	4	4	4	4	4	5	4	5	5	4
101	2	2	2	2	2	4	4	4	4	4	5
102	5	5	5	4	5	4	4	5	4	4	5
103	4	4	4	4	4	5	5	4	3	5	4
104	5	5	5	5	5	5	5	5	5	5	5
105	3	3	3	3	3	4	4	5	5	4	5
106	3	1	2	2	2	4	3	4	4	4	4
107	3	3	2	3	3	4	2	3	3	4	3
108	5	4	3	2	3	4	3	4	4	4	4
109	3	4	3	3	4	4	4	4	3	4	4
110	4	4	3	3	2	4	4	5	4	4	5

Case Summaries

	Emp_1	Emp_2	Emp_3	Emp_4	Emp_5	KP1	KP2	KP3	KP4	KP5	LP1
111	3	3	3	5	4	4	5	3	4	4	4
112	5	3	5	4	3	4	4	4	3	4	4
113	2	3	4	4	2	4	5	3	3	3	4
114	3	3	3	3	3	3	3	4	4	4	4
115	3	3	3	3	3	3	3	5	5	3	5
116	5	5	5	3	4	5	5	4	3	5	4
117	4	4	2	3	4	3	2	4	4	3	4
118	5	4	5	3	3	5	4	4	5	5	4
119	2	4	5	4	4	4	4	4	4	4	4
120	4	4	4	5	5	4	4	5	4	4	5
121	4	4	4	4	4	3	4	5	4	3	5
122	4	3	4	5	3	5	4	4	4	5	4
123	4	4	2	2	4	4	4	5	5	4	5
124	2	4	4	4	4	3	4	3	4	3	3
125	3	5	5	4	3	4	4	4	3	4	5
126	5	5	5	4	5	3	3	4	4	4	4
127	4	3	3	4	2	5	4	3	4	5	3
128	4	4	4	4	4	4	4	4	4	4	4
129	4	4	4	4	4	4	2	4	4	4	4
130	4	5	3	3	4	4	4	5	5	4	5
131	5	4	3	2	4	3	4	5	5	3	5
132	2	4	4	4	4	3	4	3	4	3	3
133	3	4	3	3	3	4	4	5	5	4	5
134	4	4	4	3	4	4	4	5	5	4	5
135	3	3	4	4	4	4	4	3	4	4	3
136	4	4	3	3	3	3	4	4	4	3	4
137	2	3	4	3	4	4	4	4	4	4	4
138	4	3	3	4	2	4	4	5	4	4	5
139	3	3	3	2	4	3	4	5	5	3	5
140	2	2	2	4	4	2	4	3	4	2	4
141	3	3	3	3	3	5	4	3	4	5	3
142	4	5	4	4	4	4	4	4	4	4	4
143	4	3	3	3	3	5	5	3	3	5	3
144	4	4	4	4	4	3	3	5	4	5	4
145	4	4	4	4	4	4	4	4	4	4	4
146	3	5	5	3	3	4	4	4	4	4	5
147	5	4	4	2	5	4	4	4	4	4	5
148	3	3	3	2	3	3	3	3	3	3	3
149	4	4	4	2	3	5	4	4	4	5	4
150	5	4	3	2	2	3	3	4	4	3	4
151	3	4	4	4	3	3	4	4	5	4	4
152	3	5	5	5	3	5	4	4	4	3	5
153	5	5	5	4	5	5	5	5	5	5	5
154	3	3	4	3	4	5	4	5	5	5	5
155	4	4	4	4	5	4	4	4	4	4	4
156	3	3	3	3	3	5	4	5	5	5	5
157	2	3	3	2	4	5	5	4	3	5	4
158	3	3	3	4	3	4	4	5	4	4	5
159	3	4	3	3	3	4	4	5	5	4	5
160	4	5	4	5	3	3	4	3	3	3	4
161	4	4	4	4	4	4	5	4	4	4	4
162	3	3	4	2	3	4	4	4	4	4	4
163	4	4	4	4	4	5	4	3	4	5	3
164	4	4	4	2	4	5	4	4	4	5	4
165	3	3	3	4	4	4	4	4	5	4	5

Case Summaries

	Emp_1	Emp_2	Emp_3	Emp_4	Emp_5	KP1	KP2	KP3	KP4	KP5	LP1
166	3	4	4	2	4	5	5	5	5	5	5
167	2	3	2	1	3	3	4	4	4	3	4
168	5	5	4	4	4	3	5	3	3	3	3
169	4	3	3	4	4	3	5	4	4	3	4
170	5	4	3	2	3	3	3	5	5	3	5
171	3	4	4	4	4	4	4	4	4	4	4
172	4	4	2	4	5	4	4	4	4	4	4
173	4	4	3	4	3	4	2	4	4	4	4
174	3	4	4	5	3	4	4	4	4	4	4
175	4	3	4	3	5	4	5	5	5	4	5
176	5	5	4	4	3	3	4	4	4	3	4
177	3	2	3	5	5	4	5	5	4	4	5
178	4	5	5	4	4	5	5	5	5	5	5
179	2	3	2	2	2	4	4	5	5	4	5
180	4	4	2	2	4	4	4	5	5	4	5

Case Summaries

	LP2	LP3	LP4	SI_1	SI_2	SI_3	SI_4	SI_5
1	3	3	5	3	2	4	3	3
2	4	4	4	4	4	4	4	4
3	5	5	4	3	4	5	5	5
4	4	5	4	4	4	5	4	5
5	4	4	3	4	4	5	4	4
6	4	4	4	5	5	4	4	4
7	4	5	4	4	2	4	4	5
8	4	5	5	3	4	4	4	5
9	4	5	5	3	4	4	4	5
10	4	4	3	3	4	4	4	4
11	4	3	3	3	4	4	4	3
12	5	3	3	4	5	5	5	3
13	3	4	4	3	3	4	3	4
14	4	4	4	5	4	4	4	4
15	4	4	3	4	5	3	4	4
16	5	4	3	4	4	5	5	4
17	5	5	4	4	4	5	5	5
18	4	5	4	5	5	5	4	5
19	5	5	5	5	5	5	5	5
20	5	4	5	4	4	4	5	4
21	4	4	3	4	3	4	4	4
22	5	4	4	4	2	5	5	4
23	5	4	5	4	3	5	5	4
24	5	4	3	4	4	5	5	4
25	5	2	4	4	4	3	5	2
26	3	2	3	4	5	3	3	2
27	3	3	3	4	4	3	3	3
28	2	3	3	4	5	4	2	3
29	3	4	4	3	3	4	3	4
30	3	4	4	3	3	4	3	4
31	4	3	5	5	5	5	4	3
32	4	3	4	3	2	5	4	3
33	4	4	3	5	4	4	4	4
34	3	3	3	4	4	4	3	3
35	4	3	4	4	4	4	4	3
36	4	4	3	3	4	4	4	4
37	5	5	3	5	4	5	5	5
38	3	4	3	3	2	5	3	4
39	4	4	5	3	4	5	4	4
40	4	4	4	4	4	5	4	4
41	5	4	5	3	3	4	5	4
42	5	4	5	5	4	3	5	4
43	5	4	4	4	4	3	5	4
44	4	4	4	4	2	4	4	4
45	4	3	4	4	4	4	4	3
46	4	4	4	3	4	5	4	4
47	4	4	4	3	4	4	4	4
48	4	5	4	4	4	5	4	5
49	5	5	4	4	4	5	5	5
50	5	5	4	4	4	5	5	5
51	5	4	3	3	4	5	5	4
52	4	4	4	4	4	4	4	4
53	4	4	3	4	4	5	4	4
54	3	3	3	3	4	3	3	3
55	4	5	5	2	4	5	4	5

Case Summaries

	LP2	LP3	LP4	SI_1	SI_2	SI_3	SI_4	SI_5
56	5	5	5	5	4	5	5	5
57	5	3	5	4	4	5	5	3
58	5	5	3	5	5	5	5	5
59	2	3	3	3	3	3	2	3
60	3	4	4	4	4	4	3	4
61	3	3	2	4	4	3	3	3
62	4	3	4	4	4	4	4	3
63	3	2	4	3	3	3	3	2
64	5	4	3	5	4	5	5	4
65	4	4	2	3	3	4	4	4
66	4	5	4	3	4	5	4	5
67	5	4	3	5	4	5	5	4
68	5	4	4	5	5	5	5	4
69	4	3	3	5	4	4	4	3
70	5	4	4	4	4	5	5	4
71	2	2	4	5	4	2	2	2
72	5	5	4	5	5	5	5	5
73	3	4	1	4	4	3	3	4
74	4	5	4	4	4	4	4	5
75	5	4	3	3	4	5	5	4
76	4	4	3	4	5	4	4	4
77	4	3	5	4	4	5	4	3
78	4	2	5	5	4	5	4	2
79	5	4	5	5	4	3	5	4
80	4	4	3	4	4	4	4	4
81	5	4	4	3	3	5	5	4
82	3	3	4	3	4	3	3	3
83	3	2	3	3	5	3	3	2
84	4	5	4	3	5	4	4	5
85	4	5	4	3	3	4	4	5
86	2	2	4	4	4	4	2	2
87	4	5	3	4	4	5	4	5
88	5	5	3	4	2	5	5	5
89	3	4	1	4	4	3	3	4
90	5	4	3	4	5	4	5	4
91	3	3	3	3	4	5	3	3
92	4	2	4	4	5	4	4	2
93	4	4	3	5	5	5	4	4
94	4	2	4	4	4	4	4	2
95	4	4	4	4	4	4	4	4
96	4	4	3	5	5	4	4	4
97	5	5	2	4	4	5	5	5
98	4	5	2	4	4	5	4	5
99	4	3	4	4	4	4	4	3
100	4	3	4	3	3	4	4	3
101	5	4	2	4	4	5	5	4
102	1	5	3	3	3	5	1	5
103	4	4	3	4	4	4	4	4
104	5	5	3	4	4	5	5	5
105	4	4	2	3	3	5	4	4
106	4	3	4	4	5	4	4	3
107	4	5	4	4	4	3	4	5
108	3	4	4	4	4	4	3	4
109	3	2	4	3	2	4	3	2
110	3	5	4	4	4	5	3	5

Case Summaries

	LP2	LP3	LP4	SI_1	SI_2	SI_3	SI_4	SI_5
111	2	4	3	4	4	4	2	4
112	4	4	4	4	4	4	4	4
113	4	4	5	3	3	4	4	4
114	4	4	4	3	4	4	4	4
115	5	4	3	4	4	5	5	4
116	4	4	3	3	3	4	4	4
117	4	4	4	4	4	4	4	4
118	4	4	4	5	5	4	4	4
119	2	5	4	4	4	4	2	5
120	5	4	4	5	5	5	5	4
121	4	2	4	3	3	5	4	2
122	4	4	3	3	3	4	4	4
123	4	4	4	5	5	5	4	4
124	3	3	3	5	4	3	3	3
125	4	5	5	5	5	5	4	5
126	4	4	3	5	4	4	4	4
127	3	2	4	4	4	3	3	2
128	4	4	4	3	4	4	4	4
129	3	5	4	3	3	4	3	5
130	5	4	4	4	4	5	5	4
131	5	5	4	3	4	5	5	5
132	3	3	3	4	4	3	3	3
133	4	3	3	4	3	5	4	3
134	5	4	4	4	4	5	5	4
135	4	4	4	4	4	3	4	4
136	4	4	4	4	4	4	4	4
137	3	4	3	3	3	4	3	4
138	4	5	4	5	5	5	4	5
139	5	3	2	5	5	5	5	3
140	2	3	4	3	4	4	2	3
141	3	3	2	3	3	3	3	3
142	5	5	4	3	5	4	5	5
143	3	3	3	3	3	3	3	3
144	4	4	5	3	4	4	4	4
145	3	3	4	4	4	4	3	3
146	5	4	3	4	4	5	5	4
147	4	5	5	4	4	5	4	5
148	2	2	3	4	3	3	2	2
149	3	4	4	5	4	4	3	4
150	4	3	4	3	4	4	4	3
151	4	4	5	4	4	4	4	4
152	5	5	5	5	5	5	5	5
153	5	2	5	2	2	5	5	2
154	4	4	5	3	3	5	4	4
155	4	4	4	5	4	4	4	4
156	5	4	3	4	4	5	5	4
157	4	4	4	3	4	4	4	4
158	3	5	3	4	3	5	3	5
159	4	4	4	5	4	5	4	4
160	2	2	4	4	3	4	2	2
161	4	4	3	5	4	4	4	4
162	4	4	4	2	5	4	4	4
163	4	4	4	3	4	3	4	4
164	4	4	5	4	4	4	4	4
165	5	5	1	3	4	5	5	5

Case Summaries

	LP2	LP3	LP4	SI_1	SI_2	SI_3	SI_4	SI_5
166	3	3	5	3	3	5	3	3
167	4	4	3	3	4	4	4	4
168	4	4	4	4	4	3	4	4
169	4	4	3	4	4	4	4	4
170	4	5	4	3	3	5	4	5
171	4	4	4	5	4	4	4	4
172	4	4	4	4	4	4	4	4
173	4	3	4	4	4	4	4	3
174	4	4	3	5	4	4	4	4
175	5	5	3	3	3	5	5	5
176	5	5	4	4	3	4	5	5
177	4	5	2	4	4	5	4	5
178	5	3	4	3	3	5	5	3
179	5	4	3	4	4	5	5	4
180	4	4	4	4	4	5	4	4

LAMPIRAN IX

TABEL DISTRIBUSI R

Df	5%	DF	5%	DF	5%	DF	5%
1	0,997	51	0,271	101	0,194	151	0,159
2	0,950	52	0,268	102	0,193	152	0,158
3	0,878	53	0,266	103	0,192	153	0,158
4	0,811	54	0,263	104	0,191	154	0,157
5	0,754	55	0,261	105	0,190	155	0,157
6	0,707	56	0,259	106	0,189	156	0,156
7	0,666	57	0,256	107	0,188	157	0,156
8	0,632	58	0,254	108	0,187	158	0,155
9	0,602	59	0,252	109	0,187	159	0,155
10	0,576	60	0,250	110	0,186	160	0,154
11	0,553	61	0,248	111	0,185	161	0,154
12	0,532	62	0,246	112	0,184	162	0,153
13	0,514	63	0,244	113	0,183	163	0,153
14	0,497	64	0,242	114	0,182	164	0,152
15	0,482	65	0,240	115	0,182	165	0,152
16	0,468	66	0,239	116	0,181	166	0,151
17	0,456	67	0,237	117	0,180	167	0,151
18	0,444	68	0,235	118	0,179	168	0,151
19	0,433	69	0,234	119	0,179	169	0,150
20	0,423	70	0,232	120	0,178	170	0,150
21	0,413	71	0,230	121	0,177	171	0,149
22	0,404	72	0,229	122	0,176	172	0,149
23	0,396	73	0,227	123	0,176	173	0,148
24	0,388	74	0,226	124	0,175	174	0,148
25	0,381	75	0,224	125	0,174	175	0,148
26	0,374	76	0,223	126	0,174	176	0,147
27	0,367	77	0,221	127	0,173	177	0,147
28	0,361	78	0,220	128	0,172	178	0,146
29	0,355	79	0,219	129	0,172	179	0,146
30	0,349	80	0,217	130	0,171	180	0,146
31	0,344	81	0,216	131	0,170	181	0,145
32	0,339	82	0,215	132	0,170	182	0,145
33	0,334	83	0,213	133	0,169	183	0,144
34	0,329	84	0,212	134	0,168	184	0,144
35	0,325	85	0,211	135	0,168	185	0.144
36	0,320	86	0,210	136	0,167	186	0,143
37	0,316	87	0,208	137	0,167	187	0,143
38	0,312	88	0,207	138	0,166	188	0,142
39	0,308	89	0,206	139	0,165	189	0,142
40	0,304	90	0,205	140	0,165	190	0,142
41	0,301	91	0,204	141	0,164	191	0,141
42	0,297	92	0,203	142	0,164	192	0,141
43	0,294	93	0,202	143	0,163	193	0,141
44	0,291	94	0,201	144	0,163	194	0,140
45	0,288	95	0,200	145	0,162	195	0,140
46	0,285	96	0,199	146	0,161	196	0,139
47	0,282	97	0,198	147	0,161	197	0,139
48	0,279	98	0,197	148	0,160	198	0,139
49	0,276	99	0,196	149	0,160	199	0,138
50	0,273	100	0,195	150	0,159	200	0,138