

WAMPYRAN

4	Harga produk lebih murah dibandingkan toko buku lain								
5	Keikutsertaan dalam berbagai pameran								
6	Promosi Toko Buku Gramedia mudah ditemui dimedia cetak seperti Koran, dan media elektronik seperti radio								
7	Lokasi sangat strategis								
8	Mudah dijangkau transportasi umum								
9	Karyawan ramah dan sopan dalam melayani konsumen								
10	Karyawan memiliki kecepatan dan ketepatan pada saat melayani konsumen								
11	Fasilitas yang dimiliki lengkap								
12	Fasilitas yang tersedia memberikan kenyamanan								
13	Ruangan luas, ber-AC menambah kenyamanan konsumen dalam berbelanja								
14	Penataan display buku tersusun rapi								

Keterangan

Harapan

- SS = Sangat Setuju
- S = Setuju
- TS = Tidak Setuju
- STS = Sangat Tidak Setuju

Kinerja

Data Penelitian Dimensi Harapan Pelanggan

No	Produk		Total			Harga			Total			Promosi		Total			Lokasi		Total			Pelayanan		Total			Fasilitas			Total			Suasana			Total		
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Data Penelitian Dimensi Kinerja

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66	4	4	8	3	2	5	4	4	8	4	4	8	4	4	8	4	4	8	4	4	8
67	4	4	8	3	2	5	4	4	8	4	4	8	4	4	8	4	4	8	4	4	8
68	4	3	7	2	2	4	4	4	8	3	3	6	3	3	6	3	3	6	3	3	6
69	4	4	8	3	2	5	4	3	7	4	3	7	4	4	8	3	4	7	3	3	6
70	3	3	6	3	3	6	3	3	6	4	4	8	3	4	7	4	4	8	3	4	7
71	3	3	6	3	3	6	4	4	8	4	4	8	3	3	6	3	3	6	4	4	8
72	4	4	8	3	2	5	4	4	8	4	3	7	3	3	6	4	4	8	4	4	8
73	4	4	8	3	2	5	4	4	8	3	4	7	4	4	8	3	3	6	4	4	8
74	4	4	8	3	2	5	4	4	8	4	3	7	4	4	8	4	4	8	4	4	8
75	3	3	6	3	2	5	2	2	4	3	3	6	3	3	6	3	4	7	3	4	7
76	3	3	6	3	2	5	2	3	5	3	4	7	3	3	6	3	3	6	3	3	6
77	4	4	8	3	2	5	3	3	6	4	4	8	4	4	8	4	4	8	4	4	8
78	4	4	8	2	2	4	4	4	8	3	3	6	4	4	8	4	4	8	4	4	8
79	3	3	6	4	2	6	3	3	6	3	3	6	4	4	8	4	4	8	3	4	7
80	4	4	8	3	2	5	4	4	8	3	3	6	4	4	8	4	4	8	4	4	8
81	4	4	8	3	3	6	4	4	8	3	4	7	4	4	8	4	4	8	4	4	8
82	4	3	7	3	2	5	4	4	8	4	4	8	3	3	6	3	3	6	3	3	6
83	4	4	8	3	2	5	4	3	7	3	3	6	4	4	8	3	4	7	3	3	6
84	3	3	6	3	2	5	3	3	6	2	3	5	3	4	7	4	4	8	3	4	7
85	3	3	6	3	2	5	4	4	8	4	4	8	3	3	6	3	3	6	4	4	8
86	4	4	8	3	2	5	4	4	8	3	3	6	3	3	6	4	4	8	4	4	8
87	4	4	8	3	2	5	4	4	8	4	4	8	4	4	8	4	4	8	4	4	8

88	3	3	6	3	2	5	2	2	4	4	4	8	3	3	6	3	4	7	3	4	7
89	3	3	6	3	2	5	2	3	5	3	3	6	3	3	6	3	3	6	3	3	6
90	4	4	8	3	3	6	3	3	6	4	3	7	4	4	8	4	4	8	4	4	8
91	4	4	8	3	2	5	4	4	8	3	3	6	4	4	8	4	4	8	4	4	8
92	3	3	6	3	2	5	3	3	6	4	4	8	4	4	8	4	4	8	3	4	7
93	4	4	8	3	2	5	4	4	8	4	4	8	4	4	8	3	3	6	4	4	8
94	4	4	8	3	2	5	4	4	8	4	4	8	4	4	8	4	4	8	4	4	8
95	4	3	7	2	1	3	4	4	8	4	3	7	3	3	6	3	3	6	3	3	6
96	4	4	8	3	2	5	4	4	8	3	3	6	4	4	8	4	4	8	4	4	8
97	3	3	6	4	2	6	3	3	6	3	3	6	3	4	7	4	4	8	3	4	7
98	3	3	6	3	2	5	4	4	8	4	4	8	3	3	6	3	3	6	4	4	8
99	4	4	8	2	2	4	4	3	7	3	3	6	3	3	6	3	4	7	3	3	6
100	4	4	8	3	3	6	4	4	8	4	4	8	4	4	8	3	3	6	4	4	8

Hasil Uji Validitas dan Reliabilitas

Dimensi Harapan atribut produk

Correlations

		BUTIR_1	BUTIR_2	TOTAL_1
BUTIR_1	Pearson Correlation	1	.433**	.831**
	Sig. (2-tailed)	.	.000	.000
	N	100	100	100
BUTIR_2	Pearson Correlation	.433**	1	.862**
	Sig. (2-tailed)	.000	.	.000
	N	100	100	100
TOTAL_1	Pearson Correlation	.831**	.862**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)	
Reliability Coefficients	
N of Cases =	100.0
N of Items =	2
Alpha =	.6027

Statistics for	Mean	Variance	Std Dev	N of
Scale	6.2900	.4706	.6860	Variables
				2

Item-total Statistics					
	Scale	Scale	Corrected		
	Mean	Variance	Item-	Squared	
Alpha	if Item	if Item	Total	Multiple	if
Item	Deleted	Deleted	Correlation	Correlation	
Deleted					
BUTIR_1	3.1100	.1797	.4332	.1877	.
BUTIR_2	3.1800	.1491	.4332	.1877	.

Dimensi Kinerja atribut produk

Correlations

		BUTIR_1	BUTIR_2	TOTAL_1
BUTIR_1	Pearson Correlation	1	.792**	.947**
	Sig. (2-tailed)	.	.000	.000
	N	100	100	100
BUTIR_2	Pearson Correlation	.792**	1	.946**
	Sig. (2-tailed)	.000	.	.000
	N	100	100	100
TOTAL_1	Pearson Correlation	.947**	.946**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)	
Reliability Coefficients	2 items
Alpha =	.8837 Standardized item alpha = .8837

Statistics for	Mean	Variance	Std Dev	N of Variables
Scale	7.3700	.7809	.8837	2

Item-total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	
Alpha					if
Item Deleted					
BUTIR_1	3.6900	.2161	.7917	.6268	.
BUTIR_2	3.6800	.2198	.7917	.6268	.

Dimensi Harapan atribut harga

Correlations

		BUTIR_3	BUTIR_4	TOTAL_2
BUTIR_3	Pearson Correlation	1	.460**	.859**
	Sig. (2-tailed)	.	.000	.000
	N	100	100	100
BUTIR_4	Pearson Correlation	.460**	1	.850**
	Sig. (2-tailed)	.000	.	.000
	N	100	100	100
TOTAL_2	Pearson Correlation	.859**	.850**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients 2 items

Alpha = .6027 Standardized item alpha = .6045

Statistics for	Mean	Variance	Std Dev	Variables
Scale	6.2900	.4706	.6860	2

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	if
Alpha					
BUTIR_1	3.1100	.1797	.4332	.1877	.
BUTIR_2	3.1800	.1491	.4332	.1877	.

Dimensi Kinerja Atribut Harga

Correlations

		BUTIR_3	BUTIR_4	TOTAL_2
BUTIR_3	Pearson Correlation	1	.458**	.842**
	Sig. (2-tailed)	.	.000	.000
	N	100	100	100
BUTIR_4	Pearson Correlation	.458**	1	.865**
	Sig. (2-tailed)	.000	.	.000
	N	100	100	100
TOTAL_2	Pearson Correlation	.842**	.865**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)	
Reliability Coefficients	2 items
Alpha =	.6269 Standardized item alpha = .6281

Statistics for	Mean	Variance	Std Dev	N of Variables
Scale	5.0900	.5878	.7667	2

Item-total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	
Alpha					
Item Deleted					
BUTIR_3	2.1600	.2166	.4578	.2096	.
BUTIR_4	2.9300	.1870	.4578	.2096	.

Dimensi Harapan atribut Promosi

Correlations

		BUTIR_5	BUTIR_6	TOTAL_3
BUTIR_5	Pearson Correlation	1	.489**	.869**
	Sig. (2-tailed)	.	.000	.000
	N	100	100	100
BUTIR_6	Pearson Correlation	.489**	1	.857**
	Sig. (2-tailed)	.000	.	.000
	N	100	100	100
TOTAL_3	Pearson Correlation	.869**	.857**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)	
Reliability Coefficients	2 items
Alpha =	.6568 Standardized item alpha = .6572

Statistics for	Mean	Variance	Std Dev	N of Variables
Scale	6.1100	1.0888	1.0434	2

Item-total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	
Alpha					
Item Deleted					
BUTIR_5	3.0500	.3510	.4894	.2395	.
BUTIR_6	3.0600	.3802	.4894	.2395	.

Dimensi Kinerja atribut Promosi

Correlations

		BUTIR_5	BUTIR_6	TOTAL_3
BUTIR_5	Pearson Correlation	1	.757**	.945**
	Sig. (2-tailed)	.	.000	.000
	N	100	100	100
BUTIR_6	Pearson Correlation	.757**	1	.929**
	Sig. (2-tailed)	.000	.	.000
	N	100	100	100
TOTAL_3	Pearson Correlation	.945**	.929**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)				
R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)				

N of Statistics for Scale	Mean	Variance	Std Dev	Variables
	7.1100	1.3312	1.1538	2

Item-total Statistics					
Alpha Item Deleted	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	if
BUTIR_5	3.5300	.3324	.7569	.5729	.
BUTIR_6	3.5800	.4279	.7569	.5729	.

Dimensi Harapan atribut Lokasi

Correlations

		BUTIR_7	BUTIR_8	TOTAL_4
BUTIR_7	Pearson Correlation	1	.470**	.869**
	Sig. (2-tailed)	.	.000	.000
	N	100	100	100
BUTIR_8	Pearson Correlation	.470**	1	.845**
	Sig. (2-tailed)	.000	.	.000
	N	100	100	100
TOTAL_4	Pearson Correlation	.869**	.845**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)	
Reliability Coefficients	2 items
Alpha =	.6380 Standardized item alpha = .6393

N of Statistics for Scale	Mean	Variance	Std Dev	Variables
	6.8200	.8360	.9143	2

Item-total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	
Alpha					
Item Deleted					
BUTIR_7	3.4000	.2626	.4698	.2207	.
BUTIR_8	3.4200	.3067	.4698	.2207	.

Dimensi Kinerja atribut Lokasi

Correlations

		BUTIR_7	BUTIR_8	TOTAL_4
BUTIR_7	Pearson Correlation	1	.682**	.920**
	Sig. (2-tailed)	.	.000	.000
	N	100	100	100
BUTIR_8	Pearson Correlation	.682**	1	.914**
	Sig. (2-tailed)	.000	.	.000
	N	100	100	100
TOTAL_4	Pearson Correlation	.920**	.914**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)	
Reliability Coefficients	2 items
Alpha =	.8105 Standardized item alpha = .8107

Statistics for	Mean	Variance	Std Dev	N of
Scale	7.0900	1.0120	1.0060	Variables 2

Item-total Statistics					
	Scale	Scale	Corrected	Squared	
	Mean	Variance	Item-	Multiple	
Alpha	if Item	if Item	Total	if	
Item	Deleted	Deleted	Correlation	Correlation	
Deleted					
BUTIR_7	3.5400	.2913	.6817	.4647	.
BUTIR_8	3.5500	.3106	.6817	.4647	.

Dimensi Harapan atribut Pelayanan

Correlations

		BUTIR_9	BUTIR_10	TOTAL_5
BUTIR_9	Pearson Correlation	1	.561**	.884**
	Sig. (2-tailed)	.	.000	.000
	N	100	100	100
BUTIR_10	Pearson Correlation	.561**	1	.884**
	Sig. (2-tailed)	.000	.	.000
	N	100	100	100
TOTAL_5	Pearson Correlation	.884**	.884**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)	
Reliability Coefficients	2 items
Alpha =	.7192 Standardized item alpha = .7192

N of Statistics for	Mean	Variance	Std Dev	Variables
Scale	6.2000	1.4747	1.2144	2

Item-total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	
Alpha					
Item Deleted					
BUTIR_9	3.0500	.4722	.5615	.3153	.
BUTIR_10	3.1500	.4722	.5615	.3153	.

Dimensi Kinerja atribut Pelayanan

Correlations

		BUTIR_9	BUTIR_10	TOTAL_5
BUTIR_9	Pearson Correlation	1	.619**	.898**
	Sig. (2-tailed)	.	.000	.000
	N	100	100	100
BUTIR_10	Pearson Correlation	.619**	1	.901**
	Sig. (2-tailed)	.000	.	.000
	N	100	100	100
TOTAL_5	Pearson Correlation	.898**	.901**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)	
Reliability Coefficients	2 items
Alpha =	.7645 Standardized item alpha = .7646

N of Statistics for	Mean	Variance	Std Dev	Variables
Scale	7.3200	.7653	.8748	2

Item-total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	
Alpha					
Item Deleted					
BUTIR_9	3.6800	.2400	.6189	.3830	.
BUTIR_10	3.6400	.2327	.6189	.3830	.

Dimensi Harapan atribut Fasilitas

Correlations

		BUTIR_11	BUTIR_12	TOTAL_6
BUTIR_11	Pearson Correlation	1	.756**	.922**
	Sig. (2-tailed)	.	.000	.000
	N	100	100	100
BUTIR_12	Pearson Correlation	.756**	1	.950**
	Sig. (2-tailed)	.000	.	.000
	N	100	100	100
TOTAL_6	Pearson Correlation	.922**	.950**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)	
Reliability Coefficients	2 items
Alpha =	.8495 Standardized item alpha = .8609

Statistics for	Mean	Variance	Std Dev	N of
Scale	6.4100	1.1938	1.0926	Variables 2

Item-total Statistics					
	Scale	Scale	Corrected	Squared	
	Mean	Variance	Item-	Multiple	if
Alpha	if Item	if Item	Total	Correlation	Deleted
Item	Deleted	Deleted	Correlation	Correlation	
Deleted					
BUTIR_11	3.2600	.4166	.7557	.5711	.
BUTIR_12	3.1500	.2702	.7557	.5711	

Dimensi Kinerja atribut Fasilitas

Correlations

		BUTIR_11	BUTIR_12	TOTAL_6
BUTIR_11	Pearson Correlation	1	.737**	.927**
	Sig. (2-tailed)	.	.000	.000
	N	100	100	100
BUTIR_12	Pearson Correlation	.737**	1	.937**
	Sig. (2-tailed)	.000	.	.000
	N	100	100	100
TOTAL_6	Pearson Correlation	.927**	.937**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)	
Reliability Coefficients	2 items
Alpha =	.8478 Standardized item alpha = .8489

Statistics for	Mean	Variance	Std Dev	N of
Scale	7.4100	.8302	.9112	Variables 2

Item-total Statistics					
Alpha	Scale	Scale	Corrected	Squared	
Item	Mean	Variance	Item-	Multiple	if
Deleted	if Item	if Item	Total	Correlation	if
Deleted	Deleted	Deleted	Correlation	Correlation	
BUTIR_11	3.7400	.2549	.7374	.5438	.
BUTIR_12	3.6700	.2233	.7374	.5438	.

Dimensi Harapan atribut Suasana

Correlations

		BUTIR_13	BUTIR_14	TOTAL_7
BUTIR_13	Pearson Correlation	1	.500**	.880**
	Sig. (2-tailed)	.	.000	.000
	N	100	100	100
BUTIR_14	Pearson Correlation	.500**	1	.852**
	Sig. (2-tailed)	.000	.	.000
	N	100	100	100
TOTAL_7	Pearson Correlation	.880**	.852**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)	
Reliability Coefficients	2 items
Alpha =	.6647 Standardized item alpha = .6668

Statistics for	Mean	Variance	Std Dev	N of Variables
Scale	6.6700	.7890	.8883	2

Item-total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	
Alpha					
Item Deleted					
BUTIR_13	3.3800	.2380	.5001	.2501	.
BUTIR_14	3.2900	.2888	.5001	.2501	.

Dimensi Kinerja atribut Suasana

Correlations

		BUTIR_13	BUTIR_14	TOTAL_7
BUTIR_13	Pearson Correlation	1	.512**	.921**
	Sig. (2-tailed)	.	.000	.000
	N	100	100	100
BUTIR_14	Pearson Correlation	.512**	1	.807**
	Sig. (2-tailed)	.000	.	.000
	N	100	100	100
TOTAL_7	Pearson Correlation	.921**	.807**	1
	Sig. (2-tailed)	.000	.000	.
	N	100	100	100

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

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)	
Reliability Coefficients	2 items
Alpha =	.6401 Standardized item alpha = .6769

Statistics for	Mean	Variance	Std Dev	N of Variables
Scale	7.4900	.6565	.8102	2

Item-total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	
Alpha					
Item Deleted					
BUTIR_13	3.8400	.1358	.5116	.2617	.
BUTIR_14	3.6500	.3106	.5116	.2617	.

KATEGORI

Produk	Harga	Promosi	Lokasi	Pelayanan	Fasilitas	Suasana	Kepuasan
sangat puas	puas	puas	puas	puas	puas	kecewa	puas
puas	kecewa	sangat puas	puas	puas	puas	puas	sangat puas
sangat puas	puas	puas	puas	puas	sangat puas	puas	sangat puas
sangat puas	kecewa	sangat puas	puas	sangat puas	sangat puas	sangat puas	sangat puas
sangat puas	kecewa	sangat puas	puas	sangat puas	sangat puas	puas	sangat puas
sangat puas	kecewa	puas	puas	puas	puas	puas	sangat puas
puas	kecewa	sangat puas	puas	sangat puas	sangat puas	sangat puas	sangat puas
sangat puas	kecewa	kecewa	sangat puas	sangat puas	sangat puas	sangat puas	sangat puas
sangat puas	kecewa	sangat puas	puas	sangat puas	sangat puas	sangat puas	sangat puas
sangat puas	kecewa	sangat puas	puas	sangat puas	puas	puas	sangat puas
sangat puas	kecewa	sangat puas	sangat puas	sangat puas	puas	puas	sangat puas
sangat puas	kecewa	sangat puas	puas	sangat puas	puas	puas	sangat puas
sangat puas	kecewa	sangat puas	puas	sangat puas	puas	puas	sangat puas
sangat puas	puas	kecewa	puas	sangat puas	puas	sangat puas	sangat puas
puas	kecewa	sangat puas	sangat puas	puas	puas	puas	sangat puas
puas	kecewa	puas	puas	sangat puas	sangat puas	puas	sangat puas
sangat puas	kecewa	sangat puas	puas	sangat puas	sangat puas	sangat puas	sangat puas
kecewa	puas	puas	puas	puas	kecewa	puas	kecewa
kecewa	puas	sangat puas	kecewa	puas	sangat puas	puas	puas
sangat puas	kecewa	sangat puas	puas	sangat puas	sangat puas	sangat puas	sangat puas
sangat puas	kecewa	sangat puas	puas	sangat puas	sangat puas	sangat puas	sangat puas
puas	kecewa	puas	puas	sangat puas	sangat puas	sangat puas	sangat puas
sangat puas	kecewa	sangat puas	puas	sangat puas	sangat puas	sangat puas	sangat puas
sangat puas	kecewa	puas	kecewa	puas	sangat puas	sangat puas	puas
sangat puas	kecewa	puas	sangat puas	kecewa	kecewa	kecewa	kecewa
sangat puas	kecewa	sangat puas	puas	sangat puas	sangat puas	puas	sangat puas
puas	kecewa	puas	sangat puas	puas	sangat puas	sangat puas	sangat puas

kecewa	kecewa	kecewa	sangat puas	kecewa	sangat puas	sangat puas	kecewa
puas	kecewa	kecewa	puas	kecewa	kecewa	kecewa	kecewa
sangat puas	kecewa	kecewa	sangat puas	sangat puas	sangat puas	sangat puas	sangat puas
sangat puas	kecewa	puas	kecewa	sangat puas	sangat puas	puas	sangat puas
puas	kecewa	puas	sangat puas	sangat puas	sangat puas	sangat puas	sangat puas
sangat puas	kecewa	sangat puas	sangat puas	sangat puas	sangat puas	sangat puas	sangat puas
sangat puas	kecewa	sangat puas	puas	sangat puas	sangat puas	sangat puas	sangat puas
kecewa	kecewa	sangat puas	sangat puas	kecewa	puas	puas	kecewa
puas	kecewa	puas	puas	sangat puas	sangat puas	sangat puas	sangat puas
puas	kecewa	puas	puas	sangat puas	sangat puas	sangat puas	sangat puas
puas	kecewa	puas	sangat puas	kecewa	kecewa	puas	kecewa
sangat puas	kecewa	sangat puas	puas	puas	sangat puas	puas	puas
sangat puas	kecewa	sangat puas	puas	sangat puas	sangat puas	sangat puas	sangat puas

PERHITUNGAN INDEKS KEPUASAN PELANGGAN (IKP)

No	Kinerja								Harapan								IKP							
	1	2	3	4	5	6	7	Σ	1	2	3	4	5	6	7	Σ	1	2	3	4	5	6	7	Σ
1	8	6	6	4	5	6	5	40	6	6	6	4	5	6	7	40	2	0	0	0	0	0	-2	0
2	6	6	8	8	7	8	8	51	6	8	5	8	7	8	8	50	0	-2	3	0	0	0	0	1
3	7	7	7	8	6	8	7	50	6	7	7	8	6	7	7	48	1	0	0	0	0	1	0	2
4	7	5	6	8	8	7	8	49	6	8	5	8	3	5	6	41	1	-3	1	0	5	2	2	8
5	8	5	7	8	8	8	8	52	7	6	6	8	7	6	8	48	1	-1	1	0	1	2	0	4
6	8	5	7	6	7	5	6	44	6	6	7	6	7	5	6	43	2	-1	0	0	0	0	0	1
7	6	5	8	8	8	8	8	51	6	6	7	8	6	6	6	45	0	-1	1	0	2	2	2	6
8	7	5	6	8	8	8	8	50	6	6	8	6	5	6	6	43	1	-1	-2	2	3	2	2	7
9	8	5	8	8	8	8	8	53	6	6	6	8	6	6	7	45	2	-1	2	0	2	2	1	8
10	8	5	8	8	8	8	8	53	6	7	7	8	6	8	8	50	2	-2	1	0	2	0	0	3
11	8	5	8	7	7	8	8	51	6	7	7	6	6	8	8	48	2	-2	1	1	1	0	0	3
12	8	3	8	8	8	8	8	51	6	8	6	8	6	8	8	50	2	-5	2	0	2	0	0	1
13	8	5	8	7	7	8	8	51	6	8	4	7	6	8	8	47	2	-3	4	0	1	0	0	4
14	8	6	6	8	8	8	8	52	7	6	7	8	7	8	7	50	1	0	-1	0	1	0	1	2
15	8	6	8	8	8	8	8	54	8	8	6	6	8	8	8	52	0	-2	2	2	0	0	0	2
16	8	4	8	8	8	8	8	52	8	6	8	8	6	7	8	51	0	-2	0	0	2	1	0	1
17	8	5	7	6	7	8	8	49	6	6	6	6	6	6	6	42	2	-1	1	0	1	2	2	7
18	6	6	4	6	6	7	7	42	7	6	4	6	6	8	7	44	-1	0	0	0	0	-1	0	-2
19	6	6	5	4	6	6	6	39	7	6	4	6	6	4	6	39	-1	0	1	-2	0	2	0	0
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21	8	5	8	8	8	8	8	53	6	8	6	8	6	6	6	46	2	-3	2	0	2	2	2	7
22	6	4	6	6	8	8	7	45	6	6	6	6	4	6	6	40	0	-2	0	0	4	2	1	5

23	8	5	8	6	8	8	8	51	5	8	6	6	5	6	6	42	3	-3	2	0	3	2	2	9
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26	8	5	7	6	8	7	6	47	6	8	6	6	6	6	6	44	2	-3	1	0	2	1	0	3
27	6	5	6	8	7	8	7	47	6	8	6	6	7	7	6	46	0	-3	0	2	0	1	1	1
28	6	5	8	8	6	6	8	47	6	7	7	7	8	8	8	51	0	-2	1	1	-2	-2	0	-4
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31	8	5	8	7	8	8	8	52	6	8	6	7	7	7	8	49	2	-3	2	0	1	1	0	3
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33	8	5	7	6	7	5	6	44	6	6	6	6	6	6	6	42	2	-1	1	0	1	-1	0	2
34	6	5	8	8	8	8	8	51	6	7	6	6	4	6	6	41	0	-2	2	2	4	2	2	10
35	7	7	6	8	8	8	8	52	6	6	7	8	6	7	7	47	1	1	-1	0	2	1	1	5
36	8	5	8	8	8	8	8	53	6	7	5	8	3	5	6	40	2	-2	3	0	5	3	2	13
37	8	5	8	8	8	8	8	53	7	7	6	8	7	6	8	49	1	-2	2	0	1	2	0	4
38	8	4	8	8	7	8	8	51	8	7	8	6	6	7	8	50	0	-3	0	2	1	1	0	1
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41	8	6	6	6	8	8	8	50	7	7	4	6	6	4	6	40	1	-1	2	0	2	4	2	10
42	8	5	6	6	8	8	8	49	6	8	5	6	5	6	6	42	2	-3	1	0	3	2	2	7
43	8	5	8	6	8	8	8	51	6	7	6	6	6	6	6	43	2	-2	2	0	2	2	2	8
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47	8	5	7	8	8	7	6	49	6	7	8	7	8	8	8	52	2	-2	-1	1	0	-1	-2	-3

48	6	5	6	6	7	8	7	45	6	7	6	6	6	6	6	43	0	-2	0	0	1	2	1	2
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53	8	3	7	8	8	8	8	50	8	7	6	8	8	6	6	49	0	-4	1	0	0	2	2	1
54	8	4	7	6	7	5	6	43	8	6	8	6	6	6	6	46	0	-2	-1	0	1	-1	0	-3
55	6	5	8	7	8	8	8	50	6	7	6	7	6	6	6	44	0	-2	2	0	2	2	2	6
56	7	6	6	8	8	8	8	51	7	6	4	6	6	6	6	41	0	0	2	2	2	2	2	10
57	8	5	8	7	8	8	8	52	6	7	6	6	7	7	6	45	2	-2	2	1	1	1	2	7
58	8	5	8	8	8	8	8	53	6	7	7	8	8	8	8	52	2	-2	1	0	0	0	0	1
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61	8	5	8	7	7	8	8	51	6	8	6	7	7	7	8	49	2	-3	2	0	0	1	0	2
62	6	5	5	6	6	6	6	40	6	6	5	6	5	6	6	40	0	-1	0	0	1	0	0	0
63	8	5	6	6	8	8	8	49	6	8	6	6	6	6	6	44	2	-3	0	0	2	2	2	5
64	8	5	8	7	8	8	8	52	6	8	6	7	4	6	6	43	2	-3	2	0	4	2	2	9
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67	8	5	8	8	8	8	8	53	7	8	6	8	7	6	8	50	1	-3	2	0	1	2	0	3
68	7	4	8	6	6	6	6	43	8	7	8	6	6	7	8	50	-1	-3	0	0	0	-1	-2	-7
69	8	5	7	7	8	7	6	48	6	7	6	7	6	6	6	44	2	-2	1	0	2	1	0	4
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72	8	5	8	7	6	8	8	50	6	8	5	7	5	6	6	43	2	-3	3	0	1	2	2	7

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74	8	5	8	7	8	8	8	52	6	8	6	7	4	6	6	43	2	-3	2	0	4	2	2	9
75	6	5	4	6	6	7	7	41	5	6	6	6	5	6	6	40	1	-1	-2	0	1	1	1	1
76	6	5	5	7	6	6	6	41	6	6	6	6	8	6	6	44	0	-1	-1	1	-2	0	0	-3
77	8	5	6	8	8	8	8	51	7	8	6	6	7	6	8	48	1	-3	0	2	1	2	0	3
78	8	4	8	6	8	8	8	50	8	8	8	8	6	7	8	53	0	-4	0	-2	2	1	0	-3
79	6	6	6	6	8	8	7	47	6	6	6	6	6	6	6	42	0	0	0	0	2	2	1	5
80	8	5	8	6	8	8	8	51	5	8	6	8	5	6	6	44	3	-3	2	-2	3	2	2	7
81	8	6	8	7	8	8	8	53	6	8	6	8	8	6	6	48	2	-2	2	-1	0	2	2	5
82	7	5	8	8	6	6	6	46	6	7	8	6	8	8	8	51	1	-2	0	2	-2	-2	-2	-5
83	8	5	7	6	8	7	6	47	6	6	6	7	6	6	6	43	2	-1	1	-1	2	1	0	4
84	6	5	6	5	7	8	7	44	6	7	6	7	7	7	6	46	0	-2	0	-2	0	1	1	-2
85	6	5	8	8	6	6	8	47	6	7	7	7	8	8	8	51	0	-2	1	1	-2	-2	0	-4
86	8	5	8	6	6	8	8	49	6	8	5	7	7	8	8	49	2	-3	3	-1	-1	0	0	0
87	8	5	8	8	8	8	8	53	6	8	5	8	7	7	8	49	2	-3	3	0	1	1	0	4
88	6	5	4	8	6	7	7	43	7	6	6	6	7	6	6	44	-1	-1	-2	2	-1	1	1	-1
89	6	5	5	6	6	6	6	40	6	6	7	6	7	8	7	47	0	-1	-2	0	-1	-2	-1	-7
90	8	6	6	7	8	8	8	51	6	8	7	6	7	4	6	44	2	-2	-1	1	1	4	2	7
91	8	5	8	6	8	8	8	51	6	8	8	8	5	7	8	50	2	-3	0	-2	3	1	0	1
92	6	5	6	8	8	8	7	48	6	6	6	6	6	6	6	42	0	-1	0	2	2	2	1	6
93	8	5	8	8	8	6	8	51	6	8	6	6	3	4	6	39	2	-3	2	2	5	2	2	12
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98	6	5	8	8	6	6	8	47	6	8	8	7	8	8	8	53	0	-3	0	1	-2	-2	0	-6
99	8	4	7	6	6	7	6	44	6	8	6	6	6	6	6	44	2	-4	1	0	0	1	0	0
100	8	6	8	8	8	6	8	52	6	8	7	8	7	4	6	46	2	-2	1	0	1	2	2	6
Total	737	509	711	709	732	741	749	4888	629	715	611	682	620	641	667	4565	108	-206	100	27	112	100	82	323