

## LAMPIRAN A

### KUISIONER

No. Responden:

#### **Karakteristik Responden**

#### **Instruksi Pengisian:**

Berilah tanda silang (X) pada salah satu jawaban pilihan yang paling sesuai menurut anda:

1. Apakah jenis kelamin Anda :  
\_\_\_\_\_ Laki-laki                      \_\_\_\_\_ Perempuan (berhenti sampai sini)
  
  2. Berapakah usia Anda :
    - a) <18 Tahun (berhenti sampai di sini)
    - b) 18-35 Tahun
    - c) 36-50 Tahun
    - d) 50-60 Tahun
  
  3. Pernah mengunjungi service center Honda :  
\_\_\_\_\_ Ya                                      \_\_\_\_\_ Tidak (berhenti sampai sini)
  
  4. Berapa lama menggunakan honda mobilio:
    - a) <3 bulan (berhenti sampai di sini)
    - b) 4-6 bulan
    - c) 7-9 bulan
    - d) >12 bulan
  
  5. Pernah melakukan service di service center honda:  
\_\_\_\_\_ Ya                                      \_\_\_\_\_ Tidak (berhenti sampai sini)
- 

#### **Bagian II**

#### **Kuesioner**

#### **Instruksi Pengisian:**

**Berilah tanggapan Anda dengan memberi tanda silang (X) pada skala yang tersedia sesuai dengan tingkat kesetujuan Anda. Semakin besar skor yang Anda pilih menunjukkan Anda semakin setuju terhadap pernyataan tersebut dan sebaliknya:**

- SS     : Sangat Setuju**  
**S       : Setuju**  
**N       : Netral**  
**TS     : Tidak Setuju**

**STS : Sangat Tidak Setuju**

**Catatan : Segala informasi yang diberikan tidak akan mencantumkan nama, profesi, diberi nomor ataupun tanda tertulis dari responden sehingga dipastikan data yang diberikan oleh setiap responden akan terjaga kerahasiaanya baik dari peneliti maupun masyarakat umum.**

| No                     | Indikator Variabel   | SS | S | N | TS | STS |
|------------------------|--|----|---|---|----|-----|
| <b>Product Quality</b> |  |    |   |   |    |     |
| <b>A</b>               | <b><i>Performance</i></b>  |    |   |   |    |     |
| 1.                     | Menurut saya kinerja honda mobilio sangat baik   |    |   |   |    |     |
| 2.                     | Saya merasa honda mobilio dapat memberikan kenyamanan berkendara secara maksimal                           |    |   |   |    |     |
| <b>B</b>               | <b><i>Reliability</i></b>  |    |   |   |    |     |
| 1.                     | Honda mobilio tidak mudah mengalami kerusakan mesin  |    |   |   |    |     |
| 2.                     | Saya merasa produk honda mobilio memiliki ketangguhan mesin yang baik (tidak mudah mengalami kerusakan)    |    |   |   |    |     |
| <b>C</b>               | <b><i>Features</i></b>   |    |   |   |    |     |
| 1.                     | Fitur-fitur yang ada di honda mobilio membuat saya tertarik (Head unit, <i>cruise control</i> )            |    |   |   |    |     |
| 2.                     | Saya lebih menyukai fitur di honda mobilio dari pada merek mobil lain                                      |    |   |   |    |     |
| 3.                     | Fitur-fitur yang berada di honda mobilio sesuai dengan spesifikasi yang saya inginkan (Head unit, speaker) |    |   |   |    |     |
| <b>D</b>               | <b><i>Durability</i></b>   |    |   |   |    |     |
| 1.                     | Menurut saya honda mobilio dapat digunakan dalam berbagai area.  |    |   |   |    |     |
| 2.                     | Saya merasa honda mobilio tidak mudah rusak  |    |   |   |    |     |
| 3.                     | Spare part yang berada di mobil honda mobilio bisa bertahan cukup lama                                     |    |   |   |    |     |
| <b>E</b>               | <b><i>Serviceability</i></b>   |    |   |   |    |     |
| 1.                     | Menurut saya spare part mobil honda mobilio mudah didapat  |    |   |   |    |     |
| 2.                     | Waktu indent spare part honda mobilio tidak memerlukan waktu yang lama                                     |    |   |   |    |     |

|                        |  |  |  |  |  |  |
|------------------------|--|--|--|--|--|--|
| 3.                     | Ketika honda mobilio saya mengalami kerusakan maka service center honda dapat dengan mudah memperbaiki |  |  |  |  |  |
| <b>Service Quality</b> |  |  |  |  |  |  |
| <b>F.</b>              | <b><i>Tangible</i></b>   |  |  |  |  |  |
| 1.                     | Service center honda memiliki lokasi yang strategis  |  |  |  |  |  |
| 2.                     | Service center honda memiliki ruang tunggu yang baik   |  |  |  |  |  |
| <b>G</b>               | <b><i>Emphaty</i></b>  |  |  |  |  |  |
| 1.                     | Karyawan memahami kebutuhan dari konsumen dengan baik  |  |  |  |  |  |
| 2.                     | Karyawan honda bersikap ramah pada konsumen  |  |  |  |  |  |
| <b>H</b>               | <b><i>Reliability</i></b>  |  |  |  |  |  |
| 1.                     | Saya merasa Service center honda dapat diandalkan untuk memberikan layanannya dengan tepat             |  |  |  |  |  |
| 2.                     | Saya merasa petugas honda mempunyai kompetensi yang baik   |  |  |  |  |  |
| <b>I</b>               | <b><i>Responsiveness</i></b>   |  |  |  |  |  |
| 1.                     | Saya merasa honda memiliki kemampuan untuk memberikan layanan dengan cepat dan tepat                   |  |  |  |  |  |
| 2.                     | Saya merasa petugas honda mampu mengatasi masalah dan keluhan konsumen honda                           |  |  |  |  |  |
| <b>J</b>               | <b><i>Assurance</i></b>  |  |  |  |  |  |
| 1.                     | Saya merasa service center honda memberikan buku petunjuk yang sesuai pada setiap mobil                |  |  |  |  |  |
| 2.                     | Saya merasa petugas honda memiliki keahlian teknis yang baik   |  |  |  |  |  |
| <b>Price</b>           |  |  |  |  |  |  |
| <b>K</b>               | <b>Permintaan dan Penawaran</b>  |  |  |  |  |  |
| 1.                     | Saya merasa harga dengan kualitas honda mobilio sesuai dengan yang ditawarkan                          |  |  |  |  |  |
| 2.                     | Saya merasa service center honda selalu memberikan diskon yang sesuai dengan kemauan konsumen          |  |  |  |  |  |
| <b>L</b>               | <b>Persaingan</b>  |  |  |  |  |  |
| 1.                     | Saya merasa harga honda mobilio mampu bersaing di masyarakat   |  |  |  |  |  |

|                              |   |  |  |  |  |  |
|------------------------------|---|--|--|--|--|--|
| 2.                           | Saya merasa harga produk honda mobilio sesuai dengan kemampuan mobil                    |  |  |  |  |  |
| <b>M</b>                     | <b>Biaya</b>  |  |  |  |  |  |
| 1.                           | Saya merasa harga beli produk honda mobilio terjangkau oleh semua kalangan              |  |  |  |  |  |
| 2.                           | Saya merasa harga produk honda mobilio sesuai dengan kualitas mobil                     |  |  |  |  |  |
| <b>Customer Loyalty</b>      |   |  |  |  |  |  |
| <b>N</b>                     | <b>Urutan Pilihan</b>   |  |  |  |  |  |
| 1.                           | Saya akan tetap membeli produk honda mobilio walaupun banyak pesaing yang lebih menarik |  |  |  |  |  |
| <b>O</b>                     | <b>Preferensi</b>   |  |  |  |  |  |
| 1.                           | Saya akan merekomendasikan merek honda mobilio kepada kolega saya                       |  |  |  |  |  |
| 2.                           | Saya sering mencari tahu mengenai produk terbaru dari produk honda mobilio              |  |  |  |  |  |
| <b>Customer Satisfaction</b> |   |  |  |  |  |  |
| <b>P</b>                     | <b>Sistem keluhan dan saran</b>   |  |  |  |  |  |
| 1.                           | Menurut saya honda dengan cepat menanggapi keluhan dan saran dari konsumen              |  |  |  |  |  |
| <b>Q</b>                     | <b>Survei kepuasan konsumen</b>   |  |  |  |  |  |
| 1.                           | Layanan yang diberikan oleh honda sangat memuaskan                                      |  |  |  |  |  |
| 2.                           | Saya puas menggunakan produk honda mobilio karena kinerja baik                          |  |  |  |  |  |



## LAMPIRAN B

### EXCEL

| JK | USIA | SC | Use Mobilio | Service | 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 | VAR3 | VAR2 | VAR1 |
|----|------|----|-------------|---------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|------|------|------|
| 1  | 2    | 1  | 3           | 1       | 4    | 5    | 4    | 4    | 4    | 3    | 5    | 2    | 4    | 4     | 4     | 5     | 2     | 5    | 3    | 3    |
| 1  | 2    | 1  | 4           | 1       | 2    | 5    | 5    | 5    | 4    | 5    | 5    | 5    | 2    | 3     | 4     | 4     | 4     | 4    | 3    | 5    |
| 1  | 3    | 1  | 3           | 1       | 3    | 3    | 5    | 3    | 5    | 4    | 4    | 4    | 4    | 3     | 4     | 4     | 4     | 3    | 3    | 3    |
| 1  | 2    | 1  | 2           | 1       | 4    | 4    | 4    | 4    | 3    | 4    | 4    | 4    | 4    | 3     | 4     | 3     | 3     | 3    | 3    | 3    |
| 2  | 2    | 1  | 2           | 1       | 2    | 5    | 2    | 4    | 2    | 3    | 5    | 2    | 5    | 4     | 4     | 3     | 3     | 3    | 3    | 3    |
| 1  | 2    | 1  | 2           | 1       | 3    | 2    | 3    | 3    | 2    | 2    | 4    | 4    | 2    | 2     | 3     | 2     | 2     | 2    | 3    | 3    |
| 2  | 2    | 1  | 2           | 1       | 3    | 4    | 3    | 4    | 4    | 2    | 4    | 4    | 4    | 4     | 4     | 4     | 4     | 3    | 3    | 3    |
| 2  | 2    | 1  | 3           | 1       | 4    | 3    | 3    | 2    | 3    | 3    | 2    | 2    | 3    | 2     | 2     | 2     | 2     | 2    | 3    | 3    |
| 2  | 2    | 1  | 2           | 1       | 2    | 2    | 3    | 2    | 3    | 2    | 4    | 2    | 3    | 2     | 3     | 2     | 2     | 3    | 3    | 3    |
| 2  | 3    | 1  | 3           | 1       | 4    | 4    | 4    | 4    | 4    | 5    | 2    | 5    | 4    | 3     | 3     | 3     | 4     | 2    | 4    | 3    |
| 2  | 2    | 1  | 2           | 1       | 3    | 3    | 3    | 4    | 3    | 4    | 4    | 3    | 3    | 3     | 3     | 3     | 4     | 3    | 3    | 2    |
| 1  | 2    | 1  | 2           | 1       | 3    | 3    | 3    | 3    | 4    | 4    | 3    | 4    | 4    | 3     | 3     | 3     | 3     | 2    | 3    | 3    |
| 2  | 2    | 1  | 2           | 1       | 5    | 5    | 4    | 5    | 4    | 2    | 5    | 5    | 5    | 4     | 2     | 5     | 2     | 5    | 3    | 4    |
| 1  | 2    | 1  | 2           | 1       | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 3     | 4     | 4     | 4     | 4    | 3    | 4    |
| 1  | 2    | 1  | 3           | 1       | 3    | 3    | 3    | 5    | 4    | 4    | 4    | 5    | 4    | 5     | 5     | 4     | 2     | 5    | 3    | 3    |
| 1  | 2    | 1  | 2           | 1       | 2    | 3    | 2    | 3    | 2    | 2    | 3    | 2    | 2    | 3     | 1     | 2     | 3     | 2    | 3    | 3    |
| 1  | 2    | 1  | 3           | 1       | 2    | 3    | 2    | 2    | 2    | 3    | 3    | 4    | 3    | 2     | 2     | 2     | 2     | 3    | 3    | 3    |
| 2  | 2    | 1  | 2           | 1       | 5    | 5    | 4    | 4    | 3    | 4    | 4    | 3    | 5    | 4     | 4     | 4     | 4     | 4    | 3    | 5    |

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| 1 | 3 | 1 | 3 | 1 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 |
| 2 | 2 | 1 | 3 | 1 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 3 |
| 2 | 2 | 1 | 3 | 1 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 2 | 2 | 1 | 3 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| 1 | 3 | 1 | 4 | 1 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 2 | 2 | 1 | 3 | 1 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 |
| 1 | 2 | 1 | 2 | 1 | 2 | 2 | 4 | 2 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 3 | 3 |
| 1 | 2 | 1 | 3 | 1 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 1 | 2 | 1 | 4 | 1 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 1 | 2 | 1 | 2 | 1 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 2 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 3 |
| 2 | 3 | 1 | 3 | 1 | 2 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |
| 2 | 3 | 1 | 4 | 1 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 2 | 1 | 3 | 1 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 |
| 2 | 1 | 1 | 3 | 1 | 2 | 5 | 2 | 4 | 2 | 3 | 5 | 2 | 5 | 4 | 4 | 3 | 3 | 5 | 2 | 3 |
| 1 | 3 | 1 | 3 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 1 | 3 | 1 | 3 | 4 | 3 | 2 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 2 | 3 | 2 |
| 2 | 3 | 1 | 3 | 1 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 2 | 1 | 2 | 1 | 5 | 2 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 4 |
| 2 | 2 | 1 | 3 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 4 |
| 2 | 3 | 1 | 4 | 1 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 4 | 4 |
| 2 | 2 | 1 | 3 | 1 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| 1 | 3 | 1 | 2 | 1 | 5 | 5 | 4 | 5 | 4 | 2 | 5 | 5 | 5 | 4 | 2 | 5 | 2 | 5 | 5 | 1 |
| 2 | 2 | 1 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 5 |
| 1 | 2 | 1 | 2 | 1 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 2 | 4 | 4 | 4 |
| 1 | 2 | 1 | 3 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 1 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 4 |
| 2 | 2 | 1 | 4 | 1 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 |
| 2 | 3 | 1 | 2 | 1 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 |
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| 2 | 3 | 1 | 3 | 1 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 1 | 2 | 1 | 3 | 1 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 3 |
| 1 | 2 | 1 | 2 | 1 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 1 | 2 | 1 | 2 | 1 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 1 | 2 | 1 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 1 | 2 | 1 | 2 | 1 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
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| 1 | 2 | 1 | 4 | 1 | 4 | 2 | 2 | 3 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 3 | 4 |
| 1 | 2 | 1 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 1 | 2 | 1 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 4 | 4 | 5 | 3 | 3 |
| 2 | 2 | 1 | 2 | 1 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 1 | 3 | 1 | 4 | 1 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |
| 1 | 3 | 1 | 4 | 1 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 1 | 3 | 1 | 4 | 1 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |
| 1 | 2 | 1 | 3 | 1 | 3 | 5 | 3 | 3 | 4 | 5 | 3 | 5 | 3 | 3 | 4 | 5 | 5 | 3 | 3 | 3 |
| 2 | 4 | 1 | 2 | 1 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 4 | 3 |
| 1 | 2 | 1 | 2 | 1 | 5 | 5 | 5 | 5 | 5 | 4 | 2 | 5 | 2 | 5 | 5 | 4 | 5 | 3 | 4 | 3 |
| 1 | 3 | 1 | 2 | 1 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 |
| 1 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| 2 | 3 | 1 | 3 | 1 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |





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| 2 | 2 | 1 | 2 | 1 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 4 | 3 |
| 2 | 2 | 1 | 2 | 1 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 |
| 1 | 2 | 1 | 2 | 1 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 |
| 2 | 2 | 1 | 4 | 1 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 1 | 2 | 1 | 3 | 1 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 5 |
| 2 | 2 | 1 | 3 | 1 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 |
| 2 | 3 | 1 | 3 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
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| 2 | 3 | 1 | 2 | 1 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
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| 1 | 3 | 1 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 |
| 2 | 3 | 1 | 2 | 1 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 3 |
| 2 | 3 | 1 | 3 | 1 | 4 | 4 | 2 | 2 | 2 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 |
| 2 | 3 | 1 | 2 | 1 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
| 1 | 2 | 1 | 3 | 1 | 4 | 3 | 5 | 2 | 4 | 4 | 4 | 2 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 3 |
| 2 | 4 | 1 | 3 | 1 | 4 | 2 | 5 | 5 | 2 | 4 | 5 | 2 | 2 | 4 | 4 | 5 | 5 | 3 | 3 | 3 |
| 2 | 2 | 1 | 3 | 1 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 3 | 3 | 5 | 3 | 3 | 3 |
| 2 | 2 | 1 | 3 | 1 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 |
| 2 | 3 | 1 | 4 | 1 | 2 | 3 | 2 | 2 | 4 | 4 | 4 | 2 | 2 | 4 | 3 | 2 | 2 | 3 | 3 | 2 |
| 1 | 3 | 1 | 3 | 1 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 2 | 2 | 1 | 4 | 1 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 2 |
| 2 | 3 | 1 | 3 | 1 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 2 | 5 | 3 | 2 | 2 | 5 | 5 | 5 | 5 |
| 2 | 3 | 1 | 3 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 3 | 4 | 5 | 4 |
| 2 | 3 | 1 | 3 | 1 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 3 |
| 2 | 3 | 1 | 3 | 1 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 2 | 5 | 4 | 2 | 5 | 4 | 3 | 4 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 1 | 3 | 1 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 3 | 2 |
| 2 | 1 | 1 | 3 | 1 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 5 | 3 | 3 | 4 | 3 | 4 | 3 | 3 |
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| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 1 | 4 | 5 | 4 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 2 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 5 |
| 4 | 2 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 2 | 3 | 3 | 4 | 5 | 3 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 2 | 4 | 4 | 3 | 5 | 4 |
| 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 2 | 3 | 3 | 2 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 2 | 2 | 1 | 3 | 3 | 2 |

|          |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>4</b> | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| <b>5</b> | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 |
| <b>5</b> | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 3 |
| <b>4</b> | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| <b>3</b> | 5 | 4 | 3 | 3 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| <b>4</b> | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 3 | 3 | 4 | 3 |
| <b>3</b> | 5 | 4 | 3 | 3 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 |
| <b>4</b> | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 3 |

## LAMPIRAN C

### JK

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Valid Laki-laki | 66        | 37.7    | 37.7          | 37.7               |
| Perempuan       | 109       | 62.3    | 62.3          | 100.0              |
| Total           | 175       | 100.0   | 100.0         |                    |

### USIA

|                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid < 18 tahun | 2         | 1.1     | 1.1           | 1.1                |
| 18-35 tahun      | 114       | 65.1    | 65.1          | 66.3               |
| 35-50 tahun      | 53        | 30.3    | 30.3          | 96.6               |
| 50-60 tahun      | 6         | 3.4     | 3.4           | 100.0              |
| Total            | 175       | 100.0   | 100.0         |                    |

### Datang\_Keservice center

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid Ya | 175       | 100.0   | 100.0         | 100.0              |

### Lama\_Menggunakan\_Mobilio

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Valid 4-6 bulan | 75        | 42.9    | 42.9          | 42.9               |
| 7-9 bulan       | 71        | 40.6    | 40.6          | 83.4               |
| > 12 bulan      | 29        | 16.6    | 16.6          | 100.0              |
| Total           | 175       | 100.0   | 100.0         |                    |

### Pernah\_Melakukan\_Service

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid Ya | 175       | 100.0   | 100.0         | 100.0              |

### X1.1

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 23        | 13.1    | 13.1          | 13.1               |
| 3       | 42        | 24.0    | 24.0          | 37.1               |
| 4       | 84        | 48.0    | 48.0          | 85.1               |
| 5       | 26        | 14.9    | 14.9          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X1.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 24        | 13.7    | 13.7          | 13.7               |
|       | 3     | 49        | 28.0    | 28.0          | 41.7               |
|       | 4     | 74        | 42.3    | 42.3          | 84.0               |
|       | 5     | 28        | 16.0    | 16.0          | 100.0              |
|       | Total | 175       | 100.0   | 100.0         |                    |

**X1.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 15        | 8.6     | 8.6           | 8.6                |
|       | 3     | 47        | 26.9    | 26.9          | 35.4               |
|       | 4     | 91        | 52.0    | 52.0          | 87.4               |
|       | 5     | 22        | 12.6    | 12.6          | 100.0              |
|       | Total | 175       | 100.0   | 100.0         |                    |

**X1.4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 21        | 12.0    | 12.0          | 12.0               |
|       | 3     | 30        | 17.1    | 17.1          | 29.1               |
|       | 4     | 94        | 53.7    | 53.7          | 82.9               |
|       | 5     | 30        | 17.1    | 17.1          | 100.0              |
|       | Total | 175       | 100.0   | 100.0         |                    |

**X1.5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 19        | 10.9    | 10.9          | 10.9               |
|       | 3     | 40        | 22.9    | 22.9          | 33.7               |
|       | 4     | 90        | 51.4    | 51.4          | 85.1               |
|       | 5     | 26        | 14.9    | 14.9          | 100.0              |
|       | Total | 175       | 100.0   | 100.0         |                    |

**X1.6**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 17        | 9.7     | 9.7           | 9.7                |
|       | 3     | 38        | 21.7    | 21.7          | 31.4               |
|       | 4     | 101       | 57.7    | 57.7          | 89.1               |
|       | 5     | 19        | 10.9    | 10.9          | 100.0              |
|       | Total | 175       | 100.0   | 100.0         |                    |

**X1.7**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 18        | 10.3    | 10.3          | 10.3               |
|       | 3 | 25        | 14.3    | 14.3          | 24.6               |
|       | 4 | 100       | 57.1    | 57.1          | 81.7               |
|       | 5 | 32        | 18.3    | 18.3          | 100.0              |

|       |     |       |       |
|-------|-----|-------|-------|
| Total | 175 | 100.0 | 100.0 |
|-------|-----|-------|-------|

**X1.8**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 24        | 13.7    | 13.7          | 13.7               |
| 3       | 41        | 23.4    | 23.4          | 37.1               |
| 4       | 79        | 45.1    | 45.1          | 82.3               |
| 5       | 31        | 17.7    | 17.7          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X1.9**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 1         | .6      | .6            | .6                 |
| 2       | 20        | 11.4    | 11.4          | 12.0               |
| 3       | 39        | 22.3    | 22.3          | 34.3               |
| 4       | 73        | 41.7    | 41.7          | 76.0               |
| 5       | 42        | 24.0    | 24.0          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X1.10**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 16        | 9.1     | 9.1           | 9.1                |
| 3       | 52        | 29.7    | 29.7          | 38.9               |
| 4       | 78        | 44.6    | 44.6          | 83.4               |
| 5       | 29        | 16.6    | 16.6          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X1.11**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 1         | .6      | .6            | .6                 |
| 2       | 16        | 9.1     | 9.1           | 9.7                |
| 3       | 50        | 28.6    | 28.6          | 38.3               |
| 4       | 87        | 49.7    | 49.7          | 88.0               |
| 5       | 21        | 12.0    | 12.0          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X1.12**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 1         | .6      | .6            | .6                 |
| 2       | 15        | 8.6     | 8.6           | 9.1                |
| 3       | 42        | 24.0    | 24.0          | 33.1               |
| 4       | 97        | 55.4    | 55.4          | 88.6               |
| 5       | 20        | 11.4    | 11.4          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X1.13**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 19        | 10.9    | 10.9          | 10.9               |
| 3       | 46        | 26.3    | 26.3          | 37.1               |
| 4       | 86        | 49.1    | 49.1          | 86.3               |
| 5       | 24        | 13.7    | 13.7          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**VAR00003**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 2         | 1.1     | 1.1           | 1.1                |
| 2       | 16        | 9.1     | 9.1           | 10.3               |
| 3       | 88        | 50.3    | 50.3          | 60.6               |
| 4       | 45        | 25.7    | 25.7          | 86.3               |
| 5       | 24        | 13.7    | 13.7          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**VAR00002**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 7         | 4.0     | 4.0           | 4.0                |
| 3       | 104       | 59.4    | 59.4          | 63.4               |
| 4       | 40        | 22.9    | 22.9          | 86.3               |
| 5       | 24        | 13.7    | 13.7          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**VAR00001**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 3         | 1.7     | 1.7           | 1.7                |
| 2       | 10        | 5.7     | 5.7           | 7.4                |
| 3       | 97        | 55.4    | 55.4          | 62.9               |
| 4       | 47        | 26.9    | 26.9          | 89.7               |
| 5       | 18        | 10.3    | 10.3          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X2.1**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 21        | 12.0    | 12.0          | 12.0               |
| 3       | 37        | 21.1    | 21.1          | 33.1               |
| 4       | 80        | 45.7    | 45.7          | 78.9               |
| 5       | 37        | 21.1    | 21.1          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |



**X2.2**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 18        | 10.3    | 10.3          | 10.3               |
| 3       | 43        | 24.6    | 24.6          | 34.9               |
| 4       | 77        | 44.0    | 44.0          | 78.9               |
| 5       | 37        | 21.1    | 21.1          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X2.3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 2         | 1.1     | 1.1           | 1.1                |
| 3       | 41        | 23.4    | 23.4          | 24.6               |
| 4       | 89        | 50.9    | 50.9          | 75.4               |
| 5       | 43        | 24.6    | 24.6          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X2.3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 2         | 1.1     | 1.1           | 1.1                |
| 3       | 41        | 23.4    | 23.4          | 24.6               |
| 4       | 89        | 50.9    | 50.9          | 75.4               |
| 5       | 43        | 24.6    | 24.6          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X2.4**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 9         | 5.1     | 5.1           | 5.1                |
| 3       | 32        | 18.3    | 18.3          | 23.4               |
| 4       | 94        | 53.7    | 53.7          | 77.1               |
| 5       | 40        | 22.9    | 22.9          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X2.5**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 7         | 4.0     | 4.0           | 4.0                |
| 3       | 24        | 13.7    | 13.7          | 17.7               |
| 4       | 110       | 62.9    | 62.9          | 80.6               |
| 5       | 34        | 19.4    | 19.4          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X2.6**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 1         | .6      | .6            | .6                 |
| 2       | 11        | 6.3     | 6.3           | 6.9                |
| 3       | 51        | 29.1    | 29.1          | 36.0               |
| 4       | 58        | 33.1    | 33.1          | 69.1               |
| 5       | 54        | 30.9    | 30.9          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X2.7**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 17        | 9.7     | 9.7           | 9.7                |
| 3       | 28        | 16.0    | 16.0          | 25.7               |
| 4       | 84        | 48.0    | 48.0          | 73.7               |
| 5       | 46        | 26.3    | 26.3          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X2.8**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 1         | .6      | .6            | .6                 |
| 2       | 10        | 5.7     | 5.7           | 6.3                |
| 3       | 37        | 21.1    | 21.1          | 27.4               |
| 4       | 85        | 48.6    | 48.6          | 76.0               |
| 5       | 42        | 24.0    | 24.0          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X2.9**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 9         | 5.1     | 5.1           | 5.1                |
| 3       | 33        | 18.9    | 18.9          | 24.0               |
| 4       | 93        | 53.1    | 53.1          | 77.1               |
| 5       | 40        | 22.9    | 22.9          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X2.10**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 9         | 5.1     | 5.1           | 5.1                |
| 3       | 36        | 20.6    | 20.6          | 25.7               |
| 4       | 96        | 54.9    | 54.9          | 80.6               |
| 5       | 34        | 19.4    | 19.4          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X3.1**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 10        | 5.7     | 5.7           | 5.7                |
| 3       | 57        | 32.6    | 32.6          | 38.3               |
| 4       | 81        | 46.3    | 46.3          | 84.6               |
| 5       | 27        | 15.4    | 15.4          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X3.2**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 11        | 6.3     | 6.3           | 6.3                |
| 3       | 42        | 24.0    | 24.0          | 30.3               |
| 4       | 91        | 52.0    | 52.0          | 82.3               |
| 5       | 31        | 17.7    | 17.7          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X3.3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 1         | .6      | .6            | .6                 |
| 2       | 14        | 8.0     | 8.0           | 8.6                |
| 3       | 47        | 26.9    | 26.9          | 35.4               |
| 4       | 72        | 41.1    | 41.1          | 76.6               |
| 5       | 41        | 23.4    | 23.4          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X3.4**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 20        | 11.4    | 11.4          | 11.4               |
| 3       | 51        | 29.1    | 29.1          | 40.6               |
| 4       | 65        | 37.1    | 37.1          | 77.7               |
| 5       | 39        | 22.3    | 22.3          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X3.5**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 20        | 11.4    | 11.4          | 11.4               |
| 3       | 37        | 21.1    | 21.1          | 32.6               |
| 4       | 95        | 54.3    | 54.3          | 86.9               |
| 5       | 23        | 13.1    | 13.1          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**X3.6**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 9         | 5.1     | 5.1           | 5.1                |
| 3       | 53        | 30.3    | 30.3          | 35.4               |
| 4       | 81        | 46.3    | 46.3          | 81.7               |
| 5       | 32        | 18.3    | 18.3          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**Z1.1**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 2         | 1.1     | 1.1           | 1.1                |
| 2       | 18        | 10.3    | 10.3          | 11.4               |
| 3       | 88        | 50.3    | 50.3          | 61.7               |
| 4       | 44        | 25.1    | 25.1          | 86.9               |
| 5       | 23        | 13.1    | 13.1          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**Z1.2**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 7         | 4.0     | 4.0           | 4.0                |
| 3       | 104       | 59.4    | 59.4          | 63.4               |
| 4       | 40        | 22.9    | 22.9          | 86.3               |
| 5       | 24        | 13.7    | 13.7          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**Z1.3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 3         | 1.7     | 1.7           | 1.7                |
| 2       | 10        | 5.7     | 5.7           | 7.4                |
| 3       | 97        | 55.4    | 55.4          | 62.9               |
| 4       | 47        | 26.9    | 26.9          | 89.7               |
| 5       | 18        | 10.3    | 10.3          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**Y1.1**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 5         | 2.9     | 2.9           | 2.9                |
| 3       | 103       | 58.9    | 58.9          | 61.7               |
| 4       | 44        | 25.1    | 25.1          | 86.9               |
| 5       | 23        | 13.1    | 13.1          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**Y1.2**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 1         | .6      | .6            | .6                 |
| 2       | 5         | 2.9     | 2.9           | 3.4                |
| 3       | 102       | 58.3    | 58.3          | 61.7               |
| 4       | 38        | 21.7    | 21.7          | 83.4               |
| 5       | 29        | 16.6    | 16.6          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

**Y1.3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 9         | 5.1     | 5.1           | 5.1                |
| 3       | 101       | 57.7    | 57.7          | 62.9               |
| 4       | 42        | 24.0    | 24.0          | 86.9               |
| 5       | 23        | 13.1    | 13.1          | 100.0              |
| Total   | 175       | 100.0   | 100.0         |                    |

## LAMPIRAN D

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

|              |     |                 | Estimate | S.E. | C.R.  | P    | Label  |
|--------------|-----|-----------------|----------|------|-------|------|--------|
| Satisfaction | <-- | Product_Quality | ,234     | ,098 | 2,372 | ,018 | par_15 |
| Satisfaction | <-- | Service_Quality | ,260     | ,114 | 2,277 | ,023 | par_16 |
| Satisfaction | <-- | Price           | ,183     | ,112 | 1,632 | ,103 | par_17 |
| Loyalty      | <-- | Satisfaction    | ,909     | ,139 | 6,547 | ***  | par_18 |
| X1.1         | <-- | Product_Quality | 1,000    |      |       |      |        |
| X1.2         | <-- | Product_Quality | ,909     | ,161 | 5,661 | ***  | par_1  |
| X1.3         | <-- | Product_Quality | 1,007    | ,149 | 6,742 | ***  | par_2  |
| X1.4         | <-- | Product_Quality | 1,187    | ,168 | 7,079 | ***  | par_3  |
| X1.5         | <-- | Product_Quality | 1,074    | ,162 | 6,623 | ***  | par_4  |
| X2.5         | <-- | Service_Quality | 1,000    |      |       |      |        |
| X2.4         | <-- | Service_Quality | 1,110    | ,156 | 7,118 | ***  | par_5  |
| X2.3         | <-- | Service_Quality | ,851     | ,141 | 6,029 | ***  | par_6  |
| X2.2         | <-- | Service_Quality | 1,024    | ,176 | 5,813 | ***  | par_7  |
| X2.1         | <-- | Service_Quality | 1,241    | ,182 | 6,817 | ***  | par_8  |
| X3.3         | <-- | Price           | 1,000    |      |       |      |        |
| X3.2         | <-- | Price           | 1,230    | ,201 | 6,111 | ***  | par_9  |

|       |          |                 | Estimate | S.E.     | C.R.       | P   | Label      |
|-------|----------|-----------------|----------|----------|------------|-----|------------|
| X3.1  | <--<br>- | Price           | 1,162    | ,19<br>1 | 6,073      | *** | par_1<br>0 |
| Z1.1  | <--<br>- | Satisfaction    | 1,000    |          |            |     |            |
| Z1.2  | <--<br>- | Satisfaction    | 1,291    | ,17<br>1 | 7,530      | *** | par_1<br>1 |
| Z1.3  | <--<br>- | Satisfaction    | ,892     | ,14<br>9 | 5,971      | *** | par_1<br>2 |
| Y1.1  | <--<br>- | Loyalty         | 1,000    |          |            |     |            |
| Y1.2  | <--<br>- | Loyalty         | 1,357    | ,14<br>0 | 9,666      | *** | par_1<br>3 |
| Y1.3  | <--<br>- | Loyalty         | 1,442    | ,14<br>3 | 10,08<br>8 | *** | par_1<br>4 |
| X1.6  | <--<br>- | Product_Quality | ,940     | ,14<br>8 | 6,359      | *** | par_2<br>2 |
| X1.7  | <--<br>- | Product_Quality | ,826     | ,14<br>9 | 5,564      | *** | par_2<br>3 |
| X1.8  | <--<br>- | Product_Quality | ,947     | ,16<br>4 | 5,759      | *** | par_2<br>4 |
| X1.9  | <--<br>- | Product_Quality | 1,007    | ,17<br>0 | 5,933      | *** | par_2<br>5 |
| X1.10 | <--<br>- | Product_Quality | 1,148    | ,16<br>4 | 7,014      | *** | par_2<br>6 |
| X1.11 | <--<br>- | Product_Quality | 1,051    | ,16<br>0 | 6,567      | *** | par_2<br>7 |
| X1.12 | <--<br>- | Product_Quality | ,939     | ,14<br>9 | 6,289      | *** | par_2<br>8 |
| X1.13 | <--<br>- | Product_Quality | ,901     | ,15<br>3 | 5,896      | *** | par_2<br>9 |
| X2.6  | <--<br>- | Service_Quality | 1,350    | ,19<br>0 | 7,110      | *** | par_3<br>0 |
| X2.7  | <--<br>- | Service_Quality | 1,036    | ,17<br>4 | 5,962      | *** | par_3<br>1 |
| X2.8  | <--<br>- | Service_Quality | 1,207    | ,16<br>9 | 7,144      | *** | par_3<br>2 |
| X2.9  | <--<br>- | Service_Quality | 1,036    | ,15<br>7 | 6,598      | *** | par_3<br>3 |
| X3.4  | <--<br>- | Price           | 1,131    | ,20<br>4 | 5,556      | *** | par_3<br>4 |
| X3.5  | <--<br>- | Price           | 1,000    | ,18<br>5 | 5,391      | *** | par_3<br>5 |

|       |          |                 | Estimate | S.E. | C.R.  | P   | Label  |
|-------|----------|-----------------|----------|------|-------|-----|--------|
| X3.6  | <--<br>- | Price           | ,852     | ,173 | 4,937 | *** | par_36 |
| X2.10 | <--<br>- | Service_Quality | 1,025    | ,157 | 6,512 | *** | par_37 |

**Standardized Regression Weights: (Group number 1 - Default model)**

|              |      |                 | Estimate |
|--------------|------|-----------------|----------|
| Satisfaction | <--- | Product_Quality | ,236     |
| Satisfaction | <--- | Service_Quality | ,231     |
| Satisfaction | <--- | Price           | ,174     |
| Loyalty      | <--- | Satisfaction    | ,920     |
| X1.1         | <--- | Product_Quality | ,579     |
| X1.2         | <--- | Product_Quality | ,512     |
| X1.3         | <--- | Product_Quality | ,647     |
| X1.4         | <--- | Product_Quality | ,698     |
| X1.5         | <--- | Product_Quality | ,649     |
| X2.5         | <--- | Service_Quality | ,645     |
| X2.4         | <--- | Service_Quality | ,640     |
| X2.3         | <--- | Service_Quality | ,531     |
| X2.2         | <--- | Service_Quality | ,514     |
| X2.1         | <--- | Service_Quality | ,610     |
| X3.3         | <--- | Price           | ,529     |
| X3.2         | <--- | Price           | ,745     |
| X3.1         | <--- | Price           | ,708     |
| Z1.1         | <--- | Satisfaction    | ,579     |
| Z1.2         | <--- | Satisfaction    | ,847     |
| Z1.3         | <--- | Satisfaction    | ,560     |
| Y1.1         | <--- | Loyalty         | ,667     |
| Y1.2         | <--- | Loyalty         | ,833     |
| Y1.3         | <--- | Loyalty         | ,927     |
| X1.6         | <--- | Product_Quality | ,612     |
| X1.7         | <--- | Product_Quality | ,504     |
| X1.8         | <--- | Product_Quality | ,528     |
| X1.9         | <--- | Product_Quality | ,540     |
| X1.10        | <--- | Product_Quality | ,691     |
| X1.11        | <--- | Product_Quality | ,651     |
| X1.12        | <--- | Product_Quality | ,599     |
| X1.13        | <--- | Product_Quality | ,547     |
| X2.6         | <--- | Service_Quality | ,648     |



|       |      |                 | Estimate |
|-------|------|-----------------|----------|
| X2.7  | <--- | Service_Quality | ,522     |
| X2.8  | <--- | Service_Quality | ,643     |
| X2.9  | <--- | Service_Quality | ,595     |
| X3.4  | <--- | Price           | ,580     |
| X3.5  | <--- | Price           | ,574     |
| X3.6  | <--- | Price           | ,513     |
| X2.10 | <--- | Service_Quality | ,602     |

**Covariances: (Group number 1 - Default model)**

|                 |      |                 | Estimate | S.E. | C.R.  | P    | Label  |
|-----------------|------|-----------------|----------|------|-------|------|--------|
| Product_Quality | <--> | Service_Quality | ,076     | ,024 | 3,186 | ,001 | par_19 |
| Service_Quality | <--> | Price           | ,094     | ,026 | 3,622 | ***  | par_20 |
| Product_Quality | <--> | Price           | ,103     | ,030 | 3,466 | ***  | par_21 |

**Correlations: (Group number 1 - Default model)**

|                 |      |                 | Estimate |
|-----------------|------|-----------------|----------|
| Product_Quality | <--> | Service_Quality | ,325     |
| Service_Quality | <--> | Price           | ,433     |
| Product_Quality | <--> | Price           | ,415     |

**Variances: (Group number 1 - Default model)**

|                 | Estimate | S.E. | C.R.  | P    | Label  |
|-----------------|----------|------|-------|------|--------|
| Product_Quality | ,264     | ,067 | 3,954 | ***  | par_38 |
| Service_Quality | ,204     | ,046 | 4,441 | ***  | par_39 |
| Price           | ,232     | ,069 | 3,388 | ***  | par_40 |
| d1              | ,197     | ,051 | 3,887 | ***  | par_41 |
| d2              | ,039     | ,017 | 2,365 | ,018 | par_42 |
| e1              | ,525     | ,060 | 8,696 | ***  | par_43 |
| e2              | ,615     | ,069 | 8,884 | ***  | par_44 |
| e3              | ,371     | ,044 | 8,445 | ***  | par_45 |
| e4              | ,393     | ,048 | 8,148 | ***  | par_46 |
| e5              | ,419     | ,050 | 8,400 | ***  | par_47 |
| e18             | ,287     | ,035 | 8,162 | ***  | par_48 |
| e17             | ,363     | ,044 | 8,165 | ***  | par_49 |
| e16             | ,378     | ,044 | 8,650 | ***  | par_50 |

|     | Estimate | S.E. | C.R.  | P   | Label  |
|-----|----------|------|-------|-----|--------|
| e15 | ,597     | ,069 | 8,708 | *** | par_51 |
| e14 | ,531     | ,064 | 8,330 | *** | par_52 |
| e26 | ,597     | ,071 | 8,451 | *** | par_53 |
| e25 | ,281     | ,044 | 6,398 | *** | par_54 |
| e24 | ,313     | ,044 | 7,123 | *** | par_55 |
| e30 | ,515     | ,060 | 8,572 | *** | par_56 |
| e31 | ,170     | ,033 | 5,198 | *** | par_57 |
| e32 | ,453     | ,052 | 8,678 | *** | par_58 |
| e33 | ,316     | ,037 | 8,540 | *** | par_59 |
| e34 | ,206     | ,029 | 7,033 | *** | par_60 |
| e35 | ,086     | ,022 | 3,846 | *** | par_61 |
| e6  | ,389     | ,045 | 8,579 | *** | par_62 |
| e7  | ,529     | ,059 | 8,917 | *** | par_63 |
| e8  | ,613     | ,069 | 8,855 | *** | par_64 |
| e9  | ,652     | ,074 | 8,823 | *** | par_65 |
| e10 | ,382     | ,046 | 8,222 | *** | par_66 |
| e11 | ,397     | ,047 | 8,406 | *** | par_67 |
| e12 | ,417     | ,048 | 8,645 | *** | par_68 |
| e13 | ,502     | ,057 | 8,809 | *** | par_69 |
| e19 | ,515     | ,064 | 8,095 | *** | par_70 |
| e20 | ,584     | ,067 | 8,712 | *** | par_71 |
| e21 | ,423     | ,052 | 8,107 | *** | par_72 |
| e22 | ,400     | ,048 | 8,339 | *** | par_73 |
| e27 | ,586     | ,073 | 8,071 | *** | par_74 |
| e28 | ,472     | ,058 | 8,183 | *** | par_75 |
| e29 | ,473     | ,055 | 8,547 | *** | par_76 |
| e23 | ,378     | ,045 | 8,312 | *** | par_77 |

**Squared Multiple Correlations: (Group number 1 - Default model)**

|              | Estimate |
|--------------|----------|
| Satisfaction | ,243     |
| Loyalty      | ,846     |
| X2.10        | ,362     |
| X3.6         | ,263     |
| X3.5         | ,330     |
| X3.4         | ,337     |
| X2.9         | ,354     |
| X2.8         | ,413     |
| X2.7         | ,273     |
| X2.6         | ,419     |

|       | Estimate |
|-------|----------|
| X1.13 | ,299     |
| X1.12 | ,358     |
| X1.11 | ,423     |
| X1.10 | ,477     |
| X1.9  | ,291     |
| X1.8  | ,279     |
| X1.7  | ,254     |
| X1.6  | ,375     |
| Y1.3  | ,860     |
| Y1.2  | ,694     |
| Y1.1  | ,445     |
| Z1.3  | ,313     |
| Z1.2  | ,718     |
| Z1.1  | ,335     |
| X3.1  | ,501     |
| X3.2  | ,556     |
| X3.3  | ,280     |
| X2.1  | ,372     |
| X2.2  | ,264     |
| X2.3  | ,282     |
| X2.4  | ,409     |
| X2.5  | ,416     |
| X1.5  | ,421     |
| X1.4  | ,487     |
| X1.3  | ,419     |
| X1.2  | ,262     |
| X1.1  | ,335     |

**CMIN**

| Model              | NPAR | CMIN     | DF  | P    | CMIN/DF |
|--------------------|------|----------|-----|------|---------|
| Default model      | 77   | 642,879  | 553 | ,005 | 1,163   |
| Saturated model    | 630  | ,000     | 0   |      |         |
| Independence model | 35   | 2558,677 | 595 | ,000 | 4,300   |

**RMR, GFI**

| Model              | RMR  | GFI   | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model      | ,044 | ,834  | ,810 | ,732 |
| Saturated model    | ,000 | 1,000 |      |      |
| Independence model | ,163 | ,338  | ,299 | ,320 |

**Baseline Comparisons**

| Model              | NFI<br>Delta1 | RFI<br>rho1 | IFI<br>Delta2 | TLI<br>rho2 | CFI   |
|--------------------|---------------|-------------|---------------|-------------|-------|
| Default model      | ,749          | ,730        | ,955          | ,951        | ,954  |
| Saturated model    | 1,000         |             | 1,000         |             | 1,000 |
| Independence model | ,000          | ,000        | ,000          | ,000        | ,000  |

**Parsimony-Adjusted Measures**

| Model              | PRATIO | PNFI | PCFI |
|--------------------|--------|------|------|
| Default model      | ,929   | ,696 | ,887 |
| Saturated model    | ,000   | ,000 | ,000 |
| Independence model | 1,000  | ,000 | ,000 |

**NCP**

| Model              | NCP      | LO 90    | HI 90    |
|--------------------|----------|----------|----------|
| Default model      | 89,879   | 31,019   | 157,004  |
| Saturated model    | ,000     | ,000     | ,000     |
| Independence model | 1963,677 | 1810,942 | 2123,899 |

**FMIN**

| Model              | FMIN   | F0     | LO 90  | HI 90  |
|--------------------|--------|--------|--------|--------|
| Default model      | 3,695  | ,517   | ,178   | ,902   |
| Saturated model    | ,000   | ,000   | ,000   | ,000   |
| Independence model | 14,705 | 11,285 | 10,408 | 12,206 |

**RMSEA**

| Model              | RMSEA | LO 90 | HI 90 | PCLOSE |
|--------------------|-------|-------|-------|--------|
| Default model      | ,031  | ,018  | ,040  | 1,000  |
| Independence model | ,138  | ,132  | ,143  | ,000   |

**AIC**

| Model              | AIC      | BCC      | BIC      | CAIC     |
|--------------------|----------|----------|----------|----------|
| Default model      | 796,879  | 837,053  | 1040,567 | 1117,567 |
| Saturated model    | 1260,000 | 1588,696 | 3253,815 | 3883,815 |
| Independence model | 2628,677 | 2646,937 | 2739,444 | 2774,444 |

**ECVI**

| Model              | ECVI   | LO 90  | HI 90  | MECVI  |
|--------------------|--------|--------|--------|--------|
| Default model      | 4,580  | 4,241  | 4,966  | 4,811  |
| Saturated model    | 7,241  | 7,241  | 7,241  | 9,130  |
| Independence model | 15,107 | 14,230 | 16,028 | 15,212 |

#### HOELTER

| Model              | HOELTER<br>.05 | HOELTER<br>.01 |
|--------------------|----------------|----------------|
| Default model      | 165            | 172            |
| Independence model | 45             | 47             |

Minimization: ,055

Miscellaneous: 1,227

Bootstrap: ,000

Total: 1,282