

PENGARUH KUALITAS JASA DAN BAURAN PROMOSI TERHADAP

**CITRA PERUM PEGADAIAN /
(Studi Kasus Kanwil IX Jakarta)**

Oleh:

Trinitaria Marlis Putri, S.Si

PROGRAM PASCASARJANA MAGISTER MANAJEMEN

UNIVERSITAS MERCUBUANA

2011

Kepada

Yth. Saudara Nasabah PERUM Pegadaian Jakarta

Di Tempat

Sehubungan dengan penelitian kami mengenai citra PERUM Pegadaian, kami mohon kesediaan Anda untuk mengisi kuesioner ini. Penelitian tidak untuk tujuan komersial namun untuk kebutuhan akademik semata.

Hasil penelitian akan baik jika Anda turut berpartisipasi dalam mengisi kuesioner ini. Kami sangat mengharapkan Anda untuk dapat meluangkan waktu sejenak untuk membaca, memahami, dan mengisi kuesioner ini.

Terima kasih atas kesediaan Anda dalam mengisi kuesioner penelitian ini.

Jakarta, Desember 2011

Hormat kami

Lingkari kotak nomor jawaban yang paling menggambarkan kondisi yang Anda temui di PERUM Pegadaian terkait dengan kualitas layanan, promosi, dan citra PERUM Pegadaian. Pilihan 5 = Sangat Setuju (SS); 4 = Setuju (S); 3 = Kurang Setuju (KS); 2 = Tidak Setuju (TS); dan 1 = Sangat Tidak Setuju (STS)

Bagian 2: Kualitas Jasa

Bagian ini menanyakan persepsi Anda terkait dengan kualitas layanan yang diberikan PERUM Pegadaian.

KETANGGAPAN

No	Pernyataan	SS	S	KS	TS	STS
1	Pegawai peka terhadap kebutuhan nasabah	5	4	3	2	1
2	Pegawai bersedia membantu memberikan solusi kepada nasabah	5	4	3	2	1

KEANDALAN

No	Pernyataan	SS	S	KS	TS	STS
3	Pegawai memberikan informasi yang benar	5	4	3	2	1
4	Penaksir menaksir barang jaminan dengan jujur sesuai kondisi barang jaminan	5	4	3	2	1
5	Saya merasa puas dengan taksiran yang diberikan pegawai Pegadaian	5	4	3	2	1
6	Pegawai tidak pernah mengambil pungutan apapun di luar ketentuan oleh PERUM Pegadaian	5	4	3	2	1
7	Pelayanan di <i>counter</i> Pegadaian cepat	5	4	3	2	1

EMPATI

No	Pernyataan	SS	S	KS	TS	STS
8	Pegawai bersedia mendengarkan keluhan saya	5	4	3	2	1
9	Saya merasa bahwa keluhan Saya ditindaklanjuti oleh Pegadaian	5	4	3	2	1
10	Saya dapat dengan mudah menghubungi kantor Pegadaian ketika Saya memerlukan bantuan	5	4	3	2	1
11	Pegawai selalu melayani dengan ramah	5	4	3	2	1

JAMINAN

No	Pernyataan	SS	S	KS	TS	STS
12	Saya merasa aman menitipkan barang berharga saya sebagai jaminan di Pegadaian	5	4	3	2	1

PROMOSI PENJUALAN

No	Pernyataan	SS	S	KS	TS	STS
30	Saya mengetahui bahwa Pegadaian memberikan souvenir yang menarik pada <i>event-event</i> tertentu	5	4	3	2	1
31	Saya merasa souvenir yang diberikan Pegadaian tersebut bermanfaat	5	4	3	2	1

PENJUALAN PERORANGAN

No	Pernyataan	SS	S	KS	TS	STS
32	Pegadaian berpartisipasi pada kegiatan bazaar/festival / pameran dagang	5	4	3	2	1
33	Pada bazaar/festival/pameran tersebut saya mendapatkan informasi yang bermanfaat mengenai Pegadaian	5	4	3	2	1
34	Pegawai Pegadaian sering mengadakan presentasi di instansi kemasyarakatan setempat	5	4	3	2	1

HUBUNGAN MASYARAKAT

No	Pernyataan	SS	S	KS	TS	STS
35	Pegadaian selalu melakukan bakti sosial, seperti: santunan ke panti asuhan, gotong royong, penanaman seribu pohon, dsb	5	4	3	2	1
36	Pegadaian cepat tanggap dalam memberikan bantuan apabila terjadi bencana dan musibah di masyarakat sekitarnya	5	4	3	2	1
37	Pegadaian memiliki agenda rutin berkala, seperti: mudik bareng dan sunatan masal	5	4	3	2	1
38	Pegadaian menyediakan beasiswa pendidikan bagi masyarakat	5	4	3	2	1

Bagian 3. Citra Perusahaan

Bagian ini menanyakan persepsi Anda tentang citra PERUM Pegadaian.

IDENTITAS PERUSAHAAN

No	Pernyataan	SS	S	KS	TS	STS
39	Saya mengetahui logo Pegadaian ialah timbangan	5	4	3	2	1
40	Logo timbangan cocok dengan karakteristik	5	4	3	2	1

Tabel t untuk df = 101-150

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
101	0.1630	0.1937	0.2290	0.2528	0.3196
102	0.1622	0.1927	0.2279	0.2515	0.3181
103	0.1614	0.1918	0.2268	0.2504	0.3166
104	0.1606	0.1909	0.2257	0.2492	0.3152
105	0.1599	0.1900	0.2247	0.2480	0.3137
106	0.1591	0.1891	0.2236	0.2469	0.3123
107	0.1584	0.1882	0.2226	0.2458	0.3109
108	0.1576	0.1874	0.2216	0.2446	0.3095
109	0.1569	0.1865	0.2206	0.2436	0.3082
110	0.1562	0.1857	0.2196	0.2425	0.3068
111	0.1555	0.1848	0.2186	0.2414	0.3055
112	0.1548	0.1840	0.2177	0.2403	0.3042
113	0.1541	0.1832	0.2167	0.2393	0.3029
114	0.1535	0.1824	0.2158	0.2383	0.3016
115	0.1528	0.1816	0.2149	0.2373	0.3004
116	0.1522	0.1809	0.2139	0.2363	0.2991
117	0.1515	0.1801	0.2131	0.2353	0.2979
118	0.1509	0.1793	0.2122	0.2343	0.2967
119	0.1502	0.1786	0.2113	0.2333	0.2955
120	0.1496	0.1779	0.2104	0.2324	0.2943
121	0.1490	0.1771	0.2096	0.2315	0.2931
122	0.1484	0.1764	0.2087	0.2305	0.2920
123	0.1478	0.1757	0.2079	0.2296	0.2908
124	0.1472	0.1750	0.2071	0.2287	0.2897
125	0.1466	0.1743	0.2062	0.2278	0.2886
126	0.1460	0.1736	0.2054	0.2269	0.2875
127	0.1455	0.1729	0.2046	0.2260	0.2864
128	0.1449	0.1723	0.2039	0.2252	0.2853
129	0.1443	0.1716	0.2031	0.2243	0.2843
130	0.1438	0.1710	0.2023	0.2235	0.2832
131	0.1432	0.1703	0.2015	0.2226	0.2822
132	0.1427	0.1697	0.2008	0.2218	0.2811
133	0.1422	0.1690	0.2001	0.2210	0.2801
134	0.1416	0.1684	0.1993	0.2202	0.2791
135	0.1411	0.1678	0.1986	0.2194	0.2781
136	0.1406	0.1672	0.1979	0.2186	0.2771
137	0.1401	0.1666	0.1972	0.2178	0.2761
138	0.1396	0.1660	0.1965	0.2170	0.2752
139	0.1391	0.1654	0.1958	0.2163	0.2742
140	0.1386	0.1648	0.1951	0.2155	0.2733
141	0.1381	0.1642	0.1944	0.2148	0.2723
142	0.1376	0.1637	0.1937	0.2140	0.2714
143	0.1371	0.1631	0.1930	0.2133	0.2705
144	0.1367	0.1625	0.1924	0.2126	0.2696
145	0.1362	0.1620	0.1917	0.2118	0.2687
146	0.1357	0.1614	0.1911	0.2111	0.2678
147	0.1353	0.1609	0.1904	0.2104	0.2669
148	0.1348	0.1603	0.1898	0.2097	0.2660
149	0.1344	0.1598	0.1892	0.2090	0.2652
150	0.1339	0.1593	0.1886	0.2083	0.2643

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	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	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	3.94	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	3.94	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	3.94	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	3.94	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	3.94	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	3.93	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	3.93	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	3.93	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	3.93	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	3.93	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	3.93	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	3.93	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	3.93	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	3.93	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	3.93	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	3.93	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	3.93	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	3.92	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	3.92	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	3.92	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	3.92	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	3.92	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	3.92	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	3.92	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	3.92	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	3.92	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	3.92	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	3.92	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	3.92	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	3.92	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	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74

TABULASI BAURAN PROMOSI

NO	INDIKATOR	SKOR OPSI					TOTAL	MEAN	
		1	2	3	4	5			
Iklan									
23	Frekuensi iklan Pegadaian nasabah (butir 23)	Frekuensi	1	12	18	58	113	4.10	
		Frekuensi Relatif (%)	0.88	10.53	15.79	50.88	21.05		99.12
		Skor tertimbang	0	0	84	188	195		467
24	Banyaknya billboard Pegadaian (butir 24)	Frekuensi	3	9	12	57	113	3.90	
		Frekuensi Relatif (%)	2.63	7.89	10.53	50.00	28.07		99.12
		Skor tertimbang	3	18	36	228	160		445
25	Banyaknya iklan Pegadaian di kenderaan umum (butir 25)	Frekuensi	6	17	25	48	113	3.44	
		Frekuensi Relatif (%)	5.26	14.91	21.93	42.11	14.91		99.12
		Skor tertimbang	6	34	75	192	85		392
26	Pengetahuan atas endorse Pegadaian (butir 26)	Frekuensi	5	10	11	45	113	3.93	
		Frekuensi Relatif (%)	4.39	8.77	9.65	39.47	36.84		99.12
		Skor tertimbang	5	20	33	180	210		448
27	Kecocokan endorse Pegadaian (butir 27)	Frekuensi	4	12	12	49	113	3.86	
		Frekuensi Relatif (%)	3.51	10.53	10.53	42.98	31.58		99.12
		Skor tertimbang	4	24	36	196	180		440
28	Tingkat kemenarikan iklan (butir 28)	Frekuensi	4	11	19	56	113	3.70	
		Frekuensi Relatif (%)	3.51	9.65	16.67	49.12	20.18		99.12
		Skor tertimbang	4	22	57	224	115		422
29	Kemudahan memahami pesan iklan (butir 29)	Frekuensi	3	12	17	53	113	3.77	
		Frekuensi Relatif (%)	2.63	10.53	14.91	46.49	24.56		99.12
		Skor tertimbang	3	24	51	212	140		430
Rata-rata							3.81		
Promosi Penjualan									
30	Frekuensi pemberian suvenir (butir 30)	Frekuensi	4	19	17	52	113	3.56	
		Frekuensi Relatif (%)	3.51	16.67	14.91	45.61	18.42		99.12
		Skor tertimbang	4	38	51	208	105		406
31	Kemudahan suvenir (butir 31)	Frekuensi	5	20	13	60	113	3.50	
		Frekuensi Relatif (%)	4.39	17.54	11.40	52.63	13.16		99.12
		Skor tertimbang	5	40	39	240	75		399
Rata-rata							3.53		

**TABULASI
KUESIONER CITRA**

NO	INDIKATOR	SKOR OPSI										TOTAL	MEAN	
		1	2	3	4	5								
Identitas Perusahaan														
39	Pengetahuan logo Pegadaian (butir 39)	Frekuensi	1	6	8	58	40	113						
		Frekuensi Relatif (%)	0.88	5.26	7.02	50.88	35.09	99.12						4.11
	Skor tertimbang	1	12	24	232	200	469							
40	Kecocokan logo dengan visi dan misi Pegadaian (butir 40)	Frekuensi	3	4	13	57	36	113						
		Frekuensi Relatif (%)	2.63	3.51	11.40	50.00	31.58	99.12						3.52
	Skor tertimbang	2.631579	7	34	200	158	402							
41	Pengetahuan corporate colour (butir 41)	Frekuensi	1	7	9	56	40	113						
		Frekuensi Relatif (%)	0.88	6.14	7.89	49.12	35.09	99.12						4.09
	Skor tertimbang	1	14	27	224	200	466							
42	Pengetahuan maskot Pegadaian (butir 42)	Frekuensi	2	21	30	39	21	113						
		Frekuensi Relatif (%)	1.75	18.42	26.32	34.21	18.42	99.12						3.46
	Skor tertimbang	2	42	90	156	105	395							
43	Pengetahuan produk usaha lain (butir 43)	Frekuensi	2	10	22	49	30	113						
		Frekuensi Relatif (%)	1.75	8.77	19.30	42.98	26.32	99.12						3.81
	Skor tertimbang	2	20	66	196	150	434							
Rata-rata														3.80
Reputasi Perusahaan														
44	Pengetahuan slogan Pegadaian (butir 44)	Frekuensi	1	3	3	53	53	113						
		Frekuensi Relatif (%)	0.88	2.63	2.63	46.49	46.49	99.12						4.32
	Skor tertimbang	1	6	9	212	265	493							
45	Kecocokan kinerja dengan slogan (butir 45)	Frekuensi	4	2	15	49	43	113						
		Frekuensi Relatif (%)	3.51	1.75	13.16	42.98	37.72	99.12						4.07
	Skor tertimbang	4	4	45	196	215	464							
46	Perasaan malu ketika mendatangi Pegadaian (butir 46)	Frekuensi	2	5	20	59	27	113						
		Frekuensi Relatif (%)	1.75	4.39	17.54	51.75	23.68	99.12						3.89
	Skor tertimbang	2	10	60	236	135	443							
47	Tingkat modernitas perusahaan (butir 47)	Frekuensi	1	5	16	58	33	113						
		Frekuensi Relatif (%)	0.88	4.39	14.04	50.88	28.95	99.12						4.00
	Skor tertimbang	1	10	48	232	165	456							

Lanjutan

REKAPITULASI KUESIONER VARIABEL KUALITAS JASA

58	5	5	4	4	4	5	4	4	4	3	3	5	4	4	4	4	4	4	4	5	4	4	3	91
59	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	4	5	4	5	106
60	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	5	4	5	4	103
61	4	5	5	4	5	5	5	5	5	4	4	5	4	4	4	3	4	4	4	5	4	3	4	95
62	4	5	4	4	4	5	3	4	3	3	3	5	4	4	3	3	4	4	4	5	4	3	3	84
63	5	4	5	4	5	4	5	4	5	5	5	5	4	4	4	4	5	5	4	3	3	3	3	96
64	4	4	5	4	4	5	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	90
65	4	4	5	4	4	3	3	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	91
66	4	4	4	4	4	4	4	4	4	4	4	4	5	5	3	3	3	3	3	3	3	3	3	83
67	5	4	5	4	5	5	5	4	5	5	5	5	2	4	4	4	4	5	5	5	5	5	3	99
68	4	4	4	4	4	5	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	87
69	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	108
70	2	2	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	96
71	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	86
72	5	4	4	4	4	4	4	4	4	5	5	5	4	4	5	4	4	5	5	5	4	4	5	97
73	5	5	4	5	4	4	5	4	4	4	5	5	5	5	5	5	4	4	4	4	4	4	5	102
74	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	109
75	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	4	4	5	5	5	5	4	4	104
76	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
77	4	4	4	4	4	5	4	4	3	4	4	4	4	4	3	5	4	4	4	4	4	3	4	87
78	4	4	4	4	3	3	3	4	4	4	4	3	3	4	3	4	4	4	4	4	3	3	4	79
79	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
80	5	5	4	4	4	5	5	4	4	4	4	5	4	4	3	4	4	4	5	4	4	3	3	91
81	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
82	4	4	4	3	3	5	5	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
83	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	110
84	4	4	5	4	4	5	5	4	4	4	5	5	5	4	4	4	4	5	4	5	4	4	4	98
85	4	3	4	4	3	5	3	4	4	4	4	4	5	5	3	3	3	4	4	4	4	4	2	81
86	5	5	5	5	3	5	5	5	5	5	5	5	5	5	3	3	3	5	3	3	5	2	2	94

REKAPITULASI KUESIONER VARIABEL CITRA

	CITRA PERUSAHAAN (CP)																Rek	
	39	40	41	42	43	44	45	46	47	48	49	50						
1	5	5	4	4	5	5	5	5	5	5	5	5	4	5	4	5	4	56
2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	46
3	4	5	4	4	5	5	5	5	4	4	4	4	4	5	5	5	55	
4	5	5	5	5	5	5	5	5	4	3	3	4	4	4	4	4	49	
5	5	5	5	5	3	4	5	4	4	4	4	4	4	4	4	4	49	
6	4	4	5	5	2	5	5	4	4	3	3	4	4	4	4	4	46	
7	5	5	5	5	5	3	5	5	4	4	4	4	4	5	5	4	55	
8	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	45	
9	5	4	5	4	4	4	5	5	4	5	4	4	4	4	4	5	54	
10	5	4	4	4	3	4	5	3	3	4	4	4	4	4	4	3	46	
11	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	47	
12	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	48	
13	4	4	4	4	3	3	5	5	5	5	5	5	5	5	4	5	47	
14	4	5	5	5	3	4	5	5	4	4	4	4	4	4	4	4	51	
15	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	48	
16	5	5	5	5	5	5	4	4	4	4	4	4	4	4	5	4	54	
17	5	4	4	4	3	5	5	5	3	4	4	4	4	4	5	4	51	
18	4	4	4	4	2	2	4	5	4	5	4	5	5	5	5	5	49	
19	4	5	5	5	2	5	4	4	4	4	4	4	4	4	4	4	49	
20	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	48	
21	4	4	4	4	2	2	4	4	4	4	4	4	4	4	2	4	42	
22	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	60	
23	4	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	54	
24	4	5	4	4	2	3	4	4	4	3	4	5	4	5	5	5	50	
25	5	4	4	4	3	4	5	5	5	4	5	5	5	4	5	5	54	
26	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	59	
27	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	57	
28	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	46	
29	5	5	5	5	3	3	4	4	4	4	4	4	4	4	5	5	51	

Lanjutan

REKAPITULASI KUESIONER VARIABEL CITRA

61	5	5	5	4	4	4	4	4	4	4	4	5	4	4	5	53
62	4	4	4	3	4	4	4	4	4	4	4	5	4	4	5	49
63	5	5	4	3	5	5	4	4	4	3	5	5	5	5	5	53
64	5	4	5	4	4	4	5	5	4	4	4	4	4	4	4	52
65	4	4	4	4	4	4	4	3	3	4	4	4	3	3	3	44
66	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	47
67	4	4	4	2	3	3	4	4	4	4	4	4	4	4	4	45
68	4	4	4	4	2	2	5	5	5	4	4	4	4	4	4	49
69	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	60
70	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	60
71	4	4	4	2	4	4	4	3	4	4	4	4	4	4	4	45
72	5	4	4	4	5	5	5	5	4	4	4	4	4	4	5	53
73	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	59
74	5	4	4	3	3	3	5	4	2	3	3	3	3	3	3	41
75	4	4	4	5	4	4	4	5	4	5	4	5	5	4	4	53
76	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	48
77	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	48
78	5	4	4	4	4	4	5	4	3	4	4	4	4	4	4	49
79	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	48
80	4	4	4	4	4	3	4	4	4	4	4	4	4	4	5	48
81	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	48
82	5	4	4	4	5	5	4	4	4	5	4	4	4	4	4	52
83	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	60
84	4	4	4	5	4	5	5	5	4	5	4	5	4	4	4	54
85	3	4	4	3	2	4	4	4	4	4	4	4	4	4	4	43
86	5	5	5	2	2	2	5	5	2	2	5	5	5	2	2	45
87	4	4	5	4	3	4	5	5	5	5	5	5	5	5	5	55
88	4	3	3	3	2	3	4	4	3	4	4	4	3	4	4	40
89	5	3	5	5	3	3	5	5	3	5	5	2	5	4	4	48
90	3	3	4	2	4	4	4	4	3	4	4	4	4	4	4	42
91	4	3	3	3	3	3	3	3	3	3	3	4	4	4	4	41

VAR00016	Pears	.257	.304	.316	.275	.402	.081	.393	.289	.281	.313	.205	.257	0.108	.343	.608	1	.489	.469	.491	0.153	.528	.585	.562
	Sig. (2-tailed)	0.006	0.001	0.001	0.003	0.003	0.391	0	0.002	0.003	0.001	0.029	0.006	0.254	0	0	0	0	0	0	0.107	0	0	0
	N	113	113	113	113	112	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
VAR00017	Pears	.366	.467	.448	.424	.354	.353	.474	.351	.420	.442	.487	.416	.269	.317	.352	.489	1	.676	.463	.373	.248	.297	.640
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0	0	0	0.004	0.001	0	0	0	0	0	0	0.008	0.001	0
	N	113	113	113	113	112	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
VAR00018	Pears	.427	.472	.468	.474	.464	.320	.424	.426	.394	.460	.531	.476	0.18	.320	.446	.469	1	.550	.413	.365	.396	.686	
	Sig. (2-tailed)	0	0	0	0	0	0.001	0	0	0	0	0	0	0.057	0.001	0	0	0	0	0	0	0	0	0
	N	113	113	113	113	112	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
VAR00019	Pears	.419	.406	.431	.342	.468	.240	.374	.298	.202	.299	.423	.380	0.167	.227	.364	.491	.463	.550	1	.535	.581	.556	.634
	Sig. (2-tailed)	0	0	0	0	0	0.01	0	0.001	0.032	0.001	0	0	0.078	0.015	0	0	0	0	0	0	0	0	0
	N	113	113	113	113	112	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
VAR00020	Pears	.535	.442	.470	.474	.480	.363	.482	.453	.259	.421	.562	.542	.336	.479	.303	0.153	.373	.413	.535	1	.487	.420	.690
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0.006	0	0	0	0	0	0.001	0.107	0	0	0	0	0	0	0
	N	113	113	113	113	112	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
VAR00021	Pears	.424	.251	.355	.306	.561	0.055	.513	.405	.368	.331	.248	.345	.235	.425	.576	.528	.248	.365	.581	.487	1	.773	.689
	Sig. (2-tailed)	0	0.007	0	0.001	0	0.562	0	0	0	0	0.008	0	0.012	0	0	0	0.008	0	0	0	0	0	0
	N	113	113	113	113	112	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
VAR00022	Pears	.396	.314	.344	.300	.446	-0.056	.442	.403	.341	.213	.235	.306	.269	.380	.490	.585	.297	.396	.556	.420	.773	1	.629
	Sig. (2-tailed)	0	0.001	0	0.001	0	0.554	0	0	0	0.024	0.012	0.001	0.004	0	0	0	0.001	0	0	0	0	0	0
	N	113	113	113	113	112	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
x1	Pears	.624	.676	.719	.758	.699	.494	.782	.711	.626	.674	.729	.715	.549	.660	.567	.562	.640	.686	.634	.690	.669	1	
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	N	113	113	113	113	112	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113

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

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

VAR000	Pearson	.604**	.485**	.575**	.678**	.677**	.575**	.595**	1	.872**	.732**	.746**	.676**	.772**	.747**	.675**	.690**	.852**
	Sig. (2-	0	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0
	N	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
VAR000	Pearson	.608**	.584**	.526**	.694**	.643**	.624**	.634**	.872**	1	.700**	.705**	.664**	.755**	.712**	.671**	.668**	.844**
32	Sig. (2-	0	0	0	0	0	0	0	0		0	0	0	0	0	0	0	0
	N	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
VAR000	Pearson	.650**	.579**	.555**	.636**	.656**	.673**	.593**	.732**	.700**	1	.889**	.875**	.873**	.855**	.581**	.788**	.895**
33	Sig. (2-	0	0	0	0	0	0	0	0	0		0	0	0	0	0	0	0
	N	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
VAR000	Pearson	.639**	.577**	.544**	.640**	.644**	.637**	.632**	.746**	.705**	.889**	1	.814**	.827**	.804**	.584**	.738**	.877**
34	Sig. (2-	0	0	0	0	0	0	0	0	0	0		0	0	0	0	0	0
	N	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
VAR000	Pearson	.531**	.515**	.502**	.605**	.592**	.624**	.537**	.676**	.664**	.875**	.814**	1	.811**	.796**	.504**	.764**	.834**
35	Sig. (2-	0	0	0	0	0	0	0	0	0	0	0		0	0	0	0	0
	N	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
VAR000	Pearson	.652**	.546**	.505**	.690**	.672**	.623**	.605**	.772**	.755**	.873**	.827**	.811**	1	.902**	.664**	.805**	.898**
36	Sig. (2-	0	0	0	0	0	0	0	0	0	0	0	0		0	0	0	0
	N	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
VAR000	Pearson	.628**	.555**	.492**	.676**	.654**	.662**	.639**	.747**	.712**	.855**	.804**	.796**	.902**	1	.652**	.797**	.890**
37	Sig. (2-	0	0	0	0	0	0	0	0	0	0	0	0	0		0	0	0
	N	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
VAR000	Pearson	.474**	.349**	.390**	.544**	.581**	.438**	.466**	.675**	.671**	.581**	.584**	.504**	.664**	.652**	1	.719**	.717**
38	Sig. (2-	0	0	0	0	0	0	0	0	0	0	0	0	0	0		0	0
	N	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
VAR000	Pearson	.588**	.460**	.535**	.604**	.656**	.671**	.622**	.690**	.668**	.788**	.738**	.764**	.805**	.797**	.719**	1	.856**
39	Sig. (2-	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		0
	N	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
X2	Pearson	.795**	.707**	.690**	.805**	.810**	.814**	.796**	.862**	.844**	.895**	.877**	.834**	.898**	.890**	.717**	.856**	1
	Sig. (2-	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	N	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113

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

VAR00051	Pearson	.444**	.526**	.579**	.387**	.519**	.553**	.511**	.520**	.599**	.561**	1	.658**	.788**
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0		0	0
	N	113	113	113	113	113	113	113	112	113	113	113	113	113
VAR00052	Pearson	.361**	.454**	.511**	.355**	.470**	.432**	.432**	.714**	.661**	.624**	.658**	1	.759**
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0	0		0
	N	113	113	113	113	113	113	113	112	113	113	113	113	113
y	Pearson	.645**	.739**	.768**	.680**	.705**	.656**	.688**	.734**	.759**	.696**	.788**	.759**	1
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0	0	0	
	N	113	113	113	113	113	113	113	112	113	113	113	113	113

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

RELIABILITY /VARIABLES=VAR00024 VAR00025 VAR00026 VAR00027 VAR00028 VAR00029 VAR00030 VAR00031 VAR00032 VAR00033
 VAR00034 VAR00035 VAR00036 VA R00037 VAR00038 VAR00039 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Cases	113	100.0
Valid	113	100.0
Excluded ^a	0	.0
Total	113	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.967	16

RELIABILITY /VARIABLES=x1 x2 y /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Cases	113	100.0
Valid	113	100.0
Excluded ^a	0	.0
Total	113	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.804	3

REGRESSION / DESCRIPTIVES MEAN STDDEV CORR SIG N / MISSING LISTWISE / STATISTICS COEFF OUTS CI(95) BCOV R ANOVA
 COLLIN TOL CHANGE ZPP / CRITERIA=PIN(.05) POUT(.10) / NOORIGIN /DEPENDENT y /METHOD=ENTER x1 x2
 /SCATTERPLOT=(*SRESID , *ZPRED) /RESIDUALS DURBIN HIST(ZRESID) NORM(ZRESID).

Regression

[DataSet0]

Descriptive Statistics			
	Mean	Std. Deviation	N
y	49.5841	6.23029	113
x1	92.4425	9.88229	113
x2	59.2832	12.63744	113

Correlations			
	y	x1	x2
Pearson Correlation	1.000	.690	.707
	.690	1.000	.585
	.707	.585	1.000
Sig. (1-tailed)		.000	.000
	.000		.000
	.000	.000	
N	113	113	113
	113	113	113
	113	113	113

ANOVA ^b						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	2674.967	2	1337.484	87.967	.000 ^a	
	1672.484	110	15.204			
	4347.451	112				

a. Predictors: (Constant), x2, x1

b. Dependent Variable: y

Coefficients ^a											
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations		Collinearity Statistics	
	B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance
1	(Constant)	11.63	3.484	3.338	0.001	4.726	18.54				
	x1	0.265	0.046	5.762	0	0.174	0.356	0.69	0.482	0.341	0.658
	x2	0.227	0.036	6.319	0	0.156	0.298	0.707	0.516	0.374	0.658

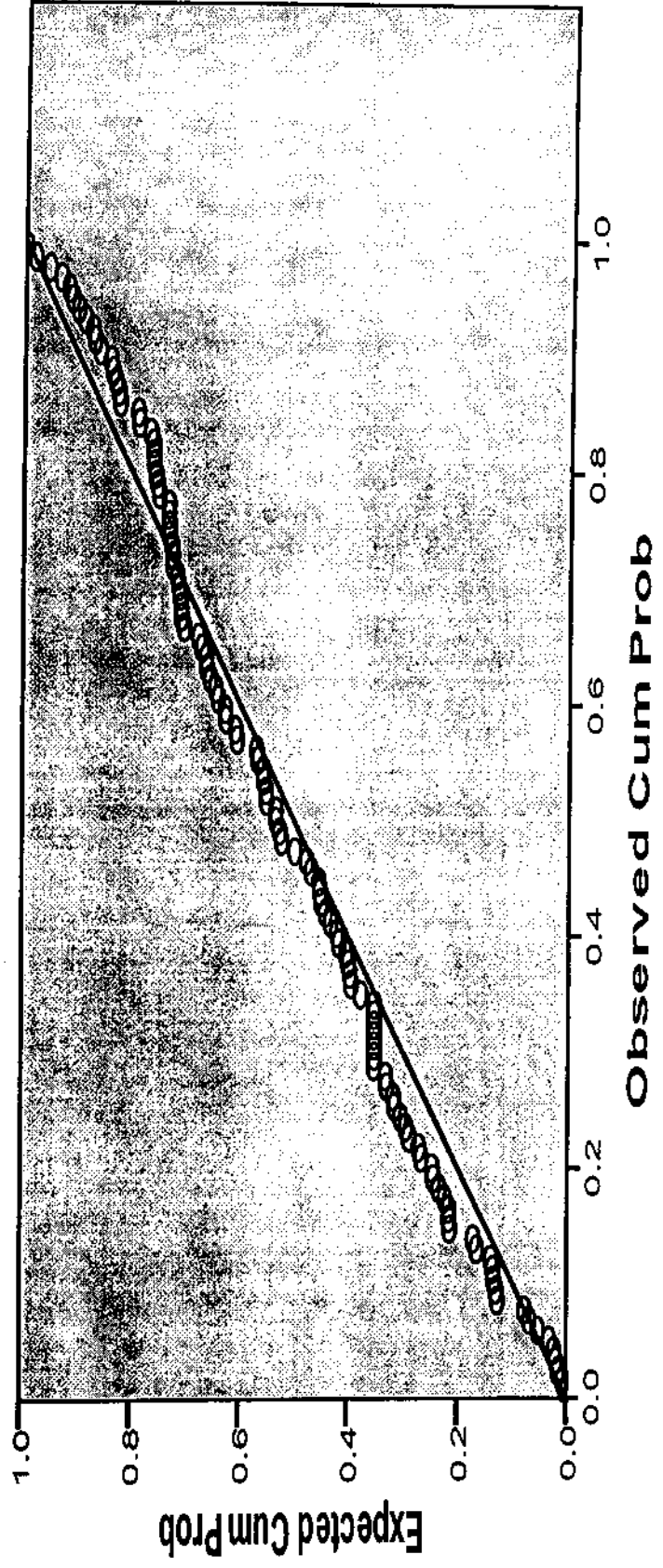
a. Dependent Variable: y

Residuals Statistics ^a						
	Minimum	Maximum	Mean	Std. Deviation	N	
Predicted Value	36.3824	58.9407	49.5841	4.88709	113	
Std. Predicted Value	-2.701	1.915	.000	1.000	113	
Standard Error of Predicted Value	.372	1.354	.602	.204	113	
Adjusted Predicted Value	36.5827	58.8943	49.5680	4.90559	113	
Residual	-16.08571	12.92589	.00000	3.86431	113	
Std. Residual	-4.125	3.315	.000	.991	113	
Stud. Residual	-4.197	3.460	.002	1.009	113	
Deleted Residual	-16.65298	14.07942	.01609	4.00995	113	
Stud. Deleted Residual	-4.559	3.648	.000	1.034	113	
Mahal. Distance	.031	12.511	1.982	2.307	113	
Cook's Distance	.000	.356	.013	.042	113	
Centered Leverage Value	.000	.112	.018	.021	113	

a. Dependent Variable: y

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: y



SAVE OUTFILE='F:\TRINITARIA MP\pengolahan tari.sav' /COMPRESSED, FREQUENCIES VARIABLES=VAR00001 VAR00002 VAR00003
 VAR00004 VAR00005 VAR00006 VAR00007 VAR00008 VAR00009 VAR00010 VAR00011 VAR00012 VA R00013 VAR00014 VAR00015
 VAR00016 VAR00017 VAR00018 VAR00019 VAR00020 VAR00021 VAR00022 /STATISTICS=MEAN /ORDER=ANALYSIS.

Frequencies

[DataSet0] F:\TRINITARIA MP\pengolahan tari.sav

Statistics												
	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012
N	113	113	113	113	112	113	113	113	113	113	113	113
Missing	0	0	0	0	1	0	0	0	0	0	0	0
Mean	4.3	4.3	4.4	4.3	4.1	4.5	4.3	4.2	4	4.2	4.5	4.2

Statistics

	VAR0001	VAR0002	VAR0003	VAR0004	VAR0005	VAR0006	VAR0007	VAR0008	VAR0009	VAR0010	VAR0011	VAR0012
N	113	113	113	113	113	113	113	113	113	113	113	113
Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mean	4.1	3.9	3.9	4.2	4.3	4.2	4.2	4.2	3.8	4.2	3.9	3.9

VAR00003				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	7.1	7.1	7.1
	57	50.4	50.4	57.5
	48	42.5	42.5	100.0
Total	113	100.0	100.0	

VAR00004				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	6.2	6.2	6.2
	61	54.0	54.0	60.2
	45	39.8	39.8	100.0
Total	113	100.0	100.0	

VAR00005				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	18	15.9	16.1

4.00	52	46.0	46.0	60.2
5.00	45	39.8	39.8	100.0
Total	113	100.0	100.0	

VAR00008				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	8.8	8.8	8.8
4.00	68	60.2	60.2	69.0
5.00	35	31.0	31.0	100.0
Total	113	100.0	100.0	

VAR00009				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1.8	1.8	1.8
3.00	23	20.4	20.4	22.1
4.00	57	50.4	50.4	72.6
5.00	31	27.4	27.4	100.0

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	8	7.1	7.1	7.1
4.00	45	39.8	39.8	46.9
5.00	60	53.1	53.1	100.0
Total	113	100.0	100.0	

VAR00012				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	8	7.1	7.1	7.1
4.00	41	36.3	36.3	43.4
5.00	64	56.6	56.6	100.0
Total	113	100.0	100.0	

VAR00013				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	6	5.3	5.3	5.3

4.00	66	58.4	85.0
5.00	17	15.0	100.0
Total	113	100.0	

VAR00016			
	Frequency	Percent	Cumulative Percent
Valid	1	.9	.9
	28	24.8	25.7
	66	58.4	84.1
	18	15.9	100.0
Total	113	100.0	

VAR00017			
	Frequency	Percent	Cumulative Percent
Valid	10	8.8	8.8
	66	58.4	67.3
	37	32.7	100.0

Valid	2.00	1	.9	.9
	3.00	11	9.7	10.6
	4.00	61	54.0	64.6
	5.00	40	35.4	100.0
Total		113	100.0	

VAR00020				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.9	.9	.9
	11	9.7	9.7	10.6
	60	53.1	53.1	63.7
	41	36.3	36.3	100.0
Total	113	100.0	100.0	

VAR00021				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.9	.9	.9
	5	4.4	4.4	5.3

FREQUENCIES VARIABLES=VAR00024 VAR00025 VAR00026 VAR00027 VAR00028 VAR00029 VAR00030 VAR00031 VAR00032 VAR00033
 VAR00034 VAR00035 VA R00036 VAR00037 VAR00038 VAR00039 /STATISTICS=MEAN /ORDER=ANALYSIS.

Frequencies

[DataSet0] F:\TRINITARIA MP\pengolahan tari.sav

Statistics																
	VAR00024	VAR00025	VAR00026	VAR00027	VAR00028	VAR00029	VAR00030	VAR00031	VAR00032	VAR00033	VAR00034	VAR00035	VAR00036	VAR00037	VAR00038	VAR00039
N Valid	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	3.92	4.04	3.58	4.11	4.01	3.87	3.9	3.67	3.66	3.5	3.44	3.36	3.53	3.55	3.66	3.47

Frequency Table

VAR00024				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	6.2	6.2	6.2
	20	17.7	17.7	23.9
	61	54.0	54.0	77.9
	25	22.1	22.1	100.0

VAR00026				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1.00	5	4.4	4.4	4.4
2.00	11	9.7	9.7	14.2
3.00	29	25.7	25.7	39.8
4.00	49	43.4	43.4	83.2
5.00	19	16.8	16.8	100.0
Total	113	100.0	100.0	

VAR00027				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1.00	2	1.8	1.8	1.8
2.00	6	5.3	5.3	7.1
3.00	14	12.4	12.4	19.5
4.00	47	41.6	41.6	61.1
5.00	44	38.9	38.9	100.0
Total	113	100.0	100.0	

VAR00030				
	Frequency	Percent	Valid Percent	Cumulative Per- cent
Valid				
1.00	1	.9	.9	.9
2.00	8	7.1	7.1	8.0
3.00	21	18.6	18.6	26.5
4.00	54	47.8	47.8	74.3
5.00	29	25.7	25.7	100.0
Total	113	100.0	100.0	

VAR00031				
	Frequency	Percent	Valid Percent	Cumulative Per- cent
Valid				
1.00	2	1.8	1.8	1.8
2.00	16	14.2	14.2	15.9
3.00	20	17.7	17.7	33.6
4.00	54	47.8	47.8	81.4
5.00	21	18.6	18.6	100.0
Total	113	100.0	100.0	

VAR00033				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1.00	4	3.5	3.5	3.5
2.00	16	14.2	14.2	17.7
3.00	26	23.0	23.0	40.7
4.00	53	46.9	46.9	87.6
5.00	14	12.4	12.4	100.0
Total	113	100.0	100.0	

VAR00034				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1.00	4	3.5	3.5	3.5
2.00	16	14.2	14.2	17.7
3.00	32	28.3	28.3	46.0
4.00	48	42.5	42.5	88.5
5.00	13	11.5	11.5	100.0
Total	113	100.0	100.0	

VAR00037				
	Frequency	Percent	Valid Percent	Cumulative Per- cent
Valid				
1.00	4	3.5	3.5	3.5
2.00	16	14.2	14.2	17.7
3.00	28	24.8	24.8	42.5
4.00	44	38.9	38.9	81.4
5.00	21	18.6	18.6	100.0
Total	113	100.0	100.0	

VAR00038				
	Frequency	Percent	Valid Percent	Cumulative Per- cent
Valid				
1.00	4	3.5	3.5	3.5
2.00	13	11.5	11.5	15.0
3.00	22	19.5	19.5	34.5
4.00	52	46.0	46.0	80.5
5.00	22	19.5	19.5	100.0
Total	113	100.0	100.0	

Frequency Table

VAR00041				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	7.1	7.1	7.1
	63	55.8	55.8	62.8
	42	37.2	37.2	100.0
Total	113	100.0	100.0	

VAR00042				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.9	.9	.9
	13	11.5	11.5	12.4
	64	56.6	56.6	69.0
	35	31.0	31.0	100.0
Total	113	100.0	100.0	

VAR00045				
	Frequency	Percent	Valid Percent	Cumulative Per- cent
Valid				
2.00	7	6.2	6.2	6.2
3.00	23	20.4	20.4	26.5
4.00	53	46.9	46.9	73.5
5.00	30	26.5	26.5	100.0
Total	113	100.0	100.0	

VAR00046				
	Frequency	Percent	Valid Percent	Cumulative Per- cent
Valid				
3.00	3	2.7	2.7	2.7
4.00	56	49.6	49.6	52.2
5.00	54	47.8	47.8	100.0
Total	113	100.0	100.0	

VAR00049				
	Frequency	Percent	Valid Percent	Cumulative Per- cent
Valid				
2.00	2	1.8	1.8	1.8
3.00	19	16.8	16.8	18.6
4.00	58	51.3	51.3	69.9
5.00	34	30.1	30.1	100.0
Total	113	100.0	100.0	

VAR00050				
	Frequency	Percent	Valid Percent	Cumulative Per- cent
Valid				
2.00	1	.9	.9	.9
3.00	14	12.4	12.4	13.3
4.00	58	51.3	51.3	64.6
5.00	40	35.4	35.4	100.0
Total	113	100.0	100.0	

```

COMPUTE Kualitas_Jasa=Ketanggapan + KEANDALAN + EMPATI + Tampilan_fisik. EXECUTE. COMPUTE
Kualitas_Jasa=Ketanggapan + KEANDALAN + EMPATI + Tampilan_fisik + JAMINAN. EXECUTE. CORRELATIONS
/VARIABLES=Ketanggapan KEANDALAN EMPATI JAMINAN Tampilan_fisik Kualitas_Jasa /PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

[DataSet0]

Correlations						
	Ketanggapan	KEANDALAN	EMPATI	JAMINAN	Tampilan_fisik	Kualitas_jasa
Ketanggapan	1	.612**	.583**	.453**	-.044	.599**
		.000	.000	.000	.643	.000
	N	113	113	113	113	113
KEANDALAN	.612**	1	.788**	.664**	-.034	.781**
	.000		.000	.000	.726	.000
	N	113	113	113	113	113
EMPATI	.583**	.788**	1	.636**	.019	.786**
	.000	.000		.000	.847	.000
	N	113	113	113	113	113
JAMINAN	.453**	.664**	.636**	1	-.011	.702**
	.000	.000	.000		.911	.000
	N	113	113	113	113	113

COMPUTE Bauran_promosi=IKLAN + Promo + Sales + Humas. EXECUTE. CORRELATIONS
 Sales Humas Bauran_promosi /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.

Correlations

[DataSet0]

Correlations						
	IKLAN	Promo	Sales	Humas	Bauran_promosi	
IKLAN						
Pearson Correlation	1	.709**	.714**	.738**	.858**	
Sig. (2-tailed)		.000	.000	.000	.000	
N	113	113	113	113	113	
Promo						
Pearson Correlation	.709**	1	.764**	.813**	.884**	
Sig. (2-tailed)	.000		.000	.000	.000	
N	113	113	113	113	113	
Sales						
Pearson Correlation	.714**	.764**	1	.864**	.929**	
Sig. (2-tailed)	.000	.000		.000	.000	
N	113	113	113	113	113	
Humas						
Pearson Correlation	.738**	.813**	.864**	1	.955**	
Sig. (2-tailed)	.000	.000	.000		.000	
N	113	113	113	113	113	
Bauran_promosi						
Pearson Correlation	.858**	.884**	.929**	.955**	1	
Sig. (2-tailed)	.000	.000	.000	.000		
N	113	113	113	113	113	

/VARIABLES=IKLAN Promo

