

**Lampiran 01. Kuisisioner Penelitian****KUESIONER PENELITIAN**

Kepada Yth. Bapak/Ibu/ Saudara/i

Hal : Pengisian Kuesioner

Dengan hormat,

Sehubungan dengan penyelesaian tugas akhir skripsi yang sedang saya lakukan di Program Studi Manajemen, Fakultas Ekonomi, Universitas Pendidikan Ganesha, saya bermaksud mengadakan penelitian dengan judul “Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan penggunaan Krematorium Desa Adat Buleleng”. Maka saya mengharapkan kesediaan Bapak/Ibu/Saudara/i untuk berkenan mengisi angket ini sesuai dengan keadaan sebenarnya sebagai datayang akan dipergunakann dalam penelitian.

Demikian yang saya sampaikan, atas kesediaan dan bantuan Bapak/Ibu/Saudara/i yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terimakasih.

Hormat saya,

Made Dwijapayoga Nata Renjaya

NIM. 1917041186

## 1. Identitas Responden

(Beri tanda pada kotak jawaban)

1. Nama Lengkap : .....
2. Alamat : .....
3. Usia..... tahun
4. Jenis Kelamin : Perempuan Laki-laki
5. Apakah keluarga anda pernah menggunakan jasa Krematorium Desa Adat Buleleng?

IYA                      TIDAK

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

## 2. Petunjuk Pengisian Kuesioner

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

| Keterangan | Arti                | Angka |
|------------|---------------------|-------|
| SS         | Sangat Setuju       | 5     |
| S          | Setuju              | 4     |
| N          | Netral              | 3     |
| TS         | Tidak Setuju        | 2     |
| STS        | Sangat Tidak Setuju | 1     |

## 3. Draft Pernyataan Keputusan Pembelian

### a) Kepuasan Pelanggan

| No | Pernyataan   | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
|    | Kepuasan Pelanggan (Y)   | 5  | 4 | 3 | 2  | 1   |
| 1. | Jika di dalam keluarga ada yang membutuhkan jasa krematorium saya menyarankan membeli produk dan menggunakan jasa Krematorium Desa Adat Buleleng |    |   |   |    |     |
| 2. | Saya akan mereferensikan kepada orang lain yang akan menggunakan dan membeli pruduk di Krematorium Desa Adat Buleleng                            |    |   |   |    |     |
| 3. | Jika keluarga saya ada yang butuh  |    |   |   |    |     |

|    |   |  |  |  |  |  |
|----|---|--|--|--|--|--|
|    | jasa krematorium saya akan lebih berminat menggunakan jasa krematorium Desa Adat Buleleng dari pada di tempat lain                        |  |  |  |  |  |
| 4. | Jika di dalam keluarga ada yang membutuhkan jasa krematorium saya menyarankan untuk membeli produk lain di Krematorium Desa Adat Buleleng |  |  |  |  |  |

## b) Harga

| No | Pernyataan   | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
|    | Harga ( $X_1$ )  | 5  | 4 | 3 | 2  | 1   |
| 1. | Harga produk banten di Krematorium Desa Adat Buleleng jalan gajah mada kelurahan Kendran terjangkau dengan pendapatan saya   |    |   |   |    |     |
| 2. | Harga produk banten di Krematorium Desa Adat Buleleng jalan gajah mada kelurahan Kendran sesuai dengan kualitas produk yang saya rasakan                                     |    |   |   |    |     |
| 3. | Harga produk banten di Krematorium Desa Adat Buleleng jalan gajah mada kelurahan Kendran cukup bersaing bila dibandingkan dengan krematorium yang lainnya yang harganya sama |    |   |   |    |     |
| 4. | Harga produk banten di Krematorium Desa Adat Buleleng jalan gajah mada kelurahan Kendran sesuai dengan manfaat yang saya rasakan   |    |   |   |    |     |

## c) Kualitas Pelayanan

| No | Pernyataan   | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
|    | Kualitas Pelayanan ( $X_2$ )   | 5  | 4 | 3 | 2  | 1   |
| 1. | Petugas di Krematorium Desa Adat Buleleng jalan gajah mada kelurahan Kendran memberikan pelayanan yang dapat diandalkan        |    |   |   |    |     |
| 2. | Petugas di Krematorium Desa Adat Buleleng jalan gajah mada kelurahan Kendran selalu siap memberikan bantuan apabila Dibutuhkan |    |   |   |    |     |
| 3. | Petugas di Krematorium Desa Adat Buleleng jalan gajah mada   |    |   |   |    |     |

|    |   |  |  |  |  |  |
|----|---|--|--|--|--|--|
|    | kelurahan Kendran memberikan pelayanan yang memuaskan   |  |  |  |  |  |
| 4. | Petugas di Krematorium Desa Adat Buleleng jalan gajah mada kelurahan Kendran melayani dengan ramah dan sopan  |  |  |  |  |  |
| 5. | Tersedia fasilitas yang baik dan memadai di Krematorium Desa Adat Buleleng jalan gajah mada kelurahan Kendran |  |  |  |  |  |



### Lampiran 02. Tabulasi Data Responden

| X1.1 | X1.2 | X1.3 | X1.4 | TX1 | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | TX2 |
|------|------|------|------|-----|------|------|------|------|------|-----|
| 4    | 4    | 4    | 5    | 17  | 5    | 5    | 5    | 3    | 3    | 21  |
| 4    | 4    | 4    | 4    | 16  | 5    | 4    | 4    | 4    | 3    | 20  |
| 4    | 4    | 4    | 5    | 17  | 5    | 4    | 4    | 4    | 4    | 21  |
| 4    | 3    | 4    | 4    | 15  | 5    | 5    | 4    | 4    | 3    | 21  |
| 4    | 4    | 4    | 4    | 16  | 4    | 4    | 4    | 4    | 4    | 20  |
| 4    | 4    | 5    | 5    | 18  | 3    | 5    | 4    | 4    | 5    | 21  |
| 4    | 3    | 4    | 4    | 15  | 4    | 4    | 3    | 3    | 4    | 18  |
| 4    | 5    | 4    | 5    | 18  | 4    | 4    | 4    | 3    | 3    | 18  |
| 4    | 4    | 3    | 4    | 15  | 4    | 4    | 3    | 4    | 3    | 18  |
| 5    | 4    | 4    | 4    | 17  | 5    | 4    | 2    | 2    | 4    | 17  |
| 5    | 5    | 5    | 5    | 20  | 5    | 3    | 3    | 4    | 3    | 18  |
| 5    | 5    | 5    | 4    | 19  | 5    | 4    | 5    | 4    | 4    | 22  |
| 4    | 5    | 5    | 5    | 19  | 5    | 3    | 4    | 3    | 3    | 18  |
| 5    | 5    | 5    | 5    | 20  | 5    | 5    | 5    | 5    | 5    | 25  |
| 3    | 3    | 4    | 4    | 14  | 2    | 2    | 5    | 4    | 5    | 18  |
| 4    | 3    | 4    | 5    | 16  | 5    | 5    | 4    | 3    | 4    | 21  |
| 2    | 5    | 5    | 3    | 15  | 4    | 5    | 3    | 4    | 5    | 21  |
| 4    | 3    | 4    | 4    | 15  | 3    | 4    | 4    | 3    | 2    | 16  |
| 3    | 3    | 3    | 3    | 12  | 3    | 3    | 3    | 3    | 3    | 15  |
| 4    | 4    | 4    | 4    | 16  | 4    | 4    | 4    | 4    | 4    | 20  |
| 4    | 4    | 4    | 5    | 17  | 3    | 4    | 3    | 4    | 3    | 17  |
| 3    | 4    | 4    | 4    | 15  | 4    | 4    | 2    | 4    | 2    | 16  |
| 3    | 4    | 4    | 4    | 15  | 4    | 4    | 2    | 4    | 2    | 16  |
| 5    | 4    | 4    | 5    | 18  | 4    | 5    | 4    | 4    | 2    | 19  |
| 5    | 4    | 4    | 5    | 18  | 4    | 5    | 4    | 4    | 2    | 19  |
| 4    | 4    | 4    | 4    | 16  | 5    | 5    | 4    | 4    | 3    | 21  |
| 4    | 4    | 4    | 4    | 16  | 5    | 5    | 4    | 4    | 3    | 21  |
| 4    | 4    | 5    | 4    | 17  | 4    | 4    | 4    | 4    | 3    | 19  |
| 4    | 4    | 5    | 4    | 17  | 4    | 4    | 4    | 4    | 3    | 19  |
| 4    | 5    | 5    | 4    | 18  | 5    | 4    | 4    | 5    | 4    | 22  |
| 4    | 5    | 5    | 4    | 18  | 5    | 4    | 4    | 5    | 4    | 22  |
| 5    | 5    | 5    | 5    | 20  | 5    | 5    | 5    | 5    | 4    | 24  |
| 5    | 5    | 5    | 5    | 20  | 5    | 5    | 5    | 5    | 4    | 24  |
| 4    | 4    | 5    | 5    | 18  | 5    | 5    | 4    | 5    | 5    | 24  |
| 5    | 5    | 5    | 5    | 20  | 5    | 5    | 3    | 5    | 3    | 21  |
| 3    | 5    | 4    | 5    | 17  | 5    | 4    | 4    | 3    | 1    | 17  |
| 5    | 3    | 4    | 5    | 17  | 4    | 3    | 4    | 5    | 4    | 20  |
| 4    | 5    | 5    | 4    | 18  | 2    | 5    | 5    | 3    | 2    | 17  |
| 5    | 4    | 4    | 5    | 18  | 4    | 3    | 4    | 4    | 2    | 17  |
| 5    | 5    | 5    | 5    | 20  | 3    | 3    | 3    | 3    | 5    | 17  |

|   |   |   |   |    |   |   |   |   |   |    |
|---|---|---|---|----|---|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 4 | 4 | 18 | 4 | 4 | 4 | 5 | 4 | 21 |
| 4 | 5 | 5 | 5 | 19 | 3 | 4 | 4 | 4 | 4 | 19 |
| 5 | 5 | 5 | 5 | 20 | 3 | 4 | 4 | 4 | 4 | 19 |
| 5 | 5 | 4 | 4 | 18 | 5 | 4 | 4 | 5 | 4 | 22 |
| 5 | 4 | 5 | 5 | 19 | 5 | 4 | 4 | 5 | 4 | 22 |
| 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 4 | 3 | 19 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 3 | 19 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 4 | 4 | 21 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 4 | 4 | 21 |
| 5 | 4 | 4 | 4 | 17 | 4 | 5 | 5 | 4 | 4 | 22 |
| 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 4 | 4 | 22 |
| 4 | 5 | 4 | 5 | 18 | 5 | 5 | 5 | 5 | 4 | 24 |
| 4 | 4 | 4 | 5 | 17 | 5 | 5 | 5 | 5 | 4 | 24 |
| 5 | 4 | 5 | 4 | 18 | 4 | 4 | 5 | 5 | 4 | 22 |
| 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 5 | 4 | 24 |
| 4 | 4 | 4 | 4 | 16 | 3 | 5 | 4 | 5 | 5 | 22 |
| 4 | 4 | 5 | 5 | 18 | 5 | 3 | 4 | 5 | 4 | 21 |
| 4 | 5 | 5 | 5 | 19 | 4 | 5 | 5 | 4 | 4 | 22 |
| 4 | 3 | 4 | 3 | 14 | 5 | 4 | 4 | 5 | 4 | 22 |
| 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 4 | 4 | 19 |
| 5 | 4 | 4 | 5 | 18 | 2 | 4 | 4 | 3 | 2 | 15 |
| 5 | 5 | 4 | 3 | 17 | 2 | 4 | 4 | 3 | 4 | 17 |
| 4 | 4 | 4 | 4 | 16 | 3 | 3 | 3 | 4 | 3 | 16 |
| 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 5 | 22 |
| 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 4 | 4 | 21 |
| 4 | 4 | 4 | 5 | 17 | 4 | 5 | 4 | 4 | 4 | 21 |
| 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 3 | 22 |
| 4 | 4 | 3 | 5 | 16 | 4 | 5 | 5 | 5 | 3 | 22 |
| 4 | 4 | 5 | 5 | 18 | 3 | 5 | 4 | 4 | 4 | 20 |
| 4 | 4 | 2 | 5 | 15 | 3 | 5 | 4 | 4 | 4 | 20 |
| 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 5 | 21 |
| 3 | 3 | 4 | 4 | 14 | 4 | 4 | 4 | 4 | 5 | 21 |
| 4 | 4 | 4 | 3 | 15 | 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 4 | 5 | 4 | 17 | 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 4 | 5 | 4 | 17 | 4 | 5 | 5 | 5 | 5 | 24 |
| 4 | 4 | 5 | 5 | 18 | 4 | 5 | 4 | 5 | 5 | 23 |
| 3 | 4 | 5 | 4 | 16 | 5 | 5 | 5 | 4 | 5 | 24 |
| 4 | 3 | 4 | 5 | 16 | 3 | 5 | 4 | 4 | 4 | 20 |

|   |   |   |   |    |   |   |   |   |   |    |
|---|---|---|---|----|---|---|---|---|---|----|
| 4 | 3 | 4 | 4 | 15 | 4 | 5 | 3 | 5 | 4 | 21 |
| 4 | 4 | 5 | 4 | 17 | 5 | 4 | 4 | 4 | 4 | 21 |
| 3 | 5 | 5 | 4 | 17 | 4 | 4 | 5 | 4 | 5 | 22 |
| 4 | 4 | 5 | 4 | 17 | 4 | 5 | 4 | 5 | 4 | 22 |
| 3 | 4 | 5 | 4 | 16 | 5 | 4 | 5 | 4 | 4 | 22 |
| 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 5 | 3 | 21 |
| 1 | 1 | 2 | 3 | 7  | 5 | 4 | 5 | 4 | 5 | 23 |

| Y1 | Y2 | Y3 | Y4 | TY |
|----|----|----|----|----|
| 4  | 5  | 5  | 4  | 18 |
| 4  | 4  | 4  | 2  | 14 |
| 5  | 5  | 4  | 3  | 17 |
| 4  | 4  | 4  | 4  | 16 |
| 4  | 3  | 3  | 3  | 13 |
| 5  | 5  | 4  | 4  | 18 |
| 4  | 3  | 3  | 3  | 13 |
| 4  | 4  | 4  | 4  | 16 |
| 5  | 5  | 5  | 4  | 19 |
| 4  | 4  | 3  | 3  | 14 |
| 5  | 4  | 5  | 4  | 18 |
| 5  | 5  | 5  | 4  | 19 |
| 4  | 4  | 4  | 4  | 16 |
| 5  | 5  | 5  | 5  | 20 |
| 5  | 5  | 5  | 5  | 20 |
| 5  | 5  | 5  | 5  | 20 |
| 5  | 5  | 5  | 4  | 19 |
| 4  | 5  | 5  | 4  | 18 |
| 4  | 4  | 4  | 4  | 16 |
| 4  | 5  | 4  | 4  | 17 |
| 4  | 4  | 3  | 3  | 14 |
| 2  | 4  | 3  | 4  | 13 |
| 3  | 3  | 4  | 4  | 14 |
| 3  | 4  | 4  | 4  | 15 |
| 4  | 4  | 4  | 4  | 16 |
| 3  | 3  | 3  | 4  | 13 |
| 4  | 5  | 5  | 4  | 18 |
| 3  | 3  | 3  | 4  | 13 |
| 4  | 4  | 4  | 4  | 16 |
| 4  | 5  | 4  | 4  | 17 |
| 3  | 3  | 4  | 3  | 13 |
| 4  | 4  | 4  | 5  | 17 |
| 5  | 5  | 5  | 5  | 20 |

|   |   |   |   |    |
|---|---|---|---|----|
| 4 | 4 | 5 | 5 | 18 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 4 | 4 | 17 |
| 4 | 5 | 5 | 5 | 19 |
| 4 | 4 | 5 | 5 | 18 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 5 | 5 | 19 |
| 3 | 3 | 4 | 4 | 14 |
| 5 | 4 | 4 | 5 | 18 |
| 4 | 3 | 4 | 3 | 14 |
| 4 | 5 | 3 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 4 | 5 | 18 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 5 | 4 | 18 |
| 3 | 3 | 3 | 3 | 12 |
| 4 | 4 | 4 | 5 | 17 |
| 5 | 5 | 4 | 4 | 18 |
| 5 | 5 | 5 | 4 | 19 |
| 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 3 | 18 |
| 5 | 5 | 5 | 3 | 18 |
| 4 | 3 | 3 | 5 | 15 |
| 4 | 4 | 3 | 4 | 15 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 5 | 4 | 17 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 4 | 3 | 14 |
| 3 | 4 | 4 | 4 | 15 |
| 4 | 4 | 4 | 2 | 14 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 4 | 4 | 4 | 17 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 5 | 4 | 18 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 20 |



|   |   |   |   |    |
|---|---|---|---|----|
| 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 5 | 4 | 18 |
| 4 | 5 | 5 | 5 | 19 |
| 2 | 4 | 4 | 5 | 15 |
| 3 | 4 | 5 | 4 | 16 |
| 5 | 5 | 5 | 5 | 20 |
| 1 | 1 | 2 | 3 | 7  |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 4 | 5 | 18 |
| 4 | 5 | 4 | 5 | 18 |
| 5 | 4 | 5 | 4 | 18 |
| 4 | 5 | 4 | 5 | 18 |
| 4 | 5 | 4 | 4 | 17 |
| 5 | 4 | 5 | 4 | 18 |



### Lampiran 03. Hasil Output Uji SPSS

#### 1. Uji Validitas dan Uji Reliabilitas

Hasil Uji Validitas Variabel Harga ( $X_1$ )

|       |                     | Correlations |        |        |        |        |
|-------|---------------------|--------------|--------|--------|--------|--------|
|       |                     | Harga        | Harga  | Harga  | Harga  | Harga  |
| Harga | Pearson Correlation | 1            | .420** | .244*  | .417** | .257*  |
|       | Sig. (2-tailed)     |              | .000   | .020   | .000   | .014   |
|       | N                   | 90           | 90     | 90     | 90     | 90     |
| Harga | Pearson Correlation | .420**       | 1      | .525** | .291** | .351** |
|       | Sig. (2-tailed)     | .000         |        | .000   | .005   | .001   |
|       | N                   | 90           | 90     | 90     | 90     | 90     |
| Harga | Pearson Correlation | .244*        | .525** | 1      | .208*  | .398** |
|       | Sig. (2-tailed)     | .020         | .000   |        | .049   | .000   |
|       | N                   | 90           | 90     | 90     | 90     | 90     |
| Harga | Pearson Correlation | .417**       | .291** | .208*  | 1      | .243*  |
|       | Sig. (2-tailed)     | .000         | .005   | .049   |        | .021   |
|       | N                   | 90           | 90     | 90     | 90     | 90     |
| Harga | Pearson Correlation | .257*        | .351** | .398** | .243*  | 1      |
|       | Sig. (2-tailed)     | .014         | .001   | .000   | .021   |        |
|       | N                   | 90           | 90     | 90     | 90     | 90     |

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

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

| Butir | Nilai Corrected Item<br>Total Correlation / $r_{hitung}$ | Sig.  | $R_{tabel}$ | Kriteria |
|-------|--|-------|-------------|----------|
| 1     | 0,420  | 0,014 | 0,1745      | Valid    |
| 2     | 0,244  | 0,001 | 0,1745      | Valid    |
| 3     | 0,417  | 0,000 | 0,1745      | Valid    |
| 4     | 0,257  | 0,021 | 0,1745      | Valid    |

Sumber : Hasil analisis pada SPSS

### Hasil Uji Validitas Variabel Kualitas Pelayanan (X<sub>2</sub>)

#### Correlations

|                    |                     | Kualitas Pelayanan | Kualitas Pelayanan | Kualitas Pelayanan | Kualitas Pelayanan | Kualitas Pelayanan | Kualitas Pelayanan |
|--------------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Kualitas Pelayanan | Pearson Correlation | 1                  | .202               | .160               | .350**             | .090               | .580**             |
|                    | Sig. (2-tailed)     |                    | .056               | .132               | .001               | .401               | .000               |
|                    | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| Kualitas Pelayanan | Pearson Correlation | .202               | 1                  | .320**             | .276**             | .133               | .573**             |
|                    | Sig. (2-tailed)     | .056               |                    | .002               | .009               | .213               | .000               |
|                    | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| Kualitas Pelayanan | Pearson Correlation | .160               | .320**             | 1                  | .321**             | .311**             | .652**             |
|                    | Sig. (2-tailed)     | .132               | .002               |                    | .002               | .003               | .000               |
|                    | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| Kualitas Pelayanan | Pearson Correlation | .350**             | .276**             | .321**             | 1                  | .365**             | .716**             |
|                    | Sig. (2-tailed)     | .001               | .009               | .002               |                    | .000               | .000               |
|                    | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| Kualitas Pelayanan | Pearson Correlation | .090               | .133               | .311**             | .365**             | 1                  | .642**             |
|                    | Sig. (2-tailed)     | .401               | .213               | .003               | .000               |                    | .000               |
|                    | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| Kualitas Pelayanan | Pearson Correlation | .580**             | .573**             | .652**             | .716**             | .642**             | 1                  |
|                    | Sig. (2-tailed)     | .000               | .000               | .000               | .000               | .000               |                    |
|                    | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |

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

| Butir | Nilai Corrected Item<br>TotalCorrelation / r <sub>hitung</sub> | Sig.  | R <sub>tabel</sub> | Kriteria |
|-------|--|-------|--------------------|----------|
| 1     | 0,580  | 0,000 | 0,1745             | Valid    |
| 2     | 0,573  | 0,000 | 0,1745             | Valid    |
| 3     | 0,652  | 0,000 | 0,1745             | Valid    |
| 4     | 0,716  | 0,000 | 0,1745             | Valid    |
| 5     | 0,642  | 0,000 | 0,1745             | Valid    |

## Hasil Uji Validitas Variabel Kepuasan Pelanggan (Y)

## Correlations

|                    |                     | Minat Beli | Minat Beli | Minat Beli | Minat Beli | Minat Beli |
|--------------------|---------------------|------------|------------|------------|------------|------------|
| Kepuasan Pelanggan | Pearson Correlation | 1          | .637**     | .584**     | .230*      | .791**     |
|                    | Sig. (2-tailed)     |            | .000       | .000       | .030       | .000       |
|                    | N                   | 90         | 90         | 90         | 90         | 90         |
| Kepuasan pelanggan | Pearson Correlation | .637**     | 1          | .666**     | .399**     | .867**     |
|                    | Sig. (2-tailed)     | .000       |            | .000       | .000       | .000       |
|                    | N                   | 90         | 90         | 90         | 90         | 90         |
| Kepuasan Pelanggan | Pearson Correlation | .584**     | .666**     | 1          | .391**     | .840**     |
|                    | Sig. (2-tailed)     | .000       | .000       |            | .000       | .000       |
|                    | N                   | 90         | 90         | 90         | 90         | 90         |
| Kepuasan Pelanggan | Pearson Correlation | .230*      | .399**     | .391**     | 1          | .634**     |
|                    | Sig. (2-tailed)     | .030       | .000       | .000       |            | .000       |
|                    | N                   | 90         | 90         | 90         | 90         | 90         |
| Kepuasan Pelanggan | Pearson Correlation | .791**     | .867**     | .840**     | .634**     | 1          |
|                    | Sig. (2-tailed)     | .000       | .000       | .000       | .000       |            |
|                    | N                   | 90         | 90         | 90         | 90         | 90         |

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

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

| Butir | Nilai Corrected Item Total Correlation / $r_{hitung}$ | Sig.  | $R_{tabel}$ | Kriteria |
|-------|---|-------|-------------|----------|
| 1     | 0,791   | 0,000 | 0,1745      | Valid    |
| 2     | 0,867   | 0,000 | 0,1745      | Valid    |
| 3     | 0,840   | 0,000 | 0,1745      | Valid    |
| 4     | 0,634   | 0,000 | 0,1745      | Valid    |

### Hasil Pengujian Reliabilitas Terhadap Variabel Harga

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

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

#### Reliability Statistics

| Cronbach's<br>Alpha | N of Items |
|---------------------|------------|
| .686                | 4          |

### Hasil Pengujian Reliabilitas Terhadap Variabel Kualitas Pelayanan

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

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

#### Reliability Statistics

| Cronbach's<br>Alpha | N of Items |
|---------------------|------------|
| .615                | 5          |

## Hasil Pengujian Reliabilitas Terhadap Variabel Kepuasan Pelanggan

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

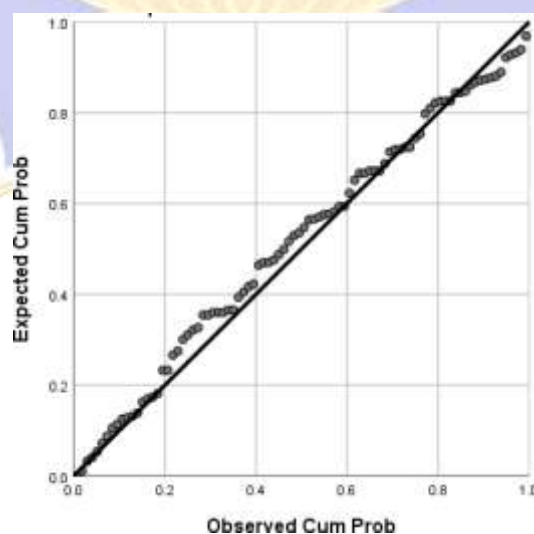
a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .791             | 4          |

## Lampiran 04. Hasil Output Uji SPSS

### 1. Uji Normalitas



### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized<br>Residual |
|----------------------------------|----------------|----------------------------|
| N                                |                | 90                         |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                   |
|                                  | Std. Deviation | 2.14076036                 |
| Most Extreme Differences         | Absolute       | .075                       |
|                                  | Positive       | .053                       |
|                                  | Negative       | -.075                      |
| Test Statistic                   |                | .075                       |
| Asymp. Sig. (2-tailed)           |                | .200 <sup>c,d</sup>        |

a. Test distribution is Normal.

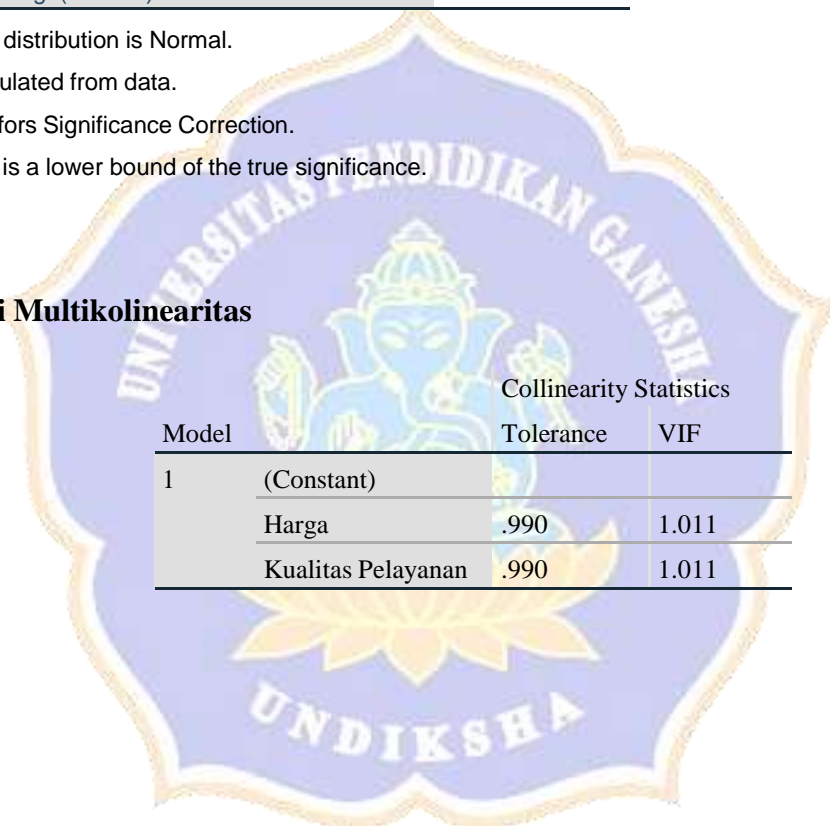
b. Calculated from data.

c. Lilliefors Significance Correction.

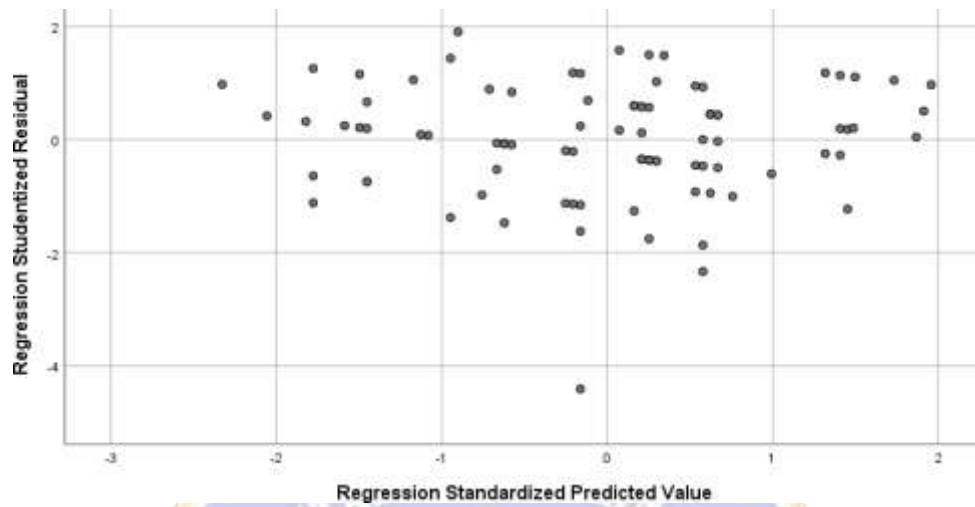
d. This is a lower bound of the true significance.

## 2. Uji Multikolinearitas

| Model |                    | Collinearity Statistics |       |
|-------|--------------------|-------------------------|-------|
|       |                    | Tolerance               | VIF   |
| 1     | (Constant)         |                         |       |
|       | Harga              | .990                    | 1.011 |
|       | Kualitas Pelayanan | .990                    | 1.011 |



### 3. Uji Heterokedastisitas





## Lampiran 05. Hasil Uji Regresi Linier Berganda

### Coefficients<sup>a</sup>

| Model |                    | Unstandardized Coefficients |            | Standardized         | T     | Sig. |
|-------|--------------------|-----------------------------|------------|----------------------|-------|------|
|       |                    | B                           | Std. Error | Coefficients<br>Beta |       |      |
| 1     | (Constant)         | 11.175                      | 2.689      |                      | 4.156 | .000 |
|       | Harga              | .325                        | .121       | .271                 | 2.680 | .007 |
|       | Kualitas Pelayanan | .295                        | .095       | .313                 | 3.054 | .003 |

a. Dependent Variable: Kepuasan Pelanggan

## Lampiran 06. Hasil Uji F dan Uji t

### Uji f

#### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | Df | Mean Square | F     | Sig.              |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1     | Regression | 43.726         | 2  | 21.863      | 4.663 | .012 <sup>b</sup> |
|       | Residual   | 407.874        | 87 | 4.688       |       |                   |
|       | Total      | 451.600        | 89 |             |       |                   |

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Harga, Kualitas Pelayanan

Sumber: *Hasil analisis pada SPSS*

### Uji f

#### Coefficients<sup>a</sup>

| Model |                    | Unstandardized Coefficients |            | Standardized         | T     | Sig. |
|-------|--------------------|-----------------------------|------------|----------------------|-------|------|
|       |                    | B                           | Std. Error | Coefficients<br>Beta |       |      |
| 1     | (Constant)         | 11.175                      | 2.689      |                      | 4.156 | .000 |
|       | Harga              | .032                        | .121       | .027                 | 2.680 | .007 |
|       | Kualitas pelayanan | .291                        | .095       | .313                 | 3.054 | .003 |

a. Dependent Variable: Kepuasan Pelanggan

Sumber: *Hasil analisis pada SPSS*

**Uji R2****Model Summary<sup>b</sup>**

| Model | R                    | R Square | Adjusted Square | R | Std. Error of the Estimate |
|-------|----------------------|----------|-----------------|---|----------------------------|
| 1     | .0,8148 <sup>a</sup> | .664     | .0667           |   | 2.165                      |

a. Predictors: (Constant), Harga, kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

Sumber : *Hasil analisis pada SPSS*

