

LAMPIRAN

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN

Judul Penelitian:

Pengaruh Media Sosial, Kualitas Pelayanan, dan Fasilitas Fisik terhadap Brand Image pada Rosa Hostel Bandar Lampung

Petunjuk Pengisian:

Bapak/Ibu/Saudara dimohon memberikan pendapat dengan cara memberi tanda (✓) pada kolom yang sesuai dengan pendapat Anda.

Skala penilaian yang digunakan:

Skor	Keterangan
1	Sangat Tidak Setuju
2	Tidak Setuju
3	Netral/Tidak Tahu
4	Setuju
5	Sangat Setuju

A. Data Diri Responden (Opsional)

Usia: _____ tahun

Jenis Kelamin: ☐ Laki-laki ☐ Perempuan

Lama Menginap: _____ hari

Kunjungan ke-: ☐ Pertama ☐ Kedua ☐ Lebih dari dua kali

B. Pernyataan Kuesioner

I. Variabel X1: Media Sosial (Indriyani & Suri, 2020)

No	Pernyataan	1	2	3	4	5
1	Konten Rosa Hostel di media sosial menarik dan menghibur.	☐	☐	☐	☐	☐
2	Saya sering berinteraksi (like, komen, DM) dengan akun Rosa Hostel.	☐	☐	☐	☐	☐
3	Saya membaca ulasan dan komentar dari tamu lain di media sosial Rosa Hostel.	☐	☐	☐	☐	☐

No	Pernyataan	1	2	3	4	5
4	Saya mudah menemukan informasi tentang Rosa Hostel di media sosial.	☐	☐	☐	☐	☐
5	Rosa Hostel mudah menyebarkan informasi melalui media sosial.	☐	☐	☐	☐	☐
6	Saya mempercayai informasi yang disampaikan Rosa Hostel melalui media sosial.	☐	☐	☐	☐	☐

II. Variabel X2: Kualitas Pelayanan (SERVQUAL - Zeithaml, 2004)

No	Pernyataan	1	2	3	4	5
7	Staf hostel berpakaian rapi dan area hostel terlihat bersih dan rapi. (<i>Tangibles</i>)	☐	☐	☐	☐	☐
8	Saya mendapatkan pelayanan sesuai dengan yang dijanjikan. (<i>Reliability</i>)	☐	☐	☐	☐	☐
9	Staf hostel cepat tanggap terhadap kebutuhan saya. (<i>Responsiveness</i>)	☐	☐	☐	☐	☐
10	Staf bersikap sopan, ramah, dan dapat dipercaya. (<i>Assurance</i>)	☐	☐	☐	☐	☐
11	Staf hostel memahami kebutuhan saya secara pribadi. (<i>Empathy</i>)	☐	☐	☐	☐	☐

III. Variabel X3: Fasilitas Fisik (Arikunto, 2017)

No	Pernyataan	1	2	3	4	5
12	Area parkir hostel cukup luas dan aman.	☐	☐	☐	☐	☐
13	Ruang tunggu di hostel nyaman dan bersih.	☐	☐	☐	☐	☐
14	Toilet di hostel bersih dan berfungsi baik.	☐	☐	☐	☐	☐
15	Tersedia fasilitas pengisian daya (charger) gratis untuk tamu.	☐	☐	☐	☐	☐
16	Desain interior dan eksterior hostel menarik dan mencerminkan identitas hostel.	☐	☐	☐	☐	☐

IV. Variabel Y: Brand Image (Aaker & Biel, 2009)

No	Pernyataan	1	2	3	4	5
17	Saya memiliki kesan positif terhadap Rosa Hostel sebagai perusahaan penyedia jasa. (<i>Corporate Image</i>)	☐	☐	☐	☐	☐
18	Rosa Hostel cocok untuk orang-orang seperti saya. (<i>User Image</i>)	☐	☐	☐	☐	☐
19	Rosa Hostel adalah hostel yang berkualitas. (<i>Product Image</i>)	☐	☐	☐	☐	☐

Penutup

Terima kasih atas waktu dan partisipasi Anda. Jawaban Anda sangat berarti untuk kelancaran dan keberhasilan penelitian ini.

Lampiran 2. Tabulasi Data

MEDIA SOSIAL (X1)

NO	MS01	MS02	MS03	MS04	MS05	MS06	MS07	MS08	MS09	MS10	MS11	MS12	TOTAL
1	3	3	3	3	3	4	3	3	3	4	3	3	3

NO	MS01	MS02	MS03	MS04	MS05	MS06	MS07	MS08	MS09	MS10	MS11	MS12	TOTAL
2	2	2	2	2	2	3	2	4	5	3	2	5	3
3	2	2	3	2	2	5	2	4	2	5	2	2	3
4	2	2	3	2	2	2	2	5	2	2	2	4	3
5	3	3	3	3	3	4	3	4	3	4	3	4	4
6	4	4	4	4	4	4	4	3	4	4	4	3	4
7	3	3	3	3	3	3	3	4	3	3	3	4	3
8	4	4	4	4	4	4	4	5	4	4	4	5	5
9	4	4	4	4	4	5	4	5	4	5	4	3	5
10	2	2	4	2	2	3	2	3	2	3	2	4	3
11	2	2	3	2	2	4	2	4	2	4	2	3	3
12	4	4	5	4	4	5	4	5	4	5	4	5	5
13	3	3	2	3	3	3	3	4	3	3	3	4	3
14	4	4	4	5	4	4	4	5	4	4	4	4	5
15	3	3	4	3	3	4	3	4	3	4	3	5	4
16	4	4	3	4	4	5	4	4	4	5	4	4	4
17	3	3	4	3	3	4	3	3	3	4	3	3	3
18	3	3	2	3	3	3	3	4	3	3	3	4	3
19	2	2	3	2	2	4	2	4	2	4	2	3	3
20	4	4	4	4	4	3	4	5	4	3	4	5	4
21	5	5	4	5	5	5	5	4	5	5	5	4	5
22	4	4	4	4	4	4	5	4	5	4	4	4	5
23	2	2	2	2	2	4	2	2	2	4	2	3	2
24	3	3	4	3	3	5	3	4	3	5	3	4	4
25	4	4	5	4	4	4	4	5	4	4	4	5	5
26	4	4	5	4	4	5	4	4	4	5	4	4	5
27	5	4	4	4	4	5	5	4	4	5	4	4	5
28	5	5	4	5	5	4	5	4	5	4	5	4	5
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30	2	2	3	2	2	4	2	5	2	4	2	5	3
31	5	5	4	5	5	5	5	5	5	5	5	5	5
32	1	1	2	1	1	2	1	2	3	2	3	4	2
33	4	5	4	4	4	4	5	4	5	4	4	4	5
34	4	4	4	4	4	4	4	4	4	4	4	4	4
35	2	2	4	2	2	4	2	4	2	4	2	4	3
36	4	4	5	4	4	4	5	4	5	4	4	5	5
37	5	5	5	5	5	5	5	5	5	5	5	5	6
38	3	3	4	3	3	5	3	4	3	5	3	4	4
39	4	4	4	4	4	4	4	4	4	4	4	4	4
40	3	3	4	3	3	4	3	4	3	4	3	4	4
41	4	4	5	4	4	4	4	4	4	4	4	4	4
42	2	2	4	2	2	4	2	4	2	4	2	4	3
43	4	4	4	4	4	4	4	5	4	4	4	4	4
44	2	2	4	2	2	4	2	4	4	4	2	3	3
45	4	4	4	4	4	3	4	5	4	3	4	5	4
46	3	3	4	3	3	5	3	4	3	5	3	4	4
47	2	2	3	2	2	4	2	4	5	4	2	4	3
48	2	2	5	2	2	4	2	4	2	4	2	3	3

NO	MS01	MS02	MS03	MS04	MS05	MS06	MS07	MS08	MS09	MS10	MS11	MS12	TOTAL
49	2	2	4	2	2	2	2	4	2	2	2	4	3
50	3	3	4	3	3	4	3	4	3	4	3	4	4
51	4	4	2	4	4	4	4	4	4	4	4	5	4
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53	3	3	4	3	3	5	3	4	3	5	3	5	4
54	3	3	5	3	3	5	3	4	3	5	3	4	4
55	2	2	4	2	2	4	2	4	2	4	2	4	3
56	5	5	4	5	5	4	5	4	5	4	5	4	5
57	3	3	5	3	3	4	3	5	3	4	3	4	4
58	5	5	4	5	5	4	5	4	5	4	5	4	5
59	3	3	4	3	3	4	3	4	3	4	3	4	4
60	4	4	4	4	4	4	4	4	4	4	4	4	4
61	4	4	4	4	4	4	4	4	4	4	4	4	4
62	5	5	4	5	5	4	5	4	5	4	5	3	5
63	2	2	4	2	2	3	2	4	2	3	2	4	3
64	4	4	4	4	4	4	4	5	4	4	4	5	5
65	3	3	4	3	3	5	3	5	3	5	3	5	4
66	4	4	4	4	4	5	4	4	4	5	4	5	5
67	3	3	4	3	3	5	3	4	3	5	3	5	4
68	4	4	4	4	4	5	4	4	4	5	4	3	4
69	3	3	4	3	3	3	3	4	3	3	3	2	3
70	3	3	4	3	3	5	3	4	3	5	3	5	4
71	5	5	4	5	4	5	5	4	2	5	5	4	5
72	4	4	4	4	4	4	4	4	4	4	4	5	4
73	5	5	4	5	5	5	5	4	5	5	5	4	5
74	4	4	3	4	4	4	4	3	4	4	4	5	4
75	5	5	3	5	5	5	5	4	5	5	5	5	5
76	3	3	3	3	3	5	3	4	3	5	3	5	4
77	4	4	4	4	4	5	4	4	4	5	4	5	5
78	4	4	3	4	4	5	4	4	4	5	4	5	5
79	4	4	5	4	4	5	4	5	4	5	4	5	5
80	3	3	3	3	3	5	3	3	4	5	3	4	4
81	3	3	5	3	3	4	3	5	5	4	3	5	4
82	5	5	4	5	5	5	5	5	4	5	1	5	5
83	5	5	5	5	5	5	5	4	5	5	4	5	5
84	4	4	3	4	4	5	4	4	4	5	5	4	5
85	5	5	4	5	5	4	5	4	5	4	4	4	5
86	3	3	4	3	3	4	3	4	4	4	5	4	4
87	5	5	3	5	5	4	5	5	5	4	3	5	5
88	5	5	5	5	5	5	5	4	5	5	4	4	5
89	5	5	5	5	5	4	5	5	5	4	4	5	5
90	5	5	5	5	5	5	5	4	5	5	4	5	5
91	3	3	5	3	3	5	3	4	5	5	3	5	4
92	5	5	3	5	5	5	5	4	4	5	4	4	5
93	5	5	4	5	5	5	5	4	4	4	3	5	5
94	4	4	4	4	4	4	4	4	4	5	5	4	5
95	3	3	4	3	4	4	4	3	4	5	2	4	4

NO	MS01	MS02	MS03	MS04	MS05	MS06	MS07	MS08	MS09	MS10	MS11	MS12	TOTAL
96	3	3	3	3	3	4	3	3	4	2	4	4	3
97	5	5	4	5	4	5	4	5	4	5	4	4	5
98	5	5	4	5	4	5	4	5	4	5	4	4	5
99	5	3	4	3	5	3	5	5	4	4	4	4	4
100	3	3	4	3	3	4	3	4	4	4	5	4	4
	3,60	3,58	3,85	3,58	3,57	4,22	3,62	4,11	3,72	4,22	3,50	4,19	

KUALITAS PELAYANAN (X2)

NO	KP.01	KP.02	KP.03	KP.04	KP.05	KP.06	KP.07	KP.08	KP.09	KP.10	TOTAL
1	3	3	3	2	3	3	3	3	4	3	30
2	3	4	5	2	2	2	3	3	3	4	31
3	2	4	2	2	2	2	2	2	5	4	27
4	2	3	4	3	2	2	2	2	2	3	25
5	3	4	4	4	3	3	2	2	4	2	31
6	3	3	3	3	4	4	3	3	4	4	34
7	4	4	4	4	3	3	4	4	3	3	36
8	3	5	5	4	4	4	3	3	4	4	39
9	4	5	3	2	4	4	4	4	5	3	38
10	4	3	4	2	2	2	4	4	3	4	32
11	4	4	5	4	2	2	2	2	4	4	33
12	2	3	3	3	4	4	2	2	3	4	30
13	4	4	4	4	3	3	4	4	3	3	36
14	3	3	4	3	4	4	3	3	4	4	35
15	4	4	5	4	3	3	4	4	4	4	39
16	3	4	4	3	4	4	3	3	5	4	37
17	4	4	3	3	3	3	4	4	4	5	37
18	3	4	4	2	3	3	3	3	3	2	30
19	3	4	3	4	2	2	3	3	4	3	31
20	5	5	5	5	4	4	2	2	3	4	39
21	4	4	4	4	5	5	4	4	5	5	44
22	5	4	4	2	4	4	5	5	4	4	41
23	4	5	5	3	5	2	4	4	4	4	40
24	4	4	4	4	3	3	5	2	3	5	37
25	3	5	5	4	4	4	3	3	4	3	38
26	4	4	4	4	4	4	4	4	5	5	42
27	4	4	4	5	4	4	4	4	4	5	42
28	4	4	4	5	5	5	4	4	4	5	44
29	5	4	4	2	5	5	5	5	4	3	42
30	5	5	5	5	5	4	5	5	4	5	48
31	5	5	2	1	5	5	2	2	5	3	35
32	5	4	4	4	1	1	5	5	5	4	38
33	5	4	4	4	4	4	1	3	4	4	37
34	4	4	4	2	4	4	4	4	4	5	39
35	4	4	4	4	2	2	4	4	4	2	34
36	5	4	5	5	4	4	2	2	4	4	39
37	4	5	5	3	5	5	4	4	5	3	43
38	5	4	4	4	3	3	5	5	5	4	42
39	4	4	4	3	4	4	3	3	4	3	36
40	4	4	4	4	3	3	4	4	4	5	39
41	3	4	4	2	4	4	3	3	4	5	36

NO	KP.01	KP.02	KP.03	KP.04	KP.05	KP.06	KP.07	KP.08	KP.09	KP.10	TOTAL
42	4	4	4	4	2	2	4	4	4	4	36
43	3	3	4	2	4	4	2	2	4	5	33
44	4	4	3	4	2	2	4	4	4	4	35
45	5	5	5	3	4	4	2	2	3	5	38
46	4	4	4	2	3	3	4	4	5	5	38
47	3	4	4	2	2	2	3	3	4	5	32
48	4	4	2	2	2	2	2	2	4	5	29
49	2	4	4	3	2	2	2	2	3	5	29
50	2	4	4	4	3	3	2	2	4	5	33
51	3	4	5	3	4	4	3	3	4	4	37
52	4	4	5	3	3	3	4	4	5	5	40
53	3	4	5	3	3	3	3	3	5	5	37
54	3	4	4	2	3	3	3	3	5	5	35
55	3	4	4	5	2	2	3	3	4	4	34
56	5	4	4	3	5	5	2	2	4	4	38
57	5	5	4	5	3	3	5	5	4	4	43
58	3	4	4	3	5	5	3	3	4	5	39
59	5	4	4	4	3	3	5	5	4	4	41
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61	4	4	4	5	4	4	4	4	4	5	42
62	4	4	3	5	5	5	4	4	4	5	43
63	5	4	4	4	2	2	5	5	3	4	38
64	4	5	5	3	4	4	2	2	4	5	38
65	4	5	5	4	3	3	4	4	5	5	42
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67	4	4	5	4	3	3	4	4	5	5	41
68	3	4	3	3	4	4	3	3	5	5	37
69	4	4	5	3	4	3	4	4	3	4	38
70	5	4	5	5	4	3	4	3	2	5	40
71	2	3	4	4	3	4	4	3	5	5	37
72	3	4	5	5	4	4	5	5	4	5	44
73	4	4	4	4	4	5	4	4	5	5	43
74	5	4	5	5	4	4	4	5	4	5	45
75	4	4	5	3	5	5	4	4	5	5	44
76	4	4	5	4	5	3	4	5	5	5	44
77	3	4	5	4	3	4	4	3	3	3	36
78	4	4	5	4	4	4	4	4	5	4	42
79	5	5	5	3	5	4	5	4	5	5	46
80	4	5	4	3	4	5	4	4	5	5	43
81	4	5	5	5	4	3	4	3	4	4	41
82	3	4	5	5	5	4	4	5	5	4	44
83	5	4	5	4	3	4	4	1	5	4	39

NO	KP.01	KP.02	KP.03	KP.04	KP.05	KP.06	KP.07	KP.08	KP.09	KP.10	TOTAL
84	5	4	4	5	5	4	4	4	5	5	45
85	5	4	4	3	5	5	4	5	4	5	44
86	5	4	4	5	5	5	4	4	4	5	45
87	5	5	5	5	3	5	4	5	4	5	46
88	5	4	4	5	5	4	4	3	5	4	43
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90	4	4	5	3	4	4	4	4	5	5	42
91	5	4	5	5	4	3	4	4	5	5	44
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98	5	5	3	5	5	4	3	4	4	5	43
99	4	5	5	4	5	5	5	5	5	3	46
100	3	4	4	3	4	4	3	3	5	4	37
3,89 4,13 4,22 3,62 3,62 3,59 3,55 3,5 4,17 4,27											

FASILITAS FISIK (X3)

NO	FF.01	FF.02	FF.03	FF.04	FF.05	FF.06	FF.07	FF.08	FF.09	FF.10	TOTAL
1	3	3	4	3	4	3	4	3	3	4	3

NO	FF.01	FF.02	FF.03	FF.04	FF.05	FF.06	FF.07	FF.08	FF.09	FF.10	TOTAL
2	4	2	5	5	5	5	3	2	4	3	3
3	4	2	4	2	4	2	5	2	4	4	3
4	5	2	3	2	3	2	2	2	3	3	2
5	4	3	4	3	4	3	4	3	4	4	3
6	3	4	4	4	4	4	4	4	3	4	3
7	4	3	4	3	4	3	3	3	4	4	3
8	5	4	4	4	4	4	4	4	5	4	4
9	5	4	5	4	5	4	5	4	5	5	4
10	3	2	4	2	4	2	3	2	3	4	2
11	4	2	4	2	4	2	4	2	4	4	3
12	3	4	4	4	4	4	5	4	3	4	3
13	4	3	4	3	4	3	3	3	4	4	3
14	5	4	4	4	4	4	4	4	5	4	4
15	4	3	4	3	4	3	4	3	4	4	3
16	4	4	5	4	5	4	5	4	4	5	4
17	3	3	4	3	4	3	4	3	3	4	3
18	4	3	4	3	4	3	3	3	4	4	3
19	4	2	4	2	4	2	4	2	4	4	3
20	5	4	4	4	4	4	3	4	5	4	4
21	4	5	4	5	4	5	5	5	4	4	4
22	4	4	4	4	5	4	4	4	4	4	4
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32	4	3	4	3	4	3	2	1	4	4	3
33	4	4	3	4	3	4	4	4	4	3	3
34	4	4	3	4	4	4	4	4	4	3	3
35	4	2	3	2	4	2	4	2	4	3	3
36	4	4	4	4	4	4	4	4	4	4	4
37	5	5	5	5	4	5	5	5	5	3	4
38	4	3	5	3	5	3	5	3	4	5	4
39	4	4	3	4	3	4	4	4	4	3	3
40	4	3	5	3	5	3	4	3	4	5	3
41	4	4	4	4	3	4	4	4	4	4	3
42	4	2	3	2	4	2	4	2	4	5	3
43	5	4	5	4	4	4	4	4	5	3	4

NO	FF.01	FF.02	FF.03	FF.04	FF.05	FF.06	FF.07	FF.08	FF.09	FF.10	TOTAL
44	4	2	4	2	4	2	4	2	4	4	3
45	5	4	4	4	4	4	3	4	5	4	4
46	4	3	3	3	5	3	5	3	4	3	3
47	4	5	5	5	4	2	4	2	4	5	4
48	4	4	5	5	5	3	4	2	4	5	4
49	4	2	3	2	4	2	2	2	4	5	3
50	4	3	5	3	4	3	4	3	4	5	3
51	4	4	3	4	2	4	4	4	4	3	3
52	4	3	4	3	4	3	5	3	4	4	3
53	4	3	4	3	4	3	5	3	4	4	3
54	4	3	4	3	3	3	5	3	4	4	3
55	4	4	5	3	3	2	4	2	4	3	3
56	4	5	5	5	5	5	4	5	4	5	4
57	5	3	5	3	5	3	4	3	5	5	4
58	4	5	4	5	5	5	4	5	4	4	4
59	4	3	5	3	4	3	4	3	4	5	3
60	4	4	4	4	5	4	4	4	4	4	4
61	4	4	3	4	5	4	4	4	4	5	4
62	4	5	5	5	5	5	4	5	4	5	4
63	3	2	3	2	3	2	3	2	4	3	2
64	5	4	5	4	5	4	4	4	5	5	4
65	5	3	4	3	3	3	5	3	5	4	3
66	4	4	3	4	3	4	5	4	4	5	4
67	4	3	4	3	5	3	5	3	4	4	3
68	4	4	3	4	3	4	5	4	4	3	3
69	4	3	4	3	3	3	3	3	4	5	3
70	4	3	4	3	3	3	5	3	4	4	3
71	4	4	4	3	3	3	5	5	4	4	3
72	4	4	5	4	5	4	4	4	4	5	4
73	4	5	5	5	5	5	5	5	4	5	4
74	3	4	4	4	3	4	4	4	3	4	3
75	4	5	5	5	3	5	5	5	4	2	4
76	4	3	2	3	3	3	5	3	4	4	3
77	4	4	3	4	3	4	5	4	4	3	3
78	4	4	4	4	4	4	5	4	4	4	4
79	5	4	3	4	3	4	5	4	5	5	4
80	3	3	4	3	4	3	5	3	3	4	3
81	5	3	4	3	4	3	4	3	5	4	3
82	5	5	5	5	4	5	5	5	5	3	4
83	4	5	4	5	5	5	5	5	4	4	4
84	4	4	3	4	4	4	5	4	4	5	4
85	4	5	4	5	4	5	4	5	4	4	4

NO	FF.01	FF.02	FF.03	FF.04	FF.05	FF.06	FF.07	FF.08	FF.09	FF.10	TOTAL
86	4	3	4	3	4	3	4	3	4	4	3
87	5	5	4	5	4	5	4	5	5	4	4
88	4	5	5	5	5	5	5	5	4	5	4
89	5	5	5	5	5	5	4	5	5	5	4
90	4	5	5	5	4	5	5	5	4	5	4
91	4	3	5	3	5	3	5	3	4	5	4
92	4	5	5	5	4	5	5	5	4	5	4
93	4	5	5	5	4	5	5	5	4	5	4
94	4	4	4	4	5	4	4	4	4	4	4
95	3	3	4	3	4	3	4	4	3	4	3
96	3	3	3	3	4	3	4	3	3	3	3
97	5	5	4	5	4	5	5	4	5	4	4
98	5	3	4	3	5	3	5	4	5	5	4
99	2	4	2	4	4	4	3	5	5	5	3
100	3	3	3	3	3	3	3	3	3	4	3

4,04 3,64 4,02 3,66 4,03 3,6 4,2 3,58 4,08 4,1

BRAND IMAGE (Y)

NO	BI.01	BI.02	BI.03	BI.04	BI.05	BI.06	TOTAL
1	3	3	3	3	4	3	19
2	4	2	2	3	3	5	19
3	4	2	2	3	4	2	17
4	3	2	3	4	3	2	17
5	4	3	3	3	4	3	20
6	5	4	4	5	4	4	26
7	4	3	3	3	4	3	20
8	5	4	4	3	4	4	24
9	5	4	4	5	5	4	27
10	3	2	4	3	4	2	18
11	4	2	2	3	4	2	17
12	3	4	4	4	4	4	23
13	4	3	3	3	4	3	20
14	5	4	4	5	4	4	26
15	4	3	3	5	4	3	22
16	4	4	4	4	5	4	25
17	3	3	3	3	4	3	19
18	4	3	3	4	4	3	21
19	4	2	2	3	4	2	17
20	5	4	4	5	4	4	26
21	4	5	5	5	4	5	28
22	4	4	4	5	5	4	26
23	2	2	4	4	3	2	17
24	4	3	3	3	2	3	18
25	5	4	4	4	4	4	25
26	4	4	4	5	4	4	25
27	4	4	4	4	4	4	24
28	4	5	5	4	4	5	27
29	4	5	5	4	4	5	27
30	5	2	5	4	4	2	22
31	5	5	5	5	4	5	29
32	4	3	5	4	4	3	23
33	4	4	4	4	3	4	23
34	4	4	4	4	4	4	24
35	4	2	3	2	3	2	16
36	4	4	4	4	4	4	24
37	5	5	5	5	4	5	29
38	4	3	4	4	5	3	23
39	4	4	4	4	3	4	23
40	4	3	3	5	5	3	23
41	4	4	4	4	3	4	23

NO	BI.01	BI.02	BI.03	BI.04	BI.05	BI.06	TOTAL
42	4	2	5	4	4	2	21
43	5	4	4	3	4	4	24
44	4	2	5	5	4	2	22
45	5	4	4	5	4	4	26
46	4	3	3	4	5	3	22
47	4	2	4	4	4	2	20
48	4	2	2	3	5	2	18
49	4	2	2	4	4	2	18
50	4	3	3	3	4	3	20
51	4	4	4	3	2	4	21
52	4	3	3	4	4	3	21
53	4	3	3	2	4	3	19
54	4	3	3	3	3	3	19
55	4	2	5	4	3	2	20
56	4	5	5	4	5	5	28
57	5	3	3	5	5	3	24
58	4	5	5	4	5	5	28
59	4	3	3	3	4	3	20
60	4	4	4	4	5	4	25
61	4	4	4	3	5	4	24
62	4	5	5	5	5	5	29
63	5	2	4	4	3	2	20
64	5	4	4	4	5	4	26
65	5	3	3	5	3	3	22
66	4	4	4	4	3	4	23
67	4	3	5	5	5	3	25
68	4	4	4	4	3	4	23
69	4	3	3	4	3	3	20
70	4	3	3	4	3	3	20
71	4	4	3	4	3	3	21
72	4	4	4	5	5	4	26
73	4	5	5	5	5	5	29
74	3	4	4	4	3	4	22
75	4	5	5	4	3	5	26
76	4	3	3	4	3	3	20
77	4	4	4	4	3	4	23
78	4	4	4	3	4	4	23
79	5	4	4	5	3	4	25
80	3	3	3	4	4	3	20
81	5	3	3	4	4	3	22
82	5	5	5	4	4	5	28
83	4	5	5	4	3	5	26
84	4	4	4	4	4	4	24
85	4	5	5	5	4	5	28
86	4	3	3	5	4	3	22

NO	BI.01	BI.02	BI.03	BI.04	BI.05	BI.06	TOTAL
87	5	5	5	5	4	5	29
88	4	5	5	4	5	5	28
89	5	5	5	4	5	5	29
90	4	5	5	4	4	5	27
91	4	3	3	4	5	3	22
92	4	5	4	4	4	5	26
93	4	5	5	4	4	5	27
94	4	4	4	4	3	4	23
95	3	3	3	4	4	3	20
96	3	3	5	5	4	3	23
97	5	5	3	4	4	5	26
98	5	3	5	5	5	3	26
99	5	4	5	4	4	4	26
100	4	2	4	2	3	2	17
	4,12	3,56	3,86	3,99	3,93	3,58	

Lampiran 3. Output Hasil Uji Validitas

		Correlations												TOTAL
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	L
X1.1	Pearson Correlation	1	.973**	.329*	.973**	.978**	.421**	.973**	.347**	.725**	.419**	.763**	.279**	.956**
	Sig. (2-tailed)		.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.005	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.973**	1	.328**	.991**	.958**	.443**	.955**	.322**	.735**	.415**	.759**	.287**	.955**
	Sig. (2-tailed)	.000		.001	.000	.000	.000	.000	.001	.000	.000	.000	.004	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.329**	.328**	1	.328**	.335**	.309**	.343**	.381**	.257**	.333**	.238*	.167	.464**
	Sig. (2-tailed)	.001	.001		.001	.001	.002	.000	.000	.010	.001	.017	.096	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.973**	.991**	.328**	1	.958**	.443**	.946**	.338**	.725**	.415**	.759**	.287**	.953**
	Sig. (2-tailed)	.000	.000	.001		.000	.000	.000	.001	.000	.000	.000	.004	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.978**	.958**	.335**	.958**	1	.392**	.979**	.317**	.763**	.404**	.745**	.298**	.951**
	Sig. (2-tailed)	.000	.000	.001	.000		.000	.000	.001	.000	.000	.000	.003	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.421**	.443**	.309**	.443**	.392**	1	.387**	.122	.252*	.931**	.276**	.188	.559**
	Sig. (2-tailed)	.000	.000	.002	.000	.000		.000	.226	.011	.000	.005	.061	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	.973**	.955**	.343**	.946**	.979**	.387**	1	.295**	.755**	.398**	.748**	.286**	.945**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.003	.000	.000	.000	.004	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.8	Pearson Correlation	.347**	.322**	.381**	.338**	.317**	.122	.295**	1	.203*	.160	.159	.368**	.416**
	Sig. (2-tailed)	.000	.001	.000	.001	.001	.226	.003		.043	.111	.115	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.9	Pearson Correlation	.725**	.735**	.257**	.725**	.763**	.252*	.755**	.203*	1	.243*	.656**	.327**	.779**
	Sig. (2-tailed)	.000	.000	.010	.000	.000	.011	.000	.043		.015	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.10	Pearson Correlation	.419**	.415**	.333**	.415**	.404**	.931**	.398**	.160	.243*	1	.267**	.163	.556**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.000	.111	.015		.007	.105	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.11	Pearson Correlation	.763**	.759**	.238*	.759**	.745**	.276**	.748**	.159	.656**	.267**	1	.168	.774**
	Sig. (2-tailed)	.000	.000	.017	.000	.000	.005	.000	.115	.000	.007		.095	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.12	Pearson Correlation	.279**	.287**	.167	.287**	.298**	.188	.286**	.368**	.327**	.163	.168	1	.402**
	Sig. (2-tailed)	.005	.004	.096	.004	.003	.061	.004	.000	.001	.105	.095		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.956**	.955**	.464**	.953**	.951**	.559**	.945**	.416**	.779**	.556**	.774**	.402**	1
	Sig. (2-tailed)	.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

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

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

		Correlations										TOTAL
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	L
X2.1	Pearson Correlation	1	.375**	.179	.318**	.287**	.219*	.418**	.396**	.095	.139	.630**
	Sig. (2-tailed)		.000	.075	.001	.004	.028	.000	.000	.349	.168	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.375**	1	.302**	.217*	.256*	.213*	.117	.103	.174	.033	.452**
	Sig. (2-tailed)	.000		.002	.030	.010	.033	.245	.307	.084	.745	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	.179	.302**	1	.349**	.178	.124	.218*	.150	.005	.098	.454**
	Sig. (2-tailed)	.075	.002		.000	.076	.220	.029	.135	.962	.333	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2.4	Pearson Correlation	.318**	.217*	.349**	1	.132	.114	.287**	.239*	-.021	.191	.541**
	Sig. (2-tailed)	.001	.030	.000		.190	.257	.004	.016	.836	.056	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.287**	.256*	.178	.132	1	.793**	.096	.131	.281**	.158	.632**
	Sig. (2-tailed)	.004	.010	.076	.190		.000	.342	.194	.005	.117	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.219*	.213*	.124	.114	.793**	1	.073	.098	.296**	.172	.595**
	Sig. (2-tailed)	.028	.033	.220	.257	.000		.473	.330	.003	.087	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	.418**	.117	.218*	.287**	.096	.073	1	.789**	.205*	.119	.632**
	Sig. (2-tailed)	.000	.245	.029	.004	.342	.473		.000	.040	.238	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2.8	Pearson Correlation	.396**	.103	.150	.239*	.131	.098	.789**	1	.204*	.128	.622**
	Sig. (2-tailed)	.000	.307	.135	.016	.194	.330	.000		.042	.206	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2.9	Pearson Correlation	.095	.174	.005	-.021	.281**	.296**	.205*	.204*	1	.173	.420**
	Sig. (2-tailed)	.349	.084	.962	.836	.005	.003	.040	.042		.086	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2.10	Pearson Correlation	.139	.033	.098	.191	.158	.172	.119	.128	.173	1	.407**
	Sig. (2-tailed)	.168	.745	.333	.056	.117	.087	.238	.206	.086		.000
	N	100	100	100	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.630**	.452**	.454**	.541**	.632**	.595**	.632**	.622**	.420**	.407**	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).

Correlations											
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	TOTAL
X3.1	Pearson Correlation	1	.290**	.322**	.286**	.156	.288**	.131	.228*	.764**	.500**
	Sig. (2-tailed)		.003	.001	.004	.122	.004	.193	.023	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.290**	1	.338**	.935**	.136	.871**	.353**	.871**	.298**	.129
	Sig. (2-tailed)	.003		.001	.000	.177	.000	.000	.000	.003	.202
	N	100	100	100	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.322**	.338**	1	.378**	.485**	.292**	.193	.198*	.179	.327**
	Sig. (2-tailed)	.001	.001		.000	.000	.003	.055	.049	.074	.001
	N	100	100	100	100	100	100	100	100	100	100
X3.4	Pearson Correlation	.286**	.935**	.378**	1	.223*	.927**	.289**	.801**	.292**	.110
	Sig. (2-tailed)	.004	.000	.000		.025	.000	.004	.000	.003	.276
	N	100	100	100	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.156	.136	.485**	.223*	1	.209*	.084	.130	.187	.464**
	Sig. (2-tailed)	.122	.177	.000	.025		.037	.406	.199	.063	.000
	N	100	100	100	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.288**	.871**	.292**	.927**	.209*	1	.303**	.891**	.298**	.059
	Sig. (2-tailed)	.004	.000	.003	.000	.037		.002	.000	.003	.560
	N	100	100	100	100	100	100	100	100	100	100
X3.7	Pearson Correlation	.131	.353**	.193	.289**	.084	.303**	1	.398**	.121	.076
	Sig. (2-tailed)	.193	.000	.055	.004	.406	.002		.000	.229	.450
	N	100	100	100	100	100	100	100	100	100	100
X3.8	Pearson Correlation	.228*	.871**	.198*	.801**	.130	.891**	.398**	1	.286**	.115
	Sig. (2-tailed)	.023	.000	.049	.000	.199	.000	.000		.004	.256
	N	100	100	100	100	100	100	100	100	100	100
X3.9	Pearson Correlation	.764**	.298**	.179	.292**	.187	.298**	.121	.286**	1	.173
	Sig. (2-tailed)	.000	.003	.074	.003	.063	.003	.229	.004		.085
	N	100	100	100	100	100	100	100	100	100	100
X3.10	Pearson Correlation	.081	.129	.327**	.110	.464**	.059	.076	.115	.173	1
	Sig. (2-tailed)	.420	.202	.001	.276	.000	.560	.450	.256	.085	
	N	100	100	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.500**	.876**	.553**	.878**	.440**	.866**	.466**	.833**	.509**	.354**
	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).

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	TOTAL
Y.1	Pearson Correlation	1	.279**	.186	.273**	.161	.275**	.472**
	Sig. (2-tailed)		.005	.063	.006	.111	.006	.000
	N	100	100	100	100	100	100	100
Y.2	Pearson Correlation	.279**	1	.591**	.368**	.180	.949**	.879**
	Sig. (2-tailed)	.005		.000	.000	.074	.000	.000
	N	100	100	100	100	100	100	100
Y.3	Pearson Correlation	.186	.591**	1	.433**	.157	.538**	.741**
	Sig. (2-tailed)	.063	.000		.000	.120	.000	.000
	N	100	100	100	100	100	100	100
Y.4	Pearson Correlation	.273**	.368**	.433**	1	.273**	.328**	.635**
	Sig. (2-tailed)	.006	.000	.000		.006	.001	.000
	N	100	100	100	100	100	100	100
Y.5	Pearson Correlation	.161	.180	.157	.273**	1	.154	.434**
	Sig. (2-tailed)	.111	.074	.120	.006		.126	.000
	N	100	100	100	100	100	100	100
Y.6	Pearson Correlation	.275**	.949**	.538**	.328**	.154	1	.851**
	Sig. (2-tailed)	.006	.000	.000	.001	.126		.000
	N	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.472**	.879**	.741**	.635**	.434**	.851**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Lampiran 4. Output Hasil Uji Reliabilitas

Media Sosial (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.930	12

Kualitas Pelayanan (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.732	10

Fasilitas Fisik (X3)

Reliability Statistics

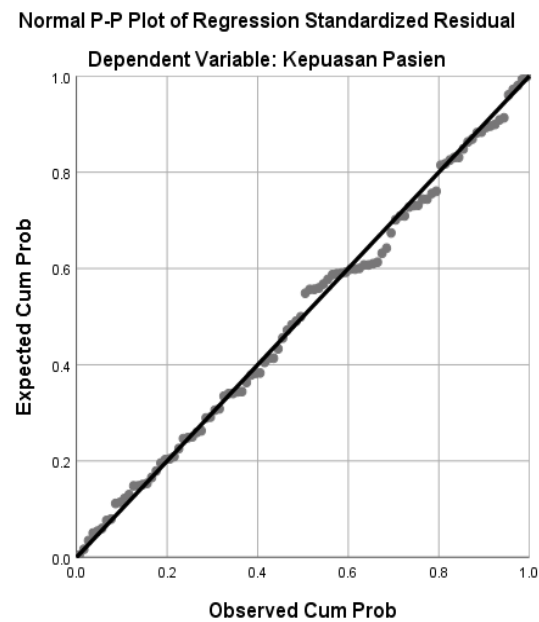
Cronbach's Alpha	N of Items
.848	10

Brand Image (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.776	6

Lampiran 5: Output Hasil Uji Normalitas



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.58411445
Most Extreme Differences	Absolute	.055
	Positive	.055
	Negative	-.049
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200 ^{c,d}

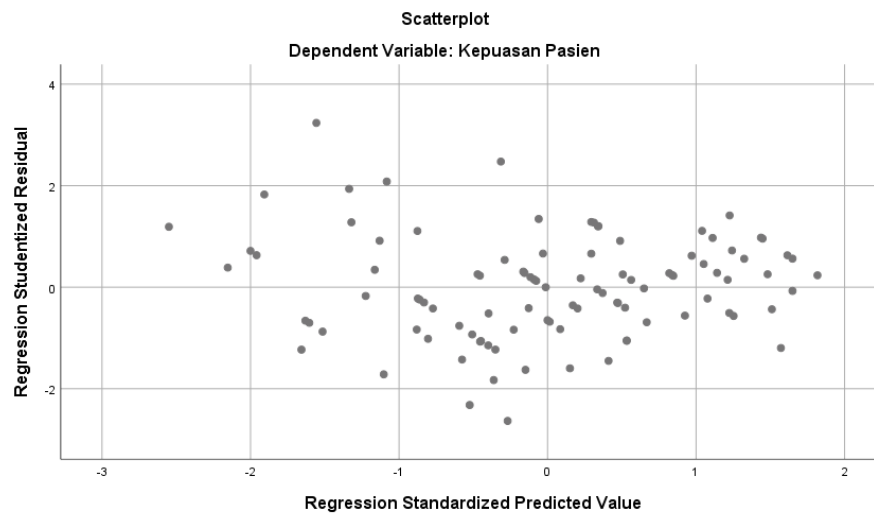
- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Lampiran 6. Output Hasil Uji Multikolinieritas dan Heteroskedastisitas

Output Uji Multikolinieritas

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Media Sosial	.219	4.573
	Kualitas Pelayanan	.704	1.421
	Fasilitas	.246	4.071

Output Uji Heteroskedastisitas



Lampiran 7. Output Uji Hipotesis

Output Uji t

Model		t	Sig.
1	(Constant)	-.785	.434
	Media Sosial	2.171	.032
	Kualitas Pelayanan	3.406	.001
	Fasilitas	6.199	.000

Output Uji F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	937.408	3	312.469	120.745	.000 ^b
	Residual	248.432	96	2.588		
	Total	1185.840	99			

a. Dependent Variable: Kepuasan Pasien

b. Predictors: (Constant), Fasilitas, Kualitas Pelayanan, Media Sosial