

A. Service Quality

NO.	PERNYATAAN	SS					TS	STS
		5	4	3	2	1		
Tangible								
1.	Tersedianya ruang tunggu pelayanan yang nyaman.							
2.	Tersedianya fasilitas toilet bersih							
3.	Tersedianya sarana informasi dan hiburan (Televisi, majalah, Koran, brosur).							
4.	Petugas berpemampilan rapi.							
5.	Petugas memakai kelengkapan identitas perusahaan							
Reliability								
6.	Petugas memberikan jaminan waktu layanan yang konsisten.							
7.	Proses pengajuan klaim JHT sesuai dengan ketentuan waktu penyelesaian.							
8.	Petugas teliti dalam melakukan verifikasi dokumen.							
9.	Petugas melakukan konfirmasi kelengkapan dokumen.							
Assurance								
10.	Petugas selalu melayani dengan ramah dalam pelayanan.							
11.	Petugas berbicara dengan sopan dalam menjawab pertanyaan.							
12.	Petugas menguasai prosedur pelayanan.							

13.	Petugas memberikan penjelasan seputar manfaat Jamsostek.						
Responsive							
14.	Petugas selalu bersedia membantu kesulitan pelanggan dalam pelayanan..						
15.	Petugas menawarkan bantuan kembali diakhir pelayanan.						
16.	Petugas segera menginformasikan perkembangan terbaru tentang Jamsostek						
17.	Petugas menindaklanjuti keluhan pelanggan dengan cepat .						
Empathy							
18.	BPJS Ketenagakerjaan memiliki standar waktu operasional pelayanan yang sama setiap hari.						
19.	Petugas memberikan waktu untuk mendengarkan kebutuhan pelanggan						
20.	Petugas memperhatikan kebutuhan pelanggan saat bertemu						
21.	Petugas memahami kondisi yang dihadapi oleh peserta						
22.	Petugas menggunakan tata bahasa yang menghormati						

B. CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

NO.	PERNYATAAN	SS					TS	STS
		5	4	3	2	1		
Teknologi								

23.	BPJS Ketenagakerjaan memiliki data pelanggan yang akurat.							
24.	BPJS Ketenagakerjaan memberikan pelayanan yang fleksibel sesuai kebutuhan peserta.							
25.	BPJS Ketenagakerjaan menyediakan fasilitas layanan bertransaksi dengan teknologi internet (pendaftaran, pembayaran iuran, pencairan klaim).							
26.	Website / apps memiliki konten informasi yang komprehensif (program jamsostek, berita, keluhan).							
Komunikasi								
27.	BPJS Ketenagakerjaan memiliki beberapa saluran / media untuk berkomunikasi.							
28.	Petugas dapat dengan mudah dihubungi.							
29.	BPJS Ketenagakerjaan secara berkala melakukan pengkinian informasi terbaru							
30.	Petugas melakukan kunjungan rutin ke Perusahaan							

C. Location

NO.	PERNYATAAN	SS	S	R	TS	STS
		5	4	3	2	1
Akses						
31.	Kantor BPJS Ketenagakerjaan mudah					

	untuk dijangkau.					
32.	Kantor BPJS Ketenagakerjaan dapat ditempuh dengan waktu yang singkat..					
33.	Kantor BPJS Ketenagakerjaan dapat dijangkau dengan moda transportasi umum.					
34.	Moda transportasi umum selalu tersedia sesuai dengan waktu operasional pelayanan BPJS Ketenagakerjaan.					
Visibilitas						
35.	Kantor BPJS Ketenagakerjaan mudah terlihat dari jalan raya.					
36.	Kantor BPJS Ketenagakerjaan mudah diingat.					
37.	Kantor BPJS Ketenagakerjaan berada di jalan utama.					
38.	Kantor BPJS Ketenagakerjaan berada di kompleks perkantoran.					

D. Customer Satisfaction

NO.	PERNYATAAN	SS	S	R	TS	STS
		5	4	3	2	1
Expectation						
39.	Kualitas pelayanan yang ditampilkan sesuai dengan harapan pelanggan.					
40.	BPJS Ketenagakerjaan memberikan layanan modern sesuai dengan harapan					

	pelanggan.				
41.	Besaran santunan produk Jamsostek (JHT, JKK, JKM) yang diterima sesuai dengan harapan pelanggan.				
42.	BPJS Ketenagakerjaan memberikan manfaat tambahan sesuai dengan harapan pelanggan.				
Perceive Performance					
43.	BPJS Ketenagakerjaan dapat menjadi mitra terpercaya bagi pengusaha.				
44.	Program Jamsostek (JHT, JKK, JKM) membantu meningkatkan produktivitas perusahaan.				
45.	Produk Jamsostek (JHT, JKK, JKM) memberikan manfaat perlindungan yang layak.				
46.	Program kerja BPJS Ketenagakerjaan membantu meningkatkan kesejahteraan tenaga kerja.				

----- TERIMA KASIH -----

Lampiran 2

Hasil Kuesioner – Karakteristik Responden

NO	Jen	Usaha	Waktu	Pdk
1	B	A	D	C
2	A	C	E	E
3	A	C	E	E
4	A	B	E	E
5	A	A	E	E
6	B	C	B	E
7	B	E	E	D
8	A	B	E	C
9	A	E	A	C
10	A	B	A	C
11	A	C	B	C
12	A	C	B	E
13	B	C	B	D
14	A	E	B	E
15	A	C	E	D
16	B	C	A	D
17	B	E	B	E
18	A	C	E	E
19	A	C	E	C
20	B	C	A	C
21	B	C	C	D
22	A	C	A	E
23	A	B	E	E
24	A	B	D	C
25	B	C	B	D

NO	Jen	Usaha	Waktu	Pdk
26	B	B	B	C
27	A	C	D	C
28	A	C	C	D
29	A	C	E	C
30	A	C	C	B
31	A	A	A	C
32	A	C	B	C
33	A	C	A	C
34	B	E	E	D
35	A	B	C	C
36	A	C	E	E
37	A	C	E	E
38	A	C	E	E
39	B	C	D	E
40	A	C	D	E
41	B	C	E	E
42	A	C	D	C
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45	A	C	A	C
46	A	A	B	C
47	A	C	B	E
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49	B	B	A	C
50	A	C	A	E

NO	Jen	Usaha	Waktu	Pdk
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52	A	C	E	C
53	A	E	E	D
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55	A	B	C	E
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66	B	C	D	C
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71	B	E	B	D
72	B	C	C	D
73	A	A	E	E
74	A	C	B	C
75	A	C	A	C

NO	Jen	Usaha	Waktu	Pdk
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77	B	C	E	C
78	B	E	A	C
79	A	B	E	C
80	B	E	D	E
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97	B	C	E	E
98	A	C	E	E
99	A	C	E	E
100	A	C	E	E

Lampiran 3

Hasil Kuesioner

NO	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
	T1	T2	T3	T4	T5	REI1	REI2	REI3	REI4	ASS1	ASS2	ASS3	ASS4	RES1	RES2	RES3	RES4	EMPI	EMPI2	EMPI3	EMPI4	EMPS	ITK1	ITK2	ITK3	TEK4	
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Lampiran 3

Hasil Kuesioner

NO	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46
	KOM1	KOM2	KOM3	KOMA	AKS1	AKS2	AKS3	AKSA	VIS1	VIS2	VIS3	VISA	HARI	HAR2	HAR3	HAR4	KINI1	KINI2	KINI3	KINI4
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37	2	2	2	2	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5

Lampiran 3

Hasil Kuesioner

NO	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
	TE1	TE2	TE3	TE4	TE5	RELI	RELI	RELI	RELI	ASST	ASS2	ASS3	ASS4	RES1	RES2	RES3	RES4	EMPI	EMPI	EMPI	EMPS	EMPS	EMPS	TEK1	TEK2	TEK3	TEK4
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56	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
57	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
58	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
59	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
60	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
61	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
62	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
63	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
64	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
65	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
66	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
67	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
68	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
69	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
70	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
71	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
72	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
73	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
74	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
75	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
76	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

Lampiran 3
Hasil Kuesioner

NO	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46
	KOM1	KOM2	KOM3	KOM4	AKS1	AKS2	AKS3	AKS4	VIS1	VIS2	VIS3	VIS4	HAR1	HAR2	HAR3	HAR4	KIN1	KIN2	KIN3	KIN4
38	4	3	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
39	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
40	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
41	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
42	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
43	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
44	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
45	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
46	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
47	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
48	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
49	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
50	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
51	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
52	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
53	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
54	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
55	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
56	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
57	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
58	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
59	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
60	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
61	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
62	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
63	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
64	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
65	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
66	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
67	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
68	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
69	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
70	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
71	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
72	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
73	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
74	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

Lampiran 3
Hasil Kuesioner

NO	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
	TE1	TE2	TE3	TE4	TE5	TE6	TE7	TE8	TE9	TE10	TE11	TE12	TE13	TE14	TE15	TE16	TE17	TE18	TE19	TE20	TE21	TE22	TE23	TE24	TE25	TE26
75	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3
76	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4
77	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3
78	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5
79	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4
80	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5
81	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4
82	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3
83	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4
84	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5
85	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4
86	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3
87	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4
88	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3
89	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4
90	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3
91	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4
92	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3
93	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4
94	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3
95	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4
96	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3
97	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4
98	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3
99	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4
100	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3	4	5	4	3	2	1	1	2	3

Lampiran 3

Hasil Kuesioner

NO	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46
	KOM1	KOM2	KOM3	KOM4	AKS1	AKS2	AKS3	AKS4	VSI	VIS2	VIS3	VIS4	HAR1	HAR2	HAR3	HAR4	KWI1	KWI2	KWI3	KWI4
75	4	5	5	3	4	4	4	4	4	4	4	3	5	5	5	4	5	4	5	5
76	4	4	4	3	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4
77	3	4	4	3	2	2	4	4	4	4	4	5	4	4	4	3	4	4	5	4
78	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
79	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
80	3	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3
81	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
82	5	5	5	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
83	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
84	3	3	3	3	2	1	4	4	4	4	5	5	1	1	4	3	3	3	3	3
85	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
86	5	5	5	5	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4
87	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
88	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
89	2	4	4	3	5	5	5	5	5	3	5	5	5	4	4	3	4	4	4	4
90	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4
91	5	4	4	4	4	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5
92	2	2	2	2	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4
93	3	2	2	3	2	2	2	2	2	2	2	2	2	4	4	4	4	4	4	4
94	4	4	4	4	4	2	4	4	4	4	4	4	2	4	4	4	4	4	4	4
95	4	3	4	3	4	4	3	4	4	4	4	4	4	3	3	3	4	4	4	4
96	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5
97	3	1	3	3	4	4	4	4	3	3	3	3	3	1	2	3	4	4	4	3
98	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
99	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
100	4	4	4	4	3	3	3	3	4	3	4	5	4	3	5	4	5	5	3	4

Lampiran 5

Uji Validitas *Product Moment Customer Relationship Management*

Correlations

		Tek1	Tek2	Tek3	Tek4	Kom1	Kom2	Kom3	Kom4	X2_CRM
Tek1	Pearson Correlation	1	.626**	.636**	.601**	.646**	.651**	.466**	.332**	.791**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100
Tek2	Pearson Correlation	.626**	1	.705**	.572**	.548**	.694**	.425**	.324**	.779**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100
Tek3	Pearson Correlation	.636**	.705**	1	.835**	.674**	.715**	.505**	.359**	.872**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Tek4	Pearson Correlation	.601**	.572**	.835**	1	.705**	.634**	.518**	.389**	.842**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Kom1	Pearson Correlation	.646**	.548**	.674**	.705**	1	.720**	.565**	.402**	.838**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Kom2	Pearson Correlation	.651**	.694**	.715**	.634**	.720**	1	.519**	.407**	.860**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Kom3	Pearson Correlation	.466**	.425**	.505**	.518**	.565**	.519**	1	.489**	.709**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
Kom4	Pearson Correlation	.332**	.324**	.359**	.389**	.402**	.407**	.489**	1	.578**
	Sig. (2-tailed)	.001	.001	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
X2_CRM	Pearson Correlation	.791**	.779**	.872**	.842**	.838**	.860**	.708**	.578**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

Lampiran 6
Uji Validitas *Product Moment* Lokasi

Correlations

		Aks1	Aks2	Aks3	Aks4	Vis1	Vis2	Vis3	Vis4	X3_Place
Aks1	Pearson Correlation	1	.775**	.684**	.675**	.662**	.545**	.489**	.428**	.815**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Aks2	Pearson Correlation	.775**	1	.767**	.697**	.620**	.489**	.479**	.504**	.829**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Aks3	Pearson Correlation	.684**	.767**	1	.802**	.682**	.606**	.672**	.537**	.892**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Aks4	Pearson Correlation	.675**	.697**	.802**	1	.718**	.630**	.689**	.566**	.885**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Vis1	Pearson Correlation	.662**	.620**	.682**	.718**	1	.729**	.523**	.385**	.833**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Vis2	Pearson Correlation	.545**	.489**	.606**	.630**	.729**	1	.721**	.412**	.784**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Vis3	Pearson Correlation	.489**	.479**	.672**	.689**	.623**	.721**	1	.582**	.796**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
Vis4	Pearson Correlation	.428**	.504**	.537**	.566**	.385**	.412**	.582**	1	.676**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
X3_Place	Pearson Correlation	.815**	.829**	.882**	.885**	.836**	.784**	.796**	.676**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

Lampiran 7

Uji Validitas *Product Moment* Kepuasan Pelanggan

Correlations

		Har1	Har2	Har3	Har4	Kin1	Kin2	Kin3	Kin4	Y_Kepuasan Pelanggan
Har1	Pearson Correlation	1	.781**	.672**	.691**	.551**	.639**	.588**	.639**	.845**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Har2	Pearson Correlation	.781**	1	.694**	.614**	.615**	.645**	.634**	.627**	.850**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Har3	Pearson Correlation	.672**	.594**	1	.763**	.651**	.631**	.636**	.621**	.847**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Har4	Pearson Correlation	.691**	.614**	.763**	1	.660**	.611**	.534**	.569**	.813**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Kin1	Pearson Correlation	.551**	.615**	.651**	.660**	1	.724**	.660**	.669**	.816**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Kin2	Pearson Correlation	.639**	.645**	.631**	.611**	.724**	1	.706**	.708**	.841**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Kin3	Pearson Correlation	.588**	.634**	.636**	.534**	.660**	.706**	1	.847**	.830**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
Kin4	Pearson Correlation	.639**	.627**	.621**	.569**	.669**	.708**	.847**	1	.843**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
Y_Kepuasan Pelanggan	Pearson Correlation	.845**	.850**	.847**	.813**	.816**	.841**	.830**	.843**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

Lampiran 8

Uji Reliabilitas Variabel Kualitas Pelayanan dan *Customer Relationship Management*.

Scale: Kualitas Pelayanan

Case Processing Summary

		N	%
	Valid	100	100.0
Cases	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.968	22

Scale : Customer Relationship Management

Case Processing Summary

		N	%
	Valid	100	100.0
Cases	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.911	8

Lampiran 9

Uji Reliabilitas Variabel Lokasi dan Kepuasan Pelanggan.

Scale: Lokasi

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.925	8

Scale : Kepuasan Pelanggan

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.937	8

Lampiran 10

Uji Normalitas dengan Kolmogorov Smirnov.

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.98473193
	Absolute	.054
Most Extreme Differences	Positive	.054
	Negative	-.049
Kolmogorov-Smirnov Z		.540
Asymp. Sig. (2-tailed)		.932

a. Test distribution is Normal.

b. Calculated from data.

Uji Multikolinieritas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1_KualitasLayanan	.320	3.127
	X2_CRM	.292	3.430
	X3_Place	.489	2.046

a. Dependent Variable: Y_KepuasanPelanggan

Lampiran 11
Regresi.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.748	2.094		1.312	.192
1 X1_KualitasLayanan	.131	.038	.329	3.438	.001
X2_CRM	.394	.096	.409	4.085	.000
X3_Place	.177	.073	.187	2.422	.017

a. Dependent Variable: Y_KepuasanPelanggan

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.719	.710	2.766

a. Predictors: (Constant), X3_Place, X1_KualitasLayanan, X2_CRM

b. Dependent Variable: Y_KepuasanPelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1878.436	3	626.145	81.835	.000 ^b
	Residual	734.524	96	7.651		
	Total	2612.960	99			

a. Dependent Variable: Y_KepuasanPelanggan

b. Predictors: (Constant), X3_Place, X1_KualitasLayanan, X2_CRM

Lampiran 12

Korelasi Antar Dimensi

Correlations

Item		Expectation	Perceived Performance
Responsiveness	Pearson Correlation	,765**	,659**
	Sig. (2-tailed)	,000	,000
	N	100	100
Reliability	Pearson Correlation	,712**	,613**
	Sig. (2-tailed)	,000	,000
	N	100	100
Empathy	Pearson Correlation	,746**	,604**
	Sig. (2-tailed)	,000	,000
	N	100	100
Assurance	Pearson Correlation	,717**	,658**
	Sig. (2-tailed)	,000	,000
	N	100	100
Tangible	Pearson Correlation	,670**	,603**
	Sig. (2-tailed)	,000	,000
	N	100	100
Teknologi	Pearson Correlation	,761**	,645**
	Sig. (2-tailed)	,000	,000
	N	100	100
Komunikasi	Pearson Correlation	,789**	,683**
	Sig. (2-tailed)	,000	,000
	N	100	100
Akses	Pearson Correlation	,602**	,576**
	Sig. (2-tailed)	,000	,000
	N	100	100
Visibilitas	Pearson Correlation	,654**	,638**
	Sig. (2-tailed)	,000	,000
	N	95	95
	N	100	100

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

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Jakarta, 4 Agustus 2014

Andi Widya Leksana