



8. Jenis kartu apa yang digunakan untuk telepon seluler Anda :

- a. Pascabayar
- b. Prabayar

9. Dimana Anda lebih suka membayar tagihan/membeli pulsa :

- a. Bank
- b. ATM
- c. Kantor telepon seluler
- d. counter-counter

10. Dimanakah biasanya Anda membeli telepon seluler / kartunya:

- a. Kantor pusat
- b. Counter-counter
- c. Teman-teman/keluarga
- d. Lain-lain.....(sebutkan)

Dari daftar fasilitas telepon seluler yang ada dibawah ini :

- Berikan urutan untuk fasilitas-fasilitas dibawah ini berdasarkan yang paling Anda butuhkan (nomor 1 untuk fasilitas yang paling tidak penting sampai nomor 8 untuk fasilitas yang sangat penting sekali )

Macam-macam fasilitas	Nomor
Mailbox	
Call divert (pengalihan)	
Call waiting	
Sistem pelayanan efisien	
Customer care / Layanan bebas pulsa	
3 party (bicara dengan 3 orang sekaligus)	
SMS	
MMS	

## Bagian II

Berilah tanda ( ) pada atribut-atribut yang menjadi pertimbangan Anda dalam memilih alat komunikasi

No	Atribut	Tanda
1	Tarif pulsa	
2	Jangkauan luas (bisa sampai ke pelosok-pelosok)	
3	Kemampuan sinyal	
4	Dapat dipakai untuk segala jenis HandPhone	
5	GPRS	
6	Adanya diskon tarif pada pemakaian jam-jam tertentu	
7	Kejernihan suara saat menerima dan menelepon bagus	
8	Dapat mengecek pulsa	
9	Tidak sering terjadi gangguan	
10	Kemampuan operator dalam memberikan informasi baik	
11	Promosi	
12	Adanya bonus pulsa/sms/mms	
13	Jumlah layanan pembayaran memadai	
14	Jumlah kantor pelayanan memadai ( <i>customer service</i> )	
15	Brand image(pandangan masyarakat terhadap alat komunikasi)	



## B. Importance dan Performance

### 1. Pernyataan Tentang Importance

Pernyataan berikut ini berkenaan dengan pendapat Anda tentang sejauh mana sebuah produk komunikasi harus memiliki karakteristik yang dinyatakan dalam setiap pernyataan .

Penilaian bisa Anda lakukan dengan skala dibawah ini.

1 = tidak penting

2 = kurang penting

3 = cukup penting

4 = penting

5 = sangat penting

No.	Pernyataan Importance	Penilaian				
		1	2	3	4	5
	<b>Kinerja</b>					
1.	Kemampuan sinyal bagus	1	2	3	4	5
2.	Kejernihan suara saat menerima telpon bagus	1	2	3	4	5
3.	Kejernihan suara saat menelpon bagus	1	2	3	4	5
4.	Jangkauan luas	1	2	3	4	5
	<b>Pelayanan</b>					
5.	Sistem pelayanan efisien	1	2	3	4	5
6.	Jumlah kantor layanan memadai	1	2	3	4	5
7.	Ruang kantor layanan bersih	1	2	3	4	5
8.	Pihak operator sigap dalam melayani	1	2	3	4	5
9.	Pihak operator tanggap menyelesaikan masalah	1	2	3	4	5
10.	Kepedulian operator dalam memberikan informasi baik	1	2	3	4	5
	<b>Keandalan</b>					
11.	Bekerja sebagaimana mestinya setiap kali perangkat ini digunakan	1	2	3	4	5
12.	Dapat kirim dan menerima SMS	1	2	3	4	5
13.	Dapat mengecek pemakaian pulsa	1	2	3	4	5
14.	Tidak sering terjadi gangguan	1	2	3	4	5
	<b>Tarif pulsa</b>					
15.	Tarif pulsa murah bila dibandingkan dengan <i>handphone</i>	1	2	3	4	5
16.	Adanya bonus pulsa / SMS / MMS	1	2	3	4	5
17.	Adanya diskon tarif pada pemakaian jam-jam tertentu	1	2	3	4	5

## 2. Pernyataan Tentang *Performance*

Pernyataan berikut ini berkenaan dengan pendapat Anda tentang sejauh mana kualitas aktual *flexiphone* setelah Anda menggunakannya.

Penilaian bisa Anda lakukan dengan skala dibawah ini.

1 = tidak puas

2 = kurang puas

3 = cukup puas

4 = puas

5 = sangat puas

No.	Pernyataan <i>Performance</i>	Penilaian				
	<b>Kinerja</b>					
1.	Kemampuan sinyal <i>flexiphone</i> bagus	1	2	3	4	5
2.	Kejernihan suara <i>flexiphone</i> saat menerima telpon bagus	1	2	3	4	5
3.	Kejernihan suara <i>flexiphone</i> saat menelpon bagus	1	2	3	4	5
4.	Jangkauan <i>flexiphone</i> luas	1	2	3	4	5
	<b>Pelayanan</b>					
5.	Sistem pelayanan <i>flexiphone</i> efisien	1	2	3	4	5
6.	Jumlah kantor layanan memadai	1	2	3	4	5
7.	Ruang kantor layanan bersih	1	2	3	4	5
8.	Pihak operator sigap dalam melayani	1	2	3	4	5
9.	Pihak operator tanggap menyelesaikan masalah	1	2	3	4	5
10.	Kepedulian operator dalam memberikan informasi baik	1	2	3	4	5
	<b>Keandalan</b>					
11.	Bekerja sebagaimana mestinya setiap kali perangkat ini digunakan	1	2	3	4	5
12.	Dapat kirim dan menerima SMS	1	2	3	4	5
13.	Dapat mengecek pemakaian pulsa	1	2	3	4	5
14.	Tidak sering terjadi gangguan	1	2	3	4	5
	<b>Tarif pulsa</b>					
15.	Tarif pulsa <i>flexiphone</i> murah dibandingkan dengan <i>handphone</i>	1	2	3	4	5
16.	Adanya bonus pulsa / SMS / MMS pada penggunaan <i>flexiphone</i>	1	2	3	4	5
17.	Adanya diskon tarif pada pemakaian jam-jam tertentu	1	2	3	4	5

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 Universitas Katolik Widya Mandala  
 S U R A B A Y A

**LAMPIRAN B**

**REKAP DATA**

Lampiran 2.1. Rekapitulasi Data Harapan dan Persepsi Hasil Jawaban Kuesioner

Resp.	Kinerja								Pelayanan								Keuasan								Tarif jasa										
	A		B		C		D		E		F		G		H		I		J		K		L		M		N		O		P		Q		
	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P			
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Resp.	Kinerja								Pelayanan								Keandalan								Tarif Pulsa										
	A		B		C		D		E		F		G		H		I		J		K		M		N		O		P		Q		R		
	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	
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Resp.	Kinerja								Pelayanan								Keandalan								Tarif Pulsa										
	A		B		C		D		E		F		G		H		I		J		K		M		N		O		P		Q		R		
	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	
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84	5	3	4	4	4	4	4	2	4	3	4	4	3	2	4	3	4	4	4	4	4	3	4	4	5	4	4	4	4	4	5	3	4	3	
85	4	4	5	4	5	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	3	4	5	5	5	4	4	4	5	5	5	3	4	3	
86	5	4	5	4	5	4	5	4	4	4	4	3	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	3	
87	5	3	3	2	4	4	5	4	4	3	4	4	3	3	4	3	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	3	4	4	
88	5	3	4	3	5	4	4	3	4	3	4	4	4	3	4	4	4	4	5	4	4	4	5	5	5	5	4	4	5	5	5	4	5	4	

Resp.	Kinerja								Pelayanan								Keandalan								Tarif Pulsa										
	A		B		C		D		E		F		G		H		I		J		K		M		N		O		P		Q		R		
	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	H	P	
89	4	3	5	4	5	4	5	2	3	4	3	3	3	3	4	3	4	4	4	4	4	3	4	3	3	4	4	4	4	3	3	2	4	4	
90	5	4	5	4	5	4	5	2	4	3	4	3	3	3	4	3	4	4	4	4	4	3	4	4	5	4	4	4	5	4	4	3	4	4	
91	5	3	4	3	4	4	5	4	3	4	3	4	3	3	4	3	4	5	4	4	3	3	4	4	4	3	4	3	5	4	4	2	4	3	
92	5	3	4	4	4	4	5	2	4	4	4	4	3	3	5	3	4	4	5	4	3	3	4	4	4	4	4	4	5	5	4	3	4	4	
93	5	4	4	4	5	4	5	4	4	4	4	4	4	4	5	4	5	5	5	4	4	4	5	4	4	4	5	5	5	4	4	3	5	5	
94	5	4	5	4	5	3	4	2	4	4	4	4	4	3	5	4	5	5	5	5	4	4	4	4	3	4	4	4	4	4	3	2	4	4	
95	5	4	5	4	5	4	5	4	5	4	5	4	4	4	4	4	4	4	5	5	4	4	5	4	5	5	5	5	5	4	5	3	5	5	
96	5	4	5	4	5	5	5	4	4	4	4	4	4	4	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5
97	5	4	5	4	5	5	5	3	4	3	4	4	5	4	4	4	5	5	5	4	5	4	4	3	4	4	5	5	4	4	4	3	5	5	
98	4	3	5	5	3	5	4	2	5	4	5	4	5	5	4	4	4	4	4	4	3	3	4	4	4	3	4	4	4	4	4	2	4	4	
99	5	4	5	4	5	4	5	2	4	4	4	4	5	4	4	3	5	5	5	5	4	3	5	4	5	5	5	5	5	5	4	2	5	5	
100	5	3	5	5	5	4	4	2	5	4	5	4	5	5	4	4	5	5	5	5	4	4	5	4	5	5	4	5	5	5	5	4	5	5	
101	5	4	4	4	5	4	5	2	4	4	4	4	5	5	4	4	5	5	5	4	4	3	4	4	4	4	5	5	4	4	4	3	5	5	
102	5	3	4	4	5	4	4	3	4	4	4	4	3	4	3	3	5	4	4	4	4	3	4	4	4	4	4	5	4	4	4	3	4	5	
103	4	3	5	4	4	4	4	4	5	4	5	4	4	4	3	3	5	5	5	5	4	5	5	5	5	5	4	4	5	5	5	4	4	4	
104	5	4	4	3	5	4	4	4	5	4	5	4	5	5	4	4	4	5	5	5	4	5	5	5	4	4	5	5	5	4	3	5	3		
105	5	4	4	3	5	4	4	3	4	4	4	3	5	5	4	4	4	5	5	5	4	2	4	4	4	4	4	4	4	5	4	3	4	4	
106	5	4	3	4	5	4	5	3	5	4	5	4	5	5	4	4	4	5	4	4	4	4	4	5	5	4	5	4	5	5	4	5	3		
107	4	4	3	3	4	3	4	2	3	2	3	3	3	4	4	3	5	5	4	3	4	3	4	4	3	3	4	3	4	4	3	2	4	3	
108	5	5	5	4	5	4	5	2	5	3	5	4	3	4	3	3	5	4	4	5	4	4	5	4	3	4	4	4	5	4	3	3	4	4	
109	5	2	4	3	3	3	4	1	3	2	3	4	4	4	4	2	4	5	4	3	4	2	4	3	3	3	4	3	4	4	3	1	4	3	
110	5	3	5	5	4	4	5	3	5	4	4	4	5	5	4	4	4	4	4	4	2	4	3	4	4	4	4	4	4	4	4	3	4	4	
111	5	4	4	3	5	3	4	3	5	4	5	3	5	5	4	4	4	5	5	5	4	3	5	4	4	3	5	5	5	4	4	2	5	5	
112	5	4	4	3	5	4	4	2	5	4	4	4	5	4	4	3	4	5	4	4	5	4	4	5	5	5	5	5	4	4	4	3	5	4	
113	5	4	5	4	5	4	5	3	4	4	4	3	3	3	3	3	4	4	4	4	4	4	5	4	5	5	5	5	5	4	5	4	5	5	
114	5	2	3	2	3	4	4	2	4	4	3	4	5	5	4	4	4	5	5	4	4	3	4	3	3	4	4	5	4	4	3	2	4	3	

Keterangan:

- A = Kemampuan sinyal bagus  
 B = Kejernihan suara saat menerima telpon bagus  
 C = Kejernihan suara saat menelpon bagus

D	=	Jangkauan luas
E	=	Sistem pelayanan efisien
F	=	Jumlah kantor layanan memadai
G	=	Ruang kantor layanan bersih
H	=	Pihak operator sigap dalam melayani
I	=	Pihak operator tanggap menyelesaikan masalah
J	=	Kepedulian operator dalam memberikan informasi baik
K	=	Bekerja sebagaimana mestinya setiap kali perangkat ini digunakan
L	=	Dapat kirim dan menerima SMS
M	=	Dapat mengecek pemakaian pulsa
N	=	Tidak sering terjadi gangguan
O	=	Tarif pulsa murah bila dibandingkan dengan handphone
P	=	Adanya bonus pulsa / SMS
Q	=	Adanya diskon tarif pada pemakaian jam-jam tertentu

### Lampiran 2.2 rekap data responden demografis

Resp.	Pertanyaan						
	1	2	3	4	5	6	7
1	1	1	3	1	2	1	1
2	2	2	1	1	2	2	1
3	2	4	4	2	1	4	1
4	2	5	5	3	3	3	1
5	1	3	1	5	1	4	1
6	2	4	3	3	3	3	1
7	1	2	1	1	2	2	1
8	2	3	4	2	1	5	1
9	1	5	4	5	1	4	1
10	1	3	1	3	2	3	1
11	2	1	1	1	2	1	1
12	1	3	3	5	1	4	1
13	2	3	2	2	2	5	1
14	2	2	4	1	2	3	1
15	1	3	5	3	1	4	1
16	2	3	2	5	1	3	1
17	2	3	5	3	1	5	1
18	1	2	2	1	2	2	1
19	2	1	5	1	2	1	1
20	2	5	4	2	1	3	1
21	1	2	1	1	2	2	1
22	2	1	4	1	2	2	1
23	1	3	3	5	1	4	1
24	2	4	3	3	3	4	1
25	1	1	3	1	2	2	1
26	2	2	4	5	2	3	1
27	2	3	5	5	1	3	1

28	2	5	1	2	2	5	1
29	1	3	4	3	1	4	1
30	2	2	3	1	2	2	1
31	2	4	2	2	2	5	1
32	1	3	4	5	1	4	1
33	2	4	4	3	3	4	1
34	2	3	2	5	1	3	1
35	1	2	5	1	2	2	1
36	1	4	1	3	3	4	1
37	1	2	3	1	2	2	1
38	2	3	1	5	1	4	1
39	1	2	4	1	2	3	1
40	2	4	4	3	1	5	1
41	1	1	2	1	2	1	1
42	1	2	3	1	2	3	1
43	1	5	1	3	3	4	1
44	2	3	4	1	2	3	1
45	2	4	3	2	1	5	1
46	1	2	3	1	2	3	1
47	2	3	3	3	1	4	1
48	1	2	3	1	2	2	1
49	2	4	4	5	3	5	1
50	1	3	2	4	1	4	1
51	2	2	2	1	2	3	1
52	1	4	4	3	1	5	1
53	2	1	5	1	2	2	1
54	1	2	3	1	2	2	1
55	1	2	3	3	1	3	1
56	2	4	1	3	3	4	1
57	1	2	2	1	2	3	1

58	1	3	3	5	1	5	1
59	1	4	5	3	1	5	1
60	2	2	4	1	2	3	1
61	1	3	2	4	1	3	1
62	2	1	3	1	2	2	1
63	1	4	1	3	2	4	1
64	2	2	5	1	2	2	1
65	1	2	4	1	2	3	1
66	1	3	3	3	1	4	1
67	1	4	2	3	1	4	1
68	2	2	2	1	2	2	1
69	1	1	3	1	2	2	1
70	1	4	5	3	2	4	1
71	1	4	2	3	3	4	1
72	2	2	3	1	2	3	1
73	1	3	1	3	1	4	1
74	1	5	2	4	3	5	1
75	1	3	3	3	1	4	1
76	2	4	4	4	1	4	1
77	1	4	5	3	2	5	1
78	2	2	5	1	2	3	1
79	1	4	3	3	1	4	1
80	1	3	5	5	2	3	1
81	1	3	2	4	1	5	1
82	1	5	3	3	3	4	1
83	1	3	1	3	1	4	1
84	1	3	2	4	2	4	1
85	2	4	3	3	2	4	1
86	1	2	3	1	2	2	1
87	1	3	4	3	1	5	1

88	1	4	2	3	2	4	1
89	1	2	3	1	2	3	1
90	1	3	5	5	1	4	1
91	2	1	2	1	2	2	1
92	1	3	3	4	2	5	1
93	1	4	2	3	1	4	1
94	1	2	3	1	2	3	1
95	1	5	5	3	3	4	1
96	2	3	4	5	1	5	1
97	2	2	3	1	2	3	1
98	2	5	1	4	2	4	1
99	2	4	3	3	1	4	1
100	2	3	1	5	2	4	1
101	1	4	2	4	2	4	1
102	1	3	3	3	2	5	1
103	1	5	4	5	2	4	1
104	2	3	3	4	2	4	1
105	1	2	2	1	2	3	1
106	1	4	3	5	2	4	1
107	2	3	5	4	2	3	1
108	1	4	3	5	2	5	1
109	1	4	5	4	2	4	1
110	2	5	2	5	2	5	1
111	1	2	4	1	2	3	1
112	1	3	3	5	2	4	1
113	2	4	3	4	2	5	1
114	2	2	2	1	2	3	1
115	2						2
116	2						2
117	2						2



118	2						2
119	1						2
120	2						2
121	1						2
122	2						2
123	1						2
124	2						2
125	1						2
126	2						2
127	1						2
128	2						2
129	1						2
130	2						2
131	1						2
132	2						2
133	1						2
134	2						2
135	1						2
136	2						2
137	2						2
138	2						2
139	2						2
140	2						2
141	2						2
142	2						2
143	2						2
144	2						2
145	2						2
146	2						2
147	2						2

148	2						2
149	2						2
150	2						2

**LAMPIRAN C**

**VALIDITAS DAN REALIBILITAS,**

**ANALISA DISKRIMINAN, ANALISA *CROOSTAB*,**

## Lampiran C.1. Validitas dan Reliabilitas Alat Ukur

### A. Item-item Pertanyaan Kepentingan (Importance)

#### RELIABILITY ANALYSIS - SCALE (ALPHA)

##### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
I.01	128,1667	75,7153	,3232	,7673
I.02	128,6754	74,1504	,3180	,7646
I.03	128,5702	72,1234	,4754	,7571
I.04	128,5351	74,7111	,3312	,7651
I.05	129,0000	71,5221	,5807	,7535
I.06	129,0351	71,2731	,6051	,7524
I.07	129,0351	71,8218	,4406	,7574
I.08	128,8947	75,4932	,2739	,7675
I.09	128,6842	75,9348	,2159	,7693
I.10	128,6579	73,5899	,4592	,7606
I.11	129,0789	75,0999	,2805	,7668
I.12	128,6491	71,6811	,6561	,7529
I.13	128,7719	71,0449	,4927	,7544
I.14	128,6228	73,2281	,4759	,7595
I.15	128,5526	72,4795	,5689	,7562
I.16	128,8860	71,1993	,4977	,7546
I.17	128,5965	72,8269	,5161	,7579
TOTAL.I	73,0351	24,5651	,9813	,8090

#### RELIABILITY ANALYSIS - SCALE (ALPHA)

##### Analysis of Variance

Source of Variation Prob.	Sum of Sq.	DF	Mean Square	F
Between People	163,2859	113	1,4450	
Within People	600,7059	1824	,3293	
Between Measures ,0000	101,7461	16	6,3591	23,0426
Residual	498,9598	1808	,2760	
Total	763,9917	1937	,3944	
Grand Mean	4,2962			

##### Reliability Coefficients

N of Cases = 114,0

N of Items = 17

Alpha = ,8090

## B. Item-item Pertanyaan Kualitas Aktual (Performance)

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
P.01	115,5526	109,8777	,4631	,7590
P.02	115,4825	112,9245	,3153	,7659
P.03	115,2719	114,6422	,3451	,7678
P.04	116,2807	108,9471	,4417	,7583
P.05	115,4211	110,8300	,5381	,7594
P.06	115,4737	111,1719	,4767	,7607
P.07	115,3158	111,1737	,3620	,7630
P.08	115,5263	110,1453	,5539	,7579
P.09	114,9737	111,5834	,4476	,7618
P.10	115,0526	111,2538	,4833	,7608
P.11	115,6491	108,7785	,5076	,7565
P.12	115,0877	109,7798	,5288	,7577
P.13	114,9825	110,9023	,5043	,7599
P.14	114,8772	109,4361	,5240	,7572
P.15	114,7982	112,2156	,4373	,7629
P.16	116,3421	108,6518	,5013	,7564
P.17	115,0175	109,4156	,4966	,7576
TOTAL.P	65,3246	36,3097	,9810	,8247

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Analysis of Variance

Source of Variation Prob.	Sum of Sq.	DF	Mean Square	F
Between People	241,3524	113	2,1359	
Within People	1033,6471	1824	,5667	
Between Measures ,0000	356,6223	16	22,2889	59,5227
Residual	677,0248	1808	,3745	
Total	1274,9995	1937	,6582	
Grand Mean	3,8426			

#### Reliability Coefficients

N of Cases = 114,0

N of Items = 17

Alpha = ,8247

### Lampiran C.1.1. Harga Kritik dari $r$ Product Moment

N	Interval Kepercayaan		N	Interval Kepercayaan	
	95%	99%		95%	99%
3	0,997	0,999	38	0,320	0,413
4	0,950	0,990	39	0,316	0,408
5	0,878	0,959	40	0,312	0,403
6	0,811	0,917	41	0,308	0,396
7	0,754	0,874	42	0,304	0,393
8	0,707	0,874	43	0,301	0,398
9	0,666	0,798	44	0,297	0,384
10	0,632	0,765	45	0,294	0,380
11	0,602	0,735	46	0,291	0,276
12	0,576	0,708	47	0,288	0,372
13	0,553	0,684	48	0,284	0,368
14	0,532	0,661	49	0,281	0,364
15	0,514	0,641	50	0,297	0,361
16	0,497	0,623	55	0,266	0,345
17	0,482	0,606	60	0,254	0,330
18	0,468	0,590	65	0,244	0,317
19	0,456	0,575	70	0,235	0,306
20	0,444	0,561	75	0,227	0,296
21	0,433	0,549	80	0,220	0,286
22	0,423	0,537	85	0,213	0,278
23	0,413	0,526	90	0,207	0,270
24	0,404	0,515	95	0,202	0,263
25	0,396	0,505	100	0,195	0,256
26	0,388	0,496	125	0,176	0,230
27	0,381	0,487	150	0,159	0,210
28	0,374	0,478	175	0,148	0,194
29	0,367	0,470	200	0,138	0,181
30	0,361	0,463	300	0,113	0,148
31	0,355	0,456	400	0,098	0,128
32	0,349	0,449	500	0,088	0,115
33	0,344	0,442	600	0,080	0,105
34	0,339	0,436	700	0,074	0,097
35	0,334	0,430	800	0,070	0,091
36	0,329	0,424	900	0,065	0,086
37	0,325	0,418	1,000	0,062	0,081

Sumber : Arikunto, Suharsimi, *Prosedur Penelitian Suatu Pendekatan Praktik*, Jakarta : Rineka Cipta, 1992, halaman 324

## Tabel C.2 Hasil Diskriminan

Tabel C.2.1 Analysis Case Processing Summary

Unweighted Cases		N	Percent
Valid		114	100.0
Excluded	Missing or out-of-range group codes	0	.0
	At least one missing discriminating variable	0	.0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	.0
	Total	0	.0
Total		114	100.0

Tabel C.2.2 Group Statistics

KODE		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
1.00	SINYAL	4.8429	.40417	70	70.000
	MENERIMA	4.2571	.60638	70	70.000
	MENELPON	4.2857	.68404	70	70.000
	JANGKAUAN	4.4000	.49344	70	70.000
	PELAYANA	3.8429	.60519	70	70.000
	JMHKANTO	3.7857	.58713	70	70.000
	R.KANTOR	3.7143	.72518	70	70.000
	SIGAP	4.0429	.43191	70	70.000
	TANGGAP	4.3143	.46758	70	70.000
	INFORMAS	4.2571	.50176	70	70.000
	BEKERJA	3.8714	.50852	70	70.000
	SMS	4.1429	.45954	70	70.000
	CEKPULSA	4.0143	.77071	70	70.000
	GANGGUAN	4.2429	.49448	70	70.000
	TARIF	4.2714	.50852	70	70.000
	BONUS	3.8857	.71308	70	70.000
	DISKON	4.2571	.50176	70	70.000
	JUMLAH	70.4286	4.15138	70	70.000
	2.00	SINYAL	4.8864	.32104	44
MENERIMA		4.5000	.62877	44	44.000
MENELPON		4.7273	.54404	44	44.000
JANGKAUAN		4.6364	.53226	44	44.000
PELAYANA		4.3182	.51817	44	44.000
JMHKANTO		4.3182	.51817	44	44.000
R.KANTOR		4.4318	.54550	44	44.000

	SIGAP	4.2727	.49947	44	44.000
	TANGGAP	4.3864	.49254	44	44.000
	INFORMAS	4.5455	.50369	44	44.000
	BEKERJA	4.0682	.54550	44	44.000
	SMS	4.7500	.43802	44	44.000
	CEKPULSA	4.6364	.57429	44	44.000
	GANGGUA N	4.6591	.52576	44	44.000
	TARIF	4.7955	.40803	44	44.000
	BONUS	4.5455	.58883	44	44.000
	DISKON	4.7045	.50942	44	44.000
	JUMLAH	77.1818	2.87145	44	44.000
Total	SINYAL	4.8596	.37339	114	114.000
	MENERIMA	4.3509	.62375	114	114.000
	MENELPO N	4.4561	.66705	114	114.000
	JANGKAUA	4.4912	.51946	114	114.000
	PELAYANA	4.0263	.61631	114	114.000
	JMHKANT O	3.9912	.61681	114	114.000
	R.KANTOR	3.9912	.74662	114	114.000
	SIGAP	4.1316	.47061	114	114.000
	TANGGAP	4.3421	.47651	114	114.000
	INFORMAS	4.3684	.51975	114	114.000
	BEKERJA	3.9474	.52952	114	114.000
	SMS	4.3772	.53860	114	114.000
	CEKPULSA	4.2544	.76206	114	114.000
	GANGGUA N	4.4035	.54398	114	114.000
	TARIF	4.4737	.53564	114	114.000
	BONUS	4.1404	.73926	114	114.000
	DISKON	4.4298	.54803	114	114.000
	JUMLAH	73.0351	4.95632	114	114.000

Tabel C.2.3 Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
SINYAL	.997	.365	1	112	.547
MENERIMA	.964	4.212	1	112	.042
MENELPON	.895	13.107	1	112	.000
JANGKAUA	.950	5.833	1	112	.017
PELAYANA	.858	18.569	1	112	.000
JMHKANTO	.822	24.282	1	112	.000
R.KANTOR	.779	31.742	1	112	.000
SIGAP	.943	6.775	1	112	.010
TANGGAP	.995	.616	1	112	.434
INFORMAS	.926	8.894	1	112	.004
BEKERJA	.967	3.823	1	112	.053



SMS	.696	48.877	1	112	.000
CEKPULSA	.841	21.226	1	112	.000
GANGGUAN	.860	18.230	1	112	.000
TARIF	.771	33.235	1	112	.000
BONUS	.810	26.344	1	112	.000
DISKON	.841	21.230	1	112	.000
JUMLAH	.556	89.398	1	112	.000

Tabel C.2.4 Variables Entered/Removed(a,b,c,d)

Step	Entered	Min. D Squared					
		Statistic	Between Groups	Exact F			
				Statistic	df1	df2	Sig.
1	JUMLAH	3.309	1.00 and 2.00	89.398	1	112.000	5.986E-16
2	SINYAL	3.823	1.00 and 2.00	51.189	2	111.000	1.768E-16
3	R.KANTOR	4.319	1.00 and 2.00	38.204	3	110.000	5.380E-17

At each step, the variable that maximizes the Mahalanobis distance between the two closest groups is entered.

a Maximum number of steps is 36.

b Maximum significance of F to enter is .05.

c Minimum significance of F to remove is .10.

d F level, tolerance, or VIN insufficient for further computation.

Tabel C.2.5 Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1.042(a)	100.0	100.0	.714

a First 1 canonical discriminant functions were used in the analysis.

Tabel C.2.6 Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.490	78.886	3	.000

**Tabel C.2.7 Standardized Canonical Discriminant Function Coefficients**

	Function
	1
SINYAL	-.412
R.KANTOR	.352
JUMLAH	.959

**C.2.8 Structure Matrix**

	Function
	1
JUMLAH	.875
R.KANTOR	.522
PELAYANA(a)	.498
JMHKANTO(a)	.487
SMS(a)	.471
INFORMAS(a)	.455
CEKPULSA(a)	.397
TARIF(a)	.389
DISKON(a)	.386
BONUS(a)	.351
GANGGUAN(a)	.341
MENERIMA(a)	.320
MENELPON(a)	.312
TANGGAP(a)	.276
JANGKAUA(a)	.236
BEKERJA(a)	.203
SIGAP(a)	.144
SINYAL	.056

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions  
Variables ordered by absolute size of correlation within function.

a This variable not used in the analysis.

**Tabel C.2.9 Functions at Group Centroids**

KODE	Function
	1
1.00	-.802
2.00	1.276

Unstandardized canonical discriminant functions evaluated at group means

**Tabel C.2.10 Classification Processing Summary**

Processed		114
Excluded	Missing or out-of-range group codes	0
	At least one missing discriminating variable	0
Used in Output		114

**Tabel C.2.11 Prior Probabilities for Groups**

KODE	Prior	Cases Used in Analysis	
		Unweighted	Weighted
1.00	.500	70	70.000
2.00	.500	44	44.000
Total	1.000	114	114.000

**Tabel C.2.12 Classification Function Coefficients**

	KODE	
	1.00	2.00
SINYAL	15.949	13.662
R.KANTOR	.550	1.654
JUMLAH	4.407	4.944
(Constant)	-195.518	-228.527

Fisher's linear discriminant functions

**Tabel C.2.13 Classification Results(b,c)**

		KODE	Predicted Group Membership		Total
			1.00	2.00	
Original	Count	1.00	59	11	70
		2.00	6	38	44
	%	1.00	84.3	15.7	100.0
		2.00	13.6	86.4	100.0
Cross-validated(a)	Count	1.00	59	11	70
		2.00	6	38	44
	%	1.00	84.3	15.7	100.0
		2.00	13.6	86.4	100.0

a Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

b 85.1% of original grouped cases correctly classified.

c 85.1% of cross-validated grouped cases correctly classified.

**Tabel C.3 Hasil Analisa Crosstab**

**Tabel C.3.1 Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JENIS * KODE	114	48.3%	122	51.7%	236	100.0%
USIA * KODE	114	48.3%	122	51.7%	236	100.0%
LOKASI * KODE	114	48.3%	122	51.7%	236	100.0%
PEKERJA * KODE	114	48.3%	122	51.7%	236	100.0%
STATUS * KODE	114	48.3%	122	51.7%	236	100.0%
PENDAPAT * KODE	114	48.3%	122	51.7%	236	100.0%

**Tabel C.3.2 Crosstab**

		KODE		Total	
		1.00	2.00		
JENIS	1.00	Count	43	22	65
		% of Total	37.7%	19.3%	57.0%
	2.00	Count	27	22	49
		% of Total	23.7%	19.3%	43.0%
Total		Count	70	44	114
		% of Total	61.4%	38.6%	100.0%

**Tabel C.3.3 Crosstab**

		KODE		Total	
		1.00	2.00		
USIA	1.00	Count	7	3	10
		% of Total	6.1%	2.6%	8.8%
	2.00	Count	20	10	30
		% of Total	17.5%	8.8%	26.3%
	3.00	Count	24	11	35
		% of Total	21.1%	9.6%	30.7%
	4.00	Count	13	15	28
		% of Total	11.4%	13.2%	24.6%
	5.00	Count	6	5	11
		% of Total	5.3%	4.4%	9.6%
Total		Count	70	44	114
		% of Total	61.4%	38.6%	100.0%

**Tabel C.3.4 Crosstab**

			KODE		Total
			1.00	2.00	
LOKASI	1.00	Count	9	7	16
		% of Total	7.9%	6.1%	14.0%
	2.00	Count	16	7	23
		% of Total	14.0%	6.1%	20.2%
	3.00	Count	21	15	36
		% of Total	18.4%	13.2%	31.6%
	4.00	Count	13	9	22
		% of Total	11.4%	7.9%	19.3%
	5.00	Count	11	6	17
		% of Total	9.6%	5.3%	14.9%
	Total	Count	70	44	114
		% of Total	61.4%	38.6%	100.0%

**Tabel C.3.5 Crosstab**

			KODE		Total
			1.00	2.00	
PEKERJA	1.00	Count	25	14	39
		% of Total	21.9%	12.3%	34.2%
	2.00	Count	5	2	7
		% of Total	4.4%	1.8%	6.1%
	3.00	Count	16	18	34
		% of Total	14.0%	15.8%	29.8%
	4.00	Count	11	2	13
		% of Total	9.6%	1.8%	11.4%
	5.00	Count	13	8	21
		% of Total	11.4%	7.0%	18.4%
	Total	Count	70	44	114
		% of Total	61.4%	38.6%	100.0%

**Tabel C.3.6 Crosstab**

			KODE		Total
			1.00	2.00	
STATUS	1.00	Count	24	13	37
		% of Total	21.1%	11.4%	32.5%
	2.00	Count	43	22	65
		% of Total	37.7%	19.3%	57.0%
	3.00	Count	3	9	12
		% of Total	2.6%	7.9%	10.5%
Total	Count	70	44	114	
	% of Total	61.4%	38.6%	100.0%	

Tabel C.3.7 Crosstab

		KODE		Total
		1.00	2.00	
PENDAPAT 1.00	Count	4	0	4
	% of Total	3.5%	.0%	3.5%
2.00	Count	11	7	18
	% of Total	9.6%	6.1%	15.8%
3.00	Count	18	11	29
	% of Total	15.8%	9.6%	25.4%
4.00	Count	21	21	42
	% of Total	18.4%	18.4%	36.8%
5.00	Count	16	5	21
	% of Total	14.0%	4.4%	18.4%
Total	Count	70	44	114
	% of Total	61.4%	38.6%	100.0%

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