

Lampiran 01. Top Brand Index

Tahun	Brand	Brand Index
2020	GOJEK	47,3%
	GRAB	43,5%
2021	GOJEK	53,0%
	GRAB	39,7%

Sumber: *Top Brand Index*



Lampiran 02.: KUESIONER PENELITIAN

KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN
PROGRAM STUDI MANAJEMEN

Kepada Yth. Bapak/Ibu, Saudara/i

Hal: Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada program Studi Manajemen, dengan ini saya mengadakan penelitian yang berjudul **“Pengaruh Kualitas Pelayanan dan Nilai Pelanggan terhadap Kepuasan Pelanggan GoFood pada Masa Pandemi COVID-19”**.

Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan berpartisipasi dalam penelitian ini dengan mengisi kuesioner terlampir. Data yang saya kumpulkan adalah murni untuk tujuan penelitian dan diperlakukan secara konfidensial. Atas perhatian dan kesediaan bapak/ibu mengisi kuesioner ini, saya ucapkan terimakasih.

Peneliti

Kadek Lia Aprilliani

NIM. 1817041100

Identitas Responden

Responden diharapkan menjawab pertanyaan-pertanyaan berikut dengan mengisi bagian yang kosong atau memberi tanda (✓) pada jawaban yang tersedia.

1. Nama :
2. Usia : tahun
3. Alamat :
4. Jenis Kelamin : Laki-laki Perempuan
5. Pernah melakukan transaksi menggunakan *GoFood* pada masa pandemi COVID-19?

IYA TIDAK

Jika anda menjawab IYA, silahkan lanjutkan mengisi kuesioner, namun jika menjawab TIDAK, silahkan berhenti untuk mengisi kuesioner.

Petunjuk Pengisian Kuesioner

Silakan Anda pilih jawaban yang menurut Anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (✓) pada pilihan jawaban yang tersedia.

Keterangan:

1. SS : Sangat Setuju
2. S : Setuju
3. R : Ragu-Ragu
4. TS : Tidak Setuju
5. STS : Sangat Tidak Setuju

Daftar Pernyataan

Kualitas Pelayanan

No	Pernyataan	SS	S	N	TS	STS
	Kualitas Pelayanan	5	4	3	2	1
1	Fitur layanan yang ditawarkan <i>GoFood</i> sangat lengkap.					
2	Proses transaksi menggunakan <i>GoFood</i> selalu akurat.					
3	Prosedur menggunakan <i>GoFood</i> sangat mudah dimengerti.					
4	Transaksi menggunakan <i>GoFood</i> aman dan terpercaya.					
5	Pengemudi <i>GoFood</i> selalu bersikap ramah dan sopan dalam melayani pelanggan.					

Nilai Pelanggan

No	Pernyataan	SS	S	N	TS	STS
	Nilai Pelanggan	5	4	3	2	1
1	Saya merasa senang setelah menggunakan <i>GoFood</i> .					
2	<i>GoFood</i> merupakan jasa transportasi <i>online</i> dengan merek terkenal.					
3	<i>GoFood</i> memiliki kualitas yang baik sesuai dengan yang dijanjikan.					
4	Kinerja dari <i>GoFood</i> sesuai dengan biaya yang dikeluarkan.					

Kepuasan Pelanggan

No	Pernyataan	SS	S	N	TS	STS
	Kepuasan Pelanggan	5	4	3	2	1
1	Saya merasa puas setelah melakukan jasa transportasi <i>online GoFood</i> .					
2	Saya akan melakukan transaksi ulang secara berkesinambungan menggunakan jasa transportasi <i>online GoFood</i> .					
3	Saya akan merekomendasikan kepada kerabat dan teman-teman untuk menggunakan jasa transportasi <i>online GoFood</i> .					
4	Jasa transportasi <i>online GoFood</i> memberikan pelayanan sesuai dengan harapan saya.					



Lampiran 03. Data Penelitian

1. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Kualitas Pelayanan

a. Data Ordinal

No. Responden	X1.1	X1.2	X1.3	X1.4	X1.5	Total X1
1	4	5	5	4	4	22
2	4	3	3	3	4	17
3	3	4	4	4	3	18
4	4	3	3	3	4	17
5	4	4	4	4	4	20
6	5	5	4	5	5	24
7	4	4	4	4	4	20
8	3	4	4	4	3	18
9	4	4	4	4	4	20
10	4	3	3	3	4	17
11	5	5	5	5	5	25
12	4	3	3	3	4	17
13	3	4	4	4	3	18
14	5	4	5	4	5	23
15	4	4	4	4	4	20
16	3	4	4	3	3	17
17	4	4	4	4	4	20
18	5	4	5	4	5	23
19	4	4	4	4	4	20
20	4	4	4	4	4	20
21	4	4	4	4	4	20
22	4	3	4	3	4	18
23	4	5	5	5	5	24
24	4	4	4	4	4	20
25	5	4	5	4	4	22
26	3	4	4	4	3	18
27	4	4	4	4	4	20
28	4	4	4	4	4	20
29	4	4	4	4	4	20
30	4	4	4	4	3	19

b. Data Interval

No. Responden	X1.1	X1.2	X1.3	X1.4	X1.5	Total
1	4,499	6,114	6,014	4,549	4,447	25,624

2	4,499	3,000	3,000	3,000	4,447	17,946
3	3,000	4,549	4,518	4,549	3,000	19,615
4	4,499	3,000	3,000	3,000	4,447	17,946
5	4,499	4,549	4,518	4,549	4,447	22,562
6	5,998	6,114	4,518	6,155	5,899	28,683
7	4,499	4,549	4,518	4,549	4,447	22,562
8	3,000	4,549	4,518	4,549	3,000	19,615
9	4,499	4,549	4,518	4,549	4,447	22,562
10	4,499	3,000	3,000	3,000	4,447	17,946
11	5,998	6,114	6,014	6,155	5,899	30,180
12	4,499	3,000	3,000	3,000	4,447	17,946
13	3,000	4,549	4,518	4,549	3,000	19,615
14	5,998	4,549	6,014	4,549	5,899	27,009
15	4,499	4,549	4,518	4,549	4,447	22,562
16	3,000	4,549	4,518	3,000	3,000	18,066
17	4,499	4,549	4,518	4,549	4,447	22,562
18	5,998	4,549	6,014	4,549	5,899	27,009
19	4,499	4,549	4,518	4,549	4,447	22,562
20	4,499	4,549	4,518	4,549	4,447	22,562
21	4,499	4,549	4,518	4,549	4,447	22,562
22	4,499	3,000	4,518	3,000	4,447	19,464
23	4,499	6,114	6,014	6,155	5,899	28,681
24	4,499	4,549	4,518	4,549	4,447	22,562
25	5,998	4,549	6,014	4,549	4,447	25,557
26	3,000	4,549	4,518	4,549	3,000	19,615
27	4,499	4,549	4,518	4,549	4,447	22,562
28	4,499	4,549	4,518	4,549	4,447	22,562
29	4,499	4,549	4,518	4,549	4,447	22,562
30	4,499	4,549	4,518	4,549	3,000	21,114

2. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Nilai Pelanggan

a. Data Ordinal

No. Responden	X2.1	X2.2	X2.3	X2.4	Total X2
1	4	5	5	4	18
2	5	5	4	5	19
3	5	4	5	4	18
4	4	3	4	4	15
5	5	5	5	5	20
6	4	4	4	4	16
7	5	5	5	5	20
8	4	3	4	4	15
9	3	4	3	3	13
10	4	4	4	4	16
11	4	4	4	3	15
12	4	5	5	5	19
13	3	4	3	3	13
14	4	4	4	4	16
15	4	4	4	4	16
16	4	4	4	4	16
17	4	4	4	4	16
18	4	3	4	4	15
19	4	4	4	4	16
20	4	4	4	5	17
21	3	4	3	4	14
22	3	4	3	3	13
23	4	4	4	4	16
24	4	4	4	4	16
25	4	3	4	4	15
26	4	4	4	4	16
27	4	4	4	3	15
28	4	4	3	4	15
29	4	5	4	4	17
30	4	4	3	4	15

b. Data Interval

No. Responden	X2.1	X2.2	X2.3	X2.4	Total
1	4,615	6,014	5,899	4,499	21,027

2	6,229	6,014	4,447	5,998	22,689
3	6,229	4,518	5,899	4,499	21,145
4	4,615	3,000	4,447	4,499	16,561
5	6,229	6,014	5,899	5,998	24,141
6	4,615	4,518	4,447	4,499	18,079
7	6,229	6,014	5,899	5,998	24,141
8	4,615	3,000	4,447	4,499	16,561
9	3,000	4,518	3,000	3,000	13,518
10	4,615	4,518	4,447	4,499	18,079
11	4,615	4,518	4,447	3,000	16,579
12	4,615	6,014	5,899	5,998	22,526
13	3,000	4,518	3,000	3,000	13,518
14	4,615	4,518	4,447	4,499	18,079
15	4,615	4,518	4,447	4,499	18,079
16	4,615	4,518	4,447	4,499	18,079
17	4,615	4,518	4,447	4,499	18,079
18	4,615	3,000	4,447	4,499	16,561
19	4,615	4,518	4,447	4,499	18,079
20	4,615	4,518	4,447	5,998	19,578
21	3,000	4,518	3,000	4,499	15,017
22	3,000	4,518	3,000	3,000	13,518
23	4,615	4,518	4,447	4,499	18,079
24	4,615	4,518	4,447	4,499	18,079
25	4,615	3,000	4,447	4,499	16,561
26	4,615	4,518	4,447	4,499	18,079
27	4,615	4,518	4,447	3,000	16,579
28	4,615	4,518	3,000	4,499	16,631
29	4,615	6,014	4,447	4,499	19,575
30	4,615	4,518	3,000	4,499	16,631

3. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Kepuasan Pelanggan

a. Data Ordinal

No. Responden	Y1	Y2	Y3	Y4	Total Y
1	4	5	4	5	18
2	4	5	4	4	17
3	3	3	4	3	13
4	3	4	3	3	13
5	4	4	4	4	16
6	4	4	4	4	16
7	4	3	4	4	15
8	3	4	3	3	13
9	5	4	5	4	18
10	4	3	4	4	15
11	5	5	5	5	20
12	5	5	4	5	19
13	4	4	3	3	14
14	4	4	4	4	16
15	4	3	4	3	14
16	4	3	4	3	14
17	5	4	5	5	19
18	4	4	3	4	15
19	3	3	4	4	14
20	4	4	4	4	16
21	3	4	4	4	15
22	4	4	3	3	14
23	4	4	4	4	16
24	4	4	4	4	16
25	4	4	4	3	15
26	4	4	4	4	16
27	4	4	4	4	16
28	5	4	4	4	17
29	4	3	3	3	13
30	3	4	4	4	15

b. Data Interval

No. Responden	Y1	Y2	Y3	Y4	Total
1	4,447	5,926	4,549	5,774	20,696

2	4,447	5,926	4,549	4,393	19,315
3	3,000	3,000	4,549	3,000	13,549
4	3,000	4,455	3,000	3,000	13,455
5	4,447	4,455	4,549	4,393	17,844
6	4,447	4,455	4,549	4,393	17,844
7	4,447	3,000	4,549	4,393	16,389
8	3,000	4,455	3,000	3,000	13,455
9	5,899	4,455	6,155	4,393	20,902
10	4,447	3,000	4,549	4,393	16,389
11	5,899	5,926	6,155	5,774	23,754
12	5,899	5,926	4,549	5,774	22,148
13	4,447	4,455	3,000	3,000	14,903
14	4,447	4,455	4,549	4,393	17,844
15	4,447	3,000	4,549	3,000	14,996
16	4,447	3,000	4,549	3,000	14,996
17	5,899	4,455	6,155	5,774	22,282
18	4,447	4,455	3,000	4,393	16,295
19	3,000	3,000	4,549	4,393	14,942
20	4,447	4,455	4,549	4,393	17,844
21	3,000	4,455	4,549	4,393	16,397
22	4,447	4,455	3,000	3,000	14,903
23	4,447	4,455	4,549	4,393	17,844
24	4,447	4,455	4,549	4,393	17,844
25	4,447	4,455	4,549	3,000	16,452
26	4,447	4,455	4,549	4,393	17,844
27	4,447	4,455	4,549	4,393	17,844
28	5,899	4,455	4,549	4,393	19,296
29	4,447	3,000	3,000	3,000	13,447
30	3,000	4,455	4,549	4,393	16,397

4. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Kualitas Pelayanan

a. Data Ordinal

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

No. Responden	X1.1	X1.2	X1.3	X1.4	X1.5	Total X1
38	4	4	4	4	4	20
39	4	3	3	3	4	17
40	5	5	4	5	5	24
41	5	5	5	5	5	25
42	5	5	5	5	5	25
43	3	4	4	4	4	19
44	5	5	4	5	4	23
45	5	5	5	5	4	24
46	5	5	5	5	5	25
47	5	5	4	5	5	24
48	4	4	5	4	4	21
49	5	5	4	5	5	24
50	5	5	4	5	5	24
51	5	5	4	5	5	24
52	4	5	5	5	5	24
53	4	4	4	4	3	19
54	3	4	4	4	4	19
55	4	3	3	3	4	17
56	4	4	4	4	4	20
57	3	4	4	4	4	19
58	4	3	3	3	4	17
59	4	4	4	4	4	20
60	4	4	4	4	3	19
61	4	4	4	4	3	19
62	4	3	3	3	4	17
63	4	3	3	3	4	17
64	4	4	4	4	4	20
65	4	3	3	3	4	17
66	5	5	5	5	5	25
67	4	4	4	4	4	20
68	4	4	4	4	4	20
69	4	3	3	3	4	17
70	4	4	4	4	4	20
71	4	3	3	3	4	17
72	4	4	4	4	3	19
73	4	4	3	4	4	19
74	4	3	3	3	4	17
75	4	4	3	3	3	17
76	4	4	4	4	4	20
77	5	4	5	4	4	22
78	4	4	4	4	4	20
79	3	4	3	3	3	16
80	5	5	5	5	4	24
81	5	5	5	5	5	25

No. Responden	X1.1	X1.2	X1.3	X1.4	X1.5	Total X1
82	5	5	5	5	5	25
83	4	4	4	4	3	19
84	5	5	5	5	5	25
85	5	5	5	5	4	24
86	5	4	4	4	5	22
87	4	4	3	3	3	17
88	3	4	3	4	3	17
89	5	5	5	5	4	24
90	4	5	5	5	5	24
91	4	5	5	4	5	23
92	5	5	5	4	4	23
93	5	5	4	5	4	23
94	5	5	4	5	5	24
95	5	4	5	5	5	24
96	5	5	5	5	4	24
97	5	4	5	4	4	22
98	4	4	5	4	4	21
99	5	5	4	5	4	23
100	4	5	5	5	4	23

b. Data Interval

No. Responden	X1.1	X1.2	X1.3	X1.4	X1.5	Total
1	5,633	5,693	5,560	5,629	4,281	26,796
2	4,279	5,693	5,560	5,629	5,596	26,757
3	5,633	5,693	5,560	4,287	5,596	26,769
4	5,633	5,693	5,560	4,287	5,596	26,769
5	5,633	4,318	5,560	4,287	5,596	25,393
6	5,633	5,693	5,560	5,629	5,596	28,111
7	4,279	5,693	4,248	5,629	5,596	25,445
8	5,633	4,318	4,248	4,287	5,596	24,082
9	4,279	5,693	5,560	5,629	5,596	26,757
10	5,633	5,693	5,560	5,629	4,281	26,796
11	5,633	5,693	5,560	5,629	5,596	28,111
12	5,633	5,693	5,560	5,629	4,281	26,796
13	3,000	4,318	4,248	4,287	4,281	20,134
14	5,633	5,693	4,248	5,629	5,596	26,799
15	3,000	4,318	4,248	4,287	3,000	18,853
16	4,279	4,318	4,248	4,287	4,281	21,412
17	4,279	4,318	4,248	4,287	3,000	20,132

18	3,000	4,318	4,248	4,287	3,000	18,853
19	5,633	5,693	5,560	5,629	5,596	28,111
20	4,279	4,318	4,248	4,287	3,000	20,132
21	4,279	4,318	4,248	4,287	3,000	20,132
22	4,279	4,318	4,248	4,287	4,281	21,412
23	3,000	4,318	4,248	4,287	3,000	18,853
24	4,279	4,318	5,560	4,287	4,281	22,724
25	4,279	4,318	4,248	4,287	4,281	21,412
26	5,633	5,693	5,560	5,629	4,281	26,796
27	4,279	4,318	4,248	4,287	5,596	22,728
28	5,633	4,318	4,248	4,287	4,281	22,766
29	3,000	4,318	4,248	4,287	3,000	18,853
30	4,279	4,318	4,248	4,287	4,281	21,412
31	3,000	4,318	4,248	4,287	3,000	18,853
32	3,000	4,318	4,248	4,287	4,281	20,134
33	4,279	4,318	4,248	4,287	3,000	20,132
34	4,279	3,000	3,000	3,000	4,281	17,559
35	4,279	3,000	3,000	3,000	4,281	17,559
36	4,279	4,318	4,248	4,287	4,281	21,412
37	5,633	4,318	5,560	4,287	5,596	25,393
38	4,279	4,318	4,248	4,287	4,281	21,412
39	4,279	3,000	3,000	3,000	4,281	17,559
40	5,633	5,693	4,248	5,629	5,596	26,799
41	5,633	5,693	5,560	5,629	5,596	28,111
42	5,633	5,693	5,560	5,629	5,596	28,111
43	3,000	4,318	4,248	4,287	4,281	20,134
44	5,633	5,693	4,248	5,629	4,281	25,484
45	5,633	5,693	5,560	5,629	4,281	26,796
46	5,633	5,693	5,560	5,629	5,596	28,111
47	5,633	5,693	4,248	5,629	5,596	26,799
48	4,279	4,318	5,560	4,287	4,281	22,724
49	5,633	5,693	4,248	5,629	5,596	26,799
50	5,633	5,693	4,248	5,629	5,596	26,799
51	5,633	5,693	4,248	5,629	5,596	26,799
52	4,279	5,693	5,560	5,629	5,596	26,757
53	4,279	4,318	4,248	4,287	3,000	20,132
54	3,000	4,318	4,248	4,287	4,281	20,134
55	4,279	3,000	3,000	3,000	4,281	17,559
56	4,279	4,318	4,248	4,287	4,281	21,412

57	3,000	4,318	4,248	4,287	4,281	20,134
58	4,279	3,000	3,000	3,000	4,281	17,559
59	4,279	4,318	4,248	4,287	4,281	21,412
60	4,279	4,318	4,248	4,287	3,000	20,132
61	4,279	4,318	4,248	4,287	3,000	20,132
62	4,279	3,000	3,000	3,000	4,281	17,559
63	4,279	3,000	3,000	3,000	4,281	17,559
64	4,279	4,318	4,248	4,287	4,281	21,412
65	4,279	3,000	3,000	3,000	4,281	17,559
66	5,633	5,693	5,560	5,629	5,596	28,111
67	4,279	4,318	4,248	4,287	4,281	21,412
68	4,279	4,318	4,248	4,287	4,281	21,412
69	4,279	3,000	3,000	3,000	4,281	17,559
70	4,279	4,318	4,248	4,287	4,281	21,412
71	4,279	3,000	3,000	3,000	4,281	17,559
72	4,279	4,318	4,248	4,287	3,000	20,132
73	4,279	4,318	3,000	4,287	4,281	20,164
74	4,279	3,000	3,000	3,000	4,281	17,559
75	4,279	4,318	3,000	3,000	3,000	17,597
76	4,279	4,318	4,248	4,287	4,281	21,412
77	5,633	4,318	5,560	4,287	4,281	24,078
78	4,279	4,318	4,248	4,287	4,281	21,412
79	3,000	4,318	3,000	3,000	3,000	16,318
80	5,633	5,693	5,560	5,629	4,281	26,796
81	5,633	5,693	5,560	5,629	5,596	28,111
82	5,633	5,693	5,560	5,629	5,596	28,111
83	4,279	4,318	4,248	4,287	3,000	20,132
84	5,633	5,693	5,560	5,629	5,596	28,111
85	5,633	5,693	5,560	5,629	4,281	26,796
86	5,633	4,318	4,248	4,287	5,596	24,082
87	4,279	4,318	3,000	3,000	3,000	17,597
88	3,000	4,318	3,000	4,287	3,000	17,605
89	5,633	5,693	5,560	5,629	4,281	26,796
90	4,279	5,693	5,560	5,629	5,596	26,757
91	4,279	5,693	5,560	4,287	5,596	25,415
92	5,633	5,693	5,560	4,287	4,281	25,453
93	5,633	5,693	4,248	5,629	4,281	25,484
94	5,633	5,693	4,248	5,629	5,596	26,799
95	5,633	4,318	5,560	5,629	5,596	26,736

96	5,633	5,693	5,560	5,629	4,281	26,796
97	5,633	4,318	5,560	4,287	4,281	24,078
98	4,279	4,318	5,560	4,287	4,281	22,724
99	5,633	5,693	4,248	5,629	4,281	25,484
100	4,279	5,693	5,560	5,629	4,281	25,442

5. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Nilai Pelanggan

a. Data Ordinal

No. Responden	X2.1	X2.2	X2.3	X2.4	Total X2
1	5	4	5	5	19
2	5	5	5	5	20
3	4	4	4	4	16
4	5	5	5	5	20
5	5	5	5	5	20
6	5	5	5	4	19
7	4	3	4	4	15
8	5	5	5	5	20
9	5	5	5	5	20
10	5	4	5	5	19
11	5	5	5	4	19
12	4	4	4	4	16
13	4	4	4	3	15
14	3	4	4	4	15
15	4	4	4	4	16
16	4	4	4	4	16
17	4	3	4	4	15
18	4	4	4	4	16
19	5	5	5	5	20
20	4	4	4	3	15
21	3	4	4	4	15
22	4	3	4	4	15
23	4	4	4	3	15
24	4	3	4	4	15
25	4	3	4	4	15
26	5	5	5	5	20
27	4	3	4	4	15
28	4	4	4	4	16
29	4	3	4	4	15
30	4	4	4	4	16
31	4	4	4	3	15

No. Responden	X2.1	X2.2	X2.3	X2.4	Total X2
32	4	3	4	4	15
33	4	4	4	4	16
34	4	4	4	3	15
35	5	4	4	4	17
36	4	4	4	4	16
37	4	4	4	4	16
38	4	3	4	4	15
39	4	4	4	3	15
40	4	5	4	4	17
41	5	5	5	5	20
42	5	4	5	5	19
43	4	4	4	4	16
44	5	5	5	5	20
45	5	5	5	5	20
46	5	5	5	5	20
47	4	3	4	4	15
48	4	4	4	4	16
49	5	5	5	5	20
50	5	5	5	4	19
51	5	4	5	5	19
52	4	4	4	4	16
53	4	4	4	3	15
54	4	3	4	4	15
55	4	3	4	4	15
56	4	4	4	4	16
57	4	3	4	4	15
58	4	3	4	3	14
59	4	4	4	4	16
60	4	4	4	3	15
61	4	3	4	3	14
62	4	3	4	4	15
63	4	3	4	4	15
64	3	4	3	4	14
65	3	4	3	4	14
66	5	5	5	5	20
67	3	4	3	4	14
68	4	4	4	4	16
69	3	3	3	3	12
70	4	4	4	4	16
71	3	4	3	4	14
72	3	3	3	3	12
73	3	4	3	3	13
74	3	4	3	3	13
75	4	4	4	4	16

No. Responden	X2.1	X2.2	X2.3	X2.4	Total X2
76	4	4	4	4	16
77	4	4	4	4	16
78	3	4	3	4	14
79	3	3	3	3	12
80	4	4	4	5	17
81	5	5	5	5	20
82	5	5	5	4	19
83	4	4	4	4	16
84	5	5	5	5	20
85	5	5	5	5	20
86	4	4	4	4	16
87	3	4	3	4	14
88	4	4	4	4	16
89	5	5	5	5	20
90	5	4	4	4	17
91	5	4	5	5	19
92	5	5	5	5	20
93	4	4	4	4	16
94	5	5	5	5	20
95	5	5	5	5	20
96	4	5	4	5	18
97	3	4	3	4	14
98	4	3	4	4	15
99	5	5	5	5	20
100	4	5	4	5	18

b. Data Interval

No. Responden	X2.1	X2.2	X2.3	X2.4	Total
1	5,707	4,277	5,826	5,735	21,546
2	5,707	5,575	5,826	5,735	22,843
3	4,340	4,277	4,412	4,359	17,389
4	5,707	5,575	5,826	5,735	22,843
5	5,707	5,575	5,826	5,735	22,843
6	5,707	5,575	5,826	4,359	21,467
7	4,340	3,000	4,412	4,359	16,112
8	5,707	5,575	5,826	5,735	22,843
9	5,707	5,575	5,826	5,735	22,843
10	5,707	4,277	5,826	5,735	21,546
11	5,707	5,575	5,826	4,359	21,467
12	4,340	4,277	4,412	4,359	17,389

13	4,340	4,277	4,412	3,000	16,030
14	3,000	4,277	4,412	4,359	16,049
15	4,340	4,277	4,412	4,359	17,389
16	4,340	4,277	4,412	4,359	17,389
17	4,340	3,000	4,412	4,359	16,112
18	4,340	4,277	4,412	4,359	17,389
19	5,707	5,575	5,826	5,735	22,843
20	4,340	4,277	4,412	3,000	16,030
21	3,000	4,277	4,412	4,359	16,049
22	4,340	3,000	4,412	4,359	16,112
23	4,340	4,277	4,412	3,000	16,030
24	4,340	3,000	4,412	4,359	16,112
25	4,340	3,000	4,412	4,359	16,112
26	5,707	5,575	5,826	5,735	22,843
27	4,340	3,000	4,412	4,359	16,112
28	4,340	4,277	4,412	4,359	17,389
29	4,340	3,000	4,412	4,359	16,112
30	4,340	4,277	4,412	4,359	17,389
31	4,340	4,277	4,412	3,000	16,030
32	4,340	3,000	4,412	4,359	16,112
33	4,340	4,277	4,412	4,359	17,389
34	4,340	4,277	4,412	3,000	16,030
35	5,707	4,277	4,412	4,359	18,757
36	4,340	4,277	4,412	4,359	17,389
37	4,340	4,277	4,412	4,359	17,389
38	4,340	3,000	4,412	4,359	16,112
39	4,340	4,277	4,412	3,000	16,030
40	4,340	5,575	4,412	4,359	18,686
41	5,707	5,575	5,826	5,735	22,843
42	5,707	4,277	5,826	5,735	21,546
43	4,340	4,277	4,412	4,359	17,389
44	5,707	5,575	5,826	5,735	22,843
45	5,707	5,575	5,826	5,735	22,843
46	5,707	5,575	5,826	5,735	22,843
47	4,340	3,000	4,412	4,359	16,112
48	4,340	4,277	4,412	4,359	17,389
49	5,707	5,575	5,826	5,735	22,843
50	5,707	5,575	5,826	4,359	21,467
51	5,707	4,277	5,826	5,735	21,546

52	4,340	4,277	4,412	4,359	17,389
53	4,340	4,277	4,412	3,000	16,030
54	4,340	3,000	4,412	4,359	16,112
55	4,340	3,000	4,412	4,359	16,112
56	4,340	4,277	4,412	4,359	17,389
57	4,340	3,000	4,412	4,359	16,112
58	4,340	3,000	4,412	3,000	14,752
59	4,340	4,277	4,412	4,359	17,389
60	4,340	4,277	4,412	3,000	16,030
61	4,340	3,000	4,412	3,000	14,752
62	4,340	3,000	4,412	4,359	16,112
63	4,340	3,000	4,412	4,359	16,112
64	3,000	4,277	3,000	4,359	14,637
65	3,000	4,277	3,000	4,359	14,637
66	5,707	5,575	5,826	5,735	22,843
67	3,000	4,277	3,000	4,359	14,637
68	4,340	4,277	4,412	4,359	17,389
69	3,000	3,000	3,000	3,000	12,000
70	4,340	4,277	4,412	4,359	17,389
71	3,000	4,277	3,000	4,359	14,637
72	3,000	3,000	3,000	3,000	12,000
73	3,000	4,277	3,000	3,000	13,277
74	3,000	4,277	3,000	3,000	13,277
75	4,340	4,277	4,412	4,359	17,389
76	4,340	4,277	4,412	4,359	17,389
77	4,340	4,277	4,412	4,359	17,389
78	3,000	4,277	3,000	4,359	14,637
79	3,000	3,000	3,000	3,000	12,000
80	4,340	4,277	4,412	5,735	18,764
81	5,707	5,575	5,826	5,735	22,843
82	5,707	5,575	5,826	4,359	21,467
83	4,340	4,277	4,412	4,359	17,389
84	5,707	5,575	5,826	5,735	22,843
85	5,707	5,575	5,826	5,735	22,843
86	4,340	4,277	4,412	4,359	17,389
87	3,000	4,277	3,000	4,359	14,637
88	4,340	4,277	4,412	4,359	17,389
89	5,707	5,575	5,826	5,735	22,843
90	5,707	4,277	4,412	4,359	18,757

91	5,707	4,277	5,826	5,735	21,546
92	5,707	5,575	5,826	5,735	22,843
93	4,340	4,277	4,412	4,359	17,389
94	5,707	5,575	5,826	5,735	22,843
95	5,707	5,575	5,826	5,735	22,843
96	4,340	5,575	4,412	5,735	20,062
97	3,000	4,277	3,000	4,359	14,637
98	4,340	3,000	4,412	4,359	16,112
99	5,707	5,575	5,826	5,735	22,843
100	4,340	5,575	4,412	5,735	20,062

6. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Kepuasan Pelanggan

a. Data Ordinal

No. Responden	Y1	Y2	Y3	Y4	Total Y
1	5	4	5	4	18
2	5	5	4	4	18
3	4	4	4	4	16
4	5	5	5	5	20
5	5	5	5	5	20
6	5	4	4	5	18
7	4	4	4	4	16
8	4	4	4	4	16
9	4	4	5	4	17
10	5	4	4	5	18
11	5	4	4	5	18
12	4	5	4	4	17
13	4	3	3	4	14
14	4	4	4	4	16
15	3	3	4	4	14
16	4	4	4	3	15
17	4	4	3	3	14
18	4	3	4	3	14
19	4	4	4	4	16
20	4	3	4	4	15
21	3	4	3	4	14
22	4	3	3	4	14
23	3	4	3	4	14
24	4	4	4	4	16
25	3	4	4	3	14
26	4	5	5	4	18
27	4	4	4	4	16

No. Responden	Y1	Y2	Y3	Y4	Total Y
28	4	4	4	4	16
29	4	3	4	3	14
30	4	4	3	4	15
31	3	4	4	4	15
32	4	3	4	3	14
33	4	3	3	4	14
34	3	4	3	4	14
35	4	3	4	4	15
36	4	4	3	4	15
37	4	5	4	4	17
38	4	4	4	4	16
39	3	4	4	3	14
40	4	4	5	4	17
41	5	4	5	4	18
42	5	5	4	4	18
43	4	4	4	4	16
44	5	5	5	4	19
45	5	5	4	5	19
46	5	4	4	5	18
47	4	4	4	4	16
48	4	4	4	4	16
49	4	4	5	4	17
50	5	4	4	5	18
51	5	4	4	5	18
52	4	5	4	4	17
53	4	3	3	4	14
54	4	4	4	4	16
55	3	3	4	4	14
56	4	4	4	3	15
57	4	4	3	3	14
58	4	3	4	3	14
59	4	4	4	4	16
60	4	3	4	4	15
61	3	4	3	4	14
62	4	3	3	4	14
63	3	4	3	4	14
64	4	4	4	4	16
65	3	4	4	3	14
66	4	5	5	4	18
67	4	4	4	4	16
68	4	4	4	4	16
69	4	3	4	3	14
70	4	4	3	4	15
71	3	4	4	4	15

No. Responden	Y1	Y2	Y3	Y4	Total Y
72	4	3	4	3	14
73	4	3	3	3	13
74	3	4	3	3	13
75	4	3	4	4	15
75	4	4	3	4	15
76	4	5	4	4	17
77	4	4	4	4	16
79	3	4	3	3	13
80	4	4	5	4	17
81	5	4	5	4	18
82	5	5	4	4	18
83	4	4	4	4	16
84	5	5	5	4	19
85	5	5	4	5	19
86	5	4	4	5	18
87	4	4	4	4	16
88	4	4	4	4	16
89	4	4	5	4	17
90	5	4	4	5	18
91	5	4	5	4	18
92	5	5	4	4	18
93	4	4	4	4	16
94	5	4	5	5	19
95	5	5	4	5	19
96	5	4	4	5	18
97	4	4	4	4	16
98	4	4	4	4	16
99	4	4	5	4	17
100	5	4	4	5	18

b. Data Interval

No. Responden	Y1	Y2	Y3	Y4	Total
1	5,837	4,472	5,917	4,521	20,747
2	5,837	5,946	4,457	4,521	20,761
3	4,420	4,472	4,457	4,521	17,870
4	5,837	5,946	5,917	6,041	23,742
5	5,837	5,946	5,917	6,041	23,742
6	5,837	4,472	4,457	6,041	20,808
7	4,420	4,472	4,457	4,521	17,870
8	4,420	4,472	4,457	4,521	17,870
9	4,420	4,472	5,917	4,521	19,330

10	5,837	4,472	4,457	6,041	20,808
11	5,837	4,472	4,457	6,041	20,808
12	4,420	5,946	4,457	4,521	19,344
13	4,420	3,000	3,000	4,521	14,941
14	4,420	4,472	4,457	4,521	17,870
15	3,000	3,000	4,457	4,521	14,978
16	4,420	4,472	4,457	3,000	16,349
17	4,420	4,472	3,000	3,000	14,892
18	4,420	3,000	4,457	3,000	14,877
19	4,420	4,472	4,457	4,521	17,870
20	4,420	3,000	4,457	4,521	16,398
21	3,000	4,472	3,000	4,521	14,993
22	4,420	3,000	3,000	4,521	14,941
23	3,000	4,472	3,000	4,521	14,993
24	4,420	4,472	4,457	4,521	17,870
25	3,000	4,472	4,457	3,000	14,929
26	4,420	5,946	5,917	4,521	20,804
27	4,420	4,472	4,457	4,521	17,870
28	4,420	4,472	4,457	4,521	17,870
29	4,420	3,000	4,457	3,000	14,877
30	4,420	4,472	3,000	4,521	16,413
31	3,000	4,472	4,457	4,521	16,450
32	4,420	3,000	4,457	3,000	14,877
33	4,420	3,000	3,000	4,521	14,941
34	3,000	4,472	3,000	4,521	14,993
35	4,420	3,000	4,457	4,521	16,398
36	4,420	4,472	3,000	4,521	16,413
37	4,420	5,946	4,457	4,521	19,344
38	4,420	4,472	4,457	4,521	17,870
39	3,000	4,472	4,457	3,000	14,929
40	4,420	4,472	5,917	4,521	19,330
41	5,837	4,472	5,917	4,521	20,747
42	5,837	5,946	4,457	4,521	20,761
43	4,420	4,472	4,457	4,521	17,870
44	5,837	5,946	5,917	4,521	22,221
45	5,837	5,946	4,457	6,041	22,282
46	5,837	4,472	4,457	6,041	20,808
47	4,420	4,472	4,457	4,521	17,870
48	4,420	4,472	4,457	4,521	17,870

49	4,420	4,472	5,917	4,521	19,330
50	5,837	4,472	4,457	6,041	20,808
51	5,837	4,472	4,457	6,041	20,808
52	4,420	5,946	4,457	4,521	19,344
53	4,420	3,000	3,000	4,521	14,941
54	4,420	4,472	4,457	4,521	17,870
55	3,000	3,000	4,457	4,521	14,978
56	4,420	4,472	4,457	3,000	16,349
57	4,420	4,472	3,000	3,000	14,892
58	4,420	3,000	4,457	3,000	14,877
59	4,420	4,472	4,457	4,521	17,870
60	4,420	3,000	4,457	4,521	16,398
61	3,000	4,472	3,000	4,521	14,993
62	4,420	3,000	3,000	4,521	14,941
63	3,000	4,472	3,000	4,521	14,993
64	4,420	4,472	4,457	4,521	17,870
65	3,000	4,472	4,457	3,000	14,929
66	4,420	5,946	5,917	4,521	20,804
67	4,420	4,472	4,457	4,521	17,870
68	4,420	4,472	4,457	4,521	17,870
69	4,420	3,000	4,457	3,000	14,877
70	4,420	4,472	3,000	4,521	16,413
71	3,000	4,472	4,457	4,521	16,450
72	4,420	3,000	4,457	3,000	14,877
73	4,420	3,000	3,000	3,000	13,420
74	3,000	4,472	3,000	3,000	13,472
75	4,420	3,000	4,457	4,521	16,398
76	4,420	4,472	3,000	4,521	16,413
77	4,420	5,946	4,457	4,521	19,344
78	4,420	4,472	4,457	4,521	17,870
79	3,000	4,472	3,000	3,000	13,472
80	4,420	4,472	5,917	4,521	19,330
81	5,837	4,472	5,917	4,521	20,747
82	5,837	5,946	4,457	4,521	20,761
83	4,420	4,472	4,457	4,521	17,870
84	5,837	5,946	5,917	4,521	22,221
85	5,837	5,946	4,457	6,041	22,282
86	5,837	4,472	4,457	6,041	20,808
87	4,420	4,472	4,457	4,521	17,870

88	4,420	4,472	4,457	4,521	17,870
89	4,420	4,472	5,917	4,521	19,330
90	5,837	4,472	4,457	6,041	20,808
91	5,837	4,472	5,917	4,521	20,747
92	5,837	5,946	4,457	4,521	20,761
93	4,420	4,472	4,457	4,521	17,870
94	5,837	4,472	5,917	6,041	22,268
95	5,837	5,946	4,457	6,041	22,282
96	5,837	4,472	4,457	6,041	20,808
97	4,420	4,472	4,457	4,521	17,870
98	4,420	4,472	4,457	4,521	17,870
99	4,420	4,472	5,917	4,521	19,330
100	5,837	4,472	4,457	6,041	20,808

7. Tabulasi Data Analisis Regresi Linier Berganda

No. Responden	X ₁	X ₂	Y
1	26,796	21,546	20,747
2	26,757	22,843	20,761
3	26,769	17,389	17,870
4	26,769	22,843	23,742
5	25,393	22,843	23,742
6	28,111	21,467	20,808
7	25,445	16,112	17,870
8	24,082	22,843	17,870
9	26,757	22,843	19,330
10	26,796	21,546	20,808
11	28,111	21,467	20,808
12	26,796	17,389	19,344
13	20,134	16,030	14,941
14	26,799	16,049	17,870
15	18,853	17,389	14,978
16	21,412	17,389	16,349
17	20,132	16,112	14,892
18	18,853	17,389	14,877
19	28,111	22,843	17,870
20	20,132	16,030	16,398
21	20,132	16,049	14,993
22	21,412	16,112	14,941
23	18,853	16,030	14,993
24	22,724	16,112	17,870
25	21,412	16,112	14,929
26	26,796	22,843	20,804

No. Responden	X ₁	X ₂	Y
27	22,728	16,112	17,870
28	22,766	17,389	17,870
29	18,853	16,112	14,877
30	21,412	17,389	16,413
31	18,853	16,030	16,450
32	20,134	16,112	14,877
33	20,132	17,389	14,941
34	17,559	16,030	14,993
35	17,559	18,757	16,398
36	21,412	17,389	16,413
37	25,393	17,389	19,344
38	21,412	16,112	17,870
39	17,559	16,030	14,929
40	26,799	18,686	19,330
41	28,111	22,843	20,747
42	28,111	21,546	20,761
43	20,134	17,389	17,870
44	25,484	22,843	22,221
45	26,796	22,843	22,282
46	28,111	22,843	20,808
47	26,799	16,112	17,870
48	22,724	17,389	17,870
49	26,799	22,843	19,330
50	26,799	21,467	20,808
51	26,799	21,546	20,808
52	26,757	17,389	19,344
53	20,132	16,030	14,941
54	20,134	16,112	17,870
55	17,559	16,112	14,978
56	21,412	17,389	16,349
57	20,134	16,112	14,892
58	17,559	14,752	14,877
59	21,412	17,389	17,870
60	20,132	16,030	16,398
61	20,132	14,752	14,993
62	17,559	16,112	14,941
63	17,559	16,112	14,993
64	21,412	14,637	17,870
65	17,559	14,637	14,929
66	28,111	22,843	20,804
67	21,412	14,637	17,870
68	21,412	17,389	17,870
69	17,559	12,000	14,877
70	21,412	17,389	16,413

No. Responden	X ₁	X ₂	Y
71	17,559	14,637	16,450
72	20,132	12,000	14,877
73	20,164	13,277	13,420
74	17,559	13,277	13,472
75	17,597	17,389	16,398
76	21,412	17,389	16,413
77	24,078	17,389	19,344
78	21,412	14,637	17,870
79	16,318	12,000	13,472
80	26,796	18,764	19,330
81	28,111	22,843	20,747
82	28,111	21,467	20,761
83	20,132	17,389	17,870
84	28,111	22,843	22,221
85	26,796	22,843	22,282
86	24,082	17,389	20,808
87	17,597	14,637	17,870
88	17,605	17,389	17,870
89	26,796	22,843	19,330
90	26,757	18,757	20,808
91	25,415	21,546	20,747
92	25,453	22,843	20,761
93	25,484	17,389	17,870
94	26,799	22,843	22,268
95	26,736	22,843	22,282
96	26,796	20,062	20,808
97	24,078	14,637	17,870
98	22,724	16,112	17,870
99	25,484	22,843	19,330
100	25,442	20,062	20,808

Lampiran 04. Hasil *Output* SPSS Uji Validitas dan Reliabilitas Kuesioner.

1. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kualitas Pelayanan.

Correlations							
		X1.1	X1.2	X1.3	X1.4	X1.5	TKualP
X1.1	Pearson Correlation	1	.211	.403*	.322	.859**	.726**
	Sig. (2-tailed)		.263	.027	.083	.000	.000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.211	1	.751**	.894**	.299	.791**
	Sig. (2-tailed)	.263		.000	.000	.108	.000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.403*	.751**	1	.669**	.391*	.815**
	Sig. (2-tailed)	.027	.000		.000	.033	.000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.322	.894**	.669**	1	.399*	.826**
	Sig. (2-tailed)	.083	.000	.000		.029	.000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.859**	.299	.391*	.399*	1	.765**
	Sig. (2-tailed)	.000	.108	.033	.029		.000
	N	30	30	30	30	30	30
TKualP	Pearson Correlation	.726**	.791**	.815**	.826**	.765**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

2. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Nilai Pelanggan.

Correlations						
		X2.1	X2.2	X2.3	X2.4	TNilaiP
X2.1	Pearson Correlation	1	.338	.747**	.671**	.853**
	Sig. (2-tailed)		.068	.000	.000	.000
	N	30	30	30	30	30
X2.2	Pearson Correlation	.338	1	.391*	.403*	.670**
	Sig. (2-tailed)	.068		.033	.027	.000
	N	30	30	30	30	30
X2.3	Pearson Correlation	.747**	.391*	1	.573**	.851**
	Sig. (2-tailed)	.000	.033		.001	.000
	N	30	30	30	30	30
X2.4	Pearson Correlation	.671**	.403*	.573**	1	.826**
	Sig. (2-tailed)	.000	.027	.001		.000
	N	30	30	30	30	30
TNilaiP	Pearson Correlation	.853**	.670**	.851**	.826**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

3. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kepuasan Pelanggan.

Correlations						
		Y1	Y2	Y3	Y4	TKepuasan P
Y1	Pearson Correlation	1	.360	.502**	.505**	.768**
	Sig. (2-tailed)		.051	.005	.004	.000
	N	30	30	30	30	30
Y2	Pearson Correlation	.360	1	.176	.570**	.693**
	Sig. (2-tailed)	.051		.352	.001	.000
	N	30	30	30	30	30
Y3	Pearson Correlation	.502**	.176	1	.632**	.735**
	Sig. (2-tailed)	.005	.352		.000	.000
	N	30	30	30	30	30
Y4	Pearson Correlation	.505**	.570**	.632**	1	.883**
	Sig. (2-tailed)	.004	.001	.000		.000
	N	30	30	30	30	30
TKepuasan P	Pearson Correlation	.768**	.693**	.735**	.883**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

1. Output SPSS Uji Reliabilitas Kuesioner Kualitas pelayanan

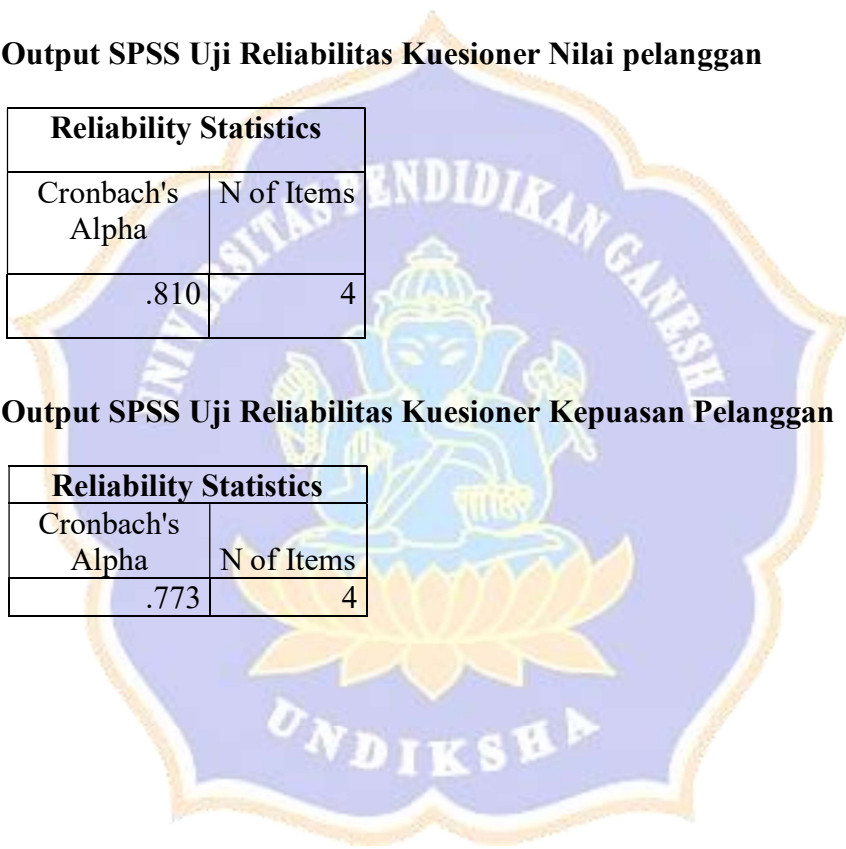
Reliability Statistics	
Cronbach's Alpha	N of Items
.842	5

2. Output SPSS Uji Reliabilitas Kuesioner Nilai pelanggan

Reliability Statistics	
Cronbach's Alpha	N of Items
.810	4

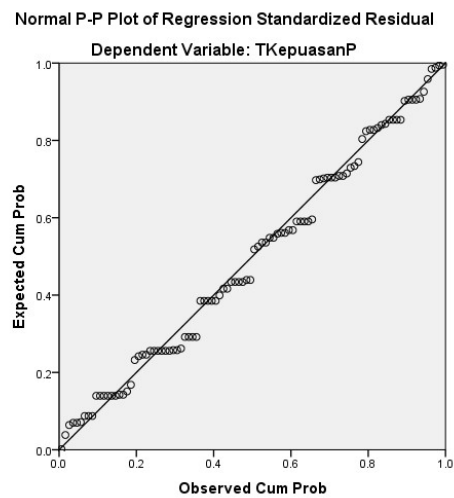
3. Output SPSS Uji Reliabilitas Kuesioner Kepuasan Pelanggan

Reliability Statistics	
Cronbach's Alpha	N of Items
.773	4



Lampiran 05. Hasil Uji Asumsi Klasik

1. Hasil Uji Normalitas

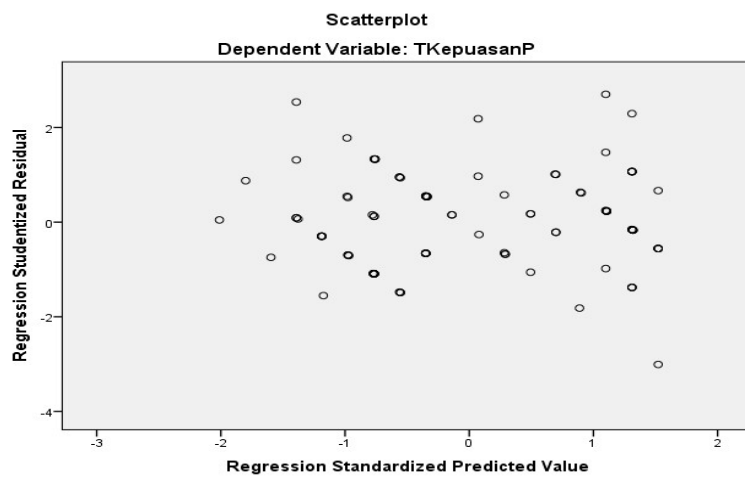


2. Hasil Uji Multikolinieritas

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.397	2.519
	X2	.397	2.519

a. Dependent Variable: Y

3. Hasil Uji Heteroskedastisitas



Lampiran 06. Hasil Analisis Regresi Linier Berganda

1. Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884 ^a	.782	.777	.83047

2. ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	239.291	2	119.646	173.481	.000 ^b
	Residual	66.899	97	.690		
	Total	306.190	99			

3. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.902	.660		5.913	.000
	TKualP	.328	.047	.522	6.927	.000
	TNilaiP	.317	.058	.415	5.515	.000

DAFTAR RIWAYAT HIDUP



Kadek Lia Aprilliani, salah satu mahasiswa jurusan Manajemen Universitas Pendidikan Ganesha yang sedang menyelesaikan studi sarjana (S1). Penulis lahir di Desa Gobleg pada tanggal 22 April 2000. Penulis lahir dari pasangan suami istri Bapak I Nyoman Eldes Arta dan Ibu Ni Nyoman Pagi Ari dan memiliki saudara

perempuan yang bernama Putu Elpi Agustina Putri, S.E., Nyoman Triana Pebriani, dan Ketut Ratih Sukma Widiarti. Kini Penulis beralamat di Banjar Dinas Unusan, Desa Gobleg, Kecamatan Banjar, Kabupaten Buleleng, Provinsi Bali.

Penulis menyelesaikan Pendidikan di SD Negeri 6 Gobleg dan lulus pada tahun 2012. Kemudian penulis melanjutkan Pendidikan di SMP Negeri 2 Banjar dan lulus pada tahun 2015. Pada tahun 2018 penulis menyelesaikan pendidikan di SMA Negeri 2 Singaraja dengan mengambil jurusan IPA peminatan Ekonomi. Selanjutnya penulis melanjutkan untuk mengambil jurusan Manajemen di Universitas Pendidikan Ganesha.

Penulis mengikuti kegiatan organisasi semasa kuliah, organisasi yang pernah diikuti diantaranya Unit Kegiatan Mahasiswa Keputrian (UKM Keputrian) dan mengikuti kepanitiaan pada kegiatan yang dilaksanakan oleh jurusan. Pada awal perkuliahan penulis menjabat sebagai anggota Unit Kegiatan Mahasiswa Keputrian pada periode 2018-2019, Pengurus Bidang 1 UKM Keputrian Periode 2019-2020 dan pada kegiatan kepanitiaan penulis menjabat sebagai anggota.

Pada semester akhir tahun 2022 penulis telah menyelesaikan Skripsi yang berjudul “Pengaruh Kualitas Pelayanan dan Nilai Pelanggan terhadap Kepuasan Pelanggan *GoFood* pada Masa Pandemi COVID-19”. Selanjutnya, mulai tahun 2022 sampai dengan penulisan skripsi ini, penulis masih terdaftar sebagai mahasiswa Jurusan Manajemen, Fakultas Ekonomi di Universitas Pendidikan Ganesha.

