



LAMPIRAN

LAMPIRAN

Lampiran 0 1. Kunjungan Wisatawan Domestik dan Mancan Negara Tahun 2019- Oktober 2022

No	Nama Villa	Jumlah Wisatawan Domestik dan Mancannegara			
		2019	2020	2021	2022
1.	<i>Amartya Puri Green Cottages</i>	1.156	1.145	1.536	1.872
2.	<i>Villa Munduk Moding Platation</i>	1.352	953	1.365	2.355
3.	<i>Villa Nadira Bali</i>	827	579	930	1.347
Jumlah		3.335	2.677	3.831	5.574

(Sumber: Amartya Puri Green Cottages, Villa Munduk Moding *Platation*, dan Villa Nadira Bali).



Lampiran 0 2. Surat Penelitian



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET,
DAN TEKNOLOGI
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI

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2 November 2022

Nomor : 2074/UN48.13.1/DL/2022
Lamp. :
Hal : *Permohonan Data Penelitian*

Kepada Yth. **Owner Villa Nadira Bali**
di tempat.

Dengan hormat, yang bertanda tangan dibawah ini Wakil Dekan I Fakultas Ekonomi Universitas Pendidikan Ganesha menerangkan bahwa mahasiswa/i tersebut dibawah ini :

Nama : Ni Made Dewi Purwitasari
NIM. : 1917041185
Fakultas : Ekonomi
Program Studi : Manajemen

bermaksud mengadakan penelitian lapangan untuk menempuh atau menyusun tugas akhir, skripsi dan melengkapi tugas lainnya. Sehubungan dengan hal tersebut, kami mohon ijin agar mahasiswa kami dapat diterima dan diberikan data ditempat yang Bapak / Ibu pimpin.

Demikian surat ini kami buat agar bisa digunakan sebagaimana mestinya. Atas perhatian dan kerjasamanya, kami sampaikan terima kasih.

a.n Dekan,
Wakil Dekan I
Fakultas Ekonomi Undiksha,



Dr. Dra. Ni Made Suci, M.Si.
NIP. 196810291993032001

Lampiran 0 3. Kuesioner Penelitian

KUESIONER PENELITIAN

Pengaruh Promosi dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Villa Nadira Bali Kecamatan Banjar

1. Identitas Responden

(silakan isi identitas dan berikanlah tanda centang (√) pada kotak jawaban)

- 1) Nama :
- 2) Alamat :
- 3) Pekerjaan :
- 4) Pendapatan :
 - a. < 2.500.000
 - b. 2.500.000 – 5.000.000
 - c. > 5.000.000
- 5) Jenis Kelamin :

<input type="checkbox"/> Laki-Laki	<input type="checkbox"/> Perempuan
------------------------------------	------------------------------------
- 6) Usia (minimal 17 tahun, silakan tulis angka saja. Contoh: 17)
- 7) Apa anda mengetahui tentang Villa Nadira Bali ?

<input type="checkbox"/> Ya	<input type="checkbox"/> Tidak
-----------------------------	--------------------------------
- 8) Apakah anda pernah menginap minimal 2 kali pada Villa Nadira Bali

<input type="checkbox"/> Ya	<input type="checkbox"/> Tidak
-----------------------------	--------------------------------

2. Petunjuk Pengisian Kuesioner

Silakan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan jawaban yang tersedia.

Sangat setuju (SS) : 5

Setuju (S) : 4

Ragu-Ragu (R) : 3

Tidak Setuju (TS) : 2

Sangat Tidak Setuju (STS) : 1

3. Pernyataan

NO	Pernyataan	Pilihan Jawaban					
		SS	S	R	TS	STS	
Indikator Promosi							
1.	Saya Mendapatkan Informasi tentang Villa Nadira Bali dari sosial media.	Facebook					
		Instagram					
		Twitter					
		Dll.....					
2.	Viila Nadira Bali selalu memberikan pertunjukan pariwisata baik itu tarian atau gamelan pada wisatawan.						
3.	Villa Nadira Bali selalu menyediakan diskon kepada tamu yang menginap						
4.	Villa Nadira Bali selalu menjadi sponsor dalam kegiatan pameran pariwisata yang ada di Kabupaten Buleleng.						
5.	Villa Nadira Bali memiliki tim pemasar yang bertatap muka langsung dengan wisatawan yang ingin menginap.						
Indikator Kualitas Pelayanan							
6.	Villa Nadira Bali selalu memberikan kemudahan akses komunikasi kepada para tamu dalam meminta bantuan.						
7.	Villa Nadira Bali memberikan pelayanan berupa kenyamanan bagi wisatawan.						
8.	Pihak Villa memiliki standar fasilitas						

NO	Pernyataan	Pilihan Jawaban				
		SS	S	R	TS	STS
	akomodasi yang lengkap.					
9.	Segala keluhan dari tamu segera ditanggapi oleh pihak Villa.					
10.	Karyawan Villa Nadira Bali melayani tamu dengan tepat waktu.					
11.	Karyawan Villa Nadira Bali memberikan pelayanan dengan bertanggung jawab.					
12.	Karyawan Villa Nadira Bali selalu memperhatikan kebutuhan dan keinginan wisatawan.					
Indikator Kepuasan Konsumen						
13.	Saya ingin menginap kembali saat memiliki waktu luang.					
14.	Saya merasa puas saat menginap di Villa Nadira Bali.					
15.	Saya bersedia merekomendasikan kepada keluarga maupun teman untuk berkunjung dan menginap di Villa Nadira Bali.					

Lampiran 0 4. Tabulasi Data 30 Responden

Tabulasi Data Pengujian Instrumen Penelitian

No Res	Promosi (X1)					Total X1	Kualitas Pelayanan (X2)						Total X2
	X1.1	X1.2	X1.3	X1.4	X1.5		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	
1	5	5	5	5	5	25	5	5	5	5	5	5	30
2	5	5	5	5	5	25	3	3	4	3	4	5	22
3	4	4	4	4	4	20	5	4	4	4	4	4	25
4	4	4	3	5	4	20	4	5	5	5	3	3	25
5	4	4	4	4	4	20	4	4	5	5	4	3	25
6	5	5	4	5	5	24	2	3	3	3	3	4	18
7	5	4	4	5	5	23	5	5	5	5	5	5	30
8	3	4	3	4	5	19	3	4	4	4	5	5	25
9	5	5	5	4	5	24	4	3	4	4	4	4	23
10	5	5	5	4	5	24	4	5	4	5	4	5	27
11	5	4	5	4	5	23	3	4	2	3	4	3	19
12	3	3	3	3	3	15	2	3	3	3	3	2	16
13	5	5	5	5	5	25	5	5	5	5	5	5	30
14	5	5	5	5	5	25	5	5	4	4	5	5	28
15	5	5	5	5	5	25	5	5	5	5	5	5	30
16	5	4	5	4	5	23	5	5	4	5	5	5	29
17	5	4	5	4	4	22	5	4	5	5	4	5	28
18	5	5	5	5	5	25	2	2	2	2	1	3	12
19	4	4	4	4	5	21	5	5	3	5	2	5	25
20	4	4	5	4	5	22	4	4	4	4	4	4	24
21	5	5	5	5	5	25	5	5	4	5	5	5	29
22	5	3	5	3	3	19	2	2	1	2	1	2	10
23	4	4	5	4	5	22	4	4	4	4	4	4	24
24	3	5	4	5	4	21	4	5	3	5	4	4	25
25	1	5	2	5	1	14	2	1	1	1	2	2	9
26	4	4	5	4	5	22	5	5	5	5	5	5	30
27	4	4	5	4	5	22	4	5	4	3	5	4	25
28	2	3	2	3	3	13	3	2	2	2	2	3	14
29	4	4	4	4	4	20	4	4	4	5	5	4	26
30	5	5	5	5	5	25	5	5	5	5	5	5	30

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



Lampiran 0 5. Hasil Uji Instrumen
1. Hasil Uji Validitas Sampel Kecil (N = 30)

Variabel Promosi (X_1)

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	Total.X1
X1.1	Pearson Correlation	1	.326	.845**	.274	.735**	.874**
	Sig. (2-tailed)		.079	.000	.143	.000	.000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.326	1	.356	.842**	.353	.670**
	Sig. (2-tailed)	.079		.053	.000	.056	.000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.845**	.356	1	.187	.709**	.852**
	Sig. (2-tailed)	.000	.053		.321	.000	.000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.274	.842**	.187	1	.297	.591**
	Sig. (2-tailed)	.143	.000	.321		.111	.001
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.735**	.353	.709**	.297	1	.840**
	Sig. (2-tailed)	.000	.056	.000	.111		.000
	N	30	30	30	30	30	30
Total.X1	Pearson Correlation	.874**	.670**	.852**	.591**	.840**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	
	N	30	30	30	30	30	30

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

Variabel Kualitas Pelayanan (X₂)

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total.X2
X2.1	Pearson	1	.831**	.767**	.837**	.694**	.759**	.909**
	Correlation							
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
X2.2	Pearson	.831**	1	.753**	.875**	.745**	.720**	.919**
	Correlation							
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
X2.3	Pearson	.767**	.753**	1	.832**	.774**	.693**	.902**
	Correlation							
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
X2.4	Pearson	.837**	.875**	.832**	1	.680**	.702**	.920**
	Correlation							
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
X2.5	Pearson	.694**	.745**	.774**	.680**	1	.710**	.863**
	Correlation							
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
X2.6	Pearson	.759**	.720**	.693**	.702**	.710**	1	.848**
	Correlation							
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
Total.X2	Pearson	.909**	.919**	.902**	.920**	.863**	.848**	1
	Correlation							
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

Variabel Kepuasan Konsumen (Y)

		Correlations				
		Y1	Y2	Y3	Y4	Total.Y
Y1	Pearson Correlation	1	.657**	.746**	.677**	.885**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
Y2	Pearson Correlation	.657**	1	.588**	.660**	.834**
	Sig. (2-tailed)	.000		.001	.000	.000
	N	30	30	30	30	30
Y3	Pearson Correlation	.746**	.588**	1	.660**	.859**
	Sig. (2-tailed)	.000	.001		.000	.000
	N	30	30	30	30	30
Y4	Pearson Correlation	.677**	.660**	.660**	1	.881**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Total.Y	Pearson Correlation	.885**	.834**	.859**	.881**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

2. Hasil Uji Reliabilitas Sampel Kecil (N = 30)

Variabel Promosi (X_1)

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
.831	5

Variabel Kualitas Pelayanan (X_2)

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
.949	6

Variabel Kepuasan Konsumen (Y)

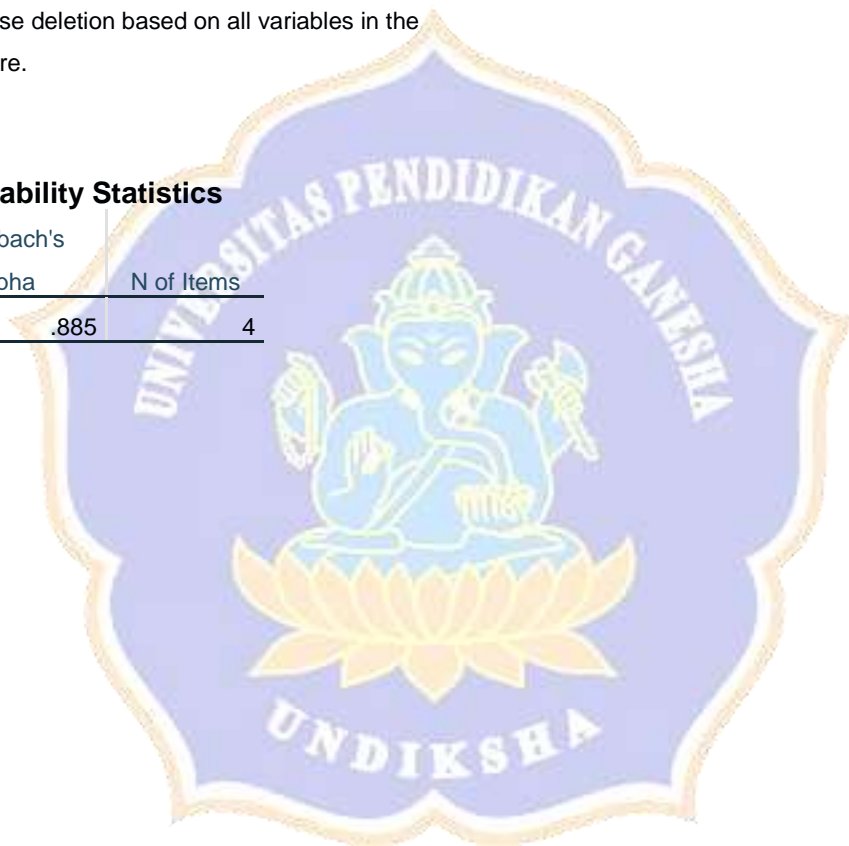
Case Processing Summary

		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
.885	4



Lampiran 0 6. Tabulasi Data 75 Responden

Tabulasi Data Keseluruhan

No Res	Promosi (X1)					Total X1	Kualitas Pelayanan (X2)						Total X2
	X1.1	X1.2	X1.3	X1.4	X1.5		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	
1	5	5	5	5	5	25	5	5	5	5	5	5	30
2	5	5	5	5	5	25	3	3	4	3	4	5	22
3	4	4	4	4	4	20	5	4	4	4	4	4	25
4	4	4	3	5	4	20	4	5	5	5	3	3	25
5	4	4	4	4	4	20	4	4	5	5	4	3	25
6	5	5	4	5	5	24	2	3	3	3	3	4	18
7	5	4	4	5	5	23	5	5	5	5	5	5	30
8	3	4	3	4	5	19	3	4	4	4	5	5	25
9	5	5	5	4	5	24	4	3	4	4	4	4	23
10	5	5	5	4	5	24	4	5	4	5	4	5	27
11	5	4	5	4	5	23	3	4	2	3	4	3	19
12	3	3	3	3	3	15	2	3	3	3	3	2	16
13	5	5	5	5	5	25	5	5	5	5	5	5	30
14	5	5	5	5	5	25	5	5	4	4	5	5	28
15	5	5	5	5	5	25	5	5	5	5	5	5	30
16	5	4	5	4	5	23	5	5	4	5	5	5	29
17	5	4	5	4	4	22	5	4	5	5	4	5	28
18	5	5	5	5	5	25	2	2	2	2	1	3	12
19	4	4	4	4	5	21	5	5	3	5	2	5	25
20	4	4	5	4	5	22	4	4	4	4	4	4	24
21	5	5	5	5	5	25	5	5	4	5	5	5	29
22	5	3	5	3	3	19	2	2	1	2	1	2	10
23	4	4	5	4	5	22	4	4	4	4	4	4	24
24	3	5	4	5	4	21	4	5	3	5	4	4	25
25	1	5	2	5	1	14	2	1	1	1	2	2	9
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29	4	4	4	4	4	20	4	4	4	5	5	4	26
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31	4	5	5	5	5	24	5	4	4	4	5	5	27

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33	4	3	3	3	4	17	3	4	4	4	3	3	21
34	4	4	5	4	4	21	3	5	4	4	4	3	23
35	4	4	4	4	4	20	4	4	5	5	5	4	27
36	4	2	3	2	3	14	3	3	3	3	3	3	18
37	2	4	3	4	4	17	2	4	5	2	5	2	20
38	5	5	5	5	5	25	5	5	5	5	5	5	30
39	4	5	5	5	5	24	4	5	4	5	5	4	27
40	5	5	5	5	5	25	3	3	3	3	3	3	18
41	4	4	4	4	5	21	4	4	4	5	4	4	25
42	3	5	5	5	5	23	5	5	5	4	4	5	28
43	4	4	4	4	4	20	4	4	5	5	5	4	27
44	4	3	3	3	3	16	4	3	2	2	2	4	17
45	4	4	4	4	4	20	5	4	4	5	5	5	28
46	3	4	4	2	3	16	2	2	2	2	2	2	12
47	4	4	4	4	4	20	4	4	5	5	5	4	27
48	5	5	5	5	5	25	5	5	5	5	5	5	30
49	3	3	3	3	3	15	3	3	3	3	3	3	18
50	5	5	5	5	4	24	5	5	5	5	5	5	30
51	4	4	4	4	4	20	4	4	4	5	5	4	26
52	3	3	3	3	3	15	2	2	3	3	2	2	14
53	5	5	5	5	5	25	5	4	4	4	4	5	26
54	2	2	3	2	2	11	2	2	3	2	3	2	14
55	5	5	5	5	5	25	5	4	4	4	4	5	26
56	3	4	4	4	4	19	4	3	3	4	4	4	22
57	4	4	4	4	4	20	4	5	5	4	4	4	26
58	3	1	3	1	3	11	4	1	1	3	3	4	16
59	5	5	5	5	4	24	5	5	5	5	5	5	30
60	4	4	4	4	4	20	4	4	4	4	4	4	24
61	5	5	5	5	5	25	5	5	5	5	5	5	30
62	4	3	4	3	4	18	4	4	5	4	4	4	25
63	4	4	4	4	4	20	4	4	4	4	4	4	24
64	4	4	4	4	4	20	4	4	5	5	5	4	27
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66	4	4	4	4	5	21	4	4	5	5	5	4	27
67	4	4	3	5	5	21	2	1	2	1	2	2	10
68	4	5	5	5	5	24	5	5	5	5	5	5	30
69	3	3	3	3	3	15	2	3	3	3	3	2	16
70	5	5	5	5	5	25	5	5	5	4	5	5	29
71	3	3	2	2	3	13	3	2	2	3	3	3	16
72	4	4	4	4	4	20	4	4	4	4	4	4	24

73	3	4	3	4	3	17	3	4	3	3	3	3	19
74	4	5	4	3	3	19	3	1	2	2	3	3	14
75	4	3	5	4	4	20	4	4	4	5	4	5	26

No Res	Kepuasan Konsumen (Y)				Total Y
	Y1	Y2	Y3	Y4	
1	5	5	5	5	20
2	5	5	5	5	20
3	4	4	4	4	16
4	5	4	3	5	17
5	4	4	4	4	16
6	4	4	4	4	16
7	5	5	5	5	20
8	5	5	4	4	18
9	5	4	5	3	17
10	5	5	4	4	18
11	5	5	5	5	20
12	4	5	3	3	15
13	5	4	5	4	18
14	5	5	5	5	20
15	5	4	5	5	19
16	5	5	5	5	20
17	4	5	4	5	18
18	3	4	4	2	13
19	4	3	4	3	14
20	5	3	4	3	15
21	5	5	5	5	20
22	2	2	2	3	9
23	5	5	4	3	17
24	4	3	4	3	14
25	2	3	2	1	8
26	4	5	5	5	19
27	5	5	5	5	20
28	3	3	4	3	13
29	5	4	5	4	18
30	5	5	5	5	20
31	5	5	4	5	19
32	4	2	3	2	11
33	4	3	4	5	16



34	5	3	4	5	17
35	5	4	4	4	17
36	3	3	4	3	13
37	3	4	3	4	14
38	4	5	5	5	19
39	5	5	5	4	19
40	3	3	4	3	13
41	5	5	5	5	20
42	5	4	5	4	18
43	5	4	4	4	17
44	3	3	2	3	11
45	4	5	5	5	19
46	2	2	3	4	11
47	4	5	4	5	18
48	3	4	5	4	16
49	3	3	3	3	12
50	4	5	4	5	18
51	5	4	5	4	18
52	3	4	3	4	14
53	4	4	4	4	16
54	2	2	3	2	9
55	5	5	5	5	20
56	3	3	3	4	13
57	3	4	4	3	14
58	3	3	2	3	11
59	5	5	5	5	20
60	4	4	4	4	16
61	5	5	5	5	20
62	4	3	4	3	14
63	5	4	4	4	17
64	4	5	5	5	19
65	5	4	4	4	17
66	5	5	4	5	19
67	2	2	3	2	9
68	4	5	4	3	16
69	2	3	3	3	11
70	5	4	5	4	18
71	3	3	4	5	15
72	4	4	4	4	16
73	4	3	5	3	15
74	3	3	3	3	12



75	5	5	5	5	20
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Lampiran 0 7. Deskripsi Data Responden

1. Jenis Kelamin Responden

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	35	46.7	46.7	46.7
	Perempuan	40	53.3	53.3	100.0
Total		75	100.0	100.0	

2. Usia Responden

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25 Tahun	8	10.7	10.7	10.7
	26-30 Tahun	11	14.7	14.7	25.3
	31-35 Tahun	22	29.3	29.3	54.7
	36-40 Tahun	14	18.7	18.7	73.3
	41-45 Tahun	13	17.3	17.3	90.7
	>45 Tahun	7	9.3	9.3	100.0
Total		75	100.0	100.0	

3. Tingkat Pendapatan

Tingkat Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 2.500.000	8	10.7	10.7	10.7
	2.500.000 – 5.000.000	45	60.0	60.0	70.7
	> 5.000.000	22	29.3	29.3	100.0
Total		75	100.0	100.0	

Lampiran 0 8. Hasil Uji Instrumen
1. Hasil Uji Validitas Sampel Besar (N = 75)

Variabel Promosi (X₁)

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	Total.X1
X1.1	Pearson Correlation	1	.507**	.780**	.512**	.709**	.822**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	75	75	75	75	75	75
X1.2	Pearson Correlation	.507**	1	.632**	.876**	.608**	.849**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	75	75	75	75	75	75
X1.3	Pearson Correlation	.780**	.632**	1	.585**	.733**	.873**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	75	75	75	75	75	75
X1.4	Pearson Correlation	.512**	.876**	.585**	1	.664**	.854**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	75	75	75	75	75	75
X1.5	Pearson Correlation	.709**	.608**	.733**	.664**	1	.870**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	75	75	75	75	75	75
Total.X1	Pearson Correlation	.822**	.849**	.873**	.854**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75

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

Variabel Kualitas Pelayanan (X₂)

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total.X2
X2.1	Pearson	1	.736**	.656**	.783**	.691**	.888**	.884**
	Correlation							
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	75	75	75	75	75	75	75
X2.2	Pearson	.736**	1	.816**	.819**	.753**	.692**	.907**
	Correlation							
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	75	75	75	75	75	75	75
X2.3	Pearson	.656**	.816**	1	.792**	.817**	.611**	.885**
	Correlation							
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	75	75	75	75	75	75	75
X2.4	Pearson	.783**	.819**	.792**	1	.760**	.732**	.918**
	Correlation							
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	75	75	75	75	75	75	75
X2.5	Pearson	.691**	.753**	.817**	.760**	1	.684**	.884**
	Correlation							
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	75	75	75	75	75	75	75
X2.6	Pearson	.888**	.692**	.611**	.732**	.684**	1	.855**
	Correlation							
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	75	75	75	75	75	75	75
Total.X2	Pearson	.884**	.907**	.885**	.918**	.884**	.855**	1
	Correlation							
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75	75

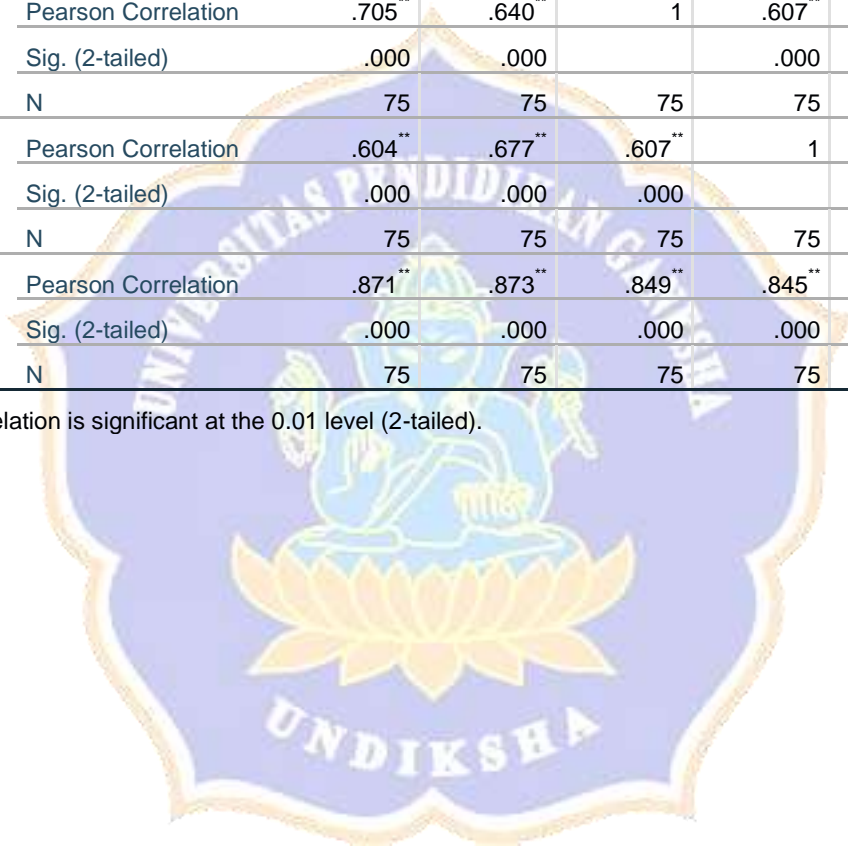
** . Correlation is significant at the 0.01 level (2-tailed).

Variabel Kepuasan Konsumen (Y)

Correlations

		Y1	Y2	Y3	Y4	Total.Y
Y1	Pearson Correlation	1	.679**	.705**	.604**	.871**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	75	75	75	75	75
Y2	Pearson Correlation	.679**	1	.640**	.677**	.873**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	75	75	75	75	75
Y3	Pearson Correlation	.705**	.640**	1	.607**	.849**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	75	75	75	75	75
Y4	Pearson Correlation	.604**	.677**	.607**	1	.845**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	75	75	75	75	75
Total.Y	Pearson Correlation	.871**	.873**	.849**	.845**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	75	75	75	75	75

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



2. Hasil Uji Reliabilitas Sampel Besar (N = 75)

Variabel Promosi (X_1)

Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.907	5

Variabel Kualitas Pelayanan (X_2)

Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.947	6

Variabel Kepuasan Konsumen (Y)

Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

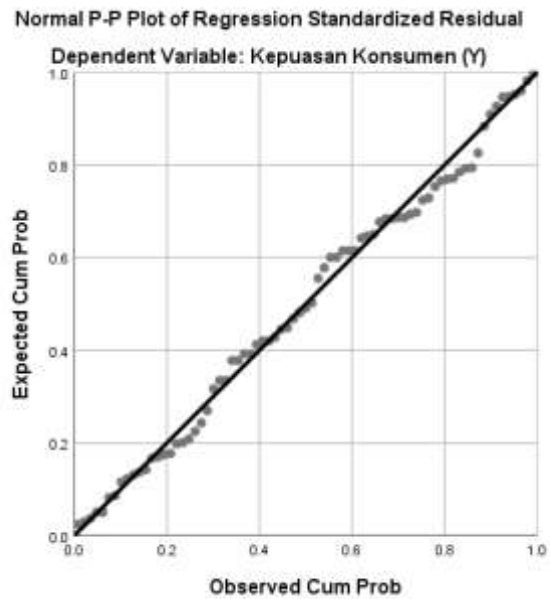
Reliability Statistics

Cronbach's Alpha	N of Items
.832	5



Lampiran 0 9. Hasil Uji Klasik

1. Uji Normalitas



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		75
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.74346007
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	-.055
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

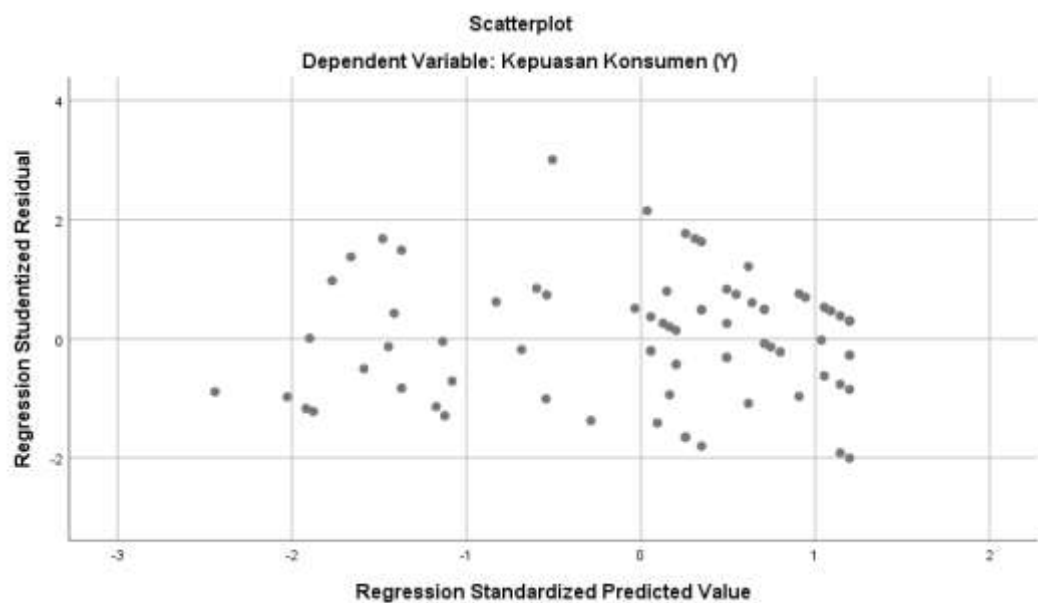
d. This is a lower bound of the true significance.

2. Hasil Uji Multikolinieritas

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.850	1.150		3.350	.001		
Promosi (X1)	.148	.069	.173	2.132	.036	.609	1.641
Kualitas Pelayanan (X2)	.398	.044	.725	8.957	.000	.609	1.641

a. Dependent Variable: Kepuasan Konsumen (Y)

3. Hasil Uji Heteroskedastisitas



Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.626	.679		2.397	.019
Promosi (X1)	.034	.041	.124	.837	.405
Kualitas Pelayanan (X2)	-.041	.026	-.231	-1.556	.124

a. Dependent Variable: Abs_Res

Lampiran 0 10. Hasil Uji Regresi Linear Berganda
Hasil Uji Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	3.850	1.150		3.350	.001
	Promosi (X1)	.148	.069	.173	2.132	.036
	Kualitas Pelayanan (X2)	.398	.044	.725	8.957	.000

a. Dependent Variable: Kepuasan Konsumen (Y)



**Lampiran 1 1. Hasil Uji Koefisien Determinasi (R²)
Koefisien Determinasi (R²)**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844 ^a	.712	.704	1.768

a. Predictors: (Constant), Kualitas Pelayanan (X2), Promosi (X1)



Lampiran 1 2. Hasil Uji Hipotesis

1. Uji t (Parsial)

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	3.850	1.150		3.350	.001
	Promosi (X1)	.148	.069	.173	2.132	.036
	Kualitas Pelayanan (X2)	.398	.044	.725	8.957	.000

a. Dependent Variable: Kepuasan Konsumen (Y)

2. Hasil Uji F (Simultan)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	557.066	2	278.533	89.157	.000 ^b
	Residual	224.934	72	3.124		
	Total	782.000	74			

a. Dependent Variable: Kepuasan Konsumen (Y)

b. Predictors: (Constant), Kualitas Pelayanan (X2), Promosi (X1)