

LAMPIRAN

Lampiran. 1 Kuesioner Penelitian

UNIVERSITAS 17 AGUSTUS 1945 SURABAYA
KUESIONER PENELITIAN “PENGARUH LOKASI, PERSEPSI HARGA,
DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DI
OUTLET TEA BREAK TUNJUNGAN PLAZA”

Yth, Responden Penelitian
Pelanggan Tea Break Surabaya

Dengan Hormat,

Saya mahasiswa Universitas 17 Agustus 1945 Surabaya

Nama: Alissa Qotrun Nada

NPM: 1212000313

Sedang mengadakan penelitian untuk penyusunan skripsi yang berjudul “Pengaruh Lokasi, Persepsi Harga, dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Outlet Tea Break Tunjungan Plaza”

Saya mohon kesediaan saudara/i untuk meluangkan waktu sejenak untuk mengisi kuesioner penelitian ini. Dan sebelumnya Saya ucapkan terimakasih atas kesediaan saudara telah mengisi kuesioner penelitian ini. Berikut ini adalah petunjuk pengisian kuesioner.

1. Isilah identitas di kolom identitas responden yang telah di sediakan.
2. Pilihlah salah satu jawaban yang paling tepat dengan memberi tanda checklist (v) menurut pendapat rekan-rekan pada kolom yang disediakan.
3. Jawablah setiap bagian kuesioner ini sesuai dengan petunjuk pengisian yang ada.
4. Pastikan anda telah memberikan jawaban bagi setiap pernyataan dan tidak ada pernyataan yang terlewatkan.
5. Kerahasiaan identitas dan jawaban anda dijamin oleh peneliti.

Terimakasih atas bantuannya, jawaban anda sangat membantu penulis dalam menyelesaikan skripsi ini.

Hormat Saya

Alissa Qotrun Nada

IDENTITAS PELANGGAN

| | |
|----------------|--|
| Data Responden | |
| Nama | |
| Umur | |
| Jenis Kelamin | |
| Domisili | |

I. PETUNJUK PENGISIAN

Pilih salah satu jawaban yang paling tepat dengan memberi tanda checklist menurut pendapat teman-teman pada kolom yang disajikan:

STS = Sangat Tidak Setuju (1)

TS = Tidak Setuju (2)

KS = Kurang Setuju (3)

S = Setuju (4)

SS = Sangat Setuju (5)

Kuesioner ini hanya di isi oleh responden pelanggan Tea Break Surabaya. Apabila anda bukan pelanggan Tea Break Surabaya, anda tidak perlu melanjutkan pengisian kuesioner ini. Terimakasih.

II. DAFTAR PERTANYAAN

| No | Pertanyaan | Jawaban | | | | |
|--------------------|--|---------|----|----|---|----|
| | | STS | TS | KS | S | SS |
| Lokasi (X1) | | | | | | |
| 1 | Akses ke outlet Tea Break di Tunjungan Plaza sangat baik | | | | | |
| 2 | Outlet Tea Break memiliki akses yang nyaman dan mudah dijangkau. | | | | | |
| 3 | Tingkat lalu lintas pengunjung di sekitar Tea Break Tunjungan Plaza terlalu padat. | | | | | |
| 4 | Outlet Tea Break dapat mengelola lalu lintas pengunjung dengan baik. | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 5 | Merasa sulit untuk menemukan Outlet Tea Break di dalam Tunjungan Plaza. | | | | | |
| 6 | Outlet Tea Break di Tunjungan Plaza memiliki tanda-tanda petunjuk yang jelas. | | | | | |
| 7 | Sering kesulitan menemukan tempat parkir di dekat Outlet Tea Break. | | | | | |
| 8 | Outlet Tea Break Tunjungan Plaza memiliki ketersediaan tempat parkir yang memadai. | | | | | |
| 9 | Lingkungan sekitar Outlet Tea Break terasa nyaman. | | | | | |
| 10 | Outlet Tea Break menciptakan lingkungan yang menyenangkan. | | | | | |

| No | Pertanyaan | Jawaban | | | | |
|----------------------------|--|---------|----|----|---|----|
| | | STS | TS | KS | S | SS |
| Persepsi Harga (X2) | | | | | | |
| 1 | Harga produk di Outlet Tea Break sangat terjangkau. | | | | | |
| 2 | Harga produk di Tea Break sesuai dengan kualitasnya. | | | | | |
| 3 | Harga Produk di Outlet Tea Break sebanding dengan kualitas yang ditawarkan. | | | | | |
| 4 | Merasa Puas antara harga dan Kualitas Produk di Outlet Tea Break. | | | | | |
| 5 | Tea Break menawarkan harga yang bersaing dibandingkan dengan pesaing sejenisnya. | | | | | |
| 6 | Anda pernah membandingkan harga di Outlet ini dengan Outlet | | | | | |

| | | | | | | |
|--|-----------------|--|--|--|--|--|
| | serupa lainnya. | | | | | |
|--|-----------------|--|--|--|--|--|

| No | Pertanyaan | Jawaban | | | | |
|--------------------------------|--|---------|----|----|---|----|
| | | STS | TS | KS | S | SS |
| Kualitas Pelayanan (X3) | | | | | | |
| 1 | Penampilan ruang Tea Break di Tunjungan Plaza sangat memuaskan. | | | | | |
| 2 | Kualitas peralatan yang digunakan di Outlet Tea Break Tunjungan Plaza sangat baik. | | | | | |
| 3 | Selalu merasa yakin minuman yang di pesan di Tea Break akan disajikan sesuai dengan harapan. | | | | | |
| 4 | Pelayanan Tea Break Tunjungan Plaza selalu konsisten dan dapat diandalkan. | | | | | |
| 6 | Staf di Tea Break Tunjungan Plaza selalu siap untuk membantu ketika memerlukan sesuatu. | | | | | |
| 7 | keluhan atau pertanyaan staf di Tea Break Tunjungan Plaza meresponnya dengan cepat. | | | | | |
| 8 | Staf di Tea Break Tunjungan Plaza memiliki pengetahuan yang cukup tentang produk yang mereka tawarkan. | | | | | |
| 9 | Tea Break Tunjungan Plaza dapat memberikan pelayanan yang sangat berkualitas. | | | | | |
| 10 | Staf di Tea Break Tunjungan Plaza benar-benar memahami kebutuhan yang dibutuhkan. | | | | | |
| No | Pertanyaan | Jawaban | | | | |

| | | STS | TS | KS | S | SS |
|-------------------------------|--|-----|----|----|---|----|
| Kepuasan Pelanggan (Y) | | | | | | |
| 1 | Produk Tea Break memenuhi standar kualitas yang sesuai dengan keinginan. | | | | | |
| 2 | Puas dengan variasi menu dan kualitas bahan yang digunakan. | | | | | |
| 3 | Harga produk di Tea Break sepadan dengan yang ditawarkannya. | | | | | |
| 4 | Merasa hemat untuk membeli produk Tea Break dibandingkan dengan produk sejenisnya. | | | | | |
| 5 | Staf Tea Break menangani keluhan atas permintaan customer. | | | | | |
| 6 | Pelayanan di Outlet Tea Break menanggapi pertanyaan setiap pesanan. | | | | | |
| 7 | Sering merasa ingin kembali ke Tea Break Tunjungan Plaza karena Merasa senang. | | | | | |
| 8 | Suasana di Outlet sangat tenang. | | | | | |
| 9 | Biaya tambahan, seperti pajak dan layanan di Tea Break, sebanding dengan kepuasan yang di nikmati. | | | | | |
| 10 | Pembayaran di Outlet yang ditawarkan sangat fleksibilitas. | | | | | |
| 11 | Fasilitas di Outlet sangat memenuhi kebutuhan yang diinginkan. | | | | | |
| 12 | Fasilitas di Outlet Tunjungan Plaza sangat bersih dan rapi. | | | | | |

Lampiran. 2 Tabulasi Dan Jawaban Responden

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|-----------|
| 36 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 38 |
| 37 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 38 | 4 | 4 | 3 | 3 | 2 | 3 | 5 | 1 | 3 | 3 | 31 |
| 39 | 4 | 3 | 3 | 5 | 3 | 3 | 1 | 4 | 4 | 4 | 34 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 41 | 5 | 5 | 3 | 5 | 1 | 5 | 1 | 5 | 5 | 5 | 40 |
| 42 | 5 | 5 | 4 | 3 | 3 | 2 | 3 | 5 | 4 | 4 | 38 |
| 43 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 33 |
| 44 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 40 |
| 45 | 5 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 38 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 47 | 4 | 4 | 5 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 37 |
| 48 | 5 | 4 | 5 | 3 | 3 | 3 | 4 | 5 | 5 | 5 | 42 |
| 49 | 5 | 5 | 3 | 3 | 1 | 2 | 4 | 5 | 5 | 5 | 38 |
| 50 | 4 | 3 | 4 | 3 | 3 | 3 | 5 | 3 | 4 | 3 | 35 |
| 51 | 5 | 5 | 2 | 3 | 1 | 4 | 2 | 4 | 4 | 3 | 33 |
| 52 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 35 |
| 53 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 27 |
| 54 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 3 | 5 | 38 |
| 55 | 4 | 4 | 5 | 3 | 5 | 4 | 3 | 5 | 3 | 5 | 41 |
| 56 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 35 |
| 57 | 5 | 5 | 5 | 5 | 1 | 5 | 1 | 5 | 5 | 5 | 42 |
| 58 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 34 |
| 59 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 33 |
| 60 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 33 |
| 61 | 3 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 4 | 3 | 33 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 63 | 5 | 5 | 5 | 5 | 1 | 5 | 1 | 5 | 5 | 5 | 42 |
| 64 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 3 | 37 |
| 65 | 4 | 4 | 5 | 4 | 1 | 5 | 1 | 5 | 5 | 5 | 39 |
| 66 | 4 | 4 | 3 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 36 |
| 67 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 37 |
| 68 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 69 | 4 | 4 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 4 | 34 |
| 70 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 34 |
| 71 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 28 |

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| 72 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 3 | 4 | 37 |
| 73 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 34 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 75 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 44 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 77 | 4 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 43 |
| 78 | 3 | 4 | 4 | 2 | 3 | 2 | 4 | 2 | 3 | 2 | 29 |
| 79 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 32 |
| 80 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 25 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 82 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 42 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 84 | 5 | 5 | 4 | 3 | 1 | 5 | 1 | 4 | 4 | 4 | 36 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 86 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 34 |
| 87 | 3 | 2 | 4 | 3 | 2 | 5 | 3 | 2 | 5 | 3 | 32 |
| 88 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 89 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 3 | 2 | 3 | 30 |
| 90 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 31 |
| 91 | 3 | 3 | 5 | 3 | 2 | 3 | 3 | 4 | 5 | 4 | 35 |
| 92 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 36 |
| 93 | 4 | 4 | 5 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 35 |
| 94 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 95 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 96 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 97 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 98 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| 99 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 100 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 101 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 102 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |

Persepsi Harga (X2)

| No | x1 | x2 | x3 | x4 | x5 | x6 | TOTAL |
|----|----|----|----|----|----|----|-------|
|----|----|----|----|----|----|----|-------|

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

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

| | | | | | | | |
|-----|---|---|---|---|---|---|-----------|
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| 75 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| 76 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 77 | 5 | 3 | 3 | 2 | 4 | 4 | 21 |
| 78 | 4 | 4 | 4 | 4 | 4 | 2 | 22 |
| 79 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 80 | 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 82 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 83 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 84 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 87 | 3 | 5 | 5 | 3 | 2 | 5 | 23 |
| 88 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 89 | 5 | 4 | 4 | 4 | 3 | 4 | 24 |
| 90 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 91 | 5 | 5 | 5 | 4 | 5 | 3 | 27 |
| 92 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 93 | 2 | 4 | 3 | 3 | 3 | 4 | 19 |
| 94 | 5 | 5 | 5 | 5 | 5 | 3 | 28 |
| 95 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 97 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 98 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 99 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 100 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 101 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 102 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |

Kualitas Pelayanan (X3)

| No | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | TOTAL |
|----|----|----|----|----|----|----|----|----|----|-----|-------|
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
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| 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 5 | 3 | 4 | 35 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 7 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 8 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 44 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 10 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 36 |
| 11 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 31 |
| 12 | 2 | 3 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | 31 |
| 13 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 35 |
| 14 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 33 |
| 15 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 18 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 30 |
| 19 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |
| 20 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 43 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 24 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 25 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 26 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 47 |
| 27 | 4 | 4 | 3 | 1 | 5 | 5 | 1 | 3 | 2 | 3 | 31 |
| 28 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
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| 31 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 32 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 29 |
| 33 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 37 |
| 34 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 39 |

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|----|---|---|---|---|---|---|---|---|---|---|-----------|
| 37 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 38 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 32 |
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| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 42 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
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| 45 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 45 |
| 46 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| 47 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
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| 60 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 33 |
| 61 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 32 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 63 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 64 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 35 |
| 65 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 42 |
| 66 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 67 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 38 |
| 68 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 35 |
| 69 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 34 |
| 70 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 33 |
| 71 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 72 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |

Kepuasan Pelanggan (Y)

| No | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | x11 | x12 | TOTAL |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-------|
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 2 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 5 | 52 |
| 3 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 47 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 59 |
| 8 | 5 | 5 | 5 | 2 | 3 | 4 | 1 | 3 | 5 | 5 | 5 | 4 | 47 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 10 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 39 |
| 11 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 4 | 2 | 3 | 32 |
| 12 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 35 |
| 13 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 14 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 38 |
| 15 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 53 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 17 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 45 |
| 18 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 30 |
| 19 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 35 |
| 20 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 45 |
| 21 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 51 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 23 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 52 |
| 24 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 25 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 26 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 58 |
| 27 | 5 | 4 | 1 | 4 | 2 | 3 | 5 | 5 | 1 | 2 | 5 | 3 | 40 |
| 28 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 56 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 30 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 5 | 3 | 4 | 39 |
| 31 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 32 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 35 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 47 |
| 34 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 40 |

| | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|-----------|
| 72 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 45 |
| 73 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 41 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 75 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 54 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 59 |
| 77 | 5 | 2 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 41 |
| 78 | 3 | 4 | 4 | 2 | 2 | 4 | 2 | 3 | 3 | 4 | 2 | 4 | 37 |
| 79 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 39 |
| 80 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 82 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 46 |
| 83 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 54 |
| 84 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 2 | 4 | 5 | 4 | 5 | 52 |
| 85 | 4 | 5 | 4 | 3 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 52 |
| 86 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 45 |
| 87 | 5 | 5 | 4 | 2 | 2 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 43 |
| 88 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 89 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 39 |
| 90 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 44 |
| 91 | 4 | 5 | 5 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 52 |
| 92 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 44 |
| 93 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 46 |
| 94 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 95 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 97 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 98 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 99 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 100 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 101 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 102 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |

Lampiran. 3 Tabel Hasil Uji Spss

Validity

| | | | | | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .009 | | .096 | .000 | .000 | .000 | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| X1.7 | Pearson Correlation | .239* | .224* | .310** | .110 | .678** | .166 | 1 | .172 | .184 | .360** | .367** |
| | Sig. (2-tailed) | .015 | .024 | .002 | .271 | .000 | .096 | | .084 | .064 | .000 | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| X1.8 | Pearson Correlation | .540** | .489** | .599** | .530** | .290** | .583** | .172 | 1 | .558** | .661** | .754** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .003 | .000 | .084 | | .000 | .000 | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| X1.9 | Pearson Correlation | .693** | .488** | .530** | .539** | .161 | .596** | .184 | .558** | 1 | .646** | .733** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .106 | .000 | .064 | .000 | | .000 | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| X1.10 | Pearson Correlation | .665** | .497** | .539** | .483** | .298** | .596** | .360** | .661** | .646** | 1 | .812** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .002 | .000 | .000 | .000 | .000 | | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| Total | Pearson Correlation | .754** | .691** | .661** | .692** | .346** | .702** | .367** | .754** | .733** | .812** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |

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

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

X2. Persepsi Harga

| | | Correlations | | | | | | |
|-------|---------------------|---------------------|--------|--------|--------|--------|--------|--------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | Total |
| X2.1 | Pearson Correlation | 1 | .648** | .783** | .709** | .624** | .313** | .747** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .001 | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| X2.2 | Pearson Correlation | .648** | 1 | .789** | .720** | .672** | .466** | .773** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| X2.3 | Pearson Correlation | .783** | .789** | 1 | .785** | .693** | .406** | .799** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| X2.4 | Pearson Correlation | .709** | .720** | .785** | 1 | .630** | .330** | .811** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .001 | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| X2.5 | Pearson Correlation | .624** | .672** | .693** | .630** | 1 | .435** | .819** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| X2.6 | Pearson Correlation | .313** | .466** | .406** | .330** | .435** | 1 | .561** |
| | Sig. (2-tailed) | .001 | .000 | .000 | .001 | .000 | | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| Total | Pearson Correlation | .747** | .773** | .799** | .811** | .819** | .561** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 |

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

X3. Kualitas Pelayanan

Correlations

| | | | | | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| X3.7 | Pearson Correlation | .563** | .524** | .675** | .702** | .628** | .541** | 1 | .675** | .711** | .720** | .757** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| X3.8 | Pearson Correlation | .640** | .642** | .743** | .780** | .699** | .602** | .675** | 1 | .695** | .720** | .826** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| X3.9 | Pearson Correlation | .628** | .587** | .727** | .650** | .730** | .692** | .711** | .695** | 1 | .714** | .826** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| X3.10 | Pearson Correlation | .606** | .634** | .764** | .701** | .647** | .655** | .720** | .720** | .714** | 1 | .818** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| Total | Pearson Correlation | .821** | .773** | .879** | .844** | .808** | .777** | .757** | .826** | .826** | .818** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |

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

Y. Kepuasan Pelanggan

Correlations

| | | | | | | | | | | | | | | |
|---------|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Y1 1 | Pearson | .705** | .726** | .687** | .713** | .728** | .639** | .706** | .675** | .714** | .702** | 1 | .656** | .841** |
| | Correlation | | | | | | | | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| Y1 2 | Pearson | .669** | .777** | .677** | .637** | .639** | .710** | .616** | .498** | .638** | .672** | .656** | 1 | .806** |
| | Correlation | | | | | | | | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |
| Total | Pearson | .812** | .804** | .818** | .819** | .867** | .800** | .796** | .735** | .824** | .773** | .841** | .806** | 1 |
| | Correlation | | | | | | | | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 | 102 |

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

Reliability

X1. Lokasi

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .876 | 10 |

X2. Persepsi Harga

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .895 | 6 |

X3. Kualitas Pelayanan

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .953 | 10 |

Y. Kepuasan Pelanggan

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .958 | 12 |

Kolmogorov - Smirnov**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 102 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | .71585936 |
| Most Extreme Differences | Absolute | .151 |
| | Positive | .132 |
| | Negative | -.151 |
| Test Statistic | | .151 |
| Asymp. Sig. (2-tailed) | | .000 ^c |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Multicollinearity**Coefficients^a**

| Model | | Collinearity Statistics | |
|-------|--------------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | Lokasi | .320 | 3.126 |
| | Persepsi Harga | .166 | 6.016 |
| | Kualitas Pelayanan | .153 | 6.548 |

a. Dependent Variable: Kepuasan Pelanggan

Heterosidacticity

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .928 | .304 | | 3.050 | .003 |
| | Lokasi | .038 | .013 | .459 | 2.864 | .005 |
| | Persepsi Harga | -.073 | .017 | -.939 | -4.229 | .000 |
| | Kualitas Pelayanan | .023 | .016 | .343 | 1.479 | .142 |

a. Dependent Variable: Abs_RES

Autocorelation**Model Summary^b**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .997 ^a | .993 | .993 | .72673 | 1.501 |

a. Predictors: (Constant), Kualitas Pelayanan, Lokasi, Persepsi Harga

b. Dependent Variable: Kepuasan Pelanggan

Regression**Coefficients^a**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .495 | .445 | | 1.113 | .268 |
| | Lokasi | .034 | .019 | .026 | 1.779 | .078 |
| | Persepsi Harga | -.052 | .025 | -.042 | -2.078 | .040 |
| | Kualitas Pelayanan | 1.102 | .023 | 1.014 | 47.980 | .000 |

a. Dependent Variable: Kepuasan Pelanggan

Partial Corellation**Correlations**

| | | Lokasi | Persepsi Harga | Kualitas Pelayanan | Kepuasan Pelanggan |
|--------|---------------------|--------|----------------|--------------------|--------------------|
| Lokasi | Pearson Correlation | 1 | .795** | .814** | .817** |

| | | | | | |
|--------------------|---------------------|--------|--------|--------|--------|
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 102 | 102 | 102 | 102 |
| Persepsi Harga | Pearson Correlation | .795** | 1 | .908** | .899** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 102 | 102 | 102 | 102 |
| Kualitas Pelayanan | Pearson Correlation | .814** | .908** | 1 | .996** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 102 | 102 | 102 | 102 |
| Kepuasan Pelanggan | Pearson Correlation | .817** | .899** | .996** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 102 | 102 | 102 | 102 |

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

F

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|----------|-------------------|
| 1 | Regression | 7698.330 | 3 | 2566.110 | 4858.750 | .000 ^b |
| | Residual | 51.758 | 98 | .528 | | |
| | Total | 7750.088 | 101 | | | |

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Pelayanan, Lokasi, Persepsi Harga

T

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|----------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .495 | .445 | | 1.113 | .268 |
| | Lokasi | .034 | .019 | .026 | 1.779 | .078 |
| | Persepsi Harga | -.052 | .025 | -.042 | -2.078 | .040 |

| | | | | | |
|--------------------|-------|------|-------|--------|------|
| Kualitas Pelayanan | 1.102 | .023 | 1.014 | 47.980 | .000 |
|--------------------|-------|------|-------|--------|------|

a. Dependent Variable: Kepuasan Pelanggan


Coefficient Determination

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .997 ^a | .993 | .993 | .72673 |

a. Predictors: (Constant), Kualitas Pelayanan, Lokasi, Persepsi Harga

Lampiran. 4 Kartu Bimbingan Skripsi

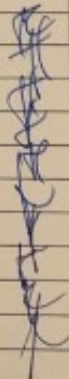

UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS EKONOMI DAN BISNIS
Kampus 11, Semolowoo-01 Surabaya 60118, Telp. (031) 5931889 Fax 1408141 E-mail: info@untag1745.ac.id

KARTU BIMBINGAN SKRIPSI

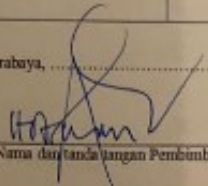
SEMESTER
 Gasal / Genap : 2020 / 2021

Nama Mahasiswa / NIM : Alissa Gatron Nada, 12120210001
 Nama Pembimbing : Dr. Ir. Hotman Panjaitan, M. Sc.
 Judul Skripsi : Pengaruh Lokasi, Persersi Harga dan Kualitas Pelayanan terhadap loyalitas Pelanggan di outlet Tea Break Tunjungan Plaza

Mulai Program Skripsi : Semester 7 Thn. Ak Selesai Bimbingan Tanggal

| No. | HARI / TANGGAL | KONSENTRASI | | PARAF |
|-----|----------------|-------------|-------------------------|--|
| | | BAB / HAL | KETERANGAN REVISI | |
| | 18/09 | | Masalah judul |  |
| | 28/09 | | Bab 2 | |
| | 11/10 | | Bab 2 | |
| | 13/10 | | Hipotesis | |
| | 17/10 | | Kuesioner | |
| | 19/10 | | Dr. Semir | |
| | 15/11 | | Bab 4 dan 5 | |
| | 20/11 | | Bimbingan di luar kelas | |
| | 05/12 | | Revisi | |
| | 22/12 | | Ag. ulun | |
| | | | | |
| | | | | |
| | | | | |

Perpanjangan I : _____
 Semester : _____
 Th. Ak : _____
 Pensi Kajar : _____

Surabaya,

 (Nama dan tanda tangan Pembimbing)