

LAMPIRAN 1: Kuisisioner

Responden yang terhormat,

Sehubungan dengan penelitian yang akan saya lakukan penyusunan skripsi maka dari itu saya,

Nama : Yomitha Gracesela Notanubun

NPM : 1211800341

Fakultas / Prodi : Ekonomi dan Bisnis / Manajemen

Universitas : Universitas 17 Agustus 1945 Surabaya

Bermaksud untuk melakukan penelitian ini dengan judul “**Pengaruh Cita Rasa, Persepsi Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Mixue Ice Cream and Tea**” Peneliti mengucapkan terima kasih banyak atas kesediaan Saudara / i yang telah berpartisipasi dalam pengisian kuisisioner ini.

Surabaya, 15 Desember 2022

Peneliti

Yomitha Gracesela Notanubun

A. Profil Responden

Berilah tanda (✓) untuk setiap jawaban yang menurut anda paling sesuai dengan diri anda

1. Nama :

2. Jenis Kelamin : Laki-Laki Perempuan

3. Usia : 1-19 Tahun 26-31 Tahun

20-25 Tahun >32 Tahun

B. Petunjuk Kuisioner:

1. Sebelum mengisi kuisioner ini, mohon Bapak/Ibu/saudara/I membaca setiap butir pertanyaan yang cermat
2. Saudara tinggal beri tanda *Check List* (✓) pada kolom yang sesuai dengan pilihan
3. Untuk butir Pertanyaan hanya diperbolehkan salah satu jawaban saja
4. Semua pertanyaan mohon dijawab tanpa ada satupun yang terlewat

C. Keterangan Jawaban :

1. SS : Sangat Setuju
2. S : Setuju
3. CS : Cukup Setuju
4. TS : Tidak Setuju
5. STS : Sangat Tidak Setuju

Cita Rasa (X1)

No.	Pernyataan	Pilihan Jawaban				
		SS	S	CS	TS	STS
Bau, Ciri Khas dan Aroma						
1.	Bau atau aroma Mixue ice cream dan tea sangatenak					
2.	Mixue ice cream and tea memiliki ciri khas yang unik					
Rasa						
3.	Rasa yang ditawarkan Mixue ice cream and tea sangat beragam.					
4.	Rasa menu ice cream and tea di Mixue sangat enak.					
Tekstur						
5.	Tekstur ice cream and tea di Mixue sangat creamy.					
6.	Tekstur Mixue ice cream and tea lembut.					

Persepsi harga (X2)

No	Pernyataan	Pilihan Jawaban				
		SS	S	CS	TS	STS
Keterjangkauan Harga						
1.	Harga yang ditawarkan Mixue ice cream and teabervariasi dan terjangkau.					
2.	Harga yang tawarkan Mixue ice cream and tea pas dengan kantong.					
Keterjangkauan Harga Dengan Kualitas Produk						
3.	Harga yang ditawarkan Mixue ice cream and tea sesuai dengan produk yang ditawarkan					
4.	Harga yang ditawarkan Mixue ice cream dan tea bervariasi sesuai dengan rasa dari produk tersebut.					
Daya Saing Harga						
5.	Harga yang ditawarkan Mixue ice cream and tea mampu bersaing dengan pesaing lainnya.					
6.	Harga yang ditawarkan Mixue ice cream and tea jauh lebih murah.					
Kesesuaian Harga Dengan Manfaat						
7.	Harga yang ditawarkan Mixue ice cream and tea sesuai dengan manfaat yang dirasakan konsumen.					
8.	Harga yang ditawarkan Mixue ice cream and tea sesuai dengan kemampuan daya beli saya.					

Kualitas Pelayanan (X3)

No	Pernyataan	Pilihan Jawaban				
		SS	S	CS	TS	STS
Kehandalan (Reliability)						
1.	Karyawan Mixue ice cream and tea cepat dalam membuat pesanan.					
2.	Ketepatan karyawan Mixue dalam member informasi					
Empati (Empathy)						
3.	Perhatian karyawan mixue dalam menerima kritik dan saran konsumen.					
4.	Kepekaan karyawan Mixue ice cream and tea dalam memahami keinginan konsumen.					
Berwujud (Tangibles)						
5.	Gerai Mixue ice cream and tea bersih					
6.	Karyawan Mixue ice cream and tea berpenampilan rapih					
Ketanggapan (Responsiveness)						
7.	Karyawan Mixue ice cream and tea cepat dalam merespon suatu permintaan dari konsumen					
8.	Kesigapan karyawan Mixue ice cream and tea dalam menerima keluhan dari konsumen.					
Jaminan Kepastian (Assurance)						
9.	Mixue Ice Cream and Tea memberikan jaminan kenyamanan.					
10.	Karyawan Mixue ice cream and tea ramah dalam berkomunikasi					

Kepuasan Konsumen (Y)

No.	Pernyataan	Pilihan Jawaban				
		SS	S	CS	TS	STS
Kualitas Produk						
1.	Saya merasa puas dengan menu ice cream and tea yang disajikan.					
2.	Saya merasa puas dengan keragaman produk yang ditawarkan Mixue ice cream and tea.					
Kualitas Pelayanan atau Jasa						
3.	Saya merasa puas dengan kinerja karyawan Mixue ice cream and tea.					
4.	Saya merasa puas dengan keramahan karyawan Mixue ice cream and tea					
Emosional						
5.	Saya bersedia merekomendasikan produk Mixue Ice Cream and Tea kepada teman/kerabat					
6.	Saya lebih menyukai produk Mixue karena terdapat beragam varian rasa.					
Harga						
7.	Saya merasa puas dengan harga yang ditawarkan Mixue Ice Cream and Tea					
8.	Saya merasa puas dengan harga yang sesuai dengan rasa dari produk Mixue ice cream and tea					

LAMPIRAN 2: Hasil Rekapitulasi Kuesioner

1. Data Jawaban Responden Indikator Pernyataan Variabel Cita Rasa (X1)

Resp	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total
1.	4	4	4	4	4	4	24
2.	4	4	2	2	2	4	18
3.	4	3	4	4	3	4	22
4.	3	4	3	4	4	3	21
5.	5	5	5	5	5	3	28
6.	3	3	3	3	3	2	17
7.	4	4	4	5	4	4	25
8.	4	4	4	5	5	4	26
9.	3	4	4	4	4	3	22
10.	5	4	4	4	4	4	25
11.	4	3	3	4	3	3	20
12.	1	5	5	5	5	5	26
13.	4	3	4	4	4	4	23
14.	5	5	5	5	5	5	30
15.	4	4	5	4	4	4	25
16.	3	5	4	5	4	5	26
17.	5	5	5	5	5	5	30
18.	3	3	3	3	4	3	19
19.	5	5	5	5	4	4	28
20.	4	4	4	4	4	4	24
21.	5	5	5	5	5	5	30
22.	4	5	5	5	5	4	28
23.	3	4	4	4	4	4	23
24.	3	3	2	2	3	3	16
25.	4	4	4	4	4	3	23
26.	5	3	5	5	4	3	25
27.	4	5	5	5	5	3	27
28.	5	3	4	4	4	3	23
29.	4	4	5	4	4	3	24
30.	4	4	4	4	4	4	24
31.	4	4	4	4	4	4	24
32.	4	4	5	5	5	3	26
33.	4	4	3	4	3	4	22
34.	3	2	4	5	5	5	24
35.	2	3	3	3	3	2	16
36.	4	3	4	4	4	5	24

37.	4	4	4	3	5	2	22
38.	4	3	4	3	4	3	21
39.	4	4	4	4	4	4	24
40.	4	5	5	5	5	5	29
41.	4	4	5	5	3	2	23
42.	5	2	4	3	5	3	22
43.	5	4	4	4	4	3	24
44.	3	4	4	4	4	4	23
45.	3	4	2	3	2	4	18
46.	3	4	4	4	4	3	22
47.	4	2	3	4	4	4	21
48.	5	5	5	5	5	5	30
49.	4	5	5	5	5	5	29
50.	5	3	3	4	4	4	23
51.	5	3	5	5	5	3	26
52.	5	4	4	4	4	4	25
53.	5	5	5	5	5	5	30
54.	4	3	3	3	3	3	19
55.	4	5	4	5	4	5	27
56.	4	5	4	4	4	5	26
57.	3	1	3	4	4	4	19
58.	5	5	5	5	5	5	30
59.	4	4	4	4	4	3	23
60.	5	4	5	5	5	3	27
61.	4	3	5	4	3	3	22
62.	3	2	4	3	4	4	20
63.	3	4	4	4	4	4	23
64.	5	5	5	5	5	5	30
65.	5	5	5	5	5	4	29
66.	4	3	4	4	4	3	22
67.	3	3	5	5	4	2	22
68.	4	2	4	4	4	3	21
69.	4	3	3	3	2	4	19
70.	3	4	4	3	4	4	22
71.	4	4	4	4	4	4	24
72.	4	3	4	4	3	4	22
73.	4	3	5	5	5	5	27
74.	5	5	5	5	5	5	30
75.	4	4	5	5	5	5	28
76.	4	4	3	3	4	3	21
77.	5	4	5	5	4	5	28
78.	5	4	4	4	4	4	25

79.	5	5	3	3	3	3	22
80.	4	5	5	4	4	4	26
81.	3	4	3	3	3	3	19
82.	4	4	4	4	4	4	24
83.	4	3	3	3	3	3	19
84.	3	3	3	3	3	3	18
85.	3	3	3	3	3	3	18
86.	5	5	5	5	5	5	30
87.	5	4	4	4	5	4	26
88.	5	5	5	5	5	5	30
89.	3	3	3	4	3	3	19
90.	3	3	4	3	4	4	21
91.	3	3	4	4	4	4	22
92.	4	3	4	4	3	3	21
93.	4	3	3	4	4	3	21
94.	3	3	4	3	3	3	19
95.	4	3	4	3	4	3	21
96.	5	3	3	3	3	3	20
97.	4	3	3	4	4	3	21
98.	3	3	4	3	3	3	19
99.	4	3	4	3	4	3	21
100.	5	3	3	3	3	3	20

40.	5	5	5	5	4	5	5	3	37
41.	4	4	5	5	5	5	5	3	36
42.	5	5	5	4	4	5	5	3	36
43.	5	5	5	5	1	5	5	4	35
44.	4	3	3	4	3	3	3	3	26
45.	4	4	4	5	4	5	5	5	36
46.	4	3	2	4	4	5	5	5	32
47.	4	4	4	2	2	2	4	4	26
48.	5	4	5	4	4	5	5	3	35
49.	5	5	5	5	5	5	5	5	40
50.	4	4	4	5	2	5	5	2	31
51.	3	5	5	5	5	5	5	5	38
52.	4	4	4	5	4	5	5	4	35
53.	5	4	5	5	5	5	5	3	37
54.	4	3	3	3	3	4	4	3	27
55.	5	4	4	5	5	5	5	5	38
56.	5	3	4	4	5	5	5	5	36
57.	5	4	5	5	5	5	3	5	37
58.	5	5	5	5	4	5	5	5	39
59.	4	3	3	4	4	5	5	5	33
60.	5	5	5	5	5	5	5	4	39
61.	4	5	5	5	5	5	5	1	35
62.	5	3	5	5	4	5	5	5	37
63.	4	3	3	4	5	5	5	4	33
64.	5	5	5	5	5	5	5	1	36
65.	4	4	4	5	5	5	5	3	35
66.	3	4	4	4	4	4	4	3	30
67.	3	3	4	4	4	4	4	4	30
68.	4	4	4	4	4	4	4	4	32
69.	4	3	4	5	3	5	4	4	32
70.	3	3	3	3	4	4	4	3	27
71.	4	5	5	5	4	5	5	3	36
72.	5	5	5	1	1	4	4	2	27
73.	5	4	4	5	3	5	5	3	34
74.	5	5	5	5	4	5	5	4	38
75.	4	4	4	4	4	5	5	4	34
76.	3	4	5	5	4	4	3	3	31
77.	4	5	5	5	5	5	5	5	39
78.	4	4	4	4	4	4	4	3	31
79.	3	3	3	3	4	3	3	3	25
80.	5	5	4	3	3	5	4	3	32
81.	3	3	3	3	4	3	3	3	25

40.	4	5	5	5	4	5	5	5	4	3	45
41.	3	5	5	4	4	4	4	4	4	4	41
42.	5	5	5	4	5	5	5	4	5	5	48
43.	1	5	5	5	2	4	5	2	4	3	36
44.	2	4	4	4	4	3	3	3	4	4	35
45.	2	5	5	4	2	5	5	5	4	2	39
46.	5	5	5	5	5	5	5	3	4	4	46
47.	2	4	4	4	4	4	4	4	4	4	38
48.	4	5	5	4	4	4	4	3	5	5	43
49.	3	5	5	5	5	5	5	5	5	5	48
50.	2	5	5	5	5	5	5	5	5	5	47
51.	5	5	5	5	5	5	5	5	5	5	50
52.	4	4	5	4	2	4	4	2	5	4	38
53.	5	5	5	5	5	5	5	5	5	5	50
54.	2	4	4	5	4	4	5	5	4	4	41
55.	3	5	5	5	4	4	5	3	5	4	43
56.	4	4	4	4	3	4	5	4	5	4	41
57.	5	4	4	5	5	5	5	4	4	4	45
58.	3	5	5	3	3	3	4	2	5	5	38
59.	4	4	4	5	4	3	5	4	4	4	41
60.	3	5	5	4	4	4	5	2	4	4	40
61.	4	5	5	5	4	5	5	5	5	5	48
62.	3	5	4	3	3	3	4	3	4	4	36
63.	5	5	5	1	1	3	1	1	5	5	32
64.	5	5	5	5	5	5	5	5	5	5	50
65.	5	5	5	3	3	4	3	3	5	5	41
66.	4	4	4	4	4	5	4	2	4	4	39
67.	4	4	5	5	4	4	5	4	4	4	43
68.	3	4	4	3	3	3	4	2	4	4	34
69.	2	4	3	5	4	3	4	3	3	3	34
70.	3	3	3	4	4	4	4	3	3	3	34
71.	4	5	5	3	3	3	3	3	5	5	39
72.	1	5	4	5	3	5	5	5	3	4	40
73.	3	5	5	5	3	3	5	5	5	5	44
74.	5	5	5	5	5	5	5	4	5	5	49
75.	4	4	4	5	5	4	5	4	5	4	44
76.	3	4	3	4	3	4	4	3	4	5	37
77.	5	5	5	5	5	3	4	4	5	4	45
78.	4	4	3	3	3	3	3	3	3	4	33
79.	3	3	3	3	2	3	4	2	4	4	31
80.	3	5	5	4	4	4	4	4	4	4	41
81.	4	3	4	3	3	3	3	3	3	4	33

82.	4	4	4	4	4	4	4	4	4	4	40
83.	3	4	4	4	4	4	5	3	3	4	38
84.	3	3	3	3	3	3	3	3	3	3	30
85.	3	3	3	3	3	3	3	3	3	3	30
86.	5	5	4	4	4	4	4	4	4	4	42
87.	4	5	5	4	2	4	5	4	5	5	43
88.	5	5	5	5	4	5	5	5	5	5	49
89.	3	3	3	3	3	3	4	3	4	4	33
90.	3	3	3	4	3	4	3	4	3	4	34
91.	3	5	5	3	3	3	4	3	5	4	38
92.	3	4	4	5	5	4	5	5	4	4	43
93.	3	3	4	5	4	5	5	5	4	4	42
94.	4	5	4	2	3	3	3	2	5	4	35
95.	4	5	5	5	5	4	5	5	5	4	47
96.	3	5	5	5	5	5	5	5	3	5	46
97.	4	4	4	4	3	5	4	3	4	4	39
98.	5	4	3	5	4	5	5	4	5	4	44
99.	5	4	3	5	5	5	5	5	5	4	46
100.	3	5	3	5	5	4	5	4	4	4	42

40.	3	5	5	4	4	3	3	5	32
41.	5	5	4	5	4	4	5	5	37
42.	5	5	5	4	5	5	5	5	39
43.	4	4	4	5	4	3	4	4	32
44.	4	4	4	5	4	4	4	4	33
45.	3	4	4	5	4	2	3	4	29
46.	4	5	4	4	4	4	4	5	34
47.	3	4	5	5	4	4	3	4	32
48.	5	5	5	4	5	5	5	5	39
49.	5	5	4	4	5	5	5	5	38
50.	5	5	4	5	5	5	5	5	39
51.	5	5	5	4	5	5	5	5	39
52.	4	5	4	5	5	4	4	5	36
53.	5	5	5	4	5	5	5	5	39
54.	4	4	5	4	4	4	4	4	33
55.	5	5	4	5	5	4	5	5	38
56.	3	5	4	4	5	4	3	5	33
57.	4	5	4	5	4	4	4	5	35
58.	5	5	5	4	5	5	5	5	39
59.	5	5	4	3	4	4	5	5	35
60.	4	5	3	4	4	4	4	5	33
61.	4	5	5	5	5	5	4	5	38
62.	3	5	5	5	4	4	3	5	34
63.	5	5	4	4	5	5	5	5	38
64.	5	5	5	5	5	5	5	5	40
65.	4	5	5	5	5	5	4	5	38
66.	4	5	4	5	4	4	4	5	35
67.	4	5	5	4	4	4	4	5	35
68.	4	4	5	4	4	4	4	4	33
69.	3	3	4	5	3	3	3	3	27
70.	3	4	4	4	3	3	3	4	28
71.	5	5	5	4	5	5	5	5	39
72.	3	5	4	5	3	4	3	5	32
73.	5	5	5	4	5	5	5	5	39
74.	5	5	5	5	5	5	5	5	40
75.	5	5	4	5	5	4	5	5	38
76.	5	5	4	4	4	5	5	5	37
77.	4	5	5	5	5	4	4	5	37
78.	4	4	4	4	3	4	4	4	31
79.	4	5	5	5	4	4	4	5	36
80.	4	5	5	5	4	4	4	5	36
81.	3	3	4	4	3	4	3	3	27

82.	4	4	5	5	4	4	4	4	34
83.	3	4	3	3	3	4	3	4	27
84.	3	3	4	4	3	3	3	3	26
85.	3	3	4	5	3	3	3	3	27
86.	5	4	5	5	4	4	5	4	36
87.	5	5	5	5	5	5	5	5	40
88.	5	5	4	5	5	5	5	5	39
89.	3	3	4	3	4	4	3	3	27
90.	4	3	4	5	3	4	4	3	30
91.	4	4	5	5	5	4	4	4	35
92.	4	4	5	5	4	4	4	4	34
93.	4	4	4	4	4	4	4	4	32
94.	3	5	4	5	5	4	3	5	34
95.	3	5	5	4	5	4	3	5	34
96.	3	5	4	5	3	5	3	5	33
97.	5	4	4	5	4	4	5	5	36
98.	4	4	5	4	4	3	4	3	31
99.	5	4	5	4	3	4	5	4	34
100	5	5	4	5	4	5	4	5	37

LAMPIRAN 3 : Tabel Nilai Kritis

1. Tabel Nilai Kritis R Pearson

TABEL 3
NILAI-NILAI r PRODUCT MOMENT

N	Taraf Signifikan		N	Taraf Signifikan		N	Taraf Signifikan	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

2. Tabel Nilai Kritis Distribusi T

Titik Persentase Distribusi t (df = 81 –120)

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374

3. Tabel Nilai Kritis Distribusi F

F $\alpha = 0.05$

df2	df1	1	2	3	4	5	6
80	3.960352	3.110766	2.718785	2.485885	2.328721	2.214193	
81	3.958852	3.109311	2.717343	2.484441	2.327269	2.212730	
82	3.957388	3.107891	2.715937	2.483034	2.325854	2.211303	
83	3.955961	3.106507	2.714565	2.481661	2.324473	2.209911	
84	3.954568	3.105157	2.713227	2.480322	2.323126	2.208554	
85	3.953209	3.103839	2.711921	2.479015	2.321812	2.207229	
86	3.951882	3.102552	2.710647	2.477740	2.320529	2.205936	
87	3.950587	3.101296	2.709402	2.476494	2.319277	2.204673	
88	3.949321	3.100069	2.708186	2.475277	2.318053	2.203439	
89	3.948084	3.098870	2.706999	2.474089	2.316858	2.202234	
90	3.946876	3.097698	2.705838	2.472927	2.315689	2.201056	
91	3.945694	3.096553	2.704703	2.471791	2.314547	2.199905	
92	3.944539	3.095433	2.703594	2.470681	2.313431	2.198779	
93	3.943409	3.094337	2.702509	2.469595	2.312339	2.197679	
94	3.942303	3.093266	2.701448	2.468533	2.311270	2.196602	
95	3.941222	3.092217	2.700409	2.467494	2.310225	2.195548	
96	3.940163	3.091191	2.699393	2.466476	2.309202	2.194516	
97	3.939126	3.090187	2.698398	2.465480	2.308200	2.193506	
98	3.938111	3.089203	2.697423	2.464505	2.307220	2.192518	
99	3.937117	3.088240	2.696469	2.463550	2.306259	2.191549	
100	3.936143	3.087296	2.695534	2.462615	2.305318	2.190601	

LAMPIRAN 4: Deskriptif Berdasarkan Rata-rata Jawaban Variabel

1. Cita Rasa (X1)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	1	5	3,99	,810
X1.2	100	1	5	3,75	,903
X1.3	100	2	5	4,03	,810
X1.4	100	2	5	4,04	,803
X1.5	100	2	5	4,00	,778
X1.6	100	2	5	3,72	,854
Valid N (listwise)	100				

2. Persepsi Harga (X2)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	100	2	5	4,16	,762
X2.2	100	3	5	4,05	,770
X2.3	100	2	5	4,23	,827
X2.4	100	1	5	4,39	,863
X2.5	100	1	5	3,92	1,041
X2.6	100	2	5	4,47	,771
X2.7	100	2	5	4,42	,755
X2.8	100	1	5	3,68	1,118
Valid N (listwise)	100				

3. Kualitas Pelayanan

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X3.1	100	1	5	3,57	1,139
X3.2	100	2	5	4,45	,730
X3.3	100	2	5	4,31	,800
X3.4	100	1	5	4,05	1,058
X3.5	100	1	5	3,63	1,089
X3.6	100	1	5	3,97	,846
X3.7	100	1	5	4,27	,930
X3.8	100	1	5	3,55	1,149
X3.9	100	2	5	4,21	,756
X3.10	100	2	5	4,17	,779
Valid N (listwise)	100				

4. Kepuasan Konsumen (Y)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Y.1	100	2	5	4,11	,852
Y.2	100	2	5	4,51	,718
Y.3	100	3	5	4,36	,595
Y.4	100	3	5	4,40	,603
Y.5	100	2	5	4,18	,757
Y.6	100	2	5	4,17	,792
Y.7	100	2	5	4,10	,847
Y.8	100	2	5	4,51	,732
Valid N (listwise)	100				

LAMPIRAN 5: Uji Instrumen

1. Uji Validitas

1) Hasil Uji Validitas Variabel Cita Rasa (X1) Data SPSS

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL_X1
X1.1	Pearson Correlation	1	,300**	,355**	,342**	,336**	,215*	,568**
	Sig. (2-tailed)		,002	,000	,000	,001	,032	,000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	,300**	1	,494**	,501**	,417**	,459**	,725**
	Sig. (2-tailed)	,002		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	,355**	,494**	1	,775**	,721**	,378**	,830**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	,342**	,501**	,775**	1	,695**	,503**	,852**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	,336**	,417**	,721**	,695**	1	,441**	,801**
	Sig. (2-tailed)	,001	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	,215*	,459**	,378**	,503**	,441**	1	,679**
	Sig. (2-tailed)	,032	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100
TOTAL_X1	Pearson Correlation	,568**	,725**	,830**	,852**	,801**	,679**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

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

2) Hasil Uji Validitas Variabel Persepsi Harga (X2)

		Correlations								
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTAL_X2
X2.1	Pearson Correlation	1	,554**	,502**	,365**	,258**	,472**	,374**	,061	,640**
	Sig. (2-tailed)		,000	,000	,000	,009	,000	,000	,548	,000
	N	100	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	,554**	1	,664**	,350**	,206*	,368**	,242*	-,122	,571**
	Sig. (2-tailed)	,000		,000	,000	,039	,000	,015	,227	,000
	N	100	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	,502**	,664**	1	,524**	,409**	,526**	,394**	,004	,729**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,969	,000
	N	100	100	100	100	100	100	100	100	100
X2.4	Pearson Correlation	,365**	,350**	,524**	1	,473**	,738**	,568**	,183	,781**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,069	,000
	N	100	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	,258**	,206*	,409**	,473**	1	,437**	,339**	,281**	,673**
	Sig. (2-tailed)	,009	,039	,000	,000		,000	,001	,005	,000
	N	100	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	,472**	,368**	,526**	,738**	,437**	1	,768**	,188	,823**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,061	,000
	N	100	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	,374**	,242*	,394**	,568**	,339**	,768**	1	,221*	,713**
	Sig. (2-tailed)	,000	,015	,000	,000	,001	,000		,027	,000
	N	100	100	100	100	100	100	100	100	100
X2.8	Pearson Correlation	,061	-,122	,004	,183	,281**	,188	,221*	1	,405**
	Sig. (2-tailed)	,548	,227	,969	,069	,005	,061	,027		,000
	N	100	100	100	100	100	100	100	100	100
TOTAL_X2	Pearson Correlation	,640**	,571**	,729**	,781**	,673**	,823**	,713**	,405**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100

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

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

X3.7	Pearson Correlation	,130	,221*	,334**	,643**	,469**	,665**	1	,540**	,263**	,006	,674**
	Sig. (2-tailed)	,198	,027	,001	,000	,000	,000		,000	,008	,955	,000
	N	100	100	100	100	100	100	100	100	100	100	100
X3.8	Pearson Correlation	,229*	,148	,219*	,684**	,616**	,557**	,540**	1	,156	,120	,705**
	Sig. (2-tailed)	,022	,143	,028	,000	,000	,000	,000		,120	,234	,000
	N	100	100	100	100	100	100	100	100	100	100	100
X3.9	Pearson Correlation	,422**	,559**	,576**	,164	,169	,278**	,263**	,156	1	,590*	,591**
	Sig. (2-tailed)	,000	,000	,000	,104	,093	,005	,008	,120		,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100
X3.10	Pearson Correlation	,311**	,503**	,498**	,124	,158	,161	,006	,120	,590**	1	,483**
	Sig. (2-tailed)	,002	,000	,000	,218	,116	,110	,955	,234	,000		,000
	N	100	100	100	100	100	100	100	100	100	100	100
TOTAL_X3	Pearson Correlation	,560**	,548**	,636**	,747**	,744**	,769**	,674**	,705**	,591**	,483*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100	100	100

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

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

4) Hasil Uji Validitas Variabel Kepuasan Konsumen (Y)

		Correlations								
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	TOTAL_Y
Y.1	Pearson Correlation	1	,453**	,021	,031	,517**	,646**	,993**	,460**	,799**
	Sig. (2-tailed)		,000	,838	,756	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
Y.2	Pearson Correlation	,453**	1	,204*	,131	,629**	,574**	,447**	,981**	,809**
	Sig. (2-tailed)	,000		,041	,195	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
Y.3	Pearson Correlation	,021	,204*	1	,101	,236*	,169	,028	,177	,313**
	Sig. (2-tailed)	,838	,041		,316	,018	,093	,782	,078	,002
	N	100	100	100	100	100	100	100	100	100
Y.4	Pearson Correlation	,031	,131	,101	1	,173	,089	,020	,151	,270**
	Sig. (2-tailed)	,756	,195	,316		,086	,380	,845	,133	,007
	N	100	100	100	100	100	100	100	100	100
Y.5	Pearson Correlation	,517**	,629**	,236*	,173	1	,588**	,523**	,617**	,791**
	Sig. (2-tailed)	,000	,000	,018	,086		,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
Y.6	Pearson Correlation	,646**	,574**	,169	,089	,588**	1	,637**	,581**	,806**
	Sig. (2-tailed)	,000	,000	,093	,380	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
Y.7	Pearson Correlation	,993**	,447**	,028	,020	,523**	,637**	1	,455**	,796**
	Sig. (2-tailed)	,000	,000	,782	,845	,000	,000		,000	,000
	N	100	100	100	100	100	100	100	100	100
Y.8	Pearson Correlation	,460**	,981**	,177	,151	,617**	,581**	,455**	1	,811**
	Sig. (2-tailed)	,000	,000	,078	,133	,000	,000	,000		,000
	N	100	100	100	100	100	100	100	100	100
TOTAL_Y	Pearson Correlation	,799**	,809**	,313**	,270**	,791**	,806**	,796**	,811**	1

Sig. (2-tailed)	,000	,000	,002	,007	,000	,000	,000	,000	
N	100	100	100	100	100	100	100	100	100

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

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

2. Uji Realibilitas

1) Hasil Uji Reliabilitas Variabel Cita Rasa (X1)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,835	,837	6

2) Hasil Uji Reliabilitas Variabel Persepsi Harga (X2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,803	,824	8

3) Hasil Uji Reliabilitas Variabel Kualitas Pelayanan (X3)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,843	,847	10

4) Hasil Uji Reliabilitas Variabel Kepuasan Konsumen (Y)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,845	,830	8

LAMPIRAN 6 : Uji Asumsi Klasik

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,76203774
Most Extreme Differences	Absolute	,066
	Positive	,043
	Negative	-,066
Test Statistic		,066
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

2. Uji Multikolinearitas

Model	Unstandardized Coefficients		Coefficients ^a			Collinearity Statistics	
	B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1 (Constant)	10,358	2,272		4,560	,000		
TOTAL_X1	,444	,098	,397	4,518	,000	,609	1,643
TOTAL_X2	,212	,090	,234	2,365	,020	,480	2,085
TOTAL_X3	,161	,063	,236	2,559	,012	,550	1,818

a. Dependent Variable: TOTAL_Y

1. Uji Heterokedastisitas

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10,358	2,272		4,560	,000		
TOTAL_X1	,444	,098	,397	4,518	,000	,609	1,643
TOTAL_X2	,212	,090	,234	2,365	,020	,480	2,085
TOTAL_X3	,161	,063	,236	2,559	,012	,550	1,818

a. Dependent Variable: TOTAL_Y

LAMPIRAN 7: Analisis Regresi Linier Berganda & Pengujian Hipotesis

1. Analisis Linier berganda

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	10,358	2,272		4,560	,000
TOTAL_X1	,444	,098	,397	4,518	,000
TOTAL_X2	,212	,090	,234	2,365	,020
TOTAL_X3	,161	,063	,236	2,559	,012

a. Dependent Variable: TOTAL_Y

1. Uji F (Simultan)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	921,184	3	307,061	39,030	,000 ^b
Residual	755,256	96	7,867		
Total	1676,440	99			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2

2. Uji T (Parsial)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	10,358	2,272		4,560	,000
TOTAL_X1	,444	,098	,397	4,518	,000
TOTAL_X2	,212	,090	,234	2,365	,020
TOTAL_X3	,161	,063	,236	2,559	,012

a. Dependent Variable: TOTAL_Y

3. Koefisien Determinasi (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,741 ^a	,549	,535	2,805


a. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2


LAMPIRAN 8: Scan Kartu Bimbingan

UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS EKONOMI DAN BISNIS
 Kampus: Jl. Semolowaru 45 Surabaya 60118, Telp (031) 5925289, E-mail: feb@untag-sby.ac.id

SEMESTER
Gasal / ~~Camp~~
2022 , **2023**

KARTU BIMBINGAN SKRIPSI





Nama Mahasiswa / NBI : Yomitha Gracesela Notanubun / 121600341

Nama Pembimbing : _____

Judul Skripsi : Pengaruh Cita Rasa, Persepsi harga dan kualitas pelayanan terhadap kepuasan konsumen Mixue Ice Cream and tea di Semolowaru Surabaya

Mulai Program Skripsi : Semester 9 Thn. Ak. 2018 ... Selesai Bimbingan Tanggal. 02 Januari 2023

No.	HARI / TANGGAL	KONSENTRASI		PARAF
		BAB / HAL	KETERANGAN REVISI	
1	11/10/22	I, II, IV	judul & Ace	<i>[Signature]</i>
2	17/10/22	I, II, III	propo rem	<i>[Signature]</i>
3	21/10/22	I, II, IV	propo rem	<i>[Signature]</i>
4	25/10/22	I, II, III	propo rem	<i>[Signature]</i>
5	31/10/22	I, II, IV	propo rem Ace	<i>[Signature]</i>
6	5/11/22	IV+V	rem	<i>[Signature]</i>
7	12/11/22	IV+V	rem	<i>[Signature]</i>
8	5/12/22	IV+V	rem	<i>[Signature]</i>
9	27/12/22	IV+V	rem	<i>[Signature]</i>
10	2/1/2023	I+II, III+IV IV+V	Ace	<i>[Signature]</i>

Perpanjangan I _____
 Semester _____
 Th. Ak. _____

Surabaya, 2/01/2023
[Signature]

LAMPIRAN 9: Hasil Turnitin Cek Plagiat

PENGARUH CITA RASA, PERSEPSI HARGA DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN MIXUE ICE CREAM AND TEA DI SEMOLOWARU

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