

LAMPIRAN

Lampiran 1. Kuesioner**Kuesioner Level Organisasi****KUESIONER PENELITIAN**

Yang terhormat,
Bapak/Ibu/Saudara/Saudari responden
Di tempat

Saat ini saya sedang melakukan penelitian dengan judul Model Kepuasan Pelanggan dalam Industri Restoran. Pada penelitian ini saya menguji kepuasan pelanggan di restoran Rocket Chicken Surakarta.

Saya mohon kesediaan responden untuk mengisi kuesioner dengan apa adanya. Informasi responden akan dirahasiakan. Atas perhatian dan kerjasamanya diucapkan terima kasih.

Tertanda,

Thania Frisca Wardhani
NIM 16180458L
Universitas Setia Budi

1. Identitas Responden (Karyawan)

Mohon untuk memberi tanda (✓) pada pilihan dibawah ini.

Nama / Inisial : _____

No. Hp : _____

Jenis Kelamin : Perempuan Laki-Laki

Usia : < 20 tahun 20 s/d 30 tahun

31 s/d 40 tahun > 40 tahun

Pendidikan : SMP sederajat SMA/SMK

Diploma/Sarjana Profesi Magister

Lainnya

Gaji per bulan : < Rp 2.000.000 Rp 2.000.001 – Rp 3.000.000

Rp 3.000.001 – Rp 4.000.000 > Rp 4.000.000

Cabang Rocket Chicken :

Keterangan Cara Pengisian :

Berilah tanda centang (✓) pada setiap pernyataan ini sesuai dengan kenyataan diterima dalam pelayanan pada kolom dengan keterangan seperti berikut :

STS : Sangat tidak setuju

TS : Tidak Setuju

R : Netral

S : Setuju

SS : Sangat Setuju

2. Orientasi Pelanggan

Kode	Pernyataan	pendapat responden				
		STS	TS	R	S	SS
OP 1	Saya berkomitmen memuaskan pelanggan	<input type="checkbox"/>				
OP 2	Saya mengumpulkan informasi pelanggan	<input type="checkbox"/>				
OP 3	Saya berusaha memuaskan pelanggan	<input type="checkbox"/>				
OP 4	Saya mencari keluhan pelanggan dan penyebabnya	<input type="checkbox"/>				
OP 5	Saya memberikan perhatian khusus kepada setiap Pelanggan	<input type="checkbox"/>				

3. Kepuasan Kerja

Kode	Pernyataan	pendapat responden				
		STS	TS	R	S	SS
KK 1	Saya puas dengan kondisi di tempat kerja	<input type="checkbox"/>				
KK 2	Saya puas dengan gaji saya	<input type="checkbox"/>				
KK 3	Rekan kerja sangat mendukung pekerjaan saya	<input type="checkbox"/>				

4. Motivasi Kerja

Kode	Pernyataan	pendapat responden				
		STS	TS	R	S	SS
MK 1	Saya mendapat THR dan upah intensif setiap hari raya Idul Fitri	<input type="checkbox"/>				
MK 2	Lingkungan kerja membuat saya bekerja maksimal	<input type="checkbox"/>				
MK 3	Saya mendapat gaji sesuai dengan kemampuan dan jam kerja	<input type="checkbox"/>				
MK 4	Pimpinan bertanggungjawab terhadap keselamatan, kesehatan, dan keamanan diri saya pada saat bekerja (Jaminan kerja)	<input type="checkbox"/>				

Kuesioner Level Individu**KUESIONER PENELITIAN**

Yang terhormat,
Bapak/Ibu/Saudara/Saudari responden
Di tempat

Saat ini saya sedang melakukan penelitian dengan judul Model Kepuasan Pelanggan dalam Industri Restoran. Pada penelitian ini saya menguji kepuasan pelanggan di restoran Rocket Chicken Surakarta.

Saya mohon kesediaan responden untuk mengisi kuesioner dengan apa adanya. Informasi responden akan dirahasiakan. Atas perhatian dan kerjasamanya diucapkan terima kasih.

Tertanda,

Thania Frisca Wardhani
NIM 16180458L
Universitas Setia Budi

1. Identitas Responden (Pelanggan)

Mohon untuk memberi tanda (✓) pada pilihan dibawah ini.

Nama / Inisial : _____

Usia : < 20 tahun 20 - 30 tahun

31 - 40 tahun 41 - 50 tahun

>50 tahun

Pendidikan : SD SMP Sederajat

Diploma/Sarjana SMA/SMK Sederajat

Pendidikan : Karyawan Wirausaha

Pedagang Ibu Rumah Tangga

Lainnya

Pendapatan : Belum berpendapatan < Rp 1.000.000

Rp 1.000.001 – Rp 2.000.001 Rp 1.000.001 –
Rp 2.000.000

Rp 2.000.001 -Rp 3.000.000 Rp 3.000.001 –
Rp 4.000.000

Rp > 4.000.000

Apakah sebelumnya anda pernah membeli produk makanan/minuman di restoran Rocket Chicken?

Ya

Tidak

Silahkan pilih salah satu cabang Rocket Chicken yang pernah anda datangi

- | | |
|---|---|
| <input type="checkbox"/> Rocket Chicken Mojosongo | <input type="checkbox"/> Rocket Chicken Samanhudi |
| <input type="checkbox"/> Rocket Chicken MT Haryono | <input type="checkbox"/> Rocket Chicken Gentan |
| <input type="checkbox"/> Rocket Chicken Gajahan | <input type="checkbox"/> Rocket Chicken Honggowongs |
| <input type="checkbox"/> Rocket Chicken Mangkunegaran | <input type="checkbox"/> Rocket Chicken Palur |
| <input type="checkbox"/> Rocket Chicken Gandekan | <input type="checkbox"/> Rocket Chicken Sumber |

Lampiran 2. Uji validitas level organisasi

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.700
Bartlett's Test of Sphericity	Approx. Chi-Square	58.499
Df		28
Sig.		.001

Communalities

	Initial	Extraction
MK1	1.000	.732
MK3	1.000	.765
KK1	1.000	.506
KK2	1.000	.561
OP1	1.000	.556
OP2	1.000	.757
OP3	1.000	.710
OP5	1.000	.683

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.83 6	35.453	35.453	2.83 6	35.453	35.453	2.52 5	31.557	31.557
2	1.32 4	16.544	51.997	1.32 4	16.544	51.997	1.47 8	18.473	50.030
3	1.11 0	13.875	65.873	1.11 0	13.875	65.873	1.26 7	15.843	65.873
4	.881	11.010	76.883						
5	.635	7.935	84.818						
6	.517	6.460	91.278						
7	.435	5.436	96.714						
8	.263	3.286	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component		
	1	2	3
MK1	.429	.728	
MK3	.401	.666	-.402
KK1			.569
KK2			.672
OP1	.726		
OP2	.806		
OP3	.795		
OP5	.710		

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix^a

	Component		
	1	2	3
MK1		.823	
MK3		.864	
KK1			.690
KK2			.749
OP1	.724		
OP2	.865		
OP3	.762		
OP5	.792		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Component Transformation Matrix

Component	1	2	3
1	.892	.351	.283
2	-.430	.852	.299
3	-.136	-.389	.911

Component Transformation Matrix

Component	1	2	3
1	.892	.351	.283
2	-.430	.852	.299
3	-.136	-.389	.911

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Lampiran 3. Uji validitas di level individu

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.851
Bartlett's Test of Sphericity	Approx. Chi-Square	241.748
Df		21
Sig.		.000

Communalities

	Initial	Extraction
KP1	1.000	.584
KP2	1.000	.622
KP3	1.000	.676
KP4	1.000	.582
KP5	1.000	.597
KEP1	1.000	.814
KEP2	1.000	.634

Extraction Method: Principal

Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.669	52.418	52.418	3.669	52.418	52.418	2.786	39.794	39.794
2	.839	11.986	64.404	.839	11.986	64.404	1.723	24.609	64.404
3	.669	9.554	73.958						
4	.618	8.831	82.789						
5	.468	6.679	89.468						
6	.400	5.721	95.189						
7	.337	4.811	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
KP1	.757	
KP2	.777	
KP3	.781	
KP4	.759	
KP5	.673	
KEP1	.626	.649
KEP2	.678	.418

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix^a

	Component	
	1	2
KP1	.685	
KP2	.718	
KP3	.791	
KP4	.670	
KP5	.771	
KEP1		.888
KEP2		.725

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component	1	2
1	.829	.559
2	-.559	.829

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Lampiran 4. Uji Realibilitas

Variabel Motivasi Kerja

Case Processing Summary

		N	%
Cases	Valid	34	36.2
	Excluded ^a	60	63.8
	Total	94	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.635	2

Item Statistics

	Mean	Std. Deviation	N
MK1	4.44	.705	34
MK3	4.00	.739	34

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MK1	4.00	.545	.466	^a
MK3	4.44	.496	.466	^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.44	1.527	1.236	2

Variabel Kepuasan Kerja

Case Processing Summary

		N	%
Cases	Valid	34	36.2
	Excluded ^a	60	63.8
	Total	94	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.244	2

Item Statistics

	Mean	Std. Deviation	N
KK1	4.09	.570	34
KK2	4.00	.739	34

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KK1	4.00	.545	.144	. ^a
KK2	4.09	.325	.144	. ^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.09	.992	.996	2

Variabel Orientasi Pelanggan

Case Processing Summary

		N	%
Cases	Valid	34	36.2
	Excluded ^a	60	63.8
	Total	94	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.806	4

Item Statistics

	Mean	Std. Deviation	N
OP1	4.29	.629	34
OP2	3.79	.641	34
OP3	4.53	.662	34
OP5	4.03	.758	34

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
OP1	12.35	2.963	.573	.779
OP2	12.85	2.675	.722	.710
OP3	12.12	2.774	.629	.753
OP5	12.62	2.607	.579	.784

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.65	4.599	2.145	4

Lampiran 5. Hasil uji reliabilitas di level individu

Variabel Kualitas Pelayanan

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.833	5

Item Statistics

	Mean	Std. Deviation	N
KUP1	3.8200	.83339	100
KUP2	3.9700	.88140	100
KUP3	3.7900	.85629	100
KUP4	3.8900	.73711	100
KUP5	4.1600	.69224	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KUP1	15.8100	6.297	.640	.797
KUP2	15.6600	6.065	.651	.795
KUP3	15.8400	6.035	.690	.782
KUP4	15.7400	6.720	.630	.801
KUP5	15.4700	7.120	.560	.819

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.6300	9.670	3.10963	5

Variabel Kepuasan Kerja**Case Processing Summary**

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.638	2

Item Statistics

	Mean	Std. Deviation	N
KEP1	3.9400	.73608	100
KEP2	3.9800	.66636	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KEP1	3.9800	.444	.471	. ^a
KEP2	3.9400	.542	.471	. ^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.9200	1.448	1.20336	2

Lampiran 6. Uji Regresi

Kualitas pelayanan terhadap kepuasan pelanggan

Descriptive Statistics

	Mean	Std. Deviation	N
kepuasan kerja	4.0469	.62817	64
kualitas pelayanan	3.9875	.63633	64

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	kualitas pelayanan ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: kepuasan kerja

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.716 ^a	.513	.505	.44187	.513	65.321	1	62	.000

a. Predictors: (Constant), kualitas pelayanan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.754	1	12.754	65.321	.000 ^a
	Residual	12.105	62	.195		
	Total	24.859	63			

a. Predictors: (Constant), kualitas pelayanan

b. Dependent Variable: kepuasan kerja

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1.227	.353		3.475	.001					

kualitas pelayanan	.707	.087	.716	8.082	.000	.716	.716	.716	1.000	1.000
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a. Dependent Variable: kepuasan kerja

Collinearity Diagnostics^a

Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	kualitas pelayanan
1	1	1.988	1.000	.01	.01
	2	.012	12.710	.99	.99

a. Dependent Variable: kepuasan kerja

Orientasi pelanggan terhadap kualitas pelayanan

Descriptive Statistics

	Mean	Std. Deviation	N
Kualitas Pelayanan	3.8800	.18738	10
Orientasi Pelanggan	4.1708	.36783	10

Correlations

		Kualitas Pelayanan	Orientasi Pelanggan
Pearson Correlation	Kualitas Pelayanan	1.000	.065
	Orientasi Pelanggan	.065	1.000
Sig. (1-tailed)	Kualitas Pelayanan	.	.429
	Orientasi Pelanggan	.429	.
N	Kualitas Pelayanan	10	10
	Orientasi Pelanggan	10	10

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Orientasi Pelanggan ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Kualitas Pelayanan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.065 ^a	.004	-.120	.19832	.004	.034	1	8	.858

a. Predictors: (Constant), Orientasi Pelanggan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1		.001	1	.001	.034	.858 ^a
		.315	8	.039		
		.316	9			

a. Predictors: (Constant), Orientasi Pelanggan

b. Dependent Variable: Kualitas Pelayanan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	3.742	.752		4.974	.001					
	.033	.180								

a. Dependent Variable: Kualitas Pelayanan

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Orientasi Pelanggan
1	1	1.997	1.000	.00	.00
	2	.003	23.946	1.00	1.00

a. Dependent Variable: Kualitas Pelayanan

Kepuasan kerja terhadap orientasi pelanggan

Descriptive Statistics

	Mean	Std. Deviation	N
Orientasi Pelanggan	4.1691	.54258	34
Kepuasan kerja	4.0588	.50399	34

Correlations

		Orientasi Pelanggan	Kepuasan kerja
Pearson Correlation	Orientasi Pelanggan	1.000	.115
	Kepuasan kerja	.115	1.000
Sig. (1-tailed)	Orientasi Pelanggan	.	.259
	Kepuasan kerja	.259	.
N	Orientasi Pelanggan	34	34
	Kepuasan kerja	34	34

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kepuasan kerja ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Orientasi Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.115 ^a	.013	-.018	.54735	.013	.428	1	32	.518

a. Predictors: (Constant), Kepuasan kerja

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.128	1	.128	.428
	Residual	9.587	32	.300	
	Total	9.715	33		

a. Predictors: (Constant), Kepuasan kerja

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.128	1	.128	.428	.518 ^a
	Residual	9.587	32	.300		
	Total	9.715	33			

a. Predictors: (Constant), Kepuasan kerja

b. Dependent Variable: Orientasi Pelanggan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero - order	Partial	Part	Tolerance	VIF
1 (Constant)	3.667	.773		4.744	.000					
Kepuasan kerja	.124	.189	.115	.654	.518	.115	.115	.115	1.000	1.000

a. Dependent Variable: Orientasi Pelanggan

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Kepuasan kerja
1	1	1.993	1.000	.00	.00
	2	.007	16.410	1.00	1.00

a. Dependent Variable: Orientasi Pelanggan

Motivasi kerja terhadap orientasi pelanggan

Descriptive Statistics

	Mean	Std. Deviation	N
Orientasi Pelanggan	4.17	.543	34
Motivasi Kerja	4.22	.618	34

Correlations

	Orientasi Pelanggan	Motivasi Kerja
Pearson Correlation	Orientasi Pelanggan	1.000
	Motivasi Kerja	.247

Sig. (1-tailed)	Orientasi Pelanggan	.	.080
	Motivasi Kerja	.080	.
N	Orientasi Pelanggan	34	34
	Motivasi Kerja	34	34

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Motivasi Kerja ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Orientasi Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.247 ^a	.061	.032	.534	.061	2.078	1	32	.159

a. Predictors: (Constant), Motivasi Kerja

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.592	1	.592	2.078	.159a
Residual	9.123	32	.285		
Total	9.715	33			

a. Predictors: (Constant), Motivasi Kerja

b. Dependent Variable: Orientasi Pelanqan

Coefficients^a

1 (Constant)	3.254	.642		5.07	.00					
Motivasi Kerja	.217	.150	.247	1.44	.15	.247	.247	.24	1.000	1.000

a. Dependent Variable: Orientasi Pelanggan

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Motivasi Kerja
1	1	1.990	1.000	.01	.01
	2	.010	13.940	.99	.99

a. Dependent Variable: Orientasi Pelanggan

Descriptive Statistics

	Mean	Std. Deviation	N
Kepuasan Kerja	4.0588	.50399	34
Motivasi Kerja	4.2206	.61781	34

Correlations

		Kepuasan Kerja	Motivasi Kerja
Pearson Correlation	Kepuasan Kerja	1.000	.054
	Motivasi Kerja	.054	1.000
Sig. (1-tailed)	Kepuasan Kerja	.	.380
	Motivasi Kerja	.380	.
N	Kepuasan Kerja	34	34
	Motivasi Kerja	34	34

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Motivasi Kerja ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan Kerja

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.054 ^a	.003	-.028	.51105	.003	.095	1	32	.760

a. Predictors: (Constant), Motivasi Kerja

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.025	1	.025	.095	.760 ^a
	Residual	8.358	32	.261		
	Total	8.382	33			

a. Predictors: (Constant), Motivasi Kerja

b. Dependent Variable: Kepuasan Kerja

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero - order	Partial	Part	Tolerance	VIF
1 (Constant)	3.872	.614		6.305	.000					
Motivasi Kerja	.044	.144	.054	.308	.760	.054	.054	.054	1.000	1.000

a. Dependent Variable: Kepuasan Kerja

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Motivasi Kerja
1	1	1.990	1.000	.01	.01
	2	.010	13.940	.99	.99

a. Dependent Variable: Kepuasan Kerja