

## **BAB V**

### **KESIMPULAN DAN SARAN**

#### **V.1. Kesimpulan**

Penelitian ini bertujuan untuk mengidentifikasi pengaruh dari *service quality* terhadap *customer retention* dan untuk mengidentifikasi pemoderasian variabel *price perception* dan *customer indifference* pada hubungan antara *service quality* dan *customer retention*.

Dari hasil analisis data, maka dapat ditarik beberapa kesimpulan, yaitu:

1. Hasil analisis karakteristik responden dapat disimpulkan sebagai berikut:
  - a. Mayoritas responden yang menjadi obyek dalam penelitian adalah pria.
  - b. Mayoritas responden dalam penelitian ini memiliki pendapatan antara Rp. 500.100 sampai Rp. 1.000.000.
2. Dari analisis regresi diperoleh bahwa variabel *service quality* berpengaruh secara signifikan terhadap *customer retention*.
3. Dari analisis regresi dengan variabel pemoderasi diperoleh bahwa *price perception* dan *customer indifference* memoderasi hubungan antara *service quality* dan *customer retention*.

## V.2. Implikasi Manajerial

*Service quality* yang memuaskan akan mengakibatkan kepuasan pelanggan sehingga akan memicu terjadinya *customer retention*. Dengan diketahuinya pengaruh dari *service quality* terhadap *customer retention* tersebut, maka diharapkan perusahaan telekomunikasi seluler tidak lupa pentingnya memperhatikan *service quality* yang diberikan perusahaan kepada konsumen. Perusahaan diharapkan dapat memperhatikan keinginan konsumen khususnya mahasiswa yang ternyata juga peduli terhadap *service quality* yang diterima.

Dari hasil penelitian, *price perception* dan *customer indifference* memberikan pengaruh pada hubungan antara *service quality* terhadap *customer retention*, hasil tersebut dapat sebagai masukan informasi bagi perusahaan. *Service quality* yang dapat dilakukan oleh perusahaan sebagai contoh, dengan memberikan akses pelayanan yang dapat diandalkan (sinyal kuat, jangkauan sinyal luas, gangguan sinyal yang hampir tidak pernah ada), kemudahan memperoleh informasi yang diinginkan (seperti sms pemberitahuan apabila ada layanan atau info terbaru, dapat juga menghubungi *customer service*), mengikuti perkembangan kebutuhan konsumen (seperti saat ini kebutuhan *internet mobile*). Perusahaan juga diharapkan tidak lupa memperhatikan *price perception* dan *customer indifference* dari konsumen, karena konsumen juga menilai apakah layanan yang diterima sesuai dengan biaya yang ada, dan juga apabila konsumen memiliki tingkat *customer indifference* rendah, konsumen akan membandingkan layanan yang diperoleh antara *provider seluler* satu dengan *provider seluler* lainnya.

### **V.3. Keterbatasan Penelitian**

Penelitian ini tentunya juga memiliki keterbatasan. Besar pengaruh yang diberikan oleh variabel *service quality* dapat dikatakan cukup kecil yaitu hanya sebesar 4%, hal tersebut mungkin disebabkan karena pertanyaan untuk variabel tersebut belum menggunakan lima dimensi *service quality* dari Parasurahman et al. (1991), dimana pada acuan tersebut pertanyaan-pertanyaan mengenai *service quality* dapat lebih luas. Keterbatasan lainnya adalah penelitian ini dilakukan pada perusahaan telekomunikasi seluler secara keseluruhan yaitu perusahaan telekomunikasi seluler GSM dan perusahaan telekomunikasi seluler CDMA.

### **V.4. Saran untuk Penelitian Selanjutnya**

Diharapkan pada penelitian selanjutnya, pertanyaan pada variabel *service quality* dapat mempergunakan lima dimensi *service quality* oleh Parasurahman et al. (1991). Penelitian yang dilakukan juga lebih spesifik yaitu pada perusahaan telekomunikasi seluler GSM atau pada perusahaan telekomunikasi seluler CDMA. Penulis juga menyarankan variabel moderasi yang digunakan untuk penelitian selanjutnya juga dapat diperbanyak.

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Lampiran I  
Kuesioner

### **Data Pribadi**

Isilah data-data pribadi anda.

1. Jenis Kelamin
  - a.pria
  - b.wanita
2. Umur : .....tahun
3. Uang Saku per bulan
  - a. < Rp. 500.000
  - b. Rp. 500.100 - Rp. 1000.000
  - c. Rp. 1.000.100 – Rp. 1.500.000
  - d. Rp. 1.500.100 – Rp. 2.000.000
  - e. > Rp. 2.000.000

### **Pertanyaan untuk Responden**

Petunjuk : Jawablah pertanyaan di bawah ini dengan memberi tanda silang (x) pada jawaban yang paling mewakili pendapat anda.

Keterangan :

Sangat Tinggi (ST), Tinggi(T), Netral (N), Rendah (R), Sangat Rendah (SR).  
Sangat Setuju (SS), Setuju (S), Netral (N), Tidak Setuju (TS), Sangat Tidak Setuju (STS).  
Jasa telekomunikasi seluler / provider seluler [(Telkomsel : Kartu Halo, Simpati, Kartu As, Telkom Flexi), (Indosat : Im3, Matrix, Mentari, Star One), (XL : X-Plor, Jempol, Bebas), (Mobile-8 : Fren), (Esia)]

Pertanyaan-pertanyaan berikut ini berhubungan dengan pengalaman Saudara setelah menggunakan pelayanan jasa telekomunikasi seluler / provider seluler yang Saudara pakai saat ini

No.	Uraian					
<b><u>Retention</u></b>						
Kemungkinannya saya berhenti berlangganan pelayanan jasa telekomunikasi seluler yang saya pakai saat ini						
1.	Enam bulan yang akan datang.	SR	R	N	T	ST
2.	Tahun depan.	SR	R	N	T	ST
3.	Dua tahun ke depan.	SR	R	N	T	ST
<b><u>Service Quality</u></b>						
1.	Provider seluler yang saya pakai dapat memberikan informasi yang saya butuhkan sebagai pelayanan terbaiknya.	SS	S	N	TS	STS
2.	Customer service dari provider seluler yang saya pakai memberikan penjelasan mengenai segala sesuatu dengan sederhana.	SS	S	N	TS	STS
3.	Saya yakin provider seluler yang saya pakai akan memenuhi kebutuhan saya di masa yang akan datang.	SS	S	N	TS	STS

No.	Uraian					
4.	Provider seluler yang saya pakai akan tetap eksis di masa yang akan datang.	SS	S	N	TS	STS
5.	Customer service dari provider seluler yang saya pakai handal dan pandai.	SS	S	N	TS	STS
6.	Customer service dari provider seluler yang saya pakai ramah.	SS	S	N	TS	STS
7.	Apabila terjadi kesalahan (misal : gangguan/error sinyal dari pusat), provider seluler yang saya pakai akan segera memperbaiki.	SS	S	N	TS	STS
8.	Mudah menghubungi provider seluler yang saya pakai kapan saja diperlukan.	SS	S	N	TS	STS
9.	Provider seluler yang saya pakai memahami apa yang saya butuhkan (contoh : layanan sms, koneksi internet, dll).	SS	S	N	TS	STS
10.	Provider seluler yang saya pakai peduli dengan keamanan saya (privasi bertelekomunikasi).	SS	S	N	TS	STS
11.	Provider seluler yang saya pakai dapat dipercaya (layanan tersedia kapanpun saya inginkan).	SS	S	N	TS	STS
12.	Provider seluler yang saya pakai menawarkan seluruh pelayanan yang saya harapkan dari sebuah provider seluler.	SS	S	N	TS	STS
<u>Indifference</u>						
1.	Mengganti provider seluler tidak akan membawa banyak perubahan bagi saya.	SS	S	N	TS	STS
2.	Terdapat sangat sedikit perbedaan antara keseluruhan pelayanan yang disediakan oleh provider seluler yang ada.	SS	S	N	TS	STS
3.	Pengeluaran biaya provider seluler saya rendah.	SS	S	N	TS	STS
<u>Price perceptions</u>						
1.	Tarif yang dibebankan oleh provider seluler yang saya pakai sudah sesuai/masuk akal.	SS	S	N	TS	STS
2.	Tarif provider seluler yang saya pakai mampu bersaing dengan tarif provider seluler lainnya.	SS	S	N	TS	STS
3.	Tarif provider seluler yang saya pakai terjangkau oleh semua kalangan.	SS	S	N	TS	STS





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Lampiran II  
Data Hasil Penyebaran Kuesioner



54	5	5	5	15	11.67	5	5	5	5	5	3	3	5	5	4	4
55	2	2	2	6	4.67	3	3	4	4	3	3	2	4	3	4	3
56	2	2	2	6	4.67	3	3	4	4	3	3	4	4	4	4	4
57	3	3	3	9	7.00	5	5	5	5	5	5	5	5	5	5	5
58	5	5	5	15	11.67	4	4	4	4	3	3	3	3	4	4	4
59	3	3	3	9	7.00	4	3	3	3	3	4	3	3	4	4	4
60	1	1	1	3	2.33	4	4	4	4	3	3	3	4	4	4	4
61	2	2	2	6	4.67	4	4	3	3	3	4	4	4	4	3	3
62	3	3	3	9	7.00	5	4	4	4	4	4	3	3	5	5	5
63	3	3	3	9	7.00	4	4	5	5	4	4	4	4	4	4	4
64	5	3	3	11	9.67	3	2	3	2	3	2	3	2	3	3	2
65	4	3	3	10	8.33	4	4	4	4	4	5	3	4	4	3	3
66	5	5	5	15	11.67	5	5	5	5	4	4	5	5	5	4	5
67	5	5	4	14	11.33	4	4	4	5	5	5	5	4	4	4	4
68	5	5	5	15	11.67	5	5	5	5	4	4	4	5	4	4	4
69	5	5	5	15	11.67	5	5	5	5	5	5	3	2	5	5	5
70	3	3	3	9	7.00	3	2	3	3	5	5	3	3	4	4	5
71	5	5	5	15	11.67	5	5	5	5	5	5	5	5	5	5	5
72	5	4	3	12	10.33	5	5	5	5	5	4	4	5	5	5	5
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74	3	3	3	9	7.00	3	4	2	4	4	4	3	4	4	3	3
75	5	5	5	15	11.67	4	4	4	4	3	4	4	4	4	4	4
76	3	4	4	11	8.00	4	4	3	4	3	3	2	3	4	4	4
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78	5	5	4	14	11.33	5	5	5	5	4	3	4	4	5	4	5
79	5	5	4	14	11.33	4	3	4	5	3	3	4	3	5	3	4
80	5	5	5	15	11.67	3	3	4	4	4	3	2	3	3	3	4
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82	3	3	3	9	7.00	5	4	5	5	4	5	4	4	4	4	4
83	5	5	5	15	11.67	4	3	5	5	5	4	4	4	5	5	5
84	3	4	5	12	8.33	4	3	4	4	4	3	3	3	4	2	4
85	1	1	1	3	2.33	4	2	4	4	2	1	1	1	2	3	1
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87	5	5	5	15	11.67	4	4	4	4	4	4	3	4	4	3	3
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106	5	5	5	15	11.67	5	4	5	5	4	4	3	4	5	4	5
107	5	5	5	15	11.67	5	4	5	4	4	4	3	3	5	4	4



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164	5	5	5	15	11.67	4	4	4	4	4	4	4	4	4	4	4
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206	5	5	5	15	11.67	4	4	4	4	4	4	4	4	4	4	4
207	5	5	5	15	11.67	4	4	4	4	4	4	4	4	4	4	4
208	4	4	4	12	9.33	4	4	4	4	4	5	5	5	4	4	5
209	4	3	4	11	8.67	4	4	4	4	3	3	4	4	3	3	4
210	5	5	5	15	11.67	4	4	4	4	4	4	3	4	4	4	4

SQ12	SQtot	SQ	I1	I2	I3	Itot	I	PP1	PP2	PP3	PPtot	PP	SQP	SQI
4	48	4.00	3	4	3	10	3.33	4	4	4	12	4.00	16.00	13.33
4	49	4.08	3	4	3	10	3.33	4	5	4	13	4.33	17.69	13.61
2	31	2.58	4	3	3	10	3.33	4	4	2	10	3.33	8.61	8.61
4	45	3.75	2	2	3	7	2.33	2	4	3	9	3.00	11.25	8.75
4	46	3.83	4	4	4	12	4.00	4	4	4	12	4.00	15.33	15.33
3	43	3.58	3	3	3	9	3.00	4	4	4	12	4.00	14.33	10.75
3	47	3.92	3	3	2	8	2.67	3	3	3	9	3.00	11.75	10.44
5	57	4.75	1	2	2	5	1.67	5	5	5	15	5.00	23.75	7.92
5	49	4.08	1	1	2	4	1.33	5	5	5	15	5.00	20.42	5.44
2	42	3.50	2	2	3	7	2.33	2	2	2	6	2.00	7.00	8.17
4	47	3.92	3	2	2	7	2.33	3	2	2	7	2.33	9.14	9.14
4	52	4.33	1	2	2	5	1.67	5	5	5	15	5.00	21.67	7.22
4	42	3.50	2	2	2	6	2.00	3	3	2	8	2.67	9.33	7.00
4	48	4.00	4	4	3	11	3.67	4	4	4	12	4.00	16.00	14.67
4	35	2.92	5	4	3	12	4.00	4	4	4	12	4.00	11.67	11.67
2	34	2.83	4	4	4	12	4.00	4	4	3	11	3.67	10.39	11.33
3	39	3.25	2	4	3	9	3.00	3	2	3	8	2.67	8.67	9.75
3	44	3.67	3	4	3	10	3.33	4	4	3	11	3.67	13.44	12.22
3	35	2.92	3	3	4	10	3.33	2	2	2	6	2.00	5.83	9.72
4	52	4.33	4	4	3	11	3.67	4	4	4	12	4.00	17.33	15.89
2	44	3.67	5	4	4	13	4.33	3	5	4	12	4.00	14.67	15.89
4	53	4.42	5	4	5	14	4.67	5	5	5	15	5.00	22.08	20.61
4	49	4.08	4	4	4	12	4.00	2	2	2	6	2.00	8.17	16.33
1	26	2.17	5	5	3	13	4.33	2	2	2	6	2.00	4.33	9.39
3	37	3.08	4	3	2	9	3.00	2	3	2	7	2.33	7.19	9.25
4	44	3.67	4	3	3	10	3.33	3	3	2	8	2.67	9.78	12.22
4	49	4.08	2	4	4	10	3.33	4	4	2	10	3.33	13.61	13.61
4	40	3.33	2	4	4	10	3.33	3	4	4	11	3.67	12.22	11.11
4	46	3.83	2	3	3	8	2.67	4	4	4	12	4.00	15.33	10.22
3	39	3.25	4	4	3	11	3.67	3	3	4	10	3.33	10.83	11.92
4	46	3.83	4	4	2	10	3.33	3	3	3	9	3.00	11.50	12.78
3	47	3.92	4	3	3	10	3.33	4	3	3	10	3.33	13.06	13.06
3	39	3.25	4	4	3	11	3.67	3	3	3	9	3.00	9.75	11.92
4	52	4.33	4	4	4	12	4.00	4	4	4	12	4.00	17.33	17.33
4	48	4.00	4	4	2	10	3.33	3	4	4	11	3.67	14.67	13.33
4	42	3.50	2	2	2	6	2.00	4	4	4	12	4.00	14.00	7.00
2	24	2.00	3	3	3	9	3.00	3	3	3	9	3.00	6.00	6.00
4	49	4.08	4	4	4	12	4.00	4	4	4	12	4.00	16.33	16.33
4	45	3.75	2	4	2	8	2.67	4	4	2	10	3.33	12.50	10.00
4	42	3.50	2	4	4	10	3.33	4	3	3	10	3.33	11.67	11.67
4	46	3.83	4	4	5	13	4.33	4	4	5	13	4.33	16.61	16.61
3	40	3.33	3	3	4	10	3.33	4	3	4	11	3.67	12.22	11.11
1	33	2.75	4	3	2	9	3.00	3	3	3	9	3.00	8.25	8.25
5	53	4.42	3	4	2	9	3.00	4	4	4	12	4.00	17.67	13.25
3	39	3.25	3	3	3	9	3.00	4	3	4	11	3.67	11.92	9.75
3	39	3.25	2	4	3	9	3.00	4	4	3	11	3.67	11.92	9.75
4	58	4.83	3	4	5	12	4.00	4	5	5	14	4.67	22.56	19.33
3	44	3.67	2	3	3	8	2.67	3	3	3	9	3.00	11.00	9.78
4	47	3.92	3	3	3	9	3.00	3	3	3	9	3.00	11.75	11.75
3	44	3.67	2	4	3	9	3.00	4	4	2	10	3.33	12.22	11.00
3	46	3.83	2	4	3	9	3.00	4	4	2	10	3.33	12.78	11.50
3	50	4.17	4	4	4	12	4.00	5	4	5	14	4.67	19.44	16.67
4	50	4.17	4	2	3	9	3.00	3	3	3	9	3.00	12.50	12.50

4	53	4.42	3	3	4	10	3.33	3	3	3	9	3.00	13.25	14.72
3	39	3.25	4	4	3	11	3.67	3	4	3	10	3.33	10.83	11.92
3	43	3.58	4	4	3	11	3.67	3	3	3	9	3.00	10.75	13.14
5	60	5.00	5	5	3	13	4.33	5	5	5	15	5.00	25.00	21.67
3	43	3.58	3	3	2	8	2.67	4	5	5	14	4.67	16.72	9.56
3	41	3.42	3	3	3	9	3.00	3	3	3	9	3.00	10.25	10.25
4	45	3.75	5	5	5	15	5.00	5	5	5	15	5.00	18.75	18.75
3	42	3.50	3	3	3	9	3.00	4	4	4	12	4.00	14.00	10.50
5	51	4.25	4	4	5	13	4.33	4	4	4	12	4.00	17.00	18.42
3	49	4.08	4	4	4	12	4.00	5	4	4	13	4.33	17.69	16.33
3	31	2.58	2	3	3	8	2.67	4	4	3	11	3.67	9.47	6.89
2	44	3.67	2	4	2	8	2.67	4	5	4	13	4.33	15.89	9.78
5	57	4.75	3	3	5	11	3.67	5	5	5	15	5.00	23.75	17.42
4	52	4.33	3	2	2	7	2.33	2	4	4	10	3.33	14.44	10.11
3	52	4.33	3	3	3	9	3.00	3	4	4	11	3.67	15.89	13.00
3	53	4.42	5	3	4	12	4.00	3	2	1	6	2.00	8.83	17.67
4	44	3.67	3	3	3	9	3.00	4	3	3	10	3.33	12.22	11.00
5	60	5.00	1	1	2	4	1.33	5	5	5	15	5.00	25.00	6.67
5	58	4.83	4	4	3	11	3.67	4	4	4	12	4.00	19.33	17.72
4	38	3.17	3	3	3	9	3.00	3	4	5	12	4.00	12.67	9.50
3	41	3.42	4	4	3	11	3.67	3	2	3	8	2.67	9.11	12.53
4	47	3.92	4	3	3	10	3.33	3	3	4	10	3.33	13.06	13.06
3	41	3.42	4	4	2	10	3.33	2	1	2	5	1.67	5.69	11.39
4	45	3.75	3	2	2	7	2.33	3	3	3	9	3.00	11.25	8.75
5	54	4.50	2	4	4	10	3.33	4	4	4	12	4.00	18.00	15.00
4	45	3.75	3	4	3	10	3.33	5	5	4	14	4.67	17.50	12.50
4	40	3.33	3	4	3	10	3.33	4	2	2	8	2.67	8.89	11.11
3	37	3.08	4	4	3	11	3.67	2	3	4	9	3.00	9.25	11.31
4	52	4.33	3	3	4	10	3.33	4	4	4	12	4.00	17.33	14.44
4	53	4.42	4	3	3	10	3.33	4	4	4	12	4.00	17.67	14.72
4	42	3.50	5	5	4	14	4.67	3	4	4	11	3.67	12.83	16.33
3	28	2.33	5	5	4	14	4.67	4	4	5	13	4.33	10.11	10.89
4	50	4.17	2	3	3	8	2.67	3	3	2	8	2.67	11.11	11.11
4	45	3.75	2	3	4	9	3.00	4	4	4	12	4.00	15.00	11.25
3	39	3.25	4	4	4	12	4.00	4	4	4	12	4.00	13.00	13.00
3	41	3.42	3	2	4	9	3.00	4	4	4	12	4.00	13.67	10.25
4	48	4.00	3	2	4	9	3.00	4	4	4	12	4.00	16.00	12.00
4	43	3.58	4	2	3	9	3.00	4	4	3	11	3.67	13.14	10.75
3	47	3.92	4	4	4	12	4.00	4	4	4	12	4.00	15.67	15.67
3	53	4.42	4	4	3	11	3.67	2	2	2	6	2.00	8.83	16.19
2	39	3.25	4	4	3	11	3.67	2	3	3	8	2.67	8.67	11.92
4	43	3.58	4	2	4	10	3.33	4	4	4	12	4.00	14.33	11.94
3	41	3.42	4	4	3	11	3.67	4	4	4	12	4.00	13.67	12.53
3	44	3.67	4	4	3	11	3.67	4	4	4	12	4.00	14.67	13.44
4	44	3.67	4	4	3	11	3.67	3	3	3	9	3.00	11.00	13.44
3	41	3.42	4	3	5	12	4.00	4	3	3	10	3.33	11.39	13.67
4	48	4.00	4	4	4	12	4.00	4	5	4	13	4.33	17.33	16.00
4	38	3.17	3	3	4	10	3.33	5	5	5	15	5.00	15.83	10.56
2	50	4.17	3	2	4	9	3.00	3	5	4	12	4.00	16.67	12.50
3	41	3.42	3	4	3	10	3.33	3	4	4	11	3.67	12.53	11.39
4	38	3.17	3	4	2	9	3.00	2	3	3	8	2.67	8.44	9.50
5	50	4.17	4	5	5	14	4.67	1	2	2	5	1.67	6.94	19.44
4	52	4.33	3	4	4	11	3.67	5	5	4	14	4.67	20.22	15.89
4	49	4.08	3	4	4	11	3.67	4	4	3	11	3.67	14.97	14.97

4	45	3.75	3	3	3	9	3.00	4	4	3	11	3.67	13.75	11.25
3	37	3.08	3	3	3	9	3.00	3	4	4	11	3.67	11.31	9.25
4	46	3.83	5	4	3	12	4.00	3	2	5	10	3.33	12.78	15.33
3	36	3.00	4	4	2	10	3.33	3	4	4	11	3.67	11.00	10.00
3	36	3.00	4	4	2	10	3.33	3	3	3	9	3.00	9.00	10.00
4	35	2.92	2	3	2	7	2.33	3	3	2	8	2.67	7.78	6.81
2	22	1.83	2	4	4	10	3.33	4	5	5	14	4.67	8.56	6.11
4	45	3.75	2	3	4	9	3.00	4	4	5	13	4.33	16.25	11.25
3	36	3.00	3	3	2	8	2.67	2	2	2	6	2.00	6.00	8.00
3	40	3.33	2	3	3	8	2.67	3	4	4	11	3.67	12.22	8.89
4	46	3.83	4	4	4	12	4.00	4	4	4	12	4.00	15.33	15.33
4	48	4.00	4	4	4	12	4.00	4	4	4	12	4.00	16.00	16.00
4	45	3.75	4	3	4	11	3.67	3	3	4	10	3.33	12.50	13.75
3	37	3.08	4	3	2	9	3.00	3	4	4	11	3.67	11.31	9.25
4	52	4.33	2	2	2	6	2.00	4	4	4	12	4.00	17.33	8.67
2	41	3.42	3	2	2	7	2.33	2	1	1	4	1.33	4.56	7.97
2	43	3.58	4	4	2	10	3.33	2	2	2	6	2.00	7.17	11.94
4	41	3.42	4	3	4	11	3.67	5	5	4	14	4.67	15.94	12.53
3	42	3.50	4	4	4	12	4.00	4	3	4	11	3.67	12.83	14.00
4	46	3.83	4	3	4	11	3.67	4	4	4	12	4.00	15.33	14.06
4	44	3.67	3	4	4	11	3.67	3	4	3	10	3.33	12.22	13.44
4	54	4.50	4	3	4	11	3.67	4	4	5	13	4.33	19.50	16.50
3	42	3.50	4	4	3	11	3.67	2	4	4	10	3.33	11.67	12.83
4	47	3.92	4	4	3	11	3.67	4	4	4	12	4.00	15.67	14.36
4	39	3.25	5	2	4	11	3.67	3	4	3	10	3.33	10.83	11.92
4	50	4.17	4	4	3	11	3.67	4	4	4	12	4.00	16.67	15.28
4	58	4.83	5	4	5	14	4.67	5	5	5	15	5.00	24.17	22.56
4	40	3.33	3	3	3	9	3.00	4	4	3	11	3.67	12.22	10.00
3	40	3.33	3	4	3	10	3.33	3	4	3	10	3.33	11.11	11.11
4	43	3.58	4	3	2	9	3.00	3	4	4	11	3.67	13.14	10.75
3	47	3.92	2	4	3	9	3.00	4	4	4	12	4.00	15.67	11.75
4	48	4.00	4	4	3	11	3.67	4	3	4	11	3.67	14.67	14.67
2	44	3.67	2	2	4	8	2.67	4	4	4	12	4.00	14.67	9.78
3	52	4.33	4	4	4	12	4.00	4	4	4	12	4.00	17.33	17.33
4	42	3.50	3	4	2	9	3.00	3	3	2	8	2.67	9.33	10.50
4	42	3.50	2	2	2	6	2.00	3	4	4	11	3.67	12.83	7.00
4	42	3.50	2	2	2	6	2.00	4	4	4	12	4.00	14.00	7.00
3	36	3.00	4	2	3	9	3.00	4	2	4	10	3.33	10.00	9.00
1	41	3.42	2	2	1	5	1.67	1	1	2	4	1.33	4.56	5.69
3	42	3.50	3	3	4	10	3.33	3	3	3	9	3.00	10.50	11.67
3	42	3.50	3	3	3	9	3.00	4	3	3	10	3.33	11.67	10.50
4	55	4.58	5	5	4	14	4.67	4	5	4	13	4.33	19.86	21.39
4	49	4.08	4	4	3	11	3.67	4	4	4	12	4.00	16.33	14.97
4	42	3.50	3	4	4	11	3.67	3	2	2	7	2.33	8.17	12.83
4	45	3.75	4	4	3	11	3.67	4	4	4	12	4.00	15.00	13.75
3	39	3.25	4	4	3	11	3.67	2	2	3	7	2.33	7.58	11.92
3	45	3.75	4	4	5	13	4.33	5	5	5	15	5.00	18.75	16.25
5	60	5.00	1	2	2	5	1.67	4	4	4	12	4.00	20.00	8.33
2	39	3.25	3	2	3	8	2.67	3	4	5	12	4.00	13.00	8.67
3	45	3.75	5	4	4	13	4.33	4	2	3	9	3.00	11.25	16.25
4	46	3.83	3	3	3	9	3.00	2	4	4	10	3.33	12.78	11.50
4	47	3.92	4	5	2	11	3.67	4	5	5	14	4.67	18.28	14.36
4	49	4.08	4	4	3	11	3.67	2	3	3	8	2.67	10.89	14.97
4	47	3.92	4	5	3	12	4.00	4	5	5	14	4.67	18.28	15.67



4	49	4.08	4	4	3	11	3.67	2	3	3	8	2.67	10.89	14.97
4	47	3.92	2	4	2	8	2.67	4	4	4	12	4.00	15.67	10.44
4	48	4.00	4	2	4	10	3.33	4	4	4	12	4.00	16.00	13.33
4	47	3.92	4	4	4	12	4.00	4	4	3	11	3.67	14.36	15.67
1	36	3.00	2	3	2	7	2.33	2	4	4	10	3.33	10.00	7.00
4	48	4.00	4	4	4	12	4.00	4	4	4	12	4.00	16.00	16.00
3	38	3.17	3	4	3	10	3.33	1	1	1	3	1.00	3.17	10.56
4	48	4.00	2	5	4	11	3.67	3	4	4	11	3.67	14.67	14.67
4	45	3.75	4	3	2	9	3.00	4	4	4	12	4.00	15.00	11.25
4	47	3.92	3	3	4	10	3.33	4	4	4	12	4.00	15.67	13.06
4	49	4.08	4	4	2	10	3.33	4	4	2	10	3.33	13.61	13.61
3	46	3.83	4	4	4	12	4.00	4	4	4	12	4.00	15.33	15.33
2	35	2.92	4	4	3	11	3.67	2	2	4	8	2.67	7.78	10.69
3	41	3.42	3	3	3	9	3.00	4	4	3	11	3.67	12.53	10.25
4	53	4.42	1	4	3	8	2.67	3	4	3	10	3.33	14.72	11.78
4	47	3.92	4	2	4	10	3.33	5	4	4	13	4.33	16.97	13.06
3	41	3.42	3	3	3	9	3.00	4	4	4	12	4.00	13.67	10.25
4	41	3.42	4	3	4	11	3.67	2	3	4	9	3.00	10.25	12.53
4	48	4.00	3	3	4	10	3.33	4	4	4	12	4.00	16.00	13.33
3	49	4.08	4	4	3	11	3.67	4	4	4	12	4.00	16.33	14.97
4	50	4.17	3	4	3	10	3.33	4	4	3	11	3.67	15.28	13.89
4	53	4.42	4	4	4	12	4.00	4	4	3	11	3.67	16.19	17.67
3	39	3.25	4	4	4	12	4.00	4	4	4	12	4.00	13.00	13.00
2	40	3.33	4	4	3	11	3.67	2	2	2	6	2.00	6.67	12.22
2	38	3.17	4	4	3	11	3.67	2	2	2	6	2.00	6.33	11.61
2	37	3.08	4	4	3	11	3.67	3	4	4	11	3.67	11.31	11.31
3	35	2.92	2	4	3	9	3.00	3	3	4	10	3.33	9.72	8.75
4	43	3.58	2	3	4	9	3.00	4	4	4	12	4.00	14.33	10.75
3	47	3.92	2	4	3	9	3.00	4	4	4	12	4.00	15.67	11.75
4	43	3.58	2	3	4	9	3.00	5	5	4	14	4.67	16.72	10.75
2	34	2.83	4	4	3	11	3.67	2	2	3	7	2.33	6.61	10.39
5	42	3.50	2	3	2	7	2.33	5	5	4	14	4.67	16.33	8.17
4	42	3.50	4	4	4	12	4.00	4	4	4	12	4.00	14.00	14.00
4	41	3.42	3	4	4	11	3.67	4	4	4	12	4.00	13.67	12.53
4	44	3.67	2	3	4	9	3.00	4	4	4	12	4.00	14.67	11.00
4	51	4.25	2	4	3	9	3.00	4	4	5	13	4.33	18.42	12.75
3	43	3.58	4	4	4	12	4.00	3	3	3	9	3.00	10.75	14.33
4	43	3.58	4	4	4	12	4.00	5	5	5	15	5.00	17.92	14.33
4	48	4.00	2	4	2	8	2.67	3	3	2	8	2.67	10.67	10.67
4	48	4.00	4	4	4	12	4.00	4	4	4	12	4.00	16.00	16.00
2	41	3.42	4	4	2	10	3.33	2	4	1	7	2.33	7.97	11.39
2	49	4.08	1	3	2	6	2.00	4	4	2	10	3.33	13.61	8.17
4	48	4.00	4	4	4	12	4.00	4	4	4	12	4.00	16.00	16.00
4	48	4.00	4	4	4	12	4.00	4	4	4	12	4.00	16.00	16.00
4	48	4.00	4	4	4	12	4.00	4	4	4	12	4.00	16.00	16.00
4	48	4.00	4	4	4	12	4.00	4	4	4	12	4.00	16.00	16.00
4	52	4.33	4	4	4	12	4.00	4	5	4	13	4.33	18.78	17.33
4	44	3.67	3	3	3	9	3.00	4	4	4	12	4.00	14.67	11.00
4	47	3.92	4	4	4	12	4.00	4	4	4	12	4.00	15.67	15.67



*serviens in lumine veritatis*

Lampiran III  
Uji Validitas dan Reliabilitas

## Analisis Validitas

### Retention

Correlations

		R1	R2	R3	RTOTBBT
R1	Pearson Correlation	1.000	.895**	.734**	.977**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
R2	Pearson Correlation	.895**	1.000	.871**	.964**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
R3	Pearson Correlation	.734**	.871**	1.000	.848**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
RTOTBBT	Pearson Correlation	.977**	.964**	.848**	1.000
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

**ServiceQuality**

**Correlations**

	SQ1	SQ2	SQ3	SQ4	SQ5	SQ6	SQ7	SQ8	SQ9	SQ10	SQ11	SQ12	SQTOT
SQ1	Pearson Correlation Sig. (2-tailed) N	1.000 .849** 30	.849** .000 30	.483** .007 30	.497** .005 30	.458* .011 30	.371* .043 30	.369* .045 30	.522** .003 30	.371* .044 30	.440* .015 30	.057 .765 30	.715** .000 30
SQ2	Pearson Correlation Sig. (2-tailed) N	.849** .000 30	1.000 .000 30	.615** .000 30	.597** .001 30	.483** .007 30	.332 .073 30	.136 .473 30	.296 .112 30	.429* .018 30	.382* .037 30	-.047 .807 30	.657** .000 30
SQ3	Pearson Correlation Sig. (2-tailed) N	.849** .000 30	.615** .000 30	1.000 .000 30	.436* .016 30	.436* .016 30	.144 .447 30	.234 .214 30	.490** .006 30	.510** .004 30	.237 .208 30	.249 .184 30	.688** .000 30
SQ4	Pearson Correlation Sig. (2-tailed) N	.849** .000 30	.615** .000 30	.816** .000 30	1.000 .000 30	.582** .001 30	.106 .576 30	.307 .098 30	.407* .025 30	.377* .040 30	.226 .229 30	.119 .530 30	.672** .000 30
SQ5	Pearson Correlation Sig. (2-tailed) N	.849** .000 30	.615** .000 30	.816** .000 30	.582** .001 30	1.000 .001 30	.369* .045 30	.505** .004 30	.312 .094 30	.391* .033 30	.695** .000 30	.381* .038 30	.774** .000 30
SQ6	Pearson Correlation Sig. (2-tailed) N	.849** .000 30	.615** .000 30	.816** .000 30	.582** .001 30	.572** .001 30	.535** .002 30	.406* .026 30	.274 .143 30	.323 .082 30	.621** .000 30	.438* .016 30	.609** .000 30
SQ7	Pearson Correlation Sig. (2-tailed) N	.849** .000 30	.615** .000 30	.816** .000 30	.582** .001 30	.572** .001 30	1.000 .002 30	.284 .128 30	.365* .047 30	.267 .154 30	.587** .001 30	.304 .102 30	.494** .006 30
SQ8	Pearson Correlation Sig. (2-tailed) N	.849** .000 30	.615** .000 30	.816** .000 30	.582** .001 30	.572** .001 30	.1000 .128 30	1.000 .128 30	.592** .001 30	.277 .138 30	.576** .001 30	.514** .004 30	.642** .000 30
SQ9	Pearson Correlation Sig. (2-tailed) N	.849** .000 30	.615** .000 30	.816** .000 30	.582** .001 30	.572** .001 30	.284 .128 30	1.000 .128 30	1.000 .001 30	.581** .001 30	.461* .010 30	.461* .010 30	.730** .000 30
SQ10	Pearson Correlation Sig. (2-tailed) N	.849** .000 30	.615** .000 30	.816** .000 30	.582** .001 30	.572** .001 30	.267 .154 30	.365* .047 30	1.000 .001 30	1.000 .002 30	.550** .002 30	.216 .251 30	.676** .000 30
SQ11	Pearson Correlation Sig. (2-tailed) N	.849** .000 30	.615** .000 30	.816** .000 30	.582** .001 30	.572** .001 30	.267 .154 30	.365* .047 30	1.000 .001 30	1.000 .002 30	1.000 .002 30	.579** .001 30	.778** .000 30
SQ12	Pearson Correlation Sig. (2-tailed) N	.849** .000 30	.615** .000 30	.816** .000 30	.582** .001 30	.572** .001 30	.304 .102 30	.514** .004 30	.461* .010 30	.216 .251 30	.579** .001 30	1.000 .004 30	.513** .004 30
SQTOT	Pearson Correlation Sig. (2-tailed) N	.715** .000 30	.657** .000 30	.688** .000 30	.672** .000 30	.774** .000 30	.494** .006 30	.642** .000 30	.730** .000 30	.676** .000 30	.778** .000 30	.513** .004 30	1.000 .004 30

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

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

**Indifference**

**Correlations**

		I1	I2	I3	ITOT
I1	Pearson Correlation	1.000	.269	.195	.746**
	Sig. (2-tailed)	.	.151	.301	.000
	N	30	30	30	30
I2	Pearson Correlation	.269	1.000	.114	.613**
	Sig. (2-tailed)	.151	.	.549	.000
	N	30	30	30	30
I3	Pearson Correlation	.195	.114	1.000	.672**
	Sig. (2-tailed)	.301	.549	.	.000
	N	30	30	30	30
ITOT	Pearson Correlation	.746**	.613**	.672**	1.000
	Sig. (2-tailed)	.000	.000	.000	.
	N	30	30	30	30

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

**Price Perception**

**Correlations**

		PP1	PP2	PP3	PPTOT
PP1	Pearson Correlation	1.000	.682**	.688**	.867**
	Sig. (2-tailed)	.	.000	.000	.000
	N	30	30	30	30
PP2	Pearson Correlation	.682**	1.000	.779**	.912**
	Sig. (2-tailed)	.000	.	.000	.000
	N	30	30	30	30
PP3	Pearson Correlation	.688**	.779**	1.000	.921**
	Sig. (2-tailed)	.000	.000	.	.000
	N	30	30	30	30
PPTOT	Pearson Correlation	.867**	.912**	.921**	1.000
	Sig. (2-tailed)	.000	.000	.000	.
	N	30	30	30	30

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

## Analisis Reliabilitas

### Retention

\*\*\*\*\*Method 1 (space saver) will be used for this analysis\*\*\*\*\*  
RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
R1	6.8667	6.7402	.8415	.9311
R2	7.1000	6.5069	.9485	.8465
R3	7.2333	7.0126	.8232	.9441

#### Reliability Coefficients

N of Cases = 30.0                      N of Items = 3  
Alpha = .9370

### Service Quality

\*\*\*\*\*Method 1 (space saver) will be used for this analysis\*\*\*\*\*  
RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
SQ1	39.1333	38.1885	.6431	.8716
SQ2	39.3000	39.1828	.5795	.8753
SQ3	39.4333	37.9092	.6032	.8740
SQ4	39.1667	37.7989	.5798	.8758
SQ5	39.3000	37.1828	.7119	.8673
SQ6	39.1000	40.3690	.5364	.8778
SQ7	39.6000	41.0759	.3969	.8848
SQ8	39.2667	39.3747	.5635	.8762
SQ9	39.2000	37.5448	.6566	.8707
SQ10	39.5333	38.1195	.5907	.8748
SQ11	39.4000	38.1793	.7256	.8677
SQ12	39.4667	41.2230	.4274	.8829

#### Reliability Coefficients

N of Cases = 30.0                      N of Items = 12  
Alpha = .8843

### **Indifference**

\*\*\*\*\*Method 1 (space saver) will be used for this analysis\*\*\*\*\*  
R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   ( A L P H A )

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
I1	6.2667	2.2713	.6002	.5324
I2	6.4667	2.6023	.4937	.6661
I3	6.6667	2.5057	.5009	.6587

#### Reliability Coefficients

N of Cases = 30.0  
Alpha = .7120

N of Items = 3

### **Price Perception**

\*\*\*\*\*Method 1 (space saver) will be used for this analysis\*\*\*\*\*  
R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   ( A L P H A )

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PP1	7.3667	2.9989	.7259	.8739
PP2	7.1333	2.6713	.7988	.8090
PP3	7.1667	2.4195	.8014	.8095

#### Reliability Coefficients

N of Cases = 30.0  
Alpha = .8822

N of Items = 3



*serviens in lumine veritatis*

Lampiran IV  
Analisis Regresi



## Regression → ServQual

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

Model	Variables Entered	Variables Removed	Method
1	SQ <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: R

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.201 <sup>a</sup>	.040	.036	2.8525

a. Predictors: (Constant), SQ

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.006	1	71.006	8.727	.003 <sup>a</sup>
	Residual	1692.452	208	8.137		
	Total	1763.458	209			

a. Predictors: (Constant), SQ

b. Dependent Variable: R

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.018	1.409		3.561	.000
	SQ	1.111	.376	.201	2.954	.003

a. Dependent Variable: R

## Regression ServQual, SQP

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

Model	Variables Entered	Variables Removed	Method
1	SQP, SQ <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: R

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.214 <sup>a</sup>	.046	.036	2.8513

a. Predictors: (Constant), SQP, SQ

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.565	2	40.282	4.955	.008 <sup>a</sup>
	Residual	1682.893	207	8.130		
	Total	1763.458	209			

a. Predictors: (Constant), SQP, SQ

b. Dependent Variable: R

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.437	1.507		2.944	.004
	SQ	1.546	.550	.279	2.812	.005
	SQP	-7.68E-02	.071	-.108	-1.084	.279

a. Dependent Variable: R

## Regression ServQual, SQI

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

Model	Variables Entered	Variables Removed	Method
1	SQI, SQ <sup>b</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: R

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.211 <sup>a</sup>	.045	.035	2.8528

a. Predictors: (Constant), SQI, SQ

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.851	2	39.425	4.844	.009 <sup>a</sup>
	Residual	1684.608	207	8.138		
	Total	1763.458	209			

a. Predictors: (Constant), SQI, SQ

b. Dependent Variable: R

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.960	1.411		3.516	.001
	SQ	1.375	.462	.248	2.973	.003
	SQI	-7.43E-02	.076	-.082	-.982	.327

a. Dependent Variable: R

> Exhibit C-2 Critical Values of *t* for Given Probability Levels

d.f.	Level of Significance for One-Tailed Test					
	.10	.05	.025	.01	.005	.0005
	Level of Significance for Two-Tailed Test					
	.20	.10	.05	.02	.01	.001
1	3.078	6.314	12.706	31.821	63.657	636.619
2	1.886	2.920	4.303	6.965	9.925	31.598
3	1.638	2.353	3.182	4.541	5.841	12.941
4	1.533	2.132	2.776	3.747	4.604	8.610
5	1.476	2.015	2.571	3.365	4.032	6.859
6	1.440	1.943	2.447	3.143	3.707	5.959
7	1.415	1.895	2.365	2.998	3.499	5.405
8	1.397	1.860	2.306	2.896	3.355	5.041
9	1.383	1.833	2.262	2.821	3.250	4.781
10	1.372	1.812	2.228	2.764	3.169	4.587
11	1.363	1.796	2.201	2.718	3.106	4.437
12	1.356	1.782	2.179	2.681	3.055	4.318
13	1.350	1.771	2.160	2.650	3.012	4.221
14	1.345	1.761	2.145	2.624	2.977	4.140
15	1.341	1.753	2.131	2.602	2.947	4.073
16	1.337	1.746	2.120	2.583	2.921	4.015
17	1.333	1.740	2.110	2.567	2.898	3.965
18	1.330	1.734	2.101	2.552	2.878	3.922
19	1.328	1.729	2.093	2.539	2.861	3.883
20	1.325	1.725	2.086	2.528	2.845	3.850
21	1.323	1.721	2.080	2.518	2.831	3.819
22	1.321	1.717	2.074	2.508	2.819	3.792
23	1.319	1.714	2.069	2.500	2.807	3.767
24	1.318	1.711	2.064	2.492	2.797	3.745
25	1.316	1.708	2.060	2.485	2.787	3.725
26	1.315	1.706	2.056	2.479	2.779	3.707
27	1.314	1.703	2.052	2.473	2.771	3.690
28	1.313	1.701	2.048	2.467	2.763	3.674
29	1.311	1.699	2.045	2.462	2.756	3.659
30	1.310	1.697	2.042	2.457	2.750	3.646
40	1.303	1.684	2.021	2.423	2.704	3.551
60	1.296	1.671	2.000	2.390	2.660	3.460
120	1.289	1.658	1.980	2.358	2.617	3.373
∞	1.282	1.645	1.960	2.326	2.576	3.291

Source: Abridged from Table III of Fisher and Yates, *Statistical Tables for Biological, Agricultural, and Medical Research*, 6th ed., published by Oliver and Boyd Ltd., Edinburgh, 1963. By permission of the publishers.



> Exhibit C-8 Critical Values of the F Distribution for  $\alpha = .05$

Degrees of Freedom for Numerator (cont'd)	Degrees of Freedom for Denominator																								
	1	2	3	4	5	6	7	8	9	10	12	15	20	24	30	40	60	80	120	$\infty$					
1	161.4	199.5	215.7	224.6	230.2	234.0	236.8	238.9	240.5	241.9	243.9	245.9	248.0	249.1	250.1	251.1	252.2	253.3	253.3	243.3					
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40	19.41	19.43	19.45	19.45	19.46	19.47	19.48	19.49	19.49	19.50					
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79	8.74	8.70	8.66	8.64	8.62	8.59	8.57	8.55	8.53	8.53					
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96	5.91	5.86	5.80	5.77	5.75	5.72	5.69	5.66	5.63	5.63					
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74	4.68	4.62	4.56	4.53	4.50	4.46	4.43	4.40	4.36	4.36					
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06	4.00	3.94	3.87	3.84	3.81	3.77	3.74	3.70	3.67	3.67					
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64	3.57	3.51	3.44	3.41	3.38	3.34	3.30	3.27	3.23	3.23					
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35	3.28	3.22	3.15	3.12	3.08	3.04	3.01	2.97	2.93	2.93					
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14	3.07	3.01	2.94	2.90	2.86	2.82	2.79	2.75	2.71	2.71					
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98	2.91	2.85	2.77	2.74	2.70	2.66	2.62	2.58	2.54	2.54					
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85	2.79	2.72	2.65	2.61	2.57	2.53	2.49	2.45	2.40	2.40					
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75	2.69	2.62	2.54	2.51	2.47	2.43	2.38	2.34	2.30	2.30					
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67	2.60	2.53	2.46	2.42	2.38	2.34	2.30	2.25	2.21	2.21					
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60	2.53	2.46	2.39	2.35	2.31	2.27	2.22	2.18	2.13	2.13					
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54	2.48	2.40	2.33	2.29	2.25	2.20	2.16	2.11	2.07	2.07					
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49	2.42	2.35	2.28	2.24	2.19	2.15	2.11	2.06	2.01	2.01					
17	4.45	3.59	3.20	2.96	2.80	2.70	2.61	2.55	2.49	2.45	2.38	2.31	2.23	2.19	2.15	2.10	2.06	2.01	1.96	1.96					
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41	2.34	2.27	2.19	2.15	2.11	2.06	2.02	1.97	1.92	1.92					
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38	2.31	2.23	2.16	2.11	2.07	2.03	1.98	1.93	1.88	1.88					
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35	2.28	2.20	2.12	2.08	2.04	1.99	1.95	1.90	1.84	1.84					
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32	2.25	2.18	2.10	2.05	2.01	1.96	1.92	1.87	1.81	1.81					
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30	2.23	2.15	2.07	2.03	1.98	1.94	1.89	1.84	1.78	1.78					
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27	2.20	2.13	2.05	2.01	1.96	1.91	1.86	1.81	1.76	1.76					
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25	2.18	2.11	2.03	1.98	1.94	1.89	1.84	1.79	1.73	1.73					
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24	2.16	2.09	2.01	1.96	1.92	1.87	1.82	1.77	1.71	1.71					
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22	2.15	2.07	1.99	1.95	1.90	1.85	1.80	1.75	1.70	1.70					
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20	2.12	2.05	1.97	1.93	1.88	1.84	1.79	1.73	1.68	1.68					
28	4.20	3.34	2.95	2.71	2.56	2.44	2.36	2.29	2.24	2.19	2.11	2.04	1.96	1.91	1.87	1.82	1.77	1.71	1.66	1.66					
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.23	2.18	2.10	2.03	1.95	1.90	1.86	1.81	1.76	1.70	1.65	1.65					
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16	2.09	2.01	1.93	1.89	1.84	1.79	1.74	1.68	1.63	1.63					
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08	2.00	1.92	1.84	1.79	1.74	1.69	1.64	1.58	1.51	1.51					
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99	1.92	1.84	1.75	1.70	1.65	1.59	1.54	1.47	1.39	1.39					
120	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.83	1.75	1.66	1.61	1.55	1.50	1.43	1.35	1.25	1.25					
$\infty$	3.84	3.00	2.60	2.37	2.21	2.10	2.01	1.94	1.88	1.83	1.75	1.67	1.57	1.52	1.46	1.39	1.32	1.22	1.10	1.10					

Source: Reminted by permission from Statistical Methods by George W. Snedecor and William G. Cochran, 6th edition, © 1967 by Iowa State University Press, Ames, Iowa.

**TABEL 2**  
**NILAI-NILAI  $r$  PRODUCT MOMENT**

N	Tarf Signif		N	Tarf Signif		N	Tarf Signif	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			