

## KUESIONER PENELITIAN

Kepada

Yth. Bapak/Ibu/Saudara/i

Dengan hormat

Saya yang bertanda tangan di bawah ini :

Nama : Nevia Luthfi Annisa

NIM : 3021211065

Jurusan : Manajemen

Adalah mahasiswi Fakultas Ekonomi, Universitas Bangka Belitung yang sedang menyusun proposal penelitian dengan judul “**Pengaruh *Service Excellent, Trust dan Promotion terhadap Customer Satisfaction pada Pelanggan PDAM Tirta Bangka Sungailiat***”. Oleh karena itu, mohon bantuan anda untuk menjawab pertanyaan-pertanyaan kuesioner berikut ini (terlampir).

Kuesioner ini hanya untuk kepentingan penelitian semata, dan tidak untuk dipublikasikan. Kerahasiaan Bapak/Ibu/Sdr/i dapat saya jamin.

Demikian atas waktu dan responnya saya ucapkan terimakasih.

Balunujuk, Juni 2016

Peneliti,

Nevia Luthfi Annisa

## A. Profil Responden

Berilah tanda ( ) untuk setiap jawaban yang menurut anda paling sesuai dengan diri anda

1. Nama : .....
2. Jenis Kelamin :  Laki-Laki  Perempuan
3. Usia :  18-25 Tahun  31-40 Tahun  
 26-30 Tahun  >40 Tahun
4. Pekerjaan :  Pelajar/Mahasiswa  Pegawai Negeri  
 Wirausaha  Karyawan Swasta  
 Lainnya

## B. Petunjuk Pengisian Kuesioner

1. Sebelum mengisi kuesioner ini, mohon untuk membaca setiap butir pertanyaan dengan cermat.
2. Beri tanda *check list* (  $\surd$  ) pada kolom yang sesuai dengan pilihan.
3. Untuk setiap butir pertanyaan hanya diperbolehkan memilih satu alternatif jawaban.
4. Jika ada kesalahan dalam memilih alternatif jawaban, beri tanda ( X ) pada kolom yang salah kemudian beri tanda *check list* (  $\surd$  ) pada kolom yang sesuai.
5. Semua pertanyaan yang ada, mohon di jawab tanpa ada satupun yang terlewat.

### C. Keterangan Jawaban

Skala :	Skor :
Sangat Setuju (SS)	5
Setuju (S)	4
Netral (N)	3
Tidak Setuju (TS)	2
Sangat Tidak Setuju (STS)	1

#### **SERVICE EXCELLENT (PELAYANAN PRIMA)**

No	Pertanyaan	SS	S	N	TS	STS
<b>Reliability ( Reabilitas)</b>		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
1	Petugas PDAM Tirta Bangka memiliki ketepatan dalam memenuhi pelayanan pada pelanggan.					
2	Keandalaan petugas PDAM Tirta Bangka dalam proses pelayanan sangat baik.					
<b>Responsiveness (Daya Tanggap)</b>						
3	Ketanggapan petugas PDAM Tirta Bangka dalam menangani masalah sangat baik.					
4	Petugas PDAM Tirta Bangka selalu sedia dalam menjawab pertanyaan dari pelanggan					
<b>Assurance (Jaminan)</b>						
5	Keyakinan petugas PDAM Tirta Bangka dalam memberikan tindakan selalu tepat.					
6	Kemampuan kesopanan petugas terhadap pelanggan sangat baik.					

<b>Empathy (Empati)</b>					
7	Kemudahan dalam melakukan komunikasi dengan petugas PDAM Tirta Bangka.				
8	Petugas PDAM Tirta Bangka sangat memahami setiap kebutuhan pelanggan.				
<b>Tangibles (Bukti Fisik)</b>					
9	Saya merasa nyaman dengan ruang tunggu yang ada di PDAM Tirta Bangka				
10	Ketersediannya fasilitas penunjang bagi pelanggan.				

**TRUST ( KEPERCAYAAN )**

No	Pertanyaan	SS	S	N	TS	STS
<b>Keandalan</b>		5	4	3	2	1
11	Petugas PDAM Tirta Bangka berperilaku baik kepada pelanggan.					
12	Kemampuan dalam informasi yang diberikan kepada pelanggan sangat tepat dan akurat.					
<b>Kredibilitas</b>						
13	Keahlian petugas PDAM Tirta Bangka dalam melayani pelanggan sangat baik.					
14	Saya bersedia untuk memberikan informasi pribadi kepada PDAM Tirta Bangka.					
<b>Niat Baik</b>						
15	Keramahan petugas PDAM Tirta Bangka sangat baik.					
16	Petugas PDAM Tirta Bangka selalu berperilaku baik kepada pelanggan.					

**PROMOTION (PROMOSI)**

No	Pertanyaan	SS	S	N	TS	STS
<b>Advertising (Periklanan)</b>		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
17	Saya menyukai iklan yang ditampilkan PDAM Tirta Bangka yang menggunakan spanduk, media cetak serta media sosial					
18	Iklan yang diupdate melalui media sosial dapat menarik saya.					
<b>Penjualan Perseorangan</b>						
19	Informasi yang terdapat pada iklan yang diberikan sangat sesuai dengan pelanggan.					
20	Informasi di iklan PDAM Tirta Bangka memberikan keuntungan bagi pelanggan.					
<b>Public Relation ( Hubungan Pelanggan )</b>						
21	PDAM Tirta Bangka dalam meningkatkan hubungan dengan pelanggan membuat program-program yang dapat mengatasi masalah pelanggan dengan cepat, mudah dan tidak membutuhkan proses yang panjang					
22	Demi meningkatkan hubungan dengan pelanggan, PDAM Tirta Bangka sering membuat acara yang melibatkan masyarakat.					
<b>Promosi Penjualan</b>						
23	PDAM Tirta Bangka memiliki opini positif dari promosi yang diberikan.					
24	Promosi yang dilakukan PDAM Tirta Bangka mudah dipahami dan menarik					

**CUSTOMER SATISFACTION (KEPUASAAN PELANGGAN)**

No	Pertanyaan	SS	S	N	TS	STS
<b>Harapan Pelanggan</b>		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
25	Pelayanan PDAM Tirta Bangka sesuai dengan yang saya harapkan.					
26	Petugas PDAM Tirta Bangka selalu memberikan pelayanan terbaik.					
<b>Tujuan</b>						
27	Kualitas pelayanan yang diberikan PDAM Tirta Bangka sesuai dengan keinginan pelanggan					
28	Informasi yang diberikan oleh PDAM Tirta Bangka selalu sesuai dengan kebutuhan saya					
<b>Perceived Performance (Kinerja yang dirasakan)</b>						
29	Kemudahan dalam memberikan pelayanan oleh petugas PDAM Tirta Bangka kepada pelanggan.					
30	PDAM Tirta Bangka memberikan saya kemudahan dalam mengakses tempat pelayanan.					
<b>Attribute Satisfaction (Atribut Kepuasan)</b>						
31	Kecepatan dan ketepatan dalam pelayanan di PDAM Tirta Bangka sangat baik.					
32	PDAM Tirta Bangka sangat cepat mengatasi masalah pelanggan.					



## Lampiran 2 Tabulasi Jawaban Responden

Pengaruh *Service Excellent*, *Trust*, dan *Promotion* terhadap *Customer Satisfaction* pada Pelanggan PDAM Tirta Bangka Sungailiat.

No	Variabel <i>Service Excellent</i>										Variabel <i>Trust</i>							
	1	2	3	4	5	6	7	8	9	10	Total x.1	1	2	3	4	5	6	Total x.2
1	4	4	4	4	4	4	5	4	4	5	42	5	5	4	4	4	5	27
2	3	3	3	3	3	3	4	4	4	3	33	3	2	3	3	5	4	20
3	3	4	3	3	4	3	4	4	3	3	34	3	3	3	3	3	4	19
4	4	4	4	1	5	5	4	5	4	4	40	4	4	5	4	4	4	25
5	4	4	3	2	3	4	4	5	4	2	35	5	4	4	3	4	4	24
6	4	4	4	5	5	5	4	5	4	4	44	4	4	5	4	4	4	25
7	5	4	4	5	5	5	4	5	4	4	45	4	4	5	4	5	4	26
8	4	4	4	5	5	4	4	5	4	4	43	4	4	4	4	4	4	24
9	4	4	5	5	4	4	4	5	5	5	45	5	4	4	5	4	4	26
10	5	4	4	4	5	5	4	5	5	4	45	4	4	5	4	5	4	26
11	5	5	4	5	5	5	5	5	5	5	49	4	5	5	4	5	5	28
12	4	4	4	4	1	4	4	4	4	5	38	4	4	4	4	4	4	24
13	4	4	5	4	3	5	4	5	4	3	41	4	4	5	5	4	4	26
14	3	3	4	4	3	2	3	4	3	3	32	3	2	2	4	3	3	17
15	5	5	4	5	4	4	4	3	4	4	42	4	4	4	4	5	5	26
16	4	4	4	4	3	4	4	4	4	4	39	4	4	4	4	4	4	24
17	4	4	4	4	4	3	3	3	4	4	37	4	3	3	4	4	4	22
18	5	5	5	5	5	5	5	2	4	5	46	5	5	5	5	5	5	30
19	4	5	4	3	4	4	5	4	5	4	42	5	5	4	4	4	5	27
20	4	4	3	4	3	5	4	2	3	4	36	3	3	5	3	4	4	22
21	5	4	4	5	4	4	4	4	3	4	41	4	5	4	4	5	4	26
22	5	5	5	5	5	5	5	5	5	5	50	5	4	5	5	5	5	29
23	5	5	4	5	3	5	5	5	5	4	46	4	4	5	4	5	5	27
24	4	4	4	2	4	4	4	4	4	4	38	4	4	4	4	4	4	24
25	5	5	5	3	4	5	4	5	4	4	44	4	4	5	5	5	5	28
26	5	5	4	3	5	3	4	5	3	3	40	4	4	3	4	5	5	25
27	3	4	3	5	4	4	4	4	4	4	39	3	3	4	3	3	4	20
28	2	3	2	3	4	3	4	5	3	5	34	3	4	3	2	2	3	17
29	4	4	4	3	4	4	4	4	3	3	37	3	4	4	4	4	4	23
30	4	4	2	5	5	4	5	5	3	3	40	5	4	4	2	4	4	23
31	4	4	4	4	4	4	5	5	5	5	44	4	5	4	4	4	4	25
32	5	5	5	5	3	5	4	4	4	5	45	5	4	5	5	5	5	29
33	5	4	4	3	4	2	5	4	4	3	38	4	4	2	4	5	4	23
34	5	2	3	5	4	3	5	3	5	4	39	5	5	3	3	5	2	23
35	4	5	4	3	4	5	4	2	4	3	38	5	4	5	4	4	5	27
36	4	4	5	4	3	5	5	4	3	2	39	4	4	5	5	4	4	26
37	5	5	4	4	5	5	4	2	2	4	40	4	4	5	4	5	5	27
38	4	4	5	5	5	5	4	4	4	2	42	3	4	5	5	4	4	25
39	5	4	4	4	5	4	4	5	2	4	41	4	5	4	4	5	4	26



40	4	5	5	4	4	4	4	4	4	5	43	5	4	4	5	4	5	27
41	4	4	4	3	3	3	3	4	3	4	35	3	3	3	4	4	4	21
42	4	4	2	2	4	5	5	4	4	4	36	3	2	4	2	4	4	19
43	4	4	5	4	4	5	4	4	4	4	42	4	4	5	5	4	4	26
44	4	5	4	5	5	5	4	4	4	5	45	5	5	5	4	4	5	28
45	5	5	5	4	4	4	5	5	4	4	45	4	5	4	5	5	5	28
46	5	4	4	4	5	5	4	5	4	4	44	4	4	5	4	5	4	26
47	5	4	4	5	4	4	4	4	5	4	43	4	5	4	4	5	4	26
48	5	5	4	2	5	5	4	5	5	4	44	5	5	5	3	5	5	28
49	5	3	1	2	3	2	5	4	5	3	33	4	4	2	2	5	3	20
50	4	4	4	4	4	4	5	4	5	4	42	4	5	4	4	4	4	25
51	5	5	5	4	4	4	5	5	5	4	46	4	5	4	2	5	5	25
52	4	4	3	3	4	4	5	4	4	4	39	3	3	4	4	4	4	22
53	2	2	2	4	2	4	3	5	3	3	30	3	4	4	2	2	2	17
54	5	5	3	4	3	4	4	4	4	3	39	2	2	4	3	5	5	21
55	3	3	3	4	2	4	3	4	3	4	33	2	4	4	3	3	3	19
56	3	4	3	1	3	4	4	4	3	4	33	3	3	4	3	3	4	20
57	3	4	3	4	4	4	4	4	3	4	37	3	3	4	3	3	4	20
58	2	3	3	4	3	3	3	4	3	4	32	3	4	3	3	2	3	18
59	3	4	3	4	4	4	4	4	3	4	37	4	4	4	3	3	4	22
60	2	4	3	4	2	4	4	4	3	3	33	4	4	4	3	2	4	21
61	4	4	4	5	5	5	5	4	4	5	45	5	5	5	4	4	4	27
62	4	4	4	4	5	5	4	5	4	4	43	5	4	5	4	4	4	26
63	4	4	5	5	5	5	5	5	5	5	48	4	4	5	5	4	4	26
64	4	4	4	4	4	5	5	5	4	4	43	4	4	5	4	4	4	25
65	5	4	4	5	5	5	4	4	5	5	46	4	3	5	4	5	4	25
66	4	4	4	4	4	4	5	4	4	4	41	5	2	4	4	4	4	23
67	4	4	4	3	5	5	4	4	5	4	42	5	4	5	4	4	4	26
68	4	4	3	3	4	4	4	4	4	4	38	4	2	4	3	4	4	21
69	4	4	4	4	4	4	4	4	4	3	39	4	4	4	4	4	4	24
70	3	4	4	3	3	4	4	3	4	3	35	4	4	4	4	3	4	23
71	3	3	3	4	4	4	3	4	3	3	34	3	3	4	3	3	3	19
72	5	4	3	4	4	4	4	4	4	4	40	5	4	4	3	5	4	25
73	5	5	4	5	5	5	4	5	5	4	47	4	4	5	4	5	5	27
74	4	4	3	4	3	4	4	5	4	4	39	5	5	4	3	4	4	25
75	4	3	2	4	4	3	4	5	4	5	38	5	5	3	2	4	3	22
76	4	4	2	4	3	4	4	4	2	4	35	2	2	4	2	4	4	18
77	4	4	3	4	4	4	4	4	4	3	38	3	3	4	3	4	4	21
78	4	5	3	5	3	4	4	5	4	3	40	3	4	4	3	4	5	23
79	4	4	5	5	5	5	5	4	5	5	47	4	5	5	5	4	4	27
80	4	5	4	4	4	5	4	3	4	4	41	3	4	5	4	4	5	25
81	5	5	4	5	4	5	3	2	3	4	40	2	5	5	4	5	5	26
82	4	4	5	3	4	4	4	4	3	3	38	4	4	4	3	4	4	23
83	5	5	5	5	2	5	5	2	5	4	43	2	5	5	2	5	5	24
84	4	5	5	4	4	4	4	4	5	3	42	4	4	4	4	4	5	25
85	4	4	4	4	4	4	5	5	3	2	39	4	4	4	2	4	4	22
86	4	4	3	3	2	3	5	5	5	4	38	4	3	3	4	4	4	22
87	4	4	4	5	3	3	4	4	4	2	37	3	2	3	4	4	4	20
88	4	4	4	4	4	4	4	4	3	4	39	3	4	4	4	4	4	23

89	3	3	3	4	3	4	4	4	3	3	34	3	2	4	3	3	3	18
90	3	4	3	3	5	5	4	5	3	1	36	4	4	5	3	3	4	23
91	4	4	2	4	3	4	4	3	2	3	33	4	4	4	2	4	4	22
92	4	4	4	4	4	4	4	4	3	4	39	3	3	4	4	4	4	22
93	4	4	4	4	5	4	4	5	5	4	43	5	4	4	4	4	4	25
94	4	3	4	3	3	3	4	5	4	3	36	4	4	3	4	4	3	22
95	4	4	4	5	4	5	4	4	4	4	42	5	5	5	4	4	4	27
96	3	3	2	2	3	4	3	3	4	3	30	4	3	4	2	3	3	19
97	4	4	5	4	3	4	4	4	4	4	40	4	5	4	5	4	4	26
98	4	5	4	4	4	4	4	4	5	5	43	4	5	4	4	4	5	26
99	4	4	4	3	4	4	4	4	4	4	39	4	4	4	4	4	4	24
100	5	3	3	5	5	4	4	4	5	5	43	3	3	4	3	5	3	21
101	3	4	4	5	4	4	4	4	4	4	40	3	3	4	4	3	4	21
102	4	4	4	3	5	5	4	3	4	5	41	5	5	5	4	4	4	27
103	4	4	4	5	4	5	4	2	4	5	41	5	5	5	4	4	4	27
104	4	4	4	4	4	5	5	4	3	5	42	5	5	5	4	4	4	27
105	4	4	4	5	5	5	4	2	2	5	40	5	5	5	4	4	4	27
106	4	4	4	4	3	5	4	4	4	5	41	5	4	5	4	4	4	26
107	4	4	4	3	5	5	4	4	2	4	39	4	4	5	4	4	4	25
108	2	4	2	4	4	4	4	4	4	4	36	4	4	4	2	2	4	20
109	4	4	4	4	2	4	5	4	4	4	39	4	4	4	4	4	4	24
110	1	3	2	3	4	4	4	4	3	4	32	2	4	4	2	1	3	16
111	4	4	4	4	5	4	5	4	2	4	40	4	4	4	4	4	4	24
112	4	4	4	3	5	5	4	3	4	5	41	4	4	5	4	4	4	25
113	5	4	5	3	4	4	4	4	2	4	39	4	4	4	5	5	4	26
114	4	3	4	4	4	4	4	4	4	4	39	4	4	4	4	4	3	23
115	4	4	4	3	4	3	4	4	4	4	38	4	4	3	4	4	4	23
116	1	4	2	3	4	4	4	4	1	4	31	2	4	4	2	1	4	17
117	4	4	3	5	5	5	4	5	4	4	43	4	5	5	3	4	4	25
118	4	4	3	4	5	5	4	4	3	4	40	5	5	5	3	4	4	26
119	3	3	4	3	3	3	3	4	3	3	32	3	3	3	4	3	3	19
120	3	3	3	4	3	3	3	5	3	3	33	3	4	3	3	3	3	19
121	4	3	4	4	4	5	4	4	2	4	38	4	4	5	4	4	3	24
122	3	4	3	3	3	3	4	4	3	3	33	5	4	3	3	3	4	22
123	3	4	3	3	4	3	4	2	3	4	33	3	3	3	3	3	4	19
124	4	4	3	4	2	4	4	5	4	4	38	3	4	4	3	4	4	22
125	5	4	3	3	3	3	3	3	3	3	33	3	3	3	3	5	4	21
126	4	5	5	5	4	5	5	5	4	4	46	4	5	5	5	4	5	28
127	4	5	5	4	4	4	4	4	3	5	42	4	4	4	5	4	5	26
128	4	4	4	5	5	4	4	4	2	4	40	4	4	4	4	4	4	24
129	3	4	4	3	4	4	3	3	4	3	35	4	4	4	4	3	4	23
130	3	4	3	3	4	3	4	4	2	3	33	3	4	3	3	3	4	20
131	3	3	4	4	5	4	4	4	4	5	40	3	4	4	4	3	3	21
132	5	4	4	3	5	5	4	5	4	5	44	4	4	5	4	5	4	26
133	4	3	4	4	5	4	4	4	4	3	39	4	4	4	4	4	3	23
134	4	4	3	3	4	3	4	5	4	4	38	3	3	3	3	4	4	20
135	4	4	3	5	5	5	5	5	5	3	44	4	5	5	3	4	4	25
136	4	4	4	3	5	5	5	5	5	5	45	5	5	5	4	4	4	27
137	4	4	4	4	4	4	5	4	4	4	41	4	4	4	4	4	4	24

138	4	4	4	4	5	5	4	5	4	5	44	4	4	5	4	4	4	25
139	4	5	5	4	4	5	4	4	4	4	43	4	4	5	5	4	5	27
140	4	4	4	4	5	5	4	4	5	5	44	4	4	5	4	4	4	25
141	4	4	4	2	4	4	4	3	4	4	37	3	4	4	4	4	4	23
142	4	4	3	4	5	4	5	2	4	4	39	5	4	4	3	4	4	24
143	4	4	3	3	3	4	4	4	3	4	36	3	4	4	3	4	4	22
144	3	4	4	3	4	5	3	2	3	3	34	3	4	5	4	3	4	23
145	4	4	4	4	4	4	4	4	4	4	40	4	5	4	4	4	4	25
146	4	5	5	5	5	5	4	5	4	5	47	4	4	5	5	4	5	27
147	5	5	5	5	4	4	5	5	3	5	46	5	5	4	5	5	5	29
148	4	4	4	3	4	5	4	4	2	4	38	4	4	5	4	4	4	25
149	5	5	5	5	2	5	5	4	4	5	45	5	5	5	5	5	5	30
150	4	5	5	4	4	4	4	3	2	5	40	4	4	4	5	4	5	26
151	4	4	4	4	4	4	5	2	4	3	38	4	5	4	4	4	4	25
152	4	4	3	3	2	3	5	4	5	3	36	4	5	3	3	4	4	23
153	4	4	4	5	3	3	4	2	4	4	37	3	3	3	4	4	4	21
154	4	4	4	4	4	4	4	4	3	4	39	3	4	4	4	4	4	23
155	3	3	3	2	3	4	4	4	3	3	32	3	4	4	3	3	3	20
156	3	4	3	4	5	5	4	5	3	1	37	4	4	5	3	3	4	23
157	3	4	3	3	4	3	4	4	3	3	34	3	4	3	3	3	4	20
158	3	3	4	4	5	4	4	4	5	5	41	3	4	4	4	3	3	21
159	5	4	4	3	3	5	4	5	4	5	42	4	4	5	4	5	4	26
160	4	3	4	4	5	4	4	5	4	3	40	4	4	4	4	4	3	23
161	5	4	4	3	5	4	4	5	4	4	42	4	4	4	4	5	4	25
162	4	4	4	4	5	5	4	4	3	4	41	5	5	5	4	4	4	27
163	4	4	4	5	3	5	5	5	5	5	45	5	5	5	4	4	4	27
164	5	5	3	3	4	4	5	5	4	3	41	3	3	4	3	5	5	23
165	5	4	5	4	4	3	5	5	5	4	44	4	5	3	5	5	4	26
166	3	4	3	4	4	4	4	5	4	5	40	4	4	4	3	3	4	22
167	5	5	5	5	2	5	5	5	5	5	47	5	5	5	5	5	5	30
168	4	5	5	2	4	4	4	5	5	5	43	4	4	4	5	4	5	26
169	4	4	4	4	4	4	5	5	3	3	40	4	5	4	4	4	4	25
170	4	4	3	3	2	3	5	5	5	3	37	4	5	3	3	4	4	23
171	4	4	4	3	3	3	4	4	4	4	37	3	3	3	4	4	4	21
172	3	3	2	2	3	4	3	3	4	3	30	4	3	4	2	3	3	19
173	4	4	5	4	3	4	4	4	4	4	40	4	5	4	5	4	4	26
174	4	5	4	4	4	4	4	4	5	5	43	4	5	4	4	4	5	26
175	4	4	4	3	4	4	4	4	4	4	39	4	4	4	4	4	4	24
176	5	3	3	5	5	4	4	4	5	5	43	3	3	4	3	5	3	21
177	3	4	4	5	3	4	4	4	4	4	39	3	3	4	4	3	4	21
178	4	4	4	4	5	5	4	4	4	5	43	5	5	5	4	4	4	27
179	4	4	4	5	4	5	4	4	5	5	44	5	5	5	4	4	4	27
180	4	4	4	4	4	5	5	5	5	5	45	5	5	5	4	4	4	27
181	4	4	4	5	5	5	4	5	5	5	46	5	5	5	4	4	4	27
182	4	4	4	4	3	5	4	5	4	5	42	5	4	5	4	4	4	26
183	4	4	3	4	5	5	4	4	4	4	41	5	5	5	3	4	4	26
184	3	3	4	4	3	3	3	4	3	3	33	3	3	3	4	3	3	19
185	3	3	3	4	3	3	3	5	3	3	33	3	4	3	3	3	3	19
186	4	3	4	4	4	5	4	4	2	4	38	4	4	5	4	4	3	24

187	3	4	3	3	4	3	4	4	3	3	34	5	4	3	3	3	4	22
188	3	4	3	3	5	3	4	2	3	4	34	3	3	3	3	3	4	19
189	4	4	3	4	4	4	4	5	4	4	40	3	4	4	3	4	4	22
190	5	4	3	4	3	3	3	3	3	3	34	3	3	3	3	5	4	21
191	4	5	5	5	4	5	5	5	5	4	47	4	5	5	5	4	5	28
192	4	5	5	4	3	4	4	4	5	5	43	4	4	4	5	4	5	26
193	4	4	4	5	5	4	4	4	3	4	41	4	4	4	4	4	4	24
194	3	4	4	3	4	4	3	3	3	3	34	4	4	4	4	3	4	23
195	3	4	3	4	4	4	4	5	4	5	40	4	4	4	3	3	4	22
196	5	5	5	5	2	5	5	5	5	5	47	5	5	5	5	5	5	30
197	4	5	5	3	4	4	4	5	5	5	44	4	4	4	5	4	5	26
198	4	4	4	4	4	4	5	5	3	3	40	4	5	4	4	4	4	25
199	4	4	3	3	2	3	5	5	5	3	37	4	5	3	3	4	4	23
200	4	4	4	5	3	3	4	4	4	4	39	3	3	3	4	4	4	21
201	4	4	4	3	4	4	4	4	3	4	38	3	4	4	4	4	4	23
202	3	3	3	4	3	4	4	4	3	3	34	3	4	4	3	3	3	20
203	3	4	3	4	5	5	4	5	3	1	37	4	4	5	3	3	4	23
204	2	3	3	4	3	3	3	4	3	4	32	3	4	3	3	2	3	18
205	3	4	3	3	4	4	4	4	3	4	36	4	4	4	3	3	4	22
206	2	4	3	4	2	4	4	4	3	3	33	4	4	4	3	2	4	21
207	4	4	4	5	5	5	5	4	4	5	45	5	5	5	4	4	4	27
208	4	4	4	4	3	5	4	5	4	4	41	5	4	5	4	4	4	26
209	4	4	5	5	5	5	5	5	5	5	48	4	4	5	5	4	4	26
210	4	4	4	3	4	5	5	5	4	4	42	4	4	5	4	4	4	25
211	5	4	4	5	5	5	4	4	5	5	46	4	3	5	4	5	4	25
212	4	4	4	4	4	4	5	4	4	4	41	5	2	4	4	4	4	23
213	4	4	4	4	5	5	4	4	5	4	43	5	4	5	4	4	4	26
214	4	4	3	3	4	4	4	4	4	4	38	4	2	4	3	4	4	21
215	4	4	4	4	3	4	4	4	4	3	38	4	4	4	4	4	4	24
216	3	4	4	4	4	4	4	3	4	3	37	4	4	4	4	3	4	23
217	3	3	3	4	3	4	3	4	3	3	33	3	3	4	3	3	3	19
218	5	4	3	3	4	4	4	4	4	4	39	5	4	4	3	5	4	25
219	5	5	4	5	5	5	4	5	5	4	47	4	4	5	4	5	5	27
220	4	4	4	4	4	4	5	4	4	5	42	5	5	4	4	4	5	27
221	3	3	3	3	3	3	4	4	4	3	33	3	2	3	3	5	4	20
222	3	4	3	3	4	3	4	4	3	3	34	3	3	3	3	3	4	19
223	4	4	4	5	5	5	4	5	4	4	44	4	4	5	4	4	4	25
224	4	4	3	2	3	4	4	5	4	2	35	5	4	4	3	4	4	24
225	4	4	4	2	5	5	4	5	4	4	41	4	4	5	4	4	4	25
226	5	4	4	5	5	5	4	5	4	4	45	4	4	5	4	5	4	26
227	4	4	4	5	5	4	4	5	4	4	43	4	4	4	4	4	4	24
228	4	4	5	5	4	4	4	5	5	5	45	5	4	4	5	4	4	26
229	5	4	4	4	5	5	4	5	5	4	45	4	4	5	4	5	4	26
230	5	5	4	3	5	5	5	5	5	5	47	4	5	5	4	5	5	28
231	4	4	4	4	5	4	4	4	4	5	42	4	4	4	4	4	4	24
232	4	4	5	4	3	5	4	5	4	3	41	4	4	5	5	4	4	26
233	3	3	4	4	3	2	3	4	3	3	32	3	2	2	4	3	3	17
234	5	5	4	4	4	4	4	3	4	4	41	4	4	4	4	5	5	26
235	4	4	4	4	3	4	4	4	4	4	39	4	4	4	4	4	4	24

236	4	4	4	4	4	3	3	3	4	4	37	4	3	3	4	4	4	22
237	5	5	5	5	5	5	5	2	4	5	46	5	5	5	5	5	5	30
238	4	5	4	4	4	4	5	4	5	4	43	5	5	4	4	4	5	27
239	4	4	3	4	3	5	4	2	3	4	36	3	3	5	3	4	4	22
240	5	4	4	5	4	4	4	4	3	4	41	4	5	4	4	5	4	26
241	5	5	5	4	5	5	5	5	5	5	49	5	4	5	5	5	5	29
242	5	5	4	5	3	5	5	5	5	4	46	4	4	5	4	5	5	27
243	4	4	4	3	4	4	4	4	4	4	39	4	4	4	4	4	4	24
244	5	5	5	5	5	5	4	5	4	4	47	4	4	5	5	5	5	28
245	5	5	4	3	3	3	4	5	3	3	38	4	4	3	4	5	5	25
246	3	4	3	5	4	4	4	4	4	4	39	3	3	4	3	3	4	20
247	2	3	2	3	4	3	4	5	3	5	34	3	4	3	2	2	3	17
248	4	4	4	3	4	4	4	4	3	3	37	3	4	4	4	4	4	23
249	4	4	2	5	5	4	5	5	3	3	40	5	4	4	2	4	4	23
250	4	4	4	4	4	4	5	5	5	5	44	4	5	4	4	4	4	25
251	5	5	5	5	5	5	4	4	4	5	47	5	4	5	5	5	5	29
252	5	4	4	3	4	2	5	4	4	3	38	4	4	2	4	5	4	23
253	5	2	3	3	3	3	5	3	5	4	36	5	5	3	3	5	2	23
254	4	5	4	3	4	5	4	2	4	3	38	5	4	5	4	4	5	27
255	4	4	5	4	4	5	5	4	3	2	40	4	4	5	5	4	4	26
256	5	5	4	3	5	5	4	2	2	4	39	4	4	5	4	5	5	27
257	4	4	5	5	5	5	4	4	4	2	42	3	4	5	5	4	4	25
258	4	4	5	5	5	5	5	4	5	5	47	4	5	5	5	4	4	27
259	4	5	4	4	4	5	4	3	4	4	41	3	4	5	4	4	5	25
260	5	5	4	3	4	5	3	2	3	4	38	2	5	5	4	5	5	26
261	4	4	5	3	4	4	4	4	3	3	38	4	4	4	3	4	4	23
262	5	5	5	5	2	5	5	2	5	4	43	2	5	5	2	5	5	24
263	4	5	5	4	4	4	4	4	5	3	42	4	4	4	4	4	5	25
264	4	4	4	4	4	4	5	5	3	2	39	4	4	4	2	4	4	22
265	4	4	3	3	2	3	5	5	5	4	38	4	3	3	4	4	4	22
266	4	4	4	5	3	3	4	4	4	2	37	3	2	3	4	4	4	20
267	4	4	4	5	4	4	4	4	3	4	40	4	4	4	4	4	4	24
268	3	4	4	4	4	4	3	3	3	3	35	4	4	4	4	3	4	23
269	3	4	3	3	3	3	4	4	3	3	33	3	4	3	3	3	4	20
270	3	3	4	3	5	4	4	4	5	5	40	3	4	4	4	3	3	21
271	5	4	4	4	5	5	4	5	4	5	45	4	4	5	4	5	4	26
272	4	3	4	4	5	4	4	5	4	3	40	4	4	4	4	4	3	23
273	5	4	4	3	4	4	4	5	4	4	41	4	4	4	4	5	4	25
274	4	4	4	4	5	5	4	4	3	4	41	5	5	5	4	4	4	27
275	4	4	4	4	5	5	5	5	5	5	46	5	5	5	4	4	4	27
276	5	5	3	4	4	4	5	5	4	3	42	3	3	4	3	5	5	23
277	5	4	5	4	5	3	5	5	5	4	45	4	5	3	5	5	4	26
278	2	2	2	3	2	4	3	5	3	3	29	3	4	4	2	2	2	17
279	5	5	3	4	3	4	4	4	4	3	39	2	2	4	3	5	5	21
280	3	3	3	3	2	4	3	4	3	4	32	2	4	4	3	3	3	19
281	3	4	3	4	4	4	4	4	3	4	37	3	3	4	3	3	4	20
282	3	4	3	5	3	4	4	4	3	4	37	3	3	4	3	3	4	20
283	2	3	3	4	3	3	3	4	3	4	32	3	4	3	3	2	3	18
284	3	4	3	4	4	4	4	4	3	4	37	4	4	4	3	3	4	22

285	2	4	3	4	2	4	4	4	3	3	33	4	4	4	3	2	4	21
286	4	4	4	5	5	5	5	4	4	5	45	5	5	5	4	4	4	27
287	4	4	4	4	5	5	4	3	4	5	42	5	5	5	4	4	4	27
288	4	4	4	5	4	5	4	2	4	5	41	5	5	5	4	4	4	27
289	4	4	4	4	4	5	5	4	3	5	42	5	5	5	4	4	4	27
290	4	4	4	5	3	5	4	2	2	5	38	5	5	5	4	4	4	27
291	4	4	4	4	5	5	4	4	4	5	43	5	4	5	4	4	4	26
292	4	4	4	2	5	5	4	4	2	4	38	4	4	5	4	4	4	25
293	2	4	2	4	2	4	4	4	4	4	34	4	4	4	2	2	4	20
294	4	4	4	4	4	4	5	4	4	4	41	4	4	4	4	4	4	24
295	1	3	2	2	4	4	4	4	3	4	31	2	4	4	2	1	3	16
296	4	4	4	4	5	4	5	4	2	4	40	4	4	4	4	4	4	24
297	4	4	4	4	1	5	4	3	4	5	38	4	4	5	4	4	4	25
298	5	4	5	3	4	4	4	4	2	4	39	4	4	4	5	5	4	26
299	4	3	4	4	4	4	4	4	4	4	39	4	4	4	4	4	3	23
300	4	4	4	4	4	4	4	4	4	4	40	4	4	4	4	4	4	24
301	5	3	3	5	3	4	4	4	5	5	41	3	3	4	3	5	3	21
302	3	4	4	5	4	4	4	4	4	4	40	3	3	4	4	3	4	21
303	4	4	4	4	5	5	4	4	4	5	43	5	5	5	4	4	4	27
304	4	4	4	5	4	5	4	4	5	5	44	5	5	5	4	4	4	27
305	4	4	4	4	4	5	5	5	5	5	45	5	5	5	4	4	4	27
306	4	4	4	5	3	5	4	5	5	5	44	5	5	5	4	4	4	27
307	4	4	4	4	5	5	4	5	4	5	44	5	4	5	4	4	4	26
308	4	4	4	2	5	5	4	4	3	4	39	4	4	5	4	4	4	25
309	2	4	2	4	4	4	4	4	2	4	34	4	4	4	2	2	4	20
310	4	4	4	4	4	4	5	4	4	4	41	4	4	4	4	4	4	24
311	3	4	3	3	3	3	4	4	3	3	33	3	4	3	3	3	4	20
312	3	3	4	2	5	4	4	4	5	5	39	3	4	4	4	3	3	21
313	5	4	4	4	5	5	4	5	4	5	45	4	4	5	4	5	4	26
314	4	3	4	4	5	4	4	5	4	3	40	4	4	4	4	4	3	23
315	5	4	4	3	5	4	4	5	4	4	42	4	4	4	4	5	4	25
316	4	4	4	4	4	5	4	4	3	4	40	5	5	5	4	4	4	27
317	4	4	4	5	5	5	5	5	5	5	47	5	5	5	4	4	4	27
318	5	5	3	4	4	4	5	5	4	3	42	3	3	4	3	5	5	23
319	5	4	5	2	4	3	5	5	5	4	42	4	5	3	5	5	4	26
320	5	4	4	4	5	5	4	5	4	5	45	4	4	5	4	5	4	26
321	4	3	4	4	5	4	4	5	4	3	40	4	4	4	4	4	3	23
322	5	4	4	3	4	4	4	5	4	4	41	4	4	4	4	5	4	25
323	4	4	4	4	5	5	4	4	3	4	41	5	5	5	4	4	4	27
324	4	4	4	5	5	5	5	5	5	5	47	5	5	5	4	4	4	27
325	5	5	3	4	4	4	5	5	4	3	42	3	3	4	3	5	5	23
326	5	4	5	4	4	3	5	5	5	4	44	4	5	3	5	5	4	26

No	Variabel Promotion								Variabel Customer Satisfaction									
	1	2	3	4	5	6	7	8	Total x.3	1	2	3	4	5	6	7	8	Total y.1
1	3	3	4	3	4	3	3	3	26	4	4	4	4	4	4	4	4	32
2	3	5	4	4	4	4	3	4	31	4	4	3	3	4	4	3	5	30
3	3	3	4	4	4	3	5	4	30	4	4	4	4	4	3	3	3	29
4	4	4	4	4	5	4	5	4	34	5	5	4	4	5	4	4	4	35
5	3	4	3	4	5	4	5	4	32	4	4	3	4	5	4	3	4	31
6	4	5	4	4	3	4	4	5	33	3	3	4	4	5	4	4	4	31
7	4	5	5	4	5	4	5	4	36	5	4	3	3	5	4	4	5	33
8	4	5	5	4	5	4	5	4	36	4	4	4	4	5	4	4	4	33
9	5	5	4	4	5	5	5	3	36	4	5	4	3	5	5	5	4	35
10	4	4	5	4	5	5	3	5	35	5	3	4	3	5	5	4	5	34
11	4	5	5	5	5	5	3	4	36	5	5	5	5	5	5	4	5	39
12	4	4	5	4	4	4	4	4	33	4	4	5	4	4	4	4	4	33
13	5	4	3	4	5	4	3	5	33	4	4	4	4	5	4	5	4	34
14	4	4	3	3	4	3	4	5	30	3	2	4	4	4	3	4	3	27
15	4	5	4	4	3	4	5	4	33	4	4	4	4	3	4	4	5	32
16	4	4	3	4	4	4	4	4	31	5	4	5	4	4	4	4	4	34
17	4	4	4	3	3	4	3	5	30	4	4	4	4	3	4	4	4	31
18	5	5	5	5	2	4	4	5	35	5	4	5	5	2	4	5	5	35
19	4	4	4	5	4	5	5	4	35	5	5	4	4	4	5	4	4	35
20	3	4	3	4	2	3	3	5	27	4	4	4	4	2	3	3	4	28
21	4	5	4	4	4	3	4	5	33	4	5	4	4	4	3	4	5	33
22	5	5	5	5	5	5	5	4	39	5	5	5	5	5	5	5	5	40
23	4	5	3	5	5	5	5	3	35	5	5	5	5	5	5	4	5	39
24	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32
25	5	5	5	4	5	4	4	4	36	4	5	5	5	5	4	5	5	38
26	4	3	5	4	5	3	3	4	31	5	4	5	4	5	3	4	5	35
27	3	5	4	4	4	4	5	5	34	4	4	3	3	4	4	3	3	28
28	2	3	4	4	5	3	4	4	29	4	3	3	4	5	3	2	2	26
29	4	3	3	4	4	3	5	2	28	4	4	4	3	4	3	4	4	30
30	2	5	5	5	5	3	4	5	34	5	4	4	5	5	3	2	4	32
31	4	4	4	5	5	5	4	4	35	4	4	5	5	5	5	4	4	36
32	5	5	5	4	4	4	4	5	36	5	4	4	4	4	4	5	5	35
33	4	3	4	5	4	4	4	4	32	4	5	4	4	4	4	4	5	34
34	3	5	4	5	3	5	5	4	34	5	5	5	5	3	5	3	5	36
35	4	3	4	4	2	4	5	5	31	4	4	5	4	2	4	4	4	31
36	5	4	4	5	4	3	5	4	34	5	5	5	4	4	3	5	4	35
37	4	4	5	4	2	2	4	4	29	5	5	4	5	2	2	4	5	32
38	5	5	5	4	4	4	3	4	34	4	5	5	4	4	4	5	4	35
39	4	4	5	4	5	2	2	5	31	4	4	4	5	5	2	4	5	33
40	5	4	4	4	4	4	4	5	34	4	5	4	5	4	4	5	4	35
41	4	3	3	3	4	3	5	4	29	3	5	4	4	4	3	4	4	31
42	2	2	2	5	5	4	4	4	28	4	4	4	4	5	4	2	4	31
43	5	4	4	4	4	4	5	5	35	5	4	4	4	4	4	5	4	34
44	4	5	5	4	4	4	4	3	33	4	5	4	4	4	4	4	4	33
45	5	4	4	5	5	4	5	4	36	5	5	4	5	5	4	5	5	38
46	4	4	5	4	5	4	4	5	35	4	4	5	4	5	4	4	5	35

47	4	5	4	4	4	5	4	4	34	4	4	5	4	4	5	4	5	35
48	4	5	5	4	5	5	4	2	34	5	4	5	4	5	5	3	5	36
49	1	2	4	5	4	5	4	5	30	4	5	4	4	4	5	2	5	33
50	4	4	4	5	4	5	2	3	31	5	3	3	3	4	5	4	4	31
51	5	4	4	5	5	5	3	4	35	4	4	4	3	5	5	2	5	32
52	3	3	4	5	4	4	2	4	29	4	5	3	3	4	4	4	4	31
53	2	4	2	3	5	3	3	3	25	3	4	1	1	5	3	2	2	21
54	3	4	3	4	4	4	3	4	29	2	2	4	4	4	4	3	5	28
55	3	4	2	3	4	3	3	4	26	4	2	2	2	4	3	3	3	23
56	3	4	3	4	4	3	4	4	29	4	3	2	2	4	3	3	3	24
57	3	4	3	4	4	3	2	4	27	4	4	2	2	4	3	3	3	25
58	3	4	3	3	4	3	5	4	29	3	3	3	3	4	3	3	2	24
59	3	4	4	4	4	3	5	4	31	4	4	4	4	4	3	3	3	29
60	3	4	2	4	4	3	5	4	29	4	4	4	4	4	3	3	2	28
61	4	5	5	5	4	4	4	4	35	5	4	4	4	4	4	4	4	33
62	4	4	5	4	5	4	5	4	35	5	4	4	4	5	4	4	4	34
63	5	5	5	5	5	5	4	4	38	5	4	4	4	5	5	5	4	36
64	4	4	4	5	5	4	5	4	35	4	4	5	5	5	4	4	4	35
65	4	5	5	4	4	5	4	4	35	5	5	4	4	4	5	4	5	36
66	4	4	4	5	4	4	4	3	32	5	4	4	4	4	4	4	4	33
67	4	4	5	4	4	5	4	4	34	5	4	4	4	4	5	4	4	34
68	3	3	4	4	4	4	3	5	30	4	4	4	4	4	4	3	4	31
69	4	4	4	4	4	4	4	4	32	3	3	3	3	4	4	4	4	28
70	4	4	4	4	3	4	5	3	31	5	5	3	4	3	4	4	3	31
71	3	4	3	3	4	3	3	4	27	4	4	3	4	4	3	3	3	28
72	3	4	4	4	4	4	4	4	31	4	4	4	5	4	4	3	5	33
73	4	5	5	4	5	5	4	5	37	5	5	4	4	5	5	4	5	37
74	3	4	3	4	5	4	4	4	31	4	5	4	4	5	4	3	4	33
75	2	4	4	4	5	4	3	5	31	4	3	4	4	5	4	2	4	30
76	2	4	4	4	4	2	5	5	30	4	4	4	4	4	2	2	4	28
77	3	4	4	4	4	4	4	4	31	4	4	4	4	4	4	3	4	31
78	3	5	3	4	5	4	4	5	33	4	4	3	4	5	4	3	4	31
79	5	5	5	5	4	5	4	5	38	5	5	4	4	4	5	5	4	36
80	4	4	4	4	3	4	2	4	29	5	4	4	3	3	4	4	4	31
81	4	5	4	3	2	3	4	4	29	5	4	3	4	2	3	4	5	30
82	5	3	4	4	4	3	4	4	31	4	4	4	4	4	3	3	4	30
83	5	5	2	5	2	5	2	4	30	5	5	5	5	2	5	2	5	34
84	5	4	4	4	4	5	3	3	32	3	4	4	4	4	5	4	4	32
85	4	4	4	5	5	3	4	4	33	5	4	4	4	5	3	2	4	31
86	3	3	2	5	5	5	3	4	30	5	4	4	5	5	5	4	4	36
87	4	5	3	4	4	4	5	4	33	4	3	4	4	4	4	4	4	31
88	4	4	4	4	4	3	3	4	30	3	4	4	4	4	3	4	4	30
89	3	4	3	4	4	3	4	3	28	4	4	3	3	4	3	3	3	27
90	3	4	5	4	5	3	5	4	33	4	3	2	1	5	3	3	3	24
91	2	4	3	4	3	2	3	3	24	4	4	4	4	3	2	2	4	27
92	4	4	4	4	4	3	4	4	31	4	4	4	2	4	3	4	4	29
93	4	4	5	4	5	5	3	5	35	5	5	5	5	5	5	4	4	38
94	4	4	3	4	5	4	3	4	31	4	4	3	2	5	4	4	4	30
95	4	5	4	4	4	4	4	3	32	5	5	4	4	4	4	4	4	34



96	2	2	3	3	3	4	4	4	25	3	3	3	2	3	4	2	3	23
97	5	4	3	4	4	4	5	4	33	5	4	4	4	4	4	5	4	34
98	4	4	4	4	4	5	4	4	33	5	4	5	4	4	5	4	4	35
99	4	4	4	4	4	4	5	4	33	4	4	4	4	4	4	4	4	32
100	3	5	5	4	4	5	4	4	34	5	5	5	5	4	5	3	5	37
101	4	5	4	4	4	4	4	4	33	4	5	5	4	4	4	4	3	33
102	4	4	5	4	3	4	5	4	33	4	4	5	4	3	4	4	4	32
103	4	5	4	4	2	4	5	4	32	4	4	4	4	2	4	4	4	30
104	4	4	4	5	4	3	5	4	33	4	5	4	4	4	3	4	4	32
105	4	5	5	4	2	2	4	3	29	4	5	4	4	2	2	4	4	29
106	4	4	5	4	4	4	4	4	33	4	4	5	4	4	4	4	4	33
107	4	4	5	4	4	2	4	4	31	2	4	4	4	4	2	4	4	28
108	2	4	4	4	4	4	5	4	31	2	2	2	4	4	4	2	2	22
109	4	4	4	5	4	4	5	3	33	4	5	4	4	4	4	4	4	33
110	2	3	4	4	4	3	4	4	28	2	2	2	4	4	3	2	1	20
111	4	4	5	5	4	2	4	4	32	2	5	4	4	4	2	4	4	29
112	4	4	5	4	3	4	4	4	32	4	5	4	4	3	4	4	4	32
113	5	3	4	4	4	2	4	4	30	5	5	5	4	4	2	5	5	35
114	4	4	4	4	4	4	5	3	32	4	4	4	4	4	4	4	4	32
115	4	4	4	4	4	4	5	3	32	4	4	4	4	4	4	4	4	32
116	2	3	4	4	4	1	3	3	24	2	4	4	4	4	1	2	1	22
117	3	5	5	4	5	4	3	4	33	5	5	5	5	5	4	3	4	36
118	3	4	5	4	4	3	3	4	30	4	4	4	4	4	3	3	4	30
119	4	3	3	3	4	3	4	4	28	4	4	3	4	4	3	4	3	29
120	3	4	3	3	5	3	4	4	29	4	3	3	4	5	3	3	3	28
121	4	4	3	4	4	2	4	5	30	3	4	3	4	4	2	4	4	28
122	3	3	4	4	4	3	3	5	29	4	4	4	3	4	3	3	3	28
123	3	3	4	4	2	3	4	4	27	3	2	3	2	2	3	3	3	21
124	3	4	4	4	5	4	4	4	32	5	5	5	5	5	4	3	4	36
125	3	4	3	3	3	3	4	4	27	5	5	4	3	3	3	5	5	31
126	5	5	4	5	5	4	4	3	35	4	4	4	4	5	4	5	4	34
127	5	4	4	4	4	3	4	4	32	4	4	4	5	4	3	5	4	33
128	4	5	4	4	4	2	5	3	31	4	4	4	4	4	2	4	4	30
129	4	3	4	3	3	4	5	4	30	4	4	3	2	3	4	4	3	27
130	3	3	4	4	4	2	5	4	29	4	4	4	4	4	2	3	3	28
131	4	4	5	4	4	4	5	4	34	4	3	3	4	4	4	4	3	29
132	4	4	5	4	5	4	5	5	36	5	4	4	5	5	4	4	5	36
133	4	4	5	4	4	4	5	4	34	4	4	4	4	4	4	4	4	32
134	3	3	4	4	5	4	4	5	32	5	3	3	3	3	4	4	4	29
135	3	5	5	5	5	5	5	4	37	5	5	5	5	4	4	3	4	35
136	4	4	5	5	5	5	4	4	36	5	5	4	4	3	4	4	4	33
137	4	4	4	5	4	4	5	4	34	4	4	3	3	2	5	3	4	28
138	4	4	5	4	5	4	4	4	34	5	5	4	4	4	5	4	5	36
139	5	4	4	4	4	4	5	4	34	4	5	4	4	2	5	4	4	32
140	4	4	5	4	4	5	3	4	33	5	5	4	4	4	5	4	5	36
141	4	5	4	4	3	4	4	5	33	4	4	4	3	4	5	5	5	34
142	3	4	5	5	2	4	4	5	32	3	4	4	3	4	5	4	5	32
143	3	3	3	4	4	3	5	4	29	4	4	4	4	4	4	5	4	33
144	4	3	4	3	2	3	4	5	28	4	5	3	4	5	5	4	5	35





243	4	4	4	4	4	4	4	4	32	4	4	4	4	5	5	5	3	34
244	5	5	5	4	5	4	4	4	36	4	5	5	5	4	4	4	4	35
245	4	3	5	4	5	3	3	4	31	5	4	5	4	5	4	4	4	35
246	3	5	4	4	4	4	5	5	34	4	4	3	3	5	3	3	4	29
247	2	3	4	4	5	3	4	4	29	4	3	3	4	4	4	5	5	32
248	4	3	3	4	4	3	5	2	28	4	4	4	3	4	4	4	4	31
249	2	5	5	5	5	3	4	5	34	5	4	4	5	5	5	4	5	37
250	4	4	4	5	5	5	4	4	35	4	4	5	5	4	5	5	4	36
251	5	5	5	4	4	4	4	5	36	5	4	4	4	3	5	4	5	34
252	4	3	4	5	4	4	4	4	32	4	5	4	4	2	4	4	5	32
253	3	5	4	5	3	5	5	4	34	5	5	5	5	4	3	4	4	35
254	4	3	4	4	2	4	5	5	31	4	4	5	4	2	2	5	4	30
255	5	4	4	5	4	3	5	4	34	5	5	5	4	4	4	5	4	36
256	4	4	5	4	2	2	4	4	29	5	5	4	5	3	5	4	3	34
257	5	5	5	4	4	4	3	4	34	4	5	5	4	4	4	4	4	34
258	5	5	5	5	4	5	4	5	38	5	5	4	4	4	5	5	4	36
259	4	4	4	4	3	4	2	4	29	5	4	4	3	4	4	4	4	32
260	4	5	4	3	2	3	4	4	29	5	4	3	4	4	5	5	4	34
261	5	3	4	4	4	3	4	4	31	4	4	4	4	4	4	4	5	33
262	5	5	2	5	2	5	2	4	30	5	5	5	5	5	4	5	5	39
263	5	4	4	4	4	5	3	3	32	3	4	4	4	5	5	4	4	33
264	4	4	4	5	5	3	4	4	33	5	4	4	4	5	4	5	5	36
265	3	3	2	5	5	5	3	4	30	5	4	4	5	4	4	5	5	36
266	4	5	3	4	4	4	5	4	33	4	3	4	4	3	4	4	5	31
267	4	5	4	4	4	3	5	3	32	4	4	4	4	4	3	3	4	30
268	4	3	4	3	3	3	5	4	29	4	4	3	2	4	3	4	4	28
269	3	3	4	4	4	3	5	4	30	4	4	4	4	4	3	4	3	30
270	4	4	5	4	4	5	5	4	35	4	3	3	4	5	5	5	4	33
271	4	4	5	4	5	4	5	5	36	5	4	4	5	5	5	4	4	36
272	4	4	5	4	5	4	5	4	35	4	4	4	4	4	4	5	4	33
273	4	3	5	4	5	4	4	4	33	4	4	4	4	4	4	3	4	31
274	4	4	5	4	4	3	4	5	33	4	4	4	4	4	3	3	4	30
275	4	5	5	5	5	5	4	5	38	5	4	4	4	3	4	4	5	33
276	3	4	4	5	5	4	2	4	31	5	4	3	4	4	4	4	5	33
277	5	4	4	5	5	5	4	4	36	4	5	4	5	3	4	4	5	34
278	2	4	2	3	5	3	3	3	25	3	4	1	1	4	4	5	4	26
279	3	4	3	4	4	4	3	4	29	2	2	4	4	5	5	5	5	32
280	3	4	2	3	4	3	3	4	26	4	2	2	2	4	4	4	5	27
281	3	4	3	4	4	3	4	4	29	4	3	2	2	4	5	5	4	29
282	3	4	3	4	4	3	2	4	27	4	4	2	2	4	4	4	5	29
283	3	4	3	3	4	3	5	4	29	3	3	3	3	4	4	5	4	29
284	3	4	4	4	4	3	5	4	31	4	4	4	4	3	3	4	4	30
285	3	4	2	4	4	3	5	4	29	4	4	4	4	4	4	4	4	32
286	4	5	5	5	4	4	4	4	35	5	4	4	4	4	4	4	4	33
287	4	4	5	4	3	4	5	4	33	4	4	5	4	3	4	3	3	30
288	4	5	4	4	2	4	5	4	32	4	4	4	4	3	4	4	4	31
289	4	4	4	5	4	3	5	4	33	4	5	4	4	4	5	5	4	35
290	4	5	5	4	2	2	4	3	29	4	5	4	4	3	4	3	4	31
291	4	4	5	4	4	4	4	4	33	4	4	5	4	2	4	4	4	31

292	4	4	5	4	4	2	4	4	31	2	4	4	4	2	4	4	4	28
293	2	4	4	4	4	4	5	4	31	2	2	2	4	5	4	3	4	26
294	4	4	4	5	4	4	5	3	33	4	5	4	4	4	4	2	4	31
295	2	3	4	4	4	3	4	4	28	2	2	2	4	4	5	4	3	26
296	4	4	5	5	4	2	4	4	32	2	5	4	4	5	4	2	2	28
297	4	4	5	4	3	4	4	4	32	4	5	4	4	5	4	4	4	34
298	5	3	4	4	4	2	4	4	30	5	5	5	4	5	4	4	2	34
299	4	4	4	4	4	4	5	3	32	4	4	4	4	4	4	4	4	32
300	4	4	4	4	4	4	5	4	33	4	4	4	4	5	5	4	5	35
301	3	5	5	4	4	5	4	4	34	5	5	5	5	5	5	4	4	38
302	4	5	4	4	4	4	4	4	33	4	5	5	4	3	3	3	4	31
303	4	4	5	4	4	4	5	4	34	4	4	5	4	3	3	3	5	31
304	4	5	4	4	4	5	5	4	35	4	4	4	4	3	5	4	4	32
305	4	4	4	5	5	5	5	4	36	4	5	4	4	4	3	4	4	32
306	4	5	5	4	5	5	4	3	35	4	5	4	4	4	3	4	2	30
307	4	4	5	4	5	4	4	4	34	4	4	5	4	4	4	4	5	34
308	4	4	5	4	4	3	4	4	32	2	4	4	4	3	3	3	3	26
309	2	4	4	4	4	2	5	4	29	2	2	2	4	4	5	5	5	29
310	4	4	4	5	4	4	5	3	33	4	5	4	4	4	4	4	4	33
311	3	3	4	4	4	3	5	4	30	4	4	4	4	4	4	3	4	31
312	4	4	5	4	4	5	5	4	35	4	3	3	4	3	3	4	4	28
313	4	4	5	4	5	4	5	5	36	5	4	4	5	3	3	4	4	32
314	4	4	5	4	5	4	5	4	35	4	4	4	4	3	4	4	4	31
315	4	3	5	4	5	4	4	4	33	4	4	4	4	3	4	3	3	29
316	4	4	5	4	4	3	4	5	33	4	4	4	4	5	5	4	5	35
317	4	5	5	5	5	5	4	5	38	5	4	4	4	5	4	4	4	34
318	3	4	4	5	5	4	2	4	31	5	4	3	4	4	5	4	4	33
319	5	4	4	5	5	5	4	4	36	4	5	4	5	5	4	4	3	34
320	4	4	5	4	5	4	5	5	36	5	4	4	5	3	4	4	2	31
321	4	4	5	4	5	4	5	4	35	4	4	4	4	4	4	4	5	33
322	4	3	5	4	5	4	4	4	33	4	4	4	4	4	3	3	3	29
323	4	4	5	4	4	3	4	5	33	4	4	4	4	5	4	5	5	35
324	4	5	5	5	5	5	4	5	38	5	4	4	4	4	4	4	4	33
325	3	4	4	5	5	4	2	4	31	5	4	3	4	5	4	4	4	33
326	5	4	4	5	5	5	4	4	36	4	5	4	5	3	4	3	3	31

BANGKOK

**Lampiran 3 Hasil Uji Validitas Variabel *Service Excellent***

		Service Excellent 1	Service Excellent 2	Service Excellent 3	Service Excellent 4
Service	Pearson Correlation	1	,476**	,484**	,208**
Excellent 1	Sig. (2-tailed)		,000	,000	,000
	N	326	326	326	326
Service	Pearson Correlation	,476**	1	,450**	,179**
Excellent 2	Sig. (2-tailed)	,000		,000	,001
	N	326	326	326	326
Service	Pearson Correlation	,484**	,450**	1	,279**
Excellent 3	Sig. (2-tailed)	,000	,000		,000
	N	326	326	326	326
Service	Pearson Correlation	,208**	,179**	,279**	1
Excellent 4	Sig. (2-tailed)	,000	,001	,000	
	N	326	326	326	326
Service	Pearson Correlation	,235**	,121 <sup>†</sup>	,246**	,134 <sup>†</sup>
Excellent 5	Sig. (2-tailed)	,000	,029	,000	,015
	N	326	326	326	326
Service	Pearson Correlation	,255**	,351**	,358**	,310**
Excellent 6	Sig. (2-tailed)	,000	,000	,000	,000
	N	326	326	326	326
Service	Pearson Correlation	,368**	,318**	,221**	,171**
Excellent 7	Sig. (2-tailed)	,000	,000	,000	,002
	N	326	326	326	326
Service	Pearson Correlation	,089	-,038	,022	,012
Excellent 8	Sig. (2-tailed)	,109	,493	,692	,836
	N	326	326	326	326
Service	Pearson Correlation	,363**	,182**	,281**	,192**
Excellent 9	Sig. (2-tailed)	,000	,001	,000	,000
	N	326	326	326	326
Service	Pearson Correlation	,212**	,156**	,272**	,255**
Excellent 10	Sig. (2-tailed)	,000	,005	,000	,000
	N	326	326	326	326

Skor Total	Pearson Correlation	,662**	,539**	,654**	,514**
Service	Sig. (2-tailed)	,000	,000	,000	,000
Excellent	N	326	326	326	326

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

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

Service Excellent 5	Service Excellent 6	Service Excellent 7	Service Excellent 8	Service Excellent 9	Service Excellent 10	Skor Total Service Excellent
,235** ,000 326	,255** ,000 326	,368** ,000 326	,089 ,109 326	,363** ,000 326	,212** ,000 326	,662** ,000 326
,121* ,029 326	,351** ,000 326	,318** ,000 326	-,038 ,493 326	,182** ,001 326	,156** ,005 326	,539** ,000 326
,246** ,000 326	,358** ,000 326	,221** ,000 326	,022 ,692 326	,281** ,000 326	,272** ,000 326	,654** ,000 326
,134* ,015 326	,310** ,000 326	,171** ,002 326	,012 ,836 326	,192** ,000 326	,255** ,000 326	,514** ,000 326
1  326	,376** ,000 326	,121* ,029 326	,105 ,058 326	,067 ,224 326	,227** ,000 326	,507** ,000 326
,376** ,000 326	1  326	,164** ,003 326	,007 ,898 326	,136* ,014 326	,350** ,000 326	,600** ,000 326
,121* ,029 326	,164** ,003 326	1  326	,238** ,000 326	,378** ,000 326	,181** ,001 326	,534** ,000 326
,105 ,058 326	,007 ,898 326	,238** ,000 326	1  326	,272** ,000 326	,000 ,998 326	,321** ,000 326
,067 ,224	,136* ,014	,378** ,000	,272** ,000	1	,324** ,000	,591** ,000

326	326	326	326	326	326	326
,227**	,350**	,181**	,000	,324**	1	,559**
,000	,000	,001	,998	,000		,000
326	326	326	326	326	326	326
,507**	,600**	,534**	,321**	,591**	,559**	1
,000	,000	,000	,000	,000	,000	
326	326	326	326	326	326	326

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

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





#### Lampiran 4 Hasil Uji Validitas Variabel *Trust*

		Correlations						Skor Total
		Trust 1	Trust 2	Trust 3	Trust 4	Trust 5	Trust 6	Trust
Trust 1	Pearson Correlation	1	,516**	,368**	,353**	,286**	,202**	,703**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	326	326	326	326	326	326	326
Trust 2	Pearson Correlation	,516**	1	,372**	,267**	,159**	,173**	,637**
	Sig. (2-tailed)	,000		,000	,000	,004	,002	,000
	N	326	326	326	326	326	326	326
Trust 3	Pearson Correlation	,368**	,372**	1	,315**	,230**	,332**	,657**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	326	326	326	326	326	326	326
Trust 4	Pearson Correlation	,353**	,267**	,315**	1	,421**	,361**	,694**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	326	326	326	326	326	326	326
Trust 5	Pearson Correlation	,286**	,159**	,230**	,421**	1	,463**	,652**
	Sig. (2-tailed)	,000	,004	,000	,000		,000	,000
	N	326	326	326	326	326	326	326
Trust 6	Pearson Correlation	,202**	,173**	,332**	,361**	,463**	1	,607**
	Sig. (2-tailed)	,000	,002	,000	,000	,000		,000
	N	326	326	326	326	326	326	326
Skor Total	Pearson Correlation	,703**	,637**	,657**	,694**	,652**	,607**	1
Trust	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	326	326	326	326	326	326	326

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

**Lampiran 5 Hasil Uji Validitas Variabel *Promotion***

		<b>Correlations</b>			
		Promotion 1	Promotion 2	Promotion 3	Promotion 4
Promotion 1	Pearson Correlation	1	,356**	,233**	,214**
	Sig. (2-tailed)		,000	,000	,000
	N	326	326	326	326
Promotion 2	Pearson Correlation	,356**	1	,215**	,197**
	Sig. (2-tailed)	,000		,000	,000
	N	326	326	326	326
Promotion 3	Pearson Correlation	,233**	,215**	1	,138*
	Sig. (2-tailed)	,000	,000		,013
	N	326	326	326	326
Promotion 4	Pearson Correlation	,214**	,197**	,138*	1
	Sig. (2-tailed)	,000	,000	,013	
	N	326	326	326	326
Promotion 5	Pearson Correlation	,029	,036	,123*	,275**
	Sig. (2-tailed)	,608	,521	,026	,000
	N	326	326	326	326
Promotion 6	Pearson Correlation	,284**	,310**	,094	,352**
	Sig. (2-tailed)	,000	,000	,091	,000
	N	326	326	326	326
Promotion 7	Pearson Correlation	,038	,029	,180**	-,070
	Sig. (2-tailed)	,493	,607	,001	,205
	N	326	326	326	326
Promotion 8	Pearson Correlation	-,038	-,005	,168**	-,014
	Sig. (2-tailed)	,494	,926	,002	,801
	N	326	326	326	326
Skor Total Promotion	Pearson Correlation	,563**	,546**	,580**	,501**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	326	326	326	326

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

Promotion 5	Promotion 6	Promotion 7	Promotion 8	Skor Total Promotion
,029	,284**	,038	-,038	,563**
,608	,000	,493	,494	,000
326	326	326	326	326
,036	,310**	,029	-,005	,546**
,521	,000	,607	,926	,000
326	326	326	326	326
,123*	,094	,180**	,168**	,580**
,026	,091	,001	,002	,000
326	326	326	326	326
,275**	,352**	-,070	-,014	,501**
,000	,000	,205	,801	,000
326	326	326	326	326
1	,266**	-,037	-,026	,454**
	,000	,509	,636	,000
326	326	326	326	326
,266**	1	-,028	,018	,617**
,000		,617	,753	,000
326	326	326	326	326
-,037	-,028	1	-,064	,318**
,509	,617		,253	,000
326	326	326	326	326
-,026	,018	-,064	1	,216**
,636	,753	,253		,000
326	326	326	326	326
,454**	,617**	,318**	,216**	1
,000	,000	,000	,000	
326	326	326	326	326

## Lampiran 6 Hasil Uji Validitas Variabel *Customer Satisfaction*

### Correlations

		Customer Satisfaction 1	Customer Satisfaction 2	Customer Satisfaction 3	Customer Satisfaction 4	Customer Satisfaction 5
Customer Satisfaction 1	Pearson Correlation	1	,444**	,305**	,280**	,070
	Sig. (2-tailed)		,000	,000	,000	,207
	N	326	326	326	326	326
Customer Satisfaction 2	Pearson Correlation	,444**	1	,490**	,383**	,001
	Sig. (2-tailed)	,000		,000	,000	,988
	N	326	326	326	326	326
Customer Satisfaction 3	Pearson Correlation	,305**	,490**	1	,589**	-,017
	Sig. (2-tailed)	,000	,000		,000	,756
	N	326	326	326	326	326
Customer Satisfaction 4	Pearson Correlation	,280**	,383**	,589**	1	,107
	Sig. (2-tailed)	,000	,000	,000		,054
	N	326	326	326	326	326
Customer Satisfaction 5	Pearson Correlation	,070	,001	-,017	,107	1
	Sig. (2-tailed)	,207	,988	,756	,054	
	N	326	326	326	326	326
Customer Satisfaction 6	Pearson Correlation	,138*	,038	,097	,089	,132*
	Sig. (2-tailed)	,013	,495	,080	,108	,017
	N	326	326	326	326	326
Customer Satisfaction 7	Pearson Correlation	,136*	,105	,141*	,143**	,085
	Sig. (2-tailed)	,014	,058	,011	,010	,127
	N	326	326	326	326	326

Customer Satisfaction 8	Pearson Correlation	,299**	,138*	,205**	,139*	,003
	Sig. (2-tailed)	,000	,012	,000	,012	,958
	N	326	326	326	326	326
Skor Total Customer Satisfaction	Pearson Correlation	,603**	,582**	,642**	,628**	,331**
	Sig. (2-tailed)	,000	,000	,000	,000	,000
	N	326	326	326	326	326

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

Customer Satisfaction 6	Customer Satisfaction 7	Customer Satisfaction 8	Skor Total Customer Satisfaction
,138*	,136*	,299**	,603**
,013	,014	,000	,000
326	326	326	326
,038	,105	,138*	,582**
,495	,058	,012	,000
326	326	326	326
,097	,141*	,205**	,642**
,080	,011	,000	,000
326	326	326	326
,089	,143**	,139*	,628**
,108	,010	,012	,000
326	326	326	326
,132*	,085	,003	,331**
,017	,127	,958	,000
326	326	326	326
1	,353**	,209**	,490**
	,000	,000	,000
326	326	326	326
,353**	1	,295**	,532**
,000		,000	,000

326	326	326	326
,209**	,295**	1	,526**
,000	,000		,000
326	326	326	326
,490**	,532**	,526**	1
,000	,000	,000	
326	326	326	326



## Lampiran 7 Hasil Uji Reliabilitas

### 1. Variabel *Service Excellent*

**Case Processing Summary**

		N	%
Cases	Valid	326	100,0
	Excluded <sup>a</sup>	0	,0
	Total	326	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,733	10

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Service Excellent 1	35,89	14,127	,534	,688
Service Excellent 2	35,83	15,585	,426	,709
Service Excellent 3	36,06	14,258	,527	,690
Service Excellent 4	35,97	14,968	,342	,720
Service Excellent 5	35,90	14,901	,323	,725
Service Excellent 6	35,66	14,778	,470	,700
Service Excellent 7	35,68	15,761	,430	,710
Service Excellent 8	35,71	16,410	,133	,752
Service Excellent 9	36,03	14,421	,435	,704
Service Excellent 10	35,91	14,706	,400	,710

## 2. Variabel Trust

**Case Processing Summary**

		N	%
Cases	Valid	326	100,0
	Excluded <sup>a</sup>	0	,0
	Total	326	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,738	6

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Trust 1	19,96	6,042	,524	,686
Trust 2	19,86	6,407	,441	,710
Trust 3	19,70	6,372	,475	,701
Trust 4	20,14	6,091	,512	,690
Trust 5	19,91	6,245	,448	,709
Trust 6	19,85	6,887	,452	,709

## 3. Variabel Promotion

**Case Processing Summary**

		N	%
Cases	Valid	326	100,0
	Excluded <sup>a</sup>	0	,0
	Total	326	100,0

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



**Reliability Statistics**

Cronbach's Alpha	N of Items
,613	8

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Promotion 1	28,38	6,329	,331	,542
Promotion 2	28,07	6,570	,345	,542
Promotion 3	28,13	6,183	,338	,637
Promotion 4	28,02	6,947	,332	,656
Promotion 5	28,04	6,780	,186	,610
Promotion 6	28,35	5,952	,375	,519
Promotion 7	28,10	7,418	,025	,664
Promotion 8	28,13	7,864	,013	,643

**4. Variabel *Customer Satisfaction*****Case Processing Summary**

		N	%
Cases	Valid	326	100,0
	Excluded <sup>a</sup>	0	,0
	Total	326	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,651	8

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Customer Satisfaction 1	27,93	8,831	,433	,598
Customer Satisfaction 2	28,00	8,982	,411	,604
Customer Satisfaction 3	28,17	8,535	,472	,586
Customer Satisfaction 4	28,15	8,587	,452	,591
Customer Satisfaction 5	28,03	10,137	,095	,684
Customer Satisfaction 6	28,17	9,250	,271	,640
Customer Satisfaction 7	28,19	9,053	,327	,625
Customer Satisfaction 8	28,02	9,156	,331	,624



## Lampiran 8 Hasil Analisis Regresi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,646 <sup>a</sup>	,417	,412	2,576

a. Predictors: (Constant), Skor Total Promotion, Skor Total Trust, Skor Total Service Excellent

b. Dependent Variable: Skor Total Customer Satisfaction

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1528,799	3	509,600	76,777	,000 <sup>b</sup>
	Residual	2137,253	322	6,637		
	Total	3666,052	325			

a. Dependent Variable: Skor Total Customer Satisfaction

b. Predictors: (Constant), Skor Total Promotion, Skor Total Trust, Skor Total Service Excellent

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9,775	1,617		6,046	,000		
	Skor Total Service Excellent	,266	,082	,336	3,254	,001	,170	5,891
	Skor Total Trust	,191	,089	,168	2,147	,033	,297	3,370
	Skor Total Promotion	,222	,087	,190	2,554	,011	,327	3,055

a. Dependent Variable: Skor Total Customer Satisfaction

**Collinearity Diagnostics<sup>a</sup>**

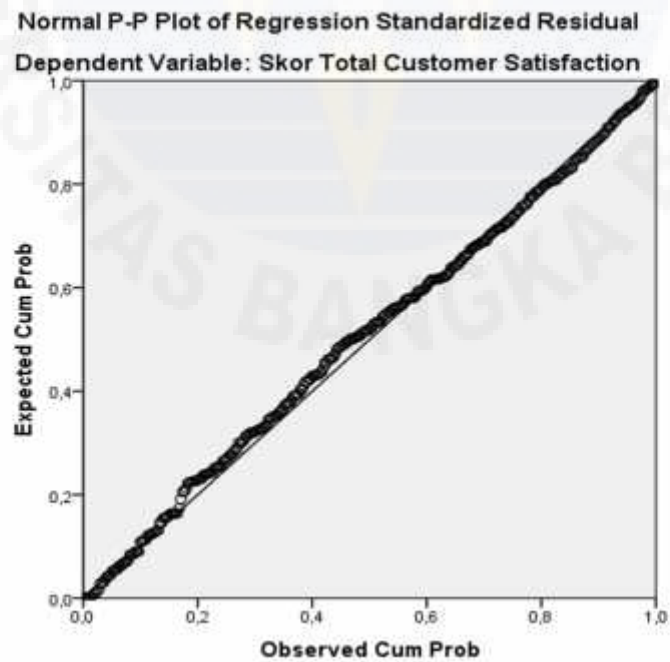
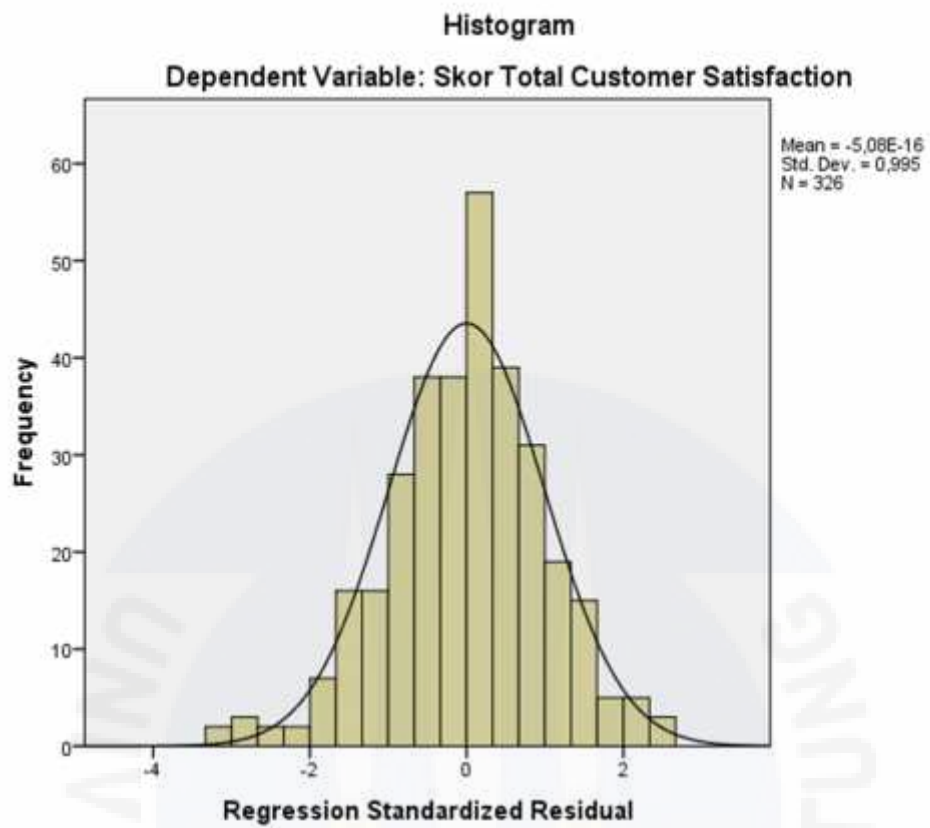
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Skor Total Service Excellent	Skor Total Trust	Skor Total Promotion
1	1	3,987	1,000	,00	,00	,00	,00
	2	,008	21,983	,55	,02	,18	,00
	3	,003	34,600	,37	,05	,42	,34
	4	,001	58,143	,08	,93	,40	,66

a. Dependent Variable: Skor Total Customer Satisfaction

**Residuals Statistics<sup>a</sup>**

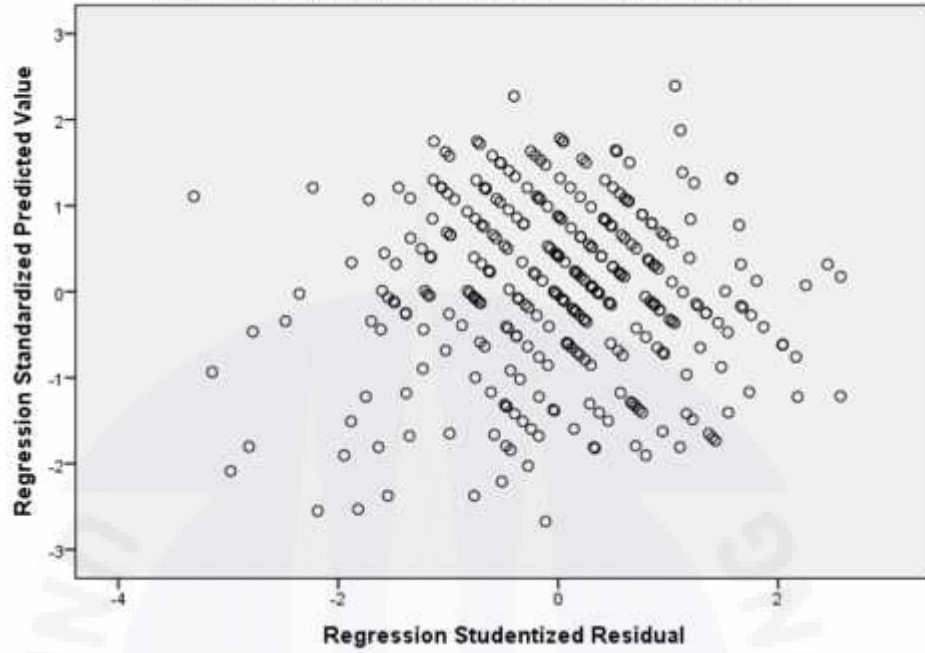
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	26,30	37,29	32,10	2,169	326
Std. Predicted Value	-2,673	2,396	,000	1,000	326
Standard Error of Predicted Value	,145	,663	,274	,080	326
Adjusted Predicted Value	26,30	37,23	32,10	2,165	326
Residual	-8,498	6,541	,000	2,564	326
Std. Residual	-3,299	2,539	,000	,995	326
Stud. Residual	-3,313	2,569	,000	1,002	326
Deleted Residual	-8,571	6,712	,000	2,600	326
Stud. Deleted Residual	-3,365	2,592	-,001	1,006	326
Mahal. Distance	,026	20,531	2,991	2,414	326
Cook's Distance	,000	,061	,003	,007	326
Centered Leverage Value	,000	,063	,009	,007	326

a. Dependent Variable: Skor Total Customer Satisfaction



### Scatterplot

Dependent Variable: Skor Total Customer Satisfaction



## DAFTAR RIWAYAT HIDUP

Nama : Nevia Luthfi Annisa  
Tempat & Tanggal Lahir : Sungailiat, 13 April 1994  
NIM : 302 1211 065  
Jenis Kelamin : Perempuan  
Kebangsaan : Indonesia  
Agama : Islam  
Pendidikan Terakhir : S1 (Sarjana Ekonomi)  
Alamat : Jl. Imam Bonjol No.25 B, Kompleks Pemda,  
Sungailiat  
Telepon/Hp : 085273979113

### **Pendidikan Formal**

2012-2016 : Universitas Bangka Belitung  
(Fakultas Ekonomi, Program Studi Manajemen),  
Balunijuk  
2009-2012 : SMK Negeri 1 Sungailiat  
2006-2009 : MTS Negeri Sungailiat  
2000-2006 : SD Negeri 25 Sungailiat



PEMERINTAH KABUPATEN BANGKA  
PDAM TIRTA BANGKA

ALAMAT: JALAN DIPONEGORO NO : 01 SUNGAILIAT BANGKA (0717) 92429  
Email : pdamtirtabangka@gmail.com



Nomor : 690/124/ PDAM-TB/2016  
Sifat : Biasa  
Lampiran : -  
Perihal : Izin Pengambilan Data

Sungailiat, 9 Mei 2016

Kepada  
Yth. Dekan Fakultas Ekonomi  
Universitas Bangka Belitung  
Di-

Balunujuk

Menghubungi Surat Surat Wakil Dekan I Fakultas Ekonomi Universitas Bangka Belitung Nomor : 150/UN50/FE/HM/2016 Tanggal 22 April 2016 perihal Permohonan Izin Pengambilan Data, dengan ini kami sampaikan bahwa PDAM Tirta Bangka mengizinkan mahasiswa bernama :

Nama : Nevia Luthfhi Annisa  
NIM : 302 121 1065  
Jurusan : Manajemen

Untuk melaksanakan pengambilan data terhadap objek penelitian di PDAM Tirta Bangka.

Demikian disampaikan, atas perhatian dan kerjasamanya di ucapkan terimakasih.

PDAM TIRTA BANGKA



**WELINDRA BASHIR, S.Sos**  
DIREKTUR





KEMENTERIAN RISET, TEKNOLOGI DAN PENDIDIKAN TINGGI

UNIVERSITAS BANGKA BELITUNG

UPT PUSAT BAHASA

Kampus Terpadu UBB, Gedung Timah I Balunujuk,

Kec. Merawang Kab. Bangka Provinsi Kepulauan Bangka Belitung 33172

Telepon (0717) 4260035, Faksimile (0717) 421303

Laman www.ubb.ac.id

### ABSTRACT

via Luthfi Annisa. 302 12 11 065.

Effect of Service Excellence, Trust, and Promotion of the Customer Satisfaction to PDAM Tirta Bangka Customer in Sungailiat

The background of this research is based on the phenomenon exists that shows the service excellence, trust, and promotion can affect customer satisfaction. The aim of research is to find out and get the studies of service excellence, trust, and promotion to customer satisfaction at PDAM Tirta Bangka customer in Sungailiat. The study is a descriptive and quantitative with a total sample of 326 respondents, while the sampling method used cluster sampling. In this study, the independent variables were composed of service excellence, trust, promotion, and customer satisfaction dependent variable. The instrument test had used the validity and reliability, while the method of data analysis applied multiple regression analysis, t-test, F and coefficient of determination (R<sup>2</sup>). The results of the study of independent variables (Service excellent) obtained  $t_{hitung}$  (3.245)  $>$   $t_{tabel}$  (1.967), variable (Trust)  $t_{hitung}$  (2.147)  $>$   $t_{tabel}$  (1.967) and (Promotion)  $t_{hitung}$  (2.552)  $>$   $t_{tabel}$  (1.967). Then  $X_1$  variable (service excellent) was partial effect on variable Y (customer satisfaction),  $X_2$  variable (trust) was partial effect on variable Y (customer satisfaction), and  $X_3$  variable (promotion) was partially significant in variable Y (customer satisfaction). The results showed that F test  $F_{hitung}$  (76.777)  $>$   $F_{tabel}$  (2.632), while the significance of 0.000  $<$  independent variable was (service excellence, trust and promotion) together or simultaneously affected the dependent variable (customer satisfaction) significantly. The results of the analysis the coefficient of determination (R<sup>2</sup>) showed that the independent variable (service excellence, trust and promotion) affected the dependent variable (customer satisfaction) of 41.7% and the remaining 58.3% influenced other variables outside of the research.

Keywords: Service Excellence, Trust, Promotion and Customer Satisfaction.

Head of UPT Pusat Bahasa

Kusmiadi, S.T.P., M.Si.

Translator

signed

Fahimah M. Mooduto, M.A



### KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa : NEVA LUTHFI ANKISA      IPK : 3,07  
 NIM : 302124065      Nama Pembimbing : Dr. PENATI, S.E., M.Si  
 Jurusan : Akuntansi/ Manajemen      Mulai Skripsi :  
 Angkatan : 2012  
 Konsentrasi Studi : MANAJEMEN PEMASARAN  
 Judul Proposal/Skripsi :  
PENGARUH SERVICE EXCELLET, TRUST DAN PROMOTION TERHADAP CUSTOMER  
SATISFACTION PADA PELANGGAN TIRTA BANGKA SUNGAILIAT

NO	Tanggal	Keterangan	Paraf Pembimbing
1	19/4/2016	Konultasi judul	
2	20/4/2016	Langkah ke Bab I	
3	25/4/2016	Revisi bab I, lanjutkan ke Bab II	
4	15/5/2016	Revisi Bab I	
5	14/6/2016	Revisi Bab II	
6	15/6/2016	Revisi sampul	
7		ACC semua proposal	
8	1/8/2016	Revisi bab I & II	
9	2/10/2016	Revisi sur	
10	2/11/2016	ACC y/ada	
11			
12			
13			
14			
15			

Catatan :

Kartu ini harus diisi saat bimbingan skripsi





### KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa : NEVIA LUTHFI ANNISA      IPK : 3.07  
NIM : 3021211065      Nama Pembimbing : KHAIRIYANSYAH, S.E., M.M  
Jurusan : Akuntansi/ Manajemen      Mulai Skripsi :  
Angkatan : 2012  
Konsentrasi Studi : MANAJEMEN PEMASARAN  
Judul Proposal/Skripsi :  
PENGARUH SERVICE EXCELLENCE, TRUST DAN PROMOTION TERHADAP CUSTOMER  
SATISFACTION PADA PELANGGIAN TIPTA BANGKA SUNGAILIAT

NO	Tanggal	Keterangan	Paraf Pembimbing
1	20 Apr 2016	Konrol judul	A
2	2 Mei 2016	Konrol kuesioner pra Survey	A
3	16 Mei 2016	BAB I	A
4	1 Juni 2016	BAB II	A
5	3 Juni 2016	BAB III	A
6	10 Juni 2016	- Daftar Pustaka	A
7	13 Juni 2016	Ace ke pembimbing utama	A
8	26 Juli 2016	Review Anal	A
9	27 Juli 2016	BAB 4.5	A
10	28 Juli 2016	BAB 4.5	A
11	1 Ags 2016	Kelengkapan Berkes	A
12	2 Ags 2016	Ace Sidang	A
13			
14			
15			

Catatan :

1. Kartu ini harus diisi saat bimbingan skripsi

### Lampiran 13 Foto Penelitian



Bagian depan PDAM Tirta Bangka Sungailiat



Kantor PDAM Tirta Bangka



Tempat penyaringan dan tangki air baku PDAM Tirta Bangka





Beberapa unit mobil yang biasa digunakan PDAM Tirta Bangka untuk menampung air pelanggan.



Tempat penampungan air baku PDAM Tirta Bangka

