

LAMPIRAN

LAMPIRAN 1 KUESIONER

I. Pertanyaan Filter

1. Apakah anda sudah berusia 17 tahun atau lebih?

Ya/Tidak

2. Apakah anda merupakan nasabah Bank Central Asia (BCA)?

Ya/Tidak

3. Apakah anda pernah mengunjungi Bank Central Asia (BCA) dalam kurun waktu 6 bulan terakhir?

Ya/Tidak

II. Data Responden

4. Jenis Kelamin

Laki-laki/Perempuan

5. Usia (Tahun)

17-21

22-26

27-31

32-36

>36

6. Pekerjaan

Pelajar/Mahasiswa

Pegawai Swasta/Pegawai negeri

IRT (Ibu Rumah Tangga)

Tidak Bekerja

Lainnya

7. Pendidikan Terakhir

SMA/SMK

D1/D2/D3

D4/S1

S2

S3

8. Pendapatan Per bulan

<1.000.000

1.000.000-5.000.000

6.000.000-10.000.000

11.000.000-15.000.000

>15.000.000

**ASPEK PENILAIAN DENGAN SKALA LIKERT (1-5) SANGAT TIDAK
SETUJU SAMPAI SANGAT SETUJU**

III. *Tangibles* (Bukti Fisik)

9. Area *lobby* dan ruang tunggu di BCA terasa nyaman dan bersih
untuk nasabah

10. Gedung dan fasilitas BCA, terlihat luas, rapi, dan tertata dengan baik

11. BCA menyediakan tempat parkir yang cukup untuk nasabah

12. Cabang dan mesin ATM BCA selalu terawat dengan baik
13. Penampilan staf BCA selalu rapi dan terlihat profesional
14. Formulir, slip, papan nama, dan materi fisik lain di BCA tersedia dengan jelas dan mudah dipahami

IV. *Reliability* (Kemampuan)

15. Staf BCA melayani dengan cepat, sesuai janji, dan menyelesaikan masalah dengan efisien
16. Layanan BCA selalu akurat dan jarang terjadi kesalahan dalam transaksi atau catatan
17. BCA menjaga keamanan dan kerahasiaan transaksi serta data nasabah
18. Cabang BCA aman secara fisik dengan adanya pengawasan (misalnya CCTV)
19. BCA konsisten memenuhi komitmen layanan, seperti pencairan pinjaman dan transfer dana tepat waktu
20. BCA memberikan dukungan layanan yang dapat diandalkan, baik langsung maupun melalui layanan digital

V. *Responsiveness* (Kesediaan)

21. Staf BCA bersedia membantu dan cepat menanggapi kebutuhan nasabah
22. BCA menanggapi keluhan dengan cepat, baik di cabang maupun melalui call center

- 23. Layanan BCA diberikan tepat waktu, bahkan saat kondisi sibuk
- 24. Nasabah selalu mendapat informasi yang jelas tentang kapan layanan akan dilakukan
- 25. Staf BCA siap memberikan nasihat atau bantuan terkait kebutuhan keuangan nasabah

VI. Assurance (Jaminan)

- 26. Perilaku staf VCA membuat nasabah merasa percaya diri dan aman dalam bertransaksi
- 27. Staf BCA selalu bersikap sopan dan ramah kepada nasabah
- 28. Staf BCA memiliki pengetahuan yang cukup untuk menjawab pertanyaan nasabah
- 29. Nasabah merasa dapat mempercayai staf BCA dalam memberikan layanan

VII. Empathy (Empati)

- 30. Staf BCA memahami kebutuhan dan perhatian khusus dari setiap nasabah
- 31. Staf BCA memberikan perhatian pribadi dan sikap peduli kepada nasabah
- 32. Staf BCA bersedia membantu dan tetap sopan dalam melayani
- 33. Staf BCA mampu menenangkan dan mengoreksi kekhawatiran nasabah

34. BCA menyediakan jam operasional dan jadwal layanan yang nyaman bagi nasabah
35. BCA menginformasikan jika ada perubahan waktu layanan yang dijanjikan

VIII. *Customer Satisfaction* (Kepuasan Pelanggan)

36. Saya puas dengan layanan yang diberikan oleh BCA, baik di cabang maupun melalui ATM
37. Layanan perbankan online dan mobile BCA aman dan dapat diandalkan
38. Formular, slip, dan laporan bank dari BCA jelas, mudah dipahami, dan mudah digunakan
39. Kinerja layanan BCA memenuhi atau bahkan melebihi harapan saya
40. Saya berniat tetap menjadi nasabah BCA di masa depan

LAMPIRAN 2 GOOGLE FORM

**BCA**

PENGARUH DIMENSI SERVICE QUALITY TERHADAP CUSTOMER SATISFACTION NASABAH BANK CENTRAL ASIA (BCA)

Hallo! Perkenalkan saya Sherlyva Krismodesta S, Mahasiswa Program Studi Sarjana Manajemen Angkatan 2021 Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian mengenai **"Pengaruh Dimensi Service Quality terhadap Customer Satisfaction Nasabah Bank Central Asia (BCA)"**. Dalam rangka menyelesaikan tugas akhir (skripsi), saya mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner ini. Kuesioner ini merupakan kuesioner yang penulis susun dalam rangka pelaksanaan penelitian. Jawaban yang Bapak/Ibu/Sdr berikan hanya akan digunakan untuk memenuhi kebutuhan penelitian, mengingat kerahasiaan identitas Bapak/Ibu/Sdr akan saya jaga.

Kriteria responden dalam penelitian ini sebagai berikut:

1. Merupakan nasabah Bank Central Asia (BCA).
2. Pernah mengunjungi Bank Central Asia (BCA) setidaknya dalam kurun waktu 6 bulan terakhir.
3. Berusia minimal 17 tahun

Jika anda memenuhi kriteria tersebut, mohon sekiranya untuk meluangkan waktu untuk mengisi kuesioner ini. Atas bantuan saudara/i saya ucapkan terimakasih.

Apabila terdapat pertanyaan mengenai kuesioner ini, anda dapat menghubungi saya via email di sherlyva.krismodesta@outlook.com saya akan dengan senang hati akan membantu. God Bless U!!

sherlyva20@gmail.com [Ganti akun](#)

 Tidak dibagikan

*** Menunjukkan pertanyaan yang wajib diisi**

Apakah anda sudah berusia 17 tahun atau lebih? *

☒ Ya

☐ Tidak

Berikutnya Kosongkan formulir

Konten ini tidak dibuat atau didukung oleh Google. - [Hubungi pemilik formulir](#) - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)

Apakah formulir ini tampak mencurigakan? [Laporkan](#)

Google Formulir



BCA

PENGARUH DIMENSI SERVICE QUALITY TERHADAP CUSTOMER SATISFACTION NASABAH BANK CENTRAL ASIA (BCA)

sherlyva20@gmail.com [Ganti akun](#)

Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Filter 2

Apakah anda merupakan nasabah Bank Central Asia (BCA)? *

- ☒ Ya
☐ Tidak

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

Pertanyaan Filter 3

Apakah anda pernah mengunjungi Bank Central Asia (BCA) dalam kurun waktu 6 bulan terakhir? *

- ☒ Ya
☐ Tidak

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

Demografi

Gender *

☐ Perempuan

☐ Laki-laki

Usia (Tahun) *

☐ 17 - 21

☐ 22 - 26

☐ 27 - 31

☐ 32 - 36

☐ Lebih dari 36 tahun

Pekerjaan *

☐ Pelajar/Mahasiswa

☐ Pegawai Swasta/Pegawai Negeri

☐ IRT (Ibu Rumah Tangga)

☐ Tidak Bekerja

☐ Lainnya

Pendidikan Terakhir *

☐ SMA/SMK

☐ D1/D2/D3

☐ D4/S1

☐ S2

☐ S3

Pendapatan Per bulan *

☐ <1.000.000

☐ 1.000.000 - 5.000.000

☐ 6.000.000 - 10.000.000

☐ 11.000.000 - 15.000.000

☐ >15.000.000

Kembali

Berikutnya

Kosongkan formulir

Dimensi SERVQUAL *Tangibles* (Bukti Fisik)

? Area *lobby* dan ruang tunggu di BCA terasa nyaman dan bersih untuk nasabah.

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Gedung dan fasilitas BCA, terlihat luas, rapi, dan tertata dengan baik. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

BCA menyediakan tempat parkir yang cukup untuk nasabah. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Cabang dan mesin ATM BCA selalu terawat dengan baik. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Penampilan staf BCA selalu rapi dan terlihat profesional. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Formulir, slip, papan nama, dan materi fisik lain di BCA tersedia dengan jelas *
dan mudah dipahami.

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Kembali

Berikutnya

Kosongkan formulir

Dimensi SERVQUAL *Reliability* (Kemampuan)

? Staf BCA melayani dengan cepat, sesuai janji, dan menyelesaikan masalah dengan efisien. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Layanan BCA selalu akurat dan jarang terjadi kesalahan dalam transaksi atau catatan. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

BCA menjaga keamanan dan kerahasiaan transaksi serta data nasabah. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Cabang BCA aman secara fisik dengan adanya pengawasan (misalnya CCTV). *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

BCA konsisten memenuhi komitmen layanan, seperti pencairan pinjaman dan transfer dana tepat waktu. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

BCA memberikan dukungan layanan yang dapat diandalkan, baik langsung maupun melalui layanan digital. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Kembali

Berikutnya

Kosongkan formulir

Dimensi SERVQUAL *Responsiveness* (Kesediaan)

② Staf BCA bersedia membantu dan cepat menanggapi kebutuhan nasabah. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

BCA menanggapi keluhan dengan cepat, baik di cabang maupun melalui call center. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Layanan BCA diberikan tepat waktu, bahkan saat kondisi sibuk. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Nasabah selalu mendapat informasi yang jelas tentang kapan layanan akan dilakukan. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Staf BCA siap memberikan nasihat atau bantuan terkait kebutuhan keuangan nasabah. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

Dimensi SERVQUAL Assurance (Jaminan)

Perilaku staf BCA membuat nasabah merasa percaya diri dan aman dalam bertransaksi. *

1 2 3 4 5

Sangat Tidak Setuju (STS)

☐ ☐ ☐ ☐ ☐

Sangat Setuju (SS)

② Staf BCA selalu bersikap sopan dan ramah kepada nasabah. *

1 2 3 4 5

Sangat Tidak Setuju (STS)

☐ ☐ ☐ ☐ ☐

Sangat Setuju (SS)

Staf BCA memiliki pengetahuan yang cukup untuk menjawab pertanyaan nasabah. *

1 2 3 4 5

Sangat Tidak Setuju (STS)

☐ ☐ ☐ ☐ ☐

Sangat Setuju (SS)

Nasabah merasa dapat mempercayai staf BCA dalam memberikan layanan. *

1 2 3 4 5

Sangat Tidak Setuju (STS)

☐ ☐ ☐ ☐ ☐

Sangat Setuju (SS)

Kembali

Berikutnya

Kosongkan formulir

Dimensi SERVQUAL Empathy (Empati)

? Staf BCA memahami kebutuhan dan perhatian khusus dari setiap nasabah. *

1 2 3 4 5

Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Staf BCA memberikan perhatian pribadi dan sikap peduli kepada nasabah. *

1 2 3 4 5

Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Staf BCA bersedia membantu dan tetap sopan dalam melayani. *

1 2 3 4 5

Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Staf BCA mampu menenangkan dan mengoreksi kekhawatiran nasabah. *

1 2 3 4 5

Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

BCA menyediakan jam operasional dan jadwal layanan yang nyaman bagi nasabah. *

1 2 3 4 5

Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

BCA menginformasikan jika ada perubahan waktu layanan yang dijanjikan. *

1 2 3 4 5

Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Kembali

Berikutnya

Kosongkan formulir

CUSTOMER SATISFACTION (Kepuasan Pelanggan)

? Saya puas dengan layanan yang diberikan oleh BCA, baik di cabang maupun melalui ATM. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Layanan perbankan online dan mobile BCA aman dan dapat diandalkan. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Formulir, slip, dan laporan bank dari BCA jelas, mudah dipahami, dan mudah digunakan. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Kinerja layanan BCA memenuhi atau bahkan melebihi harapan saya. *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Saya berniat tetap menjadi nasabah BCA di masa depan *

1 2 3 4 5
Sangat Tidak Setuju (STS) ☐ ☐ ☐ ☐ ☐ Sangat Setuju (SS)

Kembali

Kirim

Kosongkan formulir



BCA

PENGARUH DIMENSI SERVICE QUALITY TERHADAP CUSTOMER SATISFACTION NASABAH BANK CENTRAL ASIA (BCA)

Terimakasih telah membantu mengisi kuesioner ini, GBU!!!^^

[Kirim jawaban lain](#)

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Apakah formulir ini tampak mencurigakan? [Laporkan](#)

Google Formulir

LAMPIRAN 3 HASIL KUESIONER

Data Responden

No.	Timestamp	Jenis Kelamin	Usia	Pekerjaan	Pendidikan Terakhir	Pendapatan Perbulan
1	24/09/2025 02:49	Perempuan	22 - 26	Pelajar/Mahasiswa	D4/S1	>15.000.000
2	24/09/2025 02:52	Perempuan	22 - 26	Pelajar/Mahasiswa	D4/S1	<1.000.000
3	24/09/2025 10:07	Perempuan	32 - 36	Pegawai Swasta/Pegawai Negeri	S2	6.000.000 - 10.000.000
4	01/10/2025 11:02	Laki-laki	22 - 26	Pelajar/Mahasiswa	D4/S1	1.000.000 - 5.000.0000
5	01/10/2025 12:09	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
6	02/10/2025 07:50	Perempuan	Lebih dari 36 tahun	IRT (Ibu Rumah Tangga)	D1/D2/D3	1.000.000 - 5.000.0000
7	02/10/2025 10:53	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	SMA/SMK	11.000.000 - 15.000.000
8	02/10/2025 11:23	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
9	02/10/2025 11:30	Laki-laki	17 - 21	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
10	02/10/2025 11:40	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D4/S1	11.000.000 - 15.000.000
11	04/10/2025 09:22	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	11.000.000 - 15.000.000
12	06/10/2025 04:33	Laki-laki	32 - 36	Pegawai Swasta/Pegawai Negeri	D4/S1	6.000.000 - 10.000.000
13	06/10/2025 07:56	Laki-laki	22 - 26	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
14	06/10/2025 15:48	Laki-laki	17 - 21	Pelajar/Mahasiswa	D4/S1	6.000.000 - 10.000.000
15	06/10/2025 22:22	Laki-laki	17 - 21	Pelajar/Mahasiswa	D4/S1	1.000.000 - 5.000.0000
16	06/10/2025 22:27	Perempuan	22 - 26	Pelajar/Mahasiswa	D4/S1	1.000.000 - 5.000.0000
17	07/10/2025 03:25	Laki-laki	17 - 21	Pelajar/Mahasiswa	D4/S1	1.000.000 - 5.000.0000

No.	Timestamp	Jenis Kelamin	Usia	Pekerjaan	Pendidikan Terakhir	Pendapatan Perbulan
18	07/10/2025 09:10	Perempuan	22 - 26	Pelajar/Mahasiswa	S2	1.000.000 - 5.000.0000
19	07/10/2025 09:20	Perempuan	17 - 21	Pelajar/Mahasiswa	D4/S1	1.000.000 - 5.000.0000
20	10/10/2025 00:43	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	11.000.000 - 15.000.000
21	11/10/2025 13:23	Laki-laki	17 - 21	Pelajar/Mahasiswa	D4/S1	<1.000.000
22	15/10/2025 20:41	Perempuan	27 - 31	IRT (Ibu Rumah Tangga)	D4/S1	11.000.000 - 15.000.000
23	17/10/2025 11:24	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	1.000.000 - 5.000.0000
24	17/10/2025 11:25	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
25	17/10/2025 11:27	Laki-laki	Lebih dari 36 tahun	Lainnya	D4/S1	6.000.000 - 10.000.000
26	17/10/2025 11:30	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
27	17/10/2025 12:25	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
28	17/10/2025 12:26	Perempuan	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
29	17/10/2025 12:31	Perempuan	Lebih dari 36 tahun	Lainnya	D4/S1	6.000.000 - 10.000.000
30	17/10/2025 12:35	Laki-laki	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
31	17/10/2025 12:47	Perempuan	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
32	17/10/2025 12:48	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
33	17/10/2025 12:49	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	6.000.000 - 10.000.000
34	17/10/2025 12:51	Perempuan	32 - 36	Pegawai Swasta/Pegawai Negeri	D4/S1	6.000.000 - 10.000.000
35	17/10/2025 12:57	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
36	17/10/2025 13:28	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000

No.	Timestamp	Jenis Kelamin	Usia	Pekerjaan	Pendidikan Terakhir	Pendapatan Perbulan
37	17/10/2025 13:32	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
38	17/10/2025 14:29	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
39	17/10/2025 17:30	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
40	17/10/2025 17:35	Perempuan	32 - 36	Pegawai Swasta/Pegawai Negeri	D4/S1	6.000.000 - 10.000.000
41	17/10/2025 17:37	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
42	17/10/2025 17:41	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
43	17/10/2025 18:31	Perempuan	32 - 36	Pegawai Swasta/Pegawai Negeri	D4/S1	6.000.000 - 10.000.000
44	17/10/2025 18:42	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
45	17/10/2025 18:46	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
46	17/10/2025 18:47	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
47	17/10/2025 18:56	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
48	17/10/2025 19:33	Perempuan	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
49	17/10/2025 19:43	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
50	17/10/2025 19:47	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
51	17/10/2025 19:56	Laki-laki	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
52	17/10/2025 19:58	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000

No.	Timestamp	Jenis Kelamin	Usia	Pekerjaan	Pendidikan Terakhir	Pendapatan Perbulan
53	17/10/2025 20:35	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
54	17/10/2025 20:47	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
55	17/10/2025 20:53	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
56	17/10/2025 20:59	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
57	17/10/2025 21:36	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
58	17/10/2025 21:37	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
59	17/10/2025 21:49	Perempuan	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
60	17/10/2025 21:57	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
61	17/10/2025 22:38	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
62	17/10/2025 22:48	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
63	17/10/2025 22:52	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
64	17/10/2025 23:09	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
65	17/10/2025 23:39	Perempuan	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
66	18/10/2025 11:40	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	1.000.000 - 5.000.0000
67	18/10/2025 11:43	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	1.000.000 - 5.000.0000
68	18/10/2025 11:57	Perempuan	Lebih dari 36 tahun	Lainnya	D4/S1	6.000.000 - 10.000.000

No.	Timestamp	Jenis Kelamin	Usia	Pekerjaan	Pendidikan Terakhir	Pendapatan Perbulan
69	18/10/2025 17:41	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
70	18/10/2025 18:37	Laki-laki	32 - 36	Pegawai Swasta/Pegawai Negeri	D4/S1	6.000.000 - 10.000.000
71	18/10/2025 18:41	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
72	18/10/2025 18:47	Laki-laki	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
73	18/10/2025 18:53	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
74	18/10/2025 19:42	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
75	18/10/2025 19:43	Perempuan	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
76	18/10/2025 19:53	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
77	18/10/2025 20:03	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
78	18/10/2025 20:14	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	1.000.000 - 5.000.0000
79	18/10/2025 20:24	Perempuan	22 - 26	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
80	18/10/2025 20:32	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
81	18/10/2025 20:41	Laki-laki	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
82	18/10/2025 20:45	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
83	18/10/2025 20:46	Perempuan	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
84	18/10/2025 21:16	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	1.000.000 - 5.000.0000
85	18/10/2025 20:17	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
86	18/10/2025 20:26	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	1.000.000 - 5.000.0000

No.	Timestamp	Jenis Kelamin	Usia	Pekerjaan	Pendidikan Terakhir	Pendapatan Perbulan
87	18/10/2025 20:27	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	1.000.000 - 5.000.0000
88	18/10/2025 20:31	Laki-laki	Lebih dari 36 tahun	Lainnya	D4/S1	6.000.000 - 10.000.000
89	18/10/2025 20:48	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
90	18/10/2025 21:37	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
91	18/10/2025 21:48	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
92	18/10/2025 21:52	Perempuan	32 - 36	Pegawai Swasta/Pegawai Negeri	D4/S1	6.000.000 - 10.000.000
93	18/10/2025 22:29	Laki-laki	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
94	18/10/2025 22:39	Perempuan	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
95	18/10/2025 22:50	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
96	18/10/2025 22:53	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	6.000.000 - 10.000.000
97	18/10/2025 22:59	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
98	18/10/2025 23:15	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
99	18/10/2025 23:28	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
100	18/10/2025 23:32	Laki-laki	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
101	18/10/2025 23:34	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
102	18/10/2025 23:52	Laki-laki	22 - 26	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
103	19/10/2025 01:03	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000

No.	Timestamp	Jenis Kelamin	Usia	Pekerjaan	Pendidikan Terakhir	Pendapatan Perbulan
104	19/10/2025 01:13	Perempuan	Lebih dari 36 tahun	Lainnya	D4/S1	6.000.000 - 10.000.000
105	19/10/2025 10:53	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
106	19/10/2025 10:55	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
107	19/10/2025 10:57	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
108	19/10/2025 12:23	Laki-laki	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
109	19/10/2025 12:24	Perempuan	22 - 26	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
110	19/10/2025 12:26	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
111	19/10/2025 12:32	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
112	19/10/2025 12:36	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
113	19/10/2025 12:43	Laki-laki	22 - 26	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
114	19/10/2025 12:45	Laki-laki	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
115	19/10/2025 12:47	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
116	19/10/2025 12:49	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	1.000.000 - 5.000.0000
117	19/10/2025 15:13	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
118	19/10/2025 15:19	Perempuan	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
119	19/10/2025 15:23	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
120	19/10/2025 15:27	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
121	19/10/2025 17:19	Laki-laki	Lebih dari 36 tahun	Lainnya	D4/S1	6.000.000 - 10.000.000

No.	Timestamp	Jenis Kelamin	Usia	Pekerjaan	Pendidikan Terakhir	Pendapatan Perbulan
122	19/10/2025 17:24	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
123	19/10/2025 17:37	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	1.000.000 - 5.000.0000
124	19/10/2025 17:43	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
125	19/10/2025 17:45	Perempuan	32 - 36	Pegawai Swasta/Pegawai Negeri	D4/S1	6.000.000 - 10.000.000
126	19/10/2025 17:49	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
127	19/10/2025 18:01	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	1.000.000 - 5.000.0000
128	19/10/2025 18:19	Perempuan	17 - 21	Pelajar/Mahasiswa	D4/S1	1.000.000 - 5.000.0000
129	19/10/2025 18:24	Perempuan	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
130	19/10/2025 18:35	Laki-laki	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
131	19/10/2025 16:47	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
132	19/10/2025 18:52	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
133	19/10/2025 18:59	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
134	19/10/2025 19:16	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
135	19/10/2025 19:26	Perempuan	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
136	19/10/2025 20:27	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
137	19/10/2025 20:37	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
138	19/10/2025 20:38	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000

No.	Timestamp	Jenis Kelamin	Usia	Pekerjaan	Pendidikan Terakhir	Pendapatan Perbulan
139	19/10/2025 20:48	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
140	20/10/2025 16:28	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
141	20/10/2025 17:29	Perempuan	22 - 26	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
142	20/10/2025 17:31	Laki-laki	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
143	20/10/2025 17:34	Perempuan	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
144	20/10/2025 18:30	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
145	20/10/2025 19:15	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
146	20/10/2025 19:22	Perempuan	32 - 36	Pegawai Swasta/Pegawai Negeri	D4/S1	6.000.000 - 10.000.000
147	20/10/2025 19:31	Perempuan	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
148	20/10/2025 19:37	Laki-laki	Lebih dari 36 tahun	Lainnya	D4/S1	6.000.000 - 10.000.000
149	20/10/2025 20:12	Laki-laki	22 - 26	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
150	20/10/2025 20:22	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
151	20/10/2025 20:25	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
152	20/10/2025 20:27	Laki-laki	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
153	20/10/2025 20:33	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
154	20/10/2025 20:37	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
155	20/10/2025 20:44	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	1.000.000 - 5.000.0000
156	21/10/2025 12:35	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000

No.	Timestamp	Jenis Kelamin	Usia	Pekerjaan	Pendidikan Terakhir	Pendapatan Perbulan
157	21/10/2025 12:35	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
158	21/10/2025 13:15	Laki-laki	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
159	21/10/2025 13:36	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
160	21/10/2025 13:38	Perempuan	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
161	21/10/2025 13:40	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
162	21/10/2025 13:47	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
163	21/10/2025 13:48	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
164	22/10/2025 08:38	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
165	22/10/2025 08:38	Perempuan	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
166	22/10/2025 08:41	Perempuan	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
167	22/10/2025 08:43	Laki-laki	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
168	22/10/2025 08:52	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
169	22/10/2025 08:53	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
170	22/10/2025 09:12	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
171	22/10/2025 09:23	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
172	22/10/2025 09:43	Perempuan	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
173	22/10/2025 09:45	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
174	22/10/2025 09:48	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
175	22/10/2025 09:52	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000

No.	Timestamp	Jenis Kelamin	Usia	Pekerjaan	Pendidikan Terakhir	Pendapatan Perbulan
176	22/10/2025 09:53	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
177	23/10/2025 10:05	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
178	23/10/2025 10:15	Perempuan	22 - 26	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
179	23/10/2025 10:16	Laki-laki	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
180	23/10/2025 10:46	Perempuan	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
181	23/10/2025 10:48	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
182	23/10/2025 10:49	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
183	23/10/2025 11:27	Perempuan	32 - 36	Pegawai Swasta/Pegawai Negeri	D4/S1	6.000.000 - 10.000.000
184	23/10/2025 11:48	Perempuan	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
185	23/10/2025 11:52	Laki-laki	Lebih dari 36 tahun	Lainnya	D4/S1	6.000.000 - 10.000.000
186	23/10/2025 11:58	Laki-laki	22 - 26	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
187	24/10/2025 14:49	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
188	24/10/2025 14:59	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
189	24/10/2025 15:19	Laki-laki	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
190	24/10/2025 15:20	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
191	24/10/2025 15:17	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
192	24/10/2025 16:50	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	1.000.000 - 5.000.0000
193	24/10/2025 16:51	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000

No.	Timestamp	Jenis Kelamin	Usia	Pekerjaan	Pendidikan Terakhir	Pendapatan Perbulan
194	24/10/2025 18:31	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
195	24/10/2025 18:51	Laki-laki	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
196	24/10/2025 18:52	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.000
197	24/10/2025 20:02	Perempuan	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.000
198	24/10/2025 20:13	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.000
199	24/10/2025 20:23	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
200	24/10/2025 21:53	Laki-laki	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.000
201	25/10/2025 01:54	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.000
202	25/10/2025 01:59	Perempuan	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.000
203	25/10/2025 02:04	Laki-laki	32 - 36	Pegawai Swasta/Pegawai Negeri	D4/S1	6.000.000 - 10.000.000
204	25/10/2025 02:35	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.000
205	25/10/2025 02:45	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	1.000.000 - 5.000.000
206	25/10/2025 04:25	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.000
207	25/10/2025 08:56	Laki-laki	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.000
208	25/10/2025 08:57	Laki-laki	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
209	25/10/2025 09:36	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
210	25/10/2025 09:37	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.000
211	25/10/2025 09:57	Perempuan	Lebih dari 36 tahun	Lainnya	D4/S1	6.000.000 - 10.000.000

No.	Timestamp	Jenis Kelamin	Usia	Pekerjaan	Pendidikan Terakhir	Pendapatan Perbulan
212	25/10/2025 09:57	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
213	25/10/2025 09:58	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	6.000.000 - 10.000.000
214	25/10/2025 12:18	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
215	25/10/2025 12:28	Laki-laki	22 - 26	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
216	25/10/2025 12:59	Perempuan	Lebih dari 36 tahun	Lainnya	D4/S1	6.000.000 - 10.000.000
217	26/10/2025 08:59	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
218	26/10/2025 08:59	Perempuan	27 - 31	Pegawai Swasta/Pegawai Negeri	D4/S1	1.000.000 - 5.000.0000
219	26/10/2025 09:00	Perempuan	22 - 26	Pelajar/Mahasiswa	SMA/SMK	1.000.000 - 5.000.0000
220	26/10/2025 09:10	Perempuan	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
221	26/10/2025 09:12	Laki-laki	27 - 31	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
222	26/10/2025 09:21	Perempuan	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
223	26/10/2025 10:01	Laki-laki	32 - 36	Lainnya	D4/S1	6.000.000 - 10.000.000
224	26/10/2025 10:02	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
225	27/10/2025 16:02	Perempuan	17 - 21	Pelajar/Mahasiswa	SMA/SMK	<1.000.000
226	27/10/2025 16:02	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
227	27/10/2025 16:03	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000
228	27/10/2025 18:03	Laki-laki	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	1.000.000 - 5.000.0000

No.	Timestamp	Jenis Kelamin	Usia	Pekerjaan	Pendidikan Terakhir	Pendapatan Perbulan
229	27/10/2025 18:03	Laki-laki	22 - 26	Pelajar/Mahasiswa	D1/D2/D3	1.000.000 - 5.000.0000
230	27/10/2025 19:40	Perempuan	22 - 26	Pegawai Swasta/Pegawai Negeri	D1/D2/D3	Perempuan

Pertanyaan Filter

No.	Apakah anda sudah berusia 17 tahun atau lebih?	Apakah anda merupakan nasabah Bank Central Asia (BCA)?	Apakah anda pernah mengunjungi Bank Central Asia (BCA) dalam kurun waktu 6 bulan terakhir?
1	Ya	Ya	Ya
2	Ya	Ya	Ya
3	Ya	Ya	Ya
4	Ya	Ya	Ya
5	Ya	Ya	Ya
6	Ya	Ya	Ya
7	Ya	Ya	Ya
8	Ya	Ya	Ya
9	Ya	Ya	Ya
10	Ya	Ya	Ya
11	Ya	Ya	Ya
12	Ya	Ya	Ya
13	Ya	Ya	Ya
14	Ya	Ya	Ya
15	Ya	Ya	Ya
16	Ya	Ya	Ya
17	Ya	Ya	Ya
18	Ya	Ya	Ya
19	Ya	Ya	Ya
20	Ya	Ya	Ya
21	Ya	Ya	Ya
22	Ya	Ya	Ya
23	Ya	Ya	Ya
24	Ya	Ya	Ya
25	Ya	Ya	Ya

No.	Apakah anda sudah berusia 17 tahun atau lebih?	Apakah anda merupakan nasabah Bank Central Asia (BCA)?	Apakah anda pernah mengunjungi Bank Central Asia (BCA) dalam kurun waktu 6 bulan terakhir?
26	Ya	Ya	Ya
27	Ya	Ya	Ya
28	Ya	Ya	Ya
29	Ya	Ya	Ya
30	Ya	Ya	Ya
31	Ya	Ya	Ya
32	Ya	Ya	Ya
33	Ya	Ya	Ya
34	Ya	Ya	Ya
35	Ya	Ya	Ya
36	Ya	Ya	Ya
37	Ya	Ya	Ya
38	Ya	Ya	Ya
39	Ya	Ya	Ya
40	Ya	Ya	Ya
41	Ya	Ya	Ya
42	Ya	Ya	Ya
43	Ya	Ya	Ya
44	Ya	Ya	Ya
45	Ya	Ya	Ya
46	Ya	Ya	Ya
47	Ya	Ya	Ya
48	Ya	Ya	Ya
49	Ya	Ya	Ya
50	Ya	Ya	Ya
51	Ya	Ya	Ya
52	Ya	Ya	Ya
53	Ya	Ya	Ya
54	Ya	Ya	Ya
55	Ya	Ya	Ya
56	Ya	Ya	Ya
57	Ya	Ya	Ya
58	Ya	Ya	Ya
59	Ya	Ya	Ya
60	Ya	Ya	Ya
61	Ya	Ya	Ya
62	Ya	Ya	Ya

No.	Apakah anda sudah berusia 17 tahun atau lebih?	Apakah anda merupakan nasabah Bank Central Asia (BCA)?	Apakah anda pernah mengunjungi Bank Central Asia (BCA) dalam kurun waktu 6 bulan terakhir?
63	Ya	Ya	Ya
64	Ya	Ya	Ya
65	Ya	Ya	Ya
66	Ya	Ya	Ya
67	Ya	Ya	Ya
68	Ya	Ya	Ya
69	Ya	Ya	Ya
70	Ya	Ya	Ya
71	Ya	Ya	Ya
72	Ya	Ya	Ya
73	Ya	Ya	Ya
74	Ya	Ya	Ya
75	Ya	Ya	Ya
76	Ya	Ya	Ya
77	Ya	Ya	Ya
78	Ya	Ya	Ya
79	Ya	Ya	Ya
80	Ya	Ya	Ya
81	Ya	Ya	Ya
82	Ya	Ya	Ya
83	Ya	Ya	Ya
84	Ya	Ya	Ya
85	Ya	Ya	Ya
86	Ya	Ya	Ya
87	Ya	Ya	Ya
88	Ya	Ya	Ya
89	Ya	Ya	Ya
90	Ya	Ya	Ya
91	Ya	Ya	Ya
92	Ya	Ya	Ya
93	Ya	Ya	Ya
94	Ya	Ya	Ya
95	Ya	Ya	Ya
96	Ya	Ya	Ya
97	Ya	Ya	Ya
98	Ya	Ya	Ya
99	Ya	Ya	Ya

No.	Apakah anda sudah berusia 17 tahun atau lebih?	Apakah anda merupakan nasabah Bank Central Asia (BCA)?	Apakah anda pernah mengunjungi Bank Central Asia (BCA) dalam kurun waktu 6 bulan terakhir?
100	Ya	Ya	Ya
101	Ya	Ya	Ya
102	Ya	Ya	Ya
103	Ya	Ya	Ya
104	Ya	Ya	Ya
105	Ya	Ya	Ya
106	Ya	Ya	Ya
107	Ya	Ya	Ya
108	Ya	Ya	Ya
109	Ya	Ya	Ya
110	Ya	Ya	Ya
111	Ya	Ya	Ya
112	Ya	Ya	Ya
113	Ya	Ya	Ya
114	Ya	Ya	Ya
115	Ya	Ya	Ya
116	Ya	Ya	Ya
117	Ya	Ya	Ya
118	Ya	Ya	Ya
119	Ya	Ya	Ya
120	Ya	Ya	Ya
121	Ya	Ya	Ya
122	Ya	Ya	Ya
123	Ya	Ya	Ya
124	Ya	Ya	Ya
125	Ya	Ya	Ya
126	Ya	Ya	Ya
127	Ya	Ya	Ya
128	Ya	Ya	Ya
129	Ya	Ya	Ya
130	Ya	Ya	Ya
131	Ya	Ya	Ya
132	Ya	Ya	Ya
133	Ya	Ya	Ya
134	Ya	Ya	Ya
135	Ya	Ya	Ya
136	Ya	Ya	Ya

No.	Apakah anda sudah berusia 17 tahun atau lebih?	Apakah anda merupakan nasabah Bank Central Asia (BCA)?	Apakah anda pernah mengunjungi Bank Central Asia (BCA) dalam kurun waktu 6 bulan terakhir?
137	Ya	Ya	Ya
138	Ya	Ya	Ya
139	Ya	Ya	Ya
140	Ya	Ya	Ya
141	Ya	Ya	Ya
142	Ya	Ya	Ya
143	Ya	Ya	Ya
144	Ya	Ya	Ya
145	Ya	Ya	Ya
146	Ya	Ya	Ya
147	Ya	Ya	Ya
148	Ya	Ya	Ya
149	Ya	Ya	Ya
150	Ya	Ya	Ya
151	Ya	Ya	Ya
152	Ya	Ya	Ya
153	Ya	Ya	Ya
154	Ya	Ya	Ya
155	Ya	Ya	Ya
156	Ya	Ya	Ya
157	Ya	Ya	Ya
158	Ya	Ya	Ya
159	Ya	Ya	Ya
160	Ya	Ya	Ya
161	Ya	Ya	Ya
162	Ya	Ya	Ya
163	Ya	Ya	Ya
164	Ya	Ya	Ya
165	Ya	Ya	Ya
166	Ya	Ya	Ya
167	Ya	Ya	Ya
168	Ya	Ya	Ya
169	Ya	Ya	Ya
170	Ya	Ya	Ya
171	Ya	Ya	Ya
172	Ya	Ya	Ya
173	Ya	Ya	Ya

No.	Apakah anda sudah berusia 17 tahun atau lebih?	Apakah anda merupakan nasabah Bank Central Asia (BCA)?	Apakah anda pernah mengunjungi Bank Central Asia (BCA) dalam kurun waktu 6 bulan terakhir?
174	Ya	Ya	Ya
175	Ya	Ya	Ya
176	Ya	Ya	Ya
177	Ya	Ya	Ya
178	Ya	Ya	Ya
179	Ya	Ya	Ya
180	Ya	Ya	Ya
181	Ya	Ya	Ya
182	Ya	Ya	Ya
183	Ya	Ya	Ya
184	Ya	Ya	Ya
185	Ya	Ya	Ya
186	Ya	Ya	Ya
187	Ya	Ya	Ya
188	Ya	Ya	Ya
189	Ya	Ya	Ya
190	Ya	Ya	Ya
191	Ya	Ya	Ya
192	Ya	Ya	Ya
193	Ya	Ya	Ya
194	Ya	Ya	Ya
195	Ya	Ya	Ya
196	Ya	Ya	Ya
197	Ya	Ya	Ya
198	Ya	Ya	Ya
199	Ya	Ya	Ya
200	Ya	Ya	Ya
201	Ya	Ya	Ya
202	Ya	Ya	Ya
203	Ya	Ya	Ya
204	Ya	Ya	Ya
205	Ya	Ya	Ya
206	Ya	Ya	Ya
207	Ya	Ya	Ya
208	Ya	Ya	Ya
209	Ya	Ya	Ya
210	Ya	Ya	Ya

No.	Apakah anda sudah berusia 17 tahun atau lebih?	Apakah anda merupakan nasabah Bank Central Asia (BCA)?	Apakah anda pernah mengunjungi Bank Central Asia (BCA) dalam kurun waktu 6 bulan terakhir?
211	Ya	Ya	Ya
212	Ya	Ya	Ya
213	Ya	Ya	Ya
214	Ya	Ya	Ya
215	Ya	Ya	Ya
216	Ya	Ya	Ya
217	Ya	Ya	Ya
218	Ya	Ya	Ya
219	Ya	Ya	Ya
220	Ya	Ya	Ya
221	Ya	Ya	Ya
222	Ya	Ya	Ya
223	Ya	Ya	Ya
224	Ya	Ya	Ya
225	Ya	Ya	Ya
226	Ya	Ya	Ya
227	Ya	Ya	Ya
228	Ya	Ya	Ya
229	Ya	Ya	Ya
230	Ya	Ya	Ya

Hasil Kuesioner (*tangibles, reliability, responsiveness*)

T A N 1	T A N 2	T A N 3	T A N 4	T A N 5	T A N 6	R E L 1	R E L 2	R E L 3	R E L 4	R E L 5	R E L 6	R E S 1	R E S 2	R E S 3	R E S 4	R E S 5
4	5	5	4	4	5	4	5	4	5	5	4	5	5	4	5	4
5	5	4	5	4	5	5	4	5	4	5	4	5	5	5	5	4
4	5	4	4	5	4	4	4	4	5	4	5	5	4	4	4	4
5	5	4	5	4	5	5	4	4	5	5	4	5	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	5	4	4	4	4	4	4	4	5	4	4	5	4	5	4	5
4	5	4	4	5	4	4	4	5	5	4	5	5	4	4	5	4
5	4	4	5	5	5	5	4	5	4	5	5	4	4	4	5	5
4	5	5	4	4	4	4	5	4	5	4	4	5	4	5	4	5
4	5	5	4	5	4	4	5	4	5	4	5	5	4	5	4	5

T A N 1	T A N 2	T A N 3	T A N 4	T A N 5	T A N 6	R E L 1	R E L 2	R E L 3	R E L 4	R E L 5	R E L 6	R E S 1	R E S 2	R E S 3	R E S 4	R E S 5
4	4	5	4	4	5	4	5	4	5	5	4	4	5	5	5	4
5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	4
4	5	5	4	4	4	4	5	4	5	4	4	5	4	5	5	5
5	5	4	5	5	5	5	4	5	4	5	5	5	5	4	5	5
4	5	4	4	5	5	4	4	5	5	5	5	5	5	4	4	5
5	5	5	5	5	5	5	5	4	5	5	5	5	5	4	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	5	4	5	4	4	5	4	5	4	5	5	4	4	5	4
5	4	5	5	4	4	5	5	5	5	4	4	4	4	4	5	5
4	5	5	4	4	5	4	5	4	5	5	4	5	4	5	4	5
5	4	5	5	4	4	5	5	4	4	4	4	4	4	4	4	5
4	4	5	4	5	5	4	5	5	4	5	5	4	4	5	4	4
5	4	4	5	4	5	5	4	5	4	5	4	4	4	4	5	4
5	5	5	5	5	4	5	5	4	5	4	5	5	4	4	5	5
4	5	4	4	4	4	4	4	4	5	4	4	5	4	5	4	4
5	5	4	5	5	5	5	4	4	5	5	5	5	4	4	5	4
4	4	4	4	5	5	4	4	5	4	5	5	4	5	5	4	5
5	4	4	5	4	4	5	4	4	4	4	4	4	4	5	4	4
4	4	4	4	5	4	4	4	5	4	4	5	4	4	4	5	4
4	5	5	4	5	4	4	5	4	5	4	5	5	5	5	4	5
4	4	4	4	5	5	4	4	5	4	5	5	4	5	4	4	5
5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	4
5	4	5	5	4	4	5	5	4	4	4	4	4	4	4	4	4
4	5	5	4	4	4	4	5	4	5	4	4	5	4	4	4	5
5	4	4	5	4	4	5	4	4	5	4	4	4	4	5	4	4
4	5	4	4	4	5	4	4	5	4	5	4	5	5	5	4	4
5	5	5	5	5	4	5	5	5	5	4	5	5	5	5	4	4
4	5	5	4	5	4	4	5	5	5	4	5	5	5	5	5	4
4	5	5	4	4	5	4	5	4	5	5	4	5	4	5	4	5
4	4	5	4	5	4	4	5	4	4	4	5	4	5	5	4	5
4	4	5	4	4	5	4	5	5	4	5	4	4	4	4	5	4
5	4	4	5	4	4	5	4	5	4	4	4	4	4	4	4	5
5	4	4	5	4	4	5	4	5	4	4	4	4	5	4	4	4
4	5	5	4	4	5	4	5	4	5	5	4	5	4	5	4	5
5	4	4	5	5	5	5	4	4	5	5	5	4	4	4	5	5
4	4	5	4	4	5	4	5	4	4	5	4	4	4	4	5	4
4	4	4	4	5	5	4	4	5	4	5	5	4	5	5	4	4

T A N 1	T A N 2	T A N 3	T A N 4	T A N 5	T A N 6	R E L 1	R E L 2	R E L 3	R E L 4	R E L 5	R E L 6	R E S 1	R E S 2	R E S 3	R E S 4	R E S 5
4	5	5	4	4	4	4	5	5	4	4	4	5	5	5	4	4
5	5	4	5	4	4	5	4	4	4	4	4	5	4	4	5	4
5	4	4	5	4	5	5	4	4	5	5	4	4	4	4	4	5
5	4	5	5	4	5	5	5	5	4	5	4	4	4	4	5	4
4	4	4	4	5	4	4	4	4	5	4	5	4	4	4	5	5
5	5	5	5	5	4	5	5	5	4	4	5	5	4	4	4	5
5	5	4	5	5	4	5	4	5	5	4	5	5	5	4	5	4
5	4	5	5	4	5	5	5	5	5	5	4	4	5	4	5	5
4	4	5	4	5	5	4	5	5	4	5	5	4	4	5	4	5
4	4	4	4	4	5	4	4	5	5	5	4	4	5	4	4	5
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5	4	5	5	4	5	5	5	5	4	5	4	4	5	5	5	4
5	5	5	5	5	4	5	5	5	5	4	5	5	5	5	4	4
5	5	4	5	5	5	5	4	5	5	5	5	5	4	4	4	4
5	5	5	5	5	4	5	5	5	5	4	5	5	5	5	4	4
4	4	5	4	5	5	4	5	4	5	5	5	4	5	5	4	5
5	4	5	5	5	5	5	5	4	4	5	5	4	5	5	4	4
4	4	5	4	5	5	4	5	5	5	5	5	4	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4
5	4	5	5	5	4	5	5	5	4	4	5	4	5	4	4	4
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4	4	4	4	5	5	4	4	5	4	5	5	4	5	5	4	5
4	4	5	4	4	5	4	5	4	5	5	4	4	5	5	4	5
5	4	4	5	4	5	5	4	4	5	5	4	4	4	4	4	5
4	4	5	4	4	5	4	5	5	4	5	4	4	5	5	5	4
4	5	4	4	4	4	4	4	5	4	4	4	5	5	5	4	5
4	5	5	4	5	4	4	5	5	5	4	5	5	4	5	4	5
4	4	5	4	4	4	4	5	4	5	4	4	4	5	4	4	5
4	5	5	4	4	5	4	5	4	5	5	4	5	4	4	5	5
4	4	4	4	5	5	4	4	5	4	5	5	4	5	5	5	5
5	4	4	5	4	5	5	4	5	4	5	4	4	4	5	5	4
5	5	4	5	5	5	5	4	5	4	5	5	5	5	5	5	4
5	4	4	5	5	5	5	4	4	5	5	5	4	4	4	5	5
5	5	5	5	5	4	5	5	5	5	4	5	5	5	5	4	4

T A N 1	T A N 2	T A N 3	T A N 4	T A N 5	T A N 6	R E L 1	R E L 2	R E L 3	R E L 4	R E L 5	R E L 6	R E S 1	R E S 2	R E S 3	R E S 4	R E S 5
4	5	5	4	4	4	4	5	5	5	4	4	5	4	5	5	4
5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	4
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5	4	5	5	5	5	5	5	4	4	5	5	4	5	5	4	5
5	4	4	5	4	4	5	4	5	4	4	4	4	5	4	4	4
5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	4
5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	4
4	5	5	4	4	4	4	5	4	5	4	4	5	4	4	4	5
4	4	5	4	5	4	4	5	5	4	4	5	4	5	4	5	5
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T A N 1	T A N 2	T A N 3	T A N 4	T A N 5	T A N 6	R E L 1	R E L 2	R E L 3	R E L 4	R E L 5	R E L 6	R E S 1	R E S 2	R E S 3	R E S 4	R E S 5
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T A N 1	T A N 2	T A N 3	T A N 4	T A N 5	T A N 6	R E L 1	R E L 2	R E L 3	R E L 4	R E L 5	R E L 6	R E S 1	R E S 2	R E S 3	R E S 4	R E S 5
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5	4	4	5	4	5	5	4	5	5	5	4	4	5	4	5	5
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4	5	5	4	5	4	4	5	4	5	4	5	5	5	5	4	5
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4	4	5	4	4	5	4	5	4	4	5	4	4	4	4	5	4
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4	4	4	4	5	5	4	4	5	4	5	5	4	5	5	4	5
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5	5	4	5	5	5	5	4	4	5	5	5	5	4	4	5	5
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T A N 1	T A N 2	T A N 3	T A N 4	T A N 5	T A N 6	R E L 1	R E L 2	R E L 3	R E L 4	R E L 5	R E L 6	R E S 1	R E S 2	R E S 3	R E S 4	R E S 5
5	5	2	5	5	5	5	2	5	5	5	5	5	5	5	5	4
5	4	1	5	4	4	5	1	5	5	4	4	4	4	4	5	5
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4	4	5	4	4	4	4	5	4	4	4	4	4	5	5	5	4
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1	5	2	1	4	4	1	2	3	4	4	4	5	4	5	5	5
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4	4	4	4	5	4	4	4	4	5	4	5	4	4	4	5	5
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2	4	4	4	5	2	4	2	4	5	2	5	4	2	4	3	1
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4	3	1	4	4	1	4	2	1	1	1	4	3	4	1	2	5
5	1	5	1	1	5	1	2	1	3	5	1	1	5	3	1	2
1	1	2	1	1	4	1	1	2	2	4	1	5	4	5	4	5

Hasil Kuesioner (*assurance, empathy, customer satisfaction*)

A SS 1	A SS 2	A SS 3	A SS 4	E M P1	E M P2	E M P3	E M P4	E M P5	E M P6	C US 1	C US 2	C US 3	C US 4	C US 5
1	1	1	2	5	4	4	5	5	4	4	4	5	4	4
5	5	5	1	5	4	4	5	4	4	4	4	5	4	5
2	2	2	2	4	5	5	4	5	5	4	4	5	4	5
3	3	3	2	5	5	5	4	4	5	5	4	4	4	4
1	2	3	1	4	4	4	4	4	4	4	4	4	4	4
4	1	1	2	4	4	5	5	4	4	5	4	4	4	5
4	2	2	2	4	5	4	5	4	4	5	5	4	5	5
4	1	1	4	4	5	4	4	5	4	4	4	4	5	5
4	2	2	5	4	5	4	4	5	4	5	5	4	4	5
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4	1	3	5	4	4	4	4	4	4	4	5	4	5	4
3	2	1	5	4	4	5	5	4	4	4	4	5	4	5
2	2	3	1	4	4	5	4	5	5	4	4	5	4	5
5	4	3	4	5	5	4	5	5	5	4	4	5	5	5
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5	5	4	4	5	5	4	5	5	5	5	5	5	5	4
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4	4	4	4	4	5	4	4	5	5	4	4	4	4	5
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4	4	4	5	4	4	5	5	5	4	5	4	5	4	4
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1	2	2	5	5	4	4	4	5	4	4	4	4	5	4
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3	3	3	4	4	4	5	5	4	5	4	5	5	4	4
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2	2	2	4	4	5	5	4	4	5	5	4	4	5	4
3	3	3	5	4	4	5	5	4	4	4	4	5	4	5
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2	3	2	4	5	5	4	5	5	4	4	5	4	5	4
2	5	4	5	4	4	5	5	4	4	5	5	4	5	4
5	1	5	5	5	5	5	4	4	4	4	4	5	5	5
4	4	4	5	4	5	5	5	5	4	5	5	4	4	4

A SS 1	A SS 2	A SS 3	A SS 4	E M P1	E M P2	E M P3	E M P4	E M P5	E M P6	C US 1	C US 2	C US 3	C US 4	C US 5
4	5	5	5	4	4	5	4	4	5	4	5	4	4	4
5	5	4	5	5	5	5	4	5	4	5	4	5	5	5
5	4	4	5	5	4	5	4	5	4	5	5	5	4	5
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5	5	4	4	5	5	4	4	5	4	4	5	4	4	5
5	5	4	5	5	5	5	4	5	4	5	4	5	5	5
5	5	4	4	5	4	5	4	5	5	4	5	4	5	4
5	4	4	4	5	4	4	5	4	5	4	5	5	5	4
1	2	4	5	5	4	4	5	5	5	5	4	4	5	5
5	4	5	5	5	4	4	4	4	4	4	5	4	5	5
4	4	5	4	4	4	4	5	4	5	4	4	4	4	5
5	4	4	4	5	4	4	4	4	4	5	4	4	5	5
2	3	1	2	4	5	5	4	4	4	5	5	4	5	4
2	2	2	2	5	4	4	4	4	5	5	4	5	4	5
1	2	3	2	5	5	4	4	4	4	4	5	5	4	4
4	5	5	4	4	4	5	5	4	5	5	5	4	5	4
4	4	1	4	4	4	4	5	5	5	4	5	4	5	5
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1	1	1	5	4	4	5	5	5	4	4	4	5	4	4
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2	5	4	4	4	4	4	4	4	4	4	4	5	4	5
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2	5	5	5	4	4	4	5	4	4	4	4	4	4	5
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4	5	5	5	4	4	5	5	4	4	4	4	5	4	5
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5	2	5	5	5	5	4	4	4	5	4	4	4	5	5
4	2	5	5	4	4	4	5	4	4	4	4	5	4	4
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4	2	4	5	4	4	4	4	5	5	4	4	4	5	5

A SS 1	A SS 2	A SS 3	A SS 4	E M P1	E M P2	E M P3	E M P4	E M P5	E M P6	C US 1	C US 2	C US 3	C US 4	C US 5
5	4	5	5	5	5	4	5	4	4	4	5	4	5	4
4	5	4	5	4	4	5	4	5	4	5	5	4	5	5
4	1	5	4	4	4	5	4	4	5	4	4	4	5	4
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5	4	5	4	5	5	4	5	5	4	4	5	4	5	4
5	5	5	4	5	4	5	5	4	5	5	5	4	5	5
5	4	4	4	5	4	5	5	4	4	4	4	5	4	5
4	4	5	4	4	5	4	4	5	4	4	4	4	5	5
5	4	4	4	5	4	4	4	4	4	5	4	4	5	5
5	4	5	4	5	5	4	5	5	4	4	5	4	5	4
2	5	5	5	4	5	5	5	4	5	5	4	5	4	5
2	4	4	5	4	5	4	4	5	4	5	5	4	4	5
2	4	5	4	4	4	4	5	4	5	4	4	4	4	5
2	4	4	5	4	4	4	4	4	5	4	4	5	5	4
2	4	4	4	4	5	5	4	5	5	4	4	4	5	5
5	5	4	5	5	4	4	4	5	4	4	4	4	5	4
5	5	5	4	5	4	4	5	5	4	4	4	5	4	4
4	4	5	4	4	4	5	4	5	4	5	4	4	5	5
4	4	4	5	4	5	4	5	4	5	4	5	5	4	5
3	3	2	4	4	4	5	4	4	5	4	4	4	5	4
5	4	5	5	5	4	4	4	4	4	4	5	4	5	5
4	4	5	5	4	4	4	5	4	4	4	4	5	4	4
5	4	4	5	5	4	4	4	5	4	4	5	5	4	4
5	4	4	5	5	5	5	5	4	4	4	4	5	5	5
4	4	4	4	4	4	4	4	4	4	5	5	5	5	5
4	5	4	4	4	5	4	5	4	4	5	5	4	5	5

A SS 1	A SS 2	A SS 3	A SS 4	E M P1	E M P2	E M P3	E M P4	E M P5	E M P6	C US 1	C US 2	C US 3	C US 4	C US 5
4	4	4	4	4	4	4	4	5	5	4	4	4	5	5
5	4	5	4	5	5	4	5	5	4	4	5	4	5	4
4	4	4	4	4	5	4	4	5	4	4	5	4	4	5
4	4	4	5	4	5	5	5	5	4	5	5	4	4	4
4	5	4	4	4	5	4	5	4	5	5	4	5	4	4
4	4	4	5	4	5	5	5	5	4	5	5	4	4	4
4	5	4	5	4	4	5	5	4	4	5	5	4	5	4
5	5	4	4	5	4	5	4	5	5	4	5	4	5	4
4	4	4	5	4	5	5	5	5	4	5	5	4	4	4
5	4	4	4	5	4	4	4	4	5	4	4	4	5	4
5	5	4	4	5	5	4	4	4	4	5	4	5	4	4
5	5	5	4	5	4	4	5	5	4	4	4	5	4	4
5	5	4	4	5	5	4	4	5	4	4	5	4	4	5
4	5	5	5	4	4	5	5	4	4	4	4	5	4	1
4	4	5	5	4	4	5	5	4	4	4	4	5	4	5
5	4	5	4	5	5	4	5	5	4	4	5	4	5	4
5	5	5	4	5	4	5	5	4	5	5	5	4	5	5
5	4	4	4	5	4	5	5	4	4	4	4	5	4	5
4	4	5	4	4	5	4	4	5	4	4	4	4	5	5
5	4	4	4	5	4	4	4	4	4	5	4	4	5	5
5	4	5	4	5	5	4	5	5	4	4	5	4	5	4
2	1	1	5	4	5	5	5	4	5	5	4	5	4	5
2	2	4	5	4	5	4	4	5	4	5	5	4	4	5
2	1	5	4	4	4	4	5	4	5	4	4	4	4	5
2	4	1	5	4	4	4	4	4	5	4	4	5	5	4
2	4	4	4	4	5	5	4	5	5	4	4	4	5	5
2	5	4	5	5	4	4	4	5	4	4	4	4	5	4
1	5	5	4	5	4	4	5	5	4	4	4	5	4	4
2	4	5	4	4	4	5	4	5	4	5	4	4	5	5
2	1	4	5	4	5	4	5	4	5	4	5	5	4	5
2	4	5	4	4	4	5	4	4	5	4	4	4	5	4
5	4	5	5	5	4	4	4	4	4	4	5	4	5	5
4	4	5	5	4	4	4	5	4	4	4	4	5	4	4
5	4	4	5	5	4	4	4	5	4	4	5	5	4	4
5	4	4	5	5	5	5	5	4	4	4	4	5	5	5
4	1	4	4	4	4	4	4	4	4	5	5	5	5	5
4	5	4	4	4	5	4	5	4	4	5	5	4	5	5
4	4	4	4	4	4	4	4	5	5	4	4	4	5	5

A SS 1	A SS 2	A SS 3	A SS 4	E M P1	E M P2	E M P3	E M P4	E M P5	E M P6	C US 1	C US 2	C US 3	C US 4	C US 5
5	4	5	4	5	5	4	5	5	4	4	5	4	5	4
4	1	4	4	4	5	4	4	5	4	4	5	4	4	5
4	4	4	5	4	5	5	5	5	4	5	5	4	4	4
4	5	4	4	4	5	4	5	4	5	5	4	5	4	4
4	4	4	5	4	5	5	5	5	4	5	5	4	4	4
4	5	4	5	4	4	5	5	4	4	5	5	4	5	4
5	5	4	4	5	4	5	4	5	5	4	5	4	5	4
4	4	4	5	4	5	5	5	5	4	5	5	4	4	4
5	4	4	4	5	4	4	4	4	5	4	4	4	5	4
5	5	4	4	5	5	4	4	4	4	5	4	5	4	4
5	5	5	4	5	4	4	5	5	4	4	4	5	4	4
4	5	5	5	4	4	5	5	4	4	5	4	5	4	4
4	4	4	4	4	4	4	5	5	5	4	5	4	5	5
3	4	4	4	5	4	4	5	4	5	4	5	5	5	4
3	4	4	4	5	5	5	4	4	5	5	4	4	4	4
4	4	5	5	4	4	4	4	4	4	4	5	4	5	4
4	5	4	4	4	4	5	5	4	4	4	4	5	5	4
4	5	5	5	4	4	4	5	4	4	4	4	4	4	5
4	5	4	5	4	4	5	5	4	4	5	4	4	4	5
4	5	4	5	4	5	4	4	5	5	4	4	4	4	5
5	4	5	5	5	5	4	4	4	5	4	4	4	5	5
5	5	5	5	5	5	4	4	4	4	5	5	4	5	5
5	1	4	4	5	4	4	5	4	4	4	4	5	4	5
4	5	1	4	4	4	4	4	4	4	4	4	5	4	5
4	5	4	5	4	5	5	4	5	4	4	5	4	4	4
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4	5	5	4	4	4	5	5	4	5	5	5	4	5	4
4	5	1	5	4	4	5	5	5	4	4	5	5	5	4
5	4	4	4	5	4	5	4	4	5	4	5	5	4	5
5	1	4	4	5	5	4	4	4	4	4	5	5	4	4
4	5	4	4	4	4	4	5	4	5	4	5	5	4	4
5	4	4	4	5	5	5	5	5	4	5	5	5	4	5
4	5	5	3	4	5	4	4	5	4	5	5	5	4	4
5	5	4	5	5	4	5	4	4	5	4	5	4	5	4
5	4	1	5	5	4	5	4	5	4	5	5	5	4	5
4	1	4	5	4	4	5	5	5	4	4	4	5	4	4

A SS 1	A SS 2	A SS 3	A SS 4	E M P1	E M P2	E M P3	E M P4	E M P5	E M P6	C US 1	C US 2	C US 3	C US 4	C US 5
4	1	4	5	4	4	4	4	5	5	4	4	4	5	5
2	2	2	2	4	5	5	4	4	5	5	4	4	5	4
1	1	1	3	4	4	5	5	4	4	5	4	4	4	4
5	4	4	5	5	5	4	4	4	4	5	4	4	4	5
5	5	5	4	5	5	4	5	4	5	5	4	5	5	4
5	4	5	4	5	5	4	5	5	5	4	4	5	5	5
2	1	1	5	4	4	5	5	4	4	4	4	5	4	5
4	4	4	4	4	4	4	4	5	5	4	4	4	4	5
5	5	4	4	5	5	4	5	5	5	5	5	5	5	4
4	4	4	3	4	4	4	4	4	4	4	4	4	4	4
1	2	5	5	4	4	5	5	4	4	4	4	5	4	4
5	5	4	4	5	4	4	5	4	5	5	4	4	4	5
5	4	5	4	5	5	4	5	5	4	4	5	4	5	4
4	4	4	5	4	4	5	4	5	5	4	4	5	4	5
4	4	5	4	4	4	4	4	4	4	4	4	4	4	4
3	3	2	4	5	5	4	5	5	5	4	5	4	4	5
5	4	5	5	5	5	4	5	4	4	4	5	4	5	4
3	3	2	4	5	4	4	4	4	5	5	4	5	4	5
2	5	5	4	4	5	5	4	4	4	5	5	4	5	4
2	5	5	1	4	4	5	5	4	4	4	4	5	4	5
2	2	1	1	4	4	5	4	4	5	4	5	4	4	4
1	5	5	1	5	4	4	5	5	4	4	4	5	4	4
5	5	4	1	5	5	5	4	5	4	5	4	5	5	5
5	5	4	5	5	5	4	4	5	4	5	4	5	5	4
1	1	1	4	5	5	4	5	4	1	5	4	4	4	5
4	5	5	5	4	5	5	5	5	1	5	4	1	4	5
1	2	5	1	5	5	4	4	4	3	1	4	3	5	5
1	5	4	1	1	4	5	5	4	1	2	4	2	1	5
1	1	1	3	2	3	2	1	1	1	1	1	1	2	1
2	2	4	1	5	1	2	1	4	4	4	1	1	2	1
1	3	1	2	1	4	1	2	4	1	4	2	2	4	1
2	1	1	2	5	1	1	2	1	1	5	1	1	1	5
1	5	1	2	1	4	2	1	2	1	1	1	1	2	2
1	5	1	4	1	2	2	2	1	2	4	4	5	2	2
2	5	4	1	2	1	1	4	1	4	2	1	4	1	2
1	1	2	1	4	5	2	2	5	4	1	3	3	4	2
2	1	2	2	5	2	3	4	5	5	4	5	4	5	4
1	3	3	2	1	3	1	4	2	1	4	4	5	5	5

A SS 1	A SS 2	A SS 3	A SS 4	E M P1	E M P2	E M P3	E M P4	E M P5	E M P6	C US 1	C US 2	C US 3	C US 4	C US 5
1	2	2	1	5	4	4	4	4	4	5	1	1	5	2
1	2	5	1	5	4	2	4	5	5	1	2	3	1	2
5	5	5	5	4	2	5	4	5	4	5	5	4	5	5



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UJI VALIDITAS

Tangibles (X1)

		Correlations						TANGIBLES (X1)
		TAN.1	TAN.2	TAN.3	TAN.4	TAN.5	TAN.6	
TAN.1	Pearson Correlation	1	.184**	.287***	.910***	.322***	.374***	.757***
	Sig. (2-tailed)		.005	<.001	<.001	<.001	<.001	<.001
	N	230	230	230	230	230	230	230
TAN.2	Pearson Correlation	.184**	1	.477***	.223***	.448***	.294***	.639***
	Sig. (2-tailed)	.005		<.001	<.001	<.001	<.001	<.001
	N	230	230	230	230	230	230	230
TAN.3	Pearson Correlation	.287***	.477***	1	.216***	.304***	.371***	.668***
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001
	N	230	230	230	230	230	230	230
TAN.4	Pearson Correlation	.910***	.223***	.216***	1	.406***	.301***	.748***
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001
	N	230	230	230	230	230	230	230
TAN.5	Pearson Correlation	.322***	.448***	.304***	.406***	1	.286***	.654***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001
	N	230	230	230	230	230	230	230
TAN.6	Pearson Correlation	.374***	.294***	.371***	.301***	.286***	1	.630***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001
	N	230	230	230	230	230	230	230
TANGIBLES (X1)	Pearson Correlation	.757***	.639***	.668***	.748***	.654***	.630***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	
	N	230	230	230	230	230	230	230

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

*** . Correlation at 0.001 (2-tailed)

Reliability (X2)

		Correlations						RELIABILITY (X2)
		REL.1	REL.2	REL.3	REL.4	REL.5	REL.6	
REL.1	Pearson Correlation	1	.270***	.432***	.244***	.301***	.406***	.667***
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001
	N	230	230	230	230	230	230	230
REL.2	Pearson Correlation	.270***	1	.344***	.411***	.214**	.333***	.653***
	Sig. (2-tailed)	<.001		<.001	<.001	.001	<.001	<.001
	N	230	230	230	230	230	230	230
REL.3	Pearson Correlation	.432***	.344***	1	.255***	.346***	.576***	.740***
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001
	N	230	230	230	230	230	230	230
REL.4	Pearson Correlation	.244***	.411***	.255***	1	.304***	.361***	.634***
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001
	N	230	230	230	230	230	230	230
REL.5	Pearson Correlation	.301***	.214**	.346***	.304***	1	.286***	.600***
	Sig. (2-tailed)	<.001	.001	<.001	<.001		<.001	<.001
	N	230	230	230	230	230	230	230
REL.6	Pearson Correlation	.406***	.333***	.576***	.361***	.286***	1	.724***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001
	N	230	230	230	230	230	230	230
RELIABILITY (X2)	Pearson Correlation	.667***	.653***	.740***	.634***	.600***	.724***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	
	N	230	230	230	230	230	230	230

***. Correlation at 0.001 (2-tailed)

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

Responsiveness (X3)

		Correlations					RESPONSIVENESS (X3)
		RES.1	RES.2	RES.3	RES.4	RES.5	
RES.1	Pearson Correlation	1	.425***	.457***	.365***	.350***	.709***
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	230	230	230	230	230	230
RES.2	Pearson Correlation	.425***	1	.517***	.472***	.364***	.762***
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	230	230	230	230	230	230
RES.3	Pearson Correlation	.457***	.517***	1	.390***	.352***	.736***
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	230	230	230	230	230	230
RES.4	Pearson Correlation	.365***	.472***	.390***	1	.387***	.718***
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	230	230	230	230	230	230
RES.5	Pearson Correlation	.350***	.364***	.352***	.387***	1	.701***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	230	230	230	230	230	230
RESPONSIVENESS (X3)	Pearson Correlation	.709***	.762***	.736***	.718***	.701***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	230	230	230	230	230	230

***. Correlation at 0.001(2-tailed)

Assurance (X4)

		Correlations				ASSURANCE (X4)
		ASS.1	ASS.2	ASS.3	ASS.4	
ASS.1	Pearson Correlation	1	.336***	.420***	.408***	.764***
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	230	230	230	230	230
ASS.2	Pearson Correlation	.336***	1	.470***	.210**	.727***
	Sig. (2-tailed)	<.001		<.001	.001	<.001
	N	230	230	230	230	230
ASS.3	Pearson Correlation	.420***	.470***	1	.252***	.752***
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	230	230	230	230	230
ASS.4	Pearson Correlation	.408***	.210**	.252***	1	.616***
	Sig. (2-tailed)	<.001	.001	<.001		<.001
	N	230	230	230	230	230
ASSURANCE (X4)	Pearson Correlation	.764***	.727***	.752***	.616***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	230	230	230	230	230

***. Correlation at 0.001(2-tailed)

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

Empathy (X5)

		Correlations						
		EMP.1	EMP.2	EMP.3	EMP.4	EMP.5	EMP.6	EMPATHY (X5)
EMP.1	Pearson Correlation	1	.257***	.246***	.259***	.412***	.414***	.643***
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001	<,001
	N	230	230	230	230	230	230	230
EMP.2	Pearson Correlation	.257***	1	.360***	.304***	.467***	.181**	.623***
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	.006	<,001
	N	230	230	230	230	230	230	230
EMP.3	Pearson Correlation	.246***	.360***	1	.524***	.421***	.363***	.727***
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001	<,001
	N	230	230	230	230	230	230	230
EMP.4	Pearson Correlation	.259***	.304***	.524***	1	.305***	.288***	.660***
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001	<,001
	N	230	230	230	230	230	230	230
EMP.5	Pearson Correlation	.412***	.467***	.421***	.305***	1	.354***	.726***
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001	<,001
	N	230	230	230	230	230	230	230
EMP.6	Pearson Correlation	.414***	.181**	.363***	.288***	.354***	1	.658***
	Sig. (2-tailed)	<,001	.006	<,001	<,001	<,001		<,001
	N	230	230	230	230	230	230	230
EMPATHY (X5)	Pearson Correlation	.643***	.623***	.727***	.660***	.726***	.658***	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	
	N	230	230	230	230	230	230	230

***. Correlation at 0.001 (2-tailed)

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

Customer Satisfaction (Y)

		Correlations					CUSTOMER SATISFACTION (Y)
		CUS.1	CUS.2	CUS.3	CUS.4	CUS.5	
CUS.1	Pearson Correlation	1	.372***	.273***	.349***	.333***	.661***
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	230	230	230	230	230	230
CUS.2	Pearson Correlation	.372***	1	.405***	.492***	.388***	.767***
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001
	N	230	230	230	230	230	230
CUS.3	Pearson Correlation	.273***	.405***	1	.240***	.344***	.659***
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001
	N	230	230	230	230	230	230
CUS.4	Pearson Correlation	.349***	.492***	.240***	1	.327***	.688***
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001
	N	230	230	230	230	230	230
CUS.5	Pearson Correlation	.333***	.388***	.344***	.327***	1	.695***
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001
	N	230	230	230	230	230	230
CUSTOMER SATISFACTION (Y)	Pearson Correlation	.661***	.767***	.659***	.688***	.695***	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	230	230	230	230	230	230

***. Correlation at 0.001 (2-tailed)

UJI RELIABILITAS

Tangibles (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.770	6

Reliability (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.753	6

Responsiveness (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.771	5

Assurance (X4)

Reliability Statistics

Cronbach's Alpha	N of Items
.683	4

Empathy (X5)

Reliability Statistics

Cronbach's Alpha	N of Items
.758	6

Customer Satisfaction (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.731	5

DESKRIPTIF STATISTIK

Tangibles (X1)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
TAN.1	230	1	5	4.33	.848
TAN.2	230	1	5	4.36	.812
TAN.3	230	1	5	4.30	.926
TAN.4	230	1	5	4.33	.833
TAN.5	230	1	5	4.39	.714
TAN.6	230	1	5	4.43	.755
Valid N (listwise)	230				

Reliability (X2)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
REL.1	230	1	5	4.33	.833
REL.2	230	1	5	4.33	.858
REL.3	230	1	5	4.36	.848
REL.4	230	1	5	4.45	.773
REL.5	230	1	5	4.43	.755
REL.6	230	1	5	4.39	.714
Valid N (listwise)	230				

Responsiveness (X3)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
RES.1	230	1	5	4.39	.755
RES.2	230	1	5	4.36	.778
RES.3	230	1	5	4.37	.728
RES.4	230	1	5	4.30	.766
RES.5	230	1	5	4.27	.886
Valid N (listwise)	230				

Assurance (X4)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ASS.1	230	1	5	3.67	1.368
ASS.2	230	1	5	3.67	1.397
ASS.3	230	1	5	3.82	1.267
ASS.4	230	1	5	4.10	1.106
Valid N (listwise)	230				

Empathy (X5)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EMP.1	230	1	5	4.36	.739
EMP.2	230	1	5	4.35	.694
EMP.3	230	1	5	4.31	.769
EMP.4	230	1	5	4.41	.710
EMP.5	230	1	5	4.38	.707
EMP.6	230	1	5	4.20	.786
Valid N (listwise)	230				

Customer Satisfaction (Y)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CUS.1	230	1	5	4.30	.725
CUS.2	230	1	5	4.30	.766
CUS.3	230	1	5	4.31	.780
CUS.4	230	1	5	4.37	.740
CUS.5	230	1	5	4.39	.778
Valid N (listwise)	230				

UJI t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.195	.989		2.220	.027
	TANGIBLES (X1)	.554	.087	.704	6.368	<.001
	RELIABILITY (X2)	.667	.086	.813	7.765	<.001
	RESPONSIVENESS (X3)	.206	.058	.222	3.566	<.001
	ASSURANCE (X4)	.089	.031	.124	2.853	.005
	EMPATHY (X5)	.408	.051	.459	7.996	<.001

a. Dependent Variable: CUSTOMER SATISFACTION (Y)

UJI F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1037.216	5	207.443	84.845	<.001 ^b
	Residual	547.671	224	2.445		
	Total	1584.887	229			

a. Dependent Variable: CUSTOMER SATISFACTION (Y)

b. Predictors: (Constant), EMPATHY (X5), ASSURANCE (X4), RELIABILITY (X2), RESPONSIVENESS (X3), TANGIBLES (X1)

KOEFISIEN DETERMINASI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.654	.647	1.564

a. Predictors: (Constant), EMPATHY (X5), ASSURANCE (X4), RELIABILITY (X2), RESPONSIVENESS (X3), TANGIBLES (X1)



Article

The Effect of Service Quality on Customer Satisfaction in an Automotive After-Sales Service

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Abstract: Assessment of service quality has been widely utilized in after-sales service, especially in the automotive industry. The purpose of the study was to determine factors affecting customer satisfaction in an automotive after-sales service at Toyota Dasmarinas-Cavite Philippines by utilizing the SERVQUAL approach. Several SERVQUAL dimensions such as tangibles, reliability, responsiveness, assurance, and empathy were analyzed simultaneously to the customer satisfaction. Structural equation modeling (SEM) indicated that among the five SERVQUAL dimensions, reliability and empathy were found to have significant relationships to the satisfaction of customers at Toyota Dasmarinas-Cavite Philippines. Interestingly, tangibles, responsiveness, and assurance were found to have no significant relationships to satisfaction. The servicing dealer must deliver a high quality of service to meet customer expectations and achieve high customer satisfaction, which subsequently builds customer trust towards the company. With these, customer retention and loyalty can be attained by the company that can also increase the company's profit and competitive advantage.

Keywords: service quality; after-sales service; structural equation modeling; SERVQUAL; customer satisfaction; customer loyalty



Citation: Balinado, J.R.; Prasetyo, Y.T.; Young, M.N.; Persada, S.F.; Miraja, B.A.; Perwira Redi, A.A.N. The Effect of Service Quality on Customer Satisfaction in an Automotive After-Sales Service. *J. Open Innov. Technol. Mark. Complex.* **2021**, *7*, 116. <https://doi.org/10.3390/joitmc7020116>

Received: 23 February 2021

Accepted: 12 April 2021

Published: 21 April 2021

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1. Introduction

Customer satisfaction is an individual perception or feelings towards the kind of service or product they received in relation to their expectation [1]. The idea is basically to satisfy customers for them to continue patronizing a business, for the business to increase their profit and to be sustainable in their line of industry [2]. Today's competitive market situation make industries prioritize customer satisfaction, which is widely known to lead to customer retention and loyalty. Through this, businesses can increase their profit and sustain their competitive advantage within their industry.

In the competitive service industry, customers play an important role in determining the service quality that they received [2]. This service quality or widely known as SERVQUAL is considered as an important factor in interpreting customer satisfaction [3]. It has been already used by different service industries like in the mobile banking, health management, telecommunication, online education, hoteling, and tourism [3]. There are several measures that can explore the SERVQUAL in service industry and one of the most utilized is after-sales service.

After-sales service is commonly used to define services carried out to the consumer of a product during its life cycle after it has been purchased [4]. It is said that after-sales services are not only vital as a requirement on a product or by law, but also a great contributor for a

business to enhance their competitiveness [5]. Examples of these after-sales services are mostly the repairs and maintenance of a product in automotive companies.

Automotive companies' way of delivering after-sales services is through its retailer or dealers. Car producers such as Toyota, Volkswagen, BMW and many others utilize their retailers to deliver services such as vehicle periodic maintenance and other repair services [5]. Over the years, these retailer services have been thriving industries in developing countries such as the Philippines.

The Philippines ranked 9th among the countries with the highest passenger cars sold within the Asia-Pacific region. With approximately 273.4 thousand vehicles in 2019, Toyota was the leading auto-motive company in the Philippines, selling about 161.4 thousand cars in the same year [6]. Toyota Motor Philippines, or TMP, as one of the well-known car companies in the Philippines, uses the approach of using its retailer or dealer to deliver the after-sales services for Toyota vehicle products all over the Philippine network. One of these dealers is the Toyota Dasmarinas-Cavite.

Toyota Dasmarinas-Cavite or TDM is located at Dasmarinas, City in Cavite, Philippines. It is the first Toyota dealer in Cavite. The business is focused on the sales and periodic maintenance of all Toyota vehicles. It started on 24 October 2003 and was the very first addition to the Toyota Manila Bay Corporation (TMBC) [7,8]. Toyota Dasmarinas-Cavite also offers after-sales services to all Toyota customers and only aims to exceed the customer expectation and deliver high customer satisfaction.

In enhancing the customer satisfaction, SERVQUAL has been widely utilized in an after-sales service worldwide. In Malaysia, Farooq et al. [3] explored the customer satisfaction in Malaysia Airlines by utilizing the SERVQUAL approach. In Ghana, Baidoo et al. [9] also conducted a study that assessed customer satisfaction in automotive repair garages in Cape Coast metropolis. Finally, In India, Baber [10] also utilized SERVQUAL to explore the gap between the level of expectation in service quality, service perception, and its influence on customer satisfaction of Toyota customers.

Despite the availability of numerous SERVQUAL studies worldwide, there was no local study in the Philippines particularly related to the automotive after-sales service. In fact, the application of SERVQUAL is very important particularly for enhancing the automotive after-sales service such as Toyota Dasmarinas-Cavite, Philippines. By meeting customer expectation and achieving high customer satisfaction, customer retention and loyalty will be certainly possible for Toyota Dasmarinas-Cavite. With these, customer retention and loyalty can be attained by the company, which can also increase the company's profit and competitive advantage.

The purpose of the study was to determine factors affecting customer satisfaction in an automotive after-sales service at Toyota Dasmarinas-Cavite by utilizing the SERVQUAL approach. Several SERVQUAL dimensions such as tangibles, reliability, responsiveness, assurance, and empathy were analyzed simultaneously to the customer satisfaction. This study is the first study that analysed automotive after-sales service in the Philippines. The results could be theoretical foundations for enhancing the customer satisfaction in the automotive industry worldwide.

2. Materials and Methods

2.1. Theoretical Framework

Figure 1 represents the theoretical framework showing customer's perception on service quality in terms of the five dimensions. These dimensions consist of tangibles, reliability, responsiveness, assurance, and empathy. It was assessed with the use of SERVQUAL questionnaires to determine its relationship on customer satisfaction at Toyota Dasmarinas-Cavite Service Department.

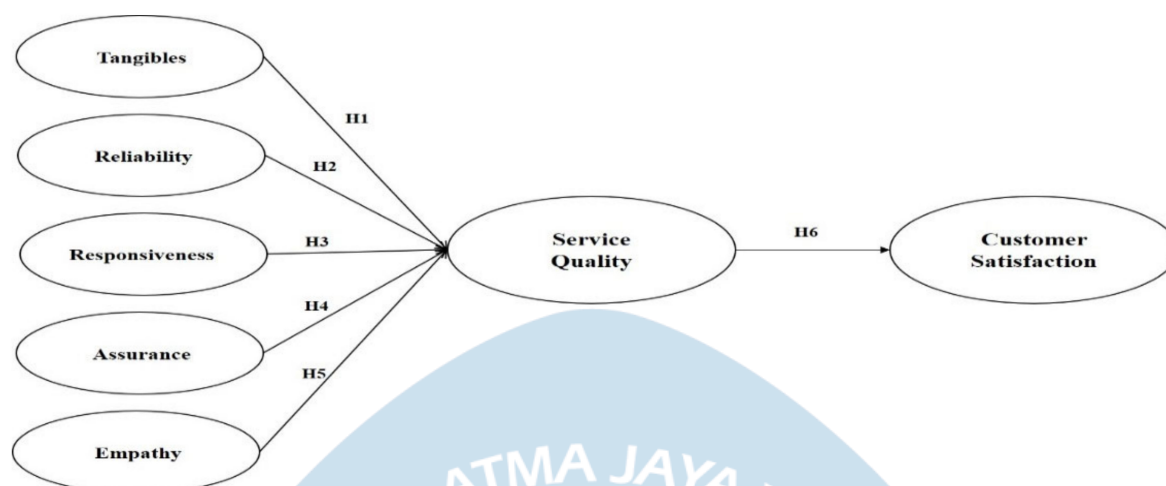


Figure 1. Theoretical Framework.

The tangibles dimension is a form of physical means used by organizations to create and do work. Supporting equipment and the appearance of employees used to serve consumers can create an impression that is easily remembered by consumers. In addition, pleasant conditions are also felt by consumers when making transactions against services produced by the company. Thus, the tangible dimension is part of the increasing condition of employees to act on time in accordance with the wishes of consumers. The better the tangibles provided by the organization, the better the service provided to consumers will be [11]. Thus, we hypothesized the following:

Hypothesis 1 (H1). *Tangibles had a significant direct effect on customer satisfaction.*

The reliability dimension is the ability and commitment possessed by employees to provide services in accordance with the agreement. The decision taken is the desire to adjust performance to customer expectations, which means the timeliness and the same service to all customers [11]. In an automotive service industry, getting a service from a reliable service provider extends the life of the car and prevents its sudden breakdown [7]. Thus, we hypothesized the following:

Hypothesis 2 (H2). *Reliability had a significant direct effect on customer satisfaction.*

Responsibility is the behavior of employees in the organization to act in time and convey information in accordance with consumer needs. The ability to respond to what is owned by employees will be positively assessed by consumers so that it can create capabilities when serving consumers. The motivation of employees to solve problems faced by customers when using the services has a positive effect on customer satisfaction [11]. Thus, we hypothesized the following:

Hypothesis 3 (H3). *Responsiveness had a significant direct effect on customer satisfaction.*

Assurance is one of the core dimensions of service quality that impacts customer satisfaction [12]. Khan et al. [12] stated that the process of acquired knowledge being showcased by staff in executing their term of preferences during service delivery can be highly assuring to customers. This gives customers the confidence that the service delivery representative will perform his/her duty professionally and ethically, encouraging the likelihood of word-of-mouth activity, especially in financial institutions [12]. Thus, we hypothesized the following:

Hypothesis 4 (H4). *Assurance had a significant direct effect on customer satisfaction.*

Faarooq et al. [3] provided evidence for the fact that better quality of personnel services will significantly improve customer satisfaction level. Without empathy, customers will remain dissatisfied with service quality; therefore, empathy greatly impacts customer satisfaction [12]. Thus, we hypothesized the following:

Hypothesis 5 (H5). *Empathy had a significant direct effect on customer satisfaction.*

Service quality is one of the main determining factors of customer satisfaction. Customers are the key evaluator that plays an important role in measuring the quality of service or product [13]. To remain competitive, retain their existing customers, and attract new ones, accommodation providers generally improve their service quality and, consequently, their customer satisfaction as a key strategy [2]. The study of Baidoo, F. and Odum-Awuakye, G. A [6] showed that wide quality service gaps exist between the expectation of the customer and the mechanics operating the garage. Communication gaps, tools and equipment, lack of service standard and working procedures, and the quality of service was the quality service gaps that have influenced customer satisfaction levels [6]. They recommended that dealership centers endeavor to work in partnership with these wayside garages, offer training support and help them to come out with service standards and work procedures [6]. Thus, we hypothesized the following:

Hypothesis 6 (H6). *Overall service quality had a significant direct effect on customer satisfaction.*

2.2. Participants

A total of 256 customers from Toyota Dasmarinas-Cavite were voluntary participants in the study. They were the individuals who are regularly having their vehicle serviced or those who have past experience of having their vehicle serviced at Toyota Dasmarinas-Cavite. Table 1 shows the descriptive statistics of all the respondents.

Table 1. Descriptive Statistics of Respondents (N = 256).

Characteristics	Category	Frequency (N)	Percentage (%)
Gender	Male	157	61.3%
	Female	98	38.3%
	Prefer Not to Say	1	0.4%
Age	18–30 years old	85	33.2%
	31–45 years old	122	47.7%
	46–60 years old	47	18.3%
	60 years old and above	2	0.8%
Estimated Monthly Income	P15,000 and below	39	15.2%
	P15,001–P50,000	160	62.5%
	P50,001–P100,000	52	20.3%
	P100,001 and above	5	2%
Number of Years Owning a Toyota Vehicle	0–5 years	166	64.8%
	6–10 years	78	30.5%
	11–15 years	9	3.5%
	16–20 years	2	0.8%
	21 years and above	1	0.4%

2.3. Questionnaire

A SERVQUAL-type questionnaire was utilized in this study. It is a tool used to measure service quality using both the gap concept and service quality dimensions [13]. The SERVQUAL comprised of the five service quality dimensions, which were the tangibles, reliability, responsiveness, assurance, and empathy [14–17]. Appendix A shows the sample survey questionnaire used in this study.

2.4. Analytical Tools

Structural equation modeling (SEM) was utilized to derive the relationships between SERVQUAL dimensions and customer satisfaction. It is an advanced statistical approach designed to describe causal relationships between the latent variables construct [18–20]. It is also widely utilized in SERVQUAL-type of study [21,22].

Figure 1 shows the study's structural equation modeling (SEM) framework. A total of 50 customer assessment items were used under service quality with 10 items each per service quality dimensions, which are the tangibles, reliability, responsiveness, assurance, and empathy. In addition, a total of 10 items were used to assess customers based on customer satisfaction and future intention. These were the items customers answered to determine the effects of service quality on customer satisfaction in automotive after-sales service.

3. Result

Figure 2 represents the initial model of the current study. Based on Table 2, three paths were found not to be significant: tangibles-customer satisfaction, responsiveness-customer satisfaction, and assurance-customer satisfaction. Thus, a revised model was derived by eliminating these three paths.

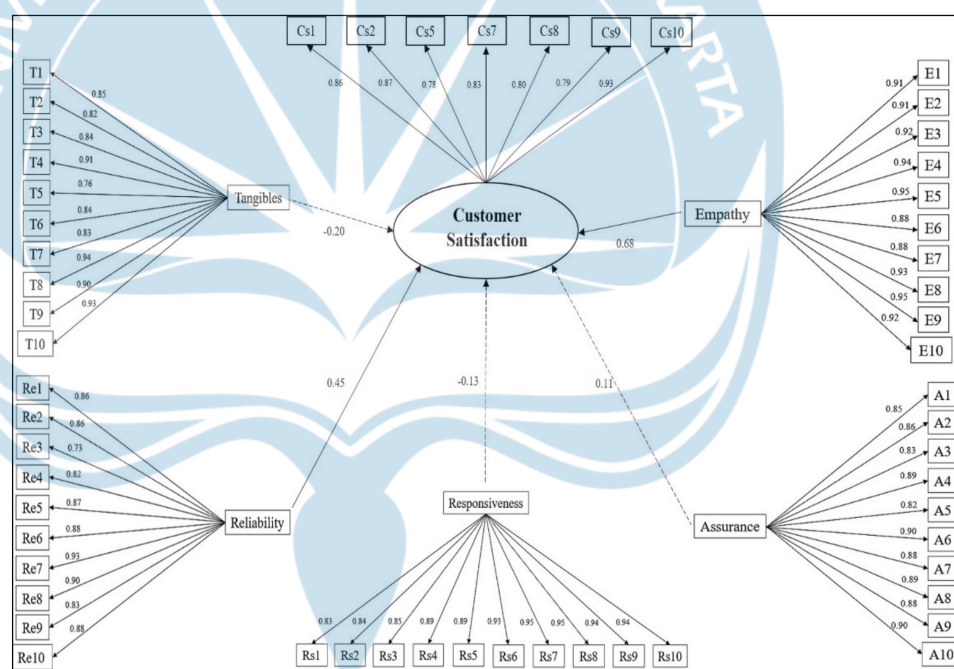
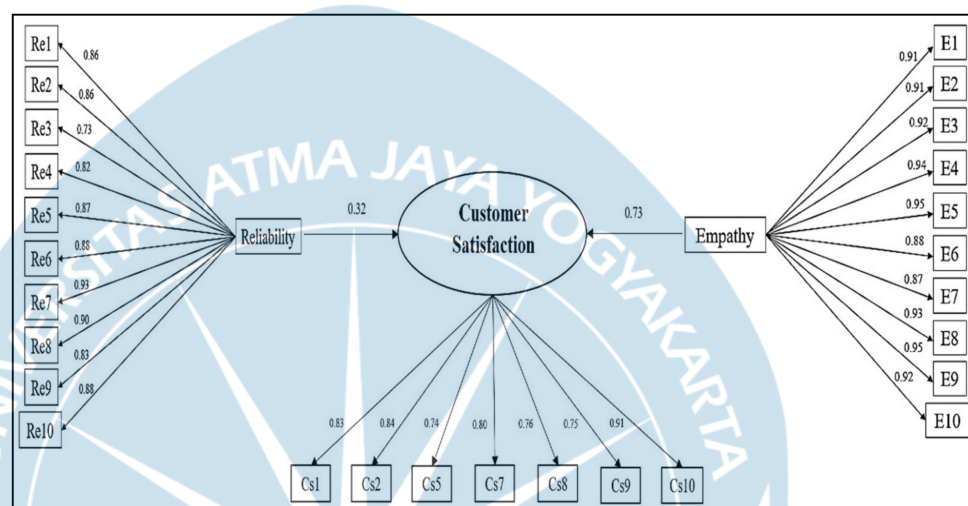


Figure 2. SEM Initial Results.

Figure 3 represents the final model of factors affecting customer satisfaction at Toyota Dasmarinas-Cavite service operation. Furthermore, an evaluation of each construct validity and composite reliability was also conducted; this was done to ensure that each set of indicators in relation to its construct accurately represents the investigated variables. In Table 3, three measures were used to test the reliability and validity of each construct. Cronbach's α and composite reliability (CR) measures the internal consistency of the construct and average variance extracted (AVE) measures the construct validity. All values surpass the recommended value (Cronbach's $\alpha > 0.7$, CR > 0.7 , and AVE > 0.5), implying that each construct is indeed valid and reliable. This shows that among the five SERVQUAL factors, reliability and empathy were found to have a significant relationship to the satisfaction of customers at Toyota Dasmarinas-Cavite.

Table 2. Relationship Between the Five Factors.

No	Variables	Direct Effect	<i>p</i> -Value	Indirect Effect	<i>p</i> -Value	Total Effect	<i>p</i> -Value
1	T → CS	−0.20	0.058	-	-	−0.20	0.058
2	Re → CS	0.45	0.006	-	-	0.45	0.006
3	Rs → CS	−0.13	0.375	-	-	−0.13	0.375
4	A → CS	0.11	0.251	-	-	0.11	0.251
5	E → CS	0.68	0.000	-	-	0.68	0.000

**Figure 3.** The Final SEM.**Table 3.** Construct Reliability and Validity.

Factor	Cronbach's α	Average Variance Extracted (AVE)	Composite Reliability (CR)
Reliability	0.963	0.702	0.959
Empathy	0.982	0.829	0.980

Table 4 shows the relationship between the two hypotheses in this study. From this table, two hypotheses were shown to be significant, which was an indication of a relatively acceptable model construct. Reliability and empathy's *p*-value indicates a highly significant relationship between the two variables.

Table 4. Relationship Between the Two Hypothesis.

No	Variables	Direct Effect	<i>p</i> -Value	Indirect Effect	<i>p</i> -Value	Total Effect	<i>p</i> -Value
1	Re → CS	0.32	0.001	-	-	0.32	0.001
2	E → CS	0.73	0.000	-	-	0.73	0.000

As presented in Table 5, the GFI and AGFI values were 0.897 and 0.862, respectively, indicating that the model passed the minimum cut-off of the model fit [19]. In addition, the RMSEA value was 0.039, indicating that it was lower than the suggested cut-off of 0.07. IFI, TLI, and CFI values were greater than the suggested cut-off of 0.90 [20], indicating that the hypothesized construct of the specified model reflected the observed data very well [23,24].

Table 5. Goodness of Fit and Parameter Estimates.

Goodness of Fit Measures of the SEM	Parameter Estimates	Minimum Cut-Off	Recommended by
Goodness of Fit Index (GFI)	0.897	>0.80	[19]
Adjusted Goodness of Fit Index (AGFI)	0.862	>0.80	[19]
Root Mean Square Error of Approximation (RMSEA)	0.039	<0.07	[20]
Incremental Fit Index (IFI)	0.952	>0.90	[20]
Tucker Lewis Index (TLI)	0.953	>0.90	[20]
Comparative Fit Index (CFI)	0.951	>0.90	[20]

4. Discussion

In general, the study shows that two out of five factors were found to have a significant effect on customer satisfaction. Based on Figure 3, which represents the final SEM in the current study, empathy was found to have the most significant effect on satisfaction (β : 0.73). Several indicators are such as (1) service staffs understand customer needs (λ : 0.91), (2) service staffs give individual attention to the customer (λ : 0.91), (3) service staffs apologize when committing mistakes (λ : 0.92), (4) service staffs apologize when the customer requests were not done (λ : 0.94), (5) service staffs assist all customers in a caring manner (λ : 0.95), (6) convenient schedule for customers (λ : 0.88), (7) informing if there will be changes in promised time (λ : 0.87), (8) service staff's willingness to help (λ : 0.93), (9) service staff's courtesy (λ : 0.95), and (10) dealer is competent in correcting customer concerns (λ : 0.92). These results only show that customers appreciate it when they feel that they are important as a customer. They become even more satisfied if they are given prompt action and attention whenever they are availing of Toyota's service. Customers also appreciate when the service personnel apologized ahead of time if some requests cannot be done due to some reason, and if there will be any changes from the initial promised time to prevent customer disappointment. A similar study also provides evidence for empathy's significant influence on overall customer satisfaction. It was also stated that personal empathy positively contributes to service quality like in the airline industry [3].

Reliability was also found to have a significant effect on satisfaction (β : 0.22). Several indicators are such as (1) ease of arranging appointment schedule (λ : 0.86), (2) prioritization on appointment customers (λ : 0.86), (3) accommodation of walk-in customers (λ : 0.73), (4) promised time on service completion (λ : 0.82), (5) fairness on cost estimate prior to servicing (λ : 0.87), (6) vehicle cleanliness (λ : 0.88), (7) recommendations provided for customer's vehicle (λ : 0.93), (8) addressing customer vehicle concerns and requests (λ : 0.90), (9) addressing customer vehicle concerns and requests (λ : 0.83), and (10) all the discussed services were done accurately (λ : 0.88). These results indicate that most customers were satisfied with the service when the promised commitment time, estimated cost, vehicle concerns, and customer requests were achieved and done accurately. To add, vehicle cleanliness also represents the quality of service especially during vehicle turnover that makes the customers even more satisfied and makes not only the service personnel but also the servicing dealer more reliable. These findings were similar to Baber (2018) who mentioned that not every customer has good automobile knowledge, which is why they value reliable service, which has an impact on satisfaction [7]. In addition, service from a reliable service provider prolongs the vehicle's life and prevents possible breakdown.

Surprisingly, tangibles, responsiveness, and assurance were found to have no significant effects on customer satisfaction. Tangibles (β : -0.20) several indicators in this study were (1) accessibility to service entrance (λ : 0.85), (2) accessibility to the service reception area (λ : 0.82), (3) visual signs and messages for customers provided by the dealer (λ : 0.84), (4) service staff's appearance (λ : 0.91), (5) amenities (λ : 0.76), (6) state of the art equipment in-service workshop (λ : 0.84), (7) Courtesy items installed to vehicles (λ : 0.83), (8) overall service reception appearance (λ : 0.94), (9) overall service workshop appearance (λ : 0.90), and (10) overall facility appearance (λ : 0.93). This only indicates that customers have fewer

expectations when it comes to overall personnel and facility appearance. They are more focused on the quality of service delivered on their vehicle and how service personnel assists and communicate with them. A previous study revealed that tangibility does not take a significant role in providing service quality as customers do not expect to have tangibility in the after-sales service [7].

Responsiveness (β : -0.13) which was also found not significant to satisfaction includes indicators such as (1) assistance provided by guards or other staffs upon entry (λ : 0.83), (2) assistance by receptionist staff at the reception area (λ : 0.84), (3) waiting time before assisted by the Service Advisor (λ : 0.85), (4) assistance by the Service Advisor (λ : 0.89), (5) service staffs respond to all customer inquiries (λ : 0.89), (6) service advisor's clarity of explanation of service (λ : 0.93), (7) clarity of explanation to service billing or charges (λ : 0.95), (8) service staffs promptly serve all customers (λ : 0.95), (9) service staffs courteousness (λ : 0.94), and (10) Overall service staff's responsiveness to customers (λ : 0.94). This also shows that customers have fewer expectations when it comes to the overall responsiveness of service personnel.

Assurance was also found to have no significant effect on customer satisfaction (β : 0.11) but a high p-value of 0.251 (Table 2). Indicators under this factor were (1) maintenance reminder for customer's upcoming service (λ : 0.85), (2) confirmation and a reminder on customer's appointment schedule (λ : 0.86), (3) vehicle check listing or inventory system upon entry (λ : 0.83), (4) informing customers when their vehicle is being serviced (λ : 0.89), (5) allowing customers to watch their vehicle being service (λ : 0.82), (6) Service Advisor's constant update on the vehicle status (λ : 0.90), (7) providing warranty on parts and service repairs (λ : 0.88), (8) returning of used parts to customers (λ : 0.89), (9) all customer concerns and requests were done (λ : 0.88), and (10) all services and requests done were explained and shown upon vehicle pick-up (λ : 0.90). These revealed that customers have less expectation on service personnel's constant communication, honesty, and transparency such as returning all valuable items to the customers, informing if the vehicle is already being serviced, and allowing them to watch to show them that all the discussed inspections are properly done. In addition, explaining all the services done to the customer and giving them a work guarantee assures them of the kind of service they received from the servicing dealer but they do not see it as a contributing factor to the overall good service quality that they expect on their vehicle.

5. Conclusions

Service quality plays an important role in customer satisfaction, particularly in automotive after-sales service. The study aimed to explore the effects of service quality dimensions on customer satisfaction at Toyota Dasmarinas-Cavite. The findings revealed that there is a significant relationship between customer satisfaction and the two dimensions reliability and empathy, while tangibility, responsiveness, and assurance seemed to have less of an effect on customers.

Today, where most people rely on their vehicle as their day-to-day service, they need to make sure that their vehicle is always safe and in good running condition, which is why they still prefer having their car serviced at an authorized service center such as at Toyota Dasmarinas-Cavite [25,26]. In return, the servicing dealer must deliver a high quality of service to meet customer expectations and achieve high customer satisfaction that can later build customer trust towards the company. With these, customer retention and loyalty can be attained by the company that can also increase the company's profit and competitive advantage.

6. Recommendations

6.1. Practical Implications

This study has several practical implications for Toyota Dasmarinas-Cavite, its employees, and the management. The findings of this study suggest that Toyota Dasmarinas-Cavite must focus more on factors such as reliability and empathy in delivering high

quality of service since these are the factors most of the customers consider that affect their satisfaction.

The company must continue to provide employee pieces of training, particularly on service technicians to enhance their skills that will help the company to deliver fast and reliable service to all its customer's vehicles. This can be done by participating in all the training conducted by Toyota Dasmarinas-Cavite (TDM) or can be by Toyota Motor Philippines (TMP). The dealer can schedule a quarterly training properly coordinated with the training facilitators at the TMP. The dealer can also perform a job rotation at the service workshop which can also be done quarterly for the technicians to enhance their skills and knowledge on other tasks. In this case, reliable service can be attained and will lead to customer assurance on their vehicle's good running condition and performance.

The company must also continue to conduct customer care or customer handling related training especially for the service marketing personnel who handles customer directly for them to better understand the customer needs and expectations. This can be done at least once a year. The training can also serve as an annual refresher to the employees who already had this kind of training. With these, service personnel can identify and understand the customers better; what they want and how they feel. In this case, a suitable approach can be adapted towards the customer that can make them feel more comfortable and even more satisfied not only with the service they received but also with the heartfelt treatment by the service personnel.

Lastly, the management must always continue to improve the quality of service by doing "kaizen" activities, and even turning customer feedbacks and concerns into positive input to improve the overall service quality.

6.2. Limitations and Future Research

There are some limitations needed to be considered in this study. This study only utilized the traditional five factors of the SERVQUAL tool, namely tangibles, reliability, responsiveness, assurance, and empathy. There are still other factors and tools that can consider using in this type of study thus limiting the findings of this study. Future researchers can explore these factors using the latest improved tools and models that are applicable in this type of study. The study also focuses only on one after-sales service dealer. Future studies can overcome such limitations by exploring other servicing dealers and industries.

Author Contributions: Conceptualization, J.R.B. and Y.T.P.; methodology, J.R.B.; software, Y.T.P., M.N.Y., S.F.P., B.A.M. and A.A.N.P.R.; validation, Y.T.P., M.N.Y., B.A.M., and A.A.N.P.R.; formal analysis, J.R.B.; investigation, J.R.B.; resources, J.R.B.; data curation, Y.T.P.; writing—original draft preparation, J.R.B.; writing—review and editing, M.N.Y., S.F.P., B.A.M., and A.A.N.P.R.; visualization, Y.T.P.; supervision, Y.T.P., M.N.Y., and S.F.P.; project administration, Y.T.P.; funding acquisition, Y.T.P. and M.N.Y. All authors have read and agreed to the published version of the manuscript.

Funding: This research was funded by Mapúa University Directed Research for Innovation and Value Enhancement (DRIVE).

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

Data Availability Statement: The data presented in this study are available on request from the corresponding author.

Acknowledgments: The authors would like to thank all the respondents who answered our online questionnaire.

Conflicts of Interest: The authors declare no conflict of interest.

Appendix A

Table A1. Sample Survey Questionnaire.

I. Customer Profile						
Name (Optional): _____						
Gender: _____						
Age:						
___ 18–30 years old		___ 46–60 years old				
___ 31–45 years old		___ 61 years old and above				
Estimated Monthly Income:						
___ P15,000 and below		___ P50,001–P100,000				
___ P15,001–P50,000		___ P100,001 and above				
Number of years owning a Toyota vehicle: _____						
II. Customer Assessment based on Service Quality						
Answer the following statements by checking the column that corresponds to your answer.						
Rating Scale:						
5—Very Satisfied						
4—Somewhat Satisfied						
3—Neither Satisfied or Dissatisfied						
2—Somewhat Dissatisfied						
1—Very Dissatisfied						
Tangibles		5	4	3	2	1
1. Aecessibility to service entrance.						
2. Aecessibility to service reception area.						
3. Visual signs and messages for customers provided by the dealer.						
4. Service staffs appearance.						
5. Amenities (TV, WiFi, furnitures, and refreshments).						
6. State of the art equipments in service workshop.						
7. Courtesy items installed to vehicles (floor mats; steering, shifter and handbrake covers).						
8. Overall service reception appearance (service counters and waiting area).						
9. Overall service workshop appearance (equipments, tools, and working bays).						
10. Overall facility appearance (accessibility, cleanliness, ambience, etc.).						
Reliability		5	4	3	2	1
1. Ease of arranging appointment schedule.						
2. Prioritization on appointment customers.						
3. Accomodation on walk-in customers.						
4. Promised time on service completion.						
5. Fairness on cost estimate prior to servicing.						
6. Vehicle cleanliness (interior and exterior).						
7. Recommendations provided for customer's vehicle (prior to and after service).						
8. Addressing customer vehicle concerns and requests.						
9. Service staff returns personal belongings and other valuable items.						
10. All the discussed services were done accurately.						
Responsiveness		5	4	3	2	1
1. Assistance provided by guards or other staffs upon entry.						
2. Assistance by receptionist staff at the reception area.						
3. Waiting time before assisted by the Service Advisor.						
4. Assistance by the Service Advisor.						
5. Service staffs responds to all customer inquiries.						
6. Service advisor's clarity of explanation of service (prior to and after service).						
7. Clarity of explanation to service billing or charges.						
8. Service staffs promptly serve all customers.						
9. Service staffs courteousness.						
10. Overall service staffs responsiveness to customers.						

Assurance	5	4	3	2	1
1. Maintenance reminder for customer's upcoming service.					
2. Confirmation and reminder on customer's appointment schedule.					
3. Vehicle checklisting or inventory system upon entry (interior and exterior condition; valuable items left).					
4. Informing customers when their vehicle is being service.					
5. Allowing customers to watch their vehicle being service.					
6. Service Advisor's constant update on the vehicle status.					
7. Providing warranty on parts and service repairs.					
8. Returning of used parts to customers.					
9. All customer concerns and requests were done.					
10. All services and requests done were explained and shown upon vehicle pick-up.					
Empathy	5	4	3	2	1
1. Service staffs understand customer needs.					
2. Service staffs gives individual attention to customer.					
3. Service staffs apologize when committing mistakes.					
4. Service staffs apologize when customer requests were not done.					
5. Service staffs assist all customers in a caring manner.					
6. Convenient schedule for customers.					
7. Informing if there will be changes in promised time.					
8. Service staffs willingness to help.					
9. Service staffs courtesy.					
10. Dealer is competent in correcting customer concerns.					
III. Customer Assessment based on Customer Satisfaction and Future Intention					
Answer the following statements by checking the column that corresponds to your answer.					
Rating Scale:					
5—Very Likely					
4—Somewhat Likely					
3—Neutral					
2—Somewhat Unlikely					
1—Very Unlikely					
Customer Satisfaction and Future Intention	5	4	3	2	1
1. Recommending TDM's service to a friend or peer.					
2. Re-availment of TDM's service.					
3. Switching to another Toyota Service left.					
4. Switching to non-Toyota or outside car service left.					
5. Recommending the service marketing staff/Service Advisor to a friend or peer.					
6. Switching to another service marketing staff/Service Advisor.					
7. Continue patronizing TDM's services even if your vehicle is already out of warranty.					
8. Continue patronizing TDM's services despite of price increases.					
9. Continue patronizing TDM's services despite of minor unwanted experience.					
10. Overall satisfaction with TDM's Service performance.					

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IJRTBT | The impact of Service Qualities on Customer Satisfaction in Myanmar Heavy Equipment Machinery Industry

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Abstract

Myanmar Heavy Equipment Machinery Industry (Myanmar HEMI) businesses are working on providing superior service to compete within the industry in today's hyper-competitive environment. Due to severe rivalry between local and international suppliers, providing great service quality is critical to building and maintaining a competitive advantage in the Myanmar HEMI business. The paper examines the impact of the five Service Qualities (SQ) Dimensions (tangible, reliability, responsiveness, assurance, and empathy) five factors on customer satisfaction in Myanmar HEMI by using the SERVQUAL model. Since this paper has a descriptive and empirical analysis research design, a random sample of 448 Myanmar HEMI customers were chosen, survey data were collected by the quantitative method with five Likert scale questionnaires, and the data were analyzed using SPSS version 25. Customer satisfaction in Myanmar HEMI's business was highly influenced by all five service quality variables except the assurance variable, according to the findings. A regression analysis was also performed, revealing that among the five service quality dimensions, empathy is a strong predictor of customer satisfaction.

Customer Satisfaction; Heavy Equipment Machinery Industry; Myanmar; Service Quality; SERVQUAL Model

Introduction

The world is evolving and changing at a rapid speed. Infrastructure, working conditions, and human needs have all altered dramatically. To keep up with global progress, fundamental social standards must evolve and grow. Infrastructures, buildings, constructions, transportation, working firms, and processes must all adapt quickly to keep up with the developing world. Heavy Equipment Machines have been necessary to develop infrastructure and other projects in recent years, and their demand has quickly spread around the globe, resulting in a highly competitive industry.

Heavy Equipment manufacturing, product sales, and spare parts markets are highly competitive in terms of availability, pricing, cost per working hour, and customer convenience, including innovation with modern technology, durability and ability, after - sale service quality and cost,

Received February 5, 2023; Received in revised form May 14, 2023; Accepted June 28, 2023

payment terms, and warranty for more cost-effective use. Heavy Equipment sales opportunities, on the other hand, are constantly and widely expanding in the global market as well as in Myanmar. Heavy equipment machines, generators, engines, and spare parts are unable to be manufactured in Myanmar due to a lack of raw materials, resources, manufacturing machines, and technology. And similar things are imported from other countries, primarily China, Singapore, Thailand, Japan, and India (Soe *et al.*, 2022). Myanmar HEMI organizations are highly competitive in order to increase market share and customers, and have discovered the best approach to pursuing new customers and retaining existing customers by satisfying customer requirements, needs, and wants. Recognized that customer satisfaction is very important and plays a critical role in any organization to be successful.

The customer will not be satisfied when the perceived value of the delivery services is less than their expectations. Customers would not buy again if they are dissatisfied, regardless of how creative a product is or how competitive the pricing is. Customer satisfaction is data that indicates how consumers feel about your business when they get involved with it. (Patel, 2021). On the other hand, Customer satisfaction is crucial in any company's or service provider's attempts to establish and retain a competitive advantage (Ramlawati, 2018). Customer demand is a fundamental component of any organization. There is no business if there is no demand from customers. As a result, customer satisfaction plays a key role in every business, particularly in sales and service businesses, in order to increase customer demand and retention. If the goal is to improve customer satisfaction over time, frequent feedback is the best way to do so. In order to improve customer satisfaction, businesses must measure it. Customer satisfaction may be measured in a variety of ways, but the simplest and most effective option is to just ask the customer for feedback (Chambers, 2022). There are many models and theories to measure customer satisfaction in a variety of fields (Gunning, 2000). Many researchers have used the SERVQUAL model to measure the level of service quality provided to customers in the fields of retail, restaurants, banks, telecommunications, airlines, catering services, hotels, hospitals, and education services (Buttle 1996; Chingang & Lukong 2010). The SERVQUAL model is a well-known and most reliance to measure the customer satisfaction in the field of retail sales and service providing Myanmar HEMI organizations.

Objective of the Research

The primary objective of this study is to determine the impact of service quality on customer satisfaction in Myanmar HEMI. The sub-objectives are to determine which service quality gives customer satisfaction by Myanmar HEMI organizations, as well as which service qualities are most significant and should be prioritized in order to improve customer satisfaction.

Literature Review

Customer Satisfaction

Customer satisfaction plays a critical role in the success of businesses. Customers will not remain loyal or repurchase if they are dissatisfied, regardless of the quality of the product and competitive

pricing (Patel, 2021). On the other hand, Ramlawati (2018) and Murdifi *et al.* (2019) stated that customer retention and loyalty are based on satisfaction. Customers who are satisfied are likely to be less price sensitive and less persuaded by the competition. In fact, numerous studies have shown evidence that customer satisfaction is an important part of customer loyalty (Gillani & Awan, 2014; Hall, 2011). Increasing customer satisfaction is not as simple as pressing a button; it may be the most difficult thing. So many aspects of it are changing, and it is being recreated in a variety of ways (Kestenbaum, 2018). Customer satisfaction is not simply a "nice to have", it is a "need". It provides distinct, measurable advantages if it is achieved properly. Actually, it is not enough to wish for an increase in customer satisfaction. To move it forward, it must have real strategies backed by real facts. To do this, individuals need to gather customer feedback through polls, surveys, and feedback sessions.

Customer satisfaction can be improved by using customer response survey data. However, statistics alone will not turn your customers from dissatisfied to loyal. A surveyor must concentrate on effectively acquiring data and then using those insights to take action. Because surveys are so important to enhance customer satisfaction, the data are also valuable. On the other hand, there are no assurances for customers always tell the truth about how they feel, even if the survey is great. Furthermore, customers may make mistakes when filling out the survey. May not getting a genuine picture of client happiness in either instance. (Patel, 2021)

SERVQUAL Model

Numerous previous studies showing SERVQUAL model elements that influence customer satisfaction and loyalty have been undertaken by Cronin & Taylor (1992) and Ali *et al.* (2015). The SERVQUAL technique, established by Parasuraman, Zeithaml & Berry (1985), indicated that measuring the level of customer satisfaction with service quality implementation is still important today. One of the references to service quality provided by Parasuraman, Zeithaml & Berry (1988) and Zeithaml and Berry (1988) established the SERVQUAL, or service quality model, which has long been recognized and is being used today. SERVQUAL Instruments are built on five main aspects, as previously stated: tangible, reliability, responsiveness, assurance, and empathy.

Tangibles: The external and internal appearances of building, equipment, staff, and communication resources. This aspect refers to everything tangible that has an effect on the quality of customer service. This study considers tangible variables such as consumer physical contact points with the service provider, product quality, availability, affordability, and customer's facilities.

Reliability: The ability to accurately and dependably carry out the offered service. This criterion has to do with a business' capacity to offer accurate services to the customers. Customers may now access the products and services from any location and at any time. Customers are invited to contact the service provider at any time. In this study, dependability variables such as delivery lead time, repurchase, and recommendation to others are examined.

Responsiveness: Commitment to assist customers and deliver prompt service. This factor refers to the organization's response time to consumer inquiries. In this study, responsiveness is examined in terms such as customer feedback satisfaction, organization responds to consumer suggestions and complaints, prompt feedback scenarios involving staff, etc.

Assurance: Knowledge, professionalism, and the capacity to inspire confidence in others among employees. This criterion pertains to the service team's friendliness and proficiency in establishing consumer trust. In this study, assurance variables such as on-time delivery, correctness, staff performance, assurance feedback, and customer satisfaction with product and service warranty processes and procedures are examined.

Empathy: The Company's considerate, customized attention to each consumer. This element relates to the company's customer-centric orientation. Listening to customers, supporting customers in seeking solutions, understanding what causes customers' worries, demonstrating sympathy with customers, and not abandoning consumers are all essential customer service practices. In this study, empathy variables such as customer satisfaction with customer care seminar services, promotion and discount programs, problem resolution, and customer relationship management systems are examined.

Myanmar Heavy Equipment Machinery Industry

Myanmar is now one of the developing nations in Southeast Asia, and there is a significant demand for robust infrastructure. Despite this, Myanmar faces a shortage of infrastructure, demanding substantial investment (Myanmar rolls out large-scale infrastructure projects; Myanmar 2017). According to the Asia Development Bank (ADB), the majority of Myanmar's infrastructure deficit between 2018 and 2030 is made up of projects for roads, bridges, railroads, stations, seaports, airports, energy and power industrial parks, economic zones, and logistics. In order to optimize economic growth and merge with the ASEAN Economic Community, Myanmar must thus address its infrastructure deficit as soon as feasible (AEC) (Myanmar Economy, Economic Overview of Myanmar, 2018).

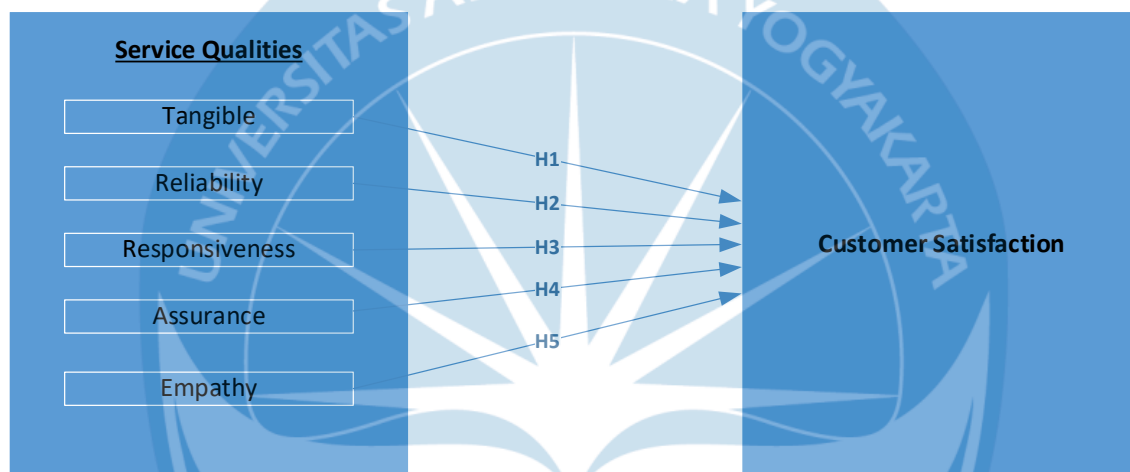
One of the most critical needs for infrastructure building is heavy equipment machines. Consequently, the heavy equipment and machinery industry must expand in order to fulfil the worldwide needs for growing infrastructure as well as in Myanmar. Myanmar HEMI is now highly competitive and has a high degree of infrastructure and project development preparedness (Soe *et al.*, 2022).

Improving customer service quality is one of the most essential components of competing with other suppliers. Service quality may also attract new consumers, retain existing ones, and determine the degree of customer satisfaction within its industry. In this paper, The SERVQUAL model will be used by Myanmar HEMI organizations to measure the level of customer satisfaction within the industry and the initiatives needed to achieve customer satisfaction, bring in new customers, keep existing customers, and getting more market share.

Conceptual Framework and Hypotheses

The model accurately covers the characteristics that a customer considers when assessing a service provider's quality of service, and SERVQUAL is a well-known research tool for measuring service quality in the sales and services sector. The gap for this research is there is no study has yet examined the impact of service quality dimensions on customer satisfaction in the Myanmar HEMI. In this paper, the conceptual framework and hypotheses were created for the five dimensions of service qualities to assess the impact of each of the service quality dimensions on customer satisfaction in Myanmar HEMI as indicated in below figure 1.

Figure1: Research Framework of Each of Service Qualities Impact On Customer Satisfaction in Myanmar HEMI



Research Methodology

The paper uses a descriptive and empirical research design. To correspond with the current study, a two-part questionnaire was developed, with Part I asking about demographic factors and Part II asking about the study variables. The questionnaire's items were created and modified using data from a comprehensive literature analysis as well as consumer experiences with Myanmar HEMI. In this study, a quantitative method is used to measure how satisfied customers were with Myanmar HEMI's level of service quality, from the lowest satisfied score of 1 as strongly disagreeing to the highest satisfied score of 5 as strongly agreeing, on a five-point Likert scale. The Statistical Package for the Social Sciences (SPSS) version 25 is used for data analysis. Regression analysis was mainly utilized in the current study to examine and evaluate the research conceptual framework.

Sample Size

600 customers were chosen at random, with a selection of the top 10 well-known heavy equipment brands in international markets that are functioning in Myanmar. Questionnaires were delivered to targeted customers via the branch and head offices of the top ten Heavy Equipment brand providers in Myanmar HEMI organizations. When customers arrived to purchase or inquire about items,

receptionists from branch and head offices were randomly assigned to them. A few customers were using multiple brands. After editing and coding the surveys, only 448 replies were usable and loaded into SPSS for analysis, yielding a 75% effective response rate. According to W. G. Cochran (1977), a sample size of at least 384 for an unknown population is appropriate, and 448 respondents in this research is a sufficient response rate when customers in Myanmar's HEMI population are unknown. Executives (Owners, CEOs, and representatives), Managers, Supervisors, and Operators were among those who took part in the survey as a customer. In demographic questionnaires, the present worksite location is also provided.

Internal Consistency

Cronbach's alpha for all questionnaire responses was 0.95, showing that the questionnaire is extremely dependable for researcher to continue the research. According to Cronbach's alpha, the whole questionnaire has a high level of reliability for researchers to utilize. In a reliability value of 0.95 or higher is desirable, the minimal coefficient is 0.70, with 0.60 being fairly reliable and 0.80 and above being extremely reliable (Nunnally & Bernstein; Bonett & Wright 2015).

Results and Discussion

Empirical finding on Part I- Demographic Profile

A profile of the respondents is presented in Table 1.2, customer locations, where the majority of respondents being customers from Mandalay representing 32.8%, from Yangon 32.6% and from others such as Myeik, Dawai, Malamyang, Bayint Naung, Naypyitaw, Loikaw, Taunggyi, Magwe, Myitkyeena and Tachileik all together customer respondents is 27.2%, and from Pharkant 7.4%. For the positions of respondents, the executive level representing 8%. A majority of 41.1% are supervisors, followed by 35.5% of managers. Operator level is also participated in this surveyed on behalf of customers and response rate is 15.4%. Respondents are owned many brand name and some of the response customers are owned multiple brand as well. In this survey, respondents were represented for mostly uses brand name only. In Table 1.3, using machine brand name, a big majority of respondents rated is Caterpillar brand 50.2% and it is most preferred brand name. And followed with Volvo 8.9%, Daewoo 7.6%, Kobelco 6.5%, Komatsu 5.6%, Hitachi 4.2%, Hyundai 3.8%, Liebherr 1.6% and others which are Sany, Doosan, John Deere and JCB representing 11.6%. And for the unit of machine owned by respondent customers, majority 59.8% owned 2 units to 10 unit of machines, followed by only 1-unit owned customers and 6% were owned 11 to 20 Units and 21 and above owned customers representing the 5.1%. Respondents rate of customers purchased frequency of heavy equipment machines, engines, generating sets, rental and parts from correspondent brand name supply company is majority 67.0% are 4 and above times purchased, followed by 19.2 % is only 1-time customers, 8.5% of respondents purchased frequency is 3-times and 5.4% are 2-times purchased experience.

Table 1: Demographic information analysis on survey respondents**Table 1.1: Total Responden**

Valid	448
Missing	0

Table 1.2: Customer Locations

Customer Locations	Frequency	Percent
Yangon	146	32.6
Mandalay	147	32.8
Pharkant	33	7.4
Others	122	27.2
Total	448	100.0

Table 1.3: Using Machine Brand Name

Machine Brand Name	Frequency	Percent
Caterpillar	225	50.2
Daewoo	34	7.6
Hitachi	19	4.2
Hyundai	17	3.8
Kobelco	29	6.5
Komatsu	25	5.6
Liebherr	7	1.6
Volvo	40	8.9
Others	52	11.6
Total	448	100.0

Table 1.4: Position of Respondents

Position of Respondents	Frequency	Percent
Executive	36	8.0
Manager	159	35.5
Supervisor	184	41.1
Operator	69	15.4
Total	448	100.0

Table 1.5: Owned Unit of Machines

Unit of Machines	Frequency	Percent
1	130	29.0
2 to 10	268	59.8
11 to 20	27	6.0
21 And Above	23	5.1
Total	448	100.0

Table 1.6: Purchase Frequency

Purchase Frequency	Frequency	Percent
1	86	19.2
2	24	5.4
3	38	8.5
4 And Above	300	67.0
Total	448	100.0

Empirical Finding On Survey Questionnaires

Descriptive, Correlations, Regression analysis were done for the second path of data analysis, and below are the empirical findings of this research.

Table 2: Descriptive analysis for each SQ dimensions and Customer Satisfaction responses:

Descriptive Statistics			
	Mean	Std. Deviation	N
TANGIBLE	3.8979	0.95992	448
RELIABLE	3.6713	0.99696	448
RESPONSIBLE	3.8287	0.79486	448
ASSURANCE	3.7701	0.78034	448
EMPATHY	3.8114	0.93504	448
CSATISFACTION	4.0116	0.83645	448

The mean data of responses of all questionnaires are between 3.67 and 4.01. It means the research questionnaires are most likely agreed upon by respondents. For standard deviation, all are below the 1.0 which mean mostly fair and served SQ 5 dimensions and customer satisfaction to respondents.

Correlation:

Table 3: Correlation Analysis of The SQ Five Dimensions and Customer Satisfaction:

		Correlations					
		Tangible	Reliable	Responsible	Assurance	Empathy	C Satisfaction
TANGIBLE	Pearson Correlation	1					
	Sig. (2-tailed)						
RELIABLE	Pearson Correlation	0.634**	1				
	Sig. (2-tailed)	0.000					
RESPONSIBLE	Pearson Correlation	0.609**	0.535**	1			
	Sig. (2-tailed)	0.000	0.000				
ASSURANCE	Pearson Correlation	0.676**	0.565**	0.670**	1		
	Sig. (2-tailed)	0.000	0.000	0.000			

EMPATHY	Pearson Correlation	0.711**	0.561**	0.703**	0.737**	1	
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		
CSATISFACTION	Pearson Correlation	0.750**	0.726**	0.688**	0.708**	0.797**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	448	448	448	448	448	448

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

The survey responses for each of the variables are correlated with each other and significant at the 0.01 level ($P < 0.01$). Thus, it was explained that the questionnaire responded results are correlated and significant, and trust to proceed with the data analysis for further steps.

Regression Analysis:

Regression analysis was primarily created to explore the key factors and important criteria that customers evaluate while doing business with Myanmar HEMI.

Table 4: Regression Analysis Between SQ Five Dimensions and Customer Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.881 ^a	0.776	0.774	0.39798

a. Predictors: (Constant), EMPATHY, RELIABLE, RESPONSIBLE, TANGIBLE, ASSURANCE

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	242.734	5	48.547	306.512	0.000 ^b
	Residual	70.006	442	0.158		
	Total	312.740	447			

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), EMPATHY, RELIABLE, RESPONSIBLE, TANGIBLE, ASSURANCE

Model		Coefficients ^a		Standardized Coefficients	t	Sig.	Hypothesis
		Unstandardized Coefficients					
	B	Std. Error	Beta				
1	(Constant)	0.482	0.102		4.717	0.000	
	TANGIBLE	0.156	0.031	0.179	4.947	0.000	H1
	RELIABLE	0.259	0.025	0.309	10.155	0.000	H2
	RESPONSIBLE	0.114	0.036	0.108	3.181	0.002	H3
	ASSURANCE	0.071	0.039	0.066	1.794	0.073	H4
	EMPATHY	0.333	0.035	0.372	9.495	0.000	H5
a. Dependent Variable: CUSTOMER SATISFACTION							