



# LAMPIRAN

**Lampiran 01. Kuesioner Penelitian**  
**Kuesioner Penelitian**

1. Jenis Kelamin:

Laki- Laki       Perempuan

2. Usia

20 – 30 Tahun       < 50 Tahun

31 – 40 Tahun

41 – 50 Tahun

3. Petunjuk pengisian:

Centang salah satu jawaban sesuai dengan kondisi anda.

Skor:

(1) SS : Sangat Setuju : 5

(2) S : Setuju : 4

(3) N : Netral : 3

(4) TS : Tidak Setuju : 2

(5) STS: Sangat Tidak Setuju : 1

**KEPUASAN PELANGGAN**

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	N	S	SS
1	Saya merasa puas bereblanja di UD Pujung Sari karena telur yang dijual					

	berkualitas					
2	Pelayanan UD Pujung Sari sangat ramah dan baik					
3	Pakan ayam yang digunakan UD Pujung Sari bermerk					
4	Harga produk di UD Pujung Sari relative murah					
5	UD Pujung Sari tidak memberikan biaya tambahan jasa pengiriman produk, sehingga saya merasa puas					

### **KUALITAS PRODUK**

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	N	S	SS
1	Ud Pujung Sari menghasilkan telur yang berkualitas					
2	Telur yang dihasilkan sangat baik sehingga telur tahan lama					
3	UD Pujung Sari sangat tanggap mengganti telur yang ditawarkan Ketika sudah rusak					
4	UD Pujung Sari selalu mendapat review baik mengenai produk yang dijual					

### **WORD OF MOUTH**

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	N	S	SS
1	Telur yang baik, murah serta berkualitas hanya di UD Pujung Sari					
2	Saya selalu merekomendasikan teman saya untuk membeli telur di UD Pujung Sari					

3	Saya selalu merekomendasikan teman saya untuk membeli telur di UD Pujung Sari jika ingin dijual kembali					
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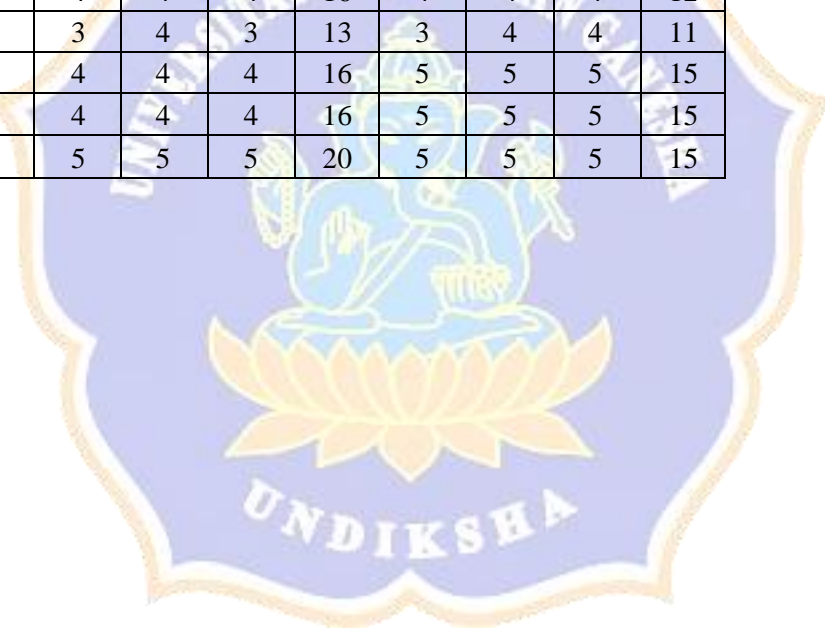


## Lampiran 02. Tabulasi Data

No	KUALITAS PRODUK					WORD OF MOUTH			
	X1.1	X1.2	X1.3	X1.4	TX1	X2.1	X2.2	X2.3	TX2
1	2	4	4	4	14	4	4	4	12
2	3	3	3	3	12	5	5	5	15
3	4	4	4	4	16	4	4	4	12
4	5	5	5	5	20	5	5	5	15
5	2	4	3	3	12	4	4	3	11
6	4	4	4	4	16	4	4	4	12
7	5	5	5	3	18	3	3	5	11
8	4	5	4	4	17	4	4	3	11
9	4	4	5	4	17	5	4	5	14
10	5	5	5	5	20	5	4	4	13
11	4	4	4	4	16	5	5	5	15
12	4	4	4	4	16	5	5	5	15
13	5	5	5	5	20	5	5	5	15
14	5	4	4	4	17	5	4	5	14
15	4	5	4	5	18	4	4	4	12
16	5	4	4	4	17	5	4	5	14
17	4	4	4	4	16	5	4	4	13
18	4	4	4	4	16	5	5	5	15
19	5	5	5	5	20	4	4	5	13
20	5	5	5	5	20	4	4	5	13
21	4	5	4	5	18	4	4	4	12
22	5	5	4	5	19	5	5	4	14
23	3	3	2	3	11	2	3	3	8
24	3	3	4	4	14	4	4	3	11
25	4	4	3	4	15	4	4	2	10
26	4	4	3	4	15	4	4	4	12
27	3	3	4	4	14	3	3	3	9
28	4	4	3	4	15	4	4	4	12
29	4	4	4	4	16	4	4	2	10
30	4	4	4	4	16	4	4	4	12
31	2	3	3	4	12	4	4	4	12
32	4	4	4	4	16	4	4	4	12
33	4	4	4	5	17	4	3	4	11
34	4	4	4	4	16	4	4	4	12
35	4	4	4	4	16	4	4	4	12
36	3	4	3	4	14	3	4	4	11
37	4	4	4	4	16	4	4	4	12
38	4	4	4	4	16	4	4	4	12
39	4	3	4	3	14	3	3	3	9

No	KUALITAS PRODUK					WORD OF MOUTH			
	X1.1	X1.2	X1.3	X1.4	TX1	X2.1	X2.2	X2.3	TX2
40	3	3	4	3	13	3	3	3	9
41	4	4	4	4	16	4	4	4	12
42	4	4	4	4	16	4	4	4	12
43	2	4	2	3	11	4	3	4	11
44	4	4	4	4	16	4	4	4	12
45	4	4	4	4	16	4	3	3	10
46	4	4	4	4	16	4	3	3	10
47	4	4	4	4	16	4	4	5	13
48	4	4	4	4	16	4	4	5	13
49	3	5	5	5	18	5	5	5	15
50	3	4	4	3	14	4	4	2	10
51	4	5	4	4	17	5	5	5	15
52	4	4	4	4	16	4	4	4	12
53	3	3	3	3	12	3	3	3	9
54	4	3	4	4	15	4	3	3	10
55	4	4	4	4	16	4	4	4	12
56	4	3	4	4	15	4	3	3	10
57	4	3	4	4	15	4	3	3	10
58	4	3	4	4	15	4	3	3	10
59	4	3	4	4	15	4	3	3	10
60	3	4	3	4	14	4	4	3	11
61	3	4	3	4	14	5	4	5	14
62	4	4	4	4	16	4	4	4	12
63	4	4	5	5	18	4	4	4	12
64	4	4	4	4	16	4	4	4	12
65	4	4	4	2	14	3	4	3	10
66	4	4	4	2	14	3	4	3	10
67	4	3	3	4	14	3	5	5	13
68	4	4	4	4	16	4	4	4	12
69	4	4	4	3	15	3	3	3	9
70	5	5	5	5	20	5	5	5	15
71	5	3	3	5	16	5	5	5	15
72	5	5	4	4	18	4	4	4	12
73	4	4	4	3	15	3	3	3	9
74	4	4	4	3	15	3	3	3	9
75	2	3	4	3	12	3	3	3	9
76	4	4	4	4	16	4	3	5	12
77	4	4	4	4	16	4	4	4	12
78	4	4	4	4	16	4	4	4	12
79	5	5	5	5	20	5	5	5	15
80	5	5	5	5	20	5	5	5	15

No	KUALITAS PRODUK					WORD OF MOUTH			
	X1.1	X1.2	X1.3	X1.4	TX1	X2.1	X2.2	X2.3	TX2
81	4	4	4	4	16	4	4	4	12
82	4	5	5	4	18	5	5	5	15
83	3	3	3	4	13	4	4	4	12
84	3	3	3	4	13	3	3	3	9
85	4	4	5	5	18	5	5	5	15
86	5	5	5	5	20	5	5	5	15
87	3	3	4	3	13	3	4	4	11
88	4	4	4	3	15	4	4	4	12
89	3	4	4	4	15	4	4	4	12
90	4	4	5	4	17	5	4	4	13
91	4	4	3	3	14	4	4	4	12
92	3	3	3	3	12	4	4	4	12
93	3	3	3	3	12	4	4	3	11
94	4	4	4	4	16	4	4	4	12
95	4	4	4	4	16	4	4	4	12
96	4	4	4	4	16	4	4	4	12
97	3	3	4	3	13	3	4	4	11
98	4	4	4	4	16	5	5	5	15
99	4	4	4	4	16	5	5	5	15
100	5	5	5	5	20	5	5	5	15





No	KEPUASAN PELANGGAN					
	Y1	Y2	Y3	Y4	Y5	TY
1	4	4	4	4	4	20
2	4	4	4	4	4	20
3	4	4	4	4	4	20
4	5	5	5	5	5	25
5	3	3	3	4	3	16
6	4	4	4	4	4	20
7	4	4	4	4	4	20
8	5	4	4	5	4	22
9	4	5	5	5	4	23
10	5	5	5	5	5	25
11	4	4	4	4	4	20
12	5	5	5	5	5	25
13	4	4	4	4	5	21
14	4	5	4	5	5	23
15	5	4	5	5	4	23
16	4	5	4	5	5	23
17	4	5	4	4	5	22
18	3	5	5	4	4	21
19	4	4	4	4	5	21
20	4	4	4	4	5	21
21	4	5	5	5	4	23
22	5	5	5	5	5	25
23	3	3	2	3	2	13
24	4	4	3	3	4	18
25	5	5	5	5	5	25
26	4	3	4	4	3	18
27	5	5	5	4	5	24
28	4	3	4	4	3	18
29	4	4	4	4	4	20
30	4	4	4	4	4	20
31	3	3	3	3	3	15
32	3	4	5	4	4	20
33	4	4	4	4	4	20
34	5	5	5	5	5	25
35	4	4	4	4	3	19
36	3	4	3	3	4	17
37	4	4	4	4	4	20
38	4	4	4	4	4	20
39	4	3	4	3	2	16
40	4	3	4	3	2	16
41	4	4	4	4	4	20



No	KEPUASAN PELANGGAN					
	Y1	Y2	Y3	Y4	Y5	TY
42	4	4	4	4	3	19
43	4	4	4	4	4	20
44	4	4	4	4	4	20
45	3	4	4	4	3	18
46	3	4	4	4	4	19
47	4	4	4	4	4	20
48	4	4	4	4	4	20
49	4	3	4	3	3	17
50	3	4	4	4	4	19
51	5	5	5	5	5	25
52	4	4	4	4	4	20
53	3	3	3	3	3	15
54	4	3	3	3	4	17
55	4	4	4	4	4	20
56	4	3	3	3	4	17
57	4	3	3	3	4	17
58	4	3	3	3	4	17
59	4	3	3	3	4	17
60	4	4	4	4	4	20
61	5	4	5	4	4	22
62	4	4	4	4	4	20
63	4	4	4	4	4	20
64	4	4	4	4	4	20
65	4	4	4	4	3	19
66	3	3	3	3	3	15
67	4	3	4	3	3	17
68	4	4	4	4	4	20
69	3	4	4	4	3	18
70	5	5	5	5	5	25
71	5	5	5	5	5	25
72	4	5	4	4	5	22
73	3	4	4	4	3	18
74	3	4	4	4	3	18
75	3	4	4	4	3	18
76	4	4	4	4	5	21
77	5	5	5	5	5	25
78	4	4	4	4	4	20
79	5	5	5	5	5	25
80	5	5	5	5	5	25
81	4	4	4	4	4	20
82	5	5	4	4	5	23

No	KEPUASAN PELANGGAN					
	Y1	Y2	Y3	Y4	Y5	TY
83	4	4	4	4	3	19
84	4	4	4	4	4	20
85	5	4	5	4	4	22
86	5	5	5	5	5	25
87	4	4	4	4	4	20
88	4	4	3	4	3	18
89	4	4	4	4	4	20
90	4	5	5	4	5	23
91	4	4	4	4	3	19
92	4	5	4	4	3	20
93	4	5	4	4	3	20
94	4	5	4	4	4	21
95	4	5	4	4	4	21
96	4	5	4	4	4	21
97	4	4	3	4	4	19
98	4	4	4	4	4	20
99	5	5	5	5	5	25
100	4	5	5	5	4	23



### Lampiran 03. Hasil Uji Validitas

#### Sampel Kecil

		Correlations				
		X1.1	X1.2	X1.3	X1.4	T.X1
X1.1	Pearson Correlation	1	,659**	,601**	,572**	,857**
	Sig. (2-tailed)		,000	,000	,001	,000
	N	30	30	30	30	30
X1.2	Pearson Correlation	,659**	1	,629**	,677**	,867**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
X1.3	Pearson Correlation	,601**	,629**	1	,591**	,836**
	Sig. (2-tailed)	,000	,000		,001	,000
	N	30	30	30	30	30
X1.4	Pearson Correlation	,572**	,677**	,591**	1	,820**
	Sig. (2-tailed)	,001	,000	,001		,000
	N	30	30	30	30	30
T.X1	Pearson Correlation	,857**	,867**	,836**	,820**	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	T.X2
X2.1	Pearson Correlation	1	,811**	,515**	,888**
	Sig. (2-tailed)		,000	,004	,000
	N	30	30	30	30
X2.2	Pearson Correlation	,811**	1	,432*	,831**
	Sig. (2-tailed)	,000		,017	,000
	N	30	30	30	30
X2.3	Pearson Correlation	,515**	,432*	1	,821**
	Sig. (2-tailed)	,004	,017		,000
	N	30	30	30	30
T.X2	Pearson Correlation	,888**	,831**	,821**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

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

		Correlations					
		Y1	Y2	Y3	Y4	Y5	T.Y
	Pearson Correlation	1	,477**	,652**	,635**	,590**	,782**
Y1	Sig. (2-tailed)		,008	,000	,000	,001	,000
	N	30	30	30	30	30	30
	Pearson Correlation	,477**	1	,726**	,636**	,782**	,872**
Y2	Sig. (2-tailed)	,008	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30
	Pearson Correlation	,652**	,726**	1	,745**	,599**	,883**
Y3	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30
	Pearson Correlation	,635**	,636**	,745**	1	,516**	,825**
Y4	Sig. (2-tailed)	,000	,000	,000	,000	,004	,000
	N	30	30	30	30	30	30
	Pearson Correlation	,590**	,782**	,599**	,516**	1	,844**
Y5	Sig. (2-tailed)	,001	,000	,000	,004	,000	,000
	N	30	30	30	30	30	30
	Pearson Correlation	,782**	,872**	,883**	,825**	,844**	1
T.Y	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000
	N	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	T.X1
	Pearson Correlation	1	,575**	,587**	,503**	,834**
X1.1	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
	Pearson Correlation	,575**	1	,577**	,511**	,817**
X1.2	Sig. (2-tailed)	,000	,000	,000	,000	,000
	N	100	100	100	100	100
	Pearson Correlation	,587**	,577**	1	,481**	,813**
X1.3	Sig. (2-tailed)	,000	,000	,000	,000	,000
	N	100	100	100	100	100
	Pearson Correlation	,503**	,511**	,481**	1	,771**
X1.4	Sig. (2-tailed)	,000	,000	,000	,000	,000
	N	100	100	100	100	100
	Pearson Correlation	,834**	,817**	,813**	,771**	1
T.X1	Sig. (2-tailed)	,000	,000	,000	,000	,000
	N	100	100	100	100	100

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

## Correlations

		X2.1	X2.2	X2.3	T.X2
	Pearson Correlation	1	,698**	,609**	,867**
X2.1	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
	Pearson Correlation	,698**	1	,659**	,883**
X2.2	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
	Pearson Correlation	,609**	,659**	1	,881**
X2.3	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
	Pearson Correlation	,867**	,883**	,881**	1
T.X2	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

## Correlations

		Y1	Y2	Y3	Y4	Y5	T.Y
	Pearson Correlation	1	,493**	,603**	,588**	,604**	,774**
Y1	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
	Pearson Correlation	,493**	1	,707**	,787**	,659**	,870**
Y2	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
	Pearson Correlation	,603**	,707**	1	,778**	,522**	,851**
Y3	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
	Pearson Correlation	,588**	,787**	,778**	1	,597**	,885**
Y4	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
	Pearson Correlation	,604**	,659**	,522**	,597**	1	,822**
Y5	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
	Pearson Correlation	,774**	,870**	,851**	,885**	,822**	1
T.Y	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

## Lampiran 04. Hasil Uji Reliabilitas

### Sampel Kecil

#### X1

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

Cronbach's Alpha	N of Items
,861	4

#### X2

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

Cronbach's Alpha	N of Items
,775	3

Y

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,895	5

Sampel Besar

X1

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,823	4



**X2**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

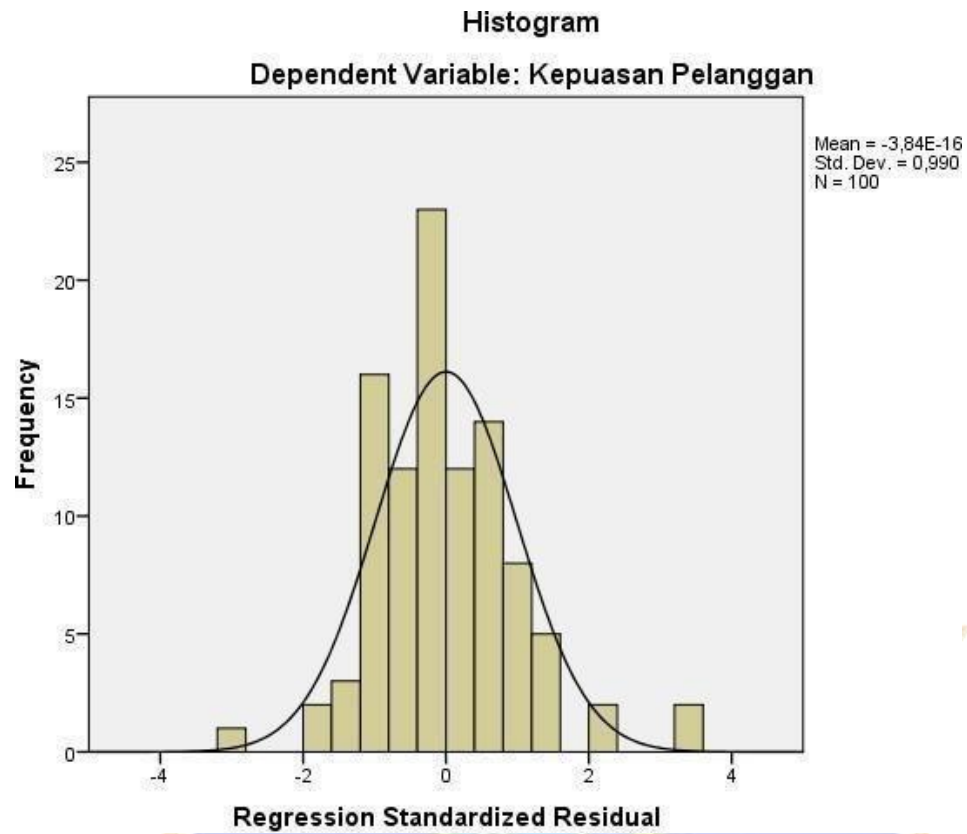
a. Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	N of Items
,843	3

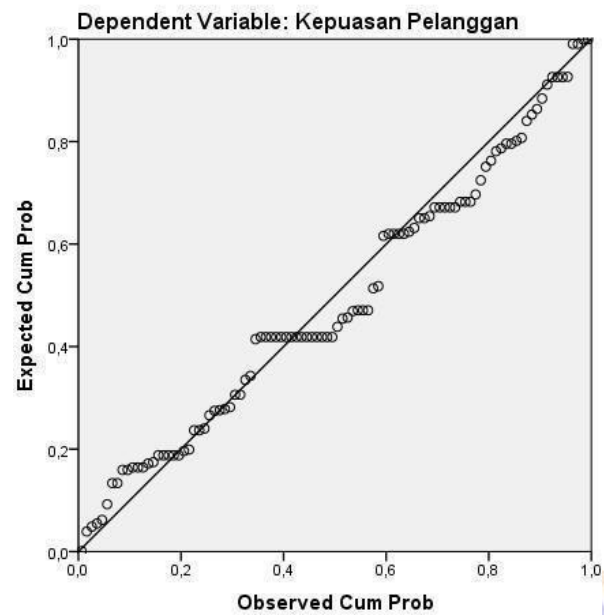


## Lampiran 05. Hasil Uji Asumsi Klasik

### (1) Uji Normalitas



## Normal P-P Plot of Regression Standardized Residual



## One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	1,93662631
Most Extreme Differences	Absolute	,099
	Positive	,099
	Negative	-,077
Kolmogorov-Smirnov Z		,995
Asymp. Sig. (2-tailed)		,276

a. Test distribution is Normal.

b. Calculated from data.

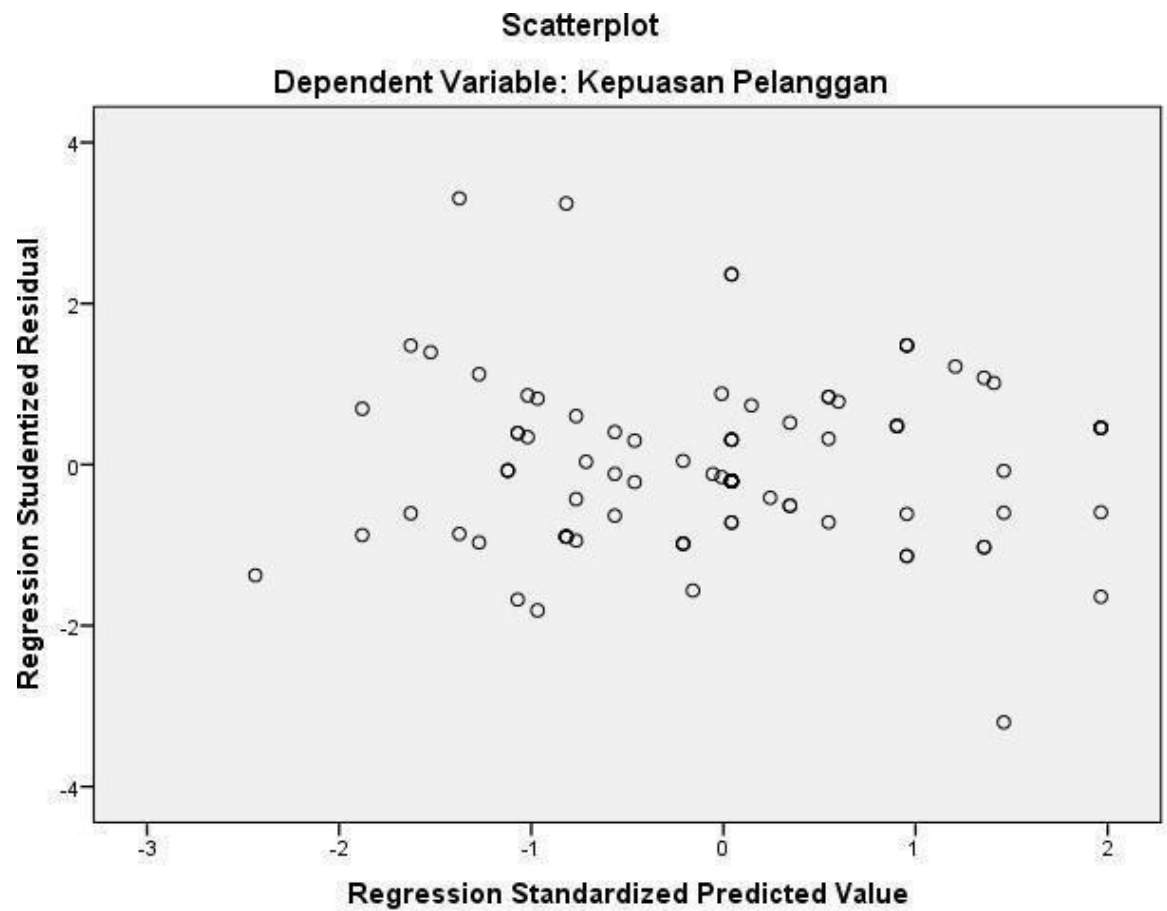
**(2) Uji Multikolinieritas**

Model	Coefficients <sup>a</sup>					Correlations			Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF	
	B	Std. Error	Beta								
1	(Constant)	5,489	1,527	3,595	,001						
	Kualitas Produk	,490	,113	,389	4,347	,000	,630	,404	,312	,641	1,559
	WOM	,590	,111	,402	4,488	,000	,635	,415	,322	,641	1,559

a. Dependent Variable: Kepuasan Pelanggan



## (3) Uji Heteroskedastisitas



Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2,077	,997		2,083	,040
	Kualitas Produk	-,079	,074	-,136	-1,079	,283
	WOM	,052	,086	,076	,605	,546

a. Dependent Variable: Abs\_Res

## Lampiran 06. Hasil Regresi Linier Berganda

Model	Variables Entered/Removed <sup>a</sup>		Method
	Variables Entered	Variables Removed	
1	WOM, Kualitas Produk <sup>b</sup>	.	Enter

a. Dependent Variable: Kepuasan Pelanggan

b. All requested variables entered.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Model Summary <sup>b</sup>				Durbin-Watson	
					R Square Change	F Change	df1	df2		Sig. F Change
1	,708 <sup>a</sup>	,501	,490	1,956	,501	48,651	2	97	,000	2,216

a. Predictors: (Constant), WOM, Kualitas Produk

b. Dependent Variable: Kepuasan Pelanggan

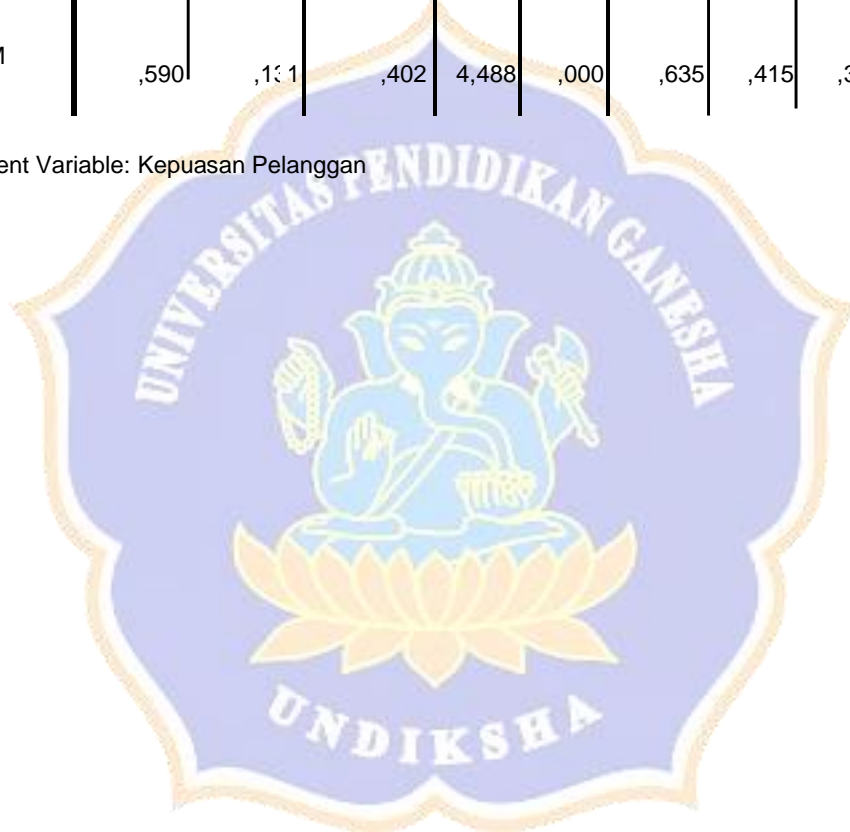
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	372,458	2	186,229	48,651	,000 <sup>b</sup>
	Residual	371,302	97	3,828		
	Total	743,760	99			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), WOM, Kualitas Produk

Model	Coefficients <sup>a</sup>					Correlations			Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF	
	B	Std. Error	Beta								
1	(Constant)	5,489	1,527	3,595	,001						
	Kualitas Produk	,490	,113	,389	4,347	,000	,630	,404	,312	,641	1,559
	WOM	,590	,111	,402	4,488	,000	,635	,415	,322	,641	1,559

a. Dependent Variable: Kepuasan Pelanggan







Komang Dandy Sukma Kirana lahir di Bondalem pada Tanggal 21 Januari 2000 sebagai anak ketiga dari Pasangan Drs. Nyoman Winaya dan Ni Putu Erny Udayani. Penulis berkembangsaan Indonesia dan beragama Hindu. Penulis berasal dari Desa Bondalem, Kecamatan Buleleng, Kabupaten Buleleng, Provinsi Bali.

Penulis menyelesaikan pendidikan dasar di SD Negeri 6 Bondalem dan lulus pada tahun 2013, kemudian penulis melanjutkan pendidikan di SMP Negeri 5 Tejakula dan lulus pada tahun 2015 setelahnya penulis melanjutkan pendidikan di SMA Negeri 2 Singaraja dengan mengambil jurusan MIPA dan lulus pada tahun 2018. Setelah lulus penulis melanjutkan pendidikan ke jenjang Perguruan Tinggi di Universitas Pendidikan Ganesha dengan mengambil Jurusan Manajemen sampai pada penulisan skripsi ini penulis masih terdaftar sebagai mahasiswa Jurusan Manajemen Universitas Pendidikan Ganesha.

