



LAMPIRAN

Lampiran 01. Kuesioner Penelitian

1. Identitas Diri

Nama :

Jenis Kelamin :

Usia :

2. Petunjuk pengisian kuesioner

Silahkan pilih jawaban yang menurut anda sesuai dengan kondisi UD Adi Riana dengan memberi tanda centang (√) pada pilihan yang tersedia.

Pilihan Jawaban: SS = Sangat Setuju
 S = Setuju
 N = Netral
 TS = Tidak Setuju
 STS = Sangat Tidak Setuju

No	<i>Store Atmosphere (X₁)</i>	SS	S	N	TS	STS
1	Toko dan tempat parkir UD Adi Riana luas, sehingga pelanggan nyaman saat berbelanja					
2	UD Adi Riana selalu menjaga kebersihan Toko					
3	Barang dikelompokkan sesuai dengan jenisnya, sehingga pembeli Mudah untuk mencari barang yang diinginkan di UD Adi Riana					
4	UD Adi Riana memberikan tanda informasi barang pada setiap rak, seperti harga serta diskon					

No	<i>Kualitas Pelayanan (X₂)</i>	SS	S	N	TS	STS
5	Karyawan selalu terlihat rapi dan bersih serta disiplin saat memberikan pelayanan kepada pelanggan					
6	Karyawan UD Adi Riana sangat cermat dalam melayani pelanggan					
7	Karyawan UD Adi Riana tidak mengabaikan pembeli saat berbelanja serta pelayanannya juga sangat cepat					

8	Karyawan UD Adi Riana memiliki pengetahuan dan keterampilan yang cukup mengenai barang yang dijual					
9	Karyawan UD Adi Riana ramah saat melayani dan mengerti kebutuhan pelanggan					

No	Kepuasan Pelanggan (Y)	SS	S	N	TS	STS
10	Produk di UD Adi Riana sangat lengkap					
11	Pelayanan yang diberikan karyawan kepada pelanggan sangat ramah					
12	Fasilitas yang disediakan UD Adi Riana mudah diakses dan lengkap					
13	Saya merasa puas terhadap pelayanan UD Adi Riana dan selalu melakukan pembelian berulang kali pada UD Adi Riana					
14	Fasilitas yang lengkap dan memadai membuat saya berminat untuk berbelanja di UD Adi Riana					
15	Pelayanan yang diberikan UD Adi Riana selalu memberikan rasa puas kepada pelanggan					
16	Saya selalu menyarankan teman saya untuk berbelanja di UD Adi Riana					

Lampiran 02. Tabulasi Data Kuesioner

No	Store Atmosphere (X1)					Kualitas Pelayanan (X2)					
	X1.1	X1.2	X1.3	X1.4	T.X1	X2.1	X2.2	X2.3	X2.4	X2.5	T. X2
1	3	3	3	3	12	2	4	3	3	3	15
2	3	3	3	3	12	3	3	3	3	3	15
3	4	4	4	4	16	4	4	4	4	4	20
4	5	5	5	5	20	5	5	5	5	5	25
5	3	3	3	3	12	2	4	3	3	3	15
6	4	4	4	4	16	4	4	4	4	4	20
7	5	4	5	4	18	5	5	5	4	5	24
8	4	5	4	5	18	4	5	4	5	4	22
9	5	5	5	5	20	4	4	5	5	4	22
10	5	5	5	5	20	5	5	5	5	5	25
11	5	5	5	5	20	5	5	5	5	5	25
12	5	5	5	5	20	5	5	5	5	5	25
13	5	5	5	5	20	5	5	5	5	5	25
14	5	5	5	5	20	5	4	5	5	5	24
15	4	4	5	5	18	4	5	4	4	4	21
16	5	4	4	4	17	5	4	5	4	5	23
17	4	4	4	4	16	4	4	4	4	5	21
18	4	4	4	4	16	4	4	4	4	4	20
19	4	4	5	4	17	4	4	4	4	5	21
20	4	4	5	4	17	4	4	4	4	5	21
21	5	5	5	5	20	4	5	5	5	4	23
22	5	5	5	5	20	5	5	5	5	5	25
23	3	3	4	4	14	3	3	3	3	2	14
24	4	4	4	4	16	3	3	4	4	4	18
25	3	4	4	3	14	4	4	3	4	3	18
26	3	4	4	3	14	4	4	3	4	3	18
27	4	3	4	3	14	3	3	4	3	3	16
28	3	4	4	3	14	4	4	3	4	3	18
29	4	3	4	4	15	4	4	4	3	4	19
30	4	3	4	4	15	4	4	4	3	4	19
31	3	2	4	4	13	2	3	3	2	3	13
32	4	5	5	3	17	4	4	4	5	4	21
33	4	4	4	4	16	4	4	4	4	4	20
34	4	4	4	3	15	4	4	4	4	3	19
35	4	4	4	3	15	4	4	4	4	3	19
36	4	3	4	4	15	3	4	4	3	4	18
37	4	4	4	4	16	4	4	4	4	4	20
38	4	4	4	4	16	4	4	4	4	4	20
39	4	4	3	4	15	4	3	4	4	2	17

No	Store Atmosphere (X1)					Kualitas Pelayanan (X2)					
	X1.1	X1.2	X1.3	X1.4	T.X1	X2.1	X2.2	X2.3	X2.4	X2.5	T. X2
40	4	4	3	4	15	3	3	4	4	2	16
41	4	4	4	4	16	4	4	4	4	4	20
42	4	4	4	3	15	4	4	4	4	3	19
43	4	4	4	3	15	2	4	4	4	4	18
44	4	4	4	4	16	4	4	4	4	4	20
45	4	4	2	3	13	4	4	4	4	3	19
46	4	4	4	4	16	4	4	4	4	4	20
47	4	5	4	4	17	4	4	4	5	4	21
48	5	4	4	4	17	4	4	5	4	4	21
49	3	4	4	5	16	3	5	3	4	3	18
50	4	4	3	3	14	3	4	4	4	4	19
51	5	4	4	5	18	4	5	5	4	5	23
52	5	4	4	4	17	4	4	5	4	4	21
53	4	3	3	3	13	3	3	4	3	3	16
54	3	3	4	4	14	4	3	3	3	4	17
55	4	4	4	4	16	4	4	4	4	4	20
56	3	3	4	4	14	4	3	3	3	4	17
57	3	3	4	4	14	4	3	3	3	4	17
58	3	3	4	4	14	4	3	3	3	4	17
59	3	3	4	4	14	4	3	3	3	4	17
60	4	3	5	5	17	3	4	4	3	4	18
61	4	3	5	5	17	4	4	3	3	3	17
62	4	4	4	4	16	3	3	3	3	3	15
63	4	4	4	4	16	4	4	4	4	4	20
64	4	3	4	4	15	5	5	5	5	5	25
65	4	3	4	3	14	4	4	3	3	3	17
66	3	3	4	2	12	4	4	4	4	4	20
67	4	4	3	3	14	3	3	5	5	5	21
68	4	4	4	4	16	4	4	3	4	5	20
69	3	4	3	4	14	5	4	5	5	4	23
70	5	5	5	5	20	5	5	5	5	5	25
71	5	4	5	5	19	5	5	5	5	5	25
72	5	4	4	5	18	5	5	5	5	5	25
73	3	4	2	4	13	5	5	5	5	5	25
74	4	4	3	4	15	5	4	5	5	4	23
75	3	4	3	4	14	4	4	4	5	5	22
76	4	3	4	5	16	5	4	5	4	4	22
77	5	4	4	4	17	5	4	4	4	4	21
78	4	4	4	4	16	4	4	4	4	4	20
79	5	5	5	5	20	4	4	5	5	4	22
80	5	5	5	5	20	4	4	5	5	4	22

No	Store Atmosphere (X1)					Kualitas Pelayanan (X2)					
	X1.1	X1.2	X1.3	X1.4	T.X1	X2.1	X2.2	X2.3	X2.4	X2.5	T. X2
81	4	4	4	4	16	4	4	4	5	4	21
82	5	5	5	5	20	5	5	4	5	5	24
83	2	3	3	3	11	2	3	3	4	3	15
84	3	3	3	4	13	4	4	3	4	4	19
85	5	5	3	5	18	4	4	4	4	4	20
86	5	5	5	5	20	4	4	4	4	4	20
87	3	3	3	4	13	3	3	3	4	4	17
88	3	4	3	3	13	4	4	4	4	4	20
89	4	4	4	3	15	4	4	4	4	4	20
90	4	5	4	4	17	4	4	4	4	4	20
91	5	3	3	3	14	3	3	3	4	3	16
92	4	3	3	3	13	4	4	4	5	3	20
93	4	3	4	3	14	4	3	4	4	4	19
94	4	4	4	4	16	4	4	4	4	4	20
95	4	4	4	4	16	4	4	4	4	4	20
96	4	4	3	4	15	3	4	4	4	3	18
97	3	3	3	4	13	4	4	4	4	4	20
98	4	4	4	4	16	4	4	4	4	4	20
99	5	4	4	5	18	3	3	3	3	4	16
100	4	4	4	4	16	3	3	3	3	4	16
101	4	4	4	3	15	4	4	4	4	4	20
102	4	3	3	3	13	4	4	4	4	4	20
103	4	3	3	3	13	4	3	4	4	4	19
104	3	3	3	3	12	4	4	4	4	4	20
105	3	3	3	3	12	4	3	3	2	3	15
106	4	4	4	4	16	4	3	3	4	3	17
107	5	5	5	5	20	4	4	5	4	4	21
108	3	3	3	3	12	4	4	5	4	4	21
109	4	4	4	4	16	5	5	5	4	4	23
110	5	4	5	4	18	4	4	2	3	3	16
111	4	5	4	5	18	5	5	5	4	5	24
112	5	5	5	5	20	4	4	4	4	4	20
113	5	5	5	5	20	3	3	3	3	3	15
114	5	5	5	5	20	4	3	3	4	4	18
115	5	5	5	5	20	4	4	4	4	4	20
116	5	5	5	5	20	4	3	3	4	4	18
117	5	5	5	5	20	4	3	3	4	4	18
118	4	4	5	5	18	4	3	3	4	4	18
119	5	4	4	4	17	4	3	3	4	4	18
120	4	4	4	4	16	4	4	3	5	4	20

No	Kepuasan Pelanggan (Y)							T. Y
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	
1	3	3	3	4	3	3	2	21
2	3	3	3	3	3	3	3	21
3	4	4	4	4	4	4	4	28
4	5	5	5	5	5	5	5	35
5	3	3	3	4	3	3	2	21
6	4	4	4	4	4	4	4	28
7	5	5	5	5	5	5	5	35
8	5	4	4	5	3	4	4	29
9	4	5	5	5	5	5	4	33
10	5	5	5	5	5	4	5	34
11	5	5	5	5	5	5	5	35
12	5	5	5	5	5	5	5	35
13	5	5	5	5	5	5	5	35
14	4	5	4	5	5	5	5	33
15	5	4	5	5	4	5	4	32
16	4	5	4	5	5	4	5	32
17	4	5	4	4	4	4	4	29
18	4	5	5	4	4	4	4	30
19	4	4	4	4	5	5	4	30
20	4	4	4	4	5	5	4	30
21	4	5	5	5	4	5	4	32
22	5	5	5	5	4	5	5	34
23	3	3	2	3	3	4	3	21
24	4	4	3	3	3	4	3	24
25	4	3	4	4	4	4	4	27
26	4	3	4	4	4	4	4	27
27	4	4	4	4	3	4	3	26
28	4	3	4	4	4	4	4	27
29	4	4	4	4	4	4	4	28
30	4	4	4	4	4	4	4	28
31	3	3	3	3	3	4	2	21
32	3	4	5	4	4	5	4	29
33	4	4	4	4	4	4	4	28
34	4	4	4	4	4	4	4	28
35	4	4	4	4	4	4	4	28
36	3	4	3	3	4	4	3	24
37	4	4	4	4	4	4	4	28
38	4	4	4	4	4	4	4	28
39	4	3	4	3	3	3	4	24

No	Kepuasan Pelanggan (Y)							T. Y
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	
40	4	3	4	3	3	3	3	23
41	4	4	4	4	4	4	4	28
42	4	4	4	4	4	4	4	28
43	4	4	4	4	4	4	2	26
44	4	4	4	4	4	4	4	28
45	3	4	4	4	3	2	4	24
46	3	4	4	4	3	4	4	26
47	4	4	4	4	5	4	4	29
48	4	4	4	4	5	4	4	29
49	4	3	4	3	5	4	3	26
50	3	4	4	4	2	3	3	23
51	5	5	5	5	5	4	4	33
52	4	4	4	4	4	4	4	28
53	3	3	3	3	3	3	3	21
54	4	3	3	3	3	4	4	24
55	4	4	4	4	4	4	4	28
56	4	3	3	3	3	4	4	24
57	4	3	3	3	3	4	4	24
58	4	3	3	3	3	4	4	24
59	4	3	3	3	3	4	4	24
60	4	4	4	4	3	5	3	27
61	3	3	3	3	3	3	4	22
62	3	3	3	3	3	3	5	23
63	4	4	4	4	4	4	4	28
64	5	5	5	5	5	5	4	34
65	3	3	3	3	3	3	4	22
66	4	4	4	4	4	4	4	28
67	5	5	5	5	5	5	4	34
68	4	5	3	4	5	4	4	29
69	5	4	5	5	4	4	5	32
70	5	5	5	5	5	5	3	33
71	5	5	5	5	4	4	4	32
72	5	5	5	5	3	4	4	31
73	5	5	5	5	3	4	4	31
74	5	4	5	4	4	4	4	30
75	5	5	4	4	4	4	4	30
76	4	4	5	4	4	4	4	29
77	5	4	5	4	4	4	4	30
78	4	4	4	4	2	3	3	24
79	5	4	4	4	4	3	3	27
80	5	4	4	4	4	4	4	29

No	Kepuasan Pelanggan (Y)							T. Y
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	
81	5	4	4	4	4	4	4	29
82	5	5	5	5	4	4	4	32
83	4	3	2	3	3	3	3	21
84	4	4	4	4	4	5	4	29
85	4	4	4	4	4	4	4	28
86	4	4	4	4	3	3	4	26
87	4	4	3	3	4	4	4	26
88	4	4	4	4	4	4	4	28
89	4	4	4	4	4	4	4	28
90	4	4	4	4	4	4	4	28
91	4	3	3	3	4	4	4	25
92	5	3	4	4	4	4	3	27
93	4	4	4	3	4	3	3	25
94	4	4	4	4	4	4	5	29
95	4	4	4	4	4	4	5	29
96	4	3	3	4	5	5	5	29
97	4	4	4	4	4	4	2	26
98	4	4	4	4	5	5	5	31
99	3	4	3	3	4	4	4	25
100	3	4	3	3	3	3	3	22
101	4	4	4	4	4	3	3	26
102	4	4	4	4	4	4	4	28
103	4	4	4	3	4	3	3	25
104	4	4	4	4	4	3	3	26
105	2	3	4	3	4	3	3	22
106	4	3	4	3	4	3	3	24
107	4	4	5	4	4	4	3	28
108	4	4	5	4	4	4	5	30
109	4	4	5	4	4	3	5	29
110	3	3	2	3	3	4	5	23
111	4	5	5	4	5	5	5	33
112	4	4	4	4	4	4	3	27
113	3	3	3	3	3	3	3	21
114	4	4	3	4	4	4	4	27
115	4	4	4	4	4	4	4	28
116	4	4	3	4	4	4	2	25
117	4	4	3	4	4	4	5	28
118	4	4	3	4	4	4	5	28
119	4	4	3	4	4	4	5	28
120	5	4	3	5	4	4	5	30

Lampiran 03. Output SPSS Uji Validitas

Sampel Kecil

		Correlations				
		X1.1	X1.2	X1.3	X1.4	TOTAL
X1.1	Pearson Correlation	1	,738**	,784**	,828**	,919**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	30	30	30	30	30
X1.2	Pearson Correlation	,738**	1	,756**	,796**	,901**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
X1.3	Pearson Correlation	,784**	,756**	1	,784**	,902**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	30	30	30	30	30
X1.4	Pearson Correlation	,828**	,796**	,784**	1	,935**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	30	30	30	30	30
TOTAL	Pearson Correlation	,919**	,901**	,902**	,935**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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



Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL
X2.1	Pearson Correlation	1	,659**	,777**	,743**	,775**	,907**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	,659**	1	,615**	,711**	,610**	,804**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	,777**	,615**	1	,738**	,834**	,908**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	,743**	,711**	,738**	1	,652**	,870**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	,775**	,610**	,834**	,652**	1	,893**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	,907**	,804**	,908**	,870**	,893**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

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

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	TOTAL
Y1	Pearson Correlation	1	,661**	,818**	,752**	,572**	,695**	,804**	,862**
	Sig. (2-tailed)		,000	,000	,000	,001	,000	,000	,000
	N	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	,661**	1	,758**	,713**	,673**	,671**	,745**	,861**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30
Y3	Pearson Correlation	,818**	,758**	1	,813**	,692**	,702**	,760**	,908**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30
Y4	Pearson Correlation	,752**	,713**	,813**	1	,650**	,641**	,716**	,860**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	,572**	,673**	,692**	,650**	1	,737**	,829**	,850**
	Sig. (2-tailed)	,001	,000	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30	30	30
Y6	Pearson Correlation	,695**	,671**	,702**	,641**	,737**	1	,729**	,842**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30
Y7	Pearson Correlation	,804**	,745**	,760**	,716**	,829**	,729**	1	,919**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,862**	,861**	,908**	,860**	,850**	,842**	,919**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30

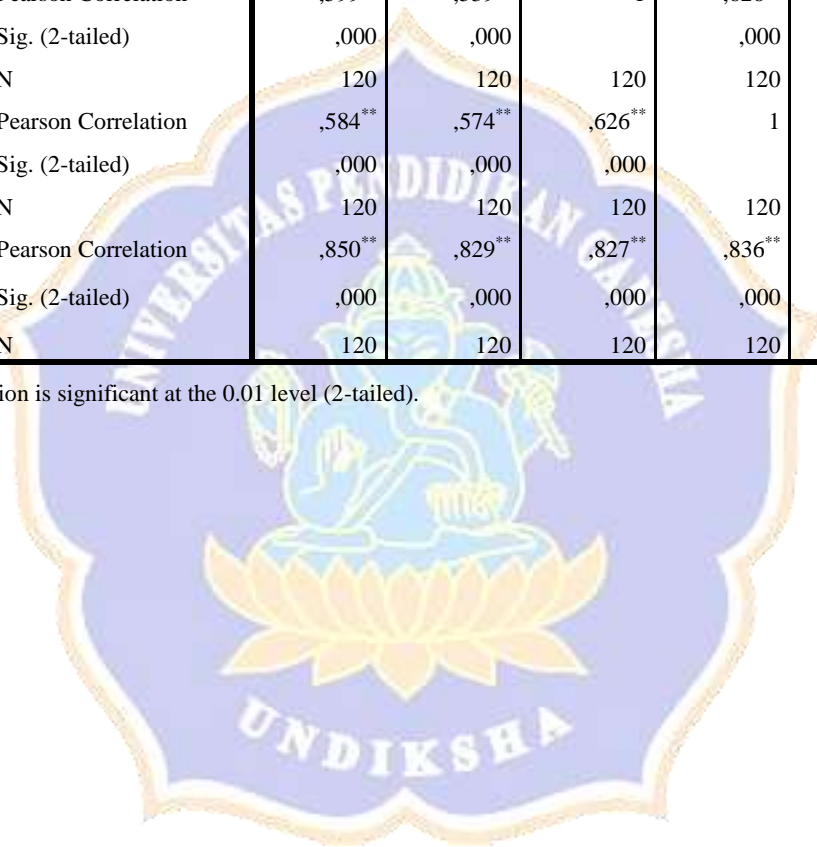
** . Correlation is significant at the 0.01 level (2-tailed).

Sampel besar

Correlations

		X1.1	X1.2	X1.3	X1.4	TOTAL
X1.1	Pearson Correlation	1	,662**	,599**	,584**	,850**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	120	120	120	120	120
X1.2	Pearson Correlation	,662**	1	,539**	,574**	,829**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	120	120	120	120	120
X1.3	Pearson Correlation	,599**	,539**	1	,626**	,827**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	120	120	120	120	120
X1.4	Pearson Correlation	,584**	,574**	,626**	1	,836**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	120	120	120	120	120
TOTAL	Pearson Correlation	,850**	,829**	,827**	,836**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	120	120	120	120	120

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



Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL
X2.1	Pearson Correlation	1	,567**	,558**	,555**	,585**	,806**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	120	120	120	120	120	120
X2.2	Pearson Correlation	,567**	1	,625**	,568**	,524**	,803**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	120	120	120	120	120	120
X2.3	Pearson Correlation	,558**	,625**	1	,638**	,570**	,842**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	120	120	120	120	120	120
X2.4	Pearson Correlation	,555**	,568**	,638**	1	,516**	,809**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	120	120	120	120	120	120
X2.5	Pearson Correlation	,585**	,524**	,570**	,516**	1	,791**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	120	120	120	120	120	120
TOTAL	Pearson Correlation	,806**	,803**	,842**	,809**	,791**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	120	120	120	120	120	120

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

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	TOTAL
Y1	Pearson Correlation	1	,567**	,586**	,676**	,448**	,465**	,340**	,759**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000
	N	120	120	120	120	120	120	120	120
Y2	Pearson Correlation	,567**	1	,672**	,776**	,540**	,499**	,356**	,826**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	120	120	120	120	120	120	120	120
Y3	Pearson Correlation	,586**	,672**	1	,712**	,470**	,401**	,265**	,776**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,003	,000
	N	120	120	120	120	120	120	120	120
Y4	Pearson Correlation	,676**	,776**	,712**	1	,507**	,544**	,392**	,861**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	120	120	120	120	120	120	120	120
Y5	Pearson Correlation	,448**	,540**	,470**	,507**	1	,619**	,403**	,750**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	120	120	120	120	120	120	120	120
Y6	Pearson Correlation	,465**	,499**	,401**	,544**	,619**	1	,423**	,735**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	120	120	120	120	120	120	120	120
Y7	Pearson Correlation	,340**	,356**	,265**	,392**	,403**	,423**	1	,612**
	Sig. (2-tailed)	,000	,000	,003	,000	,000	,000		,000
	N	120	120	120	120	120	120	120	120
TOTAL	Pearson Correlation	,759**	,826**	,776**	,861**	,750**	,735**	,612**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	120	120	120	120	120	120	120	120

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

Lampiran 04. Output SPSS Uji Reliabilitas Sampel Kecil

Store Atmosphere (X1)

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
,933	4

Kualitas pelayanan (X2)

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
,924	5

Kepuasan pelanggan (Y)

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
,946	7

Reliabilitas sampel besar

Store atmosphere (X1)

Case Processing Summary

		N	%
Cases	Valid	120	100,0
	Excluded ^a	0	,0
	Total	120	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,856	4

Kualitas pelayanan (X2)

Case Processing Summary

		N	%
Cases	Valid	120	100,0
	Excluded ^a	0	,0
	Total	120	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,869	5

Kepuasan pelanggan (Y)

Case Processing Summary

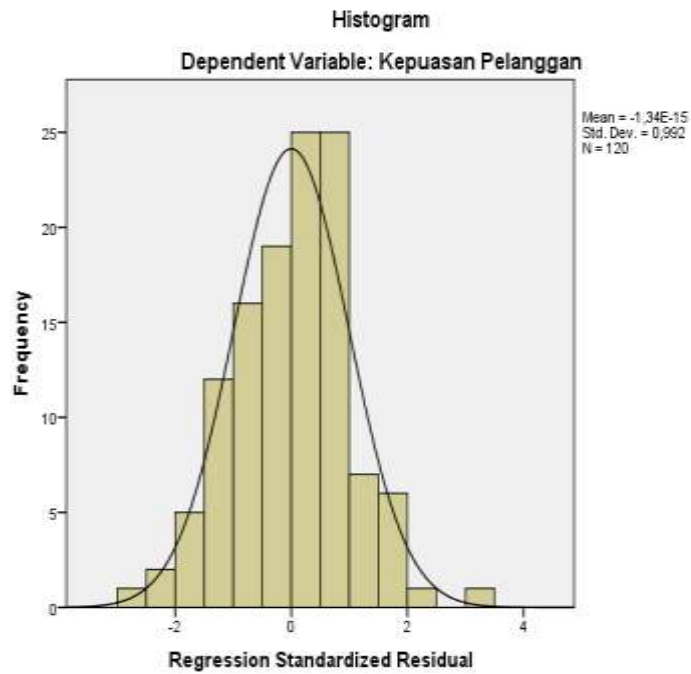
		N	%
Cases	Valid	120	100,0
	Excluded ^a	0	,0
	Total	120	100,0

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

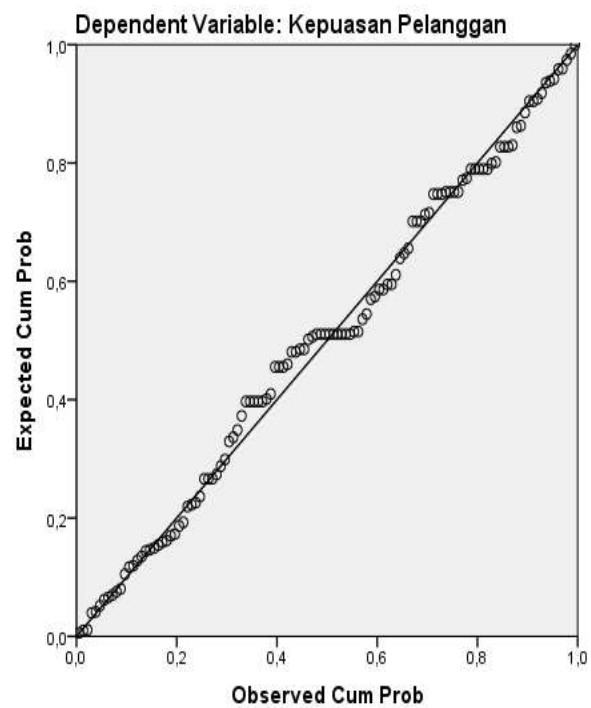
Reliability Statistics

Cronbach's Alpha	N of Items
,874	7

Lampiran 05. Output Uji Asumsi Klasik Uji Normalitas



Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1,54916898
	Absolute	,063
Most Extreme Differences	Positive	,052
	Negative	-,063
Kolmogorov-Smirnov Z		,694
Asymp. Sig. (2-tailed)		,721

a. Test distribution is Normal.

b. Calculated from data.

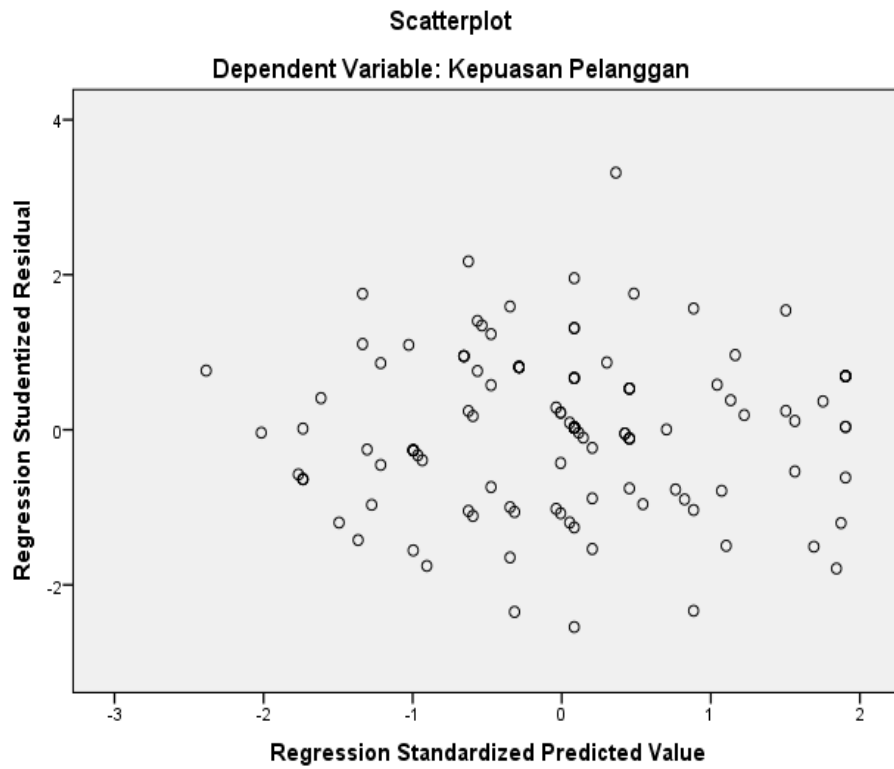
Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	4,026	1,126		3,575	,001					
1 Store Atmosphere	,100	,068	,067	1,466	,145	,510	,134	,058	,740	1,351
Kualitas Pelayanan	,117	,059	,869	18,961	,000	,903	,869	,747	,740	1,351

a. Dependent Variable: Kepuasan Pelanggan

Uji Heteroskedastisitas



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,263	,713		1,772	,079
1 Store Atmosphere	-,004	,043	-,010	-,096	,923
Kualitas Pelayanan	,000	,037	,000	-,003	,997

a. Dependent Variable: Abs_Res

Lampiran 06. Output Regresi Linier Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan, Store Atmosphere ^b		Enter

a. Dependent Variable: Kepuasan Pelanggan

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,905 ^a	,818	,815	1,562	,818	263,499	2	117	,000	1,652

a. Predictors: (Constant), Kualitas Pelayanan, Store Atmosphere

b. Dependent Variable: Kepuasan Pelanggan

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1286,376	2	643,188	263,499	,000 ^b
	Residual	285,591	117	2,441		
	Total	1571,967	119			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Pelayanan, Store Atmosphere

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	4,026	1,126		3,575	,001					
1 Store	,100	,068	,067	1,466	,145	,510	,134	,058	,740	1,351
Atmosphere										
Kualitas Pelayanan	,117	,059	,869	18,961	,000	,903	,869	,747	,740	1,351

a. Dependent Variable: Kepuasan Pelanggan

