

DAFTAR LAMPIRAN

DAFTAR LAMPIRAN

LAMPIRAN 1

KUESIONER

IDENTIFIKASI PENGARUH CITA RASA, SLOGAN, DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN

(Studi Kasus Warung Rawon Kalkulator Taman Bungkul Surabaya)

Bersama ini, saya meminta kesediaan anda untuk mengisi daftar kuesioner yang diberikan. Informasi yang anda berikan merupakan bantuan yang sangat berarti bagi saya dalam menyelesaikan penelitian ini. Atas bantuan dan perhatian anda, terima kasih.

IDENTITAS RESPONDEN

Jenis kelamin : Perempuan Laki-laki

Pekerjaan : Pelajar/Mahasiswa Swasta PNS
 Lain - lain

Umur (Tahun) : 15-20 20-28 28-35 35-40

Pendapatan : 500-1 jt 1-1,5 jt 1,5-2 jt 2-3jt

Berilah tanda (√) pada setiap jawaban yang anda pilih !

KETERANGAN

SS	S	KS	TS	STS
Sangat Setuju	Setuju	Kurang setuju	Tidak Setuju	Sangat Tidak Setuju

Cita Rasa (X₁)

Pernyataan	Alternatif Jawaban				
	SS	S	KS	TS	STS
Cita Rasa					
1. Rasa dari rawon kalkulator berbeda dari rawon yang lain					
2. Rasa rawon kalkulator nikmat					
3. Tekstur daging yang disediakan sebagai lauk dari rawon lunak					

2. Slogan (X₂)

Pernyataan	Alternatif Jawaban				
	SS	S	KS	TS	STS
Slogan					
1. Slogan rawon “Kalkulator” merupakan slogan yang menarik					
2. Slogan rawon “Kalkulator” menggunakan kata yang singkat					
3. Slogan rawon “Kalkulator” sangat mudah diingat					

3. Kualitas Pelayanan (X₃)

Pernyataan	Alternatif Jawaban				
	SS	S	KS	TS	STS
Kualitas Pelayanan					
A. Berwujud (Tangibles)					
1. Kebersihan peralatan makan di warung rawon kalkulator					
2. Penataan ruangan yang baik					
B. Keandalan (Reliability)					
3. Ketepatan jam buka dan tutup warung rawon kalkulator					
4. Kesesuaian biaya yang dibayarkan dengan yang dipesan oleh konsumen/pelanggan rawon kalkulator					
C. Ketanggapan (Responsiveness)					
5. Pelayan melayani pelanggan dengan cepat					
6. Pelayan mengatur tempat duduk saat warung rawon kalkulator penuh					
D. Jaminan (Assurance)					
7. Pelayan menguasai informasi menu yang dijual					
8. Pelayan mampu menjelaskan menu dengan meyakinkan kepada pelanggan saat ditanya.					
E. Empati (Emphaty)					
9. Pelayan fokus melayani pelanggan					

4. Kepuasan Konsumen (Y)

Pernyataan	Alternatif Jawaban				
	SS	S	KS	TS	STS
Kepuasan Konsumen					
1. Anda berminat berkunjung kembali untuk mencoba rawon kalkulator					
2. Anda merekomendasikan kepada teman atau kerabat terdekat tentang rawon kalkulator					
3. Pernahkah anda komplain ketika membeli rawon kalkulator					
4. Seberapa sering anda komplain					

LAMPIRA
N 2

**TABULAS
I DATA
TABULAS
I CITA**

RASA (X1)

NO RESPONDEN	VARIABEL X1			TOTAL SCORE	RATA - RATA
	1	2	3		
1	5	5	4	14	4,6666667
2	2	4	3	9	3
3	4	3	4	11	3,6666667
4	3	3	2	8	2,6666667
5	5	4	5	14	4,6666667
6	5	5	4	14	4,6666667
7	5	5	4	14	4,6666667
8	5	4	5	14	4,6666667
9	4	3	5	12	4
10	3	3	2	8	2,6666667
11	3	3	4	10	3,3333333
12	3	3	4	10	3,3333333
13	4	3	5	12	4
14	5	4	5	14	4,6666667
15	5	3	4	12	4
16	5	4	5	14	4,6666667
17	5	4	5	14	4,6666667

18	3	4	4	11	3,6666667
19	5	4	5	14	4,6666667
20	5	5	4	14	4,6666667
21	4	3	5	12	4
22	4	3	4	11	3,6666667
23	3	3	2	8	2,6666667
24	5	4	5	14	4,6666667
25	5	5	4	14	4,6666667
26	5	5	4	14	4,6666667
27	5	4	5	14	4,6666667
28	4	3	5	12	4
29	5	4	5	14	4,6666667
30	1	3	4	8	2,6666667
31	2	4	1	7	2,3333333
32	3	4	1	8	2,6666667
33	4	2	4	10	3,3333333
34	2	5	3	10	3,3333333
35	3	4	3	10	3,3333333
36	2	4	1	7	2,3333333
37	2	4	4	10	3,3333333
38	3	5	2	10	3,3333333
39	5	2	1	8	2,6666667
40	5	4	5	14	4,6666667
41	4	3	4	11	3,6666667
42	4	2	5	11	3,6666667
43	3	3	5	11	3,6666667
44	2	3	4	9	3
45	1	4	2	7	2,3333333
46	4	5	1	10	3,3333333
47	1	2	4	7	2,3333333
48	3	5	3	11	3,6666667
49	3	1	4	8	2,6666667
50	4	4	5	13	4,3333333
51	5	4	4	13	4,3333333
52	4	3	5	12	4

53	2	3	3	8	2,6666667
54	3	4	4	11	3,6666667
55	3	2	3	8	2,6666667
56	2	5	3	10	3,3333333
57	3	4	4	11	3,6666667
58	2	5	3	10	3,3333333
59	5	4	4	13	4,3333333
60	4	5	2	11	3,6666667
61	4	3	4	11	3,6666667
62	1	3	5	9	3
63	2	4	3	9	3
64	4	3	1	8	2,6666667
65	3	4	3	10	3,3333333
66	1	3	4	8	2,6666667
67	2	4	3	9	3
68	2	4	4	10	3,3333333
69	1	5	4	10	3,3333333
70	2	5	3	10	3,3333333
71	1	3	3	7	2,3333333
72	3	4	3	10	3,3333333
73	4	3	4	11	3,6666667
74	3	2	5	10	3,3333333
75	4	4	4	12	4
76	1	5	4	10	3,3333333
77	5	2	3	10	3,3333333
78	3	4	5	12	4
79	3	4	4	11	3,6666667
80	2	4	5	11	3,6666667
81	2	3	4	9	3
82	4	1	5	10	3,3333333
83	4	5	2	11	3,6666667
84	1	4	5	10	3,3333333
85	5	2	4	11	3,6666667
86	4	5	5	14	4,6666667

TABULASI SLOGAN (X2)

NO RESPONDEN	VARIABEL X1			TOTAL SCORE	RATA - RATA
	1	2	3		
1	4	4	4	12	4
2	2	5	5	12	4
3	5	5	5	15	5
4	4	4	4	12	4
5	5	5	5	15	5
6	5	4	5	14	4,666667
7	4	4	4	12	4
8	5	5	5	15	5
9	5	4	5	14	4,666667
10	4	4	4	12	4
11	4	5	4	13	4,333333
12	2	2	2	6	2
13	5	4	5	14	4,666667
14	5	5	5	15	5
15	4	5	4	13	4,333333
16	4	4	4	12	4
17	4	4	4	12	4
18	5	5	5	15	5
19	4	3	4	11	3,666667
20	4	4	4	12	4
21	4	5	4	13	4,333333
22	5	5	5	15	5
23	4	4	4	12	4
24	5	5	5	15	5
25	5	4	5	14	4,666667
26	4	4	4	12	4
27	5	5	5	15	5
28	5	4	5	14	4,666667
29	5	5	5	15	5
30	4	1	2	7	2,333333
31	3	5	1	9	3

32	2	2	3	7	2,333333
33	4	3	4	11	3,666667
34	3	5	2	10	3,333333
35	1	4	5	10	3,333333
36	1	5	2	8	2,666667
37	1	5	4	10	3,333333
38	1	4	3	8	2,666667
39	4	3	3	10	3,333333
40	3	3	2	8	2,666667
41	3	3	4	10	3,333333
42	3	3	4	10	3,333333
43	1	3	2	6	2
44	3	4	2	9	3
45	2	3	4	9	3
46	1	4	2	7	2,333333
47	3	4	2	9	3
48	3	4	3	10	3,333333
49	2	4	3	9	3
50	1	5	2	8	2,666667
51	1	3	5	9	3
52	4	3	4	11	3,666667
53	3	3	2	8	2,666667
54	1	4	2	7	2,333333
55	1	5	4	10	3,333333
56	3	2	2	7	2,333333
57	1	4	5	10	3,333333
58	4	3	2	9	3
59	5	4	2	11	3,666667
60	1	3	4	8	2,666667
61	2	4	1	7	2,333333
62	2	3	5	10	3,333333
63	2	5	1	8	2,666667
64	2	4	3	9	3
65	2	1	5	8	2,666667

66	2	4	5	11	3,666667
67	3	1	5	9	3
68	2	5	1	8	2,666667
69	5	4	1	10	3,333333
70	1	4	1	6	2
71	4	1	3	8	2,666667
72	5	2	4	11	3,666667
73	3	4	2	9	3
74	3	2	2	7	2,333333
75	2	5	3	10	3,333333
76	4	3	1	8	2,666667
77	2	4	2	8	2,666667
78	3	5	2	10	3,333333
79	4	3	4	11	3,666667
80	4	2	4	10	3,333333
81	1	5	3	9	3
82	5	4	2	11	3,666667
83	4	4	1	9	3
84	3	2	5	10	3,333333
85	5	1	3	9	3
86	2	4	4	10	3,333333
87	3	5	1	9	3
88	5	1	2	8	2,666667
89	1	3	4	8	2,666667
90	4	5	2	11	3,666667
91	2	1	4	7	2,333333
92	2	4	5	11	3,666667
93	4	4	2	10	3,333333
94	3	2	4	9	3
95	1	3	3	7	2,333333
96	1	5	4	10	3,333333
97	2	4	3	9	3
98	3	4	1	8	2,666667
99	2	2	5	9	3

100	3	2	5	10	3,333333
SKOR TOTAL				1018	339,3333
					3,393333

TABULASI KUALITAS PELAYANAN (X3)

NO RESPONDEN	VARIABEL X3									TOTAL SCORE	RATA - RATA
	1	2	3	4	5	6	7	8	9		
1	5	4	4	5	4	4	4	4	4	38	4,222222
2	5	4	5	4	3	5	3	4	3	36	4
3	4	4	4	3	5	5	5	5	5	40	4,444444
4	3	2	2	3	4	4	4	4	4	30	3,333333
5	5	5	5	3	5	5	5	5	5	43	4,777778
6	5	5	4	5	4	4	5	5	4	41	4,555556
7	5	4	4	5	4	4	4	4	4	38	4,222222
8	5	5	5	4	5	5	5	5	5	44	4,888889
9	4	5	5	5	4	4	5	5	4	41	4,555556
10	3	2	2	3	4	4	4	4	4	30	3,333333
11	4	5	4	5	5	5	4	4	5	41	4,555556
12	3	3	4	4	4	4	4	2	4	32	3,555556
13	4	3	5	4	5	5	4	5	5	40	4,444444
14	3	3	4	2	2	3	2	4	3	26	2,888889
15	4	3	5	5	4	4	5	4	3	37	4,111111
16	5	3	4	4	5	5	4	4	4	38	4,222222
17	5	3	4	4	5	5	4	4	4	38	4,222222
18	5	3	5	5	5	5	5	5	4	42	4,666667
19	5	5	5	4	3	3	4	4	4	37	4,111111
20	5	4	4	5	4	4	4	4	4	38	4,222222
21	4	5	5	3	5	5	4	4	5	40	4,444444
22	4	4	4	3	5	5	5	5	5	40	4,444444
23	3	2	2	3	4	4	4	4	4	30	3,333333
24	5	5	5	3	5	5	5	5	5	43	4,777778

25	5	5	4	5	4	4	5	5	4	41	4,555556
26	5	4	4	5	4	4	4	4	4	38	4,222222
27	5	5	5	4	5	5	5	5	5	44	4,888889
28	4	5	5	5	4	4	5	5	4	41	4,555556
29	5	5	5	4	5	5	5	5	5	44	4,888889
30	3	1	4	5	2	5	4	4	3	31	3,444444
31	2	5	4	3	4	4	2	4	3	31	3,444444
32	2	4	3	2	5	5	4	1	4	30	3,333333
33	1	3	4	5	5	3	4	2	4	31	3,444444
34	3	3	2	4	4	4	3	4	3	30	3,333333
35	1	4	5	3	5	3	5	4	1	31	3,444444
36	5	3	4	2	4	2	5	4	3	32	3,555556
37	2	3	4	3	4	4	2	4	5	31	3,444444
38	1	4	5	5	2	2	5	1	3	28	3,111111
39	1	3	5	5	4	5	4	4	1	32	3,555556
40	3	3	2	4	4	4	3	4	3	30	3,333333
41	3	3	4	4	2	4	1	3	5	29	3,222222
42	3	3	4	2	2	2	3	4	3	26	2,888889
43	4	3	5	2	4	3	4	1	4	30	3,333333
44	1	4	5	5	5	5	3	2	3	33	3,666667
45	5	3	1	4	5	4	4	4	2	32	3,555556
46	1	4	5	4	3	4	5	3	2	31	3,444444
47	2	4	1	3	4	4	5	1	5	29	3,222222
48	3	4	3	5	5	2	2	5	2	31	3,444444
49	5	2	5	1	3	1	2	3	5	27	3
50	5	3	4	4	2	4	3	4	1	30	3,333333
51	2	3	2	4	5	4	2	2	4	28	3,111111
52	2	3	4	2	5	5	4	5	1	31	3,444444
53	3	3	2	4	4	4	3	4	3	30	3,333333
54	2	4	5	5	4	5	3	1	2	31	3,444444
55	3	2	4	1	4	2	5	4	5	30	3,333333
56	5	1	4	4	4	4	3	1	5	31	3,444444

57	1	4	5	2	5	3	5	3	5	33	3,666667
58	4	3	5	3	4	5	2	1	4	31	3,444444
59	3	4	2	5	2	5	1	5	5	32	3,555556
60	1	3	2	4	5	2	5	5	3	30	3,333333
61	1	4	5	3	5	4	2	2	5	31	3,444444
62	3	3	5	2	4	3	5	4	1	30	3,333333
63	4	5	4	4	3	4	1	4	2	31	3,444444
64	2	5	3	3	5	2	4	3	3	30	3,333333
65	3	2	3	5	2	5	5	5	1	31	3,444444
66	2	4	4	5	1	4	4	5	1	30	3,333333
67	2	4	2	5	5	2	4	1	5	30	3,333333
68	4	3	2	5	4	1	5	2	2	28	3,111111
69	5	5	2	4	3	3	1	4	4	31	3,444444
70	5	4	5	3	3	2	4	3	3	32	3,555556
71	2	3	4	3	3	4	5	5	1	30	3,333333
72	4	2	5	3	3	4	4	3	3	31	3,444444
73	3	3	5	2	3	5	5	1	1	28	3,111111
74	1	4	4	5	4	5	2	3	3	31	3,444444
75	5	4	2	5	3	4	4	4	1	32	3,555556
76	4	1	5	2	4	5	5	1	5	32	3,555556
77	2	4	4	1	4	5	1	5	2	28	3,111111
78	3	5	3	3	4	2	5	1	3	29	3,222222
79	3	5	4	1	4	1	3	5	5	31	3,444444
80	1	4	2	5	5	4	4	3	2	30	3,333333
81	5	4	3	4	3	5	2	4	1	31	3,444444
82	1	3	5	4	3	4	5	4	2	31	3,444444
83	2	3	3	3	3	2	4	3	3	26	2,888889
84	3	4	3	5	4	5	1	5	2	32	3,555556
85	1	3	3	2	5	4	4	5	1	28	3,111111
86	2	5	3	5	1	4	4	2	5	31	3,444444
87	3	4	2	5	4	5	4	5	3	35	3,888889
88	4	5	4	4	3	5	4	4	4	37	4,111111

89	1	4	4	3	3	5	3	5	2	30	3,333333
90	4	5	2	5	3	4	2	1	5	31	3,444444
91	4	2	4	4	3	4	4	3	4	32	3,555556
92	2	3	5	2	5	5	3	3	2	30	3,333333
93	4	4	2	1	5	3	5	4	3	31	3,444444
94	1	3	5	4	4	4	2	5	4	32	3,555556
95	3	2	1	5	5	5	5	5	4	35	3,888889
96	4	3	4	1	4	5	2	4	5	32	3,555556
97	2	4	3	4	4	4	4	3	5	33	3,666667
98	2	4	4	1	5	5	5	4	5	35	3,888889
99	4	5	4	5	4	1	5	3	1	32	3,555556
100	3	5	3	4	4	4	4	5	1	33	3,666667
SKOR TOTAL										3296	366,2222
											3,662222

TABULASI KEPUASAN KONSUMEN (Y)

NO RESPONDEN	VARIABEL X1				TOTAL SCORE	RATA - RATA
	1	2	3	4		
1	5	4	5	5	19	4,75
2	4	5	4	4	17	4,25
3	4	5	4	4	17	4,25
4	3	4	3	3	13	3,25
5	5	5	5	5	20	5
6	5	4	5	5	19	4,75
7	5	4	5	5	19	4,75
8	5	5	5	5	20	5
9	4	4	4	4	16	4
10	3	4	3	3	13	3,25
11	5	5	5	5	20	5
12	3	4	3	3	13	3,25
13	4	5	4	4	17	4,25
14	3	2	3	3	11	2,75
15	4	4	4	4	16	4
16	5	5	5	5	20	5
17	5	5	5	5	20	5
18	5	5	5	5	20	5
19	5	3	5	5	18	4,5
20	5	4	5	5	19	4,75
21	4	5	4	4	17	4,25

22	4	5	4	4	17	4,25
23	3	4	3	3	13	3,25
24	5	5	5	5	20	5
25	5	4	5	5	19	4,75
26	5	4	5	5	19	4,75
27	5	5	5	5	20	5
28	4	4	4	4	16	4
29	5	5	5	5	20	5
30	5	5	2	4	16	4
31	4	5	2	3	14	3,5
32	4	4	1	2	11	2,75
33	5	3	3	2	13	3,25
34	4	4	3	1	12	3
35	5	3	4	3	15	3,75
36	3	4	3	5	15	3,75
37	4	3	2	3	12	3
38	2	4	2	3	11	2,75
39	2	4	1	1	8	2
40	4	5	3	2	14	3,5
41	4	1	4	3	12	3
42	3	5	2	4	14	3,5
43	3	4	2	5	14	3,5
44	4	3	5	2	14	3,5
45	3	2	3	3	11	2,75
46	4	4	4	2	14	3,5
47	4	5	4	3	16	4
48	5	5	5	5	20	5
49	5	4	3	3	15	3,75
50	3	4	4	3	14	3,5
51	2	4	2	4	12	3
52	4	4	1	3	12	3
53	4	5	4	4	17	4,25
54	5	5	3	5	18	4,5
55	4	4	4	2	14	3,5
56	5	5	2	1	13	3,25
57	5	4	3	3	15	3,75
58	4	4	4	2	14	3,5
59	5	5	4	4	18	4,5
60	5	4	5	3	17	4,25
61	5	5	3	2	15	3,75
62	4	5	4	3	16	4
63	5	5	2	4	16	4
64	2	4	3	5	14	3,5
65	4	3	4	2	13	3,25
66	3	5	2	3	13	3,25
67	5	4	2	4	15	3,75
68	5	5	4	1	15	3,75
69	5	5	3	3	16	4

70	5	4	3	3	15	3,75
71	4	3	4	4	15	3,75
72	3	3	2	2	10	2,5
73	3	3	4	2	12	3
74	3	3	1	4	11	2,75
75	4	3	4	3	14	3,5
76	5	4	2	4	15	3,75
77	5	3	4	3	15	3,75
78	5	4	3	5	17	4,25
79	5	4	3	2	14	3,5
80	3	4	2	3	12	3
81	1	4	2	4	11	2,75
82	5	5	3	2	15	3,75
83	4	3	2	4	13	3,25
84	4	3	1	5	13	3,25
85	3	3	2	4	12	3
86	5	4	1	3	13	3,25
87	5	5	2	3	15	3,75
88	5	5	4	5	19	4,75
89	5	4	2	2	13	3,25
90	4	3	1	4	12	3
91	5	4	2	3	14	3,5
92	5	3	1	4	13	3,25
93	4	4	1	3	12	3
94	2	5	2	4	13	3,25
95	2	5	3	3	13	3,25
96	4	4	4	2	14	3,5
97	5	5	5	2	17	4,25
98	5	4	4	3	16	4
99	4	4	2	1	11	2,75
100	5	5	3	1	14	3,5
SKOR TOTAL					1499	374,75
						3,7475

LAMPIRAN 3

Output Validitas dan Reliabilitas

Cita rasa (X1)

Correlations

		X1	X2	X3	total_score
X1	Pearson Correlation	1	.540**	.619**	.915**
	Sig. (2-tailed)		.002	.000	.000
	N	30	30	30	30
X2	Pearson Correlation	.540**	1	.164	.682**
	Sig. (2-tailed)	.002		.387	.000
	N	30	30	30	30
X3	Pearson Correlation	.619**	.164	1	.777**
	Sig. (2-tailed)	.000	.387		.000
	N	30	30	30	30
Total_score	Pearson Correlation	.915**	.682**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Slogan (X2)

Correlations

		X1	X2	X3	Total_score
X1	Pearson Correlation	1	.439*	.739**	.857**
	Sig. (2-tailed)		.015	.000	.000
	N	30	30	30	30
X2	Pearson Correlation	.439*	1	.653**	.801**
	Sig. (2-tailed)	.015		.000	.000
	N	30	30	30	30
X3	Pearson Correlation	.739**	.653**	1	.921**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
Total_score	Pearson Correlation	.857**	.801**	.921**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

Correlations

		a	b	c	d	e	f	g	h	i	j
a	Pearson Correlation	1	.597**	.559**	.503**	.295	.343	.315	.375*	.196	.732**
	Sig. (2-tailed)		.000	.001	.005	.113	.063	.090	.041	.299	.000

N		30	30	30	30	30	30	30	30	30	30
b	Pearson Correlation	.597**	1	.658**	.326	.217	.210	.415*	.442*	.462*	.772**
	Sig. (2-tailed)	.000		.000	.079	.250	.266	.022	.015	.010	.000
	N	30	30	30	30	30	30	30	30	30	30
c	Pearson Correlation	.559**	.658**	1	.277	.186	.305	.306	.370*	.188	.687**
	Sig. (2-tailed)	.001	.000		.139	.326	.102	.100	.044	.319	.000
	N	30	30	30	30	30	30	30	30	30	30
d	Pearson Correlation	.503**	.326	.277	1	.067	-.053	.285	.015	-.151	.436*
	Sig. (2-tailed)	.005	.079	.139		.726	.782	.127	.937	.427	.016
	N	30	30	30	30	30	30	30	30	30	30
e	Pearson Correlation	.295	.217	.186	.067	1	.848**	.618**	.363*	.806**	.683**
	Sig. (2-tailed)	.113	.250	.326	.726		.000	.000	.049	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
f	Pearson Correlation	.343	.210	.305	-.053	.848**	1	.361*	.349	.649**	.622**
	Sig. (2-tailed)	.063	.266	.102	.782	.000		.050	.059	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
g	Pearson Correlation	.315	.415*	.306	.285	.618**	.361*	1	.604**	.480**	.718**
	Sig. (2-tailed)	.090	.022	.100	.127	.000	.050		.000	.007	.000
	N	30	30	30	30	30	30	30	30	30	30
h	Pearson Correlation	.375*	.442*	.370*	.015	.363*	.349	.604**	1	.408*	.637**
	Sig. (2-tailed)	.041	.015	.044	.937	.049	.059	.000		.025	.000
	N	30	30	30	30	30	30	30	30	30	30
i	Pearson Correlation	.196	.462*	.188	-.151	.806**	.649**	.480**	.408*	1	.634**
	Sig. (2-tailed)	.299	.010	.319	.427	.000	.000	.007	.025		.000
	N	30	30	30	30	30	30	30	30	30	30
j	Pearson Correlation	.732**	.772**	.687**	.436*	.683**	.622**	.718**	.637**	.634**	1
	Sig. (2-tailed)	.000	.000	.000	.016	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30

Kualitas Pelayanan (X3)

KEPAUSAN KONSUMEN (Y)

Correlations

		a	b	c	d	e
a	Pearson Correlation	1	.383*	1.000**	1.000**	.968**
	Sig. (2-tailed)		.036	.000	.000	.000
	N	30	30	30	30	30
b	Pearson Correlation	.383*	1	.383*	.383*	.602**
	Sig. (2-tailed)	.036		.036	.036	.000
	N	30	30	30	30	30
c	Pearson Correlation	1.000**	.383*	1	1.000**	.968**
	Sig. (2-tailed)	.000	.036		.000	.000
	N	30	30	30	30	30
d	Pearson Correlation	1.000**	.383*	1.000**	1	.968**
	Sig. (2-tailed)	.000	.036	.000		.000
	N	30	30	30	30	30
e	Pearson Correlation	.968**	.602**	.968**	.968**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

Reliabilitas

Cita rasa (X1)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.708	3

Slogan (X2)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.819	3

Kualitas Pelayanan (X3)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.829	9

Kepuasan Konsumen (Y)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.903	4

LAMPIRAN 4

Output Asumsi Klasik

**Uji
Multikolonieritas**

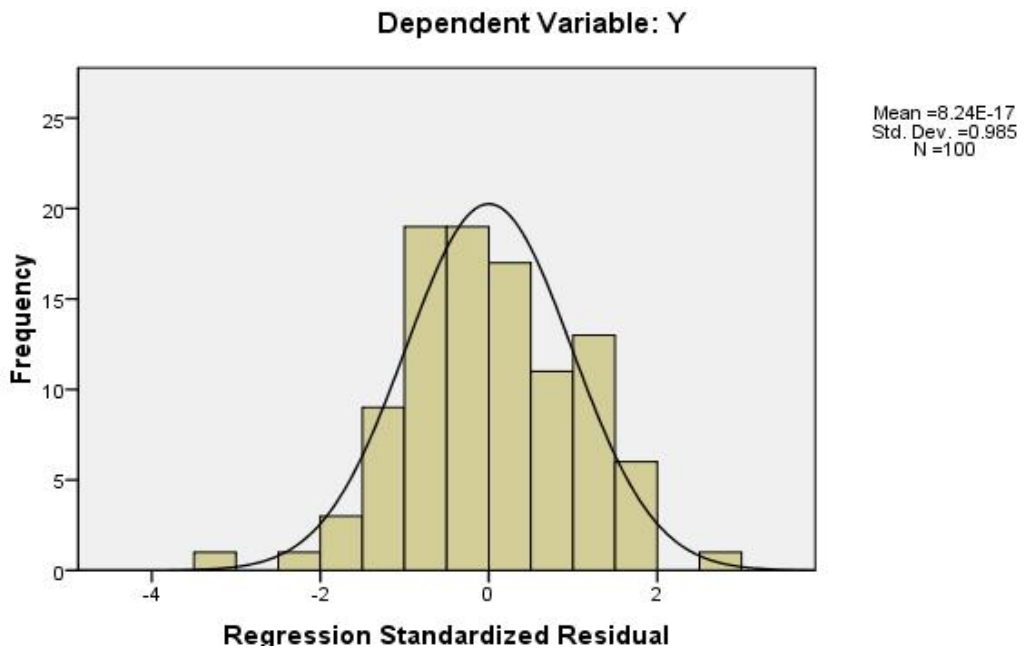
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Cita rasa	.697	1.436
	Slogan	.488	2.049
	Kualitas pelayanan	.468	2.139

Uji Normalitas Model Kolmogorov

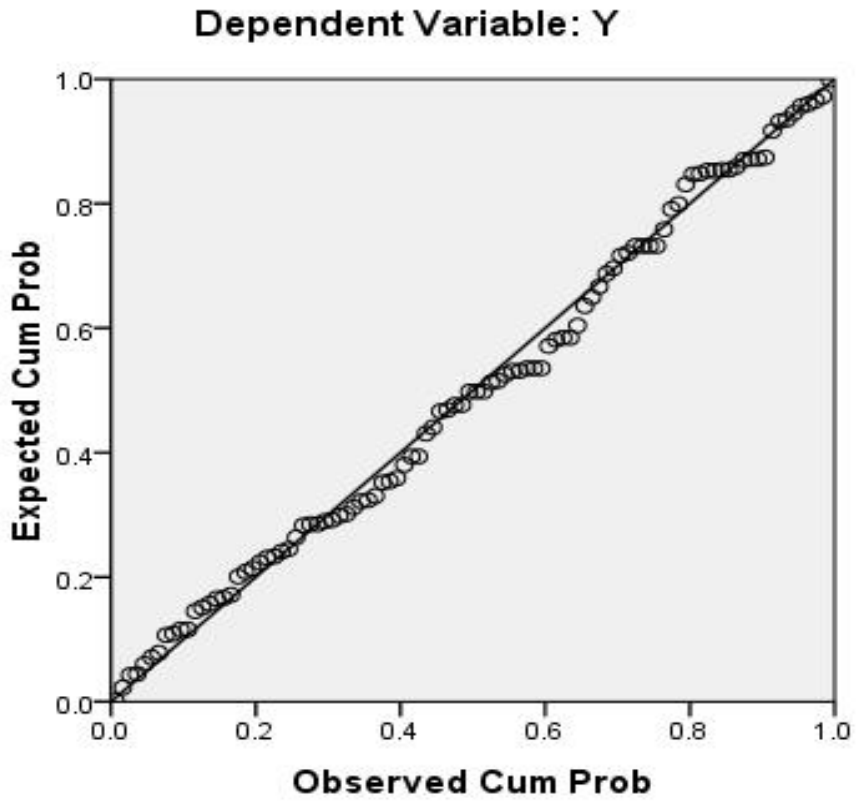
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.91096541
Most Extreme Differences	Absolute	.065
	Positive	.065
	Negative	-.053
Kolmogorov-Smirnov Z		.651
Asymp. Sig. (2-tailed)		.790

Uji Normalitas Model Histogram



Uji Normalitas Model P Plot



Uji Heteroskedastisitas

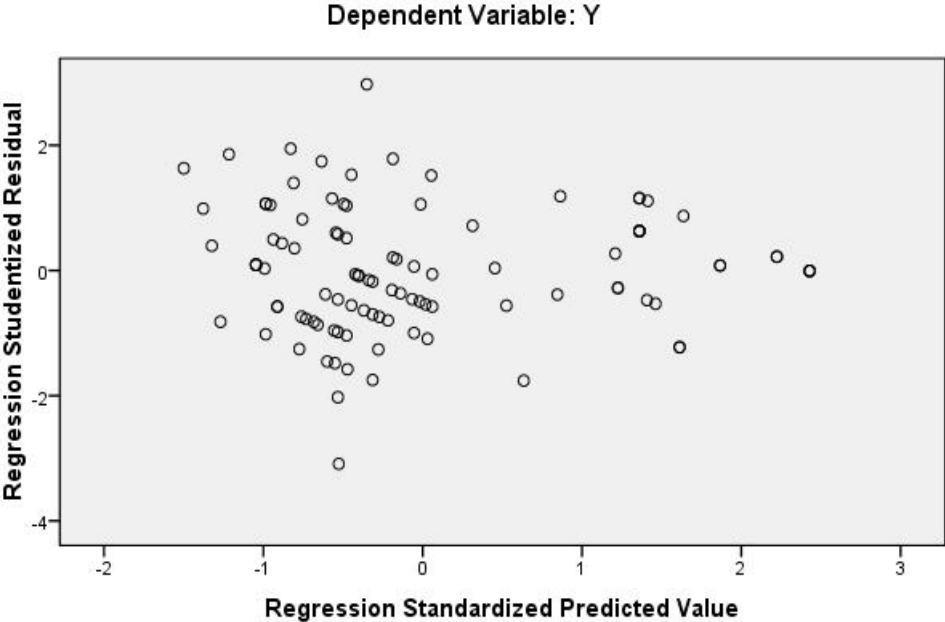
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.708	.880		4.212	.000
	X1	-.068	.067	-.118	-1.007	.316
	X2	-.056	.067	-.116	-.829	.409
	X3	-.028	.037	-.107	-.748	.456

a. Dependent Variable: RES2

Uji Heteroskedastisitas Model Scatterplot

Scatterplot



LAMPIRAN 5

Output Hipotesis

ANALISIS REGRESI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.663	1.502		-.442	.660
X1	.263	.115	.190	2.288	.024
X2	-.113	.115	-.097	-.980	.330
X3	.425	.063	.684	6.731	.000

a. Dependent Variable: Y

Uji Korelasi

Correlations

		X1	X2	X3	Y
X1	Pearson Correlation	1	.491**	.526**	.502**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2	Pearson Correlation	.491**	1	.701**	.476**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3	Pearson Correlation	.526**	.701**	1	.716**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Y	Pearson Correlation	.502**	.476**	.716**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Uji Koefisien Determinasi R²

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 ^a	.566	.552	1.841

Uji Simultan (Uji F)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	423.063	3	141.021	37.405	.000 ^a
	Residual	361.927	96	3.770		
	Total	784.990	99			

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

LAMPIRAN 6

LOKASI PENELITIAN

Gambar Warung Rawon Kalkulator dari luar



Gambar Warung Rawon Kalkulator Dari Dalam



Gambar Rawon Kalkulator

