

LAMPIRAN 1. Kuesioner
IDENTITAS RESPONDEN

Bersama ini saya menjelaskan bahwa sehubungan dengan tugas akhir perkuliahan saya dan sebagai syarat untuk gelar Sarjana Ekonomi di Fakultas Ekonomi dan Bisnis jurusan Manajemen Universitas Katolik Soegijapranata Semarang, berupa penelitian dalam rangka penyusunan skripsi dengan judul ANALISIS PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN PADA GARDENIA FITNESS CENTER SEMARANG, dimana dalam penelitian ini saya akan membagikan kuesioner kepada responden yang akan mengisi dan melengkapi lembar pertanyaan terkait penelitian diatas. Semua data yang saya dapatkan dalam penelitian ini digunakan untuk kelengkapan penyusunan skripsi. Mohon partisipasi Anda, terima kasih.

Nama :
Umur :
Jenis kelamin :
Pekerjaan :
Lama menjadi member :
Cara pengisian kuesioner :

Bapak/Ibu/saudara/i cukup memberikan tanda check (✓) pada pilihan jawaban yang tersedia sesuai dengan pendapat Bapak/Ibu/Saudara/i setiap angka akan mewakili tingkat kesesuaian pendapat Bapak/Ibu/Saudara/i. Skor/nilai jawaban adalah sebagai berikut:

Skor/Nilai 1: Sangat tidak setuju (STS)

Skor/Nilai 2: Tidak setuju (TS)

Skor/Nilai 3: Netral (N)

Skor/Nilai 4: Setuju (S)

Skor/Nilai 5: Sangat setuju (SS)

No	PERNYATAAN	NILAI				
		STS	TS	N	S	SS
Bagaimana pendapat Bapak/Ibu mengenai pernyataan berikut						
I. Indikator <i>Reliability</i>						
1	Kemudahan pelanggan mendaftar menjadi member					
2	keteraturan jam operasional Fitness Centre					
3	cekatan dalam memberikan pelayanan terhadap pelanggan					
4	perawatan alat Fitness					
II. Indikator <i>Responsiveness</i>						
1	Karyawan fitness terampil dalam menanggapi permintaan Pelanggan					
2	Karyawan front office cakap dalam menangani keluhan Pelanggan					
3	karyawan front office cakap dalam memberikan informasi tentang member kepada pelanggan					
III. Indikator <i>Asurance</i>						
1	Trainer menjamin keberhasilan dalam mencapai tujuan member					
2	karyawan fitness memberikan keamanan dalam menggunakan alat					
3	Karyawan cleaning service dapat membuat kondisi tempat fitness bersih					
IV. Indikator <i>Empathy</i>						
1	Trainer memberikan perhatian ke semua member					

No	PERNYATAAN	NILAI				
		STS	TS	N	S	SS
2	Karyawan front office mendengarkan kritik dan saran dari member					
3	karyawan fitness center peka dan tanggap (Terhadap kesalahan penggunaan alat ditempat fitness)					
V. Indikator <i>Tangible</i>						
1	Ruang fitness yang nyaman					
2	Penataan ruang fitness yang rapi					
3	Peralatan fitness yang lengkap					
4	Lokasi yang strategis					
VI. Indikator Kepuasan Pelanggan						
1	Perasaan puas dari pelanggan mengenai pelayanan yang diberikan oleh Gardenia Fitness Center					
2	Layanan yang diberikan oleh Gardenia Fitness Center telah sesuai dengan harapan pelanggan					

Lampiran 2. Data responden

Variabel *Reliability* (X1)

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	INDIKATOR 4	TOTAL
1	4	4	4	4	16
2	5	5	5	1	16
3	5	4	3	4	16
4	4	4	3	3	14
5	4	4	3	5	16
6	3	3	4	4	14
7	4	4	5	4	17
8	5	5	5	5	20
9	5	5	5	4	19
10	4	4	5	5	18
11	4	3	3	3	13
12	5	3	3	2	13
13	4	4	5	5	18
14	5	5	4	5	19
15	4	3	3	4	14
16	5	5	5	4	19
17	4	4	4	4	16
18	5	3	4	3	15
19	5	5	5	4	19
20	4	5	4	4	17
21	5	4	4	3	16
22	4	4	3	5	16
23	4	5	4	3	16
24	5	4	4	3	16

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	INDIKATOR 4	TOTAL
25	5	4	4	4	17
26	4	4	5	4	17
27	4	3	4	2	13
28	4	3	4	4	15
29	5	5	3	2	15
30	5	5	3	3	16
31	4	4	4	4	16
32	4	4	3	2	13
33	5	2	3	1	11
34	4	4	3	3	14
35	4	3	4	3	14
36	5	3	4	4	16
37	4	4	3	3	14
38	5	3	4	2	14
39	4	3	5	3	15
40	4	4	3	3	14
41	5	3	4	3	15
42	5	5	4	3	17
43	4	4	4	3	15
44	4	3	4	1	12
45	5	4	4	3	16
46	5	5	3	3	16
47	4	3	4	5	16
48	5	4	4	2	15
49	3	4	4	4	15
50	4	4	5	5	18

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	INDIKATOR 4	TOTAL
51	4	4	5	5	18
52	4	4	3	4	15
53	4	3	5	4	16
54	5	5	3	4	17
55	5	4	4	3	16
56	4	5	4	5	18
57	5	4	3	3	15
58	5	4	5	4	18
59	5	3	4	4	16
60	4	4	3	5	16

Variebel *Responsiveness* (X2)

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	TOTAL
1	3	4	3	10
2	1	2	3	6
3	3	3	4	10
4	4	4	3	11
5	4	3	4	11
6	5	3	4	12
7	5	4	4	13
8	5	3	4	12
9	4	4	4	12
10	4	5	5	14
11	3	3	3	9
12	4	3	3	10
13	5	5	4	14

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	TOTAL
14	5	4	4	13
15	4	4	4	12
16	4	4	5	13
17	3	4	3	10
18	4	3	3	10
19	5	4	5	14
20	4	4	4	12
21	4	4	4	12
22	4	3	5	12
23	4	5	5	14
24	4	4	4	12
25	4	4	4	12
26	4	5	4	13
27	3	3	4	10
28	3	4	3	10
29	3	3	3	9
30	4	3	3	10
31	2	2	3	7
32	3	2	4	9
33	3	3	4	10
34	3	3	3	9
35	3	3	3	9
36	5	4	5	14
37	3	4	3	10
38	4	5	3	12
39	5	3	5	13

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	TOTAL
40	3	3	4	10
41	4	3	3	10
42	5	5	5	15
43	4	3	4	11
44	3	4	4	11
45	4	3	4	11
46	3	3	3	9
47	3	4	4	11
48	4	4	4	12
49	2	4	4	10
50	5	4	5	14
51	4	4	5	13
52	2	3	4	9
53	5	2	3	10
54	4	4	3	11
55	3	4	4	11
56	5	5	5	15
57	4	4	5	13
58	4	5	4	13
59	4	4	5	13
60	5	3	4	12

Variabel Assurance (X3)

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	TOTAL
1	3	4	4	11
2	3	2	1	6
3	4	4	4	12
4	3	3	4	10
5	4	4	5	13
6	4	2	4	10
7	4	4	5	13
8	4	5	4	13
9	5	5	4	14
10	4	5	5	14
11	4	3	3	10
12	1	2	4	7
13	5	4	5	14
14	5	4	4	13
15	4	4	5	13
16	5	5	4	14
17	4	4	4	12
18	5	4	4	13
19	5	5	4	14
20	5	3	4	12
21	4	4	4	12
22	4	3	5	12
23	4	3	4	11
24	5	5	5	15
25	4	4	4	12

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	TOTAL
26	4	3	5	12
27	3	4	2	9
28	4	4	4	12
29	5	4	3	12
30	4	4	3	11
31	3	4	3	10
32	3	3	2	8
33	3	3	3	9
34	3	2	4	9
35	4	4	4	12
36	3	2	3	8
37	4	4	4	12
38	4	5	5	14
39	5	4	5	14
40	3	3	5	11
41	3	4	3	10
42	3	4	5	12
43	3	3	3	9
44	3	3	2	8
45	3	4	4	11
46	4	4	5	13
47	4	4	4	12
48	4	4	2	10
49	2	4	4	10
50	5	4	5	14
51	5	4	5	14

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	TOTAL
52	3	3	5	11
53	4	4	5	13
54	5	5	5	15
55	3	4	4	11
56	4	4	3	11
57	3	5	5	13
58	4	5	4	13
59	5	4	4	13
60	3	4	5	12

Variabel *Empathy* (X4)

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	TOTAL
1	3	3	4	10
2	2	4	2	8
3	3	4	4	11
4	2	3	2	7
5	3	4	4	11
6	4	5	3	12
7	4	5	4	13
8	4	5	4	13
9	4	4	4	12
10	5	4	4	13
11	4	4	3	11
12	4	3	4	11
13	5	4	4	13
14	4	5	4	13

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	TOTAL
15	3	4	4	11
16	4	4	4	12
17	3	4	4	11
18	4	3	4	11
19	5	4	3	12
20	3	4	4	11
21	3	4	3	10
22	3	5	4	12
23	4	5	4	13
24	5	5	4	14
25	4	4	4	12
26	4	5	4	13
27	4	3	3	10
28	3	4	4	11
29	3	3	3	9
30	3	2	4	9
31	2	2	4	8
32	3	4	4	11
33	3	2	3	8
34	3	3	3	9
35	4	3	4	11
36	3	4	4	11
37	2	3	2	7
38	5	4	4	13
39	4	3	4	11
40	3	3	3	9

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	TOTAL
41	3	4	3	10
42	3	4	3	10
43	3	3	4	10
44	1	3	2	6
45	4	4	5	13
46	4	4	4	12
47	5	3	3	11
48	4	3	4	11
49	4	5	4	13
50	5	5	5	15
51	5	5	5	15
52	3	3	5	11
53	2	3	3	8
54	4	5	4	13
55	3	4	3	10
56	4	4	5	13
57	3	4	3	10
58	4	5	4	13
59	3	3	3	9
60	5	3	4	12

Variabel *Tangible* (X5)

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	INDIKATOR 4	TOTAL
1	4	4	4	3	15
2	4	4	3	2	13
3	4	4	4	3	15
4	4	3	3	2	12
5	3	4	3	5	15
6	5	4	5	3	17
7	3	4	4	4	15
8	5	5	5	5	20
9	4	5	5	4	18
10	5	5	4	5	19
11	3	4	3	4	14
12	4	5	3	3	15
13	5	4	4	5	18
14	5	4	4	5	18
15	5	4	5	4	18
16	4	4	5	5	18
17	4	4	4	4	16
18	5	5	4	3	17
19	4	4	5	4	17
20	5	5	5	3	18
21	4	4	3	3	14
22	5	5	4	3	17
23	5	4	4	5	18
24	4	4	3	5	16
25	4	4	4	4	16

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	INDIKATOR 4	TOTAL
26	4	5	4	4	17
27	4	4	5	1	14
28	3	4	4	4	15
29	3	2	4	3	12
30	4	5	5	5	19
31	4	4	4	4	16
32	3	4	4	3	14
33	3	3	2	3	11
34	3	3	3	4	13
35	3	3	3	3	12
36	5	4	3	2	14
37	3	3	4	3	13
38	4	5	4	4	17
39	5	5	4	2	16
40	3	3	3	5	14
41	3	3	3	4	13
42	5	5	4	3	17
43	5	5	4	4	18
44	3	2	4	4	13
45	5	5	5	4	19
46	5	4	5	5	19
47	5	5	5	5	20
48	4	2	2	5	13
49	5	4	2	2	13
50	4	4	4	5	17
51	4	4	5	5	18

RESPONDEN	INDIKATOR 1	INDIKATOR 2	INDIKATOR 3	INDIKATOR 4	TOTAL
52	4	5	4	2	15
53	4	5	3	3	15
54	5	4	5	5	19
55	5	5	3	4	17
56	5	4	4	5	18
57	4	5	3	4	16
58	5	4	4	4	17
59	5	4	5	5	19
60	4	5	5	3	17

Variabel Kepuasan Pelanggan (Y)

RESPONDEN	INDIKATOR 1	INDIKATOR 2	TOTAL
1	4	4	8
2	1	3	4
3	4	4	8
4	4	4	8
5	5	4	9
6	4	5	9
7	4	5	9
8	5	5	10
9	5	5	10
10	5	5	10
11	4	3	7
12	5	4	9
13	4	4	8
14	5	3	8

RESPONDEN	INDIKATOR 1	INDIKATOR 2	TOTAL
15	4	5	9
16	4	5	9
17	3	4	7
18	4	4	8
19	5	5	10
20	4	5	9
21	4	4	8
22	4	4	8
23	4	4	8
24	5	5	10
25	4	4	8
26	4	5	9
27	4	4	8
28	4	4	8
29	3	3	6
30	5	5	10
31	5	5	10
32	4	4	8
33	3	3	6
34	3	3	6
35	4	4	8
36	4	3	7
37	3	2	5
38	4	5	9
39	4	4	8
40	4	3	7

RESPONDEN	INDIKATOR 1	INDIKATOR 2	TOTAL
41	3	3	6
42	4	4	8
43	4	4	8
44	4	3	7
45	4	4	8
46	4	4	8
47	4	4	8
48	4	3	7
49	4	3	7
50	5	5	10
51	5	5	10
52	4	3	7
53	4	3	7
54	4	5	9
55	4	3	7
56	5	5	10
57	5	3	8
58	4	5	9
59	5	5	10
60	4	5	9

Lampiran 3. Hasil olah data melalui SPSS

Uji Validitas dan Reliabilitas

Variabel *Reliability* (X1)

Correlations

		INDIKATOR1	INDIKATOR2	INDIKATOR3	INDIKATOR4	TOTAL
INDIKATOR1	Pearson Correlation	1	.319*	.018	-.159	.425**
	Sig. (2-tailed)		.013	.893	.226	.001
	N	60	60	60	60	60
INDIKATOR2	Pearson Correlation	.319*	1	.111	.140	.662**
	Sig. (2-tailed)	.013		.400	.285	.000
	N	60	60	60	60	60
INDIKATOR3	Pearson Correlation	.018	.111	1	.209	.582**
	Sig. (2-tailed)	.893	.400		.108	.000
	N	60	60	60	60	60
INDIKATOR4	Pearson Correlation	-.159	.140	.209	1	.612**
	Sig. (2-tailed)	.226	.285	.108		.000
	N	60	60	60	60	60
TOTAL	Pearson Correlation	.425**	.662**	.582**	.612**	1
	Sig. (2-tailed)	.001	.000	.000	.000	
	N	60	60	60	60	60

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

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

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.699	5

Variabel Responsiveness (X2)

Correlations

		INDIKATOR1	INDIKATOR2	INDIKATOR3	TOTAL
INDIKATOR1	Pearson Correlation	1	.356**	.455**	.805**
	Sig. (2-tailed)		.005	.000	.000
	N	60	60	60	60
INDIKATOR2	Pearson Correlation	.356**	1	.400**	.749**
	Sig. (2-tailed)	.005		.002	.000
	N	60	60	60	60
INDIKATOR3	Pearson Correlation	.455**	.400**	1	.773**
	Sig. (2-tailed)	.000	.002		.000
	N	60	60	60	60
TOTAL	Pearson Correlation	.805**	.749**	.773**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

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

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.814	4

Variabel Assurance (X3)

Correlations

		INDIKATOR1	INDIKATOR2	INDIKATOR3	TOTAL
INDIKATOR1	Pearson Correlation	1	.477**	.286*	.763**
	Sig. (2-tailed)		.000	.027	.000
	N	60	60	60	60
INDIKATOR2	Pearson Correlation	.477**	1	.346**	.779**
	Sig. (2-tailed)	.000		.007	.000
	N	60	60	60	60
INDIKATOR3	Pearson Correlation	.286*	.346**	1	.741**
	Sig. (2-tailed)	.027	.007		.000
	N	60	60	60	60
TOTAL	Pearson Correlation	.763**	.779**	.741**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

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

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

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.807	4

Variabel *Empathy* (X4)

Correlations

		INDIKATOR1	INDIKATOR2	INDIKATOR3	TOTAL
INDIKATOR1	Pearson Correlation	1	.413**	.526**	.844**
	Sig. (2-tailed)		.001	.000	.000
	N	60	60	60	60
INDIKATOR2	Pearson Correlation	.413**	1	.312*	.743**
	Sig. (2-tailed)	.001		.015	.000
	N	60	60	60	60
INDIKATOR3	Pearson Correlation	.526**	.312*	1	.755**
	Sig. (2-tailed)	.000	.015		.000
	N	60	60	60	60
TOTAL	Pearson Correlation	.844**	.743**	.755**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

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

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

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.818	4

Variabel Tangible (X5)

Correlations

		INDIKATOR1	INDIKATOR2	INDIKATOR3	INDIKATOR4	TOTAL
INDIKATOR1	Pearson Correlation	1	.548**	.362**	.089	.705**
	Sig. (2-tailed)		.000	.005	.500	.000
	N	60	60	60	60	60
INDIKATOR2	Pearson Correlation	.548**	1	.362**	-.030	.659**
	Sig. (2-tailed)	.000		.005	.820	.000
	N	60	60	60	60	60
INDIKATOR3	Pearson Correlation	.362**	.362**	1	.228	.728**
	Sig. (2-tailed)	.005	.005		.080	.000
	N	60	60	60	60	60
INDIKATOR4	Pearson Correlation	.089	-.030	.228	1	.563**
	Sig. (2-tailed)	.500	.820	.080		.000
	N	60	60	60	60	60
TOTAL	Pearson Correlation	.705**	.659**	.728**	.563**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

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

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.754	5

Variabel Kepuasan Pelanggan (Y)

Correlations

		INDIKATOR1	INDIKATOR2	TOTAL
INDIKATOR1	Pearson Correlation	1	.511**	.845**
	Sig. (2-tailed)		.000	.000
	N	60	60	60
INDIKATOR2	Pearson Correlation	.511**	1	.891**
	Sig. (2-tailed)	.000		.000
	N	60	60	60
TOTAL	Pearson Correlation	.845**	.891**	1
	Sig. (2-tailed)	.000	.000	
	N	60	60	60

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

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.876	3

Lampiran 4: Gambaran umum responden

Statistics

		UMUR	JENISKELAMIN	PEKERJAAN	LAMAMENJADIMEMBER
N	Valid	60	60	60	60
	Missing	0	0	0	0

UMUR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-23	34	56.7	56.7	56.7
	24-29	20	33.3	33.3	90.0
	30-35	3	5.0	5.0	95.0
	36-40	1	1.7	1.7	96.7
	>41	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

JENISKELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	P	15	25.0	25.0	25.0
	L	45	75.0	75.0	100.0
	Total	60	100.0	100.0	

PEKERJAAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PELAJAR	1	1.7	1.7	1.7
	MAHASISWA	18	30.0	30.0	31.7
	WIRASWASTA	20	33.3	33.3	65.0
	PEGAWAI SWASTA	14	23.3	23.3	88.3
	PNS	4	6.7	6.7	95.0
	GURU	3	5.0	5.0	100.0
	Total	60	100.0	100.0	

LAMA MENJADI MEMBER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 TAHUN	16	26.7	26.7	26.7
1,5 TAHUN	8	13.3	13.3	40.0
2 TAHUN	14	23.3	23.3	63.3
2,5 TAHUN	6	10.0	10.0	73.3
3 TAHUN	10	16.7	16.7	90.0
3,5 TAHUN	1	1.7	1.7	91.7
>4 TAHUN	5	8.3	8.3	100.0
Total	60	100.0	100.0	

**Lampiran 5: Tabulasi silang gambaran umum responden
Pekerjaan dan lama menjadi member**

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PEKERJAAN * LAMA MENJADI MEMBER	60	100.0	0	0.0	60	100.0

PEKERJAAN * LAMA MENJADI MEMBER Crosstabulation

		LAMAMENJADIMEMBER							Total	
		1 TAHU N	1,5 TAHU N	2 TAHU N	2,5 TAHU N	3 TAHU N	3,5 TAHU N	>4 TAHU N		
PEKERJ AN	PELAJAR	Count	1	0	0	0	0	0	0	1
		% of Total	1.7	0.0	0.0	0.0	0.0	0.0	0.0	1.7
	MAHASISWA	Count	6	2	5	2	3	0	0	18
		% of Total	10.0	3.3	8.3	3.3	5.0	0.0	0.0	30.0
	WIRASWASTA	Count	5	3	7	0	3	0	2	20
		% of Total	8.3	5.0	11.7	0.0	5.0	0.0	3.3	33.3
	PEGAWAI SWASTA	Count	2	2	2	3	2	1	2	14
		% of Total	3.3	3.3	3.3	5.0	3.3	1.7	3.3	23.3
	PNS	Count	2	0	0	1	0	0	1	4
		% of Total	3.3	0.0	0.0	1.7	0.0	0.0	1.7	6.7
	GURU	Count	0	1	0	0	2	0	0	3
		% of Total	0.0	1.7	0.0	0.0	3.3	0.0	0.0	5.0
	Total	Count	16	8	14	6	10	1	5	60
		% of Total	26.7	13.3	23.3	10.0	16.7	1.7	8.3	100

Umur dan lama menjadi member

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
UMUR * LAMAMENJADIMEMBER	60	100.0%	0	0.0%	60	100.0%

UMUR * LAMA MENJADI MEMBER Crosstabulation

		LAMAMENJADIMEMBER							Total
		1 TAHUN	1,5 TAHUN	2 TAHUN	2,5 TAHUN	3 TAHUN	3,5 TAHUN	>4 TAHUN	
18- 23	Count	12	5	8	2	6	0	1	34
	% of Total	20.0	8.3	13.3	3.3	10.0	0.0	1.7	56.7
24- 29	Count	2	2	5	3	4	1	3	20
	% of Total	3.3	3.3	8.3	5.0	6.7	1.7	5.0	33.3
30- 35	Count	0	1	1	0	0	0	1	3
	% of Total	0.0	1.7	1.7	0.0	0.0	0.0	1.7	5.0
36- 40	Count	1	0	0	0	0	0	0	1
	% of Total	1.7	0.0	0.0	0.0	0.0	0.0	0.0	1.7
>41	Count	1	0	0	1	0	0	0	2
	% of Total	1.7	0.0	0.0	1.7	0.0	0.0	0.0	3.3
Total	Count	16	8	14	6	10	1	5	60
	% of Total	26.7	13.3	23.3	10.0	16.7	1.7	8.3	100.0

Lampiran 6: Frekuensi tanggapan responden

Variabel *Reliability* (X1)

Statistics

		INDIKATOR1	INDIKATOR2	INDIKATOR3	INDIKATOR4
N	Valid	60	60	60	60
	Missing	0	0	0	0
Mean		4.30	3.93	3.92	3.70

INDIKATOR1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	6	10.0	10.0	10.0
	S	30	50.0	50.0	60.0
	SS	24	40.0	40.0	100.0
	Total	60	100.0	100.0	

INDIKATOR2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.7	1.7	1.7
	N	16	26.7	26.7	28.3
	S	29	48.3	48.3	76.7
	SS	14	23.3	23.3	100.0
	Total	60	100.0	100.0	

INDIKATOR3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	19	31.7	31.7	31.7
	S	27	45.0	45.0	76.7
	SS	14	23.3	23.3	100.0
	Total	60	100.0	100.0	

INDIKATOR4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1.7	1.7	1.7
TS	4	6.7	6.7	8.3
N	19	31.7	31.7	40.0
S	24	40.0	40.0	80.0
SS	12	20.0	20.0	100.0
Total	60	100.0	100.0	

Variabel Responsiveness (X2)

Statistics

		INDIKATOR1	INDIKATOR2	INDIKATOR3
N	Valid	60	60	60
	Missing	0	0	0
Mean		3.78	3.63	3.90

INDIKATOR1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1.7	1.7	1.7
TS	3	5.0	5.0	6.7
N	17	28.3	28.3	35.0
S	26	43.3	43.3	78.3
SS	13	21.7	21.7	100.0
Total	60	100.0	100.0	

INDIKATOR2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	6.7	6.7	6.7
N	22	36.7	36.7	43.3
S	26	43.3	43.3	86.7
SS	8	13.3	13.3	100.0
Total	60	100.0	100.0	

INDIKATOR3

	Frequency	Percent	Valid Percent	Cumulative Percent
N	19	31.7	31.7	31.7
Valid S	28	46.7	46.7	78.3
SS	13	21.7	21.7	100.0
Total	60	100.0	100.0	

Variabel Assurance (X3)

Statistics

		INDIKATOR1	INDIKATOR2	INDIKATOR3
N	Valid	60	60	60
	Missing	0	0	0
Mean		3.83	3.80	4.00

INDIKATOR1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1.7	1.7	1.7
TS	1	1.7	1.7	3.3
N	19	31.7	31.7	35.0
S	25	41.7	41.7	76.7
SS	14	23.3	23.3	100.0
Total	60	100.0	100.0	

INDIKATOR2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	5	8.3	8.3	8.3
N	12	20.0	20.0	28.3
S	33	55.0	55.0	83.3
SS	10	16.7	16.7	100.0
Total	60	100.0	100.0	

INDIKATOR3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1.7	1.7	1.7
TS	4	6.7	6.7	8.3
N	9	15.0	15.0	23.3
S	26	43.3	43.3	66.7
SS	20	33.3	33.3	100.0
Total	60	100.0	100.0	

Variabel *Empathy* (X4)

Statistics

		INDIKATOR1	INDIKATOR2	INDIKATOR3
N	Valid	60	60	60
	Missing	0	0	0
Mean		3.83	3.80	4.00

INDIKATOR1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1.7	1.7	1.7
TS	1	1.7	1.7	3.3
N	19	31.7	31.7	35.0
S	25	41.7	41.7	76.7
SS	14	23.3	23.3	100.0
Total	60	100.0	100.0	

INDIKATOR2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	5	8.3	8.3	8.3
N	12	20.0	20.0	28.3
S	33	55.0	55.0	83.3
SS	10	16.7	16.7	100.0
Total	60	100.0	100.0	

INDIKATOR3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1.7	1.7	1.7
TS	4	6.7	6.7	8.3
N	9	15.0	15.0	23.3
S	26	43.3	43.3	66.7
SS	20	33.3	33.3	100.0
Total	60	100.0	100.0	

Variabel *Tangible* (X5)

Statistics

		INDIKATOR1	INDIKATOR2	INDIKATOR3	INDIKATOR4
N	Valid	60	60	60	60
	Missing	0	0	0	0
Mean		4.17	4.12	3.92	3.78

INDIKATOR1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	13	21.7	21.7	21.7
S	24	40.0	40.0	61.7
SS	23	38.3	38.3	100.0
Total	60	100.0	100.0	

INDIKATOR2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	5.0	5.0	5.0
N	7	11.7	11.7	16.7
S	30	50.0	50.0	66.7
SS	20	33.3	33.3	100.0
Total	60	100.0	100.0	

INDIKATOR3

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	3	5.0	5.0	5.0
N	15	25.0	25.0	30.0
Valid S	26	43.3	43.3	73.3
SS	16	26.7	26.7	100.0
Total	60	100.0	100.0	

INDIKATOR4

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	1	1.7	1.7	1.7
TS	6	10.0	10.0	11.7
Valid N	16	26.7	26.7	38.3
S	19	31.7	31.7	70.0
SS	18	30.0	30.0	100.0
Total	60	100.0	100.0	

Variabel Kepuasan Pelanggan (Y)

Statistics

		INDIKATOR1	INDIKATOR2
N	Valid	60	60
	Missing	0	0
Mean		4.10	4.05

INDIKATOR1

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	1	1.7	1.7	1.7
N	6	10.0	10.0	11.7
Valid S	38	63.3	63.3	75.0
SS	15	25.0	25.0	100.0
Total	60	100.0	100.0	

INDIKATOR2

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	1	1.7	1.7	1.7
N	16	26.7	26.7	28.3
Valid S	22	36.7	36.7	65.0
SS	21	35.0	35.0	100.0
Total	60	100.0	100.0	

Lampiran 7: Regresi

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X5, X2, X3, X4, X1 ^b		Enter

a. Dependent Variable: Y

b. All requested variables entered.

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ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.896	5	11.379	12.604	.000 ^b
	Residual	48.754	54	.903		
	Total	105.650	59			

a. Dependent Variable: Y

b. Predictors: (Constant), X5, X2, X3, X4, X1

Koefisien Determinasi (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	.539	.496	.950

a. Predictors: (Constant), X5, X2, X3, X4, X1

b. Dependent Variable: Y

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Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	.747	1.110		.673	.504					
X1	-.044	.100	-.060	-.437	.664	.511	-.059	-.040	.453	2.208
X2	.120	.084	.169	1.432	.158	.523	.191	.132	.612	1.633
X3	.104	.083	.156	1.255	.215	.538	.168	.116	.556	1.798
X4	.122	.086	.177	1.414	.163	.560	.189	.131	.547	1.829
X5	.262	.076	.445	3.442	.001	.669	.424	.318	.511	1.959

a. Dependent Variable: Y

