

BAB V

KESIMPULAN

5.1. Kesimpulan

Berdasarkan hasil analisis data diperoleh kesimpulan sebagai berikut:

1. *Service quality perception* yang terdiri dari *tangibles*, *reliability*, *responsiveness*, *assurance* dan *emphaty* berpengaruh positif terhadap *purchase intention* baik secara parsial maupun secara simultan.
2. *Service quality perception* yang terdiri dari *tangibles*, *reliability*, *responsiveness*, *assurance* dan *emphaty* berpengaruh positif terhadap *satisfaction* baik secara parsial maupun secara simultan.
3. *Satisfaction* berpengaruh secara positif dan signifikan terhadap *purchase intention*.

5.2. Implikasi Manajerial

Implikasi dari penelitian ini ada dua yaitu secara teoritis dan secara praktis. Secara teoritis, hasil penelitian ini menunjukkan bahwa *satisfaction* merupakan variabel mediator yang mempengaruhi *service quality perception* terhadap *purchase intention* pada KFC. Sedangkan implikasi secara praktis, penelitian ini diharapkan dapat diimplementasikan oleh KFC dalam mempertimbangkan strategi dalam bersaing melalui variabel-variabel *service quality perception*. Dengan demikian melalui keyakinan konsumen, KFC dapat meningkatkan niat beli konsumen melalui bentuk pelayanan yang diberikan.

KFC hendaknya memperhatikan implikasi dimensi-dimensi *tangibles*, *assurance*, *reliability*, *responsivenees* dan *emphaty* untuk meningkatkan niat beli konsumen. Kualitas pelayanan yang melebihi harapan konsumen akan berdampak pada kepuasan konsumen. Faktor kepuasan pelanggan dan persepsi atas kualitas layanan merupakan faktor yang perlu diperhatikan oleh KFC. Melalui peningkatan atas kedua faktor tersebut diharapkan dapat meningkatkan intensitas pembelian pelanggan yang membawa dampak pada peningkatan penjualan KFC. Dalam memberikan pelayanan, KFC perlu mempertahankan faktor *tangibles* untuk meningkatkan *purchase intention* konsumen serta mempertahankan faktor *assurance* dalam meningkatkan kepuasan konsumen karena faktor tersebut merupakan faktor yang dominan mempengaruhi *purchase intention* dan kepuasan konsumen. Selain itu, KFC perlu meningkatkan faktor-faktor lainnya guna menunjang pelayanan yang berkualitas bagi konsumen.

5.3. Keterbatasan dan Rekomendasi

Penelitian ini tidak lepas dari beberapa keterbatasan dan kelemahan. Keterbatasan dalam penelitian ini berupa persepsi responden tergantung pada pemahaman butir pertanyaan yang tercantum dalam kuesioner sehingga kemungkinan terjadi perbedaan persepsi responden dengan pengukuran yang bersifat *self reported* sehingga kemungkinan terjadi *liniency bias*. Lokasi penelitian penelitian dibatasi hanya pada KFC di Yogyakarta sehingga hasil penelitian tidak dapat digeneralisasi.

Kelemahan dari penelitian ini yaitu penelitian ini hanya dilakukan survei melalui kuesioner tanpa dilengkapi dengan metode pengumpulan data lainnya untuk keakuratan data yang diteliti seperti wawancara. Peneliti memberikan saran agar metode pengumpulan data selanjutnya dapat dilengkapi dengan metode lainnya seperti wawancara agar data yang dikumpulkan lebih akurat dan menghindari perbedaan persepsi responden dengan pengukuran. Penelitian selanjutnya dapat juga mengembangkan perspektif yang diteliti lebih luas lagi misalnya berdasarkan pada tingkat keterlibatan konsumen dan faktor demografi konsumen.

DAFTAR PUSTAKA

- Assael, Henry., 1998, *Consumer Behavior and Marketing Action*, Boston: Wadsworth, Inc.
- Azwar, Saifuddin.,1992. *Sikap Manusia : Teori dan pengukurannya*, Yogyakarta : Pustaka pelajar.
- Brown, Tom J, Gilbert A Churchill, Jr dan J Paul Peter.,1993, "Improving the measurement of Service Quality: Research Note," *Journal of Retailing*. Vol 69
- Carman, James M.,1990, "Consumer Perception of Service Quality: An Assessment of SERVQUAL Dimensions ," *Journal of Retailing*. Vol 66
- Chang, Chia Ming, Chin Tsu Chen, Chin Hsien Hsu.,2002, "A Review of Service quality in Corporate and Recreational Sport/Fitness Programs" *Journal of retailing*.
- Cooper, D.R. & Pamela, S.S, 2006, *Business Research Methods*, Ninth Edition, New York: McGraw-Hill Companies, Inc.
- Cronin Joseph, Michael K.B, Tomas M.H, 2000, "Asseing the Effects of Quality, Value, and Customer Satisfaction on Cunsomer Behavioral Intention in Service Environment", *Journal of Retailing*. Vol 76(2).
- Dabholkar, Pratibha A, D I Thorpe dan Joseph O Rentz.,1996, "A Measure of Service Quality For Retailer Stores: Scale Development and Validation," *Journal of the Academy of Marketing Science*. Vol 24
- Dharmmesta, Basu Swasta dan T. Hani Handoko, 1997, *Manajemen Pemasaran, Analisis Perilaku Konsumen*, Edisi 1, BPFE Yogyakarta.
- Hair, Joseph. F, Jr, Andersson, Roplph. E, Tatham, Ronald. L, and Black, William. C. (1998). *Multivariate Data Analysis*. 5th Edition. Prentice-Hall International, Inc.,
- Kotler, Philip.,2006, *Marketing Management*, Millennium Edition, New Jersey : Prentice Hall International, Inc.
- Loudon, David L. Dan Albert J. Della Bitta., 2000, *Consumer Behaviour : Concepts and Aplications*, 7th Edition, New York : McGraw-Hill, Inc.

- Mowen, John C dan Minor, Michael., 2002, *Perilaku Konsumen*, Jakarta: Erlangga, *Perilaku Konsumen*, edisi 5, jilid 2, Gelora Aksara Pratama, Bandung.
- Page, Narelle & Chaterine Eddy., 1999. *The Correlation between Service Quality, Satisfaction and Loyalty*, Marketing Science Centre. Australia
- Parasuraman. A, Zeithmal, Valery. A., dan Berry, Leonard. L., 1991, "Refinement and Assessment of the SERVQUAL Scale," *Journal of Retailing*. Vol 64 (1)
- Patterson, Paul G., 2003. *The Impact of Key Personality Constructs on Satisfaction, Trust, Loyalty Relationship in a Service Context*, *Journal of Services Marketing*, vol. 18 (5).
- Rust, Roland T & Zahorik, Antony J.,1993, "Customer Satisfaction, Customer Retention and Market Share," *Journal of Retailing*. Vol 69
- Schiffman, Leon G. and Leslie L. Kanuk.,2004. *Consumer Behavior*, 8 Ed, Prentice Hall, Inc. New Jersey
- Sekaran, Uma.,2003, *Research Methods for Business : Skill-Building Approach*, Fourth Edition, New York : John Wiley &nSons Inc.
- Setyawan dan Ihwan, Anton A, Ihwan Susila.,2004, "Pengaruh Service Quality perception terhadap Purchase intentions : studi empirik pada konsumen supermarket," *Usahawan*, No 7 th XXXIII Juli, pp 29-37
- Sinar Harapan., 2003. *Bisnis Makanan dengan Sistem Waralaba Makin Marak Optimistis*, Tgl 5 Desember 2003
- Taylor, Steven dan Thomas L Baker.,1994, "An Assessment of the relationship Between Service Quality and Customer Satisfaction in the Formation of Consumers Purchase Intentions," *Journal of Retailing*. Vol 70
- Tjiptono, Fandy., 1997, *Strategi Pemasaran*, Penerbit ANDY, Yogyakarta.
- Tjiptono, Fandy., 2005. *Pemasaran Jasa*. Cetakan Pertama. Malang : Penerbit Banyu Media Publishing

INSTRUMEN PENELITIAN
PENGARUH *SERVICE QUALITY PERCEPTION*
TERHADAP *PURCHASE INTENTION*

Berilah tanda X pada jawaban yang sesuai dengan data diri Anda

1. Jenis kelamin

- a. Laki-laki
- b. Perempuan

2. Usia : tahun

3. Pekerjaan

- a. Pelajar/mahasiswa
- b. Pegawai Negeri
- c. Pegawai Swasta
- d. Lainnya :

4. Pendapatan / uang saku per bulan:

- a. ≤Rp. 750.000,00
- b. Rp. 751.000,00 – Rp. 1.500.000,00
- c. Rp. 1.501.000 – Rp. 2.000.000,00
- d. > Rp. 2.000.000,00

5. Dalam sebulan berapa kali Anda melakukan pembelian di KFC?

- a. ≤ 2 kali
- b. 3 – 4 kali
- c. > 4 kali

Pilih jawaban yang sesuai dengan keadaan yang Anda alami.

Keterangan:

5	4	3	2	1
Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak setuju

PURCHASE INTENTION

No	Pernyataan	Skala				
		1	2	3	4	5
PI1	Pada saat saya menginginkan layanan <i>fast food</i> , saya akan memilih KFC					
PI2	Jika saya menginginkan layanan <i>fast food</i> setahun yang lalu, saya akan memilih KFC					
PI3	Jika saya menginginkan layanan <i>fast food</i> tahun depan, saya akan memilih KFC					

SATISFACTION

No	Pernyataan	Skala				
		1	2	3	4	5
SAT1	Jika saya menginginkan layanan <i>fast food</i> , saya percaya akan terpuaskan oleh layanan KFC					
SAT2	Secara keseluruhan, dalam mengkonsumsi makanan <i>fast food</i> , saya akan senang dengan pelayanan KFC					
SAT3	Saya puas terhadap layanan KFC					

TANGIBLES

No.	Pernyataan	Skala				
		1	2	3	4	5
SQ1	KFC memiliki peralatan yang terlihat modern					
SQ2	Fasilitas fisik yang dimiliki KFC seperti tempat duduk atau makan terlihat menarik					
SQ3	Karyawan KFC terlihat rapi					
SQ4	Fasilitas yang berkaitan dengan layanan KFC (seperti papan menu/harga) terlihat menarik dan mudah dipahami					

RELIABILITY

No.	Pernyataan	Skala				
		1	2	3	4	5
SQ5	Layanan yang KFC janjikan sesuai kenyataan seperti cepat dan tepat					
SQ6	Ketika Anda mendapatkan masalah, KFC menunjukkan perhatian untuk menyelesaikannya					
SQ7	KFC menunjukkan pelayanan yang tepat waktu					
SQ8	KFC menyediakan pelayanan pada waktu yang telah dijanjikan					
SQ9	KFC berusaha membuat catatan agar terhindar dari kesalahan					

RESPONSIVENESS

No.	Pernyataan	Skala				
		1	2	3	4	5
SQ10	Karyawan KFC memberikan informasi bagi konsumen secara tepat sewaktu melakukan pelayanan					
SQ11	Karyawan KFC memberikan pelayanan yang cepat					
SQ12	Karyawan KFC selalu bersedia untuk membantu Anda					
SQ13	Karyawan KFC merespon permintaan konsumen dengan sabar					

ASSURANCE

No.	Pernyataan	Skala				
		1	2	3	4	5
SQ14	Karyawan KFC mampu menanamkan kepercayaan pada pelanggan					
SQ15	Anda merasa aman bertransaksi dengan KFC					
SQ16	Karyawan KFC bersikap sopan dan ramah kepada konsumen					
SQ17	Karyawan KFC memiliki pengetahuan untuk menjawab pertanyaan Anda mengenai jenis-jenis menu yang ada					

EMPHATY

No.	Pernyataan	Skala				
		1	2	3	4	5
SQ18	KFC memberikan perhatian khusus secara individu pada konsumen seperti acara-acara khusus dsbnya					
SQ19	KFC memiliki jam beroperasi yang sesuai harapan pelanggan					
SQ20	KFC memiliki karyawan yang mampu memberikan perhatian secara personal pada konsumen					
SQ21	KFC memberikan pelayanan yang paling menarik di hati Anda					
SQ22	Karyawan KFC memahami kebutuhan Anda secara spesifik					

Terima Kasih

Jawaban Responden

No	Purchase Intention			Satisfaction			Tangibles				Reliability				
	PI1	PI2	PI3	SAT1	SAT2	SAT3	SQ1	SQ2	SQ3	SQ4	SQ5	SQ6	SQ7	SQ8	SQ9
81	2	2	2	2	2	2	3	3	3	3	4	3	3	4	4
82	4	3	3	4	3	3	3	3	3	3	4	4	4	3	3
83	4	4	4	4	3	3	4	5	5	5	3	3	4	4	3
84	2	4	4	4	4	4	4	4	3	3	5	3	4	4	4
85	3	3	3	4	4	3	3	3	4	4	4	4	4	4	4
86	3	2	4	4	3	3	2	4	3	4	2	3	4	3	4
87	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4
88	3	3	3	4	3	3	4	3	3	3	4	4	3	3	3
89	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4
90	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5
91	2	2	3	2	2	3	3	3	3	3	2	2	2	2	2
92	4	4	3	2	2	2	3	5	5	5	5	5	5	4	4
93	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3
94	4	4	3	3	3	3	5	5	5	5	4	4	4	4	4
95	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5
96	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
97	3	4	3	3	3	4	4	4	4	4	4	3	3	4	5
98	4	4	4	3	3	4	4	3	3	4	3	3	4	4	5
99	3	4	4	3	3	4	4	4	4	4	4	3	4	3	3
100	4	3	3	3	3	4	3	4	4	4	5	4	4	4	3
101	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4
102	2	3	3	3	3	3	2	3	3	4	3	3	3	3	3
103	3	3	3	4	4	4	4	4	4	5	4	4	4	4	4
104	3	3	4	4	4	3	4	4	3	4	4	5	3	3	4
105	1	1	1	3	3	3	4	3	4	4	3	4	3	3	3
106	3	3	3	3	3	4	4	4	4	4	4	4	4	3	4
107	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4
108	1	1	3	2	2	4	3	1	2	2	3	4	4	4	2
109	4	4	3	4	4	4	4	4	4	4	4	4	5	4	2
110	2	2	2	3	3	3	4	2	4	3	4	2	4	2	4
111	2	2	2	3	4	3	4	4	4	5	4	3	4	5	2
112	4	2	1	3	4	2	4	4	4	4	4	4	2	2	2
113	4	4	4	4	3	5	4	2	3	4	2	3	3	1	3
114	3	3	4	4	3	4	4	4	5	3	2	3	3	4	3
115	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4
116	4	3	4	3	3	4	2	3	3	4	4	4	4	4	4
117	3	2	4	3	4	4	4	4	4	2	4	3	4	4	4
118	2	3	1	3	2	3	4	4	4	4	3	4	3	3	4
119	3	3	3	4	4	4	3	3	4	4	3	4	4	3	5
120	4	4	5	3	4	4	4	4	5	4	4	5	5	4	4

Jawaban Responden

No	Purchase Intention			Satisfaction			Tangibles				Reliability				
	PI1	PI2	PI3	SAT1	SAT2	SAT3	SQ1	SQ2	SQ3	SQ4	SQ5	SQ6	SQ7	SQ8	SQ9
121	4	3	3	5	3	5	5	5	5	4	4	5	4	4	4
122	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4
123	4	5	4	4	4	5	5	4	4	4	5	4	4	5	4
124	3	4	4	4	4	4	4	3	4	4	4	4	4	4	4
125	3	3	3	3	3	4	3	4	4	3	4	3	3	3	4
126	3	3	3	4	3	3	3	4	4	3	3	3	3	4	4
127	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4
128	4	3	3	4	4	4	3	3	3	3	3	3	3	3	3
129	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
130	3	3	3	3	4	4	4	3	3	4	3	3	4	4	4
131	3	3	2	2	2	4	3	3	3	3	2	3	3	4	2
132	5	5	4	4	4	4	4	4	4	4	3	4	3	3	3
133	3	3	3	3	3	3	2	2	4	4	4	3	3	3	3
134	4	4	3	3	3	4	3	3	4	4	3	4	3	3	5
135	4	3	3	4	4	4	3	3	4	2	3	4	3	2	3
136	4	4	4	2	4	4	3	4	4	4	4	4	4	4	4
137	3	3	3	3	3	4	4	4	3	3	4	2	4	3	4
138	3	3	4	4	3	3	3	3	4	3	4	3	3	3	3
139	4	2	3	4	4	3	3	3	4	4	2	4	3	3	4
140	3	3	3	3	3	3	4	3	3	3	3	4	3	3	4
141	3	3	4	4	4	3	4	4	3	3	4	4	4	4	3
142	5	5	5	5	5	4	4	4	5	5	4	4	5	5	5
143	2	3	3	3	3	3	4	3	3	2	4	4	3	3	2
144	4	4	3	3	4	4	5	5	4	1	5	5	4	4	3
145	3	3	3	4	4	3	4	3	4	4	4	4	4	3	3
146	3	3	3	4	3	4	4	4	4	3	3	4	4	4	4
147	4	4	3	4	4	4	4	4	4	4	5	3	4	5	4
148	5	5	2	4	4	4	4	4	4	4	3	4	4	4	5
149	3	3	4	3	4	4	4	4	4	4	4	4	4	3	3
150	3	3	3	3	3	3	4	4	3	3	3	4	3	3	4
151	4	3	3	2	3	3	3	4	4	3	2	3	3	3	3
152	4	3	4	4	3	3	5	5	4	4	4	3	4	5	4
153	3	4	3	4	4	4	4	5	5	5	4	4	4	4	5
154	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3
155	3	3	3	3	3	3	3	2	2	2	2	2	2	3	1
156	2	2	2	3	3	3	3	3	3	3	3	3	3	3	3
157	3	4	2	3	3	3	4	3	4	3	4	2	3	4	3
158	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4
159	3	3	3	3	4	4	4	4	4	3	4	4	4	4	4
160	3	3	3	4	4	4	4	5	4	4	4	3	4	4	4

Jawaban Responden

No	Purchase Intention			Satisfaction			Tangibles				Reliability				
	PI1	PI2	PI3	SAT1	SAT2	SAT3	SQ1	SQ2	SQ3	SQ4	SQ5	SQ6	SQ7	SQ8	SQ9
161	3	4	4	4	4	4	3	2	3	4	3	4	3	4	4
162	4	2	2	3	3	4	3	4	4	4	3	3	4	3	3
163	3	2	4	3	3	3	3	4	4	3	3	3	3	2	3
164	4	4	4	3	3	3	3	4	3	3	4	3	4	3	3
165	3	3	3	4	3	3	3	3	4	4	3	3	3	4	4
166	3	4	3	4	4	3	3	4	4	4	3	3	3	2	3
167	3	3	4	3	3	4	3	3	3	3	1	1	1	2	2
168	3	5	3	4	4	4	4	4	4	4	5	5	5	5	5
169	2	3	3	4	3	3	4	3	3	3	4	3	4	4	4
170	2	2	3	3	3	3	4	3	3	3	3	3	4	4	4
171	3	3	3	3	3	3	4	4	4	5	4	3	3	3	5
172	3	3	4	4	3	3	4	3	3	4	4	4	3	3	3
173	4	3	2	4	3	3	2	2	4	4	2	3	3	3	3
174	4	3	3	4	4	3	4	4	3	3	3	4	4	4	4
175	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4
176	4	5	4	4	5	5	5	4	5	4	5	5	4	4	5
177	3	3	3	4	4	3	4	4	4	4	4	4	4	4	4
178	3	4	5	4	4	4	4	4	5	5	4	5	4	4	4
179	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4
180	4	3	3	4	3	3	2	3	4	4	2	4	3	3	4
181	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4
182	3	4	3	4	3	3	4	3	3	4	4	4	4	3	2
183	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
184	3	3	2	2	3	3	3	2	3	3	3	3	3	2	2
185	4	3	3	4	4	4	4	4	4	3	4	3	4	4	4
186	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3
187	5	3	3	4	4	5	4	5	5	4	4	4	4	4	4
188	4	4	3	5	2	2	4	4	2	1	3	2	5	4	4
189	4	4	3	3	3	5	5	4	4	4	4	4	5	4	5
190	4	4	3	2	3	4	3	4	4	2	3	2	4	4	3
191	4	3	3	4	4	4	4	4	4	4	2	4	4	4	4
192	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4
193	4	3	3	3	3	3	3	4	4	4	3	4	3	3	4
194	4	4	4	4	4	4	5	4	4	4	5	4	5	4	4
195	4	4	3	4	3	3	4	4	4	4	3	3	4	3	4
196	3	2	3	3	4	3	4	4	4	3	3	2	2	2	5
197	4	3	3	4	4	4	2	4	4	4	3	3	3	3	3
198	4	4	4	4	3	4	3	4	4	4	3	4	4	4	4
199	4	3	4	4	4	4	3	4	4	4	3	3	4	4	4
200	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3

Jawaban Responden

No	Purchase Intention			Satisfaction			Tangibles				Reliability				
	PI1	PI2	PI3	SAT1	SAT2	SAT3	SQ1	SQ2	SQ3	SQ4	SQ5	SQ6	SQ7	SQ8	SQ9
241	3	3	2	2	3	3	4	4	4	4	5	5	5	5	5
242	4	5	4	5	4	5	5	4	5	4	5	5	4	4	5
243	3	3	4	2	4	4	4	4	4	4	5	5	4	4	5
244	3	3	4	2	4	4	4	4	4	4	4	4	4	4	4
245	3	3	3	3	3	3	4	3	4	4	3	3	3	4	3
246	3	2	2	3	3	2	2	2	3	1	2	3	2	1	2
247	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
248	4	4	4	4	4	5	3	4	3	4	4	4	3	4	3
249	2	3	1	2	2	3	3	2	3	2	3	3	2	3	4
250	3	4	3	2	4	4	5	2	4	5	2	3	4	4	3
251	3	3	3	2	3	3	4	2	4	3	3	3	3	3	3
252	3	3	5	3	4	5	4	4	5	5	4	5	4	5	4
253	5	5	5	4	5	5	4	5	5	5	4	5	5	4	4
254	4	5	5	4	5	5	4	4	5	4	4	4	4	4	4
255	4	4	4	3	4	5	4	4	5	5	4	4	4	5	5
256	5	5	5	5	5	4	5	5	4	5	4	4	4	5	4
257	4	4	4	5	4	4	4	4	5	5	4	5	4	5	5
258	5	5	4	4	5	5	4	5	5	5	5	5	5	4	5
259	5	4	4	4	4	5	5	5	5	4	4	4	5	5	5
260	4	4	5	5	4	4	5	5	5	4	5	4	4	4	4
261	5	5	5	4	5	5	5	4	4	5	5	5	5	4	4
262	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4
263	3	3	3	3	3	4	4	4	3	3	3	4	4	4	4
264	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
265	4	2	2	3	3	3	3	3	4	4	2	3	3	3	4
266	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
267	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
268	3	3	3	3	3	3	4	3	3	4	4	3	3	3	3
269	4	3	3	2	4	4	4	4	4	4	4	3	4	3	3
270	5	4	4	4	4	5	4	5	4	4	5	4	5	3	3
271	2	3	4	4	3	3	3	4	3	4	3	3	3	4	4

Jawaban Responden

No	Responsiveness				Assurance				Emphaty				
	SQ10	SQ11	SQ12	SQ13	SQ14	SQ15	SQ16	SQ17	SQ18	SQ19	SQ20	SQ21	SQ22
1	4	3	3	2	3	3	4	4	3	3	3	2	4
2	3	4	4	4	4	4	4	3	3	4	2	4	4
3	4	4	4	4	4	4	3	3	3	3	3	2	4
4	3	3	3	2	4	4	3	4	4	4	1	3	3
5	3	3	3	2	3	4	3	4	3	3	3	3	3
6	4	4	4	3	3	4	4	4	4	3	4	3	4
7	4	4	5	5	3	5	5	5	4	4	4	3	3
8	4	3	4	2	4	5	3	3	2	4	2	1	1
9	4	4	3	3	4	4	4	3	3	4	3	2	4
10	3	4	5	5	5	5	4	4	3	4	3	3	4
11	5	4	4	4	4	3	4	4	4	3	3	3	5
12	4	3	3	2	3	3	3	2	3	4	3	3	3
13	4	4	4	5	4	4	5	4	4	4	4	4	5
14	4	4	4	4	5	5	4	4	3	4	3	4	4
15	2	2	3	3	3	2	3	2	3	3	2	1	3
16	3	3	3	3	3	3	3	3	3	3	3	3	3
17	4	4	4	4	4	4	4	4	4	5	4	4	4
18	4	4	3	4	4	4	4	4	3	4	3	2	4
19	3	4	4	4	3	3	4	4	3	4	4	3	4
20	3	3	3	3	3	3	3	3	3	3	3	3	3
21	2	3	2	2	3	1	3	2	2	3	3	3	3
22	4	4	4	3	4	4	4	4	3	4	4	4	4
23	3	3	3	3	3	3	3	3	3	3	3	3	3
24	3	4	4	4	5	4	4	4	3	3	3	3	4
25	4	4	4	4	3	3	4	4	3	4	4	3	3
26	3	3	4	4	4	2	2	4	4	2	2	2	4
27	4	3	3	3	4	4	4	4	3	4	3	3	4
28	3	3	4	4	3	4	3	5	3	3	3	3	4
29	2	4	4	3	4	5	4	4	3	4	4	2	2
30	4	3	4	3	4	3	4	4	3	3	3	3	3
31	4	4	4	4	4	4	4	4	4	4	3	3	4
32	4	4	4	4	5	5	5	5	2	4	2	5	4
33	4	4	3	3	3	4	4	3	3	4	2	3	4
34	3	3	4	4	4	4	4	3	4	4	4	4	4
35	5	5	4	4	4	5	5	4	5	5	5	4	4
36	4	4	4	4	4	4	5	4	3	3	3	3	3
37	4	4	4	5	4	5	5	4	4	4	4	4	3
38	5	4	4	4	4	4	4	4	3	4	4	4	3
39	2	3	3	3	4	4	3	3	4	2	2	2	3
40	4	4	2	4	4	4	4	3	2	4	2	3	3

Jawaban Responden

No	Responsiveness				Assurance				Emphaty				
	SQ10	SQ11	SQ12	SQ13	SQ14	SQ15	SQ16	SQ17	SQ18	SQ19	SQ20	SQ21	SQ22
81	4	4	4	4	4	4	4	3	4	3	3	3	3
82	2	4	4	4	4	4	4	4	2	4	3	3	4
83	3	4	4	4	3	3	4	4	3	3	3	4	4
84	3	3	4	4	3	4	4	3	4	4	5	4	5
85	4	3	4	4	4	4	4	4	3	2	3	3	4
86	4	2	3	5	5	4	4	3	4	2	2	3	4
87	3	4	4	3	4	4	4	4	4	4	3	3	3
88	4	5	4	4	4	5	4	4	3	4	4	4	4
89	4	4	4	4	4	4	4	4	4	4	4	4	4
90	5	5	5	5	4	5	5	5	5	5	5	5	5
91	2	2	2	3	3	3	3	3	3	3	3	2	3
92	4	4	4	3	3	3	4	4	3	3	5	3	5
93	3	3	3	3	3	3	3	3	3	3	3	3	3
94	4	4	4	4	3	3	3	3	3	3	3	3	3
95	4	4	4	4	5	5	5	5	4	3	3	3	3
96	4	4	5	5	4	4	5	5	5	5	5	5	5
97	3	4	5	3	5	4	4	3	5	5	5	5	5
98	4	4	4	5	5	4	5	3	4	4	4	4	5
99	5	5	4	4	5	4	4	4	4	4	4	4	4
100	3	4	4	4	3	3	4	5	3	3	5	4	4
101	4	4	3	4	3	4	4	4	4	2	3	3	2
102	3	3	3	3	3	3	3	3	3	3	3	3	3
103	5	4	4	5	4	4	5	5	4	3	3	3	4
104	4	4	3	4	4	4	3	4	3	4	3	4	3
105	3	3	4	3	3	4	3	4	4	3	3	3	4
106	3	3	4	3	3	4	4	3	4	4	3	3	3
107	3	3	4	4	3	3	4	4	3	4	3	3	3
108	4	3	2	1	4	4	3	4	3	1	4	2	4
109	4	3	4	4	4	4	4	4	4	4	3	3	4
110	3	3	4	3	3	2	3	4	4	4	3	2	3
111	2	4	3	4	4	4	4	4	2	4	2	2	3
112	2	4	4	2	4	4	4	4	2	4	2	2	4
113	3	3	4	4	3	4	4	4	1	1	2	1	2
114	4	3	4	3	3	4	4	4	2	3	3	3	4
115	4	4	4	4	4	4	4	4	4	4	4	4	4
116	3	4	3	3	4	4	4	4	2	3	2	3	3
117	2	4	4	2	4	4	4	5	2	4	2	3	3
118	3	3	3	4	5	4	4	5	4	4	4	2	2
119	3	3	4	4	4	4	4	4	3	4	2	2	2
120	4	5	4	4	4	4	4	5	4	4	4	4	5

Jawaban Responden

No	Responsiveness				Assurance				Emphaty				
	SQ10	SQ11	SQ12	SQ13	SQ14	SQ15	SQ16	SQ17	SQ18	SQ19	SQ20	SQ21	SQ22
121	4	3	3	4	5	5	5	4	4	4	4	5	5
122	4	4	4	4	4	4	4	4	3	3	3	4	3
123	4	4	5	4	4	5	4	5	4	4	5	4	5
124	4	4	4	4	4	4	4	4	3	1	4	3	4
125	4	4	4	3	3	4	4	4	2	3	2	1	3
126	4	3	4	3	4	5	3	3	2	3	2	2	3
127	4	4	4	4	4	4	4	4	4	4	4	4	4
128	3	3	3	3	3	3	3	3	3	3	3	3	3
129	4	4	4	4	4	4	4	4	3	4	4	4	4
130	4	4	3	3	4	4	4	4	4	2	4	3	4
131	3	3	4	4	4	4	4	4	3	4	4	3	4
132	4	4	5	5	4	4	4	4	4	4	4	4	4
133	4	4	4	3	3	3	3	3	4	4	3	3	3
134	4	4	4	4	3	4	4	4	3	5	3	3	4
135	3	4	4	2	4	4	3	3	1	4	1	2	2
136	4	3	3	3	3	4	4	4	4	4	4	4	4
137	4	4	4	4	4	4	3	3	2	3	3	2	3
138	3	4	4	4	4	3	4	4	4	2	4	3	3
139	3	4	4	4	4	4	4	3	3	4	3	2	4
140	4	3	4	3	4	3	3	4	3	3	3	3	3
141	4	4	4	4	4	4	4	4	4	4	4	4	4
142	4	4	4	4	4	5	5	4	3	4	4	5	5
143	3	4	4	3	4	4	3	3	4	3	4	3	3
144	1	5	5	1	1	5	5	3	5	5	1	1	1
145	4	4	4	4	3	4	4	3	4	2	3	3	3
146	4	4	4	4	4	3	4	4	4	3	3	3	3
147	4	4	4	4	5	5	4	4	4	2	3	4	4
148	3	4	5	5	5	5	4	4	3	4	3	5	5
149	4	4	4	4	3	3	3	4	2	4	4	3	4
150	4	3	4	4	3	4	4	4	3	4	3	3	3
151	3	3	3	3	3	3	3	3	3	3	3	3	3
152	3	2	3	3	4	4	4	5	2	3	3	2	4
153	4	3	4	4	5	4	3	3	4	4	4	3	3
154	3	3	3	3	3	3	2	2	3	4	3	2	3
155	3	3	3	3	4	4	3	3	2	1	1	2	1
156	4	3	3	3	3	3	3	3	3	3	3	3	3
157	2	3	4	3	4	4	3	3	3	2	2	2	3
158	4	4	3	3	4	4	3	3	4	4	4	3	4
159	4	4	3	3	4	4	4	4	4	4	4	3	4
160	4	4	3	3	4	5	5	4	4	3	3	4	4

Jawaban Responden

No	Responsiveness				Assurance				Emphaty				
	SQ10	SQ11	SQ12	SQ13	SQ14	SQ15	SQ16	SQ17	SQ18	SQ19	SQ20	SQ21	SQ22
161	4	4	4	3	3	4	4	4	1	1	2	3	4
162	3	3	3	3	4	4	3	3	3	4	3	2	3
163	3	3	4	4	3	3	4	3	3	3	2	2	3
164	3	4	4	4	3	3	3	3	3	2	3	3	3
165	3	3	3	3	4	4	2	2	2	3	3	1	2
166	2	4	3	3	4	3	4	3	4	4	3	2	2
167	4	2	4	3	4	2	3	4	3	3	2	1	2
168	5	4	4	3	3	4	4	3	5	1	5	3	5
169	3	3	4	3	3	3	2	3	3	4	2	2	4
170	4	3	3	4	4	3	3	2	4	4	3	3	4
171	4	3	3	3	4	4	4	2	3	3	4	3	3
172	3	3	4	4	4	4	4	4	3	3	3	3	3
173	3	2	4	4	2	2	4	3	4	2	2	3	3
174	4	3	3	4	4	4	4	3	4	4	4	4	4
175	4	4	4	4	4	4	4	4	4	4	4	4	4
176	4	5	5	4	4	4	5	5	3	4	4	5	5
177	4	4	4	4	3	4	4	4	4	4	4	4	4
178	4	4	5	5	4	4	5	5	4	4	5	3	5
179	4	4	4	4	4	3	3	3	4	4	4	4	4
180	4	4	3	3	4	4	4	3	4	2	2	3	2
181	4	4	4	4	4	4	4	4	3	4	4	4	4
182	4	4	4	4	4	4	3	3	3	4	4	4	4
183	4	4	4	4	4	5	4	4	3	4	3	3	5
184	3	3	3	2	3	3	3	2	3	3	2	2	3
185	3	4	4	4	4	4	4	4	3	2	3	3	4
186	4	4	4	4	4	4	4	4	4	4	4	4	4
187	4	4	4	4	4	4	4	4	4	4	4	4	4
188	4	4	2	2	4	5	3	2	3	3	2	1	3
189	5	5	4	4	5	5	5	4	3	3	3	3	4
190	3	3	3	2	3	3	3	3	4	4	3	3	3
191	4	4	4	4	4	4	4	4	2	4	3	3	3
192	4	3	4	4	4	4	4	4	4	3	4	3	4
193	4	3	4	4	3	3	4	4	3	3	4	3	4
194	4	5	5	4	5	5	5	4	4	4	4	4	5
195	2	3	4	4	4	4	4	4	4	3	3	3	4
196	2	3	4	4	4	4	4	4	4	2	3	3	3
197	3	3	4	4	4	3	4	4	3	4	3	3	3
198	3	3	3	3	3	3	4	3	3	3	3	3	3
199	4	4	4	4	3	4	4	4	3	3	3	3	3
200	4	3	4	4	3	4	3	4	3	3	4	4	3

Jawaban Responden

No	Responsiveness				Assurance				Emphaty				
	SQ10	SQ11	SQ12	SQ13	SQ14	SQ15	SQ16	SQ17	SQ18	SQ19	SQ20	SQ21	SQ22
201	5	4	5	5	5	5	4	3	3	5	4	3	4
202	2	4	4	4	2	2	4	2	2	2	4	2	2
203	4	4	4	4	4	4	4	4	3	4	3	3	3
204	3	4	4	4	3	4	4	4	3	4	3	3	3
205	3	4	4	3	4	4	4	3	3	4	2	2	3
206	2	4	4	2	4	4	4	3	4	2	2	4	2
207	4	4	4	4	4	4	4	4	4	3	3	3	3
208	3	4	4	4	4	3	4	3	3	3	3	3	3
209	4	4	4	4	4	4	3	4	3	4	4	3	3
210	4	3	5	5	5	5	4	4	2	5	2	2	4
211	4	5	2	2	5	5	4	3	3	5	4	3	2
212	3	3	4	3	3	4	4	5	4	4	4	3	4
213	5	4	4	5	3	4	4	4	3	2	3	3	3
214	5	5	5	4	4	5	4	4	4	3	4	3	4
215	3	3	3	3	3	3	3	3	2	3	2	2	2
216	4	2	3	3	3	4	2	5	1	1	2	3	3
217	4	4	4	4	4	4	4	4	3	3	3	4	4
218	3	3	4	4	4	4	4	4	2	1	2	1	4
219	4	4	3	3	3	4	3	5	2	1	2	1	2
220	3	3	3	3	3	3	3	3	2	2	2	2	2
221	3	4	4	4	3	4	4	4	2	2	2	2	3
222	4	4	4	3	4	4	4	4	2	2	2	2	2
223	4	4	4	4	3	4	4	4	2	2	3	2	3
224	4	4	4	4	3	3	4	4	2	3	2	2	3
225	4	4	4	3	3	4	4	4	4	4	3	2	3
226	4	4	5	3	4	5	4	3	4	3	4	3	4
227	4	4	5	4	3	4	5	5	2	2	2	2	2
228	4	4	4	4	4	4	4	4	2	2	2	2	2
229	4	4	4	4	4	4	4	4	3	4	2	2	4
230	4	4	4	4	3	4	4	4	2	3	2	2	3
231	4	4	4	4	4	4	4	5	2	3	2	3	4
232	4	4	4	4	4	4	4	5	4	4	4	4	4
233	4	4	4	4	4	3	4	4	3	4	4	4	4
234	4	4	4	4	3	4	4	4	3	3	4	3	4
235	4	4	4	4	4	4	4	5	3	2	2	2	4
236	5	5	5	5	5	5	5	5	2	4	2	2	4
237	4	4	4	4	5	5	4	5	2	2	3	1	3
238	4	4	4	4	4	4	4	4	3	4	3	3	4
239	4	5	4	5	1	4	4	5	4	4	3	4	1
240	4	4	4	4	3	3	4	4	2	2	2	1	4

Jawaban Responden

No	Responsiveness				Assurance				Emphaty				
	SQ10	SQ11	SQ12	SQ13	SQ14	SQ15	SQ16	SQ17	SQ18	SQ19	SQ20	SQ21	SQ22
241	4	4	4	4	4	4	4	5	2	2	2	2	3
242	4	5	5	5	4	5	5	5	5	4	3	4	5
243	4	5	4	4	4	4	4	5	2	2	2	2	2
244	4	4	4	4	4	5	5	5	2	2	2	2	3
245	3	4	3	4	4	4	4	3	2	3	3	2	3
246	1	1	2	1	3	4	3	3	2	1	2	1	2
247	1	1	1	1	1	1	1	1	1	1	1	1	1
248	4	3	4	4	5	5	4	4	4	4	4	5	5
249	3	3	4	3	3	3	2	4	1	1	4	3	2
250	4	5	4	3	4	5	4	5	2	1	2	2	4
251	3	3	3	3	3	4	4	4	3	3	3	2	3
252	5	5	4	5	4	4	4	4	5	4	5	4	5
253	3	5	4	4	5	5	4	4	4	4	5	5	5
254	5	5	5	5	4	5	4	5	4	4	5	4	5
255	5	5	5	5	4	5	4	5	4	4	5	5	4
256	5	5	5	5	5	4	4	4	5	5	3	5	4
257	4	4	5	4	5	5	4	5	5	4	5	4	4
258	4	5	4	5	5	4	5	5	4	4	4	5	5
259	3	4	5	5	4	5	5	5	4	4	4	4	5
260	3	5	4	5	4	4	5	5	5	5	4	4	4
261	4	4	4	4	4	4	5	5	5	5	5	4	5
262	4	4	4	4	4	4	4	4	4	4	4	4	4
263	4	4	3	3	3	3	3	4	3	3	3	3	3
264	3	3	4	3	3	3	3	3	4	3	3	2	2
265	4	4	4	4	3	3	3	2	4	4	4	2	4
266	3	3	3	3	3	3	3	3	3	3	3	3	3
267	4	4	4	4	4	4	4	4	4	4	4	4	4
268	3	3	3	3	3	3	3	3	3	3	3	3	3
269	4	4	3	4	3	4	4	3	4	4	3	3	3
270	4	3	4	4	4	5	4	4	2	4	3	3	4
271	4	4	5	3	4	4	4	3	2	3	4	3	4

Reliability Purchase Intention

***** 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
PI1	6.6568	1.9670	.5967	.6221
PI2	6.6384	1.8984	.6332	.5772
PI3	6.7491	2.2331	.4782	.7563

Reliability Coefficients

N of Cases = 271.0 N of Items = 3
Alpha = .7421

Reliability Satisfaction

***** 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
SAT1	7.1218	1.5444	.4319	.7422
SAT2	7.0849	1.3817	.6607	.4553
SAT3	6.9889	1.5369	.5071	.6442

Reliability Coefficients

N of Cases = 271.0 N of Items = 3
Alpha = .7096

Reliability Tangibles

***** 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	11.0849	3.2631	.4640	.7049
SQ2	11.1993	2.9231	.5168	.6779
SQ3	10.9668	3.0915	.6345	.6173
SQ4	11.0849	3.0187	.4977	.6883

Reliability Coefficients

N of Cases = 271.0

N of Items = 4

Alpha = .7324

Reliability Reliability

***** 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
SQ5	14.5351	5.9608	.6650	.7847
SQ6	14.5646	6.4690	.5552	.8158
SQ7	14.5424	5.9899	.7262	.7681
SQ8	14.6052	6.1065	.6643	.7853
SQ9	14.5055	6.4805	.5339	.8221

Reliability Coefficients

N of Cases = 271.0

N of Items = 5

Alpha = .8298

Reliability Responsiveness

***** 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
SQ10	11.0517	3.3751	.5080	.7662
SQ11	10.9852	3.2813	.5930	.7232
SQ12	10.8819	3.3638	.6072	.7183
SQ13	11.0517	2.8862	.6435	.6958

Reliability Coefficients

N of Cases = 271.0

N of Items = 4

Alpha = .7803

Reliability Assurance

***** 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
SQ14	11.3948	3.1658	.4948	.7438
SQ15	11.2546	2.8201	.6444	.6635
SQ16	11.3063	3.0651	.6135	.6855
SQ17	11.3764	2.9097	.5164	.7379

Reliability Coefficients

N of Cases = 271.0

N of Items = 4

Alpha = .7642

Reliability Emphaty

***** 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
SQ18	13.0111	8.6036	.6105	.8042
SQ19	12.9041	8.6797	.5237	.8292
SQ20	13.0590	7.9891	.7078	.7763
SQ21	13.2620	7.7941	.7196	.7721
SQ22	12.7823	8.5932	.6007	.8068

Reliability Coefficients

N of Cases = 271.0

N of Items = 5

Alpha = .8321

Correlations Purchase Intention

Correlations

		PI1	PI2	PI3	TOTPI
PI1	Pearson Correlation	1.000	.608**	.406**	.829**
	Sig. (2-tailed)		.000	.000	.000
	N	271	271	271	271
PI2	Pearson Correlation	.608**	1.000	.452**	.848**
	Sig. (2-tailed)	.000		.000	.000
	N	271	271	271	271
PI3	Pearson Correlation	.406**	.452**	1.000	.758**
	Sig. (2-tailed)	.000	.000		.000
	N	271	271	271	271
TOTPI	Pearson Correlation	.829**	.848**	.758**	1.000
	Sig. (2-tailed)	.000	.000	.000	
	N	271	271	271	271

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

Correlations Satisfaction

Correlations

		SAT1	SAT2	SAT3	TOTSAT
SAT1	Pearson Correlation	1.000	.477**	.295**	.755**
	Sig. (2-tailed)		.000	.000	.000
	N	271	271	271	271
SAT2	Pearson Correlation	.477**	1.000	.590**	.857**
	Sig. (2-tailed)	.000		.000	.000
	N	271	271	271	271
SAT3	Pearson Correlation	.295**	.590**	1.000	.781**
	Sig. (2-tailed)	.000	.000		.000
	N	271	271	271	271
TOTSAT	Pearson Correlation	.755**	.857**	.781**	1.000
	Sig. (2-tailed)	.000	.000	.000	
	N	271	271	271	271

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

Correlations Tangibles

Correlations

		SQ1	SQ2	SQ3	SQ4	TOTTAN
SQ1	Pearson Correlation	1.000	.395**	.431**	.292**	.700**
	Sig. (2-tailed)	.	.000	.000	.000	.000
	N	271	271	271	271	271
SQ2	Pearson Correlation	.395**	1.000	.463**	.363**	.757**
	Sig. (2-tailed)	.000	.	.000	.000	.000
	N	271	271	271	271	271
SQ3	Pearson Correlation	.431**	.463**	1.000	.537**	.795**
	Sig. (2-tailed)	.000	.000	.	.000	.000
	N	271	271	271	271	271
SQ4	Pearson Correlation	.292**	.363**	.537**	1.000	.740**
	Sig. (2-tailed)	.000	.000	.000	.	.000
	N	271	271	271	271	271
TOTTAN	Pearson Correlation	.700**	.757**	.795**	.740**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.
	N	271	271	271	271	271

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

Correlations Reliability

Correlations

		SQ5	SQ6	SQ7	SQ8	SQ9	TOTREL
SQ5	Pearson Correlation	1.000	.529**	.654**	.523**	.374**	.801**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	271	271	271	271	271	271
SQ6	Pearson Correlation	.529**	1.000	.500**	.371**	.382**	.720**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	271	271	271	271	271	271
SQ7	Pearson Correlation	.654**	.500**	1.000	.642**	.433**	.834**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	271	271	271	271	271	271
SQ8	Pearson Correlation	.523**	.371**	.642**	1.000	.538**	.796**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	271	271	271	271	271	271
SQ9	Pearson Correlation	.374**	.382**	.433**	.538**	1.000	.708**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	271	271	271	271	271	271
TOTREL	Pearson Correlation	.801**	.720**	.834**	.796**	.708**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	271	271	271	271	271	271

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

Correlations Responsiveness

Correlations

		SQ10	SQ11	SQ12	SQ13	TOTRES
SQ10	Pearson Correlation	1.000	.458**	.325**	.468**	.729**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	271	271	271	271	271
SQ11	Pearson Correlation	.458**	1.000	.521**	.458**	.776**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	271	271	271	271	271
SQ12	Pearson Correlation	.325**	.521**	1.000	.604**	.776**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	271	271	271	271	271
SQ13	Pearson Correlation	.468**	.458**	.604**	1.000	.827**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	271	271	271	271	271
TOTRES	Pearson Correlation	.729**	.776**	.776**	.827**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	271	271	271	271	271

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

Correlations Assurance

Correlations

		SQ14	SQ15	SQ16	SQ17	TOTASS
SQ14	Pearson Correlation	1.000	.556**	.376**	.286**	.718**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	271	271	271	271	271
SQ15	Pearson Correlation	.556**	1.000	.517**	.435**	.816**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	271	271	271	271	271
SQ16	Pearson Correlation	.376**	.517**	1.000	.543**	.782**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	271	271	271	271	271
SQ17	Pearson Correlation	.286**	.435**	.543**	1.000	.753**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	271	271	271	271	271
TOTASS	Pearson Correlation	.718**	.816**	.782**	.753**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	271	271	271	271	271

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

Correlations Emphaty

Correlations

		SQ18	SQ19	SQ20	SQ21	SQ22	TOTEMP
SQ18	Pearson Correlation	1.000	.457**	.556**	.531**	.392**	.754**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	271	271	271	271	271	271
SQ19	Pearson Correlation	.457**	1.000	.421**	.466**	.359**	.704**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	271	271	271	271	271	271
SQ20	Pearson Correlation	.556**	.421**	1.000	.642**	.575**	.825**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	271	271	271	271	271	271
SQ21	Pearson Correlation	.531**	.466**	.642**	1.000	.583**	.836**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	271	271	271	271	271	271
SQ22	Pearson Correlation	.392**	.359**	.575**	.583**	1.000	.749**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	271	271	271	271	271	271
TOTEMP	Pearson Correlation	.754**	.704**	.825**	.836**	.749**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	271	271	271	271	271	271

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

Regression (Servqual → Purchase Intention)

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	TOTEMP, TOTASS, TOTTAN, TOTRES ^a , TOTREL		Enter

a. All requested variables entered.

b. Dependent Variable: TOTPI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 ^a	.427	.416	.5128

a. Predictors: (Constant), TOTEMP, TOTASS, TOTTAN, TOTRES, TOTREL

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.864	5	10.373	39.451	.000 ^a
	Residual	69.677	265	.263		
	Total	121.541	270			

a. Predictors: (Constant), TOTEMP, TOTASS, TOTTAN, TOTRES, TOTREL

b. Dependent Variable: TOTPI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.164	.236		.693	.489
	TOTTAN	.197	.088	.165	2.237	.026
	TOTREL	.166	.083	.151	1.995	.047
	TOTRES	.183	.086	.157	2.113	.036
	TOTASS	.170	.085	.141	2.006	.046
	TOTEMP	.164	.056	.173	2.913	.004

a. Dependent Variable: TOTPI

Regression (Servqual → Satisfaction)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TOTEMP, TOTASS, TOTTAN, TOTRES, TOTREL		Enter

a. All requested variables entered.

b. Dependent Variable: TOTSAT

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699 ^a	.488	.479	.4114

a. Predictors: (Constant), TOTEMP, TOTASS, TOTTAN, TOTRES, TOTREL

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.823	5	8.565	50.592	.000 ^a
	Residual	44.861	265	.169		
	Total	87.684	270			

a. Predictors: (Constant), TOTEMP, TOTASS, TOTTAN, TOTRES, TOTREL

b. Dependent Variable: TOTSAT

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.635	.190		3.351	.001
	TOTTAN	.142	.071	.139	2.006	.046
	TOTREL	.132	.067	.141	1.980	.049
	TOTRES	.149	.069	.151	2.150	.032
	TOTASS	.215	.068	.210	3.167	.002
	TOTEMP	.164	.045	.203	3.623	.000

a. Dependent Variable: TOTSAT

Regression (Satisfaction → Purchase Intention)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TOTSAT ^a		Enter

- a. All requested variables entered.
 b. Dependent Variable: TOTPI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 ^a	.518	.516	.4669

- a. Predictors: (Constant), TOTSAT

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.905	1	62.905	288.583	.000 ^a
	Residual	58.636	269	.218		
	Total	121.541	270			

- a. Predictors: (Constant), TOTSAT
 b. Dependent Variable: TOTPI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.349	.178		1.954	.052
	TOTSAT	.847	.050	.719	16.988	.000

- a. Dependent Variable: TOTPI

TABEL 1
NILAI-NILAI DALAM DISTRIBUSI t

α untuk uji dua pihak (two tail test)						
	0,50	0,20	0,10	0,05	0,02	0,01
α untuk uji satu pihak (one tail test)						
dk	0,25	0,10	0,005	0,025	0,01	0,005
1	1,000	3,078	6,314	12,706	31,821	63,657
2	0,816	1,886	2,920	4,303	6,965	9,925
3	0,765	1,638	2,353	3,182	4,541	5,841
4	0,741	1,533	2,132	2,776	3,747	4,604
5	0,727	1,486	2,015	2,571	3,365	4,032
6	0,718	1,440	1,943	2,447	3,143	3,707
7	0,711	1,415	1,895	2,365	2,998	3,499
8	0,706	1,397	1,860	2,306	2,896	3,355
9	0,703	1,383	1,833	2,262	2,821	3,250
10	0,700	1,372	1,812	2,228	2,764	3,165
11	0,697	1,363	1,796	2,201	2,718	3,106
12	0,695	1,356	1,782	2,178	2,681	3,055
13	0,692	1,350	1,771	2,160	2,650	3,012
14	0,691	1,345	1,761	2,145	2,624	2,977
15	0,690	1,341	1,753	2,132	2,623	2,947
16	0,689	1,337	1,746	2,120	2,583	2,921
17	0,688	1,333	1,740	2,110	2,567	2,898
18	0,688	1,330	1,743	2,101	2,552	2,878
19	0,687	1,328	1,729	2,093	2,539	2,861
20	0,687	1,325	1,725	2,086	2,528	2,845
21	0,686	1,323	1,721	2,080	2,518	2,831
22	0,686	1,321	1,717	2,074	2,508	2,819
23	0,685	1,319	1,714	2,069	2,500	2,807
24	0,685	1,318	1,711	2,064	2,492	2,797
25	0,684	1,316	1,708	2,060	2,485	2,787
26	0,684	1,315	1,706	2,056	2,479	2,779
27	0,684	1,314	1,703	2,052	2,473	2,771
28	0,683	1,313	1,701	2,048	2,467	2,763
29	0,683	1,311	1,699	2,045	2,462	2,756
30	0,683	1,310	1,697	2,042	2,457	2,750
40	0,681	1,303	1,684	2,021	2,423	2,704
60	0,679	1,296	1,671	2,000	2,390	2,660
120	0,677	1,289	1,658	1,980	2,358	2,617
∞	0,674	1,282	1,645	1,960	2,326	2,576

TABEL 11
NILAI-NILAI UNTUK DISTRIBUSI F

Baris atas untuk 5%
Baris bawah untuk 1%

$v_1 = dk$ penyebut	$v_2 = dk$ pembilang																								
	1	2	3	4	5	6	7	8	9	10	11	12	14	18	20	24	30	40	50	75	100	200	500	∞	
1	161	200	216	225	230	234	237	239	241	242	243	244	245	246	248	249	250	251	252	253	253	254	254	254	254
2	4.052	4.989	5.403	5.625	5.764	5.859	5.928	5.981	6.022	6.056	6.082	6.106	6.142	6.169	6.208	6.234	6.258	6.286	6.302	6.323	6.334	6.352	6.361	6.366	6.366
3	18.511	19.001	19.16	19.25	19.30	19.33	19.36	19.37	19.38	19.39	19.40	19.41	19.42	19.43	19.44	19.45	19.46	19.47	19.47	19.48	19.48	19.49	19.49	19.50	19.50
4	98.49	99.01	99.17	99.25	99.30	99.33	99.34	99.36	99.38	99.40	99.41	99.42	99.43	99.44	99.45	99.46	99.47	99.48	99.48	99.49	99.49	99.49	99.50	99.50	99.50
5	10.13	9.55	8.78	8.12	8.01	8.94	8.83	8.84	8.81	8.78	8.76	8.74	8.71	8.69	8.66	8.64	8.62	8.60	8.58	8.57	8.56	8.54	8.54	8.54	8.53
6	34.12	30.81	29.48	28.71	28.24	27.81	27.67	27.49	27.34	27.23	27.13	27.05	26.92	26.83	26.69	26.50	26.41	26.30	26.27	26.23	26.18	26.14	26.12	26.12	26.12
7	7.71	6.94	6.59	6.39	6.28	6.16	6.09	6.04	6.00	5.96	5.93	5.91	5.87	5.84	5.80	5.77	5.74	5.71	5.70	5.68	5.66	5.65	5.64	5.63	5.63
8	21.20	18.00	16.63	15.88	15.52	15.21	14.88	14.58	14.54	14.45	14.37	14.24	14.15	14.02	13.93	13.83	13.74	13.69	13.61	13.57	13.52	13.48	13.44	13.44	13.44
9	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.78	4.74	4.70	4.68	4.64	4.60	4.56	4.53	4.50	4.46	4.44	4.42	4.40	4.38	4.37	4.36	4.36
10	16.26	13.27	12.06	11.38	10.97	10.67	10.45	10.27	10.15	10.05	9.96	9.89	9.77	9.68	9.55	9.47	9.38	9.29	9.24	9.17	9.13	9.07	9.04	9.02	9.02
11	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.63	3.60	3.57	3.52	3.48	3.44	3.41	3.38	3.34	3.32	3.29	3.28	3.25	3.24	3.23	3.23
12	12.25	9.65	8.45	7.85	7.48	7.19	7.00	6.84	6.71	6.62	6.54	6.47	6.36	6.27	6.15	6.07	5.98	5.90	5.85	5.78	5.75	5.70	5.67	5.65	5.65
13	5.32	4.48	4.07	3.84	3.68	3.59	3.50	3.44	3.39	3.34	3.31	3.28	3.23	3.20	3.15	3.12	3.08	3.05	3.03	3.00	2.98	2.96	2.94	2.93	2.93
14	11.28	8.85	7.59	7.01	6.63	6.37	6.18	6.03	5.91	5.82	5.74	5.67	5.56	5.48	5.36	5.28	5.20	5.11	5.06	5.00	4.96	4.91	4.88	4.88	4.88
15	5.12	4.28	3.88	3.63	3.48	3.37	3.29	3.23	3.18	3.13	3.10	3.07	3.02	2.98	2.93	2.90	2.86	2.82	2.80	2.77	2.78	2.73	2.72	2.71	2.71
16	10.68	8.02	6.99	6.42	6.06	5.80	5.62	5.47	5.35	5.28	5.18	5.11	5.00	4.92	4.80	4.73	4.64	4.56	4.51	4.45	4.41	4.36	4.33	4.31	4.31
17	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.97	2.94	2.91	2.86	2.82	2.77	2.74	2.70	2.67	2.64	2.61	2.59	2.56	2.55	2.54	2.54
18	10.04	7.56	6.55	5.98	5.64	5.39	5.21	5.06	4.95	4.85	4.78	4.71	4.60	4.52	4.41	4.33	4.25	4.17	4.12	4.05	4.01	3.96	3.93	3.91	3.91
19	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.88	2.82	2.78	2.74	2.70	2.65	2.61	2.57	2.53	2.50	2.47	2.45	2.42	2.41	2.40	2.40
20	9.95	7.20	6.22	5.67	5.32	5.07	4.88	4.74	4.63	4.54	4.46	4.40	4.29	4.21	4.10	4.02	3.94	3.86	3.80	3.74	3.70	3.66	3.62	3.60	3.60
21	4.75	3.88	3.49	3.26	3.11	3.00	2.92	2.85	2.80	2.78	2.72	2.69	2.64	2.60	2.54	2.50	2.46	2.42	2.40	2.36	2.35	2.32	2.31	2.30	2.30
22	8.73	6.83	5.95	5.41	5.06	4.82	4.65	4.50	4.39	4.30	4.22	4.16	4.05	3.98	3.86	3.78	3.70	3.61	3.56	3.49	3.46	3.41	3.38	3.38	3.38
23	4.87	3.80	3.41	3.18	3.02	2.92	2.84	2.77	2.72	2.67	2.63	2.60	2.55	2.51	2.46	2.42	2.38	2.34	2.32	2.28	2.26	2.24	2.22	2.21	2.21
24	9.07	6.70	5.74	5.20	4.86	4.62	4.44	4.30	4.19	4.10	4.02	3.96	3.85	3.78	3.67	3.59	3.51	3.42	3.37	3.30	3.27	3.21	3.18	3.16	3.16
25	4.60	3.74	3.34	3.11	2.96	2.85	2.77	2.70	2.65	2.60	2.56	2.53	2.48	2.44	2.39	2.35	2.31	2.27	2.24	2.21	2.19	2.16	2.14	2.13	2.13
26	8.86	6.51	5.56	5.03	4.68	4.46	4.28	4.14	4.03	3.94	3.86	3.80	3.70	3.62	3.51	3.43	3.34	3.26	3.21	3.14	3.11	3.06	3.02	3.00	3.00

No	v _i - dk pembilang																							
	1	2	3	4	5	6	7	8	9	10	11	12	14	16	20	24	30	40	50	75	100	200	500	∞
15	4.54	3.68	2.28	3.06	2.80	2.78	2.70	2.64	2.59	2.55	2.51	2.48	2.43	2.39	2.33	2.28	2.25	2.21	2.18	2.15	2.12	2.10	2.08	2.07
16	6.08	6.36	5.42	4.88	4.58	4.32	4.14	4.00	3.89	3.80	3.73	3.67	3.58	3.48	3.38	3.28	3.20	3.12	3.07	3.00	2.97	2.91	2.86	2.87
17	4.49	3.83	3.24	3.01	2.85	2.74	2.66	2.58	2.54	2.48	2.45	2.42	2.37	2.33	2.28	2.24	2.20	2.16	2.13	2.08	2.07	2.04	2.02	2.01
18	6.53	6.23	5.28	4.77	4.44	4.20	4.03	3.88	3.78	3.68	3.61	3.55	3.45	3.37	3.25	3.16	3.10	3.01	2.96	2.88	2.86	2.80	2.77	2.76
19	4.46	3.58	3.20	2.98	2.81	2.70	2.62	2.55	2.45	2.41	2.38	2.33	2.28	2.23	2.19	2.15	2.11	2.08	2.04	2.02	1.98	1.97	1.97	1.96
20	6.40	6.11	5.18	4.67	4.34	4.10	3.93	3.78	3.68	3.59	3.52	3.45	3.35	3.27	3.16	3.08	3.00	2.92	2.86	2.78	2.76	2.70	2.67	2.65
21	4.41	3.55	3.16	2.93	2.77	2.68	2.58	2.51	2.41	2.37	2.34	2.29	2.25	2.21	2.18	2.15	2.11	2.07	2.04	2.00	1.98	1.95	1.93	1.92
22	6.28	6.01	5.09	4.58	4.25	4.01	3.85	3.71	3.60	3.51	3.44	3.37	3.27	3.19	3.07	3.00	2.91	2.83	2.78	2.71	2.68	2.62	2.59	2.57
23	4.38	3.52	3.13	2.90	2.74	2.63	2.55	2.48	2.43	2.38	2.34	2.31	2.28	2.21	2.15	2.11	2.07	2.02	2.00	1.98	1.94	1.91	1.90	1.88
24	6.16	5.83	5.01	4.50	4.17	3.94	3.77	3.63	3.52	3.43	3.36	3.30	3.19	3.12	2.98	2.92	2.80	2.72	2.63	2.58	2.51	2.47	2.42	2.38
25	4.25	3.49	3.10	2.87	2.71	2.60	2.52	2.45	2.40	2.35	2.31	2.28	2.23	2.18	2.12	2.08	2.04	1.98	1.96	1.92	1.88	1.87	1.85	1.84
26	6.10	5.85	4.94	4.43	4.10	3.87	3.71	3.58	3.45	3.37	3.30	3.23	3.13	3.05	2.94	2.86	2.77	2.68	2.63	2.56	2.53	2.47	2.44	2.42
27	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32	2.28	2.25	2.20	2.15	2.08	2.02	1.98	1.93	1.89	1.87	1.84	1.82	1.81	1.81
28	6.02	5.78	4.87	4.37	4.04	3.81	3.65	3.51	3.40	3.31	3.24	3.17	3.07	2.98	2.88	2.80	2.72	2.63	2.58	2.51	2.47	2.42	2.38	2.36
29	4.30	3.44	3.05	2.82	2.66	2.55	2.47	2.40	2.35	2.30	2.26	2.23	2.18	2.13	2.07	2.03	1.98	1.93	1.91	1.87	1.84	1.81	1.80	1.78
30	7.77	7.57	6.72	6.22	5.90	5.67	5.50	5.36	5.25	5.17	5.08	5.03	4.93	4.85	4.74	4.66	4.58	4.49	4.44	4.36	4.33	4.27	4.23	4.21
31	4.28	3.42	3.03	2.80	2.64	2.53	2.45	2.38	2.32	2.28	2.24	2.20	2.14	2.10	2.04	2.00	1.96	1.91	1.88	1.84	1.82	1.78	1.77	1.78
32	7.68	7.48	6.76	6.26	5.94	5.71	5.54	5.41	5.30	5.21	5.14	5.07	4.97	4.89	4.78	4.70	4.62	4.53	4.48	4.41	4.37	4.32	4.28	4.26
33	4.26	3.40	3.01	2.78	2.62	2.51	2.43	2.36	2.30	2.26	2.22	2.18	2.13	2.08	2.02	1.98	1.94	1.89	1.86	1.82	1.80	1.78	1.74	1.73
34	7.82	7.61	6.89	6.39	6.07	5.84	5.67	5.53	5.42	5.33	5.26	5.19	5.09	5.03	4.93	4.85	4.76	4.68	4.64	4.56	4.53	4.47	4.43	4.41
35	4.24	3.38	2.99	2.76	2.60	2.49	2.41	2.34	2.28	2.24	2.20	2.16	2.11	2.06	2.00	1.96	1.92	1.87	1.84	1.80	1.77	1.74	1.72	1.71
36	7.72	7.51	6.80	6.30	5.98	5.75	5.58	5.44	5.33	5.24	5.16	5.09	4.99	4.93	4.83	4.75	4.66	4.58	4.54	4.46	4.43	4.37	4.33	4.31
37	4.22	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22	2.16	2.12	2.05	1.99	1.95	1.90	1.85	1.82	1.78	1.76	1.72	1.70	1.69	1.69
38	7.72	7.53	6.84	6.34	6.02	5.79	5.62	5.48	5.37	5.28	5.20	5.12	5.02	4.96	4.86	4.78	4.69	4.61	4.56	4.49	4.45	4.39	4.35	4.33
39	4.21	3.35	2.96	2.73	2.57	2.48	2.37	2.30	2.25	2.20	2.16	2.13	2.08	2.03	1.97	1.93	1.88	1.84	1.80	1.78	1.74	1.71	1.69	1.67
40	7.68	7.49	6.80	6.30	5.98	5.75	5.58	5.44	5.33	5.24	5.16	5.09	4.99	4.93	4.83	4.75	4.66	4.58	4.54	4.46	4.43	4.37	4.33	4.31
41	4.18	3.33	2.93	2.70	2.54	2.43	2.35	2.28	2.22	2.18	2.14	2.10	2.05	2.00	1.94	1.90	1.85	1.80	1.77	1.73	1.71	1.68	1.66	1.64
42	7.80	7.61	6.92	6.42	6.10	5.87	5.70	5.56	5.45	5.36	5.28	5.20	5.10	5.04	4.94	4.86	4.77	4.69	4.64	4.57	4.53	4.47	4.43	4.41
43	4.17	3.32	2.92	2.69	2.53	2.42	2.34	2.27	2.21	2.16	2.12	2.09	2.04	1.99	1.93	1.89	1.84	1.80	1.78	1.74	1.72	1.68	1.64	1.62
44	7.58	7.39	6.70	6.20	5.88	5.65	5.48	5.34	5.23	5.14	5.06	4.98	4.88	4.82	4.72	4.64	4.55	4.47	4.42	4.35	4.31	4.25	4.21	4.19
45	4.15	3.30	2.90	2.67	2.51	2.40	2.32	2.25	2.19	2.14	2.10	2.07	2.02	1.97	1.91	1.86	1.82	1.77	1.74	1.70	1.68	1.64	1.61	1.58
46	7.50	7.31	6.62	6.12	5.80	5.57	5.40	5.26	5.15	5.06	4.98	4.90	4.80	4.74	4.64	4.56	4.47	4.39	4.34	4.27	4.23	4.17	4.13	4.11
47	4.13	3.28	2.88	2.65	2.49	2.38	2.30	2.23	2.17	2.12	2.08	2.05	2.00	1.95	1.89	1.84	1.80	1.74	1.71	1.67	1.64	1.61	1.59	1.57
48	7.44	7.25	6.56	6.06	5.74	5.51	5.34	5.20	5.09	4.99	4.91	4.83	4.73	4.67	4.57	4.49	4.40	4.32	4.27	4.20	4.16	4.10	4.06	4.04

$V_1 = dk$ pembilang

$V_2 = dk$ penyebut	1	2	3	4	5	6	7	8	9	10	11	12	14	16	20	24	30	40	50	60	75	100	200	500	00
36	4.11	3.26	2.80	2.53	2.48	2.36	2.28	2.21	2.15	2.10	2.06	2.03	1.89	1.93	1.87	1.82	1.78	1.72	1.69	1.65	1.62	1.59	1.56	1.56	1.55
38	7.39	5.25	4.38	3.88	3.58	3.35	3.18	3.04	2.94	2.86	2.78	2.72	2.62	2.54	2.43	2.35	2.26	2.17	2.12	2.04	2.00	1.94	1.90	1.87	1.87
40	4.10	3.25	2.85	2.62	2.46	2.35	2.26	2.19	2.14	2.09	2.05	2.02	1.96	1.92	1.85	1.80	1.76	1.71	1.67	1.63	1.60	1.57	1.54	1.53	1.53
42	7.35	5.21	4.34	3.83	3.54	3.32	3.15	3.02	2.91	2.82	2.75	2.68	2.58	2.51	2.40	2.32	2.22	2.14	2.08	2.00	1.96	1.90	1.86	1.84	1.84
44	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.07	2.04	2.00	1.95	1.90	1.84	1.79	1.74	1.69	1.66	1.62	1.59	1.55	1.53	1.51	1.51
46	7.31	5.18	4.31	3.83	3.51	3.29	3.12	2.99	2.88	2.80	2.73	2.68	2.56	2.49	2.37	2.29	2.20	2.11	2.05	1.97	1.94	1.88	1.84	1.81	1.81
48	4.07	3.22	2.83	2.59	2.44	2.32	2.24	2.17	2.11	2.06	2.02	1.98	1.94	1.89	1.82	1.78	1.73	1.68	1.64	1.60	1.57	1.54	1.51	1.49	1.49
50	7.24	5.12	4.26	3.78	3.46	3.24	3.07	2.94	2.84	2.75	2.68	2.62	2.52	2.44	2.32	2.24	2.15	2.06	2.00	1.92	1.88	1.82	1.78	1.75	1.75
55	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.14	2.09	2.04	2.00	1.97	1.91	1.87	1.80	1.75	1.71	1.65	1.62	1.57	1.54	1.51	1.48	1.46	1.46
60	7.21	5.10	4.24	3.76	3.44	3.22	3.05	2.92	2.82	2.73	2.66	2.60	2.50	2.42	2.30	2.22	2.13	2.04	1.98	1.90	1.86	1.80	1.76	1.72	1.72
65	4.04	3.19	2.80	2.56	2.41	2.30	2.21	2.14	2.08	2.03	1.99	1.96	1.90	1.86	1.79	1.74	1.70	1.64	1.61	1.56	1.53	1.50	1.47	1.45	1.45
70	7.18	5.08	4.22	3.74	3.42	3.20	3.04	2.90	2.80	2.71	2.64	2.58	2.48	2.40	2.28	2.20	2.11	2.02	1.96	1.88	1.84	1.78	1.73	1.70	1.70
75	4.03	3.18	2.79	2.56	2.41	2.30	2.20	2.13	2.07	2.02	1.98	1.95	1.90	1.85	1.78	1.71	1.69	1.63	1.60	1.55	1.52	1.48	1.44	1.41	1.39
80	7.17	5.08	4.20	3.72	3.41	3.18	3.02	2.88	2.78	2.70	2.62	2.56	2.46	2.38	2.28	2.18	2.10	2.00	1.91	1.86	1.82	1.76	1.71	1.68	1.68
85	4.02	3.17	2.78	2.55	2.40	2.29	2.18	2.11	2.05	2.00	1.97	1.93	1.88	1.83	1.76	1.72	1.67	1.61	1.58	1.52	1.50	1.46	1.43	1.41	1.39
90	7.12	5.01	4.16	3.68	3.37	3.15	2.98	2.83	2.75	2.68	2.59	2.53	2.43	2.35	2.23	2.15	2.00	1.96	1.90	1.82	1.78	1.71	1.66	1.61	1.61
95	4.00	3.15	2.76	2.52	2.37	2.23	2.17	2.10	2.01	1.99	1.95	1.92	1.86	1.81	1.75	1.70	1.63	1.59	1.56	1.50	1.48	1.44	1.41	1.39	1.37
100	7.08	4.98	4.13	3.65	3.31	3.12	2.95	2.82	2.72	2.63	2.56	2.50	2.40	2.32	2.20	2.12	2.03	1.93	1.87	1.79	1.71	1.68	1.63	1.60	1.56
105	4.00	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.02	1.98	1.94	1.90	1.85	1.80	1.74	1.68	1.63	1.57	1.54	1.49	1.46	1.42	1.39	1.37	1.35
110	7.04	4.95	4.10	3.62	3.34	3.08	2.93	2.79	2.70	2.61	2.54	2.47	2.37	2.30	2.18	2.09	2.00	1.90	1.84	1.76	1.71	1.64	1.60	1.56	1.56
115	4.00	3.13	2.74	2.50	2.35	2.22	2.14	2.07	2.01	1.97	1.93	1.89	1.84	1.79	1.72	1.67	1.62	1.56	1.54	1.47	1.45	1.40	1.37	1.35	1.33
120	7.01	4.92	4.08	3.60	3.28	3.07	2.91	2.77	2.67	2.58	2.51	2.45	2.35	2.28	2.15	2.07	1.98	1.88	1.82	1.74	1.69	1.63	1.56	1.53	1.53
125	4.00	3.14	2.72	2.48	2.33	2.21	2.12	2.05	1.99	1.95	1.91	1.88	1.82	1.77	1.70	1.65	1.60	1.54	1.51	1.45	1.42	1.39	1.35	1.32	1.32
130	7.00	4.90	4.04	3.58	3.26	3.04	2.87	2.74	2.61	2.56	2.48	2.44	2.32	2.24	2.14	2.03	1.94	1.84	1.78	1.70	1.65	1.57	1.52	1.49	1.49
135	4.00	3.09	2.70	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.79	1.75	1.68	1.63	1.57	1.51	1.48	1.42	1.39	1.34	1.30	1.28	1.28
140	7.00	4.82	3.98	3.51	3.20	2.99	2.82	2.65	2.58	2.51	2.43	2.36	2.26	2.19	2.06	1.98	1.89	1.79	1.73	1.64	1.59	1.51	1.46	1.43	1.43
145	4.00	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.77	1.72	1.65	1.60	1.55	1.49	1.45	1.39	1.36	1.31	1.27	1.25	1.25
150	7.00	4.78	3.94	3.47	3.17	2.95	2.79	2.65	2.56	2.47	2.40	2.33	2.23	2.15	2.03	1.94	1.85	1.75	1.68	1.59	1.54	1.46	1.40	1.37	1.37
155	4.00	3.06	2.67	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.76	1.71	1.64	1.59	1.54	1.47	1.44	1.37	1.34	1.29	1.25	1.22	1.22
160	7.00	4.75	3.91	3.44	3.13	2.92	2.76	2.62	2.53	2.44	2.37	2.30	2.20	2.12	2.00	1.94	1.82	1.72	1.66	1.56	1.51	1.43	1.37	1.33	1.33
165	4.00	3.04	2.65	2.41	2.28	2.14	2.05	1.98	1.92	1.87	1.83	1.80	1.74	1.69	1.62	1.57	1.52	1.45	1.42	1.35	1.32	1.26	1.22	1.19	1.19
170	7.00	4.74	3.88	3.41	3.11	2.90	2.73	2.60	2.50	2.44	2.34	2.28	2.17	2.09	1.98	1.88	1.79	1.69	1.62	1.53	1.48	1.39	1.33	1.28	1.28
175	4.00	3.02	2.62	2.38	2.23	2.12	2.03	1.96	1.90	1.85	1.81	1.78	1.72	1.67	1.60	1.54	1.47	1.42	1.38	1.32	1.28	1.22	1.16	1.13	1.13
180	7.00	4.66	3.83	3.36	3.06	2.85	2.69	2.55	2.46	2.37	2.29	2.23	2.12	2.04	1.92	1.84	1.74	1.64	1.54	1.47	1.42	1.32	1.24	1.16	1.13

TABEL 2
NILAI-NILAI r PRODUCT MOMENT

N	Taraf Signif		N	Taraf Signif		N	Taraf 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			