**Lampiran 1**

**Karakteristik Responden**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No. Resp** | **Jenis Kelamin** | **Usia** | **Profesi** | **Penghasilan Per bulan** |
| 1 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | Rp 1.000.000 - Rp 3.000.000 |
| 2 | Laki - Laki | 16 Tahun - 25 Tahun | Lain – lain | Rp 1.000.000 - Rp 3.000.000 |
| 3 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 4 | Laki - Laki | 16 Tahun - 25 Tahun | Wiraswasta | Rp 1.000.000 - Rp 3.000.000 |
| 5 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa, | Rp 1.000.000 - Rp 3.000.000 |
| 6 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 7 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | Rp 1.000.000 - Rp 3.000.000, |
| 8 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 9 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 10 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | Rp 1.000.000 - Rp 3.000.000 |
| 11 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 12 | Laki - Laki | 26 Tahun - 35 Tahun | Wiraswasta | Rp 1.000.000 - Rp 3.000.000 |
| 13 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 14 | Perempuan | 16 Tahun - 25 Tahun | Wiraswasta | Rp 1.000.000 - Rp 3.000.000 |
| 15 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai negri | > Rp 5.000.000 |
| 16 | Laki - Laki | 36 Tahun - 45 Tahun | Wiraswasta | Rp 3.000.000 - Rp 5.000.000 |
| 17 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 18 | Laki - Laki | 16 Tahun - 25 Tahun | Wiraswasta | Rp 3.000.000 - Rp 5.000.000 |
| 19 | Laki - Laki | 16 Tahun - 25 Tahun | Wiraswasta  61 | Rp 3.000.000 - Rp 5.000.000 |
| 20 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 21 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | Rp 1.000.000 - Rp 3.000.000 |
| 22 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 23 | Laki - Laki | 16 Tahun - 25 Tahun | Lain – lain | Rp 1.000.000 - Rp 3.000.000 |
| 24 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 25 | Perempuan | 16 Tahun - 25 Tahun | Lain - lain | > Rp 5.000.000 |
| 26 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 27 | Laki - Laki | 26 Tahun - 35 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 28 | Perempuan | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 29 | Perempuan | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 30 | Perempuan | 16 Tahun - 25 Tahun | Lain - lain | Rp 1.000.000 - Rp 3.000.000 |
| 31 | Perempuan | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 32 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 33 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 34 | Laki - Laki | 26 Tahun - 35 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 35 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 36 | Laki - Laki | 16 Tahun - 25 Tahun | Wiraswasta | Rp 3.000.000 - Rp 5.000.000 |
| 37 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 38 | Laki - Laki | < 16 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 39 | Laki - Laki | < 16 Tahun | Pelajar / mahasiswa | > Rp 5.000.000 |
| 40 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 41 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 42 | Perempuan | 16 Tahun - 25 Tahun | Lain - lain | < Rp 1.000.000 |
| 43 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | Rp 1.000.000 - Rp 3.000.000 |
| 44 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 45 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 46 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 47 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 48 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 49 | Perempuan | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 50 | Perempuan | 26 Tahun - 35 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 51 | Perempuan | 16 Tahun - 25 Tahun | Lain - lain | < Rp 1.000.000 |
| 52 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | Rp 1.000.000 - Rp 3.000.000 |
| 53 | Perempuan | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 54 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 55 | Perempuan | 26 Tahun - 35 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 56 | Laki - Laki | 26 Tahun - 35 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 57 | Laki - Laki | 26 Tahun - 35 Tahun | Lain - lain | < Rp 1.000.000 |
| 58 | Perempuan | 16 Tahun - 25 Tahun | Wiraswasta | Rp 1.000.000 - Rp 3.000.000 |
| 59 | Perempuan | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 60 | Laki - Laki | 16 Tahun - 25 Tahun | Lain - lain | Rp 1.000.000 - Rp 3.000.000 |
| 61 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai negri | Rp 3.000.000 - Rp 5.000.000 |
| 62 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 63 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 64 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 65 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 66 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 67 | Laki - Laki | 26 Tahun - 35 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 68 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 69 | Laki - Laki | 26 Tahun - 35 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 70 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 71 | Laki - Laki | 26 Tahun - 35 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 72 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai swasta | < Rp 1.000.000 |
| 73 | Perempuan | 26 Tahun - 35 Tahun | Pegawai negri | Rp 3.000.000 - Rp 5.000.000 |
| 74 | Perempuan | 26 Tahun - 35 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 75 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 76 | Laki - Laki | 26 Tahun - 35 Tahun | Lain - lain | Rp 1.000.000 - Rp 3.000.000 |
| 77 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | Rp 3.000.000 - Rp 5.000.000 |
| 78 | Perempuan | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 79 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 80 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 81 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 82 | Laki - Laki | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | < Rp 1.000.000 |
| 83 | Laki - Laki | 16 Tahun - 25 Tahun | Lain - lain | Rp 1.000.000 - Rp 3.000.000 |
| 84 | Laki - Laki | 16 Tahun - 25 Tahun | Wiraswasta | < Rp 1.000.000 |
| 85 | Perempuan | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 86 | Laki - Laki | 16 Tahun - 25 Tahun | Lain - lain | > Rp 5.000.000 |
| 87 | Perempuan | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 88 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | Rp 1.000.000 - Rp 3.000.000 |
| 89 | Laki - Laki | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 90 | Perempuan | 16 Tahun - 25 Tahun | Wiraswasta | Rp 1.000.000 - Rp 3.000.000 |
| 91 | Perempuan | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 92 | Perempuan | 26 Tahun - 35 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 93 | Perempuan | 26 Tahun - 35 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 94 | Perempuan | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 95 | Perempuan | 16 Tahun - 25 Tahun | Pelajar / mahasiswa | Rp 1.000.000 - Rp 3.000.000 |
| 96 | Laki - Laki | 26 Tahun - 35 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 97 | Perempuan | 16 Tahun - 25 Tahun | Lain - lain | Rp 1.000.000 - Rp 3.000.000 |
| 98 | Laki - Laki | 26 Tahun - 35 Tahun | Pegawai swasta | Rp 1.000.000 - Rp 3.000.000 |
| 99 | Perempuan | 16 Tahun - 25 Tahun | Pegawai swasta | Rp 3.000.000 - Rp 5.000.000 |
| 100 | Laki - Laki | 26 Tahun - 35 Tahun | Pegawai negri | > Rp 5.000.000 |

**Lampiran 2**

**Karakteristik Responden**

1. Berdasarkan Jenis Kelamin

|  |  |  |
| --- | --- | --- |
| **Jenis kelamin** | **Sampel** | **Presentase (%)** |
| Laki-laki | 56 | 56% |
| Perempuan | 44 | 44% |
| Jumlah | 100 | 100% |

1. Bersarkan Usia

|  |  |  |
| --- | --- | --- |
| **Usia** | **Sampel** | **Presentase (%)** |
| < 16 tahun | 2 | 2% |
| 16 Tahun - 25 Tahun | 79 | 79% |
| 26 Tahun - 35 Tahun | 6 | 6% |
| 36 Tahun - 45 Tahun | 2 | 2% |
| Jumlah | 100 | 100% |

1. Berdasarkan Profesi

|  |  |  |
| --- | --- | --- |
| **Profesi** | **Sampel** | **Presentase (%)** |
| Pelajar/ Mahasiswa | 36 | 36% |
| PNS | 4 | 4% |
| Swasta | 38 | 38% |
| Wiraswasta | 10 | 10% |
| Lain-lain | 12 | 12% |
| Jumlah | 100 | 100% |

**Lampiran 3**

**Tabulasi tanggapan responden variabel brand image dan persepsi harga**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **no. Resp** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **TOTAL X1** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **TOTAL X2** |
| 1 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 2 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 3 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 4 | 18 |
| 4 | 4 | 3 | 4 | 4 | 15 | 3 | 4 | 4 | 3 | 14 |
| 5 | 5 | 4 | 4 | 4 | 17 | 4 | 5 | 4 | 4 | 17 |
| 6 | 3 | 3 | 4 | 3 | 13 | 4 | 4 | 4 | 4 | 16 |
| 7 | 4 | 3 | 2 | 2 | 11 | 4 | 4 | 4 | 3 | 15 |
| 8 | 4 | 4 | 3 | 5 | 16 | 5 | 4 | 3 | 4 | 16 |
| 9 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 17 |
| 10 | 2 | 4 | 1 | 2 | 9 | 1 | 2 | 1 | 4 | 8 |
| 11 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 4 | 15 |
| 12 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 13 | 4 | 5 | 5 | 3 | 17 | 4 | 5 | 4 | 4 | 17 |
| 14 | 5 | 4 | 4 | 5 | 18 | 3 | 3 | 4 | 4 | 14 |
| 15 | 4 | 5 | 3 | 4 | 16 | 5 | 3 | 4 | 4 | 16 |
| 16 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 17 | 3 | 4 | 5 | 3 | 15 | 3 | 4 | 5 | 3 | 15 |
| 18 | 5 | 4 | 3 | 4 | 16 | 5 | 4 | 3 | 4 | 16 |
| 19 | 5 | 4 | 3 | 4 | 16 | 5 | 4 | 3 | 4 | 16 |
| 20 | 3 | 3 | 2 | 3 | 11 | 4 | 5 | 3 | 3 | 15 |
| 21 | 4 | 5 | 5 | 4 | 18 | 3 | 4 | 4 | 4 | 15 |
| 22 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 23 | 3 | 3 | 3 | 3 | 12 | 4 | 3 | 4 | 3 | 14 |
| 24 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 26 | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 4 | 5 | 18 |
| 27 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 28 | 4 | 3 | 4 | 3 | 14 | 4 | 4 | 4 | 4 | 16 |
| 29 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 30 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 |
| 31 | 5 | 5 | 4 | 4 | 18 | 4 | 5 | 4 | 4 | 17 |
| 32 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 33 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 34 | 4 | 4 | 3 | 2 | 13 | 4 | 3 | 3 | 4 | 14 |
| 35 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 16 |
| 36 | 4 | 4 | 5 | 5 | 18 | 4 | 3 | 4 | 4 | 15 |
| 37 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 38 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 39 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 40 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 41 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 4 | 5 | 19 |
| 42 | 1 | 1 | 1 | 1 | 4 | 1 | 1 | 2 | 2 | 6 |
| 43 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 44 | 4 | 3 | 4 | 3 | 14 | 4 | 4 | 4 | 4 | 16 |
| 45 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 46 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 4 | 4 | 16 |
| 47 | 3 | 3 | 3 | 2 | 11 | 3 | 3 | 4 | 4 | 14 |
| 48 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 4 | 4 | 16 |
| 49 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 4 | 16 |
| 50 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 51 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 3 | 14 |
| 52 | 4 | 4 | 3 | 2 | 13 | 3 | 3 | 4 | 4 | 14 |
| 53 | 3 | 3 | 3 | 4 | 13 | 4 | 4 | 4 | 3 | 15 |
| 54 | 4 | 4 | 3 | 3 | 14 | 5 | 4 | 4 | 3 | 16 |
| 55 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 56 | 5 | 4 | 5 | 4 | 18 | 5 | 4 | 5 | 4 | 18 |
| 57 | 5 | 3 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 58 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 5 | 20 |
| 59 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 60 | 5 | 4 | 3 | 3 | 15 | 5 | 5 | 5 | 5 | 20 |
| 61 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 62 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 4 | 4 | 16 |
| 63 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 4 | 18 |
| 64 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 65 | 5 | 4 | 4 | 4 | 17 | 5 | 5 | 5 | 5 | 20 |
| 66 | 4 | 3 | 3 | 3 | 13 | 4 | 4 | 4 | 4 | 16 |
| 67 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 68 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 69 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 70 | 5 | 4 | 3 | 3 | 15 | 4 | 5 | 4 | 5 | 18 |
| 71 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 5 | 4 | 18 |
| 72 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 73 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 74 | 5 | 4 | 4 | 4 | 17 | 5 | 5 | 4 | 5 | 19 |
| 75 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 76 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 77 | 5 | 5 | 4 | 5 | 19 | 4 | 4 | 5 | 4 | 17 |
| 78 | 4 | 5 | 5 | 4 | 18 | 5 | 4 | 5 | 5 | 19 |
| 79 | 4 | 4 | 3 | 3 | 14 | 3 | 3 | 4 | 3 | 13 |
| 80 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 81 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 82 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 83 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 84 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 85 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 86 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 87 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 88 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 89 | 4 | 3 | 3 | 4 | 14 | 3 | 3 | 3 | 3 | 12 |
| 90 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 91 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 92 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 93 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 5 | 4 | 18 |
| 94 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 95 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 96 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 97 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 98 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 99 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 100 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |

Tanggapan responden variabel kualitas pelayanan dan kepuasan konsumen

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

**Lampiran 4**

**KUISIONER**

Responden yang terhormat,

Penelitian ini dilakukan dalam rangka penyelesaian penelitian (skripsi) peneliti dengan judul “Pengaruh Brand Image Dan Persepsi Harga Terhadap Kepuasan Konsumen Melalui Kualitas Layanan pada Rene Kopi di Jalan Ketintang Surabaya.” Peneliti mengucapkan terima kasih banyak atas kesediaan Saudara/i yang telah berpartisipasi dalam pengisian kuesioner ini.

IDENTITAS RESPONDEN

1. Nama Responden :………………………………………………………

2. Jenis Kelamin :

a. Laki – Laki b. Perempuan

3. Usia :

a. < 16 Tahun d. 36 Tahun – 45 Tahun

b. 16 Tahun – 25 Tahun e. >46 Tahun

c. 26 Tahun – 35 Tahun

4. Profesi :

a. PELAJAR / MAHASISWA d. WIRASWASTA

b. PEGAWAI NEGRI e. LAIN – LAIN

c. PEGAWAI SWASTA

5. Penghasilan Per Bulan:

a. < Rp 1.000.000 d. > Rp 5.000.000

b. Rp 1.000.000 – Rp 3.000.000

c. Rp 3.000.000 – Rp 5.000.000

**Petunjuk pengisian :**

Berilah tanda centang ( √ ) sesuai dengan pilihan Anda pada kolom jawaban yang tersediapadakolomdibawahini

Sangat Tidak Setuju (STS) = Skor 1

Tidak Setuju (TS) = Skor 2

Netral (N) = Skor 3

Setuju (S) = Skor 4

Sangat Setuju (SS) = Skor 5

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| NO | | PERNYATAAN | 1 | 2 | 3 | 4 | 5 |
| STS | TS | N | S | SS |
| BRAND IMAGE (X1) | | | | | | | |
| 1 | *Recognition* (pengakuan)  Rene Kopi memiliki nama baik sebagai cafe yang menjual berbagai jenis kopi | |  |  |  |  |  |
| 2 | *Reputation* (reputasi)  Rene Kopi memiliki tingkat reputasi atau status yang cukup tinggi dalam menjual produk kopi | |  |  |  |  |  |
| 3 | *Affinity* (afinitas)  Rene Kopi memiliki persepsi kualitas produk kopi yang tinggi akan memiliki reputasi yang baik | |  |  |  |  |  |
| 4 | Domain  Rene Kopi adalah merek yang disebutkan ketika ditanyai tentang produk kopi | |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| NO | | PERNYATAAN | 1 | 2 | 3 | 4 | 5 |
| STS | TS | N | S | SS |
| PERSEPSI HARGA (X2) | | | | | | | |
| 1 | Harga produk Rene Kopi sangat dapat dijangkau | |  |  |  |  |  |
| 2 | Harga produk Rene Kopi memiliki daya saing dengan produk kopi sejenis | |  |  |  |  |  |
| 3 | Harga produk Rene Kopi sesuai dengan kualitas kopi yang disajikan | |  |  |  |  |  |
| 4 | Harga produk Rene Kopi sesuai dengan manfaat yang diberikan | |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| NO | | PERNYATAAN | 1 | 2 | 3 | 4 | 5 |
| STS | TS | N | S | SS |
| KUALITAS LAYANAN (Z) | | | | | | | |
| 1 | Tangibles  Cafe Rene Kopi memiliki tempat yang nyaman | |  |  |  |  |  |
| 2 | Reliability  Karyawan Rene Kopi memiliki kemampuan dalam mengolah menu makanan dan minuman yang disajikan | |  |  |  |  |  |
| 3 | Responsiveness  konsumen tidak terlalu lama menerima menu yang dipesan | |  |  |  |  |  |
| 4 | Assurance  Karyawan Rene Kopi selalu bersikap sopan dan sabar kepada pelanggan | |  |  |  |  |  |
| 5 | Empathy  Karyawan Rene Kopi memiliki kesungguhan dalam merespon permintaan pelanggan | |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| NO | | PERNYATAAN | 1 | 2 | 3 | 4 | 5 |
| STS | TS | N | S | SS |
| KEPUASAN KONSUMEN (Y) | | | | | | | |
| 1 | Kualitas kopi yang disajikan sudah sesuai dengan harapan konsumen | |  |  |  |  |  |
| 2 | Kualitas pelayanan yang diberikan kepada konsumen sudah baik | |  |  |  |  |  |
| 3 | Konsumen merasa bangga bila mengkonsumsi produk kopi dari Rene Kopi | |  |  |  |  |  |
| 4 | Harga kopi yang ditawarkan relatif murah sesuai kualitas produk | |  |  |  |  |  |
| 5 | Konsumen tidak perlu mengeluarkan biaya tambahan atau membuang waktu untuk mendapatkan produk yang diinginkan | |  |  |  |  |  |

**Lampiran 5 Perhitungan hasil SPSS**

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1,0 | 1,0 | 1,0 |
| 2 | 1 | 1,0 | 1,0 | 2,0 |
| 3 | 8 | 8,0 | 8,0 | 10,0 |
| 4 | 59 | 59,0 | 59,0 | 69,0 |
| 5 | 31 | 31,0 | 31,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 15 | 15,0 | 15,0 | 16,0 |
| 4 | 63 | 63,0 | 63,0 | 79,0 |
| 5 | 21 | 21,0 | 21,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2,0 | 2,0 | 2,0 |
| 2 | 2 | 2,0 | 2,0 | 4,0 |
| 3 | 17 | 17,0 | 17,0 | 21,0 |
| 4 | 57 | 57,0 | 57,0 | 78,0 |
| 5 | 22 | 22,0 | 22,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1,0 | 1,0 | 1,0 |
| 2 | 5 | 5,0 | 5,0 | 6,0 |
| 3 | 15 | 15,0 | 15,0 | 21,0 |
| 4 | 55 | 55,0 | 55,0 | 76,0 |
| 5 | 24 | 24,0 | 24,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2,0 | 2,0 | 2,0 |
| 3 | 10 | 10,0 | 10,0 | 12,0 |
| 4 | 53 | 53,0 | 53,0 | 65,0 |
| 5 | 35 | 35,0 | 35,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1,0 | 1,0 | 1,0 |
| 2 | 1 | 1,0 | 1,0 | 2,0 |
| 3 | 10 | 10,0 | 10,0 | 12,0 |
| 4 | 59 | 59,0 | 59,0 | 71,0 |
| 5 | 29 | 29,0 | 29,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |
| **X2.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1,0 | 1,0 | 1,0 |
| 2 | 1 | 1,0 | 1,0 | 2,0 |
| 3 | 8 | 8,0 | 8,0 | 10,0 |
| 4 | 61 | 61,0 | 61,0 | 71,0 |
| 5 | 29 | 29,0 | 29,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1,0 | 1,0 | 1,0 |
| 3 | 11 | 11,0 | 11,0 | 12,0 |
| 4 | 59 | 59,0 | 59,0 | 71,0 |
| 5 | 29 | 29,0 | 29,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

**Descriptives**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Z.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1,0 | 1,0 | 1,0 |
| 2 | 2 | 2,0 | 2,0 | 3,0 |
| 3 | 10 | 10,0 | 10,0 | 13,0 |
| 4 | 47 | 47,0 | 47,0 | 60,0 |
| 5 | 40 | 40,0 | 40,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Z.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2,0 | 2,0 | 2,0 |
| 2 | 3 | 3,0 | 3,0 | 5,0 |
| 3 | 7 | 7,0 | 7,0 | 12,0 |
| 4 | 57 | 57,0 | 57,0 | 69,0 |
| 5 | 31 | 31,0 | 31,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Z.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2,0 | 2,0 | 2,0 |
| 2 | 1 | 1,0 | 1,0 | 3,0 |
| 3 | 15 | 15,0 | 15,0 | 18,0 |
| 4 | 50 | 50,0 | 50,0 | 68,0 |
| 5 | 32 | 32,0 | 32,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Z.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1,0 | 1,0 | 1,0 |
| 2 | 2 | 2,0 | 2,0 | 3,0 |
| 3 | 8 | 8,0 | 8,0 | 11,0 |
| 4 | 53 | 53,0 | 53,0 | 64,0 |
| 5 | 36 | 36,0 | 36,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Z.5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2,0 | 2,0 | 2,0 |
| 3 | 6 | 6,0 | 6,0 | 8,0 |
| 4 | 51 | 51,0 | 51,0 | 59,0 |
| 5 | 41 | 41,0 | 41,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1,0 | 1,0 | 1,0 |
| 2 | 3 | 3,0 | 3,0 | 4,0 |
| 3 | 6 | 6,0 | 6,0 | 10,0 |
| 4 | 61 | 61,0 | 61,0 | 71,0 |
| 5 | 29 | 29,0 | 29,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2,0 | 2,0 | 2,0 |
| 2 | 1 | 1,0 | 1,0 | 3,0 |
| 3 | 9 | 9,0 | 9,0 | 12,0 |
| 4 | 51 | 51,0 | 51,0 | 63,0 |
| 5 | 37 | 37,0 | 37,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 6 | 6,0 | 6,0 | 6,0 |
| 3 | 16 | 16,0 | 16,0 | 22,0 |
| 4 | 54 | 54,0 | 54,0 | 76,0 |
| 5 | 24 | 24,0 | 24,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2,0 | 2,0 | 2,0 |
| 3 | 9 | 9,0 | 9,0 | 11,0 |
| 4 | 57 | 57,0 | 57,0 | 68,0 |
| 5 | 32 | 32,0 | 32,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |
| **Y.5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 2,0 | 2,0 | 2,0 |
| 3 | 9 | 9,0 | 9,0 | 11,0 |
| 4 | 59 | 59,0 | 59,0 | 70,0 |
| 5 | 30 | 30,0 | 30,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

**UJI VALIDITAS**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | BRAND IMAGE |
| X1.1 | Pearson Correlation | 1 | ,651\*\* | ,586\*\* | ,691\*\* | ,840\*\* |
| Sig. (2-tailed) |  | ,000 | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | ,651\*\* | 1 | ,670\*\* | ,618\*\* | ,839\*\* |
| Sig. (2-tailed) | ,000 |  | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | ,586\*\* | ,670\*\* | 1 | ,736\*\* | ,876\*\* |
| Sig. (2-tailed) | ,000 | ,000 |  | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | ,691\*\* | ,618\*\* | ,736\*\* | 1 | ,893\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 |  | ,000 |
| N | 100 | 100 | 100 | 100 | 100 |
| BRAND IMAGE | Pearson Correlation | ,840\*\* | ,839\*\* | ,876\*\* | ,893\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 |  |
| N | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | |
|  | | | X2.1 | X2.2 | | X2.3 | | X2.4 | | PERSEPSI HARGA | | |
| X2.1 | Pearson Correlation | | 1 | ,758\*\* | | ,659\*\* | | ,644\*\* | | ,892\*\* | | |
| Sig. (2-tailed) | |  | ,000 | | ,000 | | ,000 | | ,000 | | |
| N | | 100 | 100 | | 100 | | 100 | | 100 | | |
| X2.2 | Pearson Correlation | | ,758\*\* | 1 | | ,652\*\* | | ,654\*\* | | ,886\*\* | | |
| Sig. (2-tailed) | | ,000 |  | | ,000 | | ,000 | | ,000 | | |
| N | | 100 | 100 | | 100 | | 100 | | 100 | | |
| X2.3 | Pearson Correlation | | ,659\*\* | ,652\*\* | | 1 | | ,641\*\* | | ,849\*\* | | |
| Sig. (2-tailed) | | ,000 | ,000 | |  | | ,000 | | ,000 | | |
| N | | 100 | 100 | | 100 | | 100 | | 100 | | |
| X2.4 | Pearson Correlation | | ,644\*\* | ,654\*\* | | ,641\*\* | | 1 | | ,838\*\* | | |
| Sig. (2-tailed) | | ,000 | ,000 | | ,000 | |  | | ,000 | | |
| N | | 100 | 100 | | 100 | | 100 | | 100 | | |
| PERSEPSI HARGA | Pearson Correlation | | ,892\*\* | ,886\*\* | | ,849\*\* | | ,838\*\* | | 1 | | |
| Sig. (2-tailed) | | ,000 | ,000 | | ,000 | | ,000 | |  | | |
| N | | 100 | 100 | | 100 | | 100 | | 100 | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | |
| **Correlations** | | | | | | | | | | | | | | |
|  | | | Z.1 | | Z.2 | | Z.3 | | Z.4 | | Z.5 | KUALITAS PELAYANAN | | |
| Z.1 | | Pearson Correlation | 1 | | ,753\*\* | | ,492\*\* | | ,629\*\* | | ,666\*\* | ,836\*\* | | |
| Sig. (2-tailed) |  | | ,000 | | ,000 | | ,000 | | ,000 | ,000 | | |
| N | 100 | | 100 | | 100 | | 100 | | 100 | 100 | | |
| Z.2 | | Pearson Correlation | ,753\*\* | | 1 | | ,682\*\* | | ,676\*\* | | ,725\*\* | ,909\*\* | | |
| Sig. (2-tailed) | ,000 | |  | | ,000 | | ,000 | | ,000 | ,000 | | |
| N | 100 | | 100 | | 100 | | 100 | | 100 | 100 | | |
| Z.3 | | Pearson Correlation | ,492\*\* | | ,682\*\* | | 1 | | ,485\*\* | | ,634\*\* | ,785\*\* | | |
| Sig. (2-tailed) | ,000 | | ,000 | |  | | ,000 | | ,000 | ,000 | | |
| N | 100 | | 100 | | 100 | | 100 | | 100 | 100 | | |
| Z.4 | | Pearson Correlation | ,629\*\* | | ,676\*\* | | ,485\*\* | | 1 | | ,705\*\* | ,821\*\* | | |
| Sig. (2-tailed) | ,000 | | ,000 | | ,000 | |  | | ,000 | ,000 | | |
| N | 100 | | 100 | | 100 | | 100 | | 100 | 100 | | |
| Z.5 | | Pearson Correlation | ,666\*\* | | ,725\*\* | | ,634\*\* | | ,705\*\* | | 1 | ,878\*\* | | |
| Sig. (2-tailed) | ,000 | | ,000 | | ,000 | | ,000 | |  | ,000 | | |
| N | 100 | | 100 | | 100 | | 100 | | 100 | 100 | | |
| KUALITAS PELAYANAN | | Pearson Correlation | ,836\*\* | | ,909\*\* | | ,785\*\* | | ,821\*\* | | ,878\*\* | 1 | | |
| Sig. (2-tailed) | ,000 | | ,000 | | ,000 | | ,000 | | ,000 |  | | |
| N | 100 | | 100 | | 100 | | 100 | | 100 | 100 | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | | |

**Correlations**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | KEPUASAN KONSUMEN |
| Y.1 | Pearson Correlation | 1 | ,718\*\* | ,486\*\* | ,538\*\* | ,715\*\* | ,835\*\* |
| Sig. (2-tailed) |  | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.2 | Pearson Correlation | ,718\*\* | 1 | ,451\*\* | ,561\*\* | ,642\*\* | ,820\*\* |
| Sig. (2-tailed) | ,000 |  | ,000 | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.3 | Pearson Correlation | ,486\*\* | ,451\*\* | 1 | ,596\*\* | ,602\*\* | ,765\*\* |
| Sig. (2-tailed) | ,000 | ,000 |  | ,000 | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.4 | Pearson Correlation | ,538\*\* | ,561\*\* | ,596\*\* | 1 | ,694\*\* | ,820\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 |  | ,000 | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.5 | Pearson Correlation | ,715\*\* | ,642\*\* | ,602\*\* | ,694\*\* | 1 | ,883\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 |  | ,000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| KEPUASAN KONSUMEN | Pearson Correlation | ,835\*\* | ,820\*\* | ,765\*\* | ,820\*\* | ,883\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

UJI RELIABILITAS

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |
| ,883 | 4 |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,889 | 4 |

|  |  |  |  |
| --- | --- | --- | --- |
| **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 | 5 |

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |
| ,881 | 5 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Mean | Std. Deviation | Minimum | Maximum |
| BRAND IMAGE | 100 | 16,12 | 2,603 | 4 | 20 |
| PERSEPSI HARGA | 100 | 16,65 | 2,451 | 6 | 20 |
| KUALITAS PELAYANAN | 100 | 20,94 | 3,342 | 5 | 25 |
| KEPUASAN KONSUMEN | 100 | 20,62 | 3,165 | 6 | 25 |

UJI NORMALITAS

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | | | | |
|  | | BRAND IMAGE | PERSEPSI HARGA | KUALITAS PELAYANAN | KEPUASAN KONSUMEN |
| N | | 100 | 100 | 100 | 100 |
| Normal Parametersa,b | Mean | 16,12 | 16,65 | 20,94 | 20,62 |
| Std. Deviation | 2,603 | 2,451 | 3,342 | 3,165 |
| Most Extreme Differences | Absolute | ,242 | ,225 | ,239 | ,242 |
| Positive | ,188 | ,225 | ,141 | ,142 |
| Negative | -,242 | -,205 | -,239 | -,242 |
| Test Statistic | | ,242 | ,225 | ,239 | ,242 |
| Asymp. Sig. (2-tailed) | | ,114 | ,165 | ,231 | ,126 |
| a. Test distribution is Normal. | | | | | |
| b. Calculated from data. | | | | | |
| c. Lilliefors Significance Correction. | | | | | |

UJI MULTIKOLINIERITAS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,900a | ,809 | ,803 | 1,403 |
| a. Predictors: (Constant), KUALITAS PELAYANAN, BRAND IMAGE, PERSEPSI HARGA | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 802,539 | 3 | 267,513 | 135,864 | ,000b |
| Residual | 189,021 | 96 | 1,969 |  |  |
| Total | 991,560 | 99 |  |  |  |
| a. Dependent Variable: KEPUASAN KONSUMEN | | | | | | |
| b. Predictors: (Constant), KUALITAS PELAYANAN, BRAND IMAGE, PERSEPSI HARGA | | | | | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta |  |  | Tolerance | VIF |
| 1 | (Constant) | ,522 | 1,015 |  | ,514 | ,608 |  |  |
| BRAND IMAGE | ,337 | ,086 | ,277 | 3,905 | ,000 | ,394 | 2,539 |
| PERSEPSI HARGA | ,341 | ,102 | ,264 | 3,355 | ,001 | ,320 | 3,126 |
| KUALITAS PELAYANAN | ,429 | ,065 | ,453 | 6,619 | ,000 | ,424 | 2,358 |
| a. Dependent Variable: KEPUASAN KONSUMEN | | | | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Coefficient Correlationsa** | | | | | |
| Model | | | KUALITAS PELAYANAN | BRAND IMAGE | PERSEPSI HARGA |
| 1 | Correlations | KUALITAS PELAYANAN | 1,000 | -,235 | -,483 |
| BRAND IMAGE | -,235 | 1,000 | -,536 |
| PERSEPSI HARGA | -,483 | -,536 | 1,000 |
| Covariances | KUALITAS PELAYANAN | ,004 | -,001 | -,003 |
| BRAND IMAGE | -,001 | ,007 | -,005 |
| PERSEPSI HARGA | -,003 | -,005 | ,010 |
| a. Dependent Variable: KEPUASAN KONSUMEN | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Collinearity Diagnosticsa** | | | | | | | |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
| (Constant) | BRAND IMAGE | PERSEPSI HARGA | KUALITAS PELAYANAN |
| 1 | 1 | 3,972 | 1,000 | ,00 | ,00 | ,00 | ,00 |
| 2 | ,015 | 16,507 | ,98 | ,08 | ,02 | ,06 |
| 3 | ,008 | 21,938 | ,00 | ,53 | ,00 | ,70 |
| 4 | ,005 | 28,742 | ,02 | ,39 | ,97 | ,24 |
| a. Dependent Variable: KEPUASAN KONSUMEN | | | | | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | KUALITAS PELAYANAN, BRAND IMAGE, PERSEPSI HARGAb | . | Enter |
| a. Dependent Variable: KEPUASAN KONSUMEN | | | |
| b. All requested variables entered. | | | |

**UJI HETEROSKEDASTISITAS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,900a | ,809 | ,803 | 1,403 |
| a. Predictors: (Constant), KUALITAS PELAYANAN, BRAND IMAGE, PERSEPSI HARGA | | | | |
| b. Dependent Variable: KEPUASAN KONSUMEN | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | | |
| Model | | Sum of Squares | | df | Mean Square | F | Sig. | |
| 1 | Regression | | 802,539 | 3 | 267,513 | 135,864 | ,000b | |
| Residual | | 189,021 | 96 | 1,969 |  |  | |
| Total | | 991,560 | 99 |  |  |  | |
| a. Dependent Variable: KEPUASAN KONSUMEN | | | | | | | |
| b. Predictors: (Constant), KUALITAS PELAYANAN, BRAND IMAGE, PERSEPSI HARGA | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |  |  |
| 1 | (Constant) | ,522 | 1,015 |  | ,514 | ,608 |
| BRAND IMAGE | ,337 | ,086 | ,277 | 3,905 | ,000 |
| PERSEPSI HARGA | ,341 | ,102 | ,264 | 3,355 | ,001 |
| KUALITAS PELAYANAN | ,429 | ,065 | ,453 | 6,619 | ,000 |
| a. Dependent Variable: KEPUASAN KONSUMEN | | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Residuals Statisticsa** | | | | | |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 6,06 | 24,81 | 20,62 | 2,847 | 100 |
| Residual | -5,138 | 3,680 | ,000 | 1,382 | 100 |
| Std. Predicted Value | -5,113 | 1,473 | ,000 | 1,000 | 100 |
| Std. Residual | -3,662 | 2,623 | ,000 | ,985 | 100 |
| a. Dependent Variable: KEPUASAN KONSUMEN | | | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | KUALITAS PELAYANAN, BRAND IMAGE, PERSEPSI HARGAb | . | Enter |
| a. Dependent Variable: Abs\_RES | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,289a | ,084 | ,055 | 1,02705 |
| a. Predictors: (Constant), KUALITAS PELAYANAN, BRAND IMAGE, PERSEPSI HARGA | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | | |
| Model | | Sum of Squares | | Df | Mean Square | F | Sig. |
| 1 | Regression | | 9,258 | 3 | 3,086 | 2,926 | ,038b |
| Residual | | 101,263 | 96 | 1,055 |  |  |
| Total | | 110,522 | 99 |  |  |  |
| a. Dependent Variable: Abs\_RES | | | | | | | |
| b. Predictors: (Constant), KUALITAS PELAYANAN, BRAND IMAGE, PERSEPSI HARGA | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |  |  |
| 1 | (Constant) | 2,130 | ,743 |  | 2,867 | ,005 |
| BRAND IMAGE | -,168 | ,063 | -,414 | -2,658 | ,209 |
| PERSEPSI HARGA | ,087 | ,074 | ,201 | 1,162 | ,248 |
| KUALITAS PELAYANAN | ,001 | ,047 | ,003 | ,023 | ,982 |
| a. Dependent Variable: Abs\_RES | | | | | | |

**Regression**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 10-JUN-2020 08:59:53 |
| Comments | |  |
| Input | Data | D:\document\Untitled1.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 100 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on cases with no missing values for any variable used. |
| Syntax | | REGRESSION  /MISSING LISTWISE  /STATISTICS COEFF OUTS R ANOVA  /CRITERIA=PIN(.05) POUT(.10)  /NOORIGIN  /DEPENDENT TOTALZ  /METHOD=ENTER TOTALX1 TOTALX2. |
| Resources | Processor Time | 00:00:00,05 |
| Elapsed Time | 00:00:00,16 |
| Memory Required | 3728 bytes |
| Additional Memory Required for Residual Plots | 0 bytes |

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | PERSEPSI HARGA, BRAND IMAGEb | . | Enter |
| a. Dependent Variable: KUALITAS PELAYANAN | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,759a | ,576 | ,567 | 2,199 |
| a. Predictors: (Constant), PERSEPSI HARGA, BRAND IMAGE | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 636,658 | 2 | 318,329 | 65,840 | ,000b |
| Residual | 468,982 | 97 | 4,835 |  |  |
| Total | 1105,640 | 99 |  |  |  |
| a. Dependent Variable: KUALITAS PELAYANAN | | | | | | |
| b. Predictors: (Constant), PERSEPSI HARGA, BRAND IMAGE | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |  |  |
| 1 | (Constant) | 3,268 | 1,556 |  | 2,100 | ,038 |
| BRAND IMAGE | ,314 | ,131 | ,244 | 2,386 | ,019 |
| PERSEPSI HARGA | ,758 | ,140 | ,556 | 5,426 | ,000 |
| a. Dependent Variable: KUALITAS PELAYANAN | | | | | | |

**Regression**

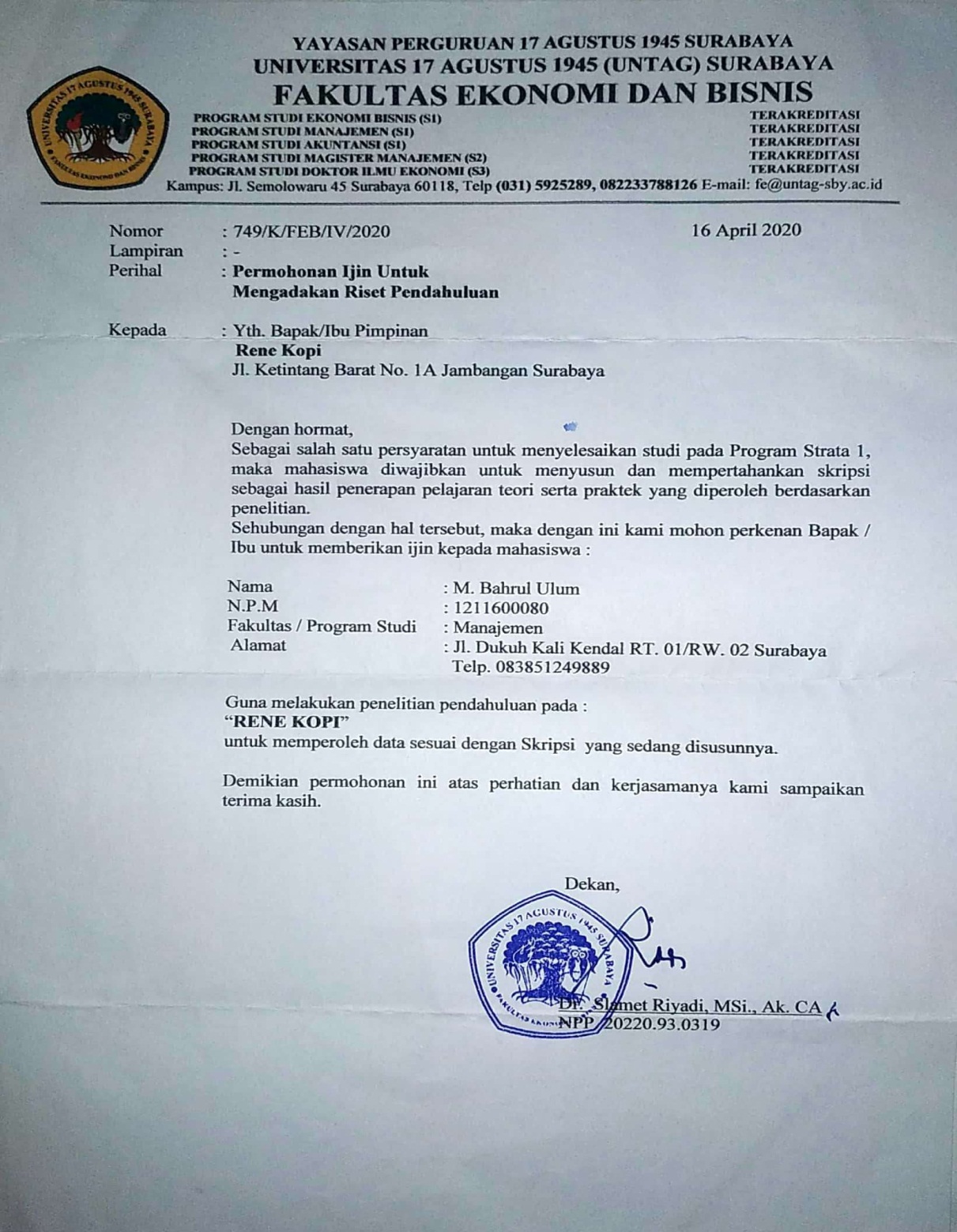
|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 10-JUN-2020 09:05:13 |
| Comments | |  |
| Input | Data | D:\document\Untitled1.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 100 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on cases with no missing values for any variable used. |
| Syntax | | REGRESSION  /MISSING LISTWISE  /STATISTICS COEFF OUTS R ANOVA  /CRITERIA=PIN(.05) POUT(.10)  /NOORIGIN  /DEPENDENT TOTALY  /METHOD=ENTER TOTALX1 TOTALX2 TOTALZ. |
| Resources | Processor Time | 00:00:00,03 |
| Elapsed Time | 00:00:00,12 |
| Memory Required | 4256 bytes |
| Additional Memory Required for Residual Plots | 0 bytes |

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | KUALITAS PELAYANAN, BRAND IMAGE, PERSEPSI HARGAb | . | Enter |
| a. Dependent Variable: KEPUASAN KONSUMEN | | | |
| b. All requested variables entered. | | | |

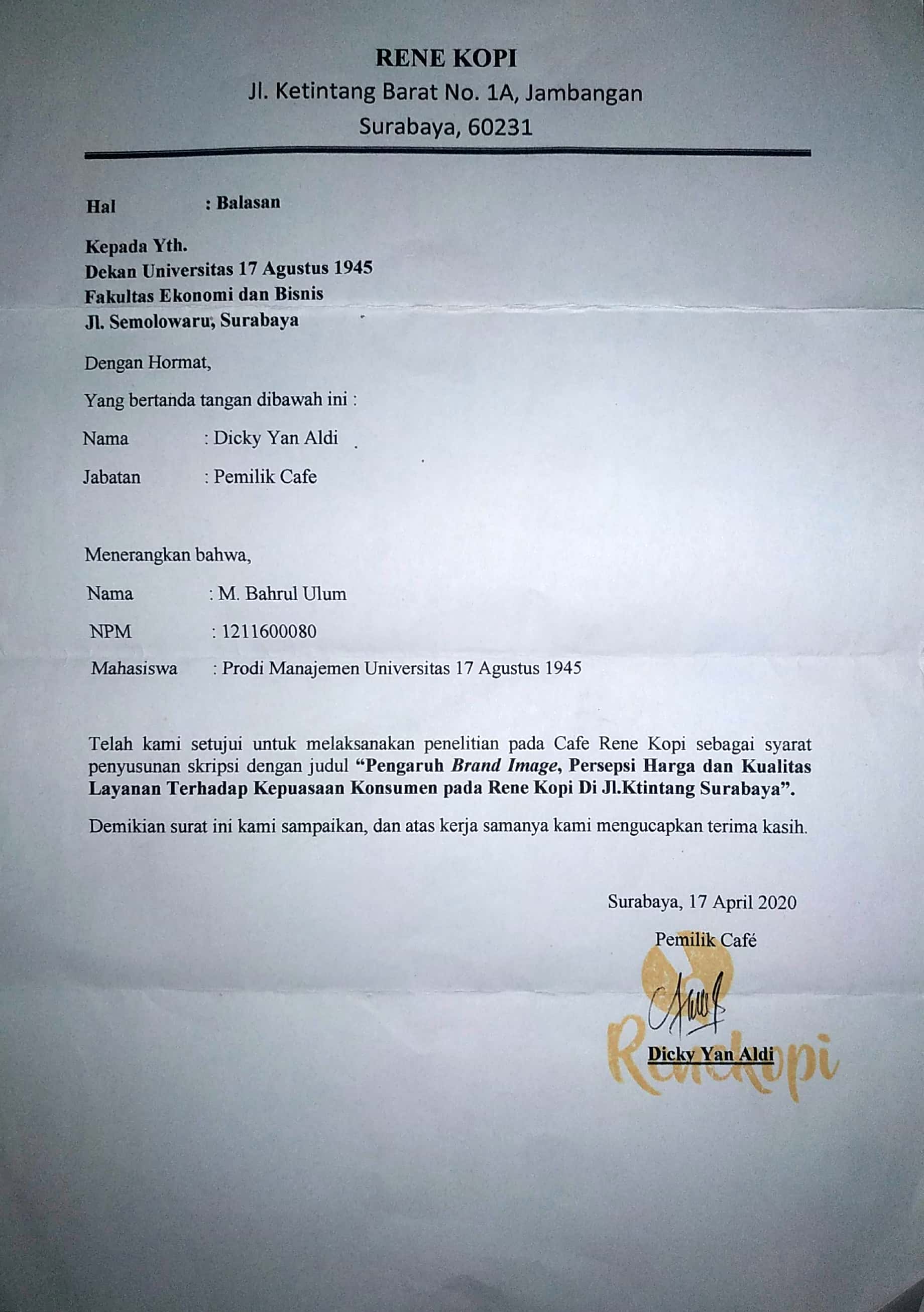
|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summary** | | | | | | | | | | |
| Model | | R | | | R Square | | Adjusted R Square | | Std. Error of the Estimate | |
| 1 | | ,900a | | | ,809 | | ,803 | | 1,403 | |
| a. Predictors: (Constant), KUALITAS PELAYANAN, BRAND IMAGE, PERSEPSI HARGA | | | | | | | | | | |
| **ANOVAa** | | | | | | | | | | | | |
| Model | | | Sum of Squares | | | df | | Mean Square | | F | | Sig. |
| 1 | Regression | | | 802,539 | | 3 | | 267,513 | | 135,864 | | ,000b |
| Residual | | | 189,021 | | 96 | | 1,969 | |  | |  |
| Total | | | 991,560 | | 99 | |  | |  | |  |
| a. Dependent Variable: KEPUASAN KONSUMEN | | | | | | | | | | | | |
| b. Predictors: (Constant), KUALITAS PELAYANAN, BRAND IMAGE, PERSEPSI HARGA | | | | | | | | | | | | |

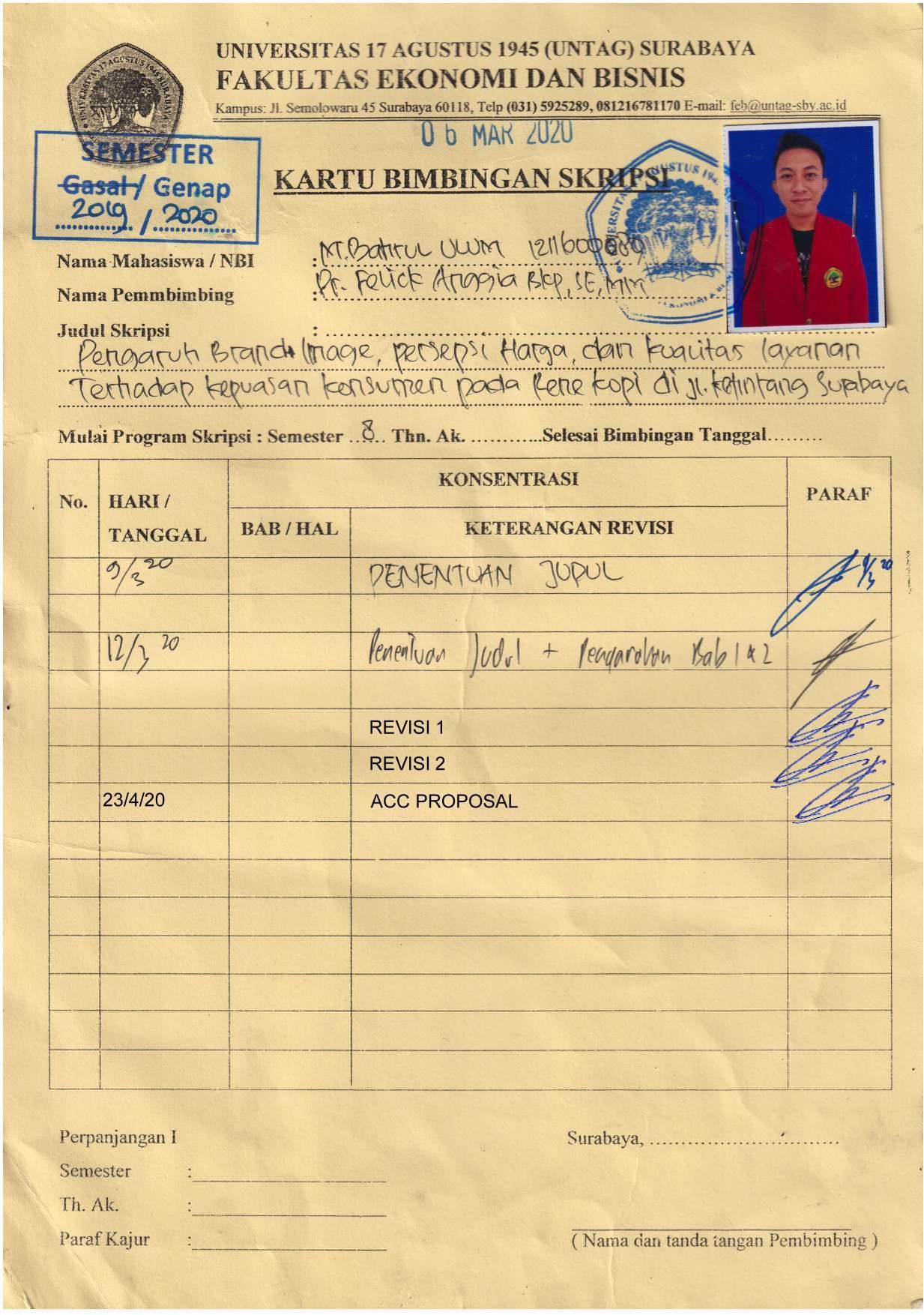
|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | ,522 | 1,015 |  | ,514 | ,608 |
| BRAND IMAGE | ,337 | ,086 | ,277 | 3,905 | ,000 |
| PERSEPSI HARGA | ,341 | ,102 | ,264 | 3,355 | ,001 |
| KUALITAS PELAYANAN | ,429 | ,065 | ,453 | 6,619 | ,000 |
| a. Dependent Variable: KEPUASAN KONSUMEN | | | | | | | |

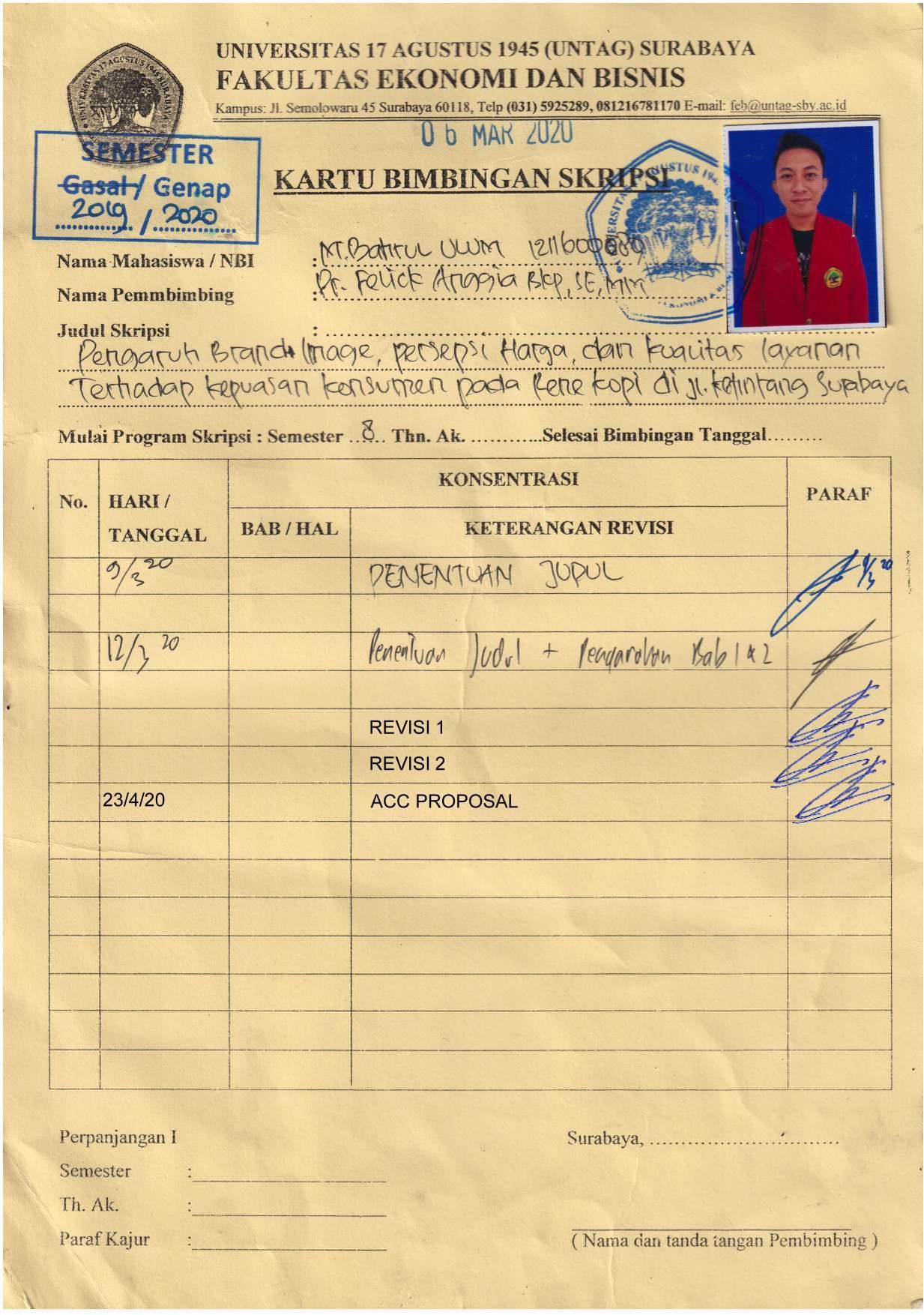
**Lampiran 6. Surat Permohonan Izin Penelitian**

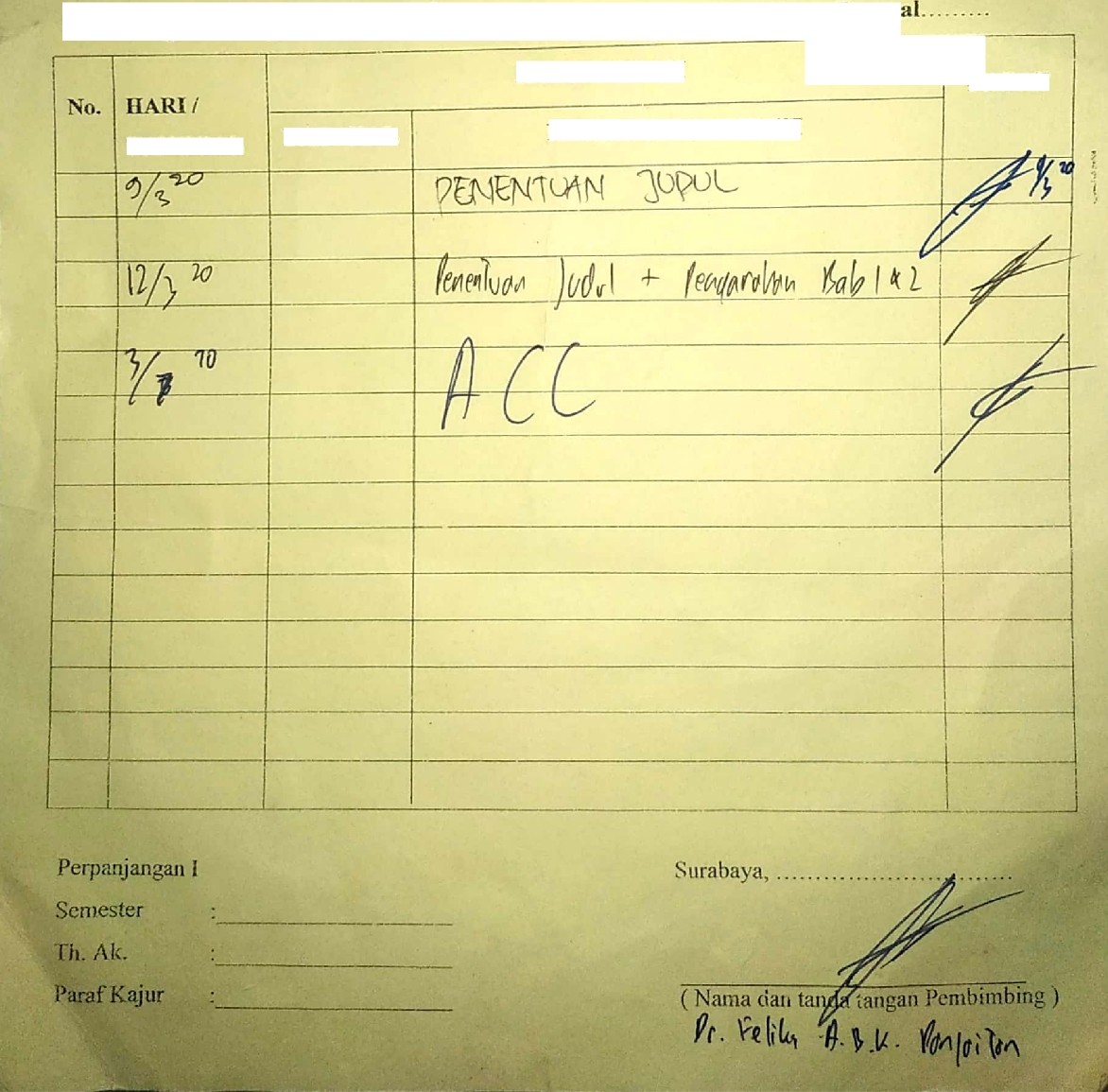


**Lampiran 7. Surat Persetujuan Izin Penelitian**



**Lampiran 8. Kartu Bimbingan**





**Lampiran 9. Hasil Turnitin**

