

# LAMPIRAN



## KUESIONER PENELITIAN

No Kuesioner :

Tanggal pengisian :

Dalam rangka penelitian tentang Kualitas pelayanan dan citra merek Sekolah sebagai tugas akhir program pasca sarjana Universitas Mercu Buana (UMB), kami mengharapkan bantuan dari siswa/siswi untuk sekiranya mau menyisihkan sedikit waktunya dalam membantu kami mengumpulkan data – data yang dibutuhkan mengenai **“ANALISIS KUALITAS PELAYANAN DAN CITRA MEREK TERHADAP KEPUTUSAN MALANJUTKAN STUDI (STUDI KASUS MTS. UMDATUR RASIKHIEN)”**. Segala informasi yang diterima dalam kuesiouner ini bersifat rahasia dan hanya digunakan untuk kepentingan akademis. Atas bantuan serta kerja samanya kami ucapkan terima kasih.

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### **I. Identitas Responden**

1. Nama : [ L / P ]
2. Usia :
3. Kelas :

### **II. Pertanyaan**

Petunjuk pengisian

Setiap pertanyaan memiliki alternative jawaban sebagai berikut:

- SS : Sangat Setuju
- S : Setuju
- N : Ragu-ragu
- TS : Tidak Setuju
- STS : Sangat Tidak Setuju

KUALITAS PELAYANAN						
<i>Tangible /Bukti Langsung pada Sekolah MTs. Umdatur Rasikhien</i>						
No	Pertanyaan	SS	S	N	TS	STS
1	Gedung/bangunan serta fasilitas parkir yang dimiliki MTs. Umdatur Rasikhien telah memadai					
2	Kebersihan ruang kelas, Toilet/kamar mandi dan ruang kantor telah memadai					
3	Kelengkapan sarana belajar mengajar (OHP, <i>White Board</i> , Spidol)					
4	Koleksi buku perpustakaan yang <i>up to date</i> /terbaru					
5	Guru berpenampilan rapi dan professional					
6	Pegawai TU (tata usaha) berpenampilan rapi dan professional					
<i>Reliability (Kehandalan) Sekolah pada Sekolah MTs. Umdatur Rasikhien</i>						
No	Pertanyaan	SS	S	N	TS	STS
7	Guru menguasai materi pelajaran yang diajarkan kepada siswa dengan baik					
8	MTs. Umdatur Rasikhien mampu memberikan pelayanan yang terbaik					
9	Pegawai TU (tata usaha) telah memberikan informasi dengan baik kepada siswa (seputar jadwal pelajaran, kalender akademik, kemudahan administrasi)					
10	MTs. Umdatur Rasikhien memberikan perhatian yang <i>serius-serius</i> dan mampu memberikan solusi yang terbaik terhadap siswa yang mengalami kesulitan dan masalah					
11	Guru mengajar tepat waktu					
12	Prosedur penerimaan anak didik yang mudah dan cepat					
<i>Responsiveness/Daya Tanggap Sekolah MTs. Umdatur Rasikhien</i>						
No	Pertanyaan	SS	S	N	TS	STS
13	Upaya guru dalam menanggapi setiap kesulitan belajar siswa telah baik					
14	Pegawai TU (tata usaha) telah memberikan informasi yang jelas dan terperinci tentang pelayanan yang akan diberikan					
15	Guru MTs. Umdatur Rasikhien cepat tanggap akan kebutuhan dan masalah yang dihadapi oleh siswa terkait dengan pengajarannya					
16	Kesigapan pegawai TU (tata usaha) dalam menanggapi keluhan yang disampaikan siswa terkait kualitas pengajar telah baik					
<i>Assurance/Jaminan MTs. Umdatur Rasikhien</i>						
No	Pertanyaan	SS	S	N	TS	STS
17	Seluruh pegawai TU (tata usaha) telah berlaku ramah dan sopan kepada siswa					
18	Seluruh pegawai TU (tata usaha) telah memiliki kredibilitas yang tinggi sehingga siswa merasa aman					

19	Cara pegawai TU (tata usaha) berkomunikasi menunjukkan kemampuan kerja pegawai TU yang professional					
20	MTs. Umdatur Rasikhien memberi kemudahan kepada siswa memperoleh informasi yang dibutuhkan					
21	Komunikasi yang dibangun oleh guru kepada siswa selama ini sudah baik					
<b>Emphaty/Empati</b>						
No	Pertanyaan					
22	Guru bisa menciptakan suasana kelas penuh keakraban dengan siswa					
23	MTs. Umdatur Rasikhien memberikan penghargaan kepada siswa yang berprestasi					
24	Seluruh pegawai TU (tata usaha) MTs. Umdatur Rasikhien dengan senang hati dan sabar melayani kebutuhan siswa					
25	MTs. Umdatur Rasikhien selalu pro aktif memahami permasalahan belajar yang dialami oleh siswa					
26	Memberikan perhatian khusus kepada tiap anak didik					
<b>CITRA MEREK</b>						
<b>Professionalisme</b>						
No	Pertanyaan	SS	S	N	TS	STS
27	Guru lulusan Universitas Negeri					
28	Membuat siswa/siswi siap dalam menghadapi Ujian (UTS, UAN, US)					
<b>Segmen Masyarakat</b>						
No	Pertanyaan	SS	S	N	TS	STS
29	Biaya Sekolah yang terjangkau					
30	MTs. Umdatur rasikhien, Sekolah yang berbasis Islam					
<b>Popular</b>						
No	Pertanyaan	SS	S	N	TS	STS
31	MTs. Umdatur rasikhien terkenal di daerah Cakung					
32	Memiliki lulusan yang berkualitas					
<b>Keputusan Melanjutkan Studi</b>						
<b>Pengenalan Masalah</b>						
No	Pertanyaan	SS	S	N	TS	STS
33	Siswa ingin bersekolah di sekolah Islam					
34	Siswa ingin bersekolah di sekolah yang berkualitas					
<b>Pencarian Informasi</b>						
No	Pertanyaan	SS	S	N	TS	STS
34	Siswa mengetahui Sekolah MTs. Umdatur Rasikhien dari kakak kelas					
35	Siswa mengetahui Sekolah MTs. Umdatur Rasikhien dari orang tua					

36	Siswa mengetahui Sekolah MTs. Umdatur Rasikhien dengan melihat iklan/brosur					
<b>Evaluasi Alternatif</b>						
No	Pertanyaan	SS	S	N	TS	STS
37	Selain MTs. Umdatur Rasikhien, siswa juga mencari informasi mengenai sekolah lain					
38	Siswa membandingkan MTs. Umdatur Rasikhien dengan sekolah lain					
<b>Keputusan Melanjutkan Studi</b>						
No	Pertanyaan	SS	S	N	TS	STS
39	Mts Umdatur Rasikhien merupakan sekolah terbaik					
40	Mts. Umdatur Rasikhien merupakan sekolah pilihan siswa					



**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.258	35.606	35.606	9.258	35.606	35.606
2	3.628	13.953	49.559	3.628	13.953	49.559
3	2.710	10.423	59.982	2.710	10.423	59.982
4	2.527	9.719	69.701	2.527	9.719	69.701
5	1.760	6.771	76.472	1.760	6.771	76.472
6	1.570	6.040	82.511	1.570	6.040	82.511
7	1.314	5.056	87.567	1.314	5.056	87.567
8	.900	3.463	91.030			
9	.718	2.762	93.792			
10	.515	1.982	95.774			
11	.388	1.491	97.265			
12	.337	1.297	98.562			
13	.252	.971	99.533			
14	.095	.364	99.897			
15	.027	.103	100.000			
16	7.368E-16	2.834E-15	100.000			
17	6.137E-16	2.361E-15	100.000			
18	4.651E-16	1.789E-15	100.000			
19	3.543E-16	1.363E-15	100.000			
20	1.865E-16	7.174E-16	100.000			
21	2.468E-32	9.491E-32	100.000			
22	-8.036E-17	-3.091E-16	100.000			
23	-2.410E-16	-9.270E-16	100.000			
24	-3.711E-16	-1.427E-15	100.000			
25	-3.921E-16	-1.508E-15	100.000			
26	-8.896E-16	-3.421E-15	100.000			

Extraction Method: Principal Component Analysis.



Component Matrix<sup>a</sup>

	Component						
	1	2	3	4	5	6	7
Tangible1	.240	.749	.015	.311	-.105	.153	-.037
Tangible2	.542	.379	.394	-.045	.170	-.429	.309
Tangible3	.574	-.133	.177	-.455	-.425	-.176	.264
Tangible4	.658	-.378	.378	.051	.270	-.186	-.014
Tangible5	.851	-.098	.116	-.187	-.414	.020	-.153
Tangible6	.851	-.098	.116	-.187	-.414	.020	-.153
Reliability1	.755	-.409	-.380	-.031	.237	.060	.024
Reliability2	.597	.024	-.630	-.010	-.364	.031	.024
Reliability3	.653	.500	.094	.102	.279	-.285	-.154
Reliability4	.636	.562	-.347	-.018	-.205	.152	.071
Reliability5	.392	-.285	-.169	-.324	.571	.355	.305
Reliability6	.640	.031	-.236	.412	.237	.099	-.299
Responsiveness1	.466	.452	.118	-.385	.321	.410	.217
Responsiveness2	.487	-.054	.335	-.281	.206	-.191	-.468
Responsiveness3	.629	-.399	.153	-.036	-.210	.010	.508
Responsiveness4	.587	-.051	.515	.461	-.163	-.107	.165
Assurance1	.635	-.032	-.486	.305	-.036	-.047	.120
Assurance2	.324	.145	.113	.728	.161	.348	.292
Assurance3	.712	-.150	.475	.353	.032	-.048	-.168
Assurance4	.604	.758	.083	.044	-.084	.065	.079
Assurance5	.605	-.347	.071	-.429	.206	.007	.130
Empathy1	.639	-.407	-.410	.132	.203	-.239	-.116
Empathy2	.749	-.218	-.441	-.018	-.119	.137	-.193
Empathy3	.392	-.472	.375	.340	-.036	.454	-.222
Empathy4	.238	.315	.345	-.545	-.024	.544	-.281
Empathy5	.506	.533	-.273	-.241	.286	-.358	-.081

Extraction Method: Principal Component Analysis.

Component Matrix<sup>a</sup>

	Component						
	1	2	3	4	5	6	7
Tangible1	.240	.749	.015	.311	-.105	.153	-.037
Tangible2	.542	.379	.394	-.045	.170	-.429	.309
Tangible3	.574	-.133	.177	-.455	-.425	-.176	.264
Tangible4	.658	-.378	.378	.051	.270	-.186	-.014
Tangible5	.851	-.098	.116	-.187	-.414	.020	-.153
Tangible6	.851	-.098	.116	-.187	-.414	.020	-.153
Reliability1	.755	-.409	-.380	-.031	.237	.060	.024
Reliability2	.597	.024	-.630	-.010	-.364	.031	.024
Reliability3	.653	.500	.094	.102	.279	-.285	-.154
Reliability4	.636	.562	-.347	-.018	-.205	.152	.071
Reliability5	.392	-.285	-.169	-.324	.571	.355	.305
Reliability6	.640	.031	-.236	.412	.237	.099	-.299
Responsiveness1	.466	.452	.118	-.385	.321	.410	.217
Responsiveness2	.487	-.054	.335	-.281	.206	-.191	-.468
Responsiveness3	.629	-.399	.153	-.036	-.210	.010	.508
Responsiveness4	.587	-.051	.515	.461	-.163	-.107	.165
Assurance1	.635	-.032	-.486	.305	-.036	-.047	.120
Assurance2	.324	.145	.113	.728	.161	.348	.292
Assurance3	.712	-.150	.475	.353	.032	-.048	-.168
Assurance4	.604	.758	.083	.044	-.084	.065	.079
Assurance5	.605	-.347	.071	-.429	.206	.007	.130
Empathy1	.639	-.407	-.410	.132	.203	-.239	-.116
Empathy2	.749	-.216	-.441	-.018	-.119	.137	-.193
Empathy3	.392	-.472	.375	.340	-.036	.454	-.222
Empathy4	.238	.315	.345	-.545	-.024	.544	-.281
Empahty5	.506	.533	-.273	-.241	.286	-.358	-.081

Extraction Method: Principal Component Analysis.

a. 7 components extracted.

Uji Validitas Citra Merek

### Factor Analysis

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.574
Bartlett's Test of Sphericity	76.366
Approx. Chi-Square	15
df	
Sig.	.000

**Anti-Image Matrices**

	Profesionalisme1	Profesionalisme2	Segmen1	Segmen2	Populair1	Populair2
Anti-image Covariance						
Profesionalisme1	.663	-.149	.144	.187	.026	.224
Profesionalisme2	-.149	.145	.004	-.150	-.133	-.144
Segmen1	.144	.004	.747	-.093	-.151	.139
Segmen2	.187	-.150	-.093	.431	.074	.077
Populair1	.026	-.133	-.151	.074	.327	.025
Populair2	.224	-.144	.139	.077	.025	.415
Anti-image Correlation						
Profesionalisme1	.180 <sup>a</sup>	-.481	.205	.351	.055	.428
Profesionalisme2	-.481	.559 <sup>a</sup>	.012	-.601	-.611	-.586
Segmen1	.205	.012	.539 <sup>a</sup>	-.163	-.307	.249
Segmen2	.351	-.601	-.163	.626 <sup>a</sup>	.196	.182
Populair1	.055	-.611	-.307	.196	.710 <sup>a</sup>	.067
Populair2	.428	-.586	.249	.182	.067	.587 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
Professionalisme1	1.000	.681
Professionalisme2	1.000	.934
Segmen1	1.000	.551
Segmen2	1.000	.652
Popular1	1.000	.739
Popular2	1.000	.534

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues		Extraction Sums of Squared Loadings	
	Total	% of Variance	Total	Cumulative %
1	2.904	48.407	2.904	48.407
2	1.186	19.774	1.186	68.181
3	.978	16.308		
4	.514	8.568		
5	.319	5.315		
6	.098	1.629		100.000

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component	
	1	2
Professionalisme1	.145	.812
Professionalisme2	.949	.185
Segmen1	.357	-.651
Segmen2	.772	-.236
Popular1	.858	.056
Popular2	.724	.103

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

**Factor Analysis**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.669
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	66.438
	10
	.000

**Anti-image Matrices**

	Professionalisme2	Segmen1	Segmen2	Popular1	Popular2
Anti-image Covariance					
Professionalisme2	.189	.049	-.161	-.166	-.149
Segmen1	.049	.780	-.159	-.164	.115
Segmen2	-.161	-.159	.491	.076	.019
Popular1	-.166	-.164	.076	.328	.020
Popular2	-.149	.115	.019	.020	.508
Anti-image Correlation					
Professionalisme2	.622 <sup>a</sup>	.129	-.527	-.668	-.479
Segmen1	.129	.527 <sup>a</sup>	-.257	-.325	.183
Segmen2	-.527	-.257	.718 <sup>a</sup>	.189	.038
Popular1	-.668	-.325	.189	.674 <sup>a</sup>	.048
Popular2	-.479	.183	.038	.048	.768 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
Professionalisme2	1.000	.904
Segmen1	1.000	.913
Segmen2	1.000	.621
Popular1	1.000	.735
Popular2	1.000	.769

Extraction Method: Principal Component Analysis.

Anti-image Matrices

	Pengenalan Masalah1	Pengenalan Masalah2	Pencarian Informas1	Pencarian Informas2	Pencarian Informas3	Evaluasi Alternatif1	Evaluasi Alternatif2	Keputusan Melanjutkan Studi1	Keputusan Melanjutkan Studi2
Anti-image Covariance									
Pengenalan Masalah1	.395	-.120	.152	.049	-.144	.018	-.034	-.206	.156
Pengenalan Masalah2	-.120	.383	-.126	-.103	.013	-.083	.023	.106	-.219
Pencarian Informas1	.152	-.126	.216	-.057	.028	-.050	-.115	-.177	.109
Pencarian Informas2	.049	-.103	-.057	.463	-.130	.125	-.131	-.026	.090
Pencarian Informas3	-.144	.013	.028	-.130	.372	-.234	-.044	.006	-.085
Evaluasi Alternatif1	.018	-.063	-.050	.125	-.234	.382	-.050	.049	.155
Evaluasi Alternatif2	-.034	.023	-.115	-.131	-.044	-.050	.432	.116	-.148
Keputusan Melanjutkan Studi1	-.206	.106	-.177	-.026	.006	.049	.116	.247	-.141
Keputusan Melanjutkan Studi2	.156	-.219	.109	.090	-.085	.155	-.148	-.141	.381
Anti-image Correlation									
Pengenalan Masalah1	.258*	-.309	.521	.115	-.376	.045	-.084	-.660	.403
Pengenalan Masalah2	-.309	.606*	-.438	-.244	.035	-.166	.056	.346	-.572
Pencarian Informas1	.521	-.438	.483*	-.179	.099	-.175	-.375	-.769	.382
Pencarian Informas2	.115	-.244	-.179	.735*	-.313	.297	-.292	-.076	.213
Pencarian Informas3	-.376	.035	.099	-.313	.554*	-.620	-.110	.018	-.226
Evaluasi Alternatif1	.045	-.166	-.175	.297	-.620	.471*	-.122	.161	.405
Evaluasi Alternatif2	-.084	.056	-.375	-.292	-.110	-.122	.690*	.354	-.365
Keputusan Melanjutkan Studi1	-.660	.346	-.769	-.076	.018	.161	.354	.334*	-.460
Keputusan Melanjutkan Studi2	.403	-.572	.382	.213	-.226	.405	-.365	-.460	.367*

a. Measures of Sampling Adequacy(MSA)



**Communalities**

	Initial	Extraction
Pengenalan Masalah1	1.000	.850
Pengenalan Masalah2	1.000	.662
Pencarian Informasi1	1.000	.861
Pencarian Informasi2	1.000	.626
Pencarian Informasi3	1.000	.796
Evaluasi Alternatif1	1.000	.818
Evaluasi Alternatif2	1.000	.732
Keputusan Melanjutkan Studi1	1.000	.863
Keputusan Melanjutkan Studi2	1.000	.526

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues		Extraction Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.202	35.579	35.579	3.202	35.579	35.579
2	1.895	21.058	56.637	1.895	21.058	56.637
3	1.438	15.978	72.616	1.438	15.978	72.616
4	.902	10.026	82.642			
5	.524	5.820	88.462			
6	.421	4.681	93.143			
7	.348	3.870	97.013			
8	.176	1.954	98.967			
9	.093	1.033	100.000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component		
	1	2	3
Pengenalan Masalah1	.033	.456	.801
Pengenalan Masalah2	.807	-.048	-.098
Pencarian Informasi1	.791	-.186	.035
Pencarian Informasi2	.786	-.019	-.086
Pencarian Informasi3	.454	.760	.113
Evaluasi Alternatif1	.194	.855	-.222
Evaluasi Alternatif2	.753	.090	-.397
Keputusan Melanjutkan Studi1	.481	-.272	.747
Keputusan Melanjutkan Studi2	.515	-.509	.044

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

### Factor Analysis

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.566
Bartlett's Test of Sphericity	Approx. Chi-Square	93.981
	df	28
	Sig.	.000

Anti-image Matrices

	Pengenalan Masalah2	Pencarian Informasi1	Pencarian Informasi2	Pencarian Informasi3	Evaluasi Alternatif1	Evaluasi Alternatif2	Keputusan Melanjutkan Studi2
Anti-image Covariance							
Pengenalan Masalah2	.441						
Pencarian Informasi1	-.137	.528					
Pencarian Informasi2	-.103	-.187	.470				
Pencarian Informasi3	-.013	.111	-.148	.486			
Evaluasi Alternatif1	-.094	-.041	.133	-.277	.410		
Evaluasi Alternatif2	-.025	-.096	-.154	-.012	-.115	.518	
Keputusan Melanjutkan Studi2	-.227	.023	.092	-.098	.240	-.144	.494
Anti-image Correlation							
Pengenalan Masalah2	.743 <sup>a</sup>						
Pencarian Informasi1	-.285	.756 <sup>a</sup>					
Pencarian Informasi2	-.226	-.377	.681 <sup>a</sup>				
Pencarian Informasi3	-.028	.218	-.310	.550 <sup>a</sup>			
Evaluasi Alternatif1	-.222	-.089	.304	-.621	.400 <sup>a</sup>		
Evaluasi Alternatif2	-.053	-.183	-.312	-.025	-.249	.804 <sup>a</sup>	
Keputusan Melanjutkan Studi2	-.487	.045	.191	-.201	.534	-.285	.469 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
Pengenaln Masalah2	1.000	.698
Pencarian Informasi1	1.000	.573
Pencarian Informasi2	1.000	.625
Pencarian Informasi3	1.000	.708
Evaluasi Alternatif1	1.000	.854
Evaluasi Alternatif2	1.000	.651
Keputusan Melanjutkan Studi2	1.000	.605

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Compon ent	Initial Eigenvalues		Extraction Sums of Squared Loadings	
	Total	% of Variance	Total	% of Variance
1	3.043	43.476	3.043	43.476
2	1.671	23.865	1.671	23.865
3	.824	11.778		
4	.497	7.094		
5	.461	6.591		
6	.313	4.467		
7	.191	2.731		
		Cumulative %		Cumulative %
		43.476		43.476
		67.340		67.340
		79.118		
		86.211		
		92.802		
		97.269		
		100.000		

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues		Extraction Sums of Squared Loadings	
	Total	% of Variance	Total	% of Variance
1	2.994	49.904	2.994	49.904
2	1.023	17.052	1.023	17.052
3	.820	13.670		
4	.467	7.778		
5	.386	6.441		
6	.309	5.154		
		Cumulative %		Cumulative %
		49.904		49.904
		66.956		66.956
		80.626		
		88.404		
		94.846		
		100.000		

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component	
	1	2
Pengenalan Masalah2	.828	-.169
Pencarian Informasi1	.751	-.080
Pencarian Informasi2	.797	.169
Pencarian Informasi3	.430	.743
Evaluasi Alternatif2	.798	.104
Keputusan Melanjutkan Studi2	.536	-.630

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

## Uji Reliabilitas Kualitas

### Reliability

#### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.911	26

**Item Statistics**

	Mean	Std. Deviation	N
Tangible1	4.00	.587	30
Tangible2	3.47	.900	30
Tangible3	4.13	.730	30
Tangible4	3.70	.988	30
Tangible5	4.67	.479	30
Tangible6	4.67	.479	30
Reliability1	4.73	.450	30
Reliability2	4.87	.346	30
Reliability3	4.33	.606	30
Reliability4	4.73	.450	30
Reliability5	4.13	.629	30
Reliability6	4.47	.507	30
Responsiveness1	4.20	.551	30
Responsiveness2	4.03	.669	30
Responsiveness3	4.43	.504	30
Responsiveness4	4.17	.531	30
Assurance1	4.23	.774	30
Assurance2	4.23	.679	30
Assurance3	4.17	.648	30
Assurance4	4.60	.621	30
Assurance5	4.43	.626	30
Empathy1	4.47	.730	30
Empathy2	4.80	.407	30
Empathy3	4.43	.728	30
Empathy4	4.47	.507	30
Empahty5	4.03	.556	30



**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Tangible1	108.60	78.317	.219	.913
Tangible2	109.13	71.982	.534	.909
Tangible3	108.47	74.257	.488	.909
Tangible4	108.90	69.610	.628	.907
Tangible5	107.93	74.202	.788	.904
Tangible6	107.93	74.202	.788	.904
Reliability1	107.87	75.381	.688	.906
Reliability2	107.73	77.926	.474	.909
Reliability3	108.27	73.789	.651	.906
Reliability4	107.87	76.257	.570	.908
Reliability5	108.47	76.671	.352	.911
Reliability6	108.13	75.430	.596	.907
Responsiveness1	108.40	76.041	.478	.909
Responsiveness2	108.57	75.289	.448	.909
Responsiveness3	108.17	75.661	.573	.907
Responsiveness4	108.43	75.289	.583	.907
Assurance1	108.37	73.206	.539	.908
Assurance2	108.37	76.723	.316	.912
Assurance3	108.43	72.668	.711	.904
Assurance4	108.00	74.276	.586	.907
Assurance5	108.17	74.557	.554	.907
Empathy1	108.13	73.706	.534	.908
Empathy2	107.80	76.097	.659	.907
Empathy3	108.17	76.075	.341	.912
Empathy4	108.13	78.740	.215	.913
Empahty5	108.57	76.185	.458	.909

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
112.60	80.938	8.997	26

Reliability Citra Merek

## Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.695	5

Item Statistics

	Mean	Std. Deviation	N
Profesionalisme2	4.93	.254	30
Segmen1	4.47	.629	30
Segmen2	4.87	.346	30
Popular1	4.60	.894	30
Popular2	4.87	.346	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Profesionalisme2	18.80	2.648	.802	.611
Segmen1	19.27	2.409	.292	.723
Segmen2	18.87	2.602	.585	.627
Popular1	19.13	1.223	.683	.571
Popular2	18.87	2.740	.450	.662

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
23.73	3.375	1.837	5

## Uji Reliabilitas Keputusan

### Reliability

#### Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.738	7

Item Statistics

	Mean	Std. Deviation	N
Keputusan Membeli1	4.67	.479	30
Keputusan Membeli2	4.60	.724	30
Keputusan Membeli3	3.83	.874	30
KMS4	4.13	1.042	30
KMS5	3.27	1.172	30
KMS7	3.17	1.085	30
KMS9	4.70	.596	30

ANOVA<sup>b</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1	12.686	2	6.343	7.102	.001 <sup>a</sup>
Residual	89.314	100	.893		
Total	102.000	102			

a. Predictors: (Constant), Citra Merek, Kualitas Layanan

b. Dependent Variable: Keputusan Melanjutkan Studi

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Std. Error	Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error		Beta				Tolerance	VIF
1	6.083E-17	.093			.000	1.000			
(Constant)	.038	.118	.038	.038	.323	.747	.625	1.600	
Kualitas Layanan	.328	.118	.328	.328	2.770	.007	.625	1.600	
Citra Merek									

a. Dependent Variable: Keputusan Melanjutkan Studi

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimensi	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Kualitas Layanan	Citra Merek
1	1	1.613	1.000	.00	.19	.19
	2	1.000	1.270	1.00	.00	.00
	3	.387	2.040	.00	.81	.81

a. Dependent Variable: Keputusan Melanjutkan Studi

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-.4849401	.5672718	.0000000	.35266372	103
Std. Predicted Value	-1.375	1.609	.000	1.000	103
Standard Error of Predicted Value	.099	.235	.156	.040	103
Adjusted Predicted Value	-.5195940	.6042809	-.0042945	.35699297	103
Residual	-1.80284202	1.36539352	.0000000	.93575013	103
Std. Residual	-1.908	1.445	.000	.990	103
Stud. Residual	-1.948	1.461	.002	1.002	103
Deleted Residual	-1.88074040	1.39558923	.00429451	.95924359	103
Stud. Deleted Residual	-1.977	1.469	.000	1.007	103
Mahal. Distance	.122	5.295	1.981	1.489	103
Cook's Distance	.000	.055	.008	.009	103
Centered Leverage Value	.001	.052	.019	.015	103

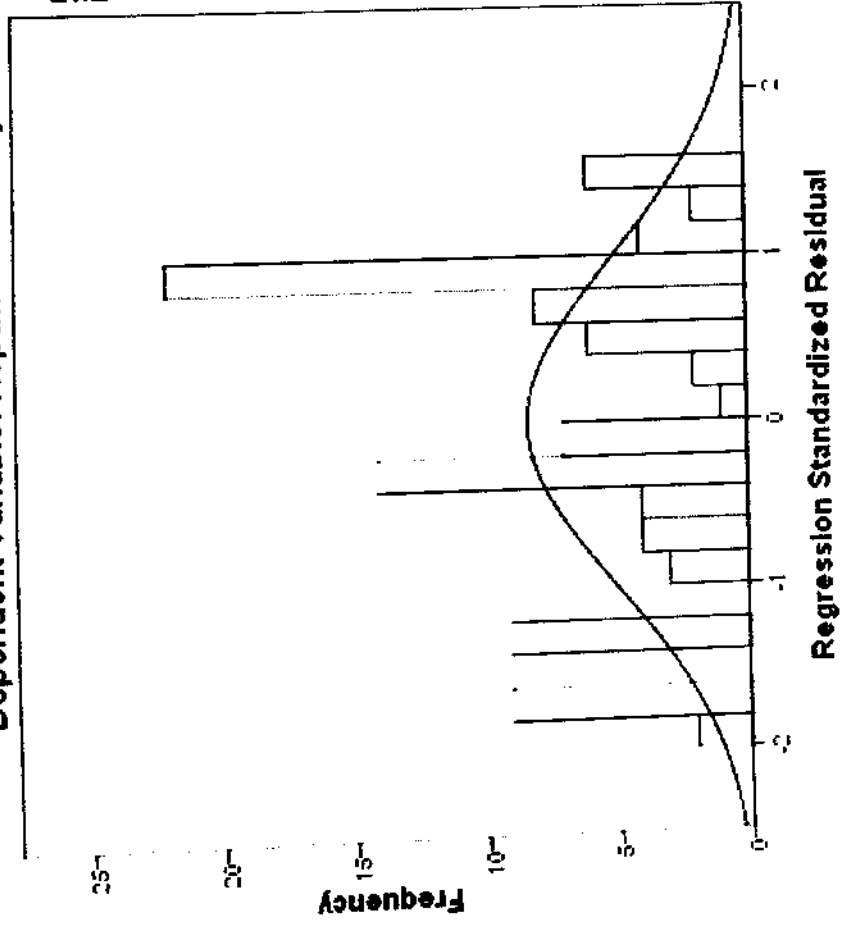
a. Dependent Variable: Keputusan Melanjutkan Studi



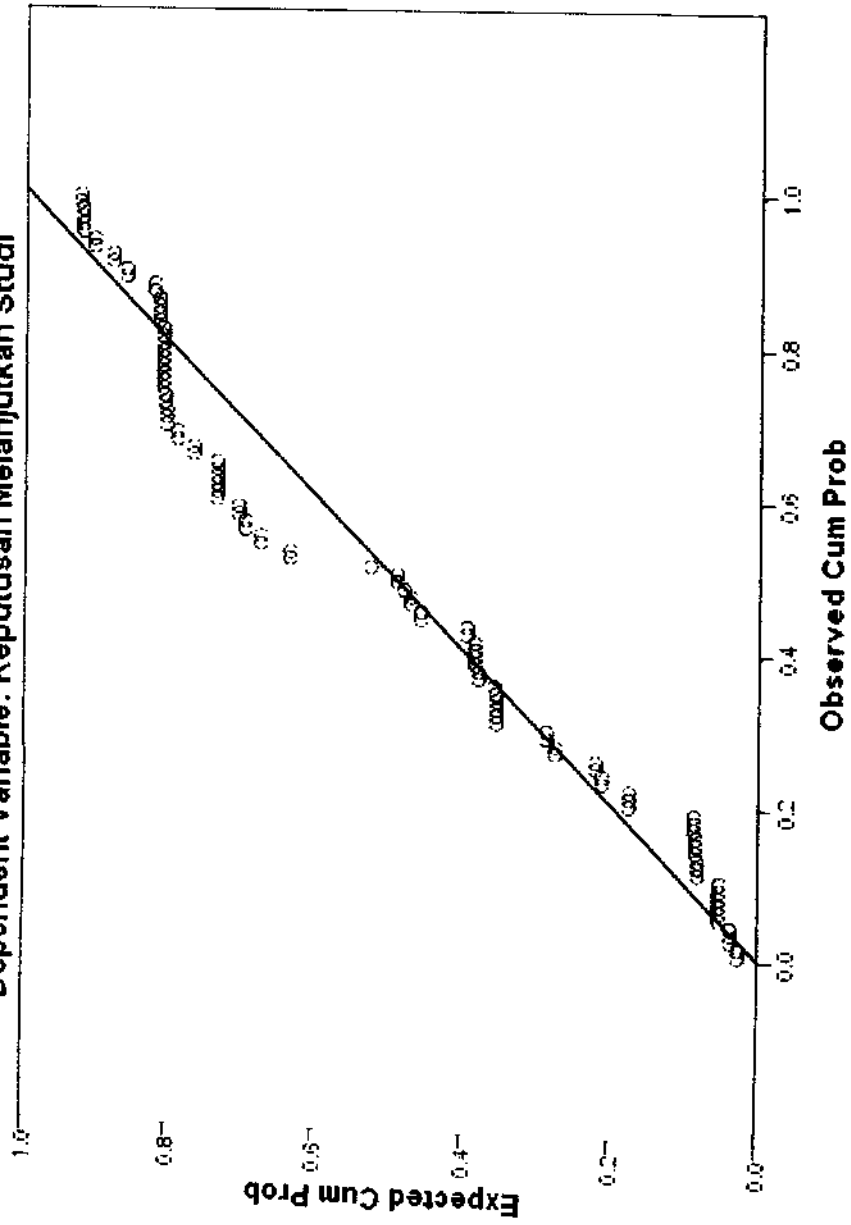
### Histogram

Dependent Variable: Keputusan Melanjutkan Studi

Mean = 0,00E+00  
Std. Dev. = 0,99  
N = 103

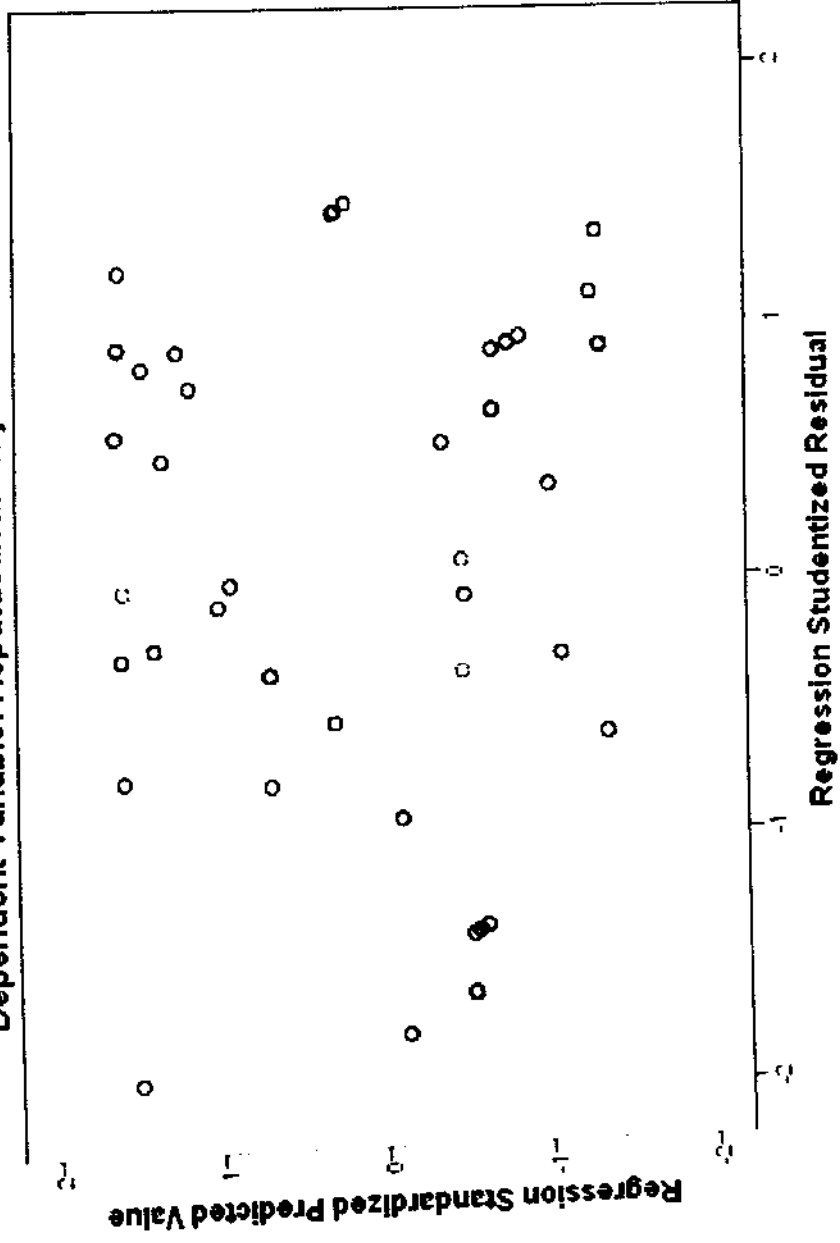


Normal P-P Plot of Regression Standardized Residual  
Dependent Variable: Keputusan Melanjutkan Studi



### Scatterplot

Dependent Variable: Keputusan Melanjutkan Studi





Analisa Regresi

**Regression**

**Descriptive Statistics**

	Mean	Std. Deviation	N
Keputusan Melanjutkan Studi	.0000000	1.0000000	103
Kualitas Layanan	.0000000	1.0000000	103

**Correlations**

		Keputusan Melanjutkan Studi	Kualitas Layanan
Pearson Correlation	Keputusan Melanjutkan Studi	1.000	.239
	Kualitas Layanan	.239	1.000
Sig. (1-tailed)	Keputusan Melanjutkan Studi		.007
	Kualitas Layanan	.007	
N	Keputusan Melanjutkan Studi	103	103
	Kualitas Layanan	103	103

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

Model	Variables Entered	Variables Removed	Method
1	Kualitas Layanan <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Melanjutkan Studi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.239 <sup>a</sup>	.057	.048	.97578863

a. Predictors: (Constant), Kualitas Layanan

b. Dependent Variable: Keputusan Melanjutkan Studi

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.831	1	5.831	6.124	.015 <sup>a</sup>
	Residual	96.169	101	.952		
	Total	102.000	102			

a. Predictors: (Constant), Kualitas Layanan

b. Dependent Variable: Keputusan Melanjutkan Studi

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.979E-17	.096		.000	1.000
	Kualitas Layanan	.239	.097	.239	2.475	.015

a. Dependent Variable: Keputusan Melanjutkan Studi

## Regression

**Descriptive Statistics**

	Mean	Std. Deviation	N
Keputusan Melanjutkan Studi	.0000000	1.0000000	103
Citra Merek	.0000000	1.0000000	103

**Correlations**

		Keputusan Melanjutkan Studi	Citra Merek
Pearson Correlation	Keputusan Melanjutkan Studi	1.000	.351
	Citra Merek	.351	1.000
Sig. (1-tailed)	Keputusan Melanjutkan Studi		.000
	Citra Merek	.000	
N	Keputusan Melanjutkan Studi	103	103
	Citra Merek	103	103

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

Model	Variables Entered	Variables Removed	Method
1	Citra Merek <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Melanjutkan Studi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.351 <sup>a</sup>	.123	.115	.94086151

a. Predictors: (Constant), Citra Merek

b. Dependent Variable: Keputusan Melanjutkan Studi

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.593	1	12.593	14.226	.000 <sup>a</sup>
	Residual	89.407	101	.885		
	Total	102.000	102			

a. Predictors: (Constant), Citra Merek

b. Dependent Variable: Keputusan Melanjutkan Studi

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.238E-17	.093		.000	1.000
	Citra Merek	.351	.093	.351	3.772	.000

a. Dependent Variable: Keputusan Melanjutkan Studi



## Regression

**Descriptive Statistics**

	Mean	Std. Deviation	N
Keputusan Melanjutkan Studi	.0000000	1.0000000	103
Kualitas Layanan	.0000000	1.0000000	103
Citra Merek	.0000000	1.0000000	103

**Correlations**

		Keputusan Melanjutkan Studi	Kualitas Layanan	Citra Merek
Pearson Correlation	Keputusan Melanjutkan Studi	1.000	.239	.351
	Kualitas Layanan	.239	1.000	.613
	Citra Merek	.351	.613	1.000
Sig. (1-tailed)	Keputusan Melanjutkan Studi		.007	.000
	Kualitas Layanan	.007		.000
	Citra Merek	.000	.000	
N	Keputusan Melanjutkan Studi	103	103	103
	Kualitas Layanan	103	103	103
	Citra Merek	103	103	103

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

Model	Variables Entered	Variables Removed	Method
1	Citra Merek, Kualitas Layanan <sup>a</sup>		Enter

- a. All requested variables entered.  
 b. Dependent Variable: Keputusan Melanjutkan Studi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.353 <sup>a</sup>	.124	.107	.94506130

a. Predictors: (Constant), Citra Merek, Kualitas Layanan

b. Dependent Variable: Keputusan Melanjutkan Studi

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.686	2	6.343	7.102	.001 <sup>a</sup>
	Residual	89.314	100	.893		
	Total	102.000	102			

a. Predictors: (Constant), Citra Merek, Kualitas Layanan

b. Dependent Variable: Keputusan Melanjutkan Studi

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.083E-17	.093		.000	1.000
	Kualitas Layanan	.038	.118	.038	.323	.747
	Citra Merek	.328	.118	.328	2.770	.007

a. Dependent Variable: Keputusan Melanjutkan Studi

	TANGIBLE	RELIABILITY	RESPONSIVENESS	EMPHATY	ASSURANCE	PENGENALAN MASYARAKAT	PENCARIAN INFORMASI	EVALUASIALTERNATIF	KEPUTUSAN MELANJUTKANSTUDI
TANGIBLE	Pearson Correlation Sig. (2-tailed) N	1 .632(***) 103	.742(***) .000 103	.874(***) .000 103	.827(***) .000 103	.143 .150 103	.204(**) .039 103	.014 .890 103	.038 .706 103
RELIABILITY	Pearson Correlation Sig. (2-tailed) N	.632(***) 103	.917(***) .000 103	.863(***) .000 103	.914(***) .000 103	.425(***) .000 103	.296(***) .002 103	-.100 .316 103	.423(***) .000 103
RESPONSIVENESS	Pearson Correlation Sig. (2-tailed) N	.742(***) .000 103	.917(***) .000 103	.871(***) .000 103	.894(***) .000 103	.291(***) .003 103	.177 .074 103	-.122 .221 103	.284(***) .007 103
EMPHATY	Pearson Correlation Sig. (2-tailed) N	.874(***) .000 103	.863(***) .000 103	.871(***) .000 103	.926(***) .000 103	.337(***) .001 103	.331(***) .001 103	.051 .612 103	.275(***) .005 103
ASSURANCE	Pearson Correlation Sig. (2-tailed) N	.827(***) .000 103	.914(***) .000 103	.894(***) .000 103	.926(***) .000 103	.337(***) .001 103	.285(***) .004 103	-.070 .483 103	.308(***) .002 103
PENGENALAN MASYARAKAT	Pearson Correlation Sig. (2-tailed) N	.143 .150 103	.425(***) .000 103	.291(***) .003 103	.337(***) .001 103	.337(***) .001 103	.807(***) .000 103	.511(***) .000 103	.729(***) .000 103
PENCARIAN INFORMASI	Pearson Correlation Sig. (2-tailed) N	.204(**) .039 103	.296(***) .002 103	.177 .074 103	.331(***) .001 103	.331(***) .001 103	.723(***) .000 103	.723(***) .000 103	.729(***) .000 103
EVALUASIALTERNATIF	Pearson Correlation Sig. (2-tailed) N	.014 .890 103	-.100 .316 103	-.122 .221 103	.051 .612 103	.051 .612 103	.723(***) .000 103	1 103	.416(***) .000 103
KEPUTUSAN MELANJUTKANSTUDI	Pearson Correlation Sig. (2-tailed) N	.038 .706 103	.423(***) .000 103	.284(***) .007 103	.308(***) .002 103	.729(***) .000 103	.729(***) .000 103	.416(***) .000 103	1 103

\*\* Correlation is significant at the 0.01 level (2-tailed).  
\* Correlation is significant at the 0.05 level (2-tailed).

