

Tingkat Pendapatan

- < Rp. 1.000.00
- Rp. 1.000.000 - Rp. 2.000.000
- Rp. 2.000.000 - Rp. 3.000.000
- Rp. 3.000.000 - Rp. 4.000.000
- > Rp. 5.000.000

Berapa kali anda menggunakan jasa transportasi Bus Bintang Sanepa rute Buahdua-Bandung

dalam setahun terakhir ?

- < 3 kali
- 3 - 6 kali
- 6 - 9 kali
- 9 - 11 kali
- > 11 kali

Petunjuk pengisian

Sangat setuju (5), Setuju (4), Kurang Setuju (3), Tidak Setuju (2), Sangat Tidak Setuju (1)

VARIABEL X1 KUALITAS PELAYANAN

No	Daftar Pernyataan	Skor				
		5	4	3	2	1
Reliability		SS	S	RG	TS	STS
1	Karyawan yang bekerja sudah berpengalaman di bidangnya					
2	Karyawan selalu ramah dalam melayani penumpang					
3	Karyawan bus Bintang Sanepa selalu melayani pelanggan dengan baik.					
Responsiveness						
4	Karyawan selalu cepat dan tanggap dalam menangani keluhan penumpang					
5	Keberangkatan dan kedatangan bus Bintang Sanepa tepat waktu					
6	Karyawan selalu merespon dan memberikan informasi yang dibutuhkan penumpang dengan baik					

Lampiran 1. Kuesioner

Assurance						
7	Keamanan terjamin saat menggunakan bus Bintang Sanepa					
8	Keselamatan lebih terjamin saat menggunakan bus Bintang Sanepa					
Emphaty						
9	Karyawan memberikan pelayanan yang sama tanpa memandang status sosial					
10	Karyawan mampu perhatian terhadap keluhan pelanggan					
11	Karyawan bus Bintang Sanepa memberikan izin kepada penumpang yang ingin ke toilet ketika dalam perjalanan					
Tangibles						
12	Adanya fasilitas lampu penerangan di dalam bus Bintang Sanepa					
13	Kelayakan tempat duduk bus Bintang Sanepa yang nyaman					
14	Kondisi fisik armada bus Bintang Sanepa baik					

VARIABEL X2 CITRA PERUSAHAAN

No	Daftar Pernyataan	Skor				
		5	4	3	2	1
Personality		SS	S	RG	TS	STS
15	PT. Bintang Sanepa Jaya selalu bertanggung jawab terhadap segala hal yang ditemui oleh penumpang					
16	PT. Bintang Sanepa Jaya layak untuk mendapat kepercayaan dari saya sebagai penumpang					
Reputation						
17	PT. Bintang Sanepa Jaya mampu bersaing dengan perusahaan transportasi bus lain					
18	PT. Bintang Sanepa Jaya memiliki beberapa nilai lebih dibanding jasa transportasi bus lainnya					
19	PT. Bintang Sanepa Jaya memiliki kinerja yang baik					
Value						
20	PT. Bintang Sanepa Jaya memiliki karyawan yang terampil dalam berkomunikasi dengan penumpang					
21	PT. Bintang Sanepa Jaya memberikan kemudahan kepada penumpang yang ingin menggunakan bus Bintang Sanepa					
22	PT. Bintang Sanepa Jaya selalu profesional dalam menanggapi keluhan penumpang					

Lampiran 1. Kuesioner

Corporate Identity						
23	PT. Bintang Sanepa Jaya memiliki identitas perusahaan yang baik					

VARIABEL Y KEPUTUSAN PEMBELIAN

No	Daftar Pernyataan	Skor				
		5	4	3	2	1
Pengenalan Masalah		SS	S	RG	TS	STS
24	Menggunakan bus Bintang Sanepa karena dorongan internal					
25	Menggunakan bus Bintang Sanepa karena dorongan external					
Pencarian Informasi						
26	Mendapatkan informasi bus Bintang Sanepa melalui sumber pribadi					
27	Mendapatkan informasi bus Bintang Sanepa melalui sumber publik					
Evaluasi Alternatif						
28	Bus Bintang Sanepa memiliki popularitas diantara bus lain					
29	Jam operasional bus Bintang Sanepa sesuai dengan kebutuhan					
Keputusan Pembelian						
30	Menggunakan bus Bintang Sanepa karena kebutuhan pada waktunya					
31	Menggunakan bus Bintang Sanepa karena kuantitasnya yang baik					
Perilaku Pasca pembelian						
32	Mendapatkan kepuasan saat menggunakan bus Bintang Sanepa					
33	Merekomendasikan ke orang lain untuk menggunakan bus Bintang Sanepa					

Lampiran 2. Hasil Tabulasi Data

Variabel Kualitas Pelayanan

NO RESPONDEN	X1.1	X1.2	X.3	X1.4	X.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	TOTAL
1	4	3	3	3	4	3	3	3	4	4	3	4	4	3	48
2	3	4	4	3	4	2	4	4	3	2	3	4	4	4	48
3	4	4	4	3	2	5	3	3	4	4	3	3	2	2	46
4	4	4	4	3	5	4	4	3	5	4	5	5	5	4	59
5	4	3	3	3	2	3	4	3	5	3	3	4	3	2	45
6	3	3	3	3	4	4	3	3	4	4	3	4	5	4	50
7	5	4	4	3	2	3	3	3	3	3	4	2	2	2	43
8	4	5	4	3	4	5	4	4	5	4	3	5	4	4	58
9	4	4	4	3	4	4	5	4	4	4	5	4	4	4	57
10	3	3	4	4	3	4	4	4	5	3	4	3	4	3	51
11	4	4	4	3	3	4	4	4	4	4	4	4	4	4	54
12	5	5	5	5	5	5	5	5	4	5	3	5	3	5	63
13	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
14	3	4	3	3	3	3	3	3	3	3	3	3	3	3	43
15	4	4	3	3	3	4	4	4	3	3	3	4	3	3	48
16	4	4	4	3	4	4	4	4	4	3	3	4	4	5	54
17	4	4	4	3	4	4	4	4	4	3	3	4	4	5	54
18	5	4	4	4	4	5	4	4	4	4	4	5	4	4	59
19	4	3	4	4	3	4	4	3	4	5	5	4	3	4	54
20	3	4	4	4	3	3	3	3	3	3	3	4	3	3	46
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27	4	4	4	3	3	3	3	3	4	3	3	2	3	3	45
28	4	5	5	5	5	5	5	5	5	4	5	5	5	4	67
29	5	3	4	2	1	2	4	5	2	3	1	3	3	5	45
30	4	4	4	5	3	4	4	5	5	4	3	4	4	4	57
31	4	3	3	3	3	3	4	4	4	4	4	4	4	4	51
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38	5	5	4	5	3	4	4	4	5	4	4	5	3	4	59
39	5	5	5	4	4	4	5	4	5	5	4	5	4	4	63
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41	4	3	3	3	3	3	3	3	4	3	4	4	4	4	48
42	4	4	4	4	4	4	4	4	5	4	4	5	3	4	57
43	5	5	5	4	3	4	4	4	5	4	4	5	4	4	60
44	5	5	5	4	4	4	4	4	5	4	4	5	5	5	63
45	4	4	4	4	4	4	4	4	5	4	4	5	3	4	57
46	4	4	4	4	4	4	4	4	4	4	4	5	3	4	56
47	5	5	5	4	4	4	4	4	5	5	5	5	3	4	62
48	4	4	4	4	3	3	4	4	4	4	3	5	3	4	53
49	5	5	5	5	5	5	4	4	5	4	4	4	3	4	62
50	4	4	4	4	4	4	4	4	4	4	4	5	4	4	57

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53	4	4	4	4	4	4	4	4	5	5	5	5	4	5	61
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61	4	4	4	4	4	4	4	4	5	4	4	5	4	4	58
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64	4	4	4	4	4	4	3	3	4	4	4	4	3	4	53
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66	4	5	4	4	3	4	4	4	5	4	4	5	3	4	57
67	4	4	4	3	3	4	4	4	5	3	4	4	4	4	54
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65	4	4	4	4	4	3	3	4	4	34
66	4	4	4	4	4	4	4	4	4	36
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71	3	3	3	2	3	4	4	4	4	30
72	2	3	3	3	4	4	4	3	3	29
73	4	4	4	3	4	4	4	3	3	33
74	3	3	3	3	3	3	4	3	3	28
75	4	3	3	3	4	3	4	3	3	30
76	3	3	3	4	4	3	4	3	3	30
77	3	3	3	3	3	4	4	3	3	29
78	3	4	4	3	3	3	4	3	3	30
79	3	3	3	3	3	3	4	3	3	28
80	4	4	4	3	3	3	4	4	3	32
81	3	4	4	3	4	4	4	4	4	34
82	3	4	4	4	4	4	4	3	4	34
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98	4	5	4	4	4	3	4	3	4	35
99	3	4	4	4	4	3	4	3	5	34
100	4	4	5	4	4	4	4	4	5	38

Variabel Keputusan Pembelian

NO RESPONDEN	Y.24	Y.25	Y.26	Y.27	Y.28	Y.29	Y.30	Y.31	Y.32	Y.33	TOTAL
1	2	4	4	5	3	4	5	4	4	4	39
2	2	3	2	3	2	3	3	4	4	3	29
3	3	3	4	4	3	3	3	2	3	3	31
4	5	4	4	5	5	5	4	5	4	5	46
5	5	1	5	1	2	4	5	2	2	3	30
6	3	3	3	4	4	4	4	4	3	4	36
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8	4	4	4	5	5	4	5	4	4	5	44
9	4	4	5	4	4	5	5	3	3	4	41
10	3	4	2	4	3	3	4	4	4	4	35
11	5	5	5	5	4	5	5	5	5	4	48
12	5	5	5	5	5	5	5	5	5	5	50
13	5	5	5	5	5	5	5	5	5	5	50
14	3	3	3	3	3	3	3	3	3	3	30
15	3	4	4	4	3	4	4	4	3	3	36
16	5	4	5	5	5	4	4	4	5	4	45
17	5	4	5	5	5	4	4	4	5	4	45
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19	3	5	4	5	5	4	4	5	5	4	44
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23	4	4	4	4	3	3	4	4	4	4	38
24	4	4	4	4	3	4	4	3	4	4	38
25	3	1	1	3	3	2	3	3	3	3	25
26	3	4	3	4	3	3	3	4	4	4	35
27	3	4	3	3	3	2	5	3	3	4	33
28	4	4	4	4	4	4	4	4	4	4	40
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35	4	3	3	4	4	4	4	4	4	4	38
36	4	4	4	4	4	4	4	4	4	4	40
37	4	2	2	4	4	3	4	2	4	5	34
38	5	2	2	4	4	3	4	1	5	5	35
39	4	2	2	4	4	4	4	3	5	5	37
40	4	1	2	3	3	3	4	2	5	5	32
41	4	3	3	4	4	4	4	4	4	4	38
42	5	2	2	5	4	3	4	3	5	5	38
43	5	3	3	4	4	4	4	3	5	5	40
44	4	3	3	4	4	3	4	3	5	5	38
45	4	2	3	4	4	3	4	2	4	4	34
46	5	2	4	4	4	3	4	3	4	4	37
47	4	3	3	4	4	4	4	3	4	5	38
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56	4	3	4	5	4	4	4	3	5	5	41
57	5	3	3	5	4	3	3	3	5	5	39
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59	4	3	3	4	4	3	3	3	4	4	35
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67	4	3	3	4	4	3	3	2	5	5	36
68	4	2	3	4	4	4	4	4	4	4	37
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76	3	3	3	4	4	3	3	4	3	3	33
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83	3	3	3	4	4	3	4	4	5	5	38
84	3	3	2	5	4	3	4	4	4	4	36
85	2	3	5	3	5	3	3	4	4	4	36
86	3	3	3	4	4	3	4	4	4	4	36
87	3	2	4	4	4	3	4	4	4	4	36
88	3	3	3	4	4	3	4	4	4	4	36
89	3	3	2	4	4	4	4	4	4	4	36
90	2	3	3	5	4	3	4	4	5	5	38
91	3	4	2	4	4	3	4	4	5	5	38
92	4	4	4	4	4	4	4	4	4	5	41
93	4	5	3	4	4	4	3	3	4	3	37
94	4	4	4	4	4	4	4	4	3	3	38
95	4	3	2	5	5	3	5	5	5	5	42
96	3	3	2	4	4	4	4	3	4	4	35
97	4	4	3	3	4	3	3	3	4	4	35
98	3	4	3	3	3	3	3	3	3	5	33
99	3	4	3	4	4	4	3	4	4	4	37
100	4	3	2	4	4	4	3	3	5	5	37

Lampiran 2. Hasil Tabulasi Data

REKAPITULASI SKOR TOTAL TABULASI DATA			
NO	X1	X2	Y
1	48	34	39
2	48	31	29
3	46	37	31
4	59	42	46
5	45	25	30
6	50	33	36
7	43	27	30
8	58	38	44
9	57	38	41
10	51	33	35
11	54	37	48
12	63	45	50
13	70	45	50
14	43	27	30
15	48	33	36
16	54	34	45
17	54	34	45
18	59	37	45
19	54	37	44
20	46	28	32
21	55	31	35
22	48	29	31
23	52	33	38
24	50	33	38
25	53	32	25
26	56	35	35
27	45	27	33
28	67	39	40
29	45	32	30
30	57	40	38
31	51	39	40
32	51	39	40
33	54	35	35
34	49	35	35
35	56	36	38
36	56	36	40
37	56	37	34
38	59	38	35
39	63	35	37
40	56	38	32
41	48	36	38
42	57	39	38

43	60	35	40
44	63	38	38
45	57	36	34
46	56	36	37
47	62	39	38
48	53	34	30
49	62	37	41
50	57	39	34
51	54	34	38
52	58	38	31
53	61	37	39
54	56	35	36
55	60	39	40
56	60	37	41
57	58	35	39
58	58	34	38
59	54	34	35
60	55	34	37
61	58	34	37
62	58	36	35
63	55	34	37
64	53	35	36
65	56	34	38
66	57	36	36
67	54	36	36
68	56	36	37
69	57	37	39
70	51	34	36
71	53	30	32
72	49	29	34
73	47	33	32
74	48	28	35
75	47	30	31
76	48	30	33
77	47	29	33
78	45	30	31
79	45	28	34
80	46	32	35
81	51	34	38
82	47	34	36
83	52	33	38
84	52	35	36
85	51	33	36
86	50	34	36
87	47	34	36
88	49	33	36
89	50	34	36
90	50	33	38

91	50	35	38
92	60	36	41
93	52	35	37
94	53	31	38
95	50	34	42
96	53	33	35
97	50	36	35
98	53	35	33
99	50	34	37
100	55	38	37

Lampiran 3. Hasil Transformasi Data

REKAPITULASI SKOR TOTAL TRANSFORMASI DATA			
No	X1	X2	Y
1	2,522	3,422	3,774
2	2,522	2,649	2,433
3	2,047	4,423	2,896
4	4,525	5,628	4,889
5	1,704	1,000	2,099
6	2,881	3,003	3,416
7	1,000	1,681	2,017
8	4,338	4,728	4,265
9	4,113	4,728	3,855
10	3,089	3,003	3,137
11	3,547	4,423	4,662
12	5,245	6,086	5,099
13	6,086	6,086	4,985
14	1,000	1,681	2,256
15	2,522	3,003	3,163
16	3,547	3,422	4,092
17	3,547	3,422	4,092
18	4,525	4,423	4,227
19	3,547	4,423	4,398
20	2,047	2,062	2,513
21	3,700	2,649	2,765
22	2,522	2,291	2,389
23	3,219	3,003	3,404
24	2,881	3,003	3,375
25	3,358	2,768	1,727
26	3,876	3,817	2,922
27	1,704	1,681	2,439
28	5,598	5,120	3,455
29	1,704	2,768	2,812
30	4,113	5,478	3,705
31	3,089	5,120	4,164
32	3,089	5,120	4,141
33	3,547	3,817	3,087
34	2,698	3,817	3,345
35	3,876	4,121	4,137
36	3,876	4,121	4,622
37	3,876	4,423	2,909
38	4,525	4,728	3,167

39	5,245	3,817	3,804
40	3,876	4,728	2,583
41	2,522	4,121	4,137
42	4,113	5,120	4,137
43	4,705	3,817	4,622
44	5,245	4,728	4,137
45	4,113	4,121	2,909
46	3,876	4,121	3,804
47	4,978	5,120	4,137
48	3,358	3,422	1,948
49	4,978	4,423	4,842
50	4,113	5,120	2,909
51	3,547	3,422	4,137
52	4,338	4,728	2,350
53	4,861	4,423	4,438
54	3,876	3,817	3,513
55	4,705	5,120	4,622
56	4,705	4,423	4,842
57	4,338	3,817	4,438
58	4,338	3,422	4,137
59	3,547	3,422	3,167
60	3,700	3,422	3,804
61	4,338	3,422	3,804
62	4,338	4,121	3,167
63	3,700	3,422	3,804
64	3,358	3,817	3,513
65	3,876	3,422	4,137
66	4,113	4,121	3,513
67	3,547	4,121	3,513
68	3,876	4,121	3,804
69	4,113	4,423	4,438
70	3,089	3,422	3,513
71	3,358	2,488	2,583
72	2,698	2,291	2,909
73	2,268	3,003	2,583
74	2,522	2,062	3,167
75	2,268	2,488	2,350
76	2,522	2,488	2,749
77	2,268	2,291	2,749
78	1,704	2,488	2,350
79	1,704	2,062	2,909
80	2,047	2,768	3,167
81	3,089	3,422	4,137

82	2,268	3,422	3,513
83	3,219	3,003	4,137
84	3,219	3,817	3,513
85	3,089	3,003	3,513
86	2,881	3,422	3,513
87	2,268	3,422	3,513
88	2,698	3,003	3,513
89	2,881	3,422	3,513
90	2,881	3,003	4,137
91	2,881	3,817	4,137
92	4,705	4,121	4,842
93	3,219	3,817	3,804
94	3,358	2,649	4,137
95	2,881	3,422	4,976
96	3,358	3,003	3,167
97	2,881	4,121	3,167
98	3,358	3,817	2,749
99	2,881	3,422	3,804
100	3,700	4,728	3,804

Lampiran 4 Hasil Uji Validitas Dan Reliabilitas

Uji Validitas

Variabel Kualitas Pelayanan

		Correlations														
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	TOTAL
X1.1	Pearson Correlation	1	.430**	.438**	.282**	.101	.147	.248*	.320**	.135	.298**	.076	.244	-.044	.251	.442**
	Sig. (2-tailed)		.000	.000	.004	.318	.144	.013	.001	.179	.003	.454	.015	.667	.012	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.430**	1	.567**	.494**	.233*	.424**	.348**	.315**	.177	.283**	.275**	.353**	-.075	.253	.590**
	Sig. (2-tailed)	.000		.000	.000	.020	.000	.000	.001	.079	.004	.006	.000	.461	.011	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.438**	.567**	1	.547**	.189	.478**	.390**	.533**	.364**	.312**	.231	.374**	-.040	.320**	.662**
	Sig. (2-tailed)	.000	.000		.000	.060	.000	.000	.000	.002	.021	.000	.690	.001	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X1.4	Pearson Correlation	.282**	.494**	.547**	1	.357**	.444**	.306**	.426**	.305**	.428**	.322**	.328**	-.010	.264**	.649**
	Sig. (2-tailed)	.004	.000	.000		.000	.000	.002	.000	.002	.000	.001	.001	.923	.008	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X1.5	Pearson Correlation	.101	.233*	.189	.357**	1	.331**	.310**	.202	.113	.200	.309**	.400**	.441**	.447**	.572**
	Sig. (2-tailed)	.318	.020	.060	.000		.001	.002	.044	.263	.046	.002	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X1.6	Pearson Correlation	.147	.424**	.476**	.444**	.331**	1	.293**	.274**	.374**	.423**	.340**	.361**	.107	.272**	.630**
	Sig. (2-tailed)	.144	.000	.000	.000	.001		.003	.006	.000	.000	.001	.000	.291	.006	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X1.7	Pearson Correlation	.248*	.348**	.390**	.306**	.310**	.293**	1	.686**	.323**	.338**	.230	.507**	.290**	.427**	.664**
	Sig. (2-tailed)	.013	.000	.000	.002	.002	.003		.000	.001	.001	.022	.000	.003	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X1.8	Pearson Correlation	.320**	.315**	.533**	.426**	.202	.274**	.686**	1	.274**	.218	.017	.405	.133	.512**	.610**
	Sig. (2-tailed)	.001	.001	.000	.000	.044	.006	.000		.006	.029	.868	.000	.186	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X1.9	Pearson Correlation	.135	.177	.364**	.305**	.113	.374**	.323**	.274**	1	.408**	.305**	.469**	.185	.364**	.579**
	Sig. (2-tailed)	.179	.079	.000	.002	.263	.000	.001	.006		.000	.002	.000	.066	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X1.10	Pearson Correlation	.298**	.283**	.312**	.428**	.200	.423**	.338**	.218	.408**	1	.479**	.460**	.077	.304**	.630**
	Sig. (2-tailed)	.003	.004	.002	.000	.046	.000	.001	.029	.000		.000	.000	.447	.002	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X1.11	Pearson Correlation	.076	.275**	.231	.322**	.309**	.340**	.230	.017	.305**	.479**	1	.451**	.179	.173	.548**
	Sig. (2-tailed)	.454	.006	.021	.001	.002	.001	.022	.868	.002	.000		.000	.074	.084	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X1.12	Pearson Correlation	.244	.353**	.374**	.328**	.400**	.361**	.507**	.405**	.469**	.460**	.451**	1	.264**	.572**	.760**
	Sig. (2-tailed)	.015	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000		.008	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X1.13	Pearson Correlation	-.044	-.075	-.040	-.010	.441	.107	.290**	.133	.185	.077	.179	.264**	1	.371**	.359**
	Sig. (2-tailed)	.667	.461	.690	.923	.000	.291	.003	.186	.066	.447	.074	.008		.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X1.14	Pearson Correlation	.251	.253	.320**	.264**	.447**	.272**	.427**	.512**	.364**	.304**	.173	.572**	.371**	1	.666**
	Sig. (2-tailed)	.012	.011	.001	.008	.000	.006	.000	.000	.000	.002	.084	.000	.000		
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
TOTAL	Pearson Correlation	.442**	.590**	.662**	.649**	.572**	.630**	.664**	.610**	.579**	.630**	.548**	.760**	.359**	.666**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

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

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

Variabel Citra Perusahaan

Correlations

		X2.15	X2.16	X2.17	X2.18	X2.19	X2.20	X2.21	X2.22	X2.23	TOTAL
X2.15	Pearson Correlation	1	.508**	.375**	.422**	.428**	.396**	.160	.349**	.507**	.707**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.111	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X2.16	Pearson Correlation	.508**	1	.451**	.471**	.468**	.369**	.124	.307**	.429**	.702**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.220	.002	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X2.17	Pearson Correlation	.375**	.451**	1	.597**	.645**	.332**	.284**	.491**	.449**	.757**
	Sig. (2-tailed)	.000	.000		.000	.000	.001	.004	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X2.18	Pearson Correlation	.422**	.471**	.597**	1	.614**	.315**	.212	.337**	.341**	.710**
	Sig. (2-tailed)	.000	.000	.000		.000	.001	.034	.001	.001	.000
	N	100	100	100	100	100	100	100	100	100	100
X2.19	Pearson Correlation	.428**	.468**	.645**	.614**	1	.475**	.201	.375**	.414**	.755**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.045	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X2.20	Pearson Correlation	.396**	.369**	.332**	.315**	.475**	1	.514**	.347**	.255	.652**
	Sig. (2-tailed)	.000	.000	.001	.001	.000		.000	.000	.010	.000
	N	100	100	100	100	100	100	100	100	100	100
X2.21	Pearson Correlation	.160	.124	.284**	.212	.201	.514**	1	.162	.086	.430**
	Sig. (2-tailed)	.111	.220	.004	.034	.045	.000		.108	.394	.000
	N	100	100	100	100	100	100	100	100	100	100
X2.22	Pearson Correlation	.349**	.307**	.491**	.337**	.375**	.347**	.162	1	.391**	.624**
	Sig. (2-tailed)	.000	.002	.000	.001	.000	.000	.108		.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X2.23	Pearson Correlation	.507**	.429**	.449**	.341**	.414**	.255	.086	.391**	1	.672**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.010	.394	.000		.000
	N	100	100	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.707**	.702**	.757**	.710**	.755**	.652**	.430**	.624**	.672**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

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

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

Variabel Keputusan Pembelian

Correlations

		Y.24	Y.25	Y.26	Y.27	Y.28	Y.29	Y.30	Y.31	Y.32	Y.33	TOTAL
Y.24	Pearson Correlation	1	-.080	.184	.320**	.279**	.231*	.215*	-.206*	.341**	.390**	.466**
	Sig. (2-tailed)		.429	.067	.001	.005	.021	.031	.040	.001	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.25	Pearson Correlation	-.080	1	.444**	.270**	.327**	.423**	.158	.539**	.055	-.028	.578**
	Sig. (2-tailed)	.429		.000	.007	.001	.000	.116	.000	.584	.780	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.26	Pearson Correlation	.184	.444**	1	.054	.295**	.486**	.319**	.303**	-.043	-.071	.559**
	Sig. (2-tailed)	.067	.000		.591	.003	.000	.001	.002	.673	.480	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.27	Pearson Correlation	.320**	.270**	.054	1	.447**	.299**	.215*	.271**	.559**	.418**	.655**
	Sig. (2-tailed)	.001	.007	.591		.000	.003	.032	.006	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.28	Pearson Correlation	.279**	.327**	.295**	.447**	1	.294**	.181	.416**	.465**	.409**	.710**
	Sig. (2-tailed)	.005	.001	.003	.000		.003	.072	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.29	Pearson Correlation	.231*	.423**	.486**	.299**	.294**	1	.367**	.385**	.096	.048	.645**
	Sig. (2-tailed)	.021	.000	.000	.003	.003		.000	.000	.340	.635	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.30	Pearson Correlation	.215*	.158	.319**	.215*	.181	.367**	1	.304**	.011	.041	.482**
	Sig. (2-tailed)	.031	.116	.001	.032	.072	.000		.002	.912	.688	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.31	Pearson Correlation	-.206*	.539**	.303**	.271**	.416**	.385**	.304**	1	.075	-.045	.554**
	Sig. (2-tailed)	.040	.000	.002	.006	.000	.000	.002		.455	.659	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.32	Pearson Correlation	.341**	.055	-.043	.559**	.465**	.096	.011	.075	1	.776**	.556**
	Sig. (2-tailed)	.001	.584	.673	.000	.000	.340	.912	.455		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.33	Pearson Correlation	.390**	-.028	-.071	.418**	.409**	.048	.041	-.045	.776**	1	.482**
	Sig. (2-tailed)	.000	.780	.480	.000	.000	.635	.688	.659	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.466**	.578**	.559**	.655**	.710**	.645**	.482**	.554**	.556**	.482**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

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

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

Uji Reabilitas

Variabel Kualitas Pelayanan

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.860	14

Variabel Citra Perusahaan

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.843	9

Variabel Keputusan Pembelian

Case Processing Summary

	N	%
Valid	100	100.0
Cases Excluded ^a	0	.0
Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.843	9

Lampiran 5. Hasil Analisis Data

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	3.32620451
	Absolute	.076
Most Extreme Differences	Positive	.076
	Negative	-.073
Kolmogorov-Smirnov Z		.756
Asymp. Sig. (2-tailed)		.617

a. Test distribution is Normal.

b. Calculated from data.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651 ^a	.424	.412	3.36032

a. Predictors: (Constant), Citra Perusahaan (X2), Kualitas Pelayanan (X1)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	806.410	2	403.205	35.708	.000 ^b
	Residual	1095.300	97	11.292		
	Total	1901.710	99			

a. Dependent Variable: Keputusan Pembelian (Y)

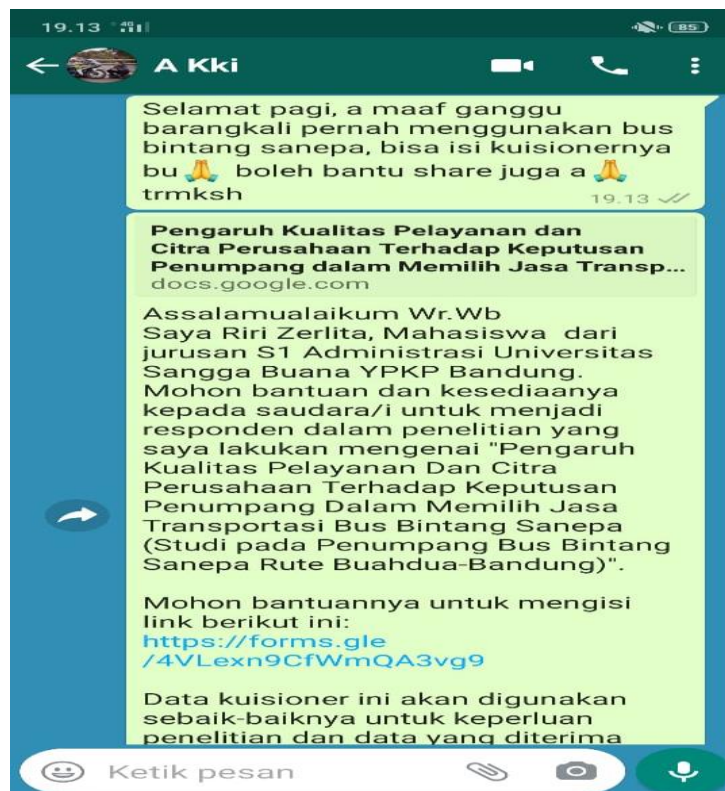
b. Predictors: (Constant), Citra Perusahaan (X2), Kualitas Pelayanan (X1)

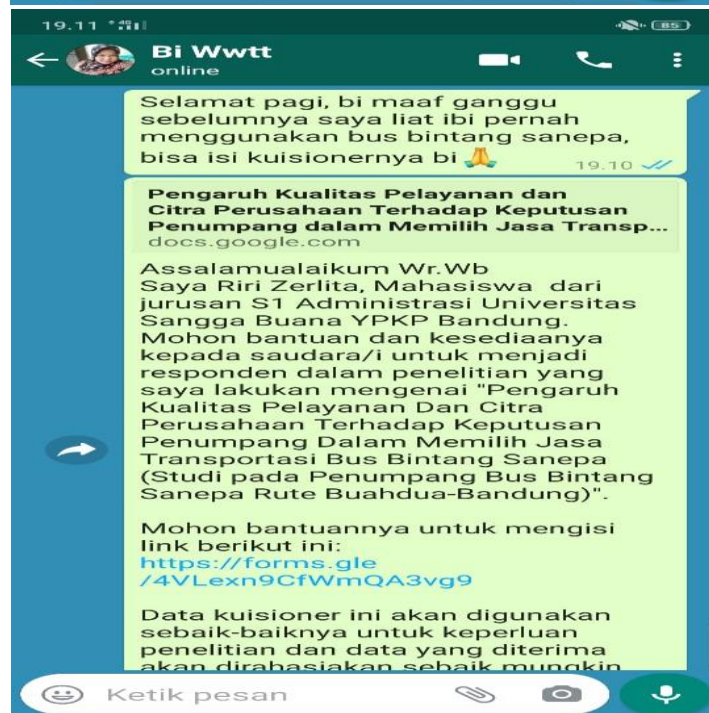
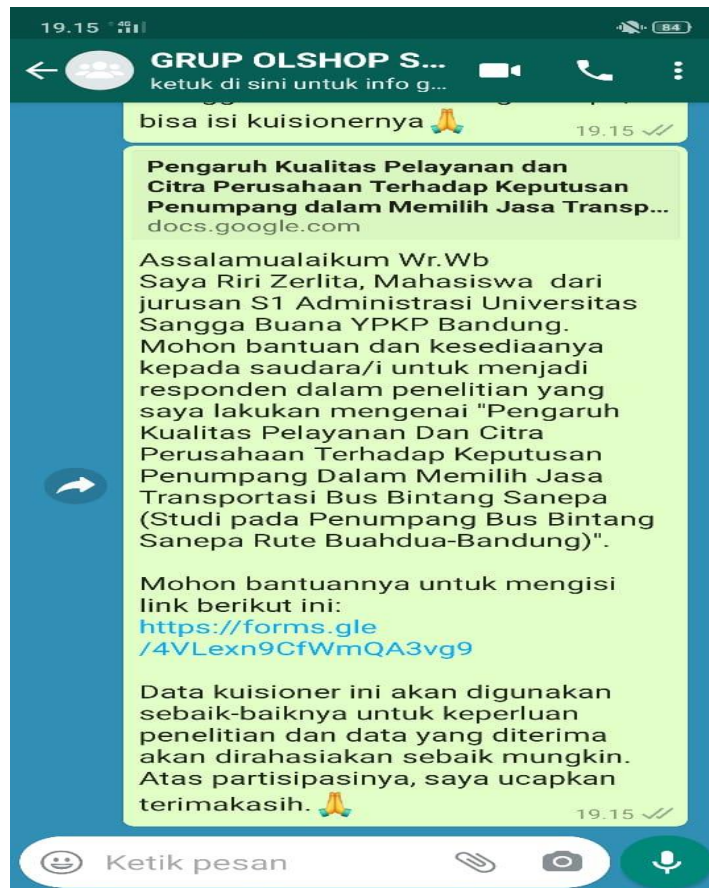
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	7.320	3.553		2.060	.042
1	Kualitas Pelayanan (X1)	.171	.096	.209	1.774	.079
	Citra Perusahaan (X2)	.588	.145	.478	4.057	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 6 Proses Kuesioner Via Online





19.07 4G

86



Ibu Nur PKK

mengetik...



HARI INI

🔒 Pesan yang dikirim ke chat ini dan panggilan kini diamankan dengan enkripsi end-to-end. Ketuk untuk info selengkapnya.

Assalamualaikum Wr.Wb
Saya Riri Zerlita, Mahasiswa dari jurusan S1 Administrasi Universitas Sangga Buana YPKP Bandung. Mohon bantuan dan kesediaanya kepada saudara/i untuk menjadi responden dalam penelitian yang saya lakukan mengenai "Pengaruh Kualitas Pelayanan Dan Citra Perusahaan Terhadap Keputusan Penumpang Dalam Memilih Jasa Transportasi Bus Bintang Sanepa (Studi pada Penumpang Bus Bintang Sanepa Rute Buahdua-Bandung)".

Mohon bantuannya untuk mengisi link berikut ini:

<https://forms.gle/4VLexn9CfWmQA3vg9>

Data kuisisioner ini akan digunakan sebaik-baiknya untuk keperluan penelitian dan data yang diterima akan dirahasiakan sebaik mungkin. Atas partisipasinya, saya ucapkan terimakasih. 🙏

19.06 ✓✓



Ketik pesan

