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LAMPIRAN

Lampiran 1. Kuesioner Penelitian

PENGARUH KUALITAS PRODUK, LOKASI DAN PERPSEPSI HARGA TERHADAP KEPUASAN KONSUMEN DI DEPOT NASI MAK NYAK DI SURABAYA SELATAN

(Studi kasus Depot Nasi Mak Nyak di Surabaya)

Mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner ini. Kuesioner ini merupakan kuesioner yang penulis susun dalam rangka pelaksanaan penelitian. Jawaban yang Bapak/Ibu/Sdr berikan tidak akan mempengaruhi kedudukan maupun jabatan, mengingat kerahasiaan identitas Bapak/Ibu/Sdr akan kami jaga.

IDENTITAS RESPONDEN

Isilah identitas diri saudara dengan keadaan yang sebenarnya :

- a. No. Responden :
- b. Umur :
 - 1. 18 s/d 25 Tahun
 - 2. 25 s/d 30 Tahun
 - 3. >30 Tahun
- c. Jenis Kelamin :
 - 1. Laki-laki
 - 2. Perempuan
- d. Pernah Melakukan Pembelian :

PETUNJUK PENGISIAN

Berilah tanda (√) pada kolom jawaban yang tersedia sesuai dengan jawaban Bapak/Ibu/Sdr.

- 1. Sangat Setuju (SS)
- 2. Setuju (S)
- 3. Netral (N)
- 4. Tidak Setuju (TS)
- 5. Sangat Tidak Setuju (STS)

No	Indikator	Pernyataan	STS	TS	N	S	SS
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X1.1	Daya Tahan	1. Rasa lauk pauk di depot mak nyak tidak berubah meskipun sudah dibawa pulang.					
		2. Saya puas dengan daya tahan nasi dari depot mak nyak, sehingga saya bisa menikmatinya dengan tenang.					
X1.2	Kebersihan Produk	1. Saya yakin bahwa makanan yang saya makan di depot nasi mak nyak sangat higienis					
		2. Penyajian makanan sangat memperhatikan kebersihan, mulai dari wadah hingga peralatan makan					
X1.3	Cita Rasa	1. Cita rasa makanan di depot nasi mak nyak membuat saya ingin kembali lagi.					
		2. Cita rasa makanan di depot nasi mak nyak sangat sesuai dengan selera saya					
No	Indikator	Pernyataan	STS	TS	N	S	SS
X2.1	Akses	1. Lokasi depot nasi mak nyak sangat mudah dijangkau dari tempat tinggal saya.					
		2. Tersedia tempat parkir yang luas dan mudah diakses di depot nasi mak nyak					
X2.2	Visibilitas	1. Depot nasi mak nyak berada di tempat yang strategis dan mudah dijangkau					
		2. Lokasi depot nasi mak nyak					

		sangat mudah terlihat dari jalan.					
X2.3	Lalu Lintas	1. Saya mudah menemukan tempat parkir di sekitar depot nasi mak nyak.					
		2. Lalu lintas di sekitar depot nasi mak nyak ini tidak terlalu padat					
X2.4	Fasilitas Parkiran	1. Saya merasa aman memarkir kendaraan di area parkir depot nasi.					
		2. Tempat parkir di depot nasi mak nyak kurang cukup luas					
X2.5	Ekspansi	1. Saya merasa lebih puas karena depot nasi ini semakin dekat dengan tempat tinggal saya.					
		2. Lokasi yang strategis akan sangat berpengaruh terhadap keberhasilan ekspansi depot nasi mak nyak					
X2.6	Lingkungan	1. Kursi dan meja di depot nasi mak nyak terasa nyaman diduduki.					
		2. Tempat makan di depot nasi mak nyak terlihat bersih dan rapi.					
X2.7	Kompetisi	1. Kompetisi membuat harga makanan di depot nasi ini menjadi lebih terjangkau					
		2. Depot nasi mak nyak ini memiliki banyak pesaing di sekitar.					

X2.8	Peraturan Pemerintah	1. Peraturan pemerintah tentang izin usaha kuliner memudahkan saya menemukan depot nasi mak nyak yang bersih dan aman					
		2. Peraturan pemerintah tentang izin usaha kuliner menghambat pertumbuhan usaha depot nasi kecil					
No	Indikator	Pernyataan	STS	TS	N	S	SS
X3.1	Keterjangkauan Harga	1. Harga di depot nasi mak nyak ini sesuai dengan budget harian saya untuk makan.					
		2. Harga makanan di depot nasi mak nyak ini lebih murah dibandingkan dengan depot nasi lainnya.					
X3.2	Kesesuaian harga dengan kualitas	1. Harga makanan di depot nasi mak nyak ini sesuai dengan kualitas yang diberikan.					
		2. Saya merasa puas dengan kualitas makanan yang saya dapatkan dengan harga tersebut					
X3.3	Daya saing harga	1. Saya merasa bahwa harga di depot nasi mak nyak ini sebanding dengan kualitas makanan yang saya dapatkan.					
		2. Saya akan merekomendasikan depot nasi mak nyak ini kepada orang lain karena harga yang bersaing.					
X3.4	Kesusain harga dengan manfaat	1. Saya merasa puas dengan harga yang dibayarkan untuk					

		manfaat yang saya terima di depot nasi.					
		2. Harga yang terjangkau meningkatkan kepuasan saya terhadap makanan yang saya pesan					
No	Indikator	Pernyataan	STS	TS	N	S	SS
Y1.1	Kesesuaian harapan	1. Kualitas rasa makanan sesuai dengan harga yang saya bayarkan					
		2. Ketika harapan saya terpenuhi, saya merasa puas dengan depot nasi mak nyak					
Y1.2	Minat berkunjung kembali	1. Depot nasi ini adalah pilihan utama saya untuk makan siang/malam.					
		2. Saya akan merekomendasikan depot nasi ini kepada teman dan keluarga.					
Y1.3	Ketersedian merekomendasikan	1. Saya merekomendasikan depot nasi mak nyak ini karena kualitas makanan yang ditawarkan sangat baik.					
		2. Saya sangat puas dengan depot nasi mak nyak dan akan dengan senang hati merekomendasikann ya					

Lampiran 2. Tabulasi Variabel Kualitas Produk (X1)

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
3	5	2	2	5	5
5	5	5	5	5	5
4	4	4	4	4	4
4	4	4	3	4	3
3	2	3	2	4	1
5	5	5	5	5	5
4	4	4	4	4	4
3	5	4	4	4	5
4	4	5	4	5	5
4	4	4	4	4	4
4	4	4	4	4	5
4	4	4	4	5	4
5	5	4	4	4	4
5	4	5	5	4	5
4	5	4	5	4	5
4	5	4	5	4	4
4	5	4	5	4	5
4	5	5	5	4	4
4	4	5	5	5	5
4	4	4	4	4	4
5	4	4	4	4	4
4	5	4	4	4	4
4	4	4	4	4	4
4	4	4	4	4	5
5	5	5	5	4	5
4	5	4	4	4	4
5	4	4	5	5	4
4	4	5	5	4	4
4	4	3	4	4	4
5	5	4	5	4	4
4	5	4	5	4	4
4	4	4	4	4	4
4	4	4	4	4	4

4	4	4	4	4	4
3	3	4	4	3	3
4	4	5	5	5	4
1	4	5	4	5	4
	1	4	4	4	5
5	5	4	4	4	4
4	5	4	5	5	4
1	1	1	1	1	1
3	4	4	3	4	4
4	4	4	4	4	4
5	5	5	5	5	5
4	5	4	5	4	4
5	5	5	5	5	4
4	4	4	4	4	4
4	4	4	4	4	4
5	4	5	4	5	5
5	4	4	5	4	4
4	4	4	4	4	4
4	4	4	4	4	4
2	4	4	4	4	4
5	5	5	4	5	5
4	4	4	4	5	5
4	4	4	4	4	4
5	5	5	5	5	5
5	5	4	4	4	5
5	5	4	5	5	4
4	4	4	4	4	4
2	3	2	4	4	4
4	5	5	4	4	4
4	5	4	5	4	5
3	3	4	3	3	3
4	4	3	4	3	4
4	5	4	5	4	5
1	1	1	1	1	1
5	5	5	4	5	5

4	3	4	3	5	3
5	5	5	5	5	5
4	5	4	4	5	5
4	4	4	4	2	2
4	4	4	4	4	4
5	5	5	5	5	5
4	4	4	4	4	4
4	4	4	4	4	4
4	4	4	4	4	4
4	4	4	3	4	4
5	5	5	5	5	5
4	4	4	4	4	4
4	4	4	4	4	5
4	4	4	4	4	4
4	3	4	3	4	4
3	3	4	4	3	3
3	3	2	4	4	2
5	5	5	5	5	5
5	5	5	4	4	4
3	4	4	4	4	4
3	4	4	3	4	4
4	4	4	4	5	4
3	4	2	3	3	3
4	4	3	4	3	4
4	4	4	4	4	4
4	4	3	4	3	4
5	5	5	4	5	5
4	5	4	5	4	5
4	4	2	4	4	4
5	2	2	2	5	5
4	4	2	4	4	2
5	5	5	5	5	5

YQ 4	YQ 5	YQ 6	YQ 7	YQ 8	YQ 9	YQ 10	YQ 11	YQ 12	YQ
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R	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	X2.14	X2.15	X2.16
1	5	2	5	5	5	1	2	4	4	5	5	5	5	5	5	5
2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	4	5	4	4	5	4	4	4	4	5	4	4	4	4	4	5
4	3	4	4	3	4	3	2	3	3	4	3	4	5	4	4	2
5	4	4	1	1	1	4	4	3	2	3	4	4	3	5	4	5
6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
7	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
8	4	5	4	5	5	5	4	4	4	4	4	4	4	5	5	5
9	5	5	5	4	5	5	4	5	5	4	5	5	5	4	4	4
10	5	4	4	5	5	4	5	4	5	4	5	5	4	5	4	5
11	5	5	5	4	5	5	5	5	5	5	5	5	4	4	4	4
12	4	4	4	4	5	5	5	5	5	4	4	4	4	4	5	4
13	5	5	5	5	3	3	3	3	4	4	4	4	4	4	4	4
14	4	5	5	4	5	5	5	4	5	5	5	5	4	4	5	5
15	4	4	4	5	5	5	4	4	5	5	4	5	5	5	5	4
16	4	4	5	5	4	4	5	4	5	5	4	4	4	5	4	5
17	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4
18	4	5	4	5	4	4	4	4	4	5	5	4	5	5	5	4
19	5	5	5	5	1	2	2	2	5	5	5	5	4	4	4	2
20	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
21	5	4	4	5	5	5	5	4	5	4	4	4	4	4	5	5
22	4	5	4	5	4	4	4	5	5	4	4	4	4	4	5	4
23	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5
24	4	4	5	5	2	2	4	4	4	5	4	5	4	4	4	4
25	4	5	5	4	4	5	5	5	4	5	4	5	5	5	5	5
26	4	4	5	4	5	4	3	3	4	4	4	4	4	4	4	4
27	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	5
28	5	4	5	4	5	5	4	4	5	4	5	4	4	5	5	5
29	5	5	5	5	5	4	3	3	5	5	4	4	4	4	4	4
30	4	4	5	5	4	4	5	4	4	4	5	5	5	5	5	4
31	5	5	4	5	5	4	5	5	4	4	4	5	5	5	5	5
32	4	4	3	4	3	2	3	2	2	2	2	2	2	2	2	4
33	1	4	2	4	4	2	4	2	1	4	4	4	4	4	4	4
34	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
35	3	4	4	4	4	4	3	4	3	4	4	5	4	4	4	3
36	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	5
37	4	4	5	5	5	5	4	5	4	5	5	5	4	5	5	4

Lampiran 4. Tabulasi Variabel Persepsi Harga

R	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8
1	2	3	3	1	4	5	2	5
2	5	5	5	5	5	5	5	5
3	5	4	4	4	4	5	4	5
4	4	4	5	4	4	5	5	5
5	1	1	3	3	3	5	3	5
6	5	5	5	5	5	5	5	5
7	4	4	4	4	4	5	4	5
8	5	5	5	4	4	5	5	5
9	4	4	4	5	5	5	4	5
10	4	5	4	5	4	5	4	5
11	5	5	5	4	5	5	4	5
12	4	5	5	4	5	5	4	5
13	4	4	4	4	4	5	4	5
14	5	4	5	5	4	5	5	5
15	5	4	4	5	5	5	4	5
16	4	5	4	5	4	5	5	5
17	4	5	4	5	4	5	4	5
18	5	4	5	4	5	5	4	5
19	4	4	5	5	4	5	4	5
20	4	4	4	4	4	5	4	5
21	5	4	4	4	4	5	4	5
22	4	4	5	4	5	5	4	5
23	5	5	5	4	5	5	4	5
24	4	4	4	4	4	5	5	5
25	4	4	4	5	5	5	5	5
26	4	4	4	4	4	5	4	5
27	4	4	5	5	4	5	4	5
28	4	4	5	5	4	5	4	5
29	4	4	4	4	4	5	4	5
30	4	5	5	5	5	5	5	5
31	5	5	5	5	5	5	5	5
32	3	3	3	4	4	5	4	5
33	4	4	4	4	4	5	4	5
34	4	4	4	4	4	5	4	5

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

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

Lampiran 5. Hasil Analisis Mean

N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		4.02	4.16	3.99	4.09	4.13	4.11
Std. Error of Mean		.085	.087	.087	.082	.075	.087
Median		4.00	4.00	4.00	4.00	4.00	4.00
Mode		4	4	4	4	4	4
Std. Deviation		.853	.873	.870	.818	.747	.875
Variance		.727	.762	.757	.669	.559	.766
Skewness		-1.436	-1.621	-1.388	-1.413	-1.550	-1.603
Std. Error of Skewness		.241	.241	.241	.241	.241	.241
Kurtosis		3.381	3.806	2.507	3.407	5.159	3.670
Std. Error of Kurtosis		.478	.478	.478	.478	.478	.478
Range		4	4	4	4	4	4
Minimum		1	1	1	1	1	1
Maximum		5	5	5	5	5	5
Sum		402	416	399	409	413	411

N	Valid	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.95	4.08	4.14	4.14	4.11	3.95	4.03	3.97	4.00	4.13	4.08	4.17	4.11	4.16	4.21	4.06
Std. Error of Mean		.103	.086	.086	.089	.097	.105	.092	.097	.106	.077	.090	.080	.085	.080	.087	.099
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Mode		4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Std. Deviation		1.029	.861	.865	.888	.973	1.048	.915	.969	1.064	.774	.895	.805	.852	.801	.868	.993
Variance		1.058	.741	.748	.788	.947	1.098	.837	.938	1.131	.599	.802	.648	.725	.641	.753	.986
Skewness		-1.149	-1.416	-1.615	-1.518	-1.499	-1.134	-1.190	-1.096	-1.182	-1.430	-1.366	-1.388	-1.316	-1.504	-1.464	-1.322
Std. Error of Skewne		.241	.241	.241	.241	.241	.241	.241	.241	.241	.241	.241	.241	.241	.241	.241	.241
Kurtosis		.887	2.834	3.892	3.271	2.541	.945	1.638	1.256	.764	4.216	2.308	3.549	2.672	4.018	2.902	1.607
Std. Error of Kurtosis		.478	.478	.478	.478	.478	.478	.478	.478	.478	.478	.478	.478	.478	.478	.478	.478
Range		4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Minimum		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Maximum		5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Sum		395	408	414	414	411	395	403	397	400	413	408	417	411	416	421	406

N	Valid	48	48	48	48	48	48	48	48
	Missing	0	0	0	0	0	0	0	0
Mean		3.98	3.98	4.13	4.02	4.00	4.21	4.04	4.19
Std. Error of Mean		.138	.147	.125	.135	.136	.115	.133	.125
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Mode		4	4	4	4	4	4	4	4
Std. Deviation		.956	1.021	.866	.934	.945	.798	.922	.867
Variance		.914	1.042	.750	.872	.894	.637	.849	.751
Skewness		-1.024	-.959	-1.480	-1.188	-1.104	-1.448	-1.106	-1.404
Std. Error of Skewne		.343	.343	.343	.343	.343	.343	.343	.343
Kurtosis		1.064	.473	3.260	1.649	1.340	4.181	1.561	2.982
Std. Error of Kurtosis		.674	.674	.674	.674	.674	.674	.674	.674
Range		4	4	4	4	4	4	4	4
Minimum		1	1	1	1	1	1	1	1
Maximum		5	5	5	5	5	5	5	5
Sum		191	191	198	193	192	202	194	201

Lampiran 6. Hasil Analisis Uji Validitas

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1
X1.1	Pearson Correlation	1	.688**	.599**	.577**	.598**	.525**	.819**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.688**	1	.574**	.687**	.510**	.598**	.837**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.599**	.574**	1	.654**	.577**	.585**	.821**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.577**	.687**	.654**	1	.476**	.565**	.813**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.598**	.510**	.577**	.476**	1	.658**	.774**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.525**	.598**	.585**	.565**	.658**	1	.808**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
X1	Pearson Correlation	.819**	.837**	.821**	.813**	.774**	.808**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

		Correlations																	
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	X2.14	X2.15	X2.16	TOTAL_X2	
X2.1	Pearson Correlation	1	.621**	.644**	.539**	.470**	.447**	.442**	.485**	.748**	.516**	.531**	.608**	.502**	.402**	.600**	.438**	.733**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.2	Pearson Correlation	.621**	1	.528**	.659**	.496**	.575**	.548**	.475**	.574**	.560**	.542**	.666**	.567**	.524**	.518**	.455**	.751**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.3	Pearson Correlation	.644**	.528**	1	.671**	.606**	.398**	.467**	.487**	.681**	.697**	.533**	.619**	.610**	.507**	.553**	.343**	.752**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.4	Pearson Correlation	.539**	.659**	.671**	1	.613**	.442**	.492**	.439**	.631**	.591**	.570**	.673**	.581**	.565**	.551**	.494**	.765**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.5	Pearson Correlation	.470**	.496**	.606**	.613**	1	.619**	.631**	.571**	.585**	.517**	.500**	.556**	.656**	.509**	.570**	.495**	.763**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.6	Pearson Correlation	.447**	.575**	.398**	.442**	.619**	1	.676**	.725**	.562**	.444**	.564**	.525**	.482**	.527**	.522**	.585**	.745**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.7	Pearson Correlation	.442**	.548**	.467**	.492**	.631**	.676**	1	.628**	.550**	.536**	.539**	.624**	.579**	.559**	.564**	.520**	.758**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.8	Pearson Correlation	.485**	.475**	.487**	.439**	.571**	.725**	.628**	1	.598**	.571**	.597**	.603**	.604**	.527**	.560**	.590**	.771**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.9	Pearson Correlation	.748**	.574**	.681**	.631**	.585**	.562**	.550**	.598**	1	.601**	.628**	.673**	.602**	.510**	.613**	.449**	.815**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.10	Pearson Correlation	.516**	.560**	.697**	.591**	.517**	.444**	.536**	.571**	.601**	1	.641**	.759**	.729**	.667**	.711**	.437**	.795**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.11	Pearson Correlation	.531**	.542**	.533**	.570**	.500**	.564**	.539**	.597**	.626**	.641**	1	.696**	.651**	.757**	.667**	.506**	.796**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.12	Pearson Correlation	.608**	.666**	.619**	.673**	.556**	.525**	.624**	.603**	.673**	.759**	.696**	1	.724**	.694**	.729**	.531**	.856**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.13	Pearson Correlation	.502**	.567**	.610**	.581**	.656**	.482**	.579**	.604**	.602**	.729**	.651**	.724**	1	.656**	.761**	.434**	.812**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.14	Pearson Correlation	.402**	.524**	.507**	.565**	.509**	.527**	.559**	.527**	.510**	.667**	.757**	.694**	.656**	1	.649**	.521**	.764**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.15	Pearson Correlation	.600**	.518**	.553**	.551**	.570**	.522**	.564**	.560**	.613**	.711**	.667**	.729**	.761**	.649**	1	.559**	.814**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
X2.16	Pearson Correlation	.438**	.455**	.343**	.494**	.495**	.585**	.520**	.590**	.449**	.437**	.506**	.531**	.434**	.521**	.559**	1	.682**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
TOTAL_X2	Pearson Correlation	.733**	.751**	.752**	.765**	.763**	.745**	.758**	.771**	.815**	.795**	.798**	.856**	.812**	.764**	.814**	.662**	1	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

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

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TOTAL_X3
X3.1	Pearson Correlation	1	.591**	.749**	.539**	.565**	.533**	.612**	.586**	.772**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.591**	1	.549**	.681**	.616**	.580**	.646**	.542**	.791**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.749**	.549**	1	.584**	.628**	.615**	.647**	.588**	.813**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.4	Pearson Correlation	.539**	.681**	.584**	1	.669**	.646**	.771**	.639**	.836**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.565**	.616**	.628**	.669**	1	.661**	.739**	.744**	.853**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.533**	.580**	.615**	.646**	.661**	1	.717**	.807**	.817**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.7	Pearson Correlation	.612**	.646**	.647**	.771**	.739**	.717**	1	.758**	.886**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.8	Pearson Correlation	.586**	.542**	.588**	.639**	.744**	.807**	.758**	1	.841**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
TOTAL_X3	Pearson Correlation	.772**	.791**	.813**	.836**	.853**	.817**	.886**	.841**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

		Y.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y
Y.1	Pearson Correlation	1	.759**	.508**	.736**	.693**	.720**	.866**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	.759**	1	.542**	.592**	.625**	.731**	.834**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	.508**	.542**	1	.575**	.669**	.524**	.767**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	.736**	.592**	.575**	1	.751**	.771**	.867**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	.693**	.625**	.669**	.751**	1	.707**	.874**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
Y1.6	Pearson Correlation	.720**	.731**	.524**	.771**	.707**	1	.869**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Y	Pearson Correlation	.866**	.834**	.767**	.867**	.874**	.869**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

Lampiran 7. Uji Reabilitas

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.896	6
Reliability Statistics	
Cronbach's	
Alpha	N of Items
.954	16
Reliability Statistics	
Cronbach's	
Alpha	N of Items
.934	8
Reliability Statistics	
Cronbach's	
Alpha	N of Items
.918	6

Lampiran 8. Uji Asumsi Klasik

Uji Normalitas

N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.58272927
Most Extreme Differences	Absolute	.123
	Positive	.103
	Negative	-.123
Test Statistic		.123
Asymp. Sig. (2-tailed)		.001 ^c
Monte Carlo Sig. (2-tailed)	Sig.	.085 ^d
	99% Confidence Interval	Lower Bound .078
		Upper Bound .092

Uji Multikolinearitas

Coefficients ^a		Collinearity Statistics	
		Tolerance	VIF
1	X1	.171	5.850
	X2	.223	4.490
	X3	.170	5.884

a. Dependent Variable: Y

Uji Heteroskedastisitas

Correlations						Unstandardize
			X1	X2	X3	d Residual
Spearman's rho	X1	Correlation Coefficient	1.000	.803**	.844**	-.096
		Sig. (2-tailed)	.	.000	.000	.344
		N	100	100	100	100
	X2	Correlation Coefficient	.803**	1.000	.814**	-.127
		Sig. (2-tailed)	.000	.	.000	.208
		N	100	100	100	100
	X3	Correlation Coefficient	.844**	.814**	1.000	-.028
		Sig. (2-tailed)	.000	.000	.	.779
		N	100	100	100	100
	Unstandardized Residual	Correlation Coefficient	-.096	-.127	-.028	1.000
		Sig. (2-tailed)	.344	.208	.779	.
		N	100	100	100	100

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

Lampiran 9. Hasil Analisis Uji T dan Regresi Linear Berganda

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.284	1.019		.211
	X1_KUALITASPRODUK	.139	.095	.137	.148
	X2_PERSEPSIHARGA	.115	.030	.313	.000
	X3_LOKASI	.344	.063	.513	.000

a. Dependent Variable: Y_KEPUASANKONSUMEN

Lampiran 10. Uji F

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	1461.312	3	487.104	.000 ^b
	Residual	247.998	96	2.583	
	Total	1709.310	99		

a. Dependent Variable: Y_KEPUASANKONSUMEN

b. Predictors: (Constant), X3_LOKASI, X2_PERSEPSIHARGA, X1_KUALITASPRODUK

Lampiran 11. Uji Koefisien Determinasi

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.925 ^a	.855	.850	1.607

a. Predictors: (Constant), X3_LOKASI, X2_PERSEPSIHARGA, X1_KUALITASPRODUK

b. Dependent Variable: Y_KEPUASANKONSUMEN

Lampiran 12. Turnitin

PENGARUH KUALITAS PRODUK, LOKASI DAN PERSEPSI HARGA TERHADAP KEPUASN KONSUMEN PADA DEPOT NASI MAK NYAK DI SURABAYA SELATAN

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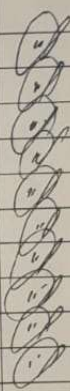
Lampiran 13. Kartu Bimbingan


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FAKULTAS EKONOMI DAN BISNIS
 Kampus: Jl. Semolowaru 45 Surabaya 60118, Telp. (031) 5931800 Fax 1406141 E-mail: feb@untag-sby.ac.id

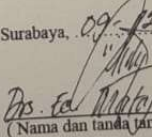
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KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa / NBI : Aldi Priyo Utomo
 Nama Pembimbing : Pr. EC. Matasi . M. M
 Judul Skripsi : Pengaruh Kualitas Produk, Lokasi Dan Harga Terhadap Kepuasan Konsumen Di Depot Hasi Mekar Nyak di Surabaya Selatan
 Mulai Program Skripsi : Semester Thn. Ak. Selesai Bimbingan Tanggal

No.	HARI / TANGGAL	KONSENTRASI		PARAF
		BAB / HAL	KETERANGAN REVISI	
1	Kamis/3/10	Judul	Ace	
2	Senin/7/10	Proposal	Rwini	
3	Selasa/8/10	Proposal	Ace	
4	09-10-2024	I, II, III	Rwini	
5	21-10-2024	I, II, III	Ace	
6	02-11-2024	IV	Rwini	
7	19-11-2024	IV	Ace	
8	27-11-2024	V	Rwini	
9	01-12-2024	V	Ace	
10	09-12-2024	Abstrak	Ace	

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

Surabaya, 09-12-2024

 (Nama dan tanda tangan Pembimbing)