

BAB V

KESIMPULAN DAN SARAN

1.1 Kesimpulan

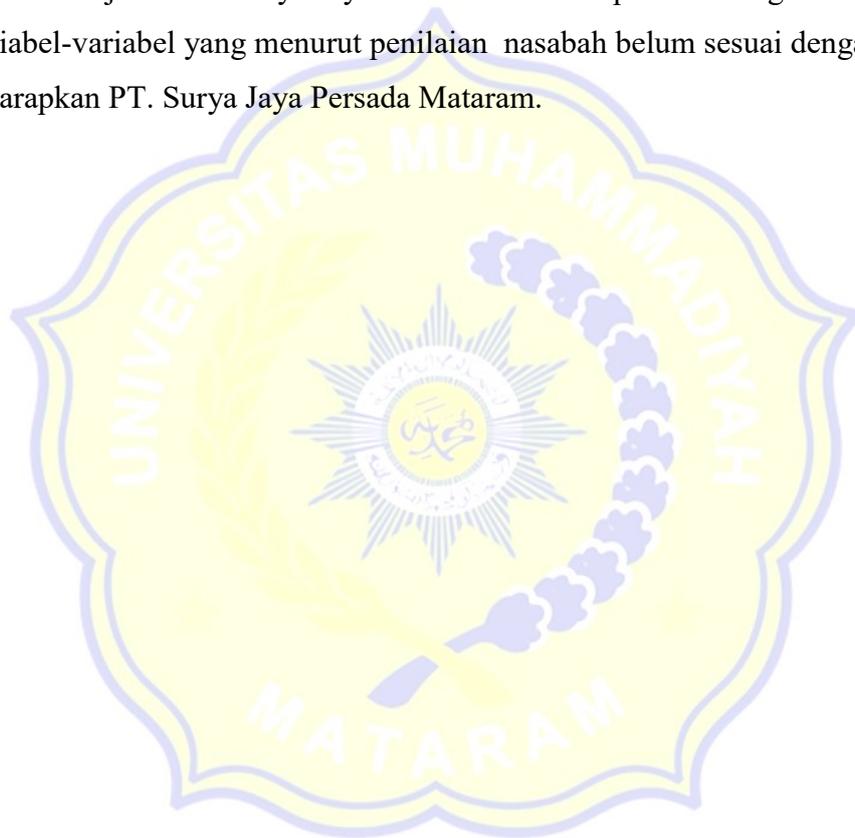
Berdasarkan hasil analisis diatas, dapat diambil kesimpulan sebagai berikut:

1. Hipotesis yang diajukan dalam penelitian ini yang menyatakan bahwa kualitas pelayanan yang terdiri dari dimensi *tangibles* (bukti fisik), *reliability* (kehandalan), *responsiveness* (daya tanggap), *assurance* (jaminan), dan *emphity* (empati) berpengaruh secara signifikan terhadap kepuasan nasabah hanya variabel bukti fisik (X1), kehandalan (X2), jaminan (X4), empati (X5) yang terbukti sesuai hipotesis pada $\alpha < 5\%$. Sedangkan untuk variabel daya tanggap (X3) tidak mempengaruhi kualitas pelayanan di PT. Surya Jaya Persada Mataram. Berdasarkan tabel nilai R_{square} menunjukkan bahwa Adjusted R_{Square} (koefisien determinasi) untuk model ini sebesar 0,660 ini berarti 66,0 % kepuasan nasabah PT. Surya Jaya Persada Mataram dapat dijelaskan oleh variabel kualitas pelayanan (X) yang terdiri dari bukti fisik, kehandalan, daya tanggap, jaminan, dan empati. Sedangkan sisanya 34% dipengaruhi oleh variabel-variabel lainnya yang tidak dimasukkan dalam penelitian.
2. Variabel jaminan (*assurance*) merupakan kemampuan untuk perusahaan untuk memberikan pelayanan sesuai yang dijanjikan secara akurat dan terpercaya yaitu konsistensi kerja (*performance*) dan kemampuan untuk dipercaya (*dependability*), Perusahaan memeberikan jasanya secara tepat semenjak saat pertama (*right the first time*)
3. jaminan (*assurance*) adalah variabel yang dinilai nasabah pada PT. Surya Jaya Persada Mataram sebagai hal yang dianggap paling penting dan mempunyai pengaruh yang paling dominan untuk meningkatkan kepuasan nasabah, hal ini terbukti dari besarnya koefisien variabel jaminan (*assurance/X4*) yaitu 0,303 yang mana lebih besar dri koefisien variabel kualitas pelayanan yang lain.

1.2 Saran-saran

Berdasarkan hasil analisis dan pembahasan dalam penelitian ini, dapat kemukakan saran-saran sebagai berikut:

1. Untuk meningkatkan kualitas pelayanan agar lebih mempertahankan tingkat layanan yang memuaskan, pihak manajemen PT. Surya Jaya Persada sebaiknya lebih menekankan dan memberikan perhatian pada dimensi kualitas pelayanan, hal ini bisa dilakukan dengan lebih memperhatikan terhadap bukti fisik terhadap fasilitas fisik (peralatan/teknologi dan pegawai), memperhatikan kebutuhan dan keinginan nasabah, ketanggapan dalam melayani nasabah dengan cepat dan tepat, dan memberikan perhatian yang bersifat pribadi kepada nasabah serta menghasilkan kinerja pelayanan yang menjanjikan secara akurat dan pasti.
2. pihak manajemen PT. Surya Jaya Persada Mataram perlu meningkatkan pada variabel-variabel yang menurut penilaian nasabah belum sesuai dengan yang diharapkan PT. Surya Jaya Persada Mataram.



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Lampiran



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Jl. KH.AhmadDahlan No.1 Tlp. 639180-0633723 Mataram

LEMBAR KONSULTASI

PENGARUH KUALITAS PELAYANAN PRIMA TERHADAP TINGKAT
KEPUASAN NASABAH PADA PT. SURYA JAYA PERSADA

Nama : Muhammad Ridwan Hadi
NIM : 21512A0040

Jurusan : Administrasi Bisnis
Konsentrasi : Entrepreneur

No	Hari/Tanggal Masuk	Hari/Tanggal Keluar	Materi Konsentrasi	Paraf
1	20/1/20	-	Tata tulis	f
2	21/1/20		Acc diuji	f
3				

Mataram, 2019

Mengetahui

Dosen Pembimbing I

Ketua Prodi Adm. Bisnis

Lalu Hendra Maniza, S.Sos, MM

NIDN: 0828108404

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No	Hari/Tanggal Masuk	Hari/Tanggal Keluar	Materi Konsentrasi	Paraf
1	17/8/19	20/8/19	Pengetikhan, fabel teks Belah puter..	
2	18/9/19	18/10/19	Comptroller, lengkap Sampai daftar daftar teled. Persembahan.	
3	11/11/19	17/11/19	AEC lanjutkan ke pembimbing pertama.	

Mataram, 11-11-2019

Mengetahui

Ketua Prodi Adm. Bisnis

Dosen Pembimbing II

Lalu Hendra Maniza, S.Sos, MM

NIDN: 0828108404

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NIDN: 0828108404

KUESIONER

PENGARUH KUALITAS PEAYANAN PRIMA TERHADAP TINGKAT
KEPUASAN NASABAH PADA PT.SURYA JAYA PERSADA MATARAM

I. Identitas responden

1. Nama lengkap :.....
2. Jenis kelamin :.....
3. Usia anda saat ini ?
 - a. 17-25 tahun
 - b. 26-40 tahun
 - c. 41-55 tahun
 - d. Lebih dari 55 tahun
4. Pendidikan terakhir anda
 - a. SMP/MTS
 - b. SMA/MA/SMK
 - c. D3
 - d. S1/S2/S3
 - e. Tidak sekolah
5. Pekerjaan anda
 - a. TNI/POLRI
 - b. PNS
 - c. Wiraswasta
 - d. Pelajar/Mahasiswa
 - e. Lainnya sebutkan.....

II. Petunjuk pengisian

1. Jawablah pernyataan sesuai dengan kenyataan.
2. Berilah tanda silang (x) pada kolom yang dianggap sesuai.
3. Dalam satu nomor tidak boleh ada jawaban atau tanda silang yang lebih dari satu dengan memperhatikan nilai dan arti sebagai berikut:
5 : sangat baik 3: Netral 1: sangat tidak baik
4: Baik 2: tidak baik

A. VARIABEL KUALITAS PELAYANAN

NO	Daftar pertanyaan	penilaian				
<i>Reliabilitas</i> (kehandalan)						
1.	Kehandalan petugas dalam memberika informasi pelayanan.	1	2	3	4	5
2.	Kehandalan petugas dalam melancarkan prosedur pelayanan.	1	2	3	4	5
3.	Kehandalan petugas dalam memudahkan teknis pelayanan.	1	2	3	4	5
4.	Kemampuan dalam memecahkan masalah nasabah	1	2	3	4	5
<i>Responsiveness</i> (daya tanggap)						
5.	Respon petugas pelayanan terhadap keluhan pelanggan.	1	2	3	4	5
6.	Respon petugas pelayanan terhadap saran pelanggan	1	2	3	4	5
7.	Karyawan PT. Surya Jaya Persada ramah dan santun dalam melayani pelanggan.	1	2	3	4	5
8.	Karyawan PT. Surya Jaya Persada memberikan informasi yang jelas kepada pelanggan.	1	2	3	4	5
<i>Assurance</i> (jaminan)						
9.	PT. Surya Jaya Persada selalu menanamkan kepercayaan kepada karyawannya dalam melayani nasabah.	1	2	3	4	5
10.	Pelanggan PT. Surya Jaya Persada merasa aman melakukan transaksi yang mereka lakukan	1	2	3	4	5
11.	Karyawan bersikap sopan dan ramah kepada pelanggan	1	2	3	4	5
12.	Karyawan mempunyai pengetahuan yang memadai	1	2	3	4	5

<i>Tangible</i> (bukti fisik)						
13	Kondisi fisik atau fasilitas PT. Surya Jaya Persada.	1	2	3	4	5
14.	Penampilan karyawan PT. Surya Jaya Persada	1	2	3	4	5
15	Gedung yang dimiliki PT. Surya Jaya Persada	1	2	3	4	5
16	Usaha karyawan dalam mempromosikan PT. Surya Jaya Persada	1	2	3	4	5
<i>Empathy</i> (empati)						
17	Dalam memberikan pelayanan kepada pelanggan tidak memandang status social	1	2	3	4	5
18	Menyediakan waktu yang nyaman sesuai kebutuhan nasabah	1	2	3	4	5
19	Karyawan mampu memberikan perhatian yang bersifat pribadi kepada pelanggan	1	2	3	4	5
20	Mengetahui minat dan kemauan pelanggan	1	2	3	4	5

B. KEPUASAN NASABAH

NO	Daftar pernyataan	penilaian				
1.	Pelanggan merasa puas atas fasilitas yang disediakan PT. Surya Jaya Persada	1	2	3	4	5
2.	Pelanggan merasa puas dengan profesionalisme kinerja karyawan PT. Surya Jaya Persada	1	2	3	4	5
3.	Pelanggan merasa puas dengan pelayanan yang diberikan oleh PT. Surya Jaya Persada	1	2	3	4	5
4.	Pelanggan merasa puas dengan kemudahan teknis pelayanan yg diberikan oleh PT. Surya Jaya Persada	1	2	3	4	5
5.	Pelanggan merasa puas dengan kerelaan atau kesediaan karyawan PT. Surya Jaya Persada dalam menanggapi keluhan pelanggan	1	2	3	4	5

no	bukti fisik (x1)				jml	kehandalan (x2)				jml	daya tanggap (x3)				jml	jaminan (x4)				jml	empati (x5)				jml	kepuasan nasabah					jml
	1	2	3	4		5	6	7	8		9	10	11	12		13	14	15	16		17	18	19	20		1	2	3	4	5	
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49	5	5	5	5	20	4	4	5	4	17	5	5	5	5	20	4	5	4	4	17	5	5	5	5	20	5	5	4	4	5	23
50	3	3	3	3	12	3	3	3	3	12	3	3	3	3	12	3	3	3	3	12	3	3	3	3	12	3	3	3	3	3	15
51	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	5	25
52	5	4	4	5	18	5	5	5	4	19	5	5	4	5	19	5	5	5	4	19	5	5	5	4	19	5	5	5	5	5	25
53	5	5	5	4	19	4	4	4	4	16	4	5	5	5	19	4	5	5	5	19	4	4	4	4	16	5	4	5	4	5	23
54	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	5	25
55	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	5	25
56	5	5	5	4	19	5	5	5	4	19	5	4	5	4	18	4	5	5	5	19	4	4	4	4	16	4	4	4	5	4	21
57	4	4	4	4	16	2	3	3	3	11	4	4	4	4	16	4	5	4	4	17	5	5	5	5	20	4	4	4	4	4	20
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59	5	4	4	3	16	5	5	5	5	20	4	4	5	5	18	4	3	4	4	15	5	5	5	5	20	5					

71	5	5	5	5	20	4	3	4	3	14	4	4	4	4	16	4	4	4	4	16	2	3	4	4	13	4	4	4	4	4	20
72	3	3	3	4	13	4	4	3	4	15	4	4	4	3	15	5	5	5	4	19	2	3	3	4	12	4	3	4	3	4	18
73	5	4	4	4	17	3	4	4	3	14	4	4	4	3	15	3	3	5	5	16	4	4	4	4	16	5	5	5	5	5	25
74	5	4	3	5	17	4	4	3	5	16	5	5	5	5	20	5	5	4	5	19	4	4	4	4	16	5	4	3	3	3	18
75	3	4	4	3	14	3	3	4	4	14	4	4	4	4	16	4	4	4	4	16	3	3	4	4	14	4	4	4	4	4	20
76	4	4	5	5	18	5	5	5	5	20	4	4	4	4	16	4	5	5	4	18	4	4	4	5	17	4	4	4	4	3	19
77	4	4	5	5	18	5	5	4	4	18	5	4	5	5	19	3	4	5	4	16	5	5	5	5	20	5	4	5	4	4	22
78	5	5	5	5	20	5	5	5	4	19	4	4	5	5	18	5	5	5	5	20	4	4	5	5	18	5	5	5	4	5	24
79	4	5	4	4	17	4	4	5	5	18	3	4	4	5	16	4	5	4	4	17	5	5	5	5	20	5	4	4	4	5	22
80	5	5	5	5	20	5	4	4	4	17	4	4	4	4	16	4	4	4	5	17	4	4	4	4	16	4	4	4	4	4	20
81	4	5	4	5	18	4	5	5	4	18	4	4	4	4	16	4	4	4	4	16	5	5	5	5	20	4	5	4	5	4	22
82	5	4	5	5	19	4	5	4	5	18	5	4	5	5	19	4	5	5	4	18	5	5	5	5	20	4	4	5	4	4	21

Frequency Table

x1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid netral	5	6.1	6.1	6.1
baik	38	46.3	46.3	52.4
sangat baik	39	47.6	47.6	100.0
Total	82	100.0	100.0	

x1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid netral	7	8.5	8.5	8.5
baik	45	54.9	54.9	63.4
sangat baik	30	36.6	36.6	100.0
Total	82	100.0	100.0	

x1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid netral	9	11.0	11.0	11.0
baik	47	57.3	57.3	68.3
sangat baik	26	31.7	31.7	100.0

Total	82	100.0	100.0
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x1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid netral	13	15.9	15.9	15.9
baik	44	53.7	53.7	69.5
sangat baik	25	30.5	30.5	100.0
Total	82	100.0	100.0	

x2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak baik	2	2.4	2.4	2.4
netral	17	20.7	20.7	23.2
baik	40	48.8	48.8	72.0
sangat baik	23	28.0	28.0	100.0
Total	82	100.0	100.0	

x2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	netral	19	23.2	23.2	23.2
	baik	38	46.3	46.3	69.5
	sangat baik	25	30.5	30.5	100.0
	Total	82	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak baik	1	1.2	1.2	1.2
	netral	12	14.6	14.6	15.9
	baik	45	54.9	54.9	70.7
	sangat baik	24	29.3	29.3	100.0
	Total	82	100.0	100.0	

x2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak baik	3	3.7	3.7	3.7
	netral	11	13.4	13.4	17.1
	baik	37	45.1	45.1	62.2
	sangat baik	31	37.8	37.8	100.0
	Total	82	100.0	100.0	

x3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak baik	3	3.7	3.7	3.7
netral	13	15.9	15.9	19.5
baik	41	50.0	50.0	69.5
sangat baik	25	30.5	30.5	100.0
Total	82	100.0	100.0	

x3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid netral	16	19.5	19.5	19.5
baik	40	48.8	48.8	68.3
sangat baik	26	31.7	31.7	100.0
Total	82	100.0	100.0	

x3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid netral	9	11.0	11.0	11.0
baik	34	41.5	41.5	52.4
sangat baik	39	47.6	47.6	100.0

Total	82	100.0	100.0
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x3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid netral	11	13.4	13.4	13.4
baik	34	41.5	41.5	54.9
sangat baik	37	45.1	45.1	100.0
Total	82	100.0	100.0	

x4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak baik	2	2.4	2.4	2.4
netral	16	19.5	19.5	22.0
baik	39	47.6	47.6	69.5
sangat baik	25	30.5	30.5	100.0
Total	82	100.0	100.0	

x4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	netral	15	18.3	18.3	18.3
	baik	32	39.0	39.0	57.3
	sangat baik	35	42.7	42.7	100.0
	Total	82	100.0	100.0	

x4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	netral	11	13.4	13.4	13.4
	baik	42	51.2	51.2	64.6
	sangat baik	29	35.4	35.4	100.0
	Total	82	100.0	100.0	

x4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	netral	11	13.4	13.4	13.4
	baik	48	58.5	58.5	72.0
	sangat baik	23	28.0	28.0	100.0
	Total	82	100.0	100.0	

x5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak baik	10	12.2	12.2	12.2
	netral	15	18.3	18.3	30.5
	baik	32	39.0	39.0	69.5
	sangat baik	25	30.5	30.5	100.0
	Total	82	100.0	100.0	

x5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak baik	2	2.4	2.4	2.4
	netral	18	22.0	22.0	24.4
	baik	41	50.0	50.0	74.4
	sangat baik	21	25.6	25.6	100.0
	Total	82	100.0	100.0	

x5.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak baik	2	2.4	2.4	2.4
	netral	16	19.5	19.5	22.0

baik	40	48.8	48.8	70.7
sangat baik	24	29.3	29.3	100.0
Total	82	100.0	100.0	

x5.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid netral	12	14.6	14.6	14.6
baik	40	48.8	48.8	63.4
sangat baik	30	36.6	36.6	100.0
Total	82	100.0	100.0	

y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid netral	9	11.0	11.0	11.0
baik	45	54.9	54.9	65.9
sangat baik	28	34.1	34.1	100.0
Total	82	100.0	100.0	

y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid netral	10	12.2	12.2	12.2
baik	51	62.2	62.2	74.4
sangat baik	21	25.6	25.6	100.0
Total	82	100.0	100.0	

y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid netral	6	7.3	7.3	7.3
baik	46	56.1	56.1	63.4

sangat baik	30	36.6	36.6	100.0
Total	82	100.0	100.0	

y4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid netral	9	11.0	11.0	11.0
baik	49	59.8	59.8	70.7
sangat baik	24	29.3	29.3	100.0
Total	82	100.0	100.0	

y5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak baik	2	2.4	2.4	2.4
netral	7	8.5	8.5	11.0
baik	42	51.2	51.2	62.2
sangat baik	31	37.8	37.8	100.0
Total	82	100.0	100.0	

CORRELATIONS

/VARIABLES=x1.1 x1.2 x1.3 x1.4 bukti_fisik

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes

Output Created		15-AUG-2019 13:01:21
Comments		
Input	Data	D:\kuliah\SKRIPSI\skripsi\Untitled1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	82
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=x1.1 x1.2 x1.3 x1.4 bukti_fisik /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.03

Correlations

		x1.1	x1.2	x1.3	x1.4	bukti_fisik
x1.1	Pearson Correlation	1	.677**	.487**	.426**	.776**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	82	82	82	82	82
x1.2	Pearson Correlation	.677**	1	.620**	.530**	.850**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	82	82	82	82	82
x1.3	Pearson Correlation	.487**	.620**	1	.726**	.859**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	82	82	82	82	82
x1.4	Pearson Correlation	.426**	.530**	.726**	1	.821**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	82	82	82	82	82
bukti_fisik	Pearson Correlation	.776**	.850**	.859**	.821**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	82	82	82	82	82

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

RELIABILITY

/VARIABLES=x1.1 x1.2 x1.3 x1.4 bukti_fisik

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=TOTAL.

Reliability

Notes

Output Created		15-AUG-2019 13:01:44
Comments		
Input	Data	D:\kuliah\SKRIPSI\skripsi\Untitled1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	82
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=x1.1 x1.2 x1.3 x1.4 bukti_fisik /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.

Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.03

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	82	100.0
	Excluded ^a	0	.0
	Total	82	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.823	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

x1.1	29.68	13.725	.706	.796
x1.2	29.82	13.312	.800	.780
x1.3	29.89	13.210	.811	.777
x1.4	29.95	13.158	.756	.781
bukti_fisik	17.05	4.319	1.000	.845

CORRELATIONS

/VARIABLES=x2.1 x2.2 x2.3 x2.4 kehandalan
 /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

Correlations

Notes

Output Created	15-AUG-2019 13:03:53	
Comments		
Input	Data	D:\kuliah\SKRIPSI\skripsi\Untitled1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	82
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=x2.1 x2.2 x2.3 x2.4 kehandalan /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Correlations

		x2.1	x2.2	x2.3	x2.4	kehandalan
x2.1	Pearson Correlation	1	.719**	.551**	.375**	.830**
	Sig. (2-tailed)		.000	.000	.001	.000
	N	82	82	82	82	82
x2.2	Pearson Correlation	.719**	1	.615**	.400**	.853**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	82	82	82	82	82
x2.3	Pearson Correlation	.551**	.615**	1	.431**	.802**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	82	82	82	82	82
x2.4	Pearson Correlation	.375**	.400**	.431**	1	.705**

	Sig. (2-tailed)	.001	.000	.000		.000
	N	82	82	82	82	82
kehandalan	Pearson Correlation	.830**	.853**	.802**	.705**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	82	82	82	82	82

RELIABILITY

```

/VARIABLES=x2.1 x2.2 x2.3 x2.4 kehandalan
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

Reliability

Notes

Output Created	15-AUG-2019 13:04:48	
Comments		
Input	Data	D:\kuliah\SKRIPSI\skripsi\Untitled1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>

	Split File	<none>	
	N of Rows in Working Data File		82
	Matrix Input		
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.	
Syntax		RELIABILITY /VARIABLES=x2.1 x2.2 x2.3 x2.4 kehandalan /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.	
Resources	Processor Time		00:00:00.02
	Elapsed Time		00:00:00.05

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	82	100.0
	Excluded ^a	0	.0
	Total	82	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.814	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	28.76	17.199	.768	.765
x2.2	28.71	17.271	.801	.764
x2.3	28.66	17.882	.740	.779
x2.4	28.61	17.969	.604	.793
kehandalan	16.39	5.673	1.000	.806

CORRELATIONS

```

/VARIABLES=x3.1 x3.2 x3.3 x3.4 daya_tanggap
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Notes

Output Created	15-AUG-2019 13:05:14		
Comments			
Input	Data	D:\kuliah\SKRIPS\skripsi\Untitled1.sav	
	Active Dataset	DataSet1	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File	82	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.	
Syntax	CORRELATIONS /VARIABLES=x3.1 x3.2 x3.3 x3.4 daya_tanggap /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.		
Resources	Processor Time	00:00:00.00	
	Elapsed Time	00:00:00.02	

Correlations

	x3.1	x3.2	x3.3	x3.4	daya_tanggap
--	------	------	------	------	--------------

x3.1	Pearson Correlation	1	.629**	.416**	.318**	.779**
	Sig. (2-tailed)		.000	.000	.004	.000
	N	82	82	82	82	82
x3.2	Pearson Correlation	.629**	1	.626**	.393**	.854**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	82	82	82	82	82
x3.3	Pearson Correlation	.416**	.626**	1	.430**	.785**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	82	82	82	82	82
x3.4	Pearson Correlation	.318**	.393**	.430**	1	.683**
	Sig. (2-tailed)	.004	.000	.000		.000
	N	82	82	82	82	82
daya_tanggap	Pearson Correlation	.779**	.854**	.785**	.683**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	82	82	82	82	82

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

RELIABILITY

/VARIABLES=x3.1 x3.2 x3.3 x3.4 daya_tanggap

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=TOTAL.

Reliability

Notes

Output Created		15-AUG-2019 13:05:33
Comments		
Input	Data	D:\kuliah\SKRIPSI\skripsi\Untitled1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	82
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=x3.1 x3.2 x3.3 x3.4 daya_tanggap /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.

Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.03

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	82	100.0
	Excluded ^a	0	.0
	Total	82	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.807	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	29.68	14.985	.693	.764
x3.2	29.63	14.902	.801	.751

x3.3	29.39	15.525	.715	.770
x3.4	29.44	16.027	.584	.791
daya_tanggap	16.88	4.948	1.000	.777

CORRELATIONS

/VARIABLES=x4.1 x4.2 x4.3 x4.4 jaminan

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes

Output Created		15-AUG-2019 13:06:02
Comments		
Input	Data	D:\kuliah\SKRIPSI\skripsi\Untitled1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	82
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=x4.1 x4.2 x4.3 x4.4 jaminan /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.09

Correlations

		x4.1	x4.2	x4.3	x4.4	jaminan
x4.1	Pearson Correlation	1	.678**	.475**	.234*	.808**
	Sig. (2-tailed)		.000	.000	.034	.000
	N	82	82	82	82	82
x4.2	Pearson Correlation	.678**	1	.610**	.264*	.854**
	Sig. (2-tailed)	.000		.000	.017	.000
	N	82	82	82	82	82
x4.3	Pearson Correlation	.475**	.610**	1	.363**	.796**
	Sig. (2-tailed)	.000	.000		.001	.000
	N	82	82	82	82	82
x4.4	Pearson Correlation	.234*	.264*	.363**	1	.579**
	Sig. (2-tailed)	.034	.017	.001		.000
	N	82	82	82	82	82
jaminan	Pearson Correlation	.808**	.854**	.796**	.579**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	82	82	82	82	82

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

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

RELIABILITY

/VARIABLES=x4.1 x4.2 x4.3 x4.4 jaminan

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=TOTAL.

Reliability

Notes

Output Created		15-AUG-2019 13:06:23
Comments		
Input	Data	D:\kuliah\SKRIPSI\skripsi\Untitled1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	82
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax			RELIABILITY
			/VARIABLES=x4.1 x4.2 x4.3 x4.4 jaminan
			/SCALE('ALL VARIABLES') ALL
			/MODEL=ALPHA
			/SUMMARY=TOTAL.
Resources	Processor Time		00:00:00.02
	Elapsed Time		00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	82	100.0
	Excluded ^a	0	.0
	Total	82	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
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.804	5
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Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x4.1	29.28	13.859	.730	.750
x4.2	29.10	13.719	.795	.739
x4.3	29.12	14.528	.727	.762
x4.4	29.20	15.912	.469	.808
jaminan	16.67	4.668	1.000	.762

CORRELATIONS

/VARIABLES=x5.1 x5.2 x5.3 x5.4 empati

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes

Output Created	15-AUG-2019 13:06:51
Comments	
Input	Data D:\kuliah\SKRIPSI\skripsi\Untitled1.sav
	Active Dataset DataSet1
	Filter <none>
	Weight <none>
	Split File <none>

	N of Rows in Working Data File	82
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		<p>CORRELATIONS</p> <p>/VARIABLES=x5.1 x5.2 x5.3 x5.4 empati</p> <p>/PRINT=TWOTAIL NOSIG</p> <p>/MISSING=PAIRWISE.</p>
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.05

Correlations

		x5.1	x5.2	x5.3	x5.4	empati
x5.1	Pearson Correlation	1	.721**	.513**	.424**	.855**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	82	82	82	82	82
x5.2	Pearson Correlation	.721**	1	.634**	.525**	.894**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	82	82	82	82	82

x5.3	Pearson Correlation	.513**	.634**	1	.378**	.777**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	82	82	82	82	82
x5.4	Pearson Correlation	.424**	.525**	.378**	1	.691**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	82	82	82	82	82
empati	Pearson Correlation	.855**	.894**	.777**	.691**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	82	82	82	82	82

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

RELIABILITY

/VARIABLES=x5.1 x5.2 x5.3 x5.4 empati

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=TOTAL.

Reliability

Notes

Output Created		15-AUG-2019 13:07:23
Comments		
Input	Data	D:\kuliah\SKRIPSI\skripsi\Untitled1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	82
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax

RELIABILITY

/VARIABLES=x5.1 x5.2 x5.3 x5.4
empati

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=TOTAL.

Resources

Processor Time

00:00:00.02

Elapsed Time

00:00:00.03

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	82	100.0
	Excluded ^a	0	.0
	Total	82	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.816	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x5.1	28.39	19.154	.789	.750
x5.2	28.28	20.451	.858	.762
x5.3	28.22	21.334	.707	.786
x5.4	28.05	22.491	.612	.807

empati	16.13	6.735	1.000	.816
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CORRELATIONS

/VARIABLES=y1 y2 y3 y4 y5 kepuasan

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes

Output Created	15-AUG-2019 13:08:42	
Comments		
Input	Data	D:\kuliah\SKRIPSI\skripsi\Untitled1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	82
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.

Syntax	CORRELATIONS		
	/VARIABLES=y1 y2 y3 y4 y5		
	kepuasan		
	/PRINT=TWOTAIL NOSIG		
	/MISSING=PAIRWISE.		
Resources	Processor Time	00:00:00.02	
	Elapsed Time	00:00:00.03	

Correlations

		y1	y2	y3	y4	y5	kepuasan
y1	Pearson Correlation	1	.498**	.372**	.367**	.256*	.695**
	Sig. (2-tailed)		.000	.001	.001	.020	.000
	N	82	82	82	82	82	82
y2	Pearson Correlation	.498**	1	.471**	.401**	.239*	.718**
	Sig. (2-tailed)	.000		.000	.000	.031	.000
	N	82	82	82	82	82	82
y3	Pearson Correlation	.372**	.471**	1	.460**	.265*	.706**
	Sig. (2-tailed)	.001	.000		.000	.016	.000
	N	82	82	82	82	82	82
y4	Pearson Correlation	.367**	.401**	.460**	1	.548**	.778**
	Sig. (2-tailed)	.001	.000	.000		.000	.000

	N	82	82	82	82	82	82
y5	Pearson Correlation	.256*	.239*	.265*	.548**	1	.672**
	Sig. (2-tailed)	.020	.031	.016	.000		.000
	N	82	82	82	82	82	82
kepuasan	Pearson Correlation	.695**	.718**	.706**	.778**	.672**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	82	82	82	82	82	82

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

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

RELIABILITY

/VARIABLES=y1 y2 y3 y4 y5 kepuasan

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=TOTAL.

Reliability

Notes

Output Created	15-AUG-2019 13:09:02
Comments	
Input	Data
	D:\kuliah\SKRIPSI\skripsi\Untitled1.sav
	Active Dataset
	DataSet1
	Filter
	<none>
	Weight
	<none>
	Split File
	<none>

	N of Rows in Working Data File	82
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=y1 y2 y3 y4 y5 kepuasan /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.14

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	82	100.0
	Excluded ^a	0	.0
	Total	82	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.781	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	37.94	16.700	.610	.751
y2	38.04	16.727	.643	.749
y3	37.88	16.824	.629	.751
y4	37.99	16.358	.715	.738
y5	37.93	16.464	.570	.752
kepuasan	21.09	5.067	1.000	.755

REGRESSION

Regression

Notes

Output Created	15-AUG-2019 13:12:36
Comments	
Input Data	D:\kuliah\SKRIPSI\skripsi\Untitled1.sav

	Active Dataset	DataSet1	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File		82
Missing Value Handling	Definition of Missing Cases Used	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on cases with no missing values for any variable used.	
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT kepuasan /METHOD=ENTER bukti_fisik kehandalan daya_tanggap jaminan empati.	
Resources	Processor Time		00:00:00.03
	Elapsed Time		00:00:00.03
	Memory Required	3172 bytes	
	Additional Memory Required for Residual Plots	0 bytes	

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	empati, kehandalan, daya_tanggap, jaminan, bukti_fisik ^b		Enter

a. Dependent Variable: kepuasan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825 ^a	.681	.660	1.313

a. Predictors: (Constant), empati, kehandalan, daya_tanggap, jaminan, bukti_fisik

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	279.411	5	55.882	32.422	.000 ^b
	Residual	130.991	76	1.724		
	Total	410.402	81			

a. Dependent Variable: kepuasan

b. Predictors: (Constant), empati, kehandalan, daya_tanggap, jaminan, bukti_fisik

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.039	1.437		2.116	.038
	bukti_fisik	.248	.096	.229	2.588	.012
	kehandalan	.227	.071	.240	3.195	.002
	daya_tanggap	.146	.085	.144	1.716	.090
	jaminan	.303	.089	.291	3.388	.001
	empati	.161	.067	.185	2.385	.020

a. Dependent Variable: kepuasan