

LAMPIRAN 1
KUESIONER PENELITIAN
PENGARUH KUALITAS PELAYANAN, HARGA, DAN STORE ATMOSPHERE
TERHADAP KEPUASAN KONSUMEN BELIA COSMETIC (STUDI KASUS PADA
KONSUMEN BELIA COSMETIC KECAMATAN GUBENG SURABAYA)

Dengan hormat,

Dalam rangka penelitian yang kami lakukan dengan judul skripsi “Pengaruh Kualitas Pelayanan, Harga, Dan Store Atmosphere Terhadap Kepuasan Konsumen pada Belia Cosmetic Gubeng Surabaya”. Kami memohon bantuan saudara/i untuk meluangkan waktu sejenak dalam pengisian kuesioner ini. Atas perhatian kerjasamanya yang telah berkenan mengisi kuesioner ini kami ucapkan terima kasih.

Petunjuk pengisian kuesioner :

1. Dimohon untuk Saudara/i untuk memberikan jawaban dengan tanda checklist (√) pada kolom yang tersedia dan sesuai dengan pilihan masing-masing.
SS = Sangat Setuju (5)
S = Setuju (4)
N = Netral (3)
TS = Tidak Setuju (2)
STS = Sangat Tidak Setuju (1)
2. Setiap pertanyaan hanya membutuhkan satu jawaban.

IDENTITAS RESPONDEN

Nama Responden :

Jenis Kelamin : () Wanita

Usia : Tahun

Berapa kali belanja ditoko Belia Cosmetic : Kali

Pertanyaan Kuesioner :

1. Kualitas Pelayanan						
No.	Pernyataan	STS	TS	N	S	SS
Kehandalan						
1.	Toko Belia Cosmetic memberikan pelayanan dengan teliti dan tepat waktu.					
2.	Toko Belia Cosmetic bersedia menanggapi keluhan dan masukan terhadap konsumen.					
Daya Tanggap						
1.	Karyawan Belia Cosmetic tanggap dalam melayani kebutuhan konsumen.					
2.	Karyawan Belia Cosmetic melayani konsumen sesuai prosedur dengan cepat dan tepat.					
Jaminan						
1.	Toko Belia Cosmetic Memeberikan kepercayaan terhadap kualitas produk.					
2.	Pelayanan yang diberikanBelia Cosmetic dapat memenuhi kebutuhan konsumen.					
Empati						
1.	Kondisi fisik mencerminkan kualitas produk atau layanan yang ditawarkan.					
2.	Keramahan karyawan Belia					

	Cosmetic dalam memberikan pelayanan.					
Bukti Fisik						
1.	Belia Cosmetic memiliki fasilitas toko yang memadai.					
2.	Kondisi lingkungan toko Belia Cosmetic bersih dan nyaman.					

2. Harga						
No.	Pernyataan	STS	TS	N	S	SS
Keterjangkauan Harga						
1.	Harga yang ditawarkan padatoko Belia Cosmetic tidak kalah jauh beda dengan toko kosmetik lainnya.					
2.	Harga produk pada toko Belia Cosmetic sangat terjangkau relative murah.					
Kesesuaian Harga dengan Kualitas Produk						
1.	Belia Cosmetic menawarkan harga sesuai dengan kualitas produk.					
2.	Harga yang ditawarkan Belia Cosmetic sesuai dengan harga yang dibayar oleh konsumen.					
Daya Saing Harga						
1.	Harga yang ditawarkan Belia Cosmetic lebih murah dibandingkan dengan pesaing.					
2.	Belia Cosmetic memiliki harga yang standart dibandingkan dengan toko kosmetik lainnya.					
Kesesuaian Harga dengan Manfaat						
1.	Kualitas produk yang menjadi pilihan toko Belia Cosmetic sesuai dengan harapan konsumen.					
2.	Produk yang ditawarkan Belia Cosmetic sesuai dengan harga yang dibayar oleh konsumen.					
Harga yang mempengaruhi Konsumen dalam mengambil Keputusan						
1.	Toko Belia Cosmetic memberikan					

	penawaran atau diskon sebelum membeli.					
2.	Membandingkan harga offlinestore Belia Cosmetic dengan secara online sebelum membeli.					

3. Store Atmosphere						
No.	Pernyataan	STS	TS	N	S	SS
Exterior (bagian depan toko)						
1.	Desain luar toko Belia Cosmetic terlihat sangat rapi, terstruktur dan sistematis.					
2.	Tempat parkir toko Belia Cosmetic kurang memadai dibandingkan dengan konsumen yang datang berbelanja.					
General Interior						
1.	Toko Belia Cosmetic penerangan atau pencahayaan sehingga konsumen mampu mencari barang sesuai dengan yang diharapkan.					
2.	Toko Belia Cosmetic Memberikan kenyamanan bagi pengunjung dengan kelengkapan produk yang tersedia.					
Store Layout (tata letak)						
1.	Toko Belia Cosmetic menciptakan alur perjalanan yang nyaman saat berbelanja.					
2.	Penempatan rak Belia Cosmetic yang tersusun rapi dapat memudahkan konsumen dalam menemukan produk yang dibutuhkan.					
Interior Display						
1.	Toko Belia Cosmetic menyusun dengan rapi dalam pemajangan produk kosmetik.					
2.	Penataan produk membuat					

	konsumen tertarik untuk belanja di toko Belia Cosmetic.					
4. Kepuasan Konsumen (Y)						
	Pernyataan	STS	TS	N	S	SS
Kesesuaian Harapan						
1.	Ketersediaan produk Belia Cosmetic yang lengkap membuat konsumen merasa Puas untuk berbelanja.					
2.	Toko Belia Cosmetic membantu dalam memberikan informasi yang dibutuhkan konsumen saat berbelanja.					
Minat Berkunjung Kembali						
1.	Pelayanan yang diberikan Toko Belia Cosmetic sesuai dengan harapan konsumen.					
2.	Belia Cosmetic memberikan fasilitas dan lingkungan dalam toko bersih dan nyaman.					
Kesediaan Merekomendasikan						
1.	Memberikan saran atau masukan dalam meningkatkan kesediaan toko Belia Cosmetic.					
2.	Merasa puas dengan kualitas produk atau layanan yang disediakan toko Belia Cosmetic.					

LAMPIRAN 2
TABULASI DAN JAWABAN RESPONDEN

Kualitas Pelayanan (X₁)

No	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	TOTAL
1	5	5	5	4	4	4	4	4	4	4	43
2	5	4	4	5	5	5	5	5	5	4	47
3	4	4	4	5	4	5	4	4	3	4	41
4	4	3	4	4	4	3	4	3	4	4	37
5	4	3	4	4	4	4	3	4	4	4	38
6	5	4	5	5	5	4	5	5	5	4	47
7	4	4	4	4	3	4	3	4	3	3	36
8	4	4	4	4	4	5	4	3	4	4	40
9	4	4	4	3	4	3	4	3	4	4	37
10	4	4	3	4	5	5	5	4	5	4	43
11	5	4	4	4	4	4	4	4	4	4	41
12	4	4	5	5	4	5	4	4	3	4	42
13	4	3	4	4	4	4	4	3	5	5	40
14	4	4	4	5	5	5	4	4	3	4	42
15	5	4	4	4	4	4	4	5	5	5	44
16	4	5	4	4	5	4	4	5	4	5	44
17	5	4	4	3	5	5	4	4	5	3	42
18	4	4	3	4	4	4	4	4	4	4	39
19	4	4	3	4	4	4	4	4	4	4	39
20	4	4	4	4	3	4	3	4	4	4	38
21	4	4	4	4	4	4	4	4	5	5	42
22	5	5	5	5	5	5	4	5	5	5	49
23	4	4	4	4	4	5	4	4	4	4	41
24	4	4	4	4	4	3	4	4	3	3	37
25	5	4	5	5	5	5	4	5	5	5	48
26	4	3	4	4	5	4	4	4	3	4	39
27	4	4	4	4	4	4	4	4	4	4	40
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29	5	5	5	4	5	5	4	5	5	4	47
30	3	5	4	5	5	4	5	3	3	5	42
31	4	4	4	4	4	4	5	4	3	4	40

32	5	4	4	4	4	5	4	3	5	4	42
33	4	4	4	4	4	4	4	4	3	4	39
34	5	4	4	5	4	4	5	4	3	3	41
35	4	4	3	4	4	4	5	4	4	3	39
36	4	4	4	4	4	5	5	5	5	5	45
37	4	5	4	5	4	5	4	5	4	5	45
38	4	4	4	4	4	4	4	4	4	3	39
39	4	5	4	5	5	5	5	5	5	5	48
40	4	5	3	4	5	4	3	5	5	5	43
41	5	4	4	4	5	4	4	4	4	3	41
42	4	5	4	5	3	3	4	3	4	5	40
43	4	4	4	4	4	5	4	4	4	4	41
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50	4	4	5	4	3	3	4	5	4	4	40
51	4	4	4	5	4	5	5	4	4	4	43
52	4	4	4	4	4	5	5	4	4	4	42
53	4	4	4	4	4	4	5	5	4	4	42
54	4	4	4	4	5	5	4	4	4	5	43
55	5	5	5	5	5	5	5	5	5	5	50
56	4	4	4	4	4	4	4	4	5	5	42
57	4	4	4	4	4	4	5	5	3	4	41
58	4	5	4	3	4	4	5	4	5	4	42
59	4	4	4	4	4	4	4	4	4	3	39
60	5	4	5	4	5	4	4	4	4	5	44
61	4	4	4	4	4	4	4	4	4	4	40
62	4	4	4	4	4	4	4	4	4	4	40
63	4	4	4	4	4	4	4	4	4	4	40
64	4	4	4	4	4	3	3	4	4	3	37
65	4	5	4	5	3	5	3	4	5	4	42
66	5	4	4	5	3	4	5	4	4	5	43
67	4	5	5	3	4	5	4	4	5	4	43
68	5	4	5	4	5	4	5	5	4	4	45

Harga (X₂)

X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	TOTAL
5	4	4	4	4	5	4	4	5	4	43
4	5	5	5	5	5	5	5	4	5	48
3	4	4	4	3	4	4	4	5	4	39
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4	3	3	4	3	4	3	4	3	5	36
4	4	4	3	4	5	4	5	4	4	41
3	4	4	4	4	3	3	4	4	4	37
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5	4	5	5	4	4	4	3	4	4	42
4	5	5	5	5	5	4	4	4	4	45
5	5	4	4	4	4	4	4	4	4	42
5	5	5	5	4	4	4	4	3	4	43
4	4	5	4	3	4	5	4	4	3	40
4	5	4	4	4	4	4	4	5	5	43
4	4	4	4	4	4	4	4	5	5	42
4	4	4	4	3	3	3	3	5	5	38
4	5	4	4	5	4	4	4	4	4	42
5	5	5	5	5	5	5	5	4	4	48
5	4	4	4	5	4	5	5	3	4	43
3	4	4	5	4	3	4	4	4	3	38
5	5	5	5	5	5	5	5	4	4	48
4	4	3	4	3	4	4	4	3	4	37
3	3	4	4	4	4	4	4	3	5	38
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4	4	4	4	4	4	4	4	4	4	40
4	5	4	4	5	4	5	4	4	4	43
4	4	3	5	5	5	3	5	4	3	41

5	5	4	5	5	5	4	5	4	4	46
4	5	4	5	4	5	4	5	4	5	45
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4	4	5	4	5	5	5	5	4	4	45
4	5	4	4	5	5	5	5	4	4	45
4	3	4	4	3	3	4	4	4	3	36
5	4	5	3	5	5	3	5	5	4	44
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3	5	4	5	5	3	3	5	5	4	42
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4	4	4	3	4	3	3	4	29
4	4	4	5	4	4	5	4	34
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5	4	5	5	4	4	5	4	36
5	4	4	5	4	4	5	3	34
4	5	4	5	5	4	4	5	36
5	4	4	5	4	5	3	4	34

Kepuasan Konsumen (Y)

x1	x2	x3	x4	x5	x6	TOTAL
4	4	5	5	5	5	28
5	4	4	4	4	5	26
4	4	4	4	3	4	23
4	4	4	4	3	4	23
4	4	4	4	4	4	24
5	5	4	5	5	5	29
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5	3	3	5	5	4	25
5	4	5	5	4	5	28
4	4	4	4	4	4	24
4	3	3	4	4	5	23
4	4	4	4	4	4	24
4	4	5	4	4	4	25
4	4	4	4	4	4	24
4	4	4	4	4	4	24
3	5	5	4	5	5	27
4	4	4	4	4	4	24
3	4	4	4	4	3	22
4	4	3	3	4	3	21
4	4	4	4	4	4	24
5	5	5	5	5	5	30
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4	4	3	3	3	3	20
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4	5	5	4	4	4	26
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4	3	4	4	4	4	23
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3	3	4	3	4	4	21
5	5	5	5	4	4	28
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5	4	4	4	3	4	24
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4	5	5	5	4	5	28
4	4	3	4	4	4	23
4	4	3	5	3	4	23
4	5	4	4	3	5	25
5	5	4	5	4	4	27
5	4	4	5	3	4	25
4	4	4	4	5	4	25

LAMPIRAN 3
HASIL UJI VALIDITAS

		Correlations										
		1	KP_2	KP_3	KP_4	KP_5	KP_6	KP_7	KP_8	KP_9	KP_10	KP_TO TAL
KP_1	Pearson	1	.150	.266	.183	.155	.189	.116	.350	.228	.001	.489
	Correlation											
	Sig (2-tailed)		.141	.008	.073	.130	.063	.257	<.001	.025	.992	<.001
	N	97	97	97	97	97	97	97	97	97	97	97
KP_2	Pearson	.150	1	.214	.126	.205	.250	.023	.392	.263	.149	.538
	Correlation											
	Sig (2-tailed)	.141		.035	.218	.044	.014	.824	<.001	.009	.145	<.001
	N	97	97	97	97	97	97	97	97	97	97	97
KP_3	Pearson	.266	.214	1	.160	.173	.093	.023	.364	.176	.210	.513
	Correlation											
	Sig (2-tailed)	.008	.035		.117	.090	.367	.824	<.001	.085	.039	<.001
	N	97	97	97	97	97	97	97	97	97	97	97
KP_4	Pearson	.183	.126	.160	1	.062	.312	.095	.162	.024	.295	.460
	Correlation											
	Sig (2-tailed)	.073	.218	.117		.543	.002	.354	.113	.817	.003	<.001
	N	97	97	97	97	97	97	97	97	97	97	97
KP_5	Pearson	.155	.205	.173	.062	1	.306	.234	.247	.125	.238	.534
	Correlation											
	Sig (2-tailed)	.130	.044	.090	.543		.002	.021	.015	.224	.019	<.001
	N	97	97	97	97	97	97	97	97	97	97	97
KP_6	Pearson	.189	.250	.093	.312	.306	1	.148	.320	.251	.177	.598
	Correlation											
	Sig (2-tailed)	.063	.014	.367	.002	.002		.149	.001	.013	.082	<.001
	N	97	97	97	97	97	97	97	97	97	97	97
KP_7	Pearson	.116	.023	.023	.095	.234	.148	1	.058	.045	.033	.337
	Correlation											
	Sig (2-tailed)	.257	.824	.824	.354	.021	.149		.575	.662	.752	<.001
	N	97	97	97	97	97	97	97	97	97	97	97
KP_8	Pearson	.350	.392	.364	.162	.247	.320	.058	1	.239	.201	.662
	Correlation											
	Sig (2-tailed)	<.001	<.001	<.001	.113	.015	.001	.575		.019	.048	<.001
	N	97	97	97	97	97	97	97	97	97	97	97
KP_9	Pearson	.228	.263	.176	.024	.125	.251	.045	.239	1	.180	.510
	Correlation											
	Sig (2-tailed)	.025	.009	.085	.817	.224	.013	.662	.019		.078	<.001

	N	97	97	97	97	97	97	97	97	97	97	97
KP_10	Pearson Correlation	.001	.149	.210*	.295**	.238*	.177	.033	.201*	.180	1	.496**
	Sig. (2-tailed)	.992	.145	.039	.003	.019	.082	.752	.048	.078		<.001
	N	97	97	97	97	97	97	97	97	97	97	97
KP_T OTAL	Pearson Correlation	.489	.538**	.513**	.460**	.534**	.598**	.337**	.662**	.510**	.496**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	97	97	97	97	97	97	97	97	97	97	97
** . Correlation is significant at the 0.01 level (2-tailed).												
* . Correlation is significant at the 0.05 level (2-tailed).												

HASIL UJI VALIDITAS (X_c)

Correlations

	H_1	H_2	H_3	H_4	H_5	H_6	H_7	H_8	H_9	H_10	H_TO TAL
Pearson Correlation	1	.030	.463 ⁺	.208 ⁺	.128	.451 ^{***}	.152	.011	-.031	.031	.497 ^{***}
Sig. (2- tailed)		.773	<.001	.040	.210	<.001	.136	.917	.763	.761	<.001
N	97	97	97	97	97	97	97	97	97	97	97
Pearson Correlation	.030	1	.199	.240 ⁺	.450 ^{***}	-.024	.369 ^{***}	.358 ^{***}	.253 ⁺	.036	.577 ^{***}
Sig. (2- tailed)	.773		.050	.018	<.001	.815	<.001	<.001	.012	.724	<.001
N	97	97	97	97	97	97	97	97	97	97	97
Pearson Correlation	.463 ⁺	.199	1	.311 ⁺	.153	.273 ^{***}	.324 ^{***}	.039	.067	.169	.599 ^{***}
Sig. (2- tailed)	<.001	.050		.002	.135	.007	.001	.702	.515	.097	<.001
N	97	97	97	97	97	97	97	97	97	97	97
Pearson Correlation	.208 ⁺	.240 ⁺	.311 ⁺	1	-.021	.167	.359 ^{***}	.134	-.004	.202 ⁺	.501 ^{***}
Sig. (2- tailed)	.040	.018	.002		.842	.102	<.001	.190	.968	.047	<.001
N	97	97	97	97	97	97	97	97	97	97	97
Pearson Correlation	.128	.450 ⁺	.153	-.021	1	.092	.144	.315 ^{***}	.294 ^{***}	-.057	.516 ^{***}
Sig. (2- tailed)	.210	<.001	.135	.842		.372	.160	.002	.003	.582	<.001
N	97	97	97	97	97	97	97	97	97	97	97
Pearson Correlation	.451 ⁺	-.024	.273 ⁺	.167	.092	1	.242 ⁺	.145	-.085	.125	.509 ^{***}
Sig. (2- tailed)	<.001	.815	.007	.102	.372		.017	.156	.410	.224	<.001
N	97	97	97	97	97	97	97	97	97	97	97
Pearson Correlation	.152	.369 ⁺	.324 ⁺	.359 ⁺	.144	.242 ⁺	1	.235 ⁺	.084	.215 ⁺	.626 ^{***}
Sig. (2- tailed)	.136	<.001	.001	<.001	.160	.017		.020	.412	.034	<.001
N	97	97	97	97	97	97	97	97	97	97	97
Pearson Correlation	.011	.358 ⁺	.039	.134	.315 ^{***}	.145	.235 ⁺	1	-.048	-.007	.441 ^{***}
Sig. (2- tailed)	.917	<.001	.702	.190	.002	.156	.020		.638	.946	<.001
N	97	97	97	97	97	97	97	97	97	97	97
Pearson Correlation	-.031	.253 ⁺	.067	-.004	.294 ^{***}	-.085	.084	-.048	1	.039	.326 ^{***}

Sig. (2-tailed)	.763	.012	.515	.968	.003	.410	.412	.638		.701	.001
N	97	97	97	97	97	97	97	97	97	97	97
Pearson Correlation	.031	.036	.169	.202*	-.057	.125	.215*	-.007	.039	1	.351**
Sig. (2-tailed)	.761	.724	.097	.047	.582	.224	.034	.946	.701		<.001
N	97	97	97	97	97	97	97	97	97	97	97
Pearson Correlation	.497*	.577*	.599*	.501*	.516**	.509**	.626**	.441**	.326**	.351**	1
Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.001	<.001	
N	97	97	97	97	97	97	97	97	97	97	97

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

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

	N	97	97	97	97	97	97	97	97	97
ST_7	Pearson Correlation	.104	.065	.240*	.350*	.193	.078	1	.096	.489**
	Sig. (2-tailed)	.312	.526	.018	<.001	.059	.450		.350	<.001
	N	97	97	97	97	97	97	97	97	97
ST_8	Pearson Correlation	.194	.220*	.287*	.221*	.427*	.212*	.096	1	.580**
	Sig. (2-tailed)	.056	.031	.004	.030	<.001	.037	.350		<.001
	N	97	97	97	97	97	97	97	97	97
ST_T OTA L	Pearson Correlation	.580*	.414*	.660*	.636*	.621*	.528*	.489*	.580*	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	97	97	97	97	97	97	97	97	97

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

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

HASIL VALIDITAS (Y)
Correlations

		KK_1	KK_2	KK_3	KK_4	KK_5	KK_6	KK_TO TAL
KK_1	Pearson Correlation	1	.208*	.191	.377**	.061	.289**	.586**
	Sig. (2-tailed)		.041	.061	<.001	.554	.004	<.001
	N	97	97	97	97	97	97	97
KK_2	Pearson Correlation	.208*	1	.155	.375**	.120	.300**	.597**
	Sig. (2-tailed)	.041		.129	<.001	.240	.003	<.001
	N	97	97	97	97	97	97	97
KK_3	Pearson Correlation	.191	.155	1	.084	.195	.161	.505**
	Sig. (2-tailed)	.061	.129		.414	.055	.115	<.001
	N	97	97	97	97	97	97	97
KK_4	Pearson Correlation	.377**	.375**	.084	1	.234*	.592**	.737**
	Sig. (2-tailed)	<.001	<.001	.414		.021	<.001	<.001
	N	97	97	97	97	97	97	97
KK_5	Pearson Correlation	.061	.120	.195	.234*	1	.090	.489**
	Sig. (2-tailed)	.554	.240	.055	.021		.382	<.001
	N	97	97	97	97	97	97	97
KK_6	Pearson Correlation	.289**	.300**	.161	.592**	.090	1	.671**
	Sig. (2-tailed)	.004	.003	.115	<.001	.382		<.001
	N	97	97	97	97	97	97	97
KK_TO TAL	Pearson Correlation	.586**	.597**	.505**	.737**	.489**	.671**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	
	N	97	97	97	97	97	97	97

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

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

LAMPIRAN 4
HASIL UJI RELIABILITAS
UJI RELIABILITAS (X₁)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.692	.691	10

UJI RELIABILITAS (X₂)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.651	.657	10

UJI RELIABILITAS (X₃)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.693	.693	8

UJI RELIABILITAS (Y)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.636	.640	6

LAMPIRAN 5
HASIL UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		97	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.21062813	
Most Extreme Differences	Absolute	.067	
	Positive	.050	
	Negative	-.067	
Test Statistic		.067	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.338	
	99% Confidence Interval	Lower Bound	.326
		Upper Bound	.350

LAMPIRAN 6
HASIL UJI MULTIKOLONIERITAS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.695	1.962		-.354	.724		
	X1	.276	.065	.394	4.272	<.001	.414	2.413
	X2	.123	.053	.180	2.308	.023	.581	1.720
	X3	.273	.063	.362	4.361	<.001	.511	1.957

a. Dependent Variable: Y1

LAMPIRAN 7
HASIL UJI HETEROSKEDASTISITAS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.488	1.077		3.238	.002
	X1	.016	.035	.072	.463	.645
	X2	-.024	.029	-.108	-.827	.411
	X3	-.064	.034	-.259	-1.859	.066

a. Dependent Variable: ABS_RES

LAMPIRAN 8
HASIL UJI REGRESI LINIER BERGANDA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.695	1.962		-.354	.724
	X1	.276	.065	.394	4.272	<.001
	X2	.123	.053	.180	2.308	.023
	X3	.273	.063	.362	4.361	<.001

a. Dependent Variable: Y1

LAMPIRAN 9
HASIL UJI KORELASI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820 ^a	.673	.662	1.23000

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

LAMPIRAN 10
UJI-T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.695	1.962		-.354	.724
	X1	.276	.065	.394	4.272	<.001
	X2	.123	.053	.180	2.308	.023
	X3	.273	.063	.362	4.361	<.001

a. Dependent Variable: Y1

LAMPIRAN 11
HASIL UJI-F
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	289.342	3	96.447	63.750	<.001 ^b
	Residual	140.700	93	1.513		
	Total	430.041	96			

a. Dependent Variable: Y1

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

LAMPIRAN 12

Kartu Bimbingan Skripsi



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SEMESTER
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 2023 / 2024

KARTU BIMBINGAN SKRIPSI



Nama Mahasiswa / NBI : Firda Nur Aini / 12120030011014
 Nama Pembimbing : Dr. Ir. Hotman Panjaitan, M.P.P.
 Judul Skripsi : Pengaruh Kualitas Pelayanan Harga, Dan Store Atmosphere Terhadap Kepuasan Konsumen Belia Cosmetic (Studi Kasus pada Konsumen Belia Cosmetic Di Kecamatan Gubeng Surabaya)
 Mulai Program Skripsi : Semester Thn. Ak Selesai Bimbingan Tanggal.....

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	2/9		Judul	
	7/9		Bab 1	
	15/9		- n 2	
	17/9		- n 3	
	10/10		Ae vjia	
	15/10		Lampiran Cari data	
	20/11		Dah dan 5	
	10/12		bab penuh	
	22/12		Ae Skripsi	

Perpanjangan I _____
 Semester : _____
 Th. Ak : _____
 Paraf Kajur : _____

Surabaya,

 (Nama dan tanda tangan Pembimbing)

LAMPIRAN 13

Hasil Uji Plagiasi

PENGARUH KUALITAS PELAYANAN, HARGA, DAN STORE ATMOSPHERE TERHADAP KEPUASAN KONSUMEN BELIA COSMETIC (STUDI KASUS PADA KONSUMEN BELIA COSMETIC DI KECAMATAN GUBENG SURABAYA)

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