

SCAN PENENTUAN DOSEN PEBIMBING

Perkumpulan Pengelola Pendidikan Malangkuçęwara (P3M)

STIE MALANGKUÇĘWARA
an ABM School of Economics

Terakreditasi "A" AKUNTANSI, 056/SK/BAN-PT/Akred/SH/2014
Terakreditasi "A" MANAJEMEN, 257/SK/BAN-PT/Ak-VIS/VI/2013

Penetapan Dosen Pembimbing Skripsi
Semester GENAP Tahun Akademik 2016/2017
Nomor : 0908/BAAK/X/2016

Setelah memperhatikan Surat Ketua Program Studi tentang usulan dosen pembimbing skripsi dengan ini Ketua STIE Malangkuçęwara Malang menetapkan :

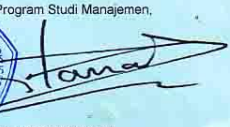
Nama : - ENGGAR NURSASI, SE, Ak., MM, CA
Sebagai : Dosen Pembimbing 1
Nama : - -
Sebagai : Dosen Pembimbing 2

Untuk mahasiswa berikut

Nama : AMALIA LAVAYETI
Nomor Pokok : K.2013.1.32534
Skripsi yang diajukan
Bidang Kajian : MANAJEMEN PEMASARAN
Pokok Bahasan : JASA PELAYANAN
Tempat/Obyek : -
Judul Skripsi : -


Demikian surat penetapan ini dikeluarkan untuk dilaksanakan dengan sebaiknya.
Penetapan ini berlaku sejak dikeluarkan.

Dikeluarkan di : Malang
Pada Tanggal : 09/05/2017
Ketua Program Studi Manajemen,


Dra. LINDANANTY, MM,
NIK-P.3M : 202.710.194

Jalan Terusan Candi Kalasan Telp. 02 741 401819 (Mandiri) <http://www.stie-malng.ac.id>

SCAN KARTU BIMBINGAN BAB I s.d III



STIE Malangkuççwara

(Accounting Business Management)

Jl. Terusan Candj Kalasan - Malang Telp. 0341-491813

**KARTU BIMBINGAN SKRIPSI
BAB I s.d. BAB III**

BLN/TGL	BAB	PERMASALAHAN	PARAF
Bulan: April			
11/april/17		konsultasi judul dan jurnal	[Signature]
25/april/17		konsultasi Jurnal	
Bulan: Mei			
09/mei/17		Pen konsultasi jurnal dan Pengambilan judul Fix	[Signature]
16/mei/17		Konsultasi Jurnal dan Judul	
23/mei/17		Kerangka judul Fix	
Bulan: Juni			
02 Juni/17		Konsul Variable judul	[Signature]
Bulan: Juli			
18 Juli/17		Variable dan Penulisan kerangka judul	[Signature]
19 Juli/17		Variable fix bab 1, 2, 3	
27 Juli/17		Konsul. Variable	
		Konsul bab 1, 2, 3 dan kesimpulan	
24 Juli 17		Agust Agust Juli	[Signature]

Dosen Pembimbing 1

[Signature]


Dosen Pembimbing 2


Catatan:
 Bobot Penilaian skripsi oleh pembimbing sebesar 50% dengan kriteria penilaian:

1. Ide/inovasi penelitian
2. Pemahaman konsep/teori
3. Pemahaman Metodologi

SCAN PENENTUAN DOSEN PEMBIMBING

Perkumpulan Pengelola Pendidikan Malangkecamatan (P3.M)

 **STIE MALANGKECWARA**
d.l. ABM School of Economics

 Terakreditasi "A", AKUNTANSI, 058/SK/BAN-PT/Akred/S/III/2014
Terakreditasi "A", MANAJEMEN, 257/SK/BAN-PT/Ak-VV/S/II/2013

Penetapan Dosen Pembimbing Skripsi
Semester GENAP Tahun Akademik 2016/2017
Nomor : 0908/BAAK/X/2016

Setelah memperhatikan Surat Ketua Program Studi tentang usulan dosen pembimbing skripsi dengan ini Ketua STIE Malangkecamatan Malang menetapkan :

Nama : - ENGGAR NURSASI, SE, Ak., MM, CA
Sebagai : Dosen Pembimbing 1
Nama : - -
Sebagai : Dosen Pembimbing 2

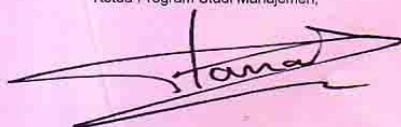
Untuk mahasiswa berikut

Nama : AMALIA LAVAYETI
Nomor Pokok : K.2013.1.32534
Skripsi yang diajukan
Bidang Kajian : MANAJEMEN PEMASARAN
Pokok Bahasan : KEPUASAN KONSUMEN
Tempat/Obyek : PT.ASTRA INTERNASIONAL DAIHATSU MALANG

Judul Skripsi : PENGARUH KUALITAS LAYANAN DAN CITRA PERUSAHAAN TERHADAP KEPUASN DAN LOYALITAS KONSUMEN PT.ASTRA INTERNASIONAL DAIHATSU MALANG


Demikian surat penetapan ini dikeluarkan untuk dilaksanakan dengan sebaiknya.
Penetapan ini berlaku sejak dikeluarkan.

Dikeluarkan di : Malang
Pada Tanggal : 24/08/2017
Ketua Program Studi Manajemen,



Dra. LINDANANTY, MM
NIK-P.3M : 202.710.194

SCAN KARTU BIMBINGAN BAB IV s.d V



STIE Malangkeççwara

(Accounting Business Management)

Jl. Terusan Candi Kalasan - Malang Telp. 0341-491813

KARTU BIMBINGAN SKRIPSI
BAB IV s.d. BAB V

BLN/TGL	BAB	PERMASALAHAN	PARAF
Bulan : Juli			
25 Juli	IV	Revisi kuesioner *	[Signature]
28 Juli	IV	Revisi	
Bulan : Agustus			
9 Agum	IV & V	Revisi	[Signature]
16 agum	IV & V	Revisi	
Bulan :			
Bulan :			
Bulan :			
Bulan :			

Dosen Pembimbing 1

[Signature]

Dosen Pembimbing 2

Catatan:
 Bobot Penilaian skripsi oleh pembimbing sebesar 50% dengan kriteria penilaian:
 6. Ide/inovasi penelitian
 7. Pemahaman konsep/teori
 8. Pemahaman Metodologi
 9. Kemampuan Analisis

LAMPIRAN



Lampiran 1: Kuisisioner Penelitian

KUISISIONER PENELITIAN

PENGARUH KUALITAS LAYANAN DAN CITRA PERUSAHAAN TERHADAP KEPUASAN DAN LOYALITAS KONSUMEN PADA PT ASTRA INTERNASIONAL DAIHATSU

Yth,

Konsumen PT Astra Internasional Daihatsu

Di Malang

Kuisisioner ini di berikan dalam rangka penyusunan skripsi jurusan manajemen pemasaran, Fakultas Ekonomi STIE Malangkececwara Malang. Kuisisioner ini hanya bertujuan untuk kepentingan penelitian. Oleh karena itu, saya meminta bantuan kepada Bapak/Ibu/Saudara/I untuk berpartisipasi dalam pengisian kuisisioner ini. Saya akan menjamin kerahasiaan identitas Bapak/Ibu/Saudara/I, atas bantuannya dan partisipasinya saya ucapkan banyak terimakasih.

Data responden

1. Nama :.....(boleh tidak diisi)
2. Jenis kelamin : Laki-laki Perempuan
3. Usia

<input type="checkbox"/> 17-25 tahun	<input type="checkbox"/> 31-35 tahun
<input type="checkbox"/> 26-30 tahun	<input type="checkbox"/> >36 tahun
4. Pekerjaan anda saat ini :

<input type="checkbox"/> PNS	<input type="checkbox"/> Pelajar/Mahasiswa
<input type="checkbox"/> Wiraswasta	<input type="checkbox"/> Lain-lain
5. Menjadi pengguna Produk Daihatsu sejak :

<input type="checkbox"/> <6 bulan	<input type="checkbox"/> 1 tahun-2 tahun
<input type="checkbox"/> 6 bulan-1 tahun	<input type="checkbox"/> >2 tahun
6. Selain Produk Daihatsu apakah anda menggunakan produk lainnya :

<input type="checkbox"/> Tidak	<input type="checkbox"/> Ya (sebutkan
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PETUNJUK PENGISIAN

SS : Sangat Setuju N : Netral/ cukup STS : Sangat Tidak Setuju
 S : Setuju TS : Tidak setuju

Berilah tanda centang (✓) pada jawaban Bapak/Ibu langsung di lembar kuisioner

No	Kualitas layanan(X1)	SS	S	N	TS	STS
1.	Penataan desain dalam dan luar kantor PT Astra Internasional Daihatsu dilakukan secara baik dan rapi untuk kenyamanan dalam melayani konsumen.					
2.	Sarana areal parkir PT Astra Internasional Daihatsu telah memadai dan luas.					
3.	Sarana toilet PT Astra Internasional Daihatsu selalu terjaga kebersihannya.					
4.	Fasilitas ruang antrian (tempat duduk, TV, AC) yang dimiliki oleh PT Astra Internasional Daihatsu membuat konsumen nyaman dalam bertransaksi.					
5.	Karyawan PT Astra Internasional Daihatsu berpenampilan rapi pada saat bekerja.					
6.	Pihak PT Astra Internasional Daihatsu telah memberikan kemudahan prosedur pelayanan kepada konsumen.					
7.	Karyawan PT Astra Internasional Daihatsu telah mampu menyelesaikan setiap transaksi konsumen dengan cepat dan tepat.					
8.	Karyawan PT Astra Internasional Daihatsu memberikan tindakan yang cepat dalam merespon keluhan konsumen.					
9.	Karyawan PT Astra Internasional Daihatsu memberikan solusi yang tepat dalam memecahkan masalah konsumen.					
10.	Karyawan PT Astra Internasional Daihatsu selalu bersedia dan tanggap dalam melayani konsumen.					
11.	Karyawan PT Astra Internasional Daihatsu memiliki pengetahuan yang memadai mengenai sistem perbankan dan produk-produk PT Astra Internasional Daihatsu sehingga dapat menjawab pertanyaan konsumen.					
12.	Karyawan PT Astra Internasional Daihatsu selalu bersikap ramah dan sopan terhadap konsumen.					
13.	Pihak PT Astra Internasional Daihatsu dapat membuat konsumen merasa aman					

	dalam bertransaksi.					
14.	Karyawan PT Astra Internasional Daihatsu selalu memberikan perhatian atas kebutuhan dan keinginan konsumen					
15.	Karyawan PT Astra Internasional Daihatsu selalu menjalin hubungan dengan konsumen secara baik dan terus menerus.					
16.	Karyawan PT Astra Internasional Daihatsu memahami kebutuhan dan keinginan konsumen.					

No	Citra Perusahaan (X2)	SS	S	N	TS	STS
1.	PT Astra Internasional Daihatsu memberikan informasi produk dan jasa kepada konsumen dengan baik dan jelas					
2.	PT Astra Internasional Daihatsu selalu berusaha memenuhi harapan konsumen					
3.	Memberikan kesan yang baik dimata konsumen					
4.	PT Astra Internasional Daihatsu menyediakan fasilitas dan memberikan jasa yang berkualitas					

No	Kepuasan Konsumen (Y1)	SS	S	N	TS	STS
1.	Saya merasa puas terhadap semua fasilitas PT Astra Internasional Daihatsu					
2.	Saya puas terhadap kinerja karyawan PT Astra Internasional Daihatsu					
3.	Pelayanan & produk PT Astra Internasional Daihatsu sesuai dengan harapan saya					
4.	Saya puas terhadap kemudahan yang di berikan oleh PT Astra Internasional Daihatsu dalam memenuhi kebutuhan konsumen					

No	Loyalitas konsumen (Y2)	SS	S	N	TS	STS
1.	Saya akan merekomendasikan PT Astra Internasional Daihatsu kepada orang lain					
2.	Saya merasa aman dan nyaman saat melakukan pembelian produk di PT Astra Internasional Daihatsu					
3.	PT Astra Internasional Daihatsu sebagai pilihan pertama saya dalam pembelian produk					

4.	Saya lebih tertarik menjadi konsumen di PT Astra Internasional Daihatsu daripada perusahaan lain					
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Lampiran 2: Deskripsi Data

ResPonden * JK Crosstabulation

			JK		Total
			L	P	
ResPonden	Pegawai swasta	Count	69	20	89
		% within ResPonden	77.5%	22.5%	100.0%
		% within JK	100.0%	100.0%	100.0%
Total		Count	69	20	89
		% within ResPonden	77.5%	22.5%	100.0%
		% within JK	100.0%	100.0%	100.0%

ResPonden * Pekerjaan Crosstabulation

			Pekerjaan				Total
			mahasiswa	Pegawai swasta	Pns	wirausaha	
ResPonden	Pegawai swasta	Count	2	43	20	24	89
		% within ResPonden	2.2%	48.3%	22.5%	27.0%	100.0%
		% within Pekerjaan	100.0%	100.0%	100.0%	100.0%	100.0%
Total		Count	2	43	20	24	89
		% within ResPonden	2.2%	48.3%	22.5%	27.0%	100.0%
		% within Pekerjaan	100.0%	100.0%	100.0%	100.0%	100.0%

Lampiran 3: Jawaban Responden

Responden * x1.1 Crosstabulation

			x1.1					Total
			1.0	2.0	3.0	4.0	5.0	
Responden	Karyawan	Count	2	9	11	55	12	89
		% within Responden	2.2%	10.1%	12.4%	61.8%	13.5%	100.0%
		% within x1.1	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total		Count	2	9	11	55	12	89

% within Responden	2.2%	10.1%	12.4%	61.8%	13.5%	100.0%
% within x1.1	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.2 Crosstabulation

			x1.2					Total
			1.0	2.0	3.0	4.0	5.0	
Responden	Karyawan	Count	1	12	20	48	8	89
		% within Responden	1.1%	13.5%	22.5%	53.9%	9.0%	100.0%
		% within x1.2	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total		Count	1	12	20	48	8	89
		% within Responden	1.1%	13.5%	22.5%	53.9%	9.0%	100.0%
		% within x1.2	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.3 Crosstabulation

			x1.3					Total
			1.0	2.0	3.0	4.0	5.0	
Responden	Karyawan	Count	3	10	16	51	9	89
		% within Responden	3.4%	11.2%	18.0%	57.3%	10.1%	100.0%
		% within x1.3	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total		Count	3	10	16	51	9	89
		% within Responden	3.4%	11.2%	18.0%	57.3%	10.1%	100.0%
		% within x1.3	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.4 Crosstabulation

			x1.4				Total
			2.0	3.0	4.0	5.0	
Responden	Karyawan	Count	9	14	49	17	89
		% within Responden	10.1%	15.7%	55.1%	19.1%	100.0%
		% within x1.4	100.0%	100.0%	100.0%	100.0%	100.0%
Total		Count	9	14	49	17	89
		% within Responden	10.1%	15.7%	55.1%	19.1%	100.0%
		% within x1.4	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.5 Crosstabulation

			x1.5				Total
			2.0	3.0	4.0	5.0	
Responden	Karyawan	Count	5	23	49	12	89
		% within Responden	5.6%	25.8%	55.1%	13.5%	100.0%
		% within x1.5	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		5	23	49	12	89
	% within Responden		5.6%	25.8%	55.1%	13.5%	100.0%
	% within x1.5		100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.6 Crosstabulation

			x1.6					Total
			1.0	2.0	3.0	4.0	5.0	
Responden	Karyawan	Count	2	11	29	40	7	89
		% within Responden	2.2%	12.4%	32.6%	44.9%	7.9%	100.0%
		% within x1.6	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	11	29	40	7	89
	% within Responden		2.2%	12.4%	32.6%	44.9%	7.9%	100.0%
	% within x1.6		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.7 Crosstabulation

			x1.7					Total
			1.0	2.0	3.0	4.0	5.0	
Responden	Karyawan	Count	1	7	28	41	12	89
		% within Responden	1.1%	7.9%	31.5%	46.1%	13.5%	100.0%
		% within x1.7	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		1	7	28	41	12	89
	% within Responden		1.1%	7.9%	31.5%	46.1%	13.5%	100.0%
	% within x1.7		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.8 Crosstabulation

			x1.8					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		2	12	23	47	5	89
	% within Responden		2.2%	13.5%	25.8%	52.8%	5.6%	100.0%
	% within x1.8		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	12	23	47	5	89
	% within Responden		2.2%	13.5%	25.8%	52.8%	5.6%	100.0%
	% within x1.8		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.9 Crosstabulation

			x1.9					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		2	10	28	44	5	89
	% within Responden		2.2%	11.2%	31.5%	49.4%	5.6%	100.0%
	% within x1.9		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	10	28	44	5	89
	% within Responden		2.2%	11.2%	31.5%	49.4%	5.6%	100.0%
	% within x1.9		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.10 Crosstabulation

			x1.10					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		1	15	26	43	4	89
	% within Responden		1.1%	16.9%	29.2%	48.3%	4.5%	100.0%
	% within x1.10		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		1	15	26	43	4	89
	% within Responden		1.1%	16.9%	29.2%	48.3%	4.5%	100.0%
	% within x1.10		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.11 Crosstabulation

			x1.11					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		2	11	25	47	4	89
	% within Responden		2.2%	12.4%	28.1%	52.8%	4.5%	100.0%
	% within x1.11		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	11	25	47	4	89
	% within Responden		2.2%	12.4%	28.1%	52.8%	4.5%	100.0%
	% within x1.11		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.12 Crosstabulation

			x1.12					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		6	18	21	37	7	89
	% within Responden		6.7%	20.2%	23.6%	41.6%	7.9%	100.0%
	% within x1.12		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		6	18	21	37	7	89
	% within Responden		6.7%	20.2%	23.6%	41.6%	7.9%	100.0%
	% within x1.12		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.13 Crosstabulation

			x1.13					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		2	8	27	47	5	89
	% within Responden		2.2%	9.0%	30.3%	52.8%	5.6%	100.0%
	% within x1.13		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	8	27	47	5	89
	% within Responden		2.2%	9.0%	30.3%	52.8%	5.6%	100.0%
	% within x1.13		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.14 Crosstabulation

			x1.14					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		2	12	29	36	10	89
	% within Responden		2.2%	13.5%	32.6%	40.4%	11.2%	100.0%
	% within x1.14		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	12	29	36	10	89
	% within Responden		2.2%	13.5%	32.6%	40.4%	11.2%	100.0%
	% within x1.14		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.15 Crosstabulation

			x1.15					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		2	8	24	46	9	89
	% within Responden		2.2%	9.0%	27.0%	51.7%	10.1%	100.0%
	% within x1.15		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	8	24	46	9	89
	% within Responden		2.2%	9.0%	27.0%	51.7%	10.1%	100.0%
	% within x1.15		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * x1.16 Crosstabulation

			x1.16					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		3	13	19	45	9	89
	% within Responden		3.4%	14.6%	21.3%	50.6%	10.1%	100.0%
	% within x1.16		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		3	13	19	45	9	89
	% within Responden		3.4%	14.6%	21.3%	50.6%	10.1%	100.0%
	% within x1.16		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * X2.1 Crosstabulation

			X2.1					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		2	11	29	40	7	89
	% within Responden		2.2%	12.4%	32.6%	44.9%	7.9%	100.0%
	% within X2.1		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	11	29	40	7	89
	% within Responden		2.2%	12.4%	32.6%	44.9%	7.9%	100.0%
	% within X2.1		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * X2.2 Crosstabulation

			X2.2					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		1	7	28	41	12	89
	% within Responden		1.1%	7.9%	31.5%	46.1%	13.5%	100.0%
	% within X2.2		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		1	7	28	41	12	89
	% within Responden		1.1%	7.9%	31.5%	46.1%	13.5%	100.0%
	% within X2.2		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * X2.3 Crosstabulation

			X2.3					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		2	12	23	47	5	89
	% within Responden		2.2%	13.5%	25.8%	52.8%	5.6%	100.0%
	% within X2.3		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	12	23	47	5	89
	% within Responden		2.2%	13.5%	25.8%	52.8%	5.6%	100.0%
	% within X2.3		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * X2.4 Crosstabulation

			X2.4					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		2	10	28	44	5	89
	% within Responden		2.2%	11.2%	31.5%	49.4%	5.6%	100.0%
	% within X2.4		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	10	28	44	5	89
	% within Responden		2.2%	11.2%	31.5%	49.4%	5.6%	100.0%
	% within X2.4		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * Y1.1 Crosstabulation

			Y1.1					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		2	8	27	47	5	89
	% within Responden		2.2%	9.0%	30.3%	52.8%	5.6%	100.0%
	% within Y1.1		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	8	27	47	5	89
	% within Responden		2.2%	9.0%	30.3%	52.8%	5.6%	100.0%
	% within Y1.1		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * Y1.2 Crosstabulation

			Y1.2					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		2	12	29	36	10	89
	% within Responden		2.2%	13.5%	32.6%	40.4%	11.2%	100.0%
	% within Y1.2		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	12	29	36	10	89
	% within Responden		2.2%	13.5%	32.6%	40.4%	11.2%	100.0%
	% within Y1.2		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * Y1.3 Crosstabulation

			Y1.3					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		2	8	24	46	9	89
	% within Responden		2.2%	9.0%	27.0%	51.7%	10.1%	100.0%
	% within Y1.3		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	8	24	46	9	89
	% within Responden		2.2%	9.0%	27.0%	51.7%	10.1%	100.0%
	% within Y1.3		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * Y1.4 Crosstabulation

			Y1.4					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		3	13	19	45	9	89
	% within Responden		3.4%	14.6%	21.3%	50.6%	10.1%	100.0%
	% within Y1.4		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		3	13	19	45	9	89
	% within Responden		3.4%	14.6%	21.3%	50.6%	10.1%	100.0%
	% within Y1.4		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * Y2.1 Crosstabulation

			Y2.1				Total
			2.0	3.0	4.0	5.0	
Responden Karyawan	Count		5	23	49	12	89
	% within Responden		5.6%	25.8%	55.1%	13.5%	100.0%
	% within Y2.1		100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		5	23	49	12	89
	% within Responden		5.6%	25.8%	55.1%	13.5%	100.0%
	% within Y2.1		100.0%	100.0%	100.0%	100.0%	100.0%

Responden * Y2.2 Crosstabulation

			Y2.2					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		2	11	29	40	7	89
	% within Responden		2.2%	12.4%	32.6%	44.9%	7.9%	100.0%
	% within Y2.2		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	11	29	40	7	89
	% within Responden		2.2%	12.4%	32.6%	44.9%	7.9%	100.0%
	% within Y2.2		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * Y2.3 Crosstabulation

			Y2.3					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		1	7	28	41	12	89
	% within Responden		1.1%	7.9%	31.5%	46.1%	13.5%	100.0%
	% within Y2.3		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		1	7	28	41	12	89
	% within Responden		1.1%	7.9%	31.5%	46.1%	13.5%	100.0%
	% within Y2.3		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Responden * Y2.4 Crosstabulation

			Y2.4					Total
			1.0	2.0	3.0	4.0	5.0	
Responden Karyawan	Count		2	12	23	47	5	89
	% within Responden		2.2%	13.5%	25.8%	52.8%	5.6%	100.0%
	% within Y2.4		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	Count		2	12	23	47	5	89
	% within Responden		2.2%	13.5%	25.8%	52.8%	5.6%	100.0%
	% within Y2.4		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lampiran 4: Hasil Uji Validitas Dan Reliabilitas

Kualitas layanan (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.930	16

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	52.831	87.255	.681	.925
x1.2	53.011	87.989	.652	.926
x1.3	52.978	87.159	.654	.926
x1.4	52.742	88.330	.649	.926
x1.5	52.809	90.065	.619	.927
x1.6	53.135	87.754	.656	.926
x1.7	52.944	88.508	.635	.926
x1.8	53.112	87.987	.650	.926
x1.9	53.124	88.723	.625	.927
x1.10	53.191	89.702	.556	.928
x1.11	53.124	89.087	.601	.927
x1.12	53.337	85.885	.624	.927
x1.13	53.067	89.223	.614	.927
x1.14	53.124	86.087	.717	.924
x1.15	52.989	86.579	.745	.924
x1.16	53.079	85.346	.730	.924

Reliabilitas sebesar 0,930 sedangkan indeks validitas diantara 0,556-0,745

Citra Perusahaan (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.758	4

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	10.539	4.251	.538	.711
X2.2	10.348	4.252	.575	.690
X2.3	10.517	4.321	.527	.716
X2.4	10.528	4.252	.581	.687

Reliabilitas sebesar 0,758 sedangkan indeks validitas diantara 0,527-0,581

Kepuasan konsumen (Y1)

Reliability Statistics

Cronbach's Alpha	N of Items
.821	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	10.528	5.888	.499	.835
Y1.2	10.584	4.859	.682	.756
Y1.3	10.449	5.046	.702	.748
Y1.4	10.539	4.660	.701	.747

Reliabilitas sebesar 0,821 sedangkan indeks validitas diantara 0,499-0,702

Loyalitas konsumen (Y2)

Reliability Statistics

Cronbach's Alpha	N of Items
.770	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	10.528	4.252	.636	.687
Y2.2	10.854	4.058	.542	.732
Y2.3	10.663	3.908	.636	.680
Y2.4	10.831	4.255	.488	.760

Reliabilitas sebesar 0,770 sedangkan indeks validitas diantara 0,488-0,636

Lampiran 5: Hasil Analisa Path

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.331 ^a	.109	.099	2.9111	.109	10.681	1	87	.002

a. Predictors: (Constant), Kualitas layanan(X1)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.514	1	90.514	10.681	.002 ^b
	Residual	737.261	87	8.474		
	Total	827.775	88			

a. Dependent Variable: Kepuasan Konsumen (Y1)

b. Predictors: (Constant), Kualitas layanan(X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.070	1.712		4.714	.000
	Kualitas layanan(X1)	.101	.031	.331	3.268	.002

a. Dependent Variable: Kepuasan Konsumen (Y1)

2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.371 ^a	.138	.128	2.8639	.138	13.922	1	87	.000

a. Predictors: (Constant), Citra Perusahaan (X2)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114.192	1	114.192	13.922	.000 ^b
	Residual	713.583	87	8.202		
	Total	827.775	88			

- a. Dependent Variable: Kepuasan Konsumen (Y1)
 b. Predictors: (Constant), Citra Perusahaan (X2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.200	1.472		5.572	.000
	Citra Perusahaan (X2)	.398	.107	.371	3.731	.000

- a. Dependent Variable: Kepuasan Konsumen (Y1)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.427 ^a	.182	.173	2.3720	.182	19.355	1	87	.000

- a. Predictors: (Constant), Kualitas layanan(X1)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108.902	1	108.902	19.355	.000 ^b
	Residual	489.503	87	5.626		
	Total	598.404	88			

- a. Dependent Variable: Loyalitas konsumen (Y2)
 b. Predictors: (Constant), Kualitas layanan(X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.256	1.395		5.919	.000
	Kualitas layanan(X1)	.111	.025	.427	4.399	.000

- a. Dependent Variable: Loyalitas konsumen (Y2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.667 ^a	.445	.439	1.9531	.445	69.873	1	87	.000

- a. Predictors: (Constant), Citra Perusahaan (X2)

ANOVA^a

Pengaruh Kualitas Layanan Dan Citra Perusahaan Terhadap Kepuasan Dan Loyalitas Konsumen Pada Servis Bengkel Pt. Astra Internasional Daihatsu
 Author: Amalia Lavayeti NPK: K.2013.1.32534

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	266.536	1	266.536	69.873	.000 ^b
	Residual	331.868	87	3.815		
	Total	598.404	88			

a. Dependent Variable: Loyalitas konsumen (Y2)

b. Predictors: (Constant), Citra Perusahaan (X2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.083	1.004		6.061	.000
	Citra Perusahaan (X2)	.608	.073	.667	8.359	.000

a. Dependent Variable: Loyalitas konsumen (Y2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.625 ^a	.391	.384	2.0466	.391	55.862	1	87	.000

a. Predictors: (Constant), Kepuasan Konsumen (Y1)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	233.987	1	233.987	55.862	.000 ^b
	Residual	364.417	87	4.189		
	Total	598.404	88			

a. Dependent Variable: Loyalitas konsumen (Y2)

b. Predictors: (Constant), Kepuasan Konsumen (Y1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.076	.990		7.150	.000
	Kepuasan Konsumen (Y1)	.532	.071	.625	7.474	.000

a. Dependent Variable: Loyalitas konsumen (Y2)

Lampiran 6: Hasil Penyebaran Kuisisioner

no	ResPonden	Nama	JK	Usia	Pekerjaan	Lama menggunakan Produk	x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	x1.9	x1.10	x1.11	x1.12	x1.13	x1.14	x1.15	x1.16	
1	Pegawai swasta	BPk edi	L	45	wirusaha	3	4	3	4	4	4	2	4	4	2	4	4	3	4	4	3	4	
2	Pegawai swasta	BPk dimas	L	42	Pns	4	4	3	3	4	4	3	5	4	4	4	3	3	3	3	3	4	5
3	Pegawai swasta	BPk doni	L	29	wirusaha	3	4	4	5	3	4	4	5	3	4	4	3	3	4	4	3	3	
4	Pegawai swasta	BPk ryan	L	29	Pns	6	3	3	3	3	3	3	3	2	3	3	3	2	3	3	3	3	
5	Pegawai swasta	BPk rinadi	L	31	Pegawai swasta	4	4	4	4	5	5	5	5	4	4	3	4	4	3	5	5	5	
6	Pegawai swasta	BPk Andy	L	31	Pegawai swasta	4	4	4	3	4	4	4	5	4	4	4	4	4	5	5	5	5	
7	Pegawai swasta	BPk Ragil	L	31	wirusaha	4	4	4	4	5	5	5	5	3	4	3	3	4	4	5	5	5	
8	Pegawai swasta	BPk Mico	L	42	wirusaha	3	5	4	4	5	5	4	5	4	3	3	4	4	4	5	4	5	
9	Pegawai swasta	BPk Syamsul	L	45	wirusaha	4	5	4	4	3	3	2	3	4	4	3	4	4	3	3	3	3	
10	Pegawai swasta	Ibu Tyas	P	28	Pegawai swasta	6	4	4	4	5	5	5	4	3	4	4	4	3	4	4	4	4	
11	Pegawai swasta	Ibu Fatima	P	28	Pegawai swasta	6	4	4	4	3	3	3	3	4	4	4	4	4	4	3	3	3	
12	Pegawai swasta	BPk budi	L	27	Pegawai swasta	4	4	4	5	5	4	4	5	4	4	3	3	5	4	4	4	4	
13	Pegawai swasta	BPk hendrik	L	31	wirusaha	6	4	3	4	5	4	4	4	3	3	4	4	4	3	4	4	4	
14	Pegawai swasta	BPk ronny	L	33	Pns	6	4	4	4	4	4	2	4	4	3	4	4	4	4	4	4	4	
15	Pegawai swasta	Ibu ranni	P	27	Pegawai swasta	6	5	4	4	5	4	4	5	5	5	4	5	5	4	4	4	5	

16	Pegawai swasta	BPk imam	L	29	Pegawai swasta	6	2	3	3	2	3	3	2	3	2	2	3	3	3	2	3	3
17	Pegawai swasta	Ibu ayu	P	27	Pegawai swasta	6	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4
18	Pegawai swasta	BPk ghali	L	32	Pegawai swasta	3	3	3	3	3	3	2	3	3	2	2	3	3	3	3	3	3
19	Pegawai swasta	BPk herman	L	32	Pegawai swasta	3	3	4	4	4	4	5	4	3	3	5	5	4	4	4	4	3
20	Pegawai swasta	BPk sandy	L	42	wirausaha	4	2	2	2	2	2	2	2	2	2	2	2	1	2	2	1	2
21	Pegawai swasta	BPk wahyu	L	32	Pns	4	4	3	3	2	3	2	4	2	4	3	4	3	2	3	5	4
22	Pegawai swasta	BPk Rio	L	29	Pns	4	5	4	4	4	4	4	3	3	3	3	4	5	3	3	4	3
23	Pegawai swasta	BPk Bayu	L	31	wirausaha	4	5	5	5	5	4	4	3	2	3	2	2	2	3	4	4	4
24	Pegawai swasta	BPk Alvian	L	27	wirausaha	3	4	3	4	4	4	4	3	4	3	4	4	3	3	4	4	3
25	Pegawai swasta	BPk santos	L	32	swasta	3	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4
26	Pegawai swasta	BPk avri	L	42	Pegawai swasta	6	4	3	3	4	4	3	4	4	3	3	3	3	4	4	4	4
27	Pegawai swasta	Ibu Masunah	P	31	Pns	6	4	4	5	4	4	3	4	5	4	4	3	4	3	4	4	4
28	Pegawai swasta	Ibu dwi	P	33	wirausaha	7	4	4	4	4	4	3	4	1	4	4	1	1	1	1	4	4
29	Pegawai swasta	Ibu Della	P	33	wirausaha	7	4	4	5	4	2	3	3	3	3	3	3	4	3	4	3	4
30	Pegawai swasta	Ibu messy	P	29	Pegawai swasta	6	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4
31	Pegawai swasta	ibu yesi	P	27	Pns	4	4	4	4	4	4	4	4	4	3	4	4	2	3	3	4	4
32	Pegawai	bPk	L	33	Pns	3	4	4	4	4	5	4	5	5	5	5	4	5	5	5	5	5

	swasta	nouvel																				
33	Pegawai swasta	bPk jerry	L	31	Pegawai swasta	3	2	1	2	3	3	2	3	2	2	2	1	1	2	1	2	2
34	Pegawai swasta	bPk arka	L	31	Pegawai swasta	3	4	4	3	4	3	4	2	4	3	4	4	4	4	3	3	1
35	Pegawai swasta	bPk emir	L	42	wirusaha	3	4	4	3	4	4	4	3	4	3	3	3	5	4	4	4	4
36	Pegawai swasta	bPk erwin	L	45	wirusaha	3	3	2	1	2	3	3	3	3	5	4	4	2	3	3	3	2
37	Pegawai swasta	bPk nico	L	27	Pegawai swasta	7	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4
38	Pegawai swasta	bPk marcel	L	29	Pegawai swasta	6	4	4	4	4	4	4	2	3	3	4	4	2	4	2	4	4
39	Pegawai swasta	bPk basuki	L	31	Pegawai swasta	7	4	3	4	5	5	4	4	4	4	3	4	5	4	3	4	4
40	Pegawai swasta	ibu sofie	P	45	Pns	6	1	2	2	3	4	1	2	2	1	1	3	1	3	2	1	1
41	Pegawai swasta	ibu tutik	P	41	Pegawai swasta	3	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4
42	Pegawai swasta	BPK edi	L	29	Pegawai swasta	3	4	3	4	5	4	3	3	2	4	3	4	4	4	4	4	5
43	Pegawai swasta	bPk sumarno	L	31	wirusaha	3	3	3	4	4	4	3	4	4	4	4	3	2	3	2	4	4
44	Pegawai swasta	bPk sudjawal	L	33	wirusaha	6	3	4	4	4	3	4	4	4	4	4	3	3	3	3	4	4
45	Pegawai swasta	bPk kasim	L	33	wirusaha	6	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
46	Pegawai swasta	bPk mandra	L	33	Pns	6	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4
47	Pegawai swasta	bPk danni	L	31	Pegawai swasta	4	3	4	4	5	5	5	5	4	4	3	3	4	5	4	4	4
48	Pegawai swasta	bPk syafii	L	29	Pegawai swasta	3	2	2	2	3	3	2	3	3	2	2	2	1	3	2	2	2

49	Pegawai swasta	bPk andre	L	29	Pegawai swasta	3	5	4	4	5	5	3	4	4	2	2	4	2	3	4	4	5
50	Pegawai swasta	bPk adjie	L	27	Pegawai swasta	3	4	3	4	4	4	3	3	3	3	3	4	4	3	3	5	4
51	Pegawai swasta	bPk andik	L	41	Pegawai swasta	6	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4
52	Pegawai swasta	bPk fajar	L	43	Pegawai swasta	3	4	4	3	4	4	4	4	4	4	4	2	2	3	3	3	4
53	Pegawai swasta	bPk Putra	L	37	Pegawai swasta	7	4	3	4	4	4	3	4	4	4	4	3	4	3	3	4	4
54	Pegawai swasta	bPk vigo	L	35	Pns	6	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
55	Pegawai swasta	bPk anca	L	35	Pns	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3
56	Pegawai swasta	bPk dwi	L	31	wirausaha	3	3	4	4	4	5	3	3	4	4	4	4	4	4	3	3	3
57	Pegawai swasta	bPk didik	L	33	wirausaha	3	4	3	4	4	4	4	4	4	4	4	3	1	5	3	3	3
58	Pegawai swasta	bPk teguh	L	35	wirausaha	3	4	2	3	4	4	4	4	3	3	4	4	5	4	3	2	3
59	Pegawai swasta	bPk garda	L	45	wirausaha	7	4	5	1	2	3	3	2	2	4	4	4	4	1	4	3	3
60	Pegawai swasta	ibu emma	P	45	wirausaha	7	4	4	5	3	3	4	3	3	3	2	3	3	4	3	3	3
61	Pegawai swasta	ibu rahma	P	42	Pns	7	3	4	2	3	4	4	3	4	3	4	4	4	5	4	4	4
62	Pegawai swasta	ibu azizah	P	42	Pns	6	4	5	4	4	4	3	4	3	4	4	4	3	4	5	3	4
63	Pegawai swasta	bPk soleh	L	42	Pns	6	3	2	2	3	2	2	3	1	3	2	2	2	2	2	3	2
64	Pegawai swasta	ibu madina	P	29	Pns	6	5	5	4	4	5	4	3	4	3	3	3	3	4	5	4	4
65	Pegawai	bPk	L	29	Pns	6	3	2	2	4	3	3	4	3	2	2	2	2	2	3	2	2

	swasta	djarot																				
66	Pegawai swasta	bPk anang	L	27	Pegawai swasta	6	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
67	Pegawai swasta	bPk dilla	L	29	Pegawai swasta	6	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4
68	Pegawai swasta	bPk vidi	L	33	Pegawai swasta	6	4	2	3	4	4	2	3	5	4	4	3	4	3	3	3	3
69	Pegawai swasta	bPk hadi	L	31	Pegawai swasta	7	4	3	4	4	3	4	4	3	3	4	4	3	4	4	4	3
70	Pegawai swasta	bPk billy	L	42	Pegawai swasta	7	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4
71	Pegawai swasta	bPk hafid	L	29	Pegawai swasta	7	5	4	5	5	5	5	5	4	4	4	4	4	4	5	5	4
72	Pegawai swasta	bPk hilmi	L	27	mahasiswa	3	2	3	4	4	4	3	4	3	4	3	4	4	4	3	3	3
73	Pegawai swasta	ibu milla	P	27	Pns	3	4	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4
74	Pegawai swasta	bPk dicky	L	26	mahasiswa	3	4	3	4	3	4	4	3	3	3	2	2	2	2	3	2	2
75	Pegawai swasta	bPk hamidi	L	41	Pegawai swasta	3	5	4	4	5	4	4	4	4	5	3	4	3	4	4	4	4
76	Pegawai swasta	bPk rudy	L	41	Pegawai swasta	3	5	4	4	4	3	3	4	4	3	2	2	2	4	4	4	1
77	Pegawai swasta	bPk hariyanto	L	42	Pegawai swasta	3	5	5	4	4	3	4	4	4	4	3	4	3	4	3	4	3
78	Pegawai swasta	bPk abdul	L	29	Pns	3	4	2	3	5	4	3	4	3	2	4	2	2	4	2	3	2
79	Pegawai swasta	bPk fahad	L	27	Pegawai swasta	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
80	Pegawai swasta	bPk husin	L	41	Pegawai swasta	4	4	5	5	4	4	5	4	4	4	4	4	4	4	2	3	3
81	Pegawai swasta	ibu muna	P	43	wirusaha	4	4	4	2	3	3	3	3	4	4	3	4	2	4	2	4	4

82	Pegawai swasta	bPk bobby	L	31	wirusaha	4	4	3	4	4	3	4	3	4	4	2	3	3	4	3	4	4
83	Pegawai swasta	bPk fahmi	L	36	wirusaha	4	2	3	2	2	2	3	2	2	3	2	3	2	3	2	2	2
84	Pegawai swasta	bPk farid	L	38	Pegawai swasta	6	2	2	3	2	3	3	3	2	3	3	3	3	3	3	3	2
85	Pegawai swasta	bPk rozzi	L	41	Pns	6	2	2	2	2	3	3	3	3	1	3	3	3	3	3	3	2
86	Pegawai swasta	bPk ficky	L	41	Pegawai swasta	6	1	2	1	2	2	1	1	2	2	2	2	2	2	2	2	2
87	Pegawai swasta	ibu febr	P	31	Pegawai swasta	7	2	4	3	5	5	3	5	2	3	4	2	2	2	3	4	2
88	Pegawai swasta	ibu fita	P	31	Pegawai swasta	6	4	4	4	3	3	4	3	4	4	5	4	4	4	4	4	5
89	Pegawai swasta	ibu frida	P	33	Pegawai swasta	7	4	5	5	5	3	4	3	4	4	3	4	3	4	5	4	4

no	ResPonden	Nama	JK	Usia	Pekerjaan	Lama menggunakan Produk	X2.1	X2.2	X2.3	X2.4
1	Pegawai swasta	BPk edi	L	45	wirusaha	3	2	4	4	2
2	Pegawai swasta	BPk dimas	L	42	Pns	4	3	5	4	4
3	Pegawai swasta	BPk doni	L	29	wirusaha	3	4	5	3	4
4	Pegawai swasta	BPk ryan	L	29	Pns	6	3	3	2	3
5	Pegawai swasta	BPk rinadi	L	31	Pegawai swasta	4	5	5	4	4
6	Pegawai swasta	BPk Andy	L	31	Pegawai swasta	4	4	5	4	4
7	Pegawai swasta	BPk Ragil	L	31	wirusaha	4	5	5	3	4
8	Pegawai swasta	BPk Mico	L	42	wirusaha	3	4	5	4	3
9	Pegawai swasta	BPk Syamsul	L	45	wirusaha	4	2	3	4	4
10	Pegawai swasta	Ibu Tyas	P	28	Pegawai swasta	6	5	4	3	4
11	Pegawai swasta	Ibu Fatima	P	28	Pegawai swasta	6	3	3	4	4
12	Pegawai swasta	BPk budi	L	27	Pegawai swasta	4	4	5	4	4
13	Pegawai swasta	BPk hendrik	L	31	wirusaha	6	4	4	3	3
14	Pegawai swasta	BPk ronny	L	33	Pns	6	2	4	4	3
15	Pegawai swasta	Ibu ranni	P	27	Pegawai swasta	6	4	5	5	5
16	Pegawai swasta	BPk imam	L	29	Pegawai swasta	6	3	2	3	2
17	Pegawai swasta	Ibu ayu	P	27	Pegawai swasta	6	2	4	4	4
18	Pegawai swasta	BPk ghali	L	32	Pegawai swasta	3	2	3	3	2
19	Pegawai swasta	BPk herman	L	32	Pegawai swasta	3	5	4	3	3
20	Pegawai swasta	BPk sandy	L	42	wirusaha	4	2	2	2	2
21	Pegawai swasta	BPk wahyu	L	32	Pns	4	2	4	2	4
22	Pegawai swasta	BPk Rio	L	29	Pns	4	4	3	3	3
23	Pegawai	BPk	L	31	wirusaha	4	4	3	2	3

	swasta	Bayu								
24	Pegawai swasta	BPk Alvian	L	27	wirausaha	3	4	3	4	3
25	Pegawai swasta	BPk santos	L	32	swasta	3	4	4	4	4
26	Pegawai swasta	BPk avri	L	42	Pegawai swasta	6	3	4	4	3
27	Pegawai swasta	Ibu Masunah	P	31	Pns	6	3	4	5	4
28	Pegawai swasta	Ibu dwi	P	33	wirausaha	7	3	4	1	4
29	Pegawai swasta	Ibu Della	P	33	wirausaha	7	3	3	3	3
30	Pegawai swasta	Ibu messy	P	29	Pegawai swasta	6	4	4	4	4
31	Pegawai swasta	ibu yesi	P	27	Pns	4	4	4	4	3
32	Pegawai swasta	bPk nouval	L	33	Pns	3	4	5	5	5
33	Pegawai swasta	bPk jerry	L	31	Pegawai swasta	3	2	3	2	2
34	Pegawai swasta	bPk arka	L	31	Pegawai swasta	3	4	2	4	3
35	Pegawai swasta	bPk emir	L	42	wirausaha	3	4	3	4	3
36	Pegawai swasta	bPk erwin	L	45	wirausaha	3	3	3	3	5
37	Pegawai swasta	bPk nico	L	27	Pegawai swasta	7	4	4	5	5
38	Pegawai swasta	bPk marcel	L	29	Pegawai swasta	6	4	2	3	3
39	Pegawai swasta	bPk basuki	L	31	Pegawai swasta	7	4	4	4	4
40	Pegawai swasta	ibu sofie	P	45	Pns	6	1	2	2	1
41	Pegawai swasta	ibu tutik	P	41	Pegawai swasta	3	4	4	4	4
42	Pegawai swasta	BPk edi	L	29	Pegawai swasta	3	3	3	2	4
43	Pegawai swasta	bPk sumarno	L	31	wirausaha	3	3	4	4	4
44	Pegawai swasta	bPk sudjawal	L	33	wirausaha	6	4	4	4	4
45	Pegawai swasta	bPk kasim	L	33	wirausaha	6	4	4	4	4
46	Pegawai swasta	bPk mandra	L	33	Pns	6	3	4	4	4
47	Pegawai	bPk	L	31	Pegawai	4	5	5	4	4

	swasta	danni			swasta					
48	Pegawai swasta	bPk syafii	L	29	Pegawai swasta	3	2	3	3	2
49	Pegawai swasta	bPk andre	L	29	Pegawai swasta	3	3	4	4	2
50	Pegawai swasta	bPk adjie	L	27	Pegawai swasta	3	3	3	3	3
51	Pegawai swasta	bPk andik	L	41	Pegawai swasta	6	3	4	4	4
52	Pegawai swasta	bPk fajar	L	43	Pegawai swasta	3	4	4	4	4
53	Pegawai swasta	bPk Putra	L	37	Pegawai swasta	7	3	4	4	4
54	Pegawai swasta	bPk vigo	L	35	Pns	6	4	4	4	4
55	Pegawai swasta	bPk anca	L	35	Pns	4	3	3	3	3
56	Pegawai swasta	bPk dwi	L	31	wirusaha	3	3	3	4	4
57	Pegawai swasta	bPk didik	L	33	wirusaha	3	4	4	4	4
58	Pegawai swasta	bPk teguh	L	35	wirusaha	3	4	4	3	3
59	Pegawai swasta	bPk garda	L	45	wirusaha	7	3	2	2	4
60	Pegawai swasta	ibu emma	P	45	wirusaha	7	4	3	3	3
61	Pegawai swasta	ibu rahma	P	42	Pns	7	4	3	4	3
62	Pegawai swasta	ibu azizah	P	42	Pns	6	3	4	3	4
63	Pegawai swasta	bPk soleh	L	42	Pns	6	2	3	1	3
64	Pegawai swasta	ibu madina	P	29	Pns	6	4	3	4	3
65	Pegawai swasta	bPk djarot	L	29	Pns	6	3	4	3	2
66	Pegawai swasta	bPk anang	L	27	Pegawai swasta	6	4	4	4	4
67	Pegawai swasta	bPk dilla	L	29	Pegawai swasta	6	4	4	4	4
68	Pegawai swasta	bPk vidi	L	33	Pegawai swasta	6	2	3	5	4
69	Pegawai swasta	bPk hadi	L	31	Pegawai swasta	7	4	4	3	3
70	Pegawai swasta	bPk billy	L	42	Pegawai swasta	7	4	4	4	3
71	Pegawai	bPk	L	29	Pegawai	7	5	5	4	4

	swasta	hafid			swasta					
72	Pegawai swasta	bPk hilmi	L	27	mahasiswa	3	3	4	3	4
73	Pegawai swasta	ibu milla	P	27	Pns	3	4	4	4	4
74	Pegawai swasta	bPk dicky	L	26	mahasiswa	3	4	3	3	3
75	Pegawai swasta	bPk hamidi	L	41	Pegawai swasta	3	4	4	4	5
76	Pegawai swasta	bPk rudy	L	41	Pegawai swasta	3	3	4	4	3
77	Pegawai swasta	bPk hariyanto	L	42	Pegawai swasta	3	4	4	4	4
78	Pegawai swasta	bPk abdul	L	29	Pns	3	3	4	3	2
79	Pegawai swasta	bPk fahad	L	27	Pegawai swasta	3	4	4	4	4
80	Pegawai swasta	bPk husin	L	41	Pegawai swasta	4	5	4	4	4
81	Pegawai swasta	ibu muna	P	43	wirusaha	4	3	3	4	4
82	Pegawai swasta	bPk bobby	L	31	wirusaha	4	4	3	4	4
83	Pegawai swasta	bPk fahmi	L	36	wirusaha	4	3	2	2	3
84	Pegawai swasta	bPk farid	L	38	Pegawai swasta	6	3	3	2	3
85	Pegawai swasta	bPk rozzi	L	41	Pns	6	3	3	3	1
86	Pegawai swasta	bPk ficky	L	41	Pegawai swasta	6	1	1	2	2
87	Pegawai swasta	ibu febri	P	31	Pegawai swasta	7	3	5	2	3
88	Pegawai swasta	ibu fita	P	31	Pegawai swasta	6	4	3	4	4
89	Pegawai swasta	ibu frida	P	33	Pegawai swasta	7	4	3	4	4

no	ResPonden	Nama	JK	Usia	Pekerjaan	Lama menggunakan Produk	Y1.1	Y1.2	Y1.3	Y1.4
1	Pegawai swasta	BPk edi	L	45	wirusaha	3	4	4	3	4
2	Pegawai swasta	BPk dimas	L	42	Pns	4	3	3	4	5
3	Pegawai swasta	BPk doni	L	29	wirusaha	3	4	4	3	3
4	Pegawai swasta	BPk ryan	L	29	Pns	6	3	3	3	3
5	Pegawai swasta	BPk rinadi	L	31	Pegawai swasta	4	3	5	5	5
6	Pegawai swasta	BPk Andy	L	31	Pegawai swasta	4	5	5	5	5
7	Pegawai swasta	BPk Ragil	L	31	wirusaha	4	4	5	5	5
8	Pegawai swasta	BPk Mico	L	42	wirusaha	3	4	5	4	5
9	Pegawai swasta	BPk Syamsul	L	45	wirusaha	4	3	3	3	3
10	Pegawai swasta	Ibu Tyas	P	28	Pegawai swasta	6	4	4	4	4
11	Pegawai swasta	Ibu Fatima	P	28	Pegawai swasta	6	4	3	3	3
12	Pegawai swasta	BPk budi	L	27	Pegawai swasta	4	4	4	4	4
13	Pegawai swasta	BPk hendrik	L	31	wirusaha	6	3	4	4	4
14	Pegawai swasta	BPk ronny	L	33	Pns	6	4	4	4	4
15	Pegawai swasta	Ibu ranni	P	27	Pegawai swasta	6	4	4	4	5
16	Pegawai swasta	BPk imam	L	29	Pegawai swasta	6	3	2	3	3
17	Pegawai swasta	Ibu ayu	P	27	Pegawai swasta	6	4	4	4	4
18	Pegawai swasta	BPk ghali	L	32	Pegawai swasta	3	3	3	3	3
19	Pegawai swasta	BPk herman	L	32	Pegawai swasta	3	4	4	3	4
20	Pegawai swasta	BPk sandy	L	42	wirusaha	4	2	2	1	2
21	Pegawai swasta	BPk wahyu	L	32	Pns	4	2	3	5	4
22	Pegawai swasta	BPk Rio	L	29	Pns	4	3	3	4	3

23	Pegawai swasta	BPk Bayu	L	31	wirusaha	4	3	4	4	4
24	Pegawai swasta	BPk Alvian	L	27	wirusaha	3	3	4	4	3
25	Pegawai swasta	BPk santos	L	32	swasta	3	4	4	5	4
26	Pegawai swasta	BPk avri	L	42	Pegawai swasta	6	4	4	4	4
27	Pegawai swasta	Ibu Masunah	P	31	Pns	6	3	4	4	4
28	Pegawai swasta	Ibu dwi	P	33	wirusaha	7	1	1	4	4
29	Pegawai swasta	Ibu Della	P	33	wirusaha	7	3	4	3	4
30	Pegawai swasta	Ibu messy	P	29	Pegawai swasta	6	4	4	4	4
31	Pegawai swasta	ibu yesi	P	27	Pns	4	3	3	4	4
32	Pegawai swasta	bPk nouval	L	33	Pns	3	5	5	5	5
33	Pegawai swasta	bPk jerry	L	31	Pegawai swasta	3	2	1	2	2
34	Pegawai swasta	bPk arka	L	31	Pegawai swasta	3	4	3	3	1
35	Pegawai swasta	bPk emir	L	42	wirusaha	3	4	4	4	4
36	Pegawai swasta	bPk erwin	L	45	wirusaha	3	3	3	3	2
37	Pegawai swasta	bPk nico	L	27	Pegawai swasta	7	4	4	4	4
38	Pegawai swasta	bPk marcel	L	29	Pegawai swasta	6	4	2	4	4
39	Pegawai swasta	bPk basuki	L	31	Pegawai swasta	7	4	3	4	4
40	Pegawai swasta	ibu sofie	P	45	Pns	6	3	2	1	1
41	Pegawai swasta	ibu tutik	P	41	Pegawai swasta	3	4	4	4	4
42	Pegawai swasta	BPk edi	L	29	Pegawai swasta	3	4	4	4	5
43	Pegawai swasta	bPk sumarno	L	31	wirusaha	3	3	2	4	4
44	Pegawai swasta	bPk sudjawal	L	33	wirusaha	6	3	3	4	4
45	Pegawai swasta	bPk kasim	L	33	wirusaha	6	4	4	4	4
46	Pegawai swasta	bPk mandra	L	33	Pns	6	4	4	4	4

47	Pegawai swasta	bPk danni	L	31	Pegawai swasta	4	5	4	4	4
48	Pegawai swasta	bPk syafii	L	29	Pegawai swasta	3	3	2	2	2
49	Pegawai swasta	bPk andre	L	29	Pegawai swasta	3	3	4	4	5
50	Pegawai swasta	bPk adjie	L	27	Pegawai swasta	3	3	3	5	4
51	Pegawai swasta	bPk andik	L	41	Pegawai swasta	6	4	4	4	4
52	Pegawai swasta	bPk fajar	L	43	Pegawai swasta	3	3	3	3	4
53	Pegawai swasta	bPk Putra	L	37	Pegawai swasta	7	3	3	4	4
54	Pegawai swasta	bPk vigo	L	35	Pns	6	4	4	4	4
55	Pegawai swasta	bPk anca	L	35	Pns	4	3	3	3	3
56	Pegawai swasta	bPk dwi	L	31	wirusaha	3	4	3	3	3
57	Pegawai swasta	bPk didik	L	33	wirusaha	3	5	3	3	3
58	Pegawai swasta	bPk teguh	L	35	wirusaha	3	4	3	2	3
59	Pegawai swasta	bPk garda	L	45	wirusaha	7	1	4	3	3
60	Pegawai swasta	ibu emma	P	45	wirusaha	7	4	3	3	3
61	Pegawai swasta	ibu rahma	P	42	Pns	7	5	4	4	4
62	Pegawai swasta	ibu azizah	P	42	Pns	6	4	5	3	4
63	Pegawai swasta	bPk soleh	L	42	Pns	6	2	2	3	2
64	Pegawai swasta	ibu madina	P	29	Pns	6	4	5	4	4
65	Pegawai swasta	bPk djarot	L	29	Pns	6	2	3	2	2
66	Pegawai swasta	bPk anang	L	27	Pegawai swasta	6	4	4	4	4
67	Pegawai swasta	bPk dilla	L	29	Pegawai swasta	6	4	4	4	4
68	Pegawai swasta	bPk vidi	L	33	Pegawai swasta	6	3	3	3	3
69	Pegawai swasta	bPk hadi	L	31	Pegawai swasta	7	4	4	4	3
70	Pegawai swasta	bPk billy	L	42	Pegawai swasta	7	4	4	4	4

71	Pegawai swasta	bPk hafid	L	29	Pegawai swasta	7	4	5	5	4
72	Pegawai swasta	bPk hilmi	L	27	mahasiswa	3	4	3	3	3
73	Pegawai swasta	ibu milla	P	27	Pns	3	4	5	4	4
74	Pegawai swasta	bPk dicky	L	26	mahasiswa	3	2	3	2	2
75	Pegawai swasta	bPk hamidi	L	41	Pegawai swasta	3	4	4	4	4
76	Pegawai swasta	bPk rudy	L	41	Pegawai swasta	3	4	4	4	1
77	Pegawai swasta	bPk hariyanto	L	42	Pegawai swasta	3	4	3	4	3
78	Pegawai swasta	bPk abdul	L	29	Pns	3	4	2	3	2
79	Pegawai swasta	bPk fahad	L	27	Pegawai swasta	3	4	4	4	4
80	Pegawai swasta	bPk husin	L	41	Pegawai swasta	4	4	2	3	3
81	Pegawai swasta	ibu muna	P	43	wirausaha	4	4	2	4	4
82	Pegawai swasta	bPk bobby	L	31	wirausaha	4	4	3	4	4
83	Pegawai swasta	bPk fahmi	L	36	wirausaha	4	3	2	2	2
84	Pegawai swasta	bPk farid	L	38	Pegawai swasta	6	3	3	3	2
85	Pegawai swasta	bPk rozzi	L	41	Pns	6	3	3	2	2
86	Pegawai swasta	bPk ficky	L	41	Pegawai swasta	6	2	2	2	2
87	Pegawai swasta	ibu febri	P	31	Pegawai swasta	7	2	3	4	2
88	Pegawai swasta	ibu fita	P	31	Pegawai swasta	6	4	4	5	4
89	Pegawai swasta	ibu frida	P	33	Pegawai swasta	7	4	5	4	4

no	ResPonden	Nama	JK	Usia	Pekerjaan	Lama menggunakan Produk	Y2.1	Y2.2	Y2.3	Y2.4
1	Pegawai swasta	BPk edi	L	45	wirusaha	3	4	2	4	4
2	Pegawai swasta	BPk dimas	L	42	Pns	4	4	3	5	4
3	Pegawai swasta	BPk doni	L	29	wirusaha	3	4	4	5	3
4	Pegawai swasta	BPk ryan	L	29	Pns	6	3	3	3	2
5	Pegawai swasta	BPk rinadi	L	31	Pegawai swasta	4	5	5	5	4
6	Pegawai swasta	BPk Andy	L	31	Pegawai swasta	4	4	4	5	4
7	Pegawai swasta	BPk Ragil	L	31	wirusaha	4	5	5	5	3
8	Pegawai swasta	BPk Mico	L	42	wirusaha	3	5	4	5	4
9	Pegawai swasta	BPk Syamsul	L	45	wirusaha	4	3	2	3	4
10	Pegawai swasta	Ibu Tyas	P	28	Pegawai swasta	6	5	5	4	3
11	Pegawai swasta	Ibu Fatima	P	28	Pegawai swasta	6	3	3	3	4
12	Pegawai swasta	BPk budi	L	27	Pegawai swasta	4	4	4	5	4
13	Pegawai swasta	BPk hendrik	L	31	wirusaha	6	4	4	4	3
14	Pegawai swasta	BPk ronny	L	33	Pns	6	4	2	4	4
15	Pegawai swasta	Ibu ranni	P	27	Pegawai swasta	6	4	4	5	5
16	Pegawai swasta	BPk imam	L	29	Pegawai swasta	6	3	3	2	3
17	Pegawai swasta	Ibu ayu	P	27	Pegawai swasta	6	4	2	4	4
18	Pegawai swasta	BPk ghali	L	32	Pegawai swasta	3	3	2	3	3
19	Pegawai swasta	BPk herman	L	32	Pegawai swasta	3	4	5	4	3
20	Pegawai swasta	BPk sandy	L	42	wirusaha	4	2	2	2	2
21	Pegawai swasta	BPk wahyu	L	32	Pns	4	3	2	4	2
22	Pegawai	BPk Rio	L	29	Pns	4	4	4	3	3

	swasta									
23	Pegawai swasta	BPk Bayu	L	31	wirausaha	4	4	4	3	2
24	Pegawai swasta	BPk Alvian	L	27	wirausaha	3	4	4	3	4
25	Pegawai swasta	BPk santos	L	32	swasta	3	4	4	4	4
26	Pegawai swasta	BPk avri	L	42	Pegawai swasta	6	4	3	4	4
27	Pegawai swasta	Ibu Masunah	P	31	Pns	6	4	3	4	5
28	Pegawai swasta	Ibu dwi	P	33	wirausaha	7	4	3	4	1
29	Pegawai swasta	Ibu Della	P	33	wirausaha	7	2	3	3	3
30	Pegawai swasta	Ibu messy	P	29	Pegawai swasta	6	4	4	4	4
31	Pegawai swasta	ibu yesi	P	27	Pns	4	4	4	4	4
32	Pegawai swasta	bPk nouval	L	33	Pns	3	5	4	5	5
33	Pegawai swasta	bPk jerry	L	31	Pegawai swasta	3	3	2	3	2
34	Pegawai swasta	bPk arka	L	31	Pegawai swasta	3	3	4	2	4
35	Pegawai swasta	bPk emir	L	42	wirausaha	3	4	4	3	4
36	Pegawai swasta	bPk erwin	L	45	wirausaha	3	3	3	3	3
37	Pegawai swasta	bPk nico	L	27	Pegawai swasta	7	4	4	4	5
38	Pegawai swasta	bPk marcel	L	29	Pegawai swasta	6	4	4	2	3
39	Pegawai swasta	bPk basuki	L	31	Pegawai swasta	7	5	4	4	4
40	Pegawai swasta	ibu sofie	P	45	Pns	6	4	1	2	2
41	Pegawai swasta	ibu tutik	P	41	Pegawai swasta	3	4	4	4	4
42	Pegawai swasta	BPk edi	L	29	Pegawai swasta	3	4	3	3	2
43	Pegawai swasta	bPk sumarno	L	31	wirausaha	3	4	3	4	4
44	Pegawai swasta	bPk sudjawal	L	33	wirausaha	6	3	4	4	4
45	Pegawai swasta	bPk kasim	L	33	wirausaha	6	4	4	4	4
46	Pegawai swasta	bPk	L	33	Pns	6	4	3	4	4

	swasta	mandra								
47	Pegawai swasta	bPk dannii	L	31	Pegawai swasta	4	5	5	5	4
48	Pegawai swasta	bPk syafii	L	29	Pegawai swasta	3	3	2	3	3
49	Pegawai swasta	bPk andre	L	29	Pegawai swasta	3	5	3	4	4
50	Pegawai swasta	bPk adjie	L	27	Pegawai swasta	3	4	3	3	3
51	Pegawai swasta	bPk andik	L	41	Pegawai swasta	6	4	3	4	4
52	Pegawai swasta	bPk fajar	L	43	Pegawai swasta	3	4	4	4	4
53	Pegawai swasta	bPk Putra	L	37	Pegawai swasta	7	4	3	4	4
54	Pegawai swasta	bPk vigo	L	35	Pns	6	4	4	4	4
55	Pegawai swasta	bPk anca	L	35	Pns	4	4	3	3	3
56	Pegawai swasta	bPk dwi	L	31	wirusaha	3	5	3	3	4
57	Pegawai swasta	bPk didik	L	33	wirusaha	3	4	4	4	4
58	Pegawai swasta	bPk teguh	L	35	wirusaha	3	4	4	4	3
59	Pegawai swasta	bPk garda	L	45	wirusaha	7	3	3	2	2
60	Pegawai swasta	ibu emma	P	45	wirusaha	7	3	4	3	3
61	Pegawai swasta	ibu rahma	P	42	Pns	7	4	4	3	4
62	Pegawai swasta	ibu azizah	P	42	Pns	6	4	3	4	3
63	Pegawai swasta	bPk soleh	L	42	Pns	6	2	2	3	1
64	Pegawai swasta	ibu madina	P	29	Pns	6	5	4	3	4
65	Pegawai swasta	bPk djarot	L	29	Pns	6	3	3	4	3
66	Pegawai swasta	bPk anang	L	27	Pegawai swasta	6	4	4	4	4
67	Pegawai swasta	bPk dilla	L	29	Pegawai swasta	6	4	4	4	4
68	Pegawai swasta	bPk vidi	L	33	Pegawai swasta	6	4	2	3	5
69	Pegawai swasta	bPk hadi	L	31	Pegawai swasta	7	3	4	4	3
70	Pegawai swasta	bPk billy	L	42	Pegawai swasta	7	4	4	4	4

	swasta				swasta					
71	Pegawai swasta	bPk hafid	L	29	Pegawai swasta	7	5	5	5	4
72	Pegawai swasta	bPk hilmi	L	27	mahasiswa	3	4	3	4	3
73	Pegawai swasta	ibu milla	P	27	Pns	3	4	4	4	4
74	Pegawai swasta	bPk dicky	L	26	mahasiswa	3	4	4	3	3
75	Pegawai swasta	bPk hamidi	L	41	Pegawai swasta	3	4	4	4	4
76	Pegawai swasta	bPk rudy	L	41	Pegawai swasta	3	3	3	4	4
77	Pegawai swasta	bPk hariyanto	L	42	Pegawai swasta	3	3	4	4	4
78	Pegawai swasta	bPk Abdul	L	29	Pns	3	4	3	4	3
79	Pegawai swasta	bPk fahad	L	27	Pegawai swasta	3	4	4	4	4
80	Pegawai swasta	bPk husin	L	41	Pegawai swasta	4	4	5	4	4
81	Pegawai swasta	ibu muna	P	43	wirusaha	4	3	3	3	4
82	Pegawai swasta	bPk bobby	L	31	wirusaha	4	3	4	3	4
83	Pegawai swasta	bPk fahmi	L	36	wirusaha	4	2	3	2	2
84	Pegawai swasta	bPk farid	L	38	Pegawai swasta	6	3	3	3	2
85	Pegawai swasta	bPk rozzi	L	41	Pns	6	3	3	3	3
86	Pegawai swasta	bPk ficky	L	41	Pegawai swasta	6	2	1	1	2
87	Pegawai swasta	ibu febri	P	31	Pegawai swasta	7	5	3	5	2
88	Pegawai swasta	ibu fita	P	31	Pegawai swasta	6	3	4	3	4
89	Pegawai swasta	ibu frida	P	33	Pegawai swasta	7	3	4	3	4

no	ResPonden	Nama	JK	Usia	Pekerjaan	Lama menggunakan Produk	Kualitas layanan(X1)	Citra Perusahaan (X2)	KePuasan Konsumen (Y1)	Loyalitas konsumen (Y2)
1	Pegawai swasta	BPk edi	L	45	wirausaha	3	57	12	15	14
2	Pegawai swasta	BPk dimas	L	42	Pns	4	59	16	15	16
3	Pegawai swasta	BPk doni	L	29	wirausaha	3	60	16	14	16
4	Pegawai swasta	BPk ryan	L	29	Pns	6	46	11	12	11
5	Pegawai swasta	BPk rinadi	L	31	Pegawai swasta	4	36	8	18	19
6	Pegawai swasta	BPk Andy	L	31	Pegawai swasta	4	62	17	20	17
7	Pegawai swasta	BPk Ragil	L	31	wirausaha	4	45	9	19	18
8	Pegawai swasta	BPk Mico	L	42	wirausaha	3	63	16	18	18
9	Pegawai swasta	BPk Syamsul	L	45	wirausaha	4	30	13	12	12
10	Pegawai swasta	Ibu Tyas	P	28	Pegawai swasta	6	51	16	16	17
11	Pegawai swasta	Ibu Fatima	P	28	Pegawai swasta	6	59	14	13	13
12	Pegawai swasta	BPk budi	L	27	Pegawai swasta	4	66	17	16	17
13	Pegawai swasta	BPk hendrik	L	31	wirausaha	6	61	14	15	15
14	Pegawai swasta	BPk ronny	L	33	Pns	6	61	13	16	14
15	Pegawai swasta	Ibu ranni	P	27	Pegawai swasta	6	38	19	17	18
16	Pegawai swasta	BPk imam	L	29	Pegawai swasta	6	42	10	11	11
17	Pegawai swasta	Ibu ayu	P	27	Pegawai swasta	6	62	14	16	14
18	Pegawai swasta	BPk ghali	L	32	Pegawai swasta	3	45	10	12	11
19	Pegawai swasta	BPk herman	L	32	Pegawai swasta	3	35	9	15	16
20	Pegawai swasta	BPk sandy	L	42	wirausaha	4	41	8	7	8
21	Pegawai swasta	BPk wahyu	L	32	Pns	4	51	12	14	11
22	Pegawai	BPk Rio	L	29	Pns	4	59	13	13	14

	swasta									
23	Pegawai swasta	BPk Bayu	L	31	wirusaha	4	57	12	15	13
24	Pegawai swasta	BPk Alvian	L	27	wirusaha	3	58	14	14	15
25	Pegawai swasta	BPk santos	L	32	swasta	3	66	16	17	16
26	Pegawai swasta	BPk avri	L	42	Pegawai swasta	6	57	14	16	15
27	Pegawai swasta	Ibu Masunah	P	31	Pns	6	63	16	15	16
28	Pegawai swasta	Ibu dwi	P	33	wirusaha	7	48	12	10	12
29	Pegawai swasta	Ibu Della	P	33	wirusaha	7	55	12	14	11
30	Pegawai swasta	Ibu messy	P	29	Pegawai swasta	6	65	16	16	16
31	Pegawai swasta	ibu yesi	P	27	Pns	4	59	15	14	16
32	Pegawai swasta	bPk nouval	L	33	Pns	3	74	19	20	19
33	Pegawai swasta	bPk jerry	L	31	Pegawai swasta	3	31	9	7	10
34	Pegawai swasta	bPk arka	L	31	Pegawai swasta	3	54	13	11	13
35	Pegawai swasta	bPk emir	L	42	wirusaha	3	60	14	16	15
36	Pegawai swasta	bPk erwin	L	45	wirusaha	3	46	14	11	12
37	Pegawai swasta	bPk nico	L	27	Pegawai swasta	7	36	8	16	17
38	Pegawai swasta	bPk marcel	L	29	Pegawai swasta	6	56	12	14	13
39	Pegawai swasta	bPk basuki	L	31	Pegawai swasta	7	64	16	15	17
40	Pegawai swasta	ibu sofie	P	45	Pns	6	64	6	7	9
41	Pegawai swasta	ibu tutik	P	41	Pegawai swasta	3	66	16	16	16
42	Pegawai swasta	BPk edi	L	29	Pegawai swasta	3	60	12	17	12
43	Pegawai swasta	bPk sumarno	L	31	wirusaha	3	55	15	13	15
44	Pegawai swasta	bPk sudjawal	L	33	wirusaha	6	58	16	14	15
45	Pegawai swasta	bPk kasim	L	33	wirusaha	6	64	16	9	16
46	Pegawai swasta	bPk	L	33	Pns	6	62	15	16	15

	swasta	mandra								
47	Pegawai swasta	bPk dannii	L	31	Pegawai swasta	4	66	18	9	19
48	Pegawai swasta	bPk syafii	L	29	Pegawai swasta	3	36	10	9	11
49	Pegawai swasta	bPk andre	L	29	Pegawai swasta	3	60	13	16	16
50	Pegawai swasta	bPk adjie	L	27	Pegawai swasta	3	57	12	15	13
51	Pegawai swasta	bPk andik	L	41	Pegawai swasta	6	62	15	16	15
52	Pegawai swasta	bPk fajar	L	43	Pegawai swasta	3	56	16	13	16
53	Pegawai swasta	bPk Putra	L	37	Pegawai swasta	7	59	15	14	15
54	Pegawai swasta	bPk vigo	L	35	Pns	6	64	16	16	16
55	Pegawai swasta	bPk anca	L	35	Pns	4	53	12	12	13
56	Pegawai swasta	bPk dwi	L	31	wirusaha	3	59	14	13	15
57	Pegawai swasta	bPk didik	L	33	wirusaha	3	57	16	14	16
58	Pegawai swasta	bPk teguh	L	35	wirusaha	3	56	14	12	15
59	Pegawai swasta	bPk garda	L	45	wirusaha	7	49	11	11	10
60	Pegawai swasta	ibu emma	P	45	wirusaha	7	53	13	13	13
61	Pegawai swasta	ibu rahma	P	42	Pns	7	59	14	17	15
62	Pegawai swasta	ibu azizah	P	42	Pns	6	62	14	16	14
63	Pegawai swasta	bPk soleh	L	42	Pns	6	33	9	9	8
64	Pegawai swasta	ibu madina	P	29	Pns	6	63	14	17	16
65	Pegawai swasta	bPk djarot	L	29	Pns	6	41	12	9	13
66	Pegawai swasta	bPk anang	L	27	Pegawai swasta	6	45	16	16	16
67	Pegawai swasta	bPk dilla	L	29	Pegawai swasta	6	63	16	16	16
68	Pegawai swasta	bPk vidi	L	33	Pegawai swasta	6	30	14	12	14
69	Pegawai swasta	bPk hadi	L	31	Pegawai swasta	7	51	14	15	14
70	Pegawai swasta	bPk billy	L	42	Pegawai swasta	7	59	15	16	16

	swasta				swasta					
71	Pegawai swasta	bPk hafid	L	29	Pegawai swasta	7	57	18	9	19
72	Pegawai swasta	bPk hilmi	L	27	mahasiswa	3	55	14	13	14
73	Pegawai swasta	ibu milla	P	27	Pns	3	48	7	17	16
74	Pegawai swasta	bPk dicky	L	26	mahasiswa	3	66	13	9	14
75	Pegawai swasta	bPk hamidi	L	41	Pegawai swasta	3	65	17	16	16
76	Pegawai swasta	bPk rudy	L	41	Pegawai swasta	3	53	14	13	14
77	Pegawai swasta	bPk hariyanto	L	42	Pegawai swasta	3	61	16	14	15
78	Pegawai swasta	bPk Abdul	L	29	Pns	3	49	12	11	14
79	Pegawai swasta	bPk fahad	L	27	Pegawai swasta	3	64	16	16	16
80	Pegawai swasta	bPk husin	L	41	Pegawai swasta	4	63	17	12	17
81	Pegawai swasta	ibu muna	P	43	wirusaha	4	53	14	14	13
82	Pegawai swasta	bPk bobby	L	31	wirusaha	4	56	15	15	14
83	Pegawai swasta	bPk fahmi	L	36	wirusaha	4	63	10	9	9
84	Pegawai swasta	bPk farid	L	38	Pegawai swasta	6	43	11	11	11
85	Pegawai swasta	bPk rozzi	L	41	Pns	6	40	10	10	12
86	Pegawai swasta	bPk ficki	L	41	Pegawai swasta	6	34	6	8	6
87	Pegawai swasta	ibu febri	P	31	Pegawai swasta	7	51	13	11	15
88	Pegawai swasta	ibu fita	P	31	Pegawai swasta	6	63	15	8	14
89	Pegawai swasta	ibu frida	P	33	Pegawai swasta	7	64	15	9	14