

Lampiran

3. Uji Validitas variabel-variabel yang mempengaruhi perpindahan konsumen kartu pra bayar telepon seluler pada kolom pendapat responden yang saat ini memakai kartu pra bayar telepon seluler Telkomsel (misalnya simPATI dan kartu AS).

Variabel X1

Correlations

| | | X11 | X12 | X1 |
|-----|---------------------|----------|----------|----------|
| X11 | Pearson Correlation | 1 | .465(**) | .861(**) |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 80 | 80 | 80 |
| X12 | Pearson Correlation | .465(**) | 1 | .851(**) |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 80 | 80 | 80 |
| X1 | Pearson Correlation | .861(**) | .851(**) | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 80 | 80 | 80 |

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

Variabel X2

Correlations

| | | X21 | X22 | X23 | X24 | X2 |
|-----|---------------------|-------|-------|-------|-------|----------|
| X21 | Pearson Correlation | 1 | .164 | -.078 | .100 | .500(**) |
| | Sig. (2-tailed) | | .145 | .491 | .377 | .000 |
| | N | 80 | 80 | 80 | 80 | 80 |
| X22 | Pearson Correlation | .164 | 1 | -.060 | .176 | .574(**) |
| | Sig. (2-tailed) | .145 | | .597 | .118 | .000 |
| | N | 80 | 80 | 80 | 80 | 80 |
| X23 | Pearson Correlation | -.078 | -.060 | 1 | -.034 | .508(**) |
| | Sig. (2-tailed) | .491 | .597 | | .764 | .000 |
| | N | 80 | 80 | 80 | 80 | 80 |
| X24 | Pearson Correlation | .100 | .176 | -.034 | 1 | .528(**) |

| | | | | | | |
|----|---------------------|----------|----------|----------|----------|------|
| | Sig. (2-tailed) | .377 | .118 | .764 | | .000 |
| | N | 80 | 80 | 80 | 80 | 80 |
| X2 | Pearson Correlation | .500(**) | .574(**) | .508(**) | .528(**) | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 80 | 80 | 80 | 80 | 80 |

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

Variabel X3

Correlations

| | | X31 | X32 | X3 |
|-----|---------------------|----------|----------|----------|
| X31 | Pearson Correlation | 1 | .359(**) | .792(**) |
| | Sig. (2-tailed) | | .001 | .000 |
| | N | 80 | 80 | 80 |
| X32 | Pearson Correlation | .359(**) | 1 | .854(**) |
| | Sig. (2-tailed) | .001 | | .000 |
| | N | 80 | 80 | 80 |
| X3 | Pearson Correlation | .792(**) | .854(**) | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 80 | 80 | 80 |

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

Variabel X4

Correlations

| | | X41 | X42 | X4 |
|-----|---------------------|----------|----------|----------|
| X41 | Pearson Correlation | 1 | .459(**) | .836(**) |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 80 | 80 | 80 |
| X42 | Pearson Correlation | .459(**) | 1 | .871(**) |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 80 | 80 | 80 |
| X4 | Pearson Correlation | .836(**) | .871(**) | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 80 | 80 | 80 |

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

Variabel X5

Correlations

| | | X51 | X52 | X5 |
|-----|---------------------|----------|----------|----------|
| X51 | Pearson Correlation | 1 | .347(**) | .877(**) |
| | Sig. (2-tailed) | | .002 | .000 |
| | N | 80 | 80 | 80 |
| X52 | Pearson Correlation | .347(**) | 1 | .755(**) |
| | Sig. (2-tailed) | .002 | | .000 |
| | N | 80 | 80 | 80 |
| X5 | Pearson Correlation | .877(**) | .755(**) | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 80 | 80 | 80 |

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

4. Uji Validitas variabel-variabel yang mempengaruhi perpindahan konsumen kartu pra bayar telepon seluler pada kolom pendapat responden yang sebelumnya menggunakan pra bayar telepon seluler selain Telkomsel yang berpindah dan saat ini menggunakan kartu pra bayar Telkomsel (misalnya simPATI dan kartu AS).

Variabel X1

Correlations

| | | X11 | X12 | X1 |
|-----|---------------------|----------|----------|----------|
| X11 | Pearson Correlation | 1 | .762(**) | .943(**) |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 80 | 80 | 80 |
| X12 | Pearson Correlation | .762(**) | 1 | .934(**) |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 80 | 80 | 80 |
| X1 | Pearson Correlation | .943(**) | .934(**) | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 80 | 80 | 80 |

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

Variabel X2**Correlations**

| | | X21 | X22 | X23 | X24 | X2 |
|-----|---------------------|----------|----------|----------|----------|----------|
| X21 | Pearson Correlation | 1 | .618(**) | .658(**) | .554(**) | .829(**) |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 80 | 80 | 80 | 80 | 80 |
| X22 | Pearson Correlation | .618(**) | 1 | .654(**) | .768(**) | .873(**) |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 80 | 80 | 80 | 80 | 80 |
| X23 | Pearson Correlation | .658(**) | .654(**) | 1 | .665(**) | .877(**) |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 80 | 80 | 80 | 80 | 80 |
| X24 | Pearson Correlation | .554(**) | .768(**) | .665(**) | 1 | .859(**) |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 80 | 80 | 80 | 80 | 80 |
| X2 | Pearson Correlation | .829(**) | .873(**) | .877(**) | .859(**) | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 80 | 80 | 80 | 80 | 80 |

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

Variabel X3**Correlations**

| | | X31 | X32 | X3 |
|-----|---------------------|----------|----------|----------|
| X31 | Pearson Correlation | 1 | .735(**) | .940(**) |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 80 | 80 | 80 |
| X32 | Pearson Correlation | .735(**) | 1 | .923(**) |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 80 | 80 | 80 |
| X3 | Pearson Correlation | .940(**) | .923(**) | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 80 | 80 | 80 |

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

Variabel X4

Correlations

| | | X41 | X42 | X4 |
|-----|---------------------|----------|----------|----------|
| X41 | Pearson Correlation | 1 | .585(**) | .896(**) |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 80 | 80 | 80 |
| X42 | Pearson Correlation | .585(**) | 1 | .885(**) |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 80 | 80 | 80 |
| X4 | Pearson Correlation | .896(**) | .885(**) | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 80 | 80 | 80 |

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

Variabel X5

Correlations

| | | X51 | X52 | X5 |
|-----|---------------------|----------|----------|----------|
| X51 | Pearson Correlation | 1 | .661(**) | .899(**) |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 80 | 80 | 80 |
| X52 | Pearson Correlation | .661(**) | 1 | .923(**) |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 80 | 80 | 80 |
| X5 | Pearson Correlation | .899(**) | .923(**) | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 80 | 80 | 80 |

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

1. Uji Reliabilitas variabel-variabel yang mempengaruhi perpindahan konsumen kartu pra bayar telepon seluler pada kolom pendapat responden yang saat ini

memakai kartu pra bayar telepon seluler Telkomsel (misalnya simPATI dan kartu AS).

Variabel X1

Case Processing Summary

| | | N | % |
|-------|-----------------|----|-------|
| Cases | Valid | 80 | 100.0 |
| | Exclude d(a) | 0 | .0 |
| | Total | 80 | 100.0 |

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---------------------|---------------|
| .869 | 3 |

Variabel X2

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---------------------|---------------|
| .769 | 3 |

Variabel X3

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---------------------|---------------|
| .848 | 3 |

Variabel X4

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---------------------|---------------|
| .868 | 3 |

Variabel X5

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .843 | 3 |

2. Uji Reliabilitas variabel-variabel yang mempengaruhi perpindahan konsumen kartu pra bayar telepon seluler pada kolom pendapat responden yang sebelumnya menggunakan pra bayar telepon seluler selain Telkomsel yang berpindah dan saat ini menggunakan kartu pra bayar Telkomsel (misalnya simPATI dan kartu AS).

Variabel X1

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .912 | 3 |

Variabel X2

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .907 | 3 |

Variabel X3

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .908 | 3 |

Variabel X4**Reliability Statistics**

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .888 | 3 |

Variabel X5**Reliability Statistics**

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .899 | 3 |

Uji Bertanda Wilcoxon**Variabel X1****Ranks**

| | Kode | N | Mean Rank | Sum of Ranks |
|----|-------|-----|-----------|--------------|
| X1 | 0 | 80 | 109.15 | 8732.00 |
| | 1 | 80 | 51.85 | 4148.00 |
| | Total | 160 | | |

Test Statistics(a)

| | X1 |
|------------------------|---------|
| Mann-Whitney U | 908.000 |
| Wilcoxon W | 4148.00 |
| Z | 0 |
| Asymp. Sig. (2-tailed) | -8.108 |
| | .000 |

a Grouping Variable: Kode

Variabel X2**Ranks**

| | Kode | N | Mean Rank | Sum of Ranks |
|----|-------|-----|-----------|--------------|
| X2 | 0 | 80 | 95.91 | 7672.50 |
| | 1 | 80 | 65.09 | 5207.50 |
| | Total | 160 | | |

Test Statistics(a)

| | X2 |
|------------------------|--------------|
| Mann-Whitney U | 1967.50 0 |
| Wilcoxon W | 5207.50 0 |
| Z | -4.280 |
| Asymp. Sig. (2-tailed) | .000 |

a Grouping Variable: Kode

Variabel X3

Descriptive Statistics

| | N | Mean | Std. Deviation | Minimum | Maximum |
|------|-----|--------|----------------|---------|---------|
| X3 | 160 | 3.6844 | .90182 | 1.00 | 5.00 |
| Kode | 160 | .50 | .502 | 0 | 1 |

Ranks

| | Kode | N | Mean Rank | Sum of Ranks |
|----|-------|-----|-----------|--------------|
| X3 | 0 | 80 | 104.83 | 8386.00 |
| | 1 | 80 | 56.18 | 4494.00 |
| | Total | 160 | | |

Test Statistics(a)

| | X3 |
|------------------------|--------------|
| Mann-Whitney U | 1254.00 0 |
| Wilcoxon W | 4494.00 0 |
| Z | -6.919 |
| Asymp. Sig. (2-tailed) | .000 |

a Grouping Variable: Kode

Variabel X4

Ranks

| | Kode | N | Mean Rank | Sum of Ranks |
|----|-------|-----|-----------|--------------|
| X4 | 0 | 80 | 105.11 | 8409.00 |
| | 1 | 80 | 55.89 | 4471.00 |
| | Total | 160 | | |

Test Statistics(a)

| | X4 |
|------------------------|---------|
| Mann-Whitney U | 1231.00 |
| | 0 |
| Wilcoxon W | 4471.00 |
| | 0 |
| Z | -7.022 |
| Asymp. Sig. (2-tailed) | .000 |

a Grouping Variable: Kode

Variabel X5

Ranks

| | Kode | N | Mean Rank | Sum of Ranks |
|----|-------|-----|-----------|--------------|
| X5 | 0 | 80 | 103.29 | 8263.50 |
| | 1 | 80 | 57.71 | 4616.50 |
| | Total | 160 | | |

Test Statistics(a)

| | X5 |
|------------------------|---------|
| Mann-Whitney U | 1376.50 |
| | 0 |
| Wilcoxon W | 4616.50 |
| | 0 |
| Z | -6.398 |
| Asymp. Sig. (2-tailed) | .000 |

- 1. Distribusi Jawaban Responden tentang Variabel-Variabel Persepsi Responden pada Kolom Pendapat Responden yang saat ini Menggunakan Kartu Pra Bayar Telkomsel**

| | | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|-------|-------|---------------|---------|------------------|-----------------------|
| Valid | 3.00 | 9 | 11.3 | 11.3 | 11.3 |
| | 4.00 | 53 | 66.3 | 66.3 | 77.5 |
| | 5.00 | 18 | 22.5 | 22.5 | 100.0 |
| | Total | 80 | 100.0 | 100.0 | |

X12

| | | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|-------|-------|---------------|---------|------------------|-----------------------|
| Valid | 3.00 | 3 | 3.8 | 3.8 | 3.8 |
| | 4.00 | 45 | 56.3 | 56.3 | 60.0 |
| | 5.00 | 32 | 40.0 | 40.0 | 100.0 |
| | Total | 80 | 100.0 | 100.0 | |

X21

| | | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|-------|-------|---------------|---------|------------------|-----------------------|
| Valid | 4.00 | 53 | 66.3 | 66.3 | 66.3 |
| | 5.00 | 27 | 33.8 | 33.8 | 100.0 |
| | Total | 80 | 100.0 | 100.0 | |

X22

| | | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|-------|-------|---------------|---------|------------------|-----------------------|
| Valid | 3.00 | 1 | 1.3 | 1.3 | 1.3 |
| | 4.00 | 46 | 57.5 | 57.5 | 58.8 |
| | 5.00 | 33 | 41.3 | 41.3 | 100.0 |
| | Total | 80 | 100.0 | 100.0 | |

X23

| | | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|-------|------|---------------|---------|------------------|-----------------------|
| Valid | 3.00 | 30 | 37.5 | 37.5 | 37.5 |
| | 4.00 | 41 | 51.3 | 51.3 | 88.8 |
| | 5.00 | 9 | 11.3 | 11.3 | 100.0 |

| | | | |
|-------|----|-------|-------|
| Total | 80 | 100.0 | 100.0 |
|-------|----|-------|-------|

X24

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 4.00 | 26 | 32.5 | 32.5 | 32.5 |
| 5.00 | 54 | 67.5 | 67.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 | |

X31

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 4.00 | 52 | 65.0 | 65.0 | 65.0 |
| 5.00 | 28 | 35.0 | 35.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 | |

X32

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3.00 | 12 | 15.0 | 15.0 | 15.0 |
| 4.00 | 55 | 68.8 | 68.8 | 83.8 |
| 5.00 | 13 | 16.3 | 16.3 | 100.0 |
| Total | 80 | 100.0 | 100.0 | |

X41

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 4.00 | 46 | 57.5 | 57.5 | 57.5 |
| 5.00 | 34 | 42.5 | 42.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 | |

X42

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3.00 | 9 | 11.3 | 11.3 | 11.3 |
| 4.00 | 55 | 68.8 | 68.8 | 80.0 |
| 5.00 | 16 | 20.0 | 20.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 | |

X51

| | | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|-------|-------|---------------|---------|------------------|-----------------------|
| Valid | 3.00 | 20 | 25.0 | 25.0 | 25.0 |
| | 4.00 | 43 | 53.8 | 53.8 | 78.8 |
| | 5.00 | 17 | 21.3 | 21.3 | 100.0 |
| | Total | 80 | 100.0 | 100.0 | |

X52

| | | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|-------|-------|---------------|---------|------------------|-----------------------|
| Valid | 4.00 | 43 | 53.8 | 53.8 | 53.8 |
| | 5.00 | 37 | 46.3 | 46.3 | 100.0 |
| | Total | 80 | 100.0 | 100.0 | |

2. Distribusi Jawaban Responden tentang Variabel-Variabel Persepsi Responden pada Kolom Pendapat Responden yang sebelumnya Menggunakan Kartu Pra Bayar selain Telkomsel

X11

| | | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|-------|-------|---------------|---------|------------------|-----------------------|
| Valid | 1.00 | 1 | 1.3 | 1.3 | 1.3 |
| | 2.00 | 19 | 23.8 | 23.8 | 25.0 |
| | 3.00 | 26 | 32.5 | 32.5 | 57.5 |
| | 4.00 | 30 | 37.5 | 37.5 | 95.0 |
| | 5.00 | 4 | 5.0 | 5.0 | 100.0 |
| | Total | 80 | 100.0 | 100.0 | |

X12

| | | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|-------|------|---------------|---------|------------------|-----------------------|
| Valid | 1.00 | 1 | 1.3 | 1.3 | 1.3 |
| | 2.00 | 22 | 27.5 | 27.5 | 28.8 |
| | 3.00 | 28 | 35.0 | 35.0 | 63.8 |
| | 4.00 | 28 | 35.0 | 35.0 | 98.8 |

| | | | | |
|-------|----|-------|-------|-------|
| 5.00 | 1 | 1.3 | 1.3 | 100.0 |
| Total | 80 | 100.0 | 100.0 | |

X21

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 1.00 | 1 | 1.3 | 1.3 | 1.3 |
| 2.00 | 8 | 10.0 | 10.0 | 11.3 |
| 3.00 | 8 | 10.0 | 10.0 | 21.3 |
| 4.00 | 45 | 56.3 | 56.3 | 77.5 |
| 5.00 | 18 | 22.5 | 22.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 | |

X22

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 2.00 | 5 | 6.3 | 6.3 | 6.3 |
| 3.00 | 7 | 8.8 | 8.8 | 15.0 |
| 4.00 | 43 | 53.8 | 53.8 | 68.8 |
| 5.00 | 25 | 31.3 | 31.3 | 100.0 |
| Total | 80 | 100.0 | 100.0 | |

X23

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 2.00 | 11 | 13.8 | 13.8 | 13.8 |
| 3.00 | 25 | 31.3 | 31.3 | 45.0 |
| 4.00 | 26 | 32.5 | 32.5 | 77.5 |
| 5.00 | 18 | 22.5 | 22.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 | |

X24

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
|--|-----------|---------|---------------|--------------------|

| | | | | | |
|-------|------|----|-------|-------|-------|
| Valid | 2.00 | 5 | 6.3 | 6.3 | 6.3 |
| | 3.00 | 11 | 13.8 | 13.8 | 20.0 |
| | 4.00 | 40 | 50.0 | 50.0 | 70.0 |
| | 5.00 | 24 | 30.0 | 30.0 | 100.0 |
| Total | | 80 | 100.0 | 100.0 | |

X31

| | | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|-------|------|---------------|---------|------------------|-----------------------|
| Valid | 1.00 | 4 | 5.0 | 5.0 | 5.0 |
| | 2.00 | 19 | 23.8 | 23.8 | 28.8 |
| | 3.00 | 14 | 17.5 | 17.5 | 46.3 |
| | 4.00 | 34 | 42.5 | 42.5 | 88.8 |
| | 5.00 | 9 | 11.3 | 11.3 | 100.0 |
| Total | | 80 | 100.0 | 100.0 | |

X32

| | | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|-------|------|---------------|---------|------------------|-----------------------|
| Valid | 1.00 | 4 | 5.0 | 5.0 | 5.0 |
| | 2.00 | 22 | 27.5 | 27.5 | 32.5 |
| | 3.00 | 21 | 26.3 | 26.3 | 58.8 |
| | 4.00 | 31 | 38.8 | 38.8 | 97.5 |
| | 5.00 | 2 | 2.5 | 2.5 | 100.0 |
| Total | | 80 | 100.0 | 100.0 | |

X41

| | | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|-------|------|---------------|---------|------------------|-----------------------|
| Valid | 1.00 | 1 | 1.3 | 1.3 | 1.3 |
| | 2.00 | 19 | 23.8 | 23.8 | 25.0 |
| | 3.00 | 18 | 22.5 | 22.5 | 47.5 |
| | 4.00 | 36 | 45.0 | 45.0 | 92.5 |
| | 5.00 | 6 | 7.5 | 7.5 | 100.0 |
| Total | | 80 | 100.0 | 100.0 | |

X42

| | | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|-------|------|---------------|---------|------------------|-----------------------|
| Valid | 1.00 | 3 | 3.8 | 3.8 | 3.8 |
| | 2.00 | 11 | 13.8 | 13.8 | 17.5 |
| | 3.00 | 21 | 26.3 | 26.3 | 43.8 |
| | 4.00 | 41 | 51.3 | 51.3 | 95.0 |
| | 5.00 | 4 | 5.0 | 5.0 | 100.0 |
| Total | | 80 | 100.0 | 100.0 | |

X51

| | Frekuensi | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 1.00 | 1 | 1.3 | 1.3 | 1.3 |
| 2.00 | 16 | 20.0 | 20.0 | 21.3 |
| 3.00 | 30 | 37.5 | 37.5 | 58.8 |
| 4.00 | 27 | 33.8 | 33.8 | 92.5 |
| 5.00 | 6 | 7.5 | 7.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 | |

X52

| | Frekuensi | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 1.00 | 1 | 1.3 | 1.3 | 1.3 |
| 2.00 | 16 | 20.0 | 20.0 | 21.3 |
| 3.00 | 20 | 25.0 | 25.0 | 46.3 |
| 4.00 | 30 | 37.5 | 37.5 | 83.8 |
| 5.00 | 13 | 16.3 | 16.3 | 100.0 |
| Total | 80 | 100.0 | 100.0 | |

KUESIONER

Jawablah pertanyaan di bawah ini dengan menggunakan tanda silang (x) sesuai dengan identitas anda.

1. Jenis kelamin Saudara/i
 - a. Laki-laki
 - b. Perempuan

2. Usia/umur Saudara/i
 - a. 17-20 tahun
 - b. 21-24 tahun

3. Pendapatan atau kiriman Saudara/i per bulan
 - a. \leq Rp. 500.000
 - b. Rp. 500.001 – Rp. 1.000.000
 - c. Rp. 1.000.001 – Rp. 1.500.000

4. Sebelum menggunakan provider Telkomsel (misal Simpati, AS dan Halo) anda menggunakan provider GSM lain
- Exelcomindo (misal XL BEBAS, XL JEMPOL, EXPLORE)
 - Indonesian Satellite Corporation-Indosat (misal Mentari, Im3)
 - Hutchison CP Telecommunications (Three)
 - Natrindo Telepon Seluler (Axis)

Berikan tanda silang (X) pada jawaban yang sesuai dengan pendapat anda dengan memilih salah satu jawaban yang telah disediakan.

Keterangan:

- SS = Sangat Setuju
 S = Setuju
 R = Ragu-ragu
 TS = Tidak Setuju
 STS = Sangat Tidak Setuju

A. Mohon pendapat Saudara/i yang saat ini memakai operator seluler Telkomsel (misal Simpati dan kartu AS)

| A. Variabel Jaringan (X_1) | SS | S | KS | TS | STS |
|--|-----------|----------|-----------|-----------|------------|
| 1. Saya menggunakan Telkomsel karena jaringannya berkualitas 2. Saya menggunakan Telkomsel karena jangkauannya luas | | | | | |
| B. Variabel Tarif Operator (X_2) | SS | S | KS | TS | STS |
| 1. Saya menggunakan operator seluler Telkomsel karena tarif telepon terjangkau 2. Saya menggunakan operator seluler Telkomsel karena tarif SMS terjangkau 3. Saya menggunakan operator seluler Telkomsel karena tarif MMS terjangkau 4. Saya menggunakan operator seluler Telkomsel karena tarif internet (GPRS) terjangkau | | | | | |

| C. Variabel Promosi (X₃) | SS | S | KS | TS | STS |
|---|-----------|----------|-----------|-----------|------------|
| 1. Saya tertarik menggunakan produk ini karena melihat iklannya yang menarik 2. Saya tertarik menggunakan produk ini karena adanya pamerannya yang | | | | | |
| D. Variabel Kemudahan Isi Ulang (X₄) | SS | S | KS | TS | STS |
| 1. Saya memilih memakai kartu telepon ini karena mudah menemukan penjualan isi ulang yang tersedia di banyak tempat isi ulang 2. Saya memilih memakai kartu telepon ini karena tersedia dalam bentuk <i>voucher</i> dan elektronik | | | | | |
| E. Variabel Layanan Pelanggan (X₅) | SS | S | KS | TS | STS |
| 1. Saya dapat menghubungi layanan pelanggan 1x24 jam setiap hari 2. Saya dapat menghubungi layanan pelanggan tanpa dikenakan biaya (bebas pulsa) | | | | | |

B. Mohon pendapat Saudara/i yang sebelumnya menggunakan operator seluler lain dan sekarang berpindah menggunakan Telkomsel

| A. Variabel Jaringan (X₁) | SS | S | KS | TS | STS |
|---|-----------|----------|-----------|-----------|------------|
| 1. Dulu saya menggunakan provider lain karena jangkauannya berkualitas 2. Dulu saya menggunakan provider lain karena jangkauannya luas | | | | | |
| B. Variabel Tarif Operator (X₂) | SS | S | KS | TS | STS |
| 1. Saya dulu menggunakan provider lain karena tarif telepon terjangkau 2. Saya dulu menggunakan provider lain karena tarif SMS terjangkau 3. Saya dulu menggunakan provider lain karena tarif MMS terjangkau 4. Saya dulu menggunakan provider lain karena tarif internet terjangkau | | | | | |

| C. Variabel Promosi (X₃) | SS | S | KS | TS | STS |
|--|-----------|----------|-----------|-----------|------------|
| 1. Saya dulu tertarik menggunakan produk lain karena melihat iklannya yang menarik 2. Saya tertarik menggunakan produk lain karena adanya pamerannya yang menarik | | | | | |
| D. Variabel Kemudahan Isi Ulang (X₄) | SS | S | KS | TS | STS |
| 1. Saya dulu memilih memakai kartu telepon lain karena mudah menemukan penjualan isi ulang yang tersedia di banyak tempat isi ulang 2. Saya dulu memilih memakai kartu telepon ini karena tersedia dalam bentuk <i>voucher</i> dan elektronik | | | | | |
| E. Variabel Layanan Pelanggan (X₅) | SS | S | KS | TS | STS |
| 1. Saya dulu dapat menghubungi layanan pelanggan 1x24 jam setiap hari 2. Saya dulu dapat menghubungi layanan pelanggan tanpa dikenakan biaya (bebas pulsa) | | | | | |

Variabel Perpindahan Konsumen dari Operator Seluler Lain ke Telkomsel (Y)