



UNIVERSITAS PGRI ADI BUANA SURABAYA

FAKULTAS TEKNIK

Program Studi Teknik Industri

KAMPUS II: Jl. Dukuh Menanggal XII/4 ☎ (031) 8281181 Surabaya 60234

DAFTAR BIMBINGAN SIDANG TUGAS AKHIR



Nama Mahasiswa : Moch. Abiansyah Ego Kurniawan Putra NIM : 193700065

Dosen Pembimbing : Drs. Djoko Adi Waluyo, S.T., M.M., DBA

Judul Proposal TA : ANALISIS KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN MENGGUNAKAN METODE SERVQUAL DAN ANALYTICAL HIERARCHY PROCESS PADA PERUSAHAAN JASA

NO	TANGGAL	MATERI BIMBINGAN	KETERANGAN	PARAF DOSEN
1).	08/03/2023	Bab I Latar belakang & Rumusan masalah	Revisi	
2).	20/03/2023	Bab II Tinjauan Pustaka	Revisi	
3).	05/04/2023	Bab III Metode Penelitian	Revisi	
4).	19/04/2023	Bab IV Tata Tulis	Revisi	
5).	27/04/2023	Bab IV Pengolahan Data	Revisi	
6).	10/05/2023	Bab IV Tabel	Revisi	
7).	24/05/2023	Bab IV Hasil Analisa & Pembahasan	Revisi	
8).	07/06/2023	Bab V Kesimpulan dan Saran	Revisi	
9).	13/06/2023	Acc Bab I, II, III, IV, V	Acc	
Dinyatakan selesai tanggal : 13 Juni 2023				

Catatan : Daftar Bimbingan ini dilampirkan dalam Tugas Akhir

Mengetahui,
Ketua Program Studi,

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NIDN : 07221085505

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NIM : 193700065



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60234

FormTA-TI10a

PERSETUJUAN REVISI TUGAS AKHIR PENGUJI I

Nama Mahasiswa : Moch. Abiansyah Ego Kurniawan Putra NIM : 193700065

Ujian Tanggal : 21 Juni 2023

Judul Tugas Akhir : ANALISIS KUALITAS PELAYANAN TERHADAP KEPUASAN
PELANGGAN MENGGUNAKAN METODE SERVQUAL DAN ANALYTICAL
HIERARCHY PROCESS PADA PERUSAHAAN JASA

NO	TANGGAL	MATERI REVISI	KETERANGAN	PARAF DOSEN
1.	18/7 ²³	Bab I	He	[Signature]
2.	20/7 ²³	Bab II	He	[Signature]
3.	27/7 ²³	Bab III	He	[Signature]

Revisi disetujui Dosen Penguji I tanggal : 20 Juli 2023

Catatan : Lembar revisi ini dilampirkan dalam Tugas Akhir

Surabaya, 20 Juli 2023
Penguji I

Yitno Utomo, S.T., M.T.

Catatan :

1. Penyelesaian Revisi paling lambat 2 minggu dari pelaksanaan Ujian Tugas Akhir
2. Pengumpulan Buku Tugas Akhiri paling lambat 2 minggu dari disetujuinya revisi.
3. Apabila sampai batas waktu belum menyelesaikan maka harus mengulang siding TA



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60234

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PERSETUJUAN REVISI TUGAS AKHIR PENGUJI II

Nama Mahasiswa : Moch. Abiansyah Ego Kurniawan Putra NIM : 193700065

Ujian Tanggal : 21 Juni 2023

Judul Tugas Akhir : ANALISIS KUALITAS PELAYANAN TERHADAP KEPUASAN
PELANGGAN MENGGUNAKAN METODE SERVQUAL DAN ANALYTICAL
HIERARCHY PROCESS PADA PERUSAHAAN JASA

NO	TANGGAL	MATERI REVISI	KETERANGAN	PARAF DOSEN
1.	18/7/23	Bab I	Acc	d
2	19/7/23	Bab II	Acc	d
3.	20/7/23	Bab IV	Acc	d

Revisi disetujui Dosen Penguji II tanggal : 20 Juli 2023

Catatan : Lembar revisi ini dilampirkan dalam Tugas Akhir

Surabaya, 20 Juli 2023
Penguji II

Andarmadi Jati Abdhi Wasesa, S.T., M.MT.

Catatan :

1. Penyelesaian Revisi paling lambat 2 minggu dari pelaksanaan Ujian Tugas Akhir
2. Pengumpulan Buku Tugas Akhir paling lambat 2 minggu dari disetujuinya revisi.
3. Apabila sampai batas waktu belum menyelesaikan maka harus mengulang siding TA

LAMPIRAN

Lampiran 1. Data Kuesioner

Pada penelitian ini saya membutuhkan data kuisisioner yang berasal dari konsumen. Oleh karena saya sangat membutuhkan bantuan para konsumen untuk mengisi kuesioner atas waktunya saya ucapkan terimakasih.

Bagian I

Petunjuk : Berilah tanda (X) pada jawaban yang sesuai dengan diri anda.

1. Jenis Kelamin :
a. Laki-laki b. Perempuan
2. Tujuan Paket Wisata :
a. Surabaya-Bali
b. Surabaya-Jogja
3. Frekuensi Berkunjung :
a. 1 kali c. Lebih dari 2 kali
b. 2 kali

Bagian II

Petunjuk pengisian pertanyaan: Variabel Harapan pilihlah jawaban yang sesuai dengan pendapat anda dengan cara memberikan tanda checklist (√) pada jawaban anda).

Kriterianya ialah:

- | | |
|--------------------------|--------------------|
| 1. = Sangat Tidak Setuju | 3. = Setuju |
| 2. = Tidak Setuju | 4. = Sangat Setuju |

NO	KARAKTERISTIK KUALITAS LAYANAN	PERSEPSI				HARAPAN			
		1 STS	2 TS	3 S	4 SS	1 STS	2 TS	3 S	4 SS
Tangible (Bukti Fisik)									
1	Anda mengharapkan Sanjaya Tour Solution menyediakan bus dengan penampilan fisik yang baik.								
2	Harapan anda Tour leader Sanjaya Tour Solution berseragam rapi.								
3	Anda mengharapkan bus yang disediakan Sanjaya Tour Solution adalah bus relative baru.								
4	Anda mengharapkan mendapatkan fasilitas yang disediakan seperti bantal dan selimut.								
5	anda mengharapkan mendapatkan fasilitas yang disediakan seperti internet/Wifi saat perjalanan.								
Reliability (Kehandalan)									
1	Anda mengharapkan supir bus Sanjaya Tour Solution mampu mengemudi bus dengan baik.								
2	Anda berharap tour leader Sanjaya Tour Solution mampu menjelaskan rute perjalanan wisata.								
3	Anda mengharapkan Sanjaya Tour Solution mampu menepati jadwal perjalanan yang sudah disepakati.								
4	Anda berharap Sanjaya Tour Solution mampu menyelesaikan semua permasalahan yang terjadi								
5	Anda mengharapkan tour leader mampu menjelaskan objek wisata yang akan dituju.								

NO	KARAKTERISTIK KUALITAS LAYANAN	PERSEPSI				HARAPAN			
		1 STS	2 TS	3 S	4 SS	1 STS	2 TS	3 S	4 SS
Responsiveness (Daya Tanggap)									
1	Harapan anda Sanjaya Tour Solution memberikan tanggapan yang baik terhadap keluhan konsumen.								
2	Anda Berharap tour leader Sanjaya Tour Solution merespon permintaan konsumen dengan cepat.								
3	Harapan anda tour leader tepat dalam memberikan kebutuhan yang diperlukan konsumen.								
Assurance (Jaminan)									
1	Harapan anda Sanjaya Tour Solution bersedia memberi ganti rugi atas jasa yang tidak sesuai dengan kesepakatan.								
2	Anda berharap Sanjaya Tour Solution memberikan rasa aman kepada konsumen selama perjalanan.								
3	Anda mengharapkan tour leader Sanjaya Tour Solution bisa memberikan informasi yang terpercaya selama perjalanan.								
4	Anda berharap Sanjaya Tour Solution sopan dalam melayani kebutuhan konsumen.								

5.	Harapan anda Sanjaya Tour Solution memberikan asuransi kepada konsumen.								
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N0	KARAKTERISTIK KUALITAS LAYANAN	PERSEPSI				HARAPAN			
		1 STS	2 TS	4 S	5 SS	1 STS	2 TS	4 S	5 SS
<i>Empathy (Perhatian)</i>									
1	Harapan anda Sanjaya Tour Solution selalu memberikan perhatian kepada seluruh konsumen tanpa memandang status konsumen.								
2	Anda berharap Sanjaya Tour Solution dapat memberikan informasi dalam Bahasa yang dapat dimengerti konsumen.								
3	Harapan anda Sanjaya Tour Solution siap sedia membantu konsumen dalam perjalanan.								
4	Harapan anda tour leader Sanjaya Tour Solution menjalin hubungan yang baik dengan setiap pelanggan.								

Lampiran 2. Rekapitulasi Jawaban Responden

Kuesioner Persepsi

No Responden	Kenyataan/Persepsi (Importance)																						Skor Total
	Tangibles					Reliability					Responsiveness			Assurance					Empathy				
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	
1	3	3	3	3	4	4	3	3	3	3	3	4	3	4	4	4	3	3	3	4	3	4	74
2	3	3	3	3	2	3	4	3	3	4	3	3	3	4	3	3	4	4	4	3	4	3	72
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91	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	87
Rata-rata	3,60	3,54	3,54	3,59	3,26	3,63	3,53	3,58	3,63	3,59	3,60	3,54	3,58	3,73	3,65	3,63	3,66	3,48	3,54	3,64	3,56	3,66	

Kuesioner Harapan

No Responden	Harapan (Importance)																						Skor Total
	Tangibles					Reliability					Responsiveness			Assurance					Empathy				
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Y16	Y17	Y18	Y19	Y20	Y21	Y22	
1	3	4	3	3	4	4	3	3	4	3	3	3	3	4	3	3	3	4	3	3	3	3	72
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8	3	3	4	4	3	4	3	4	4	4	3	4	3	4	4	3	3	4	3	4	3	4	78
9	4	3	3	3	4	4	4	3	3	4	2	3	4	4	2	4	4	4	4	3	3	4	76
10	4	3	4	4	3	3	2	3	4	4	3	3	4	4	3	4	2	3	3	3	4	4	74
11	4	4	4	3	3	4	3	3	4	3	2	4	3	4	4	3	3	4	3	3	3	4	75
12	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
13	3	3	3	3	3	4	3	3	4	3	3	3	3	4	3	3	4	3	4	3	3	4	72
14	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	67
15	3	3	3	3	4	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	68
16	3	3	3	4	3	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	2	80
17	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	87
18	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
19	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	85
20	3	3	3	3	3	4	3	4	2	3	3	3	3	3	4	3	3	4	4	3	3	3	70

21	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
22	4	4	4	4	4	3	4	4	4	4	3	4	3	4	4	4	4	4	3	4	4	3	83
23	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
24	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	71
25	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	87
26	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	85
27	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	87
28	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	87
29	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	87
30	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	68
31	3	3	3	4	4	3	2	4	2	2	4	3	3	4	3	3	3	3	3	3	3	4	70
32	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
33	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66
34	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	86
35	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
36	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66
37	3	4	4	3	4	3	4	3	4	3	4	3	2	4	4	2	3	3	4	4	2	4	74
38	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	3	4	3	4	4	4	84
39	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
40	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66
41	3	4	4	4	4	3	4	4	4	4	3	3	3	4	3	4	4	3	4	4	4	4	81
42	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
43	3	4	4	4	4	3	4	3	3	4	4	3	4	3	4	3	3	4	4	4	3	3	78
44	4	4	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	86
45	3	3	3	3	4	4	3	4	4	4	3	4	3	4	3	3	4	4	3	3	3	3	75
46	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
47	3	3	3	3	4	4	4	4	4	3	3	4	4	3	3	4	4	3	3	4	4	4	78
48	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	87
49	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	87

50	4	3	3	3	4	4	3	3	3	4	4	3	4	4	2	3	3	3	3	2	3	4	72
51	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	87
52	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	87
53	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	86
54	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66
55	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
56	4	4	3	3	3	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	83
57	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66
58	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
59	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	67
60	2	2	3	4	4	4	4	2	4	4	4	4	4	4	3	3	3	3	4	4	3	2	74
61	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	3	70
62	3	3	4	4	3	3	3	4	3	3	4	3	3	4	3	3	4	3	4	3	4	3	74
63	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	67
64	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
65	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
66	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
67	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	84
68	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
69	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
70	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	77
71	3	3	4	3	3	4	3	3	3	4	3	3	4	4	3	4	4	3	3	4	3	4	75
72	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
73	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66
74	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
75	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
76	3	4	3	4	4	4	3	3	3	3	3	3	3	3	4	4	3	3	4	4	3	4	75
77	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	67
78	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	3	3	3	3	68

79	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66
80	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	4	3	3	3	3	4	3	4	70
81	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	67
82	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	4	3	3	3	3	3	3	68
83	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	4	68
84	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	4	3	3	3	3	3	3	3	68
85	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	4	3	3	4	3	3	3	69
86	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	3	3	3	3	4	69
87	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66
88	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	4	3	3	3	3	3	3	3	68
89	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	4	69
90	3	3	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3	3	3	4	3	3	3	69
91	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	4	3	3	3	3	3	3	3	68
Rata-rata	3,48	3,45	3,51	3,51	3,54	3,59	3,49	3,51	3,54	3,53	3,51	3,49	3,53	3,76	3,51	3,58	3,57	3,57	3,51	3,57	3,52	3,60		

Lampiran 3. Uji Validitas

Variabel X

Correlations

	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	X1.17	X1.18	X1.19	X1.20	X1.21	X1.22	X1
X1.1 Pearson Correlation	1	.603**	.665**	.394**	.206	.469**	.456**	.586**	.602**	.474**	.448**	.496**	.500**	.408**	.393**	.424**	.414**	.406**	.515**	.512**	.506**	.462**	.732**
Sig. (2-tailed)		.000	.000	.000	.050	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.2 Pearson Correlation	.603**	1	.450**	.533**	.096	.449**	.495**	.471**	.536**	.445**	.378**	.378**	.423**	.467**	.380**	.536**	.358**	.394**	.433**	.448**	.468**	.451**	.679**
Sig. (2-tailed)	.000		.000	.000	.367	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.3 Pearson Correlation	.665**	.450**	1	.353**	.092	.305**	.474**	.452**	.430**	.427**	.406**	.400**	.534**	.448**	.408**	.389**	.343**	.458**	.415**	.429**	.449**	.343**	.645**
Sig. (2-tailed)	.000	.000		.001	.387	.003	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.001	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.4 Pearson Correlation	.394**	.533**	.353**	1	.283**	.454**	.514**	.405**	.414**	.249*	.394**	.364**	.440**	.453**	.430**	.536**	.321**	.430**	.416**	.410**	.404**	.278**	.640**
Sig. (2-tailed)	.000	.000	.001		.006	.000	.000	.000	.000	.017	.000	.000	.000	.000	.000	.000	.002	.000	.000	.000	.000	.008	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.5 Pearson Correlation	.206	.096	.092	.283**	1	.214*	.210*	.116	.183	.024	.143	.168	.284**	.125	.242*	.183	.137	.071	.088	.119	.111	.169	.310**
Sig. (2-tailed)	.050	.367	.387	.006		.042	.045	.272	.083	.822	.178	.111	.006	.238	.021	.083	.196	.502	.405	.259	.295	.108	.003
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.6 Pearson Correlation	.469**	.449**	.305**	.454**	.214*	1	.398**	.397**	.313**	.229*	.291**	.283**	.300**	.470**	.502**	.399**	.294**	.393**	.334**	.437**	.440**	.477**	.592**
Sig. (2-tailed)	.000	.000	.003	.000	.042		.000	.000	.003	.029	.005	.007	.004	.000	.000	.000	.005	.000	.001	.000	.000	.000	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.7 Pearson Correlation	.456**	.495**	.474**	.514**	.210*	.398**	1	.456**	.398**	.393**	.498**	.367**	.454**	.327**	.462**	.439**	.358**	.381**	.381**	.355**	.413**	.315**	.643**
Sig. (2-tailed)	.000	.000	.000	.000	.045	.000		.000	.000	.000	.000	.000	.000	.002	.000	.000	.001	.000	.000	.001	.000	.002	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.8 Pearson Correlation	.586**	.471**	.452**	.405**	.116	.397**	.456**	1	.397**	.524**	.712**	.675**	.504**	.393**	.629**	.600**	.478**	.487**	.662**	.521**	.425**	.478**	.761**
Sig. (2-tailed)	.000	.000	.000	.000	.272	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91

X1.9	Pearson Correlation	.602**	.536**	.430**	.414**	.183	.313**	.398**	.397**	1	.494**	.557**	.360**	.652**	.470**	.502**	.528**	.615**	.518**	.414**	.527**	.571**	.386**	.723**
	Sig. (2-tailed)	.000	.000	.000	.000	.083	.003	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.10	Pearson Correlation	.474**	.445**	.427**	.249*	.024	.229*	.393**	.524**	.494**	1	.520**	.396**	.569**	.393**	.374**	.406**	.491**	.510**	.328**	.399**	.394**	.538**	.634**
	Sig. (2-tailed)	.000	.000	.000	.017	.822	.029	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.11	Pearson Correlation	.448**	.378**	.406**	.394**	.143	.291**	.498**	.712**	.557**	.520**	1	.576**	.636**	.308**	.722**	.691**	.651**	.449**	.556**	.512**	.506**	.462**	.762**
	Sig. (2-tailed)	.000	.000	.000	.000	.178	.005	.000	.000	.000	.000	.000	.000	.000	.003	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.12	Pearson Correlation	.496**	.378**	.400**	.364**	.168	.283**	.367**	.675**	.360**	.396**	.576**	1	.495**	.371**	.584**	.554**	.359**	.388**	.530**	.357**	.456**	.359**	.668**
	Sig. (2-tailed)	.000	.000	.000	.000	.111	.007	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.13	Pearson Correlation	.500**	.423**	.534**	.440**	.284**	.300**	.454**	.504**	.652**	.569**	.636**	.495**	1	.278**	.636**	.564**	.614**	.486**	.555**	.520**	.642**	.567**	.780**
	Sig. (2-tailed)	.000	.000	.000	.000	.006	.004	.000	.000	.000	.000	.000	.000	.000	.008	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.14	Pearson Correlation	.408**	.467**	.448**	.453**	.125	.470**	.327**	.393**	.470**	.393**	.308**	.371**	.278**	1	.423**	.421**	.389**	.476**	.385**	.406**	.348**	.233*	.597**
	Sig. (2-tailed)	.000	.000	.000	.000	.238	.000	.002	.000	.000	.000	.003	.000	.008	.000	.000	.000	.000	.000	.000	.000	.001	.026	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.15	Pearson Correlation	.393**	.380**	.408**	.430**	.242*	.502**	.462**	.629**	.502**	.374**	.722**	.584**	.636**	.423**	1	.684**	.636**	.418**	.563**	.641**	.600**	.539**	.786**
	Sig. (2-tailed)	.000	.000	.000	.000	.021	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.16	Pearson Correlation	.424**	.536**	.389**	.536**	.183	.399**	.439**	.600**	.528**	.406**	.691**	.554**	.564**	.421**	.684**	1	.523**	.477**	.655**	.527**	.571**	.432**	.772**
	Sig. (2-tailed)	.000	.000	.000	.000	.083	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.17	Pearson Correlation	.414**	.358**	.343**	.321**	.137	.294**	.358**	.478**	.615**	.491**	.651**	.359**	.614**	.389**	.636**	.523**	1	.489**	.501**	.519**	.625**	.511**	.704**
	Sig. (2-tailed)	.000	.000	.001	.002	.196	.005	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.18	Pearson Correlation	.406**	.394**	.458**	.430**	.071	.393**	.381**	.487**	.518**	.510**	.449**	.388**	.486**	.476**	.418**	.477**	.489**	1	.597**	.480**	.482**	.400**	.679**
	Sig. (2-tailed)	.000	.000	.000	.000	.502	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.19	Pearson Correlation	.515**	.433**	.415**	.416**	.088	.334**	.381**	.662**	.414**	.328**	.556**	.530**	.555**	.385**	.563**	.655**	.501**	.597**	1	.497**	.595**	.330**	.720**
	Sig. (2-tailed)	.000	.000	.000	.000	.405	.001	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.20	Pearson Correlation	.512**	.448**	.429**	.410**	.119	.437**	.355**	.521**	.527**	.399**	.512**	.357**	.520**	.406**	.641**	.527**	.519**	.480**	.497**	1	.621**	.615**	.720**
	Sig. (2-tailed)	.000	.000	.000	.000	.259	.000	.001	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.21	Pearson Correlation	.506**	.468**	.449**	.404**	.111	.440**	.413**	.425**	.571**	.394**	.506**	.456**	.642**	.348**	.600**	.571**	.625**	.482**	.595**	.621**	1	.531**	.742**
	Sig. (2-tailed)	.000	.000	.000	.000	.295	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1.22	Pearson Correlation	.462**	.451**	.343**	.278**	.169	.477**	.315**	.478**	.386**	.538**	.462**	.359**	.567**	.233*	.539**	.432**	.511**	.400**	.330**	.615**	.531**	1	.655**
	Sig. (2-tailed)	.000	.000	.001	.008	.108	.000	.002	.000	.000	.000	.000	.000	.000	.026	.000	.000	.000	.000	.001	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
X1	Pearson Correlation	.732**	.679**	.645**	.640**	.310**	.592**	.643**	.761**	.723**	.634**	.762**	.668**	.780**	.597**	.786**	.772**	.704**	.679**	.720**	.720**	.742**	.655**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.003	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91

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

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

Variabel Y

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	Y1.11	Y1.12	Y1.13	Y1.14	Y1.15	Y1.16	Y1.17	Y1.18	Y1.19	Y1.20	Y1.21	Y1.22	Y1
Y1.1	Pearson Correlation	1	.657**	.637**	.580**	.520**	.553**	.515**	.637**	.597**	.558**	.535**	.601**	.599**	.376**	.613**	.588**	.565**	.548**	.454**	.361**	.739**	.610**	.779**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.2	Pearson Correlation	.657**	1	.620**	.604**	.506**	.546**	.575**	.661**	.584**	.503**	.518**	.539**	.422**	.391**	.713**	.539**	.474**	.538**	.393**	.597**	.561**	.606**	.761**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.3	Pearson Correlation	.637**	.620**	1	.706**	.475**	.459**	.593**	.636**	.632**	.556**	.573**	.559**	.475**	.400**	.690**	.459**	.478**	.456**	.411**	.478**	.616**	.483**	.752**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.4	Pearson Correlation	.580**	.604**	.706**	1	.583**	.568**	.618**	.706**	.619**	.664**	.719**	.714**	.622**	.468**	.719**	.606**	.498**	.476**	.560**	.583**	.769**	.421**	.836**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.5	Pearson Correlation	.520**	.506**	.475**	.583**	1	.535**	.601**	.517**	.555**	.472**	.579**	.519**	.514**	.352**	.457**	.405**	.469**	.356**	.407**	.384**	.494**	.389**	.671**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.001	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.6	Pearson Correlation	.553**	.546**	.459**	.568**	.535**	1	.549**	.588**	.576**	.667**	.483**	.684**	.667**	.473**	.565**	.545**	.569**	.504**	.479**	.483**	.520**	.520**	.757**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.7	Pearson Correlation	.515**	.575**	.593**	.618**	.601**	.549**	1	.593**	.666**	.672**	.608**	.679**	.633**	.326**	.645**	.543**	.639**	.503**	.578**	.600**	.574**	.335**	.792**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.001	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.8	Pearson Correlation	.637**	.661**	.636**	.706**	.517**	.588**	.593**	1	.554**	.556**	.612**	.685**	.515**	.449**	.690**	.622**	.641**	.541**	.411**	.519**	.778**	.602**	.819**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.9	Pearson Correlation	.597**	.584**	.632**	.619**	.555**	.576**	.666**	.554**	1	.669**	.571**	.803**	.591**	.515**	.646**	.531**	.551**	.493**	.456**	.551**	.612**	.473**	.802**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.10 Pearson Correlation	.558**	.503**	.556**	.664**	.472**	.667**	.672**	.556**	.669**	1	.535**	.686**	.757**	.473**	.535**	.616**	.554**	.536**	.495**	.513**	.575**	.436**	.788**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.11 Pearson Correlation	.535**	.518**	.573**	.719**	.579**	.483**	.608**	.612**	.571**	.535**	1	.659**	.651**	.432**	.701**	.481**	.538**	.398**	.557**	.538**	.709**	.350**	.773**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.12 Pearson Correlation	.601**	.539**	.559**	.714**	.519**	.684**	.679**	.685**	.803**	.686**	.659**	1	.729**	.507**	.740**	.631**	.650**	.634**	.495**	.608**	.707**	.405**	.861**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.13 Pearson Correlation	.599**	.422**	.475**	.622**	.514**	.667**	.633**	.515**	.591**	.757**	.651**	.729**	1	.375**	.496**	.698**	.595**	.493**	.538**	.473**	.697**	.436**	.786**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.14 Pearson Correlation	.376**	.391**	.400**	.468**	.352**	.473**	.326**	.449**	.515**	.473**	.432**	.507**	.375**	1	.337**	.489**	.376**	.341**	.212**	.376**	.412**	.352**	.564**
Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.002	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.001	.044	.000	.000	.001	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.15 Pearson Correlation	.613**	.713**	.690**	.719**	.457**	.565**	.645**	.690**	.646**	.535**	.701**	.740**	.496**	.337**	1	.520**	.538**	.562**	.557**	.656**	.670**	.427**	.819**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.16 Pearson Correlation	.588**	.539**	.459**	.606**	.405**	.545**	.543**	.622**	.531**	.616**	.481**	.631**	.698**	.489**	.520**	1	.525**	.419**	.350**	.567**	.722**	.480**	.746**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.17 Pearson Correlation	.565**	.474**	.478**	.498**	.469**	.569**	.639**	.641**	.551**	.554**	.538**	.650**	.595**	.376**	.538**	.525**	1	.442**	.583**	.465**	.659**	.423**	.741**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.18 Pearson Correlation	.548**	.538**	.456**	.476**	.356**	.504**	.503**	.541**	.493**	.536**	.398**	.634**	.493**	.341**	.562**	.419**	.442**	1	.343**	.399**	.432**	.399**	.654**
Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.001	.000	.000	.000	.000
N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.19 Pearson Correlation	.454**	.393**	.411**	.560**	.407**	.479**	.578**	.411**	.456**	.495**	.557**	.495**	.538**	.212**	.557**	.350**	.583**	.343**	1	.456**	.516**	.339**	.642**

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.044	.000	.001	.000	.001		.000	.000	.001		.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.20	Pearson Correlation	.361**	.597**	.478**	.583**	.384**	.483**	.600**	.519**	.551**	.513**	.538**	.608**	.473**	.376**	.656**	.567**	.465**	.399**	.456**	1	.536**	.423**		.701**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000		.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.21	Pearson Correlation	.739**	.561**	.616**	.769**	.494**	.520**	.574**	.778**	.612**	.575**	.709**	.707**	.697**	.412**	.670**	.722**	.659**	.432**	.516**	.536**	1	.499**		.837**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000		.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1.22	Pearson Correlation	.610**	.606**	.483**	.421**	.389**	.520**	.335**	.602**	.473**	.436**	.350**	.405**	.436**	.352**	.427**	.480**	.423**	.399**	.339**	.423**	.499**	1		.631**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.001	.000	.000	.001	.000	.000	.000	.000	.001	.000	.000			.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
Y1	Pearson Correlation	.779**	.761**	.752**	.836**	.671**	.757**	.792**	.819**	.802**	.788**	.773**	.861**	.786**	.564**	.819**	.746**	.741**	.654**	.642**	.701**	.837**	.631**		1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91

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

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

Lampiran 4. Uji Reliabilitas

1. Instrumen Persepsi

Case Processing Summary

		N	%
Cases	Valid	91	100.0
	Excluded ^a	0	.0
	Total	91	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.941	.944	22

2. Instrumen Harapan

Case Processing Summary

		N	%
Cases	Valid	91	100.0
	Excluded ^a	0	.0
	Total	91	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.963	.963	22

Lampiran 5. Rekapitulasi Data Kuesioner AHP

Kuesioner perbandingan 5 kriteria di metode AHP sebagai berikut :

Tangible, Reliability, Responsiveness, Assurance, Empahty.

Pada pertanyaan dibawah ini, anda dimohon untuk mengisi pertanyaan-pertanyaan tersebut dengan keadaan / kondisi yang sebenarnya dengan memberi poin/nilai. Nilai-nilai yang disarankan untuk membuat matriks perbandingan berpasangan adalah sebagai berikut:

Keterangan dari nilai-nilai di atas sebagai berikut :

- 1 : sama penting
- 3 : lebih penting sedikit
- 5 : lebih penting secara kuat
- 7 : lebih penting secara sangat kuat
- 9 : lebih penting secara ekstrim

Selain nilai-nilai di atas, nilai-nilai antaranya juga bisa digunakan yakni 2, 4, 6, dan 8. Nilai-nilai ini menggambarkan hubungan kepentingan di antara nilai-nilai ganjil yang disebutkan di atas.

Data Kuesioner AHP

Kriteria	Nilai Perbandingan																		Kriteria
	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9		
Kriteria																			
<i>Tangible</i>													√					<i>Reliability</i>	
<i>Tangible</i>												√						<i>Responsiveness</i>	
<i>Tangible</i>									√									<i>Assurance</i>	
<i>Tangible</i>											√							<i>Empahty</i>	
<i>Reliability</i>								√										<i>Responsiveness</i>	
<i>Reliability</i>							√											<i>Assurance</i>	
<i>Reliability</i>									√									<i>Empahty</i>	
<i>Responsiveness</i>								√										<i>Assurance</i>	
<i>Responsiveness</i>								√										<i>Empahty</i>	
<i>Assurance</i>											√							<i>Empahty</i>	

Tangible																			
Alternatif	Nilai Perbandingan																		Alternatif
	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9		
A1									√										A2
A1									√										A3
A1													√						A4
A1												√							A5
A2									√										A3
A2													√						A4
A2												√							A5
A3													√						A4
A3												√							A5
A4					√														A5

Reliability																			
Alternatif	Nilai Perbandingan																		Alternatif
	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9		
B1										√									B2
B1													√						B3
B1															√				B4
B1										√									B5
B2										√									B3
B2															√				B4
B2										√									B5
B3																√			B4
B3										√									B5
B4					√														B5

Responsiveness																			
Alternatif	Nilai Perbandingan																		Alternatif
	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9		
C1								√											C2
C1								√											C3
C2										√									C3

Assurance																		
Alternatif	Nilai Perbandingan																	Alternatif
	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	
D1	√																√	D2
D1													√					D3
D1															√			D4
D1									√									D5
D2									√									D3
D2											√							D4
D2	√																	D5
D3											√							D4
D3								√										D5
D4	√																	D5

Empahty																		
Alternatif	Nilai Perbandingan																	Alternatif
	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	
E1									√									E2
E1										√								E3
E1									√									E4
E2										√								E3
E2									√									E4
E3									√									E4