

APPENDIX A: QUESTIONNAIRE

As part of completing a degree, a study on "The effect of Service Quality towards Customers Satisfaction at CV. Isma Karya Medan" Your identity and information provided will only be used for the purpose of this study. Therefore, Mr / Ms I hope to give an assessment of the statement in accordance with your opinions.

Instruction

- a. Please read the questions carefully first before filling in.
- b. Please give cross mark (x) for the answers.
- c. Each question can only have one answer.

Respondent Profile

In this section, Mr/Mss are asked to fill your profile, please check statement below:

1. Gender :
 - a. Male b. Female
2. Age :
 - a. 20-30 years b. 31-40 Yearsa c. 41-50 Years
3. Last Education :
 - a. D3 b. S1 c. S2 d. S3 e. Senior High School

Statement:

Strongly agree	: 5
agree	: 4
Neither agree nor disagree	: 3
Disagree	: 2
Strongly disagree	: 1

SERVICE QUALITY	1	2	3	4	5
Tangible					
The quality of the appearance and interior of the building are good.					
Customers feel equipment and fleets used to support services by the company has conformed to the standard.					
Reliability					
The employees are have excelent quality of service because they are able to resolve complaints faced by customer.					
Package delivery is carried out quickly and on time due to the promise given.					
Responsiveness					
Employees are able to serve customers quickly.					
Employees are always willing to help solve difficulties that customer faced.					
Assurance					
Employees are able to make customers feel safe and trustworthy to use the delivery service from the company.					
Employees are friendly and can provide information clearly and easily understood when serving customers.					
Empathy					
The employees are always prioritize the interests of customers.					
The employees are able to listen all the complaints or consumer desires.					

CUSTOMER SATISFACTION	1	2	3	4	5
Consumer Expectations					
The quality of service offered is as desired.					
The company need to add more variety of other shipping destination.					
Perceived Quality					
Customers are love to send package or goods trough the company.					
Customers feel satisfied with the service that offered.					
Repurchase Intention					
Customers are willing to come again and use the service of delivery that serve by the company.					
Customers will return back in the future.					

APPENDIX A: QUESTIONNAIRE (INDONESIA VERSION)

sebagai bagian dari penyelesaian skripsi dengan judul "The effect of Service Quality towards Customers Satisfaction at CV. Isma Karya Medan" identitas dan informasi yang anda berikan hanya akan digunakan untuk tujuan studi ini. Maka dari itu, Bapak/Ibu saya harapkan untuk memberikan penilaian terhadap pernyataan tersebut sesuai dengan pendapat dan pandangan Bapak/Ibu.

Instruksi

- a. Harap baca pertanyaan dengan seksama terlebih dahulu sebelum mengisi.
- b. Harap beri tanda silang (x) untuk jawabannya.
- c. Setiap pertanyaan hanya dapat memiliki satu jawaban.

Profil Responden

Di bagian ini, anda diminta untuk mengisi profil anda, silahkan periksa pertanyaan:

1. Jenis kelamin :
 - a. Laki-Laki
 - b. Perempuan
2. Umur :
 - a. 20-30 Tahun
 - b. 31-40 Tahun
 - c. 41-50 Tahun
3. Pendidikan Terakhir :
 - a. D3
 - b. S1
 - c. S2
 - d. S3
 - e. SMA

Pernyataan:

Sangat Setuju	: 5
Setuju	: 4
Ragu-Ragu	: 3
Tidak Setuju	: 2
Sangat Tidak Setuju	: 1

SERVICE QUALITY	1	2	3	4	5
Nyata					
Kualitas tampilan dan interior bangunan sangat bagus					
Pelanggan merasa peralatan dan armada yang digunakan untuk mendukung layanan oleh perusahaan telah sesuai dengan standar.					
Keandalan					
Para karyawan memiliki kualitas pelayanan yang prima karena mampu menyelesaikan keluhan yang dihadapi pelanggan.					
Pengiriman paket dilakukan dengan cepat dan tepat waktu sesuai dengan janji yang diberikan.					
Responsif					
Karyawan mampu melayani pelanggan dengan cepat.					
Karyawan selalu bersedia membantu menyelesaikan kesulitan yang dihadapi pelanggan.					
Jaminan					
Karyawan mampu membuat pelanggan merasa aman dan dapat dipercaya untuk menggunakan jasa pengiriman dari perusahaan.					
Karyawan ramah dan dapat memberikan informasi dengan jelas dan mudah dipahami saat melayani pelanggan.					
Empati					
Para karyawan selalu mengutamakan kepentingan pelanggan.					
Para karyawan mampu mendengarkan segala keluhan atau keinginan konsumen.					
CUSTOMER SATISFACTION	1	2	3	4	5
Ekspetasi Pelanggan					
Kualitas layanan yang ditawarkan sesuai dengan keinginan.					
Perusahaan perlu menambah variasi tujuan/destinasi pengiriman ke kota lain.					
Kualitas yang Dirasakan					
Pelanggan senang mengirim paket atau barang melalui perusahaan.					
Pelanggan merasa puas dengan layanan yang ditawarkan					
Niat Membeli					
Pelanggan bersedia datang lagi dan menggunakan jasa pengiriman yang diberikan oleh perusahaan.					
Pelanggan akan kembali lagi di masa mendatang.					

APPENDIX B: PRE-TEST QUESTIONNAIRE TABULATION

Variable X (Service Quality)

No	Gender	Age	Education	X										Total
				Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	
1	Male	31 - 40 Years	S1	2	2	2	2	2	3	2	2	2	2	21
2	Male	31 - 40 Years	S1	3	3	3	3	3	4	3	3	3	3	31
3	Male	20 - 30 Years	SHS	2	2	2	2	2	3	2	2	2	2	21
4	Female	31 - 40 Years	S1	4	3	4	3	3	3	4	3	4	4	35
5	Male	31 - 40 Years	D3	3	4	3	4	3	2	3	4	3	3	32
6	Male	31 - 40 Years	S1	3	3	3	3	3	3	3	3	3	3	30
7	Male	20 - 30 Years	SHS	4	4	4	4	4	4	4	4	4	4	40
8	Female	41 - 50 Years	S1	3	5	3	5	5	4	3	5	3	3	39
9	Male	31 - 40 Years	S1	4	4	4	4	3	3	4	4	4	4	38
10	Male	31 - 40 Years	S1	3	3	3	3	3	2	3	3	3	3	29
11	Female	20 - 30 Years	SHS	3	3	3	3	3	3	3	3	3	3	30
12	Male	31 - 40 Years	S1	4	3	4	3	3	4	4	3	4	4	36
13	Male	41 - 50 Years	S2	4	4	4	4	4	4	4	4	4	4	40
14	Male	31 - 40 Years	S1	2	2	2	2	2	3	2	2	2	2	21
15	Male	20 - 30 Years	SHS	4	4	4	4	3	4	4	4	4	4	39
16	Female	31 - 40 Years	S1	4	4	4	4	4	4	4	4	4	4	40
17	Male	41 - 50 Years	SHS	3	3	3	3	4	2	3	3	3	3	30
18	Male	31 - 40 Years	S1	2	4	2	4	4	3	2	4	2	2	29
19	Male	20 - 30 Years	SHS	3	4	3	4	4	4	3	4	3	3	35
20	Female	31 - 40 Years	S1	4	2	4	2	3	4	4	2	4	4	33
21	Male	20 - 30 Years	D3	3	3	3	3	3	4	3	3	3	3	31
22	Male	20 - 30 Years	SHS	3	3	3	3	4	4	3	3	3	3	32
23	Male	41 - 50 Years	S1	4	3	4	3	4	4	4	3	4	4	37
24	Male	31 - 40 Years	S1	4	2	4	2	2	3	4	2	4	4	31
25	Female	20 - 30 Years	SHS	3	3	3	3	3	4	3	3	3	3	31
26	Male	20 - 30 Years	S1	4	4	4	4	4	4	4	4	4	4	40
27	Male	31 - 40 Years	SHS	3	3	3	3	4	2	3	3	3	3	30
28	Male	20 - 30 Years	SHS	2	4	2	4	5	3	2	4	2	2	30
29	Male	41 - 50 Years	S1	4	4	4	4	4	4	4	5	4	4	41
30	Female	41 - 50 Years	S1	4	4	4	4	3	3	4	4	4	4	38

Variable Y (Customer Satisfaction)

No	Gender	Age	Education	Y						Total
				Q1	Q2	Q3	Q4	Q5	Q6	
1	Male	31 - 40 Years	S1	2	2	2	2	2	2	12
2	Male	31 - 40 Years	S1	3	3	3	3	3	3	18
3	Male	20 - 30 Years	SHS	2	2	2	2	2	2	12
4	Female	31 - 40 Years	S1	3	4	3	3	4	3	20
5	Male	31 - 40 Years	D3	3	3	3	4	3	4	20
6	Male	31 - 40 Years	S1	3	3	3	3	3	3	18
7	Male	20 - 30 Years	SHS	4	4	4	4	4	4	24
8	Female	41 - 50 Years	S1	5	3	5	5	3	5	26
9	Male	31 - 40 Years	S1	3	4	3	4	4	4	22
10	Male	31 - 40 Years	S1	3	3	3	3	3	3	18
11	Female	20 - 30 Years	SHS	3	3	3	3	3	3	18
12	Male	31 - 40 Years	S1	3	4	3	3	4	3	20
13	Male	41 - 50 Years	S2	4	4	4	4	4	4	24
14	Male	31 - 40 Years	S1	2	2	2	2	2	2	12
15	Male	20 - 30 Years	SHS	3	4	3	4	4	4	22
16	Female	31 - 40 Years	S1	4	4	4	4	4	4	24
17	Male	41 - 50 Years	SHS	4	3	4	3	3	3	20
18	Male	31 - 40 Years	S1	4	2	4	4	2	4	20
19	Male	20 - 30 Years	SHS	4	3	4	4	3	4	22
20	Female	31 - 40 Years	S1	3	4	3	2	4	2	18
21	Male	20 - 30 Years	D3	3	3	3	3	3	3	18
22	Male	20 - 30 Years	SHS	4	3	4	3	3	3	20
23	Male	41 - 50 Years	S1	4	4	4	3	4	3	22
24	Male	31 - 40 Years	S1	2	4	2	2	4	2	16
25	Female	20 - 30 Years	SHS	3	3	3	3	3	3	18
26	Male	20 - 30 Years	S1	4	4	4	4	4	4	24
27	Male	31 - 40 Years	SHS	4	3	4	3	3	3	20
28	Male	20 - 30 Years	SHS	5	2	5	4	2	4	22
29	Male	41 - 50 Years	S1	4	4	4	5	4	3	24
30	Female	41 - 50 Years	S1	3	4	3	4	4	4	22

APPENDIX C: RESULT OF VALIDITY AND RELIABILITY

TEST

Validity Test of Service Quality

Correlations

		total
question_1	Pearson Correlation	.834**
	Sig. (2-tailed)	.000
	N	30
question_2	Pearson Correlation	.731**
	Sig. (2-tailed)	.000
	N	30
question_3	Pearson Correlation	.834**
	Sig. (2-tailed)	.000
	N	30
question_4	Pearson Correlation	.731**
	Sig. (2-tailed)	.000
	N	30
question_5	Pearson Correlation	.561**
	Sig. (2-tailed)	.001
	N	30
question_6	Pearson Correlation	.514**
	Sig. (2-tailed)	.004
	N	30
question_7	Pearson Correlation	.834**
	Sig. (2-tailed)	.000
	N	30
question_8	Pearson Correlation	.745**
	Sig. (2-tailed)	.000
	N	30
question_9	Pearson Correlation	.834**
	Sig. (2-tailed)	.000

	N	30
question_10	Pearson Correlation	.834**
	Sig. (2-tailed)	.000
	N	30
total	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

Validity Test of Service Quality

Correlations

		total
question_1	Pearson Correlation	.823**
	Sig. (2-tailed)	.000
	N	30
question_2	Pearson Correlation	.584**
	Sig. (2-tailed)	.001
	N	30
question_3	Pearson Correlation	.823**
	Sig. (2-tailed)	.000
	N	30
question_4	Pearson Correlation	.878**
	Sig. (2-tailed)	.000
	N	30
question_5	Pearson Correlation	.584**
	Sig. (2-tailed)	.001
	N	30
question_6	Pearson Correlation	.843**
	Sig. (2-tailed)	.000
	N	30
total	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

Reliability Test of Service Quality**Reliability Statistics**

Cronbach's Alpha	N of Items
.910	10

Reliability Test of Service Quality**Reliability Statistics**

Cronbach's Alpha	N of Items
.854	6

41	Male	31 - 40	S1	2	2	2	2	2	3	2	2	2	2	21
42	Male	31 - 40	S1	3	3	3	3	3	4	3	3	3	3	31
43	Male	20 - 30	SHS	2	2	2	2	2	3	2	2	2	2	21
44	Female	31 - 40	S1	4	3	4	3	3	3	4	3	4	4	35
45	Male	31 - 40	D3	3	4	3	4	3	2	3	4	3	3	32
46	Male	31 - 40	S1	3	3	3	3	3	3	3	3	3	3	30
47	Male	20 - 30	SHS	4	4	4	4	4	4	4	4	4	4	40
48	Female	41 - 50	S1	3	5	3	5	5	4	3	5	3	3	39
49	Male	31 - 40	S1	4	4	4	4	3	3	4	4	4	4	38
50	Male	31 - 40	S1	3	3	3	3	3	2	3	3	3	3	29
51	Female	20 - 30	SHS	3	3	3	3	3	3	3	3	3	3	30
52	Male	31 - 40	S1	4	3	4	3	3	4	4	3	4	4	36
53	Male	41 - 50	S2	4	4	4	4	4	4	4	4	4	4	40
54	Male	31 - 40	S1	2	2	2	2	2	3	2	2	2	2	21
55	Male	20 - 30	SHS	4	4	4	4	3	4	4	4	4	4	39
56	Female	31 - 40	S1	4	4	4	4	4	4	4	4	4	4	40
57	Male	41 - 50	SHS	3	3	3	3	4	2	3	3	3	3	30
58	Male	31 - 40	S1	2	4	2	4	4	3	2	4	2	2	29
59	Male	20 - 30	SHS	3	4	3	4	4	4	3	4	3	3	35
60	Female	31 - 40	S1	4	2	4	2	3	4	4	2	4	4	33
61	Male	20 - 30	D3	3	3	3	3	3	4	3	3	3	3	31
62	Male	20 - 30	SHS	3	3	3	3	4	4	3	3	3	3	32
63	Male	41 - 50	S1	4	3	4	3	4	4	4	3	4	4	37
64	Male	31 - 40	S1	4	2	4	2	2	3	4	2	4	4	31
65	Female	20 - 30	SHS	3	3	3	3	3	4	3	3	3	3	31
66	Male	20 - 30	S1	4	4	4	4	4	4	4	4	4	4	40
67	Male	31 - 40	SHS	3	3	3	3	4	2	3	3	3	3	30
68	Male	20 - 30	SHS	2	4	2	4	5	3	2	4	2	2	30
69	Male	41 - 50	S1	4	4	4	4	4	4	4	5	4	4	41
70	Female	41 - 50	S1	4	4	4	4	3	3	4	4	4	4	38
71	Male	20 - 30	SHS	3	3	3	3	3	4	3	3	3	3	31
72	Male	31 - 40	D3	4	4	4	4	4	3	4	4	4	4	39
73	Male	31 - 40	D3	2	2	2	2	3	3	2	2	2	2	22
74	Female	20 - 30	SHS	2	4	2	4	3	4	2	4	2	2	29
75	Male	41 - 50	S1	4	4	4	4	3	4	4	4	4	4	39
76	Male	31 - 40	S1	2	2	2	2	2	3	2	2	2	2	21
77	Female	20 - 30	SHS	5	4	3	4	4	5	5	4	5	3	42
78	Male	31 - 40	S1	4	4	4	4	4	4	4	4	4	4	40
79	Male	20 - 30	D3	3	3	3	3	4	2	3	3	3	3	30
80	Male	31 - 40	S1	2	4	3	4	4	3	1	4	2	3	30
81	Female	20 - 30	SHS	3	3	3	3	4	4	4	5	3	3	35
82	Male	31 - 40	S1	1	4	4	3	3	3	3	3	1	4	29
83	Male	41 - 50	S1	4	3	3	3	3	4	3	3	4	3	33
84	Male	20 - 30	SHS	4	4	4	4	4	3	4	4	4	4	39
85	Male	31 - 40	SHS	2	2	2	2	3	3	2	2	2	2	22
86	Male	31 - 40	S1	2	4	2	4	3	4	2	4	2	2	29
87	Male	31 - 40	D3	4	4	4	4	3	4	4	4	4	4	39

88	Male	20 - 30	SHS	2	2	2	2	2	3	2	2	2	2	21
89	Male	31 - 40	S1	5	4	5	4	4	5	5	4	5	5	46
90	Female	41 - 50	S1	4	3	4	3	3	2	4	3	4	4	34
91	Male	31 - 40	S1	3	3	3	3	4	4	3	3	3	3	32
92	Female	20 - 30	SHS	4	5	4	5	3	4	4	5	4	4	42
93	Female	31 - 40	S1	4	4	4	4	4	3	4	4	4	4	39
94	Male	31 - 40	D3	2	2	2	2	2	3	2	2	2	2	21
95	Female	20 - 30	SHS	3	3	3	3	4	4	3	3	3	3	32



Variable Y (Customer Satisfaction)

No	Gender	Age (years)	Education	Y						Total
				Q1	Q2	Q3	Q4	Q5	Q6	
1	Male	20 - 30	SHS	4	4	4	4	4	4	24
2	Male	31 - 40	SHS	3	2	3	2	2	2	14
3	Male	31 - 40	S1	3	2	3	4	2	4	18
4	Male	31 - 40	D3	3	4	3	4	4	4	22
5	Male	20 - 30	SHS	2	2	4	2	2	2	14
6	Male	31 - 40	S1	4	5	4	4	5	4	26
7	Female	41 - 50	S1	3	4	3	3	4	3	20
8	Male	31 - 40	S1	4	3	4	3	3	3	20
9	Female	20 - 30	SHS	4	4	4	5	4	5	26
10	Female	31 - 40	S1	4	4	4	4	4	4	24
11	Male	31 - 40	D3	2	2	2	2	2	2	12
12	Female	20 - 30	SHS	4	3	4	3	3	3	20
13	Female	31 - 40	S1	3	2	3	3	2	3	16
14	Female	31 - 40	S1	3	3	3	4	3	4	20
15	Female	20 - 30	SHS	3	3	3	3	3	3	18
16	Male	31 - 40	S1	4	3	4	3	3	3	20
17	Male	41 - 50	S2	4	4	4	4	4	4	24
18	Male	31 - 40	SHS	5	3	5	5	3	5	26
19	Female	20 - 30	SHS	4	4	4	4	4	4	24
20	Male	31 - 40	S1	3	3	4	3	3	3	19
21	Male	20 - 30	SHS	4	3	4	3	3	3	20
22	Female	31 - 40	S1	4	4	4	4	4	4	24
23	Male	31 - 40	S1	5	2	5	5	2	5	24
24	Female	31 - 40	S1	4	3	4	4	3	4	22
25	Male	20 - 30	SHS	3	4	3	4	4	4	22
26	Male	31 - 40	S1	2	2	2	2	2	2	12
27	Male	41 - 50	S1	5	4	5	4	4	4	26
28	Female	31 - 40	S1	5	3	5	4	3	4	24
29	Male	20 - 30	SHS	4	4	4	5	4	5	26
30	Female	31 - 40	S1	4	4	4	2	4	2	20
31	Male	31 - 40	D3	3	2	3	4	2	4	18
32	Male	31 - 40	S1	2	2	2	2	2	2	12
33	Male	20 - 30	SHS	3	2	3	4	2	4	18
34	Female	31 - 40	S1	3	4	3	3	4	3	20
35	Female	31 - 40	S1	2	2	2	2	2	2	12
36	Male	20 - 30	SHS	4	4	4	4	4	4	24
37	Male	31 - 40	S1	3	3	3	3	3	3	18
38	Female	41 - 50	S2	4	4	4	4	4	4	24
39	Male	31 - 40	S1	4	4	4	4	4	4	24
40	Female	20 - 30	SHS	4	4	4	4	4	4	24
41	Male	31 - 40	S1	2	2	2	2	2	2	12
42	Male	31 - 40	S1	3	3	3	3	3	3	18
43	Male	20 - 30	SHS	2	2	2	2	2	2	12

44	Female	31 - 40	S1	3	4	3	3	4	3	20
45	Male	31 - 40	D3	3	3	3	4	3	4	20
46	Male	31 - 40	S1	3	3	3	3	3	3	18
47	Male	20 - 30	SHS	4	4	4	4	4	4	24
48	Female	41 - 50	S1	5	3	5	5	3	5	26
49	Male	31 - 40	S1	3	4	3	4	4	4	22
50	Male	31 - 40	S1	3	3	3	3	3	3	18
51	Female	20 - 30	SHS	3	3	3	3	3	3	18
52	Male	31 - 40	S1	3	4	3	3	4	3	20
53	Male	41 - 50	S2	4	4	4	4	4	4	24
54	Male	31 - 40	S1	2	2	2	2	2	2	12
55	Male	20 - 30	SHS	3	4	3	4	4	4	22
56	Female	31 - 40	S1	4	4	4	4	4	4	24
57	Male	41 - 50	SHS	4	3	4	3	3	3	20
58	Male	31 - 40	S1	4	2	4	4	2	4	20
59	Male	20 - 30	SHS	4	3	4	4	3	4	22
60	Female	31 - 40	S1	3	4	3	2	4	2	18
61	Male	20 - 30	D3	3	3	3	3	3	3	18
62	Male	20 - 30	SHS	4	3	4	3	3	3	20
63	Male	41 - 50	S1	4	4	4	3	4	3	22
64	Male	31 - 40	S1	2	4	2	2	4	2	16
65	Female	20 - 30	SHS	3	3	3	3	3	3	18
66	Male	20 - 30	S1	4	4	4	4	4	4	24
67	Male	31 - 40	SHS	4	3	4	3	3	3	20
68	Male	20 - 30	SHS	5	2	5	4	2	4	22
69	Male	41 - 50	S1	4	4	4	5	4	3	24
70	Female	41 - 50	S1	3	4	3	4	4	4	22
71	Male	20 - 30	SHS	3	3	3	3	3	3	18
72	Male	31 - 40	D3	4	4	4	4	4	4	24
73	Male	31 - 40	D3	3	2	3	2	2	2	14
74	Female	20 - 30	SHS	3	2	3	4	2	4	18
75	Male	41 - 50	S1	3	4	3	4	4	4	22
76	Male	31 - 40	S1	2	2	2	2	2	2	12
77	Female	20 - 30	SHS	4	5	4	4	5	4	26
78	Male	31 - 40	S1	4	4	4	4	4	4	24
79	Male	20 - 30	D3	4	3	4	3	3	3	20
80	Male	31 - 40	S1	4	2	4	4	2	4	20
81	Female	20 - 30	SHS	4	4	4	3	4	3	22
82	Male	31 - 40	S1	3	4	3	3	4	3	20
83	Male	41 - 50	S1	3	4	3	3	3	3	19
84	Male	20 - 30	SHS	4	4	4	4	4	4	24
85	Male	31 - 40	SHS	3	2	3	2	2	2	14
86	Male	31 - 40	S1	3	2	3	4	2	4	18
87	Male	31 - 40	D3	3	4	3	4	4	4	22
88	Male	20 - 30	SHS	2	2	2	2	2	2	12
89	Male	31 - 40	S1	4	5	4	4	5	4	26
90	Female	41 - 50	S1	3	4	3	3	4	3	20

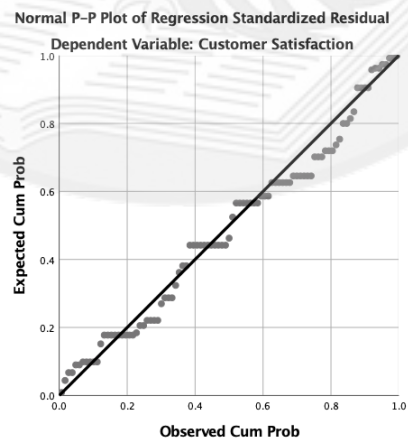
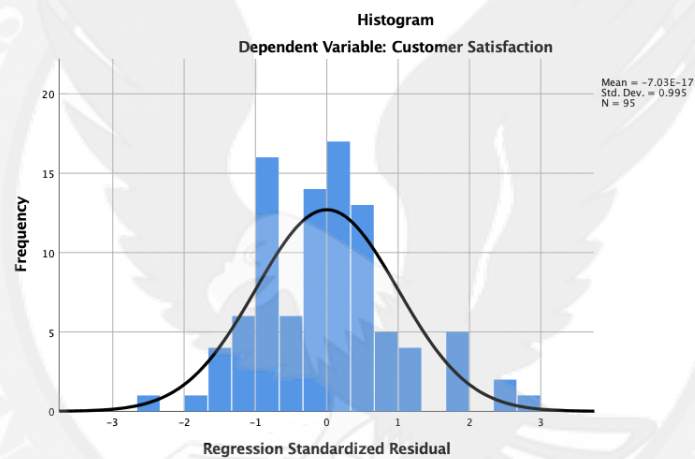
91	Male	31 - 40	S1	4	3	4	3	3	3	20
92	Female	20 - 30	SHS	4	4	4	5	4	5	26
93	Female	31 - 40	S1	4	4	4	4	4	4	24
94	Male	31 - 40	D3	2	2	2	2	2	2	12
95	Female	20 - 30	SHS	4	3	4	3	3	3	20



APPENDIX E: SPSS DATA OUTPUT RESULT

Statistics

		totalX	totalY
N	Valid	95	95
	Missing	0	0
Mean		33.0526	20.1474
Median		33.0000	20.0000
Mode		39.00	20.00
Std. Deviation		6.70403	4.08414
Variance		44.944	16.680



Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		95
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.23491338
Most Extreme Differences	Absolute	.101
	Positive	.101
	Negative	-.063
Test Statistic		.101
Asymp. Sig. (2-tailed)		.288 ^c

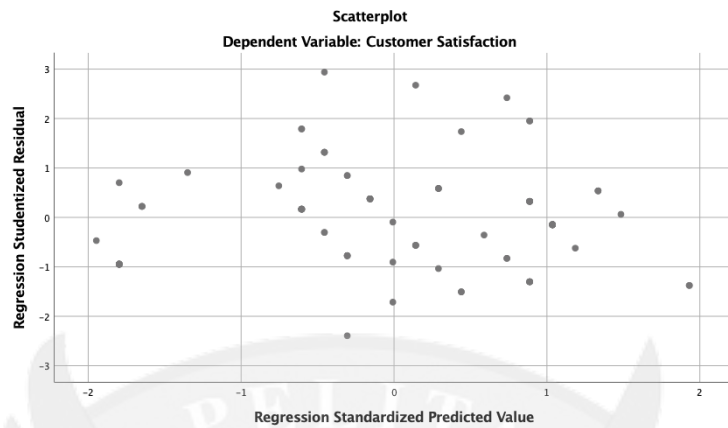
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Linearity Test
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer	Between	(Combined)	1471.416	20	73.571	56.405	.000
Satisfaction *	Groups	Linearity	1424.586	1	1424.58	1092.18	.000
Service Quality		Deviation from Linearity	46.830	19	2.465	.890	.228
Within Groups			96.521	74	1.304		
Total			1567.937	94			



Regression Equation Test Coefficients^a

Model	Unstandardized Coefficients		Standardized	t	Sig.	
	B	Std. Error	Coefficients Beta			
1	(Constant)	.954	.644	1.481	.142	
	Service Quality	.581	.019	.953	30.401	.000

a. Dependent Variable: Customer Satisfaction

Coefficient of Determination Test Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.953 ^a	.909	.908	1.24153

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Customer Satisfaction

T-Test Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	.954	.644		1.481	.142
	Service Quality	.581	.019	.953	30.401	.000

a. Dependent Variable: Customer Satisfaction

Distribution Frequency of Service Quality

question.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Dissagree	1	1.1	1.1	1.1
	Dissagree	24	25.3	25.3	26.3
	Neither Agree Nor Dissagree	28	29.5	29.5	55.8
	Agree	39	41.1	41.1	96.8
	Strongly Agree	3	3.2	3.2	100.0
	Total	95	100.0	100.0	

question.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissagree	17	17.9	17.9	17.9
	Neither Agree Nor Dissagree	29	30.5	30.5	48.4
	Agree	43	45.3	45.3	93.7
	Strongly Agree	6	6.3	6.3	100.0
	Total	95	100.0	100.0	

question.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissagree	23	24.2	24.2	24.2
	Neither Agree Nor Dissagree	31	32.6	32.6	56.8
	Agree	39	41.1	41.1	97.9
	Strongly Agree	2	2.1	2.1	100.0
	Total	95	100.0	100.0	

question.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissagree	17	17.9	17.9	17.9
	Neither Agree Nor Dissagree	30	31.6	31.6	49.5
	Agree	42	44.2	44.2	93.7
	Strongly Agree	6	6.3	6.3	100.0
	Total	95	100.0	100.0	

question.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissagree	12	12.6	12.6	12.6
	Neither Agree Nor Dissagree	38	40.0	40.0	52.6
	Agree	39	41.1	41.1	93.7
	Strongly Agree	6	6.3	6.3	100.0
	Total	95	100.0	100.0	

question.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissagree	13	13.7	13.7	13.7
	Neither Agree Nor Dissagree	34	35.8	35.8	49.5
	Agree	45	47.4	47.4	96.8
	Strongly Agree	3	3.2	3.2	100.0
	Total	95	100.0	100.0	

question.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Dissagree	1	1.1	1.1	1.1
	Dissagree	23	24.2	24.2	25.3
	Neither Agree Nor Dissagree	29	30.5	30.5	55.8
	Agree	39	41.1	41.1	96.8
	Strongly Agree	3	3.2	3.2	100.0
	Total	95	100.0	100.0	

question.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissagree	17	17.9	17.9	17.9
	Neither Agree Nor Dissagree	29	30.5	30.5	48.4
	Agree	41	43.2	43.2	91.6
	Strongly Agree	8	8.4	8.4	100.0
	Total	95	100.0	100.0	

question.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Dissagree	1	1.1	1.1	1.1
	Dissagree	24	25.3	25.3	26.3
	Neither Agree Nor Dissagree	28	29.5	29.5	55.8
	Agree	39	41.1	41.1	96.8
	Strongly Agree	3	3.2	3.2	100.0
	Total	95	100.0	100.0	

question.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissagree	23	24.2	24.2	24.2
	Neither Agree Nor Dissagree	31	32.6	32.6	56.8
	Agree	39	41.1	41.1	97.9
	Strongly Agree	2	2.1	2.1	100.0
	Total	95	100.0	100.0	

Distribution Frequency of Customer Satisfaction**question.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissagree	12	12.6	12.6	12.6
	Neither Agree Nor Dissagree	36	37.9	37.9	50.5
	Agree	41	43.2	43.2	93.7
	Strongly Agree	6	6.3	6.3	100.0
	Total	95	100.0	100.0	

question.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissagree	24	25.3	25.3	25.3
	Neither Agree Nor Dissagree	27	28.4	28.4	53.7
	Agree	41	43.2	43.2	96.8
	Strongly Agree	3	3.2	3.2	100.0
	Total	95	100.0	100.0	

question.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissagree	11	11.6	11.6	11.6
	Neither Agree Nor Dissagree	35	36.8	36.8	48.4
	Agree	43	45.3	45.3	93.7
	Strongly Agree	6	6.3	6.3	100.0
	Total	95	100.0	100.0	

question.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissagree	17	17.9	17.9	17.9
	Neither Agree Nor Dissagree	30	31.6	31.6	49.5
	Agree	41	43.2	43.2	92.6
	Strongly Agree	7	7.4	7.4	100.0
	Total	95	100.0	100.0	

question.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissagree	24	25.3	25.3	25.3
	Neither Agree Nor Dissagree	28	29.5	29.5	54.7
	Agree	40	42.1	42.1	96.8
	Strongly Agree	3	3.2	3.2	100.0
	Total	95	100.0	100.0	

question.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissagree	17	17.9	17.9	17.9
	Neither Agree Nor Dissagree	31	32.6	32.6	50.5
	Agree	41	43.2	43.2	93.7
	Strongly Agree	6	6.3	6.3	100.0
	Total	95	100.0	100.0	

Frequency Table of Respondent Characteristic**Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	65	68.4	68.4	68.4
	Perempuan	30	31.6	31.6	100.0
	Total	95	100.0	100.0	

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 30 Tahun	31	32.6	32.6	32.6
	31 - 40 Tahun	51	53.7	53.7	86.3
	41 - 50 Tahun	13	13.7	13.7	100.0
	Total	95	100.0	100.0	

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D3	10	10.5	10.5	10.5
	S1	49	51.6	51.6	62.1
	S2	3	3.2	3.2	65.3
	SMU	33	34.7	34.7	100.0
	Total	95	100.0	100.0	

APPENDIX F: t Table

TITIK PERSENTASE DISTRIBUSI t (df = 1 – 40)

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688

TITIK PERSENTASE DISTRIBUSI t (df = 41 – 80)

df	Pr 0.50	0.25 0.20	0.10 0.10	0.05 0.050	0.025 0.02	0.01 0.010	0.005 0.002	0.001 0.002
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127	
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595	
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089	
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607	
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148	
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710	
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291	
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891	
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508	
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141	
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789	
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451	
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127	
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815	
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515	
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226	
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948	
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680	
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421	
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171	
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930	
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696	
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471	
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253	
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041	
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837	
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639	
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446	
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260	
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079	
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903	
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733	
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567	
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406	
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249	
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096	
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948	
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804	
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663	
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526	

TITIK PERSENTASE DISTRIBUSI t (df = 81 – 120)

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

APPENDIX G: SURAT KETERANGAN FROM COMPANY



EKSPEDISI
CV. ISMA KARYA

Jurusan : KT. Binjai - SP. Ulim - L. Nibong-
 P. Labu - A. Puteh dan L. Sukon
 Jl. Sunggal No. 72 Medan
 HP. 0812 6526 9865 - 0812 605 9296 - 0812 6248 2223

Nomor : 14/ IK /II / 2021
 Lampiran : -
 Dari : CV Isma Karya
 Perihal : Perizinan pengambilan data pada perusahaan

Kepada Yth,
UNIVERSITAS PELITA HARAPAN
 Program Studi Manajemen
 Fakultas Bisnis Internasional
 Jl. Imam Bonjol No.6
 Medan

Dengan Hormat,-
 Sehubungan Dengan Surat Ini Kami Menyatakan Bahwa Mahasiswi Universitas Pelita Harapan Medan a.n. :

Nama : Rachil Nabila
 NIM : 03011170116
 Program Studi : Manajemen
 Judul : The Effect Of Service Quality Towards Customers Satisfaction At
 Cv. Isma Karya Medan.

Telah diizinkan untuk melaksanakan penelitian dan pengambilan data serta wawancara pada perusahaan CV. Isma Karya untuk kepentingan penyusunan skripsi.

Demikian surat keterangan ini disampaikan, atas perhatian dan kerjasamanya kami ucapkan terima kasih.

Medan, 2 Februari 2021
 Hormat kami,


Jafaruddin Iida
 Pimpinan



APPENDIX H: DOCUMENTATION

