



LAMPIRAN-LAMPIRAN

Lampiran 01. Keluhan Pelanggan Starbucks Reserve Dewata pada Periode Bulan Juni 2022 – Oktober 2022

| Jenis Keluhan | Jumlah Keluhan | Persentase |
|----------------------|-----------------------|-------------------|
| Harga | 45 | 45,9% |
| Kualitas Pelayanan | 30 | 30,7% |
| Kualitas Produk | 16 | 16,3% |
| Tempat | 7 | 7,1% |

Sumber : Google Ulasan Starbucks Reserve Dewata



Lampiran 02. Kuesioner Penelitian



UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN
Jalan Udayana No. 11, Singaraja, Telepon (0362) 26830
Email : jurusanmanajemen.undiksha@gmail.com

Kepada

Yth. Bapak/Ibu, Saudara/I Pelanggan Starbucks Reserve Dewata

Di tempat

Hal: Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Undiksha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian dengan judul **“Pengaruh Harga dan Kualitas Pelayanan terhadap Kepuasan Pelanggan Starbucks Reserve Dewata”**. Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenaan mengisi kuesioner ini sesuai dengan keadaan sebenarnya sebagai data yang akan dipergunakan dalam penelitian. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terima kasih.

Singaraja, 14 November 2021

Peneliti

Kadek Intan Dwi Cahyani Dhyasa

NIM. 1917041061

1. Identitas Responden

(Beri tanda \surd pada kotak jawaban)

- a. Nama Lengkap :
- b. Usia : tahun
- c. Jenis Kelamin : Laki-laki Perempuan
- d. Sudah berapa kali anda mengunjungi dan membeli produk di Starbucks Reserve Dewata?
- Lebih dari 2 kali dalam setahun terakhir
- Kurang dari 2 kali dalam setahun terakhir

2. Pengisian Kuesioner

Silahkan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dan berikan tanda centang (\surd) pada pilihan jawaban yang tersedia.

- SS : Sangat Setuju
- S : Setuju
- CS : Cukup Setuju
- TS : Tidak Setuju
- STS : Sangat Tidak Setuju

3. Draft Pertanyaan

a) Kepuasan Pelanggan

| No. | Pernyataan | SS | S | CS | TS | STS |
|-----|--|----|---|----|----|-----|
| | Kepuasan pelanggan | 5 | 4 | 3 | 2 | 1 |
| 1. | Saya merasa kualitas produk dan pelayanan Starbucks Reserve Dewata sesuai dengan harapan saya. | | | | | |
| 2. | Saya merasa puas dengan kualitas produk dan pelayanan | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| | Starbucks Reserve Dewata. | | | | | |
| 3. | Saya akan berkunjung kembali dan melakukan pembelian ulang produk di Starbucks Reserve Dewata. | | | | | |
| 4. | Saya merasa puas dengan produk dan pelayanan Starbucks Reserve Dewata dan akan merekomendasikan kepada orang lain. | | | | | |

b) Harga

| No. | Pernyataan | SS | S | CS | TS | STS |
|-----|---|----|---|----|----|-----|
| | Harga | 5 | 4 | 3 | 2 | 1 |
| 1. | Harga produk yang ditawarkan Starbucks bervariasi dan bagi saya dapat dijangkau. | | | | | |
| 2. | Harga produk Starbucks Reserve Dewata lebih tinggi dibandingkan dengan gerai lainnya. | | | | | |
| 3. | Harga yang ditawarkan | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| | Starbucks Reserve Dewata sesuai dengan fasilitas dan kualitas pelayanan yang diberikan. | | | | | |
| 4. | Harga produk yang ditawarkan Starbucks Reserve Dewata sebanding dengan manfaat yang dirasakan. | | | | | |

c) Kualitas Pelayanan

| No. | Pernyataan | SS | S | CS | TS | STS |
|-----|--|----|---|----|----|-----|
| | Kualitas Pelayanan | 5 | 4 | 3 | 2 | 1 |
| 1. | Pelayanan yang diberikan cepat dan tanggap dalam melayani pelanggan. | | | | | |
| 2. | Barista Starbucks Reserve Dewata melayani dengan ramah dan memberikan perhatian individual kepada pelanggan. | | | | | |
| 3. | Barista Starbucks Reserve Dewata memberikan pelayanan sesuai dengan | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| | kebutuhan pelanggan | | | | | |
| 4. | Barista Starbucks Reserve Dewata memiliki pengetahuan dan kemampuan yang baik untuk menjamin mutu dari kualitas produk dan pelayanan yang diberikan. | | | | | |
| 5. | Fasilitas Starbucks Reserve Dewata tertata rapi dan bersih. | | | | | |



Lampiran 03. Deskripsi Data Responden

Statistics

Usia

| | | |
|---|---------|-----|
| N | Valid | 130 |
| | Missing | 0 |

Usia

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 1.00 | 114 | 87.7 | 87.7 | 87.7 |
| 2.00 | 9 | 6.9 | 6.9 | 94.6 |
| 3.00 | 5 | 3.8 | 3.8 | 98.5 |
| 4.00 | 2 | 1.5 | 1.5 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

Statistics

Jenis Kelamin

| | | |
|---|---------|-----|
| N | Valid | 130 |
| | Missing | 0 |

Jenis Kelamin

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 1.00 | 52 | 40.0 | 40.0 | 40.0 |
| 2.00 | 78 | 60.0 | 60.0 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

Pembelian

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--|-----------|---------|---------------|--------------------|
| Valid | Lebih dari 2 kali dalam setahun terakhir | 130 | 100.0 | 100.0 | 100.0 |

Lampiran 04. Tabulasi Data Penelitian

| No | Kepuasan pelanggan | | | | TX1 | Harga | | | | TX2 | Kualitas Pelayanan | | | | | TY |
|----|--------------------|------|------|------|-----|-------|------|------|------|-----|--------------------|----|----|----|----|----|
| | X1.1 | X1.2 | X1.3 | X1.4 | | X2.1 | X2.2 | X2.3 | X2.4 | | Y1 | Y2 | Y3 | Y4 | Y5 | |
| 1 | 4 | 4 | 3 | 4 | 15 | 3 | 4 | 4 | 3 | 14 | 3 | 4 | 4 | 5 | 4 | 20 |
| 2 | 4 | 5 | 4 | 4 | 17 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 5 | 4 | 5 | 22 |
| 3 | 4 | 3 | 3 | 4 | 14 | 4 | 3 | 4 | 4 | 15 | 4 | 3 | 4 | 3 | 4 | 18 |
| 4 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 5 | 4 | 4 | 21 |
| 5 | 4 | 3 | 4 | 3 | 14 | 4 | 4 | 5 | 5 | 18 | 4 | 3 | 4 | 4 | 5 | 20 |
| 6 | 5 | 4 | 5 | 4 | 18 | 5 | 4 | 5 | 5 | 19 | 4 | 5 | 5 | 4 | 5 | 23 |
| 7 | 4 | 3 | 4 | 3 | 14 | 4 | 5 | 4 | 4 | 17 | 3 | 4 | 4 | 5 | 4 | 20 |
| 8 | 4 | 4 | 3 | 4 | 15 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 4 | 3 | 20 |
| 9 | 4 | 3 | 4 | 4 | 15 | 4 | 5 | 4 | 5 | 18 | 4 | 3 | 4 | 5 | 4 | 20 |
| 10 | 3 | 2 | 2 | 2 | 9 | 3 | 3 | 2 | 3 | 11 | 2 | 2 | 2 | 4 | 2 | 12 |
| 11 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 4 | 5 | 22 |
| 12 | 4 | 3 | 4 | 3 | 14 | 5 | 5 | 4 | 4 | 18 | 4 | 3 | 4 | 5 | 3 | 19 |
| 13 | 4 | 4 | 3 | 4 | 15 | 3 | 4 | 4 | 5 | 16 | 5 | 4 | 4 | 4 | 3 | 20 |
| 14 | 3 | 4 | 3 | 4 | 14 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 3 | 5 | 4 | 19 |
| 15 | 3 | 3 | 2 | 2 | 10 | 4 | 4 | 3 | 3 | 14 | 3 | 4 | 3 | 3 | 4 | 17 |
| 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 4 | 4 | 5 | 22 |
| 17 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 3 | 3 | 13 | 3 | 3 | 2 | 3 | 3 | 14 |
| 18 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 19 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 4 | 3 | 15 | 5 | 3 | 4 | 5 | 5 | 22 |
| 20 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 5 | 5 | 22 |
| 21 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 22 | 5 | 4 | 4 | 4 | 17 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 3 | 4 | 3 | 18 |

| | | | | | | | | | | | | | | | | |
|----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|
| 23 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 5 | 25 |
| 24 | 4 | 5 | 4 | 5 | 18 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 25 | 4 | 5 | 4 | 5 | 18 | 4 | 5 | 4 | 4 | 17 | 4 | 5 | 4 | 5 | 4 | 22 |
| 26 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 4 | 4 | 5 | 23 |
| 27 | 4 | 5 | 4 | 3 | 16 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 3 | 4 | 20 |
| 28 | 5 | 4 | 5 | 4 | 18 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 5 | 4 | 5 | 22 |
| 29 | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 5 | 5 | 5 | 24 |
| 30 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 4 | 5 | 5 | 24 |
| 31 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 5 | 5 | 18 | 5 | 4 | 5 | 4 | 4 | 22 |
| 32 | 4 | 5 | 4 | 5 | 18 | 3 | 3 | 4 | 3 | 13 | 3 | 3 | 4 | 4 | 4 | 18 |
| 33 | 4 | 5 | 4 | 5 | 18 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 5 | 4 | 22 |
| 34 | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 4 | 5 | 18 | 4 | 5 | 4 | 5 | 5 | 23 |
| 35 | 5 | 4 | 3 | 4 | 16 | 4 | 3 | 4 | 3 | 14 | 4 | 3 | 4 | 3 | 4 | 18 |
| 36 | 5 | 4 | 5 | 3 | 17 | 5 | 4 | 5 | 4 | 18 | 5 | 4 | 3 | 5 | 4 | 21 |
| 37 | 5 | 4 | 5 | 3 | 17 | 5 | 4 | 4 | 4 | 17 | 3 | 3 | 5 | 4 | 3 | 18 |
| 38 | 5 | 4 | 4 | 4 | 17 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 5 | 5 | 23 |
| 39 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 4 | 4 | 4 | 21 |
| 40 | 5 | 4 | 3 | 4 | 16 | 4 | 3 | 4 | 4 | 15 | 4 | 5 | 4 | 3 | 3 | 19 |
| 41 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 4 | 5 | 4 | 22 |
| 42 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 3 | 19 |
| 43 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 4 | 17 | 4 | 5 | 4 | 4 | 5 | 22 |
| 44 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 3 | 4 | 19 |
| 45 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 4 | 5 | 21 |
| 46 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 5 | 24 |
| 47 | 5 | 4 | 4 | 4 | 17 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 5 | 21 |

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|----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|
| 48 | 5 | 4 | 5 | 4 | 18 | 5 | 4 | 4 | 5 | 18 | 4 | 5 | 4 | 5 | 4 | 22 |
| 49 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 50 | 3 | 3 | 3 | 4 | 13 | 4 | 3 | 3 | 3 | 13 | 4 | 4 | 4 | 3 | 3 | 18 |
| 51 | 5 | 5 | 4 | 4 | 18 | 5 | 4 | 5 | 5 | 19 | 4 | 4 | 4 | 5 | 5 | 22 |
| 52 | 3 | 4 | 3 | 4 | 14 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 5 | 21 |
| 53 | 4 | 4 | 3 | 5 | 16 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 4 | 5 | 23 |
| 54 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 5 | 5 | 18 | 5 | 4 | 4 | 5 | 4 | 22 |
| 55 | 5 | 5 | 4 | 5 | 19 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 56 | 3 | 4 | 4 | 3 | 14 | 5 | 5 | 4 | 4 | 18 | 3 | 4 | 4 | 4 | 4 | 19 |
| 57 | 3 | 3 | 4 | 3 | 13 | 4 | 4 | 4 | 3 | 15 | 3 | 4 | 4 | 4 | 4 | 19 |
| 58 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 5 | 24 |
| 59 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 5 | 5 | 22 |
| 60 | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 4 | 4 | 17 | 5 | 5 | 4 | 4 | 4 | 22 |
| 61 | 3 | 3 | 2 | 2 | 10 | 3 | 3 | 2 | 2 | 10 | 3 | 3 | 3 | 3 | 3 | 15 |
| 62 | 5 | 4 | 5 | 5 | 19 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 5 | 5 | 23 |
| 63 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 4 | 20 |
| 64 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 5 | 4 | 21 |
| 65 | 4 | 3 | 4 | 4 | 15 | 4 | 5 | 4 | 4 | 17 | 3 | 4 | 4 | 4 | 3 | 18 |
| 66 | 3 | 4 | 3 | 4 | 14 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 3 | 4 | 3 | 19 |
| 67 | 4 | 4 | 4 | 5 | 17 | 3 | 3 | 4 | 4 | 14 | 5 | 4 | 5 | 5 | 4 | 23 |
| 68 | 3 | 3 | 3 | 4 | 13 | 3 | 4 | 3 | 3 | 13 | 3 | 4 | 3 | 4 | 3 | 17 |
| 69 | 4 | 5 | 5 | 4 | 18 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 5 | 25 |
| 70 | 5 | 4 | 5 | 5 | 19 | 4 | 5 | 5 | 5 | 19 | 4 | 5 | 5 | 4 | 5 | 23 |
| 71 | 4 | 4 | 3 | 4 | 15 | 4 | 5 | 3 | 4 | 16 | 4 | 4 | 4 | 5 | 3 | 20 |
| 72 | 4 | 5 | 4 | 4 | 17 | 5 | 5 | 4 | 4 | 18 | 5 | 4 | 4 | 4 | 4 | 21 |

| | | | | | | | | | | | | | | | | |
|----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|
| 73 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 4 | 22 |
| 74 | 3 | 4 | 4 | 4 | 15 | 4 | 3 | 5 | 4 | 16 | 5 | 5 | 4 | 5 | 3 | 22 |
| 75 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 5 | 3 | 19 |
| 76 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 4 | 5 | 21 |
| 77 | 5 | 4 | 4 | 4 | 17 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 5 | 3 | 20 |
| 78 | 5 | 5 | 5 | 4 | 19 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 5 | 4 | 21 |
| 79 | 5 | 5 | 4 | 5 | 19 | 4 | 4 | 4 | 5 | 17 | 5 | 4 | 5 | 4 | 5 | 23 |
| 80 | 4 | 3 | 5 | 4 | 16 | 5 | 3 | 5 | 4 | 17 | 4 | 4 | 4 | 5 | 4 | 21 |
| 81 | 4 | 4 | 3 | 3 | 14 | 3 | 4 | 3 | 3 | 13 | 4 | 4 | 3 | 3 | 4 | 18 |
| 82 | 4 | 4 | 5 | 5 | 18 | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 83 | 4 | 4 | 5 | 3 | 16 | 4 | 4 | 3 | 4 | 15 | 4 | 3 | 4 | 4 | 4 | 19 |
| 84 | 5 | 4 | 3 | 5 | 17 | 4 | 5 | 3 | 5 | 17 | 4 | 4 | 5 | 4 | 5 | 22 |
| 85 | 3 | 4 | 5 | 4 | 16 | 4 | 5 | 4 | 3 | 16 | 5 | 5 | 4 | 3 | 5 | 22 |
| 86 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 5 | 4 | 18 | 4 | 5 | 4 | 4 | 5 | 22 |
| 87 | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 4 | 4 | 4 | 22 |
| 88 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 4 | 5 | 19 | 4 | 4 | 5 | 5 | 5 | 23 |
| 89 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 4 | 20 |
| 90 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 5 | 5 | 18 | 4 | 3 | 4 | 4 | 3 | 18 |
| 91 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 5 | 4 | 21 |
| 92 | 4 | 5 | 4 | 4 | 17 | 4 | 5 | 4 | 4 | 17 | 3 | 4 | 4 | 5 | 4 | 20 |
| 93 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 5 | 5 | 4 | 24 |
| 94 | 5 | 5 | 4 | 4 | 18 | 5 | 4 | 5 | 5 | 19 | 4 | 5 | 4 | 5 | 4 | 22 |
| 95 | 4 | 4 | 5 | 4 | 17 | 5 | 4 | 5 | 5 | 19 | 4 | 4 | 5 | 5 | 4 | 22 |
| 96 | 4 | 4 | 3 | 3 | 14 | 5 | 5 | 5 | 4 | 19 | 4 | 3 | 4 | 3 | 5 | 19 |
| 97 | 4 | 5 | 4 | 5 | 18 | 4 | 3 | 4 | 4 | 15 | 5 | 4 | 5 | 4 | 4 | 22 |

| | | | | | | | | | | | | | | | | |
|-----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|
| 98 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 4 | 3 | 15 | 4 | 5 | 3 | 4 | 4 | 20 |
| 99 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 4 | 17 | 4 | 5 | 4 | 5 | 5 | 23 |
| 100 | 4 | 4 | 3 | 3 | 14 | 3 | 4 | 3 | 4 | 14 | 5 | 5 | 4 | 4 | 3 | 21 |
| 101 | 4 | 5 | 4 | 5 | 18 | 4 | 3 | 4 | 4 | 15 | 4 | 5 | 5 | 5 | 4 | 23 |
| 102 | 4 | 5 | 4 | 3 | 16 | 3 | 4 | 3 | 3 | 13 | 4 | 5 | 3 | 4 | 5 | 21 |
| 103 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 5 | 4 | 17 | 4 | 5 | 4 | 5 | 4 | 22 |
| 104 | 5 | 5 | 4 | 5 | 19 | 4 | 5 | 5 | 5 | 19 | 5 | 4 | 4 | 4 | 5 | 22 |
| 105 | 3 | 4 | 3 | 4 | 14 | 3 | 5 | 3 | 4 | 15 | 4 | 4 | 4 | 4 | 3 | 19 |
| 106 | 5 | 5 | 4 | 4 | 18 | 5 | 3 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 4 | 21 |
| 107 | 4 | 3 | 3 | 4 | 14 | 4 | 5 | 4 | 3 | 16 | 4 | 4 | 4 | 4 | 3 | 19 |
| 108 | 3 | 4 | 3 | 4 | 14 | 3 | 5 | 4 | 4 | 16 | 5 | 4 | 4 | 3 | 4 | 20 |
| 109 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 5 | 4 | 3 | 20 |
| 110 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 4 | 5 | 21 |
| 111 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 5 | 4 | 24 |
| 112 | 4 | 3 | 3 | 4 | 14 | 4 | 3 | 3 | 4 | 14 | 4 | 3 | 3 | 4 | 3 | 17 |
| 113 | 3 | 3 | 4 | 3 | 13 | 3 | 4 | 3 | 4 | 14 | 3 | 3 | 4 | 4 | 3 | 17 |
| 114 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 4 | 4 | 5 | 22 |
| 115 | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 5 | 4 | 4 | 21 |
| 116 | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 4 | 4 | 23 |
| 117 | 3 | 4 | 3 | 4 | 14 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 3 | 4 | 3 | 18 |
| 118 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 4 | 5 | 4 | 23 |
| 119 | 4 | 4 | 5 | 5 | 18 | 4 | 3 | 4 | 5 | 16 | 4 | 4 | 5 | 5 | 5 | 23 |
| 120 | 4 | 4 | 4 | 5 | 17 | 5 | 4 | 5 | 5 | 19 | 4 | 4 | 5 | 4 | 4 | 21 |
| 121 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 5 | 5 | 4 | 22 |
| 122 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 |

| | | | | | | | | | | | | | | | | |
|-----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|
| 123 | 3 | 4 | 4 | 3 | 14 | 5 | 4 | 5 | 5 | 19 | 4 | 4 | 4 | 5 | 3 | 20 |
| 124 | 5 | 4 | 3 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 5 | 21 |
| 125 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 4 | 4 | 22 |
| 126 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 4 | 4 | 4 | 18 |
| 127 | 4 | 4 | 5 | 4 | 17 | 5 | 5 | 4 | 3 | 17 | 4 | 4 | 5 | 4 | 4 | 21 |
| 128 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 3 | 18 |
| 129 | 4 | 5 | 4 | 4 | 17 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 5 | 5 | 22 |
| 130 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 5 | 4 | 23 |



| Kepuasan pelanggan | | | | | Harga | | | | | Kualitas Pelayanan | | | | | |
|--------------------|-------|-------|-------|--------|-------|-------|-------|-------|--------|--------------------|-------|-------|-------|-------|--------|
| Y1 | Y2 | Y3 | Y4 | TOTAL | X1.1 | X1.2 | X1.3 | X1.4 | TOTAL | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | TOTAL |
| 4,329 | 4,625 | 3,249 | 4,292 | 16,494 | 3,000 | 4,384 | 4,192 | 3,275 | 14,852 | 3,172 | 4,517 | 4,336 | 5,713 | 4,619 | 22,356 |
| 4,329 | 5,979 | 4,399 | 4,292 | 18,999 | 4,435 | 3,000 | 4,192 | 4,499 | 16,126 | 4,597 | 4,517 | 5,834 | 4,332 | 5,880 | 25,160 |
| 4,329 | 3,344 | 3,249 | 4,292 | 15,213 | 4,435 | 3,000 | 4,192 | 4,499 | 16,126 | 4,597 | 3,226 | 4,336 | 3,000 | 4,619 | 19,777 |
| 4,329 | 4,625 | 5,648 | 4,292 | 18,894 | 4,435 | 4,384 | 5,581 | 4,499 | 18,900 | 4,597 | 4,517 | 5,834 | 4,332 | 4,619 | 23,899 |
| 4,329 | 3,344 | 4,399 | 3,015 | 15,087 | 4,435 | 4,384 | 5,581 | 5,834 | 20,234 | 4,597 | 3,226 | 4,336 | 4,332 | 5,880 | 22,370 |
| 5,684 | 4,625 | 5,648 | 4,292 | 20,250 | 5,862 | 4,384 | 5,581 | 5,834 | 21,661 | 4,597 | 5,896 | 5,834 | 4,332 | 5,880 | 26,539 |
| 4,329 | 3,344 | 4,399 | 3,015 | 15,087 | 4,435 | 5,781 | 4,192 | 4,499 | 18,908 | 3,172 | 4,517 | 4,336 | 5,713 | 4,619 | 22,356 |
| 4,329 | 4,625 | 3,249 | 4,292 | 16,494 | 5,862 | 4,384 | 4,192 | 4,499 | 18,937 | 6,071 | 4,517 | 4,336 | 4,332 | 3,447 | 22,702 |
| 4,329 | 3,344 | 4,399 | 4,292 | 16,364 | 4,435 | 5,781 | 4,192 | 5,834 | 20,242 | 4,597 | 3,226 | 4,336 | 5,713 | 4,619 | 22,491 |
| 3,000 | 2,000 | 2,000 | 2,000 | 9,000 | 3,000 | 3,000 | 2,000 | 3,275 | 11,275 | 2,000 | 2,000 | 2,000 | 4,332 | 2,000 | 12,332 |
| 4,329 | 4,625 | 4,399 | 3,015 | 16,368 | 4,435 | 4,384 | 4,192 | 4,499 | 17,510 | 4,597 | 5,896 | 4,336 | 4,332 | 5,880 | 25,040 |
| 4,329 | 3,344 | 4,399 | 3,015 | 15,087 | 5,862 | 5,781 | 4,192 | 4,499 | 20,334 | 4,597 | 3,226 | 4,336 | 5,713 | 3,447 | 21,318 |
| 4,329 | 4,625 | 3,249 | 4,292 | 16,494 | 3,000 | 4,384 | 4,192 | 5,834 | 17,410 | 6,071 | 4,517 | 4,336 | 4,332 | 3,447 | 22,702 |
| 3,000 | 4,625 | 3,249 | 4,292 | 15,166 | 4,435 | 4,384 | 4,192 | 4,499 | 17,510 | 3,172 | 4,517 | 2,929 | 5,713 | 4,619 | 20,949 |
| 3,000 | 3,344 | 2,000 | 2,000 | 10,344 | 4,435 | 4,384 | 2,957 | 3,275 | 15,051 | 3,172 | 4,517 | 2,929 | 3,000 | 4,619 | 18,236 |
| 4,329 | 4,625 | 4,399 | 4,292 | 17,645 | 4,435 | 4,384 | 5,581 | 5,834 | 20,234 | 4,597 | 5,896 | 4,336 | 4,332 | 5,880 | 25,040 |
| 3,000 | 3,344 | 3,249 | 3,015 | 12,608 | 3,000 | 4,384 | 2,957 | 3,275 | 13,617 | 3,172 | 3,226 | 2,000 | 3,000 | 3,447 | 14,844 |
| 4,329 | 4,625 | 4,399 | 4,292 | 17,645 | 4,435 | 5,781 | 4,192 | 4,499 | 18,908 | 4,597 | 4,517 | 4,336 | 4,332 | 4,619 | 22,400 |
| 4,329 | 3,344 | 3,249 | 4,292 | 15,213 | 4,435 | 4,384 | 4,192 | 3,275 | 16,286 | 6,071 | 3,226 | 4,336 | 5,713 | 5,880 | 25,226 |
| 5,684 | 4,625 | 4,399 | 4,292 | 19,000 | 4,435 | 4,384 | 5,581 | 5,834 | 20,234 | 4,597 | 4,517 | 4,336 | 5,713 | 5,880 | 25,043 |
| 4,329 | 4,625 | 4,399 | 4,292 | 17,645 | 4,435 | 5,781 | 4,192 | 4,499 | 18,908 | 4,597 | 4,517 | 4,336 | 4,332 | 4,619 | 22,400 |
| 5,684 | 4,625 | 4,399 | 4,292 | 19,000 | 4,435 | 5,781 | 4,192 | 4,499 | 18,908 | 4,597 | 4,517 | 2,929 | 4,332 | 3,447 | 19,821 |

| | | | | | | | | | | | | | | | |
|-------|-------|-------|-------|--------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|--------|
| 4,329 | 4,625 | 4,399 | 4,292 | 17,645 | 4,435 | 5,781 | 5,581 | 5,834 | 21,631 | 6,071 | 5,896 | 5,834 | 5,713 | 5,880 | 29,394 |
| 4,329 | 5,979 | 4,399 | 5,706 | 20,412 | 4,435 | 4,384 | 5,581 | 5,834 | 20,234 | 4,597 | 4,517 | 4,336 | 4,332 | 4,619 | 22,400 |
| 4,329 | 5,979 | 4,399 | 5,706 | 20,412 | 4,435 | 5,781 | 4,192 | 4,499 | 18,908 | 4,597 | 5,896 | 4,336 | 5,713 | 4,619 | 25,161 |
| 5,684 | 5,979 | 4,399 | 4,292 | 20,354 | 5,862 | 5,781 | 5,581 | 4,499 | 21,724 | 6,071 | 5,896 | 4,336 | 4,332 | 5,880 | 26,514 |
| 4,329 | 5,979 | 4,399 | 3,015 | 17,722 | 5,862 | 4,384 | 4,192 | 4,499 | 18,937 | 6,071 | 4,517 | 4,336 | 3,000 | 4,619 | 22,543 |
| 5,684 | 4,625 | 5,648 | 4,292 | 20,250 | 5,862 | 4,384 | 4,192 | 5,834 | 20,271 | 4,597 | 4,517 | 5,834 | 4,332 | 5,880 | 25,160 |
| 5,684 | 4,625 | 5,648 | 5,706 | 21,663 | 5,862 | 4,384 | 5,581 | 5,834 | 21,661 | 6,071 | 4,517 | 5,834 | 5,713 | 5,880 | 28,015 |
| 4,329 | 4,625 | 4,399 | 4,292 | 17,645 | 5,862 | 5,781 | 4,192 | 4,499 | 20,334 | 6,071 | 5,896 | 4,336 | 5,713 | 5,880 | 27,896 |
| 5,684 | 5,979 | 5,648 | 5,706 | 23,017 | 4,435 | 4,384 | 5,581 | 5,834 | 20,234 | 6,071 | 4,517 | 5,834 | 4,332 | 4,619 | 25,372 |
| 4,329 | 5,979 | 4,399 | 5,706 | 20,412 | 3,000 | 3,000 | 4,192 | 3,275 | 13,467 | 3,172 | 3,226 | 4,336 | 4,332 | 4,619 | 19,683 |
| 4,329 | 5,979 | 4,399 | 5,706 | 20,412 | 4,435 | 4,384 | 4,192 | 4,499 | 17,510 | 4,597 | 5,896 | 4,336 | 5,713 | 4,619 | 25,161 |
| 5,684 | 4,625 | 4,399 | 5,706 | 20,414 | 5,862 | 4,384 | 4,192 | 5,834 | 20,271 | 4,597 | 5,896 | 4,336 | 5,713 | 5,880 | 26,422 |
| 5,684 | 4,625 | 3,249 | 4,292 | 17,850 | 4,435 | 3,000 | 4,192 | 3,275 | 14,902 | 4,597 | 3,226 | 4,336 | 3,000 | 4,619 | 19,777 |
| 5,684 | 4,625 | 5,648 | 3,015 | 18,973 | 5,862 | 4,384 | 5,581 | 4,499 | 20,327 | 6,071 | 4,517 | 2,929 | 5,713 | 4,619 | 23,849 |
| 5,684 | 4,625 | 5,648 | 3,015 | 18,973 | 5,862 | 4,384 | 4,192 | 4,499 | 18,937 | 3,172 | 3,226 | 5,834 | 4,332 | 3,447 | 20,009 |
| 5,684 | 4,625 | 4,399 | 4,292 | 19,000 | 5,862 | 5,781 | 5,581 | 5,834 | 23,058 | 4,597 | 5,896 | 4,336 | 5,713 | 5,880 | 26,422 |
| 4,329 | 5,979 | 5,648 | 5,706 | 21,662 | 4,435 | 4,384 | 4,192 | 5,834 | 18,844 | 4,597 | 5,896 | 4,336 | 4,332 | 4,619 | 23,779 |
| 5,684 | 4,625 | 3,249 | 4,292 | 17,850 | 4,435 | 3,000 | 4,192 | 4,499 | 16,126 | 4,597 | 5,896 | 4,336 | 3,000 | 3,447 | 21,275 |
| 4,329 | 5,979 | 4,399 | 4,292 | 18,999 | 4,435 | 4,384 | 4,192 | 5,834 | 18,844 | 4,597 | 5,896 | 4,336 | 5,713 | 4,619 | 25,161 |
| 4,329 | 4,625 | 3,249 | 4,292 | 16,494 | 4,435 | 4,384 | 4,192 | 4,499 | 17,510 | 4,597 | 4,517 | 4,336 | 4,332 | 3,447 | 21,228 |
| 4,329 | 4,625 | 4,399 | 4,292 | 17,645 | 4,435 | 5,781 | 4,192 | 4,499 | 18,908 | 4,597 | 5,896 | 4,336 | 4,332 | 5,880 | 25,040 |
| 4,329 | 3,344 | 3,249 | 4,292 | 15,213 | 4,435 | 4,384 | 4,192 | 5,834 | 18,844 | 4,597 | 4,517 | 4,336 | 3,000 | 4,619 | 21,069 |
| 4,329 | 4,625 | 3,249 | 4,292 | 16,494 | 4,435 | 4,384 | 5,581 | 4,499 | 18,900 | 4,597 | 4,517 | 4,336 | 4,332 | 5,880 | 23,661 |
| 5,684 | 5,979 | 5,648 | 5,706 | 23,017 | 5,862 | 5,781 | 5,581 | 5,834 | 23,058 | 6,071 | 5,896 | 4,336 | 5,713 | 5,880 | 27,896 |
| 5,684 | 4,625 | 4,399 | 4,292 | 19,000 | 4,435 | 5,781 | 4,192 | 4,499 | 18,908 | 4,597 | 4,517 | 4,336 | 4,332 | 5,880 | 23,661 |

| | | | | | | | | | | | | | | | |
|-------|-------|-------|-------|--------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|--------|
| 5,684 | 4,625 | 5,648 | 4,292 | 20,250 | 5,862 | 4,384 | 4,192 | 5,834 | 20,271 | 4,597 | 5,896 | 4,336 | 5,713 | 4,619 | 25,161 |
| 4,329 | 3,344 | 4,399 | 4,292 | 16,364 | 4,435 | 4,384 | 4,192 | 4,499 | 17,510 | 4,597 | 4,517 | 4,336 | 4,332 | 4,619 | 22,400 |
| 3,000 | 3,344 | 3,249 | 4,292 | 13,885 | 4,435 | 3,000 | 2,957 | 3,275 | 13,667 | 4,597 | 4,517 | 4,336 | 3,000 | 3,447 | 19,896 |
| 5,684 | 5,979 | 4,399 | 4,292 | 20,354 | 5,862 | 4,384 | 5,581 | 5,834 | 21,661 | 4,597 | 4,517 | 4,336 | 5,713 | 5,880 | 25,043 |
| 3,000 | 4,625 | 3,249 | 4,292 | 15,166 | 5,862 | 5,781 | 4,192 | 4,499 | 20,334 | 4,597 | 4,517 | 4,336 | 4,332 | 5,880 | 23,661 |
| 4,329 | 4,625 | 3,249 | 5,706 | 17,908 | 4,435 | 4,384 | 5,581 | 5,834 | 20,234 | 4,597 | 5,896 | 5,834 | 4,332 | 5,880 | 26,539 |
| 5,684 | 5,979 | 4,399 | 4,292 | 20,354 | 4,435 | 4,384 | 5,581 | 5,834 | 20,234 | 6,071 | 4,517 | 4,336 | 5,713 | 4,619 | 25,256 |
| 5,684 | 5,979 | 4,399 | 5,706 | 21,768 | 5,862 | 4,384 | 4,192 | 5,834 | 20,271 | 4,597 | 4,517 | 4,336 | 4,332 | 4,619 | 22,400 |
| 3,000 | 4,625 | 4,399 | 3,015 | 15,040 | 5,862 | 5,781 | 4,192 | 4,499 | 20,334 | 3,172 | 4,517 | 4,336 | 4,332 | 4,619 | 20,975 |
| 3,000 | 3,344 | 4,399 | 3,015 | 13,758 | 4,435 | 4,384 | 4,192 | 3,275 | 16,286 | 3,172 | 4,517 | 4,336 | 4,332 | 4,619 | 20,975 |
| 5,684 | 5,979 | 5,648 | 4,292 | 21,604 | 5,862 | 5,781 | 5,581 | 5,834 | 23,058 | 6,071 | 5,896 | 4,336 | 5,713 | 5,880 | 27,896 |
| 4,329 | 4,625 | 5,648 | 4,292 | 18,894 | 4,435 | 4,384 | 5,581 | 4,499 | 18,900 | 4,597 | 4,517 | 4,336 | 5,713 | 5,880 | 25,043 |
| 5,684 | 5,979 | 5,648 | 4,292 | 21,604 | 4,435 | 5,781 | 4,192 | 4,499 | 18,908 | 6,071 | 5,896 | 4,336 | 4,332 | 4,619 | 25,253 |
| 3,000 | 3,344 | 2,000 | 2,000 | 10,344 | 3,000 | 3,000 | 2,000 | 2,000 | 10,000 | 3,172 | 3,226 | 2,929 | 3,000 | 3,447 | 15,772 |
| 5,684 | 4,625 | 5,648 | 5,706 | 21,663 | 4,435 | 5,781 | 5,581 | 5,834 | 21,631 | 4,597 | 4,517 | 5,834 | 5,713 | 5,880 | 26,541 |
| 3,000 | 4,625 | 4,399 | 4,292 | 16,316 | 4,435 | 4,384 | 4,192 | 3,275 | 16,286 | 4,597 | 4,517 | 4,336 | 4,332 | 4,619 | 22,400 |
| 4,329 | 4,625 | 4,399 | 4,292 | 17,645 | 4,435 | 5,781 | 4,192 | 4,499 | 18,908 | 4,597 | 4,517 | 4,336 | 5,713 | 4,619 | 23,782 |
| 4,329 | 3,344 | 4,399 | 4,292 | 16,364 | 4,435 | 5,781 | 4,192 | 4,499 | 18,908 | 3,172 | 4,517 | 4,336 | 4,332 | 3,447 | 19,803 |
| 3,000 | 4,625 | 3,249 | 4,292 | 15,166 | 4,435 | 4,384 | 4,192 | 4,499 | 17,510 | 4,597 | 5,896 | 2,929 | 4,332 | 3,447 | 21,200 |
| 4,329 | 4,625 | 4,399 | 5,706 | 19,059 | 3,000 | 3,000 | 4,192 | 4,499 | 14,691 | 6,071 | 4,517 | 5,834 | 5,713 | 4,619 | 26,754 |
| 3,000 | 3,344 | 3,249 | 4,292 | 13,885 | 3,000 | 4,384 | 2,957 | 3,275 | 13,617 | 3,172 | 4,517 | 2,929 | 4,332 | 3,447 | 18,395 |
| 4,329 | 5,979 | 5,648 | 4,292 | 20,248 | 4,435 | 5,781 | 5,581 | 5,834 | 21,631 | 6,071 | 5,896 | 5,834 | 5,713 | 5,880 | 29,394 |
| 5,684 | 4,625 | 5,648 | 5,706 | 21,663 | 4,435 | 5,781 | 5,581 | 5,834 | 21,631 | 4,597 | 5,896 | 5,834 | 4,332 | 5,880 | 26,539 |
| 4,329 | 4,625 | 3,249 | 4,292 | 16,494 | 4,435 | 5,781 | 2,957 | 4,499 | 17,673 | 4,597 | 4,517 | 4,336 | 5,713 | 3,447 | 22,610 |
| 4,329 | 5,979 | 4,399 | 4,292 | 18,999 | 5,862 | 5,781 | 4,192 | 4,499 | 20,334 | 6,071 | 4,517 | 4,336 | 4,332 | 4,619 | 23,874 |

| | | | | | | | | | | | | | | | |
|-------|-------|-------|-------|--------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|--------|
| 4,329 | 4,625 | 4,399 | 4,292 | 17,645 | 4,435 | 4,384 | 4,192 | 5,834 | 18,844 | 4,597 | 4,517 | 5,834 | 5,713 | 4,619 | 25,280 |
| 3,000 | 4,625 | 4,399 | 4,292 | 16,316 | 4,435 | 3,000 | 5,581 | 4,499 | 17,516 | 6,071 | 5,896 | 4,336 | 5,713 | 3,447 | 25,462 |
| 4,329 | 4,625 | 3,249 | 4,292 | 16,494 | 4,435 | 4,384 | 4,192 | 4,499 | 17,510 | 4,597 | 3,226 | 4,336 | 5,713 | 3,447 | 21,318 |
| 4,329 | 4,625 | 5,648 | 5,706 | 20,308 | 4,435 | 4,384 | 5,581 | 4,499 | 18,900 | 4,597 | 4,517 | 4,336 | 4,332 | 5,880 | 23,661 |
| 5,684 | 4,625 | 4,399 | 4,292 | 19,000 | 4,435 | 5,781 | 4,192 | 4,499 | 18,908 | 4,597 | 4,517 | 4,336 | 5,713 | 3,447 | 22,610 |
| 5,684 | 5,979 | 5,648 | 4,292 | 21,604 | 3,000 | 4,384 | 4,192 | 4,499 | 16,076 | 4,597 | 4,517 | 4,336 | 5,713 | 4,619 | 23,782 |
| 5,684 | 5,979 | 4,399 | 5,706 | 21,768 | 4,435 | 4,384 | 4,192 | 5,834 | 18,844 | 6,071 | 4,517 | 5,834 | 4,332 | 5,880 | 26,634 |
| 4,329 | 3,344 | 5,648 | 4,292 | 17,613 | 5,862 | 3,000 | 5,581 | 4,499 | 18,942 | 4,597 | 4,517 | 4,336 | 5,713 | 4,619 | 23,782 |
| 4,329 | 4,625 | 3,249 | 3,015 | 15,218 | 3,000 | 4,384 | 2,957 | 3,275 | 13,617 | 4,597 | 4,517 | 2,929 | 3,000 | 4,619 | 19,662 |
| 4,329 | 4,625 | 5,648 | 5,706 | 20,308 | 5,862 | 4,384 | 5,581 | 4,499 | 20,327 | 4,597 | 4,517 | 4,336 | 4,332 | 4,619 | 22,400 |
| 4,329 | 4,625 | 5,648 | 3,015 | 17,618 | 4,435 | 4,384 | 2,957 | 4,499 | 16,275 | 4,597 | 3,226 | 4,336 | 4,332 | 4,619 | 21,109 |
| 5,684 | 4,625 | 3,249 | 5,706 | 19,264 | 4,435 | 5,781 | 2,957 | 5,834 | 19,007 | 4,597 | 4,517 | 5,834 | 4,332 | 5,880 | 25,160 |
| 3,000 | 4,625 | 5,648 | 4,292 | 17,566 | 4,435 | 5,781 | 4,192 | 3,275 | 17,683 | 6,071 | 5,896 | 4,336 | 3,000 | 5,880 | 25,183 |
| 5,684 | 4,625 | 4,399 | 4,292 | 19,000 | 5,862 | 4,384 | 5,581 | 4,499 | 20,327 | 4,597 | 5,896 | 4,336 | 4,332 | 5,880 | 25,040 |
| 5,684 | 4,625 | 5,648 | 5,706 | 21,663 | 5,862 | 4,384 | 5,581 | 5,834 | 21,661 | 6,071 | 5,896 | 4,336 | 4,332 | 4,619 | 25,253 |
| 5,684 | 4,625 | 5,648 | 4,292 | 20,250 | 5,862 | 5,781 | 4,192 | 5,834 | 21,669 | 4,597 | 4,517 | 5,834 | 5,713 | 5,880 | 26,541 |
| 4,329 | 4,625 | 3,249 | 4,292 | 16,494 | 4,435 | 4,384 | 4,192 | 3,275 | 16,286 | 4,597 | 4,517 | 4,336 | 4,332 | 4,619 | 22,400 |
| 4,329 | 3,344 | 3,249 | 4,292 | 15,213 | 4,435 | 4,384 | 5,581 | 5,834 | 20,234 | 4,597 | 3,226 | 4,336 | 4,332 | 3,447 | 19,937 |
| 4,329 | 4,625 | 4,399 | 5,706 | 19,059 | 4,435 | 4,384 | 5,581 | 5,834 | 20,234 | 4,597 | 4,517 | 4,336 | 5,713 | 4,619 | 23,782 |
| 4,329 | 5,979 | 4,399 | 4,292 | 18,999 | 4,435 | 5,781 | 4,192 | 4,499 | 18,908 | 3,172 | 4,517 | 4,336 | 5,713 | 4,619 | 22,356 |
| 4,329 | 4,625 | 4,399 | 5,706 | 19,059 | 4,435 | 4,384 | 4,192 | 5,834 | 18,844 | 6,071 | 5,896 | 5,834 | 5,713 | 4,619 | 28,133 |
| 5,684 | 5,979 | 4,399 | 4,292 | 20,354 | 5,862 | 4,384 | 5,581 | 5,834 | 21,661 | 4,597 | 5,896 | 4,336 | 5,713 | 4,619 | 25,161 |
| 4,329 | 4,625 | 5,648 | 4,292 | 18,894 | 5,862 | 4,384 | 5,581 | 5,834 | 21,661 | 4,597 | 4,517 | 5,834 | 5,713 | 4,619 | 25,280 |
| 4,329 | 4,625 | 3,249 | 3,015 | 15,218 | 5,862 | 5,781 | 5,581 | 4,499 | 21,724 | 4,597 | 3,226 | 4,336 | 3,000 | 5,880 | 21,038 |
| 4,329 | 5,979 | 4,399 | 5,706 | 20,412 | 4,435 | 3,000 | 4,192 | 4,499 | 16,126 | 6,071 | 4,517 | 5,834 | 4,332 | 4,619 | 25,372 |

| | | | | | | | | | | | | | | | |
|-------|-------|-------|-------|--------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|--------|
| 4,329 | 3,344 | 3,249 | 4,292 | 15,213 | 4,435 | 4,384 | 4,192 | 3,275 | 16,286 | 4,597 | 5,896 | 2,929 | 4,332 | 4,619 | 22,372 |
| 4,329 | 4,625 | 4,399 | 4,292 | 17,645 | 4,435 | 5,781 | 4,192 | 4,499 | 18,908 | 4,597 | 5,896 | 4,336 | 5,713 | 5,880 | 26,422 |
| 4,329 | 4,625 | 3,249 | 3,015 | 15,218 | 3,000 | 4,384 | 2,957 | 4,499 | 14,841 | 6,071 | 5,896 | 4,336 | 4,332 | 3,447 | 24,081 |
| 4,329 | 5,979 | 4,399 | 5,706 | 20,412 | 4,435 | 3,000 | 4,192 | 4,499 | 16,126 | 4,597 | 5,896 | 5,834 | 5,713 | 4,619 | 26,659 |
| 4,329 | 5,979 | 4,399 | 3,015 | 17,722 | 3,000 | 4,384 | 2,957 | 3,275 | 13,617 | 4,597 | 5,896 | 2,929 | 4,332 | 5,880 | 23,633 |
| 5,684 | 5,979 | 5,648 | 4,292 | 21,604 | 4,435 | 4,384 | 5,581 | 4,499 | 18,900 | 4,597 | 5,896 | 4,336 | 5,713 | 4,619 | 25,161 |
| 5,684 | 5,979 | 4,399 | 5,706 | 21,768 | 4,435 | 5,781 | 5,581 | 5,834 | 21,631 | 6,071 | 4,517 | 4,336 | 4,332 | 5,880 | 25,135 |
| 3,000 | 4,625 | 3,249 | 4,292 | 15,166 | 3,000 | 5,781 | 2,957 | 4,499 | 16,238 | 4,597 | 4,517 | 4,336 | 4,332 | 3,447 | 21,228 |
| 5,684 | 5,979 | 4,399 | 4,292 | 20,354 | 5,862 | 3,000 | 4,192 | 4,499 | 17,553 | 4,597 | 4,517 | 4,336 | 5,713 | 4,619 | 23,782 |
| 4,329 | 3,344 | 3,249 | 4,292 | 15,213 | 4,435 | 5,781 | 4,192 | 3,275 | 17,683 | 4,597 | 4,517 | 4,336 | 4,332 | 3,447 | 21,228 |
| 3,000 | 4,625 | 3,249 | 4,292 | 15,166 | 3,000 | 5,781 | 4,192 | 4,499 | 17,473 | 6,071 | 4,517 | 4,336 | 3,000 | 4,619 | 22,543 |
| 4,329 | 4,625 | 4,399 | 3,015 | 16,368 | 4,435 | 4,384 | 4,192 | 3,275 | 16,286 | 4,597 | 4,517 | 5,834 | 4,332 | 3,447 | 22,726 |
| 5,684 | 5,979 | 4,399 | 4,292 | 20,354 | 4,435 | 4,384 | 5,581 | 4,499 | 18,900 | 4,597 | 4,517 | 4,336 | 4,332 | 5,880 | 23,661 |
| 5,684 | 5,979 | 5,648 | 4,292 | 21,604 | 4,435 | 4,384 | 5,581 | 5,834 | 20,234 | 6,071 | 5,896 | 5,834 | 5,713 | 4,619 | 28,133 |
| 4,329 | 3,344 | 3,249 | 4,292 | 15,213 | 4,435 | 3,000 | 2,957 | 4,499 | 14,891 | 4,597 | 3,226 | 2,929 | 4,332 | 3,447 | 18,530 |
| 3,000 | 3,344 | 4,399 | 3,015 | 13,758 | 3,000 | 4,384 | 2,957 | 4,499 | 14,841 | 3,172 | 3,226 | 4,336 | 4,332 | 3,447 | 18,511 |
| 4,329 | 5,979 | 5,648 | 4,292 | 20,248 | 5,862 | 5,781 | 5,581 | 4,499 | 21,724 | 4,597 | 5,896 | 4,336 | 4,332 | 5,880 | 25,040 |
| 5,684 | 4,625 | 4,399 | 5,706 | 20,414 | 5,862 | 4,384 | 5,581 | 4,499 | 20,327 | 4,597 | 4,517 | 5,834 | 4,332 | 4,619 | 23,899 |
| 5,684 | 5,979 | 5,648 | 4,292 | 21,604 | 4,435 | 5,781 | 5,581 | 5,834 | 21,631 | 6,071 | 5,896 | 5,834 | 4,332 | 4,619 | 26,751 |
| 3,000 | 4,625 | 3,249 | 4,292 | 15,166 | 5,862 | 4,384 | 4,192 | 4,499 | 18,937 | 4,597 | 4,517 | 2,929 | 4,332 | 3,447 | 19,821 |
| 5,684 | 5,979 | 4,399 | 5,706 | 21,768 | 5,862 | 5,781 | 5,581 | 4,499 | 21,724 | 6,071 | 5,896 | 4,336 | 5,713 | 4,619 | 26,635 |
| 4,329 | 4,625 | 5,648 | 5,706 | 20,308 | 4,435 | 3,000 | 4,192 | 5,834 | 17,460 | 4,597 | 4,517 | 5,834 | 5,713 | 5,880 | 26,541 |
| 4,329 | 4,625 | 4,399 | 5,706 | 19,059 | 5,862 | 4,384 | 5,581 | 5,834 | 21,661 | 4,597 | 4,517 | 5,834 | 4,332 | 4,619 | 23,899 |
| 4,329 | 5,979 | 5,648 | 4,292 | 20,248 | 5,862 | 5,781 | 5,581 | 5,834 | 23,058 | 4,597 | 4,517 | 5,834 | 5,713 | 4,619 | 25,280 |
| 4,329 | 4,625 | 4,399 | 4,292 | 17,645 | 4,435 | 4,384 | 4,192 | 4,499 | 17,510 | 4,597 | 4,517 | 4,336 | 4,332 | 4,619 | 22,400 |

| | | | | | | | | | | | | | | | |
|-------|-------|-------|-------|--------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|--------|
| 3,000 | 4,625 | 4,399 | 3,015 | 15,040 | 5,862 | 4,384 | 5,581 | 5,834 | 21,661 | 4,597 | 4,517 | 4,336 | 5,713 | 3,447 | 22,610 |
| 5,684 | 4,625 | 3,249 | 4,292 | 17,850 | 4,435 | 4,384 | 4,192 | 4,499 | 17,510 | 4,597 | 4,517 | 4,336 | 4,332 | 5,880 | 23,661 |
| 4,329 | 4,625 | 4,399 | 3,015 | 16,368 | 4,435 | 4,384 | 5,581 | 5,834 | 20,234 | 4,597 | 5,896 | 5,834 | 4,332 | 4,619 | 25,277 |
| 3,000 | 4,625 | 4,399 | 4,292 | 16,316 | 4,435 | 4,384 | 4,192 | 4,499 | 17,510 | 3,172 | 3,226 | 4,336 | 4,332 | 4,619 | 19,683 |
| 4,329 | 4,625 | 5,648 | 4,292 | 18,894 | 5,862 | 5,781 | 4,192 | 3,275 | 19,110 | 4,597 | 4,517 | 5,834 | 4,332 | 4,619 | 23,899 |
| 4,329 | 3,344 | 4,399 | 4,292 | 16,364 | 4,435 | 4,384 | 4,192 | 4,499 | 17,510 | 4,597 | 4,517 | 4,336 | 3,000 | 3,447 | 19,896 |
| 4,329 | 5,979 | 4,399 | 4,292 | 18,999 | 5,862 | 4,384 | 4,192 | 4,499 | 18,937 | 4,597 | 4,517 | 4,336 | 5,713 | 5,880 | 25,043 |
| 4,329 | 4,625 | 4,399 | 5,706 | 19,059 | 4,435 | 4,384 | 4,192 | 4,499 | 17,510 | 6,071 | 5,896 | 4,336 | 5,713 | 4,619 | 26,635 |



Lampiran 05. Hasil Output Uji SPSS Uji Validitas dan Uji Reliabilitas Sampel Kecil

1. Hasil Uji Reliabilitas Sampel Kecil

a. Hasil Uji Reliabilitas Harga

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .692 | 4 |

b. Hasil Uji Reliabilitas Kualitas Pelayanan

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .768 | 5 |

c. Hasil Uji Reliabilitas Kepuasan Pelanggan

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .822 | 4 |

2. Hasil Uji Validitas Sampel Kecil

a. Hasil Uji Validitas Harga

Correlations

| | | x1.1 | x1.2 | x1.3 | x1.4 | jumlahx1 |
|--------|---------------------|--------|--------|--------|--------|----------|
| x1.1 | Pearson Correlation | 1 | .269 | .418* | .340 | .693** |
| | Sig. (2-tailed) | | .151 | .021 | .066 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| x1.2 | Pearson Correlation | .269 | 1 | .223 | .144 | .549** |
| | Sig. (2-tailed) | .151 | | .236 | .446 | .002 |
| | N | 30 | 30 | 30 | 30 | 30 |
| x1.3 | Pearson Correlation | .418* | .223 | 1 | .718** | .837** |
| | Sig. (2-tailed) | .021 | .236 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| x1.4 | Pearson Correlation | .340 | .144 | .718** | 1 | .786** |
| | Sig. (2-tailed) | .066 | .446 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| jumlah | Pearson Correlation | .693** | .549** | .837** | .786** | 1 |
| | Sig. (2-tailed) | .000 | .002 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

b. Hasil Uji Validitas Kualitas Pelayanan

| | | Correlations | | | | | |
|--------|---------------------|--------------|--------|--------|--------|--------|----------|
| | | x2.1 | x2.2 | x2.3 | x2.4 | x2.5 | jumlahx2 |
| x2.1 | Pearson Correlation | 1 | .415* | .591** | .117 | .423* | .716** |
| | Sig. (2-tailed) | | .023 | .001 | .537 | .020 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.2 | Pearson Correlation | .415* | 1 | .470** | .148 | .550** | .728** |
| | Sig. (2-tailed) | .023 | | .009 | .434 | .002 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.3 | Pearson Correlation | .591** | .470** | 1 | .281 | .658** | .843** |
| | Sig. (2-tailed) | .001 | .009 | | .132 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.4 | Pearson Correlation | .117 | .148 | .281 | 1 | .233 | .470** |
| | Sig. (2-tailed) | .537 | .434 | .132 | | .214 | .009 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.5 | Pearson Correlation | .423* | .550** | .658** | .233 | 1 | .815** |
| | Sig. (2-tailed) | .020 | .002 | .000 | .214 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| jumlah | Pearson Correlation | .716** | .728** | .843** | .470** | .815** | 1 |
| x2 | Sig. (2-tailed) | .000 | .000 | .000 | .009 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

c. Hasil Uji Validitas Kepuasan Pelanggan

| | | Correlations | | | | |
|-----|---------------------|--------------|--------|--------|--------|---------|
| | | y.1 | y.2 | y.3 | y.4 | jumlahY |
| y.1 | Pearson Correlation | 1 | .422* | .723** | .525** | .800** |
| | Sig. (2-tailed) | | .020 | .000 | .003 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| y.2 | Pearson Correlation | .422* | 1 | .467** | .624** | .787** |
| | Sig. (2-tailed) | .020 | | .009 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| y.3 | Pearson Correlation | .723** | .467** | 1 | .512** | .834** |
| | Sig. (2-tailed) | .000 | .009 | | .004 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| y.4 | Pearson Correlation | .525** | .624** | .512** | 1 | .825** |
| | Sig. (2-tailed) | .003 | .000 | .004 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |

| | | | | | | |
|--------|---------------------|--------|--------|--------|--------|----|
| jumlah | Pearson Correlation | .800** | .787** | .834** | .825** | 1 |
| Y | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| N | | 30 | 30 | 30 | 30 | 30 |

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

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



Lampiran 06. Hasil Output SPSS Uji Validitas dan Uji Reliabilitas Sampel Besar

1. Hasil Uji Reliabilitas Sampel Besar

a. Hasil Uji Reliabilitas Harga

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .669 | 4 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|-----|
| X1.1 | 4.1769 | .61588 | 130 |
| X1.2 | 4.1923 | .63608 | 130 |
| X1.3 | 4.2154 | .68182 | 130 |
| X1.4 | 4.1769 | .69845 | 130 |

b. Hasil Uji Reliabilitas Kualitas Pelayanan

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .655 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|-----|
| X2.1 | 4.1000 | .60809 | 130 |
| X2.2 | 4.1615 | .66826 | 130 |

| | | | |
|------|--------|--------|-----|
| X2.3 | 4.1077 | .61311 | 130 |
| X2.4 | 4.2769 | .64718 | 130 |
| X2.5 | 4.0923 | .74132 | 130 |

c. Uji Reliabilitas Kepuasan Pelanggan

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .726 | 4 |

Item Statistics

| | Mean | Std. Deviation | N |
|----|--------|----------------|-----|
| Y1 | 4.1538 | .66428 | 130 |
| Y2 | 4.0846 | .68239 | 130 |
| Y3 | 3.9538 | .76616 | 130 |
| Y4 | 4.0308 | .68129 | 130 |

2. Uji Validitas Sampel Besar

a. Uji Validitas Harga

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1 |
|------|---------------------|--------------------|-------------------|--------------------|--------------------|--------------------|
| X1.1 | Pearson Correlation | 1 | .209 [*] | .499 ^{**} | .359 ^{**} | .718 ^{**} |
| | Sig. (2-tailed) | | .017 | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| X1.2 | Pearson Correlation | .209 [*] | 1 | .172 | .185 [*] | .542 ^{**} |
| | Sig. (2-tailed) | .017 | | .051 | .036 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| X1.3 | Pearson Correlation | .499 ^{**} | .172 | 1 | .570 ^{**} | .802 ^{**} |
| | Sig. (2-tailed) | .000 | .051 | | .000 | .000 |

| | | | | | | |
|------|---------------------|--------|--------|--------|--------|--------|
| | N | 130 | 130 | 130 | 130 | 130 |
| | Pearson Correlation | .359** | .185* | .570** | 1 | .764** |
| X1.4 | Sig. (2-tailed) | .000 | .036 | .000 | | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| | Pearson Correlation | .718** | .542** | .802** | .764** | 1 |
| X1 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 | 130 |

b. Uji Validitas Kualitas Pelayanan

Correlations

| | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2 | |
|------|---------------------|--------|--------|--------|--------|--------|--------|
| | Pearson Correlation | 1 | .437** | .345** | .146 | .272** | .661** |
| X2.1 | Sig. (2-tailed) | | .000 | .000 | .098 | .002 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| | Pearson Correlation | .437** | 1 | .222* | .236** | .345** | .694** |
| X2.2 | Sig. (2-tailed) | .000 | | .011 | .007 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| | Pearson Correlation | .345** | .222* | 1 | .237** | .353** | .651** |
| X2.3 | Sig. (2-tailed) | .000 | .011 | | .007 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| | Pearson Correlation | .146 | .236** | .237** | 1 | .173* | .548** |
| X2.4 | Sig. (2-tailed) | .098 | .007 | .007 | | .050 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| | Pearson Correlation | .272** | .345** | .353** | .173* | 1 | .688** |
| X2.5 | Sig. (2-tailed) | .002 | .000 | .000 | .050 | | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| | Pearson Correlation | .661** | .694** | .651** | .548** | .688** | 1 |
| X2 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |

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

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

c. Uji Validitas Kepuasan Pelanggan

Correlations

| | | Y1 | Y2 | Y3 | Y4 | Y |
|----|---------------------|--------|--------|--------|--------|--------|
| Y1 | Pearson Correlation | 1 | .433** | .441** | .366** | .746** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| Y2 | Pearson Correlation | .433** | 1 | .438** | .411** | .765** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| Y3 | Pearson Correlation | .441** | .438** | 1 | .315** | .758** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| Y4 | Pearson Correlation | .366** | .411** | .315** | 1 | .698** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| Y | Pearson Correlation | .746** | .765** | .758** | .698** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 | 130 |

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



Lampiran 07. Hasil Output SPSS Analisis Regresi Linier Berganda dan Uji Asumsi Klasik

Uji Determinasi R

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .760 ^a | .578 | .571 | 1.35801 | .578 | 86.845 | 2 | 127 | .000 |

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Uji F

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 320.318 | 2 | 160.159 | 86.845 | .000 ^b |
| | Residual | 234.213 | 127 | 1.844 | | |
| | Total | 554.531 | 129 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

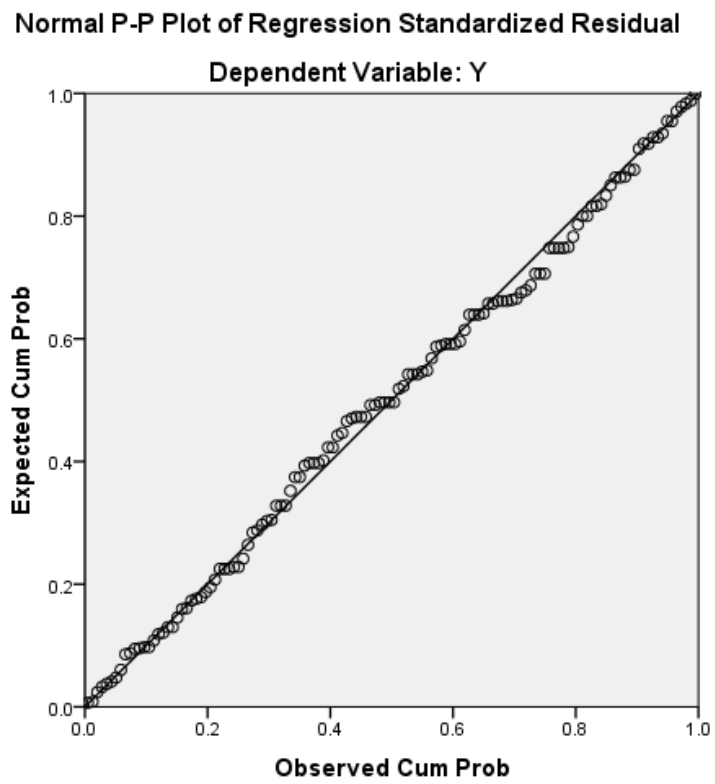
Uji T dan Uji Multikolinieritas

Coefficients^a

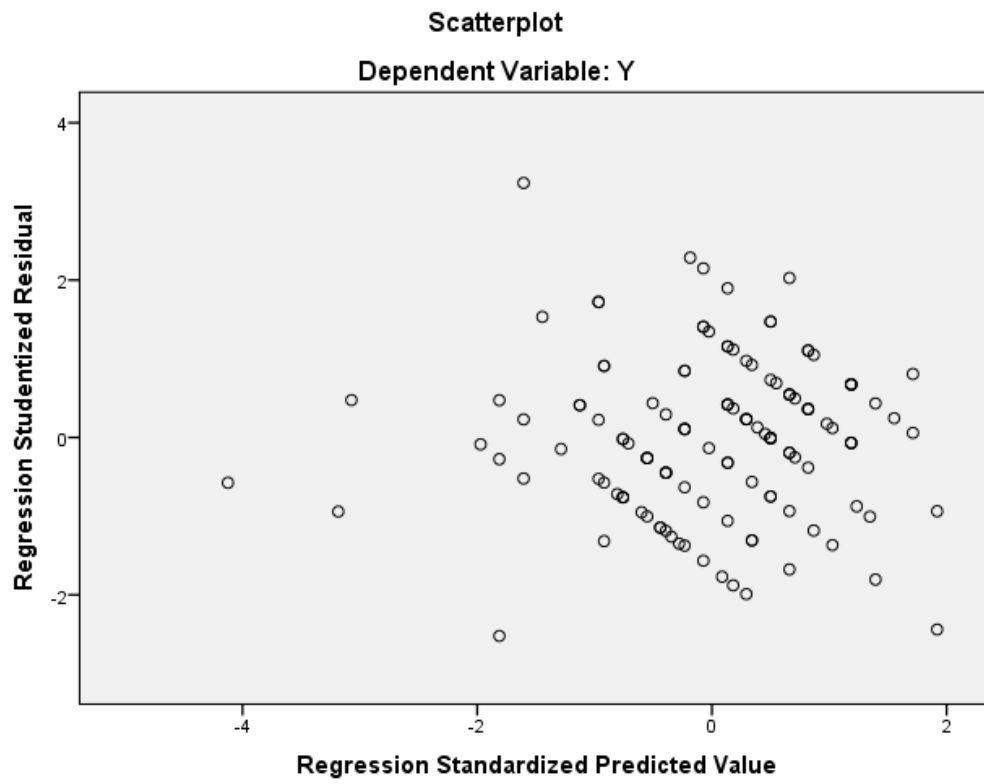
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | .023 | 1.243 | | .018 | .986 | | | | | |
| | X1 | .252 | .084 | .227 | 2.996 | .003 | .611 | .257 | .173 | .581 | 1.720 |
| | X2 | .578 | .074 | .593 | 7.846 | .000 | .740 | .571 | .452 | .581 | 1.720 |

a. Dependent Variable: Y

Uji Normalitas



Uji Heteroskedastisitas



RIWAYAT HIDUP



Kadek Intan Dwi Cahyani Dhyasa, lahir di Denpasar pada tanggal 30 Nopember 2000. Penulis lahir dari pasangan suami istri Ir. Gede Suharta Jaya dan Ni Wayan Astiningsih. Penulis berkewarganegaraan Indonesia dan beragama Hindu. Penulis beralamat di Jl. Patih Jejer, Desa Sambangan, Kecamatan Sukasada, Kabupaten Buleleng, Bali. Penulis menyelesaikan Pendidikan sekolah dasar di SD No. 3 Kerobokan dan lulus pada tahun 2013. Kemudian penulis melanjutkan di SMP Negeri 1 Kuta Utara dan lulus pada tahun 2016. Pada tahun 2019 penulis lulus dari SMA Negeri 1 Kuta Utara jurusan IPA dan melanjutkan Pendidikan ke Universitas Pendidikan Ganesha, jurusan manajemen. Penulis pernah mengikuti UKM Keputrian dan menjadi panitia dalam acara-acara yang diselenggarakan UKM Keputrian maupun HMJ Manajemen. Pada semester akhir 2023 penulis telah menyelesaikan skripsi yang berjudul “Pengaruh Harga dan Kualitas Pelayanan terhadap Kepuasan Pelanggan Starbucks Reserve Dewata”.

