

LAMPIRAN 1

KUESIONER PENELITIAN

Identitas Responden :

(Untuk pertanyaan pilihan jawaban di-underline)

1. Nama responden :

2. Posisi/Role

- ☐ Sales ☐ Presales ☐ Project Manager
☐ Product Manager ☐ Management ☐ Lain-lain, sebutkan..

3. Jenis kelamin

- ☐ Pria ☐ Wanita

4. Usia

- ☐ =< 25 tahun ☐ 26 - 35 tahun
☐ 36 - 45 tahun ☐ >= 46 tahun

5. Pendidikan

- ☐ SMA ☐ DIPLOMA ☐ S1
☐ S2 ☐ S3

6. Pengalaman bekerja sebagai di bidang penyedia layanan IT

- ☐ =< 2 tahun ☐ 3 – 5 tahun
☐ 6 - 10 tahun ☐ >= 11 tahun

Petunjuk Pengisian :

Berilah tanda “X” pada jawaban yang menurut bapak/ibu paling sesuai dari pernyataan-pernyataan berikut. Kategori menggunakan skala ordinal dengan rentang 1-5.

Keterangan :

1. **SS** : Sangat Setuju (skor 1)
2. **S** : Setuju (skor 2)
3. **R** : Ragu-ragu (skor 3)
4. **TS** : Tidak Setuju (skor 4)
5. **STS** : Sangat Tidak Setuju (skor 5)

Penjelasan

Survey ini merupakan bagian dari penelitian yang dilakukan terhadap salah satu distributor produk NetApp, yaitu PT.Synnex Metrodata Indonesia. Ruang lingkup respon terhadap survey ini adalah pengalaman yang anda rasakan selama periode *Mei 2013 s/d April 2015* (FY14-15 NetApp Indonesia).

A. Kualitas Pelayanan

No	Pernyataan	SS	S	R	TS	STS
1	Tim produk NetApp PT.SMI menguasai spesifikasi barang yang ditawarkan dengan baik (<i>Responsiveness</i>)					
2	Tim produk NetApp PT.SMI memberikan respon permintaan penawaran dalam kurun waktu kurang dari 2 hari (<i>Responsiveness</i>)					
3	Tim produk NetApp PT.SMI memberikan jawaban tentang pertanyaan terhadap penawaran dalam kurun waktu kurang dari 1 hari (<i>Responsiveness</i>)					
4	Tim produk NetApp PT.SMI mampu menunjukan pendekatan persuasive apabila menghadapi suatu permasalahan (<i>Responsiveness</i>)					
5	Tim produk NetApp PT.SMI memiliki standar waktu yang konsisten untuk menjawab setiap permintaan penawaran (<i>Assurance</i>)					
6	Tim produk NetApp PT.SMI teliti di dalam memberikan penawaran harga(<i>Assurance</i>)					
7	Tim produk NetApp PT.SMI teliti di dalam memberikan <i>bill of material</i> (<i>Assurance</i>)					
8	Tim produk NetApp PT.SMI mampu memberikan pendampingan kepada reseller untuk mengunjungi end user (<i>Assurance</i>)					
9	Tim produk NetApp PT.SMI mampu memberikan pendampingan dan dukungan kepada reseller di saat menghadapi kompetisi (<i>Assurance</i>)					
10	Fasilitas kantor yang terjaga dengan baik (<i>Tangibles</i>)					
11	Memiliki gudang penyimpanan yang bertaraf setara standar industry (<i>Tangibles</i>)					
12	Memiliki website yang menyediakan katalog informasi produk yang tertata dengan jelas dan baik (<i>Tangibles</i>)					
13	Tim produk NetApp PT.SMI memiliki jumlah personel sales yang memadai (<i>Tangibles</i>)					
14	Tim produk NetApp PT.SMI memiliki jumlah personel teknikal sales yang memadai (<i>Tangibles</i>)					
15	Tim produk NetApp PT.SMI memiliki fleksibilitas dalam hal Term of Payment (<i>Emphaty</i>)					
16	Tim produk NetApp PT.SMI dapat dihubungi secara formal dan informal dalam berkomunikasi dengan reseller (<i>Emphaty</i>)					
17	Tim produk NetApp PT.SMI mampu menunjukan rasa simpatik terhadap reseller (<i>Emphaty</i>)					

18	Tim produk NetApp PT.SMI mampu menunjukkan keterlibatannya di dalam menindaklanjuti suatu masalah (<i>Emphaty</i>)					
19	Tim produk NetApp PT.SMI mampu menunjukkan kehandalan dalam memberikan pelayanan yang sesuai dengan tingkat pengetahuan dari produk (<i>Reliability</i>)					
20	Tim produk NetApp PT.SMI mampu menunjukkan kehandalan dalam memberikan pelayanan yang terampil dari sisi sales (<i>Reliability</i>)					
21	Tim produk NetApp PT.SMI mampu menunjukkan kehandalan dalam memberikan pelayanan yang terampil dari sisi teknikal sales (presales) (<i>Reliability</i>)					
22	Tim produk NetApp PT.SMI mampu menunjukkan kehandalan dalam melakukan negosiasi penawaran(<i>Reliability</i>)					

B. Promosi

No	Pernyataan	SS	S	R	TS	STS
1	Tim produk NetApp PT.SMI melakukan iklan promosi melalui media sosial (cetak ataupun elektronik) (<i>Advertising</i>)					
2	Iklan yang dibuat tersebar dengan luas untuk reseller dan end user (<i>Advertising</i>)					
3	Tim produk NetApp PT.SMI memiliki iklan promosi yang dapat menarik perhatian (<i>Advertising</i>)					
4	Tim produk NetApp PT.SMI melakukan interaksi penjualan secara individu dengan reseller dengan baik (<i>Personal Seling</i>)					
5	Memiliki keterikatan rasa yang baik dengan reseller(<i>Personal Seling</i>)					
6	Tim produk NetApp PT.SMI memanfaatkan email untuk mengkomunikasikan produk(<i>Direct Selling</i>)					
7	Tim produk NetApp PT.SMI menggunakan <i>call center</i> untuk mengkomunikasikan produk kepada reseller (<i>Direct Selling</i>)					
8	Tim produk NetApp PT.SMI memanfaatkan sarana media sosial dengan baik untuk mengkomunikasikan produk kepada reseller (<i>Direct Selling</i>)					
9	Tim produk NetApp PT.SMI memiliki program insentif yang menarik bagi reseller (<i>Sales Promotion</i>)					
10	Tim produk NetApp PT.SMI memiliki program diskon yang menarik bagi reseller (<i>Sales Promotion</i>)					
11	Tim produk NetApp PT.SMI menyelenggarakan program seminar mengenai teknologi produk yang menarik dan bermanfaat bagi reseller (<i>Sales Promotion</i>)					
12	Tim produk NetApp PT.SMI menyelenggarakan acara <i>gathering</i> bagi reseller secara rutin (<i>Public Relation and Publicity</i>)					

13	Tim produk NetApp PT.SMI menyelenggarakan <i>Reseller Award</i> yang menarik (<i>Public Relation and Publicity</i>)					
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C. Kepuasan Pelanggan

No	Pernyataan	SS	S	R	TS	STS
1	Anda merasakan bahwa pengalaman interaksi yang diberikan lebih baik dibanding dengan distributor lain (<i>Overall satisfaction</i>)					
2	Anda merasakan bahwa kendala yang dialami saat berinteraksi tidak terlalu berarti dibandingkan dengan pengalaman interaksi total (<i>Overall satisfaction</i>)					
3	Anda merasakan bahwa interaksi yang diterima sesuai dengan yang diharapkan (<i>Confirmation of expectation</i>)					
4	Anda akan merekomendasikan Tim produk NetApp PT.SMI kepada yang lain (<i>Comparison of ideal</i>)					
5	Anda mau melakukan transaksi ulang dengan Tim produk NetApp PT.SMI (<i>Comparison of ideal</i>)					

LAMPIRAN 2
DAFTAR PERUSAHAAN RESELLER

No	Nama Perusahaan Reseller	Level NetApp Partnership
1	Computa	Registered
2	Mitra Integrasi Indonesia	Platinum
3	Primus Indojoya	Registered
4	Data Proteksindo	Registered
5	Karlin Mastrindo	Gold
6	Logicalis Metrodata Indonesia	Registered
7	Master System Infotama	Gold
8	Metrocom Global Solusi	Silver
9	Robicomp Karya Utama	Registered
10	Computa	Registered
11	Schlumberger Geophysics Nusantara	Registered
12	Softnet Indonesia	Registered
13	Mandawani Mandiri	Gold
14	Fujitsu Indonesia	Gold
15	Dimension Data Indonesia	Platinum
16	Mitra Cipta Abadi	Registered
17	Password Solusi System	Registered
18	Telematic Multisystem	Registered
19	Berca Hardaya Perkasa	Registered
20	Geotech System Indonesia	Registered
21	Packet System Indonesia	Registered
22	Star System International	Registered
23	Artha Mulia Trijaya	Registered
24	Projectindo Teknowindata	Gold
25	Honeywell Indonesia	Registered
26	Mitra Teknologi Solusindo	Registered
27	Mitrel Berkat Utama	Registered
28	Astra Graphia Information Technology	Registered
29	Perkom Indah Murni	Registered
30	Strategic Partner Solution	Registered
31	Energy Consulting Indonesia	Registered
32	Panca Putra Solusindo	Registered

33	Vivastor Techno Logica	Registered
34	Gardix Teknologi Persada	Registered
35	Microsis	Registered
36	Nusantara Secom Infotech	Registered
37	Panca Putra Solusindo	Registered
38	Toshiba Singapore PTE, LTD	Registered
39	Anabatic Technologies	Registered



LAMPIRAN 3

Titik Persentase Distribusi t

df = 1 – 200

Titik Persentase Distribusi t (df = 81 –120)

Pr df	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

LAMPIRAN 4
Titik Persentase Distribusi F
Probabilita = 0.05

Titik Persentase Distribusi F untuk Probabilita = 0,05															
df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.05	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.89	1.83	1.80	1.78
92	3.04	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.88	1.83	1.80	1.78
93	3.04	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.88	1.83	1.80	1.78
94	3.04	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.88	1.83	1.80	1.77
95	3.04	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.88	1.82	1.80	1.77
96	3.04	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.04	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.04	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.04	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.04	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.04	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.03	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.03	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.03	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.03	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.03	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.03	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.03	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.03	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.03	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.03	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.03	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.03	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.02	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.02	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.02	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.02	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.02	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.02	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.02	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.02	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.02	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.02	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.02	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.02	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.02	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.02	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.88	1.83	1.80	1.77	1.75
128	3.02	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.88	1.83	1.80	1.77	1.75
129	3.01	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.88	1.83	1.80	1.77	1.74
130	3.01	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.88	1.83	1.80	1.77	1.74
131	3.01	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.88	1.83	1.80	1.77	1.74
132	3.01	3.08	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.88	1.83	1.79	1.77	1.74
133	3.01	3.08	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.88	1.83	1.79	1.77	1.74
134	3.01	3.08	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.88	1.83	1.79	1.77	1.74
135	3.01	3.08	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.88	1.82	1.79	1.77	1.74

LAMPIRAN 5

TENTANG NETAPP



Leadership in Data Management and Storage Dedicated to Your Success Now and Into the Future

Company Snapshot

\$6.1 Billion Revenue
12,000+ employees,
150+ offices

**#1 Branded storage
operating system***

**#1 Storage provider to
the U.S. government†**

**#3 World's Best
Multinational
Workplaces 2014**

**13 Consecutive years on the
FORTUNE "100 Best Companies
to Work For" list.‡**

Our Company

Leading organizations worldwide count on NetApp for software, systems and services to manage and store their data. Customers value our teamwork, expertise and passion for helping them succeed now and into the future.

Our Culture

Creating a model company is at the heart of everything we do. This means delivering value to each community we serve: customers, shareholders, employees, partners, and neighbors.

We are committed to living our core values:

- Trust and Integrity
- Leadership
- Simplicity
- Adaptability
- Teamwork
- Go Beyond
- Get Things Done

The strength of our culture means that we attract the industry's best to work for our customers' success. As a result, we've earned 13 consecutive years on the FORTUNE "100 Best Companies to Work For" list.

Our Customers

Since our inception in 1992, NetApp has helped enterprises of all sizes achieve a competitive edge by enabling them to innovate faster and more affordably than their competitors.

Globally, service providers support more than a billion customers with services built on NetApp. Media companies push the limits of imagination and performance with the help of NetApp.

Internet companies keep pace with data growth and demand for new services by using our flexible storage architecture. Gaming companies use NetApp storage to gain first-mover advantage. Banks and financial giants trust NetApp to store, maintain, protect, and serve their business-critical data.

Our Technology and Expertise

We focus our innovation to meet our customers' most challenging data needs. They recognize the value of our best-in-class integration and commitment to openness. Our knowledge and skills help them envision, deploy and evolve their IT environments.

Our vision for a data fabric that seamlessly connects different management environments and clouds guides our innovation.

NetApp Data Management and Storage Solutions

Corporate Data Centers	Clustered Data ONTAP for shared infrastructure	Dedicated Storage Solutions Flash Arrays for ultra-high performance E-Series for price/performance at scale StorageGRID® for web-scale object storage
Cloud Data Centers		



1. Source: IDC Worldwide Quarterly Disk Storage Systems Tracker 2015 Q4, June 2015 (Open Networked Disk Storage Systems revenue)
2. Federal agencies trust report of contracts valued at \$1,000 or more. Based on FY2014 AG reports FY2010-2015, NetApp is the top storage provider.
3. From FORBES magazine, March 16, 2015. © 2015 Time Inc. FORBES and 100 Best Companies to Work For are registered trademarks of Time Inc. and are used under license. FORTUNE and Time Inc. are not affiliated with, and do not endorse products or services of NetApp.

LAMPIRAN 6

Hasil Uji Validitas Realibilitas Kualitas Pelayanan

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	117	100,0
	Excluded ^a	0	,0
	Total	117	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,932	22

Item Statistics

	Mean	Std. Deviation	N
X1_1	4,2051	,72562	117
X1_2	4,0769	,76737	117
X1_3	4,1026	,71178	117
X1_4	4,1282	,62337	117
X1_5	4,3162	,67785	117
X1_6	4,1880	,70627	117
X1_7	4,1966	,75703	117
X1_8	4,2479	,64201	117
X1_9	4,1538	,74989	117
X1_10	4,0769	,74456	117
X1_11	4,1538	,71457	117

X1_12	4,0427	,78117	117
X1_13	4,1624	,75381	117
X1_14	4,2137	,66733	117
X1_15	4,1966	,89288	117
X1_16	4,0684	,62597	117
X1_17	4,1368	,64201	117
X1_18	4,2564	,65855	117
X1_19	4,0684	,70376	117
X1_20	4,1282	,63705	117
X1_21	4,1624	,75381	117
X1_22	4,3675	,70219	117

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	87,4444	92,490	,592	,929
X1_2	87,5726	93,195	,506	,930
X1_3	87,5470	92,802	,581	,929
X1_4	87,5214	93,372	,624	,928
X1_5	87,3333	93,172	,585	,929
X1_6	87,4615	92,251	,629	,928
X1_7	87,4530	92,543	,561	,929
X1_8	87,4017	92,691	,662	,928
X1_9	87,4957	92,683	,557	,929
X1_10	87,5726	93,178	,525	,930
X1_11	87,4957	91,649	,667	,928
X1_12	87,6068	91,672	,602	,929

X1_13	87,4872	91,580	,633	,928
X1_14	87,4359	92,351	,662	,928
X1_15	87,4530	90,026	,617	,929
X1_16	87,5812	93,987	,569	,929
X1_17	87,5128	93,097	,627	,928
X1_18	87,3932	93,241	,598	,929
X1_19	87,5812	94,814	,436	,931
X1_20	87,5214	93,562	,593	,929
X1_21	87,4872	90,993	,676	,927
X1_22	87,2821	91,480	,693	,927

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
91,6496	101,281	10,06386	22

Kualitas Pelayanan (X₁)

No	Item Pertanyaan	r-hitung	r-tabel	Status	Keputusan
1	X1_1	,638**	0,182	0,000	Valid
2	X1_2	,562**	0,182	0,000	Valid
3	X1_3	,627**	0,182	0,000	Valid
4	X1_4	,661**	0,182	0,000	Valid
5	X1_5	,628**	0,182	0,000	Valid
6	X1_6	,670**	0,182	0,000	Valid
7	X1_7	,611**	0,182	0,000	Valid
8	X1_8	,697**	0,182	0,000	Valid
9	X1_9	,607**	0,182	0,000	Valid
10	X1_10	,578**	0,182	0,000	Valid
11	X1_11	,705**	0,182	0,000	Valid
12	X1_12	,650**	0,182	0,000	Valid
13	X1_13	,677**	0,182	0,000	Valid
14	X1_14	,698**	0,182	0,000	Valid
15	X1_15	,671**	0,182	0,000	Valid
16	X1_16	,610**	0,182	0,000	Valid
17	X1_17	,665**	0,182	0,000	Valid
18	X1_18	,639**	0,182	0,000	Valid
19	X1_19	,491**	0,182	0,000	Valid
20	X1_20	,634**	0,182	0,000	Valid
21	X1_21	,716**	0,182	0,000	Valid
22	X1_22	,728**	0,182	0,000	Valid

LAMPIRAN 7

Hasil Uji Validitas Realibilitas Promosi

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	117	100,0
	Excluded ^a	0	,0
	Total	117	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,861	13

Item Statistics

	Mean	Std. Deviation	N
X2_1	3,8974	,56301	117
X2_2	4,2393	,65191	117
X2_3	3,8889	,52157	117
X2_4	3,7778	,58885	117
X2_5	3,8462	,66456	117
X2_6	3,8120	,71837	117
X2_7	4,3932	,65597	117
X2_8	4,2222	,67096	117
X2_9	4,1026	,74723	117

X2_10	4,1282	,68906	117
X2_11	4,1368	,62844	117
X2_12	4,2735	,72664	117
X2_13	4,1624	,68175	117

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	48,9829	23,982	,553	,850
X2_2	48,6410	23,232	,587	,847
X2_3	48,9915	24,353	,529	,851
X2_4	49,1026	24,662	,400	,858
X2_5	49,0342	24,085	,432	,856
X2_6	49,0684	23,909	,416	,858
X2_7	48,4872	23,407	,553	,849
X2_8	48,6581	23,313	,553	,849
X2_9	48,7778	23,105	,513	,852
X2_10	48,7521	22,619	,649	,843
X2_11	48,7436	23,744	,524	,851
X2_12	48,6068	23,344	,495	,853
X2_13	48,7179	22,687	,646	,843

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
52,8803	27,348	5,22950	13

Promosi (X₂)

No	Item Pertanyaan	r-hitung	r-tabel	Status	Keputusan
1	X2_1	,625**	0,182	0,000	Valid
2	X2_2	,666**	0,182	0,000	Valid
3	X2_3	,599**	0,182	0,000	Valid
4	X2_4	,492**	0,182	0,000	Valid
5	X2_5	,533**	0,182	0,000	Valid
6	X2_6	,526**	0,182	0,000	Valid
7	X2_7	,637**	0,182	0,000	Valid
8	X2_8	,639**	0,182	0,000	Valid
9	X2_9	,614**	0,182	0,000	Valid
10	X2_10	,722**	0,182	0,000	Valid
11	X2_11	,608**	0,182	0,000	Valid
12	X2_12	,596**	0,182	0,000	Valid
13	X2_13	,719**	0,182	0,000	Valid



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LAMPIRAN 8

Hasil Uji Validitas Realibilitas Kepuasan Pelanggan

Case Processing Summary

		N	%
Cases	Valid	117	100,0
	Excluded ^a	0	,0
	Total	117	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,745	5

Item Statistics

	Mean	Std. Deviation	N
Y_1	4,2051	,72562	117
Y_2	4,2308	,64840	117
Y_3	4,2393	,66501	117
Y_4	4,0684	,76256	117
Y_5	4,1111	,70439	117

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y_1	16,6496	4,264	,440	,727
Y_2	16,6239	4,202	,559	,684

Y_3	16,6154	4,446	,435	,726
Y_4	16,7863	4,014	,495	,707
Y_5	16,7436	3,865	,631	,653

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20,8547	6,108	2,47144	5

Kepuasan Pelanggan (Y)

No	Item Pertanyaan	r-hitung	r-tabel	Status	Keputusan
1	Y_1	,661**	0,182	0,000	Valid
2	Y_2	,726**	0,182	0,000	Valid
3	Y_3	,640**	0,182	0,000	Valid
4	Y_4	,710**	0,182	0,000	Valid
5	Y_5	,787**	0,182	0,000	Valid

DAFTAR RIWAYAT HIDUP

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Pendidikan Formal

Tahun :
 1981 – 1987 : SDN 05, Jakarta
 1987 – 1990 : SMPN 62, Jakarta
 1990 – 1993 : SMAN 54, Jakarta
 1993 – 1997 : Teknik Mesin, Politeknik Universitas Indonesia
 1998 – 2002 : Fakultas Ekonomi, Universitas Indonesia
 2014 – 2016 : Program Magister Manajemen, Universitas
 Mercu Buana Jakarta

Pengalaman Kerja

Channel and Go To Market Lead

PT. NetApp Indonesia; Representative of NetApp, Inc in Indonesia, Data Services company. (August 2015 – Present)

Systems Engineer Lead – Presales

PT. NetApp Indonesia; Representative of NetApp, Inc in Indonesia, Data Services company. (October 2014 – July 2015)

Systems Engineer Manager – Presales

PT. EMC Information Systems – Indonesia; Representative of EMC in Indonesia, Information infrastructure provider. (March 2012 – September 2014)

Senior Specialist Technology Consultant – Unified Infrastructure Group

PT. EMC Information Systems – Indonesia; Representative of EMC in Indonesia, Information infrastructure provider. (March 2011 – March 2012)

General Manager, Sales & Marketing

PT. Mandawani Mandiri – Indonesia; Star Partner of NetApp, Distributor of Quantum, Gold Partner for Symantec, CommVault and Legato (March 2010 – January 2011)

Senior Manager – Head of Information Technology

PT. Media Televisi Indonesia (Metro TV) – Indonesia, Member of Media Group
(January 2010 – February 2010)

Senior Enterprise Solution Architect

NetApp – (Indonesia, Philiphine & Vietnam) Rep, representative of NetApp Inc. (July
2007 – December 2009)

Solution Architect

PT.Sun Microsystems Indonesia, principle representative of Sun Microsystems for
Indonesia. (June 2005 – July 2007)

Technical Development Supervisor

PT.Infokom Elektrindo, a Telco company specializes on satellite communication (V-SAT)
and IT Outsourcing. Company group of PT.Bimantara Citra,Tbk (Oct 2002 – June 2005)

Unix System and Oracle Database Administrator

PT.Bimantara Citra,Tbk , a holding investment company with many branches and
business objectives such telecommunication, broadcasting and cargo. (Sept 2001
– Oct 2002)

Billing Operation & Unix System Administrator Officer in IT Operations

PT. Excelcomindo Pratama, Jakarta, Indonesia, one of the biggest GSM providers
in Indonesia (March 1999 – Sept 2001)

CAD-CAM-CAE Engineer

PT. Toyota Astra Motor, Jakarta, Indonesia, a joint venture manufactures
company (March 1997 - March 1998)

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