

## QUESTIONNAIRES

Dear Respondents,

In order to implement the student duties, I request the availability of Sir/Mam to fill in the following questionnaire as the data I will use for research.

The results of this study will only be used for academic purposes only. Thank you for your cooperation and help.

Name :

Age : ..... years

Formal Education:

Gender : Male / Female

Monthly income:

< 5 milion Rp

5-10 milion Rp

> 10 milion Rp

**Give a cross (X) in the column that suits you accordingly.**

**SD = Strongly Disagree**

**D = Disagree**

**N = Neutral**

**A= Agree**

**SA = Strongly Agree**

### CUSTOMER SATISFACTION

No	Statements	SA	A	N	D	SD
1	There is follow up from Vapor City after sales services activity.					
2	Vapor City give the member additional benefit such as discount, etc					
3	Employees and staff look good					

### CUSTOMER RETENTION

No	Statements	SA	A	N	D	SD
1	I will convey the positive things to others I feel while I'm shopping at Vapor City					
2	I would make recommend Vapor City to be my choice.					
3	I will purchase products at Vapor City					
4	I will be provided different special services for each consumer purchase					
5	I will give lucky draw points for each repeat purchase					

### RELATIONSHIP MARKETING PROGRAM

No	Statements	SA	A	N	D	SD
1	Vapor City employees serve friendly and politely					
2	The products' quality of Vapor City is precisely as my expectation					
3	Vapor City has the ability to create good relationships with consumers					
4	Vapor City employees handle my complaints quickly					

***THANK YOU...***

No	Nama	Age	Formal Education	Gender	Monthly Income	CUSTOMER SATISFACTION			CUSTOMER RETENTION					RELATIONSHIP MARKETING PROGRAM			
						CS1	CS2	CS3	CR1	CR2	CR3	CR4	CR5	RM1	RM2	RM3	RM4
1	Dionisius Samuel Cendana	21- 30 Years	Associate's Degree	Male	< 5 Milion Rp	4	4	3	3	3	3	3	4	3	4	3	3
2	Ria Widayati	< 20 Years	Senior High School	Female	< 5 Milion Rp	2	2	2	2	3	2	3	3	3	4	2	2
3	Rinderson Matthew	21- 30 Years	Bachelor Degree	Male	5-10 Milion Rp	5	5	5	4	5	5	5	5	5	5	5	5
4	Semuel R. Wuisan	< 20 Years	Bachelor Degree	Male	5-10 Milion Rp	4	3	4	2	3	2	3	3	4	4	3	4
5	Eny Widayastuti	31- 40 Years	Associate's Degree	Female	< 5 Milion Rp	2	3	2	3	2	2	3	3	3	2	3	2
6	Kurnia	< 20 Years	Senior High School	Female	< 5 Milion Rp	4	5	4	3	3	3	4	4	3	5	4	4
7	Leslie	21- 30 Years	Master Degree	Female	> 10 Milion Rp	4	3	4	4	4	4	4	4	4	4	3	4
8	Tasyah Imelda	21- 30 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	3	3	3
9	Alfin Arifin	21- 30 Years	Associate's Degree	Male	< 5 Milion Rp	2	2	3	3	3	3	2	3	2	3	2	3
10	Sherlina Liwen	31- 40 Years	Associate's Degree	Female	5-10 Milion Rp	4	5	4	5	4	4	4	3	3	4	4	4
11	Stephanie	21- 30 Years	Associate's Degree	Female	< 5 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
12	Pierce Edgar	21- 30 Years	Bachelor Degree	Male	5-10 Milion Rp	5	5	4	5	5	5	5	5	4	4	4	4
13	Vinky Xander	21- 30 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4

14	Josephine	21- 30 Years	Bachelor Degree	Male	5-10 Milion Rp	1	1	1	1	1	1	1	1	1	1	1	1
15	Damai Firmansah	31- 40 Years	Senior High School	Male	< 5 Milion Rp	4	4	4	4	5	5	5	4	3	3	5	4
16	Supendy	21- 30 Years	Associate's Degree	Male	< 5 Milion Rp	2	2	3	3	3	3	2	3	2	3	2	3
17	Ristan	21- 30 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
18	Bunga Maharani	21- 30 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
19	Bulan Maharani	21- 30 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	4	5	2
20	Ebenezer Welson	< 20 Years	Senior High School	Male	< 5 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
21	Philipus Nurcahyo	21- 30 Years	Master Degree	Male	> 10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
22	Ogie Pradana Setiawan	> 40 Years	Master Degree	Male	> 10 Milion Rp	4	4	4	5	4	5	5	2	4	4	5	2
23	Melvina Halim	31- 40 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
24	Shelomita Veronika	21- 30 Years	Master Degree	Female	> 10 Milion Rp	4	4	4	5	4	4	4	4	2	4	4	4
25	Juliartha Pangaribuan	31- 40 Years	Associate's Degree	Female	< 5 Milion Rp	4	3	3	3	3	4	4	3	3	3	3	3
26	Yoki Aulia	21- 30 Years	Master Degree	Male	> 10 Milion Rp	4	3	4	4	4	4	4	4	2	4	4	4
27	Ahmad Jemi Padilah	> 40 Years	Associate's Degree	Male	< 5 Milion Rp	4	4	4	4	3	3	3	5	3	4	4	3
28	Ricky Hariadi	21- 30 Years	Associate's Degree	Male	< 5 Milion Rp	4	4	4	3	4	3	3	4	4	3	3	4

29	Diva Purwacandra	< 20 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	5	4	5	4	5	5	4	5	5	4
30	Kartika Laurus	31- 40 Years	Associate's Degree	Female	< 5 Milion Rp	2	4	2	3	3	3	2	2	3	2	4	2
31	Yohanes	21- 30 Years	Associate's Degree	Male	5-10 Milion Rp	4	4	5	4	5	4	5	5	5	5	4	5
32	James Sutanto	< 20 Years	Senior High School	Male	< 5 Milion Rp	5	4	4	4	4	5	4	5	5	4	4	5
33	Melissa Ardyna	31- 40 Years	Bachelor Degree	Female	5-10 Milion Rp	5	1	2	3	4	3	4	1	5	4	4	3
34	Linawati Listiani	21- 30 Years	Bachelor Degree	Female	5-10 Milion Rp	1	1	2	2	2	2	2	2	2	2	2	2
35	Y. Srimulyono	21- 30 Years	Master Degree	Male	> 10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
36	Michelle Aletha	> 40 Years	Bachelor Degree	Female	5-10 Milion Rp	4	3	4	4	4	3	4	3	2	3	4	5
37	Gandhi Pradipto	21- 30 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	3	4	4	4	4	4	3	4	4	4
38	Aurel Adelia Hutabarat	21- 30 Years	Senior High School	Female	< 5 Milion Rp	3	3	3	3	3	3	3	3	3	3	3	3
39	Sheren Livia	< 20 Years	Associate's Degree	Female	5-10 Milion Rp	5	4	5	4	5	4	4	4	5	4	4	4
40	Michael Elizabeth Erika Martha Ruth	31- 40 Years	Associate's Degree	Female	< 5 Milion Rp	3	3	4	4	4	4	3	4	3	3	4	4
41	Livensia Huangjeria	31- 40 Years	Bachelor Degree	Female	5-10 Milion Rp	3	3	3	3	3	3	3	3	3	3	3	3
42	Mei Santi	> 40	Master	Female	> 10	4	4	4	4	4	4	4	4	4	3	4	4

	Mendrofafa	Years	Degree		Milion Rp												
43	Ester Kriswanti	21- 30 Years	Associate's Degree	Female	< 5 Milion Rp	4	2	2	2	2	2	2	2	2	2	2	2
44	Ribka Novianti	< 20 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
45	Jeanny Evianty Karoline Haloho	31- 40 Years	Bachelor Degree	Female	5-10 Milion Rp	4	5	4	5	4	4	5	4	3	4	4	3
46	Randy Saputra Setiawan	21- 30 Years	Associate's Degree	Male	< 5 Milion Rp	5	5	5	5	5	5	5	5	5	5	5	5
47	Sahrul Romadhony	21- 30 Years	Associate's Degree	Male	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
49	Steven Bastian	21- 30 Years	Associate's Degree	Male	< 5 Milion Rp	4	3	4	4	2	4	4	2	4	4	4	2
50	Roy	< 20 Years	Senior High School	Male	< 5 Milion Rp	4	4	4	4	4	4	5	4	4	4	4	4
51	Octavianus	21- 30 Years	Associate's Degree	Male	< 5 Milion Rp	4	2	4	3	2	4	4	4	3	4	4	4
52	Hariyanto	21- 30 Years	Bachelor Degree	Male	5-10 Milion Rp	4	5	4	4	5	4	4	4	5	4	5	4
53	Agus Sugiarto	31- 40 Years	Bachelor Degree	Male	5-10 Milion Rp	1	4	5	4	4	3	5	4	4	4	4	4
54	Aditya Andriadi	> 40 Years	Master Degree	Male	> 10 Milion Rp	4	4	4	4	5	4	4	4	4	4	4	4
55	Cindy Leonardo	31- 40 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
56	Fresia Elisabeth	> 40 Years	Master Degree	Female	> 10 Milion Rp	3	4	4	4	4	4	4	4	4	4	4	4

57	Cindy Lorencia	31- 40 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	3	4	4	4	4	4	4	4	4
58	Fernando	< 20 Years	Bachelor Degree	Male	5-10 Milion Rp	4	3	4	4	4	4	4	4	4	4	3	4
59	Winda Juwita Aulia Putri	31- 40 Years	Associate's Degree	Female	< 5 Milion Rp	4	3	4	4	4	4	4	4	5	4	4	4
60	Charles Theo	< 20 Years	Associate's Degree	Male	5-10 Milion Rp	4	4	3	4	4	4	4	4	4	4	4	4
61	Ida Setianingsih	31- 40 Years	Master Degree	Female	> 10 Milion Rp	2	3	4	2	2	2	2	2	2	2	2	2
62	Novelly Karen	< 20 Years	Senior High School	Female	< 5 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
63	Vincent	21- 30 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
64	Augusto	31- 40 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	4	4	4	4	4	4	3	4	4	4
65	Belinda Amelia	< 20 Years	Associate's Degree	Female	< 5 Milion Rp	4	4	4	4	4	4	4	4	3	4	4	4
66	Sharon Kartika	21- 30 Years	Bachelor Degree	Female	5-10 Milion Rp	3	4	4	2	4	3	4	3	4	2	3	4
67	Jevon Christopher	31- 40 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
68	Yeheskiel Ladofa Hamada	21- 30 Years	Associate's Degree	Male	< 5 Milion Rp	4	5	3	4	4	3	4	4	4	4	3	4
69	Melisa Febriyanti	< 20 Years	Senior High School	Female	< 5 Milion Rp	4	3	3	4	3	3	4	4	4	4	3	4
70	Vallencia	21- 30 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4

71	Putri Tesalonika	< 20 Years	Bachelor Degree	Female	5-10 Milion Rp	2	2	2	2	2	2	2	2	3	2	2	2
72	Sentia Yuanita	21- 30 Years	Master Degree	Female	> 10 Milion Rp	4	4	4	4	4	4	3	4	4	3	4	4
73	Nathanael Devin Wijaya	21- 30 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	4	4	4	3	4	4	3	4	4
74	Yanti Setyaningsih	31- 40 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	4	4	4	3	4	4	3	4	4
75	Angel Lorenca Sarmaf	< 20 Years	Associate's Degree	Female	< 5 Milion Rp	2	3	2	2	3	2	2	2	2	2	2	3
76	Viorent Jovanka	31- 40 Years	Bachelor Degree	Female	5-10 Milion Rp	3	4	4	4	4	4	4	5	4	4	4	4
77	Stevan Christo	< 20 Years	Associate's Degree	Male	< 5 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
78	Devendra Desanes	21- 30 Years	Senior High School	Male	< 5 Milion Rp	3	2	2	2	2	3	2	2	2	3	2	1
79	Budi Sowandi	21- 30 Years	Associate's Degree	Male	< 5 Milion Rp	4	4	3	3	3	4	4	4	4	3	4	4
80	Pera Purwanti	< 20 Years	Bachelor Degree	Female	5-10 Milion Rp	5	5	5	5	5	5	5	4	4	4	5	4
81	Keysa Himeiryne	21- 30 Years	Associate's Degree	Female	< 5 Milion Rp	3	4	4	4	4	4	4	4	4	4	4	4
82	Teresna Muntaha	31- 40 Years	Bachelor Degree	Female	5-10 Milion Rp	2	2	2	2	3	2	2	2	2	3	2	2
83	Annastassia Erlina	< 20 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
84	Yulia Handy Silasly	31- 40 Years	Master Degree	Female	> 10 Milion Rp	3	2	2	2	2	2	2	2	2	2	2	2



85	Veronica Charlotte	> 40 Years	Master Degree	Female	> 10 Milion Rp	4	4	4	4	4	4	4	4	5	4	4	5	5
86	Gabriel Christoforus	21- 30 Years	Associate's Degree	Male	< 5 Milion Rp	3	2	2	2	3	3	3	2	2	3	3	3	2
87	Mathew Andi Jati Wicaksono	< 20 Years	Senior High School	Male	< 5 Milion Rp	4	4	4	2	4	4	4	4	4	4	4	4	4
88	Figo Vincent Sinaga	31- 40 Years	Master Degree	Male	> 10 Milion Rp	3	3	2	2	2	2	3	2	2	2	2	2	2
89	Kristian Wongso	21- 30 Years	Master Degree	Male	> 10 Milion Rp	4	4	4	4	4	5	4	4	4	4	4	4	4
90	Oei Vincent	> 40 Years	Associate's Degree	Male	< 5 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4	4
91	Mariana Budiman	31- 40 Years	Bachelor Degree	Female	5-10 Milion Rp	4	3	4	3	4	3	3	4	3	4	4	4	3
92	Diah Ayu Puspita Ningrum	> 40 Years	Associate's Degree	Female	< 5 Milion Rp	1	1	1	1	1	1	2	1	1	2	3	1	
93	Karlina Kalangi	31- 40 Years	Associate's Degree	Female	< 5 Milion Rp	4	4	4	4	4	3	3	5	4	4	4	4	
94	Andrew Bagus Adiguna	21- 30 Years	Associate's Degree	Male	< 5 Milion Rp	4	5	5	5	5	4	4	4	4	4	4	4	3
95	Rayhan Satria Andromeda	21- 30 Years	Bachelor Degree	Male	5-10 Milion Rp	4	3	4	4	3	4	3	4	4	5	4	4	
96	Zaky Indra	< 20 Years	Associate's Degree	Male	< 5 Milion Rp	4	4	4	3	4	4	4	4	4	4	4	4	
97	Bima Wira	21- 30 Years	Senior High School	Male	< 5 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4	

98	Agga Satria	21- 30 Years	Associate's Degree	Male	< 5 Milion Rp	2	3	2	2	3	2	2	3	2	2	2	2
99	Rivan Triardana	21- 30 Years	Master Degree	Male	> 10 Milion Rp	4	4	4	4	5	4	4	4	4	4	4	4
100	Juan Febryn Aryanto	< 20 Years	Bachelor Degree	Male	5-10 Milion Rp	3	2	2	3	2	3	3	2	2	2	3	3
101	Yuliana Aprida	21- 30 Years	Bachelor Degree	Female	5-10 Milion Rp	3	4	3	4	5	4	3	3	4	4	3	4
102	Mochamad Defian	< 20 Years	Senior High School	Male	< 5 Milion Rp	4	4	4	4	4	3	4	3	4	4	4	3
103	Ashari Juang	31- 40 Years	Master Degree	Male	> 10 Milion Rp	4	4	3	3	4	4	5	4	4	4	4	5
104	Juanda	< 20 Years	Associate's Degree	Male	< 5 Milion Rp	4	4	3	4	4	4	4	4	3	4	4	4
105	Muchoval Wandanar	21- 30 Years	Associate's Degree	Male	5-10 Milion Rp	5	3	2	4	3	4	4	4	4	4	4	4
106	Regine Agusta Janathan	31- 40 Years	Bachelor Degree	Female	5-10 Milion Rp	3	2	3	2	3	1	2	3	2	2	2	3
107	Vicky Virginia	21- 30 Years	Associate's Degree	Female	> 10 Milion Rp	5	4	4	4	4	5	5	5	5	5	5	5
108	Maria Evana	21- 30 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	3	4	4	5	4	5	5	5	5	5
109	Dina Bora	31- 40 Years	Master Degree	Female	> 10 Milion Rp	4	5	5	4	4	4	5	4	4	4	4	4
110	Nella Gabriella	21- 30 Years	Senior High School	Female	< 5 Milion Rp	5	5	5	5	5	5	5	5	4	4	5	5
111	Dhanar Adi Dewandaru	31- 40 Years	Bachelor Degree	Male	5-10 Milion Rp	5	5	5	5	5	5	4	5	5	4	5	5
112	Swandaru	31- 40 Years	Bachelor Degree	Male	5-10 Milion Rp	2	3	2	2	2	2	1	2	2	1	2	1

		Years	Degree		Milion Rp													
113	Noddy Ekwanda Putra	21- 30 Years	Associate's Degree	Male	> 10 Milion Rp	2	2	1	2	2	2	2	1	1	2	2	3	
114	Pristio Hari Nugroho	31- 40 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	4	5	4	
115	Derrby Arya	31- 40 Years	Associate's Degree	Male	< 5 Milion Rp	4	5	4	4	5	4	4	4	4	4	5	4	
116	Bastion Jader Rana	31- 40 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	5	4	4	5	4	4	4	4	4	4	
117	Anggit Eza	31- 40 Years	Associate's Degree	Male	< 5 Milion Rp	5	4	5	4	5	4	4	4	4	4	4	4	
118	Erlanda Galant Prasetio	21- 30 Years	Associate's Degree	Male	> 10 Milion Rp	4	4	4	5	4	5	5	4	4	4	5	5	
119	Windy Wihannes	< 20 Years	Senior High School	Female	< 5 Milion Rp	4	4	4	5	4	4	5	5	4	4	5	4	
120	Tri Mewati	31- 40 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	5	5	4	4	5	4	5	4	5	
121	Elvira Erin Lestari	21- 30 Years	Associate's Degree	Female	< 5 Milion Rp	4	4	4	4	4	4	5	4	4	5	4	5	
122	Cynthia Natasha	21- 30 Years	Bachelor Degree	Female	5-10 Milion Rp	3	2	2	3	2	3	2	2	2	2	3	3	
123	Juan Jeremy Christian	> 40 Years	Bachelor Degree	Male	5-10 Milion Rp	3	2	4	4	4	3	4	2	2	2	3	3	
124	Rangga Irwanda	31- 40 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4	
125	Santi Veri Dewi	21- 30 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	4	4	4	3	4	4	4	4	4	
126	<a href="#">Sectio</a>	31- 40	Associate's	Male	< 5	4	5	4	5	4	4	4	4	4	4	5	5	

	<a href="#">Kautsar</a>	Years	Degree		Milion Rp												
127	<a href="#">Bernadus Very Christioko</a>	< 20 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	4	5	4	4	4	5	4	4	5	5
128	<a href="#">Neria Anantio Prabowo</a>	21- 30 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	5	5	4	5	4	4	4	5	4	4
129	<a href="#">Oei Kevin</a>	< 20 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	5	4	4	5	4	4	4	4	5	5
130	<a href="#">Kukuh Agung Jiwanda</a>	31- 40 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	5	4	4	4	4	4	4	4	4	4
131	<a href="#">Alfrito Juan</a>	< 20 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	5	4	4	4	4	4	4	4	5	5
132	Nathalie Aurellia Jaya	> 40 Years	Associate's Degree	Female	> 10 Milion Rp	4	4	4	5	5	4	4	4	4	4	5	4
133	<a href="#">Royyan Hali Satrian</a>	21- 30 Years	Bachelor Degree	Male	5-10 Milion Rp	5	4	4	5	5	5	5	4	4	4	4	4
134	Xaviera	31- 40 Years	Bachelor Degree	Female	5-10 Milion Rp	5	4	4	4	4	4	4	4	4	4	4	4
135	Gressela	< 20 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	5	5	5	4	4	4	4	5	4
136	Angelica Rivera	21- 30 Years	Associate's Degree	Female	< 5 Milion Rp	4	4	4	5	4	5	4	4	3	4	4	4
137	Siti Monica Manullang	31- 40 Years	Associate's Degree	Female	> 10 Milion Rp	4	4	4	4	4	4	4	4	4	4	4	4
138	Yohanna Graciani Laheba	< 20 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	5	5	4	4	4	4	4	4	4
139	Monifa Nirely Wijaya	21- 30 Years	Associate's Degree	Female	< 5 Milion Rp	5	4	4	4	4	4	4	4	4	5	5	4

140	Gracia Austin	> 40 Years	Bachelor Degree	Female	5-10 Milion Rp	4	4	4	4	4	4	4	5	4	5	4	4
141	Siti Zuhriyah	21- 30 Years	Bachelor Degree	Female	5-10 Milion Rp	2	2	3	3	3	2	3	2	1	2	1	2
142	<a href="#">Ra Aditya Satria Pamungkas</a>	31- 40 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	4	4	4	4	4	5	4	4	4	4
143	<a href="#">Ian Hidayat</a>	21- 30 Years	Bachelor Degree	Male	5-10 Milion Rp	4	5	5	4	4	5	4	4	4	4	5	5
144	<a href="#">Calvin Haryono Putra</a>	< 20 Years	Bachelor Degree	Male	5-10 Milion Rp	4	5	4	5	5	5	5	5	4	5	4	5
145	<a href="#">Kahlil Tario Prahananto</a>	21- 30 Years	Bachelor Degree	Male	5-10 Milion Rp	2	4	3	2	2	4	3	2	3	1	3	3
146	<a href="#">Dionisius Andre</a>	> 40 Years	Associate's Degree	Male	< 5 Milion Rp	2	3	2	4	4	4	3	4	3	5	3	3
147	Chindy Nadya Siahaan	21- 30 Years	Bachelor Degree	Female	5-10 Milion Rp	4	3	1	2	3	1	3	3	3	1	3	1
148	<a href="#">Jullyandre Karunia Tinata</a>	31- 40 Years	Bachelor Degree	Male	5-10 Milion Rp	3	4	4	4	4	5	3	3	3	4	1	3
149	<a href="#">Briyan Andres</a>	< 20 Years	Associate's Degree	Male	< 5 Milion Rp	4	5	4	4	4	4	5	5	4	4	5	4
150	Tjan Andrew Christian	31- 40 Years	Bachelor Degree	Male	5-10 Milion Rp	4	4	5	5	5	4	4	4	5	4	4	4

## OUTPUT SPSS Frequencies

		Statistics			
		Age	Education	Gender	Income
N	Valid	150	150	150	150
	Missing	0	0	0	0

### Frequency Table

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 years	32	21,3	21,3	21,3
	> 40 years	13	8,7	8,7	30,0
	21- 30 years	62	41,3	41,3	71,3
	31- 40 years	43	28,7	28,7	100,0
	Total	150	100,0	100,0	

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Associate's degree	48	32,0	32,0	32,0
	Bachelor degree	69	46,0	46,0	78,0
	Master degree	18	12,0	12,0	90,0
	Senior High School	15	10,0	10,0	100,0
	Total	150	100,0	100,0	

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	70	46,7	46,7	46,7
	Male	80	53,3	53,3	100,0
	Total	150	100,0	100,0	

		Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 5 milion Rp	52	34,7	34,7	34,7
	> 10 milion Rp	23	15,3	15,3	50,0
	5-10 milion Rp	75	50,0	50,0	100,0
	Total	150	100,0	100,0	

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded <sup>a</sup>	0	,0
	Total	150	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,843	3

#### Item Statistics

	Mean	Std. Deviation	N
CS1	3,7067	,87888	150
CS2	3,6667	,91715	150
CS3	3,6733	,94476	150

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CS1	7,3400	2,964	,656	,830
CS2	7,3800	2,680	,733	,758
CS3	7,3733	2,585	,739	,751

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,0467	5,723	2,39220	3

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded <sup>a</sup>	0	,0
	Total	150	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,929	5

#### Item Statistics

	Mean	Std. Deviation	N
CR1	3,7133	,92929	150
CR2	3,7733	,88345	150
CR3	3,7000	,93944	150
CR4	3,7067	,89403	150
CR5	3,6933	,95501	150

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CR1	14,8733	10,527	,847	,906
CR2	14,8133	10,918	,822	,911
CR3	14,8867	10,571	,826	,910
CR4	14,8800	10,952	,802	,915
CR5	14,8933	10,767	,769	,921

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18,5867	16,499	4,06191	5



## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded <sup>a</sup>	0	,0
	Total	150	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,897	4

#### Item Statistics

	Mean	Std. Deviation	N
RM1	3,5667	,91532	150
RM2	3,6600	,91101	150
RM3	3,7400	,94429	150
RM4	3,6600	,96119	150

#### Item-Total Statistics

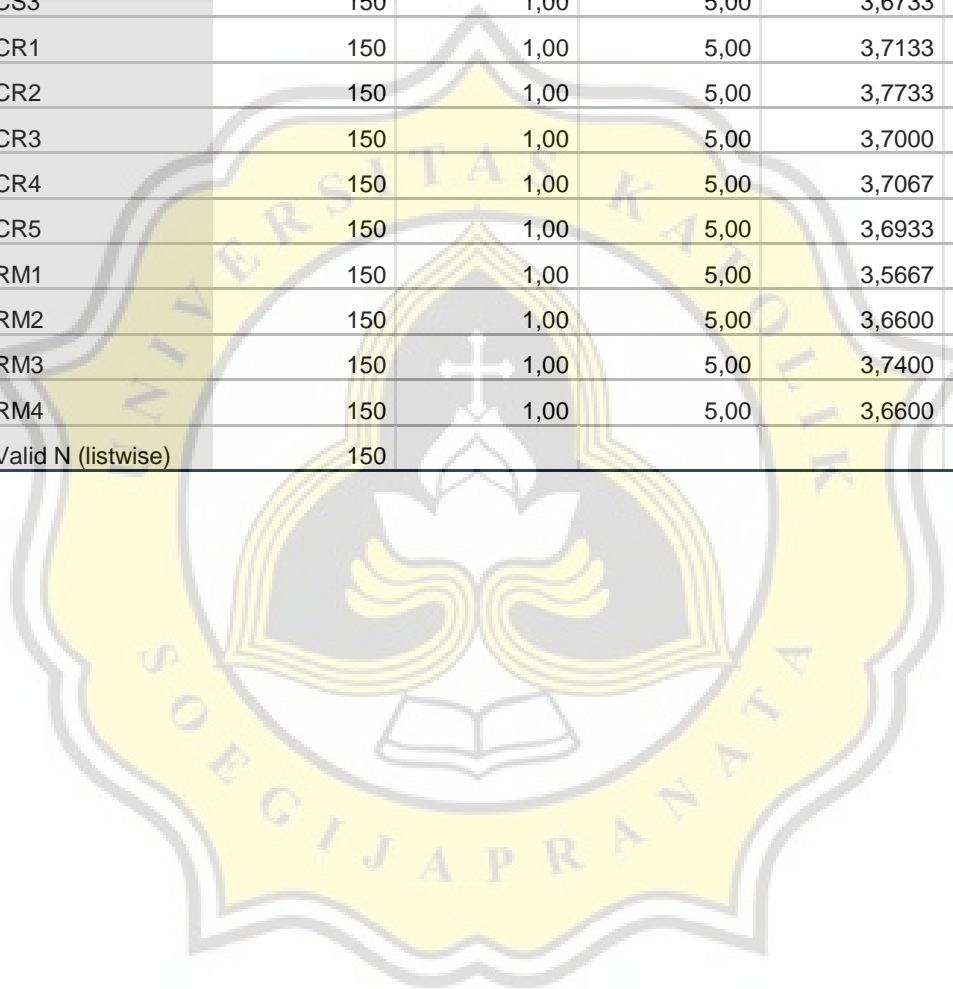
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RM1	11,0600	6,258	,776	,866
RM2	10,9667	6,328	,762	,871
RM3	10,8867	6,141	,773	,867
RM4	10,9667	6,059	,775	,866

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14,6267	10,652	3,26368	4

## Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
CS1	150	1,00	5,00	3,7067	,87888
CS2	150	1,00	5,00	3,6667	,91715
CS3	150	1,00	5,00	3,6733	,94476
CR1	150	1,00	5,00	3,7133	,92929
CR2	150	1,00	5,00	3,7733	,88345
CR3	150	1,00	5,00	3,7000	,93944
CR4	150	1,00	5,00	3,7067	,89403
CR5	150	1,00	5,00	3,6933	,95501
RM1	150	1,00	5,00	3,5667	,91532
RM2	150	1,00	5,00	3,6600	,91101
RM3	150	1,00	5,00	3,7400	,94429
RM4	150	1,00	5,00	3,6600	,96119
Valid N (listwise)	150				



## MODEL 1:

### NPar Tests

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,18836091
Most Extreme Differences	Absolute	,133
	Positive	,080
	Negative	-,133
Test Statistic		,133
Asymp. Sig. (2-tailed)		,057 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## Regression

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

Model	Variables Entered	Variables Removed	Method
1	Relationship_Marketing <sup>b</sup>		Enter

a. Dependent Variable: Customer\_Satisfaction

b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,868 <sup>a</sup>	,753	,752	1,19237	1,990

a. Predictors: (Constant), Relationship\_Marketing

b. Dependent Variable: Customer\_Satisfaction

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	642,255	1	642,255	451,738	,000 <sup>b</sup>
	Residual	210,418	148	1,422		
	Total	852,673	149			

a. Dependent Variable: Customer\_Satisfaction

b. Predictors: (Constant), Relationship\_Marketing

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,742	,448		3,884	,000		
	Relationship_Marketing	,636	,030	,868	21,254	,000	1,000	1,000

a. Dependent Variable: Customer\_Satisfaction

### Collinearity Diagnostics<sup>a</sup>

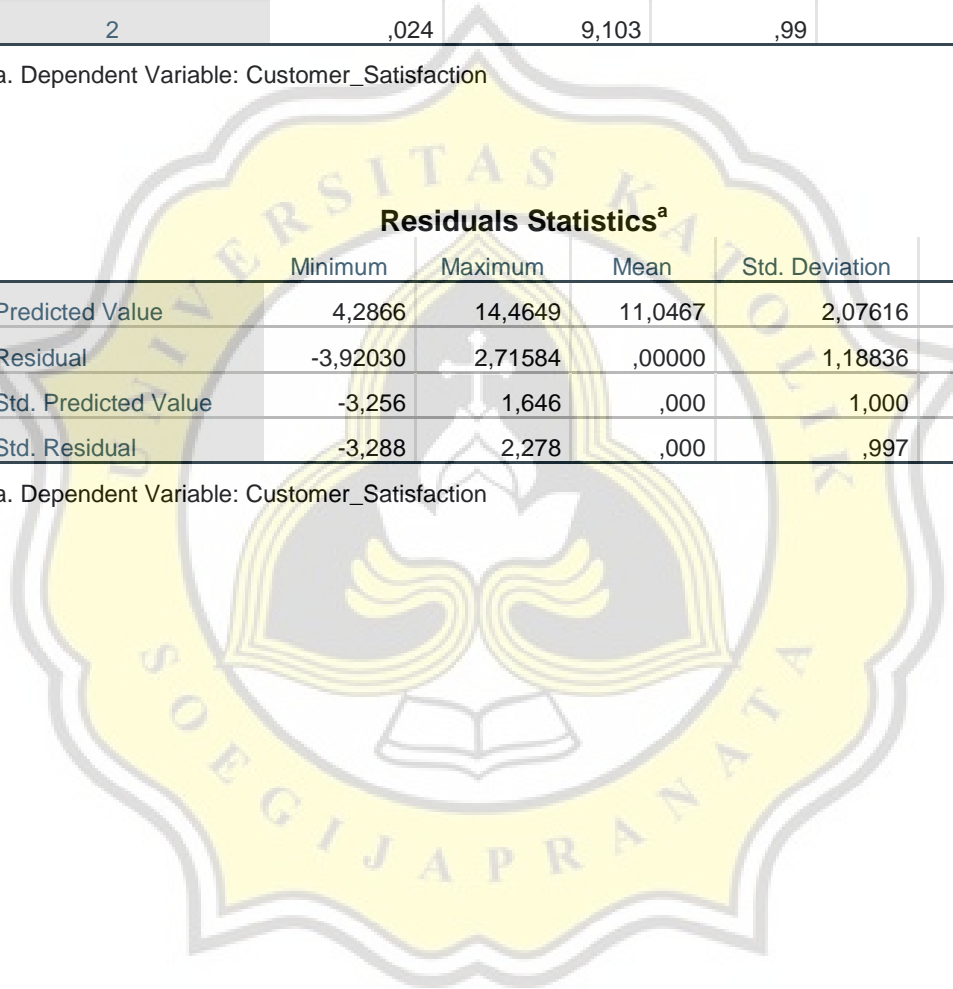
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Relationship_Marketing
1	1	1,976	1,000	,01	,01
	2	,024	9,103	,99	,99

a. Dependent Variable: Customer\_Satisfaction

### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,2866	14,4649	11,0467	2,07616	150
Residual	-3,92030	2,71584	,00000	1,18836	150
Std. Predicted Value	-3,256	1,646	,000	1,000	150
Std. Residual	-3,288	2,278	,000	,997	150

a. Dependent Variable: Customer\_Satisfaction



## Regression

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

Model	Variables Entered	Variables Removed	Method
1	Relationship_Marketing <sup>b</sup>		Enter

a. Dependent Variable: ABS\_RES1

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,231 <sup>a</sup>	,053	,047	,78505

a. Predictors: (Constant), Relationship\_Marketing

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,125	1	5,125	8,316	,005 <sup>b</sup>
	Residual	91,213	148	,616		
	Total	96,338	149			

a. Dependent Variable: ABS\_RES1

b. Predictors: (Constant), Relationship\_Marketing

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,703	,295		5,768	,000
	Relationship_Marketing	-,057	,020	-,231	-1,884	,056

a. Dependent Variable: ABS\_RES1

## MODEL 2:

### NPar Tests

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,76559622
Most Extreme Differences	Absolute	,097
	Positive	,084
	Negative	-,097
Test Statistic		,097
Asymp. Sig. (2-tailed)		,070 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## Regression

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

Model	Variables Entered	Variables Removed	Method
1	Customer_Satisfaction <sup>b</sup>		Enter

a. Dependent Variable: Customer\_Retention

b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,901 <sup>a</sup>	,811	,810	1,77155	2,268

a. Predictors: (Constant), Customer\_Satisfaction

b. Dependent Variable: Customer\_Retention

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1993,891	1	1993,891	635,322	,000 <sup>b</sup>
	Residual	464,482	148	3,138		
	Total	2458,373	149			

a. Dependent Variable: Customer\_Retention

b. Predictors: (Constant), Customer\_Satisfaction

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,694	,686		2,471	,015		
	Customer_Satisfaction	1,529	,061	,901	25,206	,000	1,000	1,000

a. Dependent Variable: Customer\_Retention



### Collinearity Diagnostics<sup>a</sup>

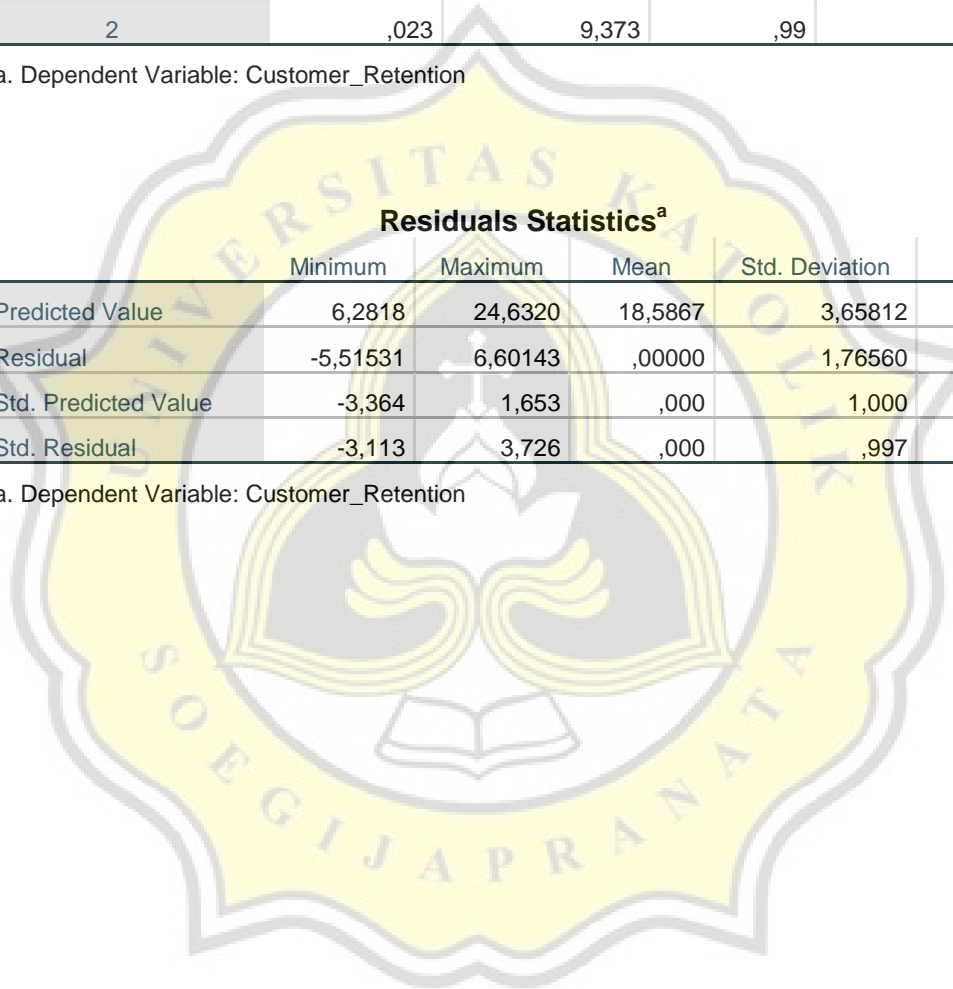
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Customer_Satisf action
1	1	1,977	1,000	,01	,01
	2	,023	9,373	,99	,99

a. Dependent Variable: Customer\_Retention

### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6,2818	24,6320	18,5867	3,65812	150
Residual	-5,51531	6,60143	,00000	1,76560	150
Std. Predicted Value	-3,364	1,653	,000	1,000	150
Std. Residual	-3,113	3,726	,000	,997	150

a. Dependent Variable: Customer\_Retention



## Regression

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

Model	Variables Entered	Variables Removed	Method
1	Customer_Satisfaction <sup>b</sup>	.	Enter

a. Dependent Variable: ABS\_RES2

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,147 <sup>a</sup>	,022	,015	1,17770

a. Predictors: (Constant), Customer\_Satisfaction

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,541	1	4,541	3,274	,072 <sup>b</sup>
	Residual	205,271	148	1,387		
	Total	209,812	149			

a. Dependent Variable: ABS\_RES2

b. Predictors: (Constant), Customer\_Satisfaction

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,109	,456		4,628	,000
	Customer_Satisfaction	-,073	,040	-,147	-1,809	,072

a. Dependent Variable: ABS\_RES2



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