
Lampiran 1 Kuesioner

Responden Yth.

Nama saya **Wilson**, mahasiswa Fakultas Ekonomi Universitas Indonesia. Saat ini saya sedang melakukan penelitian untuk skripsi saya mengenai *Service Quality, Customer Satisfaction Repurchase Intention pada toko buku, Studi Kasus: TM Bookstore*. Agar penelitian ini dapat berlangsung dengan baik, saya mengharapkan kesediaan dan bantuan dari para responden untuk mengisi kuesioner ini dengan tepat dan benar. Segala informasi yang diberikan oleh anda dalam kuesioner ini akan dijaga kerahasiannya. Atas perhatian dan waktunya saya ucapkan banyak terima kasih.

Wilson – 021 - 91 494 282

Screening

Apakah anda **pernah berbelanja** di TM Bookstore di Depok Town Square?

- Ya
- Tidak

Jika jawaban anda tidak, berhenti sampai disini. Terima kasih

Petunjuk Pengisian:

Pada bagian ini, Bapak / Ibu / Sdr / i diminta untuk menentukan tingkat kepentingan dan tingkat kepuasan terhadap atribut-atribut dalam pelayanan TM Bookstore.

- **Tingkat kepuasan** menyatakan seberapa memuaskan, menurut Anda, suatu atribut pelayanan di TM bookstore.
- **Tingkat kepentingan** menyatakan seberapa penting, menurut Anda, suatu atribut pelayanan di TM bookstore.

Berilah tanda “ü” pada pilihan yang sesuai dengan pendapat Bapak / Ibu / Sdr / i

Contoh:

Apabila menurut Bapak / Ibu / Sdr / i **kenyamanan TM Bookstore** adalah **Baik** dan memiliki tingkat kepentingan **Sangat Penting**, maka berilah tanda “ü” pada kolom **Tingkat Kepuasan S (Setuju)** dan **Tingkat Kepentingan SP (Sangat Penting)**, seperti contoh di bawah ini.

No	Dimensi	Tingkat Kepuasan					Tingkat Kepentingan				
		STS	TS	CS	S	SS	STP	TP	CP	P	SP
1	Kenyamanan TM Bookstore				ü						ü

Keterangan:

Tingkat Kepuasan	Tingkat Kepentingan
1. STS = Sangat Tidak Setuju	1. STP = Sangat Tidak Penting
2. TB = Tidak Setuju	2. TP = Tidak Penting
3. CS = Cukup Setuju	3. CP = Cukup Penting
4. S = Setuju	4. P = Penting
5. SS = Sangat Setuju	5. SP = Sangat Penting

Aspek Pelayanan TM Bookstore

No	Dimensi	Tingkat Kepuasan					Tingkat Kepentingan					
		STS	TS	CS	S	SS	STP	TP	CP	P	SP	
1	1. Tangibles											
1	Peralatan kerja di dalam toko TM Bookstore tergolong mutakhir											
2	Pegawai TM Bookstore berpenampilan menarik											
3	Peralatan yang ada di TM Bookstore mudah digunakan											
4	Fasilitas fisik dalam TM Bookstore terlihat menarik											
5	Interior di toko TM Bookstore terlihat menarik											
6	Tata letak TM Bookstore memudahkan saya untuk menemukan apa yang saya cari											
7	Tata letak TM Bookstore memudahkan saya untuk bergerak secara leluasa											
8	Mal atau Plaza lokasi TM Bookstore menyediakan lapangan parkir yang memadai											
9	Suasana di TM Bookstore sejuk dan nyaman seperti di rumah sendiri											
10	Alunan music di TM Bookstore membuat saya nyaman											
11	Papan Iklan dan tempat informasi memudahkan saya mendapatkan informasi											
12	Penerangan di TM Bookstore membuat saya nyaman											
13	Ruangan dan produk TM Bookstore terlihat bersih											

No	Dimensi	Tingkat Kepuasan					Tingkat Kepentingan					
		STS	TS	CS	S	SS	STP	TP	CP	P	SP	
	2. Reliability											
1	TM Bookstore memenuhi janji-janji yang diberikan											
2	TM Bookstore menunjukkan niat yang tulus dalam menyelesaikan masalah-masalah pelayanan											
3	TM Bookstore melayani dengan baik sejak pertama kali saya berkunjung											
4	TM Bookstore menyediakan informasi produk dan promosi yang akurat											
5	Produk yang ada di TM Bookstore selalu lengkap											
6	Harga yang diberikan TM Bookstore wajar dan murah											

No	Dimensi	Tingkat Kepuasan					Tingkat Kepentingan					
		STS	TS	CS	S	SS	STP	TP	CP	P	SP	
	3. Responsiveness											
1	Pelayanan yang diberikan pegawai TM Bookstore sangat cepat											
2	Pegawai TM Bookstore langsung memberikan pelayanan saat diminta											
3	Pegawai TM Bookstore selalu mau membantu saya saat dibutuhkan											
4	Pegawai TM Bookstore tidak pernah terlalu sibuk sehingga mereka selalu dapat merespon permintaan saya											
5	Antrian di TM Bookstore tidak lama											

No	Dimensi	Tingkat Kepuasan					Tingkat Kepentingan					
		STS	TS	CS	S	SS	STP	TP	CP	P	SP	
	4. Assurance											
1	Pegawai TM Bookstore memupuk rasa percaya dalam diri saya											
2	Pegawai TM Bookstore selalu bersikap sopan dan ramah											
3	Pegawai TM Bookstore memiliki pengetahuan cukup untuk menjawab pertanyaan saya											
4	Pegawai TM Bookstore memberikan rasa aman saat saya melakukan transaksi											
5	Pegawai TM Bookstore sabar dalam menangani keluhan saya											

6	TM Bookstore beroperasi pada waktu yang sesuai											
7	Saya merasa aman ketika berbelanja di TM Bookstore											
8	Saya merasa aman ketika melakukan pembayaran di TM Bookstore											
9	Saya merasa aman ketika menitipkan barang bawaan di TM Bookstore											
10	Produk yang diberikan kualitasnya terjamin											

Dimensi		Tingkat Kepuasan					Tingkat Kepentingan				
No	5. Empathy	STS	TS	CS	S	SS	STP	TP	CP	P	SP
1	Pegawai TM Bookstore sangat memprioritaskan kebutuhan saya										
2	Pegawai TM Bookstore selalu memberikan perhatian pada tiap individu										
3	Pegawai TM Bookstore memberikan perhatian yang personal										
4	Pegawai TM Bookstore memahami kebutuhan saya secara spesifik										
5	Pegawai TM Bookstore selalu bersedia melayani pengembalian atau penukaran barang dari konsumen										
6	Lokasi mudah dijangkau										
7	Kemudahan dalam pembayaran (kartu kredit)										
8	TM Bookstore memberikan kemudahan dalam menyampaikan keluhan dan saran										
9	Adanya tanggapan dari TM Bookstore terhadap keluhan dan saran dari konsumen										
10	Fasilitas sampul buku gratis untuk harga buku diatas 20 ribu memberikan nilai tambah pada pelayanan TM Book store										

Dimensi		Tingkat Kepuasan				
No	Pelayanan Keseluruhan	STS	TS	CS	S	SS
1	Saya sangat puas menjadi pelanggan di TM Bookstore					
2	Secara Keseluruhan, pelayanan yang diberikan TM Bookstore sangat baik					
3	Secara keseluruhan, saya puas dengan pelayanan (<i>service</i>) TM Bookstore					

No	Dimensi Repurchase Intention	Tingkat Kepuasan				
		STS	TS	CS	S	SS
1	Saya akan tetap datang ke TM Bookstore untuk berbelanja di masa yang akan datang					
2	Saya senang memberitahukan kepada orang lain saya adalah pelanggan TM Bookstore					
3	Saya akan merekomendasikan TM Bookstore kepada teman dan keluarga saya					

Saran untuk pelayanan (*service*) pelanggan TM Bookstore:

Informasi Pribadi

Berilah tanda "X" pada pilihan Bapak / Ibu / Sdr / i

1. Jenis Kelamin
 - Pria
 - Wanita
2. Usia : tahun
3. Domisili
 - Depok
 - Luar Depok
4. Pekerjaan
 - Mahasiswa, semester.....
 - Pelajar, kelas
 - Karyawan swasta
 - Wiraswasta
 - PNS
 - Karyawan BUMN
 - Ibu RT
 -
5. Tingkat Pendidikan
 - SD
 - SLTP
 - SMU
 - D3
 - S1
 - S2
 - S3
6. Status
 - Belum menikah
 - Sudah menikah
7. Frekuensi belanja di TM Bookstore dalam 1 bln terakhir:
.....kali
8. Pihak yang menemani ketika mengunjungi TM Bookstore
 - Teman
 - Pacar
 - Keluarga
 - Tidak ada
9. Darimana anda mengetahui TM Bookstore
 - Teman
 - Berkunjung ke TM Bookstore
 - Keluarga
 - Lainnya :
10. Berapa rata-rata uang yang anda anggarkan untuk membeli buku setiap satu bulan:
 - Tidak ada
 - Rp 1 – Rp50.000
 - Rp 50.001- Rp 100.000
 - Rp 100.001- Rp 150.000
 - Rp 150.001- Rp 200.000
 - >Rp 200.000
11. Berapa rata-rata uang yang anda keluarkan setiap kali bertransaksi di TM Bookstore:
 - Tidak ada
 - Rp 1 – Rp50.000
 - Rp 50.001- Rp 100.000
 - Rp 100.001- Rp 150.000
 - Rp 150.001- Rp 200.000
 - >Rp 200.000
12. Apakah anda bersedia dihubungi kembali?
 - Ya,
 - No Hp:
 - Tidak

Lampiran 2 Output SPSS

Uji Reliabilitas

Uji Reliabilitas *Tangible*

Reliability Statistics

Cronbach's Alpha	N of Items
,794	13

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
a1	42,67	26,906	,369	,785
a2	42,72	25,765	,433	,779
a3	42,51	26,398	,399	,782
a4	42,60	25,332	,545	,770
a5	42,78	24,952	,533	,770
a6	42,63	25,536	,417	,781
a7	42,72	25,765	,404	,782
a8	42,62	25,993	,400	,782
a9	42,71	25,183	,407	,783
a10	42,56	26,492	,277	,795
a11	42,67	25,833	,445	,778
a12	42,27	26,168	,485	,776
a13	42,19	25,925	,446	,778

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
46,14	29,843	5,463	13

Uji Reliabilitas *Reliability*

Reliability Statistics

Cronbach's Alpha	N of Items
,813	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
b1	18,24	9,713	,598	,779
b2	18,23	9,546	,677	,764
b3	18,10	9,753	,576	,784
b4	18,36	9,404	,583	,782
b5	18,56	9,517	,545	,790
b6	17,98	9,406	,499	,804

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21,90	13,265	3,642	6

Uji Reliabilitas Responsiveness

Reliability Statistics

Cronbach's Alpha	N of Items
,789	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
c1	14,65	5,467	,582	,746
c2	14,40	5,495	,676	,712
c3	14,39	6,012	,567	,749
c4	14,64	5,989	,576	,746
c5	14,48	6,528	,441	,786

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18,14	8,753	2,959	5

Uji Reliabilitas Assurance

Reliability Statistics

Cronbach's Alpha	N of Items
,883	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
d1	33,89	22,410	,482	,883
d2	33,40	21,917	,699	,866
d3	33,60	21,916	,647	,870
d4	33,37	22,252	,643	,870
d5	33,52	22,625	,565	,876
d6	33,33	22,565	,573	,875
d7	33,23	21,546	,727	,864
d8	33,31	22,624	,582	,874
d9	33,24	21,713	,588	,875
d10	33,25	22,026	,677	,868

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
37,13	27,008	5,197	10

Uji Reliabilitas Empathy

Reliability Statistics

Cronbach's Alpha	N of Items
,827	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
e1	31,36	22,444	,609	,801
e2	31,61	22,174	,611	,800
e3	31,58	23,042	,549	,807
e4	31,52	21,536	,728	,788
e5	31,35	22,651	,548	,807
e6	30,98	24,121	,390	,823
e7	31,18	23,854	,452	,817
e8	31,38	22,823	,586	,803
e9	31,13	24,146	,440	,818
e10	30,52	25,601	,220	,839

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
34,73	28,148	5,305	10

Uji Reliabilitas *Tangible*-Tingkat Kepentingan**Reliability Statistics**

Cronbach's Alpha	N of Items
,888	13

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pa1	49,43	42,930	,585	,880
pa2	49,59	43,838	,510	,884
pa3	49,28	44,546	,583	,880
pa4	49,27	43,530	,611	,879
pa5	49,26	43,347	,552	,882
pa6	48,93	44,068	,583	,880
pa7	49,13	43,837	,591	,880
pa8	49,41	43,854	,476	,886
pa9	49,35	42,017	,630	,878
pa10	49,26	43,624	,527	,883
pa11	49,25	43,165	,651	,877
pa12	49,09	43,415	,674	,876
pa13	49,02	43,406	,608	,879

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
53,35	50,589	7,113	13

Uji Reliabilitas *Reliability*-Tingkat Kepentingan**Reliability Statistics**

Cronbach's Alpha	N of Items
,786	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pb1	21,77	6,262	,549	,753
pb2	21,69	6,800	,580	,745
pb3	21,51	7,390	,465	,771
pb4	21,75	6,921	,451	,775
pb5	21,66	6,340	,605	,736
pb6	21,54	6,624	,586	,742

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
25,98	9,284	3,047	6

Uji Reliabilitas *Responsiveness*-Tingkat Kepentingan**Reliability Statistics**

Cronbach's Alpha	N of Items
,855	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pc1	17,11	5,386	,675	,823
pc2	17,03	5,300	,728	,810
pc3	17,02	5,301	,689	,820
pc4	17,24	5,193	,693	,818
pc5	17,15	5,442	,568	,853

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21,39	8,028	2,833	5

Uji Reliabilitas *Assurance*-Tingkat Kepentingan**Reliability Statistics**

Cronbach's Alpha	N of Items
,905	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pd1	38,44	26,867	,443	,914
pd2	38,01	26,301	,723	,892
pd3	38,07	26,328	,736	,891
pd4	37,99	26,772	,714	,893
pd5	38,07	26,247	,644	,897
pd6	37,99	26,707	,696	,894
pd7	37,99	25,780	,779	,888
pd8	38,05	25,624	,717	,892
pd9	37,83	26,890	,607	,899
pd10	37,80	26,894	,675	,895

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
42,25	32,303	5,684	10

Uji Reliabilitas *Empathy*-Tingkat Kepentingan**Reliability Statistics**

Cronbach's Alpha	N of Items
,855	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pe1	36,90	25,698	,514	,846
pe2	37,02	24,536	,612	,837
pe3	37,15	24,163	,587	,840
pe4	37,08	24,823	,570	,841
pe5	36,83	25,085	,634	,835
pe6	36,62	26,270	,589	,840
pe7	36,79	26,135	,524	,845
pe8	36,82	24,749	,705	,829
pe9	36,70	27,219	,484	,848
pe10	36,57	27,369	,406	,854

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
40,94	31,111	5,578	10

Uji Reliabilitas Kepuasan Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
,847	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
os1	7,45	1,729	,716	,791
os2	7,46	1,633	,674	,825
os3	7,57	1,385	,767	,736

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,24	3,307	1,818	3

Uji Reliabilitas *Repurchase Intention***Reliability Statistics**

Cronbach's Alpha	N of Items
,796	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ri1	7,31	1,987	,617	,757
ri2	7,56	1,467	,707	,649
ri3	7,50	1,667	,618	,748

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,19	3,486	1,867	3

Uji Validitas

Uji Validitas *Tangible*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,755
Bartlett's Test of Sphericity	Approx. Chi-Square	364,426
	df	78
	Sig.	,000

Anti-image Matrices

	a1	a2	a3	a4	a5	a6	a7	a8	a9	a10	a11	a12	a13
Anti-image C a1	,678	-,165	-,050	-,186	,066	-,057	,099	-,075	-,131	,146	-,033	-,013	,016
a2	-,165	,624	-,184	,067	-,086	,017	,046	,052	,067	-,089	-,035	-,156	-,168
a3	-,050	-,184	,684	-,158	-,022	-,023	,036	-,124	,084	-,038	-,082	,079	,021
a4	-,186	,067	-,158	,581	-,194	,004	-,029	,024	,021	-,026	-,049	-,106	-,052
a5	,066	-,086	-,022	-,194	,613	-,045	-,152	-,038	-,143	-,031	,006	,073	-,050
a6	-,057	,017	-,023	,004	-,045	,685	-,194	-,119	,045	,053	-,208	-,010	,021
a7	,099	,046	,036	-,029	-,152	-,194	,656	-,049	-,042	,062	-,039	-,135	-,052
a8	-,075	,052	-,124	,024	-,038	-,119	-,049	,686	-,190	-,034	,164	-,134	-,043
a9	-,131	,067	,084	,021	-,143	,045	-,042	-,190	,686	-,154	-,028	-,019	-,090
a10	,146	-,089	-,038	-,026	-,031	,053	,062	-,034	-,154	,771	-,215	-,030	,043
a11	-,033	-,035	-,082	-,049	,006	-,208	-,039	,164	-,028	-,215	,644	-,061	-,051
a12	-,013	-,156	,079	-,106	,073	-,010	-,135	-,134	-,019	-,030	-,061	,683	-,086
a13	,016	-,168	,021	-,052	-,050	,021	-,052	-,043	-,090	,043	-,051	-,086	,743
Anti-image C a1	,699 ^a	-,253	-,073	-,297	,102	-,084	,148	-,110	-,191	,202	-,051	-,018	,023
a2	-,253	,720 ^a	-,282	,112	-,139	,026	,073	,080	,103	-,128	-,056	-,238	-,246
a3	-,073	-,282	,759 ^a	-,251	-,033	-,033	,054	-,182	,123	-,053	-,124	,115	,030
a4	-,297	,112	-,251	,784 ^a	-,325	,007	-,047	,038	,033	-,039	-,081	-,168	-,080
a5	,102	-,139	-,033	-,325	,794 ^a	-,069	-,239	-,059	-,220	-,045	,010	,113	-,075
a6	-,084	,026	-,033	,007	-,069	,758 ^a	-,289	-,174	,066	,073	-,313	-,015	,030
a7	,148	,073	,054	-,047	-,239	-,289	,762 ^a	-,073	-,062	,088	-,060	-,201	-,075
a8	-,110	,080	-,182	,038	-,059	-,174	-,073	,715 ^a	-,277	-,047	,246	-,195	-,060
a9	-,191	,103	,123	,033	-,220	,066	-,062	-,277	,727 ^a	-,211	-,042	-,028	-,126
a10	,202	-,128	-,053	-,039	-,045	,073	,088	-,047	-,211	,634 ^a	-,304	-,041	,057
a11	-,051	-,056	-,124	-,081	,010	-,313	-,060	,246	-,042	-,304	,730 ^a	-,092	-,074
a12	-,018	-,238	,115	-,168	,113	-,015	-,201	-,195	-,028	-,041	-,092	,803 ^a	-,121
a13	,023	-,246	,030	-,080	-,075	,030	-,075	-,060	-,126	,057	-,074	-,121	,862 ^a

^aMeasures of Sampling Adequacy(MSA)

Uji Validitas *Reliability***KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,811
Bartlett's Test of Sphericity	Approx. Chi-Square	229,684
	df	15
	Sig.	,000

Anti-image Matrices

	b1	b2	b3	b4	b5	b6
Anti-image Covariance						
b1	,541	-,229	,027	,032	-,167	-,139
b2	-,229	,473	-,169	-,118	-,016	-,023
b3	,027	-,169	,610	-,170	-,042	-,099
b4	,032	-,118	-,170	,614	-,157	-,074
b5	-,167	-,016	-,042	-,157	,675	-,059
b6	-,139	-,023	-,099	-,074	-,059	,740
Anti-image Correlation						
b1	,753 ^a	-,452	,047	,055	-,277	-,220
b2	-,452	,779 ^a	-,314	-,219	-,029	-,038
b3	,047	-,314	,822 ^a	-,278	-,065	-,147
b4	,055	-,219	-,278	,827 ^a	-,243	-,110
b5	-,277	-,029	-,065	-,243	,850 ^a	-,083
b6	-,220	-,038	-,147	-,110	-,083	,887 ^a

a. Measures of Sampling Adequacy(MSA)

Uji Validitas *Responsiveness***KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,691
Bartlett's Test of Sphericity	Approx. Chi-Square	198,215
	df	10
	Sig.	,000

Anti-image Matrices

		c1	c2	c3	c4	c5
Anti-image Covariance	c1	,504	-,276	,092	-,094	-,100
	c2	-,276	,416	-,218	,009	-,002
	c3	,092	-,218	,558	-,224	-,042
	c4	-,094	,009	-,224	,619	-,190
	c5	-,100	-,002	-,042	-,190	,776
Anti-image Correlation	c1	,650 ^a	-,603	,174	-,169	-,160
	c2	-,603	,644 ^a	-,452	,017	-,004
	c3	,174	-,452	,675 ^a	-,381	-,064
	c4	-,169	,017	-,381	,757 ^a	-,275
	c5	-,160	-,004	-,064	-,275	,823 ^a

a. Measures of Sampling Adequacy(MSA)

Uji Validitas Assurance

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,867
Bartlett's Test of Sphericity	Approx. Chi-Square	551,304
	df	45
	Sig.	,000

Anti-image Matrices

	d1	d2	d3	d4	d5	d6	d7	d8	d9	d10
Anti-image Cov d1	,606	-,109	-,039	-,193	,034	-,057	,029	,020	,059	-,061
d2	-,109	,408	-,067	-,009	-,130	-,007	-,156	-,009	,085	-,066
d3	-,039	-,067	,520	-,136	-,023	,088	-,063	-,094	-,008	-,048
d4	-,193	-,009	-,136	,450	-,116	-,107	-,009	,116	-,109	,011
d5	,034	-,130	-,023	-,116	,586	,012	,049	-,111	,026	-,116
d6	-,057	-,007	,088	-,107	,012	,604	-,043	-,111	-,086	-,082
d7	,029	-,156	-,063	-,009	,049	-,043	,349	-,108	-,161	-,011
d8	,020	-,009	-,094	,116	-,111	-,111	-,108	,523	-,062	-,052
d9	,059	,085	-,008	-,109	,026	-,086	-,161	-,062	,487	-,093
d10	-,061	-,066	-,048	,011	-,116	-,082	-,011	-,052	-,093	,523
Anti-image Cor d1	,841 ^a	-,218	-,070	-,370	,057	-,095	,063	,036	,109	-,108
d2	-,218	,857 ^a	-,146	-,021	-,267	-,013	-,415	-,020	,190	-,143
d3	-,070	-,146	,908 ^a	-,281	-,042	,158	-,147	-,181	-,016	-,091
d4	-,370	-,021	-,281	,816 ^a	-,226	-,205	-,023	,239	-,233	,022
d5	,057	-,267	-,042	-,226	,872 ^a	,021	,108	-,200	,049	-,210
d6	-,095	-,013	,158	-,205	,021	,900 ^a	-,093	-,197	-,158	-,145
d7	,063	-,415	-,147	-,023	,108	-,093	,847 ^a	-,253	-,391	-,026
d8	,036	-,020	-,181	,239	-,200	-,197	-,253	,866 ^a	-,123	-,100
d9	,109	,190	-,016	-,233	,049	-,158	-,391	-,123	,837 ^a	-,184
d10	-,108	-,143	-,091	,022	-,210	-,145	-,026	-,100	-,184	,932 ^a

^aMeasures of Sampling Adequacy(MSA)

Uji Validitas *Empathy*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,811
Bartlett's Test of Sphericity	Approx. Chi-Square	417,302
	df	45
	Sig.	,000

Anti-image Matrices

	e1	e2	e3	e4	e5	e6	e7	e8	e9	e10
Anti-image Cov e1	,515	-,177	-,027	-,085	-,101	,072	,043	-,055	-,012	-,087
e2	-,177	,472	-,149	-,008	-,050	-,123	-,101	-,031	,113	,031
e3	-,027	-,149	,439	-,193	,041	,104	,017	,021	-,066	,043
e4	-,085	-,008	-,193	,349	-,078	-,125	,017	-,104	-,073	,031
e5	-,101	-,050	,041	-,078	,653	,021	-,089	-,024	-,125	-,058
e6	,072	-,123	,104	-,125	,021	,675	-,073	-,119	,073	-,208
e7	,043	-,101	,017	,017	-,089	-,073	,697	-,054	-,232	-,053
e8	-,055	-,031	,021	-,104	-,024	-,119	-,054	,625	-,089	-,042
e9	-,012	,113	-,066	-,073	-,125	,073	-,232	-,089	,626	,014
e10	-,087	,031	,043	,031	-,058	-,208	-,053	-,042	,014	,844
Anti-image Cor e1	,855 ^a	-,360	-,056	-,200	-,175	,123	,072	-,097	-,021	-,132
e2	-,360	,801 ^a	-,327	-,020	-,090	-,219	-,176	-,057	,208	,050
e3	-,056	-,327	,773 ^a	-,493	,077	,191	,030	,039	-,126	,070
e4	-,200	-,020	-,493	,814 ^a	-,164	-,258	,035	-,222	-,157	,057
e5	-,175	-,090	,077	-,164	,894 ^a	,032	-,132	-,037	-,195	-,078
e6	,123	-,219	,191	-,258	,032	,686 ^a	-,106	-,183	,112	-,276
e7	,072	-,176	,030	,035	-,132	-,106	,800 ^a	-,081	-,351	-,069
e8	-,097	-,057	,039	-,222	-,037	-,183	-,081	,907 ^a	-,142	-,057
e9	-,021	,208	-,126	-,157	-,195	,112	-,351	-,142	,761 ^a	,019
e10	-,132	,050	,070	,057	-,078	-,276	-,069	-,057	,019	,690 ^a

a.Measures of Sampling Adequacy(MSA)

Uji Validitas *Tangible*-Tingkat Kepentingan**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,853
Bartlett's Test of Sphericity	Approx. Chi-Square	674,196
	df	78
	Sig.	,000

Anti-image Matrices

	pa1	pa2	pa3	pa4	pa5	pa6	pa7	pa8	pa9	pa10	pa11	pa12	pa13
Anti-image C pa1	,538	-,183	-,132	-,070	,041	-,028	-,064	-,006	-,083	,034	-,007	-,003	,027
pa2	-,183	,545	-,026	-,042	-,134	,010	,082	-,148	,036	-,068	,054	,053	-,132
pa3	-,132	-,026	,516	-,162	,057	-,025	-,029	,069	,041	-,047	-,092	-,084	,038
pa4	-,070	-,042	-,162	,479	-,185	-,011	,002	,052	-,109	,022	,053	-,003	-,031
pa5	,041	-,134	,057	-,185	,569	,002	-,068	-,043	-,025	,043	-,117	-,039	,050
pa6	-,028	,010	-,025	-,011	,002	,520	-,177	-,095	,088	-,055	-,013	-,021	-,133
pa7	-,064	,082	-,029	,002	-,068	-,177	,509	-,028	-,076	,015	-,087	-,082	,074
pa8	-,006	-,148	,069	,052	-,043	-,095	-,028	,683	-,123	-,011	-,021	-,036	,011
pa9	-,083	,036	,041	-,109	-,025	,088	-,076	-,123	,489	-,137	-,127	,039	-,064
pa1	,034	-,068	-,047	,022	,043	-,055	,015	-,011	-,137	,607	-,092	-,144	,090
pa1	-,007	,054	-,092	,053	-,117	-,013	-,087	-,021	-,127	-,092	,485	,006	-,074
pa1	-,003	,053	-,084	-,003	-,039	-,021	-,082	-,036	,039	-,144	,006	,368	-,205
pa1	,027	-,132	,038	-,031	,050	-,133	,074	,011	-,064	,090	-,074	-,205	,398
Anti-image C pa1	,881 ^a	-,338	-,250	-,137	,074	-,052	-,121	-,009	-,163	,059	-,013	-,006	,058
pa2	-,338	,790 ^a	-,048	-,082	-,240	,018	,155	-,243	,070	-,118	,106	,117	-,283
pa3	-,250	-,048	,868 ^a	-,326	,105	-,048	-,057	,117	,082	-,084	-,184	-,193	,083
pa4	-,137	-,082	-,326	,859 ^a	-,355	-,022	,005	,092	-,224	,040	,110	-,007	-,072
pa5	,074	-,240	,105	-,355	,849 ^a	,004	-,127	-,069	-,047	,072	-,222	-,085	,106
pa6	-,052	,018	-,048	-,022	,004	,873 ^a	-,344	-,159	,174	-,099	-,027	-,048	-,293
pa7	-,121	,155	-,057	,005	-,127	-,344	,869 ^a	-,048	-,152	,027	-,176	-,189	,164
pa8	-,009	-,243	,117	,092	-,069	-,159	-,048	,882 ^a	-,212	-,017	-,036	-,072	,020
pa9	-,163	,070	,082	-,224	-,047	,174	-,152	-,212	,857 ^a	-,251	-,260	,092	-,145
pa1	,059	-,118	-,084	,040	,072	-,099	,027	-,017	-,251	,858 ^a	-,169	-,304	,182
pa1	-,013	,106	-,184	,110	-,222	-,027	-,176	-,036	-,260	-,169	,895 ^a	,013	-,169
pa1	-,006	,117	-,193	-,007	-,085	-,048	-,189	-,072	,092	-,304	,013	,837 ^a	-,535
pa1	,058	-,283	,083	-,072	,106	-,293	,164	,020	-,145	,182	-,169	-,535	,781 ^a

^aMeasures of Sampling Adequacy(MSA)

Uji Validitas *Reliability*-Tingkat Kepentingan**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,754
Bartlett's Test of Sphericity	Approx. Chi-Square	207,983
	df	15
	Sig.	,000

Anti-image Matrices

	pb1	pb2	pb3	pb4	pb5	pb6	
Anti-image Covaria	pb1	,560	-,272	,054	,037	-,101	-,141
	pb2	-,272	,573	-,167	-,103	,032	-,037
	pb3	,054	-,167	,705	-,182	-,156	,023
	pb4	,037	-,103	-,182	,746	-,094	-,070
	pb5	-,101	,032	-,156	-,094	,564	-,242
	pb6	-,141	-,037	,023	-,070	-,242	,583
Anti-image Correlat	pb1	,719 ^a	-,480	,086	,058	-,180	-,248
	pb2	-,480	,722 ^a	-,262	-,158	,056	-,064
	pb3	,086	-,262	,751 ^a	-,251	-,248	,036
	pb4	,058	-,158	-,251	,825 ^a	-,145	-,106
	pb5	-,180	,056	-,248	-,145	,759 ^a	-,422
	pb6	-,248	-,064	,036	-,106	-,422	,776 ^a

a. Measures of Sampling Adequacy(MSA)

Uji Validitas *Responsiveness*-Tingkat Kepentingan**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,843
Bartlett's Test of Sphericity	Approx. Chi-Square	257,974
	df	10
	Sig.	,000

Anti-image Matrices

		pc1	pc2	pc3	pc4	pc5
Anti-image Covariance	pc1	,515	-,179	-,072	-,029	-,141
	pc2	-,179	,423	-,134	-,154	,009
	pc3	-,072	-,134	,513	-,123	-,093
	pc4	-,029	-,154	-,123	,500	-,129
	pc5	-,141	,009	-,093	-,129	,660
Anti-image Correlation	pc1	,841 ^a	-,384	-,141	-,058	-,243
	pc2	-,384	,803 ^a	-,288	-,335	,017
	pc3	-,141	-,288	,870 ^a	-,244	-,160
	pc4	-,058	-,335	-,244	,849 ^a	-,225
	pc5	-,243	,017	-,160	-,225	,869 ^a

a. Measures of Sampling Adequacy(MSA)

Uji Validitas *Assurance*-Tingkat Kepentingan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,933
Bartlett's Test of Sphericity	Approx. Chi-Square	629,187
	df	45
	Sig.	,000

Anti-image Matrices

	pd1	pd2	pd3	pd4	pd5	pd6	pd7	pd8	pd9	pd10	
Anti-image Co	pd1	,728	-,068	-,091	-,113	,042	-,114	,014	,032	,046	-,007
	pd2	-,068	,438	-,100	-,016	-,142	-,020	-,059	-,040	,014	-,025
	pd3	-,091	-,100	,447	-,048	-,016	-,016	-,042	-,046	-,063	-,067
	pd4	-,113	-,016	-,048	,458	-,138	-,050	-,068	-,031	-,078	,048
	pd5	,042	-,142	-,016	-,138	,501	-,024	-,018	-,006	,039	-,087
	pd6	-,114	-,020	-,016	-,050	-,024	,502	-,084	-,055	-,075	-,024
	pd7	,014	-,059	-,042	-,068	-,018	-,084	,358	-,111	-,032	-,069
	pd8	,032	-,040	-,046	-,031	-,006	-,055	-,111	,432	-,072	-,071
	pd9	,046	,014	-,063	-,078	,039	-,075	-,032	-,072	,564	-,113
	pd10	-,007	-,025	-,067	,048	-,087	-,024	-,069	-,071	-,113	,496
Anti-image Co	pd1	,896 ^a	-,121	-,160	-,196	,070	-,189	,027	,056	,072	-,012
	pd2	-,121	,931 ^a	-,227	-,036	-,303	-,043	-,150	-,092	,028	-,054
	pd3	-,160	-,227	,948 ^a	-,106	-,034	-,033	-,105	-,104	-,125	-,142
	pd4	-,196	-,036	-,106	,923 ^a	-,289	-,105	-,168	-,069	-,153	,101
	pd5	,070	-,303	-,034	-,289	,910 ^a	-,047	-,043	-,013	,073	-,175
	pd6	-,189	-,043	-,033	-,105	-,047	,951 ^a	-,198	-,117	-,142	-,049
	pd7	,027	-,150	-,105	-,168	-,043	-,198	,935 ^a	-,282	-,072	-,165
	pd8	,056	-,092	-,104	-,069	-,013	-,117	-,282	,942 ^a	-,146	-,154
	pd9	,072	,028	-,125	-,153	,073	-,142	-,072	-,146	,934 ^a	-,214
	pd10	-,012	-,054	-,142	,101	-,175	-,049	-,165	-,154	-,214	,936 ^a

^aMeasures of Sampling Adequacy(MSA)

Uji Validitas *Empathy*-Tingkat Kepentingan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,812
Bartlett's Test of Sphericity	Approx. Chi-Square	515,065
	df	45
	Sig.	,000

Anti-image Matrices

	pe1	pe2	pe3	pe4	pe5	pe6	pe7	pe8	pe9	pe10
Anti-image Co										
pe1	,438	-,246	,034	-,053	-,019	,092	-,020	,006	-,086	,007
pe2	-,246	,325	-,145	,068	-,013	-,091	-,015	-,065	,085	,018
pe3	,034	-,145	,432	-,234	-,081	,001	,069	-,022	,008	,011
pe4	-,053	,068	-,234	,525	-,072	-,018	-,087	-,068	,027	,015
pe5	-,019	-,013	-,081	-,072	,576	-,067	-,097	-,079	,019	-,068
pe6	,092	-,091	,001	-,018	-,067	,531	-,161	-,040	-,113	-,096
pe7	-,020	-,015	,069	-,087	-,097	-,161	,601	-,030	-,116	,033
pe8	,006	-,065	-,022	-,068	-,079	-,040	-,030	,442	-,170	-,124
pe9	-,086	,085	,008	,027	,019	-,113	-,116	-,170	,541	-,114
pe10	,007	,018	,011	,015	-,068	-,096	,033	-,124	-,114	,697
Anti-image Co										
pe1	,706 ^a	-,652	,078	-,111	-,037	,190	-,039	,013	-,177	,012
pe2	-,652	,695 ^a	-,387	,165	-,030	-,219	-,035	-,173	,203	,039
pe3	,078	-,387	,772 ^a	-,492	-,162	,002	,136	-,050	,017	,020
pe4	-,111	,165	-,492	,797 ^a	-,130	-,034	-,155	-,142	,051	,024
pe5	-,037	-,030	-,162	-,130	,928 ^a	-,122	-,165	-,156	,034	-,107
pe6	,190	-,219	,002	-,034	-,122	,857 ^a	-,285	-,083	-,210	-,157
pe7	-,039	-,035	,136	-,155	-,165	-,285	,865 ^a	-,059	-,203	,051
pe8	,013	-,173	-,050	-,142	-,156	-,083	-,059	,886 ^a	-,347	-,223
pe9	-,177	,203	,017	,051	,034	-,210	-,203	-,347	,796 ^a	-,185
pe10	,012	,039	,020	,024	-,107	-,157	,051	-,223	-,185	,877 ^a

^aMeasures of Sampling Adequacy(MSA)

Uji Validitas Overall Customer Satisfaction

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,713
Bartlett's Test of Sphericity	Approx. Chi-Square	160,464
	df	3
	Sig.	,000

Anti-image Matrices

		os1	os2	os3
Anti-image Covariance	os1	,468	-,111	-,234
	os2	-,111	,541	-,197
	os3	-,234	-,197	,404
Anti-image Correlation	os1	,716 ^a	-,221	-,538
	os2	-,221	,774 ^a	-,421
	os3	-,538	-,421	,668 ^a

a. Measures of Sampling Adequacy(MSA)

Uji Validitas *Repurchase Intention***KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,690
Bartlett's Test of Sphericity	Approx. Chi-Square	117,683
	df	3
	Sig.	,000

Anti-image Matrices

		ri1	ri2	ri3
Anti-image Covariance	ri1	,602	-,250	-,112
	ri2	-,250	,498	-,246
	ri3	-,112	-,246	,608
Anti-image Correlation	ri1	,718 ^a	-,457	-,185
	ri2	-,457	,646 ^a	-,448
	ri3	-,185	-,448	,722 ^a

a. Measures of Sampling Adequacy(MSA)

