

## ATTACHMENT

### Attachment 1 Research Questionnaire

#### RESEARCH QUESTIONNAIRE

**"THE INFLUENCE OF PRICE PERCEPTION, LOCATION, PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER SATISFACTION OF SABANA FRIED CHICKEN GUNUNG SARI INDAH SURABAYA BRANCH"**  
Assalamualaikum Warrahmatullahi Wabarakatuh.

In order to complete my final project at the University of August 17, 1945 Surabaya, then my name is Tarissa Fatika Lauma wanted to conduct a research entitled "The Effect of Price Perception, Location, Product Quality and Service Quality on Consumer Satisfaction Of Sabana Fried Chicken Gunung Sari Indah Surabaya Branc". In this regard, I need valid data to be processed. Please be available to fill out the following questionnaire truthfully and the data is guaranteed confidentiality. Thank you.

Wassalamualaikum Warrahmatullahi Wabarakatuh.

**RESPONDENT IDENTITY**

Email :  
Full Name :  
Telephone Number :  
Gender : Woman / Men  
Age : a.17-25 years  
          b.26-35 years  
          c. >35

Have you ever bought Sabana Fried Chicken products?

1. Yes
2. Not

**CHARGING INSTRUCTIONS**

1. You are requested to fill in the answers by ticking the answer column of each question according to your natural condition. The answer to this questionnaire is no right/wrong answer

2. Answer Description:

STS (Strongly Disagree) = 1

TS (Disagree) = 2

N (Neutral) = 3

S (Agree) = 4

SS (Strongly Agree) = 5

### 1. Perception Price (X1)

No.	Indicator	Statement	SS	S	N	TS	STS
1.	Price according to quality	I am satisfied with the price of Sabana Fried Chicken because it matches the quality					
2.	Price Comparison	I am satisfied with Sabana Fried Chicken because the current price is much cheaper than the previous price					
3.	Affordable price by consumers	I am satisfied with Sabana Fried Chicken because of its affordable price					
4.	Prices are in line with consumer expectations	I was satisfied with Sabana Fried Chicken because the price was in line with expectations					
5.	Price according to facilities	I was satisfied with Sabana Fried Chicken because the price is in accordance with the facilities available					

### 2. Location (X2)

No.	Indicator	Statement	SS	S	N	TS	STS
1.	Accessability	I was satisfied with Sabana Fried Chicken because of the easy access to the location					
2.	Visibility	I was satisfied with Sabana Fried Chicken because the location is very easy to find					
3.	Traffic	I was satisfied with Sabana Fried Chicken because the traffic was not too heavy					
4.	Parking Lot	I am satisfied with Sabana Fried Chicken because parking is available					
5.	Environment	I feel satisfied with Sabana Fried Chicken because the surrounding environment is supportive					
6.	Competition	I feel satisfied because the competition is very positive (competitors)					

### 3. Quality Product (X3)

No.	Indicator	Statement	SS	S	N	TS	STS
1.	Product Form	I am satisfied with the existence of a suitable Sabana Fried Chicken product					
2.	Product Functions	I am satisfied with the quality of the function of Sabana Fried Chicken products					
3.	Product Cost	I am satisfied with the cost of the products offered					
4.	<i>Product Availability</i>	I am satisfied with the cost of the products offered					
5.	Product Raw Material	I am satisfied with the raw materials used					

#### 4. Quality Service (X4)

No.	Indicator	Statement	SS	S	N	TS	STS
1.	<i>Tangible</i>	I feel satisfied with Sabana Fried Chicken because of the quality of service provided according to the facts					
2.	<i>Reliability</i>	I am satisfied with Sabana Fried Chicken's reliable service					
		I am satisfied with the service of Sabana Fried Chicken skillful					
3.	<i>Responsiveness</i>	I was satisfied with Sabana Fried Chicken's fast service					
		I am satisfied with Sabana Fried Chicken's responsive service					
4.	<i>Assurance</i>	I am satisfied with the service of Sabana Fried Chicken if there is an order that is not suitable can be replaced					
5.	<i>Empathy</i>	I was satisfied with Sabana Fried chicken's friendly service					

### 5. Customer Satisfaction (Y)

No.	Indicator	Statement	SS	S	N	TS	STS
1.	Match Expectations	I feel satisfied with Sabana Fried Chicken because it match expectations					
2.	Interest In Revisiting	I feel satisfied with Sabana Fried Chicken because it match expectations					
3.	Willingness to Recommend	I would recommend Sabana Fried Chicken to friends/relatives					
4.	Establishing Relationships	I feel satisfied because I can establish a long-term relationship with Sabana Fried Chicken					

## Attachment 2 Recapitulation of Respondents' Answers

### Price Perception Variable (X1)

No.	Price Perception				
	X1.1	X1.2	X1.3	X1.4	X1.5
1	4	5	4	3	3
2	4	5	5	5	5
3	4	4	4	4	4
4	4	4	3	5	3
5	3	5	4	1	3
6	3	5	3	5	3
7	3	2	2	4	3
8	3	2	2	3	3
9	5	3	5	3	3
10	3	4	3	3	4
11	4	4	5	5	4
12	5	4	5	5	4
13	4	3	3	4	4
14	4	5	5	4	5
15	5	4	4	4	3
16	4	4	3	4	4
17	4	3	3	3	3
18	3	3	3	5	5
19	3	4	4	3	2
20	4	4	4	5	3
21	5	5	5	3	3
22	3	4	3	2	1
23	4	4	3	3	3
24	4	4	2	3	2
25	4	3	4	3	2

26	4	3	4	5	3
27	4	4	4	5	2
28	4	4	4	4	3
29	4	3	4	3	2
30	5	4	5	5	4
31	3	4	3	3	2
32	4	4	5	3	3
33	2	4	2	2	3
34	5	5	5	5	5
35	5	5	5	4	3
36	5	4	5	5	3
37	4	4	4	3	4
38	4	3	4	3	2
39	5	3	5	3	3
40	4	2	3	4	3
41	3	2	4	3	2
42	3	3	5	5	5
43	3	3	3	5	5
44	1	1	1	2	2
45	2	3	2	2	2
46	3	3	3	4	4
47	4	3	3	4	4
48	5	4	5	4	4
49	4	4	5	5	5
50	4	3	3	4	4
51	4	5	5	5	5
52	4	5	5	5	5
53	4	5	4	4	4
54	4	5	5	5	5



55	4	1	4	1	4
56	4	2	5	5	4
57	4	5	5	5	5
58	4	4	4	3	4
59	4	4	5	5	4
60	4	3	3	4	4
61	4	3	4	4	4
62	4	4	5	5	3
63	4	4	5	5	5
64	4	4	5	5	5
65	4	3	4	4	3
66	4	3	4	4	4
67	4	5	5	5	5
68	4	4	5	5	4
69	4	5	5	5	5
70	4	5	4	4	4
71	5	5	5	5	5
72	4	4	4	4	4
73	5	5	5	5	5
74	4	5	4	5	4
75	5	5	5	5	5
76	5	5	5	5	5
77	4	4	5	4	4
78	5	5	5	5	4
79	4	4	5	5	5
80	4	3	4	4	4
81	4	3	4	5	4
82	5	5	5	4	5
83	5	5	5	5	5

84	5	1	5	5	5
85	4	5	4	5	4
86	5	5	5	5	5
87	5	4	4	5	4
88	3	3	3	3	2
89	4	3	4	4	4
90	5	5	5	5	5
91	4	4	5	4	2
92	5	5	5	4	4
93	3	3	3	3	3
94	5	3	5	4	3
95	3	4	4	5	4
96	3	2	3	4	3
97	4	4	5	5	5
98	4	3	4	4	4
99	5	5	5	4	5
100	4	5	5	5	5

### Location Variable (X2)

No.	Location					
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6
1	4	4	4	4	4	4
2	4	4	4	4	4	5
3	4	4	4	4	4	4
4	4	4	4	4	4	5
5	4	4	4	4	4	4
6	4	4	4	4	4	5
7	4	4	4	4	4	5
8	4	4	4	4	4	5
9	4	4	4	4	4	5

10	4	4	4	4	4	1
11	4	4	4	4	4	4
12	4	4	4	4	4	5
13	4	4	4	4	4	5
14	4	4	4	4	4	5
15	4	4	4	4	4	4
16	4	4	4	4	4	5
17	4	4	4	4	4	5
18	4	4	4	4	4	4
19	4	4	4	4	4	5
20	4	4	4	4	4	5
21	4	4	4	4	4	4
22	4	4	4	4	4	3
23	4	4	4	4	4	5
24	4	4	4	4	4	5
25	4	4	4	4	4	4
26	4	4	4	4	4	3
27	4	4	4	4	4	4
28	4	4	4	4	4	4
29	4	4	4	4	4	4
30	5	5	4	5	5	5
31	5	5	5	5	5	5
32	5	5	3	3	4	3
33	4	5	4	4	4	4
34	5	5	5	5	5	5
35	5	4	2	3	4	5
36	3	4	5	3	5	3
37	5	5	5	5	5	5
38	5	5	5	5	5	5

39	5	5	5	4	5	5
40	4	5	4	4	4	4
41	5	5	5	5	5	5
42	4	2	3	3	3	2
43	5	5	5	5	5	5
44	4	3	4	3	4	4
45	3	3	3	3	3	3
46	5	5	5	3	5	5
47	4	4	5	5	5	5
48	4	4	4	3	3	4
49	3	3	5	3	5	5
50	5	4	4	5	4	5
51	3	4	4	4	3	4
52	4	4	4	4	4	4
53	1	5	1	4	4	4
54	5	5	4	4	3	3
55	4	3	3	3	3	5
56	2	2	2	4	3	4
57	3	4	3	3	3	3
58	5	3	4	4	4	5
59	3	3	2	4	3	4
60	4	4	4	5	3	4
61	5	3	5	3	4	5
62	3	3	3	4	3	4
63	5	5	5	5	5	5
64	5	3	4	5	4	4
65	3	3	3	3	3	3
66	3	4	3	4	4	3
67	5	5	4	4	3	4

68	5	4	5	1	3	3
69	3	4	3	4	3	4
70	5	5	5	5	5	5
71	3	4	3	3	2	3
72	3	3	3	5	4	5
73	3	3	3	4	3	3
74	3	3	3	3	3	3
75	4	4	4	3	4	4
76	4	4	4	5	3	4
77	3	2	3	4	4	4
78	4	4	4	3	3	4
79	1	1	5	5	5	5
80	3	4	3	3	3	4
81	4	3	3	2	2	3
82	5	5	5	3	3	3
83	4	5	4	2	3	5
84	4	5	4	3	3	4
85	4	4	3	5	4	4
86	3	3	3	4	2	4
87	3	4	3	3	3	4
88	5	4	4	4	5	5
89	5	5	5	5	5	5
90	3	4	3	1	1	3
91	5	5	3	5	5	5
92	4	4	4	4	4	4
93	2	3	2	3	3	2
94	4	4	4	4	4	4
95	4	4	4	2	2	2
96	5	4	5	3	4	5

97	4	4	4	4	3	4
98	3	3	1	1	3	4
99	5	5	5	5	5	5
100	4	4	4	3	3	4

**Quality Product Variable (X3)**

No.	Quality Product				
	X3.1	X3.2	X3.3	X3.4	X3.5
1	4	5	4	5	5
2	5	5	5	3	3
3	3	3	3	3	3
4	3	2	3	3	3
5	3	3	4	5	3
6	4	4	4	5	4
7	4	5	4	5	5
8	3	3	3	3	3
9	3	3	4	4	3
10	4	3	4	5	5
11	3	3	3	3	3
12	5	5	5	5	5
13	4	4	4	4	4
14	3	4	4	5	3
15	4	4	4	4	4
16	4	4	5	5	5
17	4	4	4	5	5
18	3	1	3	5	5
19	3	4	4	3	3
20	5	5	5	4	5
21	3	3	3	2	3
22	3	2	3	4	3

23	3	3	3	4	4
24	5	5	5	5	5
25	3	3	5	4	5
26	4	3	3	4	3
27	4	4	4	5	5
28	3	2	3	3	3
29	3	3	3	3	3
30	4	3	5	5	5
31	4	5	5	5	5
32	3	2	2	3	3
33	4	4	4	4	4
34	4	4	5	5	5
35	3	3	3	3	3
36	4	3	4	2	5
37	3	3	2	4	4
38	3	2	3	3	3
39	4	4	4	4	3
40	3	3	3	4	4
41	4	4	4	4	4
42	3	3	3	3	3
43	3	3	3	3	3
44	3	3	3	3	3
45	3	3	4	4	3
46	3	3	3	3	3
47	4	4	4	4	4
48	5	4	5	4	5
49	5	5	4	5	4
50	3	3	4	4	4
51	5	5	5	5	4

52	5	5	5	5	5
53	4	5	4	4	4
54	5	5	5	5	5
55	5	5	5	5	5
56	5	5	4	5	4
57	5	5	5	4	5
58	4	3	4	3	4
59	4	4	4	4	4
60	3	4	3	4	3
61	4	4	4	4	4
62	4	5	5	5	4
63	5	5	5	5	5
64	5	5	5	4	4



65	4	4	4	4	3
66	4	4	4	4	3
67	5	5	5	5	5
68	5	4	4	5	5
69	5	5	5	4	5
70	5	5	5	5	5
71	5	5	5	5	5
72	4	4	3	4	4
73	5	5	5	5	5
74	4	5	4	5	4
75	5	5	5	5	5
76	5	5	5	5	5
77	4	4	5	5	5
78	5	5	5	4	5
79	4	4	5	4	5
80	4	4	3	2	5
81	4	4	4	4	4
82	4	4	5	5	5
83	5	5	5	5	5
84	5	4	4	4	4
85	4	5	4	5	4
86	5	5	5	4	4
87	3	4	4	5	4
88	2	2	3	5	3
89	4	3	4	4	4
90	4	5	5	5	5
91	4	4	4	4	4
92	4	5	5	5	5
93	3	2	2	3	4
94	4	3	5	4	4
95	5	4	3	2	2
96	3	3	3	4	4
97	4	5	5	4	4
98	4	4	4	4	4
99	5	5	4	5	5
100	5	5	4	5	5

**Service Quality Variable (X4)**

No.	Service Quality						
	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X4.7
1	4	5	5	5	3	5	4
2	5	5	5	5	5	5	5
3	3	4	3	3	3	3	3
4	5	5	5	5	5	5	5
5	4	4	4	4	4	5	5
6	5	5	5	5	5	5	5
7	5	5	5	5	5	5	5
8	5	5	5	5	5	5	5
9	5	5	5	5	5	5	5
10	1	1	1	1	1	1	1
11	4	4	4	4	4	4	4
12	5	5	5	5	5	5	5
13	5	5	5	5	5	5	5
14	5	5	5	5	5	5	5
15	4	4	4	4	4	4	4
16	5	5	5	5	5	5	5
17	4	4	5	5	5	5	5
18	4	4	4	4	4	4	4
19	5	5	5	5	5	5	5
20	5	5	5	5	5	5	5
21	5	4	5	5	5	3	5
22	5	5	5	5	5	5	5
23	5	5	5	5	5	5	5
24	5	5	5	5	5	5	5
25	5	5	4	4	5	5	5
26	4	4	3	4	4	5	4
27	4	4	4	4	4	4	4
28	5	5	5	5	5	5	5
29	4	4	4	4	4	4	4
30	5	5	5	5	5	5	5

31	5	5	5	5	5	5	5
32	5	5	4	5	4	5	5
33	4	4	4	4	4	3	4
34	5	5	5	5	5	5	5
35	4	4	4	5	5	2	5
36	5	4	4	5	4	5	5
37	5	5	5	5	5	5	5
38	5	5	5	5	5	5	5
39	5	5	5	5	5	5	5
40	4	4	4	4	4	5	5
41	5	5	5	5	5	5	5
42	3	3	2	2	2	2	2
43	5	5	5	5	5	5	5
44	3	3	3	4	4	4	3
45	4	4	4	3	4	4	4
46	4	3	3	5	4	4	4
47	3	4	4	5	4	4	5
48	5	5	5	5	5	5	5
49	5	5	5	5	5	5	5
50	4	4	4	5	4	5	5
51	4	3	4	4	4	4	3
52	4	4	4	4	4	4	4
53	4	1	4	5	4	4	5
54	5	4	5	5	5	5	5
55	5	5	5	5	5	5	5
56	3	3	4	4	4	4	4
57	3	3	3	3	3	3	3
58	3	3	2	2	2	2	3
59	4	3	3	2	4	3	4
60	4	4	4	5	4	4	4

61	3	3	3	3	4	3	3
62	4	4	4	5	5	4	4
63	5	5	5	5	5	5	5
64	4	4	3	5	3	4	5
65	3	3	3	3	3	3	3
66	4	4	4	4	4	4	4
67	4	3	3	4	3	4	3
68	3	3	3	3	3	3	3
69	3	3	4	4	4	4	4
70	5	5	5	5	5	5	5
71	3	3	3	4	4	4	4
72	3	3	3	3	3	3	4
73	3	3	3	3	3	3	3
74	3	3	3	3	3	3	3
75	3	3	3	3	3	3	3
76	2	2	3	1	1	3	3
77	5	3	4	4	2	4	3
78	4	4	4	4	4	4	3
79	2	1	5	5	5	5	5
80	3	3	4	4	4	4	4
81	3	3	3	3	3	3	3
82	3	3	3	3	3	3	3
83	3	5	5	5	5	4	4
84	3	3	3	3	3	3	4
85	4	4	4	4	4	3	3
86	2	4	5	3	4	4	3
87	2	2	3	3	3	3	3
88	5	5	5	5	5	5	5
89	5	5	5	5	5	5	5
90	4	4	4	4	2	5	5
91	4	4	5	4	5	4	4
92	4	4	4	4	4	4	4
93	3	3	4	4	4	2	4
94	4	4	4	4	4	4	4
95	4	3	4	4	4	2	3
96	4	4	5	5	5	5	5
97	3	3	3	3	3	3	3
98	3	3	3	4	4	4	4
99	4	4	3	3	3	4	4
100	3	3	3	4	4	4	4

**Customer Satisfaction Variable (Y)**

No.	Customer Satisfaction			
	Y.1	Y.2	Y.3	Y.4
1	4	4	4	4
2	3	4	5	4
3	3	3	3	3
4	4	3	3	4
5	3	3	4	2
6	4	4	4	4
7	5	5	5	5
8	3	3	3	3
9	4	4	4	3
10	3	4	4	3
11	3	4	3	3
12	4	5	5	5
13	3	3	3	3
14	5	4	5	4
15	4	5	4	5
16	3	5	4	4
17	4	4	4	4
18	3	3	3	3
19	4	4	4	3
20	5	5	4	4
21	3	3	3	3
22	4	3	4	4
23	4	4	4	4

24	5	5	5	5
25	5	5	5	3
26	3	3	3	4
27	2	4	4	4
28	4	3	3	3
29	3	3	3	3
30	4	5	5	5
31	4	4	4	4
32	3	3	4	3
33	3	3	4	3
34	5	5	5	5
35	4	4	4	4
36	5	4	2	3
37	4	5	3	3
38	4	3	3	2
39	5	4	3	4
40	3	4	4	3
41	3	4	3	2
42	3	3	5	3
43	4	5	5	5
44	3	3	3	3
45	3	3	3	3
46	3	3	3	3
47	4	4	4	4
48	4	5	5	4
49	5	4	5	5
50	4	5	4	3
51	4	3	4	3
52	4	4	4	4

53	4	4	4	4
54	5	5	5	5
55	4	4	4	3
56	3	3	3	3
57	4	4	3	3
58	4	4	4	4
59	3	3	3	2
60	4	4	4	4
61	3	3	3	4
62	3	4	4	4
63	5	5	5	4
64	4	5	4	3
65	3	3	3	3
66	4	4	4	4
67	3	3	3	3
68	3	3	3	3
69	4	4	4	4
70	5	5	5	5
71	4	4	4	5
72	4	4	4	3
73	3	3	3	3
74	3	3	3	3
75	3	4	4	4
76	3	3	3	3
77	5	4	5	5
78	3	2	2	1
79	3	3	3	3
80	3	4	4	3
81	3	3	4	4

82	4	4	3	3
83	4	4	4	4
84	3	3	3	3
85	4	4	4	3
86	3	4	4	3
87	3	3	3	3
88	4	5	5	4
89	5	5	5	5
90	3	5	3	4
91	3	3	4	4
92	4	4	4	4
93	3	3	3	3
94	4	4	4	4
95	4	3	4	4
96	4	4	4	4
97	3	3	3	4
98	2	2	2	2
99	4	4	4	3
100	4	3	3	4



### Attachment 3 Respondent Characteristic

#### RESPONDENT CHARACTERISTIC

No.	Name	Gender	Age	Have you ever bought Sabana Fried Chicken products?
1	Salsabila	Woman	17-25 Years Old	Yes
2	Feyzee	Woman	17-25 Years Old	Yes
3	Sheva	Woman	17-25 Years Old	Yes
4	Naomi	Woman	17-25 Years Old	Yes
5	Sinta	Woman	17-25 Years Old	Yes
6	Gina	Woman	17-25 Years Old	Yes
7	Gilang	Men	17-25 Years Old	Yes
8	Rahma	Woman	17-25 Years Old	Yes
9	Sukma	Woman	17-25 Years Old	Yes
10	Salfa	Woman	17-25 Years Old	Yes
11	Inez	Woman	17-25 Years Old	Yes
12	Pega	Woman	>35 Years Old	Yes
13	Alya	Woman	17-25 Years Old	Yes
14	Whiny	Woman	17-25 Years Old	Yes
15	Miftah	Men	17-25 Years Old	Yes
16	Roni	Men	>35 Years Old	Yes
17	Rara	Woman	17-25 Years Old	Yes
18	Ito	Men	> 35 Years Old	Yes
19	Umi rahayu	Woman	> 35 Years Old	Yes
20	Moch Robby Nazaqi	Men	17 - 25 Years Old	Yes
21	Marwa	Woman	17 - 25 Years Old	Yes
22	Farahdiba	Woman	17 - 25 Years Old	Yes
23	Mochamad Rizky	Men	17 - 25 Years Old	Yes
24	M. Ikhsan	Men	17 - 25 Years Old	Yes
25	Riyanto	Men	17 - 25 Years Old	Yes
26	Mudhasir	Men	26 -35 Years Old	Yes
27	Femby bakti	Men	> 35 Years Old	Yes
28	Septiyan dwi Saputra	Men	17 - 25 Years Old	Yes
29	Sunarko	Men	17 - 25 Years Old	Yes
30	Elsa titin fadila	Woman	17 - 25 Years Old	Yes
31	Siswanto	Men	26 -35 Years Old	Yes
32	Wahyu Muhamad	Men	26 -35 Years Old	Yes
33	Fitri novita aryani	Woman	> 35 Years Old	Yes
34	Landung panji	Men	17 - 25 Years Old	Yes
35	Andre Agung P	Men	17 - 25 Years Old	Yes
36	Marcellino	Men	17 - 25 Years Old	Yes
37	edo kurniawan	Men	17 - 25 Years Old	Yes

38	Kukuh dwi windyani	Woman	> 35 Years Old	Yes
39	Anton Andika Ari Kusuma	Men	26 -35 Years Old	Yes
40	Reva Arbano	Men	> 35 Years Old	Yes
41	Ahmad sholikin	Men	26 -35 Years Old	Yes
42	Siti nur rochmah	Woman	17 - 25 Years Old	Yes
43	Dhoni Briyan Permana	Men	26 -35 Years Old	Yes
44	Putra	Men	> 35 Years Old	Yes
45	rizal adi	Men	26 -35 Years Old	Yes
46	Doni Fatah	Men	17 - 25 Years Old	Yes
47	Fathol Arif	Men	> 35 Years Old	Yes
48	saputra	Men	17 - 25 Years Old	Yes
49	Dayu styawan	Men	26 -35 Years Old	Yes
50	Aulia Magistrani	Woman	17 - 25 Years Old	Yes
51	Anindya Dewi N	Woman	17 - 25 Years Old	Yes
52	Diajeng karuniawan	Woman	17 - 25 Years Old	Yes
53	Bonggo	Men	26 -35 Years Old	Yes
54	Roberto kunto dewo	Men	26 -35 Years Old	Yes
55	Putri varadhiva	Woman	17 - 25 Years Old	Yes
56	Meliany Hartanto	Woman	17 - 25 Years Old	Yes
57	Devita Mayka	Woman	26 -35 Years Old	Yes
58	Imatul Komariyah	Woman	17 - 25 Years Old	Yes
59	egit trinindia	Woman	17 - 25 Years Old	Yes
60	Junaidi Firdaus	Men	17 - 25 Years Old	Yes
61	syelma	Woman	17 - 25 Years Old	Yes
62	Brigita	Woman	17 - 25 Years Old	Yes
63	Amel Yasmin	Woman	17 - 25 Years Old	Yes
64	Agnes wijaya	Woman	17 - 25 Years Old	Yes
65	Amanda	Woman	17 - 25 Years Old	Yes
66	surendra prayoga	Men	17 - 25 Years Old	Yes
67	Kadek TaniaMaharani D	Woman	17 - 25 Years Old	Yes
68	Ghinaa Haniifah	Woman	17 - 25 Years Old	Yes
69	Moon	Woman	17 - 25 Years Old	Yes
70	Azka Nada	Woman	17 - 25 Years Old	Yes
71	Tri Putra Adi	Men	17 - 25 Years Old	Yes
72	farza	Woman	17 - 25 Years Old	Yes
73	Ara	Woman	17 - 25 Years Old	Yes
74	Marsella	Woman	17 - 25 Years Old	Yes
75	Ra	Woman	17 - 25 Years Old	Yes
76	Dav	Woman	17 - 25 Years Old	Yes
77	Rizkia Safitri	Woman	17 - 25 Years Old	Yes

78	Astri Rosalina	Woman	17 - 25 Years Old	Yes
79	Elizabeth V	Woman	17 - 25 Years Old	Yes
80	Nasywa Mutiara	Woman	17 - 25 Years Old	Yes
81	Fadhila Ramadhani	Woman	17 - 25 Years Old	Yes
82	Cinta Kusuma Dewi	Woman	17 - 25 Years Old	Yes
83	Fara Tazkia	Woman	17 - 25 Years Old	Yes
84	Ilham Yuatama	Woman	17 - 25 Years Old	Yes
85	Devia Savitri	Woman	17 - 25 Years Old	Yes
86	Lina Mua	Woman	17 - 25 Years Old	Yes
87	kanda wahyu dwi jusuf	Men	17 - 25 Years Old	Yes
88	Yulia Eka Wulandari	Woman	17 - 25 Years Old	Yes
89	Wulan	Woman	17 - 25 Years Old	Yes
90	Aliyaaa	Woman	17 - 25 Years Old	Yes
91	Brandon	Men	17 - 25 Years Old	Yes
92	ifa nadhifah	Woman	17 - 25 Years Old	Yes
93	Fatma	Woman	17 - 25 Years Old	Yes
94	yayun aulia	Woman	17 - 25 Years Old	Yes
95	Annisa Ramadhani	Woman	17 - 25 Years Old	Yes
96	Estefania Zaretha	Woman	17 - 25 Years Old	Yes
97	Silvi Rahmawati	Woman	17 - 25 Years Old	Yes
98	Aulia Diah	Woman	17 - 25 Years Old	Yes
99	Anisyah	Woman	17 - 25 Years Old	Yes
100	Lauree	Woman	26 - 35 Years Old	Yes

## Attachment 4 Instrument Validity Test

### Price Perception Variable (X1)

		Correlations					Total
		X1	X2	X3	X4	X5	
X1	Pearson Correlation	1	.399**	.715**	.427**	.386**	.735**
	Sig. (2-tailed)		0,000	0,000	0,000	0,000	0,000
	N	100	100	100	100	100	100
X2	Pearson Correlation	.399**	1	.494**	.355**	.374**	.697**
	Sig. (2-tailed)	0,000		0,000	0,000	0,000	0,000
	N	100	100	100	100	100	100
X3	Pearson Correlation	.715**	.494**	1	.517**	.524**	.840**
	Sig. (2-tailed)	0,000	0,000		0,000	0,000	0,000
	N	100	100	100	100	100	100
X4	Pearson Correlation	.427**	.355**	.517**	1	.631**	.775**
	Sig. (2-tailed)	0,000	0,000	0,000		0,000	0,000
	N	100	100	100	100	100	100
X5	Pearson Correlation	.386**	.374**	.524**	.631**	1	.776**
	Sig. (2-tailed)	0,000	0,000	0,000	0,000		0,000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.735**	.697**	.840**	.775**	.776**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	
	N	100	100	100	100	100	100

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

### Location Variable (X3)

		Correlations						Total
		X1	X2	X3	X4	X5	X6	
X1	Pearson Correlation	1	.588**	.600**	.228*	.403**	.335**	.728**
	Sig. (2-tailed)		0,000	0,000	0,022	0,000	0,001	0,000
	N	100	100	100	100	100	100	100
X2	Pearson Correlation	.588**	1	.399**	.222*	.333**	.228*	.630**
	Sig. (2-tailed)	0,000		0,000	0,027	0,001	0,022	0,000
	N	100	100	100	100	100	100	100
X3	Pearson Correlation	.600**	.399**	1	.331**	.554**	.370**	.756**
	Sig. (2-tailed)	0,000	0,000		0,001	0,000	0,000	0,000
	N	100	100	100	100	100	100	100
X4	Pearson Correlation	.228*	.222*	.331**	1	.629**	.453**	.675**
	Sig. (2-tailed)	0,022	0,027	0,001		0,000	0,000	0,000
	N	100	100	100	100	100	100	100
X5	Pearson Correlation	.403**	.333**	.554**	.629**	1	.575**	.815**
	Sig. (2-tailed)	0,000	0,001	0,000	0,000		0,000	0,000
	N	100	100	100	100	100	100	100
X6	Pearson Correlation	.335**	.228*	.370**	.453**	.575**	1	.695**
	Sig. (2-tailed)	0,001	0,022	0,000	0,000	0,000		0,000
	N	100	100	100	100	100	100	100
Total	Pearson Correlation	.728**	.630**	.756**	.675**	.815**	.695**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	0,000	
	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).

### Product Quality Variable (X3)

		Correlations					
		X1	X2	X3	X4	X5	Total
X1	Pearson Correlation	1	.802**	.707**	.410**	.596**	.846**
	Sig. (2-tailed)		0,000	0,000	0,000	0,000	0,000
	N	100	100	100	100	100	100
X2	Pearson Correlation	.802**	1	.728**	.507**	.522**	.868**
	Sig. (2-tailed)	0,000		0,000	0,000	0,000	0,000
	N	100	100	100	100	100	100
X3	Pearson Correlation	.707**	.728**	1	.580**	.651**	.883**
	Sig. (2-tailed)	0,000	0,000		0,000	0,000	0,000
	N	100	100	100	100	100	100
X4	Pearson Correlation	.410**	.507**	.580**	1	.604**	.745**
	Sig. (2-tailed)	0,000	0,000	0,000		0,000	0,000
	N	100	100	100	100	100	100
X5	Pearson Correlation	.596**	.522**	.651**	.604**	1	.806**
	Sig. (2-tailed)	0,000	0,000	0,000	0,000		0,000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.846**	.868**	.883**	.745**	.806**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	
	N	100	100	100	100	100	100

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

### Service Quality Variable (X4)

		Correlations							
		X1	X2	X3	X4	X5	X6	X7	Total
X1	Pearson Correlation	1	.825**	.736**	.749**	.696**	.720**	.750**	.881**
	Sig. (2-tailed)		0,000	0,000	0,000	0,000	0,000	0,000	0,000
	N	100	100	100	100	100	100	100	100
X2	Pearson Correlation	.825**	1	.746**	.668**	.685**	.699**	.678**	.855**
	Sig. (2-tailed)	0,000		0,000	0,000	0,000	0,000	0,000	0,000
	N	100	100	100	100	100	100	100	100
X3	Pearson Correlation	.736**	.746**	1	.817**	.839**	.769**	.783**	.914**
	Sig. (2-tailed)	0,000	0,000		0,000	0,000	0,000	0,000	0,000
	N	100	100	100	100	100	100	100	100
X4	Pearson Correlation	.749**	.668**	.817**	1	.824**	.766**	.831**	.909**
	Sig. (2-tailed)	0,000	0,000	0,000		0,000	0,000	0,000	0,000
	N	100	100	100	100	100	100	100	100
X5	Pearson Correlation	.696**	.685**	.839**	.824**	1	.681**	.772**	.884**
	Sig. (2-tailed)	0,000	0,000	0,000	0,000		0,000	0,000	0,000
	N	100	100	100	100	100	100	100	100
X6	Pearson Correlation	.720**	.699**	.769**	.766**	.681**	1	.804**	.874**
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000		0,000	0,000
	N	100	100	100	100	100	100	100	100
X7	Pearson Correlation	.750**	.678**	.783**	.831**	.772**	.804**	1	.901**
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	0,000		0,000
	N	100	100	100	100	100	100	100	100
Total	Pearson Correlation	.881**	.855**	.914**	.909**	.884**	.874**	.901**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	0,000	0,000	
	N	100	100	100	100	100	100	100	100

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

**Consumer Satisfaction Variable (Y)**

<b>Correlations</b>						
		X1	X2	X3	X4	Total
X1	Pearson Correlation	1	.636**	.558**	.556**	.807**
	Sig. (2-tailed)		0,000	0,000	0,000	0,000
	N	100	100	100	100	100
X2	Pearson Correlation	.636**	1	.684**	.598**	.864**
	Sig. (2-tailed)	0,000		0,000	0,000	0,000
	N	100	100	100	100	100
X3	Pearson Correlation	.558**	.684**	1	.668**	.863**
	Sig. (2-tailed)	0,000	0,000		0,000	0,000
	N	100	100	100	100	100
X4	Pearson Correlation	.556**	.598**	.668**	1	.842**
	Sig. (2-tailed)	0,000	0,000	0,000		0,000
	N	100	100	100	100	100
Total	Pearson Correlation	.807**	.864**	.863**	.842**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	
	N	100	100	100	100	100

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

### Attachment 5 Reliability Test

#### Price Perception Variable (X1)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0,818	5

#### Location Variable (X3)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0,810	6

#### Product Quality Variable (X3)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0,886	5

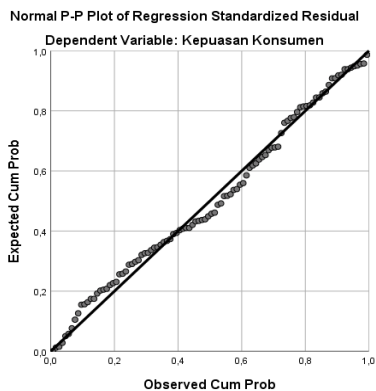
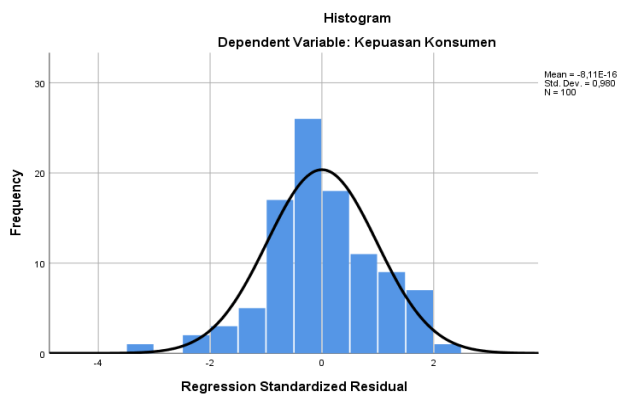
#### Service Quality Variable (X4)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0,955	7

#### Consumer Satisfaction Variable (Y)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0,865	4

### Attachment 6 Normality Test



One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0,0000000
	Std. Deviation	2,08081785
Most Extreme Differences	Absolute	0,060
	Positive	0,060
	Negative	-0,060
Test Statistic		0,060
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		



### Attachment 7 Multicollinearity Test

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Persepsi Harga	0,669	1,496
	Lokasi	0,692	1,446
	Kualitas Produk	0,704	1,42
	Kualitas Pelayanan	0,662	1,51

a. Dependent Variable: Kepuasan Konsumen

### Attachment 8 Heteroscedasticity Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,942	1,343		1,445	0,152
	Persepsi Harga	-0,023	0,045	-0,064	-0,511	0,61
	Lokasi	0,017	0,044	0,049	0,399	0,691
	Kualitas Produk	0,008	0,044	0,023	0,185	0,853
	Kualitas Pelayanan	-0,016	0,028	-0,071	-0,564	0,574

a. Dependent Variable: Abs\_Res

### Attachment 9 Multiple Linear Regression, t test and F test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,395	2,157		0,183	0,855
	Persepsi Harga	0,051	0,072	0,071	0,718	0,475
	Lokasi	0,15	0,07	0,208	2,131	0,036
	Kualitas Produk	0,228	0,071	0,31	3,211	0,002
	Kualitas Pelayanan	0,184	0,045	0,41	4,108	0

a. Dependent Variable: Kepuasan Konsumen

Coefficients <sup>a</sup>						
Model		Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,395	2,157		0,183	0,855
	Persepsi Harga	0,051	0,072	0,071	0,718	0,475
	Lokasi	0,150	0,070	0,208	2,131	0,036
	Kualitas Produk	0,228	0,071	0,310	3,211	0,002
	Kualitas Pelayanan	0,184	0,045	0,410	4,108	0,000

a. Dependent Variable: Kepuasan Konsumen

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	256,740	4	64,185	14,225	,000 <sup>b</sup>
	Residual	428,650	95	4,512		
	Total	685,390	99			

a. Dependent Variable: Kepuasan Konsumen  
b. Predictors: (Constant), Kualitas Pelayanan, Kualitas Produk, Lokasi, Persepsi Harga

**Attachment 10 Coefficient of Determination (R<sup>2</sup>)**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909 <sup>a</sup>	0,827	0,82	1,17377
a. Predictors: (Constant), Kualitas Pelayanan, Persepsi Harga, Lokasi, Kualitas Produk				

## Attachment 11 Company Reply Letter



Sabana Fried Chicken  
Cabang Surabaya Selatan  
Jl. Gunung Sari Indah J-5 Surabaya

---

Perihal : Balasan  
Kepada Yth:  
Dekan Fakultas Ekonomi Universitas 17 Agustus 1945 Surabaya  
Di Tempat,

Dengan Hormat,

Yang bertanda tangan di bawah ini :

Nama : Muhammad Misykat Laaaliudin  
Jabatan : Pimpinan Sabana Fried Chicken Cabang Surabaya Selatan

Menerangkan bahwa :

Nama : Tarissa Fatika Lauma  
NBI : 1212000250

Program Studi : Manajemen

Telah kami setuju untuk melaksanakan penelitian pada perusahaan kami sebagai syarat untuk penyusunan skripsi dengan judul : **“PENGARUH PERSEPSI HARGA, LOKASI, KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA SABANA FRIED CHICKEN CABANG GUNUNG SARI INDAH SURABAYA”**

Demikian surat ini kami sampaikan, dan atas kerjasamanya kami mengucapkan terima kasih.


Surabaya, 06 Oktober 2023

Hormat Kami,

Pimpinan Sabana Fried Chicken Cabang Surabaya Selatan

Muhammad Misykat Laaaliudin


Attachment 12 Guidance Card




**UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA**  
**FAKULTAS EKONOMI DAN BISNIS**  
 Kampus: Jl. Semolowaru 45 Surabaya 60118. Telp (031) 5931800 Pst 140&141 E-mail: feb@untag-sby.ac.id

**SEMESTER**  
 Gasal / ~~Camp~~  
 2023, 2024

**KARTU BIMBINGAN SKRIPSI**





Nama Mahasiswa / NBI : Tarissa Fatika Lauma  
 Nama Pembimbing : Dr. Capt. Fausta Ari Barata  
 Judul Skripsi : Pengaruh Persepsi Harga, Lokasi, Kuantitas Produk dan Kualitas Pelayanan Terhadap Kepuasan Konsumen (Studi Kasus Pada Sabana Fried Chicken Cabang Surabaya Selatan)

Mulai Program Skripsi : Semester 7 Thn. Ak. 2020 Selesai Bimbingan Tanggal 18-10-2023

No.	HARI / TANGGAL	KONSENTRASI		PARAF
		BAB / HAL	KETERANGAN REVISI	
1.	Jumat, 15-09-23	Judul	ACC judul	
2.	Rabu, 20-09-23	Bab 1.	revisi bab 1 (penambahan var judul)	
3.	Selasa, 3-10-23	Bab 2	revisi bab 2	
4.	Senin, 9-10-23	Bab 2 & 3	revisi bab 2 & bab 3	
5.	Kamis, 12-10-23	Bab 3	revisi penelitian terdahulu	
6.	Rabu, 18-10-23	Bab 1-3	review bab 1-3	
7.	Rabu, 18-10-23	Bab 1-3	ACC proposal	
8.	Senin 18-12-23	Bab 4-5	revisi bab 4 (olah data) & bab 5	
9.	Selasa 19-12-23	Bab 1-5	reliw	
10.	Selasa 19-12-23	Bab 1-5	acc skripsi	

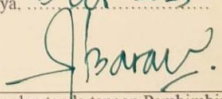
Perpanjangan I \_\_\_\_\_

Semester : \_\_\_\_\_

Th. Ak. : \_\_\_\_\_

Paraf Kajur : \_\_\_\_\_

Surabaya, 19 Okt 2023



( Nama dan tanda tangan Pembimbing )

## Attachment 13 Proof Of Publication

PENGARUH PERSEPSI HARGA, LOKASI, KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA SABANA FRIED CHICKEN CABANG GUNUNG SARI INDAH SURABAYA

### ORIGINALITY REPORT

<b>18%</b>	<b>17%</b>	<b>12%</b>	<b>8%</b>
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

### PRIMARY SOURCES

<b>1</b>	<a href="https://repository.untag-sby.ac.id">repository.untag-sby.ac.id</a> Internet Source	<b>2%</b>
<b>2</b>	<a href="https://repository.stiemahardhika.ac.id">repository.stiemahardhika.ac.id</a> Internet Source	<b>1%</b>
<b>3</b>	Submitted to Universitas Respati Indonesia Student Paper	<b>1%</b>
<b>4</b>	Achmad Effendi, Theresia Pradiani, Fathorrahman .. "PENGARUH KUALITAS PROGRAM, LAYANAN, BIAYA DAN CITRA MEREK TERHADAP KEPUASAN PESERTA PELATIHAN PADA LEMBAGA PELATIHAN DAN KURSUS PT TRAMPIL SISTEM MANAJAMEN", Jurnal Ilmiah Riset Aplikasi Manajemen, 2023 Publication	<b>1%</b>
<b>5</b>	<a href="https://repository.iainkudus.ac.id">repository.iainkudus.ac.id</a> Internet Source	<b>1%</b>
<b>6</b>	Submitted to Universitas Kristen Duta Wacana Student Paper	