

Lampiran 1

Kuesioner Penelitian

1. KARAKTERISTIK RESPONDEN

Petunjuk : berilah tanda (x) pada jawaban yang paling tepat menurut anda.

1. Jenis kelamin
 - a. Pria
 - b. Wanita

2. Usia
 - a. < 17 Tahun
 - b. 17-20 Tahun
 - c. 21-23 Tahun
 - d. > 23 Tahun

3. Jenis pekerjaan
 - a. Pelajar/Mahasiswa
 - b. PNS
 - c. Wiraswasta
 - d. Tani
 - e. Lainnya

4. Pendapatan / uang saku perbulan
 - a. < Rp 1000.000
 - b. Rp 1000.000-3000.000
 - c. Rp 3000.000-5000.000
 - d. > Rp 5000.000

5. Berapa biaya rata-rata setiap kali anda mengirim barang di JNE
 - a. < Rp 23.000
 - b. Rp 23.000-46.000
 - c. Rp 46.000-69.000
 - d. > Rp 69.000

Petunjuk: pilihlah jawaban paling sesuai menurut saudara/i dengan memberikan tanda (√) pada kotak yang tersedia

Keterangan :

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

WORD OF MOUTH (X1)

NO	Daftar Pertanyaan	Penilaian				
		STS	TS	N	S	SS
1.	Saya membicarakan jasa pengiriman paket JNE kepada orang lain					
2.	Saya mendapat promosi jasa pengiriman paket JNE dari orang lain					
3.	Saya mendapat rekomendasi jasa pengiriman barang dari orang lain					

LOKASI (X2)

NO	Daftar Pertanyaan	Penilaian				
		STS	TS	N	S	SS
1.	Lokasi perusahaan JNE mudah dijangkau					
2.	Perusahaan JNE terlihat dari jalan raya					
3.	Lalu lintas menuju perusahaan JNE lancar dan dapat dilalui banyak kendaraan					
4.	Tempat parkir perusahaan JNE luas dan aman					

KUALITAS PELAYANAN (X3)

NO	Daftar Pertanyaan	Penilaian				
		STS	TS	N	S	SS
1.	Bukti fisik (<i>tangible</i>)					
	Menurut saya JNE memiliki layanan fasilitas fisik yang memadai seperti, pelayanannya yang cepat, ruang tunggu yang bersih, serta karyawan JNE yang selalu berpenampilan rapi					
2.	Keandalan (<i>reability</i>)					
	Menurut saya barang yang dikirim melalui JNE selalu tepat waktu					
3.	Ketanggapan (<i>responsiveness</i>)					
	Menurut saya para karyawan JNE sangat cepat dan sigap dalam memberikan pelayanan					
4.	Jaminan (<i>assurance</i>)					
	Menurut saya keamanan dalam pengiriman paket selalu diutamakan oleh pihak JNE					
5.	Empati (<i>empathy</i>)					
	Menurut saya karyawan JNE sangat ramah dalam melayani pelanggannya					

PERSEPSI HARGA (X4)

NO	Daftar Pertanyaan	Penilaian				
		STS	TS	N	S	SS
1.	Menurut saya harga yang ditawarkan JNE sangat terjangkau					
2.	Menurut saya harga jasa pengiriman paket JNE sesuai dengan pengiriman barang yang cepat sampai tujuan					
3.	Menurut saya harga jasa pengiriman paket JNE dapat bersaing dengan harga pesaing					

KEPUTUSAN PEMAKAIAN JASA (Y)

NO	Daftar Pertanyaan	Penilaian				
		STS	TS	N	S	SS
1.	Saya mengetahui kebutuhan saya akan jasa pengiriman paket					
2.	Saya mencari informasi mengenai jasa pengiriman paket melalui sumber terdekat (kerabat atau teman)					

3.	saya mengevaluasi jasa pengiriman paket dengan membandingkan beberapa jasa pengiriman paket yang ada di Yogyakarta					
4.	Saya memutuskan menggunakan jasa pengiriman paket JNE yang berada di Yogyakarta					
5.	Saya merasa puas setelah menggunakan jasa pengiriman paket JNE dan saya ingin merekomendasikan cerita positif dari jasa pengiriman paket JNE ke orang lain.					

Lampiran 2
Karakteristik Responden

Karakteristik Responden

Karakteristik Responden	Keterangan	Total Responden	Persentase
Jenis kelamin	Pria	40	40%
	Wanita	60	60%
	Total	100	100%
Usia	<17 Tahun	-	-
	17-20 Tahun	30	30%
	20-23 Tahun	60	60%
	>23 Tahun	10	10%
	Total	100	100%
Profesi	Mahasiswa/Pelajar	70	70%
	PNS	10	10%
	Wiraswasta	15	15%
	Tani	-	-
	Lainnya	5	5%
	Total	100	100%

Karakteristik Responden	Keterangan	Total Responden	Persentase
Pendapatan/uang saku	< Rp 1000.000	40%	40%
	Rp 1000.000-3000.000	50%	50%
	Rp 3000.000-5000.000	10%	10%
	>Rp 5000.0000	-	-
	Total	100	100%
Biaya rata-rata pengiriman paket JNE	<Rp 23.000	28	28%
	Rp 23.000-46.000	50	50%
	Rp 46.000-69.000	12	12%
	>Rp 69.000	10	10%
	Total	100	100%

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WOM	1	2	3	Total
1	4	4	4	12
2	3	4	3	10
3	4	3	5	12
4	4	2	2	8
5	3	4	3	10
6	4	4	4	12
7	4	4	4	12
8	3	3	3	9
9	3	4	3	10
10	4	4	4	12
11	4	3	4	11
12	5	4	4	13
13	3	4	3	10
14	4	5	4	13
15	5	5	4	14
16	5	5	5	15
17	4	4	4	12
18	5	4	3	12
19	5	5	4	14
20	4	3	3	10
21	5	5	4	14
22	5	3	4	12
23	3	4	3	10
24	5	3	4	12
25	5	4	4	13
26	4	4	4	12
27	3	4	3	10
28	4	4	3	11
29	5	3	4	12
30	4	4	3	11
31	5	3	4	12
32	3	5	4	12
33	4	5	3	12
34	3	3	2	8
35	3	3	3	9

Lokasi	1	2	3	4	Total
1	4	5	4	3	16
2	4	3	4	4	15
3	3	4	3	3	13
4	4	3	4	3	14
5	3	4	4	4	15
6	4	3	4	3	14
7	3	4	4	2	13
8	5	3	3	2	13
9	3	3	3	3	12
10	3	3	3	3	12
11	2	5	2	2	11
12	4	3	3	2	12
13	4	2	2	3	11
14	4	2	3	1	10
15	3	4	3	3	13
16	3	5	3	1	12
17	3	4	4	2	13
18	4	4	4	4	16
19	4	4	3	3	14
20	3	3	4	3	13
21	4	4	3	3	14
22	4	3	4	4	15
23	5	4	5	5	19
24	4	5	4	3	16
25	5	5	4	4	18
26	4	3	3	3	13
27	3	3	4	4	14
28	5	4	4	5	18
29	5	5	3	3	16
30	5	4	4	3	16
31	4	4	3	3	14
32	3	5	5	2	15
33	4	4	2	2	12
34	4	5	4	4	17
35	5	5	5	4	19

an 3 :

Tabulas

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Kuesion

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Kualitas Pelayanan	1	2	3	4	5	Total
1	3	2	3	3	2	13
2	4	4	4	4	4	20
3	3	2	3	2	3	13
4	4	4	3	4	4	19
5	3	3	3	3	2	14
6	3	4	4	3	3	17
7	3	3	3	3	3	15
8	3	2	3	4	3	15
9	4	4	4	5	3	20
10	4	3	3	3	4	17
11	4	5	4	4	4	21
12	4	2	4	3	5	18
13	5	5	5	5	5	25
14	4	4	4	4	3	19
15	4	2	3	3	4	16
16	3	3	3	3	3	15
17	2	4	3	5	4	18
18	3	5	5	5	3	21
19	4	3	4	4	5	20
20	4	3	4	3	5	19
21	3	3	3	2	2	13
22	5	2	5	4	4	20
23	3	5	5	5	3	21
24	5	4	4	5	4	22
25	4	4	3	3	3	17
26	4	4	3	4	4	19
27	2	3	4	3	4	16
28	4	3	3	4	3	17
29	4	3	3	5	3	18
30	4	3	4	4	3	18
31	2	4	3	4	3	16
32	3	3	4	3	4	17
33	4	4	4	3	3	18
34	4	4	4	3	3	18
35	4	4	3	4	4	19

Persepsi Harga	1	2	3	Total	Keputusan	1	2	3	4	5	Total
					Pemakaian Jasa						
1	5	4	4	13	1	2	3	3	1	3	12
2	3	4	3	10	2	5	5	3	5	5	23
3	3	3	4	10	3	2	3	3	1	3	12
4	4	3	3	10	4	5	3	4	3	3	18
5	1	4	1	6	5	3	4	3	3	3	16
6	4	3	4	11	6	3	3	3	3	3	15
7	3	4	4	11	7	4	3	3	4	4	18
8	3	3	3	9	8	4	4	4	3	3	18
9	3	5	3	11	9	3	3	3	4	3	16
10	2	4	5	11	10	4	4	3	4	4	19
11	3	4	4	11	11	3	4	4	4	4	19
12	4	3	5	12	12	3	2	4	2	2	13
13	3	2	3	8	13	5	4	4	4	4	21
14	1	4	4	9	14	4	3	4	4	4	19
15	4	5	4	13	15	4	4	2	4	4	18
16	5	4	4	13	16	3	2	1	3	3	12
17	3	5	3	11	17	3	3	2	3	3	14
18	4	3	4	11	18	3	4	3	4	5	19
19	4	5	4	13	19	4	3	3	3	3	16
20	3	3	3	9	20	4	4	4	4	4	20
21	3	4	4	11	21	4	4	5	3	4	20
22	2	4	4	10	22	3	3	3	3	3	15
23	4	3	3	10	23	5	5	3	5	5	23
24	4	5	4	13	24	4	4	4	4	4	20

Persepsi Harga	1	2	3	Total		K.P.J	1	2	3	4	5	Total
25	3	4	3	10		25	3	3	3	3	3	15
26	3	5	5	13		26	4	4	3	1	4	16
27	3	3	3	9		27	5	4	5	5	5	24
28	4	3	3	10		28	4	5	5	3	3	20
29	4	3	3	10		29	4	4	3	4	4	19
30	4	4	4	12		30	4	4	3	4	4	19
31	2	2	3	7		31	4	4	4	4	4	20
32	2	2	3	7		32	4	4	4	4	3	19
33	4	3	3	10		33	4	4	4	3	3	18
34	3	4	3	10		34	2	4	5	2	2	15
35	4	4	5	13		35	3	4	4	3	3	17

Lampiran 4

Tabulasi Data 100 Kuesioner

WOM	1	2	3	total
1	4	4	4	12
2	3	4	3	10
3	4	3	5	12
4	4	2	2	8
5	3	4	3	10
6	4	4	4	12
7	4	4	4	12
8	3	3	3	9
9	3	4	3	10
10	4	4	4	12
11	4	3	4	11
12	5	4	4	13
13	3	4	3	10
14	4	5	4	13
15	5	5	4	14
16	5	5	5	15
17	4	4	4	12
18	5	4	3	12
19	5	5	4	14
20	4	3	3	10
21	5	5	4	14
22	5	3	4	12
23	3	4	3	10
24	5	3	4	12
25	5	4	4	13
26	4	4	4	12
27	3	4	3	10
28	4	4	3	11
29	5	3	4	12
30	4	4	3	11

Lokasi	1	2	3	4	total
1	4	5	4	3	16
2	4	3	4	4	15
3	3	4	3	3	13
4	4	3	4	3	14
5	3	4	4	4	15
6	4	3	4	3	14
7	3	4	4	2	13
8	5	3	3	2	13
9	3	3	3	3	12
10	3	3	3	3	12
11	2	5	2	2	11
12	4	3	3	2	12
13	4	2	2	3	11
14	4	2	3	1	10
15	3	4	3	3	13
16	3	5	3	1	12
17	3	4	4	2	13
18	4	4	4	4	16
19	4	4	3	3	14
20	3	3	4	3	13
21	4	4	3	3	14
22	4	3	4	4	15
23	5	4	5	5	19
24	4	5	4	3	16
25	5	5	4	4	18
26	4	3	3	3	13
27	3	3	4	4	14
28	5	4	4	5	18
29	5	5	3	3	16
30	5	4	4	3	16

WOM	1	2	3	Total
31	5	3	4	12
32	3	5	4	12
33	4	5	3	12
34	3	3	2	8
35	3	3	3	9
36	4	4	4	12
37	3	4	3	10
38	4	5	4	13
39	3	3	4	10
40	4	4	4	12
41	5	3	4	12
42	4	4	4	12
43	3	4	3	10
44	3	4	2	9
45	5	5	5	15
46	4	3	2	9
47	3	4	3	10
48	3	3	3	9
49	4	4	4	12
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51	5	4	3	12
52	5	3	4	12
53	4	5	4	13
54	4	4	3	11
55	3	3	5	11
56	4	4	4	12
57	3	4	3	10
58	3	3	4	10
59	4	5	4	13
60	4	4	4	12
61	4	2	2	8
62	3	4	3	10
63	4	5	4	13
64	4	3	3	10
65	4	5	4	13
66	4	4	4	12
67	3	3	3	9

Lokasi	1	2	3	4	Total
31	4	4	3	3	14
32	3	5	5	2	15
33	4	4	2	2	12
34	4	5	4	4	17
35	5	5	5	4	19
36	4	3	3	3	13
37	5	5	5	4	19
38	4	4	4	4	16
39	4	4	4	3	15
40	5	4	3	4	16
41	5	5	5	3	18
42	4	4	2	2	12
43	4	4	4	3	15
44	4	2	4	4	14
45	5	5	5	4	19
46	2	3	4	2	11
47	4	4	4	2	14
48	4	4	4	4	16
49	5	5	3	3	16
50	4	4	4	3	15
51	5	5	5	3	18
52	5	3	5	5	18
53	4	4	4	4	16
54	4	4	4	3	15
55	5	3	3	5	16
56	3	2	3	3	11
57	2	3	3	2	10
58	4	3	4	4	15
59	4	4	3	4	15
60	4	4	4	4	16
61	5	5	2	3	15
62	4	4	5	4	17
63	4	4	4	4	16
64	5	4	5	4	18
65	5	5	4	5	19
66	3	4	4	3	14
67	5	5	3	5	18

WOM	1	2	3	Total
68	5	5	1	11
69	3	3	4	10
70	4	4	5	13
71	3	4	5	12
72	4	2	2	8
73	4	5	4	13
74	3	4	3	10
75	3	4	4	11
76	5	4	4	13
77	2	4	4	10
78	4	3	3	10
79	4	5	4	13
80	3	3	4	10
81	4	4	4	12
82	3	4	3	10
83	2	2	5	9
84	3	1	1	5
85	4	1	1	6
86	4	2	2	8
87	4	3	4	11
88	4	4	4	12
89	3	2	2	7
90	3	4	3	10
91	5	5	5	15
92	4	5	4	13
93	3	4	3	10
94	5	5	5	15
95	5	5	4	14
96	4	5	5	14
97	3	4	3	10
98	5	5	5	15
99	4	5	4	13
100	4	4	4	12

Lokasi	1	2	3	4	Total
68	3	5	4	1	13
69	4	4	4	3	15
70	3	4	2	2	11
71	4	3	3	2	12
72	4	3	4	3	14
73	4	4	5	4	17
74	4	4	4	3	15
75	3	3	4	4	14
76	4	4	4	4	16
77	2	4	4	2	12
78	3	4	4	3	14
79	3	4	3	3	13
80	4	4	4	3	15
81	3	5	3	3	14
82	4	4	3	3	14
83	4	4	4	2	14
84	3	4	3	3	13
85	5	5	5	4	19
86	4	3	4	2	13
87	5	5	4	4	18
88	5	5	3	3	16
89	4	3	3	3	13
90	4	4	4	3	15
91	5	5	5	1	16
92	4	4	3	1	12
93	4	4	5	4	17
94	4	4	4	3	15
95	5	5	3	3	16
96	5	5	5	5	20
97	4	4	3	3	14
98	4	4	3	3	14
99	4	5	5	3	17
100	4	4	2	2	12

Kualitas pelayanan	1	2	3	4	5	total
1	5	5	5	5	5	25
2	4	3	4	3	4	18
3	2	4	2	2	2	12
4	4	2	3	4	3	16
5	5	3	4	3	5	20
6	4	3	4	3	4	18
7	4	4	3	3	4	18
8	3	3	4	3	3	16
9	4	4	4	4	4	20
10	4	4	5	4	4	21
11	2	4	4	2	2	14
12	4	3	5	5	5	22
13	4	4	5	4	4	21
14	4	4	5	5	4	22
15	3	3	4	4	5	19
16	4	2	3	4	4	17
17	5	2	5	2	2	16
18	4	4	4	4	4	20
19	3	4	4	5	3	19
20	3	3	4	4	3	17
21	5	4	3	4	3	19
22	4	4	3	4	2	17
23	4	4	4	5	4	21
24	3	3	3	3	3	15
25	3	4	3	4	3	17
26	3	3	3	3	3	15
27	4	4	4	3	3	18
28	4	4	3	4	4	19
27	2	3	4	3	4	16
30	4	3	3	4	3	17
31	4	3	3	5	3	18
32	4	3	4	4	3	18
33	2	4	3	4	3	16
34	3	3	4	3	4	17
35	4	4	4	3	3	18

Kualitas pelayanan	1	2	3	4	5	Total
36	4	3	3	3	3	16
37	3	4	4	5	4	20
38	4	4	4	4	4	20
39	2	4	4	4	4	18
40	4	5	5	4	5	23
41	4	4	4	4	4	20
42	4	3	4	3	4	18
43	3	4	4	4	3	18
44	4	4	4	4	4	20
45	4	4	3	4	4	19
46	1	1	1	4	3	10
47	4	5	4	5	5	23
48	4	4	4	4	4	20
49	4	5	4	3	3	19
50	3	2	3	3	3	14
51	4	3	3	4	4	18
52	3	5	5	5	4	22
53	4	3	3	5	3	18
54	1	1	4	4	4	14
55	3	3	3	3	3	15
56	3	3	3	3	3	15
57	4	3	4	4	4	19
58	4	3	4	4	4	19
59	3	3	3	3	3	15
60	4	4	4	4	4	20
61	3	4	5	5	4	21
62	4	4	4	4	3	19
63	2	2	4	4	4	16
64	4	4	4	4	4	20
65	3	3	2	2	2	12
66	4	3	4	4	4	19
67	3	4	3	5	5	20
68	2	2	5	2	2	13
69	4	3	4	4	4	19
70	3	5	4	4	3	19
71	2	2	4	4	4	16
72	4	3	4	4	4	19

Kualitas pelayanan	1	2	3	4	5	Total
73	5	5	5	5	5	25
74	3	3	3	3	3	15
75	3	2	3	3	2	13
76	4	4	4	4	4	20
77	3	2	3	2	3	13
78	4	4	3	4	4	19
79	3	3	3	3	2	14
80	3	4	4	3	3	17
81	3	3	3	3	3	15
82	3	2	3	4	3	15
83	4	4	4	5	3	20
84	4	3	3	3	4	17
85	4	5	4	4	4	21
86	4	2	4	3	5	18
87	5	5	5	5	5	25
88	4	4	4	4	3	19
89	4	2	3	3	4	16
90	3	3	3	3	3	15
91	2	4	3	5	4	18
92	3	5	5	5	3	21
93	4	3	4	4	5	20
94	4	3	4	3	5	19
95	3	3	3	2	2	13
96	5	2	5	4	4	20
97	3	5	5	5	3	21
98	5	4	4	5	4	22
99	4	4	3	3	3	17
100	4	4	3	4	4	19

Persepsi Harga	1	2	3	Total
1	5	4	4	13
2	3	4	3	10
3	3	3	4	10
4	4	3	3	10
5	1	4	1	6
6	4	3	4	11
7	3	4	4	11
8	3	3	3	9
9	3	5	3	11
10	2	4	5	11
11	3	4	4	11
12	4	3	5	12
13	3	2	3	8
14	1	4	4	9
15	4	5	4	13
16	5	4	4	13
17	3	5	3	11
18	4	3	4	11
19	4	5	4	13
20	3	3	3	9
21	3	4	4	11
22	2	4	4	10
23	4	3	3	10
24	4	5	4	13
25	3	4	3	10
26	3	5	5	13
27	3	3	3	9
28	4	3	3	10
29	4	3	3	10
30	4	4	4	12
31	2	2	3	7
32	2	2	3	7
33	4	3	3	10
34	3	4	3	10

Persepsi Harga	1	2	3	Total
35	4	4	5	13
36	3	3	3	9
37	3	3	3	9
38	4	3	3	10
39	4	4	4	12
40	4	4	3	11
41	3	2	4	9
42	4	5	5	14
43	4	3	4	11
44	3	4	4	11
45	4	4	3	11
46	4	2	4	10
47	3	4	4	11
48	3	3	4	10
49	4	4	5	13
50	3	3	4	10
51	2	2	3	7
52	3	4	3	10
53	4	4	4	12
54	3	3	4	10
55	3	4	3	10
56	4	4	5	13
57	3	3	4	10
58	4	3	3	10
59	4	5	4	13
60	4	5	5	14
61	3	3	4	10
62	3	4	3	10
63	1	3	2	6
64	4	4	4	12
65	3	4	4	11
66	3	5	5	13
67	4	4	4	12
68	4	5	4	13
69	3	3	3	9

Persepsi Harga	1	2	3	Total
70	4	4	4	12
71	4	4	4	12
72	3	3	3	9
73	2	3	4	9
74	2	4	3	9
75	2	3	3	8
76	3	3	4	10
77	3	5	5	13
78	2	4	3	9
79	3	3	3	9
80	4	5	5	14
81	4	2	3	9
82	3	5	5	13
83	4	4	4	12
84	1	2	3	6
85	2	1	2	5
86	3	3	4	10
87	3	3	3	9
88	3	4	4	11
89	4	3	4	11
90	2	2	2	6
91	5	4	4	13
92	4	4	4	12
93	3	3	4	10
94	4	4	5	13
95	3	4	3	10
96	2	2	3	7
97	3	3	3	9
98	3	3	4	10
99	4	5	4	13
100	3	3	4	10

Keputusan Pemakaian Jasa	1	2	3	4	5	Total
1	5	5	3	5	5	23
7	3	3	4	4	4	18
3	3	2	3	3	3	14
4	4	4	3	4	4	19
5	3	3	3	4	2	15
6	4	3	4	4	3	18
7	4	4	3	4	4	19
8	3	4	3	3	4	17
9	5	5	3	4	4	21
10	5	5	3	5	5	23
11	4	4	3	4	4	19
12	4	5	3	5	4	21
13	4	5	3	5	4	21
14	5	5	3	4	4	21
15	4	5	3	5	4	21
16	5	5	3	5	5	23
17	4	4	3	4	4	19
18	4	4	5	4	4	21
19	5	4	3	5	4	21
20	4	3	3	4	4	18
21	5	5	3	5	5	23
22	5	5	3	5	5	23
23	4	3	3	4	2	16
24	3	4	3	4	3	17
25	4	2	2	4	4	16
26	5	2	3	5	4	19
27	4	3	3	4	4	18
28	3	4	4	2	3	16
29	3	3	5	5	3	19
30	2	3	3	1	3	12
31	5	5	3	5	5	23
32	2	3	3	1	3	12

	33	5	3	4	3	3	18
	34	3	4	3	3	3	16
	Keputusan Pemakaian Jasa	1	2	3	4	5	Total
	35	3	3	3	3	3	15
	36	4	3	3	4	4	18
	37	4	4	4	3	3	18
	38	3	3	3	4	3	16
	39	4	4	3	4	4	19
	40	3	4	4	4	4	19
	41	3	2	4	2	2	13
	42	5	4	4	4	4	21
	43	4	3	4	4	4	19
	44	4	4	2	4	4	18
	45	3	2	1	3	3	12
	46	3	3	2	3	3	14
	47	3	4	3	4	5	19
	48	4	3	3	3	3	16
	49	4	4	4	4	4	20
	50	4	4	5	3	4	20
	51	3	3	3	3	3	15
	52	5	5	3	5	5	23
	53	4	4	4	4	4	20
	54	3	3	3	3	3	15
	55	4	4	3	1	4	16
	56	5	4	5	5	5	24
	57	4	5	5	3	3	20
	58	4	4	3	4	4	19
	59	4	4	3	4	4	19
	60	4	4	4	4	4	20
	61	4	4	4	4	3	19
	62	4	4	4	3	3	18
	63	2	4	5	2	2	15
	64	3	4	4	3	3	17
	65	4	4	3	1	4	16
	66	4	3	4	2	2	15
	67	4	4	2	4	4	18

68	4	4	3	2	4	17
69	4	2	2	3	3	14
Keputusan Pemakaian Jasa	1	2	3	4	5	Total
70	4	4	4	4	4	20
71	4	5	4	5	4	22
72	4	4	4	4	3	19
73	3	4	3	4	3	17
74	3	2	2	2	2	11
75	3	4	3	3	3	16
76	5	5	3	5	5	23
77	3	4	5	4	3	19
78	4	3	4	3	4	18
79	3	4	3	4	4	18
80	4	5	4	4	4	21
81	4	4	5	3	3	19
82	4	5	4	4	5	22
83	4	3	2	4	4	17
84	3	3	2	3	3	14
85	3	3	5	1	2	14
86	3	4	5	3	4	19
87	3	4	4	3	3	17
88	4	2	2	4	4	16
89	3	3	3	3	3	15
90	4	1	4	1	4	14
91	4	4	4	4	4	20
92	4	4	4	5	5	22
93	4	4	3	4	4	19
94	2	3	3	3	3	14
95	5	5	4	4	4	22
96	3	4	4	4	3	18
97	4	4	4	4	2	18
98	5	5	3	5	5	23
99	4	4	4	4	3	19
100	4	5	4	5	4	22

Lampiran 5
Uji Kualitas Instrumen 35 kuesioner

A. Uji Validitas

Word of Mouth

		Correlations			
		WOM1	WOM2	WOM3	WORDOFMOUTH
WOM1	Pearson Correlation	1	.348*	.492**	.754**
	Sig. (2-tailed)		.040	.003	.000
	N	35	35	35	35
WOM2	Pearson Correlation	.348*	1	.651**	.825**
	Sig. (2-tailed)	.040		.000	.000
	N	35	35	35	35
WOM3	Pearson Correlation	.492**	.651**	1	.866**
	Sig. (2-tailed)	.003	.000		.000
	N	35	35	35	35
WORDOFMOUTH	Pearson Correlation	.754**	.825**	.866**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	35	35	35	35

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

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

Lokasi

Correlations

		LK1	LK2	LK3	LK4	LOKASI
LK1	Pearson Correlation	1	.022	.330	.100	.554**
	Sig. (2-tailed)		.898	.053	.568	.001
	N	35	35	35	35	35
LK2	Pearson Correlation	.022	1	.661**	.210	.692**
	Sig. (2-tailed)	.898		.000	.226	.000
	N	35	35	35	35	35
LK3	Pearson Correlation	.330	.661**	1	.325	.844**
	Sig. (2-tailed)	.053	.000		.057	.000
	N	35	35	35	35	35
LK4	Pearson Correlation	.100	.210	.325	1	.610**
	Sig. (2-tailed)	.568	.226	.057		.000
	N	35	35	35	35	35
LOKASI	Pearson Correlation	.554**	.692**	.844**	.610**	1
	Sig. (2-tailed)	.001	.000	.000	.000	
	N	35	35	35	35	35

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

Kualitas Pelayanan

Correlations

		KLP1	KLP2	KLP3	KLP4	KLP5	KUALITAS PELAYANAN
KLP1	Pearson Correlation	1	.323	.247	.077	.192	.604**
	Sig. (2-tailed)		.059	.152	.659	.270	.000
	N	35	35	35	35	35	35
KLP2	Pearson Correlation	.323	1	.296	.370*	-.081	.639**
	Sig. (2-tailed)	.059		.085	.029	.643	.000
	N	35	35	35	35	35	35
KLP3	Pearson Correlation	.247	.296	1	.200	.530**	.739**
	Sig. (2-tailed)	.152	.085		.249	.001	.000
	N	35	35	35	35	35	35
KLP4	Pearson Correlation	.077	.370*	.200	1	-.095	.541**
	Sig. (2-tailed)	.659	.029	.249		.586	.001
	N	35	35	35	35	35	35
KLP5	Pearson Correlation	.192	-.081	.530**	-.095	1	.494**
	Sig. (2-tailed)	.270	.643	.001	.586		.003
	N	35	35	35	35	35	35
KUALITAS PELAYANAN	Pearson Correlation	.604**	.639**	.739**	.541**	.494**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.003	
	N	35	35	35	35	35	35

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

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

Persepsi Harga

Correlations

		PH1	PH2	PH3	PERSEPSI HARGA
PH1	Pearson Correlation	1	.567**	.543**	.375*
	Sig. (2-tailed)		.000	.001	.027
	N	35	35	35	35
PH2	Pearson Correlation	.567**	1	.717**	.431**
	Sig. (2-tailed)	.000		.000	.010
	N	35	35	35	35
PH3	Pearson Correlation	.543**	.717**	1	.548**
	Sig. (2-tailed)	.001	.000		.001
	N	35	35	35	35
PERSEPSIHARGA	Pearson Correlation	.375*	.431**	.548**	1
	Sig. (2-tailed)	.027	.010	.001	
	N	35	35	35	35

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

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

Keputusan Pemakaian Jasa

Correlations

		KPJ1	KPJ2	KPJ3	KPJ4	KPJ5	KEPUTUSAN PEMAKAIAN JASA
KPJ1	Pearson Correlation	1	.393*	.117	.364*	.561**	.680**
	Sig. (2-tailed)		.020	.504	.031	.000	.000
	N	35	35	35	35	35	35
KPJ2	Pearson Correlation	.393*	1	.434**	.256	.514**	.757**
	Sig. (2-tailed)	.020		.009	.138	.002	.000
	N	35	35	35	35	35	35
KPJ3	Pearson Correlation	.117	.434**	1	.027	-.063	.489**
	Sig. (2-tailed)	.504	.009		.876	.721	.003
	N	35	35	35	35	35	35
KPJ4	Pearson Correlation	.364*	.256	.027	1	.552**	.686**
	Sig. (2-tailed)	.031	.138	.876		.001	.000
	N	35	35	35	35	35	35
KPJ5	Pearson Correlation	.561**	.514**	-.063	.552**	1	.739**
	Sig. (2-tailed)	.000	.002	.721	.001		.000
	N	35	35	35	35	35	35
KEPUTUSAN NPEMAKAI ANJASA	Pearson Correlation	.680**	.757**	.489**	.686**	.739**	1
	Sig. (2-tailed)	.000	.000	.003	.000	.000	
	N	35	35	35	35	35	35

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

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

A. Uji Reliabilitas

Word of Mouth

Reliability Statistics

Cronbach's Alpha	N of Items
.792	3

Lokasi

Reliability Statistics

Cronbach's Alpha	N of Items
.763	4

Kualitas Pelayanan

Reliability Statistics

Cronbach's Alpha	N of Items
.734	5

Lampiran 6
Uji Kualitas Instrumen 100 Responden

B. Uji Validitas

Word of Mouth

		Correlations			
		WOM1	WOM2	WOM3	WORD OF MOUTH
WOM1	Pearson Correlation	1	.340**	.419**	.770**
	Sig. (2-tailed)		.001	.000	.000
	N	100	100	100	100
WOM2	Pearson Correlation	.340**	1	.355**	.759**
	Sig. (2-tailed)	.001		.000	.000
	N	100	100	100	100
WOM3	Pearson Correlation	.419**	.355**	1	.757**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
WORDOFMOUTH	Pearson Correlation	.770**	.759**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Lokasi

Correlations

		LK1	LK2	LK3	LK4	LOKASI
LK1	Pearson Correlation	1	.323**	.264**	.162	.631**
	Sig. (2-tailed)		.001	.008	.108	.000
	N	100	100	100	100	100
LK2	Pearson Correlation	.323**	1	.571**	.243*	.722**
	Sig. (2-tailed)	.001		.000	.015	.000
	N	100	100	100	100	100
LK3	Pearson Correlation	.264**	.571**	1	.378**	.760**
	Sig. (2-tailed)	.008	.000		.000	.000
	N	100	100	100	100	100
LK4	Pearson Correlation	.162	.243*	.378**	1	.685**
	Sig. (2-tailed)	.108	.015	.000		.000
	N	100	100	100	100	100
LOKASI	Pearson Correlation	.631**	.722**	.760**	.685**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

Kualitas Pelayanan

Correlations

		KLP1	KLP2	KLP3	KLP4	KLP5	KUALITAS PELAYANAN
KLP1	Pearson Correlation	1	.406**	.471**	.295**	.354**	.689**
	Sig. (2-tailed)		.000	.000	.003	.000	.000
	N	100	100	100	100	100	100
KLP2	Pearson Correlation	.406**	1	.475**	.536**	.240*	.757**
	Sig. (2-tailed)	.000		.000	.000	.016	.000
	N	100	100	100	100	100	100
KLP3	Pearson Correlation	.471**	.475**	1	.486**	.556**	.805**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
KLP4	Pearson Correlation	.295**	.536**	.486**	1	.290**	.733**
	Sig. (2-tailed)	.003	.000	.000		.003	.000
	N	100	100	100	100	100	100
KLP5	Pearson Correlation	.354**	.240*	.556**	.290**	1	.649**
	Sig. (2-tailed)	.000	.016	.000	.003		.000
	N	100	100	100	100	100	100
KUALITAS PELAYANAN	Pearson Correlation	.689**	.757**	.805**	.733**	.649**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

Persepsi Harga

Correlations

		PH1	PH2	PH3	PERSEPSIHAR GA
PH1	Pearson Correlation	1	.480**	.625**	.824**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
PH2	Pearson Correlation	.480**	1	.656**	.845**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
PH3	Pearson Correlation	.625**	.656**	1	.884**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
PERSEPSIHARGA	Pearson Correlation	.824**	.845**	.884**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Keputusan Pemakaian Jasa

Correlations

		KPJ1	KPJ2	KPJ3	KPJ4	KPJ5	KEPUTUSAN PEMAKAIAN JASA
KPJ1	Pearson Correlation	1	.428**	-.016	.554**	.615**	.749**
	Sig. (2-tailed)		.000	.875	.000	.000	.000
	N	100	100	100	100	100	100
KPJ2	Pearson Correlation	.428**	1	.225*	.488**	.503**	.789**
	Sig. (2-tailed)	.000		.025	.000	.000	.000
	N	100	100	100	100	100	100
KPJ3	Pearson Correlation	-.016	.225*	1	-.058	-.114	.292**
	Sig. (2-tailed)	.875	.025		.566	.258	.003
	N	100	100	100	100	100	100
KPJ4	Pearson Correlation	.554**	.488**	-.058	1	.564**	.784**
	Sig. (2-tailed)	.000	.000	.566		.000	.000
	N	100	100	100	100	100	100
KPJ5	Pearson Correlation	.615**	.503**	-.114	.564**	1	.754**
	Sig. (2-tailed)	.000	.000	.258	.000		.000
	N	100	100	100	100	100	100
KEPUTUSAN PEMAKAIAN JASA	Pearson Correlation	.749**	.789**	.292**	.784**	.754**	1
	Sig. (2-tailed)	.000	.000	.003	.000	.000	
	N	100	100	100	100	100	100

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

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

C. Uji Reliabilitas

Word of Mouth

Reliability Statistics

Cronbach's Alpha	N of Items
.636	3

Lokasi

Reliability Statistics

Cronbach's Alpha	N of Items
.634	4

Kualitas Pelayanan

Reliability Statistics

Cronbach's Alpha	N of Items
.773	5

Persepsi Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.805	3

Keputusan Pemakaian Jasa

Reliability Statistics

Cronbach's Alpha	N of Items
.702	5

Lampiran 7

Hasil Analisis Regresi Linier Berganda, Uji Koefisien Determinasi (R^2) Uji F, dan Uji t

Analisis Regresi Linier Berganda

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.396	2.647		4.683	.000
WOM (X1)	.346	.129	.229	2.683	.009
LK (X2)	-.526	.110	-.405	-4.796	.000
KLP (X3)	.320	.085	.312	3.741	.000
PH (X4)	9.379	.129	.253	2.932	.004

a. Dependent Variable: keputusan pemakaian jasa (Y)

Uji Koefisien Determinasi (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613 ^a	.375	.349	2.38753

a. Predictors: (Constant), PERSEPSI HARGA, KUALITAS PELAYANAN, LOKASI, WOM

b. Dependent Variable: KEPUTUSAN PEMAKAIAN JASA

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	325.223	4	81.306	14.263	.000 ^b
	Residual	541.527	95	5.700		
	Total	866.750	99			

a. Dependent Variable: KEPUTUSAN PEMAKAIAN JASA

b. Predictors: (Constant), PERSEPSI HARGA, KUALITAS PELAYANAN, LOKASI, WOM

Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.396	2.647		4.683	.000
	WOM	.346	.129	.229	2.683	.009
	LOKASI	-.526	.110	-.405	-4.796	.000
	KUALITAS PELAYANAN	.320	.085	.312	3.741	.000
	PERSEPSI HARGA	.379	.129	.253	2.932	.004

a. Dependent Variable: KEPUTUSAN PEMAKAIAN JASA