

Lampiran 1

Kuesioner Penelitian

“Pengaruh Citra Perusahaan dan Persepsi Kualitas Pelayanan Terhadap Kepuasan Pelanggan PO. Efisiensi di Yogyakarta”

Assalamualaikum wr, wb

Dengan Hormat,

Saya Martwan Noer Hoetomo mahasiswa S1 Prodi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Yogyakarta, memohon kesediaannya Bapak/Ibu/Saudara/i untuk menjadi responden dalam penelitian saya dan mengisi kuesioner ini. Penelitian ini dilakukan dalam rangka skripsi sebagai salah satu syarat untuk menyelesaikan studi saya. Penelitian ini bertujuan untuk mengetahui Pengaruh Citra Perusahaan dan Persepsi Kualitas Pelayanan terhadap Kepuasan Pelanggan PO. Efisiensi di Yogyakarta

Dengan adanya latar belakang tersebut, saya memohon bantuan dan kesediaannya Bapak/Ibu/Saudara/i untuk terlibat dalam penelitian ini dan mengisi kuesioner yang telah terlampir. Saya sangat berharap Bapak/Ibu/Saudara/i dapat memberikan jawaban yang akurat sesuai dengan apa yang Bapak/Ibu/Saudara/i yang pernah alami dan lakukan. Atas waktu dan perhatian yang Bapak/Ibu/Saudara/i berikan saya ucapkan terimakasih.

KUESIONER
PENELITIAN PENGARUH CITRA PERUSAHAAN DAN
PERSEPSI KUALITAS PELAYANAN TERHADAP KEPUASAN
PELANGGAN
PO. EFISIENSI DI YOGYAKARTA

Identitas Responden

1. Nama :
2. Jenis Kelamin : L/P (lingkari salah satu)
3. Usia :
4. Pendidikan Terakhir :
5. Pekerjaan
 - a. Pelajar
 - b. Mahasiswa
 - c. Pegawai Negeri
 - d. Pegawai Swasta
 - e. Wiraswasta
 - f. Lainnya :(sebutkan)
6. Menggunakan bus efisiensi dalam satu tahun terakhir sebanyak
 - a. 2 kali
 - b. 3 kali
 - c. 4 kali
 - d. > 5 kali

Petunjuk Pengisian

1. Isilah daftar pernyataan berikut dengan memberikan tanda ceklist (v) pada salah satu jawaban yang tersedia sesuai persepsi Bapak/Ibu/Saudara/i. tidak ada jawaban yang salah ataupun benar tetapi peneliti lebih melihat angka-angka terbaik dari persepsi Bapak/Ibu/Saudara/i.

2. Jawaban tersedia berupa huruf yang mempunyai arti sebagai berikut :

- | | | |
|--------|-----------------------|--------------|
| a. SS | : Sangat Setuju | nilainya (5) |
| b. S | : Setuju | nilainya (4) |
| c. N | : Netral | nilainya (3) |
| d. TS | : Tidak Setuju | nilainya (2) |
| e. STS | : Sangat Tidak Setuju | nilainya (1) |

| VARIABEL CITRA PERUSAHAAN | | | | | | |
|---------------------------|---|---------|----|---|---|----|
| NO | PERNYATAAN | Jawaban | | | | |
| | | STS | TS | N | S | SS |
| 1. | PO. Efisiensi memiliki pribadi yang baik | | | | | |
| 2. | Bagi saya PO. Efisiensi memiliki reputasi yang baik. | | | | | |
| 3. | Bagi saya PO. Efisiensi memiliki kualitas yang baik. | | | | | |
| 4. | Bagi saya PO. Efisiensi mempunyai sisi potensi yang baik | | | | | |
| 5. | Saya melihat PO. Efisiensi layak untuk mendapat kepercayaan dari saya sebagai pelanggan | | | | | |
| 6. | PO. Efisiensi selalu bertanggung jawab terhadap segala hal yang ditemui oleh pelanggan. | | | | | |
| 7. | Bagi saya PO. Efisiensi memiliki nilai lebih dibandingkan PO lainnya | | | | | |
| 8. | Bagi saya PO. Efisiensi memiliki identitas perusahaan yang baik. | | | | | |

| VARIABEL PERSEPSI KUALITAS PELAYANAN | | | | | | |
|--------------------------------------|---|---------|----|---|---|----|
| No | PERNYATAAN | Jawaban | | | | |
| | | STS | TS | N | S | SS |
| 1 | Saya mendapatkan perhatian dan kepedulian yang nyata ketika menggunakan bus Efisiensi | | | | | |
| 2 | Saya mendapatkan pelayanan yang handal ketika menggunakan bus Efisiensi | | | | | |
| 3. | PO. Efisiensi selalu merespon apa yang menjadi kebutuhan saya. | | | | | |

| No | PERTANYAAN | Jawaban | | | | |
|----|--|---------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 4. | Ketika menggunakan bus Efisiensi saya selalu mendapat pelayanan dengan baik. | | | | | |
| 5. | Kru bus Efisiensi selalu memperhatikan kebutuhan pelanggan. | | | | | |

| VARIABEL KEPUASAN PELANGGAN | | | | | | |
|-----------------------------|--|---------|----|---|---|----|
| No | PERNYATAAN | Jawaban | | | | |
| | | STS | TS | N | S | SS |
| 1 | Apa yang menjadi harapan saya selalu terpenuhi ketika Saya menggunakan PO. Efisiensi | | | | | |
| 2 | Saya merasa puas menggunakan PO. Efisiensi | | | | | |
| 3 | Fasilitas yang dimiliki oleh PO. Efisiensi membuat saya puas. | | | | | |
| 4 | Secara keseluruhan saya merasa puas terhadap PO. Efisiensi | | | | | |

Lampiran 2. Tabulasi Data Microsoft Excel

| NO | CITRA PERUSAHAAN | | | | | | | | TOTAL | PERSEPSI KUALITAS PELAYANAN | | | | | TOTAL |
|-----|------------------|---|---|---|---|---|---|---|-------|-----------------------------|---|---|---|---|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | | 1 | 2 | 3 | 4 | 5 | |
| 1. | 2 | 3 | 4 | 2 | 1 | 2 | 3 | 2 | 19 | 4 | 4 | 5 | 3 | 5 | 21 |
| 2. | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 29 | 2 | 3 | 3 | 4 | 4 | 16 |
| 3. | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 22 | 4 | 4 | 3 | 4 | 4 | 19 |
| 4. | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 35 | 4 | 3 | 4 | 4 | 3 | 18 |
| 5. | 3 | 2 | 3 | 3 | 4 | 5 | 4 | 3 | 27 | 4 | 3 | 4 | 4 | 4 | 19 |
| 6. | 2 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 27 | 2 | 3 | 5 | 3 | 4 | 17 |
| 7. | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 3 | 20 | 3 | 4 | 2 | 4 | 2 | 15 |
| 8. | 4 | 4 | 5 | 5 | 2 | 4 | 4 | 4 | 32 | 4 | 3 | 2 | 4 | 4 | 17 |
| 9. | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 36 | 4 | 3 | 5 | 4 | 4 | 20 |
| 10. | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 31 | 3 | 4 | 5 | 4 | 4 | 20 |
| 11. | 5 | 4 | 4 | 2 | 2 | 1 | 4 | 3 | 25 | 4 | 3 | 4 | 5 | 4 | 20 |
| 12. | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 34 | 5 | 4 | 4 | 5 | 4 | 22 |
| 13. | 3 | 3 | 4 | 4 | 2 | 2 | 5 | 5 | 28 | 4 | 4 | 5 | 4 | 4 | 21 |
| 14. | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 32 | 3 | 4 | 5 | 5 | 5 | 22 |
| 15. | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 32 | 4 | 4 | 4 | 5 | 5 | 22 |
| 16. | 3 | 4 | 4 | 5 | 2 | 2 | 4 | 4 | 28 | 4 | 5 | 5 | 4 | 5 | 23 |
| 17. | 4 | 5 | 5 | 4 | 2 | 2 | 5 | 4 | 31 | 2 | 4 | 2 | 3 | 2 | 13 |
| 18. | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 36 | 5 | 4 | 5 | 5 | 5 | 24 |
| 19. | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 | 5 | 4 | 5 | 4 | 4 | 22 |
| 20. | 3 | 4 | 4 | 2 | 5 | 2 | 3 | 3 | 26 | 5 | 4 | 5 | 5 | 5 | 24 |
| 21. | 4 | 5 | 5 | 4 | 2 | 4 | 5 | 4 | 33 | 4 | 5 | 3 | 4 | 4 | 20 |
| 22. | 1 | 2 | 2 | 3 | 2 | 4 | 4 | 5 | 23 | 3 | 2 | 3 | 2 | 4 | 14 |
| 23. | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 2 | 26 | 4 | 4 | 5 | 5 | 5 | 23 |
| 24. | 4 | 5 | 5 | 2 | 4 | 5 | 4 | 4 | 33 | 5 | 5 | 4 | 5 | 5 | 24 |
| 25. | 3 | 3 | 4 | 4 | 3 | 5 | 3 | 5 | 30 | 4 | 4 | 5 | 4 | 5 | 22 |
| 26. | 3 | 3 | 4 | 2 | 5 | 4 | 4 | 4 | 29 | 3 | 3 | 4 | 4 | 5 | 19 |
| 27. | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 29 | 4 | 4 | 4 | 4 | 3 | 19 |
| 28. | 5 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 31 | 4 | 4 | 5 | 4 | 3 | 20 |
| 29. | 4 | 3 | 3 | 2 | 2 | 2 | 1 | 2 | 19 | 5 | 4 | 4 | 5 | 4 | 22 |
| 30. | 3 | 3 | 4 | 5 | 3 | 5 | 4 | 3 | 30 | 4 | 5 | 5 | 4 | 5 | 23 |
| 31. | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 32 | 3 | 3 | 3 | 3 | 4 | 16 |
| 32. | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 34 | 5 | 4 | 4 | 3 | 5 | 21 |
| 33. | 2 | 3 | 3 | 4 | 4 | 5 | 5 | 3 | 29 | 4 | 5 | 5 | 5 | 5 | 24 |
| 34. | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 36 | 3 | 4 | 4 | 3 | 5 | 19 |
| 35. | 3 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 33 | 4 | 4 | 5 | 3 | 4 | 20 |

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| 36. | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 36 | 4 | 4 | 5 | 5 | 5 | 23 |
| 37. | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 36 | 4 | 4 | 5 | 4 | 5 | 22 |
| 38. | 4 | 4 | 5 | 3 | 5 | 3 | 5 | 4 | 33 | 4 | 5 | 5 | 4 | 4 | 22 |
| 39. | 3 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 34 | 3 | 2 | 5 | 5 | 3 | 18 |
| 40. | 4 | 3 | 5 | 5 | 3 | 5 | 3 | 5 | 33 | 4 | 5 | 5 | 4 | 5 | 23 |
| 41. | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 32 | 2 | 3 | 3 | 4 | 3 | 15 |
| 42. | 3 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 30 | 4 | 4 | 4 | 4 | 4 | 20 |
| 43. | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 34 | 4 | 3 | 3 | 4 | 3 | 17 |
| 44. | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 32 | 3 | 4 | 3 | 4 | 4 | 18 |
| 45. | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 35 | 4 | 4 | 4 | 3 | 4 | 19 |
| 46. | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 36 | 4 | 4 | 4 | 4 | 4 | 20 |
| 47. | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 35 | 5 | 5 | 3 | 4 | 4 | 21 |
| 48. | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 | 5 | 4 | 5 | 5 | 5 | 24 |
| 49. | 3 | 3 | 5 | 5 | 4 | 3 | 4 | 3 | 30 | 4 | 4 | 3 | 4 | 4 | 19 |
| 50. | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 | 4 | 4 | 4 | 5 | 4 | 21 |
| 51. | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 31 | 3 | 4 | 4 | 4 | 3 | 18 |
| 52. | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 36 | 4 | 5 | 4 | 3 | 3 | 19 |
| 53. | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 36 | 4 | 4 | 4 | 4 | 4 | 20 |
| 54. | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 33 | 4 | 4 | 4 | 5 | 5 | 22 |
| 55. | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 35 | 4 | 4 | 3 | 4 | 4 | 19 |
| 56. | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 34 | 4 | 4 | 3 | 4 | 4 | 19 |
| 57. | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 31 | 4 | 4 | 4 | 4 | 4 | 20 |
| 58. | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 34 | 4 | 4 | 4 | 4 | 4 | 20 |
| 59. | 5 | 3 | 5 | 4 | 5 | 3 | 4 | 5 | 34 | 4 | 3 | 3 | 3 | 4 | 17 |
| 60. | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 32 | 4 | 4 | 4 | 4 | 3 | 19 |
| 61. | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 30 | 4 | 5 | 4 | 4 | 4 | 21 |
| 62. | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 28 | 2 | 3 | 4 | 4 | 2 | 15 |
| 63. | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 31 | 3 | 2 | 4 | 4 | 5 | 18 |
| 64. | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 34 | 4 | 4 | 2 | 5 | 4 | 19 |
| 65. | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 33 | 4 | 5 | 5 | 2 | 3 | 19 |
| 66. | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 33 | 4 | 4 | 5 | 2 | 3 | 18 |
| 67. | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 34 | 4 | 4 | 5 | 5 | 4 | 22 |
| 68. | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 33 | 4 | 4 | 5 | 5 | 5 | 23 |
| 69. | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 34 | 4 | 4 | 4 | 5 | 5 | 22 |
| 70. | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 35 | 4 | 4 | 5 | 5 | 5 | 23 |
| 71. | 2 | 4 | 4 | 3 | 5 | 5 | 5 | 3 | 31 | 3 | 4 | 4 | 3 | 5 | 19 |
| 72. | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 35 | 4 | 4 | 5 | 5 | 5 | 23 |
| 73. | 3 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 35 | 3 | 5 | 4 | 3 | 5 | 20 |
| 74. | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 35 | 4 | 4 | 5 | 4 | 5 | 22 |
| 75. | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 35 | 4 | 5 | 5 | 5 | 4 | 23 |
| 76. | 2 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 33 | 4 | 5 | 5 | 5 | 5 | 24 |

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| 77. | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 37 | 5 | 5 | 4 | 3 | 4 | 21 |
| 78. | 2 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 34 | 4 | 5 | 5 | 5 | 5 | 24 |
| 79. | 2 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 30 | 2 | 3 | 4 | 4 | 3 | 16 |
| 80. | 3 | 3 | 4 | 3 | 5 | 5 | 5 | 4 | 32 | 4 | 2 | 4 | 5 | 4 | 19 |
| 81. | 3 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 33 | 3 | 4 | 5 | 4 | 3 | 19 |
| 82. | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 3 | 32 | 4 | 5 | 4 | 4 | 4 | 21 |
| 83. | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 33 | 2 | 3 | 4 | 4 | 2 | 15 |
| 84. | 2 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 31 | 3 | 2 | 4 | 4 | 5 | 18 |
| 85. | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 34 | 4 | 4 | 2 | 5 | 4 | 19 |
| 86. | 2 | 3 | 4 | 4 | 2 | 5 | 5 | 3 | 28 | 4 | 3 | 5 | 2 | 3 | 17 |
| 87. | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 34 | 2 | 3 | 4 | 4 | 5 | 18 |
| 88. | 3 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 33 | 3 | 5 | 5 | 3 | 5 | 21 |
| 89. | 3 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 34 | 4 | 3 | 4 | 3 | 4 | 18 |
| 90. | 4 | 3 | 5 | 4 | 3 | 5 | 3 | 4 | 31 | 4 | 5 | 5 | 4 | 5 | 23 |
| 91. | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 31 | 2 | 3 | 3 | 4 | 4 | 16 |
| 92. | 2 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 29 | 4 | 5 | 4 | 3 | 4 | 20 |
| 93. | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 29 | 4 | 3 | 3 | 4 | 3 | 17 |
| 94. | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 32 | 3 | 4 | 3 | 4 | 4 | 18 |
| 95. | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 | 5 | 4 | 4 | 3 | 4 | 20 |
| 96. | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 36 | 4 | 4 | 4 | 4 | 4 | 20 |
| 97. | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 | 5 | 4 | 3 | 4 | 5 | 21 |
| 98. | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 36 | 5 | 4 | 5 | 5 | 5 | 24 |
| 99. | 2 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 28 | 4 | 4 | 3 | 4 | 4 | 19 |
| 100. | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 34 | 3 | 4 | 4 | 5 | 4 | 20 |

| NO | KEPUASAN PELANGGAN | | | | TOTAL |
|-----|--------------------|---|---|---|-------|
| | 1 | 2 | 3 | 4 | |
| 1. | 3 | 4 | 4 | 4 | 15 |
| 2. | 4 | 4 | 4 | 4 | 16 |
| 3. | 3 | 2 | 3 | 3 | 11 |
| 4. | 4 | 4 | 4 | 4 | 16 |
| 5. | 3 | 4 | 4 | 5 | 16 |
| 6. | 2 | 3 | 5 | 4 | 14 |
| 7. | 2 | 3 | 3 | 3 | 11 |
| 8. | 3 | 5 | 5 | 4 | 17 |
| 9. | 3 | 5 | 3 | 4 | 15 |
| 10. | 4 | 5 | 5 | 4 | 18 |
| 11. | 4 | 5 | 5 | 4 | 18 |

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| 12. | 3 | 5 | 5 | 3 | 16 |
| 13. | 4 | 5 | 5 | 5 | 19 |
| 14. | 4 | 4 | 5 | 5 | 18 |
| 15. | 4 | 4 | 5 | 5 | 18 |
| 16. | 5 | 5 | 4 | 4 | 18 |
| 17. | 4 | 3 | 3 | 3 | 13 |
| 18. | 4 | 5 | 5 | 4 | 18 |
| 19. | 5 | 4 | 5 | 4 | 18 |
| 20. | 4 | 4 | 5 | 5 | 18 |
| 21. | 3 | 4 | 4 | 5 | 16 |
| 22. | 3 | 3 | 3 | 3 | 12 |
| 23. | 4 | 5 | 5 | 4 | 18 |
| 24. | 4 | 5 | 5 | 5 | 19 |
| 25. | 5 | 5 | 4 | 5 | 19 |
| 26. | 3 | 4 | 4 | 5 | 16 |
| 27. | 3 | 4 | 4 | 4 | 15 |
| 28. | 5 | 4 | 4 | 5 | 18 |
| 29. | 4 | 4 | 4 | 4 | 16 |
| 30. | 5 | 5 | 4 | 4 | 18 |
| 31. | 4 | 5 | 4 | 4 | 17 |
| 32. | 4 | 5 | 5 | 3 | 17 |
| 33. | 4 | 4 | 5 | 5 | 18 |
| 34. | 5 | 5 | 4 | 5 | 19 |
| 35. | 4 | 4 | 5 | 5 | 18 |
| 36. | 4 | 4 | 5 | 5 | 18 |
| 37. | 5 | 3 | 4 | 5 | 17 |
| 38. | 3 | 4 | 4 | 5 | 16 |
| 39. | 3 | 5 | 4 | 3 | 15 |
| 40. | 4 | 4 | 5 | 5 | 18 |
| 41. | 4 | 4 | 3 | 5 | 16 |
| 42. | 4 | 4 | 4 | 4 | 16 |
| 43. | 4 | 4 | 4 | 4 | 16 |
| 44. | 4 | 4 | 3 | 4 | 15 |
| 45. | 4 | 5 | 4 | 4 | 17 |
| 46. | 4 | 4 | 5 | 4 | 17 |
| 47. | 4 | 5 | 5 | 5 | 19 |
| 48. | 5 | 4 | 4 | 5 | 18 |
| 49. | 4 | 4 | 5 | 4 | 17 |
| 50. | 4 | 5 | 4 | 4 | 17 |
| 51. | 4 | 4 | 4 | 5 | 17 |
| 52. | 4 | 4 | 4 | 4 | 16 |

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| 53. | 4 | 4 | 4 | 4 | 16 |
| 54. | 4 | 4 | 5 | 5 | 18 |
| 55. | 4 | 5 | 5 | 5 | 19 |
| 56. | 4 | 4 | 3 | 4 | 15 |
| 57. | 4 | 5 | 5 | 5 | 19 |
| 58. | 4 | 5 | 5 | 5 | 19 |
| 59. | 2 | 3 | 3 | 3 | 11 |
| 60. | 3 | 4 | 4 | 4 | 15 |
| 61. | 2 | 4 | 3 | 3 | 12 |
| 62. | 5 | 4 | 5 | 4 | 18 |
| 63. | 4 | 4 | 4 | 3 | 15 |
| 64. | 2 | 3 | 4 | 4 | 13 |
| 65. | 3 | 4 | 5 | 4 | 16 |
| 66. | 3 | 3 | 4 | 5 | 15 |
| 67. | 4 | 4 | 5 | 5 | 18 |
| 68. | 4 | 5 | 3 | 5 | 17 |
| 69. | 4 | 4 | 5 | 5 | 18 |
| 70. | 4 | 5 | 4 | 5 | 18 |
| 71. | 4 | 5 | 5 | 4 | 18 |
| 72. | 5 | 4 | 5 | 4 | 18 |
| 73. | 5 | 5 | 4 | 5 | 19 |
| 74. | 4 | 5 | 5 | 4 | 18 |
| 75. | 4 | 4 | 5 | 5 | 18 |
| 76. | 5 | 5 | 5 | 4 | 19 |
| 77. | 4 | 5 | 5 | 5 | 19 |
| 78. | 4 | 5 | 4 | 5 | 18 |
| 79. | 4 | 5 | 2 | 5 | 16 |
| 80. | 4 | 3 | 4 | 5 | 16 |
| 81. | 4 | 4 | 5 | 4 | 17 |
| 82. | 2 | 4 | 3 | 3 | 12 |
| 83. | 5 | 4 | 5 | 4 | 18 |
| 84. | 4 | 4 | 4 | 3 | 15 |
| 85. | 2 | 3 | 4 | 4 | 13 |
| 86. | 3 | 4 | 5 | 4 | 16 |
| 87. | 4 | 4 | 3 | 5 | 16 |
| 88. | 4 | 3 | 5 | 5 | 17 |
| 89. | 3 | 5 | 4 | 3 | 15 |
| 90. | 5 | 4 | 5 | 5 | 19 |
| 91. | 3 | 4 | 3 | 5 | 15 |
| 92. | 4 | 4 | 4 | 4 | 16 |
| 93. | 5 | 4 | 4 | 4 | 17 |

| | | | | | |
|------|---|---|---|---|----|
| 94. | 4 | 4 | 3 | 4 | 15 |
| 95. | 4 | 5 | 4 | 4 | 17 |
| 96. | 4 | 4 | 5 | 4 | 17 |
| 97. | 4 | 5 | 4 | 5 | 18 |
| 98. | 5 | 4 | 4 | 5 | 18 |
| 99. | 3 | 4 | 5 | 4 | 16 |
| 100. | 4 | 5 | 4 | 4 | 17 |

Lampiran 3. Karakteristik Responden

Jenis Kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-Laki | 68 | 68.0 | 68.0 | 68.0 |
| | Perempuan | 32 | 32.0 | 32.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

USIA

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 17 tahun - 20 tahun | 8 | 8.0 | 8.0 | 8.0 |
| | 21 tahun - 30 tahun | 50 | 50.0 | 50.0 | 58.0 |
| | 31 tahun - 40 tahun | 24 | 24.0 | 24.0 | 82.0 |
| | 40 tahun - 51 tahun | 11 | 11.0 | 11.0 | 93.0 |
| | 51 tahun - 60 tahun | 5 | 5.0 | 5.0 | 98.0 |
| | diatas 60 tahun | 2 | 2.0 | 2.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Pendidikan Terakhir

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SMP | 5 | 5.0 | 5.0 | 5.0 |
| | SMA | 61 | 61.0 | 61.0 | 66.0 |
| | D3 | 3 | 3.0 | 3.0 | 69.0 |
| | S1 | 29 | 29.0 | 29.0 | 98.0 |
| | S2 | 2 | 2.0 | 2.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Pekerjaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | Pelajar | 3 | 3.0 | 3.0 | 3.0 |
| | MAHASISWA | 38 | 38.0 | 38.0 | 41.0 |
| | PNS | 4 | 4.0 | 4.0 | 45.0 |
| | SWASTA | 17 | 17.0 | 17.0 | 62.0 |
| | WIRASWASTA | 21 | 21.0 | 21.0 | 83.0 |
| | Lain-Lain | 17 | 17.0 | 17.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Penggunaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | 2 Kali | 60 | 60.0 | 60.0 | 60.0 |
| | 3 Kali | 6 | 6.0 | 6.0 | 66.0 |
| | 4 Kali | 10 | 10.0 | 10.0 | 76.0 |
| | Lebih dari 5 Kali | 24 | 24.0 | 24.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lampiran 4. Hasil Uji Validitas

Validitas Citra Perusahaan

| | | Correlations | | | | | | | | |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|
| | | CP1 | CP2 | CP3 | CP4 | CP5 | CP6 | CP7 | CP8 | TOTAL |
| CP1 | Pearson Correlation | 1 | .649** | .411* | .132 | .359 | -.051 | .207 | .084 | .579** |
| | Sig. (2-tailed) | | .000 | .024 | .488 | .051 | .789 | .274 | .657 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CP2 | Pearson Correlation | .649** | 1 | .565** | .116 | .150 | -.123 | .246 | .089 | .539** |
| | Sig. (2-tailed) | .000 | | .001 | .542 | .428 | .519 | .189 | .640 | .002 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CP3 | Pearson Correlation | .411* | .565** | 1 | .280 | .058 | .172 | .445* | .338 | .654** |
| | Sig. (2-tailed) | .024 | .001 | | .134 | .759 | .364 | .014 | .068 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CP4 | Pearson Correlation | .132 | .116 | .280 | 1 | .093 | .343 | .444* | .372* | .590** |
| | Sig. (2-tailed) | .488 | .542 | .134 | | .626 | .063 | .014 | .043 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CP5 | Pearson Correlation | .359 | .150 | .058 | .093 | 1 | .334 | .238 | .239 | .560** |
| | Sig. (2-tailed) | .051 | .428 | .759 | .626 | | .071 | .205 | .204 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CP6 | Pearson Correlation | -.051 | -.123 | .172 | .343 | .334 | 1 | .193 | .295 | .499** |
| | Sig. (2-tailed) | .789 | .519 | .364 | .063 | .071 | | .306 | .113 | .005 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CP7 | Pearson Correlation | .207 | .246 | .445* | .444* | .238 | .193 | 1 | .623** | .697** |
| | Sig. (2-tailed) | .274 | .189 | .014 | .014 | .205 | .306 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| CP8 | Pearson Correlation | .084 | .089 | .338 | .372* | .239 | .295 | .623** | 1 | .626** |
| | Sig. (2-tailed) | .657 | .640 | .068 | .043 | .204 | .113 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .579** | .539** | .654** | .590** | .560** | .499** | .697** | .626** | 1 |
| | Sig. (2-tailed) | .001 | .002 | .000 | .001 | .001 | .005 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

Validitas Persepsi Kualitas Pelayanan

Correlations

| | | PKP1 | PKP2 | PKP3 | PKP4 | PKP5 | TOTAL |
|-------|---------------------|--------|--------|--------|--------|--------|--------|
| PKP1 | Pearson Correlation | 1 | .386* | .339 | .576** | .351 | .750** |
| | Sig. (2-tailed) | | .035 | .067 | .001 | .057 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| PKP2 | Pearson Correlation | .386* | 1 | .230 | .383* | .213 | .592** |
| | Sig. (2-tailed) | .035 | | .222 | .037 | .258 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| PKP3 | Pearson Correlation | .339 | .230 | 1 | .256 | .575** | .728** |
| | Sig. (2-tailed) | .067 | .222 | | .172 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| PKP4 | Pearson Correlation | .576** | .383* | .256 | 1 | .355 | .701** |
| | Sig. (2-tailed) | .001 | .037 | .172 | | .054 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| PKP5 | Pearson Correlation | .351 | .213 | .575** | .355 | 1 | .731** |
| | Sig. (2-tailed) | .057 | .258 | .001 | .054 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .750** | .592** | .728** | .701** | .731** | 1 |
| | Sig. (2-tailed) | .000 | .001 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

Validitas Kepuasan Pelanggan

Correlations

| | | KP1 | KP2 | KP3 | KP4 | TOTAL |
|-------|---------------------|--------|--------|--------|--------|--------|
| KP1 | Pearson Correlation | 1 | .450* | .245 | .324 | .705** |
| | Sig. (2-tailed) | | .012 | .192 | .080 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| KP2 | Pearson Correlation | .450* | 1 | .544** | .368* | .808** |
| | Sig. (2-tailed) | .012 | | .002 | .046 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| KP3 | Pearson Correlation | .245 | .544** | 1 | .445* | .743** |
| | Sig. (2-tailed) | .192 | .002 | | .014 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| KP4 | Pearson Correlation | .324 | .368* | .445* | 1 | .700** |
| | Sig. (2-tailed) | .080 | .046 | .014 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .705** | .808** | .743** | .700** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

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

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

Lampiran 5. Hasil Uji Reliabilitas

Uji Reliabilitas Citra Perusahaan

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .741 | 9 |

Uji Reliabilitas Persepsi Kualitas Pelayanan

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .777 | 6 |

Uji Reliabilitas Kepuasan Pelanggan

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .794 | 5 |

Lampiran 6. Hasil Analisis Data dan Uji Hipotesis

Analisis Regresi Linier Berganda

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized | t | Sig. |
|-------|------------|-----------------------------|------------|----------------------|-------|------|
| | | B | Std. Error | Coefficients Beta | | |
| 1 | (Constant) | 5.580 | 1.684 | | 3.314 | .001 |
| | CP | .116 | .044 | .227 | 2.661 | .009 |
| | PKP | .367 | .065 | .480 | 5.628 | .000 |

a. Dependent Variable: KP

Uji Koefisien Determinasi

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .575 ^a | .331 | .317 | 1.60258 |

a. Predictors: (Constant), CP, PKP

Uji F

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 123.068 | 2 | 61.534 | 23.959 | .000 ^b |
| | Residual | 249.122 | 97 | 2.568 | | |
| | Total | 372.190 | 99 | | | |

a. Dependent Variable: KP

b. Predictors: (Constant), CP, PKP

Uji t

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized | t | Sig. |
|-------|------------|-----------------------------|------------|----------------------|-------|------|
| | | B | Std. Error | Coefficients Beta | | |
| 1 | (Constant) | 5.580 | 1.684 | | 3.314 | .001 |
| | CP | .116 | .044 | .227 | 2.661 | .009 |
| | PKP | .367 | .065 | .480 | 5.628 | .000 |

a. Dependent Variable: KP