**Lampiran 1. Kuesioner Penelitian**

**SURAT PERMOHONAN PENGISIAN KUESIONER**

Kepada yth :

Bapak/ibu/saudara/i

Customer Chatime Petra Square Surabaya

Dengan Hormat,

Sehubungan untuk memenuhi kelengkapan penyusunan skripsi, saya bermaksud mengadakan penelitian pada Customer Chatime Petra Square Petra dengan judul Pengaruh Kualitas Produk, Promosi Penjualan dan Kualitas Pelayanan terhadap kepuasan Konsumen Chatime Petra Square Di Kota Surabaya. Sebagai salah satu syarat untuk mengikuti ujian sarjana pada Universitas 17 Agustus 1945. Maka dengan segala kerendahan hati penulis, memohon kesediaan bapak/ibu/saudara/i untuk sedikit meluangkan waktu mengisi kuesioner yang telah dilampirkan.

Penelitian ini semata-mata bersifat ilmiah, dan hanya dipergunakan untuk keperluan penyusunan skripsi. Disamping itu juga, diharapkan hasil penelitian ini dapat memberikan masukan bagi penulis. Saya memohon kesediaan bapak/ibu/saudara/i untuk menjawab semua pernyataan yang ada secara jujur dan terbuka, mengingat data yang saya perlukan sangat besar sekali artinya.

Atas segala bantuan dan partisipasi yang bapak/ibu/saudara/i berikan, saya ucapkan terima.

**DATA RESPONDEN**

Kepada Yth. Bapak/Ibu/Saudara/i untuk menjawab seluruh penyataan yang ada dengan jujur dan sesui dengan keadaan yang sebenarnya.

1. Identitas Responden.
2. Nama : ......................................
3. Jenis Kelamin : Laki-laki Perempuan
4. Usia : 17-21 tahun 27-31 tahun

22-26 tahun > 31 tahun

1. Pendidikan Terakhir : .......................................
2. Lama Berkunjung : 1 Kali Lebih dari 2 Kali

2 Kali

1. Tujuan : Hanya Minum

Minum Sambil Berkumpul dengan teman

1. Profesi : Wiraswasta

: Pegawai Swasta

: PNS

: Pelajar / Mahasiswa

: Lain-lain (……………………..)

1. Petunjuk Pengisian.
2. Jawablah pernyataan ini dengan jujur dan benar.
3. Bacalah terlebih dahulu pernyataan dengan cermat sebelum anda memulai untuk menjawabnya.
4. Pilihlah salah satu jawaban yang tersedia dengan member tanda checklist ( √ ) pada salah satu jawaban yang anda anggap paling benar.

Keterangan :

1. STS : Sangat Tidak Setuju

2. TS : Tidak Setuju

3. KS : Kurang Setuju

4. S : Setuju

5. ST : Sangat Setuju

1. **Kualitas Produk (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | | **Pernyataan** | **STS** | | | **TS** | | **N** | | | **S** | | | **SS** | | |
| **Penampilan (*Esthetics)* (X1-1)** | | | | | | | | | | | | | | | | |
| 1. | | Produk Minuman Chatime Memiliki Penampilan yang menarik. | |  | |  | | |  | |  | | | |  | |
|  | | Kemasan Produk Minuman Chatime dapat dibawa kemana saja | |  | |  | | |  | |  | | | |  | |
| 3. | | Produk Minuman Chatime mempunya ciri khas gambar yang menarik dan mudah dikenali konsumen | |  | |  | | |  | |  | | | |  | |
| **Ketahanan (*Durability*) (X1-2)** | | | | | | | | | | | | | | | | |
| 1. | Produk Minuman Chatime dapat bertahan lama tanpa merusak cita rasa | | |  | |  | | | |  | |  | | | |  |
| 2. | Produk Minuman Chatime dapat bertahan di kondisi siang hari/panas | | |  | |  | | | |  | |  | | | |  |
| 3. | Wadah Cup Minuman chatime tahan terhadap benturan ringan. | | |  | |  | | | |  | |  | | | |  |
| **Kualitas yang dipersepsikan*****(Perceived Quality)* (X1-3)** | | | | | | | | | | | | | | | | |
| 1. | Produk Minuman Chatime memiliki cita rasa dengan kualitas yang baik | | | |  |  | | | |  | | |  | |  | |
| 2. | Produk Minuman Chatime Memiliki tempat dengan kualitas baik | | | |  |  | | | |  | | |  | |  | |
| 3. | Produk Minuman Chatime disajikan dalam kondisi dengan kualitas yang baik | | | |  |  | | | |  | | |  | |  | |
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1. **Promosi Penjualan (X2)**

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| **No.** | **Pernyataan** | **STS** | **TS** | **N** | **S** | | **SS** |
| ***Advertising* (Periklanan) (X2-1)** | | | | | | | |
| 1. | Produk Minuman Chatime dapat di temukan di berbagai media social. |  |  |  | |  |  |
| 2. | Produk Minuman Chatime memiliki promo penjualan yang menarik. |  |  |  | |  |  |
| 3. | Promo yang di berikan Chatime menunjang kepuasan tersendiri bagi konsumen yang membeli. |  |  |  | |  |  |
| ***Personal Selling* (Penjualan Pribadi) (X2-2)** | | | | | | | |
| 1. | Produk Minuman Chatime menawarkan promo saat berada di kasir. |  |  |  |  | |  |
| 2. | Karyawan Chatime menjelaskan Promo dengan jelas. |  |  |  |  | |  |
| 3. | Konsumen mudah memahami dengan metode personal selling dari karyawan Chatime. |  |  |  |  | |  |
| ***Public Relations* (Hubungan Masyarakat) (X2-3)** | | | | | | | |
| 1. | Potongan harga produk minuman Chatime sangat bermanfaat bagi konsumen. |  |  |  |  | |  |
| 2. | Chatime sering memberikan hadiah untuk konsumen saat mengadakan sponsor. |  |  |  |  | |  |
| 3. | Hadiah yang diberikan Chatime sangat bermanfaat bagi konsumen. |  |  |  |  | |  |

1. **Kualitas Pelayanan (X3)**

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| **No.** | **Pernyataan** | **STS** | | **TS** | **N** | | | **S** | | **SS** | |
| **Kinerja (*Performance*) (X3-1)** | | | | | | | | | | | | |
| 1. | Karyawan Chatime bekerja dengan cepat dalann menyiapkan Minuman. |  |  | | | |  | |  | |  | |
| 2. | Kasir mampu menjelaskan produk yang konsumen tidak tahu. |  |  | | | |  | |  | |  | |
| 3. | Karyawan Chatime cepat tanggap terhadap permintaan konsumen. |  |  | | | |  | |  | |  | |
| **Empati (*Emphaty*) (X3-2)** | | | | | | | | | | | | |
| 1. | Karyawan menyapa saat konsumen masuk dan saat mau melakukan pemesanan minuman. |  |  | | |  | | |  | |  | |
| 2. | Karyawan bersikap ramah saat konsumen bertanya tentang menu minuman dan promo apa saja yang sedang berlangsung. |  |  | | |  | | |  | |  | |
| 3. | Karyawan Chatime secara pribadi memberikan perhatian dan akrab pada konsumen. |  |  | | |  | | |  | |  | |
| **Kemampuan pelayanan (*Service ability*) (X3-3)** | | | | | | | | | | | | |
| 1. | Kasir memberikan pelayanan yang cepat dalam hal pembelian minuman. |  |  | | |  | | |  | |  | |
| 2. | Pelayanan yang diberikan Karyawan Chatime sesuai dengan apa yang diharapkan. |  |  | | |  | | |  | |  | |
| 3. | Karyawan memberikan respon yang tepat terhadap kebutuhan konsumen. |  |  | | |  | | |  | |  | |

1. **Kepuasan Konsumen (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **STS** | | **TS** | | | **N** | | **S** | | **SS** |
| ***Expectations* (Harapan) (Y1)** | | | | | | | | | | | |
| 1. | Produk Minuman Chatime memiliki rasa yang enak. |  | |  | | |  | |  | |  |
| 2. | Karyawan Chatime menyajikan Minuman dengan tepat sesuai permintaan. |  | |  | | |  | |  | |  |
| 3. | Karyawan Chatime selalu menunjukkan penampilan yang menyenanngkan. |  | |  | | |  | |  | |  |
| ***Comparison* (Perbandingan) (Y2)** | | | | | | | | | | | |
| 1. | Saya Dilayani dengan baik oleh karyawan Chatime Petra Square Surabaya. | |  | |  | |  | |  | |  |
| 2. | Waktu yang saya habiskan saat mengantri untuk memesan Produk Minuman Chatime masih dalam batas toleransi. | |  | |  | |  | |  | |  |
| 3. | Saya merasa nyaman dengan fasilitas yang ada di Store Chatime Petra Square Surabaya. | |  | |  | |  | |  | |  |
| ***Confirmation* (Konfirmasi) (Y3)** | | | | | | | | | | | |
| 1. | Anda merasa puas terhadap pelayanan yang diberikan oleh semua karyawan Chatime Petra Square Surabaya. | |  | | |  |  |  | |  | |
| 2. | Anda tidak keberatan untuk datang lagi ke Chatime Petra Square Surabaya. | |  | | |  |  |  | |  | |
| 3. | Anda Bersedia merekomendasi Produk Minuman Chatime ke saudara maupun teman anda. | |  | | |  |  |  | |  | |

**Lampiran 2. Hasil Jawaban Responden**

KUALITAS PRODUK

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Penampilan (Esthetics) | | | Ketahanan (Durability) | | | Kualitas yang dipersepsikan (Perceived Quality) | | |
| X1.1 | | | X1.2 | | | X1.3 | | |
| 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 9 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 10 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 14 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 15 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 16 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 21 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 23 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 26 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 27 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 30 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 32 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| 33 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 5 |
| 34 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 36 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 39 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 40 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 41 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 42 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 44 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 45 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 47 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 53 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 55 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 56 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 58 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 60 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 |
| 61 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 62 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 64 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 65 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 66 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 68 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 |
| 69 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 70 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 71 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 72 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 74 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 75 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 |
| 76 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 77 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 78 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 4 |
| 79 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 |
| 80 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 |
| 82 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 83 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 84 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 |
| 85 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 86 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 3 |
| 87 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 88 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 |
| 89 | 5 | 4 | 5 | 5 | 3 | 5 | 3 | 4 | 5 |
| 90 | 5 | 3 | 5 | 4 | 3 | 5 | 3 | 3 | 4 |
| 91 | 5 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 3 |
| 92 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 4 |
| 93 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 4 |
| 94 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 4 |
| 95 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 96 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 |
| 97 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 98 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |
| 99 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 |
| 100 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |

PROMOSI PENJUALAN

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Advertising (Periklanan) | | | Personal Selling (Penjualan Pribadi) | | | Public Relations (Hubungan Masyarakat) | | |
| X2.1 | | | X2.2 | | | X2.3 | | |
| 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 7 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 8 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 10 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 11 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 12 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 14 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 |
| 15 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 17 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 19 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 20 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 21 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 23 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 25 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 27 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 30 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 32 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 33 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 34 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 35 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 37 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 39 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 41 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |
| 42 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 43 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| 44 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 45 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 46 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 |
| 47 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 48 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
| 49 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 |
| 50 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 |
| 51 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 52 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |
| 53 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 56 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 57 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 58 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 60 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 61 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 62 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 63 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 64 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 65 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 66 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 68 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 70 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 72 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 75 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 77 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 78 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 79 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 80 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 82 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 84 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 86 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |
| 87 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 88 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| 89 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 90 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 91 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 92 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 94 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 95 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 97 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 98 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 99 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 100 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 |

KUALITAS PELAYANAN

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Kinerja (Performance) | | | Empati (Emphaty) | | | Kemampuan pelayanan (Service ability) | | |
| X3.1 | | | X3.2 | | | X3.3 | | |
| 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 6 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 7 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 8 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 9 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 10 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 12 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 |
| 13 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 15 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 17 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 19 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 20 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 21 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 23 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 25 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 27 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 30 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 31 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 32 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 33 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 34 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 35 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 37 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 39 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 41 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |
| 42 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 43 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| 44 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 45 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 46 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 |
| 47 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 48 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
| 49 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 |
| 50 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 |
| 51 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 52 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |
| 53 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 56 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 57 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 58 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 60 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 61 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 62 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 63 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 64 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 66 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 |
| 67 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 69 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 71 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 72 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 73 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 75 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 77 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
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| 79 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 80 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 82 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
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| 86 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |
| 87 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 88 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| 89 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 90 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 91 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 92 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 94 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 96 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |
| 97 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 98 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| 99 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 100 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |

KEPUASAN KONSUMEN

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Expectations (Harapan) | | | Comparison (Perbandingan) | | | Confirmation (Konfirmasi) | | |
| Y1 | | | Y2 | | | Y3 | | |
| 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
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| 8 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
| 9 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
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| 14 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 5 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 16 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 17 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 18 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 26 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 27 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 29 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 32 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 4 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 34 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 37 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 39 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 40 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |
| 41 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 |
| 42 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 45 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 |
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| 47 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 49 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 50 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 51 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 52 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 53 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 |
| 54 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 57 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 59 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 61 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 63 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 64 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 66 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 69 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 71 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 72 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |
| 73 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 |
| 74 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 75 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 76 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 77 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 79 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 80 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 81 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 82 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 83 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 84 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 85 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 |
| 86 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 91 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 93 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 95 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 96 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 97 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 98 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 99 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |

**Lampiran 3.Karakteristik Responden**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| DATA TABULASI RESPONDEN | | | | | |
| NO | Jenis Kelamin | Usia | Lama Berkunjung | Tujuan | Profesi |
| 1 | 2 | 2 | 2 | 1 | 2 |
| 2 | 1 | 2 | 3 | 2 | 2 |
| 3 | 2 | 2 | 2 | 1 | 2 |
| 4 | 2 | 2 | 3 | 1 | 2 |
| 5 | 2 | 1 | 2 | 1 | 4 |
| 6 | 2 | 4 | 3 | 1 | 3 |
| 7 | 1 | 1 | 3 | 1 | 4 |
| 8 | 2 | 1 | 2 | 1 | 4 |
| 9 | 2 | 3 | 2 | 2 | 2 |
| 10 | 1 | 2 | 3 | 2 | 1 |
| 11 | 1 | 1 | 3 | 2 | 4 |
| 12 | 1 | 2 | 2 | 2 | 5 |
| 13 | 1 | 3 | 3 | 2 | 3 |
| 14 | 1 | 4 | 3 | 2 | 5 |
| 15 | 1 | 4 | 3 | 2 | 2 |
| 16 | 2 | 2 | 3 | 2 | 2 |
| 17 | 2 | 1 | 3 | 2 | 4 |
| 18 | 2 | 2 | 2 | 2 | 4 |
| 19 | 2 | 3 | 3 | 2 | 3 |
| 20 | 1 | 3 | 2 | 2 | 2 |
| 21 | 2 | 2 | 3 | 2 | 4 |
| 22 | 2 | 3 | 3 | 2 | 1 |
| 23 | 2 | 1 | 2 | 2 | 4 |
| 24 | 2 | 2 | 3 | 2 | 4 |
| 25 | 1 | 1 | 3 | 2 | 4 |
| 26 | 1 | 3 | 3 | 2 | 3 |
| 27 | 1 | 1 | 2 | 1 | 4 |
| 28 | 2 | 3 | 3 | 2 | 5 |
| 29 | 1 | 2 | 2 | 1 | 5 |
| 30 | 1 | 2 | 3 | 1 | 4 |
| 31 | 2 | 2 | 2 | 1 | 2 |
| 32 | 1 | 2 | 3 | 1 | 2 |
| 33 | 2 | 2 | 2 | 2 | 4 |
| 34 | 1 | 2 | 3 | 2 | 4 |
| 35 | 2 | 3 | 2 | 1 | 2 |
| 36 | 2 | 2 | 3 | 2 | 4 |
| 37 | 1 | 1 | 2 | 2 | 4 |
| 38 | 1 | 1 | 3 | 1 | 4 |
| 39 | 2 | 1 | 2 | 2 | 4 |
| 40 | 1 | 3 | 3 | 1 | 2 |
| 41 | 1 | 3 | 2 | 1 | 2 |
| 42 | 1 | 1 | 3 | 2 | 4 |
| 43 | 2 | 3 | 3 | 1 | 2 |
| 44 | 1 | 3 | 3 | 2 | 1 |
| 45 | 2 | 1 | 3 | 1 | 4 |
| 46 | 1 | 3 | 3 | 2 | 5 |
| 47 | 1 | 3 | 3 | 1 | 5 |
| 48 | 1 | 3 | 3 | 2 | 2 |
| 49 | 2 | 1 | 3 | 1 | 5 |
| 50 | 1 | 1 | 3 | 2 | 5 |
| 51 | 1 | 2 | 3 | 1 | 2 |
| 52 | 2 | 4 | 3 | 2 | 5 |
| 53 | 1 | 4 | 3 | 1 | 1 |
| 54 | 1 | 3 | 2 | 2 | 2 |
| 55 | 2 | 2 | 3 | 1 | 2 |
| 56 | 1 | 2 | 2 | 2 | 2 |
| 57 | 1 | 2 | 2 | 1 | 2 |
| 58 | 2 | 3 | 3 | 1 | 2 |
| 59 | 1 | 2 | 3 | 2 | 4 |
| 60 | 1 | 1 | 3 | 2 | 4 |
| 61 | 2 | 2 | 2 | 1 | 4 |
| 62 | 2 | 4 | 3 | 1 | 5 |
| 63 | 2 | 2 | 3 | 1 | 2 |
| 64 | 1 | 2 | 2 | 2 | 1 |
| 65 | 1 | 1 | 3 | 2 | 4 |
| 66 | 1 | 2 | 2 | 2 | 4 |
| 67 | 2 | 1 | 2 | 2 | 4 |
| 68 | 2 | 2 | 2 | 2 | 4 |
| 69 | 1 | 1 | 2 | 2 | 4 |
| 70 | 1 | 1 | 2 | 2 | 4 |
| 71 | 1 | 2 | 3 | 2 | 4 |
| 72 | 1 | 1 | 3 | 2 | 4 |
| 73 | 2 | 1 | 3 | 2 | 4 |
| 74 | 1 | 3 | 2 | 2 | 5 |
| 75 | 1 | 2 | 3 | 2 | 4 |
| 76 | 2 | 1 | 2 | 2 | 4 |
| 77 | 1 | 1 | 3 | 2 | 4 |
| 78 | 1 | 1 | 3 | 2 | 4 |
| 79 | 2 | 2 | 2 | 2 | 4 |
| 80 | 1 | 1 | 3 | 2 | 4 |
| 81 | 1 | 2 | 2 | 2 | 4 |
| 82 | 2 | 1 | 2 | 2 | 4 |
| 83 | 1 | 2 | 3 | 2 | 2 |
| 84 | 1 | 1 | 2 | 2 | 4 |
| 85 | 2 | 2 | 3 | 2 | 4 |
| 86 | 1 | 1 | 2 | 1 | 4 |
| 87 | 2 | 1 | 2 | 2 | 4 |
| 88 | 1 | 2 | 2 | 1 | 4 |
| 89 | 2 | 1 | 3 | 2 | 4 |
| 90 | 2 | 2 | 2 | 2 | 2 |
| 91 | 2 | 1 | 3 | 1 | 4 |
| 92 | 2 | 2 | 2 | 2 | 4 |
| 93 | 2 | 3 | 3 | 2 | 2 |
| 94 | 1 | 1 | 2 | 1 | 4 |
| 95 | 1 | 2 | 2 | 1 | 4 |
| 96 | 2 | 1 | 3 | 2 | 4 |
| 97 | 2 | 2 | 2 | 1 | 4 |
| 98 | 1 | 2 | 3 | 2 | 4 |
| 99 | 2 | 2 | 2 | 2 | 4 |
| 100 | 1 | 1 | 3 | 2 | 4 |

**Lampiran 4. Hasil Uji Validitas**

UJI VALIDITAS

**KUALITAS PRODUK**

| **Correlations** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | Total\_X1 |
| X1.1 | Pearson Correlation | 1 | .875\*\* | .863\*\* | .726\*\* | .787\*\* | .759\*\* | .623\*\* | .649\*\* | .462\*\* | .893\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .875\*\* | 1 | .887\*\* | .688\*\* | .795\*\* | .795\*\* | .604\*\* | .680\*\* | .471\*\* | .898\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .863\*\* | .887\*\* | 1 | .765\*\* | .748\*\* | .793\*\* | .627\*\* | .594\*\* | .479\*\* | .895\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | .726\*\* | .688\*\* | .765\*\* | 1 | .747\*\* | .648\*\* | .613\*\* | .569\*\* | .590\*\* | .842\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.5 | Pearson Correlation | .787\*\* | .795\*\* | .748\*\* | .747\*\* | 1 | .748\*\* | .624\*\* | .680\*\* | .524\*\* | .881\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.6 | Pearson Correlation | .759\*\* | .795\*\* | .793\*\* | .648\*\* | .748\*\* | 1 | .679\*\* | .650\*\* | .423\*\* | .860\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.7 | Pearson Correlation | .623\*\* | .604\*\* | .627\*\* | .613\*\* | .624\*\* | .679\*\* | 1 | .786\*\* | .579\*\* | .810\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.8 | Pearson Correlation | .649\*\* | .680\*\* | .594\*\* | .569\*\* | .680\*\* | .650\*\* | .786\*\* | 1 | .576\*\* | .814\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.9 | Pearson Correlation | .462\*\* | .471\*\* | .479\*\* | .590\*\* | .524\*\* | .423\*\* | .579\*\* | .576\*\* | 1 | .671\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total\_X1 | Pearson Correlation | .893\*\* | .898\*\* | .895\*\* | .842\*\* | .881\*\* | .860\*\* | .810\*\* | .814\*\* | .671\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | |  |  |  |  |  |  |  |

**PROMOSI PENJUALAN**

| **Correlations** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | Total\_X2 |
| X2.1 | Pearson Correlation | 1 | .777\*\* | .601\*\* | .465\*\* | .337\*\* | .501\*\* | .487\*\* | .369\*\* | .308\*\* | .701\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .001 | .000 | .000 | .000 | .002 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .777\*\* | 1 | .673\*\* | .361\*\* | .391\*\* | .412\*\* | .442\*\* | .466\*\* | .457\*\* | .716\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .601\*\* | .673\*\* | 1 | .378\*\* | .367\*\* | .482\*\* | .520\*\* | .583\*\* | .497\*\* | .746\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .465\*\* | .361\*\* | .378\*\* | 1 | .740\*\* | .645\*\* | .640\*\* | .506\*\* | .500\*\* | .774\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.5 | Pearson Correlation | .337\*\* | .391\*\* | .367\*\* | .740\*\* | 1 | .506\*\* | .515\*\* | .441\*\* | .454\*\* | .700\*\* |
| Sig. (2-tailed) | .001 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.6 | Pearson Correlation | .501\*\* | .412\*\* | .482\*\* | .645\*\* | .506\*\* | 1 | .890\*\* | .682\*\* | .505\*\* | .831\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.7 | Pearson Correlation | .487\*\* | .442\*\* | .520\*\* | .640\*\* | .515\*\* | .890\*\* | 1 | .691\*\* | .571\*\* | .850\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.8 | Pearson Correlation | .369\*\* | .466\*\* | .583\*\* | .506\*\* | .441\*\* | .682\*\* | .691\*\* | 1 | .648\*\* | .788\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.9 | Pearson Correlation | .308\*\* | .457\*\* | .497\*\* | .500\*\* | .454\*\* | .505\*\* | .571\*\* | .648\*\* | 1 | .720\*\* |
| Sig. (2-tailed) | .002 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total\_X2 | Pearson Correlation | .701\*\* | .716\*\* | .746\*\* | .774\*\* | .700\*\* | .831\*\* | .850\*\* | .788\*\* | .720\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | |  |  |  |  |  |  |  |

**KUALITAS PELAYANAN**

| **Correlations** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | Total\_X3 |
| X3.1 | Pearson Correlation | 1 | .736\*\* | .513\*\* | .442\*\* | .393\*\* | .377\*\* | .404\*\* | .320\*\* | .159 | .650\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .114 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .736\*\* | 1 | .536\*\* | .555\*\* | .475\*\* | .455\*\* | .572\*\* | .407\*\* | .330\*\* | .754\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .513\*\* | .536\*\* | 1 | .598\*\* | .464\*\* | .455\*\* | .557\*\* | .469\*\* | .292\*\* | .739\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .003 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.4 | Pearson Correlation | .442\*\* | .555\*\* | .598\*\* | 1 | .743\*\* | .600\*\* | .698\*\* | .471\*\* | .485\*\* | .826\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.5 | Pearson Correlation | .393\*\* | .475\*\* | .464\*\* | .743\*\* | 1 | .568\*\* | .629\*\* | .518\*\* | .510\*\* | .773\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.6 | Pearson Correlation | .377\*\* | .455\*\* | .455\*\* | .600\*\* | .568\*\* | 1 | .601\*\* | .619\*\* | .509\*\* | .766\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.7 | Pearson Correlation | .404\*\* | .572\*\* | .557\*\* | .698\*\* | .629\*\* | .601\*\* | 1 | .701\*\* | .554\*\* | .843\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.8 | Pearson Correlation | .320\*\* | .407\*\* | .469\*\* | .471\*\* | .518\*\* | .619\*\* | .701\*\* | 1 | .567\*\* | .747\*\* |
| Sig. (2-tailed) | .001 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.9 | Pearson Correlation | .159 | .330\*\* | .292\*\* | .485\*\* | .510\*\* | .509\*\* | .554\*\* | .567\*\* | 1 | .650\*\* |
| Sig. (2-tailed) | .114 | .001 | .003 | .000 | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total\_X3 | Pearson Correlation | .650\*\* | .754\*\* | .739\*\* | .826\*\* | .773\*\* | .766\*\* | .843\*\* | .747\*\* | .650\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | |  |  |  |  |  |  |  |

**KEPUASAN KONSUMEN**

| **Correlations** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Total\_Y |
| Y.1 | Pearson Correlation | 1 | .798\*\* | .725\*\* | .726\*\* | .708\*\* | .654\*\* | .596\*\* | .553\*\* | .554\*\* | .856\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.2 | Pearson Correlation | .798\*\* | 1 | .690\*\* | .728\*\* | .732\*\* | .594\*\* | .615\*\* | .593\*\* | .449\*\* | .838\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.3 | Pearson Correlation | .725\*\* | .690\*\* | 1 | .802\*\* | .689\*\* | .607\*\* | .528\*\* | .563\*\* | .465\*\* | .822\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.4 | Pearson Correlation | .726\*\* | .728\*\* | .802\*\* | 1 | .807\*\* | .659\*\* | .555\*\* | .541\*\* | .439\*\* | .839\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.5 | Pearson Correlation | .708\*\* | .732\*\* | .689\*\* | .807\*\* | 1 | .727\*\* | .665\*\* | .644\*\* | .519\*\* | .873\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.6 | Pearson Correlation | .654\*\* | .594\*\* | .607\*\* | .659\*\* | .727\*\* | 1 | .722\*\* | .732\*\* | .395\*\* | .826\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.7 | Pearson Correlation | .596\*\* | .615\*\* | .528\*\* | .555\*\* | .665\*\* | .722\*\* | 1 | .759\*\* | .514\*\* | .817\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.8 | Pearson Correlation | .553\*\* | .593\*\* | .563\*\* | .541\*\* | .644\*\* | .732\*\* | .759\*\* | 1 | .505\*\* | .810\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.9 | Pearson Correlation | .554\*\* | .449\*\* | .465\*\* | .439\*\* | .519\*\* | .395\*\* | .514\*\* | .505\*\* | 1 | .673\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total\_Y | Pearson Correlation | .856\*\* | .838\*\* | .822\*\* | .839\*\* | .873\*\* | .826\*\* | .817\*\* | .810\*\* | .673\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | |  |  |  |  |  |  |  |

**Lampiran 5. Hasil Uji Reliabilitas**

**Kualitas Produk (X1)**

| **Case Processing Summary** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | | N | | % |
| Cases | Valid | | 100 | | 100.0 |
| Excludeda | | 0 | | .0 |
| Total | | 100 | | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | | | |
| **Reliability Statistics** | | | |
| Cronbach's Alpha | | N of Items | |
| .948 | | 9 | |

**Promosi Penjualan (X2)**

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .908 | 9 |

**Kualitas Pelayanan (X3)**

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .900 | 9 |

**Kepuasan Konsumen (Y)**

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .934 | 9 |

**Lampiran 6. Hasil Uji Regresi Linear Berganda**

**Analisis Regresi Linier Berganda**

| **Coefficientsa** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 6.546 | 1.767 |  | 3.705 | .000 |
| Total\_X1 | .119 | .052 | .157 | 2.285 | .025 |
| Total\_X2 | .307 | .070 | .337 | 4.382 | .000 |
| Total\_X3 | .412 | .069 | .473 | 5.969 | .000 |
| a. Dependent Variable: Total\_Y | | | |  |  |  |  |  |

**Koefisien Determinasi (R2)**

| **Model Summaryb** | | | | | |
| --- | --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .865a | .749 | .741 | 2.20230 |
| a. Predictors: (Constant), Total\_X3, Total\_X1, Total\_X2 | | | | |  |
| b. Dependent Variable: Total\_Y | | | |  |  |

**Lampiran 7. Hasil Uji Asumsi Klasik**

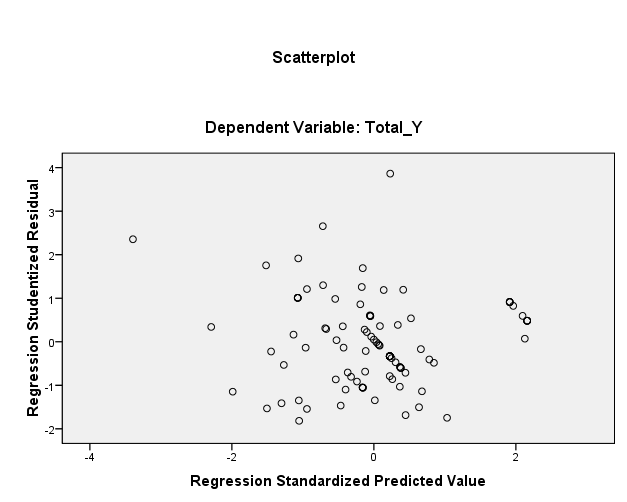
UJI NORMALITAS

| **One-Sample Kolmogorov-Smirnov Test** | | |
| --- | --- | --- |
|  |  | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa | Mean | .0000000 |
| Std. Deviation | 2.16867340 |
| Most Extreme Differences | Absolute | .081 |
| Positive | .081 |
| Negative | -.034 |
| Kolmogorov-Smirnov Z | | .815 |
| Asymp. Sig. (2-tailed) | | .520 |
| a. Test distribution is Normal. | |  |
|  |  |  |

UJI MULTIKOLINIERITAS

| **Coefficientsa** | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | (Constant) |  |  |
| Total\_X1 | .555 | 1.801 |
| Total\_X2 | .444 | 2.254 |
| Total\_X3 | .418 | 2.393 |
| a. Dependent Variable: Total\_Y | | | | |  |  |  |  |  |

UJI HETEROSKEDASTISITAS

****

**Lampiran 8. Hasil Uji Hipotesis**

**Uji Kelayakan Model**

**Uji F**

| **ANOVAb** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 1386.179 | 3 | 462.060 | 95.268 | .000a |
| Residual | 465.611 | 96 | 4.850 |  |  |
| Total | 1851.790 | 99 |  |  |  |
| a. Predictors: (Constant), Total\_X3, Total\_X1, Total\_X2 | | | | |  |  |
| b. Dependent Variable: Total\_Y | | |  |  |  |  |

**Uji t (Parsial)**

| **Coefficientsa** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 6.546 | 1.767 |  | 3.705 | .000 |
| Total\_X1 | .119 | .052 | .157 | 2.285 | .025 |
| Total\_X2 | .307 | .070 | .337 | 4.382 | .000 |
| Total\_X3 | .412 | .069 | .473 | 5.969 | .000 |
| a. Dependent Variable: Total\_Y | | | |  |  |  |  |  |

**S**