

Lampiran 1

KUESIONER

Kepada Yth,

Bapak/Ibu Responden

Dalam rangka untuk melakukan penelitian sebagai salah satu syarat kelulusan S1 di Universitas 17 Agustus 1945 Surabaya. Bersama ini penulis memohon kesediaan Bapak/Ibu/saudara untuk mengisi kuisisioner penelitian dengan judul **“Pengaruh Persepsi Harga, Kualitas Produk dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Dalam Membeli Sepeda Motor Honda Scoopy Di Gresik Selatan”**. Informasi yang bapak/ibu/saudara berikan adalah untuk kepentingan penelitian penulis dan akan dijaga kerahasiaannya.

Akhir kata penulisan saya ucapkan terima kasih atas kesediaan Bapak/Ibu/Saudara untuk meluangkan waktunya mengisi kuesioner ini.

A. Deskripsi Responden

1. Nama :

2. Jenis Kelamin :

Laki – Laki Perempuan

3. Usia :

18 – 30 Tahun 30 – 40 Tahun

40 – 50 Tahun > 50 Tahun

4. Pekerjaan :

Mahasiswa Wiraswasta

Pegawai Negri Pegawai Swasta

Lain-lain (Petani, Kuli Bangunan, dll)

5. Pendidikan Terakhir :

SD SMP

SMA/SMK S1

6. Penghasilan :

Rp 1.000.000 – Rp. 2.000.000

Rp 2.000.000 – Rp 3.000.000

Rp. 3.000.000 – Rp. 5.000.000

> Rp. 5.000.000

B. Petunjuk Pengisian

1. Baca dan jawablah semua pernyataan secara teliti.
2. Berilah tanda *checklist* (✓) pada pilihan yang telah disediakan sesuai dengan pendapat anda di dalam pernyataan daftar kuesioner.

C. Kriteria Bobot Skor Penilaian

Sangat Tidak Setuju	Tidak Setuju	Ragu – Ragu	Setuju	Sangat Setuju
STS	TS	R	S	SS
Skor 1	Skor 2	Skor 3	Skor 4	Skor 5

D. Daftar Pertanyaan Variabel Persepsi Harga (X1)

No.	Pernyataan	Jawaban				
		STS	TS	R	S	SS
		1	2	3	4	5
Keterjangkauan Harga						
1.	Menurut saya harga sepeda motor honda scoopy terjangkau					
2.	Harga bervariasi sesuai dengan ukuran dan tahun produk					
Kesesuaian Harga Dengan Kualitas Produk						
3.	Harga honda scoopy sudah sesuai dengan kualitas produk yang ditawarkan					
4.	Kualitas produk dari tahun ke tahun semakin bagus					
Daya Saing Harga						
5.	Menurut saya harga honda scoopy dapat bersaing dengan yang lain					
6.	Menurut saya warna dan desain lebih bagus dari sepeda metik yang lain					
Kesesuaian Harga						
7.	Harga honda scoopy sesuai dengan manfaat yang saya rasakan					
8.	Menurut saya harga sudah sesuai dengan teknologi yang diberikan					

E. Daftar Pertanyaan Variabel Kualitas Produk (X2)

No.	Pertanyaan	Jawaban				
		STS	TS	R	S	SS
		1	2	3	4	5
Kinerja						
1.	Menurut saya kinerja honda scoopy sangat memuaskan					
2.	Honda scoopy sudah terjamin aman saat dikendarai dalam perjalanan jauh					
Daya Tahan						
3.	Kualitas mesin honda scoopy awet dan tahan lama					
4.	Menurut saya tahan warna honda scoopy sangat lama dan awet					
Kesesuaian Dengan Spesifikasi						
5.	Menurut saya honda scoopy mempunyai spesifikasi yang sangat bagus					

6.	Spesifikasinya yang diberikan sesuai dengan harga sepeda honda scoopy					
Fitur		1	2	3	4	5
7.	Menurut saya fitur yang diberikan sudah cocok dengan harga sepeda scoopy					
8.	Fiktur sepedah motor Honda scoopy sesuai dengan apa yang dijanjikan					
Keandalan (Reabilitas)		1	2	3	4	5
9.	Honda scoopy dapat digunakan untuk beragam macam kebutuhan					
10.	Sepeda scoopy sudah terjamin dan dapat diandalkan kualitasnya					
Keindahan (Estetika)		1	2	3	4	5
11.	Honda scoopy memiliki desain yang menarik					
12.	Menurut saya warna honda scoopy bagus dan menawan					
Kesan Kualitas		1	2	3	4	5
13.	Menurut saya honda scoopy emiliki fitur yang berkualitas					
14.	Menurut saya teknologi terbaru dalam sepeda honda sangat berkualitas					
Kebanggaan (Pride)		1	2	3	4	5
15.	Suku cadang honda scoopy mudah untuk dicari					
16.	Menurut saya harga suku cadang honda scoopy cukup terjangkau					

F. Daftar Pertanyaan Variabel Kualitas Pelayanan (X3)

No.	Pernyataan	Jawaban				
		STS	TS	R	S	SS
Bukti Langsung		1	2	3	4	5
1.	Menurut saya perlengkapan bengkel resmi honda cukup lengkap					
2.	Pegawai bengkel resmi honda datang tepat waktu					
Keandalan		1	2	3	4	5
3.	Karyawan memberikan cara kepada konsumen dalam melakukan proses transaksi pembelian dengan mudah.					
4.	Menurut saya karyawan di bengkel resmi honda sangat berpengalaman dalam memperbaiki sepeda motor					

Daya Tanggap		1	2	3	4	5
5.	Pelayanan servis yang diberikan cukup memuaskan dan cepat					
6.	Bengkel resmi honda selalu memberi tahu langsung apa yang perlu diperbaiki					
Jaminan		1	2	3	4	5
7.	Apakah karyawan honda selalu menepati janji kepada konsumen					
8.	Memberikan jaminan bila servis kurang memuaskan					
Empati		1	2	3	4	5
9.	Menurut saya pegawai Honda sangat ramah pada saat melayani konsumen					
10.	Pegawai dealer honda memberikan perhatian individu kepada para konsumen					

G. Daftar Pertanyaan Variabel Kepuasan Konsumen (Y)

No.	Pernyataan	Jawaban				
		STS	TS	R	S	SS
Kepuasan Pelanggan Keseluruhan		1	2	3	4	5
1.	Saya puas dalam membeli sepeda motor honda scoopy					
2.	Saya puas dengan kinerja sepeda honda scoopy					
3.	Saya puas dengan warna dan desain yang sangat cocok dan menarik					
Dimensi Kepuasan Konsumen		1	2	3	4	5
4.	Saya puas dengan layanan yang berkualitas saat servis di bengkel resmi honda					
5.	Saya puas dengan hasil servis yang diberikan oleh bengkel resmi honda					
6.	Menurut saya harganya lebih terjangkau saat servis di bengkel resmi honda					

Lampiran 2. Tabulasi Data Jawaban Responden

No	Persepsi Harga (X1)								Jumlah
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	
1	3	4	3	4	3	3	4	3	27
2	2	3	3	2	2	3	4	4	23
3	3	4	3	3	4	2	3	3	25
4	3	3	4	3	3	3	3	3	25
5	5	4	4	4	5	2	3	3	30
6	3	3	3	2	3	4	4	3	25
7	4	4	3	4	4	4	4	4	31
8	3	3	3	2	3	3	5	5	27
9	3	3	3	2	3	3	3	5	25
10	3	3	3	2	3	3	3	5	25
11	5	3	5	4	3	4	2	3	29
12	4	3	4	4	5	4	4	3	31
13	3	3	3	3	4	3	4	5	28
14	3	3	4	4	5	4	4	4	31
15	3	5	3	5	4	4	3	3	30
16	4	5	5	4	2	4	3	3	30
17	3	3	3	3	2	3	3	3	23
18	4	3	4	4	5	4	5	2	31
19	2	3	3	4	3	3	3	3	24
20	4	4	5	4	4	4	5	4	34
21	4	4	4	4	3	3	4	4	30
22	3	3	3	3	4	3	3	3	25
23	4	4	3	3	4	3	5	4	30
24	5	5	5	3	5	3	5	5	36
25	4	4	4	4	2	3	4	4	29
26	5	5	5	4	3	3	4	5	34
27	4	4	4	5	3	3	4	4	31
28	4	5	4	3	3	3	3	5	30
29	5	5	5	3	3	3	5	5	34
30	4	4	3	2	5	4	4	4	30
31	5	5	5	4	4	4	5	5	37
32	4	5	3	4	4	5	4	5	34
33	4	4	3	4	4	4	4	4	31
34	4	3	5	3	3	4	5	5	32
35	4	5	4	3	3	4	3	4	30
36	4	3	4	3	3	3	4	4	28
37	5	4	5	5	3	3	5	5	35
38	4	3	3	3	4	3	5	5	30

39	5	4	4	5	4	4	3	4	33
40	4	4	4	3	3	3	3	4	28
41	5	5	5	4	4	4	5	5	37
42	5	5	5	3	3	3	5	5	34
43	5	4	4	4	4	4	4	5	34
44	5	5	5	4	3	4	5	5	36
45	4	4	4	3	3	4	4	4	30
46	5	5	5	3	3	3	5	5	34
47	4	4	5	3	4	3	4	5	32
48	5	5	5	3	4	4	5	5	36
49	4	4	3	3	3	3	3	4	27
50	5	5	5	3	3	3	5	5	34
51	4	4	5	3	3	3	5	5	32
52	5	4	4	3	4	3	5	5	33
53	5	5	5	4	3	4	5	5	36
54	5	5	4	3	4	4	5	5	35
55	5	4	5	3	3	3	5	5	33
56	5	5	5	3	4	3	5	5	35
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64	5	5	5	4	5	4	5	5	38
65	4	4	3	3	3	3	4	4	28
66	5	5	5	3	3	3	5	5	34
67	4	5	3	3	3	3	4	5	30
68	4	5	3	4	3	4	4	5	32
69	4	4	3	2	3	3	4	4	27
70	5	5	5	3	4	3	5	5	35
71	4	4	4	3	3	4	3	4	29
72	4	4	4	3	3	3	4	4	29
73	5	5	5	3	4	3	5	5	35
74	5	5	3	3	3	3	5	5	32
75	5	4	4	3	3	3	3	4	29
76	4	4	4	4	3	4	3	4	30
77	5	5	5	4	3	4	5	5	36
78	5	5	5	3	3	3	5	5	34
79	3	4	4	5	4	4	4	5	33
80	3	5	5	5	4	4	5	4	35

81	3	4	4	3	4	4	4	4	30
82	3	5	5	4	5	4	5	5	36
83	3	4	5	3	4	3	4	5	31
84	3	5	5	4	5	3	5	5	35
85	3	4	3	4	5	4	3	4	30
86	4	4	5	5	5	4	4	5	36
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89	4	5	5	3	4	4	5	5	35
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98	4	5	4	3	3	3	4	4	30
99	5	4	5	3	3	3	5	5	33
100	3	5	4	5	5	4	5	4	35
	4.10	4.22	4.16	3.44	3.61	3.49	4.16	4.32	3.94

No	Kualitas Produk (X2)																Jumlah
	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	4	5	4	5	4	4	5	4	4	5	4	5	3	3	4	3	66
2	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	61
3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2	46
4	4	5	4	5	4	4	4	4	4	3	4	5	3	4	4	3	64
5	5	5	5	5	5	5	5	5	5	5	5	5	2	4	5	2	73
6	4	5	4	4	4	4	4	4	4	4	4	4	4	3	4	4	64
7	5	4	5	4	5	5	5	5	5	5	5	4	4	3	5	4	73
8	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	61
9	3	5	3	3	5	4	4	4	4	5	4	3	3	3	4	3	59
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11	5	5	5	4	4	4	5	4	4	3	5	4	4	5	4	4	69
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13	5	4	5	4	5	4	5	4	5	3	5	4	3	3	4	3	66
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15	5	5	5	5	4	3	4	4	3	5	5	5	4	3	3	4	67
16	3	3	3	3	4	4	4	4	4	5	4	3	3	4	5	4	60
17	3	4	3	4	4	4	4	4	4	3	4	3	4	3	3	4	57
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21	5	3	5	3	4	4	4	4	4	4	4	5	3	3	4	4	62
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28	5	4	5	4	5	5	5	4	4	5	5	4	3	4	5	3	70
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32	5	5	5	5	5	5	5	4	4	5	5	5	3	4	5	3	73
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63	5	5	5	5	3	3	3	3	5	5	5	5	4	3	3	4	66
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65	5	5	5	5	3	3	4	3	5	5	5	5	4	4	3	4	68
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80	5	5	5	5	5	4	4	5	4	5	5	5	2	3	4	2	68

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82	3	4	5	4	4	3	3	4	3	3	4	4	4	5	3	4	60
83	4	5	5	5	5	4	4	5	4	5	4	4	4	5	4	4	71
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85	4	4	5	4	4	4	4	4	5	5	4	5	4	5	4	4	69
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89	3	4	2	3	3	3	3	4	4	4	5	3	2	2	3	2	50
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95	3	5	3	4	4	3	3	5	4	3	2	3	3	3	3	3	54
96	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	4	52
97	3	4	2	4	4	3	3	4	4	4	3	4	4	2	3	4	55
98	5	3	3	3	3	5	5	3	3	5	3	3	3	3	5	3	58
99	4	3	4	2	2	4	4	3	3	4	4	3	4	4	4	4	56
100	3	3	4	5	5	3	3	3	3	4	3	4	4	4	3	4	58
	4.19	4.20	4.21	4.16	4.17	4.12	4.07	4.18	4.24	4.25	4.24	4.17	3.42	3.49	4.12	3.40	4.04

No	Kualitas Pelayanan (X3)										Jumlah
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	
1	4	3	3	4	3	3	4	3	5	4	36
2	4	4	3	2	2	3	4	4	4	3	33
3	3	3	3	3	4	2	3	3	2	4	30
4	3	3	4	3	3	3	3	3	3	3	31
5	3	3	4	4	5	2	3	3	3	4	34
6	4	3	3	2	3	4	4	3	4	3	33
7	4	4	3	4	4	4	4	4	4	4	39
8	5	5	3	2	3	3	5	5	3	3	37
9	3	5	3	2	3	3	3	5	5	3	35
10	3	5	3	2	3	3	3	5	5	3	35
11	2	3	5	4	3	4	2	3	5	3	34
12	4	3	4	4	5	4	4	3	4	3	38
13	4	5	3	3	4	3	4	5	4	3	38
14	4	4	4	4	5	4	4	4	3	3	39
15	3	3	3	5	4	4	3	3	3	5	36
16	3	3	5	4	2	4	3	3	3	5	35
17	3	3	3	3	2	3	3	3	3	3	29
18	5	2	4	4	5	4	5	2	2	3	36
19	3	3	3	4	3	3	3	3	2	3	30
20	5	5	4	4	4	4	4	4	4	3	41
21	3	3	4	3	4	3	3	3	2	3	31
22	4	4	4	4	3	4	4	4	4	4	39
23	3	4	4	3	4	3	3	4	4	3	35
24	4	5	4	4	4	4	4	5	4	5	43
25	4	3	3	4	3	4	4	3	3	3	34
26	3	3	4	4	4	3	3	3	3	3	33
27	3	3	4	3	3	3	3	3	3	3	31
28	3	3	4	2	2	3	3	3	2	3	28
29	3	3	3	4	4	4	3	3	3	5	35
30	3	3	3	4	3	4	3	3	3	5	34
31	3	3	3	3	3	3	3	3	3	3	30
32	3	3	4	3	3	3	3	3	3	3	31
33	3	3	3	3	4	4	3	3	2	2	30
34	4	3	3	4	4	4	4	3	3	4	36
35	3	3	5	3	4	3	3	3	3	3	33
36	3	3	3	4	4	3	3	3	3	4	33
37	3	2	3	2	4	3	3	2	3	2	27
38	5	4	4	3	4	5	5	4	4	3	41
39	3	4	4	2	3	3	3	4	4	2	32
40	2	2	4	4	4	2	2	2	3	3	28

41	3	3	3	4	3	3	3	3	3	3	31
42	3	3	4	3	3	4	3	3	3	3	32
43	3	3	4	4	3	3	3	3	4	3	33
44	3	3	3	4	3	3	3	3	3	4	32
45	4	5	5	4	4	4	4	5	4	4	43
46	3	3	2	2	3	3	3	3	4	3	29
47	3	3	4	2	3	3	3	3	4	2	30
48	3	3	2	4	2	3	3	3	3	3	29
49	4	4	3	3	3	4	4	4	4	3	36
50	2	3	3	2	3	2	2	3	3	3	26
51	3	3	3	3	4	3	3	3	3	4	32
52	3	3	2	2	4	4	3	3	3	3	30
53	3	3	2	3	4	3	3	3	3	3	30
54	3	3	4	4	5	3	3	3	3	4	35
55	3	4	3	3	2	3	3	4	3	3	31
56	3	2	3	3	3	2	3	2	3	2	26
57	4	4	4	4	4	4	4	4	4	3	39
58	4	5	4	4	4	4	4	5	4	3	41
59	3	4	3	4	3	3	3	4	3	3	33
60	5	4	5	5	4	4	5	4	3	4	43
61	5	4	4	4	4	4	5	4	3	3	40
62	3	3	3	4	4	3	3	3	3	3	32
63	4	4	3	3	4	4	4	4	4	3	37
64	3	3	4	4	4	3	3	3	3	3	33
65	4	4	4	4	4	4	4	4	4	4	40
66	2	3	5	5	5	2	2	3	3	5	35
67	5	5	5	5	5	5	5	5	5	5	50
68	4	3	2	3	3	5	4	3	4	4	35
69	5	4	5	5	4	5	5	4	3	5	45
70	3	3	4	2	4	3	3	3	3	3	31
71	3	3	5	5	4	4	3	3	3	5	38
72	4	4	3	4	3	3	4	4	4	4	37
73	3	3	3	3	3	3	3	3	3	4	31
74	5	3	3	4	3	4	5	3	3	3	36
75	3	4	4	2	3	4	3	4	4	3	34
76	4	3	3	4	3	3	4	3	3	3	33
77	3	3	3	2	4	3	3	3	3	2	29
78	3	3	3	2	2	4	3	3	3	3	29
79	3	4	3	2	4	5	3	4	3	3	34
80	3	3	3	3	3	2	3	3	3	3	29
81	4	4	4	4	4	4	4	4	4	4	40
82	3	3	5	4	4	4	3	3	3	5	37

83	5	5	5	5	4	4	5	5	2	5	45
84	4	4	5	5	4	4	4	4	5	3	42
85	4	5	5	4	5	4	4	5	5	5	46
86	4	3	4	4	3	3	4	3	3	3	34
87	4	4	3	3	4	3	4	4	2	4	35
88	4	3	4	2	4	3	4	3	3	4	34
89	3	2	2	3	4	2	3	2	2	2	25
90	3	3	2	3	2	3	3	3	4	3	29
91	3	5	2	3	3	3	3	5	3	4	34
92	3	5	2	3	2	3	3	5	2	4	32
93	3	3	4	3	3	3	3	3	5	2	32
94	4	2	2	4	4	2	4	2	2	4	30
95	2	2	3	4	4	3	2	2	3	2	27
96	4	4	3	3	2	4	4	4	4	3	35
97	3	5	2	4	3	4	3	5	5	4	38
98	3	3	3	3	3	3	3	3	4	2	30
99	4	4	4	2	3	4	4	4	3	3	35
100	5	4	4	5	2	4	5	4	4	5	42
	3.46	3.46	3.49	3.41	3.48	3.40	3.40	3.45	3.35	3.39	3.43

No	Kepuasan Konsumen (Y)						Jumlah
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	
1	4	4	5	4	4	4	25
2	4	4	4	4	3	3	22
3	3	3	3	3	4	3	19
4	4	4	3	3	4	3	21
5	5	5	5	3	5	3	26
6	4	4	4	4	2	3	21
7	5	5	5	4	3	3	25
8	4	4	4	5	3	3	23
9	4	5	4	3	3	3	22
10	5	5	5	3	3	3	24
11	4	4	3	2	5	4	22
12	4	5	4	4	3	4	24
13	3	4	3	4	5	4	23
14	4	5	4	4	4	3	24
15	5	4	4	3	3	3	22
16	4	2	4	3	3	3	19
17	3	2	3	3	3	3	17
18	4	5	4	5	2	2	22
19	4	3	3	3	3	2	18

20	4	4	4	4	4	4	24
21	3	4	3	3	3	2	18
22	4	3	4	4	4	4	23
23	3	4	3	3	4	4	21
24	4	4	4	4	5	4	25
25	4	3	4	4	3	3	21
26	4	4	3	3	3	3	20
27	3	3	3	3	3	3	18
28	5	4	5	3	3	2	22
29	3	3	3	3	3	3	18
30	4	4	4	3	3	3	21
31	4	3	3	3	3	3	19
32	3	4	4	3	3	3	20
33	4	3	3	3	4	3	20
34	4	4	4	4	3	4	23
35	3	4	4	3	4	4	22
36	4	3	3	3	3	3	19
37	5	4	4	3	4	3	23
38	4	3	3	5	5	4	24
39	4	4	4	3	3	3	21
40	5	3	3	2	3	3	19
41	4	4	4	3	3	3	21
42	5	4	4	3	3	3	22
43	4	3	3	3	5	3	21
44	4	3	3	3	4	3	20
45	5	3	3	4	5	4	24
46	4	4	3	3	3	3	20
47	5	3	3	3	3	3	20
48	4	4	3	3	3	3	20
49	4	3	3	4	3	4	21
50	4	3	4	2	3	3	19
51	5	3	4	3	4	3	22
52	4	3	3	3	3	4	20
53	4	4	3	3	3	3	20
54	5	5	3	3	4	3	23
55	5	5	3	3	3	3	22
56	5	5	3	3	3	3	22
57	4	3	5	4	3	4	23
58	5	3	4	4	3	4	23
59	5	5	3	3	3	3	22
60	3	4	4	5	4	4	24
61	3	3	3	5	4	4	22

62	3	3	5	3	4	4	22
63	3	3	3	4	5	4	22
64	3	2	4	3	4	3	19
65	3	3	3	4	5	3	21
66	3	5	4	2	5	4	23
67	4	3	4	5	5	4	25
68	4	4	4	4	3	5	24
69	3	4	4	5	5	5	26
70	4	5	4	4	4	4	25
71	4	3	3	2	5	5	22
72	5	3	4	2	5	4	23
73	4	3	4	2	5	5	23
74	4	3	4	3	4	3	21
75	4	3	3	4	3	3	20
76	5	3	3	4	3	3	21
77	5	3	3	5	4	5	25
78	5	3	4	5	3	5	25
79	4	3	3	3	4	3	20
80	4	3	3	3	3	3	19
81	5	3	5	4	3	4	24
82	4	3	3	4	4	5	23
83	5	4	3	3	3	5	23
84	4	4	4	5	5	3	25
85	3	4	4	4	4	4	23
86	5	4	4	4	5	4	26
87	4	3	3	4	3	4	21
88	5	3	4	4	4	3	23
89	4	3	4	3	4	5	23
90	5	3	3	3	4	4	22
91	4	5	5	3	5	5	27
92	5	3	2	5	5	4	24
93	4	3	4	5	5	3	24
94	5	5	5	4	4	4	27
95	5	4	5	4	4	4	26
96	5	3	4	5	4	4	25
97	4	4	5	4	5	5	27
98	4	4	4	4	5	5	26
99	4	4	3	3	4	4	22
100	5	5	4	4	4	5	27
	4.12	3.65	3.67	3.52	3.73	3.56	3.71

Lampiran 3. Uji Instrumen

1. Uji Validitas

a. Persepsi Harga (X1)

Correlations										
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	JUMLAH
X1.1	Pearson Correlation	1	.489**	.551**	-.006	-.063	.002	.370**	.361**	.615**
	Sig. (2-tailed)		.000	.000	.950	.535	.985	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.489**	1	.441**	.142	.026	.087	.329**	.407**	.653**
	Sig. (2-tailed)	.000		.000	.160	.799	.391	.001	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.551**	.441**	1	.218*	.109	.154	.441**	.356**	.743**
	Sig. (2-tailed)	.000	.000		.029	.282	.126	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	-.006	.142	.218*	1	.325**	.336**	-.064	-.168	.400**
	Sig. (2-tailed)	.950	.160	.029		.001	.001	.526	.096	.000
	N	100	100	100	100	100	100	100	100	100
X1.5	Pearson Correlation	-.063	.026	.109	.325**	1	.335**	.156	-.008	.429**
	Sig. (2-tailed)	.535	.799	.282	.001		.001	.121	.935	.000
	N	100	100	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.002	.087	.154	.336**	.335**	1	.099	-.054	.414**
	Sig. (2-tailed)	.985	.391	.126	.001	.001		.328	.595	.000
	N	100	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	.370**	.329**	.441**	-.064	.156	.099	1	.510**	.646**
	Sig. (2-tailed)	.000	.001	.000	.526	.121	.328		.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.8	Pearson Correlation	.361**	.407**	.356**	-.168	-.008	-.054	.510**	1	.543**
	Sig. (2-tailed)	.000	.000	.000	.096	.935	.595	.000		.000
	N	100	100	100	100	100	100	100	100	100
JUM LAH	Pearson Correlation	.615**	.653**	.743**	.400**	.429**	.414**	.646**	.543**	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).
* . Correlation is significant at the 0.05 level (2-tailed).

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.417	.405	.000	.607	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	.668**	.413**	.536**	.407**	.620**	.805**	1	.630**	.557**	.413**	.529*	.384**	.132	.076	.805**	.100	.797**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.192	.455	.000	.324	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.8	Pearson Correlation	.378**	.515**	.368**	.446**	.686**	.739**	.630**	1	.482**	.381**	.288*	.392**	-.031	.019	.739**	-.062	.679**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.004	.000	.761	.848	.000	.538	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.9	Pearson Correlation	.486**	.386**	.441**	.332**	.430**	.516**	.557**	.482**	1	.455**	.437*	.291**	.162	.185	.516**	.132	.665**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.000	.000		.000	.000	.003	.107	.066	.000	.190	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.10	Pearson Correlation	.556**	.391**	.430**	.400**	.237*	.415**	.413**	.381**	.455**	1	.498*	.400**	.151	.144	.415**	.123	.627**
	Sig. (2-tailed)	.000	.000	.000	.000	.017	.000	.000	.000	.000		.000	.000	.133	.153	.000	.225	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.11	Pearson Correlation	.883**	.348**	.832**	.412**	.345**	.356**	.529**	.288**	.437**	.498**	1	.464**	.097	.153	.356**	.071	.708**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.004	.000	.000		.000	.338	.129	.000	.484	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.12	Pearson Correlation	.435**	.769**	.505**	.915**	.496**	.344**	.384**	.392**	.291**	.400**	.464*	1	.054	.135	.344**	.022	.677**

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.003	.000	.000		.595	.179	.000	.826	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.1 3	Pearson Correlation	.124	.011	.208*	.073	.031	.082	.132	-.031	.162	.151	.097	.054	1	.304**	.082	.961**	.317**		
	Sig. (2-tailed)	.220	.914	.038	.468	.757	.417	.192	.761	.107	.133	.338	.595		.002	.417	.000	.001		
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.1 4	Pearson Correlation	.175	.124	.398**	.159	.023	.084	.076	.019	.185	.144	.153	.135	.304**	1	.084	.282**	.329**		
	Sig. (2-tailed)	.081	.219	.000	.114	.818	.405	.455	.848	.066	.153	.129	.179	.002		.405	.004	.001		
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.1 5	Pearson Correlation	.511**	.358**	.384**	.373**	.630**	1.000**	.805**	.739**	.516**	.415**	.356*	.344**	.082	.084	1	.052	.751**		
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.417	.405		.607	.000		
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.1 6	Pearson Correlation	.097	-.018	.182	.044	.003	.052	.100	-.062	.132	.123	.071	.022	.961**	.282**	.052	1	.278**		
	Sig. (2-tailed)	.336	.860	.071	.664	.974	.607	.324	.538	.190	.225	.484	.826	.000	.004	.607		.005		
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
JUM LAH	Pearson Correlation	.791**	.652**	.785**	.708**	.686**	.751**	.797**	.679**	.665**	.627**	.708*	.677**	.317**	.329**	.751**	.278**	1		
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.001	.000	.005			
	N	100	100	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).

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

c. Kualitas Pelayanan (X3)

		Correlations										
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	JUMLAH
X3.1	Pearson Correlation	1	.452*	.209*	.284*	.166	.544*	.991*	.434*	.149	.239*	.726**
	Sig. (2-tailed)		.000	.037	.004	.099	.000	.000	.000	.139	.017	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.452*	1	.164	.057	-.001	.400*	.435*	.993*	.446*	.279**	.697**
	Sig. (2-tailed)	.000		.103	.576	.990	.000	.000	.000	.000	.005	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.209*	.164	1	.391*	.361*	.282*	.205*	.159	.160	.279**	.548**
	Sig. (2-tailed)	.037	.103		.000	.000	.004	.041	.113	.111	.005	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X3.4	Pearson Correlation	.284*	.057	.391*	1	.342*	.242*	.280*	.049	.023	.562**	.557**
	Sig. (2-tailed)	.004	.576	.000		.000	.015	.005	.626	.818	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.166	-.001	.361*	.342*	1	.119	.160	-.009	-.060	.200*	.386**
	Sig. (2-tailed)	.099	.990	.000	.000		.239	.112	.926	.550	.046	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.544*	.400*	.282*	.242*	.119	1	.544*	.396*	.315*	.305**	.675**
	Sig. (2-tailed)	.000	.000	.004	.015	.239		.000	.000	.001	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X3.7	Pearson Correlation	.991*	.435*	.205*	.280*	.160	.544*	1	.432*	.141	.250*	.721**
	Sig. (2-tailed)	.000	.000	.041	.005	.112	.000		.000	.162	.012	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X3.8	Pearson Correlation	.434*	.993*	.159	.049	-.009	.396*	.432*	1	.443*	.289**	.691**
	Sig. (2-tailed)	.000	.000	.113	.626	.926	.000	.000		.000	.004	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X3.9	Pearson Correlation	.149	.446*	.160	.023	-.060	.315*	.141	.443*	1	.005	.432**
	Sig. (2-tailed)	.139	.000	.111	.818	.550	.001	.162	.000		.958	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X3.10	Pearson Correlation	.239*	.279*	.279*	.562*	.200*	.305*	.250*	.289*	.005	1	.581**
	Sig. (2-tailed)	.017	.005	.005	.000	.046	.002	.012	.004	.958		.000
	N	100	100	100	100	100	100	100	100	100	100	100
JUM LAH	Pearson Correlation	.726*	.697*	.548*	.557*	.386*	.675*	.721*	.691*	.432*	.581**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

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

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

d. Kepuasan Konsumen (Y)

		Correlations						
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	JUMLAH
Y1.1	Pearson Correlation	1	.173	.147	.014	-.120	.005	.362**
	Sig. (2-tailed)		.085	.144	.891	.233	.958	.000
	N	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	.173	1	.323**	.003	-.054	-.023	.460**
	Sig. (2-tailed)	.085		.001	.975	.595	.817	.000
	N	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	.147	.323**	1	.146	.037	.141	.564**
	Sig. (2-tailed)	.144	.001		.147	.718	.162	.000
	N	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	.014	.003	.146	1	.121	.241*	.521**
	Sig. (2-tailed)	.891	.975	.147		.230	.016	.000
	N	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	-.120	-.054	.037	.121	1	.462**	.509**
	Sig. (2-tailed)	.233	.595	.718	.230		.000	.000
	N	100	100	100	100	100	100	100
Y1.6	Pearson Correlation	.005	-.023	.141	.241*	.462**	1	.617**
	Sig. (2-tailed)	.958	.817	.162	.016	.000		.000
	N	100	100	100	100	100	100	100
JUMLAH	Pearson Correlation	.362**	.460**	.564**	.521**	.509**	.617**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).								
*. Correlation is significant at the 0.05 level (2-tailed).								

2. Uji Reliabilitas

a. Reliabilitas Persepsi Harga (X1)

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.730	9

b. Reliabilitas Kualitas Produk (X2)

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.757	17

c. Reliabilitas Kualitas Pelayanan (X3)

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.748	11

d. Kepuasan Konsumen (Y)

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.685	7

Analisis Data

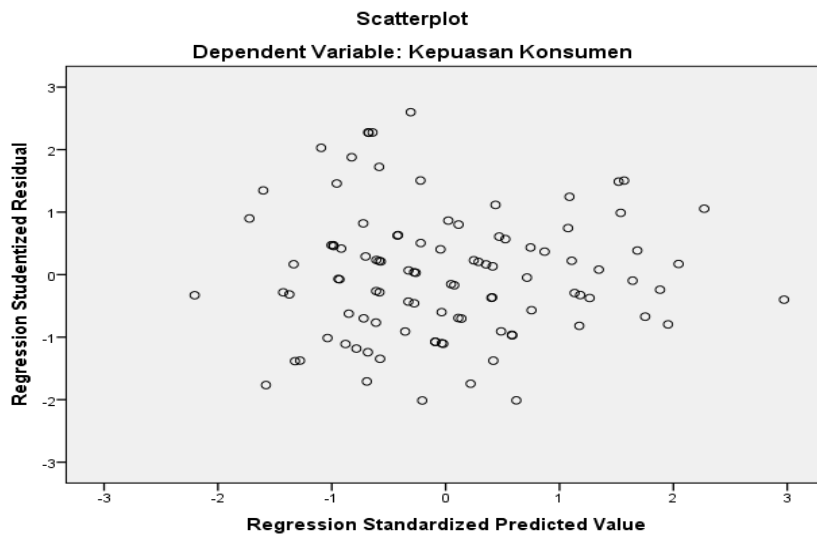
1. Asumsi Klasik

a. Multikolinieritas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.173	3.013		4.704	.000		
	Persepsi Harga	.127	.060	.189	2.100	.038	.955	1.048
	Kualitas Produk	.063	.025	.230	2.546	.012	.944	1.059
	Kualitas Pelayanan	.238	.044	.494	5.412	.000	.926	1.079

a. Dependent Variable: Kepuasan Konsumen

b. Heteroskedastisitas



c. Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.99646781
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.035
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		

d. Linearitas

1. Persepsi Harga (X1)

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Konsumen * Persepsi Harga	Between Groups	(Combined)	109.171	14	7.798	1.565	.106
		Linearity	8.355	1	8.355	1.677	.199
		Deviation from Linearity	100.817	13	7.755	1.556	.115
	Within Groups		423.579	85	4.983		
	Total		532.750	99			

2. Kualitas Produk (X2)

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Konsumen * Kualitas Produk	Between Groups	(Combined)	237.933	31	7.675	1.770	.026
		Linearity	11.741	1	11.741	2.708	.104
		Deviation from Linearity	226.192	30	7.540	1.739	.031
	Within Groups		294.817	68	4.336		
	Total		532.750	99			

3. Kualitas Pelayanan (X3)

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
Kepuasan Konsumen * Kualitas Pelayanan	Between Groups	(Combined)	169.758	21	8.084	1.737	.042
		Linearity	88.692	1	88.692	19.058	.000
		Deviation from Linearity	81.066	20	4.053	.871	.622
	Within Groups		362.992	78	4.654		
	Total		532.750	99			

2. Regresi Linear Berganda

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.173	3.013		4.704	.000
	Persepsi Harga	.127	.060	.189	2.100	.038
	Kualitas Produk	.063	.025	.230	2.546	.012
	Kualitas Pelayanan	.238	.044	.494	5.412	.000

a. Dependent Variable: Kepuasan Konsumen

3. Koefisien Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.509 ^a	.259	.236	2.027

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

Lampiran 4. Uji Hipotesis

1. Uji t

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.173	3.013		4.704	.000
	Persepsi Harga	.127	.060	.189	2.100	.038
	Kualitas Produk	.063	.025	.230	2.546	.012
	Kualitas Pelayanan	.238	.044	.494	5.412	.000
a. Dependent Variable: Kepuasan Konsumen						

2. Uji F

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138.148	3	46.049	11.203	.000 ^p
	Residual	394.602	96	4.110		
	Total	532.750	99			
a. Dependent Variable: Kepuasan Konsumen						
b. Predictors: (Constant), Kualitas Pelayanan , Persepsi Harga, Kualitas Produk						